
Swachh Bharat: Clean India: Green India

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Abstract: *As food and water is very important for life similarly cleanliness is also very important. Cleanliness is a goodness wont which is very beneficial for everyone and environment. Every people want to healthy life and standard lifestyle. It is possible only with cleanliness. Cleanliness should be the first priority and important liability for every citizen. Cleanliness effort is the best beginning of get rid of social matter from the society as well as elevate the development of country with its citizen's individual emergence. India has counted in dirty country. In India, Indian's mentality is that cleaning is individual job and responsibility and the citizens are not aware about the sanitation or cleanliness and they don't want to know about hygienic especially rural peoples. They have lack of knowledge about cleanliness and sanitation. In India there are lacks of toilets, so Indian people going outside for toilet because of this reasons many people faced so many diseases or problems because of the open toilets. The main problem in India is there is an open defecation therefore many problems faced diseases accidents etc. So this problems can be solved, the honorable Prime Minister Narendra Modi launched the Swachh Bharat Abhiyan on October 2nd 2014, on the 150th birth anniversary of Mahatma Gandhi with the inspiration is to make India a clean India by 2019. The main aim of this mission is to defecate usable the individual sanitary latrines, change dry latrines into low-cost sanitary latrines, hand pump, proper bathing, sanitation, set up of sanitary marts, drains, soakage pits, solid and liquid waste disposal, increase people consciousness about health and hygiene, maintain environmental and personal hygiene.*

Keywords: *Clean India, Mission, Swachh Bharat, Sanitation, World, Beneficial.*

1. INTRODUCTION

India is the second largest country in population. It is known for their religion, tradition, culture and loyalty. There are different types of religions of people and have different faith; Hindus, Muslims, Christians, Sikhs, Parses, Janis etc., they also follow their faiths extremely faithfully. Indians acquire exemption under the leadership of Mohandas Karam Chand Gandhi. He has forever stress people on swachhta for their healthy and favorable life however could not become so efficient because of the unconventional collaboration of the people. He said "Sanitation is more important than independence". And his dream was total sanitation for all over India, but his dream of a clean India is still unfulfilled. Therefore in India cleanliness is impossible. About 67% Rural households have no toilets, 78% sewage dumped in rivers and 6000 tonnes of plastic waste littered daily. For this problem can be solved the honorable Prime Minister Narendra Modi launched the Swachh Bharat Abhiyan/Swachh Bharat Mission. Their target is to lay water pipelines in all villages, ensuring water supply to all households by 2019. According to the data of 2011 census, it has been estimated that only 32.70% of the total rural population has access to the toilets. In this programme two Indian biggest companies i.e. Tata Consultancy Service (TCS) and Bharti have devoted Rs.100 crore each to construction of toilets in schools for girls. Coca-Cola has devoted to another frame on its successful sanitation programme to construct toilets in schools. The sector of school education and learning, department of human resource development, Government of India has identify an advertisement of Swachh Bharat and Swachh Vidalya movement and give full information about the number of government schools without toilets the average cost of construction, maintenance and repair of toilet blocks, and appealing to their contributors individual or corporate or institutions. The ministry of drinking water and sanitation, Government of India has launched the national sanitation awareness movement from 25th September 2014 to 23rd October 2014. Cleanliness would keep everybody happy and healthy in all prospects physically, mentally, socially and intellectually by minimizing the possibility of diseases.

2. SWACHH BHARAT ABHIYAN (SBA)

The Swachh Bharat Abhiyan was launched formally on October 2nd 2014 at Rajghat, New Delhi; the birth anniversary of Mahatma Gandhi with the inspiration is to make India a clean India by 2019. Swachh Bharat Abhiyan is a Swachh Bharat Mission lead by the Government of India, which stated that: Make India a Clean India. The concept of Swachh Bharat is to provide sanitation facilities to every family, including toilets, solid and liquid waste disposal systems, village cleanliness, and safe and adequate drinking water supply all over the India and achieve development and growth. It is the conclusive methods to attain victory in many areas as well as increase the economic position of the country by meliorate the tourism to India as well as keeping its citizens healthy and happy. It is the combined responsibility of 1.2 billion people living in the country. This campaign is started due to cover all the backward statutory towns or backward area to make the India clean. This movement includes the constructions of toilets, promoting hygiene programmes in the rural and urban areas, cleaning streets, roads and innovate the infrastructure and to lead the country in future. This mission is the final aim to make our country a clean and developed country. Mr. Modi started World Toilet Day which is celebrated on November 19, 2014.

