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Komal Shukla
Research Scholar, Department of
Extension Education and
Communication Management,
Chandra Shekhar Azad
University of Agriculture and
Technology, Kanpur, Uttar
Pradesh, India

Dr. Sangeeta Gupta
Assistant Professor, Department
of Extension Education and
Communication Management,
Chandra Shekhar Azad
University of Agriculture and
Technology, Kanpur, Uttar
Pradesh, India

Corresponding Author:
Komal Shukla
Research Scholar, Department of
Extension Education and
Communication Management,
Chandra Shekhar Azad
University of Agriculture and
Technology, Kanpur, Uttar
Pradesh, India

Impact of Swachh Bharat Abhiyan in rural areas

Komal Shukla and Dr. Sangeeta Gupta

Abstract

The present study “Impact of Swachh Bharat Abhiyan in rural areas” was carried out in two blocks of Kanpur Nagar, in each block three villages were selected randomly and in each village, 25 respondents were selected. Overall 150 respondents were selected from 2 blocks of six villages randomly. Out of a total 40.7 per cent of respondents were educated up to the intermediate level whereas, 70.7 per cent of respondents belonged to those families whose annual income was up to Rs. 50,000. This paper reveals that Swachh Bharat Abhiyan has had a positive impact on the environment in rural areas. It has led to the construction of toilets, which has prevented open defecation. This has reduced the spread of water-borne diseases and improved sanitation in these areas. Additionally, the awareness campaigns and clean-up drives have raised awareness about waste management and hygiene. The community involvement in the program has also instilled a sense of responsibility among people towards the environment. Therefore, the Swachh Bharat Abhiyan has had an enormous impact in improving the environment and reducing the health hazards in rural areas.

Keywords: Behavioural changes, Sanitation facilities, open defecation, employment opportunities

Introduction

India is a country of vast natural resources and diverse cultures, where more than 60% of the population reside in rural areas. Swachh Bharat Abhiyan, a national campaign for cleanliness and sanitation, in 2014, the Indian government aimed to address sanitation issues. The programme is especially focused on improving the lives of those living in rural regions, where basic sanitation facilities are often lacking. Swachh Bharat Abhiyan has had a significant impact on rural areas in India through its focus on improving sanitation and cleanliness, reducing open defecation, and promoting public health. The programme has led to the construction of millions of toilets, improved access to clean water, and increased awareness about hygiene practices. Additionally, the initiative has created employment opportunities and empowered women as key agents of change in their communities. Overall, the Swachh Bharat Abhiyan has the potential to drive sustainable development in rural areas and improve the quality of life for millions of people. One of the major impacts of Swachh Bharat Abhiyan in rural areas is the increase in access to proper sanitation facilities. With the construction of toilets under the scheme, many households that previously lacked basic sanitation facilities now have access to proper toilets. This has not only improved the overall hygiene of the community but has also reduced the incidence of health problems related to poor sanitation. The awareness campaigns and education initiatives under the scheme have also significantly contributed to the promotion of behavioural changes towards cleanliness and hygiene among the rural population.

The Swachh Bharat Abhiyan has had a significant impact on the health of rural communities in India. Poor sanitation and hygiene practices have been major causes of waterborne diseases like diarrhoea, especially in rural areas. With the implementation of the Swachh Bharat Abhiyan, more households in rural areas now have access to clean drinking water and basic sanitation facilities. The use of toilets has also increased, leading to a decrease in open defecation and the spread of diseases. As a result, families now have better health outcomes, and children are less likely to miss school due to sickness. Consequently, the overall quality of life in rural areas has significantly improved.

Objectives

1. The socio-economic status of respondents.
2. The impact of Swachh Bharat Abhiyan in rural areas.

Research Methodology

The study was conducted in Kanpur district in 2022-2023. For the study purpose, two blocks Kalyanpur and Chaubepur were selected randomly. From the selected blocks, purposively six villages were selected. Twenty-five respondents were selected randomly from each village. Thus, 150 respondents were selected. Dependent and Independent variables, namely age, educational qualification, caste, religion, type of family, size of family, type of house, occupation, annual income, size of land holding, social participation, material possession, awareness, opinion, impact, constraints and suggestion, etc. were used. The data so collected were subjected to statistical analysis for which statistical tools, such as percentage, rank order, weighted mean, standard deviation and correlation coefficient were used.

