

Swachh Bharat Abhiyan-An Overview

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Abstract: To accelerate the efforts to achieve universal sanitation coverage and to put focus on sanitation, the Prime Minister of India launched the Swachh Bharat Mission on 2nd October, 2014. The Mission Coordinator was given to be Secretary, Ministry of Drinking Water and Sanitation (MDWS) with two Sub-Missions, the Swachh Bharat Mission (Gramin) and the Swachh Bharat Mission (Urban), which aims to achieve Swachh Bharat by 2019, as a fitting tribute to the 150th Birth Anniversary of Mahatma Gandhi, which in rural areas shall mean improving the levels of cleanliness in rural areas through Solid and Liquid Waste Management activities and making Gram Panchayats Open Defecation Free (ODF), clean and sanitised. It is India's biggest ever cleanliness drive and 3 million government employees and school and college students of India participated in this event. The core objectives of the Swachh Bharat Mission (SBM) are to bring about an improvement in the general quality of life in the rural areas, by promoting cleanliness, hygiene and eliminating open defecation and to accelerate sanitation coverage in rural areas to achieve the vision of Swachh Bharat by 2nd October 2019.

Keywords: Promoting cleanliness, Coordinator, Defecation.

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