



ISSN Print: 2394-7500
ISSN Online: 2394-5869
Impact Factor: 8.4
IJAR 2020; 6(10): 664-667
www.allresearchjournal.com
Received: 24-08-2020
Accepted: 29-09-2020

Shilpa K Bheemareddy
Research Scholar Department.
of Economics Gulbarga
University, Kalaburagi,
Karnataka, India

Dr. Jayakumar Sindhe
Research Supervisor, GFGC
Humanabad, Gulbarga
University, Kalaburagi,
Karnataka, India

Corresponding Author:
Shilpa K Bheemareddy
Research Scholar Dept. of
Economics Gulbarga
University, Kalaburagi,
Karnataka, India

Swachh Bharat mission: A step towards clean India

Shilpa K Bheemareddy and Dr. Jayakumar Sindhe

Abstract

Swachh Bharat Abhiyan is started by the government to make India a completely clean India. Clean India was a dream seen by Mahatma Gandhi regarding which he once said that "Sanitation is more important than Independence". During his time, he was well aware of the poor and dirty condition of the country that's why he made various efforts to complete his dream however could not be successful. This mission has to be completed by the 150th birth anniversary of Bapu (i.e. 2nd October of 2019) in the next five years (from the launch date). It is urged by the government to the people to spend at least 100 hours a year towards cleanliness in their surrounding areas or other places of India to make it a successful campaign. There are various implementation policies and mechanisms for the program including three important phases such as planning phase, implementation phase and sustainability phase. In this connection the present study made an attempt to help in bringing positive behavior among group of people who are reluctant towards adopting proper cleanliness, sanitation and hygiene practices.

Keywords: Swachh Bharat Abhiyan, Sanitation, program & cleanliness etc.

Introduction

"Sanitation is more important than independence." – Mahatma Gandhi.

Swachh Bharat Abhiyan is a national cleanliness campaign established by the Government of India. This campaign is covering 4041 statutory towns in order to clean roads, streets, and infrastructure of India. It is a mass movement to create a Clean India by 2019. It is a step ahead to the" Mahatma Gandhi's dream of Swachh Bharat for a healthy and prosperous life ". This mission was launched on the 2nd of October 2014 (145th birth anniversary of Bapu) by targeting its completeness in 2019 on the 150th birth anniversary of Bapu. The mission has been implemented to cover all the rural and urban areas of India under the Ministry of Urban Development and the Ministry of Drinking Water and Sanitation accordingly.

The first cleanliness drive (on the 25th of September 2014) of this mission was started by the Indian Prime Minister, Narendra Modi earlier to its launch. This mission has targeted to solve sanitation problems as well as better waste management all over India by creating sanitation facilities for all.

Present Initiative

Swachh Bharat Mission: Clean India Movement. The Union Cabinet chaired by the Prime Minister Narendra Modi gave its approval on 24th September 2014 for restructuring of the Nirmal Bharat Abhiyan (NBA) into Swachh Bharat Mission and its launch on 2nd October 2014 with a new thrust to the sanitation programme, by removing bottlenecks that are hindering progress currently, and focusing on critical issues affecting outcomes. To accelerate the efforts to achieve universal sanitation coverage and to put focus on sanitation, the Prime Minister of India, Narendra Modi, launched the Swachh Bharat Mission on 2nd October, 2014. The Mission Coordination was given to the Secretary, Ministry of Drinking Water and Sanitation (MDWS) with two Sub- Missions, the Swachh Bharat Mission (Gramin) and the Swachh Bharat Mission (Urban), which aims to achieve Swachh Bharat by 2019, as a fitting tribute to the 150th Birth Anniversary of Mahatma Gandhi, which in rural areas shall mean improving the levels of cleanliness in rural areas through Solid and Liquid Waste Management activities and making Gram Panchayats Open Defecation Free (ODF), clean and sanitised.

