

A CLEAN INDIA MISSION- SWACHH BHARAT ABHIYAAN: AN OVERVIEW

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Abstract: Swachh Bharat Abhiyaan is a national campaign of cleanliness that reflects to clean the India's cities, towns towards its records roads and streets as well as its infrastructure. In English, it is a term as "Clean India Mission" to protect the degrading environment for save our life. The vision of Mahatma Gandhiji, father of our nation, was a clean mind setup a clean body and that extend the clean picture across the environment. Swachh Bharat Abhiyaan is a mission to protect and to save our environment. The objective of this mission is to eliminate open defecation, conversion of insanitary toilets to pour flush toilets and eradication of manual scavenging. The Govt. of India has taken many initiatives and policies to make India clean. Now-a-days, it is the most essential part to save our environment that living within the lap of nature in future. So that, it is needless to point out that Swachh Bharat Abhiyaan is a great challenge to every individual of India to cleanliness and healthy India. This article highlighted the concept and the context of Swachh Bharat Abhiyaan towards its missions and goals. The procedures had to be followed in the context of Swachh Bharat Abhiyaan to achieve its targets has also been discussed here.

Keywords: *Swachh Bharat Abhiyaan; Mission; Facilities; Yoga; Tree Planning; Awareness Programme*

1. Introduction:

Swachh Bharat Abhiyaan is a national movement towards cleanliness our country. It is most significant campaign that to achieve the goals of "Clean India". It is an essential step to protect the degrading environment. Mahatma Gandhiji highlighted that "Sanitation is more important than Independence". He also said that both cleanliness and sanitation are integral parts for healthy and peaceful living. At this time a limited percentage of total population in India has access to the toilets. The lack of cleanliness and sanitation was seen after 67 years of independence in India.

At earlier in the year of 1999, the Govt. of India introduced and launched a mission namely "**Nirmal Bharat Abhiyaan**". But it was unsuccessful and could not achieve its target. Because a) the minimum people had been participated with the programme, b) the missions were not understandable and cleared, c) the awareness level was very poor etc.

To overcome these drawbacks and to achieve its target successfully, the Govt. of India has initiated to introduce great mission, namely, **Swachh Bharat Abhiyaan** in India to save our life. On 2nd October, 2014, at Rajghat, New Delhi, our Hon'ble Prime Minister, **Shri Narendra Modi** officially launched and implemented the Swachh Bharat Abhiyaan by targeting its completeness in 2019 on the auspicious of the 150th birth anniversary of Mahatma Gandhiji. It is an essential step ahead to the Mahatma Gandhi's dreams of Swachh Bharat for cleanliness and healthy with the aims to eliminate open defecation, conversion

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of insanitary toilets to pour flush toilets and eradication of manual scavenging. Modi said that “A clean India would be the best tribute India could pay to Mahatma Gandhi on his 150th birthday anniversary”. The Swachh Bharat Abhiyaan is covering 4041 statutory towns in order to clean roads, streets and its infrastructure of India. It has been implemented to cover all the rural and urban areas of the India under the control and supervision of the Ministry of Urban Development and the Ministry of Drinking Water and Sanitation.



India is a second largest country in the world according its population. More than 150 crore people are living there. In the present day scenario, it is more essential steps to maintain the good cleanliness sanitation and hygiene in India. An UN report highlighted that more than 60% people of India faced at high risk of diseases like cholera, diarrhoea, typhoid, malaria, dengue etc. in every year. The causes are a) unhealthy food, b) unsafe drinking, c) using sanitation in open area, d) use of unhygienic elements etc. It is, therefore the most basic task to grow up the awareness and the cooperation of every individual of India at personal as well as community level and it is mandatory to make India Clean successfully.

2. Objective of the study:

- a) To discuss the contextual and conceptual aspects of Swachh Bharat Abhiyaan
- b) To highlight the different missions and visions of Swachh Bharat Abhiyaan
- c) To show the different steps and procedures of Swachh Bharat Abhiyaan
- d) To discuss the present view of Swachh Bharat Abhiyaan

