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Swachh Bharat Mission & Namami Gange Programme By Prime Minister Narendra Modi

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Swachh Bharat Mission (SBM), Swachh Bharat Abhiyan, or Clean India Mission is a country-wide campaign initiated by the Government of India in 2014 to eliminate open defecation and improve solid waste management. It is a restructured version of the Nirmal Bharat Abhiyan launched in 2009 carried through by successor Manmohan Singh that failed to achieve its intended targets.

Phase 1 of the Swachh Bharat

Abstract

Mission lasted till October 2019.

Phase 2 is being implemented between 2020–21 and 2024–25 to help cement the work of Phase 1.

Initiated by the Government of India, the mission aimed to achieve an "open-defecation free" (ODF) India by 2 October 2019, the 150th anniversary of the birth of Mahatma Gandhi through construction of toilets. An estimated 89.9 million toilets were built in the period. The objectives of the first phase of the mission also included eradication of manual scavenging, generating awareness and bringing about a behavior change regarding sanitation practices, and augmentation of capacity at the local level.

The second phase of the mission aims to sustain the open defecation free status and improve the management of solid and liquid waste, while also working to improve the lives of sanitation workers. The mission is aimed at progressing towards target 6.2 of the Sustainable Development Goals Number 6 established by the United Nations in 2015. The campaign's official name is in Hindi. In English, it translates to "Clean India Mission". The campaign was officially launched on 2 October 2014 at Rajghat, New Delhi by Prime Minister Narendra Modi. It is India's largest cleanliness drive to date with three million government employees and students from all parts of India participating in 4,043 cities, towns, and rural communities. At a rally in Champaran, the Prime Minister called the campaign Satyagrah se Swachhagrah in reference to Gandhi's Champaran Satyagraha launched on 10 April 1916. The mission was split into two: rural and urban. In rural areas "SBM - Gramin" was financed and monitored through the Ministry of Drinking Water and Sanitation (since converted to the Department of Drinking Water and Sanitation under the Ministry of Jal Shakti; whereas "SBM - urban" was overseen by the Ministry of Housing and Urban Affairs. As part of the campaign, volunteers, known as Swachhagrahis, or "Ambassadors of cleanliness", promoted the construction of toilets using a popular method called Community-Led Total Sanitation at the village level. Other activities included national real-time monitoring and updates from non-governmental organizations such as The Ugly Indian, Waste Warriors, and SWACH Pune (Solid Waste Collection and Handling).

Pollution of the Ganges, the largest river in India, poses significant threats to human health and the larger environment. The river, which is severely polluted with human waste and industrial contaminants, provides water to about 40% of India's population across 11 states, serving an estimated population of 500 million people, which is more than any other river in the world.

Today, the Ganges is considered to be the fifth-most polluted river in the world. Raghubir Singh, an Indian photographer, has noted that no one in India spoke of the Ganges as being polluted until the late 1970s. However, pollution had been an old and continuous process in the river by the time people were finally acknowledging it.



Stretches of over 600 km (370 mi) were essentially ecologically dead zones. A number of initiatives were undertaken to clean the river, but failed to deliver significant results. After getting elected, India's Prime Minister Narendra Modi affirmed to work on cleaning the river and controlling pollution. Subsequently, the Namami Ganga project was announced by the government in the June 2014 budget. An estimated Rs 3,000 crores (US\$460 million) had been spent by July 2016 in various efforts to clean up the river.

Keywords: Swachh Bharat Mission, Narendra Modi, Prime Minister, campaign, waste management, clean India mission

Introduction

Swachh Bharat Mission (SBM) Mobile app is being used by people and Government organisations for achieving the goals of Swachh Bharat Mission. For this the government of India is bringing awareness to the people through advertisements. In 2017, the national sanitation coverage rose to 65% from 38.7% on Oct 2, 2014 before the start of the campaign. It was 90% in August 2018. 35 states/Union Territories, 699 districts and 5.99 lakh (599,000) villages were declared Open Defecation Free (ODF) by 25 September 2019. The cities and towns which have been declared ODF stood at 22 percent and the urban wards which have achieved 100 percent door-to-door solid waste collection stood at 50 percent. The number of Swachhagrahi volunteers working across urban local bodies rose to 20,000, and those working in rural India rose to more than a 100,000. The number of schools with separate toilet facilities for girls rose from 0.4 million (37 percent) to almost one million (91 percent). [1,2]