The Mission will strive for this by removing the difficulties that were hindering the progress, including partial funding for Individual Household Latrines from MNREGS, and focusing on critical issues affecting outcomes.

The PM Narendra Modi had urged each and every one to pledge the following as a part of the Swachh Bharat Abhiyan: (Clean India Journal, I Pledge). "I take this pledge that I will remain committed towards cleanliness and devote time for this. I will devote 100 hours per year - that is two hours per week - to voluntary work for cleanliness. I will neither litter nor let others litter. I will initiate the quest for cleanliness with myself, my family, my locality, my village and my work place. I believe that the countries of the world that appear clean are so because their citizens don't indulge in littering nor do they allow it to happen. With this firm belief, I will propagate the message of Swachh Bharat Mission in villages and towns. I will encourage 100 other persons to take this pledge which I am taking today. I will endeavour to make them devote their 100 hours for cleanliness. I am confident that every step I take towards cleanliness will help in making my country clean." - Narendra Modi, Prime Minister, India.

Union government programs on sanitation

Mahatma Gandhi made cleanliness and sanitation an integral part of the Gandhian way of living. His mission was total sanitation for all. Pandit Jawaharlal Nehru (1889-1964), India's first Prime Minister, remarked "The day every one of us gets a toilet to use, I shall know that our country has reached the pinnacle of progress" (Aswathy, 2014). Ever since the inception of the first Five Year Plan, programmes for drinking water supply and sanitation have been under implementation. Sanitation is, therefore, one of the major development challenges in India.

The first major Union Government programme on sanitation, Central Rural Sanitation Programme (CRSP) was launched in 1986 to accelerate sanitation coverage in rural areas with the objective of improving the quality of life of the rural people and also to provide privacy and dignity to women. The CRSP was restructured into 'Total Sanitation Campaign' on 1st April, 1999, which emphasized more on Information, Education and Communication (IEC), Human Resource Development (HRD), Capacity Development activities to increase awareness among the rural masses and generation of demand for sanitary facilities and marked a paradigm shift to a 'community led' and 'people centered' approach. This enhanced people's capacity to choose appropriate options through alternate delivery mechanisms as per their economic condition. Financial incentives were provided to Below Poverty Line (BPL) households for construction and usage emphasized more on Information, Education and Communication (IEC), Human Resource Development (HRD), Capacity Development activities to increase awareness among the rural masses and generation of demand for sanitary facilities of individual household latrines (IHHL). State governments have the responsibility to provide sanitation in the rural areas and the urban areas.

The Union government supports and supplements efforts of the state governments. The sector also does not get stand-alone priority in comparison to other sectors. This is further highlighted when we see that the overall percentage of government spending on the sector is not only less than 1 per cent, but has actually reduced from 0.57 per cent in 2008

to 0.45 per cent in 2010, hence bringing into focus the paucity of funding in this sector. A fourth of the urban population in India lacks access to safe sanitation facilities and only 30 to 40 per cent are served by sewerage and wastewater treatment systems. Open defecation is widely prevalent in many cities and towns resulting in undermining environmental sanitation and public health.

The number of government schools having separate toilet facilities has increased from 0.4 million (37%) in 2005-06 to almost 1 million in 2013-14 (91%). However, there are disparities within the states in terms of access, coverage and functionality. Whereas the number of government schools having separate toilet facilities for boys has increased from 0.4 million (31%) in 2005-06 to 0.8 million (85%) in 2013-14. (MHRD) The need to prioritise sanitation in the country's policy agenda has been underscored by the senior most leaders across political spectrum, emphasising 'pehle shauchalaya, phir devalaya' (toilets first, temples later). Though drinking water and sanitation are recognised as state subjects under the constitution of India, Union Government programmes on sanitation have played a significant role in increasing the coverage of household toilets in rural areas from 9 per cent in 1991 to 22 per cent in 2001 and 32.7 per cent in 2011.

