

Clean & Green India - Swachh Bharat Abhiyan

Abstract:

On the occasion of birth anniversary of Mahatma Gandhi, our Hon. Prime Minister exhorted people to fulfil Mahatma Gandhi's vision of Clean India. By launching the Swachh Bharat Mission, the Prime Minister said that it is our social responsibility as a citizen of India to help fulfil Gandhi's vision of Clean India by his 150th birth anniversary on 2nd October, 2014. The main objective of this campaign is to reduce or eliminate open defecation through the construction of individual, cluster and community toilets. This mission will also make an initiative of establishing an accountable mechanism of monitoring latrine use. . This research article therefore, is an attempt to find out the need, objectives and impact of Swachh Bharat Mission on overall economic development of India.

Keywords: Clean India, Swachh Bharat Mission

1. Introduction

Swachh Bharat (Clean India) Mission was launched by our Hon. Prime Minister, Shri Narendra Modi on October 2, 2014, with Mahatma Gandhi as the inspiration, to create a clean India of his dream by 2019, on his 150th birth anniversary. He quoted the words of M.K Gandhi "Sanitation is more important than Independence". Government of India launch this movement to solve the sanitation and waste management problem and make India a clean country. The basic objective behind the Swachh Bharat Mission is to create sanitation facilities for all and eliminate completely the unhealthy practice of open defecation. It aims to provide every rural family with a toilet by 2019. Prime Minister started this "Clean India Campaign" from the Valmiki Basti in New Delhi. Millions of people across the country are also joined the cleanliness initiatives of government departments, NGOs and local community centres to make India completely clean by 2019. Our PM emphasized that work of cleaning India cannot be done by one person, or, by government functionaries alone- it has to be done by 125 crore people. He urged people to devote 100 hours every year towards the cause of cleanliness. Swachh Bharat would make a significant impact on public health and in safeguarding the income of the poor, ultimately contribute to the national economy. Modi Ji invited nine public figures: Goa Governor Mridula Sinha, Cricket legend Sachin Tendulkar, Yoga guru Baba Ramdev, Congress law maker and former union minister Shashi Tharoor, Actor Kamal Hasan, Priyanka Chopra, Salman Khan, Industrialist Anil Ambani, Team of popular TV serial Tarak Mehta Ka Oolta Chashma. Union Ministry of Rural Development and Drinking Water and Sanitation announced that Rs. 20 Lakh will be given to every village in the country per annum to achieve the goal of clean India by 2nd October, 2019 and the money will remain deposited in every Gram Panchayat for cleaning purpose. The Ministry had already announced 1, 34,000 crore rupee for construction of about 11 crore 11 lakh toilets in the country in five years, besides taking other cleanliness measures. The tagline of this mission is "Ek Kadam Swachhta Ki Aur".

2. Review of Literature

Tiwari (2014) studied the objective of Swachh Bharat Mission. The study also focused on awareness level of this National Mission on Swachh Bharat: Swachh Vidyalaya in the middle school students of public and private schools.

Evne (2014) studied the objective of Swachh Bharat Abhiyan. The study mainly focused on impact of Swachh Bharat Mission on Dalit Community in India. The study concluded that every citizen of the country should be clean and have hygiene and think of progress rather than waiting for government to make this plan successful.

Badra and Sharma (2015) studied the managerial implication of Swachh Bharat Campaign. The study also suggested the measures to increase participation and effectiveness of Swachh Bharat drive. The study concluded that teamwork and patriotism are values which the government wishes to inculcate among students and ordinary citizens. The active involvement of celebrities in neighbourhood initiatives lends credence to the drive.

Rao and Subbarao (2015) studied the issues and concerns of Swachh Bharat Ahiyan. The study also focused on Gandhian concept of sanitation. The study concluded that it is the opportunity and responsibility of the citizens, media, social media, civil society, organizations, professionals, youths, students, and teachers to declare their ownership of the campaign by simply reporting the instances of manual scavenging.

Thakkar (2015) studied the objective, merits and importance of Swachh Bharat Mission. The study also focused on impact of Swachh Bharat Mission on health and education sectors. The study concluded that the mission of Clean India or Green India is an appreciable step of Modi Government.

3. Objective of the study

1. To study the need and objective of Swachh Bharat Mission
2. To study the impact of Swachh Bharat Mission

4. Research Methodology

The study is based on secondary sources of data or information. Different books, newspapers and relevant websites like mrunal.org and Govt. Publications have been consulted in order to make the study effective one. The study attempts to examine the impact of Swachh Bharat Mission on various sectors of India. The study also focused on need and objective of Clean India Mission.

5. Need of Swachh Bharat Mission

The need for maintaining the right cleanliness, sanitation and hygiene in any country/ community is very essential. It is perhaps the most basic step for preventing the diseases. Young children are mainly affected by poor hygiene/cleanliness and diarrhoea as well malnutrition are two leading causes of under-5 deaths in India. According to a study by WHO, lack of cleanliness leads to an annual loss of over Rs. 6500 every year to each Indian. Unhygienic surroundings are the main reason behind several diseases that are prevalent in the country. A UN report has said that currently, nearly 60 percent of India's population practice open defecation which puts them at risk of diseases like cholera, diarrhoea, typhoid. The water of river Ganga is also unsafe for bathing because it contains faecal coliform bacteria (120 times higher than the permitted levels) in large amounts and again the reason is open defecation in our country. World Bank report in 2006 also said that, India losses 6.4% GDP annually because of the poor hygiene and sanitation. It is therefore imperative to have sanitation and hygiene intact, both at personal and community level, to improve health of masses. To promote robust maintenance of cleanliness, the Department of School Education and Literacy, Ministry of Human Resource Development, Government of India has flagged a leaflet Swachh Bharat and Swachh Vidyalaya Campaign detailing the number of government schools without toilets the average cost of constructions, maintenance and repair of toilet blocks and inviting donor individuals or corporates or institutions. This is not a new initiative by current government, earlier UPA government also launched Nirmal Bharat Abhiyan which became integral part of Total Sanitation Campaign (TSC). The main aim of Nirmal Bharat Abhiyan was to provide universal household sanitation coverage by 2012 but it did not create the desired impact even though money poured from government coffers. So Modi government led the launch of Clean India Mission on Mahatma Gandhi birthday (2nd October, 2014) with the aims to provide every rural family with a toilet by 2019. The programme covers 4041