Swachh Survekshan, commissioned by Ministry of Urban Development and carried out by Quality Council of India, is an extensive sanitation survey across several hundred cities to check the progress and impact of Swachh Bharat Abhiyan and to foster a spirit of competition among the cities. The performance of each city is evaluated on six parameters:

- Municipal solid waste, sweeping, collection and transportation
- Municipal solid waste, processing, and disposal of solid waste
- Open defecation free and toilets
- Capacity building and eLearning
- Provision of public toilets and community toilets
- Information, education and communication, and behavior change

An electronic toilet or eToilet is a type of public toilet that is used in India. The increase in use of eToilets is in support of Swachh Bharat Abhiyan (in English, the Clean India Mission) which intends to reduce the practice of open defecation. [3,4]

eToilets are self-contained, self-cleaning, unisex, user-friendly, unmanned, automated and remotely monitored toilet pods installed in public places. They were developed by a private company, Eram Scientific Solutions, in 2008. Like Sanisette, eToilet is a registered trademark.

The water supply and sanitation in India has improved drastically since the 1980s, but still faces ongoing challenges.

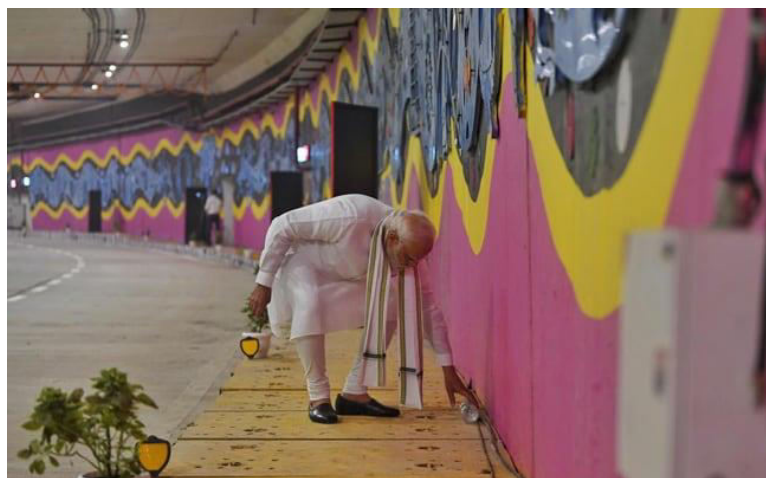
In 1980, rural sanitation coverage was estimated at 1%. By 2018, it reached 95%. The share of Indians with access to improved sources of water increased significantly from 72% in 1990 to 88% in 2008.

However, many people still lack access to water and sewage infrastructure. According to a 2018 estimate, only two Indian cities have a continuous water supply, and about 8% of Indians still lack access to improved sanitation facilities. [5,6]

For years, most Indians depended on on-site sanitation facilities which means mainly pit latrines in rural areas. The government has been investing heavily in building sanitation units, in a nation-wide campaign called the Swachh Bharat Mission, with satisfying results. Between 2014 and 2020, the Indian government managed to make household toilets accessible to over 99% of the population. This translates to a total of 110 million toilets built since 2014, according to Statista. Preceding this success is the success of the Slum Sanitation Program in Mumbai that has provided

access to sanitation for a quarter million slum dwellers. Sewage, where available, is often in a bad state. In Delhi the sewage network has lacked maintenance over the years and overflow of raw sewage in open drains is common, due to blockage, settlements and inadequate pumping capacities. The capacity of the 17 existing wastewater treatment plants in Delhi is adequate to cater a daily production of waste water of less than 50% of the drinking water produced. Of the 892 million people in the world that defecate openly, some 15 million live in India, making it the country with the highest number of people who defecate in the open. This has serious public health implications.[7,8]

A specific Indian problem is also the (officially prohibited) "manual scavenging" which is connected to the officially banned caste system, and relates to unsafe and undignified emptying of toilets and pits, as well as handling of raw, untreated human excreta.



