

Swachh Bharat Mission: Challenges

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Introduction

In order to pay a tribute to Mahatma Gandhi on his 150th birth anniversary, India has pledged to become Open Defecation Free and clean by 2nd October 2019. It is under the mandate of the Swachh Bharat Mission (SBM), launched on 2nd October 2014, that this objective is slowly but steadily being pursued and achieved, while gradually evolving into a 'janandolan' in the process. Swachh Bharat Abhiyan is a Swachh Bharat Mission (SBM) lead by the Government of India, which stated that: Make India a Clean India. A multi-pronged strategy is being used by the Ministry to implement SBM-Urban and SBM-Rural which includes creation of an enabling environment for states and cities to roll out SBM at their levels by empowering and building their capacities and simultaneously encouraging citizens and other stakeholders to actively participate in the Swachh Bharat Mission.

It is India's largest ever cleanliness drive. The objectives of Swachh Bharat are to reduce or eliminate open defecation through construction of individual, cluster and community toilets. The concept of SBM is to provide sanitation facility to every family, including toilet, solid and liquid waste disposal system, village cleanliness and safe and adequate drinking water.

Objectives

This paper analyses the Swachh Bharat Abhiyan objectives, challenges, achievements and role of Corporate social responsibility.

Methodology

The data collection of this work is secondary sources like periodicals, journals, books, reports of central and state governments and, websites were referred. Other than this special articles in newspapers are considered for the study.

The Swachh Bharat Abhiyan (SBA)

Swachh means cleanliness or hygiene. Mahatma Gandhi said “Sanitation is more important than independence”. He made cleanliness and sanitation an integral part of Gandhian way of living. His dream was total sanitation for all. He used to emphasize that cleanliness is most important for physical wellbeing and a healthy environment. Sanitation and drinking water in India has always been the central issue.

The Swachh Bharat Abhiyan (SBA) plans to make India Open Defecation Free (ODF) India by 2019 through construction of individual, cluster and community toilets, villages will be kept clean, with solid and liquid waste management through Gram Panchayats. Water pipelines have to be laid to all villages enabling tap connection into households on demand by 2019. This is to be achieved through co-operation and convergence of all Ministries, Central and State schemes, CSR and bilateral/multilateral assistance as well as new and innovative ways of funding such interventions. India is home to 1.21 billion people, about one-sixth of the world’s population. The rural sanitation coverage in the country was as low as 1 per cent at the beginning of the 1980s. According to the Census 2011, about 72.2 per cent of the Indian population in 16.78 crore households stay in around 638,000 villages. Out of this, only 5.48 crore households (32.7 per cent) had access to toilets which means that 67.3 per cent of the rural households in the country still did not have access to sanitation facilities. Later, as per the Baseline Survey, 2012-2013, carried out by the Ministry of Drinking Water & Sanitation through the States, 40.35 per cent of rural households have been found to have access to toilets.

Objectives of SBA

The objectives of Swachh Bharat Abhiyan are as follows:

- a) Construction of personal, cluster and community toilets.
- b) To reduce open defecation. Open defecation is one of the main causes of deaths of thousands of children each year.
- c) The Swachh Bharat Mission will make an initiative of establishing an accountable mechanism of monitoring toilet use.
- d) To create awareness in public and tell about the drawbacks of open defecation.

- e) Promotion of toilets use.
- f) Changing people's mind set and behavior.
- g) To keep villages, clean for this proper treatment and management of disposal of solid and liquid waste management through Gram Panchayats.
- h) To frame-up water pipelines in all villages and rural areas, ensuring a regular water supply to all households by the year 2019.
- i) To make separate toilets for girls and boys in all schools and Aanganwadis.

Challenges

About 590 million persons in rural areas defecate in the open. The mindset of a major portion of the population habituated to open defecation needs to be changed. Many of them already have a toilet but prefer to defecate in the open. The biggest challenge, therefore, is triggering behaviour change in vast section of rural population regarding need to use toilets. Other issues like problems of convergence between MNREGA and NBA (Nirmal Bharat Abhiyan), need for availability of water for use of toilets, how to deal with toilets already constructed which have become defunct and dysfunctional, inadequate dedicated staff at the field level for implementation of rural sanitation, have also to be dealt with.

Another big challenge in urban areas is the storage, collection, transportation, processing, recovery, and disposal of solid waste results into very difficult task for solid waste management.

Corporate Social Responsibility (CSR)

The provision of Section 135 of the Companies Act, 2013, Schedule VII of the said Act, and the Companies (Corporate Social Responsibility Policy) Rules, 2014 have come into force only from 01.04.2014. This is the first year of the implementation of Corporate Social Responsibility (CSR) by companies under the Act. Details such as the amount spent and nature of activities undertaken by the companies would be available only after the mandatory disclosures of CSR expenditure are made by companies, which would be due after September, 2015. Swachh Bharat Abhiyan and Clean Ganga Mission have been included as CSR activities under Schedule VII of the Companies Act, 2013 from 24th October, 2014. CSR provisions within the Act is applicable to companies with an annual turnover of Rs. 1000 crore and

more, all the net worth of Rs. 500 crore and more. The act encourages companies to spend at least to spend of their 2% of net profit in the previous 3 year on CSR activities.

Role of CSR in Swachh Bharat Mission

The government had launched the 'Swachh Bharat Kosh', a fund that will be utilised to build toilets in schools, rural and urban areas to achieve the objective of cleanliness across the country, in 2014. The fund seeks "channelisation of philanthropic contributions and Corporate Social Responsibility (CSR) funds", according to the guidelines issued by the government.

The Swachh Bharat Kosh (SBK) has received Rs 253.03 crore from CSR funds.

Achievements

India's Swachh Report Card reveals that the sanitation coverage in Rural during 2014 till October 2nd was 38.70%. Total of 31.83 lakh toilets were built between April 2014 and January 2015 under this campaign, which is 25.4% of the target for 2014-15. Over the next 5 years, the government plans to invest nearly Rs 2 lakh crore to construct 12 crore toilets.

Conclusion

The Swachh Bharat Abhiyan targets of complete sanitation in the five years is aiming to change situation and behaviour of India. SBA shows an increasing trend in health and hygiene awareness with improvement in sanitation coverage. The community is aware about hygiene and sanitation. The PM has rightly asserted that Swachh Bharat Abhiyan should be a combined effort of both the Government as well as the people. Every citizen of the country should take it upon himself to make this campaign a success rather than waiting for the government to do.

References

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