statutory towns of the country to clean their roads, streets and other public infrastructure. A whopping 3 million Indian students and government employees took part in this event. Apart from cleanliness and disease- prevention, the Clean India campaign also lead to notable economic development of the country.

6. Objective of the Swachh Bharat Mission

Advocating the idea of Clean India, Prime Minister Modi had said, “The pursuit of cleanliness can be an economic activity, contributing to GDP growth, reduction in healthcare costs, and a source of employment.” There are various objectives of Swachh Bharat Mission given as follow:

- Elimination the open defecation.
- Conversion of unsanitary toilets to pour flush toilets.
- 100 percent collection and scientific processing/ disposal reuse/ recycle of Municipal Solid Waste.
- To bring about a behavioural change in the people regarding healthy sanitation practices.
- Generate awareness among the citizens about sanitation and its linkages with public health.
- Strengthening of urban local bodies to design, execute and operate systems.
- To create enabling environment for private sector participation in Capital Expenditure and Operation & Maintenance (O&M) costs.
- Recruitment of a staunch ground staff to bring about a big behavioural change in people and promote the use of latrines at a micro-level.
- To set up a network of the water pipelines in rural areas, ensuring a regular water supply to people by the year 2019.
- To construct toilets separately for girls and boys in all Indian schools.
- To provide the toilet facility to all Aanganwadis.

This mission will help to make clean India’s tourist destination which will bring more people and will also bring a paradigm shift in the country’s global perception.

7. Impact of Swachh Bharat Mission

Even after several decades after independence, India has failed to achieve the requisite cleanliness levels. We use to see open garbage dumps, overflowing drains, and open defecation taking place at numerous places. To solve this problem Government of India rolled its flagship scheme Swachh Bharat Mission on October 2, 2014. This Swachh Bharat campaign has been dubbed as the country’s biggest cleanliness drive ever. Even the president of India, Mr. Pranab Mukherjee also requested every Indian citizen to participate in the campaign and spend a minimum of 100 hours in this drive annually. Swachh Bharat Mission has positive impacts on tourism, health, clean technology, individual productivity, foreign direct investment, environment and others.

Tourism: India is a land of cultural heritage and rich history. Tourism generate around 6.6 percent of India’s GDP and 39.5 million Indians are directly employed in this sector. The biggest limitation for India to promote tourism is cleanliness. Foreign tourist are very particular about hygiene and cleanliness. Swachh Bharat Mission will help in generating employment through tourism and boost India’s GDP.

Foreign Direct Investment: As per current economic conditions, India urgently need Foreign Direct Investment (FDI). India inspired from Singapore which undertook similar cleanliness drive from 1977 to 1987. It helped Singapore to attract FDI. Hope Swachh Bharat Mission will do the same wonder for India.

Health: Poor hygienic and cleanliness are the two major causes of illness. Swachh Bharat Mission will have positive impact on India’s health care sector. According to recent study by WHO, Due to lack of hygienic conditions and lack of cleanliness there is a loss of RS.6500 every year to each Indian. In short, there is a loss of Rs.26000 every year for a family of four people. Swachh Bharat Mission will plug this loss and will help to ease burden on existing health care facilities.

Clean Technology: Gradually focus on cleanliness and hygiene will shift focus towards use of clean technology i.e. non-pollution in nature. It will involve use of bio-degradable fuel and products. Any shift toward clean technology will have positive ripple effect on entire economy. New technology bring new set of employment opportunities like in case of Information Technology. Focus on new technology will lead to new skill development for innovation thus help in generating new employment/entrepreneurial opportunities for India's youth. India can become hub of clean technology for entire world. Swachh Bharat Mission should not be linked only to cleanliness and hygiene but it has larger objective of putting India in the League of Nations working towards technological development for future.

Individual Productivity: Healthy Body results in Healthy mind which is directly proportional to Productivity of an individuals. Swachh Bharat Mission will leads to Healthy India which in turn increase productivity of Indians. Developed countries are live example of how healthy citizen can help in increasing per capita GDP of the country. (Bammi, 2015)

Overall impact of Swachh Bharat Mission on Indian States is marginal. But some states have shown visible improvement like- Gujrat, Himachal Pradesh, Punjab, Karnataka, Andhra Pradesh, and Chattisgarh.

8. Conclusion

The present study based on descriptive analysis examined the need, objective and impact of Swachh Bharat Mission on India's overall economic development. The study find out that this campaign has a positive impact on overall growth of India. Swachh Bharat Mission is one of the critical link towards economic success of India. This mission cannot be successful without the support of each and every Indian. PM also asserted that Swachh Bharat Abhiyan should be a combined effort of government as well as people. Swachh Bharat Mission will financially benefit each and every citizen of India. It is the responsibility of every citizen of India to make this mission successful till 150th birth anniversary of Mahatma Gandhi 2 October, 2019.

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