

SWACHH BHARAT ABHIYAN AND RESPONSIBLE ENVIRONMENT BEHAVIOR BY CITIZENS

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ABSTRACT

Behavior is an outcome of our attitudes. While hiring people, businesses tend to match the requirements of the job with the applicant's profile. The attitude of the applicants also sought to be known so that it is in congruence with the organization's culture. The employers need to have employees who have attitudes that lead to the desired behavioral outcomes. In the field of natural environment, the attitude-behavior issue becomes much more problematic than business environments. How people behave with their environments has assumed importance especially after the launching of the Clean India Campaign by the Government of India. The attitude of the citizens towards cleanliness, and the desired behavior will determine the success/ failure of the clean India Campaign. A theoretical framework is proposed that can help the clean India campaign achieve its goals by simplifying the environment attitude- environment behavior paradox.

KEYWORDS: *Environment Attitude, Environment Behavior, Responsible Environment Behavior, Swachh Bharat Abhiyan, Clean India Campaign.*

Introduction

Swachh Bharat Abhiyan or the Clean India Movement is a campaign by the Government of India to clean the streets, roads and infrastructure of the country's 4,041 statutory cities and towns. The campaign was officially launched on 2 October 2014 at Rajghat, New Delhi, by Honorable Prime Minister Narendra Modi. Being launched on the birthday of Mahatma Gandhi has significance since Gandhiji always talked of both outer and inner cleanliness. It is India's largest ever cleanliness drive with 3 million government employees, and especially school and college students from all parts of India, participating in the campaign. The other objectives of Swachh Bharat are to reduce or eliminate open defecation through the construction of individual, cluster and community toilets. The government hopes to achieve an Open-Defecation Free (ODF) India by 2 October 2019, the 150th anniversary of the birth of Mahatma Gandhi, by constructing 12 million toilets in rural India, at a projected cost of rupees 1.96 lakh crore.

The Swachh Bharat Abhiyan of the Government of India has onerous task of making a clean India. It needs massive funds, cooperation with State Governments, and constant monitoring and control. More importantly it involves changing people's attitudes, prejudices and behavior in desirable ways. If there is any one Government initiative that requires people's participation for success, it is the Swachh Bharat Abhiyan. Let's take one aspect of the Swachh Bharat Abhiyan, that is, littering. Whether in cities, towns or villages, in tourist destinations, in trains, in hospitals etc. litter behavior of Indians is anything but desirable. **How to bring around the necessary litter behavior is a psycho-sociological question.**

In order to make India clean and to make it sustainable will involve dramatic changes to contemporary habits and lifestyles. In order to promote these changes effectively it is essential to have a clear idea of the variables that are characteristic of individuals who are supposed to engage in a

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