

A Study on Swachh Bharat Abhiyan and Management Lessons

Thimmegowda, T. K

Assistant Prof. of Economics, Govt. First Grade College, Kadur, Karnataka

Introduction

Prime Minister Narendra Modi launched the Swachh Bharat Sanitation programmes on October 2, 2014. The proposed sanitation programmes will reframe the social and economic face of India and prove to be a great game changer. Sanitation has a direct link with the spread of communicable diseases which are prevalent in India. As a matter of fact, the initiative “Health for all by 2000 A.D.” flopped because of its ineffective implementation. The basic cause of frequent epidemics in India is insanitation and the country can attain health for all by October 2, 2019, if the programmes are implemented in totality.

Quality of Life

Living in an insanitary environment, like poverty, degrades the quality of human life and it is a curse and a social stigma as well. Therefore, the accomplishment of the total Sanitation Programme (TSP) will improve the living standard of the Poorest of the poor on the one hand and improve the Human Development Index (HDI) of India on the other. Presently, India is positioned 134 in the UN’s HDI. Poverty is less painful if one gets a chance to live in a sanitary environment. In fact, a sanitary environment is the necessity of human life like air, water and food for its aesthetic and psychological development. That is why we say, “Cleanliness is next to godliness”. If India ensures total sanitation by 2019, our stock will rise in the comity of nations.

According to the proposed Swachh Bharat Scheme, the government will build individual toilets in 1.04 crore households and 5 lakh community/public toilets in urban areas. Around 8.8 crore toilets will be built in rural areas and a majority of these are to be provided in individual households. The total sanitation programmes includes programmes that are to be executed under this programmes.

Swachh Bharat Abhiyan

There is need for 100 per cent solid waste management, both in urban and rural areas and recycling of the final waste product. Around 100 percent coverage of rural households and slum areas with sanitary latrines. All the open areas in urban and rural communities will be either paved or grassed. All the streets to be paved with concrete blocks or paver blocks. There should be zero tolerance to dumping or littering of solid waste matter (mostly paper and plastic matter) in open spaces, both in urban and rural areas. It should be the same for stagnation of waste water in urban or rural areas. Cleaning should be undertaken regularly in streets, roads or public places both in rural and urban areas. The vacant plots should be provided with boundary walls and kept neat, clean and green. The accomplishment of this programmes by 2019 is a tough task and will require huge amount of funds. Execution of the Total Sanitation Programme will have to be carried out in tandem by both Central and State governments. Therefore, it will be appropriate if the Centre prepares systematic blueprint for its effective implementation. Considering the comprehensive nature of the programme it may be necessary to set up a separate ministry to prepare a financial and administrative model and give a go-ahead to the states to implement this programmes by October 2019.

Swachh Bharat also requires strengthening public health services. Services such as good drainage systems, absence of swamps and ponds that are home to stagnant water, and the supply of safe drinking water – all of which reduce exposure to and spread of diseases – are classic examples of public goods and require effective government intervention. Swachh

Bharat would do well to encourage each state to restart a separate public health department, accountable for the delivery of public health services.

Management Lessons from Swachh Bharat Abhiyan

The focus on cleanliness is not new to successive governments. It was Nirmal Bharat Abhiyan which became an integral part of Total Sanitation Campaign (TSC) launched an earlier UPA Government. The aim was to provide universal household sanitation coverage by 2012. It did not create the desired impact even though money poured from government coffers. The Prime Minister led the launch of Swachh Bharat Mission on Mahatma Gandhi's birthday (October 2, 2014). The impact was bound to be immediate.

The plans are ambitious and the scale of the cleanliness mission is huge, about 2 lakhcrores expected to be spent over next five years for the implementation of the programme. Of this estimated amount, urban part would be 62009 crores and the bigger allocation of Rupees 1.34 lakh crores would be the rural component. The effort is to transform sanitation in these areas by constructing 11.11 crore toilets, eliminate manual scavenging and sensitizing rural folks to the benefits of living healthier lives, reducing disease and death which arises out of bad management of solid waste. In a country where pilferage of funds is an accepted way of life, the effort is to account for every rupee spent in the Swachh Bharat Mission. India has the dubious distinction of being a leader in bad sanitation practices. The scourge of manual scavenging is a blot in the process of a country trying to find a place among developed nations.

The experiences of the developed countries shows the different and improved practices of in solid waste management. Even in metropolitan areas, the segregation of garbage, the disposal of wet and dry waste is far from the minimal accepted standards worldwide. Government estimate pin it around 6500 per person per year to provide a clean neighborhood. The move of the Government has caught the imagination of different agencies, private firms, multinationals and Indian companies, and their involvement is increasing with every passing day. The Government of Maharashtra decided that each college adopts one village in the state. National Service Scheme volunteers would actively participate in cleanliness. However, it is the citizen involvement which makes any initiative successful. Early reports have suggested that people involvement is high. It is an area of tremendous interest whether it can integrate the efforts of State governments, NGO's and multinationals into the mission.

Conclusion

To sum up the Swachh Bharat Mission launched in the country aims at improving the sanitary facilities of the entire country within the stipulated time. It is an ambitious task. It requires not only huge financial resources and human resources. More than that, it requires the support and combined effort of every citizen in the country. Further, issues such as insufficient supply of water, proper disposal system, provision of micro loans for construction of toilets, and advanced sanitary cleaning techniques must be addressed at the earliest for the programme to move forward.

References

1. Kotler, Philip (2013), Marketing Management, Pearson Publication, 13 Edition, pp: 77-78
2. Chatterji, Madhumita, Corporate Social Responsibility, Oxford University Press, pp: 271-275
3. Jadhav, H.V., Advanced Environmental Management, Himalaya Publishing House, pp: 1-18