Swachh Bharat Abhiyan: Need and Impact for Cleanliness

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Abstract
The Swachh Bharat Abhiyan is the most significant cleanliness campaign by the Government of India. Prime Minister Shri Narendra Modi led a cleanliness pledge at India Gate, which about 30.00 lakh government employees across the country joined. He also flagged off a walkathon at Rajpath and surprised people by joining in not just for a token few steps, but marching with the participants for a long way. This paper attempts to study the impact of the managerial push by the government. It tries to find whether the impact is at many levels. The method used is a structured questionnaire administered to a set of 80 people.

Keywords: Clean India, Swachh Bharat Mission.

I. Introduction
“A clean India would be the best tribute India could pay to Mahatma Gandhi on his 150 birth anniversary in 2019,” said Shri Narendra Modi as he launched the Swachh Bharat Mission at Rajpath in New Delhi. On 2nd October 2014, Swachh Bharat Mission was launched throughout length and breadth of the country as a national movement. The campaign aims to achieve the vision of a ‘Clean India’ by 2nd October 2019, but the reality check shall happen in 2019 when the campaign ends. By inviting people to participate in the drive, the Swachhta Abhiyan has turned into a National Movement. A sense of responsibility has been evoked among the people through the Clean India Movement. With citizens now becoming active participants in cleanliness activities across the nation, the dream of a ‘Clean India’ once seen by Mahatma Gandhi has begun to get a shape.

II. Literature review
Behaviour change is being tried out across the globe. For example, Indian states of Himachal Pradesh and Haryana have been able to increase their sanitation coverage by 60-70% (over a period of 5 years, 2006-2010) by adopting the community led total sanitation (CLTS) methodology which works solely on behaviour change, without providing any financial assistance to the beneficiary. Similarly, in UK, a campaign encouraging women to get tests done for cervical cancer was initiated in 2011, by directly linking data trends, target audience and their behaviour. The campaign resulted in an increase of 16% in quarter one itself. Various initiatives in the field of health (aids, polio, breast feeding, malnourishment, etc.), gender equality, education, substance abuse, etc. are being tried in pockets, across the world, by independent groups; however because of lack of theoretical frameworks and understanding, the scope of change is limited.

Thus, depending on the behaviour which is to be altered, the adoption cost involved with it and the nature of benefits reaped by the beneficiary, an efficient strategy is formulated.

1 www.communityledtotalsanitation.org
2 www.thensmc.com
The study aimed to analyse the issues and concerns of Swachh Bharat Abhiyan. The study also focused on Gandhian concept of sanitation. The study concluded that it is the opportunity and responsibility of the citizens, media, social media, civil society, organizations, professionals, youths, students, and teachers to declare their ownership of the campaign by simply reporting the instances of manual scavenging.

The endeavour of the Government is to turn it into a mass movement requiring not just toilets, but also a change in behaviour and mindsets of people.

According to Government estimates, urban India generates 68.8 million tonnes of solid waste per year (1.88 lakh tonnes everyday) It is estimated to touch 160 million tonnes by 2041. One-third of the garbage in urban areas is untreated. About 14 million tonnes is left to rot. The problem is compounded by about 38 billion litres of sewage generated everyday in 498 Tier I cities (2009 figures). Out of this, 26 billion is left in the open untreated. Rural India generates 0.4 million tonnes of solid waste. According to a UN report, India leads the world in open defecation. 68% rural households are without toilets. 88% of disease in rural India is due to lack of clean water, sanitation and solid waste management. The drive shall use 1.34 lakh crores to construct 11.11 crore toilets. It is proposed that all 2.47 lakh panchayats will be given 20 lakh each over the next five year period to maintain clean surroundings.

Problem statement
The focus on cleanliness is the pressing issue as India tries to move from developing to developed nation. Managerial focus and clinical execution are key drivers to the cleanliness drive. This study focuses on the issue of cleanliness in modern India.

Objectives
1. To find the respondent participation in the cleanliness initiative.
2. To suggest which perspective increase participation & effectiveness of Swachh Bharat Abhiyan.

Hypothesis
H$_1$: Swachh Bharat Abhiyan would help to more people participate in the clean drive.
H$_2$: Swachh Bharat Abhiyan shall impact to cleanliness.

Research methodology
a) **TOOLS:** Qualitative as well as quantitative method of data collection was used. Analysis was done using structured Questionnaire method to conclude the paper.
b) **Sample Size:** 81 respondents
c) **Sampling Method:** Random Sampling

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3 Rao and Subbarao (2015)
4 The Hindu, October 4, 2014
1. Analysis and interpretation of data

Fig. 1. Respondents perception on the clean drive

Fig. 2. Impact of Swachh Bharat Abhiyan on respondent
Fig. 3. Problem in Implementing Abhiyan

Fig. 4. Initiatives for clean public place

Fig. 5. Factor Contributes cleanliness drive
Fig. 6. Effect of Swachh Bharat Abhiyan to Change the Indian Perception in the eyes of the western world

Fig. 7. Impact of Swachh Bharat Abhiyan on Respondents

Fig. 7. initiatives that effective for promote and strengthen "Swachh Bharat” Abhiyan

Fig.1, above reveals that all the 81 people agreed that keeping public places clean is as much as their duty as keeping their houses clean. However very few (3.70%) of them considered it to be one of the events which resulted in no change as shown in Fig.2. Thus, Hypothesis H₂: Swachh Bharat Abhiyan shall impact to cleanliness, holds TRUE. Majority (69.50%) of the respondents believe that cleaning is the job of specific class of people. It is the main problem for implementing the Swachh Bharat Abhiyan. Lack of private participation (37.80%) is considering the second big problem in the cleanliness drive followed by operational efficiency (18%) and lack of funds as represented (11%) by Fig.3.

Fig.4 shows that social groups are accorded the highest preference, followed by tax incentives for private participation, involving community leaders and influencers and celebrity involvement respectively for garnering
mass support for the campaign. Hypothesis $H_1$: Swachh Bharat Abhiyan would help to more people participate in the clean drive. holds TRUE.

In Fig. 5, Majority people (41.50%) felt that there should be a voluntary social work in cleanliness. Ban on Plastic (31.70%) was accorded the second place, followed by avoidance of tobacco.

According to Fig. 7, people also felt that there should be take few other initiatives to promote and strengthen Swachh Bharat Abhiyan, such as creating social awareness; various seminars, workshops, awards, marathon and campaigns in societies, colleges and schools; controlling level of pollution through curbing Industrial waste; incentives and recognition for employee participation in cleanliness drive.

Fig. 6, majority (56) people were of the view that Swachh Bharat Abhiyan would change the perception of cleanliness in the eyes of the western world. While (21) said that it is too early to say if there would be any change. They believed that such campaigns need to be on continuous basis to stir the soul of each and every individual to create the impact.

Conclusions

The present study based on descriptive analysis examined the effectiveness, objective and impact of Swachh Bharat Abhiyan. The study finds out that this campaign has a positive impact on people. This mission cannot be successful without the support of each and every Indian. PM also asserted that Swachh Bharat Abhiyan should be a combined effort of government as well as people. Swachh Bharat Mission would change the perception of cleanliness in the eyes of the western world. It is the responsibility of every citizen of India to make this mission successful till 150th birth anniversary of Mahatma Gandhi 2 October, 2019

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