

The Future of Swachh Bharat Post-2030: Sustaining A Culture of Cleanliness Through Behavioral Change, Local Empowerment, And Technological Integration

Ms. Vijayalalitha .A, Research Scholar, VISTAS, Chennai-117

Dr. C. Shalini, Professor and Head of the Department of Commerce (A&F), VISTAS,

Abstract:

Sustaining the Swachh Bharat vision beyond 2030 demands a shift towards a deeply ingrained culture of cleanliness, driven by behavioural change, local empowerment, and technological integration. Fostering intrinsic motivation through targeted communication and education is paramount. Empowering local communities with decentralized waste management systems and participatory governance will ensure ownership and accountability. Strategic technological integration, including AI-powered waste management and digital citizen engagement platforms, will enhance efficiency and transparency. This synergistic approach, moving beyond infrastructure, will cultivate a lasting national ethos of cleanliness and well-being for a Swachh Bharat.

Keywords: Sustaining Swachh post-2030 requires ingrained behavioural change, empowered local ownership, and strategic technological integration for lasting cleanliness.