

Course - XVII

SECOND YEAR

4th Semester

**ENVIRONMENTAL
EDUCATION**

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UNIT - 1
SWATCH BHARATH - AN
ENVIRONMENTAL AWAKENING

1. Write the concept of 'Swatch Bharath Abhiyan'

Swachh Bharat = Clean India

Swachh Bharat = Spotless India

Ans. Swachh Bharath Abhiyan in English called as 'Clean India Mission' is abbreviated as SBA or SBM, is a national campaign by the Government of India, covering 40, 41 statutory cities and towns, to clean the streets, roads and infrastructure of the country.

The campaign was officially launched on 2nd October 2014 at Rajghat, New Delhi, by Prime Minister Narendra Modi. It is India's biggest ever cleanliness drive with 3 million Government employees and school and college students of India participating in this event.

2. Write the evolution of the concept Swatch Bharath, objectives its campaign and execution.

Swatch Bharath Abhiyan (Granton)

A. Evolution: With effect from 1st April 1999, the Government of India restructured the comprehensive rural sanitation programme and launched the total sanitation campaign (TSC) which was later (on 1st April 2012) renamed Nirmal Bharat Abhiyan (NBA).

On 2nd October 2014, Prime Minister of India Narendra Modi launched the Swatch Bharath Mission, which aims to eradicate open defecation by 2019, thus restructuring the Nirmal Bharat Abhiyan.

The government is aiming to achieve an open-Defecation free (ODF) India by 2nd October, 2019, the 150th birth anniversary of Mahatma Gandhi, by constructing 12 million toilets in rural India, at a projected cost of Rs. 1.96 lakh crore.

As of May 2015, 14 companies including Tata consulting services, Mahindra group and Rotary International have pledged

to construct 3,195 new toilets. As of the same month, 71 public sector undertakings in India supported the construction of 86,781 new toilets. Most of these toilets are a type of pit latrine, mostly the twin pit pour flush type.

OBJECTIVES

The main objectives of the SBM(G) are as under:

a) Bring about an improvement in the general quality of life in the rural areas, by promoting cleanliness, hygiene and eliminating open defecation. b) Accelerate sanitation coverage in rural areas to achieve the vision of Swachh Bharat by 2nd October 2019. c) Motivate Communities and Panchayati Raj institutions to adopt sustainable sanitation practices and facilities through awareness creation and health education. d) Encourage cost effective and appropriate technologies for ecologically safe and sustainable sanitation. e) Develop where required, Community managed sanitation systems focusing on scientific solid & Liquid Waste Management systems for overall cleanliness in the rural areas.

STRATEGY

The focus of the strategy is to move towards a 'Swachh Bharat' by providing flexibility to State governments, as sanitation, is a state subject, to decide on their implementation policy and mechanisms, taking into account State specific requirements. This is focused to enable States to develop an Implementation Framework that can utilise the provisions under the Mission effectively and maximize the impact of the interventions. The Government of India's role would be to complement the efforts of the state governments through the focused programme being given the status of a Mission, recognizing its dire need for the country.

It is suggested that implementation framework of each state be prepared with a road map of activities covering the 3 important phases necessary for the programme:

- (i) Planning Phase
- (ii) Implementation Phase
- (iii) Sustainability Phase

Each of these phases will have activities that need to be specifically catered for with concrete plan of Actions, which shall need specific preparation and planning.

towards satisfying their felt-needs. The feeling of shame and disgust can be introduced in the target population with focused communication at the community level where an entire community can be triggered into positive action towards elimination of open defecation and restore community pride. Individual households will be provided a menu of options for their household latrines, both in terms of technology, design and cost. To bring about the desired sustainable behavioural changes for relevant sanitary practices, intensive IEC and advocacy, based on Inter Personal Communication (IPC) with participation of one or more of the following - Government representatives like Swachhata Doots/ASHAs, ANM workers, Anganwadi workers/CSOs/NGOs/Panchayat Raj Institutions/resource organizations/local SHGs with a good track record is envisaged. Thus a mix of Individual and Community led approaches is envisaged to achieve the desired outcomes. The participation of local community oriented organizations has to be obtained to garner belief in the actual approach has to be decided at the District level and the identification and selection such groups and organizations has to be carefully done taking into account their experience and capabilities.

