

Swachh Bharat

Introduction:

Swachh Bharat Abhiyan is a Clean India drive and Mission launched as a national campaign by the Indian Government aimed at maintaining cleanliness of streets, roads and infrastructure of the country. Indian Prime Minister, Narendra Modi has officially launched this mission on 2nd of October (the birth anniversary of the Mahatma Gandhi) in 2014 at Rajghat, New Delhi. While launching the event Prime Minister himself had cleaned the road. It is the biggest cleanliness drive ever in India where approximately 3 million government employees including students from schools and colleges took part in the cleanliness activities.

On the day of launch of the event PM himself has nominated the name of nine people to participate in the cleanliness drive in their own areas. Schools and colleges have participated in the event by organising many cleanliness activities according to their own themes. Students of India participated in this event. PM had also requested to all those nine nominees to call another nine people separately to participate in this cleanliness drive as well as continue the chain of calling nine people by each and every participated candidate of the mission until the message reach to the every Indian in every corner of the country to make it a national mission.

Aim of the Mission:

This mission aimed to join each and every Indian people from all walks of life by making the structure of branching of a tree. Swachh Bharat mission aimed to construct individual sanitary latrines for household purposes for the people living under poverty line, converting dry latrines into low-cost sanitary latrines, provide facility of hand pumping, safe and secure bathing, set up sanitary marts, construct drains, disposal of solid and liquid wastes, enhance health and education awareness, provide household and environmental sanitation facilities and many more.

Earlier many awareness programmes (such as Total Sanitation Campaign, Nirmal Bharat Abhiyan, etc) about the environmental sanitation and personal cleanliness were launched by the Indian government however could not be so effective to make India a clean India. The main objectives of Swachh Bharat Abhiyan are removing the trend of open defecation, changing insanitary toilets into pour flush toilets, removal of manual scavenging, proper disposal of solid and liquid wastes, bring behavioural changes among people, enhance awareness about sanitation, facilitating the participation of private sectors towards cleanliness facilities.

First nine nominated people by the PM of this abhiyan are Salman Khan, Anil Ambani, Kamal Hassan, comedian Kapil Sharma, Priyanka Chopra, Baba Ramdev, Sachin Tendulkar, Shashi Tharoor and team of Taarak Mehta Ka Ooltah Chashmah (a most famous TV series). Indian film actor Aamir Khan was invited to come on the date of launching of the mission. There are various brand ambassadors who have been chosen by the PM to initiate and promote the abhiyan of Swachh Bharat in various fields. He had also nominated some other people (Akhilesh Yadav, Swami Rambhadracharya, Mohammad Kaif, Manoj Tiwari, Deviprasad Dwivedi, Manu Sharma, Kailash Kher, Raju Srivastava, Suresh Raina) on 8th of

November in 2014 and (Sourav Ganguly, Kiran Bedi, Padmanabha Acharya, Sonal Mansingh, Ramoji Rao, etc) on 25th of December in 2014.

Conclusion:

Other programmes like Swachh Bharat Run, Swachh Bharat apps, Real-time monitoring system, Swachh Bharat short film, Swachh Bharat Nepal – Swasth Bharat Nepal Abhiyan and so many has been initiated an implemented to actively support the purpose of the mission.