# MAKE IN INDIA
# CLEAN INDIA DRIVE

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*Abstract*

*According to many scientists, the factor which influences the growth of individuals most is environment. But unfortunately, the various elements of environment such as, air, water, land, etc., are polluted and contaminated. The polluted environment is a health hazard and causes several diseases and ailments. It ruins our chances of survival. Hence, an all-out attempt must be made to have a clean environment. This requires several corrective and preventive measures. One of the best ways to have a clean environment is to plant more trees. The CLEAN-India programme aims to mobilize community responsibility for environmental assessment and improvement in all major towns and cities of India through schools and NGOs linked with governments, business, academic and other institutions. If we clean India we get a green and healthy India . This campaign was officially launched on 2 October 2014 at Rajghat, New Delhi, where Prime Minister Narendra Modi himself wielded broom and cleaned a road. The campaign is India's biggest ever cleanliness drive and 3 million government employees and schools and colleges students of India participated in this event.*

**Introduction**

For a sustainable tomorrow, the need of the hour is to embed the habit of cleanliness in our behaviour. Cleanliness is considered as godliness. It means maintaining neatness both physically and mentally. We can estimate and analyses a person by his way of dressing. Cleanliness of mind will promote spiritual perfection and happiness. Swachh Bharat is a campaign recently announced by our PM. NARENDRA MODI. This is a campaign to bring out a clean India. This campaign is for the clean environment and for a clean India for tomorrow and always. This campaign will end at 2019. It is a cleanliness program signed by our P.M. He took broom and he started SLOGAN: swachh bharath is not modi's task it is people's task. The Clean India means clean water, environment and surroundings, home. Act has made advances to our society that have helped our Environment to flourish with life. The students are taught to take responsibility for keeping their school green. Clean India is duty of every citizen. Clean India is a beautiful India. By clean India we get green India. Environment has received a lot of attention. Not only intellectuals but even the ordinary men and women are becoming aware of the need to have a clean environment. The importance of good and clean environment cannot be described adequately. It is a national level campaign by the Government of India covering 4041 statutory towns to clean the streets, roads and infrastructure of the country.

**Goal of Clean India Movement:** This is a programme for schools, colleges and communities towards cleaner and greener cities. It ensures that the students and youth who are the decision makers of tomorrow, become champions of greenery and cleanliness. They lead by example to make their city healthy and green. The aim is to increase the city's green cover and micro manage waste for institutions by instilling behavioral changes in children, young students and professional.

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**Process of the Movement:** Students, youth and professionals are made aware of the need of waste management and the importance of the urban green cover by introducing them to basics of tree plantation and decentralized solid waste management in the institution. This is done through periodical Workshops focused on the Scientific planting of trees, Tree mapping around school, Waste segregation, Composting and Recycling.

Tree Ambassadors and Tree Doctors are created -they are trained to care for and identify common symptoms and diseases of the trees planted by the organizations. They will work with the organization's gardener and the RWA of the area to ensure the trees remain disease free.

### Micromanage Waste in the Institution

Students learn to reduce waste being sent to garbage dumps by carrying in-house waste management through source segregation at every level.

Generate compost for tree plantation and nursery by Composting biodegradable waste in the campus which will be used by the school, the RWA or in the green areas around.

### Create Nursery in Campus

The institution will setup a nursery to ensure this which can be a for-profit endeavor also. Procured seeds will be nurtured to saplings in the nursery. Every student/individual in the organization will adopt a sapling and ensure its health and nurture it till it is a fully grown tree.

### Tree Plantation

Students take up greening of the surrounding area and care for planted trees. Every sapling is planted outside the campus in a prescribed area will be cared for by its parent. The parents will be responsible for the trees and the Tree Ambassadors and Tree Doctors will supervise the monitoring in their prescribed areas.

Every tree will have a tree guard and a label which will contain the name of the species, the serial number and the parent's information so the individual feels responsible for the tree.

The institution is awarded a plaque and the students, parents, Ambassadors and Doctors are given badges and certificates. Felicitation will be done at a CLEAN-India Investiture Ceremony.

**Another Face of the Campaign:** 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).

Prime Minister Narendra Modi spoke of the need for toilets in his 2014 Independence Day speech stating,

Has it ever pained us that our mothers and sisters have to defecate in open? Poor womenfolk of the village wait for the night; until darkness descends, they can't go out to defecate. What bodily torture they must be feeling, how many diseases that act might engender. Can't we just make arrangements for toilets for the dignity of our mothers and sisters?

— Narendra Modi

When the girl student reaches the age where she realises this lack offemale toilets in the school she leaves her education midway. As they leave their education midway

they remain uneducated. Our daughters must also get equal chance to quality education. After 60 years of independence there should have been separate toilets for girl students in every school. But for the past 60 years they could not provide separate toilets to girls and as result the female students had to leave their education midway.

—Narendra Modi

This campaign aims to accomplish the vision of a 'Clean India' by 2 October 2019, the 150th birthday of Mahatma Gandhi. Specific objectives are:

1. Eliminate open defecation by constructing toilets for households, communities
2. Eradicate manual scavenging
3. Introduce modern and scientific municipal solid waste management practices
4. Enable private sector participation in the sanitation sector
5. Change people's attitudes to sanitation and create awareness

The program plans to construct 12 crore toilets in rural India by October 2019, at a projected cost of 1.96 lakh crore(US$29 billion).

For funding the mission, a Swachh Bharat Cess has been imposed on Service Tax at the rate of 0.5% since 15 November 2015. The programme has also received funding and technical support from the World Bank, corporations as part of corporate social responsibility initiatives, and by state governments under the Sarva Shiksha Abhiyan and Rashtriya Madhyamik Shiksha Abhiyan schemes.

**Similar Initiatives:** Swachh Bharat, Swasth Bharat is an Indian University Grants Commission (UGC) initiative to involve various stakeholders in higher education across the country to create awareness among the general public of the necessity for cleanliness and healthy living. UGC has requested educational institutions to engage the National Cadet Corps and the volunteers of the National Service Scheme to carry out exercises that may involve planting trees, effective waste management, plastic-free environment, rainwater harvesting, and substance abuse-free campuses. The idea is to launch a clean India movement by inculcating the idea of "4 Cs" (clean mind, clean body, clean environment, and clean society) in students. It will be implemented in universities and colleges.

Swachh Noida campaign was inaugurated by Mahesh Sharma, Minister of State (Independent Charge) for Culture, Tourism and Civil Aviation, Government of India on the occasion of United Nations' International Day of Persons with Disabilities. It aims to spread awareness about cleanliness among Noida residents. The campaign draws inspiration from Swachh Bharat Abhiyan.

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