

## **SWACHH BHARAT ABHIYAN**

Our Honble Prime Minister Shri Narendra Modi Launched the ambitious 'Swachh Bharat Abhiyan' (Clean India Mission) on 2nd October 2014. The 'Abhiyan' was launched on the occasion of Mahatma Gandhi's 145th birth anniversary.

As Mahatma Gandhi always had the vision of swachhh bharat. The Swachh Bharat Abhiyan was launched to accelerate the efforts to achieve universal sanitation coverage and to put the focus on sanitation. The fact that cleanliness and sanitation has come into limelight it's a big step towards the change we need in India.

The Swachh Bharat Mission (Urban) comes under the purview of the Ministry of Housing and Urban Affairs. The areas of focus include:

1. Wastewater Treatment
2. Construction of proper toilets
3. Solid Waste Management
4. Information and Education Communication (IEC) and Public Awareness

Educating people about cleanliness and sanitation is one of the primary objectives of the Swachh Bharat Mission. The Swachh Bharat Mission has resulted in an annual profit of more than Rs. 50,000 per household in rural India. After becoming Open Defecation Free (ODF), many villages have seen a reduction in the number of deaths due to diseases like diarrhoea, malaria etc. Child health and nutrition have also improved.

Swachh Bharat Abhiyan has been effective but the pace at which it is moving has to increase. Though there have been many campaigns regarding waste management and proper sanitation yet reaching out to more and more people is what we need. Rigorous rules on the waste management has to be implemented as we're heading towards drastic climate change. It is not that there isn't any solution to the problem we create. We must be mindful with our actions. We can bring about a change only when we start acting.

Jai Hind.

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