Prime Minister Narendra Modi has made it clear that leading by example is how his government's 'Swachh Bharat' or Clean India Mission programme should be implemented at the individual level. During an inspection of the ITPO tunnel in central Delhi, PM Modi was seen picking up litter from the road in front of a large colourful mural of traditional arts.

"Even during inauguration of the ITPO tunnel, PM Narendra Modi ji made it a point to pick up garbage and ensure cleanliness," Union Minister Piyush Goyal said in a tweet, which also has a video of the Prime Minister.

Prime Minister Narendra Modi has made it clear that leading by example is how his government's 'Swachh Bharat' or Clean India Mission programme should be implemented at the individual level.

"This project had to undergo several obstacles including Covid...And then there's no dearth of people in our country who knock on the judiciary's door, disrupt the process of such projects but we made it through," PM Modi said at the launch of the Pragati Maidan Integrated Transit Corridor.[9,10]

The India Trade Promotion Organisation, or ITPO, in central Delhi's Pragati Maidan comes under the Commerce and Industry Ministry and it showcases excellence achieved by the country in diverse fields, especially trade and commerce.

'Swachh Bharat Abhiyan' was launched by PM Modi on October 2, 2014, the year he became Prime Minister and Mahatma Gandhi's 145th birth anniversary.

The programme is meant to accelerate the efforts to achieve universal sanitation coverage. Under the programmes, all villages, gram panchayats, districts, states and Union Territories have declared themselves open-defecation free by building over 100 million toilets in rural India.



The programme is now moving towards the next phase, called Swachh Bharat Mission (Grameen), which will reinforce open-defecation free behaviour and focus on providing interventions for safe management of solid and liquid waste in villages[11,12]

