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Economics of Swachh Bharat

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Abstract

Swachh Bharat Campaign was launched by Prime Minister Narendra Modi on 2nd of October, 2014 at Rajghat, New Delhi with an aim to make India clean. Aim is to provide sanitation facilities to every family, including toilets, solid and liquid waste disposal systems, village cleanliness, and safe and adequate drinking water supply by 2nd October, 2019. It will be a true tribute to the Father of the Nation on his 150th birth anniversary. It is significant that the PM himself is taking very proactive role in making the campaign a success; at Rajghat he started the campaign by cleaning the street himself. However, it has been clearly declared that the campaign is not only the duty of the Government but each and every citizen of the country is equally responsible to keep the nation clean or swachh. How relevant is Swachh Bharat Abhiyan for Indian economy and what will be the possible impact of Swachh Bharat Abhiyan on economy now and after 10-15 years? This paper is an attempt to deal with these issues of economic aspect of Clean India Campaign. Universal Sanitation is at the core of India's development agenda. Some of the key areas of impact of Swachh Bharat Abhiyan are Health, Tourism, Rural development and Foreign Investment.

Keywords: Economics, Swachh Bharat

Introduction

Amidst the backdrop of a bloody World War, when violence was the order of the time, India achieved independence through non-violent movements like Satyagraha. Mahatma Gandhi's call was followed by the entire nation and India achieved her independence setting an example for the world. It was an idea which revolutionized Indian politics. Prime Minister Narendra Modi's call for a Swachh Bharat with universal sanitation by Oct. 2, 2019 is an idea which is fast becoming a mass movement or in the words of P.M. Modi a janandolan. Open defecation dates back to beginning of civilization and it has been a way of life for millions of people in India. Various national sanitation programmes have been run by the successive governments since 1980's, but till 2014 only 39% of Indians had access to safe sanitation facilities. Actually access to sanitation is not only an infrastructure problem, rather it is connected to socio-cultural behaviour and beliefs of the people. And to influence the change in behaviour of so many crore people is a challenge that needs lots of guts and confidence to be undertaken.

This could only be achieved through an intensive and time bound intervention by the central government and involving all sections of society and governments alike. The Swachh Bharat Mission has caught the nations imagination just the way the Mahatma's Satyagraha had.

The importance of sanitation is highly recommended because of the fact that it affects child mortality rate due to diarrheal diseases. Similarly for the safety, security and dignity of women, we can not deny the necessity of sanitation. The underlying costs of lack of sanitation are far more than been described. The estimates of a study by the World Bank suggest that nearly 40% of India children are physically and mentally stunted because of lack of sanitation. If such a large proportion of our future workforce is not able to reach full productive capacity, it seriously poses a threat to our growth rate of economy and development of economy and to our potential of becoming a global economic superpower. According to estimates of the World Bank, the lack of sanitation costs over 6% GDP of India. Therefore, solving this problem and access to sanitation is at the core of development agenda.

A recent study by UNICEF on economic impact of sanitation has estimated that in an open defecation free village each family saves over Rs.50,000 per year on account of avoided

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medical costs, time saving and lives saved. The study also concluded that the economic benefits of sanitation per household outweigh the cumulative investment by 407 times over a 10 year period. This means investment cost made on sanitation per household will be much more less than the economic benefits of sanitation.

Ministers and different departments of the government of India are attempting to mainstream sanitation in their respective sectors. Several private companies have worked especially for sanitation in schools, but a lot more needs to be done. All these efforts have successfully brought down the number of people defecating in the open in India to a little over 30 crore which means above 68% of Indians now have access to safe sanitation. But there is still a long way to go. To further intensify this momentum, the government initiated the "Swachhata Hi Seva" fortnight between Sep 15 to Oct 2, 2017.

During this fortnight, all sections of society - ministers, central and state government officials, celebrities, organisations, corporates, local leaders and citizens will dedicate themselves to Swachhata abhiyan offering Shramdaan.

It is time for everyone to roll up their sleeves and play their part in creating a Swachh Bharat.

The U.P. Government said that it had elbowed out other states in the construction of toilets, with over 3.52 lakh units being built over 17 days of Swachhata hi Seva' campaign. (The economic Times, Oct 3, 2017).

On 2nd Oct, 2017 in Mann ki baat Modi claimed that almost 67% of population have sanitation now and more than 2,30,000 villages have declared themselves open defecation free.

Swachh Bharath- implication on Indian economy

There are some benefits of this project by which our Indian economy is boosted.