The Total Sanitation programme was revamped as Nirmal Bharat Abhiyan (NBA) in 2012 and aimed to accelerate sanitation coverage in the rural areas so as to comprehensively cover the rural community through renewed strategies and saturation approach to achieve the vision of 'Nirmal' Bharat by 2022. The objective was to accelerate the sanitation coverage Nirmal Bharat Abhiyan (NBA) envisaged covering the entire community for saturated outcomes with a view to create Nirmal Gram Panchayats. Under NBA, the incentives for IHHLs were increased and further focused support was obtained from MNREGA.

Budgetary allocation

The Government of India had accorded a high priority to the Sanitation Sector. In the 12th Plan an outlay of Rs. 34,377 crore was provided for rural sanitation as compared to Rs. 6540 crore in the 11th Plan, which was a significantly higher allocation (425% higher than the 11th Plan). The goal was to achieve 100% access to sanitation for all rural households in the Country by 2022 under the NBA. Also as per 12th plan objectives of NBA, 50% of all the Gram Panchayats were to become Nirmal Grams by 2017.

Nirmal Bharat Abhiyan: Objectives

- Bring about an improvement in the general quality of life in the rural areas.
- Accelerate sanitation coverage in rural areas to achieve the vision of Nirmal Bharat by 2022 with all gram Panchayats in the country attaining Nirmal status.
- Motivate communities and Panchayati Raj Institutions promoting sustainable sanitation facilities through awareness creation and health education.
- To cover the remaining schools not covered under Sarva Shiksha Abhiyan
- (SSA) and Anganwadi Centres in the rural areas with proper sanitation facilities and undertake proactive promotion of hygiene education and sanitary habits among students.

- Encourage cost effective and appropriate technologies for ecologically safe and sustainable sanitation.
- Develop community managed environmental sanitation systems focusing on solid & liquid waste management for overall cleanliness in the rural areas.

The P.M. also spoke of the need for toilets in schools during the 2014 Jammu & Kashmir state elections campaign stating: “When the girl student reaches the age where she realizes the lack of female toilets in the school she leaves her education midway. As they have their education midway they remain uneducated. Our daughters must also get equal chance to quality education. After 60 years of independence there should have been separate toilets for girl students in every school. But for the past 60 years they could not provide separate toilets to girls and as a result the female students had to leave their education midway.” The success of this program and in particular, its sustainability is likely to depend upon its coherence with the social structure forces, which drive poor sanitary conditions.

The main objectives of the Swachh Bharat Mission (SBM)

- To bring about an improvement in the general quality of life in the rural areas, by promoting cleanliness, hygiene and eliminating open defecation.
- To accelerate sanitation coverage in rural areas to achieve Open Defecation
- Free India, the vision of Swachh Bharat, by 2nd October 2019, the 150th birth anniversary of Mahatma Gandhi.
- To motivate Communities and Panchayati Raj Institutions to adopt sustainable sanitation practices and facilities through awareness creation and health education.
- To encourage cost effective and appropriate technologies for ecologically safe and sustainable sanitation.
- To develop where required, Community managed sanitation systems focusing on scientific Solid & Liquid Waste Management systems for overall cleanliness in the rural areas.
- A behavioral change in people regarding healthy sanitation practices
- Generation of awareness among citizens about sanitation and its linkages with public health.
- Supporting urban local bodies in designing, executing and operating waste disposal systems.
- Facilitating private-sector participation in capital expenditure and operation and maintenance costs for sanitary facilities.

Swachh Bharat Mission: Achievement plans

The Swachh Bharat mission has been proposed to be achieved through: a. coverage of all rural households with Individual Household Latrines (IHHLs) cluster toilets, community toilets (including through PPP mode), construction of school and anganwadi toilets and SLWM activities in all Gram Panchayats;

- a) Creation of enhanced demand, convergent action through various agencies and stakeholders with triggering through enhanced IEC, Inter Personal Communication (IPC);

- b) Strengthening of implementation and delivery mechanisms;
- c) Monitoring Outputs (construction) and Outcomes (use) at the Gram
- d) Panchayat and household levels leading to Swachh Bharat.
- e) This is a national campaign by the Government of India, covering 4,041 statutory cities and towns, to clean the streets, roads and infrastructure of the country (Swachh
- f) Bharat Campaign, 2014; PM Reviews, 2014; Clean India Mission, 2014, Budget, 2016).

