



CLEAN INDIA - GREEN INDIA: A MODEL OF SUSTAINABLE DEVELOPMENT

Jayanta Kumar Dash¹, Ph. D. & Ratnaprava Barik², Ph. D.

¹Lect. Pol.Sc. Astarang College Astarang, Puri

²Lect. Pol.Sc. Boudh Panchayat College, Boudh

“Sanitation is more important than independence. Cleanliness and sanitation is an integral part of my way of living. My dream is total sanitation for all and “I will not let anyone walk through my mind with their dirty feet”.

Mahatma Gandhi

Abstract

Clean India and Green India are the two sides of one coin, i.e., sustainable development in India. Clean India or Swachh Bharat Mission (SBA) was the dream of the father of the nation. Mahatma Gandhi was mindful of the poor position of Indian rural people at that time and he dreamt of a cleaner India, where he emphasized on cleanliness and sanitation as an intact function of surviving. In June 2014, the then President of India Pranab Mukherjee in his address to Parliament said, “For ensuring hygiene, waste management and sanitation across the nation a “Swachh Bharat Mission” will be established. This will be our tribute to Mahatma Gandhi on his 150th birth anniversary to be celebrated in the year 2019”. Recently, the Narendra Modi Government is trying to establish the “Swachh Bharat Mission”. Green India mission is a National Mission under eight Missions of the National Action Plan on Climate Change (NAPCC), recognizes that climate change phenomena will seriously affect and alter the distribution, type and quality of natural biological resources of the country and the associated livelihoods of the people. Lying close to the models of sustainable Development, this paper is an attempt to magnify the Green and Clean India as a model of Sustainable Development.

Keywords: Clean India, Green India, Swachh Bharat Mission, sustainable development, Model of Development.



Scholarly Research Journal's is licensed Based on a work at www.srjis.com

Introduction

The Oxford English Dictionary (1989) the term “green” is defined as “pertaining to, or supporting environmentalism” (p. 811). The term “sustainable” relates to the form of human economic activity and culture that do not lead to environmental degradation, especially avoiding the long-term depletion of natural resources” (Oxford English, 2008). The California Integrated Waste Management Board defines a green or sustainable building as “a structure that is designed, built, renovated, operated, or reused in an ecological and resource-efficient manner” (California Integrated, 2008). Clean India and Green India is the two great missions launched by India which is set by UNO under the Millennium Development Goals

(MDG), which are the yardstick of the agenda of sustainable development. Sustainable Development is the concept set by the Brundtland Commission Report of 1987. Sustainable development is not only the cry of India but also the cry of whole of the universe. India is land of ancient culture and civilization. From its antique history, it is considered to be a religious nation, its people are very religious. India consists of people of various faiths; Hindus, Muslims, Christians, Shikhs, Parsis, Jains etc, and they follow their faiths very faithfully. But it is a sad reality of our country that all the cleanliness and faithfulness is only confined to religious activities or kitchen. People of India are not concerned about the grime all around us all over the place; somewhere one looks large mound of muckdeterminationsurviveoriginate. The present Government came into power and one of its main priorities are to make India clean. And for the same objective, the Government has launched a scheme in the name of "Swachh Bharat Abhiyan". The Government has associated the Abhiyan with Father of the Nation, Mahatma Gandhi as he was a great champion of the cleanliness cause in the country and throughout his life was involved in activities related to sanitation and hygiene.

Clean India and Green India are the two sides of one coin, i.e., sustainable development in India. Clean India or Swachh Bharat Abhiyan (SBA) was the dream of the father of the nation. Nirmal Bharat Abhiyan was renamed as Swachh Bharat Abhiyan by the cabinet approval on 24th September, 2014. He once said, through Swachh Bharat, there was the possibility of establishing Ramrajya. The concept of Swachh Bharat or clean India is to pave access for every person to sanitation facilities including Toilets, Solid and Liquid Waste Disposal Systems (SLWDS), village cleanliness and Safe and adequate drinking water supply. It is a national level campaign which was started by the government of India, on October 2, 2014, 145th birth anniversary of Mahatma Gandhi. The purpose of this campaign is to clean all the towns and villages of India. Mahatma Gandhi had a dream to make a clean country, so he gave an excellent message to the nation by providing education to keep the people around him clean and said sanitation is much more important than independence. This mission is anticipated to be accomplished by 2019, which will be the 150th birth anniversary of Mahatma Gandhi. This campaign involves the construction of toilets, promoting cleanliness programs in rural areas, cleaning of streets and roads, changing the country's infrastructure. On the inauguration of this mission, about 30 lakhs schools and college students and government employees took part, which started by the Prime Minister, Mr. Narendra Modi, clearing the road itself. Through this crusade, the Government of India will solve the

