

Swachh Bhrarat Mission: A Study in the Context of an Ideal Society

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Abstract

An attempt has been made to explore the ideal village of India. This programme is based on M.K. Gandhi's concept of rural development and cleanliness. Prime Minister Narendra Modi said he was deeply inspired by the ideology of M.K. Gandhi's Gramraj. The slogan of the programme is "Arise, awake, and stop not till the goal is reached" – Swami Vivekananda. The aims of the programme are such as physical and institutional infrastructures in villages of India, the values of rural people that will transform the lifestyle at the urban and village level, ensure gender and social justice for all without any discrimination, ensure local-self governance that stands on principles of transparency, integrity and probity in public life, improve basic amenities, enhance human development, ensure holistic development of the different gram Panchayats and develop the social development, human development, economic development, and environment development of village and urban people.

Keywords

Ideology, Rural, Society, Programme, Address, Official, Clean, Mission, Water, Sanitation.

Reference to this paper should be made as follows:

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*Swachh Bhrarat
Mission:
A Study in the Context of
an Ideal Society,*

RJPSSs 2018, Vol. 44,
No.1, pp.58-65,
Article No. 9,

Online available at :
[http://anubooks.com/
?page_id=2012](http://anubooks.com/?page_id=2012)

Introduction

India launched “Swachh Bharat Mission” from 2nd October 2014. It is promised by Modi government that the nation will hand over a Swachha Bharat by 2019 on the 150th Birth Anniversary of Mahatma Gandhi Lalbahadur Shastri. The Nirmal Bharat Abhiyan has been reconstructed and renamed as “Swachh Bharat Mission (Gramin). The areas Swachh Bharat at the gramian level includes including toilets, solid & liquid waste disposal systems, village cleanliness and provision of adequate drinking water. There are two level of Swachh Bharat Mission like Swachh Bharat Mission (Gramin) for rural areas and Swachh Bharat Mission (Urban) for urban areas. Prime Minister Modi welcomed to participate and asserted and that “I will remain committed towards cleanliness and devote time for this. I will devote 100 hours per year that is two hours per week, to voluntarily work for cleanliness. I will neither litter not let others litter. I will initiate the quest for cleanliness with myself, my family, my locality, my village and my work place”.¹

Background of Swachha Bharat Mission

The rural sanitation programme in India was introduced in the year 1954 as a part of the First Five Year Plan of the overnment of India. The Government of India restructured the ‘Comprehensive Rural Sanitation Programme’.² ‘Total Sanitation Campaign’ was launched under the Prime Minister Atal Behari Vajpayee on 1st April 1999. Later it is renamed by Prime Minister Manmohan Singh as ‘Nirmal Bharat Abhiyan’. In June 2014, president of India Pranab Mukherjee announced by his delivering address in Parliament that “For ensuring hygiene, waste management and sanitation across the nation a Swachh Bharat Mission will be launched on the occasion of 150 birth anniversary of Mahatma Gandhi and Lalbahadur Shastri. Again it is restructured as ‘Swachha Bharat Mission’ and approval on 24 September 2014 by Modi government. The Union Cabinet Law Minister Ravi Shankar Prasad approved ‘Swachh Bharat Mission’ on 24th September 2014. On 2 October 2014, on the occasion of 150 birth anniversary of the two great sons M.K. Gandhi and Lalbahadur Shastri Prime Minister Sri Narendra Modi launched the ‘Swachh Bharat Mission’ with slogan of “Bharat Mata Ki Jai, Long Live Mahatma Gandhi, and Long Live Lalbahadur Shastri”.³ His colleagues Venkaiah Naidu, Sri Nitin Gadkari Ji, renounced actors and social activists sri Aamir Khan and others were presented during the ceremony of ‘Swachh Bharat Abhijan’ at Rajpath in New Delhi. West Bengal Chief Minister Mamata Banerjee has launched a sanitation drive with a different name as ‘Mission Nirmal Bangla. This programme is applicable for rural and urban areas. The programme will provide the drinking water and sanitation both for rural and urban areas.

Theme of Modi's Address

Prime Minister Modi visited Rajghat and Vijayghat to offer floral tributes to two great sons Lalbahadur Shastri and Gandhi. Then he has visited Balmiki Basti where Mahatma Gandhi stayed and initiated a cleanness drive and Modi himself picked up a broom to clean dirty. He exhorted police officials to maintain cleanness. Modi exhorted children to become 'Swachhta Senanis'. In his delivering lectures has mentioned the two great sons of India like Mahatma Gandhi and Lalbahadur Shastri's slogan of "Jai Jawan Jai Kisan."⁴ Under the leadership of Mahatma Gandhi the Indian People got freedom from British colonialism. The two dreams of Gandhi like Quit India and Clean India. Gandhi gave independence to Indian people and people had helped to ensure quite India and it became in reality. But his dream clean India remained unsuccessful yet. Prime Minister Modi announced that by 2019 in 150 birth anniversary of Gandhi we will fulfil his vision. He also said that it is our duty and responsibility to fulfil his dreams, ambitions and mission.⁵ Through his delivering address he also appreciated and praised the works done by the UPA-I and UPA-II regarding their social, religious and cultural organisation toward cleanliness. He said, it is not possible to success by a particular man, it will not be done by one person, by government functionaries alone, it has to be done by 125 crore people of India. The Swachh Bharat will make by those persons who are believed India as their mother land. Prime Minister Modi welcomed to all government such as state government, Municipal bodies, Panchayats, Social Organisations, Sarvodaya leaders, Sevadals, Schools, Colleges, Universities and others to come close up to take responsibilities for great success the programme.

