

*Review Article*

## **Swachh Bharat Mission – A Boon for Modern India**

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### **Abstract**

*Sanitation is not only necessary for our roads and houses but it is the most significant cleanliness campaign of whole country rather to world as well. We have to sanitize to whole country including our house courtyards and outer premises.*

**Keywords:** *Swachh Bharat Mission, Modern.*

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### **Introduction**

The campaign, “Swachh Bharat Mission” was started by Central government to clean all the villages of the country. The whole basic structure of our country is to be transformed by this nationwide campaign<sup>1</sup>.

The present Prime Minister of India Shri Narendra Modi said, “The sanitation of whole country is not only the responsibility of the staff engaged in it. Does the citizen have no role to pay let us change our mindset”

### **The Dream of Gandhi**

Mahatma Gandhi the father of the nation emphasized sanitation in preference to freedom. Sanitation was considered equal to worship of God by him. He gave message to all country need to keep country clean with collective efforts. He himself used to practice it. Rising in early morning at 4 AM. He got made his own latrine at Vardha Ashram which was

sanitized by him every morning & evening.

### **The need for Sanitary India**

1. To remove dirtiness spread in all cities, villages or our country.
2. To make rural areas open defecation free (ODF).
3. To make all rivers clean.
4. Cleanliness makes a healthy atmosphere to live.
5. To make the village and city life better.
6. Sanitation and cleanliness campaign by panchayat raj institutions<sup>2</sup>.

### **Historical background**

A formal program of sanitation was started firstly in year 1954. This sanitation program was repeated by name Central Rural Sanitation Programme in year 1986. Again a total sanitation campaign was repeated in year 1999. These three

programs could not fulfill the purpose so in year 2012 Nirmal Bharat Abhiyan was started to make India clean.

In the rural areas of Madhya Pradesh, a limited randomized study was done in 80 villages which shows that the Total Sanitation Campaign did increase the number of households with latrines in mediocre numbers. This could give a small effect on reducing the open defecation in rural India. This could not affect health of women and children. The Nirmal Bharat Abhiyan was hampered by unrealistic approach. As a result of this effort of Government, Central cabinet decided an effective program on 24 September 2014 the name of this program was given Swachh Bharat Abhiyan.

### **Present Developments**

The Swachh Bharat Mission or SBM is a nationwide campaign in India for the period 2014 to 2019. It aims to cleanup the streets, roads and infrastructure of India's cities, towns, urban and rural areas. The official name of campaign is in Hindi which can be translated in English as "Clean India Mission"<sup>3</sup>.

Swachh Bharat Mission was initially started with the name Swachh Bharat Abhiyan so Swachh Bharat Mission and Abhiyan are the same thing. It can be renamed [Neat and Tidy India Mission]. It was run by Government of India. The aim of the mission is to achieve and open defecation free [ODF] India by the 2<sup>nd</sup> of October 2019, the birthday of the so-called father of Nation Mahatma Gandhi. National campaign for period of 2014 to 2019 was started in cities a rural area of India to clean-up the roads, streets, and infrastructure of towns and cities. It

includes eliminating open defecation through the construction of household-owned and community-owned toilets.

Swachh Bharat Abhiyan (SBA) or Swachh Bharat Mission (SBM) is a nation-wide campaign in India for the period 2014 to 2019 that aims to clean up the streets, roads, and infrastructure of India's cities, towns, urban and rural areas. The campaign's official name is in Hindi and translates to "Neat and tidy India Mission" in English. The objectives of Swachh Bharat include eliminating the practice of open defecation through the construction of household-owned and community-owned toilets and establishing an accountable mechanism of monitoring toilet use. Run by the Government of India, the mission aims to achieve an "open-defecation free" (ODF) India by 2 October 2019, the 150th birth anniversary of Mahatma Gandhi, by constructing 100 million toilets in rural India at a projected cost of ₹1.96 lakh crore (US\$28 billion). The mission will also contribute to India reaching Sustainable Development Goal 6 (SDG 6), established by the United Nations in 2015.

