

## Impacts of Swachh Bharat Abhiyan in India

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### Abstract

To accelerate the efforts to achieve universal sanitation coverage and to put focus on sanitation, the Prime Minister of India launched the Swachh Bharat Mission on 2nd October, 2014. The Mission Coordinator is Secretary, Ministry of Drinking Water and Sanitation (MDWS) with two Sub-Missions, the Swachh Bharat Mission (Gramin) and the Swachh Bharat Mission (Urban), which aims to achieve Swachh Bharat by 2019, as a fitting tribute to the 150th Birth Anniversary of Mahatma Gandhi, which in rural areas shall mean improving the levels of cleanliness. This study focuses on impacts of this mission on common people.

**Keywords:** Swachh Bharat Abhiyan

### 1. Introduction

Mahatma Gandhi communicated a quintessential message to the nation through his efforts to educate people around him about cleanliness. He wished to see a "Clean India" where people work hand in hand to make the country clean. To work seriously towards this vision of Gandhiji, Prime Minister Shri Narendra Modi launched and asked people from all walks of life to help in successful implementation of this mission. Govt. presented a creative and collaborative platform to make the nationwide movement a resounding success. The platform brings together all collective efforts of citizens as well as organisations towards the mission with the help of technology. Any individual, a government institution or private organisation can participate in the mission. The mission aims to encourage people to devote some hours out of their daily activities and work towards cleanliness of India.

Swachh Bharat Abhiyan is not just about cleaning surroundings but also seeking the participation of people in planting tree, creating trash-free environment, providing sanitation facilities and paving a way for Swachh Bharat eventually. A Clean India is of utmost importance for promoting the nation as an ideal destination for tourists from across the world. Images of unclean India often become a matter of embarrassment for Indians therefore this is the right time and opportunity to participate towards Swachh Bharat. This campaign not only help citizens adopt good habits of cleanliness but also boost our image as a nation, sincerely working towards cleanliness.

The focus of the Strategy is to move towards a clean India by providing flexibility to State Governments, as Sanitation is a state subject, to decide on their implementation policy and mechanisms, taking into account state specific requirements. This is focused to enable states to develop an implementation framework that can utilise the provisions under the mission effectively and maximize the impact of the interventions. The Government of India's role is to complement the efforts of the state Governments through the focused programme being given the status of a mission, recognizing its dire need for the country.

Availability of water in the villages is an important factor for sustaining sanitation facilities created. Conjoint programmes may be prioritized at the District and GP levels under the SBM (Gramin) and the National Rural Drinking Water Programme (NRDWP), to maximize the availability of water for sanitary purposes. Rural School Sanitation focusing on separate toilets for girls and boys remains a major intervention which is implemented under the programmes of the Department of School Education. Water is provided inside the toilets for both boys and girls. Toilets in Anganwadis is provided by the Department of Women and Child Development. Children can be effective sanitation communicators to spread the message of safe sanitation to all. This mission shall specifically focus on such a campaign, involving educational institutions in rural areas. The District Collectors /Magistrates /CEOs of Zilla Panchayats are expected to lead the Mission themselves, so as to facilitate district wide planning of the mission and optimum utilization of resources.

IEC (Information, Education and Communication) is a very important component of the programme. Its strive is to bring about community-wide behavior change and to trigger the demand for sanitary facilities in the rural areas for households, schools, anganwadis, community sanitary complexes and solid and liquid waste management projects (SLWM) through provision of information and awareness generation. The activities carried out under these components are 'area specific', 'community specific' and involve all sections of the rural population. Funds required for implementing the IEC plan is provided under this component to Blocks, Gram Panchayats and agencies involved in its implementation. The development of all material, templates may be standardized by the District or the State Mission, if required in consultation with expert agencies.