2.1 Objectives of SBA

The objectives of Swachh Bharat Abhiyan are as follows:

- a) Construction of personal, cluster and community toilets.
- b) To reduce open defecation. Open defecation is one of the main causes of deaths of thousands of children each year.
- c) Not only toilets construction, the Swachh Bharat Mission will also make an initiative of establishing an accountable mechanism of monitoring toilet use.
- d) To develop awareness in public through awareness programmes. And tell about the drawbacks of open defecation and promote the use of toilets.
- e) Proper, dedicated ground staff will be recruited to bring about behavioral change and promotion of toilets use.
- f) For proper sanitation use, the mission will aim at changing people's attitudes, mind-sets and behaviors.
- g) To keep villages clean for this proper treatment and management of disposal of solid and liquid waste management through Gram Panchayats.
- h) To frame-up water pipelines in all villages and rural areas, ensuring a regular water supply to all households by the year 2019.
- i) To make separate toilets for girls and boys in all schools and Aanganwadis.

2.2 Activities planned by Swachh Bharat Mission

- a) **Clean neighborhoods:** The main mission of Swachh Bharat mission is to eliminate the open defecation, and their main motive is to spread the message all over the world is about hygiene, sanitation, personal and public in both the rural and urban areas.
- b) **Toilets, toilets everywhere:** As a reasonable expansion of getting free from the open defecation, the main priority is to build the construction of both individual household as well as community toilets in India. Unhygienic toilets will be converted into the hygienic or clean toilets and sanitized toilets are done with in 2019. The main mission is to take the place over 11 crore toilets within a duration of 5 year. Approximate 66,575 households latrines to be built per day to cover all households in five years and 56,928 more toilets in rural schools, separate facilities for girls and boys across India and no new schools, colleges, bus stands and dispensaries to be permitted without toilet. Approximately 20 million of them are expected to be constructed in the mission's first year.

2.3 Role of Mahatma Gandhi in SBA

This programme is dedicated to who wants the changes in India means Mr. Narendra Modi dedicated this programme to Mahatma Gandhi because Mahatma Gandhi said that "Sanitation is more important than independence". He made cleanliness and sanitation an integral part of the Gandhian way of living. His dream was total sanitation for all.

2.4 Why we need SBA?

In India there are unhygienic areas or surroundings due to the normal people suffers many diseases or deaths increasing day by day that's why due to the implementation of Swachh Bharat Campaign the main focus on the construction of individual, cluster and community toilets, to eliminate or reduce defecation. Open defecation is one of the main causes of deaths of thousands of children each year, Not only toilets construction, the Swachh Bharat Mission will also make an initiative of establishing an accountable mechanism of monitoring toilet use, Public awareness will also be provided about the drawbacks of open defecation and promotion of toilets use. Proper, dedicated ground staff will be recruited to bring about behavioral change and promotion of toilets use. For proper sanitation use, the mission will aim at changing people's attitudes, mind-sets and behaviors, 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.

2.5 The main facts and figures of SBA

Table 1: facts and figures

Sr.No.	CONTENTS	FIGURES
1	Target	Constructing 12 crore toilets in rural India
2	Project Cost	Rs. 1.96 lakh crore (US\$29 billion)
3	Project Start Date	2 nd October 2014
4	Project Estimated End Date	2 nd October 2019
5	Minister Involved in Project	Ministry of rural development, ministry of urban development, minister of drinking water and sanitation, corporations, NGOs state governments etc.
6	Purpose of the Project	To make India a filth- free country in five years, to construct community and public toilets in rural and urban areas, to provide running water supply to treat waste water, to keep roads and localities clean.

Table 1 shows that the Main Facts and Figures that have contributed for the fulfillment of the target of Swachh Bharat Abhiyan.

