

## SWACHH BHARAT MISSION: AN ANALYTICAL STUDY

**Mr. Amjat Ismail shaikh\***

Research Fellow,

DR. B.A.M.U.,

Mob.No.9022848348

Email: amjatshaikh1995@gmail.com

**Dr. V.S. Phulari\*\***

Head & Research Guide

Aurangabad Dept of Economics

Shri Muktanand College, Gangapur

Dist. Aurangabad

### **Abstract:**

Swachh Bharat mission is very necessary to run continuously in India until it achieves its goal. It is very essential for the people in India to really get the feeling of physical, mental, social and intellectual well-being. It is to make living status advance in India in real means which can be started by bringing all over cleanliness. The Swachh Bharat Mission of urban areas aims to cover almost 1.04 crore households in order to provide them 2.6 lakhs of public toilets, 2.5 lakhs of community toilets together with the solid wastes management in every town. Gramin Swachh Bharat Mission is a mission implementing cleanliness programmers in the rural areas. Earlier the Nirmal Bharat Abhiyan (also called Total Sanitation Campaign, TSC) was established by the Government of India in 1999 to make rural areas clean however, now it has been restructured into the Swachh Bharat Mission (Gramin).

**Keywords:** Sanitation Campaign, Nirmal Bharat Abhiyan.

### **Introduction**

The Swachh Bharat mission was initiated by our Prime Minister Sri Narendra Modi with a view to create Clean India. Launched on October 2nd in 2014, Swachh Bharat Mission advised every Indian citizen to take up responsibility in keeping the country clean. The PM stated that a clean India would be the best tribute to give to the Father of our Nation on his 150th birth anniversary and that everyone should contribute their part in doing away with litter and waste by the year 2019. He asked everyone to devote a hundred hours every year, two hours a week, towards cleanliness. With regards to his own words, the PM proceeded with the mission by taking a broom and cleaning a part of the city by himself. He also nominated public figures and personalities from various walks of life to carry forward this mantle. This act of engaging in cleaning up homes, work places, villages and cities collectively would bring in a drastic reduction

in littering of waste and pollution. The Prime Minister's advice and initiative should not be taken up with deaf ears but should be accepted with a change in the collective mentality of the public as well as the government officials at all levels. Proper sanitation and systems should be in place to dispose waste and maintain cleanliness. Anti-litter campaigns should be held to create awareness among the general public and motivate them to take up the broom. Stringent enforcement of the law is also a necessity to maintain this attitude and sanitation. Funds should be collected and allocated to provide proper sewage systems, public toilets and garbage disposals across the country. Civilization is the distance that man has placed between himself and his own excreta. Brian W. Aldiss

Sanitation is a basic necessity that affects everyone's life. Sanitation and hygiene are critical to health, survival, and development. Throughout the world, an estimated 2.5 billion people lack basic sanitation (more than 35% of the world's population). Many countries are challenged in providing adequate sanitation for their entire populations, leaving people at risk for water, sanitation, and hygiene (WASH)-related diseases.<sup>1,2</sup> The pathetic state of sanitation index in India has put the country behind Pakistan, China, Bangladesh, and Nigeria. According to Water, Sanitation, and Hygiene (WASH) Performance Index 2015 developed by the Water Institute at the University of North Carolina, India was a bottom performer and was ranked 93. Despite the assumption that countries with higher GDP will perform better in improving access to water and sanitation, GDP was not significantly correlated with performance.<sup>3,4</sup> India has been putting efforts for improving sanitation for a long time.

### **Objectives:**

1. To Analyze the Swachh Bharat Mission Main objectives.
2. To study of Importance of Sanitation.
3. To study of Urban Areas in the Swachh Bharat Mission.
4. To study of Gramin Areas in the Swachh Bharat Mission.
5. To Analyze the Change the mindsets of the people.

**Methodology:**

For the study the data has been collected from secondary source. The data has been collected from secondary sources data has been collected from other reliable online sources like article, journal and newspaper etc.

**Importance Of Sanitation:**

Safe sanitation means promotion of safe disposal of human excreta, right use of toilet and avoiding open defecation as well as management of solid and liquid waste. Poor sanitation is a primary cause for many deadly diseases, deaths among children under age five, contamination of ground water sources, loss of family income on account of increased health costs, and compromised human dignity.

