



UNIVERSITY GRANTS COMMISSION
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Guidelines for Swachh Bharat-Swasth Bharat Scheme of the UGC

Introduction:

Humans are driven by the basic instinct of living a happy and healthy life. Though it sounds to be a simple thing, it is hard to realize as it warrants the wholesomeness of both heart and mind. This obviously requires a clean environment which can be promoted by inculcating healthy and hygienic habits besides positive thinking among the youth.

The idea of cleanliness or *swachhata* is prevalent in all the civilizations across all the times. It concerns not only physical and mental health of human beings but also their spiritual development. Even the whole philosophy of the father of the nation, Mahatama Gandhi is based on cleanliness and related personal hygiene which says that spiritual and religious development of a man hinges upon the cleanliness. He had even said that '***Sanitation is more important than independence***'.

Most of the developed societies which have accorded utmost significance to cleanliness and sanitation have contributed to the growth and development of more productive workforce than their counterparts. In some societies it is very aptly put next to Godliness. It not only affects the working efficiency of the people but also their mood and mindsets. There is a whole culture of cleanliness and hygiene which needs to be communicated and inculcated amongst youth. Though metaphorically, speaking the cleanliness may also be broadened to include a corruption free clean India.

The Honorable Prime Minister in his Independence Day address to the nation has emphasized the need for cleanliness drives which he intends to inaugurate on 2nd October 2014 as the "Clean India Campaign". The PM is right when he says that it is a matter of attitude of individuals which can bring about the change.

The colleges and universities are temples of learning. They have an important role to play in the development of this attitude. The students in institutions of higher learning are of an impressionable age and thus universities and colleges can become the best platform for imbibing these values so as to transform them into motivated citizens.

The cleanliness can be viewed in two paradigms- **Structural and Individual-moralistic**. The former includes the steps taken by the government at the structural level or macro level by

making policies, provisions, institutions, etc. And by individualistic-moralistic, it is meant dealing at the micro or individual level by invoking appeals like moral, social, spiritual, etc. There is no doubt that it requires the co-operation and willingness of people but alongside it ought to be backed by the institutional arrangements.

Structural steps:

1. Visible efforts of maintaining cleanliness on the part of institutions is a must so that people are inspired to keep their surrounding clean. Usually people hesitate to spoil or defile a place that is already neat and clean. When there would be cleanliness at public places they will think twice before defiling it. Delhi metro is an example of collective conscience about cleanliness where people try to keep it squeaky clean defeating the common perception that this would be an impossible task.
2. A separate project must be designed for students which may include embedding instructions about cleanliness, creating awareness camps in organizing cleanliness drives so that cleanliness is inculcated in their attitude and learning.
3. There could be a part of cleanliness and related areas in the environment course which is being offered in the system. Also, institutions like Universities and colleges must collaborate to come out with ways to make the Swachha mission possible. Research must be funded for the innovative designs and implementation strategies for making a clean India.
4. Apart from keeping things at the mercy of people's character, there must be some legal aspects of enforcing cleanliness. Not only there must be enough laws that require a citizen to adopt cleanliness but there must be provisions of penalties and fines that may act deterrent for the law breakers. Their execution must be ensured and in this respect the use of electronic surveillance may be of great use. This is quite prevalent in places where people are already sensitized to the idea of hygiene and cleanliness.
5. An effective and structured propaganda and awareness machinery must be visualized and pressed into service to gain public co-operation and confidence.
6. People sensitization programs about the environment- forest and greenery must be conducted. It will further motivate them to take care of our natural greens and keep water resources clean and safe by not making them the dumping grounds.
7. Proper waste segregation and disposal system should be in place and ensure that it is implemented at the structural level.
8. More effective Public Participation Models should be in place to include and ensure public participation in the campaign for clean India.

9. Public Toilets must not only be constructed but also well maintained so as to assure their continued use. It is one of the crucial factors in making clean India a success that the public toilets are clean otherwise people will continue to relieve themselves in open place, which unfortunately they consider a cleaner option.
10. NGOs must be roped in with increased participation for implementation of cleaner practices in our daily lives. We already have a successful example before us- Sulabh International Toilets. Also, the role of corporate may be sought in *Swachhha Bharat Mission* as part of their corporate social responsibilities in any form be it financial assistance or program implementation. The companies working in the area of say sanitation or innovation communication or adoption or any other related area may collaborate on the mission. Their co-operation may be in the form of adoption of neighborhoods or localities, villages or any other bigger units.

