

An Overview of the Clean India Mission: Swachh Bharat Abhiyan

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Dr. J. Sadeesh

*Assistant Professor, Department of Commerce
Faculty of Science and Humanities,
SRM Institute of Science and Technology, Vadapalani Campus*

Abstract

The cleaning initiatives aimed at promoting godliness have been initiated, and they should be continued indefinitely to ensure a perpetual state of godliness in our lives. In order for a nation and society to be healthy, it is imperative that its citizens maintain good health and hygiene in all aspects of life. On October 2, 2014, Prime Minister Narendra Modi, drawing inspiration from the vision of Mahatma Gandhi, inaugurated the Swachh Bharat Mission. We aim to achieve Gandhi's vision of a clean India by 2019, coinciding with the celebration of his 150th birth anniversary. The primary goal is to eradicate the unsanitary practice of open defecation entirely and ensure that every individual has access to adequate sanitation facilities. The purpose of this research is to find out how well school-aged people in India comprehend, perceive, and act upon the Swachh Bharat Abhiyan.

Keywords: Clean India, Gandhi Dream Introduction

Introduction

On October 2, 2014, Prime Minister Narendra Modi made an announcement on the Swachh Bharat programme. India's greatest cleanliness initiative involves the participation of 3 million Government officials and students from all regions of the country. This includes 4041 smart cities, as well as urban and rural areas. A multitude of individuals actively engaged to demonstrate their support of this objective, and its triumph was only achieved by the unwavering backing of the general public. The purpose is politically independent and draws inspiration from Mahatma Gandhi.

India houses around 17.5% of the global population, which accounts for over 60% of individuals worldwide who lack access to toilets and resort to open defecation. Addressing this issue in the present day is of utmost importance. The primary objective of this mission is to build individual household toilets, promote sanitation initiatives in rural regions, clean roads, streets, rivers, and lakes, and transform the country's infrastructure. On October 2, 2019, coinciding with the 150th anniversary of Mahatma Gandhi's birth, the Indian government is striving to accomplish a condition in which India is completely free from the practice of open defecation (ODF). Our prime leader, Narendra Modi, has established this goal for himself.

History

The Swachh Bharat movement is a very popular and important initiative in India. On October 2nd, 2014, Prime Minister Narendra Modi launched a mission that attracted around 3 million participants, including government personnel, private sector employees, and students from schools and colleges. The purpose of this event was to increase its popularity and raise awareness. Approximately 1500 individuals were in attendance at the location. Pranab Mukherjee, the President of India, inaugurated the Swachh Bharat Abhiyan event. The projected expenditure for this mission is to rs.62009 crore, with around 25% of the cost to be covered by the government. Prime Minister Narendra Modi selected nine renowned individuals from diverse fields including as business, sports, and Bollywood to promote and effectively accomplish the Clean India initiative. He had also proposed the creation of a chain whereby each person individually invites nine others, who in turn invite another nine individuals. This strategy expands the scope of awareness, so contributing to the success of the goal.

Need of Swachh Bharat Abhiyan

The Swachh Bharat Abhiyan is a topmost concern for India. India has a significant loss of children and adolescents owing to inevitable illnesses, with a particular focus on mortality caused by diarrhoea in youngsters. There are several other domains that delineate the need of this task.

- **Health:** Poor sanitation and unsanitary conditions are the primary factors contributing to the spread of illnesses. The Swachh Bharat Abhiyan aims to create a disease-free environment. An individual in good health contributes to the overall well-being of our country, since a healthy nation fosters progress and development. Every sickness has a financial effect on both individuals and the country, affecting both income and expenses.
- **Tourism:** India is a nation rich in cultural legacy. Tourism facilitates job creation. India's abundance of waste and unsanitary bathrooms at tourist destinations is very disgraceful. This significantly hampers tourism in the country, since international tourists prioritise their health, hygiene, and cleanliness. The Swachh Bharat Abhiyan has provided a fresh opportunity for the tourist industry to create jobs.
- **Individual Productivity:** Individual productivity refers to the ability to operate efficiently and effectively, minimising or eliminating any unnecessary waste. A sound physical condition is associated with a sound mental state, leading to enhanced productivity. The Swachh Bharat mission promotes a clean environment, which in turn leads to improved individual health and increased productivity. If productivity grows, it leads to an increase in the country's per capita income and GDP.
- **Education:** The Swachh Bharat Abhiyan facilitates the uninterrupted pursuit of education for females in schools and universities. Upon reaching the age of awareness, the girl becomes cognizant of the insufficient number of female restrooms in the school, forcing her to prematurely terminate her education and thereafter stay ignorant. Girls are entitled to get education of high quality.
- **Open Defecation:** Open defecation refers to the act of individuals defecating outside as a result of inadequate access to toilet facilities. Reports indicate that open defecation in India is alarmingly prevalent, with over 50% of the population not using toilets. This unfortunate reality leads to the tragic death of over 1000 children annually.

