

Swachh Bharat Abhiyan


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Swachh Bharat Abhiyan Logo - 2014

At Raj Ghat, Prime Minister **Narendra Modi** launched a nationwide cleaning campaign on 2nd October 2014 commemorating the birth anniversary of Mahatma Gandhi, the father of the nation. The Mission Coordinator was Secretary, Department of Drinking Water and Sanitation (DDWS), Ministry of Jalshakti with two Sub-Missions - the Swachh Bharat Mission (Gramin) and the Swachh Bharat Mission (Urban). Swachh Bharat Abhiyan ("gramin" or "rural"), operates under the Ministry of Drinking Water and Sanitation; and Swachh Bharat Abhiyan ("urban"), under the Ministry of Housing and Urban Affairs. The Mission aims to achieve a Swachh Bharat by 2019, as a fitting tribute to Mahatma Gandhi on his 150th birth anniversary.

It is synonymous with Swachh Bharat Mission (SBM) or Swachh Bharat Abhiyan (SBA) or Clean India Mission.

The concept behind his *Swachh Bharat Abhiyan* - to provide sanitation facilities to every family, including toilets, solid and liquid waste disposal systems, village cleanliness, and safe and adequate drinking water supply. *Swachh Bharat* mission is a conscious reminder of Mahatma Gandhi's clarion call that sanitation is more important than independence. For him, sanitation and cleanliness mattered - a way of life and this very way of life is what PM Modi, through his campaign, aims at. It was Mahatma Gandhi's idea to influence and communicate this idea of cleanliness to the nation. He wanted to connect the society through cleanliness and knew that

it is important to connect with the masses and he did it through his unending work on cleanliness.

While leading the mass movement for cleanliness, the Prime Minister exhorted people to fulfil Mahatma Gandhi's dream of a clean and hygienic India. Shri Narendra Modi himself initiated the cleanliness drive at Mandir Marg Police Station. Picking up the broom to clean the dirt, making Swachh Bharat Abhiyan a mass movement across the nation, the Prime Minister said people should neither litter, nor let others litter. He gave the mantra of '*Na gandagi karenge, Na karne denge.*' He further invited nine people to join the cleanliness drive and requested each of them to draw nine more into the initiative. By inviting people to participate in the drive, the *Swachhta Abhiyan* has turned into a National Movement. A sense of responsibility has been evoked among the people through the **Clean India Movement**. With citizens now becoming active participants in cleanliness activities across the nation, the dream of a 'Clean India' once seen by Mahatma Gandhi has begun to get a shape.

The Prime Minister has helped spread the message of Swachh Bharat by urging people through his words & action. He carried out a cleanliness drive in Varanasi as well. He wielded a spade near River Ganga at Assi Ghat in Varanasi under the Clean India Mission. He was joined by a large group of local people who cooperated in the Swachhta Abhiyan. Understanding the significance of sanitation, Prime Minister, has simultaneously addressed the health problems that roughly half of the Indians families have to deal with due to lack of proper toilets in their homes.

People from different sections of the society have come forward and joined this mass movement of cleanliness. From government officials to jawans, bollywood actors to the sportspersons, industrialists to spiritual leaders, all have lined up for the noble work. Millions of people across the country have been day after day joining the cleanliness initiatives of the government departments, NGOs and local community centres to make India clean. Organising frequent cleanliness campaigns to spreading awareness about hygiene through plays and music is also being widely carried out across the nation.

Prime Minister himself has praised the efforts by people and various departments and organisations for taking part in the Swachh Bharat Mission and contributing toward a cleaner India.

Swachh Bharat Abhiyan has become a '**Jan Andolan**' receiving tremendous support from the people. Citizens too have turned out in large numbers and pledged for a neat and cleaner India. Taking the broom to sweep the streets, cleaning up the garbage, focussing on sanitation and maintaining a hygienic environment have become a practice after the launch of the Swachh Bharat Abhiyan. People have started to take part and are helping spread the message of '**Cleanliness is next to Godliness.**'

Finance

The main aim of *Swachh Bharat Abhiyan* is to eliminate open defecation, which it planned to achieve by the end of 2019. For this, the government has deployed over 12 million toilets in rural India at a projected cost of Rs 1.96 lakh crore. It has been termed as the biggest cleanliness drive in India with over 3 million government employees, school and college students involved in the project.

