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## Sources of information, education and communication (IEC) activities about Swachh Bharat mission in rural community of Hadoti region of Rajasthan

**Vinay Kumar Singh and Dheerendra Kumar**

### Abstract

This research paper aims to explore the sources of information, education, and communication (IEC) activities about the Swachh Bharat Mission in Hadoti region of Rajasthan. The Swachh Bharat Mission was launched in 2014 with the aim of creating a clean India by 2019. The paper investigates the various channels used by the local government, non-governmental organizations, and other stakeholders to disseminate information about the program. The study employed a mixed-methods approach, combining surveys and interviews with residents, local government officials, and representatives of NGOs. The findings show that while the local government was the primary source of information about the Swachh Bharat Mission, NGOs played a crucial role in disseminating information through innovative IEC activities. The study also identified the challenges faced in implementing IEC activities and suggests strategies to improve the effectiveness of such activities. The paper concludes that effective IEC activities are essential for creating awareness and mobilizing communities towards achieving the Swachh Bharat Mission's objectives.

**Keywords:** Hadoti region, farming community, sources of information, education, and communication (IEC) activities, Swachh Bharat Mission practices, challenges

### Introduction

The Hadoti region is a historical region of Rajasthan, India. It is located in the south-eastern part of the state and is known for its rich cultural heritage, ancient temples, and stunning palaces. The region is named after the Hada Rajputs, who were the rulers of this area during the medieval period. The Hadoti region comprises four districts, namely Kota, Baran, Bundi and Jhalawar. The region is characterized by rocky terrain, dotted with small hills and plateaus. The Chambal River, which is a major tributary of the Yamuna River, flows through the region, adding to its scenic beauty.

The Swachh Bharat Mission is a national campaign aimed at improving cleanliness and sanitation in India. In the Hadoti region of Rajasthan, various organizations and government agencies have conducted Information, Education and Communication (IEC) activities to create awareness about the mission and encourage people to participate in it. Some of the sources of information, education, and communication activities about Swachh Bharat Mission in Hadoti region of Rajasthan are: District Administration, Non-Governmental Organizations (NGOs), Schools and Colleges and Local Media: Local newspapers, radio stations, and television channels have also played a significant role in spreading awareness about the Swachh Bharat Mission. This area has been selected for this study to find out the various sources of IEC activities used for creating awareness about the programme. The objective of the study is to identify the strengths and weaknesses of these sources and suggest strategies for improving the effectiveness of IEC activities in achieving program objectives.

This research paper presents the findings of a study examining the sources of IEC activities regarding Swachh Bharat Mission in Hadoti region. The paper begins by providing a brief background of the Swachh Bharat Mission and the importance of IEC activities in achieving its objectives. The research paper then presents the research questions and objectives of the study, followed by a brief description of the research methodology employed. Finally, the paper ends by highlighting the significance of the study and its contribution to the existing literature on IEC activities and Swachh Bharat Mission.

Overall, this paper aims to shed light on the various sources of IEC activities used to create awareness about the Swachh Bharat Mission in the Hadoti region of Rajasthan State and provide insight into the challenges and opportunities for improving the effectiveness of these activities. have to provide.

### Methodology

The study was conducted in 2022 in Hadoti region of Rajasthan state of India. Totally four districts come in Hadoti region, two tehsils were selected from these four districts and four villages were randomly selected from each tehsil. 10-10 farmer respondents were selected from each village, thus a total of 320 farmer respondents were selected in this study of the entire Hadoti region.

A structured questionnaire was designed to collect data on various sources of information, education and communication (IEC) activities regarding Swachh Bharat Mission factors in rural community of Hadoti region. The questionnaire included

questions related to sources of information, education and communication (IEC), factors related to the Swachh Bharat Mission such as interpersonal communication, ambient media, mass media, cinema and entertainment, digital media and challenges faced by the farming community. were in the data was analyzed using descriptive statistics.

### Results and Discussion

Analysis of sources information, education and communication (IEC) activities in the present study of Swachh Bharat Mission of Hadoti region of Rajasthan through different choices of answers received from 320 respondents are shown in the table.

Table shows an analysis of the sources of information, education, and communication (IEC) activities in the current study of the Swachh Bharat Mission of all districts (Kota, Baran, Bundi, and Jhalawar) of Rajasthan's Hadoti region through different choices of answers received.

