

ENVIRONMENTAL EDUCATION FOR CLEAN INDIA ABHIYAN

Writer – Mrs. Pratibha S. Patil,

Co-Writer – Mr. V. S. Ahire,

Mahatma Gandhi Vidyamandir's

Loknete Vyankatrao Hiray Academy, CBSE,

Behind Law College, Camp Road, Malegaon, Nashik – 423203

ABSTRACT

“Sanitation is more important than Independence.”

- By Mahatma Gandhi

Mahatma Gandhi communicated a quintessential message to the nation through his efforts to educate people around him about cleanliness. He made cleanliness and sanitation an integral part of the Gandhian way of living. His mission was total sanitation for all. He wished to see a “Clean India” where people work hand in hand to make the country clean. To work seriously towards this vision of Gandhiji, Prime Minister Shri Narendra Modi launched the Swachh Bharat Abhiyaan on 02nd October, 2014 and asked people from all walks of life to help in successful implementation of this mission. The mission seeks to achieve the goal of Clean India in next five years so that the 150th birth anniversary of Bapu can be celebrated as an accomplishment of this duty.

INTRODUCTION

With effect from 01st April 1999, the Government of India restructured the Comprehensive Rural Sanitation Programme and launched the Total Sanitation Campaign (TSC) which was later (on 1 April 2012) renamed as Nirmal Bharat Abhiyaan (NBA). To give a fillip to the Total Sanitation Campaign; effective in June 2003 the government launched an incentive scheme in the form of an award for total sanitation coverage, maintenance of a clean environment and open defecation – free panchayat villages, blocks and districts called Nirmal Gram Puraskar. On 02nd October 2014, the campaign was relaunched as ‘Swachh Bharat Abhiyaan’.

THE PLEDGE FOR ALL

PM Narendra Modi has urged each and every one to pledge the following as a part of the Clean India Abhiyaan.

“I take this pledge that I will remain committed towards cleanliness and devote time for this. I will devote 100 hours per year – that is two hours per week – to voluntary work for cleanliness. I will neither litter nor let others litter. I will initiate the quest for cleanliness with myself, my family, my locality, my village and my work place. I believe that the countries of the world that appear clean are so because their citizens don't indulge in littering nor do they allow it to happen. With this firm belief, I will propagate the message of Swachh Bharat Mission in villages and towns. I will encourage 100 other persons to take this pledge which I am taking today. I will endeavour to make them devote their 100 hours for cleanliness. I am confident that every step I take towards cleanliness will help in making my country clean.”

A CLEAN AND GREEN INDIA

Clean India Abhiyaan is not just about cleaning surroundings but also seeking the participation of people in planting trees, creating trash-free environment, providing sanitation facilities and paving a way for Clean India eventually. A Clean India is of utmost importance for promoting the nation as an ideal destination for tourists from across the world. Images of unclean India often become a matter of embarrassment for Indians therefore this is the right time and opportunity to participate towards Clean India. This campaign will not only help citizens adopt good habits of cleanliness but also boost our images as a nation, sincerely working towards cleanliness.

It is a national level campaign run by the Indian Government to cover all the backward statutory towns to make them clean. This campaign involves the construction of latrines, promoting sanitation programmes in the rural areas, cleaning streets, roads and changing the infrastructure of the country to lead the country ahead. The mission has targeted aims like eliminating the open defecation, converting insanitary toilets into pour flush toilets, eradicating manual scavenging, complete disposal and reuse of solid and liquid wastes, bringing behavioural changes to people and motivate health practices, spreading cleanliness awareness among people, strengthening the cleanliness systems in the urban and rural areas as well as creating user friendly environment for all private sectors interested for investing in India for cleanliness maintenance.

The completion of the mission would indirectly draw the attention of business investors in India, enhance the GDP growth, draw tourists attention from all over the world, bring variety of

sources of employment, reduce health costs, reduce death rate, and reduce lethal disease rate and many more.

Earlier many awareness programmes such as Total Sanitation Campaign, Nirmal Bharat Abhiyaan 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. Clean India mission is very necessary to run continuously in India until it gets its goal. It is very essential for the people in India to really get the feeling of physical, mental, social and intellectual well-being.

SWACHH BHARAT MISSION IN URBAN AREA

The Clean India mission of urban areas aims to cover almost 104 crore households in order to provide them 26 lakh public toilets. 2.5 lakh community toilets together with the solid wastes management in every town. Community toilets have been planned to be built in the residential areas where availability of individual household toilets is difficult and public toilets at designated locations including bus stations, tourist places, railway stations, markets etc. Cleanliness programmes in the urban areas (around 4401 towns) have been planned to be completed over five years till 2019. The costs of programme are set like Rs. 7,366 crore on solid waste management, Rs. 1828 crore on public awareness, Rs. 655 crore on community toilets, Rs. 4165 crore on individual household toilets etc.