Implementation of the Project/Activity

The Swachh Bharat Abhiyan was jointly funded by the national and state governments, fostering local ownership of the outcomes, and received backing from important development partners.

The states were granted the authority to choose the specific method by which they want to distribute funds to individual households at a local level. Equally significant, a specific portion of the funding was designated solely for social and behavioural modification campaigns and information, education, and communication (IEC) materials. SBM also promoted the idea of ensuring access to sanitation by emphasising that it is a responsibility shared by everybody. Every ministry, regardless of its primary purpose, created yearly workplans to enhance the efficiency of sanitation programmes in their respective sectors. This measure guaranteed that schools, kindergarten centres, healthcare facilities, public and private buildings, landowners, and other areas were constructing a sufficient number of bathrooms. In schools, government regulations ensured that there were sufficient restrooms for both boys and girls, and that girls were provided with the important privacy and materials to maintain safe menstrual hygiene. Considering the vast size of India's rural population, the government enlisted more than 600,000 community volunteers, referred to as swachhgrahis, who were trained to comprehend the significance of safe sanitation. They were also taught how to effectively communicate essential messages to their groups on a daily basis, keep track progress using mobile devices, and coordinate campaigns involving community members, children from family units, schools, medical centres, government offices, and other entities.

Sustainability and Replicability

SBM facilitated enduring changes in behaviour by using several iterations of the community-led total sanitation (CLTS) methodology in conjunction with administrative and financial incentives. The initiative prompted rural communities to express a desire for toilets via the use of community mapping and transect walks, which helped pinpoint the specific areas and ways in which open defecation might impact health outcomes. Furthermore, it advocated for economical and environmentally-friendly sanitation solutions while prohibiting the use of temporary buildings. The affordable twin-pit toilet design enabled households to convert full pits into secure fertiliser by using the second pit. This approach made use of local resources and decreased reliance on expensive faecal sludge treatment facilities. Ultimately, it expedited the execution by using a cascade approach that established groups of highly skilled trainers in every state and district. These trainers then educated local implementers who, in turn, disseminated important messages to homes, pre-schools, schools, and healthcare institutions. This approach has shown to be successful in expanding operations while still maintaining support and involvement from local communities.

Celebrity Support

In order to enhance the probability of a successful campaign, Shri Modi made a call for nine prominent persons to nominate an additional nine candidates. Notable attendees at the event included the former Congressman Union Minister Shashi Tharoor, Governor of Goa, Mridula Sinha, Sachin Tendulkar, Baba Ramdev, Anil Ambani, the cast and crew of the famous television series Tarak Mehta Ka Oolta Chashma.

Slogans on Swachh Bharat Abhiyan

The logo features Mahatma Gandhi's glasses, with the bridge of the spectacles coloured in the National Tricolour. It symbolises the collective effort of the whole country to realise Mahatma Gandhi's goal of a pristine India. The slogan 'एक कदम स्वच्छता की ओर' (கூய்மையை நோக்கி ஒரு பட) urges all individuals to actively participate in the pursuit of Swachh Bharat.

- Adopt cleanliness and prioritise your health, and then attain financial prosperity.
- Maintaining cleanliness is a commendable practice that we must adhere to.
- Pristine and environmentally friendly are an ideal combination.
- Pledge to contribute towards the cleanliness of India.
- Aspire for a pristine India by ensuring cleanliness in our surrounds.

Corporate Houses Supporting Swachh Bharat Campaign

Several renowned corporations have made significant contributions to the Swachh Bharat projects, such as L&T, DLF, Vedanta, Bharti, TCS, Ambuja Cements, Toyota Kirloskar, Maruti, Tata Motors, Coca-Cola, Dabur, Aditya Birla, Adani, Infosys, and TVS, among others. Reports indicate that companies have allocated a cumulative sum of one thousand crores of rupees for cleaning initiatives, of which 500 crores have already been spent in recent years. These efforts include the construction of latrines in remote settlements, the coordination of workshops addressing behaviour modification, waste management, and water purity, and the execution of corresponding activities promoting hygiene and sanitation.