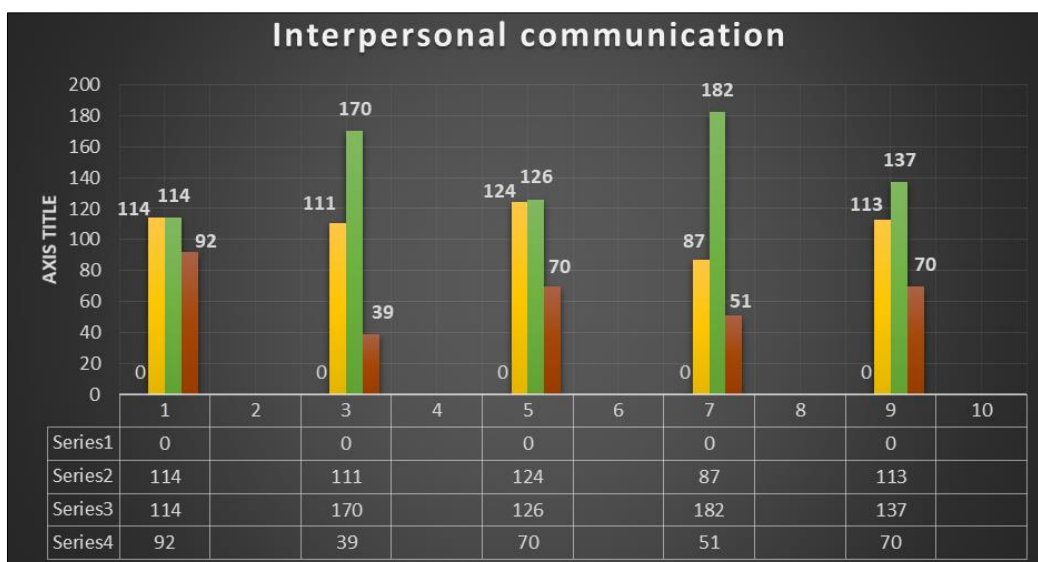
**Table 1:** Sources of Information about SBM in Hadoti region

S. No.	Description	Statements	Always/Repeatedly	Infrequently	Don't know
1	Interpersonal communication	Door to door outreach	114 35.63	114 35.63	92 28.75
		Community program	111 34.69	170 53.13	39 12.19
		School workshops	124 38.75	126 39.38	70 21.88
		Rallies with influential people	87 27.19	182 56.88	51 15.94
		Teaching material in the form of books	113 35.31	137 42.81	70 21.88
2	Ambient media	Graffiti (Paintings on the Wall)	92 28.75	157 49.06	71 22.19
		Billboards	94 29.30	166 51.88	60 18.75
3	Communication media	Radio commercials and programs	99 30.94	169 52.81	52 16.25
		Television commercials and programs	123 38.44	153 47.81	44 13.75
		Newspaper/Magazine	140 43.75	142 44.38	38 11.88
4	Movies & Entertainment	Movie theatre	52 16.25	143 44.69	125 39.06
		Documentary films/Motivational Video	58 18.13	152 47.50	110 34.38
5	Digital media	Social Media (Facebook, Twitter, Website etc.)	114 35.63	135 42.19	71 22.19
		Online coverage on the blog	69 21.56	125 39.06	126 39.38
		Mobile application	95 29.69	141 44.06	84 26.25
		IVR/SMS/Call Campaign	85 26.56	152 47.50	83 25.94

### IEC Through interpersonal communication

Table of all districts (Kota, Baran, Bundi & Jhalawar) of Hadoti region result shows that Information, Education & Communication about Swachh Bharat Mission (SBM) through in the interpersonal communication segment of door-

to-door outreach 35.63 percent (114 out of 320) respondents under always/repeatedly & infrequently both options followed by 28.75 percent (92 out of 320) respondents under don't know option.



