The Initiatives taken by Higher Education Institution for "Swach Bharat Abhiyaan"

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Abstract: Hon. Prime Minister promoted and focused on Mahatma Gandhi's thought about Sanitation in the base of clean India. This is not only Government responsibility; but it is responsibility of all Indian people also. Just like social responsibility. Sanitation is not a new concept but need to re-launch in India. On the occasion of 150th Birth anniversary of Mahatma Gandhi on 2nd October 2014 Government has launched "Swach Bharat Abhiyaan". In this University Grants Commission also plays the special role through Higher Education Institution. This is a mission for all Indian universities and Higher Education institutes. Many state governments working for cleanliness but we are never achieve our objective about Swach Bharat Abhiyaan. There for according to UGC guidelines, Higher Education contributing for achieving this mission objective. These initiatives by HEI in India are helpful for enhancing quality of organization as well as the better living environment for students who are future citizens of India.

Keywords: Clean India, Swachh Bharat Mission, Higher Education

Introduction:

Sanitation is not a new concept. Mahatma Gandhi already told about the importance of cleanliness with self example. Cleanliness is not only relative to country indirectly, but it is primarily related to human health. Present Indian government understanding importance of sanitation and launch same program for sanitation. Most important thing is this government involve all sectors in this mission. In Higher Education, UGC give Guidelines for 'Swach Bharat Abhiyan.' UGC say youth is very important part of our nation so youth thinking about inculcating healthy and hygienic habits in their day to day life. And these students are promoting the awareness of sanitation, because clean environment can be helpful for our health. We observe many develop countries are very clean. These are clean because of the approach of society. So we also want this type of approach for clean India mission. Sanitation affects in many ways to the development of our country. Just like working efficiency, more productive workforce, mood and mindsets, etc. UGC say College and University play very important role in this campaign. Hon. Prime minister says it's a matter of attitude and university and college is the temple of learning. So Higher education is playing important role in development of this type attitude. Age group of students in higher education is very impressionable age. Colleges and university are work on different strategies and activity for engaging and involvement of students. On the basis of this scheme UGC launch new scheme " Swach Bharat – Swasth Bharat" in the scheme clearly show the effect of sanitation on human health. Education is also contributing of this mission in various ways. So which are the objectives and needs of sanitation in HEI and which type role played by

college and university students are remarkable. Following points are guided to Colleges and university. What can we do for this scheme?

Swach Bharat Abhiyan :-

Swachh bharat abhiyan (Clean India Mission) is a national campaign launched by the Government of India on 2nd October 2014, which marked the 145th birth anniversary of Mahatma Gandhi. The campaign was initiated with the aim of making India clean and free for open defecation by 2nd October 2019, which marked the 150th birth anniversary of Mahatma Gandhi. The campaign such as the Total sanitation Campaign, Nirmal Bharat Abhiyan, and other. The Swachh Bharat Abhiyan has a twofold objective: to bring about behavioural change among the citizens towards sanitation and cleanliness practices and to improve sanitation infrastructure in the country. The campaign includes building toiles, improving sanitation facilities, waste management , and promoting cleanliness and hygiene practices among the citizens.

The campaign has received support from various stakeholders, including govement agencies, non – governmental organizations, civil society organizations, and the private sector. The campaign has also seen the active participation of millions of citizens across the country. Swachh Bharat Abhiyan has been one of the largest cleanliness campaigns in the world and has achieved significant success, including the construction of millions of toile's, improvement in sanitation facilities, and reduction in open defecation. The campaign is still ongoing, and the government aims to make India completely clean an free form open defection by 2nd October 2022, which marks the 153rd birth anniversary of Mahatma Gandhi.

Swachh Bharat Abhiyan is a campaign launched by the Government of India in 2014 to promote cleanliness, hygiene, and sanitation in India. The campaign has made significant progress since its launch, with millions of toilets being constructed, cities and towns being declared open defecation-free, and increased awareness about the importance of cleanliness and hygiene.

