

# Swachh Bharat Abhiyan

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**Abstract – Swachh Bharat Abhiyan launched on October 2, 2014 by Prime Minister Narendra Modi, in the memory of Mahatma Gandhi to create a clean India of his dreams by 2019, his 150th birth anniversary. The objectives of Swachh Bharat include eliminating open defecation through the constructing 12 million toilets in rural India at a projected cost of rupees 1.96 lakh crores, community toilets and solid waste management.**

**The Prime Minister has spread the message by his priceless words. People From different sections of society like from government official to Jawans, Bollywood actors to the sportspersons, industrialist and millions of people across the country have come move forward and join mass movement of cleanliness. It is that project in which all people participated by their own as mission. A swachh bharat mission includes many issues especially open defecation and sanitation issue.**

**Keywords – Swachh Bharat Abhiyan, sanitation, clean India, mission, issue, open defecation.**

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## INTRODUCTION

On October 2, 2014 our honorable Prime Minister Narendra Modi announced about the Swachh Bharat mission. It is India's largest cleanliness mission with 3 million Government employees, students in all parts of India participating in 4041 smart cities, urban and rural areas. Many people participated to show their support to this mission and it became successful only with the support of public. It is a political free mission and inspired by Mahatma Gandhi.

India is home to 17.5% of the world's population, close to 60% number of people globally who not have toilets and defecate in open. Solving this problem in today's time is a Priority. This mission mainly involves construction of individual house toilets, promoting sanitation programmes in rural areas, cleaning roads and streets, rivers and lakes and changing the infrastructure of the country. The India government aims to achieve an open defecation free(ODF) India by 2 October 2019 the 150 years anniversary of the birth of mahatma Gandhi. It is a dream of our Prime Minister Narendra Modi.

## RESEARCH METHODOLOGY:

This paper is based on secondary data. The data has been collected from internet, books, journals and other research papers.

## HISTORY:

The Swachh bharat campaign is very popular and needed campaign in India. On the day 2nd Oct 2014 the launch of mission by prime minister narendra modi, around 3 million government employees, private sector employees including students from both schools and colleges had participated in the event to make it popular and spread awareness. Around 1500 prople were present at the spot. Pranab Mukherjee president of India flagged off the swachh bharat Abhiyan event. The estimated cost of this mission is rs.62009 crore and nearly 25% will br borne by the government. Prime Minister, Narendra Modi, had nominated the name of nine famous personalities from various sectors like business industries, sports and Bollywood to popularize and successfully complete the clean India campaign. He had also requested to make a chain like they individually invite another nine persons and further the nine invite another nine persons, the area of awareness gets broaden which helps in success of mission.

## OBJECTIVES:

The Swachh Bharat Abhiyan launched by prime minister of India to accomplish various goals and fulfill the Mission of "clean India or swachh bharat abhiyan". It has been declared by the government

that this campaign is taken as “beyond politics”. Following are some objectives:

- 1) Eliminate open defecation constructing toilets for household and communities.
- 2) Remove manual scavenging in India.
- 3) To spread knowledge about healthy sanitation practices.
- 4) Introduce modern and scientific municipal solid waste management practices.
- 5) Enable private sector participation in capital expenditures, operation and maintenance.
- 6) Change People's attitude to sanitation and create awareness.
- 7) To convert dirty or unhygienic toilets into pour flush or hygienic toilets.
- 8) To link people programmes of sanitation and public health in order to generate public awareness.
- 9) To completely starts the disposal reuse and recycling the municipal solid waste.
- 10) To make India open- defecation frees (ODF) India by 2 October 2019.

### NEED OF SWACHH BHARAT ABHIYAN:

Swachh bharat abhiyan is very big priority of India. India losses many children and youth due to the unavoidable diseases mainly children face diarrhoeal deaths There are many more areas which defines the need of this mission.

#### 1) Health:

Unhygienic and dirty atmosphere are the key reasons of causes of diseases. Swachh bharat abhiyan helps to make our environment free of diseases. A healthy person makes our nation healthy, if a nation healthy it provides growth to a nation. Any disease has financial impact on the person and the nation both on revenue and expenditure.

#### 2) Tourism:

India is a country full of cultural heritage. Tourism generates employment for people. And, it is very shameful for India to have too much garbage and unhygienic toilets at tourist place, which reduces tourism in India because foreign tourism are very conscious about their health, hygiene and cleanliness. By swachh bharat abhiyan, tourism got a new chance to generate employment.

### 3) Individual productivity:

Individual productivity means capacity to work with less or no wastage. A healthy body have healthy mind which results in healthy or high productivity. And, swachh bharat mission leads to healthy atmosphere results in healthy individual i.e. high productivity. If the productivity is increases, it means increase in the perception income and GDP of the country.

### 4) Education:

Swachh bharat abhiyan helps girls to continue their education in schools and colleges. When the girl reaches the age where she realizes the lack of female toilets in the school, she has to leave her education in the midway and she remains uneducated. Girls also have the right to get quality education.

