

Potential Socio-economic Impact of Swachh Bharat Abhiyan in India

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Abstract

Swachh Bharat mission is very necessary to run constantly in India until to attain its goal. It is very necessary for the people in India to really get the feeling of mental, physical, social and intellectual wellbeing. It is make to advance living status in India. It is started by India in real sense to taking all over of cleanliness. The Swachh Bharat Mission aims to cover almost 1.04 crore households of Urban areas in order to provide them 2.5 lakhs of community toilets and 2.6 lakhs of public toilets, in every town together with the solid wastes management. Gramin Swachh Bharat Mission is that a mission which executing cleanliness programmes in the rural areas of India. By the Government of India was established in 1999 Nirmal Bharat Abhiyan to make rural areas clean which is also called Total Sanitation Campaign, (TSC), now it has been updated into the Swachh Bharat Mission (Gramin) The aim of this campaign to make rural areas free of open defecation till 2019, for which the estimated cost has been 1.34 crore rupees for constructing approximately 11.11 crore toilets in the country. Thus this study tries to trace the potential socio- economic impact on India. The country has a big plan to converting waste into bio-fertilizer and useful energy forms. This mission has involved for the participation of Zila Parishad and Gram Panchayat, Samiti.

Keywords: Abhiyan, Impact, Society.

Introduction

Our Prime Minister Sri Narendra Modi was initiated the programme of Swachh Bharat mission with a view to make Clean India. It has launched on October 2nd in 2014, Swachh Bharat Mission guided to every Indian inhabitant to take up the responsibility in keeping the country clean. The Prime Minister indicated 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. Towards the cleanliness he wished everyone to devote a 100 hours every year, 2 hours in a week. With the regards to

his own words, the PM proceeded with the mission by taking a broom and cleaning a part of the city by himself. He also nominated personalities and public figures from various walks of life to carry forward of this functions. This act of engaging in cleaning up work places, homes, city and villages collectively would bring in a drastic reduction in littering of waste and pollution. The Prime Minister's advice and initiative should not be taken up with deaf ears but should be accepted with a change in the collective mentality of the public as well as the government officials at all levels. Proper sanitation and systems should be in place to dispose waste and maintain cleanliness. Anti-litter campaigns should be held to create awareness among the general public and motivate them to take up the broom. Stringent enforcement of the law is also a necessity to maintain this attitude and sanitation. Funds should be collected and allocated to provide proper sewage systems, public toilets and garbage disposals across the country. Urban areas are the most severely affected from improper wastage disposals, so a collective education to citizens can ensure that their cities are kept clean. The Swachh Bharat Mission is a huge movement that if taken forward can bring about a massive change in both the country's outlook as well the citizen's attitude. Waste reduction, reduced littering and pollution will pave way for a productive and healthier state of mind.

- **Need to change mind-sets:** If Mahatma Gandhi and Prime Minister can do, why we cannot maintain cleanliness.
- **Anti-litter campaigns:** Create awareness in our apartment, community and neighbourhood and motivate people to take up the broom.
- **Share Pictures:** Public can share pictures of unclean spots in our neighbourhood and the same spot after the cleanliness drive.

Stop complaining & start participating: This should be the mantra for the success of the Swachh Bharat Mission.

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, central govt. and state govt. made the people conscious about the hazards of pollution. Swachh Bharat Mission is trying to plug financial loss on health matter and help to ease the burden on existing health care facilities which will help to boost our Indian economy. The Swachh Bharat Mission is going to boost our tourism. Definitely the tourists will increase because tourists are getting better surrounding than before with the increase in tourism our income automatically will rise. But we have a mass of people who are still today not aware. People of villages especially those who are not well educated spit pan, gutkha, tobacco on roads and public places. They eat some stuff in bus, train and throw wrappers on road, not in dustbin. Some people have not changed their habits. To make Swachhhta Abhiyan successful we need more campaigning to create awareness.