The proliferation of educational facilities in the rural areas provides the opportunity to utilize an approach that should essentially include an element that involves school and college children as potential agents of change in homes. This needs to be leveraged to the maximum extent possible and be included in any plan made to upscale sanitation facilities and use.

The built-in flexibility in the menu of options is to give the poor and the disadvantaged families' opportunity for subsequent up gradation of their toilets depending upon their requirements and financial position. The provision of incentives can be used appropriately as decided by the state governments. A synergistic interaction between the Government agencies and other stakeholders is essential.

The provision of incentives for individual household latrine units to the rural households is available to States which wish to

Implementation / Execution: Implementation of SBM (G) is proposed with 'District' as the base unit, with the goal of creating ODF GPs. The District Collectors/Magistrates/CEOs of Zilla Panchayats are expected to lead the Mission themselves, so as to facilitate district wide planning of the Mission optimum utilization of resources. The Baseline Survey data of 2013 collected by states and entered on the MIS of MDWS by 31.1.2015 will be considered as the base for all states where the survey is still complete. For the states the data entered on completion of the Survey will be taken as the base data.

A project proposal shall be prepared by a District, and scrutinized and consolidated by the State Government into a State Plan. The state plan with district wise details will be shared with the Government of India (Swachh Bharat Mission Ministry of Drinking Water and sanitation). This plan shall include a 5 year plan along with 5 independent annual plans which merge into the 5 year plan. These plans shall be approved by the Ministry each year. On the basis of formative research and consultation rounds, the State shall develop a tailor-made communication strategy, a communication plan, and material and will train community mobilisers to use these tools. The State plans shall provide details of the IEC, BCC, Triggering exercise, Capacity building, implementation, Financial support and monitoring activities planned in each district, consolidated for all Gram Panchayats. The District wise plans will have Gram Panchayat-wise details. The State Project implementation plans currently prepared by States on a perspective basis shall be revised based on the Baseline data and the revised norms of the SBM(G). The States will be allowed to make inter-district changes in allocation of resources to the individual districts within the overall funding of the state as a whole as per the approved Annual Implementation Plan (AIP), in consultation with the Centre.

Funds are to be made available for these preliminary IEC works including for triggering behaviour change. This will endeavor to reach every household in every community and shall disseminate information regarding the need for safe sanitation, and the ill effects of open defecation getting the population oriented

provide the same. This may also be used to maximize coverage so as to attain community outcomes. States will have flexibility regarding the utilization of the incentive. Incentives, if given, may be to the individual households or where the community model is necessarily adopted to trigger the demand in GPs/Blocks/Districts the community as a whole or as a combination of both. Since the incentive for one IHHL is Rs. 12,000, the state will be eligible to receive the entire amount (shared between the Central and state governments). However the incentive charged on the mission will be used entirely on the sanitation sectors. States will decide on the methodology of the actual construction of toilets to follow triggering of demand under the programme. Fund flow for IEC, Triggering, Capacity building, Monitoring activities can be done through the Gram Panchayats or through other agencies like administrative departments, CSOs, NGOs, SHGs etc. As decided by the state. Ideally the construction activities should be taken up by the individual beneficiaries themselves with support from/or through agencies in the village. States may decide to provide incentives to households in two phases, one at the pre-construction stage and the other on completion of construction and usage. However, the community incentive, if any, can only be released after the village unit is open defecation free for a significant length of time. Both of these outcomes to be measured through a robust follow up monitoring system.

