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**ENVIRONMENT AND SUSTAINABLE
DEVELOPMENT
THROUGH SWACHH BHARAT MISSION**

Volume I

Editor

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SWACHH BHARAT ABHIYAN IN INDIA: SOME REFLECTIONS

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I. INTRODUCTION

Swachh Bharat Abhiyan is started by the government to make India a completely clean India. Clean India was a dream seen by the Mahatma Gandhi regarding which he said that, "Sanitation is more important than Independence". During his time he was well aware of the poor and dirty condition of the country that's why he made various efforts to complete his dream however could not be successful. As he dreamt of clean India a day, he said that both cleanliness and sanitation are integral parts of healthy and peaceful living. Unfortunately, India became lack of cleanliness and sanitation even after 67 years of independence. According to the statistics, it has seen that only few percentage of total population have access to the toilets. It is a programme run by the government to seriously work to fulfill the vision of Father of Nation (Bapu) by calling the people from all walks of life to make it successful globally.

This mission has to be completed by 150th birth anniversary of Bapu (2nd October of 2019) in next five years (from the launch date). 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 to really make it a successful campaign. There are various implementation policies and mechanisms for the programme including three important phases such as planning phase, implementation phase and sustainability phase

What is Swachh Bharat Abhiyan

Swachh Bharat Abhiyan is a national cleanliness campaign established by the Government of India. This campaign is covering 4041 statutory towns in order to clean roads, streets, and infrastructure of the India. It is a mass movement has run to create a Clean India by 2019. It is a step ahead to the Mahatma Gandhi's dream of swachh Bharat for healthy and prosperous life. This mission was launched on 2nd of October 2014 (145th birth anniversary of Bapu) by targeting its completeness in 2019 on 150th birth anniversary of Bapu. The mission has been implemented to cover all the rural and urban areas of the India under the Ministry of Urban Development and the Ministry of Drinking Water and Sanitation accordingly.

The first cleanliness drive (on 25th of September 2014) of this mission was started by the Indian Prime Minister, Narendra Modi earlier to its launch. 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.

II. OBJECTIVES

The campaign of Swachh Bharat launched by the government of India is aimed to accomplish various goals and fulfill the vision and mission of "Clean India" by 2nd of October 2019 which is 150th birth anniversary of the great Mahatma Gandhi. It has been expected that the investment to cost would be over 62000 crore of Indian rupee (means US\$ of 9.7 billion). It has been declared by the government that this campaign is taken as "beyond politics" and "inspired by patriotism". Following are the some important objectives of the Swachh Bharat Abhiyan

1. To eradicate the system of open defecation in India.
2. To convert the insanitary toilets into 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 the programmes of sanitation and public health in order to generate public awareness.
6. To build up the urban local bodies strong in order to design, execute and operate all systems related to cleanliness.
7. To completely start the scientific processing, disposals reuse and recycling the Municipal Solid Waste.
8. 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.

Need of Swachh Bharat Abhiyan

Swachh Bharat mission is very necessary to run continuously in India until it gets its goal. It is very essential for the people in India to really get the feeling of physical, mental, social and intellectual well being. It is to make living status advance in India in real means which can be started by bringing all over cleanliness. Below I have mentioned some points proving the urgent need of swachh bharat abhiyan in India:

- It is really very essential to eliminate the open defecation in India as well as making available toilets facility to everyone
- It is needed in India to convert the insanitary toilets into flushing toilets
- It is necessary in order to eradicate the manual scavenging system
- It is to implement the proper waste management through the scientific processes, hygienic disposal, reuse, and recycling of the municipal solid wastes.
- It is to bring behavioral changes among Indian people regarding maintenance of personal hygiene and practice of healthy sanitation methods.
- It is to create global awareness among common public living in rural areas and link to the public health. It is to support working bodies to design, execute and operate the waste disposal systems locally. viii, It is to bring private-sector participation to develop sanitary facilities all through the India
- It is to make India a clean and green India
- It is necessary to improve the quality of life of people in rural areas.
- It is to bring sustainable sanitation practices by motivating communities and Panchayati Raj Institutions through the awareness programmes like health education .It is to bring the dream of Bapu to really come true.