Estimated economic Impact on industry sectors from Swachh and Clean India

While the government of India initiate programmes of the nature of Swachh Bharat Mission (SBM), and their execution is undertaken by multiple stakeholders, with consequent effect on various industry subsectors. SBM, when disaggregated into main components has diverse industry affects:

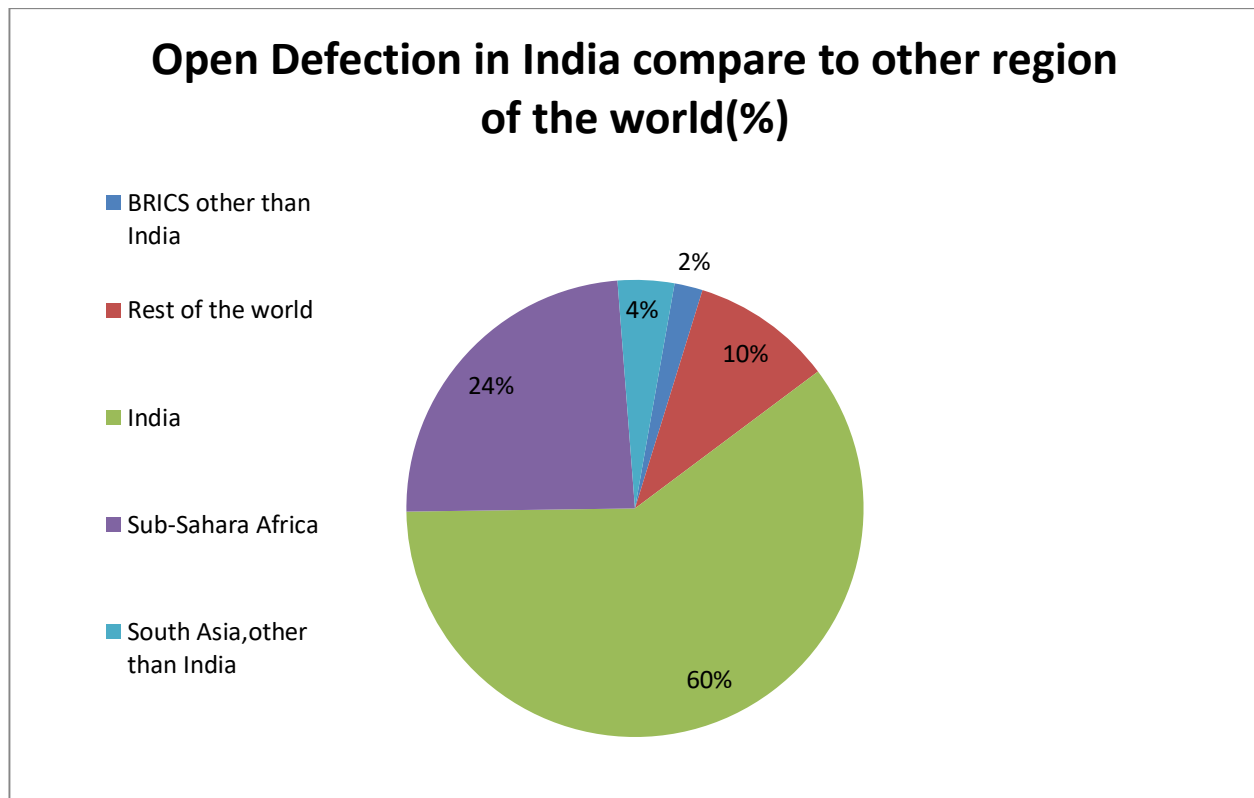
- Construction Industry,
- Equipment Suppliers,
- Service Providers,
- Consumer goods,
- Training and knowledge sharing agencies and
- Banking and financial sector.

PART A: SCOPE FOR INDUSTRY PARTICIPATION IN SANITATION

BRIEF INTRODUCTION TO THE SCALE AND NATURE OF THE SANITATION CHALLENGE

In India these are historic times in the field of sanitation .The theme of “Swachh Bharat”, described by the Prime Minister of India as “a massive mass movement that seeks to make a Clean India”, it has captured the imagination of a large population of India. This is being followed as a primary development goal of the country. India is well known largest numbers location housing by its people without access to improved sanitation. Whereas India has 17.5 percent home the world’s population, it close to 60 percent number of people globally they do not have toilets and defecate in the open, live in India (see **chart 1 and table 1**). The scale of the problem is replicated within India also, where more than 50 percent of the population do not have access to toilets and do not use them. To solving India’s sanitation problem therefore is both a national and as well global priority. These massive numbers of population are not gaining access or using adequate sanitation facility has led to both India, and the world as a whole, it is not meeting the sanitation goals it had set itself, as part of the Millennium Development Goals (MDGs).