**1. Impact on Health:**

Exposure to contaminated drinking water sources and food with pathogen-laden human waste is a major cause of diarrhea, and can be affected by cholera, trachoma, intestinal worms, malaria, ascariasis, etc. WHO observed that one gram of feces can contain 10,000,000 viruses, 1,000,000 bacteria, 1,000 parasite cysts and 100 parasite eggs. Open and untreated human excreta can interact with food through soil, water and crops unless this fecal-oral route is broken through adopting safe sanitation and hygiene practices.

**2. Impact on Environment:**

Inadequate sanitation and waste management have direct impacts on the environment. Untreated sewage flowing directly into water bodies affect coastal and marine ecosystems, contaminate soil and air, exposing millions to disease.

**3. Impact on Economy**

A study by the World Bank says that absence of toilets and conventional sanitation cost India 6.4% of its GDP in 2006. The economic impact

of poor sanitation for India is at least USD 38.5 billion every year under Health, Education, Access time and tourism.

**Swachh Bharat Mission:**

To accelerate the efforts to achieve universal sanitation coverage and to put focus on safe sanitation, the Prime Minister of India launched the Swachh Bharat Mission on 2nd October, 2014. The Mission Coordinator shall be 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 sanitized. ODF would mean the termination of faecal-oral transmission, defined by, a) no visible faeces found in the environment/village and, b) every household as well as public/community institution(s) using safe technology option for disposal of faeces, as defined by the Ministry. The Mission shall strive for this by removing the bottlenecks that were hindering the progress, including partial funding for Individual Household Latrines from MGNREGS, and focusing on critical issues affecting outcomes. The Guidelines of SBM(G) and the provisions hereunder are applicable with effect from 02.10.2014.

Main objectives of the Swachh Bharat Mission (SBM):

The main objectives of the Swachh Bharat Mission (SBM) are,

- 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 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.

**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 crores likely to be spent on the programme, the Centre will pitch in Rs 14,623 crores. Of the Centre's share of Rs 14,623 crore, Rs 7,366 crores will be spent on solid waste management, Rs 4,165 crores on individual household toilets, Rs 1,828 crores on public awareness and Rs 655 crores on community toilets.

**Swachh Bharat Mission: Gramin Areas:**

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. 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.

**Change the mindsets of the people:**

When will our countrymen learn not to spit or throw garbage on the roads? Or when will our people learn to keep themselves and their

localities clean? The value of SWOT analysis cannot be overemphasized. It is rightly said "winners recognize their limitations but focus on their strengths; losers recognize their strength but focus on their limitations." Positive thinking is strength whereas negative thinking is a weakness. Although clean India is very tough job, still nothing is impossible with efforts on this future Swachh planet.

**Conclusion:**

A pollution free clean India would be the best tribute to the nation. Swachh Bharat Abhiyan is a cleanliness mass movement organized by the government of India and takes into action by the honorable Prime Minister Mr. Narendra Modi. This is the most valuable expedition which everyone must be aware of for the bright future of India. This campaign is a political free mission that immensely focuses on the welfare of the country. The primary aim of this prestigious campaign is to motivate people to make India pristine clean. Teachers, students, and common people are participating in this "Swachh Bharat Abhiyan" with big hits and fire. The main aim of cleanliness campaign is to disseminate the mission as an awareness program globally. This program involves the construction of bathrooms in public areas, promoting sanitation awareness in rural areas, cleaning streets, bringing behavioral changes to people, and converting India an ideal country before the world. Agreeing to this campaign nine people would first invite to the program and continue the chain likewise, this way there would be a huge chain of people who can involve in this campaign and make it a success. By the completion of the cleanliness program, it would indirectly draw the attention of business investors in India and also tourist's attraction would be more from all over the world. This would afford a more serious outcome economic growth of India.

**References:**

- Swachh Bharat abhiyan (clean India mission): SWOT analysis January 2016
- "India, World Bank sign \$1.5 billion loan pact for Swachh Bharat Mission", The Economic Times, 30 March 2016.
- Guidelines for SWACHH BHARAT MISSION GRAMIN (Revised as on October 2017)

- 
- <https://idronline.org/every-problem-multiple-perspectives-dilemma-appear-problem-overlap-fact-just-one-aspect-tend->
  - [https://www.researchgate.net/publication/362592292\\_Impact\\_of\\_Swachh\\_Bharat\\_Abhiyan](https://www.researchgate.net/publication/362592292_Impact_of_Swachh_Bharat_Abhiyan).
  - "Modi government mobilises Rs 370 crore under Swachh Bharat Kosh", The Economic Times, 11 March 2016.