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Impact of Swachh Bharat Abhiyan in Indian society

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Abstract

Swachh Bharat mission is very necessary to run continuously in India until it achieves its goal. It is very essential for the people in India to really get the feeling of physical, mental, social and intellectual well being. It is to make living status advance in India in real means which can be started by bringing all over cleanliness. The Swachh Bharat Mission of urban areas aims to cover almost 1.04 crore households in order to provide them 2.6 lakhs of public toilets, 2.5 lakhs of community toilets together with the solid wastes management in every town. Gramin Swachh Bharat Mission is a mission implementing cleanliness programmes in the rural areas. Earlier the Nirmal Bharat Abhiyan (also called Total Sanitation Campaign, TSC) was established by the Government of India in 1999 to make rural areas clean however, now it has been restructured into the Swachh Bharat Mission (Gramin). This campaign is aimed to make rural areas free of open defecation till 2019 for which the cost has been estimated is one lakh thirty four thousand crore rupees for constructing approximately 11 crore 11 lakh toilets in the country. There is a big plan of converting waste into bio-fertilizer and useful energy forms. This mission involves the participation of Gram Panchayat, Panchayat Samiti and Zila Parishad.

Keywords: impact, abhiyan, society

Introduction

The Swachh Bharat mission was initiated by our Prime Minister Sri Narendra Modi with a view to create Clean India. Launched on October 2nd in 2014, Swachh Bharat Mission advised every Indian citizen to take up responsibility in keeping the country clean. The PM stated that a clean India would be the best tribute to give to the Father of our Nation on his 150th birth anniversary and that everyone should contribute their part in doing away with litter and waste by the year 2019. He asked everyone to devote a hundred hours every year, two hours a week, towards cleanliness. With regards to his own words, the PM proceeded with the mission by taking a broom and cleaning a part of the city by himself. He also nominated public figures and personalities from various walks of life to carry forward this mantle. This act of engaging in cleaning up homes, work places, villages and cities collectively would bring in a drastic reduction in littering of waste and pollution. The Prime Minister's advice and initiative should not be taken up with deaf ears but should be accepted with a change in the collective mentality of the public as well as the government officials at all levels. Proper sanitation and systems should be in place to dispose waste and maintain cleanliness. Anti-litter campaigns should be held to create awareness among the general public and motivate them to take up the broom. Stringent enforcement of the law is also a necessity to maintain this attitude and sanitation. Funds should be collected and allocated to provide proper sewage systems, public toilets and garbage disposals across the country. Urban areas are the most severely affected from improper wastage disposals, so a collective education to citizens can ensure that their cities are kept clean. The Swachh Bharat Mission is a huge movement that if taken forward can bring about a massive change in both the country's outlook as well the citizen's attitude. Reduction in waste, minimised littering and pollution will pave way for a healthier and productive state and mind.

- **Mindsets need to change:** If Mahatma Gandhi and Prime Minister can do, why we cannot maintain cleanliness.
- **Anti-litter campaigns:** Create awareness in our apartment, community and neighbourhood and motivate people to take up the broom.
- **Share Pictures:** Public can share pictures of unclean spots in our neighbourhood and the same spot after the cleanliness drive.

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- **Stop complaining & start participating:** This should be the mantra for the success of the Swachh Bharat Mission.

Impact of Swachh Bharat Abhiyan

Swachh Bharat 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 Swachh Bharat Abhiyan successful we need more campaigning to create awareness.

Objectives

1. To assess the impact of Swachh Bharat Abhiyan on males, females, children and senior citizens.
2. Impact and adoption of Swachh Bharat Abhiyan practices at household, community, society, schools and institutional level.

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.

Results

Table 1: Distribution of respondents according to education, N = 400

Education	Male	Female	Children	Senior citizen	Total
Up to high school	-	-	100 (100.0)	2 (2.0)	102 (25.5)
Intermediate	52 (52.0)	6 (6.0)	-	6 (6.0)	22 (5.5)
Graduation	52 (52.0)	46 (46.0)	-	60 (60.0)	158 (39.5)
Post graduate	12 (12.0)	30 (30.0)	-	25 (25.0)	67 (16.7)
Professional	26 (26.0)	18 (18.0)	-	7 (7.0)	51 (12.8)
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)

Education is an important tool to adopt any practices. Education creates awareness among people and motivates to

adopt new practices. Educated people understand anything very easily.