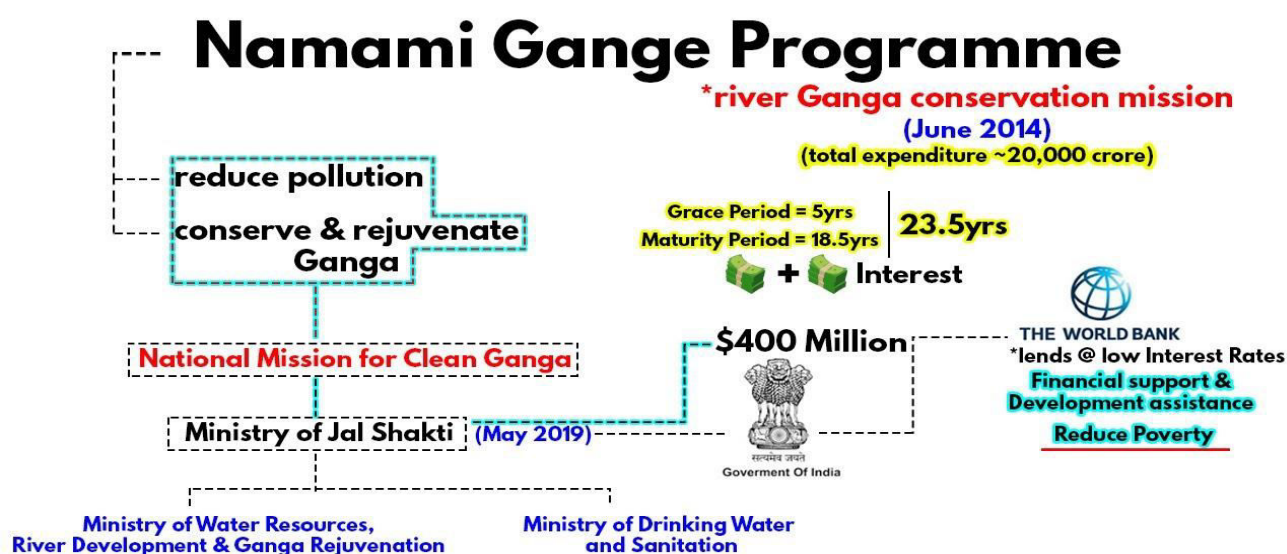
Discussion

The Prime Minister said under Swachh Bharat Abhiyan, over 11.5 crore toilets have been constructed in households, more than 58,000 in villages and over 3,300 cities have become open defecation free. The Prime Minister took to Twitter to share a graphic detailing the achievements under the Swachh Bharat Abhiyan including construction of toilets in over 11.5 crore households and more than 58,000 villages as well as over 3,300 cities becoming open defecation free.



In a tweet in Hindi, PM Modi said, the Swachh Bharat Abhiyan directly demonstrates how public participation can fill new energy in the development of a country.

‘Namami Gange Programme’, is an Integrated Conservation Mission, approved as ‘Flagship Programme’ by the Union Government in June 2014 with budget outlay of Rs.20,000 Crore to accomplish the twin objectives of effective abatement of pollution, conservation and rejuvenation of National River Ganga.[13,14]



The key achievements under Namami Gange programme are:-



1. Creating Sewerage Treatment Capacity:- 54 sewage management projects are under implementation and 92 sewage projects have been completed in the states of Uttarakhand, Uttar Pradesh, Bihar, Jharkhand, West Bengal, Delhi, Himachal Pradesh, Haryana, and Rajasthan. 8 sewage projects are under tendering and 7 new sewage projects launched in these states. Work is under construction for creating a sewerage capacity of 5015.26 (MLD).
2. Creating River-Front Development:- 67 Ghats/Crematoria projects for construction, modernization, and renovation of 265 Ghats/Crematoria and Kunds/Ponds have been initiated.
3. River Surface Cleaning:-River Surface cleaning for collection of floating solid waste from the surface of the Ghats and River and its disposal are afoot and pushed into service at 11 locations.
4. Bio-Diversity Conservation:- One of NMCG's long-term visions for Ganga rejuvenation is to restore viable populations of all endemic and endangered biodiversity of the river, so that they occupy their full historical range and fulfil their role in maintaining the integrity of the Ganga river ecosystems. To address this, Wildlife Institute of India (WII), Dehradun, Central Inland Fisheries Research Institute (CIFRI), Kolkata & Uttar Pradesh State Forest Department has been awarded projects to develop science - based aquatic species restoration plan for Ganga River by involving multiple stakeholders along with conservation & restoration of aquatic biodiversity.

As per the field research conducted by WII, high biodiversity areas have been identified in river Ganga for focused conservation action, rescue & rehabilitation centers have been established for the rescued aquatic biodiversity, cadre of volunteers (Ganga Praharis) have been developed and trained to support conservation actions in the field, floating interpretation centre "Ganga Tarini" and interpretation centre "Ganga Darpan" have been established for developing awareness on biodiversity conservation and Ganga rejuvenation, key ecosystem services of Ganga river have been identified and an assessment framework developed to strengthen the environmental services in the river basin.[15,16]

CIFRI has carried out the assessment of fish and fisheries in the basin to record the available fish species and has mapped it in GIS platform to understand the status and distribution of fishes in Ganga. Tagging procedures has also been initiated to see the migration pattern of identified fish like Hilsa. CIFRI is also conducting ranching and awareness programmes at various locations in the river basin for conservation and restoration of Indian Major Carps (IMC) & Mahseer in Ganga.

Further, the Uttar Pradesh State Forest Department is implementing the 'Expansion of conservation breeding program of freshwater turtles and Gharial at Kukrail Gharial Rehabilitation Centre, Lucknow' which will help in revival and restoration of Gharials and turtles in the Ganga basin.

