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Dr. Laxmi Verma
International Institute of Health
Management Research, Delhi,
India

Vanshika
International Institute of Health
Management Research, Delhi,
India

Assessment of impact of Swachh Bharat Abhiyan on managers: A cross-sectional study

Dr. Laxmi Verma and Vanshika

Abstract

Background and Objectives: Cleanliness has become one of the prominent issues in the country which actually led to the start of a National flagship programme called Swachh Bharat Abhiyan (SBA). People have been involved in several unhygienic practices like throwing garbage, dirt or waste material on roads or highways, urinating in open, spitting on walls and streets etc. This study focuses on the educated working individuals of high socioeconomic status as they are expected to be the epitome of civilized behavior which also includes keeping their vicinity clean. The purpose of this study is to assess the knowledge, perception and practices of people towards cleanliness which is one of the components of SBA and to suggest measures that increase participation and effectiveness of SBA.

Methods: A Cross sectional study was conducted among middle management employees of a Multinational Corporation situated in Gurugram, Haryana. Participants were selected by purposive sampling. A total of 349 responses were received out of 1000. A structured questionnaire was used. MS-Excel was used for the data analysis.

Findings: In our study we found that majority of the participants were aware of SBA. Although 67% think that attitude of people has changed positively towards cleanliness due to SBA still 48% expect it is the responsibility of the janitor to keep the surroundings clean, 89% throw garbage at a convenient place and correlate it with unavailability of dustbins and 75% don't express objection towards people who throw garbage openly.

Conclusion: From our study we conclude that SBA has had a positive impact raising awareness towards cleanliness however the adaptation toward these practices is lacking. This can only be achieved if citizens take ownership of their action toward cleanliness.

Keywords: Swachh Bharat Abhiyan, cleanliness, managers, impact

1. Introduction

Cleanliness has become one of the prominent issues in the country which actually led to the start of a National flagship programme called Swachh Bharat Abhiyan (SBA). This mission was started by prime minister Narendra Modi who believes that cleaning up a nation is everybody's business. One of its objectives is to change people's attitude to sanitation and create awareness. This abhiyan is about both 'Vyawastha' (systems) as well as 'Vichar' (thought process and mindset) as stated by prime minister Narendra Modi.

This mission represents the collective desire of a nation to transform progress beyond mind and mindset. It seeks to bring a behavioral change in India. While behavioral change is essential for India's swachh dream. It is not easy to unstop behavior that has been inbuilt and internalized over generations [6].

People have been involved in several unhygienic practices like throwing garbage, dirt or waste material on roads or highways, urinating in open, spitting on walls and streets etc. It is a harsh reality of our country that all the cleanliness is only limited to the religious activities or kitchen. At the most people keep their houses clean but are not bothered to be careful about public places or public transport. Several Swachh Bharat drives like the NDTV- Dettol Banega Swachh India campaign to clean up ten iconic locations of India, 'Kayakalp' initiative launched with the objective to promote cleanliness in public healthcare facilities, Imposition of strict laws like Northern Railways have intensified efforts to catch those found littering and fine them up to Rs 500. '

Other initiatives like Google toilet locator app, Swachh Bharat Clean India Mobile App that enables ordinary citizens to report civic issues to the municipal and government authorities and

Correspondence
Dr. Laxmi Verma
International Institute of Health
Management Research, Delhi,
India

also brings the issues to the notice of the PM himself but country still has a long way to go. Swachh Bharat is actually a people’s movement. Cleanliness should be seen as a commitment to public health. Now the question is how many people actually care about keeping the country clean and how many of them think before throwing anything anywhere. This study focuses on the educated working individuals of high socioeconomic status as they are expected to be the epitome of civilized behavior which also includes keeping their vicinity clean. The purpose of the study was to assess whether the message of SBA has reached the mass or not, whether the mindset, behavior and practices of educated people towards cleanliness has changed or not and if not then what are the gaps and challenges.

1.1 Objectives of the study

- To assess the knowledge about SBA among the educated and working urban population of Delhi NCR.
- To assess the perception and practices of people towards cleanliness which is one of the vital components of SBA.
- To suggest measures that increase participation and effectiveness of SBA.

2. Methodology

A Cross sectional study was conducted among middle management employees of a Multinational Corporation situated in Gurugram, Haryana.

Sampling and Sample size: Participants were selected by purposive sampling. A total of 349 responses were received out of 1000. Out of 349 responses seven incomplete forms were excluded, hence the final sample of 342 was considered.

Study Participants: The study was conducted among educated working individuals. Participants were selected on the basis of the notion that educated working individuals of high socioeconomic status are expected to be the epitome of civilized behavior which also includes keeping their vicinity clean. People from lower socioeconomic group strive for two meals a day and other basic necessities of life so how can we expect them to pay heed towards issues like keeping their vicinity clean.

Study Duration – The study duration was from 5th January, 2018 to 24th February, 2018.

Tools and techniques- A structured questionnaire was used. The questionnaire was circulated as Google forms via email among the participants. The response rate was 34.9%. MS-Excel was used for the data analysis.

