



THE CLEAN INDIA MISSION: CHALLENGES AND PROSPECTUS

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Abstract

As food and water is very important for life similarly cleanliness is also very important. Cleanliness is very beneficial for everyone and environment. Cleanliness should be the first priority and important liability for every citizen. Cleanliness should be the first priority and important liability for every citizen. Cleanliness effort is the best beginning of get rid of social matter from the society as well as elevate the development of country. In India Many people have lack of knowledge about cleanliness and sanitation. In India there are lacks of toilets, so Indian people going outside for toilet because of this reason or problems because of this reason many people faced so many diseases or problems because of the open toilets. So, our honourable Prime Minister Narendra Modi launched the Swachh Bharat Abhiyan on October 2nd 2014 on the 150th birth anniversary of Mahatma Gandhi with the inspiration is to make India a clean India by 2019. The main aim of this mission to eliminate or 0% open defecation through construction of individual, cluster and community toilets. If we are able to achieve this goal, it would be a befitting tribute to him who always advocated for cleanliness.

This initiative envisages a vision of clean India and to bring about an improvement in the general quality of life of Indians by promoting cleanliness and hygiene.

However, there are many challenges to achieve this aim. These challenges pertain to various aspects such as social inertia, lack of political will, absence of focus on IEC activities, inter-ministerial coordination, technological bottlenecks in waste management, sustainability and convergence of sanitation programmes and so on. However, dealing with the challenges is not going to easy and it will require ample amounts of social and political will. The clean India Mission is just a great start. We have a long way journey to go. It requires support and commitment from all genres of people of India.

Keywords: - Sanitation, Swachh Bharat Abhiyan Open Defecation Free (ODF), Cleanliness, Waste Mangement.

INTRODUCTION

Clean India Mission is an initiative led by the Government of India to make India a clean India. This campaign was launched officially by the government of India on 145th birth anniversary of the great person, Mahatma Gandhi on 2nd of October, 2014. It was launched at the Rajghat, New Delhi. The government of India has aimed to make India a clean India by 2nd of October 2019. (means 150th birth anniversary of the Mahatma Gandhi) through this campaign.

It is a politics free campaign inspired by patriotism. It is launched as a responsibility of each and every citizen to make this country a Swachh country. It is urged by the government

to people to spend their only 100 hours of the year towards cleanliness in their surrounding areas or other places of India. This mission has targeted to solve the sanitation problems as well as better waste management all over the India by creating sanitation facilities to all. (1)

Objective of the Study:

1. To study the different prospects of clean India Mission.
2. To study the many challenges of this mission and also provides some suggestions which can make this mission more fruitful.

Objectives of the Mission:

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 Oct. 2,2019.
6. Development through cleanliness
7. Assistance to production centers to sanitary materials and rural sanitary marts.
8. Solid and liquid waste management to be taken up in project mode for each gram panchayam.
9. To make people aware of healthy sanitation practices by bringing behavioural changes in people.
10. To link people with the programmes of sanitation and public health in order to generate public awareness.
11. To build up the urban local bodies strong in order to design, execute and operate all systems related to cleanliness.
12. To completely start the scientific processing, disposals, reuse and recycling the Municipal Solid Waste.
13. 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.(2)

PROSPECTS:

1. Economic Opportunities:

Good hygiene and sanitation are the indicators of social and economic development in a society. Sanitation and health status of a country significantly affects nation's economic development and performance. As per UNICEF report 54 percent people defecate in the open in the India as against just 7 percent in Brazil and Bangladesh. Only 6 percent rural children below five years in India use toilets. To a large extent this is the cause of India accounting for the largest number of under five deaths nearly 1.5 million a year. A cleaner India would lead to a healthier India which means a significant cost cutting over disease and health.

Clean India would draw more tourists and improve its economical condition. It is for this reason the Prime Minister has urged every Indian to devote their 100 hours every year for the cleanliness of India. 39.5 million Indians are directly employed in this sector. The biggest limitation for India to promote tourism is cleanliness. Foreign tourists are very particular about hygiene and cleanliness. Swachh Bharat Mission will help in generating employment through tourism and boost India's GDP.