problems of sanitation by increasing the West Management techniques. The Clean India movement is fully connected with the socio- economic-cultural strength and stability of the country. The famous slogan towards Swatch Bharat Abhijan or clean India is ‘One Step towards Cleanliness’.

Objectives of Clean India

1. Reduce or eliminate open defecation through the construction of Individual cluster and community toilets.
2. To convert the insanitary toilets into pour flush toilets.
3. To remove the system of manual scavenging
4. Establishment of accountable and transparent mechanism of monitoring the work of government.
5. Open Defecation Free (ODF) India by October 2, 2019.
6. Development through Cleanliness
7. Assistance to production centers to sanitary materials and rural sanitary marts.
8. Solid and liquid waste management to be taken up in project mode for each Gram Panchayat.
9. Information Education Communication activities for sustainable demand generation for sanitation facilities.
10. To make people aware of healthy sanitation practices by bringing behavioral changes in people.
11. To link people with the programmes of sanitation and public health in order to generate public awareness.
12. To build up the urban local bodies strong in order to design, execute and operate all systems related to cleanliness.
13. To completely start the scientific processing, disposals reuse and recycling the Municipal Solid Waste.
14. To provide required environment for the private sectors to get participated in the Capital Expenditure for all the operations and maintenance costs related to the clean campaign.

Duty of the citizens in SBA

The constitution of India under Part-IV (A), Article 51 (A) provides 11 Fundamental Duties to the Indians, which are not justifiable in the court of law. So it is the moral responsibility of

the citizens of India to make their country a clean and green one. Subsequently, Swachh Bharat Abhiyan is started to make India a clean India by the endeavor of all the citizens living inside India. The Prime Minister, Narendra Modi opens the door for everybody to participate in the Abhiyan anytime. After that many steps are taken to familiarize and motivate other common people who are the real heroes of the clean India. The great initiatives are also taken from the students from schools, colleges, universities, and other educational institutions, Youths of the country involving in the daily routine job and other business activities, for the development of the mission. All the activities done by famous personalities, students and youths of the country has supported and encouraged common public to do get involved in the campaign very actively. It is the duty of us as an Indian citizen to just need to pick up the broom in our hand and clean all the dirty places in our environment to make them spotless and painstaking.

The Clean India program is:

Unique- because it involves children and youth, the future citizens as engine of change

Scientific- as it is equipped with scientific tools, methods and techniques

Innovative- as it has structured framework with flexibility to address the local needs

Inclusive- as it joins hands with other stakeholders

Holistic- as it addresses the entire value chain from assessment to solutions

Regular- in creating an environmental movement combining hands on scientific learning with civic action

Effective- because it creates Eco citizens for tomorrow

Goals of Swachh Bharat Abhiyan

1. **Behaviour change:** The nation is guided by the nationalists. Who are the nationalists? People are the answer. So it is very important to change people's attitudes, mindsets and behaviour which is a central challenge in captivating the combat on sanitation. Change should be in a rational way that puts behaviour change. There should be sufficient budgets and suitable campaigns that put Panchayat and rural communities at their sensitivity at a great achievement
2. **Specialized project management agency:** There should be a 'Special Purpose Vehicle (SPV)' – a Company that will act as a specialized Project Management Agency for water and sanitation projects, help prepare District Project Reports, and process Public Private

Partnership (PPP) and Corporate Social Responsibility (CSR) projects for the better future.