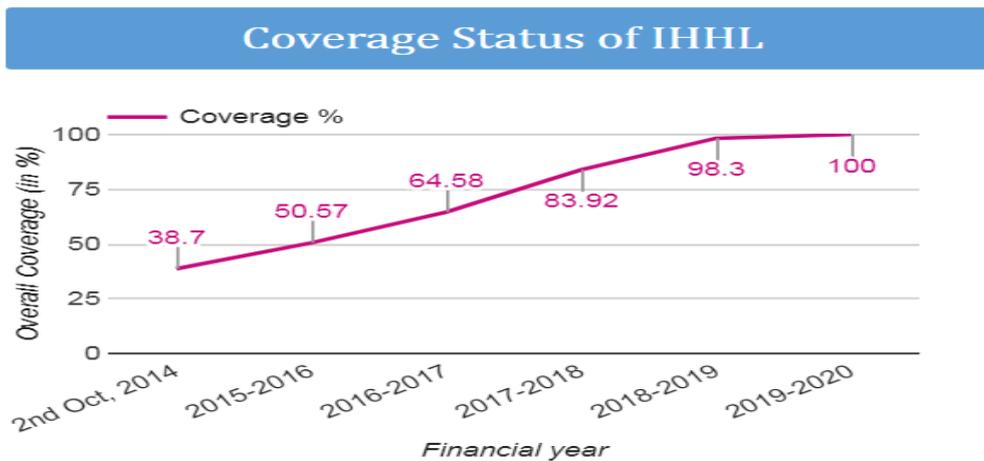
The campaign was officially launched on 2 October 2014 at [Rajghat](#), New Delhi by Prime Minister Shri [Narendra Modi](#). It is India's largest cleanliness drive to date with three million government employees and students from all states of India. They participated in 4,043 cities, towns and rural areas of India. The present Prime Minister Shri Narendra Modi has started the campaign "SatyagrahaseSwachhagrahi"<sup>4</sup> in reference to Gandhi's Champaran Satyagrah [which was](#) launched on 10 April 1916 in Bihar.

The mission has two thrusts: Swachh Bharat Abhiyan ("Gramin" or 'rural'), which operates under the Ministry of Drinking Water and Sanitation; and Swachh Bharat Abhiyan ('urban'), which operates under the Ministry of Housing and Urban Affairs of Government of India.

Volunteers participating actively in the mission are called as *Swachhagrahis*, or "Ambassadors of cleanliness". They have promoted indoor plumbing and community approaches to sanitation (CAS) at the village level. Other non-governmental activities are national real-time monitoring with updates from non-governmental organisations (NGOs) such as The Ugly Indian, Waste Warriors, and SWaCH Pune (Solid Waste Collection and Handling) that are working towards its ideas of Swachh Bharat.

The Government has constructed 11 million toilets since 2014. Thousands of people are not still using toilets despite having them. The campaign has been criticized for using coercive approaches to force people to use toilets. Thousands of households have been threatened with a loss of benefits such as access to electricity or food entitlements through the public distribution system.

Open defecation and contamination of drinking and bathing water have been an endemic sanitary problem in India. In 2014, India was the country with the highest number of people practicing open defecation, around 530 million people. The coverage of IHHL is shown in following graph.



Thus the above discussion makes it clear that the Swachh Bharat Mission is making good progress in India. This will certainly make India ideally clean in the world.

#### Participant agencies in SBM

The following agencies have been given the responsibility to work and monitor the Swachh Bharat Mission.

1. Ministry of Urban Development.
2. All-State Governments.
3. Ministry of Rural Development.
4. Non-Government organizations.
5. Ministry of drinking water and sanitation.
6. Public sector enterprise and corporation.

To accelerate the progress of Swachh Bharat Mission many important celebrities have participated and inspired in Swachh Bharat Mission. These celebrities are from different fields of works.

Sachin Tendulkar, Mahendra Singh Dhoni, Virat Kohli are prominent celebrities of cricket. Baba Ramdev is yogaguru. Salman Khan, Mridula Sinha, Kamal Hasan, VidyaBalan, Priyanka Chopra are celebrity

1. Indore (Madhya Pradesh).
2. Bhopal (Madhya Pradesh).
3. Chandigarh (Punjab).
4. Vishakhapatnam(Andhra Pradesh).
5. Surat (Gujrat).

Thus the purpose of Swachh Bharat Mission is appearing to be in direction of fulfillment. Indians are participating with full zeal and labour. We hope that our country will be counted among the clean countries of world.

of film industry. Shashi Tharoor is a politician and Anil Ambani is an industrialist.

The result of Swachh Bharat mission is measured by way of public opinion as well as on other norms. In this way, the top 10 cities of India are rated by Ministry of Urban Development of India in 2019. The preference of rating is as under

6. Mysore (Karnataka).
7. Tiruchirappalli (Tamilnadu).
8. New Delhi (Delhi).
9. Navi Mumbai (Maharashtra).
10. Tirupati (Andhra Pradesh)<sub>5</sub>.

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