Since National Rural Livelihood Mission (NRLM) is being implemented across India through a huge network of SHGs, Village Organizations (VO) of SHGs in the villages, Block level and District level federations of SHGs for improving quality of life, beside strengthening livelihood options, States may tie up with state project management Unit of NRLM in the respective states for utilizing the huge network of SHGs for effective IEC and BCC, triggering demand and promoting area specific toilet design and specification. The SHGs can also be effectively used as a micro financing unit for sanitation infrastructure. The revolving fund available under the SBM(G) also may be utilized through the NRLM mechanism. Arrangements for this can be made at the State level. SHGs may also be utilized for working as

Rural Sanitary Marts (RSMs) in remote areas where bulk procurement and delivery of quality hardware for toilet construction may be assured through such system. Funding for this shall also be permitted under the SBM(G).

The Scheme shall aim to saturate coverage in the first instance the States/ Districts/ GPs in all major river basins of India e.g. Sutlej, Ravi, Beas, Ganga, Yamuna, Godavari, Narmada, Tapi, Kaveri, Brahmaputra. This will ensure the outcomes required for pollution free rivers, in addition to ODF communities.

A Rapid Action Learning Unit (RALU) should be put in place at the National, State and District levels (if found to be required by States), to evaluate the monitoring exercise, provide advice on corrective action and upscale good practices. The RAL units will be small, flexible and specialized to meet these needs and to find fast and effective ways forward, developing, sharing and spreading solutions. This will be based on learning's about Action (what is happening in the field) and from Action (by trying out through innovative action). These units will carry out activities including being upto date with field activities under SBM(G), brainstorming and search; field trails of innovative approaches; research and sharing and feedback. Detailed instructions on RALU will be issued by MDWS. The RALU will be funded through the Administration component of the SBM(G), from which Monitoring and Evaluation funds are to be provided.

To accelerate coverage in Gram Panchayats selected under the Sansad Adarsh Gram Yojana, these GPs may be selected on priority for coverage under the SBM(G).

Swatch Bharat Abhiyan (Urban)

According to Census 2011, India's urban population is 377 million or 31% of the total population. These numbers are expected to increase to 600 million by 2031. The Census 2011 also showed that in 4,041 statutory towns, close to eight million households do not have access to toilets and defecate in the open (7.90 million). Weak sanitation has significant health costs and untreated sewage from cities is the single biggest source of water resource pollution in Indian cities and the huge costs incurred from not addressing them.

SBM is being implemented by the Ministry of Urban Development (M/o UD) and by the Ministry of Drinking Water and Sanitation (M/o DWS) for urban and rural areas respectively.

Swachh Bharat Mission (SBM) Urban over view

Mission Objectives

1. Elimination of open defecation 2. Eradication of Manual

scavenging 3. Modern and Scientific Municipal Solid Waste

Management 4. To effect behavioral change regarding healthy

sanitation practices. 5. Generate awareness about sanitation

and its linkage with public health 6. Capacity Augmentation for

ULBs 7. To create an enabling environment for private sector

participation in Capex (capital expenditure) and Opex (operation

and maintenance)

Mission components The mission has the following

components:

1. Household toilets, including conversion of insanitary

latrines into pour-flush latrines. 2. Community toilets 3. Public

toilets 4. Solid waste management 5. IEC & Public Awareness

6. Capacity building and Administrative & Office Expenses

(A&OE)

By public Toilets, it is implied that these are to be provided

for the floating population / general public in places such as

markets, train stations, tourist places, near office complexes, or

other public areas where there are considerable number of people

passing by.

By Community toilets, it is implied that a shared facility

provided by and for a group of residents or an entire settlement.

Community toilet blocks are used primarily in low-income and/

or informal settlements / slums, where space and/or land are

constraints in providing a household toilet. These are for a more

or less fixed user group.

Mission Coverage: cities and target population

All statutory towns will be covered under the Mission.

