

A CONCEPTUAL STUDY ON THE INITIATIVES OF CLEAN INDIA MISSION

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Abstract

The Clean India Mission is a national awareness campaign with an aim for complete elimination of open excretion from the country. In India, around 564 million people do not have access to toiletry facilities and defecate in the open living environment. Millennium development goals have given increased priority to eliminate open defecation for improving health, nutrition and productivity with a focus to develop the country. The practice of open defecation helps the infectious contingents persist in the environment and cause diseases that affect the health of the people. This review focuses on the current status and harms of open defecation, as well as the public health benefits of implementing 'The Clean India Mission' in India. This article discusses the achievements on Swachh Bharat Mission and identifies the existing level of awareness among the people in rural areas.

Keywords: Swachh Barath Mission, Clean India Mission, Health, Hygiene, Cleanliness

Introduction

India is the country known for its rich heritage, culture and distinct geographical outlooks. The tradition of love, care, affection and respect has its long way towards nature and environment. Indian People are also having much concentration on their health by consuming natural and traditional food practices. The concept of protection and maintenance of better health and environment is not a new for the people residing in the country. Traditionally, the protection of nature and wildlife formed an ardent article of faith of the people. It is reflected in the day today life of people and also enshrined in myths, folkways, religion, art and culture. Rulers, saints and common people also respected and loved wildlife. This tradition is followed by every one of country almost. Development must be environmentally sound and sustainable without any constraints to the quality of life. India takes all these seriously and several efforts are underway. Today in India, the seeds of such efforts are seen in different directions in order to meet the challenges. Also efforts have been made by common people, non-governmental organizations, voluntary agencies and government as well.

Clean India Mission

The clean India mission was initiated by our Prime Minister Sri. Narendra Modi and it was launched on October 2nd in 2014. This mission is to direct each Indian citizen to take up responsibility in keeping the country clean. And it would be the best tribute to our Father of Nation on his 150th birth anniversary. The Prime Minister asked every one of the citizen to devote a hundred hours every year and two hours in a week at least. The campaign aims to achieve the vision of a 'Clean India' by 2nd October 2019. The mission will cover all rural and urban areas. The urban component of the mission will be implemented by the Ministry of Urban Development, and the rural component by the Ministry of Drinking Water and Sanitation. The mission is divided into three different parameters including

- Status of Drinking Water

- Status of Sanitation and
- Status of Hygiene.

The Pledge for Clean India Mission

Honorable Prime Minister Sri. Narendra Modi has urged each and every one of the citizen to pledge the following as a part of the Clean India Mission:

- “I take this pledge that I will remain committed towards cleanliness and devote time for this.
- I will devote 100 hours per year that is two hours per week to voluntary work for cleanliness.
- I will neither litter nor let others litter.
- I will initiate the quest for cleanliness with myself, my family, my locality, my village and my work place.
- I believe that the countries of the world that appear clean are so because their citizens don't indulge in littering nor do they allow it to happen.

With this firm belief,

- I will propagate the message of Clean India Mission in villages and towns.
- I will encourage 100 other persons to take this pledge which I am taking today.
- I will endeavor to make them devote their 100 hours for cleanliness.
- I am confident that every step I take towards cleanliness will help in making my country clean” - Narendra Modi, Prime Minister, India.

Objectives of Clean India Mission

The major objective of the Clean India Mission is to spread the awareness of cleanliness and the importance of it. This mission aimed to join each and every Indian citizen from all walks of life by making the structure of branching of a tree. There are objectives of Clean India Mission are given below:

- To construct individual household, cluster and community toilets.
- To eliminate or reduce open air defecation. (Open defecation is one of the main causes of deaths of thousands of children every year).
- To construct latrines and establishing an accountable mechanism of monitoring latrine use.
- To Create Public awareness about the drawbacks of open defecation and promotion of latrine use.
- To recruit dedicated ground staff to bring about behavioral change and promotion of latrine use.
- To keep villages clean.
- To ensure solid and liquid waste management through gram panchayats.
- To lay water pipelines in all villages, ensuring water supply to all households by 2019.
- 100 percent collection and scientific processing/ disposal reuse/ recycle of Municipal Solid Waste.
- To bring about a behavioural change in the people regarding healthy sanitation practices.
- Generate awareness among the citizens about sanitation and its linkages with public health.
- Strengthening of urban local bodies to design, execute and operate systems.
- To create enabling environment for private sector participation in Capital Expenditure and Operation & Maintenance (O&M) costs.
- 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 Indian schools. and provide toilet facility to Aanganwadis.

