

Swachh Bharat Abhiyan: A Model of Sustainable Development

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Introduction

Clean India and Green India is the two great missions launched by India, which is set by UNO under the Millennium Development Goals (MDG), which are the yardstick of the agenda of sustainable development. The Oxford English Dictionary (1989) the term “green” is defined as “pertaining to, or supporting environmentalism” (p. 811). While the term “sustainable” relates to the form of human economic activity and culture that do not lead to environmental degradation, especially avoiding the long-term depletion of natural resources” (Oxford English, 2008). Thus, sustainable Development is the concept set by the Brundt Land Commission Report of 1987. Sustainable development is not only the cry of India but also the cry of whole of the universe. India is land of ancient culture and civilization and largely comprises of people belongs to various faiths- Hindus, Muslims, Christians, Shikhs, Parsis, Jains etc. However, it is a sad to observe in our country that all the cleanliness and faithfulness is only confined to religious activities or kitchen. Majority of people in India are least concerned about the filth around them and all over the places. Against this backdrop, the present government has launched Swachh Bharat Abhiyan to provide sanitation facilities to all such as toilets, Solid and Liquid Waste Disposal Systems (SLWDS), village cleanliness and Safe and adequate drinking water supply etc. Clean India and Green India are the two sides of one coin, i.e., sustainable development in India. Clean India or Swachh Bharat Abhiyan (SBA) was the dream of the father of the nation. This mission is expected to be accomplished by 2019, which will be the 150th birth anniversary of Mahatma Gandhi.

Objectives

The various objectives of the Swachh Bharat Mission are outlined below

1. Reduce or eliminate open defecation through the construction of Individual cluster and community toilets.
2. To convert the insanitary toilets into pour flush toilets.
3. To remove the system of manual scavenging
4. Establishment of accountable and transparent mechanism of monitoring the work of government.
5. Open Defecation Free (ODF) India by October 2, 2019.
6. Development through Cleanliness
7. Assistance to production centres to sanitary materials and rural sanitary marts.
8. Solid and liquid waste management to be taken up in project mode for each Gram Panchayat.
9. Information Education Communication activities for sustainable demand generation for sanitation facilities.
10. To make people aware of healthy sanitation practices by bringing behavioral changes in people.
11. To link people with the programmes of sanitation and public health in order to generate public awareness.
12. To build up the urban local bodies strong in order to design, execute and operate all systems related to cleanliness.
13. To completely start the scientific processing, disposals reuse and recycling the Municipal Solid Waste.
14. To provide required environment for the private sectors to get participated in the Capital Expenditure for all the operations and maintenance costs related to the clean campaign.

Duty of the Citizens in SBA

The constitution of India under Part-IV (A), Article 51 (A) provides 11 Fundamental Duties to the Indians, which are not justifiable in the court of law. So it is the moral responsibility of the citizens of India to make their country a clean and green one. Subsequently, Swachh Bharat Abhiyan has been started to make India a clean India by the endeavour of all the citizens living inside India. The Prime Minister, Narendra Modi opens the door for everybody to participate in the Abhiyan anytime. Apart many steps are being taken to familiarize and motivate other common people who are the real heroes of the clean India. Initiatives have also taken by the students from schools, colleges, universities and well-known personalities from sports, film industry and public life have immensely helped the clean India Mission to a significant extent. It is the duty of us as an Indian citizen to just need to pick up the broom in our hand and clean all the dirty places in our environment to make them spotless and painstaking.

The Clean India program is unique, because it involves children and youth, the future citizens as engine of change. It is scientific as it is equipped with scientific tools, methods and techniques. Considered innovative, as it has structured framework with flexibility to address the local needs. It is Inclusive, as it joins hands with other stakeholders. Holistic in nature, as it addresses the entire value chain from assessment to solutions. Regular in creating an environmental movement combining hands on scientific learning with civic action and effective because it creates eco citizens for tomorrow.