Swachh Bharat Mission in Urban Areas

The swachh bharat mission of urban areas aims to cover almost 1.04 crore households in order to provide them 2.6 lakhs of public toilets, 2.5 lakhs of community toilets together with the solid wastes management in every town. Community toilets have been planned to be built in the residential areas where availability of individual household toilets is difficult and public toilets at designated locations including bus stations, tourist places, railway stations, markets, etc. Cleanliness programme in the urban areas (around 4,401 towns) have been planned to be completed over five years till 2019. The costs of programmes are set like Rs 7,366 crore on solid waste management, Rs 1,828 crore on public awareness, Rs 655 crore on community toilets, Rs 4,165 crore on individual household toilets, etc. Programmes which have been targeted to be completed are complete removal of open defecation, converting unsanitary toilets into flush toilets, eradicating manual scavenging, bring behavioral changes among public, and solid waste management.

Gramin Swachh Bharat Mission

Gramin swachh bharat mission is a mission implementing cleanliness programmes in the rural areas. Earlier the Nirmal Bharat Abhiyan (also called Total Sanitation campaign, TSC) was established by the Government of India in 1999 to make rural areas clean however now it has

been restructured into the Swachh Bharat Mission (Gramin). This campaign is aimed to make rural areas free of open defecation till 2019 for which the cost has been estimated is one lakh thirty four thousand crore rupees for constructing approximately 11 crore 11 lakh toilets in the country. There is a big plan of converting waste into bio-fertilizer and useful energy forms. This mission involves the participation of gram panchayat, panchayat samiti and Zila Parishad. The Following are the objectives of Swachh Bharat Mission (Gramin):

- To improve quality of life of people living in the rural areas
- Motivate people to maintain sanitation in rural areas to complete the vision of Swachh Bharat by 2019
- To motivate local working bodies (such as communities, Panchayati Raj Institutions, etc) to make available the required sustainable sanitation facilities
- Develop advance environmental sanitation systems manageable by the community especially to focus on solid and liquid waste management in the rural areas
- To promote ecologically safe and sustainable sanitation in the rural areas.

Swachh Bharat-Swachh Vidyalaya Campaign

The swachh bharat swachh vidyalaya campaign runs by the Union Ministry of Human Resource Development having same objectives of cleanliness in the schools. A big programme was organized under it from 25th of September 2014 to 31st of October 2014 in the Kendriya Vidyalayas and Navodaya Vidyalaya Sangathans where lots of cleanliness activities were held such as discussion over various cleanliness aspects in the school assembly by the students, teachings of Mahatma Gandhi related to cleanliness, cleanliness and hygiene topics, cleaning activities (in the class rooms, libraries, laboratories, kitchen sheds stores, playgrounds, gardens, toilets, pantry areas, etc), cleaning of statue in the school area, speech over the contribution of great people, essay writing competition, debates, art, painting, film, shows, role plays related to hygiene including other many activities on cleanliness and hygiene. It has also been planned to held half an hour cleaning campaign in the schools twice a week involving the cleanliness activities by the teachers, students, parents and community members.

Swachh Bharat Cess

Swachh Bharat cess is an improvement in the service tax by .5% on all the services in India. It was started by the Finance Ministry to collect some fund from each and every Indian citizen for the Swachh Bharat Abhiyan in order to make it a successful campaign. Everyone has to pay extra 50 paise for each 100 rupees as service tax for this cleanliness campaign.

Another Cleanliness Initiative in Uttar Pradesh

Yogi Adityanath (Chief Minister of Uttar Pradesh), in March 2017, has banned chewing paan, paan masala, gutka and other tobacco products (especially in the duty hours) in the government offices to ensure cleanliness. He started this initiative after his first visit to the secretariat annexe building when he saw betel-juice stained walls and corners in that building.