Findings

The table 1 shows the distribution of respondents according to educational qualification, 40.7 per cent of respondents were educated up to the intermediate level followed by 24.7 per cent of respondents who were educated up to high school, whereas 17.3 per cent of respondents were graduated & above. On the other hand, 9.3 per cent of respondents were educated up to primary and only 8.0 per cent of respondents were illiterate.

So it concluded that, in the study area, most of the respondents were educated up to intermediate and high school.

Table 1: Distribution of respondents according to educational qualification N=150

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



Fig 1: Distribution of respondents according to educational qualification

Annual income

Table 2: Distribution of respondents according to annual income N=150

Annual Income	Frequency	Per cent
Up to Rs. 50,000/-	106	70.7
Rs. 50,000/- to Rs. 1,00,000/-	40	25.6
Rs. 1,00,000/- to Rs. 1,50,0000/-	4	2.4
Rs. 1,50,000/- and above	2	1.3
Total	150	100.0

Table 2 reveals the distribution of respondents according to annual income, 70.7 per cent of respondents belonged to those families whose annual income was up to Rs. 50,000 followed by 25.6 per cent of respondents who belonged to those families whose annual income lies between Rs. 50,000 and Rs. 1,00,000 and 2.4 per cent of respondents belonged to those families whose annual income with mean income between Rs. 1,00,000 to Rs 1,50,000. Whereas, 1.3 per cent of respondents belonged to those families whose annual income was between Rs. 1,50,000 and above.

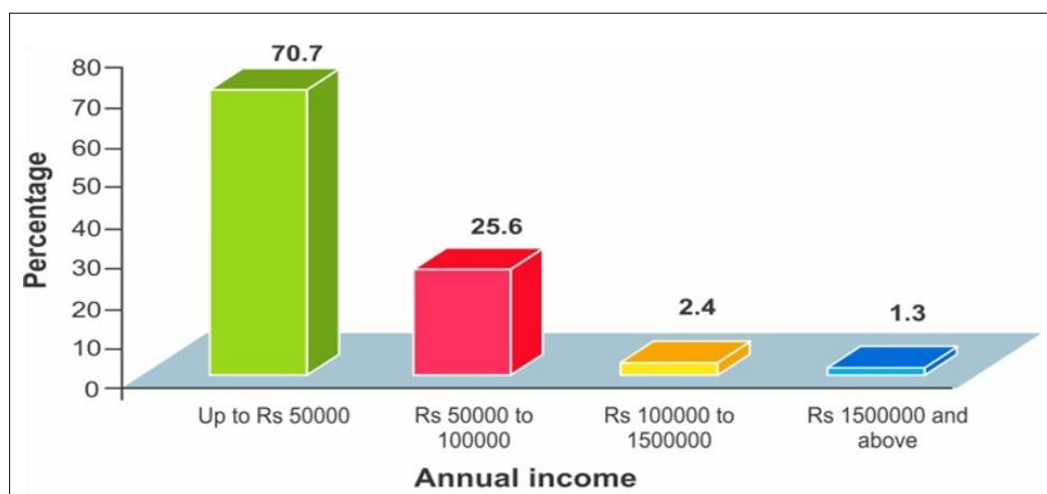


Fig 2: Distribution of respondents according to annual income

Table 3: Distribution of respondents according to the impact of Swachh Bharat Abhiyan on rural people N=150

S. No.	Impact of Swachh Bharat Abhiyan on rural people	Symbols	Always	Sometimes	Never	Mean Score	Rank
1.	The cleanliness of the area improved after the launch of the scheme	A	80.7	19.3	0.0	2.81	X
2.	Spreading of disease minimized among the people after the scheme	B	65.3	34.0	0.7	2.65	XII
3.	Swachh Bharat Abhiyan change the cleanliness status of country	C	88.7	11.3	0.0	2.89	VII
4.	Basic hygiene practice was maintained regularly at home and area	D	87.3	12.7	0.0	2.87	VIII
5.	The construction of toilets in the rural area brings a drastic change in hygiene and sanitation practices in villages	E	90.7	9.3	0.0	2.91	VI
6.	Disposal of wet and dry garbage separately improved condition and dumped in a different area	F	21.3	72.0	6.7	2.15	XIV
7.	Change in your social status after having toilets at home	G	96.7	3.3	0.0	2.97	II
8.	An elevation in self-respect while going to the toilet	H	94.7	5.3	0.0	2.95	III
9.	Faced problem when there were no toilet in your home	I	92.0	8.0	0.0	2.92	IV
10.	Has the availability of public toilets in your area improved	J	7.3	50.0	42.7	1.65	XVI
11.	Participated in campaigns of Swachh Bharat Abhiyan carried out by GOI in your village	K	40.0	54.7	5.3	2.35	XIII
12.	Municipality/ panchayat become more responsive to cleanliness complaints	L	4.0	81.3	14.7	1.89	XV
13.	Civic sense improved due to Swachh Bharat Abhiyan among rural people	M	73.3	26.0	0.7	2.73	XI
14.	Media bring an important change in people for Swachh Bharat Abhiyan	N	90.0	10.0	0.0	2.90	VI
15.	The construction of toilets in schools led to a decrease in drop- the out rate of girls in rural areas	O	83.3	16.7	0.0	2.83	IX
16.	Sanitation practice among children keep them disease free, healthy and aware about the value of cleanliness or civic sense	P	98.0	2.0	0.0	2.98	I