However, the success of the campaign varies across different states and regions, and challenges such as lack of proper waste management systems and behavioural change continue to persist. The COVID-19 pandemic has also highlighted the need for improved sanitation and hygiene practices, making Swachh Bharat Abhiyan more relevant than ever.

University Grants Commission (UGC) Guidelines for Swachh Bharat Abhiyan:-

The University Grants Commission (UGC) has issued guidelines for the implementation of the Swachh Bharat Abhiyan in higher educational institutions. Here are some of the key guidelines:

1. Establishment of a Swachh Bharat Cell: Each institution should establish a Swachh Bharat Cell to oversee and monitor the cleanliness and sanitation efforts on campus.
2. Campus-wide cleanliness drive: All higher education institutions should conduct a campus-wide cleanliness drive at least twice a year. This should involve all students, faculty, and staff.
3. Waste management: Institutions should adopt proper waste management practices and ensure that all waste generated on campus is properly disposed of. They should also promote recycling and the use of eco-friendly products.
4. Awareness campaigns: Institutions should conduct regular awareness campaigns on cleanliness, hygiene, and sanitation. These campaigns should be aimed at both students and the surrounding community.
5. Use of technology: Institutions should explore the use of technology, such as the installation of automatic sensor-based faucets and toilets, to reduce water consumption and promote cleanliness.
6. Swachh Bharat Summer Internship: Institutions should encourage students to participate in the Swachh Bharat Summer Internship program. This will provide students with an opportunity to work on sanitation and cleanliness projects in rural and urban areas.

7. Collaboration with local authorities: Institutions should collaborate with local authorities to promote cleanliness and sanitation in the surrounding areas.

By following these guidelines, higher education institutions can contribute to the Swachh Bharat Abhiyan and help promote a cleaner, healthier, and more sustainable India.

Initiatives taken by Higher Education Institutes for Swachh Bharat Abhiyan:-

Swachh Bharat Abhiyaan or Clean India Mission is a national campaign launched by the Indian government to promote cleanliness, hygiene, and sanitation across the country. Higher education institutes in India have also taken several initiatives to support and promote this campaign. Here are some of the initiatives taken by higher education institutes for Swachh Bharat Abhiyaan:

1. Cleanliness drives: Many higher education institutes have organized cleanliness drives to keep their campuses clean and promote awareness among students and faculty members about the importance of cleanliness.
2. Swachh Bharat summer internships: Several higher education institutes offer summer internships to students to work on various Swachh Bharat projects. These internships aim to provide students with hands-on experience in implementing Swachh Bharat initiatives.
3. Awareness campaigns: Higher education institutes have conducted various awareness campaigns to promote Swachh Bharat Abhiyaan among students and the local community. These campaigns include rallies, poster competitions, essay writing competitions, and other activities to create awareness about the importance of cleanliness and sanitation.
4. Adopting villages: Many higher education institutes have adopted villages under the Swachh Bharat Abhiyaan to provide basic sanitation facilities and promote cleanliness in rural areas.
5. Green initiatives: Higher education institutes have also taken up green initiatives such as waste management, rainwater harvesting, and solar energy projects to promote environmental sustainability.

Overall, higher education institutes in India are actively contributing to the Swachh Bharat Abhiyaan by promoting awareness, adopting villages, and implementing various cleanliness and sanitation projects.

Role of Universities:-

Swachh Bharat Abhiyan is a national cleanliness campaign launched by the Indian government in 2014 with the aim of making India a clean and healthy country. Indian universities have played an important role in supporting this campaign in various ways.

Firstly, many universities have actively participated in the cleanliness drives organized by the government. They have conducted awareness campaigns, cleanliness drives in their campuses and nearby areas, and have also encouraged students to participate in such initiatives. Some universities have also organized workshops and seminars to sensitize students towards the importance of cleanliness and waste management.

