



ORIGINAL ARTICLE

"SWACHH BHARAT MISSION AND DALIT COMMUNITY DEVELOPMENT IN INDIA "

KALEERAM EVNE

BARKATULLAH VISHVIDHYALAY BHOPAL(M.P..)

Department of Sociology & social Work

Abstract:

The empowerment of dalit is the major challenge for development organizations. Dalits are traditionally lower caste people who are regarded as untouchable and are discriminated against socially, economically and politically. In Indian society, the traditional system divides people into four larger caste categories with their working potential set of inherited tasks: *Brahmins* (priests and teachers), *Kshatriyas* (rulers and soldiers), *Vaiśyas* (merchants and traders), and *Shudras* (laborers and artisans). A fifth category falls outside these larger categories and consists of those known as "untouchables" or Dalits as they call themselves ("broken people"). The term 'Dalit' in the present times as in the past has been defined both, exclusively and inclusively. While people of India have supported Swachh Bharat momentum at large, there are groups of people who do not believe in this concept. Prior to I describe about one of the groups of people, let me put it in my words that what does it mean to "Swachh Bharat" for me. This mission is a cleanliness drive to keep our environment clean & hygienic, for us, our child & our near and dear ones which means for me is no diseases, better health for us; in short a healthy India. This mission can help to develop dalit communities in all dimensions like economically, educationally, politically and traditionally. In India, most of dalits are doing cleaning work as a job that's why we define them as untouchable. This paper is related to how we can change our thoughts related to dalits and how we can cultivate them, develop them with the help of **SWACHH BHARAT MISSION**.

Introduction:

Mahatma Gandhi had rightly said, "Sanitation is more important than Independence". He was aware of the pathetic situation of Indian rural people at that time and he dreamt of a clean India where he emphasised on cleanliness and sanitation as an integral part of living. Unfortunately, we have completed 67 years of independence and we have only about 30% of the rural households with access to toilets.

President Pranab Mukherjee in his address to Parliament in June 2014, said, "For ensuring hygiene, waste management and sanitation across the nation a "Swachh Bharat

Mission” will be launched. This will be our tribute to Mahatma Gandhi on his 150th birth anniversary to be celebrated in the year 2019”.

The Narendra Modi Government will soon launch the “Swachh Bharat” movement to solve the sanitation problem in India, to solve the problem of waste management and make India a clean country, ensuring hygiene all across the country. Emphasising “Clean India” on August 15, 2014 in his Independence day speech, the Prime Minister said that this movement is associated with the economic activity of the country. This mission for creating a clean India will be launched on October 2, 2014, the birth anniversary of Mahatma Gandhi with the target of completing the mission in 2019, the 150th birth anniversary of the father of the nation. The basic objective behind Swachh Bharat Mission is to create sanitation facilities for all and eliminate completely the unhealthy practice of responding to the nature’s call in the open. It aims to provide every rural family with a toilet by 2019. Prime Minister [Narendra Modi](#) launched his nationwide majestic campaign ‘Swachh Bharat Mission’ or ‘clean India campaign’ from the Valmiki Basti in New Delhi. Millions of people across the country are also joining daily the [cleanliness](#) initiatives of the government departments, NGOs and local community centers to make India completely clean by 2019.

The Centre will spend nearly Rs 2 lakh crore in five-year time as part of its ambitious plan to completely clean India by October 2019, coinciding with the 150th birth anniversary of Mahatma Gandhi. While the Urban Development Ministry will allocate Rs 62,000 crore for cleaning towns across the country, the Ministry of Drinking Water and Sanitation will spend Rs 1 lakh 34 thousand crores for the programme to be launched by Prime Minister Narendra Modi on October 2.

Discussion:

Prime Minister Narendra Modi started it from *Valmiki* Basti. Delhi this basti known for dalit community resident here un touch ability existing now modi has invited nine well-known people to join the *Swachh Bharat Abhiyan* or ‘Clean India’ campaign - that he launched in the national capital - and requested each of them to draw nine more into the initiative to take it viral.