3. Missions and visions of Swachh Bharat Abhiyaan:

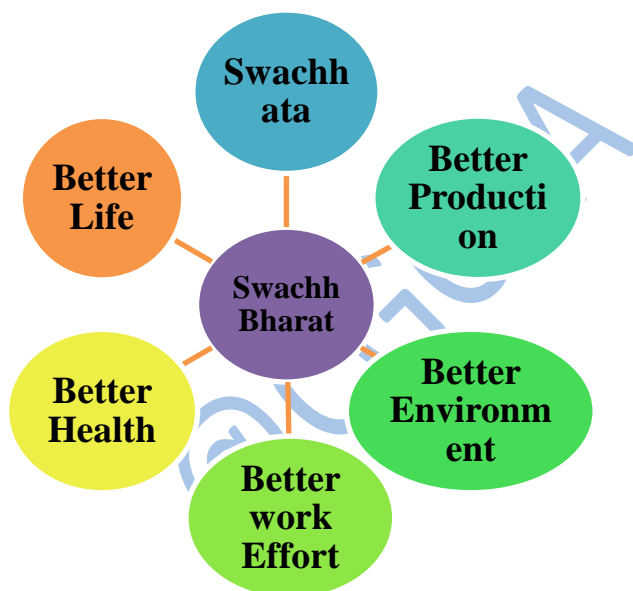
The Swachh Bharat Abhiyaan is associated with the following objectives:

- a) To elimination of open defecation.
- b) To eradicate of Manual Scavenging.
- c) To manage solid and liquid Waste in scientific way.
- d) To change the behaviour of uses of unhealthy sanitation.
- e) To extend the awareness about Swachh Sanitation and its uses.
- f) To make India as cleanliness and to get ever green in every corner.
- g) To save our environment.

4. Steps for Swachh Bharat Abhiyaan:

The following steps are very essential to achieve the goals of Swachh Bharat Abhiyaan.

- a) To stop the system of open sanitation.
- b) To change the unsanitary toilet into pour flush toilet.
- c) To collect all the waste materials and put them to process on daily basis.
- d) To recycle/reuse the waste materials with the help of scientific way.
- e) To use the solar system rather than traditional electricity.
- f) To change the behaviour of the people in using the healthy sanitation.
- g) To drink the pure water.
- h) To use hygienic food.
- i) To grow up huge plantation.
- j) To organise the awareness programmes and to collect the daily feedback.



5. Swachh Bharat Abhiyaan at a glance:

The Swachh Bharat Abhiyan has cover more than 10 crore household toilets, 5, 99, 963 open defecationfree villages, 699 open defecation freedistricts and 36 open defecation free States/UTs as on 2nd October 2019.



5.1 For urban area:

The missions of Swachh Bharat Abhiyaan for urban area are as follows-

- a) To bring behavioural changes in people regarding healthy and hygienic lifestyle
- b) To eliminating solid waste and scavenging
- c) To convert the unsanitary toilets into pour flush toilets
- d) To eradicate the system of open defecation completely.

The improvement planning has been taken by the Govt. to build up more toilets in various locations like at the bus stops, railway stations, tourist places, markets and also in slum areas in India. As per the guideline of Swachh Bharat Abhiyaan for urban area is the tentative basic cost for community toilets is Rs. 65,000/- per seat which has been revised with additionally Rs. 39,200/- per seat and for public toilets is Rs. 75,000/- per seat which has been revised with additionally Rs. 12,800/- per seat. Rs. 4000/- is allotted to every household for constructing of a toilet and another Rs. 1300/- is given as additionally for incentive.

5.2 For rural area:

The main mission of Swachh Bharat Abhiyaan for rural area is to build up a toilet in every household that highlighted the entire development of rural sanitation. The every gram panchayet are actively participated to carry out this mission. Students and teachers are also involved there to achieve its target successfully. A wide range of awareness programme is essential. An amount of Rs. 10, 000 to Rs. 12, 000 has been allocated for rural toilets and Rs. 35, 000 has been allocated for school toilets. The amount of Rs. 8,000 is allocated for anganwari toilets and the community toilet is Rs. 2 lakh.



6. Advertisement:

To carry out the mission of Swachh Bharat Abhiyaan, some bollywood celebrities are involved to advertise it. Amitabh Bachchan and Vidya Balan are shown it's featured and others like Shilpa Shetty, Virat Kohli, Priyanka Chopra, Sachin Tendulkar and Salman Khan were seen to encourage cleaning our environment. More than 350 crore had been spent for advertisement of Swachh Bharat Abhiyaan in the last three years.



7. Various procedures of Swachh Bharat Abhiyaan:

The following tasks are involved for Swachh Bharat Abhiyaan-

a) Yoga: a complete health care:

Yoga is a good exercise and preventive measure for our life. It is an ancient art that keeps in mind, body and soul in peace. It is the physical, mental and spiritual practises and actions that improve our health and mind. According to Maharishi Patanjali, Yoga is the suppression of modifications of the mind. The following benefits are included in Yoga-

- i) To increase our internal energy system
- ii) To extent better health
- iii) To improve our holistic aspect i.e. mental, physical, emotional, intellectual, social and spiritual



