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Awareness of rural people about Swachh Bharat Abhiyan

Komal Shukla and Dr. Sangeeta Gupta

Abstract

The current study, "Awareness of Rural People about Swachh Bharat Abhiyan," was conducted in two Kanpur Nagar blocks; three villages were chosen at random in each block, and 25 respondents were chosen in each village. In all, 150 people were chosen at random from two blocks of six villages. In total, 43.3 percent of respondents were between the ages of 30 and 40, and 40.7 percent possessed educations up to the intermediate level. The study reveals that after the launch of Swachh Bharat Abhiyan, awareness levels among rural people about cleanliness, hygiene, solid waste management, and lavatory use increased, which in turn decreased disease or mortality rates in rural areas. This campaign helps maintain environmental sustainability. The impact of awareness campaigns for Swachh Bharat Abhiyan has been significant in improving rural sanitation.

Keywords: Environmental, cleanliness, infrastructure, sanitation, solid and liquid waste management, sustainability

Introduction

Cleanliness is considered next to godliness. Cleanliness refers to the state of being clean or free from any type of dirt or unwanted substance. It is a concept that applies to various aspects of life, including personal hygiene, environmental cleanliness, and sanitation practises. Environmental cleanliness refers to keeping the surroundings clean and free from litter, debris, and pollutants. It involves practices such as proper waste management, regular cleaning of public spaces, and maintaining cleanliness in workplaces, schools, and other shared areas. The central government considered cleanliness and sanitation major aspects of the development of the country, so the Swachh Bharat Abhiyan was launched at the national level in 2014. The key components of the Swachh Bharat Abhiyan are the construction and maintenance of sanitation infrastructure across the country. The programme aims to provide all households with access to toilets that are not only functional but also hygienic. This is a crucial step towards ending the practise of open defecation in India, a problem that has plagued the country for decades and poses a serious health risk to citizens. Another important aspect of the programme is waste management. Swachh Bharat Abhiyan focuses on efficient collection, segregation, and disposal of waste to prevent littering and encourage recycling. The third component of the programme is behavioural change. Through awareness campaigns and educational programmes, the initiative aims to shift attitudes and practises towards cleanliness and hygiene. With proper sanitation facilities, it can help reduce disease and mortality rates. The government alone cannot ensure a clean and healthy environment for citizens; it requires collective efforts and a sense of responsibility from all stakeholders, and citizens play a crucial role in making it happen. The impact of awareness campaigns for Swachh Bharat Abhiyan has been significant in improving rural sanitation. Through these campaigns, the government has successfully spread awareness about the importance of personal hygiene and sanitation. This has led to a rise in the number of households with access to toilets and a decline in open defecation. Additionally, these campaigns have encouraged people to keep their surroundings clean and maintain proper waste disposal practises. They have also promoted the use of organic waste as compost or fertiliser, which has reduced the amount of waste being generated. The awareness campaigns have also instilled a sense of responsibility among people towards maintaining the cleanliness of their villages, resulting in a positive shift in mind set. Thus, awareness campaigns have played an essential role in bringing about change in rural areas through the Swachh Bharat Abhiyan.

Objectives of the study

1. The socio-economic status of respondents
2. The opinion of rural people about Swachh Bharat Abhiyan

Research Methodology

The research was carried out in Kanpur district in 2022-2023. Two blocks, Kalyanpur and Chaubepur, were chosen at random for the research. Six villages were chosen from the designated blocks. Each village had twenty-five responders chosen at random. As a result, 150 people were chosen as responders. Age, educational qualification, caste, religion, type of family, size of family, type of house, occupation, income, size of land holding, social participation, awareness, opinion, impact, constraints, suggestions, and so on were utilised in the study. The acquired data were statistically analysed using statistical methods such as percentage, rank order, weighted mean, standard deviation, and correlation coefficient.

Findings

Table 1: Distribution of respondents according to age group

Age group	Frequency	Percentage	Mean	S.D.
20 to 30 years	15	10.0	24	3
30 to 40 years	65	43.3	35	3
40 to 50 years	55	36.7	44	3
50 years and above	15	10.0	54	2
Total	150	100.0	39	6

According to table 1 distribution of respondents according to the age group 43.3 percent of respondents belonged to the age group 30-40 years with an average mean of 35 and a standard deviation of 3, 36.7 percent of respondents belonged to the age group 40-50 years with an average mean of 44 and a standard deviation of 3, and 10.0 percent of respondents belonged to the age group 50 years above with an average

mean of 54 and a standard deviation of 2. Whereas 10.0 percent of respondents belonged to 20 -30 year group with average mean 24 and standard deviation 3. As a result, it was discovered that respondents aged 30-40 years were more prevalent in the research region.