Prime Minister Modi said it is our duties and responsibilities of the countrymen to keep India clean near village, neighbourhood, school, college mandir, home, family, masjid or gurudwara. He is also hoped that when Gandhi in 2019 will turn 150 we would gift him a Swachh Bharat with collective responsibility. Due to mass participation in Quit India and Jai Jawan Jai Kisan were implemented in reality. In India more than sixty percent of village people are still going to open toilet. Our mothers, sisters, daughters and brothers are going to open toilet. In many school and colleges which do not have separate toilet for girls' students. It is shame of India that we do not provide toilets system for all persons and places. We are feeling need to changes of all unhygienic atmospheres. Nobody is responsible for open toilet, we are all responsible, and we will remove this condition for our mother land. He announced that Gandhi secured freedom for mother India, now it our duty to serve mother India by keeping the cleanliness. He committed that he will devote 100 hours per year that is two hours per week to voluntary work for cleanliness. He said he will initiate to

quest for cleanliness me, my family, my locality, my village and my work place. The conference of the programme came to an end with the slogan of “Jai Hind! Long Live Mahatma Gandhi, Long Live Mahatma Gandhi, Long Live Mahatma Gandhi. Best wishes to all”.⁶

It is very pathetic and shame issue for us that now only 30 percent rural people are using toilets though we have crossed 67 years after independence. Cleanliness and sanitation are crucial part of human beings. The father of Indian nation Mahatma Gandhi once day said that “sanitation is more important than independence”.⁷ Prime Minister Modi laid emphasis on solid waste management and waste management. Union Minister of Rural Development Nitin Godkari said drinking water and sanitation, solid and liquid waste management activities will be established scientifically with advance technology in each gram panchayat. Narendra Modi also directed to establish the separate toilets for boys and girls in each school and colleges. Prime Minister Narendra Modi in his delivering address said “I appeal to everyone, particularly political and religious leadership, mayors, sarpanchs and captain of industry to plan and wholeheartedly engage in the task of cleaning your homes, work places, villages, cities and surroundings. I request your active support and participation in our collective quest to make a Swachh Bharat....” The Urban Development Minister Sri Venkaiah Naidu said “Swachh Bharat Mission is about much more than building toilets. It is more about changing the mindsets and healthy environment”.⁸

Cleanliness and sanitation are crucial part of human beings. It is the duties and responsibilities of the countrymen to keep India clean in village, neighbourhood, school, college mandir, home, family, masjid or gurudwara and other places. Prime Minister Modi laid emphasis on solid waste management and water management. Drinking water and sanitation, solid and liquid waste management activities are to be established scientifically with advance technology in each gram Panchayats. The aim of the present government is to achieve an Open Defecation Free (ODF) India by 2 October 2019; the 150th anniversary of the birth of Mahatma Gandhi India will establish 12 million toilets in rural India. Poor womenfolk of the village wait for the night; until darkness descends, they can't go out to defecate. What bodily torture they must be feeling, how many diseases that act might engender. Modi also spoke of the need for toilets in schools during the 2014 Jammu and Kashmir state election campaign stated that when the girl student reaches the age where she realises this lack of female toilets in the school she leaves her education midway. As they leave their education midway they remain uneducated. After 70 years of independence there should not have separate toilets for girl students in every school. But for the

past 70 years they could not provide separate toilets to girls and as result the female students had to leave their education midway.- Narendra Modi⁹

Logo and its ideology:

The Logo of the ‘Swachh Bharat Abhijan’ made by Bhat Anant of Maharashtra and sister Bhagyashri is Gandhi’s looking glasses by which Gandhi was looking for cleanness India. There are two dreams of Gandhi like Quit India and Clean India. Gandhi gave independence to Indian people and people had helped to ensure quite India and it became in reality. But his dream clean India remained unsuccessful yet. Prime Minister Modi announced that by 2019 in 150 birth anniversary of Gandhi we will fulfil his vision. The prime goal of the Mission is to translate the organic vision of Mahatma Gandhi’s ideal village. Electricity does not only requirement for the development of rural villages but also need to Swachhata or cleanliness. Prime Minister Narendra Modi through this programme is trying to implement the ideology of M.K. Gandhi. The ideal village will not only consist with smart school, e-libraries, green house, but also good hygiene, well sanitation, solid and liquid management, well environment and good health for all are needed.