3. Results

Table 1: Demographic characteristics of the respondents have been described in

Demographic factors	Description	Total(n=342)	Percentage Total (100%)
Age	▪ <25 years	▪ 61	▪ 18%
	▪ 25years- 30 years	▪ 171	▪ 50%
	▪ >30 years	▪ 110	▪ 32%
Gender	▪ Male	▪ 285	▪ 83.33%
	▪ Female	▪ 57	▪ 16.67%
Designation	▪ Assistant Manager	▪ 64	▪ 18.7%
	▪ Deputy Manager	▪ 153	▪ 44.7%
	▪ Manager	▪ 93	▪ 27.2
	▪ Senior manager	▪ 32	▪ 9.4%

Out of the 342 respondents majority are aware about waste management methods but only 7% of them uses any of these methods. 63% think that responsibilities have shifted from municipal workers to common people. 88% think that

cleanliness is important for environment protection and for prevention of diseases. 67% think that attitude of people has changed positively towards cleanliness due to Swachh Bharat Abhiyan.

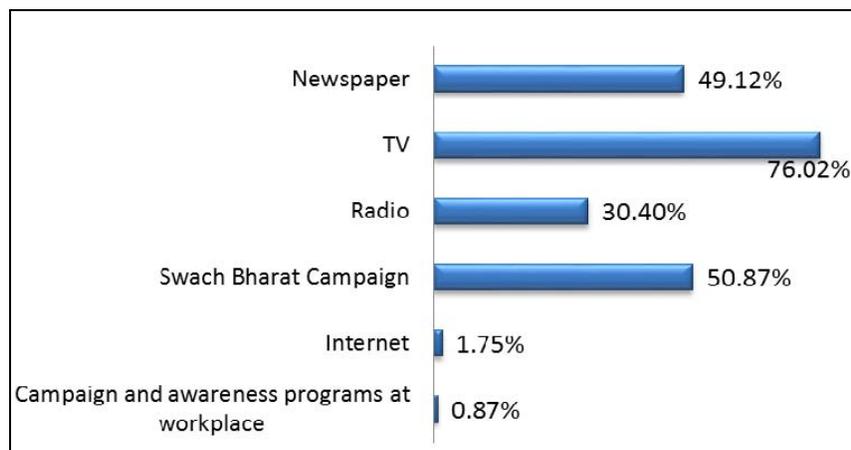


Fig 1: Effectiveness of IEC/BCC activities

From Fig-1 It can be inferred that most effective means of IEC/BCC are TV (76.02%) and Swachh Bharat Campaigns (50.87%).

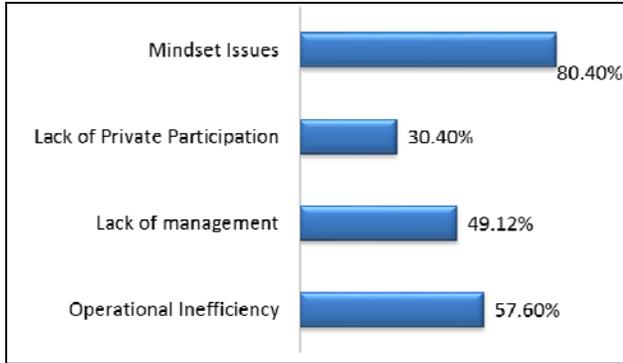


Fig 2: Problems in implementation of SBA

From Fig-2 It can be interpreted that major factor hindering the implementation of Swachh bharat Abhiyan is the mindset (80.40%).

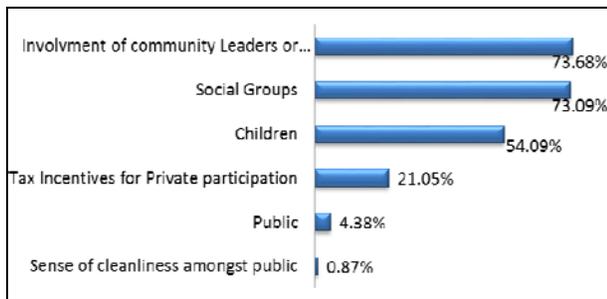


Fig 3: Factors contributing to cleanliness drive

Fig-3 clearly indicates that about 73% people think that social groups & the community leaders are the major factors contributing to cleanliness drive followed by children.

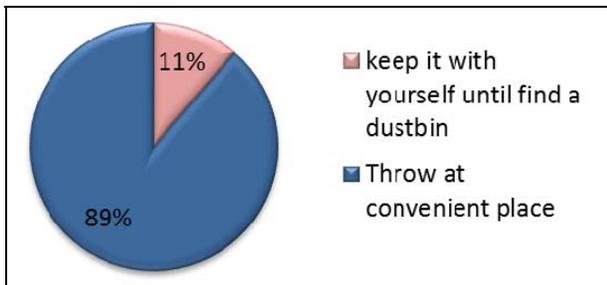


Fig 4: Scenario if dustbin is not around

Fig-4 89% throw garbage at a convenient place and correlate it with unavailability of dustbins. 75% don't express objection towards people who throw garbage openly and 52% don't teach about cleanliness to their peers. In urgency like during long trips 81.4% sometimes urinate in open & 77.2% agree that there are no significant changes in practices of people after the launch of Swachh Bharat Abhiyan.48% of them expect that it is the responsibility of the janitor to keep the surroundings clean which is the biggest challenge in implementation of this mission. Only 58% have participated in any cleanliness activity since the launch of this mission.