Every block is provided one computer with accessories. Internet connection including monthly charges is permissible for per block. States are permitted to utilise funds under this component as per its requirement. The administrative charges normally permit expenditure on salary of temporary staff and

agencies deployed for the execution of various components of the SBM(G) at State, District, Block and GP levels, support services, fuel charges, vehicle hire charges, stationery, monitoring & evaluation activities, TA/DA to inter-state and inter-district survey teams deputed for monitoring and verification, exposure visits. The mission has a Monitoring and Evaluation Cell which is responsible for carrying out relevant and suitable annual or biannual monitoring exercises of the implementation of the SBM (G) in states, in consultation with other agencies like NSSO and Registrar General of India. The Cell is responsible for coordination with states and districts for monitoring.

The mission has a communication cell that implement the annual and long term communication plan of the Swachh Bharat Mission. There is a need for a dedicated, trained and properly incentivized sanitation work force at the GP level. These Swachhata Doots /Sena, need to carry out the multiple formalities and communication that needs to be completed in the course of triggering of demand and subsequent toilet construction. Identification of a beneficiary, assisting in the IEC, maintaining records and tracking progress are essential activities that are needed to be carried out.

**2. Methodology**

Survey method was used for study. 5 urban and 5 rural areas are selected. These selected areas are visited and 15 persons of every place are interviewed. A questionnaire was prepared having questions regarding knowledge of swachhata abhiyan, its impacts regarding cleanliness and health. Collected data is presented in tables and converted into percentage statistical tool.

**3. Result and Analysis**

**Table 1:** Impact of Swachchhata Abhiyan on Public Awareness

| Locality | Before Swachchhata Abhiyan | After Swachchhata Abhiyan |
|----------|----------------------------|---------------------------|
| Rural    | 44                         | 67                        |
| Urban    | 51                         | 72                        |

**Table 2:** Impact of Swachchhata Abhiyan on public health

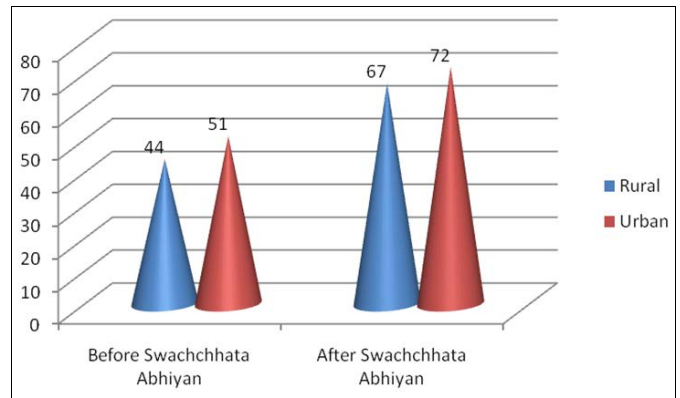
| Locality | Before Swachchhata Abhiyan | After Swachchhata Abhiyan |
|----------|----------------------------|---------------------------|
| Rural    | 73                         | 78                        |
| Urban    | 66                         | 74                        |

**Table 3:** Impact of Swachchhata Abhiyan on Mental Piece

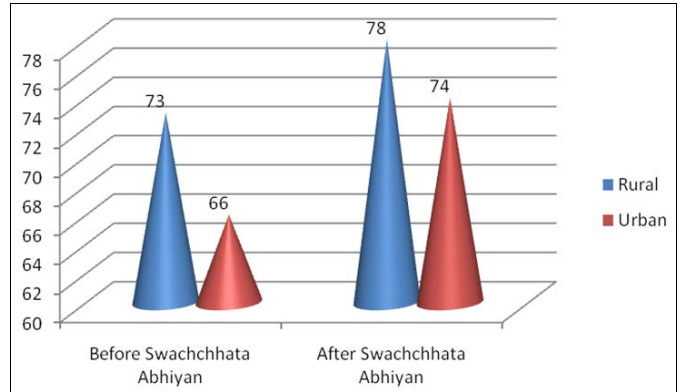
| Locality | Before Swachchhata Abhiyan | After Swachchhata Abhiyan |
|----------|----------------------------|---------------------------|
| Rural    | 75                         | 79                        |
| Urban    | 64                         | 67                        |

