

# Clean India not a Movement but also Influence Attitude and Behavior - An Impact of Social Campaigns

Priyanka Chourasiya

Professor, Department of Management, ISBA College, Indore, India

**Abstract:** A project turns into a mission when mass energy gets appended to it. Mass supports a project, only when it is convinced by the notion and supports it whole-heartedly. Such a mission only can bring changes in a massive and rigid structure, like that of status of cleanliness in India. Moreover, cleanliness is etiquette, and is practiced by everyone at individual and social level. In a country like India somehow it remained confined to individuality. The social sensitivity index has remained very low in India. Somehow the Clean India mission included public awareness and mass involvement in its agenda, making it a social act. How far the mission has remained successful is another question. This paper hence aims at bringing out several allied denominations to Clean India Mission and map its success, in terms of awareness and involvement of people; and also to know how much they have soaked the same as a habit?

**Keywords:** clean India movement

## 1. Introduction

The Clean India Movement is one of the largest drive to make India clean. The event was presided over by the Hon'ble ex-President, Pranab Mukherjee in the presence of 1300 people on 2nd Oct-2014. It was joined by over 3 million government employees. Prime Minister, Narendra Modi started the drive by nominating nine famous personalities from Business, Sports and Bollywood, which in turn were requested to nominate nine other personalities. The idea was to form a chain through which everyone can participate and contribute their efforts to make India a clean nation by 2019. This also inspired the Indo-Nepal doctors association to launch a similar campaign called – "Swachh Bharat Nepal- Swasth Bharath Nepal Abhiyaan" on 3rd Jan 2015. Central Rural Sanitation Programme (CRSP) initiated in 1986 mainly focused on improving sanitation of the country by constructing latrines, disposing wastes and creating awareness on personal and social sanitation. Total Sanitation Campaign (TSC) was initiated in 1999 to overhaul the Rural Sanitation Programme.

### A. Executive summary

The purpose of the study is to analyze people participation, impact of celebrities in creating awareness about Swachh Bharat Abhiyaan (SBA). The study is conducted through structured questionnaire with a sample size of 100 people. Puraskar- an

incentive based scheme was launched in June 2003 to reward people for making villages defecation-free. Nirmal Bharat Abhiyaan (NBA) was started in 2012, though it was not as successful as SBA in 2014.

### B. About the project

The cleanliness should not be seen as a daunting task but as individual responsibility. It can lead to many benefits like:

- Better health by disease prevention.
- Increase in tourism
- More international investment
- Improved quality of life
- Corporate India and SBA

Corporate India is also contributing in various activities through the compulsory Corporate Social Responsibility (CSR). Many major Corporates like TCS, Vedanta, Tata Motors etc., have allocated an estimate of Rs. 1000/- crore for various projects to build toilets, waste management and other hygiene and sanitation activities. The govt. has also amended Schedule VII of Companies Act to make contributions to 'Swachh Bharat Kosh' as eligible for CSR spend. Some notable celebrities involved in SBA are Anil Ambani, Amir Khan, Amitabh Bachchan etc.

### C. Objective

- To study attitude of general public towards SBA.
- To gauge the effectiveness of social campaigns
- To suggest measure to improve participation.

## 2. Literature review

The Study aims as bridging the gaps of existing literature. SBA initiated on 2nd October 2014 at Rajghat, New Delhi to commemorate the 150th birth anniversary of Mahatma Gandhi. It covers 4,041 cities and towns to clean roads and improve overall sanitation infrastructure of the country. Various South Asian nations have very high standards of cleanliness, and policies implemented by them can be used to improve sanitation in India.

### 1) Singapore

One of the smallest and yet highly hygienic country is Singapore. In 1967, 'Singapore Clean campaign' was initiated

followed by Public Health Law to regulate the Public Health Behaviors.

- Singapore is maintained as ‘Green City’ with strict controls on pollution control and efficient urban planning.
- Emphasis of 3R’s – Reduce, Reuse and Recycle.
- Subsidized housing led people living in slums where open defecation was common to houses with proper sanitation.

2) *Japan*

Japan’s emphasis on considering Cleanliness as a public issue is a good example. It’s the responsibility of each citizen to maintain cleanliness with emphasis on it given right from childhood.

Key learning from Japan is as follows:-

- Cleanliness being part of ancient Japanese Shinto culture and being seen as a service to the nation dating back to Meiji era (1868-1912).
- Japanese students involved in cleaning right from school. Their society is so obsessed with cleanliness that men and women are often seen as wearing masks and white gloves in public places.
- Japanese toilets are examples of using modern technology in keeping cleanliness. At public places if dog shits or urinates, the owner has to clean the public premises.
- Introduction of anti-bacterial car steering and cloth dryers. Hitachi has made ATM machines that sterilizes and irons Yen notes.

3) *South Korea*

South Korea has a separate ministry for cleanliness whose agenda is implemented by various programs and Ministries.