Mission Strategy

1. Comprehensive Sanitation Planning, which includes

(a) City level Sanitation Plans

(b) State Sanitation Concept

(c) State sanitation Strategy

2. Behavioral Change Strategy and IEC

3. Enabling Environment for private sector participation

4. Capacity Building

Mission Management Structure Swachh Bharat Mission

(SBM)

Urban will have a three-tier mission management structure

as follows:

National level

A National Advisory and Review Committee (NARC)

headed by the Secretary, M/o UD, and comprising representatives

of relevant line ministries will be notified by the M/o UD. NARC

will meet as per the requirements, but will meet at least once in

three months. The functions of NARC will be:

i) Overall monitoring and supervision of SBM (Urban)

ii) Advise the States / UTs to explore avenues for innovative

resource mobilization. iii) Approve installations and release of

installment of funds for states / UTs by Central Government under

the mission. iv) Develop and modify performance matrix and

criteria for the release of performance grants to States / UTs as

specified. v) Monitor outcomes and performance of projects

sanctioned under SBM (Urban) vi) NARC may delegate, as it

considers appropriate, some of the functions within prescribed

limits, to the National Mission Director (NMD) of the SBM

National Mission Directorate to ensure speedy implementation

of the mission vii) Any other issue which may be referred to it by

the Government

The SBM National Mission Directorate will be headed by a

National Mission Director (NMD) who will not be below the rank

of Joint Secretary to the Government of India.

i) The NMD will be the overall in-charge of all activities

related to SBM (Urban). NMD will be supported by a suitable

team of officers at the National Mission Directorate and will be

Member-Secretary of NARC for all matters.

ii) The Mission Directorate shall be supported by a dedicated

Project Management Unit (PMU) with 10-12 experts and support

staff mainly on an outsourced basis. The PMU shall cover 4 verticals - Programme management, IEC & Media, Information Technology, and Monitoring & Evaluation.

The SBM National Mission Directorate will formulate a frame work for support structure for the state mission directorates and issue appropriate guidelines / advisories to states from time-to- time.

State level

A High Powered Committee (HPC) under the chairpersonship of the State's Chief Secretary, and with members drawn from concerned departments (including a MoUD representative) shall be responsible for the management of SBM (Urban) at the State / UT level. The functions of the SLMRC will include:

- i. Preparation, approval, and online publishing of the State Sanitation Strategy (SSS) for the respective state and City Sanitation Plan (CSP) for all cities covered under SBM (Urban), if not already done.
- ii. Finalisation of the Concept Note on the Urban Sanitation Situation before submission to the SBM National Mission Directorate
- iii. Empanel consultants of repute and experience for: a. Preparation of DPRs under SBM b. Conducting independent review and monitoring during execution of projects
- iv. Empanel reputed Institutes like IITs, NIT's, State Technical Universities etc. for appraisal of DPRs.
- v. Sanction projects relating to Solid Waste Management recommended by the ULBs.
- vi. Plan for additional resource mobilization
- vii. Plan for fund flow in the short, medium and long term.
- viii. Recommend proposals for release of installments of funds for projects under the mission
- ix. Monitor outcome and O&M arrangements of projects sanctioned and completed under the mission
- x. Review the progress of Capacity Building, IEC, and Public Awareness activities under the mission and approve their annual action plan.

xi. Address violation of norms and conditions

xii. Ensure convergence of action for sanitation in the state and bring about inter-departmental coordination for this purpose as and when required.

xiii. Ensure timely audits of funds released and review the "Action Taken Reports" on various Audit reports of the mission and other similar reports

xiv. Review legal issues, if any

xv. Take up any other matter relevant for the efficient implementation of the mission, or matters referred to it by the SBM National Mission Directorate

Monitoring & Evaluation (M&E)

States / UTs will be required to send in Monthly Progress Reports (MPRs)/ Quarterly Progress Reports (QPRs) in prescribed formats with regard to targets and achievements. Apart from these, the Mission Directorate may prescribe other reports that may be considered appropriate from time to time. Given the scale of the mission, a comprehensive and robust IT enabled MIS will be established for tracking of targets and achievements. States / UTs will be required to submit progress reports online once this MIS is operational.

