



Review Article

Importance and Impact of Swachh Bharat Abhiyan - A Review

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A B S T R A C T

Swachh Bharat Abhiyan is an initiative started by government of India to make the country completely clean of any mess or littering, thereby making every nook and corner of the nation clean and tidy. Earlier many awareness programmes (such as total sanitation campaign, Nirmal Bharat Abhiyan etc.) about the environmental sanitation and personal cleanliness were launched by the Indian government however could not be so effective to make India a clean India. Swachh Bharat Mission was launched by Prime Minister, Shri Narendra Modi on 2nd October, 2014 to urge people to fulfill Mahatma Gandhi's vision of a clean India, by his 150th birth anniversary in 2019. These campaigns were carried out nationwide in more than 4,000 districts/ towns in India. The aim of the mission is to eliminate the open defecation, conversion of insanitary toilet to pour flush toilet, eradication of manual scavenging and all above to bring about a behavioral change in people regarding healthy sanitation practice and to ensure public participation in achieving these aims.

Keywords: Swachh Bharat Abhiyan, Open Defecation, Insanitary Toilet

Introduction

Swachh Bharat Abhiyan was a nationwide campaign initiated on 2014 that aim to clean up the street, roads and infrastructure of cities towns, urban and rural areas. The objective of Swachh Bharat Abhiyan include eliminating open defecation through the construction of household owned and community owned toilet and establishing an accountable mechanism of monitoring toilet use. This mission has aim to achieve an open defecation free India by 2 oct 2019, the 150 anniversary of mahatma Gandhi by constructing 100 million toilets in rural India at a projecting cost of Rs 1.96 lakh crore.¹The mission has two trusts: 1. Swachh Bharat Abhiyan (gramins) which operate under the ministry of drinking water and sanitation and 2. Swachh Bharat Abhiyan (urban) which operate under the ministry

of housing and urban Affairs. As part of the campaign Ambassadors of cleanliness have promoted indoor plumbing and community approaches to sanitation at the village level NGOS. Swachh Bharat Abhiyan is a cleanliness mission led by govt. to make India a "clean and green India." This campaign was launched by the Govt.of India on 145th birthday anniversary of the great person, Mahatma Gandhi on 2nd of October at the Rajghat, New Delhi the Govt. of India has aimed to make India a clean India by 2nd October 2019.²

Swachh Bharat Abhiyan is a campaign against squalor, untidiness garbage. The campaign aims to make India neat, clean and green by instilling in people a sense of responsibility toward personal and public cleanliness and Hygiene.³ It is a non-political campaign and inspired



by the patriotism. It imposes the responsibility on each Indian citizen to make this country a Swachh country. This campaign has initiated people globally towards the cleanliness. Teachers and Students of the school are joining this "clean India campaign" were actively with great fervor and joy impetus of Swachh Bharat Abhiyan.¹ Under this campaign, another cleanliness initiative has been started by UP, CM Yogi Adityanath in March 2017. He has banned chewing paan, gutka and other tobacco products in the Govt. office all over the Uttar Pradesh.

The entire nation is abuzz with the cleanliness drive and campaigns under the We must ensure we become the real participant in the crusade against the dirt and squalor in true spirit. We must start the cleanliness drive from our own home and surroundings are unclean and we are spending hours cleaning the streets in other areas.

The finest way to start this hygiene arise in your own chamber, your own storeroom, your own privy, your own bakery, your own refuse.

- Do you keep your own room and surroundings clean?
- Are you able to maintain the hygiene around you?

If you really do you feel the fulfilment and satisfaction of being clean!

Now you can lend a helping hand and your expertise in keeping the neighbor clean! this is how we must of an about this cleanliness drive. Remember only a lit candle can light other unlit candles. Similarly, people who keep themselves clean and their surrounding clean can help other people to achieve cleanliness objective. So, let the cleanliness begins at your own home, the entire nation will automatically become clean.²

Important Facts

- The slogan of this campaign is "one step toward cleanliness"
- The aim of this campaign is to clean the India including street, roads, towns, cities and especially rural areas.
- The name of Swachh Bharat Abhiyan is made with three words in Hindi language and its translation in English is "clean India mission"
- Millions of students and govt. employee are participating in this mission to clean up the India.
- The main objective of this is "to stop the open defecation" by construction of toilet in every home.^{2,4}