- The Five-year Development plan to build low-housing projects and to improve sanitation.
- Improve in sanitation at countryside and formation of Ministry of Environment (MOE) for sewage treatment etc.

The Republic of Korea has a Volume Based Collection Fee System and also constructed sanitary landfill facilities in metropolitan as well as provincial areas.

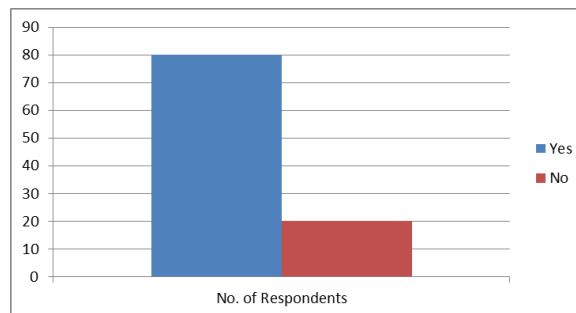
**3. Research methodology**

- *Sampling and Data Collection:* The structured questionnaire was followed to collect views of size of 100 respondents.
- *Sampling design:* Non-probability sampling methodology is used
- *Sample Size & Sample Unit:* The sample size of 100 individuals belonging to different age groups was taken.
- *Statistical Tools:* SPSS, software tool and MS Excel tool pie charts have been used to analyze the collected data.

**4. Data analysis and interpretation**

1) Do you know about Swatch Bharat Abhiyaan?

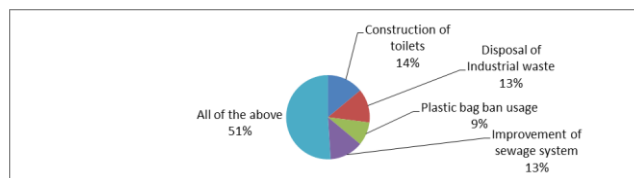
No. of Respondents	Yes	No
100	80	20



*Interpretation:* 80 people knew about SBA and 20 did not know

2) As per you, what can be done to increase effectiveness of campaign? (Multiple options can be selected)

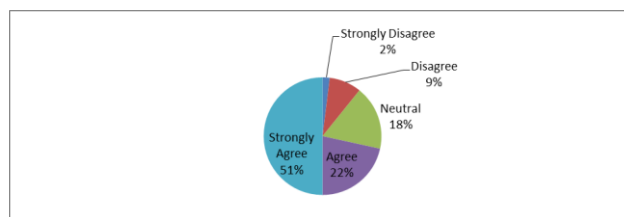
No. of Respondents	Construction of toilets	Disposal of Industrial waste	Plastic bag ban usage	Improvement of sewage system	All of the Above
100	14	13	9	13	51



*Interpretation:* A wholistic approach is required for effective cleanliness instead of following one option.

3) Personally, I will contribute towards SBA

No. of Respondents	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
100	2	9	18	22	51

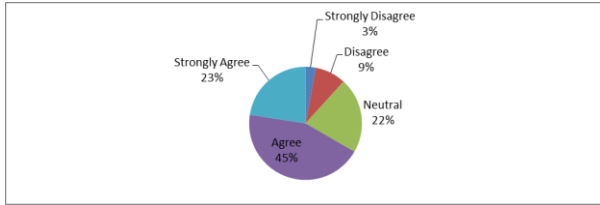


*Interpretation:* More than 3/4<sup>th</sup> of the Respondent are ready to contribute towards SBA with less than 10% unwilling to contribute.

4) My participation has increased in Swatch Bharat Abhiyaan (SBA)

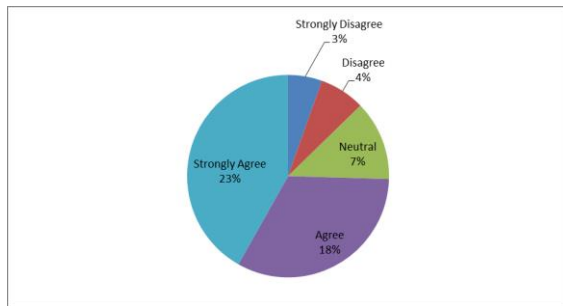
No. of Respondents	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
100	3	9	22	45	23

*Interpretation:* More than 65% participating in the success of the scheme, 12% are not willing to participate while 21% are neutral



5) SBA was required in India

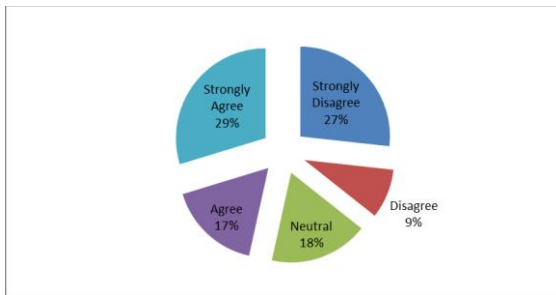
No. of Respondents	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
100	3	4	7	18	23



*Interpretation:* More than 65% participating in the success of the scheme, 12% are not willing to participate while 21% are neutral.