2. Environmental Prospects:

Waste recycling will reduce "ecological footprints" of India. Waste-energy will reduce use of fossil fuels. An overall cleaner environment will mean cleaner air, water and land. It will help India in meeting its environmental commitments globally.(3)

3. Political Prospects:

Clean India Mission has generated some awareness in people about it. Once they realize the full significance of cleaner environment, political parties will be bound to keep it as one of the main points in their agenda.

Internally, India's global image will improve and will provide a greater achievement in global scenario, Also it will be an inspiration for global community. Swachh Bharat Abhiyan has been appreciated at the UN, too as 2nd October is observed as the World Toilet Day around the world. However, all these opportunities will be realized only if the challenges in making India learn can be overcome.

4. Social prospects of clean India:

Now, we are living in the 21st century, Has it ever pained us that our mothers and sisters have to defecate in the open? Whether dignity of women is not our collective responsibility? The poor women folk of the village wait for the night, until darkness descends, they can't out to defecate. What bodily torture they must be feeling.(4)

People, who collect garbage from our houses and roads still faces the same situation every day. They are not provided with safety gloves or any other equipment which can safeguard them from fatal infections and bacteria. They sacrifice their home, energy and to a great extent their health too to do their job and keep our surroundings clean. Moreover, they are prone to or rather imprisoned to social stigma. People put their hand on nose while walking past them. People are inspired by all celebrities who do this job every day. Really, we do live in a dual faced society.

Women and children are especially vulnerable to the risk of open defecation. Their safety is compromised especially if a person is sick than a lack of toilets within the premises of the house is quite curse. A cleaner society is healthier society. "Prevention is better the cure". This quotation applies very well here. Sainitation and an overall clean environment would lead to better health outcomes. The component of the mission that ensures awareness and education is key to such social transformation.(5)

Challenge of Clean India Mission:

There are several challenges that this mission is facing which are as follows:

1) Unwillingness to use toilets:

The prime reason behind the failure is people's unwillingness to use toilets. Mere constructions of latrines does not assure the usage of these sanitation facilities. It has proved a challenge not just because old habits die hard but also because often the toilets provided are not nice places to visit. Lack of water and sewerage connections, poor

construction quality and lax maintenance, difficulties with managing faecal sludge, all combine to either prevent toilets from being used consistently, or force people to relapse into open defecation as the toilets become unusable.(6)

2) Absence of focus on IEC activities:

The states were focused on building toilets, but did not spend funds on IEC (Information, Education and Communication) activities to convince people to not defecate in the open. SBMIEC spending seems to be limited to only mechanical tasks such as plastering the SBM logo across village walls and printing pamphlets, or for organizing events. These might aid the brand recognition of the mission, but are unlikely to inform, educate or communicate. In the end genuine behaviour change, not everyone is using the constructed toilets. The Narendra Modi government itself has cut down funds for IEC activities. IEC constituted 15 percent of the budget in the NBA but it was brought down to 8%.

3. Administrative challenge:

These will be of three types as given below:

- (1) 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 Land Acquisition Act. So timely acquisition of land is a big challenge for the administration.
- (2) 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. One does not know if they will agree to pave the entire width.

The situation in residential areas is almost similar with the difference that the width can be grassed instead of being paved. Therefore, the state government will have to formulate an implementable policy in this regard. Likewise the state government will have to pass an order to direct plot holders to provide boundary walls along the perimeters of their vacant plots and keep the vacant space neat, clean and green. The urban development authority can be more harsh in asking the plot holders to ensure 25 percent completion of their plots within an early specified period.(7)

(3) Location of solid waste management plant is more difficult. Seeking environment clearance from the state Environment Authority is not as big a problem as dealing protests from villagers is. A proper and clean technology for degradation and recycling of solid waste has not been developed so far in India. The existing plants emit unbearable foul smells during the rainy season and on the windy days. The problem in bigger cities is all the more intractable as the space for dumping solid waste at existing location is reducing day by day because the recycling process has not been taken up simultaneously. The experiment of using solid waste for power generation has not met with desired success. Location of new solid waste plant at the outer periphery requires long distance transportation. Recycling technology for paper and plastic waste too has not been developed so far. So acquisition of land for solid waste treatment and disposal plants with the concurrence of farmers is a very big issue being faced by municipal corporation. (8)

4) Awareness:-

This mission spread a lot of awareness in to the cleaning aspect. Everyone started to do a clean up drive to get mileage (political or celebrity). But we all collectively failed in building more awareness about disposal of garbage. We still have people who throw away bottles, wrappers or even spit on the road.

