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Role and impact of Nine Ratna nominees by prime-minister Mr. Narendra Modi in promoting the Swachh Bharat Abhiyan

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Abstract

Swachhhta Abhiyan has really a great impact on Indian society. People are taking an initiative to clean the village, society, colony, city, railway platforms, etc. A series of awareness campaigns by the district administration, state govt., and central govt. made the people conscious about the hazards of pollution. Swachh Bharat Mission is trying to plug financial loss on health matter and help to ease the burden on existing health care facilities which will help to boost our Indian economy. Swachh Bharat Mission is going to boost our tourism. Definitely the tourists will increase because tourists are getting better surrounding than before. With the increase in tourism our income will rise. But we have a mass of people who are still not aware. People of villages especially those who are not well educated spit pan, gutkha, tobacco on roads and public places. They eat some stuff in bus, train and throw wrappers on road, not in dustbin. Some people have not changed their habits. To make Swachhhta Abhiyan successful we need more campaigning to create awareness.

Keywords: role, impact, nine ratan

Introduction

Our Prime Minister Sri Narendra Modi invited nine well-known people to join the Swachh Bharat Abhiyan or 'Clean India' campaign that he launched on 2nd October, 2014 in the national capital and requested each of them to draw nine more into the initiative to take it viral. Citing Gandhi ji's principle of 'Cleanliness next to Godliness' our PM initiated the nationwide drive and also nominated 9 personalities who would then nominate nine more after completion of their tasks. Very eagerly the nominated personalities jumped into the limelight and were found across India sweeping roads. Call it publicity stunt or even seeking the chanced attention, these personalities made headlines and were covered all across the channels.

List of the Nine Ratans

- Goa Governor, Mridula Sinha
- Cricket legend, Sachin Tendulkar
- Yoga guru, Baba Ramdev
- Politician, Shashi Tharoor
- Actor, Kamal Hasan
- Actor, Priyanka Chopra
- Actor, Salman Khan
- Industrialist, Anil Ambani
- Team of popular TV serial "Tarak Mehta Ka Oolta Chashma"

Again on 8th November 2014, Modi carried the message to Uttar Pradesh and nominated another set of nine people for the UP state. These were:

- Akhilesh Yadav
- Swami Rambhadracharya
- Manoj Tiwari
- Mohammad Kaif

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- Kailash Kher

Celebrities involve in Swachh Bharat Abhiyan

India is the seventh largest country in the world by area but is also among the dirtiest countries in the world, with more than half the population having no access to toilets and defecating in the open. Soon even other celebrities joined in, from Big B to the Mr. Perfectionist, Amir Khan. Here is the list of celebrities who are helping in spreading the message of Clean India in an entertaining way:

- Sri Amitabh Bachchan
- Vidya Balan
- Amir Khan
- Rishi Kapoor
- Arjun Rampal
- Dino Morea
- Kiran VEDI

Results

Table 1: Distribution of respondent according to age group N = 400

Age group	Male	Female	Children	Senior citizen	Total
Up to 20 years	8 (8.0)	11 (11.0)	100 (100.0)	-	119 (29.7)
20 to 40 years	40 (40.0)	45 (45.0)	-	-	85 (21.3)
40 to 60 years	48 (48.0)	42 (42.0)	-	-	90 (22.5)
60 to 80 years	4 (4.0)	2 (2.0)	-	90 (90.0)	96 (24.0)
80 and above	-	-	-	10 (10.0)	10 (2.5)
Total	100 (100.0)	100 (100.0)	100 (100.0)	100 (100.0)	400 (100.0)

(Figures in parentheses indicate the percentage of respective values)

Impact of Swachh Bharat Abhiyan are more influence to children because learning and catching power of children are more sharp. They know that Prime Minister is working for

Objectives

1. Impact and adoption of Swachh Bharat Abhiyan practices at household, community, society, schools and institutional level.
2. Role and impact of nine Ratan nominees by our Prime Minister Mr. Narendra Modi in promoting the Swachh Bharat Abhiyan.

Methodology

This study was conducted in Kanpur district of Uttar Pradesh. A list of different localities would be obtained from the Zones, for the list 30 localities would be selected randomly. A list of respondent would be prepared from the selected localities. From this list total 400 sample size, 100 male, 100 female, 100 children (age of 5-11 years) and 100 senior citizen selected randomly for the study purpose. Dependent and independent variables were selected in this study such as age, sex, education, caste, religion, occupation, income, family type, sustainable, impact, society, adoption, awareness, sanitation, hygiene, knowledge, practices, disease, cause, Community etc. The statistical tools were used as percentage, rank and correlation coefficient.

our country and poor people so that children are more adopted Prime Minister ideas.