Moralist-individualistic steps:

1. Weaving and sharing inspiring stories from across the world about how they keep their country clean. Japan for example is well appreciated for its obsession for cleanliness in the world. Not only their roads are very clean but their sewage water is also relatively clean as it is properly treated before it is discharged in drains. This also helps them keeping their rivers clean- something which we want to achieve in the form of a clean Ganga and for that matter other major rivers like Yamuna, Gomti, etc.
2. Blending the concept of lifestyle and health with the idea of cleanliness will buy some adopters in the world where lifestyle and health consciousness is very much a value.
3. Inspiring people to keep their houses clean and then move on to surroundings or community cleanliness.
4. It is a related concept of personal hygiene which has its bearings upon the personal and mental health and this must be stressed upon.
5. The unit of action being an individual is taken into confidence and motivated to spread the idea of cleanliness not out of any compulsion but out of his/her conviction of cleanliness. He/she further becomes a part of chain in communication with his/her family members and friends and thus communicates through actual adopting of the value.

Health has taken a backseat in developing India where lifestyle and environmental diseases are on rise particularly in youth due to sedentary lifestyle and lack of physical activity. These lifestyle and environmental diseases pose huge challenge to India's young population. The root cause of most of the health problems is poor sanitation and lack of availability of potable water, sedentary lifestyle, faulty habits, lack of awareness on health issues and rise in smoking, alcoholism, drug abuse in the youth of the country.

Bapu made cleanliness and sanitation an integral part of the Gandhian way of living. His dream was total sanitation for all. The concept of Swachh Bharat is to pave access for every person to:

- a) Sanitation facilities including Toilets, Solid and Liquid Waste Disposal Systems, village cleanliness; and
- b) Safe and adequate drinking water supply.

Government of India has decided to achieve this by 2019 as a befitting tribute to the father of the Nation Mahatma Gandhi on his 150th Birth Anniversary. Keeping this in view, the University Grants Commission has decided to launch a new scheme “**Swachh Bharat- Swasth Bharat**”.

Objectives:

1. To propel the idea of Swachh Bharat- Swasth Bharat through 4 Cs (Clean mind, clean body, clean environment and clean society).
2. To create and support public health care system.
3. To inculcate the norms of clean and healthy living amongst the youth.
4. To create awareness about the responsibility to live healthy and keeping the environments clean for a sustainable growth and development.
5. To create an environment of understanding and awareness on these issues within community and foster health promotion and protection measures on lifestyle diseases.
6. To support community to have a holistic, sustainable and healthy life styles.
7. To provide general assistance to Universities & Colleges for developing health care and sanitation facilities.
8. To strive towards a peaceful co-existence for the betterment of the society as a whole.
9. To take a pledge to say no to ☒ dirtying the surroundings by throwing garbage out on the streets; spitting anywhere; defecating in the open; defacing the walls of the monuments and other public places or property.
10. To keep everything clean be it heart, hostel, library, labs, gyms, playground, home, neighborhoods, offices, streets, villages, cities, etc.

Eligibility:

Universities/Colleges which have been included under Section 2(f) and declared fit to receive central assistance under Section 12 B of the UGC Act, will be eligible to receive financial assistance under this scheme.

Nature of assistance:

The Universities and Colleges shall utilize the General development Grant for this purpose which has been already allocated to them.

MODULE FOR IMPLEMENTATION OF SWACHH BHARAT-SWASTH BHARAT

MODULE I: SWACHH BHARAT

1. To construct toilets in the universities and Colleges.
2. To conduct outreach programs for creating awareness on Swachh Bharat through NCC, NSS, Scouts and Guides and women cell.
3. To produce energy and manure using bio-wastes.
4. Plantation drives to increase the green cover and conservation of old trees.
5. Self-sustainable units through energy production using solar panels.
6. Plastic free environment.
7. Development of Green Buildings concept in the society.
8. Effective Waste management and recycling.
9. Adoption of colonies for cleanliness and welfare.
10. Rain water harvesting.
11. Proper disposal of medical waste.
12. Creating awareness in the community through short films.
13. Use of social media for broader community outreach.

MODULE II: SWASTH BHARAT

1. To increase the awareness of the importance of regular physical activity in a healthy life style.
2. To promote physical and mental health activities
3. To increase the awareness of the importance of nutrition for a healthy life style.
4. To recognize the cultural diversity and psycho-modulatory activities towards a tolerant and harmonious society.
5. To increase awareness of the effects of substance abuse and stress on healthy life style for tobacco/Drug free population.
6. To organize Yoga/meditation session for holistic well being.
7. To organize talks/lectures by the eminent experts.
8. To organize seminars/ debates /workshops, symposia, etc.
9. To provide guidance and counseling services, etc.
10. Creating awareness in the community through short films.
11. Use of social media for broader community outreach.

Implementation of the scheme

The scheme will be implemented by the universities and colleges with the help of existing departments such as Physical education department, Environmental Science Department, Home Science Department and Psychology Department or any other relevant Department by developing a centre on **SWACHH BHARAT-SWASTH BHARAT**, which will be comprising of a coordinator, doctor, counselor, yoga experts, nutritionist, psychologist, etc.