### 5) Open defecation:

Open defecation is the practice of the people defecating outside due to lack of toilets. Eliminating open defecation is the objective of swachh bharat abhiyan. Reports tells us that in India open defecation is at very top level, more than 50% people not use toilets which results in the loss of more than 1000 children every year.

### PARAMETERS:

- 1) **Corporate India and Swachh Bharat Campaign:** With Prime Minister Narendra Modi, Corporate India also helps in making the swachh bharat Abhiyan a successful mission by contributed required funds. Public and Private both companies add their support in cleanliness activities through compulsory Corporate Social Responsibility (CSR) schemes which is required as per Companies Act, 2013. CSR is a activity in which companies invest in activities which is made beneficial to society as a whole. Recently major corporate tycoons such as mata amritanandamayi math, IYC, HAL, BSE Vedanta, Adani TCS, Infosys, Ambuja Cements, Maruti, Tata Motors, Coca Cola, BHEL, Dabur, Aditya Birla, TVS and many others have given money for Swachh Bharat projects.

Tata consultancy Service and Bharati have committed rs.100 crore each to build toilets in school for girls. Coca-Cola has committed to further build on its own going sanitation program construct toilets in school. Mata Amritanadamayi tops as a donor in this mission.

- 2) **A Movie (EK PREM KATHA) supporting swachh bharat mission:** A movie named as

"Toilet: Ek Prem Katha" was released on 11 August 2017, in which main roles are played by Akshay Kumar and Bhumi Pednekar. This was a comedy-drama but in support to swachh bharat mission to improve sanitation conditions. This movie is directed by Shri Narayan Singh. This movie gets very famous (earned more than rs.216 crore) from the message to emphasis on the eradication of open defecation in backward areas.

- 3) **Odisha's Koraput:** Odisha's Koraput takes decision against defecating in the open Odisha koraput is of the backward districts in India and we know open defecation is more in backward areas. But, in this district 11 villages fight against open defecation, and more than 500 household construct their own individual toilets, which is not easy for them. They take this step by valueable practices by government, various programmes and financial help. This is really a grateful work done by them. .
- 4) **Clean mission in UP under Swachh Bharat Abhiyan Campaign:** In march 21017, yogi adityanath The Chief Minister of Uttar Pradesh has banned chewing paan, gutka and other tobacco products in all government offices during duty in all over the state. This idea came in mind, when he visit the secretariat building first time, he saw walls and corners are strained with betel-juice, which looks very cheap and uneasy at government offices. This is the initial step taken by him on swachh bharat abhiyan.
- 5) **Swachh bharat mission in Ludhiana's gondwal village:** The people of gondwal in Ludhiana takes a step in swachh bharat abhiyan, to clean their village the people collect their garbage at one place of decomposition, which keeps their village clean and the greenery is not lost. All the residents work hard and their full dedication to do so. As our prime minister said that, it is not done only with my practices but also with all practices of work.
- 6) **MP's mission chauras in swachh bharat Abhiyan:** The people of villages in Madhya Pradesh lived in dirty environment and drink polluted water but they have no idea about that. When they know about that, they came jointly and clean the river banks which are polluted with garbage and other things. They also work for open defecation; they make their individual toilets and help their village to be clean. These all works are done under the mission of swachh bharat which is a very big campaign and achieves success. They came

and worked hard for this and due to their priceless efforts they got success. When they get information about dirty and polluted water, they gave their best.

Nine famous personalities nominated by prime minister:

- 1) Mridula Sinha, Goa governor
- 2) Sachin Tendulkar, Cricket legend
- 3) Baba Ramdev, Yoga guru
- 4) Shashi Tharoor, congress law maker and formor union minister
- 5) Kamal Hasan, Actor
- 6) Priyanka Chopra, actress
- 7) Salman khan, actor
- 8) Anil Ambani, Industrialist
- 9) Tarak Mehta ka ooltah chashma, team of popular T.V serial

## CONCLUSION:

Changing mindset is very important and tough task. Prime Minister Narendra Modi has laid emphasis on swachh bharat. They want that our India should be clean, no open defecation, good lifestyle and healthy life. He does infinite efforts for that and for this he started a campaign of swachh bharat abhiyan which is the biggest mission till date of swachh bharat. Best part is that, in this mission all the people are participated by their own will and make efforts. PM tells that it's not my mission it's our country's mission. The awareness is provided by many means, many celebrities, industrialist annoyers are included. Youth took part in it and give their best. This mission is a successful mission.

The campaign mainly includes construction of individual house toilets and this objective works very successfully. The chain which was started by Prime Minister Nine to nine is an innovative way to make awareness at large level. Many social networking sites works for it and gives positive results. This campaign is a very big change in India and the dream is fulfilled by 2ndoct 2019.

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