Swachh Bharat Mission: Funding

The Funding for these new initiatives are through the following

- a) Budgetary allocations
- b) Contributions to the Swachh Bharat Kosh
- c) Through commitments under Corporate Social responsibility (CSR)
- d) Funding assistance from multilateral sources

The programme has also obtained funding and technical support from the World Bank, Public and Private sector companies as part of corporate social responsibility initiatives, and by state governments under the Sarva Shiksha Abhiyan and Rashtriya Madhyamik Shiksha Abhiyan schemes (Swachh Bharat Abhiyaan, 2015-16). Swachh Bharat Abhiyan is expected to cost over Rs. 620 billion (US\$9.2 billion) (Swachh Bharat, 2014; PM Modi's address). The government provides an incentive of Rs12,000 (US\$180) for each toilet constructed by a BPL family (MDWS, 2016). Total fund mobilised under Swachh Bharat Kosh (SBK) as on 31 January 2016 stood at Rs 3.69 billion (US\$55 million) (Modi government mobilizes Rs 370 crore under Swachh Bharat Kosh, 2016). An amount of Rs 90 billion (US\$1.3 billion) was allocated for the mission in 2016 Union budget of India (Budget, 2016). Government and the World Bank signed a US\$1.5 billion loan agreement on 30 March 2016 for the Swachh Bharat Mission to support India's universal sanitation initiative. The World Bank will also provide a parallel \$25 million technical assistance to build the capacity of select states in implementing community led behavioral change programmes targeting social norms to help ensure widespread usage of toilets by rural households (India, World Bank sign \$1.5 billion loan pact for Swachh Bharat Mission, 2016).

Swachh Bharat Mission: Coverage

Swachh Bharat Mission: Urban areas

The mission aims to cover 1.04 crore households, provide 2.5 lakh community toilets, 2.6 lakh public toilets, and a solid waste management facility in each town. Under the programme, community toilets will be built in residential areas where it is difficult to construct individual household toilets. Public toilets will also be constructed in designated locations such as tourist places, markets, bus stations, railway stations, etc. The programme will be implemented over a five-year period in 4,401 towns. Of the Rs 62,009 crore likely to be spent on the programme, the Centre will pitch in Rs 14,623 crore. Of the Centre's share of Rs 14,623 crore, Rs 7,366 crore will be spent on solid waste management, Rs 4,165 crore on individual household toilets,

Rs 1,828 crore on public awareness and Rs 655 crore on community toilets.

Swachh Bharat Mission: Gramin areas

The mission aims to make India an open defecation free country in Five Years. Under the mission, One lakh thirty four thousand crore rupees will be spent for construction of about 11 crore 11 lakh toilets in the country. Technology will be used on a large scale to convert waste into wealth in rural India in the forms of bio-fertilizer and different forms of energy. The mission is to be executed on war footing with

the involvement of every Gram Panchayat, Panchayat Samiti and Zila Parishad in the country, besides roping in large sections of rural population and school teachers and students in this endeavour.

