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एक कदम स्वच्छता की ओर

Environment and Sustainable Development Through Swachh Bharat Mission (ESDTSBM-2018)

Volume II

Editor

Dr. P. Ravichandran

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Dean of Arts

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Dindigul, Tamil Nadu.



Organised by
Department Of Economics
G.T.N. Arts College (Autonomous)
Dindigul, Tamil Nadu.



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Editor : **Dr. P. Ravichandran**

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SWACHH BHARAT ABHIYAN-AN OVERVIEW

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I. INTRODUCTION

Government of India initiated the Central Rural Sanitation Programme (CRSP) in 1996 primarily with the objective of improving the quality of life of the rural people and also to provide privacy and dignity to women. From 1999, a "demand driven" approach under the "Total Sanitation Campaign" (TSC) emphasized more on Information, Education and Communication (IEC), Human Resource Development (HRD), Capacity Development activities to increase awareness among the rural masses and generation of demand for sanitary facilities. This enhanced people's capacity to choose appropriate options through alternate delivery mechanisms as per their economic condition. Financial incentives were provided to Below Poverty Line (BPL) households for construction and usage of individual household latrines (IHHL). The "Nirmal Bharat Abhiyan" (NBA) the successor programme of the TSC, was launched w.e.f. 1.4.2012. The objective was to accelerate the sanitation coverage in the rural areas so as to comprehensively cover the rural community through renewed strategies and saturation approach. Nirmal Bharat Abhiyan (NBA) envisaged covering the entire community for sanitized outcomes with view to create Nirmal Gram Panchayats.

II. OBJECTIVES

To bring about an improvement in the general quality of life in the rural areas, by promoting cleanliness, hygiene and eliminating open defecation.

1. To accelerate sanitation coverage in rural areas to achieve the vision of Swachh Bharat by 2nd October 2019.
2. To motivate Communities and Panchayati Raj Institutions to adopt sustainable sanitation practices and
3. facilities through awareness creation and health education.
4. To encourage cost effective and appropriate technologies for ecologically safe and sustainable sanitation.
5. To develop where required, Community managed sanitation systems focusing on scientific Solid & Liquid Waste Management systems for overall cleanliness in the rural areas.

Clean India program

This is a national campaign by the Government of India, covering 4,041 statutory cities and towns, to clean the streets, roads and infrastructure of the country (Swachh Bharat Campaign, 2014; PM Reviews, 2014; Clean India Mission, 2014). The campaign was officially launched on 2 October 2014 at Rajghat, New Delhi, by Prime Minister Narendra Modi. It is India's biggest ever cleanliness drive and 3 million government employees and school and college students of India participated in this event (Swachh Bharat Abhiyan, 2014) (As it happened, 2014).

With effect from 1 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 Nirmal Bharat Abhiyan (NBA) (Time to clean up your act, Nirmal Bharat Abhiyan failed to achieve its desired targets, 2015). On 2 October 2014, Prime Minister of India Narendra Modi launched the Swachh Bharat Mission, which aims to eradicate open defecation by 2019 (India, World Bank sign \$1.5 billion loan pact for Swachh Bharat Mission, 2016) thus restructuring the Nirmal Bharat Abhiyan (Nirmal Bharat Abhiyan failed to achieve its desired targets, 2015). Swachh Bharat Abhiyan is a national campaign, covering 4,041 statutory cities and towns (Budget, 2016).

About The Editor



Dr. P. Ravichandran (1971) Serving as an Associate Professor and Head, Department of Economics and Dean of Arts G.T.N. Arts College (Autonomous), Dindigul. He has obtained his M.A. (Economics) from Jamal Mohamed College, Trichy and M.Com. M.Phil (Economics) and Ph.D from the Madurai Kamaraj University, Madurai. His academic excellence and subject interests are: Quantitative Techniques, Operations Research, Environment and Health Economics and Mathematical Economics. He has guided more than 25 M.Phil Scholars and presently guiding 5 Ph.D Scholars. He has presented and published more than 35 Research Papers in the State, National and International Seminars and Conferences. He has conducted National level Seminars and Workshop with the sponsorship of UGC, ICSSR and NHRC. He has been the author of three books and also an editor for GTN Multi Disciplinary Bi-Annual Research Journal.

The present volume is a collection of research articles submitted by eminent speakers, experts in the field and research scholars for presentation in the ICSSR sponsored Two Day National Seminar organized by Department of Economics, G.T.N. Arts College.



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