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 knowledge of type of sanitation

Type of sanitation	Male		Female		Children		Senior citizen		Total	
	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
Dry sanitation	50.0	50.0	20.0	80.0	-	100.0	20.0	80.0	90 (22.5)	310 (77.5)
Ecological sanitation	-	100.0	-	100.0	-	100.0	10.0	90.0	10 (2.5)	390 (97.5)
Environmental Sanitation	40.0	60.0	60.0	40.0	20.0	80.0	40.0	60.0	160 (40.0)	240 (60.0)
On Site sanitation	-	100.0	-	100.0	-	100.0	40.0	60.0	40 (10.0)	360 (90.0)
Improved and unimproved sanitation	20.0	80.0	10.0	90.0	-	100.0	-	100.0	30 (7.5)	370 (92.5)
Lack of sanitation	30.0	70.0	10.0	90.0	-	100.0	-	100.0	40 (10.0)	360 (90.0)

Solid waste	40.0	60.0	15.0	85.0	5.0	95.0	10.0	90.0	70 (17.5)	330 (82.5)
Food Preparation sanitation	50.0	50.0	20.0	80.0	40.0	60.0	5.0	95.0	115 (28.7)	285 (71.3)
Community-led-total sanitation	-	100.0	-	100.0	5.0	95.0	10.0	90.0	15 (3.7)	385 (96.3)
Sustainable sanitation	10.0	90.0	5.0	95.0	15.0	85.0	20.0	80.0	50 (12.5)	350 (87.5)

(Figures in parentheses indicate the percentage of respective values)

Sanitation is the hygienic means of promoting health through prevention of human contact with the hazards of wastes as well as the treatment and proper disposal of sewage or wastewater. There are various types of sanitation services implemented by cities and counties all over the world. They not only provide convenience to citizens, but also make societies cleaner and healthier to live in. Liquid and solid wastes must be managed and controlled and these services make sure that it is done as efficiently and safely as possible.

1. Dry Sanitation
2. Ecological Sanitation

3. Environmental Sanitation
 - a. Solid Waste Management
 - b. Water Management
 - c. Industrial Waste Management
 - d. Noise and Pollution control
4. On – site Sanitation
5. Improved and unimproved sanitation
6. Overall Sanitation
7. Food Sanitation
8. Community-led Total Sanitation
9. Sustainable Sanitation

Table 4: Distribution of respondents according to knowledge of type of hygiene practices

Type of hygiene	Male		Female		Children		Senior citizen		Total	
	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
Home and everyday life hygiene	80.0	20.0	100.0	-	-	100.0	100.0	-	280 (70.0)	120 (30.0)
Medical hygiene	25.0	75.0	20.0	80.0	-	100.0	90.0	10.0	135 (33.7)	265 (66.3)
Hand hygiene	30.0	70.0	40.0	60.0	90.0	10.0	100.0	-	260 (65.0)	140 (35.0)
Respiratory hygiene	5.0	95.0	3.0	97.0	-	100.0	100.0	-	108 (27.0)	292 (73.0)
Food hygiene	50.0	50.0	10.0	90.0	20.0	80.0	90.0	10.0	170 (42.5)	230 (57.5)
Water treatment and safe storage	90.0	10.0	80.0	20.0	75.0	25.0	100.0	-	345 (86.3)	55 (13.7)
Kitchen, bathroom, toilet	55.0	45.0	70.0	30.0	-	100.0	85.0	15.0	210 (52.5)	190 (47.5)
Laundry hygiene	60.0	40.0	80.0	20.0	10.0	90.0	100.0	-	250 (62.5)	150 (37.5)
Personal hygiene	80.0	20.0	90.0	10.0	95.0	5.0	100.0	-	365 (91.3)	35 (8.7)

(Figures in parentheses indicate the percentage of respective values)

Home hygiene pertains to the hygiene practices that prevent or minimize disease and the spreading of disease in home or domestic and in everyday life settings such as social settings, public transport, the work place, public places etc. Hygiene in home and everyday life settings plays an important part in preventing spread of infectious diseases. It includes procedures used in a variety of domestic situations such as hand hygiene, respiratory hygiene, food and water hygiene, general home hygiene, care of domestic animals, and home healthcare that is the care of those who are at greater risk of infection. Women are the key to keep good hygiene at household level. Her basic responsibility is to keep her house, children and surrounding clean by adopting basic cleanliness practices such as dusting, brooming, mopping, cleaning of utensils, washing of clothes, giving bath to children, etc. She

uses a number of cleaning agents on which she spends energy, time as well as lot of money. In the present scenario, these components of hygiene tend to be regarded as separate issues, although all are based on the same underlying microbiological principles. Good home hygiene means targeting hygiene procedures at critical points, at appropriate times, to break the chain of infection i.e. to eliminate germs before they can spread further. Because the "infectious dose" for some pathogens can be very small and infection can result from direct transfer from surfaces via hands or food to the mouth, nasal mucosa or the eye, 'hygienic cleaning' procedures should be sufficient to eliminate pathogens from critical surfaces. Hygienic cleaning can be done by mechanical removal that is, cleaning using a soap or detergent.