5. Afforestation:- One of the major components of Ganga rejuvenation is 'forestry interventions' to enhance the productivity and diversity of the forests in head water areas and all along the river and its tributaries. Accordingly, Forest Research Institute (FRI), Dehradun prepared a Detailed Project Report (DPR) for afforestation in an area of 1,34,106 hectares in the Ganga river bank states of Uttarakhand, Uttar Pradesh, Bihar, Jharkhand and West Bengal at an estimated cost of Rs. 2293.73 Crores. The FRI DPR provides for taking up works under four major heads viz. Natural landscape, Agriculture landscape, Urban landscape and Conservation interventions.

The main purpose of the proposed forestry interventions is to contribute towards holistic conservation of river Ganga, including improving the flow in the river (Aviralta) by adopting a multi-pronged approach throughout the pre-defined Ganga riverscape. The project of "Forestry Interventions for Ganga" is being implemented by State Forest Departments of Uttarakhand, Uttar Pradesh, Bihar, Jharkhand, and West Bengal as per the FRI DPR since year 2016-17, for which NMCG is providing financial support to the respective State Forest Departments.[17,18]

6. Public Awareness:- A series of activities such as events, workshops, seminars and conferences and numerous IEC activities were organized to make a strong pitch for public outreach and community participation in the programme. Various awareness activities through rallies, campaigns, exhibitions, shram daan, cleanliness drives, competitions, plantation drives and development and distribution of resource materials were organized and for wider publicity the



mass mediums such as TV/Radio, print media advertisements, advertorials, featured articles and advertorials were published. Gange Theme song was released widely and played on digital media to enhance the visibility of the programme. NMCG ensured presence at Social Media platforms like Facebook, Twitter, You Tube etc.

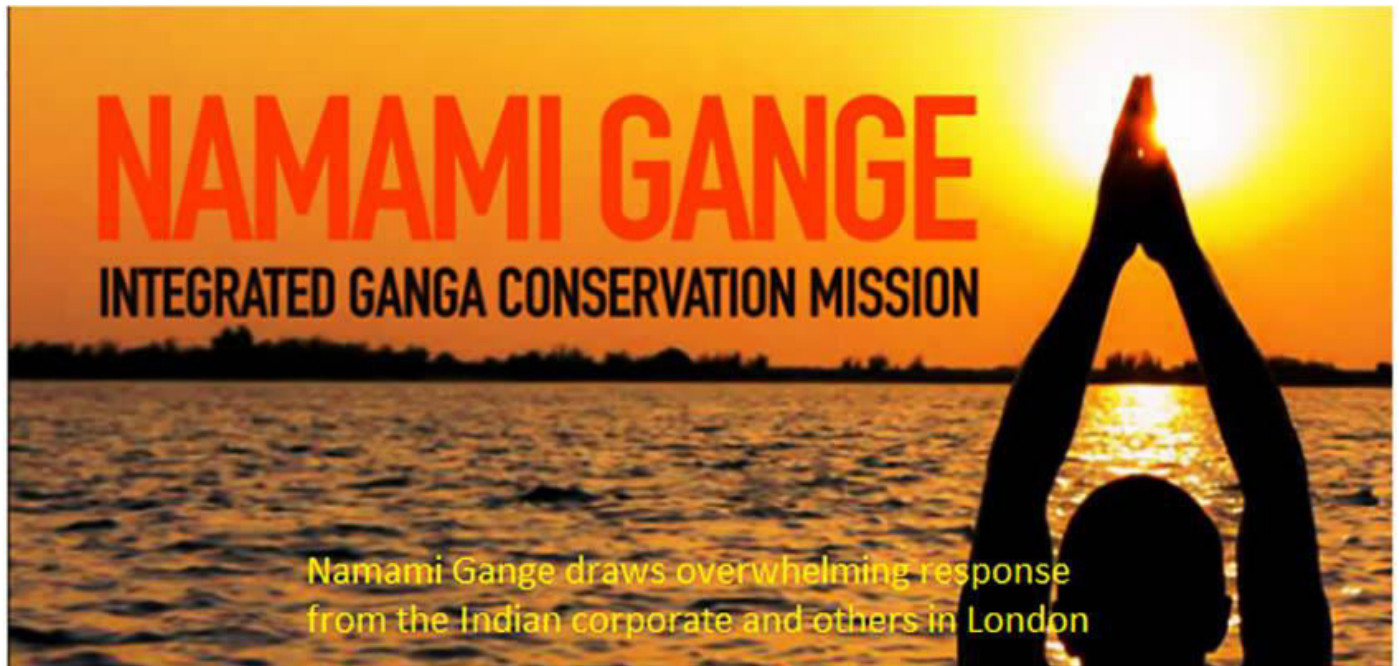
7. Industrial Effluent Monitoring:- The number of Grossly Polluting Industries (GPIs) in April, 2019 are 1072. Regulation and enforcement through regular and surprise inspections of GPIs is carried out for compliance verification against stipulated environmental norms. The GPIs are also inspected on annual basis for compliance verification of the pollution norms and process modification, wherever required through third party technical institutes. First round of inspection of GPIs by the third-party technical institutes has been carried out in 2017. Second round of inspection of GPIs has been completed in 2018. Out of 961 GPIs inspected in 2018, 636 are complying, 110 are non-complying and 215 are self-closed. Action has been taken against 110 non-complying GPIs and are issued closure directions under Section 5 of the E(P) Act. Online Continuous Effluent Monitoring Stations (OCEMS) connectivity established to CPCB server in 885 out of 1072 GPIs.

