

Challenges, Perspectives and Impact of Swachh Bharat Abhiyan

Dr. Surappa Naik

Assistant Professor of Economics, LBS Govt. First Grade College, Bengaluru

Introduction

“No positive factor can help you, until you are single minded for success. Take up one idea as your life – think of it, dream of it and live on that idea. And success is yours for sure.”

Swami Vivekananda

This article highlights some concerns with the programme from the perspective of social inclusion and equity. India will definitely be a clean country in coming years provided the Government and the people participate in this Swachh Bharath Mission in a holistic manner. The Swachh Bharath Abhiyan, launched on 2 October 2014, marks the beginning of the largest programme on sanitation by the Government in India till date. The programme aims to ensure access to sanitation facilities (including toilets, solid and liquid waste disposal systems and rural-urban cleanliness) and safe and adequate drinking water supply to every person by 2019, three years ahead of the deadline set by NBA (though NBA focused only on sanitation with the National Rural Drinking Water Programme covering drinking water in rural areas). It would be a fitting tribute to the Father of Nation (Mahathma Gandhi) on his 150th Birth Anniversary, if we can improve the levels of cleanliness in the country and make it Open Defecation Free (ODF). However, the success of Swachh Bharath Mission depends on the society as a whole with every citizen of the country required to contribute towards improving the levels of cleanliness in the country.

This programme was launched on 2 October 2014. Its main aim is to fulfill Gandhiji's dream of clean India. The base of developing the idea of starting this drive is to make our country as Gandhiji wanted to see his nation. His thought “Quit India, clean India” is still being implemented. As India urbanizes, the problem of waste management will only grow. What compounds this problem further is the growing volume of hazardous waste generated in the country. According to the state of the environment report, the number of hazardous waste generating industries has risen from an estimated 36,165 generating 6.2 million tonnes of hazardous waste in 2009 to 42,429 generating 7.8 million tonnes of hazardous waste in 2015. More than half of India's hazardous waste is generated in the states of Gujarat and Maharashtra. Clearly, a “Swachh Bharat” is possible only when these issues are dealt with in a holistic manner. Piecemeal initiatives to clean streets, or to clean rivers, will not succeed without adequate waste management infrastructure and pollution control measures. A classic example is the Clean Ganga Mission, which is facing challenges because of inadequate sewage treatment in Varanasi and unregulated discharge from leather tanneries in Kanpur. Clearly, a “Swachh Bharath” is possible only when these issues are dealt with in a holistic manner. Piecemeal initiatives to clean streets, or to clean rivers, will not succeed without adequate waste management infrastructure and pollution control measures. A classic example is the Clean Ganga Mission, which is facing challenges because of inadequate sewage treatment in Varanasi and unregulated discharge from leather tanneries in Kanpur.

Objectives of the Study

The Present study is having following two objectives:

1. To review the cleanliness programmes in India.
2. To analyse the Swach Bharath Abhiyan in India.
3. To study the challenges and perspectives of this programme.
4. To critically assess its impact on Indian economy.

Methodology

The data for this article has been used from various secondary sources, to analyze the Swachh Bharath Abhiyan in India special references of some articles, books, journals also used.

Historical Approach of This Programme

The Total Sanitation Campaign (TSC): In 1999, the Union Government rolled out the Total Sanitation Campaign (TSC). Its objective was to spread awareness among the rural people and generation of demand for sanitary facilities. The scheme was implemented with emphasis on community-led initiatives. The government provided financial incentives to the families which were Below Poverty Line (BPL). The government assistance was also extended for construction of toilets in the primary schools, the Anganwadi centres and the Community Sanitary Complexes (CSC)

The Nirmal Bharat Abhiyan (NBA): The Government of India also launched the Nirmal Gram Puraskar (NGP) to recognise contributions in this field. NGP became a success which prompted the Government to rename CSC as the Nirmal Bharat Abhiyan (NBA). Its objective was to accelerate the sanitation coverage in the rural areas. This scheme was handled by the Ministry of Rural Development.