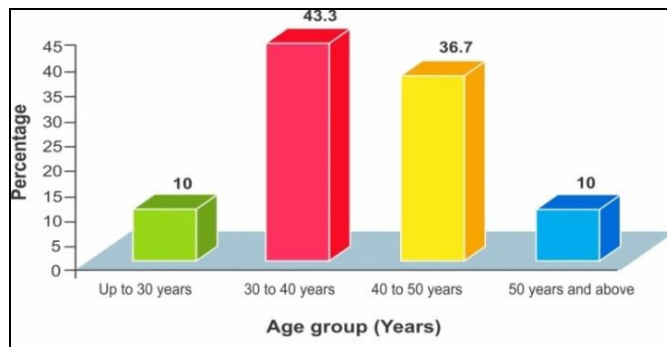


Fig 1: Distribution of respondents according to age group

Table 2: Distribution of respondents according to educational qualification

Educational Qualification	Frequency	Percent
Illiterate	12	8.0
Up to primary	14	9.3
High school	37	24.7
Intermediate	61	40.7
Graduate and above	26	17.3
Total	150	100.0

Table 2 indicates the distribution of respondents based on educational qualification: 40.7 percent were educated up to intermediate level, 24.7 percent were educated up to high school, and 17.3 percent were graduated and above. On the other hand, 9.3 percent of respondents had completed basic school and just 8.0 percent were illiterate. As a result, it was established that the majority of respondents in the study area had completed intermediate and high school.

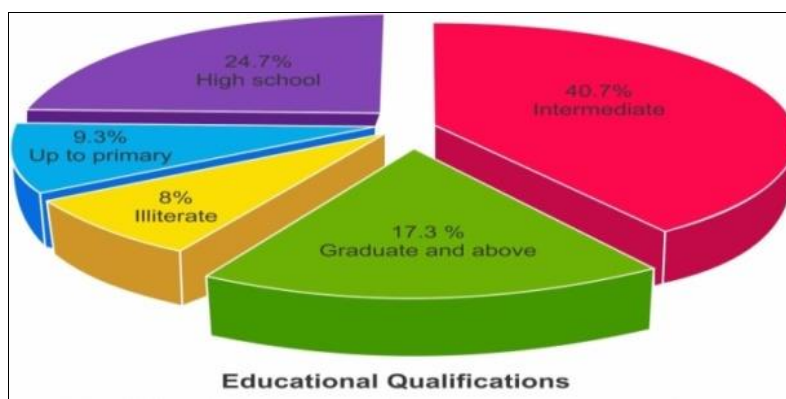


Fig 2: Distribution of respondents according to educational qualification

Table 3: Distribution of respondents according to their awareness about Swachh Bharat Abhiyan
N=150

S. No.	Awareness about Swachh Bharat Abhiyan	Symbols	Fully aware	Partially aware	Unaware	Mean score	Rank
1.	Heard about Swachh Bharat Abhiyan	A	47.3	46.0	6.7	2.41	II
2.	Swachh Bharat Abhiyan launched in 2014	B	12.7	38.7	48.7	1.64	V
3.	Shri Narendra Modi launched Swachh Bharat Abhiyan	C	46.0	40.0	14.0	2.32	III
4.	“one step towards cleanliness” is the slogan of Swachh Bharat Abhiyan	D	12.0	61.3	26.7	1.85	IV
5.	Mahatma Gandhi was inspiration behind Swachh Bharat Abhiyan	E	9.3	42.0	48.7	1.61	VI
6.	Swachh Bharat Abhiyan was organized at Rajghat, New Delhi	F	4.0	32.0	64.0	1.40	VII
7.	Swachh Bharat Abhiyan is started by GOI for making India clean and green country	G	78.0	18.7	3.3	2.75	I

