ABSTRACT

Today, the Corporate have become more experimental and innovative in conducting their businesses as compared to the previous ways of handling the business strategies that were more of monotonous in nature. Also they have become more client friendly besides complying with the rules and regulations formulated by the Government. Though the companies are expected to squeeze maximum profits out of their investments but at the same time, the young entrepreneurs and the successors of the established business houses have become more aware for their responsibilities towards the nation with or without compromising on their business principles.

Keywords----  Campaign, NGO, CSR

I. INTRODUCTION

According to the new Companies Act 2013, companies with a net worth of more than Rs 500 crore or revenue of over Rs 1,000 crore or a net profit of more than Rs 5 crore need to meet the CSR norms. At least 2% of the average net profit of the immediately preceding three financial years of the company shall be used for spending in accordance with the CSR Policy. Initially, there was a lot of resistance and opposition by the people but sooner than later they accepted it because it was the need of the nation and ultimately served the public at large which in turn serve the basis of materializing their existing and future plans.

Some of the big Business houses voluntarily spend the amount beyond the ceiling limit of CSR for the upliftment and the betterment of the society and their associates. For example, the NGOs run by Neeta Ambani, Tata (Tata Sports Academy), Mahindra group, Rotary International etc. The Indian Government has identified areas for the better utilization of the CSR funds mainly in the field of arts, housing, education, health, sanitation and many more.

The biggest CSR spender — Reliance Industries Limited — moved its spending away from education and move towards healthcare. In the year ended March 2015, almost 80 per cent of the CSR expenditure by the company was in healthcare. (source: http://indianexpress.com/article/india/india-news-india/healthcare-to-swachh-bharat-how-firms-spent-csr-funds/#sthash.UlMpbQ50.dpuf )

Cleanliness is a major issue in our country much before the time of independence. Even Mahatma Gandhi once said “Sanitation is more important than Independence”.

Since our independence, the different parties that came in power took the initiative towards cleanliness campaign and had put their best foot forward in this regard but unfortunately the efforts proved to be a drop in the ocean. Lately Swachh Bharat Abhiyan, a national campaign by the Government of India was officially launched by the Prime Minister, Narendra Modi on 2 October 2014 at Rajghat, New Delhi. It covers 4,041 statutory cities and towns, to achieve the vision of a 'Clean India' by 2 October 2019, the 150th birthday of Mahatma Gandhi.

It is India's biggest ever cleanliness drive and 3 million government employees and school and college students of India participated to clean the streets, roads, infrastructure etc;

This campaign aims to eliminate open defecation by constructing toilets for households, communities; eradicate manual scavenging; introduce modern and scientific municipal solid waste management practices; enable private sector participation in the sanitation sector; cleanliness of roads and streets, clean river Ganga and its banks, plantation of trees, plastic free environment, change people’s attitudes to sanitation and create awareness. The idea is to launch a clean India movement by inculcating the idea of "4 Cs" (clean mind, clean body, clean environment, and clean society).

Though different agencies of the government and the private sectors are involved in the construction of toilets, planting of trees, creating awareness amongst people etc but negligible efforts are focussed on the Waste Management system. In author's opinion this area is the pillar of achieving the objective of Swachh Bharat Abhiyan.
The efforts should be laid out for the effective waste management that can be solid, plastic or biodegradable. However the general masses do not know much about this.

Above all there is a serious lack of awareness amongst people regarding the biodegradable and non biodegradable decomposition. All kinds of litter are found in one type of dustbin. To get control over this situation the NGOs or RWA’s the localities should play a major role in making the inhabitants aware that it’s the biodegradable waste that can be converted into manure by the process of composting. The two differently coloured dustbins marked for paper/ food items and the other one for plastic cans should be placed on roads, in houses and parks. This is the basic strategy used by the people and / or the government agencies.

The biodegradable waste management is an effective opportunity for the common man, small entrepreneurs and the companies to yield the output in terms of monetary benefits and discharge of their social responsibilities. Biodegradable waste can become a utility product through composting. Composting is the biological decomposition (rotting and decaying) of plant residues, farm animal manures, and kitchen scraps under controlled conditions. Once these materials are completely decayed, the end product is called compost. Compost is a decayed organic matter that is earthy, dark, and crumby.

Compost is an excellent source of organic matter that has plenty of beneficial organisms. It adds soil nutrients necessary for plant growth. Also controls plant disease pathogens, soil borne pathogens. Improves the soil condition and texture and it breaks up clay soil, helps sandy soil retains moisture, and relieves compaction. Nevertheless compost improves soil drainage, reduces soil erosion, helps rehabilitate infertile soil sand and last but not the least makes the soil easy to cultivate.

After knowing the whole lot of advantages associated with the compost, steps should be soon undertaken for composting the solid waste especially the biodegradable one. Thus to make Swachh Bharat Abhiyan a real success, the scholars have suggested a streamlined procedure to dispose biodegradable waste. Three categories need to be focussed namely children, Young/Adult and Aged separately.

1. Children

Role of different agencies is very important to deal with:

a) Role of Parents- Parents must teach their children to put garbage in dustbins only and significantly this could be achieved if they do it themselves too.

b) Role of schools- Schools has a wider and a major role to play by teaching kids the difference between Biodegradable and Non biodegradable substances. Also schools can contribute emphatically if they make them pledge to keep their surroundings clean.

c) Role of Neighbours & Relatives- They should make the children aware about health & hygiene by keeping their environment clean.

d) Role of Government- Drives conducted by the Government organizations or their associated bodies especially for children with the help of Psychologists, Doctors, counsellors, educationists for creating awareness among children for cleanliness would certainly have a profound impact on the minds of young and tender minds.