Main Goal of Swachh Bharat Abhiyan

There are some issues comes in the way in the way of achieving the set goal which are listed below

- Everyone believes that cleanliness starts with the broom and ends with the broom but the fact tells that it has various other facets.
- Low awareness of cleanliness among people makes them stay in their homes and not participate in this drive.
- Most important fact is that lack of awareness led to the birth of some fictitious statements that forced the people away from manual scavenging and cleaning activities.
- They discriminate occupation according to casteism but they have to learn that this is not a casteism-based occupation.
- The base of developing the idea of starting this drive is to make our country as Gandhiji wanted to see his nation. His thought "Quit India, clean India" is still being implemented.
- Everyone believes that cleanliness starts with broom and ends with broom but the fact tells that it has various other facets.
- Low awareness of cleanliness among people makes them to stay in their homes and not participate in this drive.

Presently, India stands at No. 131 in the Human Development Index table of UNO. Poverty is half-painful if one gets a chance to live in a perfect sanitary environment. In fact, sanitary environment is a basic necessity like air, water and food for aesthetic and psychological development of human beings.

Challenges of the programme

- The government has certainly made the toilets but it is still struggling to bring in a behavioural change in the rural population. According to the latest data with the corporate affairs ministry, among all projects of the Narendra Modi government, Swachh Bharat and Namami Gange have received least amount of funding from private companies (CSR) in 2014-15.
- Most towns have been provided with partial sewerage systems but very few have well designed sewage treatment plant (STPs). STPs and outfall channels carrying treated waste

water will require use of public land. Acquisition of public land is a big problem these days because of stringent provision of the new

- According to Central Pollution Control Board (CPCB), Urban India generates about 47 million tonnes of solid waste every year. It is also reported that more than 75 percent of sewage or wastewater disposal is not treated in India. Recycling solid waste is a big problem. These issues need to be addressed now, so that a major crisis can be prevented in the future.
- In market areas, the land between the shopping line and the edge of the road has considerable width. Paving this area involves huge cost. Theoretically, shopkeepers should pave this area because they use this land for the sake of their customers.
- Other usage-related challenges include: tackling cultural and mind-set issues, providing water in rural areas, addressing the problem of small and dingy toilets, stigma associated with pit emptying, and making-men use toilets.
- In rural India, lack of adequate sanitation and to change the mindsets of the people are also huge challenges of this programme.
- Location of solid waste management plant is more difficult. Seeking environment clearance from the State Environment Authority is not as big a problem as the dealing protests from villagers. The existing plants emit unbearable foul smells during the rainy season and on the windy days.

Co-ordination with Government

The UNICEF has been making a noteworthy contribution, said Nicolas Osbert of UNICEF. The agency works in 15 States covering 80 percent of the rural population. It believes that behavioural changes in society about healthy sanitation practices can come if the community is empowered. Thus, UNICEF assists villagers in recognizing their problems, and using their knowledge to find effective solutions. To accomplish the sanitation goals, several institutions are working with the Ministry, namely UNICEF, World Bank, BMGF, Tata Trusts, several NGOs, such as Water Aid. Coordination among the institutions is important to avoid duplication of efforts.

Need Effective Monitoring of the Programme

Since the launch of Total Sanitation Campaign to Nirmal Bharat Abhiyan, there was focus on building more and more toilets. There was no concrete data pertaining to the usage of the toilets on a national level. The policy makers need to shift their approach from collecting data on building of toilets to collection of data of usage of toilets. Although the current programme focuses on the construction and usage component but effective monitoring needs to be in place to bring desired results. Along with this the mechanism for monitoring needs to be changed. For instance, the outcome of building toilets needs to be linked with the number decrease in the number of children dying due to resulting from open defecation. Therefore, unless robust monitoring mechanisms along with a shift outcome approach are put in place no effective results could be achieved

Critical Assessment of the Programme

In the first nine months of 2014, about 25 lakh toilets were built and in the next three months about 24 lakh toilets were constructed – making it 49 lakh toilets built in fiscal year 2014-15. While that may seem like an impressive number, it pales in comparison to the gargantuan 11.12 crore toilets that need to be built over the next four years to achieve total saturation under the Swachh Bharath Mission. It is not clear how the jump from constructing just 50 lakh toilets per year to 2.6 crore toilets a year will be managed and done. Other proposals which are under consideration are- Urban Development Ministry planning to generate electricity and compost from municipal solid waste; then Ministry of Chemicals and Fertilizers would soon bring a proposal before Cabinet to provide Market Development Assistance on sale of city compost to farmers. Therefore, initiatives are under way to bring

about effective changes on the ground level. However ultimately time will only tell whether Swachh Bharath Abhiyan is just an old model in a new package or an effective programme to bring about changes.