8. Ganga Gram:- Ministry of Drinking Water and Sanitation (MoDWS) identified 1674 Gram Panchayats situated on the bank of River Ganga in 5 State (Uttarakhand, Uttar Pradesh, Bihar, Jharkhand, West Bengal). Rs. 578 Crores has been released to Ministry of Drinking Water and Sanitation (MoDWS) for construction of toilets in 1674 Gram Panchayats of 5 Ganga Basin States. Out of the targeted 15, 27,105 units, MoDWS has completed construction of 8, 53,397 toilets. Consortium of 7 IITs has been engaged in the preparation of Ganga River basin Plan and 65 villages has been adopted by 13 IITs to develop as model villages. UNDP has been engaged as the executing agency for rural sanitation programme and to develop Jharkhand as a model State at an estimated cost of Rs. 127 Crore.[19,20]

National Mission for Clean Ganga, endeavors to deploy best available knowledge and resources across the world for Ganga rejuvenation. Clean Ganga has been a perennial attraction for many international countries that have expertise in river rejuvenation. Countries such as Australia, United Kingdom, Germany, Finland, Israel etc. have shown interest in collaborating with India for Ganga rejuvenation. Memorandums of Understanding (MoUs) were signed with various Central Ministries viz.- Ministry of Human Resource Development, Ministry of Rural Development, Ministry of Railways, Ministry of Shipping, Ministry of Tourism, Ministry of Ayush, Ministry of Petroleum, Ministry of Youth Affairs and Sports, Ministry of Drinking Water & Sanitation and Ministry of Agriculture for synergizing the Government schemes.

Results

Namami Gange Programme is an Integrated Conservation Mission, approved as "Flagship Programme" by the Union Government of India in June 2014 with budget outlay of Rs.20,000 crore. The program had aims of controlling pollution, conservation and rejuvenation of National River Ganga. It aimed at engaging with the UK community which will connect various interest groups including Scientists, Technology companies, Investors and community members. NMCG(National Mission For Clean Ganga) has decided to declare Chacha Chaudhary the popular comic book character, as the mascot of the Namami Gange Programme a statement issued by the Ministry of Jal Shakti. Under the Namami Gange Programme, all the drains falling into the river Saryu in the religious and historical city of Ayodhya are being tapped and contaminated water is being transported to the sewerage treatment plant.[21]



Clean Ganga roadshow, which was inaugurated on the sidelines of COP26 in Glasgow resulted in forming four chapters in Scotland, Wales, Midlands and London to connect various interest groups with the Namami Gange Programme. Over 30,000 seeds of India's major carps which are declining in the entire Ganga River like catla, rohu, and mrigal fishes were released on the confluence of the Ganga and the Yamuna in Prayagraj Sangam. National Mission for Clean Ganga (NMCG) show that out of 341 projects, 147 (or 43 per cent) are completed in which majority of projects are related to sewage infrastructure and 61 out of 157 sewage projects (39 per cent) have been completed.

