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Redefining Clean India Vs Sustainability Development Goal

Shivani Gupta*, S. Nikhil Gupta**, Naveen Gupta***

Abstract

"Cleanliness is next to Godliness." The battle of clean India development is the greatest step taken ever as a cleanliness drive till date. India's History is extremely rich and varied-a history to be proud of and to learn from. Nirmal Bharat Abhiyan (NBA) was begun in 2012 and afterward Swachh Bharat Abhiyan in 2014 on second of October. Government's major initiative has been on climate change. It also has initiated measures and campaigns in other environment areas such as *Namami Gange* for Ganga conservation, revamping the National Disaster Management Authority, more ambitious solar mission, and the 100 Smart Cities initiative. We need to come up with efficient ways to harness the power of the nature and at least be the Type 1 civilization on the Kardashev Scale.

Keywords: Cleanliness; godliness; Nirmal Bharat Abhiyan; Digital India.

New technologies under Swachh Bharat Abhiyan have been underlined in Shyama Prasad Mukherji Rurban Mission. We will have a cleaner and green environment and a future that we can rely on. It is a win-win situation for the government and the public. And as we say "A man's waste is another man's treasure", let's prove that this is true. And to achieve that we need to chart out our detailed plan for Prime Minister's "Clean India" initiative with a view to address organizational behavior related challenges one by one.

"Cleanliness is next to Godliness." On the occasion of Mahatma Gandhi 145th birth anniversary, our Hon'ble Prime Minister, Mr. Narendra Modi launched the ambitious "**SWACH BHARAT ABHIYAN**" - Clean India which he redefines on 2nd October, 2014 by involving the 9 public figures of the country namely Sachin Tendulkar, Priyanka Chopra, Anil Ambani, Salman Khan, Shashi Tharoor, Kapil Sharma, Mridula Sinha, Ramdev in the fulfillment of Mahatma Gandhi's vision of Clean India [1]. Vision of Swach Bharat Abhiyan is clean India by

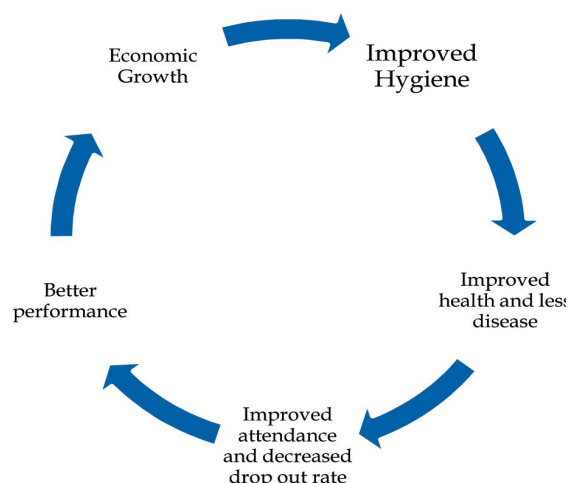
Redefining of What is Meant by Clean India

Mahatma Gandhi has **rightly defined**

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2019. By Clean India, we mean clean streets, sanitation and toilet facilities for the masses, efficient waste management system, managing air pollution, noise pollution and radical shift in the thought process of every Indian around cleanliness and godliness associated with it. The bubbling idea behind this was to make a significant impact not only on public health life but also in safe guarding the income of the poor, contributing to national economy [2].

To put it in other words, we will place the following objectives for Clean India:

1. To eliminate open defecation by constructing toilets for households and communities.
2. Eradicate manual scavenging.
3. Introduce modern and scientific municipal solid waste management practices.
4. Enable private sector participation in sanitation sector.
5. Change people's attitudes to sanitation and create awareness.

Identification of Important Stakeholders

A target oriented campaign cannot succeed until or unless the important stakeholders are there into the field. In this mission, we need committed politicians, bureaucrats, Non Governmental Organizations, (NGOs) private enterprises, funders and, the local communities, the important players. In additions to these, the celebrities also influence the community enormously by contributing themselves and their efforts on cleaning the streets, especially in memory of Mahatma Gandhi's good work. Similarly, well known film actress, Vidya Balan has promoted sanitary toilets in the houses. Organizations like UNICEF which focuses on water sanitation and hygiene in schools [3].