Table 3 depicts the distribution of respondents based on their knowledge of the Swachh Bharat Abhiyan. 78.0 percent of respondents were fully aware that the mission was launched by the government of India to create a clean and green India, 18.7 percent of respondents were partially aware, and 3.3 percent of respondents were unaware, with a mean score value of 2.75 and rank I, followed by 47.3 percent of respondents who were fully aware and 46.0 percent of respondents who were partially aware that they heard about Swachh Bharat Abhiyan, and respondents about 6.7 percent were unaware with a mean score value 2.41 and rank I. 46.0 percent of respondents were completely aware that Pradhan Mantri had initiated the Swachh Bharat Abhiyan, 40.0 percent of respondents were determined to be somewhat aware, and 14.0 percent were unaware with a mean score of 2.32 and rank III, 12.0 percent of respondents were fully

aware that "one step towards cleanliness" is the slogan of the Swachh Bharat Abhiyan, while 61.3 percent were slightly knowledgeable and 26.7 percent were unaware with a mean score of 1.85 and rank IV. 12.7 percent of respondents were fully aware that the Swachh Bharat Abhiyan was begun in 2014, 38.7 percent were partially aware, and 48.7 percent were unaware with a mean score value of 1.64 and rank V. while 9.3 percent of respondents were totally aware, 61.3 percent were slightly aware, and 48.7 percent were unaware that Mahatma Gandhi was the inspiration behind the Swachh Bharat Abhiyan with a mean score of 1.61 and rank VI. 4.0 percent of respondents were totally aware that the Swachh Bharat Abhiyan was being held at Rajghat, 32.0 percent were partially knowledgeable, and 64.0 percent were unaware with a mean score of 1.40 and rank VII.

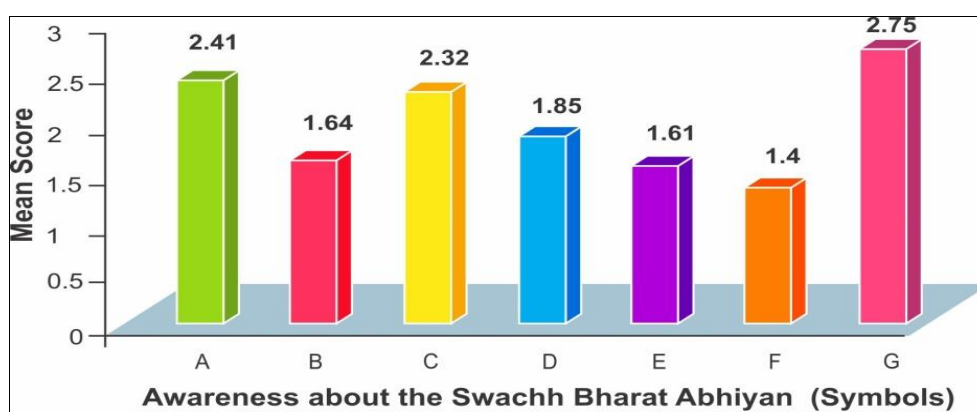


Fig 3: Distribution of respondents according to the awareness about Swachh Bharat Abhiyan

Table 4: Distribution of respondents according to the awareness about open defecation of Swachh Bharat Abhiyan

S. No.	Awareness about open defecation	Symbols	Fully Aware	Partially aware	Unaware	Mean Score	Rank
1.	Heard about open defecation	A	93.3	6.0	0.7	2.93	V
2.	Open defecation pollute environment	B	92.7	6.7	0.7	2.92	VI
3.	Open defecation cause many lethal diseases	C	93.3	6.0	0.7	2.93	V
4.	Any Open defecation spot in village	D	34.7	52.7	12.7	2.22	VIII
5.	Having toilet in your house	E	89.3	0.0	10.7	2.79	VII
6.	Problem when there is no toilet in your house	F	98.0	2.0	0.0	2.98	III
7.	Any change in social life after having toilet	G	98.7	1.3	0.0	2.99	II
8.	Having toilet in house give security and elevate self-esteem of females in your home	H	98.0	1.3	0.7	2.97	IV
9.	Washing hands after using toilet by soap	I	100.0	0.0	0.0	3.00	I