We need "Namami Gange" programme because:-

- River Ganga has significant economic, environmental and cultural value in India.
- Rising in the Himalayas and flowing to the Bay of Bengal, the river traverses a course of more than 2,500 km through the plains of north and eastern India.
- The Ganga basin - which also extends into parts of Nepal, China and Bangladesh - accounts for 26 per cent of India's landmass.
- The Ganga also serves as one of India's holiest rivers whose cultural and spiritual significance transcends the boundaries of the basin.[22]

Conclusions

Cleanliness is very important whether it is our home, workplace, or public places. It is one of the very basic needs of a civilized lifestyle. Mahatma Gandhi, the father of our nation gave the mantra "Cleanliness is Godliness" and our Honourable Prime Minister Narendra Modi launched The Swachh Bharat Mission inspired by Mahatma Gandhi. The Swachh Bharat Abhiyan, therefore, has a logo that pays a tribute to Mahatma Gandhi. Cleanliness and Hygiene are not only for our personal belongings or our own homes, we need to make sure to keep our surroundings clean



wherever we go. Clean India Mission focuses on the eradication of open defecation all over the country and efforts have been made for the same since its commencement in 2 nd October 2014. As per the statistics published by the Government of India on Swachh Bharat Mission more than 10 crore toilets have been built during the mission across the country. 36 Indian states have been declared defecation free and hence the mission has largely improved the lifestyle of a common Indian man.[23]

Our government is doing every bit to make sure that our country becomes cleaner and more hygienic by every passing day, and as responsible citizens, it is our duty to make sure that we do our bit to help with this noble mission. The cleanliness of our surroundings is our responsibility, not only when it comes to our houses but also when it comes to public places like parks, tourist attractions, and public toilets. The cleanliness in public places not only improves the standard of living of our countrymen but it also gives a very positive image about India to the tourist that visit us from foreign countries.

Mahatma Gandhi had a dream of a cleaner and healthier India and he emphasized it time and again during his lifetime. Swachh Bharat Abhiyan is a step towards fulfilling of this beautiful dream of the father of our nation. Shri Narendra Modi himself initiated the cleanliness drive at the beginning of Swachh Bharat Abhiyaan to spread awareness about the mission and its importance. Picking up the broom to clean the dirt, making Swachh Bharat Abhiyan a mass movement across the nation, the Prime Minister said people should neither litter nor let others litter. He gave the mantra of 'Na gandagi kareng, Na karne denge'.

Our elders have always emphasized on making cleanliness a habit because they know it is important for a healthy and disease-free lifestyle in the long run. All the religious ceremonies are carried out after the thorough cleaning of the surroundings throughout the country because our religion also teaches the importance of cleanliness. A clean lifestyle doesn't always mean the removal of dirt from our surroundings, it also means we should be more organized in our life. Organizing of our belongings, our time, and our thoughts can largely help in leading a happy and comfortable life. Swachh Bharat Abhiyaan was launched and it is very important that the citizens of our country are aware of the correct methods of waste disposal. The waste disposal system allows us to separate the waste into different categories so that the cleanliness workers can easily dispose of or recycle the waste. With better awareness of the waste disposal, everyone can be a valuable part of the vision of "Clean India, Dream India".

A huge shift has been seen in Indian people after the launch of Swachh Bharat Mission, more and more people are coming forward in cleanliness drives and small actions of people are helping in the achievement of "Clean India, Dream India" vision. People are more aware of not littering in public places and about waste management in general. There are cleanliness drives being organized on beaches, tourist attractions and other places. More and more places are being cleaned up by the common people even without little or no support from the government. We have our government to thank for this revolutionary change in mindset and for the betterment of the country.[24]

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