Historical Perspective

Swachh Bharat Abhiyan campaign, launched on 2 October 2014 on Gandhi Jayanti, goals to eradicate open defecation by 2 October 2019, the 150th anniversary of the birth of Mahatma Gandhi by constructing 90 million toilets in rural India at a project cost of Rs. 1.96 lakh crore (US\$27billion) The national campaign spans 4,041 statutory cities and

towns. Conceived in march 2014 at a sanitation conference organized by UNICEF India and the Indian institute of technology as a part of the larger total sanitation campaign, which the Indian govt. launched in 1999.²

On 1 April 2000, the Total Sanitation Campaign (TSC) was launched by The Govt. of India which was later on renamed as "Nirmal Bharat Abhiyan" by Narendra Modi. A controlled randomized study of eighty towns in rural showed that the TSC programme did modestly increases the number of households with latrines and had a small effect in reducing open defecation. However, there was no improvement on children health." The earlier "Nirmal Bharat Abhiyan" rural sanitation program was hindered by the unrealistic method. Consequently, The Nirmal Bharat Abhiyan was restructured by cabinet approval on 24 September 2014 as a Swachh Bharat Abhiyan.⁴

The main Objectives as Follows

- To make India clean through behavioral change.
- To promote idea of smart city. A city needs to be clean before it become smart.
- To eliminates the burden of communicable disease.
- To fulfill SDG goal 6 of UN. Ensure availability and sustainable management of water and sanitation for all.
- To emphasize on the fact that clean mind and body reside in clean environment.
- To set up a network of the water pipelines in rural areas, ensuring a regular water supply to people by the year 2019.
- To construct toilets separately for girls and boys in all India school.
- To provide the toilet facility to all anganwadis.
- At 2 oct 2019 India became open-defecation free.
- Conversion of unsanitary toilets to pour flush toilets.

This mission will help to make clean India's tourist destination, which will bring more people, will also bring more people and will bring a paradigm shift in the country's global perception.^{4,5}

Importance of Swachh Bharat Abhiyan

Swachh Bharat Abhiyan is playing an important role in India because before Swachh Bharat Abhiyan, no one was willing to clean up the place near them; but it is a desire in every one heart clear and keep the place clean but not only the cleaning the places but Indian Govt. is helping the people who are making their effort for Swachh Bharat mission many awards are also given for doing Swachh Bharat." So, everyone should keep the environment clean".

- We shall have clean habits
- Health index will improve
- Mannerism shall improve
- Wastage in all shall decline
- Overall environment shall be very pleasing

- We shall care for each aspect of life
- When all this happen, we all shall probably be financially also better placed

A beautiful concept and a must too but its implementation, hardly visible anywhere the cities are still stinking, animal feeding on plastics on mounds of filth everywhere.²

Impact of Swachh Bharat Abhiyan

After the several decades of independence, India has unsuccessful to achieve the requisite of cleanliness level. We have to see open garbage dump, overflowing drains and open defecation taking place at many spaces. To resolve this problem Govt. of India rolled its flagship scheme Swachh Bharat mission on October 2, 2014. This campaign has been called as the country's biggest cleanliness ambition ever. Even the president of India has also wished that every Indian citizen to contribute in the campaign and spends a minimum of 100 hours in this ambition annually. Swachh Bharat Abhiyan has positive impact on tourist health clean technology, individuals, productivity foreign direct investment, environment sand other. Rapid instruction of toilet ensuring dignity of women and eradicating open defecation.

- Union territories and 5.48 lakh villages in 27 state declared open defecation free.
- At present Cleanliness coverage increased from 38.70% in 2014 to 98.82%.
- In a period of just 5 years, over 11 crore 11 lakh toilet has been built.
- 254 projects worth Rs. 25,500 crore approved under namamigange program.
- Rapid instruction of toilet ensuring dignity ensuring dignity of women and eradicating open defecation.
- Over 5.48 lakh villages in 27 states and UTs declared open defecation free.
- Sanitation coverage increased from 38.70%in 2014 to 98.82% at present.^{4,5}

Conclusion

Swachh Bharat Abhiyaan is an ingenuity started by the government of India to make the country totally clean of any mess or littering. The objectives of Swachh Bharat Abhiyan include removing open defecation through the construction of household owned and community owned toilets and establishing an accountable mechanism of monitoring toilet use. The mission has two trusts: Swachh Bharat Abhiyan (gramin) which works under the ministry of drinking water and sanitation and Swachh Bharat abhiyan (urban) which operates under the ministry of housing and urban Affairs. Swachh Bharat Abhiyan is a campaign against squalor, untidiness and garbage. The campaign goals to make India neat, clean and green by instilling in people a sense of responsibility toward personal and public cleanliness and

hygiene. It imposes the responsibility on each Indian citizen to make this country a Swachh country. This campaign has encouraged people globally towards cleanliness.

Conflicts of Interest: None

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