

# Swachh Bharat Mission and Rural Development in India

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**Abstract:** *The Rural development generally refers to the process of improving the quality of life and economic welfare of people living in relatively isolated and sparsely populated areas. Swachh Bharat mission is very necessary to run continuously in India until it achieves 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 in the context. Gramin Swachh Bharat Mission is a mission implementing cleanliness programmes in the rural communities. 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 paper is on the concept of campaign is aimed to make rural areas are free of open defecation 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. The paper is based on the following objectives. To understand the objectives and impact of Swachh Bharat Mission ,To know the various reviews on swachh Bharat Mission and To make suggestions for rural development in regard to practice of Swachh Bharat Mission.*

**Key Words:** *Swachh Bharat Mission, Rural Development, Impacts, Reviews.*

## 1. INTRODUCTION:

Rural development is the backbone for any country's economic development and its helps the economy to grow and sustain .Rural development is the axis of the economy involving the labor ethics impacting the potential of business in big way. 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 Swachh Bharat mission was initiated by our Prime Minister Sri Narendra Modi with a view to create Clean India. Launched on October 2<sup>nd</sup> in 2014, Swachh Bharat Mission advised every Indian citizen to take up responsibility in keeping the country clean. The PM stated that a clean India would be the best tribute to give to the Father of our Nation on his 150th birth anniversary and that everyone should contribute their part in doing away with litter and waste by the year 2019. He asked everyone to devote a hundred hours every year, two hours a week, towards cleanliness (Singh 2018).

### 1.1. OBJECTIVE OF THE PAPER:

- The paper is based on the following objectives.
- To understand the objectives and impact of Swachh Bharat Mission
- To know the various reviews on swachh Bharat Mission
- To make suggestions for rural development in regard to practice of Swachh Bharat Mission

## 2. METHODOLOGY:

The paper is based on secondary information. It consist systematic reviews for research study with fulfilling the objectives.

### 2.1. OBJECTIVE OF THE SWACHH BHARAT MISSION:

Advocating the idea of Clean India, Prime Minister Modi had said, “The pursuit of cleanliness can be an economic activity, contributing to GDP growth, reduction in healthcare costs, and a source of employment.”

There are various objectives of Swachh Bharat Mission given as follow:

- Elimination the open defecation.
- Conversion of unsanitary toilets to pour flush toilets.
- 100 percent collection and scientific processing/ disposal reuse/ recycle of Municipal Solid Waste.
- To bring about a behavioural change in the people regarding healthy sanitation practices.
- Generate awareness among the citizens about sanitation and its linkages with public health.
- Strengthening of urban local bodies to design, execute and operate systems.

- To create enabling environment for private sector participation in Capital Expenditure and Operation & Maintenance (O&M) costs.
- Recruitment of a staunch ground staff to bring about a big behavioural change in people and promote the use of latrines at a micro-level.
- To set up a network of the water pipelines in rural areas, ensuring a regular water supply to people by the year 2019.
- To construct toilets separately for girls and boys in all Indian schools.
- To provide the toilet facility to all Aanganwadis.

This mission will help to make clean India's tourist destination which will bring more people and will also bring a paradigm shift in the country's global perception (Chaudhary, 2017).

### 3. REVIEW OF LITERATURE:

Singh (2018) said in the article on Impact of Swachh Bharat Abhiyan Swachhhta Abhiyan has really a great impact on Indian society. People are taking an initiative to clean the village, society, colony, city, railway platforms, etc. A series of awareness campaigns by the district administration, state govt., and central govt. made the people conscious about the hazards of pollution. Aswathi (2018) mentioned in the paper in regards to Swachh Bharat Abhiyan Gramin was implemented with the aim of making rural area in India open defecation free. There were several other activities which were implemented as a part of Swachh Bharat Abhiyan Gramin, these programme were categorized into Inter ministerial collaboration and inter-sectoral collaboration. Capacity Development activities to increase awareness among the rural masses and generation of demand for sanitary facilities. Capacity building is essential for effective implementation of the programme. There should be a tie up with International institutions of repute for mandatory training of Centre/State officials engaged in the sanitation sector. It is desirable that a national level institute on water and sanitation on the lines of National Institute of Rural Development is to be set up by the Ministry for capacity building at various levels. This suggestion has also been made by the Working Group on Rural Domestic Water and Sanitation for the 12<sup>th</sup> Plan 2012-17. Government of India along-with the State Governments has been endeavoring for achievement of sanitation goals and also for promoting partnership with public, private and nongovernmental agencies for improved provisions, maintenance and management of sanitation facilities.