Monitoring activities will include, but not be limited to, third party evaluation, impact evaluation studies, etc. The evaluation of the mission will be undertaken during the course of its implementation to effect mid-term correction and align the mission to achieve its objectives

A District Level Review and Monitoring Committee (DLRMC) will be constituted with a view to fulfill the objective of ensuring satisfactory monitoring of projects under the Chairpersonship of a Member of Parliament. Detailed guidelines for this purpose will be issued separately by the SBM National Mission Directorate.

3: Write about Integration of Swatch Bharath with Educational Institutions.

Ans: As a part of integration of Swatch Bharath with educational institutions Swatch Bharat Swatch Vidyalaya'

campaign was launched by Smriti Irani, Minister of HRD Government of India.

Swachh Bharat: Swachh Vidyalaya is the National Campaign driving Clean India: Clean Schools. A key feature of the campaign is to ensure that every school in India has a set of functioning and well maintained water, sanitation and hygiene facilities. Water, sanitation and hygiene in schools refers to a combination of technical and human development components that are necessary to produce a healthy school environment and to develop or support appropriate health and hygiene behaviours. The technical components include drinking water, handwashing, toilet and soap facilities in the school compound for use by children and teachers. The human development components are the activities that promote conditions within the school and the practices of children that help to prevent water, hygiene and sanitation related diseases.

School sanitation and hygiene depend on a process of capacity enhancement of teachers, community members, SMCs, Non-Governmental Organisations (NGOs) and Community Based Organisations (CBOs) and education administrators. Water, sanitation and hygiene in school aims to make a visible impact on the health and hygiene of children through improvement in their health and hygiene practices, and those of their families and the communities. It also aims to improve the curriculum and teaching methods while promoting hygiene practices and community ownership of water and sanitation facilities within schools. It improve children's health, school enrolment, attendance and retention and paves the way for new generation of healthy children. It is the role of policymakers, government representative, citizens and parents to make sure that every child attends a school that has access to safe drinking water, proper sanitation and hygiene facilities. This is every child's right.

India's strong commitment to providing schools with adequate water, sanitation and hygiene facilities is supported by legislation and is championed by the Honourable Prime Minister and supported by the Right to Education Act (2009) which necessitates ensuring drinking water and sanitation facilities in

schools. The national flagship programmes, Sarva Shiksha Abhiyan (SSA) and the Nirmal Gram Puraskar also support this requirement. The Ministry of Drinking Water and Sanitation (MDWS) national sanitation guidelines provide for additional sanitation facilities in schools, including incinerators for menstrual hygiene management through the NGP incentive. Following are the key policy initiatives by Government of India.

Constitution

♦ Article 21-A "free and compulsory education of all children in the age group of six to fourteen years as a Fundamental Right".

Legislation

♦ Right of Children to Free and Compulsory Education (RTE) Act, 2009.

♦ The RTE Act 2009 provides a legally enforceable rights framework with certain time targets that Governments must adhere to. The Schedule to the RTE Act lays down the norms and standards (including drinking water and sanitation) for a school building. A school building has to be an all-weather building comprising at least one classroom for every teacher, barrier free access, separate toilet for boys and girls, safe and adequate drinking water facility for all children.

♦ Supreme Court directive to all states to prioritise school toilets and drinking water.

Policies and programmes

♦ Sarva Shiksha Abhiyan (SSA), is Government of India's flagship programme for achievement of Universalisation of Elementary Education (UEE) in a time bound manner. Water, sanitation and hygiene infrastructure facilities are provided in all new schools.

♦ The mid day meal Programme is a nutrition programme which reaches almost 10 crore children daily, in 12 lakh schools. Group handwashing with soap before mid day meal is promoted across the country in order to enhance the nutritional outcomes. ♦ **Rashtriya madhyamik Shiksha Abhiyan (RMSA)** launched by Ministry of Human Resource Development, March, 2009, to enhance access to secondary education and to improve its quality. Besides it also lays emphasis on secondary schools to conform to prescribed norms of providing access to quality