

Clean India: A Mission

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ABSTRACT

Swachh Bharat Mission i.e. Clean India Mission. A national level campaign. Recently launched by the Government of India is a major step towards the protection of degrading environment. The objectives of the campaign include elimination of open defecation. Conversion of insanitary toilets to pour flush toilets, eradication of manual scavenging and above all to bring about a behavioural change in people regarding healthy sanitation practices and to ensure public participation in achieving these objectives. Globally, India continues to be the country with highest number of people practising open defecation. If Swachh Bharat Mission (SBM) is implemented properly with all its stakeholders taking their respective responsibilities, there is no wonder that one day India will become an open defecation free country. A brief about this programme, objectives, related health concerns and its role in environmental protection has been discussed in this paper.

Keywords: *Swachh Bharat Mission, sanitation, open defecation, toilets, environmental protection*

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1. Introduction

"**Cleanliness is Godliness**" is the mantra of Mahatma Gandhiji, Father of Nation. He demonstrated, propagated and insisted for individual and community cleanliness throughout his life.

Cleanliness is a clean habit which is very necessary to all us. Cleanliness is a habit of keeping ourselves physically and mentally clean including with our home, pet animals, surroundings, environment, pond, river, schools, etc. We should keep ourselves neat, clean and well-dressed all time. It helps in making a good personality and impression in the society as it reflects a clean character. We should maintain the environment and natural resources (water, food, land, etc.) cleanliness together with our body cleanliness in order to make the possibility of life existence forever on the earth.

The Government of India adopted a demand driven approach by the name Total Sanitation Campaign (TSC) in 1999, which was later renamed as the Nirmal Bharat Abhiyan (NBA).

A financial subsidy was provided to households for constructing latrines. To give a boost to the TSC, the government also launched the Nirmal Gram Puraskar (NGP), an incentive program that sought to recognize the achievements and efforts of Panchayati Raj Institution (PRIs) in encouraging full sanitation coverage in their Gram Panchayats. Covering all households with IHHLs (Individual Household Latrine), cluster toilets, community toilets, the prime minister has (Gramin). NBA has been restructured into the Swachh Bharat Mission with two sub-mission-Swachh Bharat Mission (Gramin) and Swachh Bharat Mission (Urban).

Many people in India recognize open defecation as a national embarrassment, but if one accounts for the loss that it inflicts on the health and future productivity of India's children, it's clear that towns (administrative units that have been defined by by "**statute**" as urban such as municipal panchayats or nagarpalikas) having eight million households do not have access to toilets and defecate in the open. Weak sanitation has significant health concerns and untreated sewage from challenge ahead of the Indian towns and the huge costs incurred from not addressing them. The Swachh Bharat Mission (SBM) emanates from the vision of the Government of India as a tribute o Mahatma Gandhi on his 150thbirth anniversary to be celebrated in the year 2019 to ensure hygiene, waste management and sanitation across the nation. The Prime Minister of India has launched SBM on 2nd Oct. 2014.

2. Objectives of SBM

The Swachh Bharat Mission has the following objectives: -

1. Elimination of open defecation.
2. Eradication of Manual Scavenging.
3. Modern and Scientific Municipal Solid Waste Management.
4. To effect behavioural change regarding healthy sanitation practices.
5. Generate awareness about sanitation and its linkage with public health
6. Capacity Augmentation for Urban Local Bodies (ULB's).
7. To create an enabling environment for private sector participation in Capex (capital expenditure) and Opex (operation and maintenance)

3. Components of SBM

The Swachh Bharat Mission has the following components:-

1. Household toilets, including conversion of insanitary latrines into pour-flush latrines.
2. Community toilets.
3. Public toilets.
4. Solid waste management.
5. IEC & public Awareness.
6. Capacity building and Administrative & Office Expenses (A&OE).

By Toilets, it is implied that these are to be provided for floating population/general public in places such as markets, train stations, tourist places, near office complexes, or other public areas where there are considerable number of people passing by.

By community toilets, it is implied that a shared facility provided by and for a group of residents of an entire settlement/slims, where space and/or land are constraints in providing a household toilet. These are for a more or less fixed user group.

4. Open Defecation:

Open defecation (OD) is the practice of defecating outside or in public. This may be done as a result of cultural practices or having no access to toilets. Open defecation is practiced all over the world in nature or camping type situations and represents no health and environmental problems when done in sparsely populated settlements and when the "cat method" is used, i.e. covering the feces with some soil, leaves or sand. However, open defecation becomes a significant health problem and an issue for human dignity when it occurs in more densely populated areas, such as in larger villages or in urban informal settlements in developing countries. Here, the practice is usually associated with poverty and exclusion. Of the 1 billion people around the world that still practice open defecation today, almost 600 million, or around 60 percent, reside in India alone. Under Swachh Bharat Mission, 111 million toilets will be built by 2019 that is more than 60,000 toilets per day or nearly one toilet every second. However, simply building toilets and sanitation infrastructure will not stop open defecation in India. Having access to safe and clean toilets behavior with regards to toilet use. We have seen toilets built in India needs to be fought on two fronts: one on the ground with toilets and sanitation infrastructure, and second in the hearts and minds of the people by repositioning toilets so that latrine use becomes the norm.

5. Impacts of Open Defecation:

The health and personal safety impacts due to open defecation are principally the same as those from lack of sanitation.

Health Impacts

Open defecation or lack of sanitation is a major factor in causing various diseases, most notably diarrhea and intestinal worm infections but also typhoid, cholera, hepatitis, polio, trachoma and others. Those countries where open defecation is most widely practiced have the highest number of deaths of children under the age of 5, as well as high levels of malnourishment (leading to stunted growth in children), high levels of poverty and large disparities between the rich and poor. Open defecation is a leading cause of diarrheal death: 2,000 children under the age of 5 die every day, or every 40 seconds, from diarrhea.