Religious variation

Examining National Family and Health Survey data from India brings out interesting insights. For instance, religion and caste play an important role in determining whether an individual is likely to use toilets. India is distinctive in terms of having diverse cultures, religions and castes. All of these vary across states. The religion variables demonstrate that the odds of a Muslim household using a toilet are 5.4 times higher than a Hindu household. A Christian household is 1.3 times more likely to adopt toilet use in comparison to their Hindu counterparts. Hindu households have the lowest coverage of sanitation facilities in comparison to other religions. This result is surprising, as Indian Muslims are on average both poorer and less educated than Hindus. There could be two plausible reasons for this result. First, there may be a historical path-dependency related to religion that encourages open defecation

among Hindus. Open defecation among Hindu households is due to the caste system, where the customary circumvention of excreta is sustained by keeping defecation away from the house and entrusting the clean-up job to the so-called 'untouchables' or lower castes. Second, this gap may not be related to religious differences at all but to the fact that Muslims are more likely to live in urban areas relative to the Hindus. The conditional probability of the household residing in the urban areas is 0.45 for Hindu and 0.55 for Muslims. Spatially, households living in urban areas are 19 times more likely to use toilet in comparison to their rural counterparts.

Caste differences

The caste system matters when studying this phenomenon. Scheduled Caste (SC), Scheduled Tribe (ST) and Other Backward Class (OBC) households have a lower probability of using a toilet when compared with households of general caste Hindus, Muslims and Christians. Adivasis live in relatively inaccessible areas of the nation, and thus have lower access to public goods in comparison to others. Our results suggest that the conditional probability of a household living in rural areas being from the SC, ST or OBC categories is over 0.60, in comparison to 0.41 for people from other communities. The level of abject poverty is higher amongst these groups, which could be another potential reason for poorer sanitation coverage.

Regional Variance

There is also state-level variance in the use of toilets. The likelihood for households in the north-eastern states of Manipur, Mizoram, Tripura and Meghalaya, and the southern state of Kerala using a toilet facility is much higher than a household in Delhi (the reference state in our analysis). On the other hand, households from Rajasthan, Jammu and Kashmir, Himachal Pradesh, Jharkhand, Chhattisgarh and Tamil Nadu are less likely to use toilets in comparison to a household from Delhi.

Administrator, Swachh Bharat Kosh.

"We are getting steady flow of funds for the mission mostly from corporates and individuals, not from NRIs. The Budget has proposed to implement the two percent cess on service tax and allow 100 per cent deduction on SBK, which would definitely increase the fund flow. As of now, we are dealing with the funds related to the toilets built for girl students," says Joshi. Meanwhile, the Secretary for the Drinking Water and Sanitation Ministry has stated to the parliamentary panel that there are serious apprehensions as to how the mission will be successfully accomplished when there is no clarity on the guidelines of Swachh Bharat Kosh (SBK).

As per the guidelines of the Finance Ministry, the Prime Minister himself will acknowledge contributions of over Rs One crore made by individuals and over Rs 20 crore by corporates in SBK. Rs 10 to 20 crore as well as Rs 50 lakh to one crore worth companies would come under the purview of the Finance Ministry. The SBK is administered by a governing council and chaired by the Secretary for the Ministry of Expenditure (Finance). Its functioning will be monitored on quarterly basis by the Finance Minister and by the Prime Minister from time-to-time.

Toilets for all-a big challenge

Without the support of corporate organizations and Public Sector Units (PSUs), the mission's main activity of building 'Toilets for All' and implementing sanitation and improving GDP remains a dream. The Mission that kick-started on 2nd October 2014 has been slow in implementation. In FY 2014-15, 5.9 million toilets were made. Compared to FY 2013-14, in which 4.9 million were constructed, this was not a significant jump and much below the needed rate of 28 million. According to government data, a total of 31.83 lakh toilets were built between April 2014 and January 2015, which is 25.4 per cent of the target for FY 2014-15. The

programme entails an investment of nearly Rs Two lakh crore over the next five years to construct 12 crore toilets in India. "The returns on sanitation are 1:6 in terms of productivity gains. Most gains come from reducing medical expenses. But I don't think the mission will make any difference to the economy. There aren't enough people and the supply chain is too weak," says Nitya Jacob.

Social Service Organization –

A pioneer in building public toilets. For example, assuming that one person per panchayat needs to be paid Rs 100 per toilet every month, it works out to Rs 3,120 crore for frontline motivators over a period of four years. At block level, about five staff per block being paid Rs 15,000 each month calculates upto Rs 75,000 per block. There are about 7,500 blocks and over a period of four years, they need to be paid Rs 1,800 crore. So, cost to be paid for the human resources per year is Rs 4,920 crore approximately.