On 5th September 2014, on the Teachers’ Day, Prime Minister Narendra Modi said that “Educating girls is very priority. I have noticed that girl drops out of schools by the time they do not have separate toilets for them. They do not feel comfortable. There should be toilets for boys and girls in all schools. We should concentrate on girl students not quitting schools”.¹⁰ He made cleanliness and sanitation an integral part of the Gandhian way of living. His mission was total sanitation for all. On 15th August, 2014, Prime Minister Narendra Modi stated that—”I want to make a beginning today itself and that is “ all schools in the country should have separate toilets for girls. Only then our daughters will not be compelled to leave schools midway. Our parliamentarians utilising MPLAD fund are there. I appeal to them to spend it for constructing toilets in schools for a year. The government should utilise its budget on providing toilets. I call upon the corporate sector also to give priority to the provision of toilets in schools with your expenditure under Corporate Social Responsibility. This target should be finished within one year with the help of state governments and on the next 15th August, we should be in an arm position to announce that there is no school in India without separate toilets for boys and girls.”¹¹

Objectives of the ‘Swachh Bharat Mission’ at a glance:

- i. To provide hygiene atmosphere at villages, urban, offices, households, church, masjid, gurudwara and other public places.
- ii. To construct waste management and water management.

- iii. To construct latrine or toilet in each villages of country.
- iv. To construct toilets both for boys and girls separately in schools and colleges.
- v. To facilitates sanitation in villages and urban areas.
- vi. To keep cleanliness in villages and urban areas.
- vii. To facilitates solid and liquid waste management through gram Panchayats.
- viii. To ensure water supply to all households in villages by 2019 through lay water pipelines.
- ix. To change dirtiness mind of the people.
- x. To preserve purity and cleanliness of mind.
- xi. Live cleanliness and let to cleanliness to others.
- xii. Elimination of open defecation.
- xiii. Conversion of insanitary toilets to pour flush toilets.
- xiv. Eradication of manual scavenging.
- xv. Municipal solid waste management.
- xvi. Bringing about a behavioural change in people regarding healthy sanitation practices,
- xvii. Generating awareness among citizens about sanitation and its linkage with public wealth.
- xviii. Strengthening of urban and rural local bodies to design.
- xix. It would cover 1.04 crore households, provides 2-5 lakhs seats of community toilets, 2-6 lakhs seats of public toilets and solid waste management facilities for all urban areas.
- xx. Community toilets will be constructed in tourists' places, markets, bus stations, near railway stations and in public recreation places.

Success of SBM:

This project is expected to cost over Rs. 2 lakhs crore. Fund sharing between the Central and State Governments and Urban Local Bodies is allocated in the ratio of 75:25. It has been officially stated that for North Eastern and special category states, the allocation of funds is in the ratio of 90:10. The government has sought financial and technical support from the World Bank. The Union Budget of 2017-2018 has been allocated Rs. 20,011 crore. For SBM (G), the Union Budget has been allocated Rs. 13,948 crore, whereas it was Rs. 10,500 crore in the Union budget 2016-2017. Government and the World Bank signed a US\$1.5 billion loan agreement on 30 March 2016 for the Swachh Bharat Mission to support India's universal sanitation initiative. ¹²

- i. According to the Ministry of Drinking Water and Sanitation (MDWS) coverage has gone up from 42 percent in October 2014 to 60 percent in 2017.
- ii. Households toilets built is 36,104,088 by 2017, February
- iii. Open Defecation Free Village is 174,557 by 2017, February
- iv. Toilets built at village level is 18,57,4383 by 2017, February
- v. Three states like Kerala, Himachal Pradesh and Sikkim and 85 districts across the country declared as full ODF.
- vi. Railways has set the target to fit 17,000 bio-toilets in long-distance trains as part of its 'Swachh Rail - Swachh Bharat' programme.¹³

Conclusion

As per the Constitution 73rd Amendment Act, 1992, Sanitation is included in the 11th Schedule. Gram Panchayats have a pivotal role in the implementation of SBM (G). The program may be implemented by the Panchayati Raj Institutions at all levels. Experienced and reputed NGOs can be considered for participation for assisting in carrying out Inter-personal Communication and Training. The SBM (G) will be maintained by the Panchayats/Voluntary Organizations/Charitable Trusts. Gram Panchayats can also contribute from their own resources for School Sanitation and Solid and Liquid Waste Management infrastructure over and above the prescribed amount. Mahatma Gandhi had rightly said, "Sanitation is more important than Independence". Gandhi was very aware the pathetic situation of our village India. Sanitation and cleanliness are an integral part of life. Gandhi's ideal village was fully constructed with sanitation planned, dust free streets, cooperative village society, toilet for both boys and girls, establish primary and secondary school, the ramarajya and eradication of untouchability. Modi took great responsibility to fulfil to establish toilets and sanitation at village level through Swachha Bharat Mission

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