Goals of Swachh Bharat Abhiyan

1. **Behaviour change:** The nation is guided by the nationalists. Who are the nationalists? People are the answer. Therefore, it is very importance to change people's attitudes, mind sets and behaviour, which is a central challenge in captivating the combat on sanitation. Change should be in a rational way that puts behaviour change. There should be sufficient budgets and suitable campaigns that put Panchayat and rural communities at their sensitivity at a great achievement
2. **Specialized project management agency:** There should be a "Special Purpose Vehicle (SPV)"— a Company that will act as a specialized Project Management Agency for water and sanitation projects, help prepare District Project Reports, and process Public Private Partnership (PPP) and Corporate Social Responsibility (CSR) projects for the better future.
3. **Incentivizing state and local governments:** The Central Government to sign Memorandums of Understanding (MoU) with states with great satisfaction and high level pressure, where states commit to doing their part to achieve "Swachh Bharat" by 2019. These plans should be properly implemented from the rural to urban level.
4. **Tracking toilet use:** there should be Annual Survey of Toilet Use to track how many households are actually using toilets with a punishment system for the misuse of the system. The Nirmal Gram Puraskar is now going to be replaced by Swachh Bharat Puraskar (SBP) in order to attract the people towards the successful completion of this mission.

Clean India as a Path to Green India

The next step after maintaining cleanliness is preserving and conserving the greenery. The need of the hour is to protect the environmental beauty and its clean surroundings. This task is quite prodigious. It can be realized through collective participation of people in protecting the environment. Green India is a National Mission under eight Missions of the National Action Plan on Climate Change (NAPCC), recognizes that climate change phenomena will seriously affect and alter the distribution, type and quality of natural biological resources of the country and the associated livelihoods of the people. The Mission aims at responding to climate change by a combination of adaptation and mitigation measures, which would help in enhancing carbon sinks in sustainably managed forests and other ecosystems; adaptation of vulnerable species or ecosystems to the changing climate; and adaptation of forest-dependent communities Mission for a Green India (henceforth referred to as Mission) acknowledges the

influences that the forestry sector has on environmental amelioration though climate mitigation, food security, water security, biodiversity conservation and livelihood security of forest reliant people.

Objectives of Green India

- To reshape or suppress understanding of the climate problem so that public reaction to it will present less of a political threat to corporations.
- To technological fixes as a way of by passing debate over fossil fuels while helping to spur innovations that can serve as new sources of profit.
- To a „market fix“ that secures the property rights of heavy Northern fossil fuel users over the world’s carbon-absorbing capacity while creating new opportunities for corporate profit through trade. (Lohmann, 2006:34)
- Increased forest cover on 5 m ha of forest or non-forest lands and improved quality of forest cover on another 5 m ha (a total of 10 m ha).
- Improved ecosystem services including biodiversity, hydrological services and carbon sequestration as a result of treatment of 10 m ha.
- Increased forest-based livelihood income of about 3 million households living in and around the forests.
- Enhanced annual CO₂ sequestration by 50 to 60 million tons in the year 2020.

Goals of Green India

- To increase forest or tree cover to the extent of five million hectares and improve the quality of the forest.
- To improve ecosystem service like carbon sequestration and storage, hydrological services and biodiversity along with provisioning service like fuel, fodder and timber and non-timber forest produces (NTFPs).
- To increase forest based livelihood income of about three million households.
- To safeguard the Public forest lands which serve as the life-sustaining resource base for the rural communities and remain in the public domain so that the benefits accrue to all sections of society.
- To empower the communities and strengthen the decentralized local governance of forests. The Mission would support revamping of the existing institutions and working with plurality of institutions at the local level to strengthen decentralized forest governance.
- To improve the Traditional Ecological Knowledge among the communities, along with forestry science and state-of-the-art technology.
- To provide scope of greening not only limited to trees and plantations but also emphasis on restoration of ecosystems and habitat diversity.
- To focus on restoration of native bio-diverse species mix at the landscape level.
- To walk with integrated actions at a) the village level, b) at a cluster of villages in and around contiguous forest/ sub landscape/ sub-watershed, and c) the landscape level. Securing overlap of five watershed units like micro-watershed or sub-watershed over forest cover would help maximize opportunities for convergence with the watershed program. However, village or hamlet-based integrated planning and implementation will be the basic unit of operation, supported by planning at higher spatial level, that is, the cluster or sub-watershed or sub-landscape level.

Conclusion

With the above pillars and domains, one can predict the bright future of India. But, the goal is far away from the reality. What we need is not only the new plans but also its implementations both strongly and forcefully (if necessary) through implementing stringent rules and regulations. Moreover, it is the duty and strong sense of responsibility of the citizens to be a role model to accomplish the mission and vision of Green and Clean India. They must

respect the domains and pillars set up by the government in fulfilling the objectives and goals for the achievement of the model of Sustainable Development.

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