

SWACHH BHARAT ABHIYAN EASSY

Swachh Bharat Abhiyan is a cleanliness drive initiated by the government of India and commenced by the Honourable Prime Minister, Narendra Modi. It was introduced on the 145th birth anniversary of the father of our nation, Mahatma Gandhi on 2nd of October in 2014 at Rajghat, New Delhi as a visionary step to fulfil the dream of a clean India.

The campaign is also known as the Clean India Mission or Clean India drive or Swachh Bharat Campaign and is a benchmark campaign that aims at eradicating open defecation by 2019 by constructing 12 crore toilets in rural areas and making India, a dirt-free and beautiful country to live in. It includes the construction of latrines, promotion of sanitation programmes in rural areas, cleaning of streets, roads, converting insanitary toilets into pour flush toilets, changing the infrastructure, eradicating manual scavenging, complete disposal and reuse of solid and liquid wastes, bringing behavioural changes in people and motivating health practices to take the country ahead. It is one of the biggest drives ever and about 3 million government employees and school and college students of India participated in this event.

People litter everywhere on roads, bus stands and railway platforms and the industries discharge their wastes into water bodies. It harms the environment as non-biodegradable wastes produce poisonous gases and pollute the environment. In order to make our country clean, we must adopt eco-friendly measures like systematic disposal of industrial wastes, throwing of garbage in the dustbin installed by the government and households must pack bio-degradable and non-biodegradable wastes separately.

Numerous celebrities like Sachin Tendulkar, Priyanka Chopra, Baba Ramdev, Salman Khan, Anil Ambani and International organisations like World Bank have helped raise fund for sustaining the drive and make it a success. Famous personalities walked on streets with a broom in their hand as a way to motivate people about severity of the issue and fill in them the fervour to make their country clean and dirt-free. Also, various government officers swept the corridors of Rashtrapati Bhawan the very next day the campaign started.

As a result of the campaign between April 2014 and January 2015, 31.83 lakh toilets were built and Karnataka led all the other states in construction of toilets under the programme. Till August 2015, 80 lakh toilets have been constructed under the program. Also, the government of India aims at launching a countrywide real-time monitoring system for toilets constructed under the Swachh Bharat Abhiyan by creating awareness among the people through catchy and informative advertisements in both urban and rural India.

The government of India released a "Cleanliness Ranking" for 73 cities on 15th February 2016 as an after effect of the campaign and only ten cities namely, Mysuru, Chandigarh, Tiruchirapalli, New Delhi Municipal Council, Visakhapatnam, Surat, Rajkot, Gangtok, Pimprichinchwad and Greater Mumbai were found clean.

Cleanliness is next to godliness. Thus, together as one nation all citizens of nation must join hands in order to fulfil the dream of a clean and beautiful India. It will not only add value to the standard of living of the citizens but will also enhance the image of the country abroad and will create greater opportunities as a means to nurture the growth and development.

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