3. **Incentivizing state and local governments:** The Central Government to sign Memorandums of Understanding (MoU) with states with great satisfaction and high level pressure, where states commit to doing their part to achieve 'Swachh Bharat' by 2019. These plans should be properly implemented from the rural to urban level.
4. **Tracking toilet use:** there should be Annual Survey of Toilet Use to track how many households are actually using toilets with a punishment system for the misuse of the system. The Nirmal Gram Puraskar is now going to be replaced by Swachh Bharat Puraskar (SBP) in order to attract the people towards the successful completion of this mission.

Clean India as a path to Green India

The next step after maintaining cleanliness is preserving and conserving the greenery. The demand of the time and situation is to protect the environmental beauty and purity of the surroundings. This task is quite prodigious. It can be maintained by people's mass participation in saving the environment.

Green India is a National Mission under eight Missions of the National Action Plan on Climate Change (NAPCC), recognizes that climate change phenomena will seriously affect and alter the distribution, type and quality of natural biological resources of the country and the associated livelihoods of the people. The Mission aims at responding to climate change by a combination of adaptation and mitigation measures, which would help in enhancing carbon sinks in sustainably managed forests and other ecosystems; adaptation of vulnerable species or ecosystems to the changing climate; and adaptation of forest-dependent communities Mission for a Green India (henceforth referred to as Mission) acknowledges the influences that the forestry sector has on environmental amelioration though climate mitigation, food security, water security, biodiversity conservation and livelihood security of forest reliant people.

Objectives of Green India

1. To reshape or suppress understanding of the climate problem so that public reaction to it will present less of a political threat to corporations.
2. To technological fixes as a way of by passing debate over fossil fuels while helping to spur innovations that can serve as new sources of profit.

3. To a 'market fix' that secures the property rights of heavy Northern fossil fuel users over the world's carbon-absorbing capacity while creating new opportunities for corporate profit through trade. (Lohmann, 2006:34)
4. Increased forest cover on 5 m ha of forest or non-forest lands and improved quality of forest cover on another 5 m ha (a total of 10 m ha).
5. Improved ecosystem services including biodiversity, hydrological services and carbon sequestration as a result of treatment of 10 m ha.
6. Increased forest-based livelihood income of about 3 million households living in and around the forests.
7. Enhanced annual CO₂ sequestration by 50 to 60 million tons in the year 2020.

Goals of Green India

1. To increase forest or tree cover to the extent of five million hectares and also improve the quality of the forest.
2. To improve ecosystem service like carbon sequestration and storage, hydrological services and biodiversity along with provisioning service like fuel, fodder and timber and non-timber forest produces (NTFPs).
3. To increase forest based livelihood income of about three million households.
4. To safeguard the Public forest lands which serve as the life-sustaining resource base for the rural communities and remain in the public domain so that the benefits accrue to all sections of society.
5. To empower the communities and strengthen the decentralized local governance of forests. The Mission would support revamping of the existing institutions and working with plurality of institutions at the local level to strengthen decentralized forest governance.
6. To improve the Traditional Ecological Knowledge among the communities, along with forestry science and state-of-the-art technology.
7. To provide scope of greening not only limited to trees and plantations but also emphasis on restoration of ecosystems and habitat diversity.
8. To focus on restoration of native bio-diverse species mix at the landscape level.
9. To walk with integrated actions at a) the village level, b) at a cluster of villages in and around contiguous forest/ sub landscape/ sub-watershed, and c) the landscape level. Securing overlap of five watershed units like micro-watershed or sub-watershed over

forest cover would help maximize opportunities for convergence with the watershed program. However, village or hamlet-based integrated planning and implementation will be the basic unit of operation, supported by planning at higher spatial level, that is, the cluster or sub-watershed or sub-landscape level.

