

SWACHH BHARAT ABHIYAN AT VILLAGE TILPAT - FAILURE OR SUCCESS

ANKITA DHAMIJA

Assistant Professor, Lingaya's University, Faridabad, Haryana India

ABSTRACT

Swachh Bharat Abhiyan is not a new programme. Launched in 1986 as the Central Rural Sanitation Programme, the scheme later became the Total Sanitation Campaign (1999) and Nirmal Bharat Abhiyan (2012). Some regard it as merely a renaming. Swachh Bharat Abhiyan is a national campaign by the Government of India, covering 4041 statutory towns, to clean the streets, roads and infrastructure of the country. This campaign was officially launched on 2 October 2014 at Rajghat, New Delhi, where Prime Minister Narendra Modi himself cleaned the road. 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 mission was started by Prime Minister Modi, who nominated nine famous personalities for the campaign, and they took up the challenge and nominated nine more people and so on (like the branching of a tree). It has been carried forward since then with people from all walks of life joining it. The primary data was used like direct interview and questionnaire with secondary data. In secondary data journals, websites etc was referred. The sample size was 100. A conceptual study is used in a research to outline possible causes of action or to present a preferred approach to an idea or thought. The observations were including different parameters like garbage management, government support, drainage system, different diseases causing due to unhygienic surroundings, unavailability of washroom facilities.

KEYWORDS: *Central Rural Sanitation Programme, Garbage Management, Government Support & Drainage System,*

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