6) The celebrities will increase the awareness of SBA

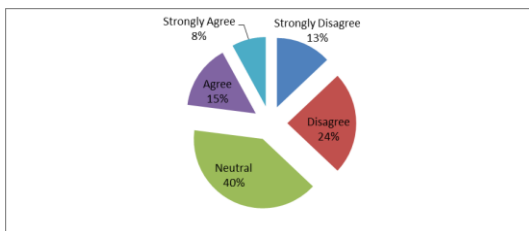
No. of Respondents	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
100	27	9	18	17	29



*Interpretation:* 47% of the Respondents agree that celebrities will be able to increase the participation of general public.

7) MCD (Municipal Corporation of Delhi) is participating in SBA

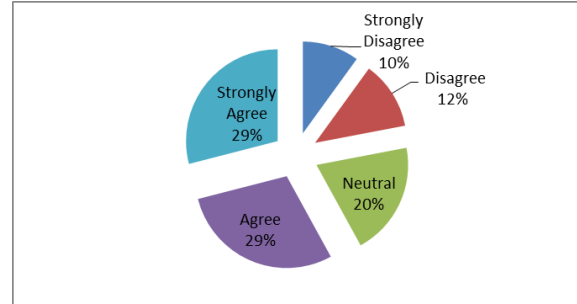
No. of Respondents	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
100	13	24	40	15	8



*Interpretation:* Majority people were neutral about MCD participation.

8) MLA and MP participation will increase people's participation towards SBA

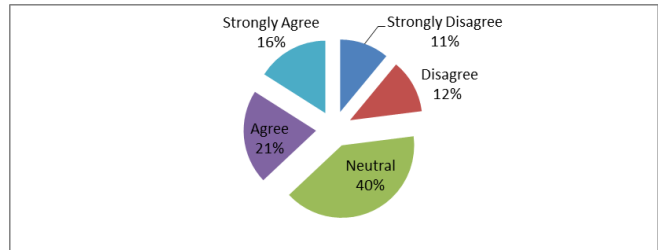
No. of Respondents	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
100	10	12	20	29	29



*Interpretation:* Mostly people agree that MLA/MP participation will increase people participation.

9) SBA has led to increase in cleanliness in my city

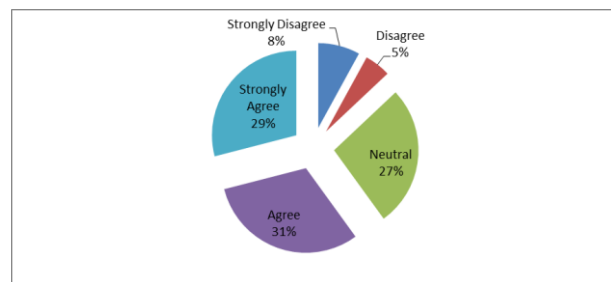
No. of Respondents	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
100	11	12	40	21	16



*Interpretation:* 61% feels that cleanliness has increased in the city.

10) I don't mind paying clean cess.

No. of Respondents	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
100	8	5	27	31	29



*Interpretation:* More than 50% of the people agree to paying cess.

### 5. Findings and conclusion

- 1) The awareness levels in the people of Delhi is very high.
- 2) Most of the people are ready to pay cess for making India clean.

- 3) Celebrities lead to an increase in the level of awareness of among people.
- 4) Most of the people view SBA positively and think it was required.
- 5) People are of the view that SBA will effectively in increasing the sanitation infrastructure of the country.

- 3) The successful implementation of SBA can lead to the CLEAN, GREEN and PROSPEROUS India by 2019.
- 4) Strict rules should be made and common cities must adhere to these rules and regulations.
- 5) Awareness should be created from college itself so that cleanliness is seen as an individual responsibility.

#### A. Suggestion

- 1) Though SBA started on the positive note, but officials seems to be passing on this responsibility solely on the citizens which is not good. The authorities and the common citizen should work jointly to keep the country clean.
- 2) Latest equipment's should be used and efficiency should be increased.

#### References

- [1] <http://swachhbharatmission.gov.in/sbmcms/index.htm>
- [2] [https://en.wikipedia.org/wiki/Swachh\\_Bharat\\_mission](https://en.wikipedia.org/wiki/Swachh_Bharat_mission)
- [3] <https://data.gov.in/dataset-group-name/swachh-bharat-mission>
- [4] <https://www.cipet.gov.in/swachh/swachh-bharat-abhiyan.php>
- [5] <https://aif.org/analysing-the-impact-of-swachh-bharat-abhiyan/>
- [6] <https://brainly.in/question/3848250>
- [7] [http://www.sulabhenviis.nic.in/Database/GraphicalData\\_6330.aspx](http://www.sulabhenviis.nic.in/Database/GraphicalData_6330.aspx)
- [8] [http://www.sulabhenviis.nic.in/Database/SwachhBharatAbhiyan\\_7101.aspx](http://www.sulabhenviis.nic.in/Database/SwachhBharatAbhiyan_7101.aspx)