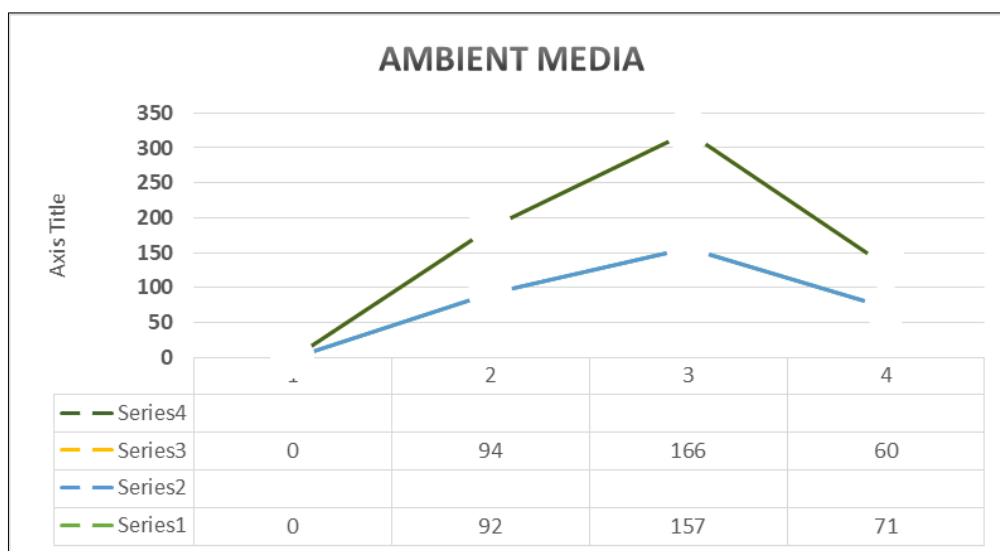
**Fig 1:** Interpersonal communication of respondents about SBM

IEC about SBM through community program got the highest result 53.13 percent (170) respondent under infrequently option followed by 34.69 percent (111) respondent under always/repeatedly and only 12.19 percent (39) respondents under don't know option. Through school workshops 39.38 percent (126) respondents under infrequently followed by 38.75 percent (124) respondents under always/repeatedly option and only 21.88 percent (70) respondents don't know option out of 320 respondents of Hadoti region. Through rallies with influential people got the highest result 56.88 percent (182) respondent under infrequently option followed by 27.19 percent (87) respondent under always/repeatedly option and only 15.94 percent (51) respondents under don't know option out of 320 respondents of Hadoti region of

Rajasthan. Through Teaching material in the form of books got the highest result 42.81 percent (137) respondent under infrequently option followed by 35.31 percent (113) respondent under always/repeatedly option and 21.88 percent (70) respondents under don't know option out of 320 respondents of Hadoti region.

**Through ambient media**

In order to results of graffiti (Painting on the wall) in the ambient media got 49.06 percent (157) respondent under infrequently, 28.75 percent (92) respondent under always/repeatedly option and remaining only 22.19 percent (71) respondent under don't know option.



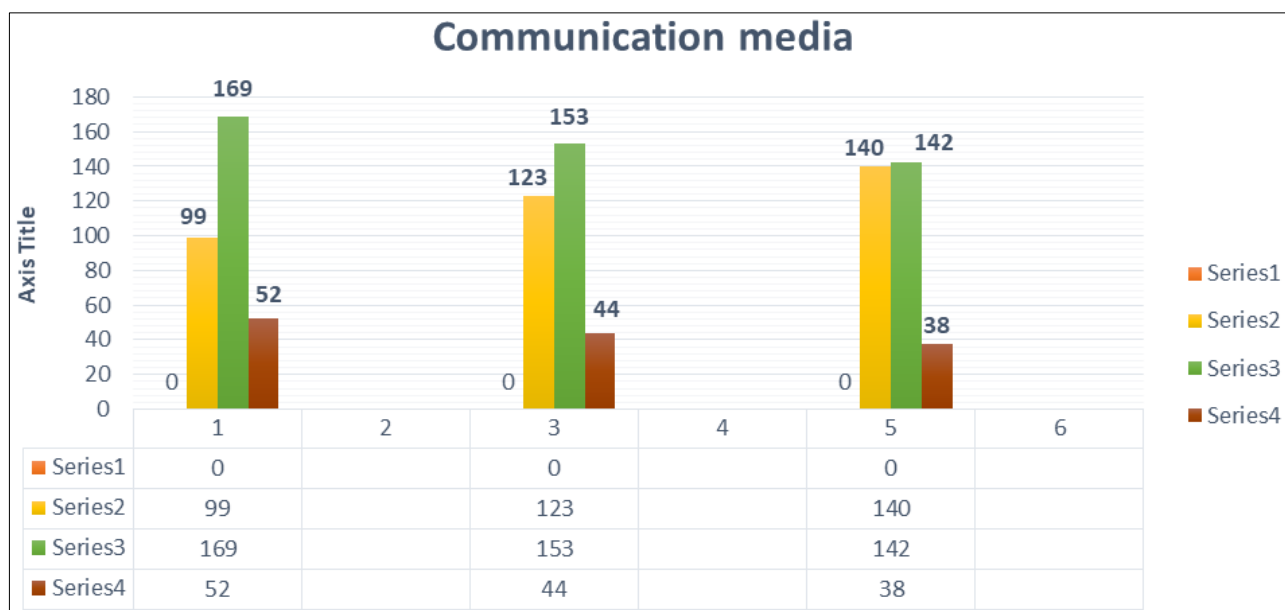
**Fig 2:** Ambient media about SBM

IEC through source of billboards 51.88 percent (166) respondent under infrequently, 29.30 percent (94) respondent under always/repeatedly and remaining only 18.75 percent (60) respondent under don't know option in Hadoti region.