1. Tourism and clean India

India is a land of traditions and cultural heritage. Tourism generate approx 6.5% of india's GDP and 40 million Indians are directly employed in this sector. The biggest limitation of to promote tourism is cleanliness because foreign tourist are particular about hygiene and cleanliness. Swachh Bharat mission will help to thrive employment through tourism and boost India's GDP.

2. Foreign direct investment

Mr. Narendra modi while considering growth of Indian economy was very much influenced by Singapore idea that is cleanliness drive from 1977 to 1987. It helped Singapore to attract FDI and and' keep Singapore clean has transformed developing Singapore to developed Singapore. He also applied the same theory to develop the economy of india.

3. More development of rural areas

By swachh bharat mission seven tribal villages of Rajasthan state are now open defecation. A series of awareness, campaigns by the district administration made the people conscious about the hazards of open defecation.

4. Health

Open defecation and unhygienic conditions is one of the major cause of diseases. according to recent study by WHO,

due to lack of cleanliness and hygienic conditions, there is a loss of rs 6500 every year to each Indian. swacch bharat mission try to plug this loss And help to ease the burden on existing health care facilities which will help to boost our Indian economy.

5. Employment Generation

More than one crore toilets are constructed so far and to construct each toilet not less than Rs.20000 should have been spent. Glazed tiles, sanitary wares etc, needed have to be produced. The workers of these industries get jobs. For construction labour are engaged and they are paid wages. If each toilet requires five workers for five days nearly five crore man days are produced. If each toilet require ten bags of cement ten crores of cement bags are needed. So much of cement are utilized and the economy reflects the same through its GDP. The GDP also increases substantially. With more jobs, people have more money to spend. They spend on their other necessities. By this act Indian production should increase to meet the new demand. Again more people get jobs and more revenue earned both by the state by way of tax and the people too by way of salary.

Challenges

1. India has a very old habit of defecation outside their houses. Despite having sufficient money to build toilets, people, especially in rural areas go outside for excretion.
2. There are still no proper dumping facilities on highways due to which people throw their waste on roads carelessly.
3. Lack of public undertaking and awareness: we as a people don't care about it. We dump garbage hither and tither. Due to our apathy towards cleanliness the locality which can be clean to a great extent is not clean. We throw away wrappers, used bottles, banana peels just because it is a time taking and tedious task to find a dustbin or put that wrapper in our pocket and throw them to bins.
4. Lack of sewage treatment plant-we don't have ample numbers of sewage treatment plant so how can we treat sewage water
5. Lack of local bodies: many of the towns and cities don't have a local municipal body which looks after cleanliness and other basic amenities.
6. There is no proper channelization of funds in rural areas for construction of toilets and improvisation of sanitation facilities.
7. The officials responsible for the construction of toilets in villages harrass the people which is quite immoral.
8. Corruption in offices, also poses challenges to the mission. People in need don't get enough funds by the government and they have to add their money to build a suitable toilet.
9. Need of more toilets on national highways and roadways.

Suggestions

1. Public awareness: 70% of the crux of this issue can easily be handled by public awareness. If we are responsible and aware then we can do anything.
2. Creating accountability - Those responsible for maintaing cleanliness should be made responsible also and that should be from grassroots to the higher

- authorities. Then public should also be accountable for cleanliness, fees and fines may be suggested.
3. If public is paying fees or fines for making surroundings clean, then local bodies are accountable for right use of funds.
 4. If we seed the values of cleanliness in our children then they and we ourselves will be more responsible and alert towards swachh bharat than we are.
 5. Compost machines should be installed in our society and institutions.

Prime Minister Sh. Narendra Modi while talking to Indian public on Aakashwani in 'mann ki baat' has announced to start internships on swachh bharat abhiyan which in turn will involve students and NSS volunteers to participate in the mission of making India clean. Whenever we are loaded with responsibilities, we face problems and sometimes are out of our comfort zone, we may have so many complaints also, but we should be taught our duties for the upliftment of society and development of nation. Government may start so many economic policies and programmes for economic growth but campaigns like clean India are required for development of country.

At the end i would like to say that this positive drive by the Government of India will not yield result within 2-3 years. It's a long process, we need to change the beliefs, habits, opinions of the people and then to change the attitudes of the officials towards work and clean the whole system.

Be a patient optimist. Do what you can do on your behalf and just wait we will achieve our goal not immediately but after a few span of time.

Swami Vivekananda had said, "No positive factor can help you, until you are single minded for success. Take up one idea as your life – think of it, dream of it and live on that idea. And success is yours for sure."

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