

**Impact of Swachh Bharat in India**

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**Abstract**

It has been observed from that only few percentage of total population has access to the toilets. To accelerate the efforts to achieve universal sanitation coverage and to put focus on sanitation, the Prime Minister of India launched the Swachh Bharat Abhiyan (SBA) on 2 October, 2014. SBA aims to achieve Swachh Bharat by 2019, as a fitting tribute to the 150th Birth Anniversary of Mahatma Gandhi. Analysis was made what an organization can and cannot do, as well as its potential opportunities and threats and what obstacles must be overcome or minimized to achieve desired results. So the situational analysis was done by reviewing the available literature on subject. Its main strengths were funding provisions, technological innovations and flexibility to states in implementation of program. The main weaknesses were toilet construction without demand generation, caste system, the political system, misuse of funds. There are some opportunities in the form of waste management through biogas/Domestic biogas plants and providing scientific and visual proof of disease transmission. Changes in administration, recycling solid waste, blue print, sustainability of interest and finally to change the mindsets of the people are the potential threats.

**Introduction**

Swachh Bharat Mission (SBM) or Clean India Mission is a campaign in India that aims to clean up the streets, roads and infrastructure of India's cities, smaller towns, and rural areas. The objectives of Swachh Bharat include jettisoning 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 anniversary of the birth of Mahatma Gandhi. It was Launched by Prime Minister Narendra Modi on October 02, 2014 with an estimated cost of around Rs 62,009 crore, Swachh Bharat Mission aims to cover 1.04 crore households, provide 2.5 lakhs seats of community toilets, 2.6 lakhs seats of public toilets and solid waste management facility for all towns. The mission contains two sub-missions: 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.

**Historical Development Swachh Bharat**

Under Nirmal Bharat Abhiyan, the government adopted the community-centric strategies. The demand driven approach continued highlighting awareness creation and demand generation for sanitary facilities in houses, schools. It also emphasized on a cleaner environment. 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.

**Emergence of the Swachh Bharat Abhiyan**

However, programmes like the total sanitation campaign and the Nirmal Bharat Abhiyan failed to achieve the desired targets due to poor planning, wastages, and irregularities. According to the CAG estimation, more than 30 percent of individual household latrines were defunct for reasons like poor quality of construction, incomplete structure, and no-maintenance. It states that though the conceptual framework keeps changing from supply driven to demand driven and finally to 'saturation and convergence' approach, the lessons

learned and experimentations do not seem to have made much impact on the sanitation status in the country. We need to learn from the previous mistakes. With the introduction of the Swachh Bharat Abhiyan in 2014, the Government restructured the Nirmal Bharat Abhiyan (NBA) with two sub-Missions: Swachh Bharat Mission (Rural) and Swachh Bharat Mission (Urban). The focus now is to achieve a clean, defecation-free India by the year 2019.

### **Government Role**

India has spent close to Rs 530 crore on promoting the Swachh Bharat (Clean India) Mission in the media since the programme was announced in 2014 (as per government data accessed through a Right to Information). The campaign attracts the highest Central government advertising expenditure, almost 15 times more than the much puffed up Beti Bachao Beti Padhao Scheme.

### **Injudicious Expenditure on Swachh Bharat**

Swachh Bharat's main thrust so far has been in the area of building toilets. Its rural areas. According to the data and website Swachh Bharat Gramin, has built 5.3 crore toilets and Swachh Bharat Urban has constructed around 34 lakh toilets. However, an investigation by *The Caravan* magazine found that many of these newly built toilets are poorly maintained or have been vandalized.

### **Estimation of Swachh Bharat Mission**

According to a study by the Centre for Science and Environment, as of October last year, the government had a target of building 8.2 crore more toilets by 2019 – that is, around 23 lakh toilets a month or 56 every minute. Despite the emphasis on constructing toilets, the goal of ending open defecation is still some way from being achieved. In rural India, only 272,235 villages, or 45% of the total, have been declared open defecation-free. The “State of the World's Toilets 2017” report released last week by a non-governmental agency called WaterAid, more than 732 million Indians still defecate in the open or in unsafe and unhygienic toilets. Researchers from the Centre for Policy Research's Accountability Initiative said there was a lack of coordination between the Centre and states in planning and evaluating the mission. Among its accomplishments, the Swachh Bharat campaign claims to have achieved 100% door-to-door waste collection in 44,650 wards out of a targeted 82,725 in urban areas.

### **Creating Awareness**

- Advertisement through media.
- Compulsory subject in the school.
- Expenditure amount on SwachhBharat through banks, so misguide of money will not take place.
- Training for rural people about SwachhBharat by government and private .
- Fine should be put to the people in urban and rural areas.
- Giving training regarding biogas, recycling and gobargas etc.
- Blue print should be given to the people in rural about the mission

### **Conclusion**

To summarize, SwachhBharat Abhiyan, a noble mission to clean up the India and make green India by 2019. If it is followed by the people of India in an effective manner. The programme will be a supporting lamp for globalization and healthy country, healthy society, healthy citizens in India. To be healthy, mere launching a program is not enough, results matter. It is not only the Government who can make it a success, people's participation is of utmost importance. Also, a detailed blue print should be prepared for implementing the programme. India will definitely be a clean country in the coming years provided the Government and the people participate in this Swachh Bharat Mission in a holistic manner.