"Investments on human resources is necessary as they are the ones who would ensure use and maintenance of the toilets built. Just by constructing toilets, we are not going to ensure a clean India. People have to use them. But this is missing in the mission," says Pathak. At least 50,000 volunteers in rural areas need to be trained to accomplish the task of maintenance in 6, 40,000 villages pan-India, with 13 villages under each person's purview. There is also an aggregate of 9,735 towns and cities to be catered. There is also the pressing need to train two lakh masons.

Focus on waste management

It is not just human resources but waste management and disposal, an important aspect featuring third on the list of the Swachh Bharat Mission's objectives, has also not been given ample focus. Even the companies looking to spend their CSR funds for clean India have shown no inclination towards this part of the mission. Out of the total first installment funds of Rs 859 crore issued by the Urban Development Ministry, Rs 287.5 crore has been allocated for solid waste management. Uttar Pradesh has been allotted the largest share amounting to Rs 37.56, followed by West Bengal (Rs 34.54 crore) and Andhra Pradesh (Rs 21.02 crore) while few states like Maharashtra, Karnataka, Kerala, Odisha have not been allotted funds.

"The mission is totally concentrating on construction of toilets, showing little enthusiasm towards waste management. Waste management requires engaging waste generators, collectors, rag pickers, segregators and disposers. Unlike toilets, it is not a one-time investment. Rather, it is a tedious process involving high capital expense. In addition, it requires constant maintenance and monitoring so that there are no takers," says Amiya Kumar Sahu, Founder, and National Solid Waste Association of India (NSWAI).

The country will need Rs 60,000 crore per year for municipal solid waste management alone. According to a 2012 report of the Central Pollution Control Board, India generates almost 50,000 tonne of municipal wastes every day. Barely 12 per cent of this gets treated or disposed off in a scientific manner. "The mission has given peanuts for solid waste management; not even a single PPP model has been signed in the sector till date. The Urban Development Ministry should ask the urban local bodies to take active steps in the sector," adds Sahu.

Meanwhile, the North and South Delhi Municipal Corporations have informed that they have not received the allotted amount from the Swachh Bharat Fund. "The Centre is yet to give the money due from the Swachh Bharat Fund," informs Amit Yadav, Municipal Commissioner, East Delhi. "The South Delhi Corporation is yet to receive Rs 200 crore slated for cleaning and waste management," says **Mukesh Yadav, Spokesperson**

How To Get Involved In The Swachh Bharat Abhiyan

Swachh Bharat Abhiyan is started to make India a clean India by the effort of all the citizens living in the country. It has been clearly declared by the Prime Minister, Narendra Modi that anyone may actively participate in the event anytime. He just need to take snaps of the dirty places and also take snaps of the same places after cleaning them and upload both, before and

after snaps on the social media websites like Facebook, Twitter, etc to familiarize and motivate other common people to do the same in order to fulfill the vision of clean India.

After such request by the Indian prime minister to the Indian public, it was started rapidly by the people of India. From the day of launching of event, people became very active and motivated and started doing the same by taking both before and after snaps and uploaded it to the social media websites to make globalize. It was also said by the Narendra Modi that the one who do this would really be appreciated for his/her involvement in the campaign by the government on the social media websites. Many famous personalities of the Bollywood, Tollywood, politicians, sports, business industries, etc such as Aamir Khan, Amitabh Bachchan, Rithik Roshan, Sachin Tendulkar, Mridula Sinha ji, Anil Ambani, Ramdev Baba, Shashi Tharoor, Kamal Haasan, Priyabka Chopra, M. Venkaiah Naidu, Amit Shah, Salman Khan, team of Tarak Mehta Ka Oolta Chashma and many other participated in the campaign according to their own decided dates and uploaded their pictures on the internet on Facebook and Twitter

III. CONCLUSION

We can say swachh bharat abhiyan, a nice welcome step to the clean and green India till 2019. 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. So, the cleanliness activities to warm welcome the godliness have been started but do not need to be ended if we really want godliness in our lives forever. A healthy country and a healthy society need its citizens to be healthy and clean in every walk of life

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