5) Sustainability:-

The mission failed to promote sustainability at a large level. We promoted cleanliness but we never educated people about what to do with the waste or how to reduce the waste. (9).

6) Behavioural issues:-

Changing people's attitude towards sanitation is the biggest challenge being faced by the mission. Government has spent a lot on mass media but with little impact. Toilets are build at rapid pace but are not being used either the household or community / public toilets. It is necessary to understand why people don't like to use toilets. Is this because of sheer habit of going for open defecation or due to non-cleanliness and poor upkeep?

Hence the key to achieve an UDF India lies in bringing about behaviour changes propelled by mass media and innovative IEC activities and appeals which will combat a culture of open defecation by mobilizing communities for collective decision to check this tendency. (10)

7) No focus on excreta disposal in railway department:- In the campaign approach, currently there is no scope for disposal of excreta in railway department, which pollutes the environment by use of latrines by passengers during journey on the railway track. There are micro particles moving in the air polluting the environment.

8. Campaign is voluntary not compulsory:-

Swachh Bharat Abhiyan is voluntary one but not the compulsory, so everyone need not understand and implement recommendations. It should be compulsory to use toilet and open defecation should be made a punishable act.

9. Maintenance: - The focus on short term solutions also disregards efforts for maintenance. Even in municipal corporation that have toilets, lack of funding from public institutions for maintenance leaves toilets broken and unusable. If the toilet stops working they just lock the door and no one does anything, so basically things fail because of lack of municipal support.

10. Less focus on other aspects of sanitation: -

The campaign mainly focuses on achieving ODF (Open Defecation Free) status wherein every individual in the village uses sanitary latrines leading to abolition of open field defecation, but at the same village there is huge amount of animal excreta and other waste polluting and spreading infection in the environment despite achieving goal of open defecation free (11).

Recommendations: -

Participating in clean India Mission doesn't mean just to take a broom and clean some dry waste and to be happy that you cleaned India. No it's not just that, there is more to it.

Clean India Mission should be a pledge we need to take.

There are very few simple things that we need to do to clean India as a part of this mission.

1. Don't litter, throw waste in dustbin only.

2. Don't encourage spiting, immediately condemn people if found doing so.
3. Avoid usage of plastic covers, plastic disposables, carry a bag with you when you go for shopping teach the people around you the same.
4. Teach children about cleanliness and sanitation.
5. Plant trees around your house.
6. Separate Dry waste and wet waste in your house, ease the work of municipality workers.
7. If possible join any of the NGOs working in your area towards cleaning of India. If not atleast contribute to it in someway.
8. Avoid personal transport whenever possible. Encourage car pooling. Much better you can public transportation.(12)
9. Making potable water available, building water infrastructure so that toilets are used for defecation purpose and not as store house.
10. Modernising the sewer lines and septic tanks and investing money and energy on smart techniques of sanitation. (13)
11. Everyone should adopt eco-friendly measures and turn towards sustainable development.
12. Motivating volunteers to check the condition of sanitation, and offering them good incentives is necessary.
13. The Government should pay attention towards solid and liquid waste management and quality of construction of latrine and its sanitation. (14)

CONCLUSION

In the end we can say that cleanliness is the collective responsibility of the entire nation, not just the government. As we all heard about the most famous proverb that "Cleanliness is Next to Godliness," We can say surely that clean India campaign (Swachh Bharat Abhiyan) will really bring godliness all over the country in few years if it is followed by the people of India in effective manner.

The completion of this mission would indirectly draw the attention of business investors in India, enhance the GDP growth, draw tourists attention all over the world, bring variety of sources of employment, reduce health costs, reduce death rate, and reduce lethal disease rate and many more. Clean India would bring more tourists and enhance its economic condition. The prime Minister of India has requested to every Indian to devote 100 hours per year for the cleanliness India which is very sufficient to make this country a clean country. An Eco-friendly society is always needed its citizen to be healthy and clean in every face of life. This program will bring together among people and take care of you. As a citizen of India it's our moral duty that we should not throw any garbage on the roads and keep your surroundings clean.

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