2.6 Celebrities involved in SBA

In SBA not only public but some celebrities are involved, which are as follows:

Table 2: Celebrities and their contribution

Sr.NO.	Celebrities	Contribution
1	Anil Ambani	He picked up the broom to clean an area outside Church station on 8 October 2014
2	Baba Ramdev	The entire country and I, we will all work towards the mission of a healthy and clean India. I believe in what Prime Minister Modi said that we will not litter and not let others litter, also we will work towards waste management,"
3	Kamal Hassan,	On his 60 th birthday, he will launch the cleaning of Madhambakkam lake in Chennai. He'll clean the lake with the volunteers of his Narpa lyakkam (welfare club), which has announced that it will adopt and clean 25 lakes in Tamil Nadu.
4	Mridula Sinha	She feels proud to be a part of SBA to make their India clean.
5	Priyanka Chopra	Actress Priyanka Chopra took it upon herself to clean up a garbage-laden neighbourhood in Mumbai as part of her efforts towards Prime Minister Modi had last week complimented.
6	Sachin Tendulkar	Cricketer icon Sachin Tendulkar swept a road in Mumbai with a broom in hand on 5 October 2014.
7	Salman Khan	Salman Khan initiated a clean-up drive in Karjat and shared pictures of himself along with his team sweeping and cleaning up.
8	Shashi Tharoor	"As a Congress worker, I would not leave the swacch of the country to any other party. Swachh Bharat is not the monopoly of anyone. It is the dream of Gandhi ji. I would implement the cleanliness drive in my constituency. Whatever be the politics, let the country is virtuous. Every Indian should strive to clean his country. Nobody is going to ask about the politics of a person who engages himself in a cleanliness drive,"
9	Tarak Mehta ka Ooltah chasmah	"As responsible citizens of the show, we have taken many steps to educate viewers to keep their surroundings clean. When we were asked to host the red carpet event at the 60th Film fare Awards, my first reaction was that it will be an excellent platform to carry forward the message of 'Clean India'. With the support of NP Singh, Chief Executive Officer at Multi Screen Media Pvt. Ltd. (Sony Entertainment).

The above table 2 reveals that Modi has selected 9 notable celebrities to propagate this Swachh Bharat Abhiyan and these celebrities have some views about the Swachh Bharat Abhiyan.

2.7 Top 73 clean cities:

The impacts of SBA campaign peoples have motivated and started taking efforts to keep the streets and cities neat and clean. Swachh Bharat mission released the Swachh Bharat rankings. With some cities being cleaner than others, these rankings are meant to motivate the cities to keep their roads clean.

Table 3: Rankings clean cities in India after Swachh Bharat Mission survey

Sr. No.	Cities	Sr. No.	Cities	Sr. No.	Cities
1	Mysuru	26	Madurai	51	Faridabad
2	Chandigarh	27	Shimla	52	East MCD
3	Tiruchirapalli	28	Lucknow	53	Shillong
4	New Delhi	29	Jaipur	54	Hubbali-Dharwad (Karnataka)
5	Visakhapatnam	30	Gwalior	55	Kochi
6	Surat	31	Nashik	56	Aurangabad
7	Rajkot	32	Warangal	57	Jodhpur
8	Gangtok	33	Agartala	58	Kota
9	Pimprichindwad	34	Ludhiana	59	Cuttack
10	Greater Mumbai	35	Vasai-Virar	60	Kohima
11	Pune	36	Chennai	61	Dehradun
12	Navi Mumabi	37	Gurgaon	62	Ranchi
13	Vadodara	38	Bengaluru	63	Jabalpur
14	Ahmedabad	39	South Muncipal Corporation of Delhi	64	Kalyan Dombivili (Maharashtra)
15	Imphal	40	Thiruvananthapuram	65	Varanasi
16	Panaji	41	Aizawl	66	Jamshedpur
17	Thane	42	Gandhinagar	67	Ghaziabad
18	Coimbatore	43	North MCD	68	Raipur
19	Hyderabad	44	Kozhikode	69	Meerut
20	Nagpur	45	Kanpur	70	Patna
21	Bhopal	46	Durg	71	Itanagar
22	Allahabad	47	Agra	72	Asansol
23	Vijayawada	48	Srinagar	73	Dhanbad
24	Bhubaneswar	49	Amritsar		
25	Indore	50	Guwahati		

The above table 3 shows that Government of India released “Cleanliness Ranking” for 73 cities. So, here are the complete lists of 73 cities based on the marks scored by each of them in the Swachh Bharat Mission survey.