Chart 1: Open Defecation in India compared to other regions of the World (%)



Source: WHO-UNICEF, 2015. Joint Monitoring Program



Table 1: India's performance on Millennium Development Goals (MDGs): drinking water and sanitation

%

		Year1990 Actual/ Est. value	Latest status(201 2)	MDG Target 2015	Likely achievemen t 2015
Households with sustainable access to an improved water source	Urba n	87	95	94	98
	Rural	59	89	79	96
Household without access to sanitation	Urba n	24	9	14	11
	Rural	87	59	47	61

Source: MOSPI 2015**Potential socio – economic impacts on manpower requirements from Swachh and Clean India**

SMW and Sanitation sectors are labour intensive, and would add to job opportunities across the unskilled and skilled labour markets. It is estimated that to construct individual toilets alone, 160 crore person-days are required; this is nearly 5.5 percent of a 5-year annual average of the Mahatma Gandhi National Rural Employment Guarantee Act (MNREGA) person-months consumed. The programme also provides for Rs. 7,700 crore of IEC and capacity-building opportunities, and Rs. 5.5 lakh crore (for ten years) of O&M opportunities to various service providers in sanitation and solid waste management sectors.

Swachh and Clean India contribution to the GDP and possible impacts

India's GDP for the year ending March 31, 2015 was Rs. 106.44 lakh crore. Investments estimated for sanitising India (CAPEX) for five years in line with SBM and associated components as in the base case of this report is approximately Rs. 3,89,642 crore. This sanitation expenditure is expected to be significant and these estimates show that it could be upto 0.7 percent on an annual basis for the next five years. This spike in investments in sanitation could lead to the mitigation of the estimated 6.4 percent GDP losses in India (Tyagi et al, 2008). The estimate of losses undertaken in 2007 did not monetise environmental pollution and mitigation costs. This reflects that as per this report's estimates the spike in spending over the next five years, and the returns to the economy from Swachh India investments if implemented and adopted in a time bound manner could be 3-4 times the investments made. The benefits to the economy and society potentially are even greater as there are a number of benefits which have not been quantified, including the potential impact on the infant mortality rates, and climate resilience. This effort when planned well, could provide the equity and dignity issues that it will help address that it will help address. The above description of economic impact shown in following table no.2.

Table 02

Estimated economic impact on particular industry sectors

SN	Industry	Unit	Size	Programme Contribution	% Impact
01	Microfinance	Rs,Crore	27,900	66,759	239.3
02	Fast Moving Consumer Goods-FMCG (Soaps)	Rs Crore	13,200	1810	13.7
03	Construction	Rs. Billion	4,930	581	11.8
	Bricks	Billion	140	103	14.7
	Steel	Units			
		Million	23	07	6.1
		Tonnes	325	56	3.4
	Cement	Million Tonnes			
			3200	274	171.5
04	Sanitary ware	Rs.Crore			
		Rs. Crore	4,16,000	41,600	10
	Equipment (MSW+Vaccum Trucks)				

Sources of information

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OBJECTIVES OF THE STUDY

The objectives of this research have been as follows:

- i. To assess the potential social impact of Swachh Bharat Abhiyan of Indian society.
- ii. To study the potential economic Impact of Swachh Bharat Abhiyan on some industries growth and its development.

Research Methodology

This research paper used the secondary data base techniques of research methodology. All the authentic sources of information's have been used like report of centre for policy research and valuable references have been taken from relevant articles. The depicted tables of this paper the statistical tools were used as percentage.

Finding and Conclusion

Pollution free India would be best tribute to the father of nation as Mahatma Gandhi Ji. The Swachh Bharat Abhiyan is a mass movement organized by the government of India for cleaning the nation. It is a cleanliness mass movement as Swachh Bharat Abhiyan and takes into action by the honourable PM Mr. Narendra Modi. It is a most valuable expedition for the brighter future for the country. Thus we should need to all aware about this ambitious expedition. This is a political free mission of the country and this campaign is vastly focuses on the welfare of the nation. The main aim behind of this prestigious expedition is to motivate people to make India clean. Teachers, students, and common people are participating in this "Swachh Bharat Abhiyan" with big hits and fire. The main aim of cleanliness campaign is to publicise the mission programme of awareness globally. This program includes construction of bathrooms at the public areas, and promoting sanitation awareness especially in rural areas, bringing behavioural changes, cleaning street to people, and to converting India as an ideal country in front the world. At initial there were nine people who agreeing to this campaign and firstly invited to this program and continue the chain likewise. By this way there would be a massive chain of people who can involve in this expedition and to make it a successful programme. Through the successes of this programme it would directly or indirectly draw the attention of corporate investors in India .In this sequence it also draw the attention of tourist's attraction would be more from all over the world. Thus it would give us more serious outcome of economic growth for India. For this purpose there are various brand ambassadors are nominated by the Prime Minister of India to make successful and induce to this programme. This mission also facilitates to the participation of private sectors towards make India clean.

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