2. Youth/ Adult

a) Role of Institutions- Institutions should not only make the young adults aware about the separation of Biodegradable & Non biodegradable garbage but also teach them about the utility of garbage for public benefit and use.

b) Role of Peers- Healthy competition should be developed among the people so as to achieve the objective of Swachh Bharat Abhiyaan.

c) Role of Parents- The directions and timely instructions will not only make the environment clean and healthy but also keep the diseases and health related problems at bay. Also healthy habits of parents will be passed to their successors for their future health and benefit.

d) Self Role- They should teach their younger siblings and their friends for swachhta and also take effective steps in separation of Bio and Non Biodegradable wastes sue motto.

d) Role of Government- Drives conducted by the Government to create awareness amongst people regarding the benefits of hygiene and cleanliness starting right from their doorstep moving to neighbourhood areas especially for children with the help of Psychologists, Doctors, counsellors, educationists for creating awareness amongst people regarding the benefits of hygiene and cleanliness starting right from their doorstep moving to neighbourhood areas and finally spread to the society they inhabit.

Some recognition /awards may be distributed in time bound manner and also the message of the same should be covered locally or at national levels in order to boost the morale of the involved youth. At the same time this will no less inspire and motivate others to participate wholeheartedly in this ‘Swachh Abhiyan’.

3. Aged

a) Self role- Retired personnel should establish themselves as role models in the society. They should take this initiative as an assignment from the Government to create awareness amongst people regarding the benefits of hygiene and cleanliness starting right from their doorstep moving to neighbourhood areas and finally spread to the society they inhabit.

b) Government role- The Government should channelize the energy of this group for the upliftment of society. In a way this activity will not only make good use of their idol time but also the society can gain a whole lot in terms of their experiences. They can be employed on the basis of volunteer act or maybe a nominal monetary benefit can be offered to them. Moreover the government can start some new pension schemes for the unemployed aged people in lieu of their services for Swachh Bharat Abhiyan.
The scholars have suggested the Business Model especially for the Corporate dealing in FMCGs (Fast Moving Consumer Goods).

The Stepwise details are as under:

a) The Co. may employ Safai karamcharis/garbage pickers as their executives for collection of garbage from the houses. (The executives will be well dressed up in company s uniforms, wearing disposable gloves, well trained in handling the waste sophistically and efficiently.)

b) Each executive appointed for the designated locality will give two garbage bins of different colours labelled Biodegradable and Non Biodegradable, to every house (unit) for dumping of their daily wastes.

c) Units need to assure that the garbage is dumped into separate biodegradable and non biodegradable bins and will be handed over to the executives on a daily basis.

d) A small monetary amount/award/ gift voucher can be given to each unit (house) on the monthly basis if they promise to co operate.

The incentive that the unit received here is that they don’t have to pay any monthly charges to the sweeper / waste picker to collect their house wastes and on top of it they are given something in cash or kind if they work hand in hand with the executives.

e) The company can use these bins as a medium of advertising their company’s name (like HLL, P&G etc or their product along with the name of the company eg. Ponds talc, Iodex, Domex, Harpic etc) by printing it near the tag biodegradable or non biodegradable.

f) The waste bins collected on the daily basis by the executives will be delivered to the respective companies.

g) The collected garbage will be compost by the companies in their company’s premises as per the procedure laid down by the government or they may tie up with some other company’s compost plant where the garbage would be straight away be directed to.

h) The biodegradable compost will be further utilised as manure and can be either sold to the government or in the open market.

i) The non biodegradable waste after/ or before composting shall be returned to the government and in exchange some benefits can be taken from the government.

Now this model serves dual purpose.

Firstly, the wastes right at the source of origin is segregated at ease and is sent to compost plant without much of a delay. Secondly and most importantly it will prove to be a boon to the big / small corporate as this method will be able to bring their brand to the notice of all the members of the house from youngest to eldest without escape, thus serving as an effective way of giving wider publicity to the Co. & its product(s).

On a wider scale the Co. can do survey about their product(s)/ services through these executives as they have the privilege of visiting the kitchen of each unit of the locality.

The other big advantage is that when the company launches a new product then a free sample of it...
could be handed to each unit of a selected locality through their executives (safai karamcharis).

Now a very big question arises that why any company would bear the cost of executives, bins etc...

The company can cover the expense of bins, salary of executives, cost of composting unit through the CSR fund. As the Government have included the “Swachh Bharat Abhiyan” and “Clean Ganga Mission” as CSR activities under Schedule VII of the Companies Act 2013 from 24th October, 2014. Moreover, the final product after or before composting can be exchanged with the government / or other agency on reasonable prices. The employment can either be made permanent or on contract basis or on commission as per the budgetary provisions.

II. CONCLUSION

These small efforts of the companies can give greater benefits not only in monetary terms but otherwise. The pollution problem especially the TSP which is quite hazardous for health can be minimized.

Dignified employment can be given to the people of under privileged section. Besides, other reciprocal opportunities can be explored and materialized. The scholars realized that the proposed Business model can initially be implemented as a pilot project and on the basis of further study; requisite amendment in the model can be made. Also this business model can be undertaken by the Government agencies for distribution of funds to NGOs especially for the particular sector.

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