Table 2: Distribution of respondents according to awareness about starting date/year of Swachh Bharat Abhiyan, N = 400

Date/Year	Male	Female	Children	Senior citizen	Total
2 October, 2009	-	10 (10.0)	-	-	10 (2.5)
2 October, 2014	100 (100.0)	85 (85.0)	90 (90.0)	100 (100.0)	375 (93.8)
2 October, 2015	-	5 (5.0)	5 (5.0)	-	10 (2.5)
2 October, 2016	-	-	5 (5.0)	-	5 (5.0)
Total	100 (100.0)	100 (100.0)	100 (100.0)	100 (100.0)	400 (100.0)

(Figures in parentheses indicate the percentage of respective values)

Swachh Bharat Abhiyan is also called as the Clean India Mission or Clean India drive or Swachh Bharat Campaign. It is a national level campaign run by the Indian Government to cover all the backward statutory towns to make them clean. This campaign involves the construction of latrines, promoting sanitation programmes in the rural areas, cleaning streets, roads and changing the infrastructure of the country to lead the country ahead. This campaign was officially launched by the Prime Minister, Narendra Modi on 145th birth

anniversary of the Mahatma Gandhi on 2nd of October in 2014 at Rajghat, New Delhi. The purpose behind launching the campaign on 2nd October 2014 was that Mahatma Gandhi always wished to see India as a clean country and Mr. Narendra Modi said that no other day can be as special as his birthday to pay our special tribute to the "Father of our Nation". So the campaign was officially launched on this day so that every citizen of India remembers this day as very special.

Table 3: Distribution of respondents according to impact of Swachh Bharat Abhiyan practices in household level

Household level practices	Male		Female		Children		Senior citizen		Total
	Yes	No	Yes	No	Yes	No	Yes	No	
Cleaning of toilets	100.0	-	100.0	-	100.0	-	100.0	-	400 (100.0)
Cleaning of house	100.0	-	100.0	-	100.0	-	100.0	-	400 (100.0)
Washing of floor	100.0	-	100.0	-	-	100.0	100.0	-	400 (75.0)
Cleaning of kitchen	100.0	-	100.0	-	50.0	50.0	100.0	-	350 (87.5)

Cleaning of utensils	100.0	-	100.0	-	40.0	60.0	100.0	-	340 (85.0)
Cleaning of clothes	100.0	-	100.0	-	100.0	-	100.0	-	400 (100.0)
Cleaning of outdoor	100.0	-	100.0	-	20.0	80.0	100.0	-	320 (80.0)
Purification of water	100.0	-	100.0	-	100.0	-	100.0	-	400 (100.0)
Use of energy saving devices	20.0	80.0	-	100.0	-	100.0	-	100.0	20 (5.0)
Drainage of water in household level	100.0	-	100.0	-	100.0	-	50.0	50.0	250 (62.5.0)
Uses of dustbin	100.0	-	100.0	-	100.0	-	100.0	-	400 (100.0)
Use of waste water	100.0	-	100.0	-	100.0	-	100.0	-	400 (100.0)

(Figures in parentheses indicate the percentage of respective values)

A city like Kanpur where dusty winds can carry a lot of dirt inside the house especially in the summers, regular home cleaning is a must. Not only is dust an eye sore but it is also harmful. They carry germs which can cause many health related issues to us and our family members. The dirt, clutter and grime that our houses accumulate can do us more harm than we can imagine. Home cleaning should definitely be on the top but professional house cleaning works wonder to disinfect our home and surroundings. Either the homemaker cleans the house by herself or keeps a maid to do the job for her. Either ways, cleanliness is the primary motive. It is supposed that it is only the housewife whose duty is to clean the entire house. In today's houses, where toilets are attached with the bedrooms it is not possible to get it cleaned by maids or outside cleaners due to security point of view. Every

member of the family should understand that it is not the duty of the homemaker alone to keep the household clean but each one in the family should contribute equally in keeping the house clean. Cleanliness is a practice that is inherent and a habit that every individual should learn and implement in day-to-day life. Some people have reusable cloths for the toilet exterior, but it's more hygienic and convenient to use disposable wipes or paper towels with a cleaning spray, so one can throw them away afterwards.