Here is the list of the PM's nominees:

- Goa Governor Mridula Sinha
- Cricket legend Sachin Tendulkar
- Yoga guru Baba Ramdev
- Congress lawmaker and former union minister Shashi Tharoor
- Actor Kamal Hasan
- Actor Priyanka Chopra
- Actor Salman Khan
- Industrialist Anil Ambani
- Team of popular TV serial *Tarak Mehta Ka Oolta Chashma*

In fact, Prime Minister Narendra Modi wants to turn this into a mass movement, ensuring each citizen has an access to toilets. To make this a successful venture, the Ministry of Information & Broadcasting (I&B) has also initiated a Swachh Bharat Cleanliness Photo Contest, which will conclude on October 15. According to I&B Ministry, the best

photographs will be given cash prizes worth Rs 10,000, Rs 7,000 and Rs 5,000 and certificates of appreciation. The Ministry has also initiated an animation and video contest on the theme of 'Swachh Bharat'. The first prize in this competition is Rs 30,000.

- Interestingly, the Ministry has also released an advertisement stating, "For the purpose of this contest, please make animation/short videos depicting the essence of Swachh Bharat". Even the Delhi Development Authority (DDA) has urged citizens to pledge to keep the National Capital green area clean. Its advertisement says, "We have developed green cityscapes for you and now it's your turn to keep it clean and green."
- Also, the Central Board of Secondary Education (CBSE) has announced an expression series on Mahatma Gandhi and sanitation from October 2 to 15, where school students can submit posters, essays, role plays and even poems on specific topics. The logo and slogan for the five-year mission which shows a pair of spectacles of the kind worn by Mahatma Gandhi with the words "clean" and "India", and the slogan "One step towards cleanliness", was launched in New Delhi recently.
- To make the initiative more powerful, the corporate houses have joined hands with the Government of India pledging monetary commitments to build toilets in schools. The Narendra Modi Government has asked municipal bodies, religious and spiritual organisations to make this movement a massive success and for this letters have been despatched to all MPs and State Governors. The urban component of the Mission aims to cover 4041 towns within the prescribed 5 year-term. The total expected cost of the campaign is Rs 62,009 crore, out of which the proposed Central assistance will be of Rs 14,623 crore.
- Its urban component focuses upon eradication of open defecation, conversion of insanitary toilets to pour flush toilets, elimination of manual scavenging, municipal solid waste management and bringing about a behavioural change in people regarding healthy sanitation practices. The campaign comprises components for providing individual household toilets, community and public toilets and municipal solid waste management in all these 4041 towns.
- Union Minister for Law and Justice Ravi Shankar Prasad told mediapersons that campaign will cover some 1.04 crore households, will provide 2.5 lakh seats of community toilets, 2.6 lakh seats of public toilets and solid waste management facility for all towns.
- Approximately 5,000 school children are expected to participate in the launch. The programme will be attended by Government officers, diplomats and expats, representatives of corporate houses and Chamber of Commerce, faculty and students of universities/colleges etc.
- Prime Minister Narendra Modi invoked Mahatma Gandhi's vision for a clean India during his address to Indian-Americans at Madison Square Garden on his five-day visit to the Unites States

According to a statement by the PMO, all offices up to panchayat level will participate in a cleanliness, the Delhi Government plans to cover more than 8 lakh ration card holders by sending sms to their mobile numbers.

What is Modi's opinion?

Modi has directly linked the Clean India movement with the economic activity of the nation. This mission, according to him, can contribute to GDP growth, provide a source of employment and reduce health costs, thereby connecting to an economic activity. Cleanliness is no doubt connected to the tourism and global interests of the country as a whole. India is already a known hub in the world tourist map. It is high time now that India's top 50 tourist destinations display high class levels of hygiene and cleanliness so as to change the nation's global perception.