6. Impact of Swachh Bharat Mission

Even after several decades after independence, India has failed to achieve the requisite cleanliness levels. We use to see open garbage dumps, overflowing drains, and open defecation taking place at numerous places. To solve this problem Government of India rolled its flagship scheme Swachh Bharat Mission on October 2, 2014. This Swachh Bharat campaign has been dubbed as the country's biggest cleanliness drive ever. Even the president of India, Mr. Pranab Mukherjee also requested every Indian citizen to participate in the campaign and spend a minimum of 100 hours in this drive annually. Swachh Bharat Mission has positive impacts on tourism, health, clean technology, individual productivity, foreign direct investment, environment and others.

Tourism:

India is a land of cultural heritage and rich history. Tourism generate around 6.6 percent of India's GDP and 39.5 million Indians are directly employed in the sector. The biggest limitation for India to promote tourism in cleanliness. Foreign tourist are very particular about hygiene and cleanliness. Swachh Bharat Mission will help in generating employment through tourism and boost India's GDP.

Foreign Direct Investment:

As per current economic conditions, India urgently need Foreign Direct Investment (FDI). India inspired from Singapore which undertook similar cleanliness drive from 1977 to 1987. It helped Singapore to attract FDI. Hope Swachh Bharat Mission will do the same wonder for India.

Health:

Poor hygienic and cleanliness are the two major causes of illness. Swachh Bharat Mission will have positive impact on India's health care sector. According to recent study by WHO. Due to lack of hygienic conditions and lack of cleanliness there is a loss of **RS.6500** every year to each Indian. In short, there is a loss of **RS.26000** every year for a family of four people. Swachh Bharat Mission will plug this loss and will help to ease burden on existing health care facilities.

Clean Technology:

Gradually focus on cleanliness and hygiene will shift focus towards use of clean technology i.e. non-pollution in nature. It will involve use of bio-degradable fuel and products. Any shift toward clean technology will have positive ripple effect on entire economy. New technology bring new set of employment opportunities like in case of Information Technology. Focus on new technology will lead to new skill development for innovation thus help in generating new employment/entrepreneurial opportunities for India's youth. India can become hub of clean technology for entire world. Swachh Bharat Mission should not be linked only to cleanliness and hygiene but it has larger objective of putting India in the League of Nations working towards technological development for future.

Individual Productivity:

Healthy Body results in Healthy mind which is directly proportional to Productivity of an individuals. Swachh Bharat Mission will leads to Healthy India which in turn increase productivity of Indians. Developed countries are live example of how healthy citizen can help In increasing per capita GDP of the country. (Bammi, 2015) Overall impact of Swachh Bharat Mission on Indian States is marginal. But some state have shown visible improvement like-Gurjat, Himachal Pradesh, Punjab, Karnataka, Andhra Pradesh and Chattisgarh.

7. Role of Youth in SBM:

Youth have a very major role to play in SBM and to enlist their participation it is very important to organize Orientation programs for Youth about cleanliness and its various implications. Particularly in rural areas. In order to role models and catalysts of change, youth should be informed and educated on the following topics.

Orientation should be given by government and private bodies dealing in :-

- Construction and management of low cost toilets, their management and maintenance.
- Solid waste management: principles and practices.
- Segregation of wet and dry waste: need and rationale.
- Water conservation.
- Health consequences of insanitation and health benefits of sanitation.

- Healthy habits for personal and environmental hygiene.
- Putting an end to littering, spitting and other filthy habits.
- Youth are familiar about culture and habits of people in their communities, so they can be good as mediators for change.
- Youth groups and youth clubs should be encouraged to come up with effective communication media, such as, street plays, dramas etc to inculcate the value of cleanliness and personal hygiene.
- Encourage youth to self-analyse and identify certain habits which are unhygienic and make necessary changes.
- Organize various activities for students, youth, children, adults, in fact people of every incorporate clean habits and lifestyles.
- Apply appropriate and innovative technologies and develop indigenous schemes to practice cleanliness in community.
- Educate young women in menstrual hygiene and consequences of not maintaining hygiene during menstruations.
- Link cleanliness to beauty.
- More think tank session on how to further the concept of cleanliness and integrate it in their lives.

8. Conclusion

Even after longstanding efforts to address the challenge of open defecation, the situation in India stubbornly remains unchanged. Part of the reason for this is because many people in rural India actually prefer open defecation to using affordable latrines. Community-Led Total Sanitation (CLTS) campaigns have placed a particular focus on ending open defecation by "**triggering**" the communities themselves into action and let us hope that the recently launched SBM will further help to resolve the problem.

Swachh Bharat Mission is one of the critical link towards economic success of India. This mission cannot be successful without the support of each India. PM also asserted the Swachh Bharat Abhiyan should be a combined effort of government as well as people. Swachh Bharat Mission will financially benefit each and every citizen of India. It is the responsibility of every citizen of India to make this mission successful till 150th birth anniversary of Mahatma Gandhi 2 October, 2019.

Cleanliness makes us healthy in every aspect like mental, physical, social and intellectual. Generally, we all noticing in our homes that our grandmothers and moms are very strict about the cleanliness before worship, it is not another thing, they just try to make cleanliness our habit. But they follow wrong way as they never describe us the benefits and purpose of cleanliness that's why we get problem in following cleanliness. Every parent should logically describe and discuss their kids about the benefits, purpose, necessity, etc of the cleanliness. They must tell us that cleanliness is the frists and foremost thing in our lives like food and water.

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