Our honourable prime minister Mr. Narendra Modi has taken a vital step for the development as well as the cleanliness of the country which is known as the 'Swach Bharat Abhiyan'.

The swach bharat abhiyan was launched on 2nd october 2014  on the birthday of the father of our nation Mahatma Gandhi. The swach Bharat Abhiyan is based on the thinkings and beliefs of Mahatma Gandhi. the Sba is a campaign to clean up the streets, the interior as well as the smaller town and local areas. One of the main objectives of SBA is to eliminate open defecation by construction of community as well as household owned toilets. This abhiyan is the key step to achieving the sustainable development goal 6 which provides proper sanitation facilities for everyone everywhere. Many celebraties and famous personalities have taken part in this campaign as amabassadors with great enthusiasm. the SBA has many advantages, some of which are

1. Boost in Tourism  
  
India is a land of different cultures, heritage, monuments, beautiful sightseeing and landscapes. These destinations attract tourists from various regions around the globe. The tourism industry contributes to 6.6% of GDP producing employment for the population. However, poor cleanliness is a primary obstacle faced by the tourism sector in attracting foreign tourists in the country. Hence this cleanliness drive is expected to increase the tourist inflows to contribute more to the GDP growth.  
  
2. Improve Health of Masses  
  
If there is a stoppage in open defecation, the risk of life-threatening diseases will be lower. The cleanliness drive willoffer an improvement tothe health of masses. A World Health Organization study has found that poor sanitary condition cause loss of Rs 6500 to every Indian per year. The cleaning drive is expected to bring a positive change in the health of ordinary people.  
  
3. Adoption of Clean Technology  
  
Another aim of this initiative is to focus on the use of clean technology/non-polluting technology. It means the using of bio-degradable fuels and products to avoid pollution. Shifting towards the cleaner products/environment will require advanced technology and innovation from youths. Hence this drive is aimed at achieving advanced technology and brings development to put India among the league of developed nations.  
  
4. Improve Productivity of Individuals  
  
The health of individual influences the productivity at the workplace. A healthy person can work more and for a long time increasing the earning potential. The GDP of the healthy nation is more than the ill nations of Asia/Africa. Hence, there is acorrelation of achieving a healthy society and development of the country

but where there are roses there are also some demerits which are

Needs a lot of support– Only a handful of people cannot bring about a change on their own. Most people do not participate in the cleanliness campaign because they lack the will and the time to do something for the greater good. Till the time the general public is not involved completely, the objectives of the campaign cannot be achieved. It is extremely difficult to change the mindset of people overnight.  
  
Improbability of sustained effort-There is a lack of sustained effort from the government’s side. For instance, cleanliness drives are carried out in fits and starts (like before elections or on certain days of national importance like Gandhi Jayanti) and not on a regular basis. If government employees are given the job of maintaining cleanliness, they will most likely not take it seriously because of their laid back attitude. Also, it needs a lot of coordination between various departments.  
  
Difficulty in enforcement- While people are encouraged to participate in the Swach Bharat Abhiyaan, those who litter the streets are neither pulled up nor penalized, unlike foreign countries where one can be penalized for littering. Strict action needs to be taken against those dirtying the surroundings. The campaign cannot work on its own. It needs some legal basis too. However, these laws cannot be implemented or enforced because a large percentage of Indians, especially in the rural areas still defecate in the open.