

Unit-8

Social Service and Community Development

SS-2

SWACHH BHARAT ABHIYAN



Introduction



We Indians are personally very clean people. But when it comes to public places, We maintain very poor civic sense or social ethics. No one else is going to do for us but we ourselves have to bring in the change.

Civic Sense is all about having consideration for a fellow human being. It means being polite, showing consideration to elderly, women, children and disabled people, driving in one's lane without honking, throwing one's garbage in dustbins and smoking only at designated places.

Swachh Bharat Abhiyan



It is a campaign by the Government of India. The campaign was officially launched on 02 October 2014 at Rajghat, New Delhi, by Hon'ble Prime Minister Narendra Modi. It is India's largest ever cleanliness drive with three million government employees, and especially school and college students from all parts of India, participating in the campaign.



Aims and Objectives

- ❑ The Swachh Bharat mission aims to involve each and every Indian from all walks of life in the mission of cleanliness. It is a mass movement that seeks to create a Clean India.
- ❑ The objectives of Swachh Bharat are to reduce or eliminate open defecation through the construction of individual, cluster and community toilets.
- ❑ The government is aiming to achieve an Open- Defecation Free (ODF) India by 2 October 2019, the 150th anniversary of the birth of Mahatma Gandhi, by constructing 12 million toilets in rural India, at a projected cost of 1.96 lakh crore



Implementation

By inviting common people to participate in the mission, a sense of responsibility has been evoked amongst the people. With citizens now becoming active participants in cleanliness activities across the nation, the dream of a 'Clean India' by Mahatma Gandhi has started taking shape.

Outcome and Benefits Expected

People from all sections of the society have come forward and joined this mass movement of cleanliness. From government officials to jawans, Bollywood actors to the sports persons, industrialists to spiritual leaders, all have lined up for the noble cause. Organising frequent cleanliness drives, seminars and campaigns for spreading awareness about hygiene through plays and music are also being widely carried out across the nation.



Swachh Bharat by Jawans, Bollywood actors, children and sports persons



Contribution of NCC towards Swachh Bharat Abhiyan

- The Prime Minister of India Mr.Narendra Modi awarded the National Cadet Corps for its outstanding contribution towards Swachh BharatMission.
- NCC, through its mass base in ruraland urban areas, took up the task of Swachata during the Swachata Pakhwada.
- The National Cadet Corps has been a major part of the Swachh Bharat Mission initiative and the NCC Cadets have been carrying out these activities as part of social responsibility and community development
- The activities carried out by the cadets were cleanliness drive at historical sites and a mass pledge by cadets.
- The NCC also held awareness rallies, street plays, lectures and seminars across the country.
- The cadets distributed public health material with the help of civil administration, cleaned statues of national leaders and made posters to spread awareness about swachata.
- NCC Cadets also inspired the locals to join in to make the Swachh Bharat Mission a great success.
- The NCC also held awareness rallies, street plays, lectures and seminars across the country.
- The Swachata Abhiyan is very close to NCC and the cadets perform these activities as part of social responsibility and community development of NCC curriculum



Swachh bharat by NCC Cadets

Sauchh Abhiyan:

It is aimed to construct individual sanitary latrines for household purpose. Sauchh Abhiyan is a project within Swachh Bharat Abhiyan which deals with only toilets and bathrooms in the country

Benefits of Sauchh Abhiyan.

It is beneficial for the people living below poverty line. It assists in converting dry latrines into low-cost sanitary latrines. It also provides facility of hand pumping, safe and secure bathing facilities, setting up of sanitary stores, construction of drains for disposal of solid and liquid wastes etc.



Conclusion



Civic Sense is not just about keeping the roads clean and avoiding the violation of basic civil rights, it's about respecting one another, abiding by the law and maintaining discipline in public places. A Clean India would be the best tribute India could pay to an father of nation Mahatma Gandhi.