GRAM SWACHH BHARAT ABHIYAAN

This campaign is aimed to make rural areas free of open defecation till 2019 for which the cost estimated is one lakh thirty four thousand crore rupees for constructing approximately 11 crore 11 lakh toilets in the country. There is a big plan of converting waste into bio-fertilizer and useful energy forms.

AWARENESS OF THE ENVIRONMENT

A clean environment is very necessary to live a peaceful and healthy life. But our environment is getting dirty day by day because of the negligence of human beings. It is an issue which everyone must know about. Healthy environment maintains the nature's balance as well as helps technological advancement spoiling the environment in many ways which ultimately disturbs the balance or equilibrium of nature. We are keeping our lives in danger as well as existence of life in future on this planet. If we do anything in wrong way out of the discipline of nature, it disturbs the

whole environment, means atmosphere, hydrosphere and lithosphere. Besides, natural environment, a man made environment also exists which deals with the technology, work environment, aesthetics, transportation, housing utilities, urbanization etc.

SWACHH BHARAT ABHIYAAN: CAN WE FOLLOW A GREEN DIWALI THIS YEAR?

One of the most awaited festivals in India and abroad for Indian Hindus is Diwali. It always falls on the darkest night of the year and that is why we illuminate everything around us with lights and diyas on this day. We follow the age old tradition of burning crackers on this day. The sounds of the crackers fill the air, the lights illuminate the sky, and our homes and there is happiness all around. But this festival is also associated with some harmful effects on the environment such as air pollution, noise pollution, child labour, consumption of energy, garbage all around, accidents and burns. As per the Swachh Bharat Abhiyaan launched by the PM has appealed to each and every one of us to maintain cleanliness in our homes and localities. This can be done by following a Green Diwali this time.

- 1) Let us replace the electric lights by burning earthen lamps or diyas. The age old tradition is much better than the new trend of decorating homes with electric lights. No doubt, this consumes more oil but there will be less pollution as the duration of the diyas is shorter. Plus, it looks beautiful.
- 2) Environmental friendly crackers are also available which produce less smoke and sound. Try lighting noiseless crackers.
- 3) Make sure to clean that area the very next day and throw the garbage in the allocated space.
- 4) Make rangolis using the ingredients available in our homes and kitchen shelves like as rice powder for white, turmeric or pulses for yellow, sindoor for red including fresh flowers.

By observing an environment friendly Green Diwali, we as citizens of this country, can make our little contribution towards the society, the environment as well as Clean India Abhiyaan.

HOW TO MAKE YOUR GARBAGE GREEN IN TWO EASY STEPS

When we talk about our commitment to a socially responsible world, here's a product that surely cannot be ignored. An advertisement of a waste management instrument, aptly named the 'Smartbin' which works in two simple stages in which the food waste is collected and pickled for two weeks in sealed conditions, with the help of beneficial composting microbes supplied by GreenTech life. GreenTech life was founded in 2009 by Arjit Mitra. It offers the Smartbin and

Modular, Self Watering Organic Terrace Gardens. Through it; you utilize your waste to the optimum, you save yourself from foul smell and in turn, you get to eat and grow organic foods. The Central Public Health and Environmental Engineering Organization (CPHEEO) has estimated that waste generation in India could be as much as 1.3 pounds per person per day. That figure is relatively low compared to the 4.6 pounds of waste generated per person per day in the U.S. Following the onset of industrialization and the sustained urban growth of large population centres like India, the buildup of waste in cities caused a rapid deterioration in levels of sanitation and the general quality of urban life. The streets become choked with filth due to the lack of waste clearance management. We have to find a way to responsibly manage the country's ever-increasing amount of trash. Using products , like Smartbin for your bio-waste could be one such option.

CONCLUSION

Swachh Bharat Abhiyaan has become a 'Jan Andolan' receiving tremendous support from the people. Citizens too have turned out in large numbers and pledged for a neat and cleaner India. Taking the broom to sweep the streets, cleaning up the garbage, focusing on sanitation and maintaining a hygienic environment have become a practice after the launch of the Swachh Bharat Abhiyaan. People have started to take part and are helping spread the message of 'Cleanliness is next to Godliness'

I think that cleanliness drive is the best start of eliminating social issues from the society as well as promoting the growth of country with its citizen's individual growth. Only the success of cleanliness campaign may bring a huge positive change in India. It belongs to the internal and external growth and development of everyone living in India which shows us the completeness of slogan of 'Clean, Happy and Healthy Citizens Impart Healthy and Developed Nations.'

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