Table 5: 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)
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. Top five health benefits of regular home cleaning such as Prevents Infection, Keep allergies at bay, Keeps away pests, mosquitoes, flies etc., A stress free zone and Healthy kids.

Table 6: Distribution of respondents according to impact of Swachh Bharat Abhiyan practices in community level

Community level practices	Male		Female		Children		Senior citizen		Total
	Yes	No	Yes	No	Yes	No	Yes	No	
Park cleaning	100.0	-	80.0	20.0	50.0	50.0	100.0	-	330 (82.5)
Uses of dustbin in common places	100.0	-	100.0	-	100.0	-	100.0	-	400 (100.0)
Sense of responsibility	80.0	20.0	20.0	80.0	-	100.0	100.0	-	200 (50.0)
Roads cleaning	100.0	-	100.0	-	100.0	-	100.0	-	400 (100.0)
Demonstration	100.0	-	25.0	75.0	-	100.0	100.0	-	225 (56.2)
Walk to talk	100.0	-	30.0	70.0	-	100.0	100.0	-	230 (57.5)

The significance of cleanliness and hygiene cannot be overlooked by any society. Every faith and civilization stresses the importance of cleanliness. Historically, cleanliness has been considered one of the important factors by which to judge a civilization's or society's development. Throwing garbage in the streets, roads or parks has become a common practice in our society. People go to parks with their friends and family to enjoy and have fun but generally forget to keep it clean. They eat chips, biscuits, chocolates, etc. and throw away the wrappers in open spaces without realising that what they are doing, their children will also learn the same. In public places dustbins are seldom found. Even if dustbins are installed, people do not use them properly. Rather, they prefer to throw garbage outside them. It is also observed that people clean their homes and shops and throw the garbage on the street without considering its implications. It is evident that even students of elite schools throw garbage on the ground even in the presence of garbage bins. Keeping our community clean and well-kept can sometimes feel like fighting a losing battle. This shows our attitude towards cleanliness and hygiene. Another habit that is commonly found in our society is spitting openly. People spit paan/ gutka from running vehicles without considering the pedestrians walking on the road. This practice not only affects the environment but is also an eyesore. Another area that needs consideration is the horrible condition of public toilets. The shortage of public toilets is a big challenge, hence people are compelled to use open spaces to answer the call of nature. The toilets that do exist are in such pathetic condition that one cannot use them. It should be our basic sense of responsibility to keep our community clean. Anti-litter campaigns should be held to create awareness among the general public and motivate them to take up the broom. Demonstration is one of the most effective ways to spread awareness and motivate the general public to step forward and take action in making our community a better place to live. The government can play an important role in cleaning areas, installing dustbins, collecting garbage and enforcing laws against littering etc. The importance of cleanliness cannot be ignored in individual as well as communal life. On one hand it is an important factor

for human health and spiritual development; on the other hand it is essential for environmental development.

Conclusion

A pollution free clean India would be the best tribute to the nation. Swachh Bharat Abhiyan is a cleanliness mass movement organized by the government of India and takes into action by the honorable Prime Minister Mr. Narendra Modi. This is the most valuable expedition which everyone must be aware of for the bright future of India. This campaign is a political free mission that immensely focuses on the welfare of the country. The primary aim of this prestigious campaign is to motivate people to make India pristine clean. Teachers, students, and common people are participating in this "Swachh Bharat Abhiyan" with big hits and fire. The main aim of cleanliness campaign is to disseminate the mission as an awareness program globally. This program involves the construction of bathrooms in public areas, promoting sanitation awareness in rural areas, cleaning streets, bringing behavioral changes to people, and converting India an ideal country before the world. Agreeing to this campaign nine people would first invited to the program and continue the chain likewise, this way there would be a huge chain of people who can involve in this campaign and make it a success. By the completion of the cleanliness program, it would indirectly draw the attention of business investors in India and also tourist's attraction would be more from all over the world. This would afford a more serious outcome economic growth of India. On that point are various brand ambassadors are nominated by the Prime Minister to this event to induce it a successful campaign. This mission facilitates the participation of private sectors towards cleanliness program.

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.

- A dedicated Mission for the Swachh Bharat Abhiyaan may be set up both at National and State Level for coordination, guidance, support and monitoring of the programme.
- Swachh Bharat Grading/Rating may be done for all Gram Panchayats, Municipalities, Blocks, Districts and States every year to promote competition among them.
- Assign one day each month and one week each year (culminating with 2nd October) for the activities of the SBA and to reward best performing Gram Panchayat, Block, ULB, District and State as per the ratings. This programme may include Prime Minister and Chief Ministers to give the awards.

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