Managerial Perspectives, Issues and Challenges of Swachh Bharat Campaign 2014

Cleanliness is next to Godliness, a famous quote by Gandhi has become the voice of the nation. Keeping this in mind, National Conference on Managerial Perspectives, Issues and Challenges of Swachh Bharat Campaign 2014 was organized by University School of Management Studies, Guru Gobind Singh Indraprastha University, Delhi on August 14, 2015. The objective of the conference was to promote and discuss the managerial perspectives of Swachh Bharat Campaign 2014. The idea behind the conference is inspired from the campaign which was officially launched on 2 October 2014 at Rajghat, New Delhi, where Prime Minister Narendra Modi himself cleaned the road. It was a remembrance to Gandhi’s words. 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. It has been carried forward since then with people from all walks of life joining. Swachh Bharat Abhiyan is not only for cleaning India from dirt & pollution but also take initiative for planting more trees & plants and provide sanitation facilities. The most importance for promoting this campaign is that it becomes an ideal destination for tourists from across the world. Sometimes, it feels embarrassing for Indians due to unclean picture of India. Thus, it is the right time to contribute towards Swachh Bharat- the conference theme revolves around this principle. The most important feature of the campaign is to provide well maintained water, sanitation and hygiene facilities in every school in India. It is necessary to produce a healthy school environment and to provide good health and hygiene behaviors. The technical parts include drinking water, hand washing, toilet and soap facilities in every school. It helps to develop children’s health, school enrolment and surface the way for new generation. Swachh Bharat Abhiyan takes an initiative toward make in clean India. In India we require a healthy society, we require healthy people. Adopting the habit of cleanliness will make India a healthy & clean & beautiful country. Therefore in nutshell, the Conference aims to discuss issues, challenges and contributions of various stakeholders of Swachh Bharat Campaign.

In the plenary session, various dignitaries shared their views and experiences. In the welcome address- Mr Rajiv Kale, Registrar, GGSIPU shared that this campaign was not just bounded to the university but also covered its affiliated colleges, with the aim to promote the idea of take your litter to home and participate in Swachh Bharat Abhiyan. He shared that sanitizing university community, maintenance of classrooms, maintenance of water cooler and RO, cleaning of sewage lines prone to overflow and ensure proper functioning of all the urinals, washbasins and toilets of the campus were some of the works under the campaign performed by officials and students of the university. Cleaning campus in every sphere was the main factor on which university majorly focused. In his Inaugural Address, Chief Guest: Dr. Bindeshwar Pathak- founder of Sulabh International, stressed on the importance of sanitation and cleanliness in country of India. He shared about his organization “Sulabh”, which engages nearly 50,000 people, has constructed nearly 1.3 million household toilets and 54 million government toilets based on an innovative design. He also shared that his organization is leading a movement to discour age manual cleaning of human waste in both rural and urban areas. He said that his motto is to “connect people”, “build bridges” and “bringing change”. All this is rooted in our basic understanding that everything that matters in our life—economy, polity, sanitation, and so on—is embedded in our society. Only if society progresses can we progress in other dimensions. The creation of social capital is the most required asset without which we cannot make real and sustainable development in any