Clean India can bring in more tourists, thereby increasing the revenue. He has appealed to the people to devote 100 hours every year to cleanliness. Not only the sanitation programme, Modi also laid emphasis on solid waste management and waste water management. Nitin Gadkari, Union Minister of Rural Development, Drinking Water & Sanitation, said that solid and liquid waste management activities using scientifically proved advanced techniques will be launched in each gram panchayat. Narendra Modi has also directed that separate toilets for boys and girls should be provided in every school in the country by August 15, 2015.

Objectives of Swachh Bharat Abhiyan

The details of the Swachh Bharat Abhiyan is under development presently. But the following principles will be included:

- Construction of individual, cluster and community toilets.
- To eliminate or reduce open defecation. Open defecation is one of the main causes of deaths of thousands of children each year.
- Not only latrine construction, the Swachh Bharat Mission will also make an initiative of establishing an accountable mechanism of monitoring latrine use.
- Public awareness will also be provided about the drawbacks of open defecation and promotion of latrine use.
- Proper, dedicated ground staff will be recruited to bring about behavioural change and promotion of latrine use.
- For proper sanitation use, the mission will aim at changing people's attitudes, mindsets and behaviours.
- To keep villages clean.
- Solid and liquid waste management through gram panchayats.
- To lay water pipelines in all villages, ensuring water supply to all households by 2019.

Conclusion:

The PM has rightly asserted that Swachh Bharat Abhiyan should be a combined effort of both the Government as well as the people. We hope that the Swachh Bharat Mission does not become another Nirmal Bharat Abhiyan started by the previous Government in 1999 with the same mission but was not a success. Swachh Bharat Abhiyan should not be a mere re-branding exercise. There is no doubt about the fact that change begins at home. Every citizen of the country should be clean and have hygiene and think of progress rather than waiting for the Government to make this plan successful. Let us also hope that we can change the minds of the

people and focus on the real issues and not just constructing toilets. Let us all pledge to make this mission a success this to look objective of the mission we can say that this mission will help to develop dalit community in each and every dimensions in india.

References:

- <http://www.niticentral.com/2014/10/02/swachh-bharat-abhiyan-make-india-clean-2019-239661.html>
- inbministry.blogspot.com/p/canvas.html
- <http://indianexpress.com/tag/swachh-bharat-mission/>
- "[Swachh Bharat campaign should become mass movement: Narendra Modi](#)". *The Economic Times*. Retrieved 2 October 2014.
- "[PM reviews preparations for launch of Mission Swachh Bharat](#)". Retrieved 2 October 2014.
- "[Swachh Bharat: PM Narendra Modi launches 'Clean India' mission](#)". *Zee News*. Retrieved 2 October 2014.
- "[Swachh Bharat Abhiyan: PM Narendra Modi to wield broom to give India a new image](#)". *The Times of India*. Retrieved 2 October 2014.
- "[As it happened: PM Narendra Modi's 'Swachh Bharat Abhiyan'](#)". Retrieved 2 October 2014.
- "[PM Modi launches 'Swachh Bharat' campaign; takes pledge for a clean India](#)". Retrieved 2 October 2014.
- "[Swachh Bharat Abhiyan: Clean India is responsibility of all 1.25 billion Indians, says PM Narendra Modi](#)".
- "[PM Modi's Swachh Bharat Abhiyan: Anil Ambani dedicates himself to the movement](#)". 2 October 2014. Retrieved 2 October 2014.
- "[PM Modi's 'Swachh Bharat Abhiyan' set for mega launch Thursday; schools, offices gear up for event](#)". *Zee News*. Retrieved 2 October 2014.
- "[Swachh Bharat: PM Narendra Modi launches 'Clean India' mission](#)". *Zee News*. Retrieved 2 October 2014.
- "['Swachh Bharat' campaign is beyond politics, PM Narendra Modi says](#)". *The Times of India*. Retrieved 2 October 2014.
- "[Aamir Khan on PM Modi's Swachh Bharat Abhiyan: We Should All Support This](#)". *NDTV*. Retrieved 2 October 2014.
- <http://timesofindia.indiatimes.com/india/Swachh-Bharat-Run-organized-at-Rashtropati-Bhavan/articleshow/44300509.cms>