

SWACHH BHARAT MISSION

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INTRODUCTION

Prime Minister Narendra Modi launched the Swachh Bharat Mission on 2, October, 2014, the birth anniversary of Mahatma Gandhi. the ambitious programme aims to make the streets, roads and infrastructure across the country clean by October 02, 2019. The 150th birth anniversary of the Father of Nation. It is india's biggest ever cleanliness drive. A Recent World Bank report has highlighted that India 10 Ses 6.4% GDP annually because of this particular reason.

OBJECTIVES OF THE SWACHH BHARAT MISSION

Objectives of the Swachh Bharat Mission are elimination of open defecation, conversion of insanitary toilets to Plus Flush Toilets, eradication of annual scavenging 10% Collection and Scientific processing of municipal solid waste, to bring about a behavioural change in people regarding healthy sanitation practices. The programme aims to generate awareness among the Citizen about sanitation and its association with health.

The mission aims to eradicate open defecation by, 2019. Prime Minister while launching the SBM, called for making the goal of Swachh Bharat as a massmovement, with people taking a pledge to neither little nor let others litter.

Citing a World Health Organization estimate that an average of Rs. 6500 per person was lost in India due to lack of cleanliness and hygiene, the Prime Minister emphasised and a clean India would make a significant impact on public health. This mission aims to eliminate open defecation by constructing toilets for house holds, communities, abolishing manual scavenging, Ushering in advanced municipal solid waste management practices.

EMERGENCE OF THE SWACHH BHARAT ABHIYAN

However, Programmes like the total sanitation campaign and the Nirmal Bharat Abhiyan failed to achieve. The desire targets due to planning weaknesses, and irregularities. According to the

CAG estimation, more than 30 percent of individual household latrines were defunction /non-functional for reasons like poor quality of construction, incomplete structure and maintenance.

With the introduction of the Swachh Bharat Abhiyan in 2014 the Government restructured the Nirmal Bharat Abhiyan with two sub-mission. Swachh Bharat Mission (Rural) and Swachh Bharat Mission (Urban) the focus now is to achieve a clean, defunction- free India by the year 2019.

HOW IT IS BEING MANAGED

This mission to clean India's Cities and villages is estimated to cost around Rs. 62,009 crore. It's the most celebrated scheme of the recent time which aims to combat directness and generate awareness among the citizens of India about the importance of sanitation and hygiene. Millions of people, celebrities, politicians, academic Institutions NGO's and local community centres across the country have joined this cleanliness initiative of the government by organising cleanliness drives across the country. From Bollywood actors to the sport persons government officials to Army men industrialists to spiritual leaders all are willingly contributing towards making India clean.

CONCLUSION

Though the government has greatly published this mission. Yet there is a lack of adequate awareness about making India clean which is a major cause of concern. If each and every person starts making efforts for keeping the surroundings clean, we would definitely see the positive results soon.

The government needs to work on the entire sanitation value chain including water supply safe dispersal and treatment of waste and maintenance of infrastructure. The construction of toilets as well as awareness campaign needs the backing of the state for regular monitoring of the toilet use. Not only this, there is a need to engage the community also to address the age-old practices in the rural areas.

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