3. OBJECTIVES OF THE STUDY

1. To study that how much people are aware about sanitation or hygienic surroundings.
2. To study before and after the implementation of Swachh Bharat Abhiyan.
3. To study the overall performance of Swachh Bharat Abhiyan in India.

4. SWACHH BHARAT MISSION

Swachh Bharat Abhiyan has two sub-missions i.e. a) Swachh Bharat Mission (Rural) and b) Swachh Bharat Mission (Urban) for 4,041 towns.

4.1 Swachh Bharat Mission (Urban)

Swachh Bharat missions covers the 4,041 statutory towns presently it covers 26.6 percent of the population who lives in the Statutory towns and there is no toilets enclose to 8 million household (Census, 2011). The overall target of the mission is to construct 1.04 crore units of individual household toilets, 5.08 lakh units of community and public toilets in urban areas.

4.1.2 The main objectives of Swachh Bharat Abhiyan in urban areas are as follows:

- (1) To remove the open defecation;
- (2) To remove the of manual scavenging;
- (3) Modern and scientific municipal solid waste management;
- (4) To effect behavioral change regarding healthy sanitation practices;
- (5) To create awareness about sanitation and its linkage with public health;

4.1.3 There are six key components of Swachh Bharat Mission

- (1) There should be household toilets in urban areas.
- (2) There should be community toilets in urban areas.
- (3) There should be public toilets are in urban areas.
- (4) The solid waste management is also important in urban areas.
- (5) There should be information about Information Education and Communication (IEC) and public awareness is also important.
- (6) Capacity of building, administrative and office expense is also important in urban areas.

4.2 Swachh Bharat Mission (Rural)

The Nirmal Bharat Abhiyan (NBA), were focused on the advancement of sanitation coverage has been improvement on the Swachh Bharat Mission (Gramin) with a purpose to improve Swachh villages.

4.2.1 The main objectives of Swachh Bharat Abhiyan in rural areas are as follows:

- (a) Improving quality of life for the people who are living in the rural areas, by cleanliness, hygiene and elimination of open defecation;
- (b) Accelerate sanitation coverage in rural areas;
- (c) To motivate the communities and Panchayati Raj Institutions (PRIs) to adopt sustainable sanitation practices and facilities through awareness creation and health education;
- (d) To encourage the cost effective and appropriate technologies for ecologically-safe and sustainable sanitation;
- (e) To develop where required, community-managed sanitation systems focusing on scientific SLWM systems for overall cleanliness in rural areas

4.2.3 The six components of Swachh Bharat Mission are:

- (1) There must be start-up activities in the rural areas.
- (2) A capacity of building in the rural areas;
- (3) There must be construction of Individual House Hold Latrine (IHHL)
- (4) There must be availability of sanitation material through rural sanitary mart, production centres.
- (5) There is provision of revolving fund in the district.
- (6) There is Micro financing of construction of toilets is also important.

5. MAJOR ISSUES AGAINST SWACHH BHARAT ABHIYAN

- a) In rural India, people are not aware for sanitation.
- b) To change the mindsets of the people for hygiene and sanitation.

- c) People do not understand that not to spit or throw garbage on the roads.
- d) People do not understand that to keep themselves and their localities clean.

5.1 What we do to overcome these issues of Swachh Bharat Abhiyan?

- a) Organize different awareness programmes on cleanliness and sanitation
- b) Construction of toilets in schools and public places
- c) Programmes to eliminate open defecation
- d) Make people aware about the health rose because of open defecation
- e) Solid and liquid waste management
- f) Take all these initiatives to the rural India.
- g) Put all the garbage in dustbins.

6. CORPORATE SOCIAL RESPONSIBILITY (CSR)

Corporate social responsibility (CSR) refers to business practices involving initiatives that benefit society. CSR= Ecology+Social+Economy. Swachh Bharat is a part of CSR activities.