Issues of Behavioural Change Needed for Achieving Clean India

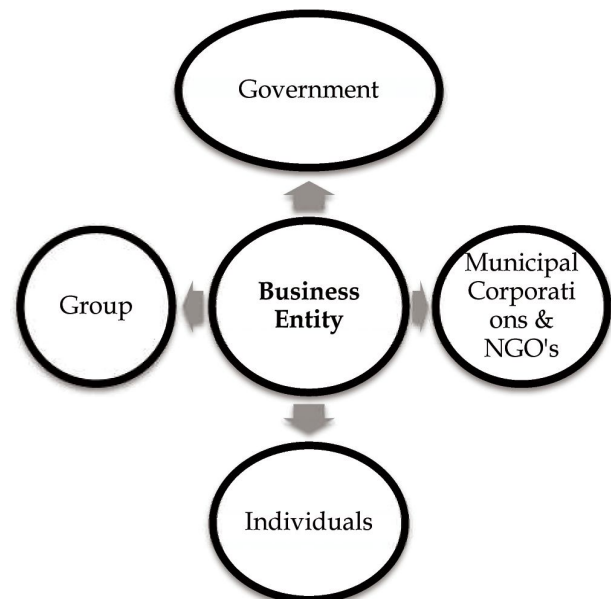
Issues relating to the behavioral change of both communities and government are complex steps; huge demand to create, but no supply available. While interacting with the various stake holders, we have concluded that there is no dearth of money but what is absolutely lacking is willingness/ownership. That is why the communities are waiting for the government to come, even if they have money and resources, they think it is the job of the government. Here we need to revolutionize the thought process of our communities to make outer side of our home or locality to be clean and healthy, if they can keep their

homes ultra clean, it is compulsory for them to make outer side litter free. So, it is necessary to recognize the importance of changing people's attitudes, mindsets and behavior as a central challenge in winning the battle of clean and green India. Foundations like Bill and Melinda Gates are actively working on the India's sanitation and also on the behavioral change of those communities who go for open defecation by generating extensive awareness on initiatives in context to negative impact on health care issues related to open defecation [4].



Leadership Challenges

Leader is the face of the team and he/she is completely responsible for ensuring team consensus, success of any event and also play vital role in motivating team in various tasks



The major leadership challenge is to develop a leader for a sustainable global society by encouraging imagination and accomplishment of a positive change.

Contractual Relation amongst Working Group.

Leader should be accountable for its impact on society, economy and environment; leader should be transparent about its facts, reports and timely submission of data to its stakeholders as in some situations it might affect the stakeholders. Swachh Abhiyan should be within the framework of labor law. Leader should behave ethically with the principles of right and good conduct. It is teaching by doing an ideal role model.

Leadership Challenges also Focus on

1. Green environment.
2. Educate people to develop civic sense.
3. Restrain the uneducated or educated lot from spitting the saliva on road, control use of pan, supari, ghutka to throw pouches on street dustbins.
4. To educate the citizens to use dustbins at home instead of throwing waste on roads.

Decision Making Challenges

Decision is generally influenced by our attitude. Once our attitude is changed to make our country, town, city clean, but all these require a spark, the initiative to start the work from today; to make our country clean and healthy by making our movement more effectively by placing big dustbins in every street, locality having particular distance to throw spit and garbage so that people use it and it will generate motivation among the people and also provision for fine for habitual offenders

Communication Challenges

Communication can be made more effective by following ways;

1. Broadcasting of audio through FM Channels.
2. Digital cinema campaign.
3. Rural outdoor publicity (eg: advertisements on buses, trains, hoardings).
4. Advertisements in newspaper including messages from icons.
5. Telecast of video through TV Channels.
6. Interpersonal communication with the help of

ASHA Workers/NGO's.

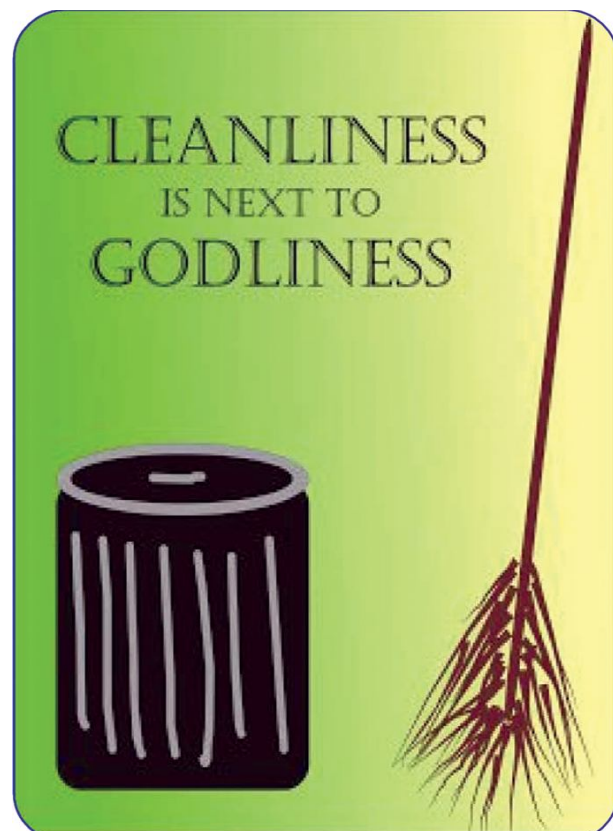
7. Use of school children to create awareness.
8. Folk Media- nukkad nataks, puppet shows.