Impact of Swachh Bharat Abhiyan on Indian Economy

Apart from cleanliness and disease-prevention, the Swachh Bharat campaign will also lead to notable economic development for the country. Tourism generates approximately 6.5% of India's total GDP and over 40 million Indian citizens derive their income from this sector. The biggest problem faced by the Indian government while promoting tourism in the country is cleanliness. Swachh Bharat campaign will help in fostering employment through tourism which will in turn boost India's GDP. And will have penetrating and far-reaching impact by improving the economic status and overall well-being of more and more people, including children. The government has been influenced by Singapore's idea of undergoing a cleanliness drive in 1970's. It transformed the country into an FDI magnet and this led to a steep surge in its economic growth.

- *Tourism and clean India:* India is a land of traditions and cultural heritage. tourism generate approximately 6.5% of India's GDP and 40 million Indians are directly employed in this sector. The biggest limitation of to promote tourism is cleanliness because foreign tourist are particular about hygiene and cleanliness. Swachh Bharat Mission will help to thrive employment through tourism and boost India's GDP.
- *Foreign direct investment:* Mr. Narendra modi were contemplative towards the Indian economy he scrutinized many things to increase economy and he then influenced by Singapore idea that is cleanliness drive from 1977 to 1987. It helped Singapore to attract FDI and keep Singapore clean has transformed developing Singapore to developed Singapore. He also applied the same theory to develop our India.
- *More development of rural areas:* By Swachh Bharath Mission tribal villages of Rajasthan state are now open defecation. A series of awareness, campaigns by the district administration made the people conscious about the hazards of open defecation. it continued under the Swachh bharat mission, Nirmal bharath mission and Himachal Pradesh to be the first state government is to determined to obtain 100% ODF tag by 2019. By these developments, employment is increasing so as economy.
- *Health:* Unhygienic conditions is one of the major cause of diseases. According to recent study by WHO, due to lack of cleanliness and hygienic conditions, there is a loss of rs 6500 every year to each Indian. Swachh bharath mission try to plug this loss and help to ease the burden on existing health care facilities, which will help to boost our Indian economy.

Conclusion

The high degree of policy priority accorded to sanitation with the introduction of Swachh Bharat Abhiyan could go a long way in achieving an open defecation free India in the coming years. A number of concerns with the proposed programme do exist, but these can be addressed in due course. It is hoped that the concerned stakeholders including the various line ministries and states would own the programme to ensure its successful implementation. Change in the society is possible if we ourselves become the agent of change. We need collective action of everyone to reform the unjust practices of our society. Finally, I want to say that "The Prime Minister, Shri Narendra Modi has ignited the candle of cleanliness among Indians to make India clean. He has asked Indians to restore the culture of sanitation which Indians had during Harappan civilization. We should join hands with the Prime Minister with all the mighty and resources, to make India clean and free from defecation in the open. Be civilized, be cultured, be clean, and make India clean and stand out in the row of civilized, cultured and clean nations."

References

1. Sharoz dawa, *Essay on Awach Bharath Abhiyan*, January, 24, 2017.
2. Govt. of India, *Department of public enterprises, Study report*, Oct-2017.
3. Kanika koul, *Swach Bharath Abhiyan- Perspectives & Challenges*, 2016.
4. Bhushan Ray S, *Essay on Swach Bharath Abhiyan*, 17 March 2017.
5. Ragini bhuyan, *Real challenges of Swach Bharath Abhiyan*, 6 January, 2017.
6. Shurma. N.C, *Implementation challenges of Swach Bharath Abhiyan*, 16 May2016.
7. www.pmindia.gov.in
8. www.indiacelebrating.com
9. www.cleanindiajournal.com