

## Question

The core of Swachh Bharat Mission can be a model to contain the spread of coronavirus after vaccination. Discuss.

## Answer

Swachh Bharat mission is an ideal example in the world for large scale behaviour change. It is a change of old age practice of open defecation to new agenda for open defecation free campaign. Mahatma Gandhi's dream for Swachh India ~~is~~ become true. Swachh Bharat mission launched by PM Narendra Modi in 2014. Till then many campaigns and many programmes were held by the government.

## → A STEP TO BEHAVIOUR CHANGE :-

Behaviour change of mass took time and particularly of those things which are practiced from age old time.

- 'Darwaja Bandh' campaign by Anitabh Buchhan push ~~to~~ people's thinking
- ODF (Open Defecation Free) India also took time but it is now actually become ODF. Govt. launches many schemes, subsidies, sometimes strict steps but all these things are for hygienic India and a Swachh environment.
- Idea of Swachhagrahis 'Har koi Har roz, Hamesha' encourage public for become self ~~sur~~ surveillance.

## → IDEA OF BEHAVIOUR CHANGE IN COVID-19 REGIME :-

As like Swachh Bharat Mission ~~is~~ ongoing covid-19 ~~era~~ era also require long time behaviour change of people.

- It is easy to apply new idea than to change old age practices.
- wear a mask, social distancing, frequently handwash.

- we some important actions for controlling coronavirus.
- Government tried its best by various ways like night curfew, punishment, police surveillance. Fines may be justified in context to large scale on the ground of public safety.
  - As Swachhata was taken as nation wide collective mode, vaccination is also need that mass behaviour change.
  - People's hesitancy for vaccination can be changed by practice and frequent informations and benefits.
  - PM Modi's new step for reminding people by Dawa Dawai bhi Kadaai bhi, can rise faith of people in vaccination.
  - Recently Health Survey Report - 5 2019-20 also raise concerns for state ~~sett~~ of safe sanitation, which require more.
  - These habits of wearing mask, sanitisation, social distancing are very helpful for preventing from COVID-19.

Vaccine for coronavirus raise a hope for future. Again it is step towards normal life of Pre-COVID-19. People must trust vaccine for their health and it will become true by changing behaviour of people.

- Raising trust in people for new norms regarding coronavirus and vaccination may be tough but it can be true by behaviour change as we did in Swachh Bharat years - 2014 - 2019. Mass campaigning and make people aware for their safety is necessary for Swachh and Swasth (India) Bharat. It become possible if 130 cr. Indian will work collectively.