Team Work

Team work produces wonderful results like Swachh Bharat. It is an Indian University Grants Commission (UGC) activity ready to inculcate the need for cleanliness and sound living in the population [5] and similarly, National Cadet Corps (NCC) and the volunteers of the National Service Scheme (NSS) to complete activities that may include planting trees, powerful waste administration, sans plastic environment, water collecting, and substance misuse free campuses. The thought is to dispatch a spotless India development by teaching the thought of "4 Cs" (clean personality, clean body, clean environment, and clean culture) in understudies. It will be executed in colleges and schools amid the twelfth Plan Period [6].

Self-Interest Versus National Interest

Self-interest represents your wishes for you or your close one's, where as national interest represent the country's goal. It is reflected by stakeholders like students, teachers, principal, parents who play chief



role while working collectively in national interest in behavioral change by creating awareness, which is one of the biggest milestones for achieving the desired aim of clean India. As it is said keep yourself and your surrounding clear, the community will automatically become clean, the community is clean automatically the nation becomes clean. And we always say cleanliness is next to godliness.

Importance of History

The battle of clean India development is the greatest step taken ever as a cleanliness drive till date. India's history is extremely rich and varied-a history to be proud of and to learn from. Nirmal Bharat Abhiyan (NBA) was begun in 2012 and afterward Swachh Bharat Abhiyan in 2014 on second of October. On the other hand, all the sanitation and cleanliness programs keep running by the Indian government prior were not as viable as the current Swachh Bharat Abhiyan of 2014. Narendra Modi has said this crusade ought to be taken as the enormous test and should pass the solicitation to welcome other nine individuals independently (simply like stretching of tree) so that this vision of cleanliness may be finished till 2019 and might India turn into a spotless nation everlastingly in the history. By getting propelled from this Indian crusade, the Indo Nepal Doctors Association has dispatched a battle called "Swachh Bharat Nepal – Swasth Bharat Nepal Abhiyan" on third of January in 2015. Likewise, we have many things to learn from our history.

India's Place in the World with Respect to Leading a Model Sustainability Agenda

National Action Plan on Climate Change which focuses on both climate change mitigation and adaptation measures is the Government's major initiative on climate change. It also has initiated measures and campaigns in other environment areas such as *Namami Gange* for Ganga conservation, revamping the National Disaster Management Authority, more ambitious solar mission, and the 100 Smart Cities initiative. India upholds the principle of "common but differentiated responsibilities" in climate change mitigations, but is aware that it needs

to take several measures in this area in its own interest as well. These include energy efficiency measures particularly in incentivizing use of LED lights [7]. And further three pillars of sustainable development are social, economic, and environmental-main outcomes of the United Nations Conference on Sustainable Development (UNCSD), popularly known as the Rio+20, convened in Rio de Janeiro, Brazil, in June 2012. *India is the world's fourth-largest energy consumer and will likely overtake China in the next decade as the primary source of growth in global energy demand. Narendra Modi, among others, has called for an "energy revolution" to harness the country's coal, gas, hydro, nuclear, and wind resources to promote energy security and economic development in a sustainable manner.* India's 12th Five-Year Plan is titled *Faster, More Inclusive, and Sustainable Growth* and envisions simultaneous achievement of these elements as crucial for the success of the Plan. India still has relatively low levels of pollution per capita or per dollar of GDP, but India is quickly becoming one of the largest emitters of greenhouse gases, even though per capita emissions are among the lowest and have declined per unit of GDP. We need to come up with efficient ways to harness the power of the nature and at least be the Type 1 civilization on the Kardashev Scale

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