6.1 CSR contribution in SBA and Ganga Mission

The provision of Section 135 of the Companies Act, 2013, Schedule VII of the said Act, and the Companies (Corporate Social Responsibility Policy) Rules, 2014 have come into force only from 01.04.2014. This is the first year of the implementation of Corporate Social Responsibility (CSR) by companies under the Act. Details such as the amount spent and nature of activities undertaken by the companies would be available only after the mandatory disclosures of CSR expenditure are made by companies, which would be due after September, 2015. Swachh Bharat Abhiyan and Clean Ganga Mission have been included as CSR activities under Schedule VII of the Companies Act, 2013 from 24th October, 2014. Details about the contribution made by the companies in this regard would also be available by the time indicated above. CSR provisions within the Act is an applicable to companies with in annual turnover of Rs. 1000 crore and more, all the net worth of Rs. 500 crore and more. The act encourages companies to spend at least to spend of their 2% of net profit in the previous 3 year on CSR activities.

7. MAJOR ROLE OF VILLAGES IN SWACHH BHARAT MISSION

Now a day, in India, people have facing the problem of clean drinking water. Many peoples who are lives in villages they are suffering from unhygienic conditions and defecate in the open defecation. As well as this condition is same in cities, the garbage is piling up on the road and drains are getting closed. To solve this problem the government launches SBA. Mostly cities and the villages are adopting this mission who contributes towards to make an Indian clean and green. There are many villages across many Indian states that have contributed greatly for the achievement of Swachh Bharat.

1. Nanaksagar village in Chhattisgarh: Nanaksagar village, in the Mahasamund region for Chhattisgarh need provided for another color with sanitation. The village head declared that they will verify every one houses have toilets and painting their house pink to show that those houses have toilets in their house were using it. The village head decided that they will make promise to all the villagers that they have the toilets in their houses and having the awareness for sanitation then they have decided that all the toilets have pink color for easy to recognize. They also decided that they were worked towards greenery in the villages and planted several trees.

2. Navlewadi village in Maharashtra: The people who live in the village of Maharashtra had faced the problem of shortage of clean drinking water. But now the implementation of Swachh Bharat Abhiyan the village has water and water everywhere. A 35,000 liter water tank & numerous water pipelines were introduced in the villages. Also this town also boasts from clean zone area as well.

3. Chauras village in Madhya Pradesh: This delightful village on the banks for Narmada was one of the dirty village in Madhya Pradesh. After SBA the villagers came together should clean the river bank and all the garbage piles were remove and the village has access the clean drinking water.

4. Gondwal villages in Punjab: With the inspiration of Swachh Bharat Abhiyan, the people of Gondwal village have been working together for giving assurance that there India will clean all over the world by 2019. To keep their village beautiful and green, the residents of Gondwal collect all their garbage in one place for decomposition.

5. Puzhakkal village in Kerala: The southern part of the country is also contributing its part in the Swachh Bharat Abhiyan. A village in Kerala, God's Own Country got converted into a dumping ground due to rapid industrialization. In Puzhakkal village, solid waste management has always been a major challenge. However, Modi's Swachh Bharat campaign has inspired the villagers and they came forward and designed a proper waste management plan. They installed waste bins and have set up a biogas plant.

6. Koraput district in Odisha: Koraput, which is known as one of the most backward districts in the country has done remarkable work by making 11 villages in the district to stop open defecation. Though it was not an easy task for them, but the locals didn't lose hope and organized a series of motivational campaigns in the form of posters, street plays etc which made people conscious about the hazards of open defecation.

8. MAJOR ROLE OF CORPORATE SECTOR IN SWACHH BHARAT MISSION

For the implementation of Swachh Bharat Abhiyan, Mr. Modi will call to both the public and private sector to participate in the Swachh Bharat Abhiyan. They are very excited to be the part of Swachh Bharat mission and there are so many companies that can contribute and supporting the mission towards its success, they can make the strategies and fulfill their promise to construct toilets, provide sanitation and clean up their surroundings, and support the mission.

1. Oil and Natural Gas Commission (ONGC): The ONGC launched a major cleaning campaign in all its work centres on Gandhi Jayanti under those Swachh Bharat Abhiyan. That mission was first initially launched at Rajahmundry, which is one of ONGC's huge operational areas in Andhra Pradesh, toward a pledge by the entire employee. The ONGC need guaranteed with develop toilets to 2,500 administration schools over 26 areas spread over 13 States, alongside other initiatives throughout the current financial year.