N=150

Table 4 shows the distribution of respondents according to their awareness of open defecation of Swachh Bharat Abhiyan, 100.0 percent of respondents were fully aware of washing hands after using the toilet with soap, while none of them was partially aware with a mean score value of 3.00 and rank I, 98.7 percent of respondents were fully aware of the change in their social life after having a toilet at their home, and 1.3 percent of respondents were aware by change in social life after toilet with a mean score value 2.99 and rank II. Whereas 98.0 percent of respondents were fully aware that the difficulty developed when there was no toilet in the house, 2.0 percent were just slightly aware of the problem with mean score value 2.98 and rank III. 98.0 percent of respondents were completely aware that having a toilet in the house provides security and boosts the self-esteem of females in families, 1.3 percent were slightly aware and 0.7 percent were

unaware with a mean score value 2.97 and rank IV. On the other hand, 93.3 percent of responders were well aware of open defecation and the deadly illnesses it causes, 6.0 percent were partially aware. 0.7 percent of respondents were unaware with a mean score of 2.93 and rank V, 92.7 percent of respondents were completely aware of the polluted environment caused by open defecation, whereas 6.7 percent respondents were just slightly aware and 0.7 percent were unaware with mean score value 2.92 and rank VI. 89.3 percent of respondents were fully aware of the toilet in their home which benefited them, none were slightly aware, and 10.7 percent were unaware with a mean score of 2.79 and rank VII, 34.7 percent of respondents were fully aware that their village had any open defecation spots, 52.7 percent were slightly aware, and 12.7 percent were unaware with a mean score of 2.22 and rank VII.

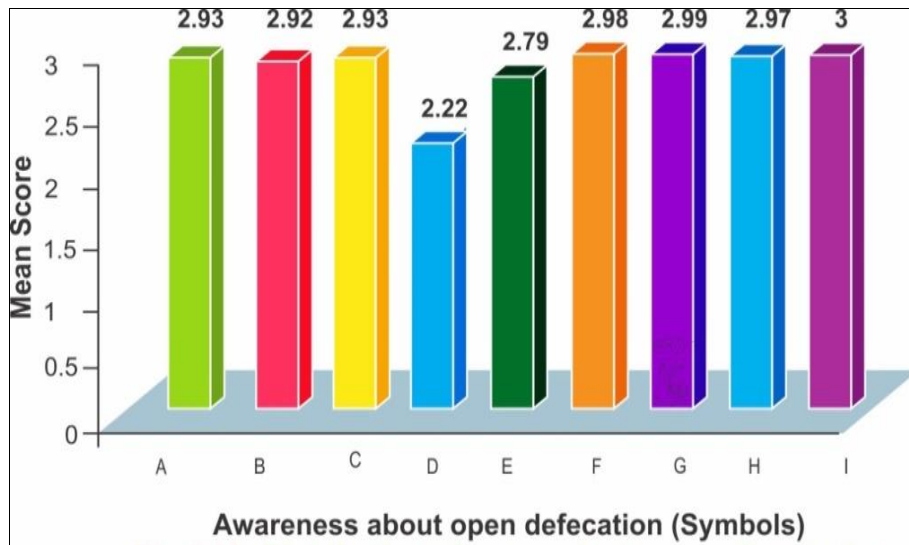


Fig 4: Distribution of respondents according to the awareness about open defecation of Swachh Bharat Abhiyan

Table 5: Distribution of respondents according to the awareness about solid liquid waste management

S. No.	Awareness about solid liquid waste management	Symbols	Fully aware	Partially aware	Unaware	Mean score	Rank
1.	Safe and clean drinking water facility at your home	A	31.3	61.3	7.3	2.24	IV
2.	Unsafe and pollute water cause many diseases	B	82.0	12.0	6.0	2.76	II
3.	Disposal of wet and dry waste separately	C	11.3	74.0	14.7	1.97	V
4.	Use plastic bags or eco-friendly bag	D	3.3	67.3	29.3	1.74	VI
5.	Throwing garbage anywhere or dispose it at a particular place	E	48.7	46.0	5.3	2.43	III
6.	Swachh Bharat Abhiyan has improved village or city condition in terms of cleanliness	F	94.0	4.0	2.0	2.92	I