Physical achievements

The physical achievements made during last 2 years and current year SBM (*Gramin*) is demand driven scheme hence no annual targets are fixed. Achievements made under SBM (*Gramin*) during last two years and current year is as under:

Table 1: Achievements under SBM (*Gramin*)

Component	2012-13	2013-14	2014-15	2015-16	2016-17	2017-18
Household- Toilet (IHHT)	4559162	4976294	5854987	9773437	21829755	
Govt. School Toilet	76396	37696	25264	8240		
Anganwadi Toilet	36677	690002	698379	712157	852000	

(Source: Swachh Status Report, Ministry of Drinking Water and Sanitation, Government of India. MoWCD Press Releases)

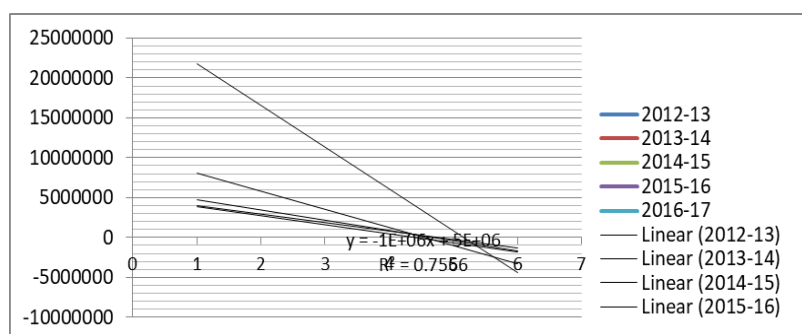


Fig 1: Achievements under SBM (*Gramin*)

Swachh Bharat Swachh Vidyalaya (Clean India: Clean schools)

Swachh Bharat Swachh Vidyalaya is the national campaign launched by Smriti Irani, Minister of Human Resource Development, Ministry of Human Resource Development to ensure construction of toilets blocks for girls and boys in all the Government Schools by 2017. A key feature of the campaign is to ensure that every school in India has a set of functioning and well maintained water, sanitation and hygiene facilities. Water, sanitation and hygiene in schools refers to a combination of technical and human development components that are necessary to provide a healthy school environment and to develop or support appropriate health and hygiene behaviors. The technical components include drinking water, taps to wash hands, toilet and soap facilities in the school compound for use by children and teachers.

The human development components are the activities that promote conditions within the school and the practices of children that help to prevent water, hygiene and sanitation related diseases.

Conclusion

We can say Swachh Bharat Abhiyan, is a nice welcome step to make India clean and green till 2019. As we all heard about the most famous proverb that "Cleanliness is Next to Godliness", we can surely say that Clean India Campaign (Swachh Bharat Abhiyan) will really bring godliness all over the country in few years if it is followed by the people of India in an effective manner.

So, the cleanliness activities to warm welcome the godliness have been started but it should not need to be ended if we really want godliness in our lives forever. A healthy country

and a healthy society need its citizens to be healthy and clean in every walk of life.

References

- Admin. Swachh Bharat brand ambassador List. Telangana State Portal Latest News Updates.
- PM Modi's Swachh Bharat Abhiyan: Anil Ambani dedicates himself to the movement". 2 October 2014. Retrieved 2 October 2014.
- As it happened: PM Narendra Modi's Swachh Bharat Abhiyan. Retrieved 2 October 2014.
- Cleanliness ranking for 73 cities is out. Mysuru cleanest, Modi's Varanasi among dirtiest, India Today, 15 February 2016.
- PM Modi fulfils promise of 80 lakh toilets, but not many takers in rural India.
- Swachh Bharat: PM Narendra Modi launches Clean India' mission. Zee News. Retrieved 2 October 2014.
- Swachh Bharat: CPWD begins lifting 'zero value goods' from government offices and buildings, The Economic Times, 17 May 2016.
- When Swachh Bharat met Digital India: Now solar powered trash cans to send alerts when full, The Economic Times, 18 March 2016.
- Venkaiah Naidu picked up the broom to clean cyclonehitport city of Visakhapatnamindtoday.com. Archived from the original on 24 October 2014.
- Sankaran V. Water, sanitation, hygiene and Swachh Bharat: An anthropological analysis. Int. J. Adv. Chem. Res. 2020;2(1):13-16. DOI: 10.33545/26646781.2020.v2.i1a.17