2. Public Sector Undertakings (PSUs): The PSUs under the Ministries from claiming power, coal new & renewable Energy, have declared the development of 50,000 toilets in schools by 2015 next year August; those worth of effort with respect to 1001 toilets has already started. These PSUs have also earmarked 50% of the CSR for the development of these toilets during the financial year 2014-15 and 2015-16.

3. Larsen and Turbo (L&T): As a part of its CSR, base aggregate L&T published that they will construct 5000 toilets on different parts of the particular nation under those Swachh Bharat Abhiyan. L&T general population altruistic trust will develop 2,000 toilets in the primary period and will also put resources into different activities such as water supply, social insurance and ability preparing institutes

4. Dabur: Dabur need attached in the campaign by launching Swachh Toilet, previously which the organization will provide germ-free public toilets over the nation. They need also confirmed that they will help to provide one Sani Fresh Toilets Cleaner from the sale of every pack of cleaner, to uphold clean toilets in the nation.

5. Confederation of Indian Industry (CII): The CII has the interest to done clean India fight has gives the assurance to provide sanitation facilities done in the schools. It needs guaranteed to activate development of 10,000 toilets toward 2015-16 through its CSR.

6. Gas Authority of India Limited (GAIL): GAIL has declared that as a part of SBA, the association will develop 1,021 toilets all over India, with separate toilets facilities for girls in schools, which will spin the decreasing dropouts and increased the education of women's in India. It has declared that they have invested Rs. 27 crore for the bio-toilet programme.

7. Bharti Foundation: Bharti foundation has been devoted 100 crore to build a toilets in Ludhiana.

8. Tata Consultancy Services (TCS): They have been promised to donate Rs. 100 crore for build toilets and providing hygienic services for girls in 10,000 schools.

9. Vedanta: Vedanta group has been promised that they can build 10,000 toilets and more. They have been previously occupied in building 30,000 toilets in a partnership with Rajasthan Government.

10. Corporation Bank, Mangalore: The bank has been launched the Swachh Vidalya scheme that the schools which do not have the toilets facilities so that they can construct 100 toilets across the country. The bank also constructed 5 toilets in Udupi area of the bank.

11. Hotels and Real Estate developers: There are well known hotels such as Radisson Furthermore Park Inn, run by worldwide inn chain Carlson Rezidor will builds toilets in the Delhi-NCR territory for the young girls in the schools. Owners of the Lemon Tree Hotels were promised that they will contribute 100 hours year a while on clean regions around their premises in the country. Unitech is well known land designer arrangements will taken residents' and other stakeholders' have their participation in a drive should clean up areas around those tasks it need started the nation over.

9. OVERALL PERFORMANCE OF SBA

According to government information as on August 11th, 2016, the following achievements have been made in this program

- Household Toilets Built - 21,206,540
- Open Defecation Free Villages - 72,483
- Open Defecation Free Villages in Namami Gange - 1195
- Open Defecation Free Districts - 16

Table 4: Achievements of Swachh Bharat Abhiyan

States performs better in respect of individual house hold toilets	Areas covered for sanitation	Toilets have been constructed
Gujarat, Madhya Pradesh, Karnataka, Punjab, Chhattisgarh, Andhra Pradesh, Rajasthan, Haryana and many more states	Tourism place, Education institutions, residential welfare association, flyovers and many more areas were clean.	25 Lakh household toilets were built in urban areas till march 2016, construction of 16.45 lakh toilets has been taken up and 4.65 lakh have already been built.

The table 4 shows that the overall performance of Swachh Bharat Abhiyan.

10. INDIA BEFORE AND AFTER THE IMPLEMENTATION OF SWACHH BHARAT ABHIYAN

We have seen many changes before SBA and after SBA.