Table 5 depicts the distribution of respondents based on their awareness of solid liquid waste management. 94.0 percent of respondents were fully aware that the Swachh Bharat Abhiyan has improved village or city conditions in terms of cleanliness, 4.0 percent of respondents were partially aware, and 2.0 percent of respondents were unaware with a mean score value of 2.92 and rank I, followed 82.0 percent of respondents were fully aware and 12.0 percent were partially aware that unsafe and pollute water cause many diseases and 7.3 percent were unaware with a mean score value 2.76 and rank II. 48.7 percent of respondents were fully aware of throwing garbage or disposing of it in a specific location,

while 46.0 percent were partially aware and 5.3 percent were unaware with a mean score of 2.43 and rank III, 31.3 percent of respondents were fully aware of having safe and clean drinking water at home, while 61.3 percent were partially aware with a mean score of 2.24 and a rank of IV. Whereas 11.3 percent of respondents were fully aware that wet and dry garbage should be separated 74.0 percent of respondents were partially aware 14.7 percent respondents were unaware with a mean score of 1.97 and a rank of V, 3.3 percent respondents were fully aware and 67.3 percent were partially aware of using eco-friendly bags, 29.3 percent of respondents were unaware with a mean score value 1.74 and rank VI.

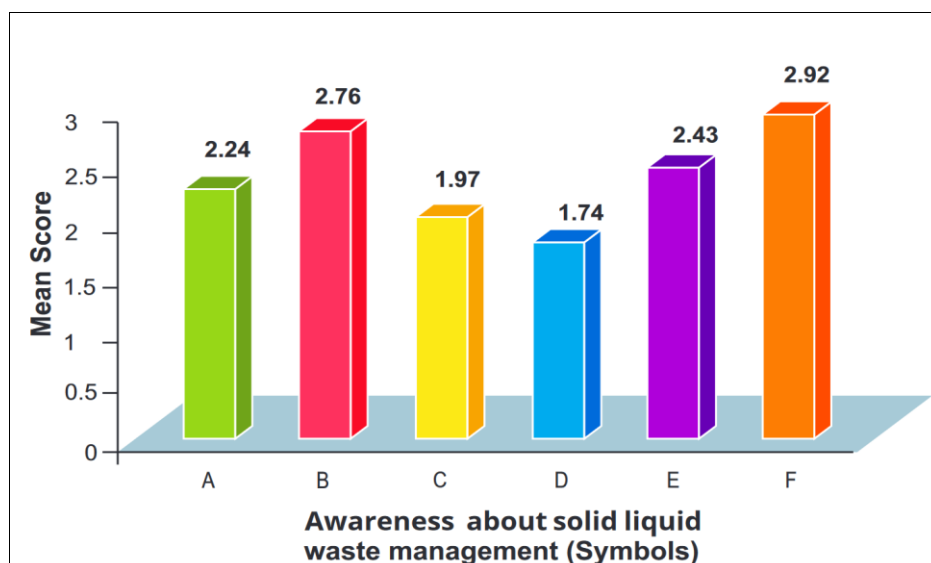


Fig 5: Distribution of respondents according the awareness about solid liquid waste management

Conclusion

The study indicates that sanitation is a crucial part of the development of the country. To make rural areas free from open defecation, management of solid-liquid waste, construction of toilets, behavioural change, and disposal of waste to prevent littering and encourage recycling are necessary. There are several steps that can be taken to further enhance awareness about the Swachh Bharat Abhiyan. First and foremost, a targeted marketing campaign focusing on the importance of cleanliness and sanitation can be initiated to educate individuals about the programme's objectives and their role in achieving them. Secondly, partnerships with businesses, corporate organisations, and civic bodies can be established to promote the importance of cleanliness and hygiene at large. Posters and websites play a vital role in spreading awareness and encouraging citizen participation. Awareness campaigns can help encourage citizens to take an active role in this mission, thereby making India cleaner and healthier. By bringing about a change in the mindset of the people through these campaigns, we can build a sustainable culture of cleanliness in the country. Consequently, supporting and promoting the need for awareness campaigns is crucial to achieving the goal of the Swachh Bharat Abhiyan.

Recommendations and suggestions

1. The government should take initiatives to spread awareness among rural people by putting up posters, banners, and wall paintings in public places.
2. Public toilets should be installed in crowded places with proper hygiene and sanitation.
3. People should develop a participatory approach to making this campaign successful and to keep their surroundings clean and green.
4. The government should focus on providing subsidies on time for toilet construction to low-income families in rural areas and motivating them to use toilets in their everyday lives.
5. NGOs should also take the initiative to encourage rural people, especially underprivileged people.
6. Emphasis on the use of technology in waste management
7. The government should provide financial incentives to encourage businesses and households to adopt eco-friendly waste management practises.
8. The implementation of waste segregation mechanisms, composting, recycling, and reusing waste materials can help reduce the amount of waste generated in rural areas.

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