**Through communication media**

Table analysis of sources of information, education and

communication (IEC) about Swachh Bharat Mission (SBM) in Hadoti region of Rajasthan. Under segment communication media in the Radio commercials and programs 52.81 percent (169) respondents under infrequently option, 30.94 percent (99) respondents under always/repeatedly option and remaining only 16.25 percent (52) respondents under don't know option.



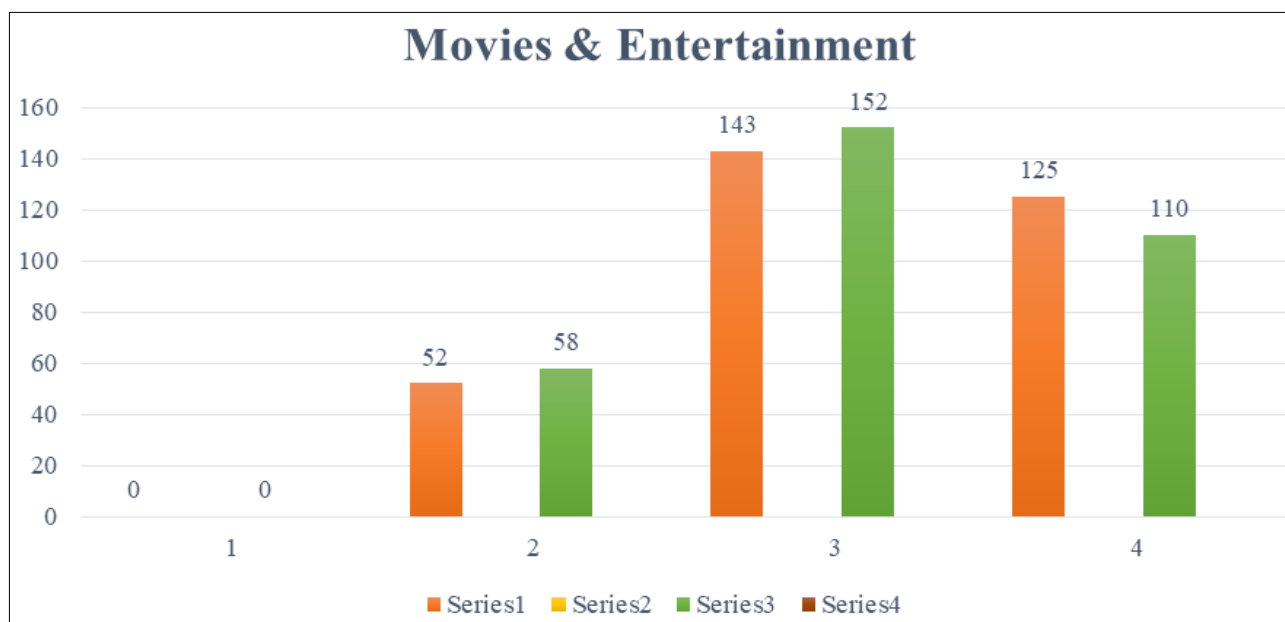
**Fig 3:** Communication media about SBM

Under the television commercials and programs segment 47.81 percent (153) respondents under infrequently option, 38.44 percent (123) respondent under the always/repeatedly option and remaining 13.75 percent (44) respondent under don't know option out of 320 respondents in Hadoti region. In the newspaper/magazine segment got highest result 44.38 percent (142) respondent under infrequently option followed by always/repeatedly option 43.75 percent (140) respondent and remaining 11.88 percent (38) respondent under don't

know.

**Through movies & entertainment**

Table highlights that source of IEC activities in Swachh Bharat Mission (SBM) in Rajasthan's Hadoti region, from the segment of movie theater got highest result under infrequently option 44.69 percent (143) respondent followed by under don't know 39.06 percent (125) respondents and under always/repeatedly option 16.25 percent (52) respondents out of 320 in Hadoti region.