Model of sustainable Development

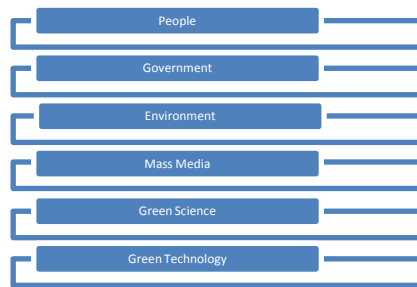
The Model of development in India may focus from the ground of ‘Green India’ and ‘Clean India’. It is a mid-way between Green India and Clean India. Sustainable development cannot be possible without a green environment and clean climate. Both are the necessary ingredients of sustainability. Sustainability refers to the need to develop the sustainable models necessary for both human race and planet earth to survive. Sustainable development means development to meet the needs of present without compromising the ability of future generations to meet their own needs”. It advocated the idea of “sustainable growth. The World Conservation Strategy report (1980), by the International Union for the Conservation of Nature and Natural Resources (IUCN), for development to be sustainable it must take into account the social and economic factors as well as the ecological ones. Unlike other economic models of development like Gross Domestic Product (GDP), Gross National Product (GNP), Net National Product (NNP), Goods and Service Tax (GST) etc, India has a new strategy of development which may bring the path full of the progress of the country.



Model of Development

Pillars

- 1. People**
- 2. Government**
- 3. Environment**
- 4. Mass Media**
- 5. Green Science**
- 6. Green Technology**



Domains

1. Clean and green environment for living
2. Better, safe and efficient transportation system
3. Garbage collections and dispose in a green way regularly
4. Emergency services should be made efficient and faster
5. Regain police department trust for fairness, justice
6. All Court cases should be fast tracked, thus faster justice
7. Emission Tests for all automobile vehicles to check pollutions.
8. Gardens should be made per one or two communities
9. Stop throwing waste in rivers and ponds.
10. Separate Environmental department to ensure that industries are within the limits to produce waste either chemical or regular.
11. CCTV Camera and monitoring, Regular Security checks in bus stations, airports, gardens and computerized actions to the thieves and burgers etc.
12. Traffic Regulations should be followed strictly
13. to stop giving bribes
14. Living activities by the government and public in both the centre and periphery levels to stimulate the morality, ethics and ideology of the people.
15. Skill development and skill enhancement activities should be spread all over the country in a democratic way.

Conclusion- Clean India, green India a far from reality

With the above pillars and domains, one can predict the bright future of India. But the goal is far away from the reality. What we need is not only the new plans but also its implementations both strongly and forcefully (if necessary) with lawful ways. Moreover, it is the duty and strong sense of responsibility of the citizens to be a role model to accomplish the mission and vision of Green and Clean India. They must respect the domains and pillars

set up by the government in fulfilling the objectives and goals for the achievement of the model of Sustainable Development.

Reference

NATIONAL MISSION FOR A GREEN INDIA (Nov,2014)(Under The National Action Plan on Climate Change), available at http://www.moef.gov.in/sites/default/files/GIM_Mission%20Document-1.pdf, Accessed on 27.09.2017.

NATIONAL MISSION FOR A GREEN INDIA Under the National Action Plan on Climate Change PRESENTATION TO THE PRIME MINISTER'S COUNCIL ON CLIMATE CHANGE February 22nd, 2011, Available at <http://www.moef.nic.in/downloads/public-information/GIM%20presentation%20Feb%2022%202011.pdf>, accessed on 27.09.2017.

Kyoto Protocol' URL: http://en.wikipedia.org/wiki/Kyoto_Protocol accessed on 13th December, 2010

Jha Sourish "The Green India Mission (GIM): A Roadmap for Neo-liberal Exploitation in forest". Available at https://www.iss.nl/fileadmin/ASSETS/iss/Documents/Conference_presentations/NatureInc_Sourish_Jha.pdf. Accessed on 27.09.2017

Lohmann Larry (2010) *Neoliberalism and the Calculable World: The Rise of Carbon Trading in Kean Birch, VladMykhnenko and Katherine Trebeck (eds), The Rise and Fall of Neoliberalism: The Collapse of an Economic Order?* London, Zed Boo

Phukan, S.R. (2014) *Swachh Bharat Abhiyan: Making India Clean & More. Available at .*

<http://www.mapsofindia.com/my-india/society/swachh-bharat-abhiyan-making-india-clean-more>. Accessed on 27.09.2017.