Yoga is an important part of Swachh Bharat Abhiyaan and it is mandatory to all capacity building programme in all academic section. The celebration of International Yoga day is on June 21 in every year. The Govt. of India had been organised to celebrate this day. Last year our Hon'ble Prime Minister,

Narendra Modi, said “yoga is above everything”, as he performed various asanas with around 40,000 enthusiasts at the Prabhat Tara ground. He also said, "We should make efforts to take yoga from cities to villages and tribal areas. Yoga is above religion, caste, colour, gender and region, it is above everything.”

b) Use of solar system:

The Solar System is the gravitationally bound system of the Sun and the objects that orbit it, either directly or indirectly. It is a solar energy and renewable energy source that helps to reduce our traditional energy consumption. Swachh Bharat Abhiyaan has suggested to using it in all sectors.



c) Tree plantation programme:

It is mandatory to organise the tree plantation programme for Swachh Bharat Abhiyaan. For the benefit of clean air and safe environment we need greening and forestry. The massive tree plantation programmes have to be organised to achieve the target of Swachh Bharat Abhiyaan successfully.



d) Management of waste materials:

Waste management is the process of treating solid wastes and offers variety of solutions for recycling items that don't belong to trash. It is about how garbage can be used as a valuable resource. Waste management is something that each and every household and business owner in the world needs. Waste

management disposes of the products and substances that you have use in a safe and efficient manner. It is a part of Swachh Bharat Abhiyaan.



e) Special cleaning:

As a part of Swachh Bharat Abhiyan, it is mandatory to organise a special drive in the context of cleanliness in every week. With the help of this drive, we removed all the dead wood and dry branches, little leaf, dry grasses, weeds etc. and disposed these at a time by using scientific way. That is a way we clean all the corner and backside of household, office, hostels, railway platform, bus-stand areas.



f) Storage of rain water:

Storage of rain water and its utilisation is a part of Swachh Bharat Abhiyan. The advantages of this part are i) to protect the ground water and its layer, b) to maintain the ecosystems, c) to save the water in the time of desire, d) to save our environmental balance as plantation d) to cultivate with rain water at massive stage, e) to improve the fishing system etc.



g) Swachh health centre:

We need Swachh health centre with the help of Swachh Bharat Abhiyan. Cleanliness and good atmosphere are highly needed in every health centre. Healthcentre wastes consisting of gauze, cotton, bandages, syringes, needles, swabs, and other blood stained infected materials, medicine empty strips, empty bottles and vials are collected by the health centre staff in basket, wearing gloves and masks and carried to the incinerator. These wastes are then disposed of by burning in the incinerator on a regular basis.



h) Swachh kitchen:

The Swachh kitchen is one of the important parts of Swachh Bharat Abhiyan. It included the different elements- a) hand wash, b) safe drinking water system, c) separate dust bin for waste food, d) separate space for washing of utensils etc. Daily cleanliness and collection of solid and liquid waste and disposed them are the vital tasks of Swachh Kitchen system. Always food waste disposers are attached near by the Swachh kitchen.



i) Swachh Awareness:

Always organise awareness programme. A massive range of awareness changes our behaviour regarding open sanitation and improves our health. On the other side, it is the process of advertisement that highlighted how to protect our environment. The different methods of cleanliness and the waste materials are included in the Swachh Awareness programme. The methods of awareness programme are as following-



- i) To conduct awareness programme on daily basis
- ii) To advertise in popular social media like Facebook, twitter, Whatsapp etc and in daily newspapers.
- iii) To display the advertisement clipping in crowded area like bus stand, railway platform, playground etc.
- iv) To hold an awareness programme that should be attached with the celebrity persons.
- v) To attract students and teacher, local bodies to participate there.

6. Conclusions:

We have to want an environment where safe drinking, fresh air, healthy food are included. But now-a-days, we live in a polluted and unhealthy area as for the effect we faced at high risk of diseases like cholera, diarrhoea, typhoid, malaria, dengue etc. in every year. To overcome these difficulties, Govt. of India launched and implemented Swachh Bharat Abhiyaan on 2nd October, 2014 by targeting its completeness in 2019 on the auspicious of 150th birth anniversary of Mahatma Gandiji. It is a mission of Cleanliness in India. It is a national campaign of cleanliness that reflects to clean the India's cities, towns towards its records roads and streets as well as its infrastructure. The objectives and goals of Swachh Bharat Abhiyaan is to protect our nature with the help of some procedures i.e. swachh health centre, swachh kitchen, storage of rainwater, use of solar system etc. that extend cleanliness and healthy India. If we aware the mission of Swachh Bharat Abhiyaan from cleanliness to disease protection, then we achieve the target of Swachh Bharat Abhiyaan successfully and India will be considered as open defecation free country in the world.

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