Mohapatra (2015) concluded by a better and healthier tomorrow is not only the government's responsibility but a collective duty to be shared by all the citizens of the nation. Proper sanitation provisioning is a step towards a better hygienic environment. It's a step taken by Government of India, if not new, is definitely a step to create awareness and encourage people's participation towards achievement of goals of total sanitation for all. Evne (2014) studied the objective of Swachh Bharat Abhiyan. The study mainly focused on impact of Swachh Bharat Mission on Dalit Community in India. The study concluded that every citizen of the country should be clean and have hygiene and think of progress rather than waiting for government to make this plan successful. Badra and Sharma (2015) studied the managerial implication of Swachh Bharat Campaign. The study also suggested the measures to increase participation and effectiveness of Swachh Bharat drive. The study concluded that teamwork and patriotism are values which the government wishes to inculcate among students and ordinary citizens. The active involvement of celebrities in neighborhood initiatives lends credence to the drive. Rao and Subbarao (2015) studied the issues and concerns of Swachh Bharat Abhiyan. The study also focused on Gandhian concept of sanitation. The study concluded that it is the opportunity and responsibility of the citizens, media, social media, civil society, organizations, professionals, youths, students, and teachers to declare their ownership of the campaign by simply reporting the instances of manual scavenging. Thakkar (2015) studied the objective, merits and importance of Swachh Bharat Mission. The study also focused on impact of Swachh Bharat Mission on health and education sectors. The study concluded that the mission of Clean India or Green India is an appreciable step of Modi Government.

Jain and Ruhela (2016) stated in their study, a sense of responsibility has been evoked among the people through the clean India Movement. With citizen now becoming active participants in cleanliness activities across the nation, the dream of clean India once seen by Mahatma Gandhi has begun to get a shape. People from different sections of the society have come forward and joined this mass movement of cleanliness. From government officials to Jawans, Bollywood actors to the sport persons, industrialist to spiritual leaders, all have lined up for the noble work. Millions of people across the country have been day after day joining the cleanliness initiatives of the government department, NGOs and local community centres to make India clean. Organizing frequent cleanliness campaigns to spreading awareness about hygiene through plays and music is also being widely carried out across the nation. Voluntary social services have been an integral part of the sociocultural and religious ethos of our society from ancient times. The objective has been to increase human capacities by promoting noneconomic factors such as education, health and nutrition, which in turn would speed up the process of economic development. The role of NGOs is both

co-operative and complementary to the state. The existence of NGOs assumes importance in the context of rural settings, as living conditions have deteriorated. State-NGO partnership alone cannot resolve all the socio-economic problems; hence it has to be in co-ordination with all agents of social change, i.e., the state, local self governments, the corporate sector, academics and civil society groups on the awareness of swachh bharat mission and it needed to be practice for the Indian Rural Development (Yakanna, 2017). Mohapatra (2015) described that despite the landmark improvement in sanitation in India, the nation lags behind many other nations whose GDP is far below us. Around 53% of population is openly defecating, out of which the women and children are the hardest sufferer. As health and environment is a state subject and sanitation directly affects the health and environment and hence sanitation also becomes a state subject. So the success of this scheme depends directly upon the role of state in terms of its implementation and vigilant management. Thus the scheme proposes that each state can adopt their self-determining technology but that needs to match or be above the set standards provided by center.

#### 4. DISCUSSION AND SUGGESTION:

The SBM has witnessed unprecedented citizen participation as well as garnered huge political support. The rise in sanitation coverage has supported substantially in moving forward in achievement of SDG, specifically in realizing the goal of access to sanitation facilities. Sanitation practices should be included in school curriculum from the first standard itself. In each school and college, a team of students called the 'Swachhta Senani' may be formed to spread awareness about sanitation and cleanliness. Swachh Bharat Abhiyaan may be set up both at National and State Level for coordination, guidance, support and monitoring of the programme in regard to rural development. Ministry of Drinking Water and Sanitation (MDWS) with two Sub-Missions, the Swachh Bharat Mission (Gramin) and the Swachh Bharat Mission (Urban). The Mission shall strive for this by removing the difficulties that were hindering the progress, including partial funding for Individual Household Latrines from Mahatma Gandhi National Rural Employment Guarantee Act (MNREGS), and focusing on critical issues affecting outcomes (Jain & Ruhela, 2016).

#### 5. CONCLUSION:

The core objectives of the Swachh Bharat Mission (SBM) are to bring about an improvement in the general quality of life in the rural areas, by promoting cleanliness, hygiene and eliminating open defecation and to accelerate sanitation coverage in rural areas to achieve the vision of Swachh Bharat in regard to Rural Development. This mission cannot be successful without the support of each and every Indian. PM also asserted that Swachh Bharat Abhiyan should be a combined effort of government as well as people. Swachh Bharat Mission will financially benefit each and every citizen of India.

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