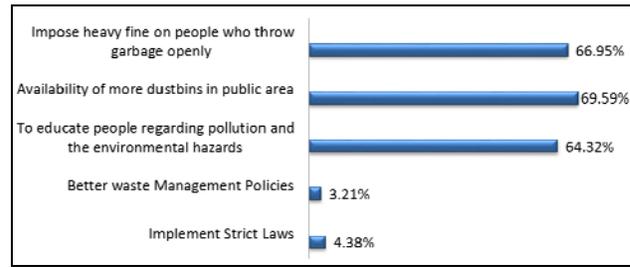


Fig 5: Measures to improve effectiveness of SBA

From Fig-5 it can be inferred that 69.59% of the people think that in order to improve the effectiveness of this mission there should be more dustbins placed in public areas and 66.95% believe that imposing heavy fine on people who throw garbage openly may also improve effectiveness.

4. Discussion

This study reported the knowledge, perception and practices of 342 individuals towards cleanliness working in a Multinational Corporation situated in Gurugram, Haryana. We found that the level of awareness on waste management methods was high while the practice was low which is similar in lines with a study conducted in Uganda [4].

67% think that attitude of people has changed positively towards cleanliness due to SBA which is similar to another study which says attitude is changed by 63.03% [5]. In our study most of the respondents got to know about SBA from TV (76.02%) which corroborates with the findings of another study where people got to know about SBA from TV and newspaper [5]. We found that 48% of people think that it is the responsibility of the janitor to keep the surroundings clean. These societal notions-perception that cleaning work shall be done by janitors only, considering cleaning a under rated job shows lack of interest by some people which poses a challenge in implementation of this mission. Majority think that environmental education, imposing fines, more dustbins will reduce littering which correlates with another study conducted in Chile [2].

80.4% of managers think that major factor hindering the implementation of Swachh bharat Abhiyan is the mindset as indicated by our PM that this abhiyan is about both 'Vyawastha'(systems) as well as 'Vichar'(thought process and mindset). 89% throw garbage at a convenient place and correlate it with unavailability of dustbins which corroborates with a study conducted in Zimbabwe [3]. So it can be inferred that if people have the habit of keeping their waste into the dustbins probably they will follow this system wherever they will find the dustbins and will also tell their peers to do so. 75% don't express objection towards people who throw garbage openly which is not in line with this mission which has a motto that people should neither litter, nor let others litter. A sense of responsibility has to be evoked among people so that they become active participants in cleanliness activities across the country.

As a limitation our study sample included predominantly men working in the middle managerial level (83.33%) and any extrapolations to women should be done cautiously. Another perspective could be added by expanding the study beyond managers. Although these results are promising more evidence is needed to confirm the generalisibility of these results.

5. Conclusion

From our study we conclude that SBA has had a positive impact raising awareness towards cleanliness however the adaptation toward these practices is lacking. This can only be achieved if citizens take ownership of their action toward cleanliness.

We all seek a clean and better India but instead we blame the system, the neighbor next door who throws garbage on the road from his balcony, the law and what not. A sense of responsibility has to be evoked among the citizens as Mahatma Gandhi rightly said "So long as you do not take the broom and the bucket in your hands, you cannot make your towns and cities clean." It is more to do with habits, personal realization and social acceptance.

6. Suggestions

- Swachh Bharat Abhiyan (Clean India Mission) necessitates the need for a change in behavior, along with the creation of infrastructure.
- As our result shows that most of people are aware of the initiative through TV. So the reach to the message is there but these activities have not been able to leave an impact, so the government should now focus on to how to emotionally and logically connect the message to enforce positive behavior change.
- As it is evident from our study, children can be the flag bearers of this mission so the awareness or education should be conveyed at school level so that they can change their habits of littering, spitting, and urinating, at an early age.
- Interpersonal Communication for dissemination of information regarding cleanliness and its public health implications should be explored.
- Strengthen laws by imposing fine for urinating in public or littering the streets.
- Government departments and not for profit organizations can pool resources for the movement.
- Initiatives dedicated to build norms for cleanliness guidelines/protocols, obedience towards these guidelines and supervision of adherence to the same will go long way in improving the cleanliness of the city.
- News channels and radio should dedicate some air time towards spreading the message of SBA.
- As it is visible in our study people don't follow waste management methods so reduce-reuse-recycle - 3 simple words are to be engrained in the minds of the people to nurture in an era of true cleanliness.

7. Ethical Consideration

Informed consent had been taken from all study participants.

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