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**Swachh Bharat Abhiyan's Impact on Society
and Environment**



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Swachh Bharat Abhiyan: An Overview

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Introduction:

'Cleanliness is next to godliness' is a well known saying. No one on this planet would like to be called untidy, dirty or unhygienic. This itself proves that keeping oneself clean is utmost importance. Broadly speaking, it means there is no dirt, no dust, no foul odor and no stains etc. The ultimate aim is health, beauty, fragrance and no contaminants passed from anyone cleanliness provides us good physical and mental well being, both internally & externally. It is each and everyone's duty to keep themselves and their surrounding clean and hygienic. The word sanitation is used as a synonymous to cleanliness. It plays vital role in our routine. It presents harmful diseases like dengue, Malaria, typhoid, hepatitis etc. caused due to Mosquito bite or air borne. Diseases like cholera, ringworm, scabies etc are cause due to contaminated drinking water of food or living in unhygienic or insanitized condition.

India after completing 70 years of independence is still striving to accomplish the goal of cleanliness. Indians are reluctant to large. Whether the changes of social or environmental. After so many awareness programmes, the governmental actions have work to implement cleanliness. But alone government can not accomplish its task, instead it is every citizen's responsibility to make the county clean, healthy environment to live and this helps in refining the culture of society and reflects in every aspects of life such as art, architecture, food, music etc. finally it leads to a higher level of civilization.

To join swachh Bharat Abhiyan, Prime Minister Narendra Modi invited 9 well known people to viral is movement. Those people are Mridula Sinha, Sachin Tendulkar, Ramdev Baba, Shashi Tharoor, Kamal Hassan, Priyanka Chopra, Salman Khan, Anil Ambani and team of Taarak Mehta Ka Ooltah Chashmah.

Swachh Bharat Abhiyan (Mission):

Swachh Bharat Abhiyan or we can see clean India mission is the National level cleanliness campaign by the Indian government. On 2nd October 2014 at Rajghat, New Delhi where the Prime Minister of India honorable Narendra Modi has officially launched his campaign. For the success of this mass movement Prime Minister requested to the all Indians to fulfill Mahatma Gandhi's dream of a clean and hygienic India. Under this campaign Government of India covering 4041 statutory towns to clean the streets, roads and infrastructure of the country and aware people about hygiene. 30 lakh Government employees, school and college students across the country participated in this mission. Prime Minister Narendra Modi himself wielded broom and clean a road. He gave the Mantra of 'na gandagi kareng karne Denge' means people should neither litter nor let others litter.

Clean India mission has aimed to accomplish various goals and fulfill the mission of 'clean India' by 2nd October 2019 which is 150th birth anniversary of the great Mahatma Gandhi. The aim of this mission is to provide sanitation facilities to every household, including toilets, wet and solid waste disposal system, village cleanliness, safe and adequate drinking water

supply, promoting sanitation awareness, cleaning roads, streets & surrounding areas. Also it includes bringing behavioral and transform India and ideal country before the world.

Objective of Swachh Bharat Mission:

following are the some important objectives of Swachh Bharat Mission

1. To eradicate the system of open defecation in India.
2. To convert the insanitary toilets in pour flush toilets.
3. To remove the system of manual scavenging.
4. To make people aware of healthy sanitation practices by bringing behavioral changes in people.
5. To link people with programs of sanitation and public health in order to generate public awareness.
6. Urban local bodies strong in order to design execute and operate all systems related to cleanliness.
7. to completely the scientific processing disposal reuse and recycling the municipal solid waste.
8. Public awareness will also be provided about the bad effects of open defecation and promotion of latrine use
9. To lay water pipelines in all villages ensuring water supply to all households by 2019.

