



CLEAN INDIA - A 'CLEAN NATION' IS 'A HEALTHY NATION

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Abstract

Health depends on cleanliness and cleanliness means health. Linked so closely are two inseparable concepts. We have observed that lack of cleanliness in the surroundings have given rise to major diseases. Clean India Mission or Clean India drive is also called as the Swachh Bharat Abhiyan. It is a national level campaign run by the Indian Government to cover all the backward statutory towns to make them clean. This campaign involves the construction of latrines, promoting sanitation programmes in the rural areas, cleaning streets, roads and changing the infrastructure of the country to lead the country ahead. This campaign was officially launched by the Prime Minister, Narendra Modi on 145th birth anniversary of the Mahatma Gandhi on 2nd of October in 2014 at Rajghat, New Delhi. We discuss the various aspects of the campaign and its working in the given paper.

Key- words: - Waste, Clean India, Developing Countries, Solid Waste, Waste Management

INTRODUCTION

Ecology/Environment, Economy/Employment, Equity/Equality, all these 3E's are important in Sustainability, as it gives us strategy to move from unsustainable practice to a global relationship with nature that reconfigures not only human relationship with the earth and its biological diversity but also the structure of values for integrating ecological and economic issues (Munier. N, 2005). India's rapid population growth only magnifies the problem. The urban population has grown at a rate of more than 20 percent each year since 1980 and is projected to reach a rate of more than 30 percent by 2015. Many argue that the country's poorly organized waste management scheme will continue to result in serious health problems and irreversible damage to the environment. Most agree that the government, industry and citizens need to work together to make major improvements (Singh. K. The CSR Journal).

Under those circumstances, global population rose to 6.9 billion in 2010 and the majority of people live in developing countries (UN-HABITAT, 2006-2007). A major challenge is how to manage the ever-increasing waste generated, especially in developing countries already lacking a sufficient public service infrastructure to manage municipal waste, and where poverty and unplanned settlements lead to unmanaged waste.

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". Unfortunately, India became lack of cleanliness and sanitation even after 67 years of independence. 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.

WHAT IS THE MISSION

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. 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. (Clean India Journal. Creating Cleanliness). According to government data, in January 2015, 7.1 lakh individual household toilets have been built under this dream project. This number is considered the highest for any month since its launch in October 2014. 31.83 lakhs individual toilets have been built until January 2015. So far, Karnataka is the best performer by achieving 61% of the target while Punjab is the worst performer by achieving 5% of the target (Sharma. Y. February, 2015). To give a fillip to the Total Sanitation Campaign, effective June 2003 the government launched an incentive scheme in the form of an award for total sanitation coverage, maintenance of a clean environment and open defecation-free panchayat villages, blocks and districts called Nirmal Gram Puraskar. Effective 1 April 2012, the TSC was renamed to Nirmal Bharat Abhiyan (SBA). On 2 October 2014 the campaign was launched as Swachh Bharat Abhiyan (Coates. S; Dulk. D.C. November, 2014. Elsevier connect).

NEED OF THE MISSION

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 given points proving the urgent need of clean 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 to implement the proper waste management through the scientific processes, hygienic disposal, reuse, and recycling of the municipal solid wastes.
- ❖ It is to create global awareness among common public living in rural areas and link it to the public health.
- ❖ It is to support working bodies to design, execute and operate the waste disposal systems locally.
- ❖ 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.

HOW ECONOMY DEPENDS ON CLEANLINESS

In spite of the beautifully conceptualized global advertising campaign about Incredible India, India still has a meager 0.64% of the total tourist arrivals worldwide. Tourism in China has hugely expanded over the last few decades, making China the fourth most visited country in the world with over 56 million (5.1%) arrivals and a whopping business of a US \$52 billion. China's tourism strategy depicts a high sense of discipline and hygiene, and single-minded objective of a great tourists' experience.

Thailand is also amongst the top-10 tourism destination in the world. Thailand attributes its success to low unemployment rate (7th lowest in the world), 90% of population above poverty line, relatively developed. But, the India is lagging behind in one very important aspect called, cleanliness. Lack of adequate sanitation and food safety leads to cross contamination which causes severe diseases. The Centres for Disease Control and Prevention (CDC) reports that between 20% and 50% of international travelers suffer from diarrhea, due to ingestion of contaminated (mostly fecal) food or water infected with E coli. India along with other developing nations is burdened with the stigma of causing diarrhea to travelers, which is ironically called "Delhi-belly". India needs to develop the facilities by revamping

public utilities and keeping them clean, focusing on safe food & water, training cleaning staff and preserving the environment. This complex task needs to solve one more issue, which is creating a dignity and quality of life for the cleaning staff and their families. At the face value, this job may appear unreasonably complex.

However, it can be executed at a nominal cost by adopting a partnering approach, especially between the users and the vendors; for example, between 5-star hotels and manufacturers of commercial cleaning solutions. The latter can regularly train the cleaning and kitchen staff of hotels with the intention of sustainability and objective of attain assessments can be utilized to highlight and encourage best performers and set new standards (Clean India: community led environment action network).

CONCLUSION

A significant investment in cleanliness, hygiene training, maintenance and human resource linked to Swachh Bharat Abhiyan will certainly support the Incredible India Campaign. Not only this, it can be a direct influence on the medical tourism, increasing its scope even further. The days are not too far when we will send off tourists with fond memories of a cleaner and welcoming India, adorned with cultural heritage, aesthetic artifacts, rich flora & fauna and natural scenic beauties. Trash is closely connected to every environmental problem we face today, from climate change and habitat destruction to water pollution and chemical exposure. It's also intensely personal and impacts every decision in our daily lives, including everything from how much money we spend to how much weight we gain. Swachh Bharat Abhiyan should not be a mere re-branding exercise.

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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