

Contemporary Insights over Swacch Bharat Mission

Deepak Kumar

Assistant Professor of Public Administration

ABSTRACT: Swacch Bharat mission has indirectly touched so many social issues while focusing only on toilet construction and open defecation free India. For example, it is trying to modify the traditional social evils of manual scavenging, untouchability, castism, purity- pollution concept of Brahmins, taboos related to cleanliness of house premises. While touching all these extra sensitive issues at a one single go, this policy has been fighting like a great social reformer of 21st century, and it is further expected from the mission, that it will someday impact the problems of alcoholism, drugs, domestic violence and disintegration of joint families.

KEYWORDS: SANITATION, SWACHH BHARAT MISSION, HYGIENE

INTRODUCTION: Achievements claimed by this rural sanitation policy, is about its coverage which has gone from 39 percent to 67 percent in just three years. Using Medias, of various contexts have further added new millstones in people's behavior modification, agendas like "Darwaza Bandh" have made significant improvement in general masses mentality regarding sanitation. Efforts can also be seen practically where making of functional toilet has been made a compulsory qualification for registration in Panchayat elections. Two states have emerged in forefront that is Haryana and Rajasthan, which literally demonstrates the determination of states governments regarding a central government programme. It has also been observed that, swacch bharat mission has instigated a sense of contribution among general people, as more and more ideas are coming involuntarily, it seems like people themselves want this agenda a success. Prevailing environment suggest that this mission can become a success only when the beneficiaries and the governments at various level runs parallel , helping each other, with mutual cooperation .Not only can the people alone, neither the government can do miracles to put a sanitation milestone, it is the team work that can yield something worthy and sustainable. .

While there is no denial this mission has also marred with many shortcomings like Swachh Bharat Kosh, which is a common fund created for Swachh bharat mission has not taken its intended flights in right directions, the participation of private player by the name of corporate social responsibility is very less and insignificant, money allotted finds its way towards mere construction of toilets and very less towards information education and communication. The data collection methodology of Swachh Survekhsahn is not up to standards. Mission finds itself heavily struggling with people's behavioral change only which puts and heavy financial crunch over state governments.

Another concept is of "Participation" which becomes really important while driving a social policy at mass level, local participation of people with government, with Ngo's and private corporate to make an environment of proper assessment, for proper success of social auditing. It has been noted that social audit is proving highly beneficial in swacch bharat mission. Participation helps an overall assessment; some state governments have come after rewarding the local panchayats for making their constituencies open defecation free just because of having a proper responsive auditing system.

This mission is showing exemplary data regarding how people are getting conscious about building and utilizing toilets plus how they try to stop open defecation, however, very little change has been created in their attitude to deal with mentality of treating their surroundings. Indian people still hesitates in keeping public places clean. Today we are enough aware about our home premises cleanliness but we literally fails in recognizing the benefits of a clean society out there .The roads ,streets ,parks remains at the helms of government liability and we act like ' '

we just don't care'' and it's literally don't come at our pocket of responsibility. This is all happening because of our faulted system of not having any grievance redressal wing which can highlight such cases in public as a duty.

It is further criticized that what is the rationale behind Constructing toilets and toilets everywhere when this mass making of infrastructure is not being backed by any system of wastewater management, proper sewage sites and disposal plants. Our villages lacks proper drainage system, lacks the transportation system for waste disposal, lacks the manpower and machinery used to clean latrine pits. So when government commits for a single cause it has to see its repercussions related. If there is no supportive system of proper waste management to sustain this mission, it stands nowhere.

Some defects and social taboos are also arising while running a revolutionary policy nationwide. One of the leading concerns is related to Patriarchal mindset, society itself doesn't want to change its traditional beliefs and archaic practices. For example dumping of household waste in rivers, even Holy River like Ganga is flowing with highly toxic level which has never been noted before. Toilets with pit system require frequent cleaning which is frowned and disliked by upper castes. This patriarchal mindset also hinders the working habits of policy related workers. Apathy is related to efficiency in work culture of volunteers and manpower related to sanitation .mostly people associate at village level are found to be unskilled and non professional in dealing with hygiene .here, government of India has another onus of creating training avenues for such people.

Data collected over the safai karamchari andolan displays over 1300 deaths occurred due to manual scavenging. This practice however is barred by the law, which is still followed by the lower caste people for living expenses .doing such derogatory work for money in 21st century while having the democratic welfare governments displays a very low image of our nation globally. No matter how fast our economies are emerging, these defamatory practices maligns the whole image and put a tag of still a ''developing country''. Despite the stringent law against manual scavenging and initiatives like Garima Abhiyaan, India still have seven lakh people associated with this. So we can see even government policies stands fail if the society doesn't want a change, which is internally realized and mutually adjustable. Nowadays India has seen a dream of so called ''smart cities''. Efforts have been made of digitizing everything for a smart city, a city which has proper planning for transportation, communication, population, trade and entertainment .this dream of smart city will never get a meaning if its lacks the sanitation angle left with layman approach .so what we need is Persistent creation of infrastructure, and planning it with a sustainable approach, proper watchdog agency, awareness campaigns and penalizing defaulters at one single go.

Today, India needs a future in sanitation, all by its name of reputation among developing countries. There is no need to exaggerate that we are moving fast enough. However, this reputation comes with an onus of being superior, futuristic, progressive and sustainable .while dealing with cleanliness, India, today needs innovative ideas which may seems vague and challenging right now, but can prove beneficial in future. We need more and more research and development regarding Bio energy plants .till now , we have been engaged in basic waste collecting and disposal techniques, howsoever polluting it may be, howsoever unhealthy and non renewable it may be, but it has to be changed if we need a future in cleanliness and energy . Bio energy, waste based energy plants are the real future where scientifically converting of waste to energy is achieved through modern research. We are having such huge population loads on our back today, and we just can't dig the soil and burry the billions of tons waste, even hazardous waste to further imbalance the ecological balance of our crust and water horizons below. We need to improve our waste burning techniques, chemical waste disposal methods, industrial effluents treatment ways, sewage disposal sites and even the Sewage design system which is highly choked by the immeasurable pressure of population. The cost of disposal waste is being paid by the hydrological cycle, atmosphere and lithosphere. As today, water horizons below the earth crust are getting poisonous, the chemical composition of earth crust in changing disastrously. This is indirectly affecting our farming, cultivation and irrigation cycles. Waste disposals thrown outer skirts of cities under open sky become the danger zone for sub urban towns and villages nearby. Unknown viruses and bacterial diseases are being happening frequently. Cases of mixing non organic waste with organic, without proper segregation techniques and further using it as organic manure in farmlands are coming up.

Traditional knowledge regarding soil and fertility is being challenged through urban added aspects. Poor people are being seen to have to pay for someone else's cost. Urban areas are becoming factories of hazardous waste, all the way to shift their self-created filth to rural neighbors. So here we have another social stigma added, "pollution of poverty" on the cost of modernity. The already not so well profile of rural areas are being further burdened with dirty environment, diseases and non-aesthetic surroundings which is highly unprogressive for their personal development. But actually, who really cares? Another question arises as for how long we can keep doing this? , how far we can go transferring our filth here and there?

CONCLUSION: One of the most innovative ideas regarding behavioral change among people for sanitation is found to be rooted in our schools. Basic education for children is the key to reform the next generation's styles and attitudes, governments should be more sensitive towards primary education curricular, syllabus and topics of cleanliness. Habits can only be installed at a younger age for which institutions like schools have to come forward. This one single step can change the coming culture of our modern civilization. Examples can be taken from developed countries like Japan, where up to 5th standard; teaching classes are given regarding manners and moral habits only.

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