Secondly, universities have also been involved in research and development activities related to Swachh Bharat Abhiyan. They have conducted studies on waste management, sanitation, and hygiene practices and have provided recommendations to the government to improve the effectiveness of the campaign. The universities have also worked on developing innovative solutions for waste management and recycling.

Thirdly, universities have collaborated with various government and non-governmental organizations to implement the Swachh Bharat Abhiyan. They have partnered with municipalities and local bodies to provide technical support, human resources, and expertise to improve the cleanliness of nearby areas. Many universities have also collaborated with NGOs to conduct cleanliness drives, provide sanitation facilities, and promote hygiene practices in nearby villages and urban areas.

Overall, Indian universities have played a crucial role in supporting the Swachh Bharat Abhiyan by participating in cleanliness drives, conducting research, and collaborating with various stakeholders. Their contributions have helped to create awareness and promote positive changes in the society towards cleanliness and hygiene.

Further Achievements for Clean India –

Clean India or the Swachh Bharat Abhiyan is a nationwide cleanliness campaign launched by the Indian government in 2014. It aims to make India a clean and hygienic country by promoting cleanliness, sanitation, and hygiene practices.

Here are some possible further achievements that could be pursued for Clean India:

1. Increasing access to toilets: Despite the government's efforts, many rural areas still lack access to proper toilets. The government could work on increasing the availability of toilets in these areas, especially in schools and public places.
2. Promoting waste segregation: The proper segregation of waste is an important aspect of maintaining cleanliness. The government could promote the segregation of waste at the source and ensure that proper systems are in place for its disposal.
3. Encouraging the use of eco-friendly products: The use of eco-friendly products can significantly reduce the amount of waste generated. The government could promote the use of such products by providing incentives and subsidies to manufacturers.
4. Creating awareness about hygiene practices: The government could launch awareness campaigns to educate people about the importance of hygiene practices such as hand washing, brushing teeth, and maintaining personal hygiene.
5. Implementing effective waste management practices: The government could work on implementing more efficient and effective waste management practices, such as composting and recycling, to reduce the amount of waste that ends up in landfills.
6. Increasing public participation: The success of Clean India relies heavily on public participation. The government could work on engaging more people in the campaign through social media, community events, and other means.
7. Strengthening the legal framework: The government could work on strengthening the legal framework for sanitation and hygiene by enacting and enforcing laws that promote cleanliness and hygiene practices.

Overall, achieving a clean and hygienic India requires a sustained effort from both the government and the public. By pursuing these further achievements, India can continue to make progress towards its goal of a clean and hygienic nation.

Conclusion :-

Swachh Bharat Abhiyan (Clean India Mission) was a national cleanliness campaign launched by the Indian government in 2014 with the aim of achieving a clean and hygienic India by 2019, coinciding with the 150th birth anniversary of Mahatma Gandhi. The campaign had two main components: the construction of toilets and the eradication of open defecation, and the proper management of solid waste.

Overall, Swachh Bharat Abhiyan was a massive initiative that aimed to bring about a significant change in the cleanliness and hygiene practices of the Indian people. The campaign saw a great deal of success in several areas. Millions of toilets were constructed, and the number of people practicing open defecation was significantly reduced. The campaign also raised awareness about the importance of cleanliness and hygiene, and many individuals and communities took it upon themselves to clean up their surroundings and promote better sanitation practices.

However, the campaign faced some challenges, including the slow pace of construction of toilets, lack of proper waste management infrastructure, and difficulties in changing deep-rooted habits and attitudes. Additionally, while the campaign had made significant progress in some areas, there is still a long way to go to achieve the goal of a clean and hygienic India.

In conclusion, Swachh Bharat Abhiyan was a significant and necessary step towards a cleaner and healthier India. While the campaign has achieved some success, there is still a lot of work to be done to ensure sustainable and long-term progress. It is essential to continue to prioritize and invest in sanitation infrastructure, raise awareness about the importance of cleanliness and hygiene, and work towards changing attitudes and behaviors.

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