1. Prevents Infection
2. Keep allergies at bay
3. Keeps away pests, mosquitoes, flies etc.
4. A stress free zone
5. Healthy kids

Table 4: Distribution of respondents according to knowledge about the Nine Ratan nominees of Swachh Bharat Abhiyan nominated by Prime-Minister

Name of Nine Ratan	Male		Female		Children		Senior citizen		Total
	Yes	No	Yes	No	Yes	No	Yes	No	
Mridula Sinha	5.0	95.0	2.0	98.0	-	100.0	5.0	95.0	12 (3.0)
Sachin Tendulkar	100.0	-	80.0	20.0	100.0	-	100.0	-	300 (75.0)
Baba Ramdev	100.0	-	100.0	-	100.0	-	100.0	-	400 (100.0)
Sashi Tharoor	30.0	70.0	10.0	90.0	-	100.0	10.0	90.0	50 (12.5)
Kamal Hasan	40.0	60.0	20.0	80.0	-	100.0	20.0	80.0	80 (20.0)
Priyanka Chopra	100.0	-	100.0	-	50.0	50.0	50.0	50.0	300 (75.0)
Salman Khan	100.0	-	100.0	-	100.0	-	100.0	-	400 (100.0)
Anil Ambani	100.0	-	50.0	50.0	60.0	40.0	60.0	40.0	270 (67.5)
Team of Tarak Mehta Ka Oolta Chasma	100.0	-	70.0	30.0	80.0	20.0	100.0	-	350 (67.5)

(Figures in parentheses indicate the percentage of respective values)

Our Prime Minister Narendra Modi invited nine well-known people to join the Swachh Bharat Abhiyan or 'Clean India' campaign on 2nd October, 2014 that he launched in the national capital Delhi and requested each of them to then nominate nine more after completion of their tasks. Very eagerly the nominated personalities jumped into the limelight and were found across India sweeping roads. Call it publicity stunt or even seeking the chanced attention, these personalities made headlines and were covered all across the channels. Mridula Sinha, the Governor from Goa was seen cleaning the area near her office premises. Sachin Tendulkar being the exception that he is in everything he takes up, Sachin Tendulkar's practical video strikes a chord and actually shows the reality of the difficult job of cleaning a place. He went on to a full-fledged mission and as he strives hard to clean we all kind of connected to his struggle of cleaning the place. Baba Ramdev began ploughing and taking the process of cleaning from an ashram in Haridwar to the streets of Har-ki-pauri area. He also aimed at cleaning Ganga. The agenda of the nationwide cleanliness drive went for a toss as Shashi Tharoor was criticized by his own party people for not understanding the hidden agenda of Modi's Swachh

Bharat Abhiyan as a political gimmick. Kamal Hassan, the veteran actor politely gave the message that it was a public service, very clearly indicating that he was not going to follow the entire publicity stunt. Also Priyanka Chopra had been highly criticized for not doing anything about it. But she took up a charge and actually cleaned the entire slum. She actually redeveloped the entire slum area. Unlike other celebrities, Priyanka Chopra took her time and finally came up with a proper structured result. All the other celebrities added to the sweeping factor and coming in front of cameras. Salman Khan was also seen wearing the fancy broom and sweeping the roads. Anil Ambani took up the challenge and was seen sweeping an area at the Churchgate station. He also took the initiative to Badrinath and Kedarnath in Uttarakhand and appealed the people there to keep India's temples clean. The entire team of 'Tarak Mehta Ka Oolta Chashmah' went digital as they asked viewers to post pictures of their little contribution and upload a video. It is not that people are unaware of the fact that throwing garbage or making one's surrounding dirty is not a good habit but what we need is a concrete work plan to end this problem.

Table 5: Distribution of respondents according to knowledge about the Nine Ratan nominees of Swachh Bharat Abhiyan nominated by Prime-Minister in U.P.