**Table 4:** Impact of Swachchhata Abhiyan on working efficiency

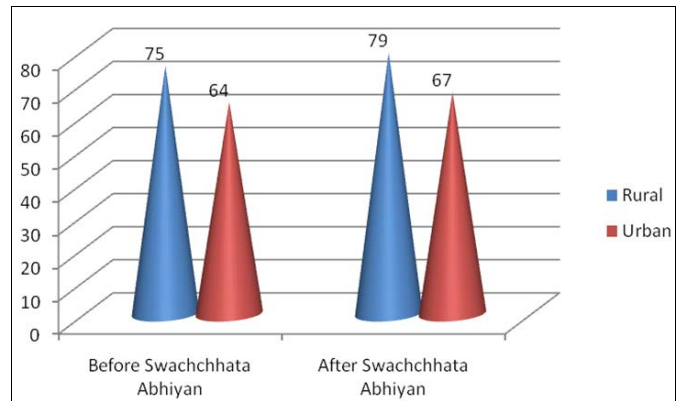
| Locality | Before Swachchhata Abhiyan | After Swachchhata Abhiyan |
|----------|----------------------------|---------------------------|
| Rural    | 71                         | 75                        |
| Urban    | 74                         | 80                        |



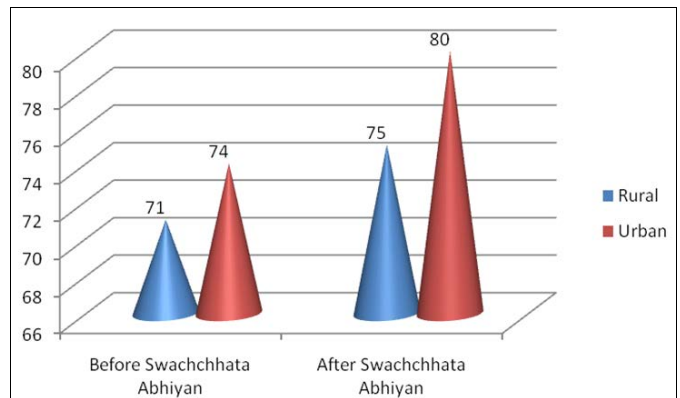
**Fig 1:** Impact of Swachchhata Abhiyan on public awareness



**Fig 2:** Impact of Swachchhata Abhiyan on public health



**Fig 3:** Impact of Swachchhata Abhiyan on mental piece



**Fig 4:** Impact of Swachchhata Abhiyan on working efficiency

Swachhhta abhiyan has generated public awareness. Data shows that in rural area awareness increased 23% while in urban area 21% due to this movement. Data regarding public health shows that in rural area 73% people felt healthy before swachhhta abhiyan but after implementing it 78% people are feeling totally healthy. In urban areas 74% people are found totally healthy while before swachhhta abhiyan it was 66%. Swachhhta abhiyan influenced mental piece of persons also. In rural areas, percentage of mentally healthy persons increased 4% while in urban area 3% people increased. This mission has impacts on working efficiency of people. In rural areas working efficiency of persons increased from 71% to 75% while in urban area impact % calculated as 74 % to 80% because of swachhhta abhiyan.

#### **4. Conclusion**

Swachhhta Abhiyan has really a great impact on Indian society. Peoples are taking an initiative to clean village, society, colony, city, railway platforms. A series of awareness, campaigns by the district administration, state govt., and central govt. made the people conscious about the hazards of sleazy. Swachhh bharat mission trying to plug financial loss on health matter and help to ease the burden on existing health care facilities which will help to boost our Indian economy. Swachhh bharat mission is going to boost our tourism. Definitely the tourists will increase because they are getting better surrounding than before. With the increase in tourists our income will rise. But we have a mass of people are still not aware. Peoples of villages those are not well educated even they spit a pan, gutkha, tobacco on roads. They eat some stuff in bus, train and throw wrapper on road, not in dustbin. Some people have not changed their habits. To make swachhhta abhiyan successful we need more campaigning to create awareness.

#### **5. References**

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