Review of Literature

Denis (2017) analyzed on Swachhta Bharat Mission: A Case Study on Social Marketing Campaign for Shauchalaya Banaye. Total Sanitation Campaign is one of the most prominent social marketing campaigns undertaken by the Government of India under the Swachh Bharat Mission. Gujarat has taken it up fervently and provided the Nirmal Gram awards for the village which has functional toilets in all the houses and institutions of the village. This paper has taken up a case study of 5 villages of Gujarat and noted the challenges faced by the authorities in making the villages free from open defecation.

Alka (2017) attempted a study on Swachh Bharat Mission- Need, Objective and Impact. On the occasion of the birth anniversary of Mahatma Gandhi, The Prime Minister exhorted people to fulfill Mahatma Gandhi's vision of Clean India. This mission takes an initiative of establishing an accountable mechanism of monitoring latrine use. This research article therefore, is an attempt to find out the need, objectives and impact of Swachh Bharat Mission on overall economic development of India.

Aggarwal and Kumar (2016) attempted a study on a recall survey of Swachh Bharat Abhiyan advertisement campaign in Mahendragarh City. The main purpose of this paper was to gather people's view with regard to the awareness and knowledge of Swachh Bharat Abhiyan in Mahendragarh district of Haryana, India. In the recall study of Swachh Bharat Abhiyan in Mahendragarh city, researchers analyzed that most of the population is aware of Swachh Bharat Abhiyan. It is clear from the study that government is successful in conveying the desired message of Swachh Bharat among the population.

Rao and Subbarao (2015) conducted the study on the issues and concerns of Swachh Bharat Abhiyan. The major focus of the study was to examine the Gandhian concept related to sanitation. The study revealed that it is an opportunity and responsibility of every citizen, social media, organizations, individuals and community people irrespective of categories to take up the chance to work on the awareness against manual scavenging.

Evne (2014) studied the objective of Swachh Bharat Abhiyan. The study mainly focused on impact of Swachh Bharat Mission on Dalit Community in India. The study concluded that every citizen of the country should be clean and have hygiene and think of progress rather than waiting for government to make this plan successful.

Methodology

The present concept paper is based on the secondary information and it systematically reviewed for research study with fulfilling the above mentioned objectives. An elaborate discussion on the objectives and the pledge towards achieving the cleaner India was explained for clear and in-depth understanding of the Clean Indian Mission practices.

Objectives of the Study

This concept paper is based on the following objectives

- To understand the objectives of the Clean India Mission
- To know the various initiatives of Clean India Mission
- To understand the various reviews on Clean India Mission
- To provide suggestion to improve the activities of the Clean India Mission

Discussion and Suggestions

Clean India Mission Action Plan

The action plan for the Clean India Mission is to be laid by the Ministry of Drinking Water and Sanitation. The vision is to triple the facility of sanitation by 2019. The major change to be implemented is in the making of an Open Defecation Free (ODF) India.

Action Plan Highlights

- Improve the growth percentage of toilets from 3% to 10% by 2019
- Increase in the construction of toilets from 14000 to 48000 daily
- Launch of a National Level/State Level Media campaign through audio visual, mobile telephony and local programmes to communicate the message of awareness.
- Involvement of school children in the activities for spreading awareness on health, Water supply, Sanitation and Hygiene.
- Swachh Bharat Mission (Urban) was implemented by the Ministry of Urban Development and is commissioned to give sanitation and household toilet facilities in all 4041 statutory towns with a combined population of 377 million.
- The estimated cost is Rs 62,009 crore over five years with the centre's share of assistance being Rs 14,623 crore.
- The Mission hopes to cover 1.04 crore households, give 2.5 lakh community toilet seats and 2.6 lakh public toilet seats

For achieving the action plan the clean India mission has witnessed unprecedented citizen participation as well as garnered a strong political support. The higher sanitation coverage will support to significantly move to achieve the goal of access to sanitation facilities. Hygiene and sanitation practices including environmental sanitation should be included in school curriculum from the primary school. In all schools and collages a team may be formed and the team may be used to create and spread awareness about hygiene, sanitation importance and merits of toilet construction and cleanliness. For monitoring the activities of the Clean India Mission a separate team also can be formed. This team may look after the coordination, guidance, support and monitoring of the programme in regard to the Clean India Mission. This Clean India Mission shall strive for this by removing the difficulties that were hold back the progress, including partial funding for individual household latrines.

Conclusion

The core objectives of the Clean India Mission (CIM) are to bring about an improvement in the general quality of life of people in both rural and urban areas. The quality of life can be achieved by promoting cleanliness, hygiene and eliminating open defecation. And faster coverage of sanitation and cleanliness in all areas can also the cause to achieve the vision of Clean India Mission. This Clean India Mission cannot be achieved without the strong support of every citizen of India. Our honorable Prime Minister also stated that clean India Mission should be a combined effort of government as well as people.

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