Name of Nine Ratan	Male		Female		Children		Senior citizen		Total
	Yes	No	Yes	No	Yes	No	Yes	No	
Suresh Raina Cricketer	60.0	40.0	40.0	60.0	30.0	70.0	40.0	60.0	170 (42.5)
Mohammad Kaif Cricketer	20.0	80.0	-	100.0	-	100.0	25.0	75.0	45 (11.2)
Akhilesh Yadav, Chief Minister U.P.	100.0	-	100.0	-	20.0	80.0	100.0	-	320 (80.0)
Jagadguru Rambhadra Acharya	20.0	80.0	2.0	98.0	-	100.0	3.0	97.0	25 (6.2)
Manoj Tiwari M.L.A.	40.0	60.0	30.0	70.0	-	100.0	40.0	60.0	110 (27.5)
Manu Sharma	-	100.0	-	100.0	-	100.0	-	100.0	-
Padmashree Prof. Devi Prasad Dwivedi	-	100.0	-	100.0	-	100.0	-	100.0	-
Raju Srivastava, Comedian	60.0	40.0	70.0	30.0	50.0	50.0	90.0	10.0	270 (67.5)
Kailash Kher, Singer	40.0	60.0	20.0	80.0	10.0	90.0	50.0	50.0	120 (30.0)

(Figures in parentheses indicate the percentage of respective values)

When our Hon'ble Prime Minister nominated the nine nav rattans in India, he also nominated another nine nav rattans from U.P. as well. This was done because U.P. is the largest state of India with a huge population with 425 MLAs and 80

MPs along with other famous personalities. These nine nav rattans were assigned the job of speeding awareness about the Swachh Bharat Abhiyan and each M.P. was asked to adopt one village each and convert it into an "Adarsh Gaon".

Table 6: Distribution of respondents according to knowledge about the Nine Ratan other than involves celebrities in Swachh Bharat Abhiyan

Extra celebrities	Male		Female		Children		Senior citizen		Total
	Yes	No	Yes	No	Yes	No	Yes	No	
Sri Amitabh Bachchan	100.0	-	100.0	-	100.0	-	100.0	-	400 (100.0)
Vidya Balan	100.0	-	100.0	-	50.0	50.0	100.0	-	350 (87.5)
Amir Khan	100.0	-	100.0	-	100.0	-	100.0	-	400 (100.0)
Rishi Kapoor	40.0	60.0	10.0	90.0	-	100.0	50.0	50.0	100 (25.0)
Arjun Rampal	50.0	50.0	10.0	90.0	-	100.0	50.0	50.0	100 (25.0)
Dino Morea	40.0	60.0	-	100.0	-	100.0	40.0	60.0	80 (20.0)
Kiran Bedi	45.0	55.0	10.0	90.0	20.0	80.0	55.0	45.0	130 (32.5)

(Figures in parentheses indicate the percentage of respective values)

Mr. Narendra Modi selected some other celebrities other than the nine Navarattans, to promote the Swachh Bharat Abhiyan. He chose them because they are very popular among the huge population in India as well as abroad. These celebrities are primitive the mission through advertisement, campaigns, stage shows, reality, shows etc. Pondicherry Governor, Kiran Bedi as a role model for many, so most of the people follows her principles and do what she says.

Conclusion

The famous personalities are promoting the Swachh Bharat Abhiyan is doing free or the other Sri Amitabh Bachchan is doing free advertising about use of toilets and stopping the use of open defecation in view of women security and health aspects. He is also promoting the use of Dettol hand wash and sanitizers especially for school going children along with use of kitchen waste for making organic manure. Actress Vidya Balan is focusing on establishing toilets in rural households especially for women and girls and for this reason she was chosen as Brand Ambassador by former chief minister Sri Akhilesh Yadav to promote this campaign. She is also focusing on "Saksharta Abhiyan" i.e. literacy campaigns and promoting the use of Smokeless Chulha. Amir Khan, is a famous film actor and his films mostly focus on children, so he is chosen for the intension to create awareness among children and make them knowledgeable about a clean and healthy life. He is actively engaged in campaigning and distributes gifts and recognises those children who have given outstanding contribution towards this campaign to motivate them to do better and also motivate others to join hands. It is

not surprising that in slum areas people have named toilets in the name of the famous actor Rishi Kapoor as he is so popular among the Mumbai slums. In the same content Arjun Rampal is also actively engaged in campaigning and spreading awareness about the Swachh Bharat Abhiyan along with other celebrities such as Dino Morea. Even Kiran Bedi is contributing her best to promote this mission through campaigning and going public aspects.

Recommendations

- A chapter on sanitation practices should be included in school curriculum from the first standard itself. In each school and college, a team of students called the 'Swachhta Senani' may be formed to spread awareness about sanitation and cleanliness.
- Waste to Energy plants may be set up on PPP mode and the PPP framework may specify the responsibilities of the local body and PPP partner
- Bio-Toilets may be provided where toilets constructed in slum areas cannot be connected to sewer lines.

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