Table 5: Performance of Swachh Bharat Abhiyan

States	Problems (Before SBA)	Result (After SBA)
Maharashtra	Massive scarcity of clean water	There is 35,000 liter water tanks in the villages and several water pipelines have been installed in villages.
Rajasthan	In the rural areas half of the Indian's population faced the defecates the open scarcity,	There is no open defecation in the villages and every individual have toilets in their homes.
Madhya Pradesh	People lived in dirty surroundings. Bank of Narmada Chauras is located were filled with piles of garbage.	They have access of clean drinking water, the garbage piles have been removed and there is no open defecation.
Kerala	There are no dustbins in the villages. People scattered the waste materials in the roads, school and colleges.	Every citizen has tackling the pilling garbage in dumps. They put a proper waste management in the proper places.
Odisha	There are no toilets and there is an open defecation in the village.	The result was negative. People of Odisha started motivational campaign in the form of poster, street plays etc for the awareness of hazardous conditions that people may faced i.e. open defecation
Uttar Pradesh	People are unaware about and cleanliness& there is a lack of education about the cleanliness.	In primary schools students are taught the importance of cleanliness.
Ludhiana	There are unhygienic surroundings everywhere.	Citizens keep their villages beautiful and green. The people collect all the garbage at one place for decomposed.
Haryana	There is no house have toilets.	With the efforts of women in Haryana every house has toilets.

Table 5 shows that India before and after the implementation of Swachh Bharat Abhiyan



Fig 1: Pictures before and after SBA

Figure 1 reveals about the performance after SBA. Peoples have accepted this campaign and actively participated in this.

11. IMPLEMENTATION STATUS IN 5 STATES

Some states who adopt this step frequently, they can maintain better status in the country.

Table 6: Achievements

Sr. No.	States	Individual household toilets	Public and Community toilets	Total Waste Processing units
1	Gujarat	309575	510	28
2	Madhya Pradesh	112307	2180	12
3	Punjab	7480	0	10
4	Chhattisgarh	7112	3571	0
5	Andhra Pradesh	7062	0	8

The table 6 shows that the implementation of Swachh Bharat Abhiyan in 5 States

12. IMPACTS OF SBA ON INDIAN ECONOMY

This campaign gives financial benefits with cleanliness and boosted Indian economy. It has larger objective of putting India in to League of Nations Working towards technology development for future.

- i) Swachh Bharat Mission campaign will help in begetting employment and boost GDP through Tourism because approx. 6.6% of India's GDP and 40 million Indians are directly employed in this sector.
- ii) The GDP also increases significantly. More people get jobs and more income earned both by the state by way of tax and the people too by way of salary.
- iii) It helped to attract Foreign Direct Investment and create positive BOP.
- iii) This campaign will be affected especially in rural areas because it creates awareness about cleanliness in the peoples and peoples are very aware about the jeopardy of open defecation. This developments employment is increasing in the economy.
- iv) Swachh Bharat mission help to alleviate the burden on existent health care facilities which will help to encourage Indian economy.
- v) India will use bio-degradable fuel and products i.e. CNG vehicles and ecofriendly goods, which is non-polluting in nature. It will create employment and entrepreneurial opportunities. India can become centre of clean technology for entire world.
- vi) Swachh Bharat Mission will pursuit to Healthy India which in turn accessions productivity of Indians. High productivity means High earning potential.
- vii) Making toilets raw materials are used i.e. cement, tiles, tiles and sanitary wares, which generate employment and industries. This reflects the economy and GDP.

13. CONCLUSION

Swachh Bharat campaign started by the Government of India for making a clean India and a green India. Now people are aware for hygiene surroundings they do not throw any garbage on the roads and keep their surrounding clean. The special emphasis on the Clean India campaign on the poor peoples. As it is mostly poor people who get affected due to the dirty surroundings. The important thing is that changing the mindset of the Indian citizen about the sanitation and hygiene information can be spread through various ways like TV, radios, newspapers and pamphlet. Many famous and well known personalities have been taken actively participation in the Swachh Bharat Abhiyan for the awareness of sanitation and hygiene surroundings and their localities. Many villages have also the part of Swachh Bharat Abhiyan. The people who are lives in the villages aware about the sanitation and clean surroundings. Now there is lack of open defecation in the villages. In the villages every home has a toilet which is pink in color this is an identity mark that home have a toilet. Some of the big companies were also invested in this campaign. They were contributed in the campaign to build the toilets, hygiene surroundings; save drinking water etc. CSR is also a part of Swachh Bharat Abhiyan. The main achievement is that they were cover 4041 statutory towns to make them clean for the implementation of Swachh Bharat Abhiyan 60% of world's open defecation free.

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