Needs of Swachh Bharat Mission:

Due to some important needs Narendra Modi has started this mission. Those needs are

1. Up to 2014 in India people were practicing nearly 60% of open defecation and which puts them at risk of diseases like diarrhea and cholera typhoid etc. so India loses number of children a day to diarrhea deaths.
2. Due to poor hygiene and sanitation India faces the some economic loss. According to World Bank report of 2006 it's said that nearly 6.4 % of India GDP losses on aforementioned reasons.
3. One more reason behind the situation is that clean or sanitize Indian rivers. Because almost all rivers in India are highly polluted due to industrialization, waste water, sewage treatment and open defecation.
4. Open defecation puts women in a risks. Risks rape sexual assault molestation bite of creatures.
5. People in India usually human urinate irrespective of any place most likely public places.
6. Indians are habitual to spit and litter anywhere, like roads, Railways & railway stations Government and public places, their own surroundings, religious places, hospitals, Educational Institutes and residential areas etc.
7. Cleanliness can contribute to economic activities increase in GDP growth reducing Healthcare cost and providing sources of employment.
8. If India is neat and clean then it will attract tourism and it will bring more economic prosperity and also change the perception of other countries towards India.

Progress of Swachh Bharat Mission:

As mentioned earlier Swachh Bharat Mission has aimed to accomplish by 2nd October 2019. We are near to deadline and India is making good amount of progress.

progress in open defecation:

from 2014-15 we have started this mission. According to Government reports in 2015-16 there were only one state was 100% open defecation free. Now if we see the growth rate of open defecation free villages in India, then compared to 2015-16 in 2016-17 growth rate of open defecation free villages was 288.4% in 2017-18 it was 91.3 percent and lastly up to December 2018 growth rate was 56.3 7%.

So, here we can understand under the swachh Bharat mission becoming open defecation free till 2nd October 2019.

Progress of Namami Gange:

As we know one of the objective of swachh Bharat mission is to clean Indian rivers. Government of India has undertaken a scheme that is Namami Gange. Under the scheme for cleanliness of Ganga river in 2016 total 140 projects, in 2017 total 190 projects and in 2018 total 261 projects have undertaken by government of India. And for that Rs. 2255.82 cr., Rs. 3072.92 cr. and Rs. 5979.86 cr. has spent speed by the government in respective years.

Progress in cleanliness of surroundings and hygiene:

There is no statistical data of cleanliness of surrounding area and hygienic habits because it has more scope. Also we cannot measure it in numbers. But now people are aware about cleanliness of residential surrounding area, public places, government offices, private offices Educational Institutes, temples and other religious places and many other places. as well as people are adopting some hygienic habits like washing hands with soap, using toilets and urinals and some other personal hygienic habits.

Cleanest cities in India:

Under the Swachh Bharat mission in over India there is sanitation programs are working successfully.

According to "Swachata Survekshan 2018", this server has categorized cleanest city of India. Does categories and top 3 cities under each category are as follows.

Table No. - 1 top three cleanest cities in India

Categories	1st rank	2nd rank	3rd rank
National level awards	Indore	Bhopal	Chandigarh
National level awards (1 to 3 lakh population)	New Delhi	Bhusawal	Giridih
National level awards (3 to 10 lakh population)	Mysore	Bhiwandi	Parbhani
National level awards (more than 10 lakh population)	Vijayawada	Ghaziabad	Kota
National level awards (capital cities/UTs)	Greater Mumbai	Jaipur	Ranchi
Best performing States	Jharkhand	Maharashtra	Chhattisgarh

Conclusion:

Swachh Bharat Mission is really great step towards making India a clean and green county. Under the SBM government has undertaken number of projects and for that good



amount of money also spending by government. This campaign is more popular in youth. Social media is the main source of awareness while T.V. ads and newspapers are sources of it.

As a citizen of India, it is our responsibility to clean our surroundings, do not litter & throw garbage at anywhere and also adopt some hygienic habits.

Well known quote of Mahatma Gandhi is "Be the change that you want to see in the world. It means we all have to participate in this type of programmes and make India as a cleanest nation of world.

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