Swachh Bharat Abhiyan is expected to cost over ₹620 billion (US\$8.7 billion). The government provides an incentive of ₹12,000 (US\$170) for each toilet constructed by a rural family. An amount of ₹90 billion (US\$1.3 billion) was allocated for the mission in the 2016 Union budget of India. The World Bank provided a US\$1.5 billion loan and \$25 million in technical assistance in 2016 for the Swachh Bharat Mission to support India's universal sanitation initiation. The programme has also received funds and technical support from the World Bank, corporations as part of corporate social responsibility initiatives, and by state governments under the *Sarva Shiksha Abhiyan* and *Rashtriya Madhyamik Shiksha Abhiyan* schemes.

The second phase is also implemented on a mission mode between 2020-21 and 2024-25 with an estimated central and state budget of Rs 52,497 crore.

Swachh Bharat Mission (Gramin)

The Nirmal Bharat Abhiyan has been restructured into the Swachh Bharat Mission (Gramin). The mission aims to make India an open defecation free country in Five Years. It seeks to improve 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. 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.

Objectives

- ❖ 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 the vision of Swachh Bharat by 2nd October 2019.
- ❖ To motivate communities 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, wherever required, community managed sanitation systems focusing on scientific Solid & Liquid Waste Management systems for overall cleanliness in the rural areas.

- ❖ To create significant positive impact on gender and promote social inclusion by improving sanitation especially in marginalized communities

Strategy

The focus of the Strategy is to move towards a 'Swachh Bharat' by providing flexibility to State governments, as sanitation is a State subject, to decide on their implementation policy, use of funds and mechanisms, taking into account State specific requirements. The Government of India's role is essentially to complement the efforts of the State governments through the focused programme being given the status of a Mission, recognizing its dire need for the country.

The key elements of the Strategy include

- ❖ Augmenting the institutional capacity of districts for undertaking intensive behaviour change activities at the grassroots level
- ❖ Strengthening the capacities of implementing agencies to roll out the programme in a time-bound manner and to measure collective outcomes
- ❖ Incentivizing the performance of State-level institutions to implement behavioural change activities in communities

Swachh Bharat Mission for Urban Areas

The programme includes elimination of open defecation, conversion of unsanitary toilets to pour flush toilets, eradication of manual scavenging, municipal solid waste management and bringing about a behavioural change in people regarding healthy sanitation practices. 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.

Impacts

As per an independent survey released by Quality Council of India in August 2017, overall national rural "household access to toilet" coverage increased to 62.5% and usage of toilets to 91.3%, with Haryana topping the national ranking with 99% of households in rural areas covered and usage of toilets of 100%. World Health Organization (WHO) has in its report stated that at least 180,000 diarrhoeal deaths were averted in rural India since the launch of the Swachh Bharat Mission. According to a survey carried out in 2018 and published in 2019 by National Statistical Office (NSO), 71% of rural households had access to toilets as of 2018. Though this was at odds with the Indian government's claim in 2019 that 95% of rural households had access to toilets, NSO's numbers still indicated a significant improvement over the situation during the previous survey period in 2012, when only 40% of rural households had access to toilets.

Criticism

Some newspaper articles suggest that open defecation has not fallen as rapidly and sustainably as the government claims. As per an independent research report published by ABC News & Info Services, Haryana disbursement of incentives under the Swachh Bharat Mission (Urban) in the state of Haryana has been made arbitrarily by ignoring the government guidelines of Swachh Bharat Mission (Urban) and the claimed success of Swachh Bharat Mission regarding Haryana could not be verified. In 2015, one year after the launch of the program, hundreds of thousands of Indian people were still employed as manual scavengers in emptying bucket toilets and pit latrines. Authors from the India Forum suggested in 2019 that the next rural sanitation programme should "abandon coercive tactics, focus on latrine use, and encourage more people to use twin pits". There is scepticism about the success of SBM which relates to sanitation workers. The people who make India clean, the sanitation workers, remain "invisible in the participation, process or consequences of this national level movement".

2nd Phase of Swachh Bharat Abhiyan:

The programme will be implemented from 2020-2021 to 2024-2025 in a mission mode with a total outlay of ₹1,40,881 crore'. The government launched the second phase of Swachh Bharat Mission (Grameen), which has a total outlay of ₹1,40,881 crore and is aimed at ensuring effective solid and liquid waste management in every panchayat. SBM (G) Phase-II will focus on sustaining the gains made in the first phase of the programme in the past five years in terms of toilet access and usage, and will ensure that no one is left behind. Phase II will ensure that effective solid and liquid waste management (SLWM) is instituted in every gram panchayat of the country. The SBM-II will continue to generate employment and provide impetus to the rural economy through construction of household and community toilets as well as infrastructure for SLWM like compost pits, soak pits, waste stabilisation ponds and material recovery facilities.

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