The government has made a decision to classify business donations towards the Swachh Bharat campaign as corporate social responsibility (CSR) expenditure, in order to attract corporate funding for the initiative. In addition, the Corporate Affairs Ministry made changes to Schedule VII of the Companies Act to specifically specify that contributions to the ‘Swachh Bharat Kosh’ would be considered valid expenses for corporate social responsibility.

Hence, both the government and private citizens, as well as the business sector, are actively contributing to the complete cleanliness of India.

List of Cleanest Cities in India

The National City Rating is a yearly element of the Swachh Bharat Abhiyan initiative. The Central Pollution Control Board (CPCB) of India and the Ministry of Urban Development, both entities under the Government of India, are responsible for urban development and offer this service. The list includes around 500 cities, which together constitute over 72 percent of India’s entire urban population. Indore was bestowed with the accolade of being India’s cleanest city for the year 2022, as per the latest assessment of cleanliness known as Swachh Survekshan. Indore has continuously held the distinction of being India’s cleanest city for the last six consecutive years.

Cleanest States

Madhya Pradesh, Chhattisgarh, and Maharashtra have a combined total of over 100 Urban Local Bodies.

Tripura, Jharkhand, and Uttarakhand have less than 100 Urban Local Bodies.

Cities with the highest level of cleanliness

The cities of Indore, Surat, and Navi Mumbai fall under the criteria of having a population exceeding 100,000.

The following towns fall under the category of having a population of less than 100,000: Panchgani, Patan, and Karad.

Other Awardees

Tirupati was honoured with the prestigious city award in the Safai Mitra Suraksha programme.

Haridwar, located in Uttarakhand, was honoured with the accolade for being the finest town along the Ganga river among cities with a population above one lakh.

Shivamogga, located in the state of Karnataka, was honoured with the prestigious fast mover city award.

Indore solidified its status as India’s first 7-star Garbage Free city, while Surat, Bhopal, Mysuru, Navi Mumbai, Vishakhapatnam, and Tirupati obtained 5-star Garbage Free certificates.

Conclusion

The Swachh Bharat Abhiyan is a significant and ambitious campaign in India, motivated by the goal of achieving a hygienic and sanitised country. Since its establishment in 2014, after Prime Minister Narendra Modi's declaration, the project has consistently gained enthusiastic involvement from millions of people around the nation. The goal, influenced by the principles of Mahatma Gandhi, is to eliminate the practice of openly defecating, encourage hygiene, and revolutionise the nation's infrastructure. The significance of Swachh Bharat Abhiyan is emphasised by its influence on all aspects of Indian society. The programme tackles crucial concerns that are closely related to the nation's well-being and growth, such as improving health conditions, increasing tourism, expanding individual productivity, and supporting education. The primary objective of the mission is to eradicate the widespread practice of open defecation, which poses a significant problem. This endeavour is of utmost importance as it aims to prevent loss of life and promote the development of a more hygienic and sustainable environment.

The project's execution showcases a cooperative endeavour between the national and state governments, with a focus on local ownership and the use of inventive approaches. The success of the effort is ensured by the participation of community volunteers, the cascade method, and the integration of social and behavioural change initiatives, which together form a holistic strategy. The project's design incorporates sustainability and replicability, guaranteeing the adoption of long-lasting changes in behaviour and ecologically responsible solutions. The Swachh Bharat campaign has been bolstered by significant endorsement from celebrities and corporate entities, as well as the recognition of commercial contributions as part of corporate social responsibility. The dedication of both the government and commercial sectors is seen in the significant financial resources given for cleaning projects. The Swachh Survekshan rankings continuously show that Indore remains the cleanest city, while states like as Madhya Pradesh, Chhattisgarh, and Maharashtra are dominating in terms of cleanliness. This demonstrates the practical effect of the Swachh Bharat Abhiyan. The inclusion of places like as Tirupati, Haridwar, and Shivamogga, along with the designation of Indore as a 7-star Garbage Free city, serves to strengthen the triumph and efficacy of the project.

The Swachh Bharat Abhiyan is more than simply a cleaning campaign; it is a revolutionary endeavour that includes improvements in health, education, tourism, and personal welfare. The dedication of the government, individuals, and business organisations guarantees the ongoing effort to create a more environmentally friendly and healthy India. The honours and rankings are evidence of the combined efforts and advancements accomplished, representing a big step towards fulfilling Mahatma Gandhi's goal of a clean India.

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