**Fig 4:** Movies and entertainment about SBM

Under sources of IEC activities of SBM in Hadoti region through documentary films/motivational video got highest result under infrequently 47.50 percent (152) respondent followed by 34.38 percent (110) respondent under don't know option and remaining 18.13 percent (58) respondent under always/repeatedly option.

source of IEC activities in Swachh Bharat Mission (SBM) in Hadoti region from the segment of digital media- social media (Facebook, Twitter, Website etc.) the highest result 42.19 percent (135) respondents obtained under infrequently followed by under always/repeatedly 35.63 percent (114) respondent and 22.19 percent (71) respondent under don't know option in Hadoti region.

**IEC for SBM through digital media:** Table highlights that

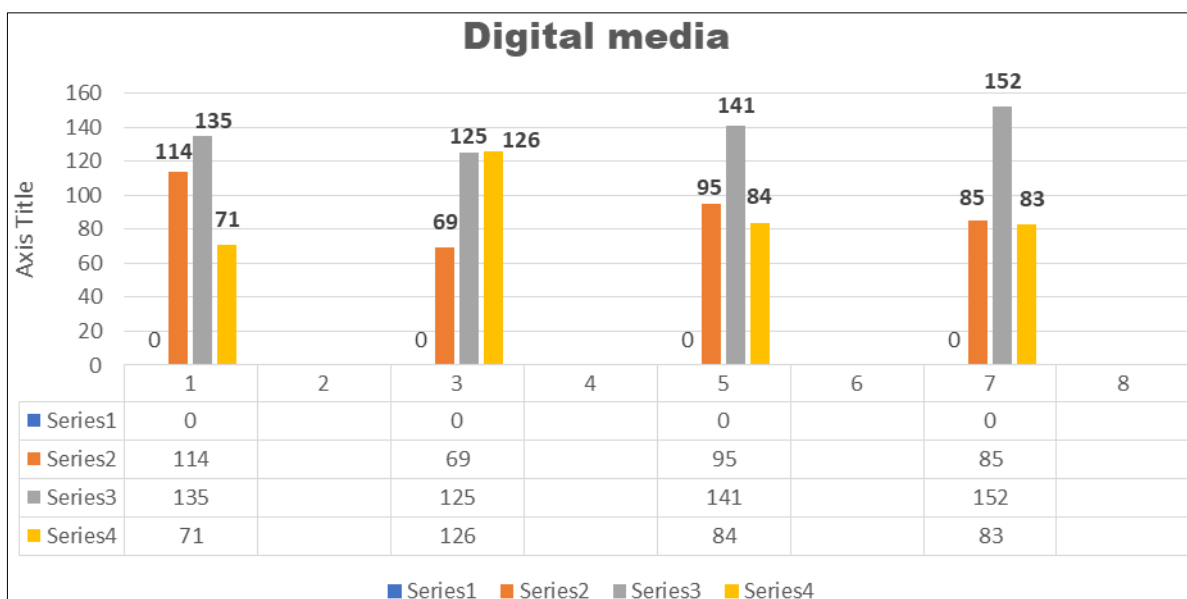


Fig 5: Digital media about SBM

Under online coverage on the blog segment got the similar results 39 percent respondents under the infrequently as well as don't know option followed by 21.56 percent (69) respondents under the always/repeatedly option out of 320 respondents. IEC about SBM in Hadoti region through mobile application got highest result 44.06 percent (141) respondent under infrequently followed by under always/repeatedly option 29.69 percent (95) respondent and remaining 26.25 percent (84) respondent under don't know option out of 320 respondents of Hadoti region. Under IVR/SMS/Call campaign segment got the highest result 47.50 percent (152) respondent under infrequently option followed by 26.56 percent (85) respondent under always/repeatedly option and remaining 25.94 percent (83) respondent under don't know option in Hadoti region of Rajasthan.

**Conclusion**

Throws light on the source of information, education and communication (IEC) activities in connection with Swachh Bharat Mission in farming community of Hadoti region of Rajasthan. Under interpersonal communication section most of respondents answered with always / repeatedly followed by Infrequently and Don't know. Ambient media section highlights that majority respondents agree with infrequently option. In the communication media, the respondents' data was mostly received in the form of always/frequently option. The highest percentage of data received from movies and entertainment was sometimes received in the option. Most of the respondents agreed on the Always/Frequent option under Digital Media.

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