Table 3 depicts the distribution of respondents according to the impact of Swachh Bharat Abhiyan on rural people in which 98.0 per cent of respondents were always supported that sanitation practices among children keep them disease free and aware about the value of cleanliness or civic sense, 2.0 per cent of respondents were supported sometimes with mean score value 2.98 and rank I followed by 96.7 per cent of respondents who were always supported that changes in social status after having toilets at home, 3.3 per cent respondents were supported sometimes with mean score value 2.97 and rank II. On the other hand, 94.7 per cent of respondents always supported that an elevation in the self-respect of females while going to the toilet, 5.3 per cent of respondents were sometimes with a mean score value of 2.95 and ranked III. 92.0 per cent of respondents were always says that without toilets they faced many problems, whereas 8.0 per cent of respondents were sometimes with a mean score value of 2.92 and ranked IV. 90.7 per cent of respondents were always says that the construction of toilets in the rural area bring a drastic change in hygiene and sanitation practices in villages, 9.3 per cent of respondents were sometimes whereas none of the respondents were never with a mean score value of 2.91 and ranked V. 90.7 per cent of respondents always says that for creating awareness media bring important change in people for Swachh Bharat Abhiyan, 10.0 per cent respondents were sometimes with mean score value 2.90 and rank VI. The table also denotes that 88.7 per cent of respondents were always says that the scheme led to a change in the cleanliness status of country, 11.3 per cent of respondents sometimes, none of were never with a mean score value 2.89 and rank VII followed by 87.3 per cent of respondents who were always says that basic hygiene practice should be maintained regularly at home, 12.7 per cent of respondents were sometimes with mean score value 2.87 and rank VIII. 83.3 per cent of respondents were always that construction of toilets in school led to a decrease in drop- the

out rate of girls in a rural areas, 16.7 per cent of respondents sometimes, while none of the respondents were never with a mean score value 2.83 and ranked IX followed by 80.7 per cent of respondents were always that cleanliness of area improved much better after the launched of Swachh Bharat Abhiyan, 19.3 per cent of respondents were sometimes with a mean score value 2.81 and rank X. 73.3 per cent of respondents were always that civic sense improved due to scheme among rural people, 26.0 per cent of respondents were sometimes while 0.7 per cent of respondents were never with mean score value 2.73 and rank XI. While, 65.3 per cent of respondents were always that the spreading of disease minimized among the people after they practice sanitary habits, 34.0 per cent of respondents were sometimes with 0.7 per cent of respondents never and mean score value of 2.65 and ranked XII. Not least but, 40.0 per cent of respondents were always that participation in campaigns by the government about schemes leads to awareness in rural areas, 54.7 per cent of respondents were sometimes, 5.3 per cent of respondents were never with a mean score value of 2.35 and rank XIII. 21.3 per cent of respondents always that the disposal of wet and dry garbage separately and dumped in the different areas improved condition, 72.0 per cent of respondents were sometimes, and 6.7 per cent of respondents were never with a mean score of the value of 2.15 and ranked XIV. 4.0 per cent of respondents always that the municipality/ panchayat become more responsive to cleanliness complaints in any specific area, 81.3 per cent of respondents were sometimes while 14.7 per cent of respondents were never with a mean score value of 1.89 and ranked XV. The minimum of data followed by 7.3 0 per cent of respondents were always that availability of public toilets in area improved due to the impact of the scheme, 50.0 per cent of respondents were sometimes while 42.7 per cent of respondents were never with mean score value 1.65 and rank XVI.

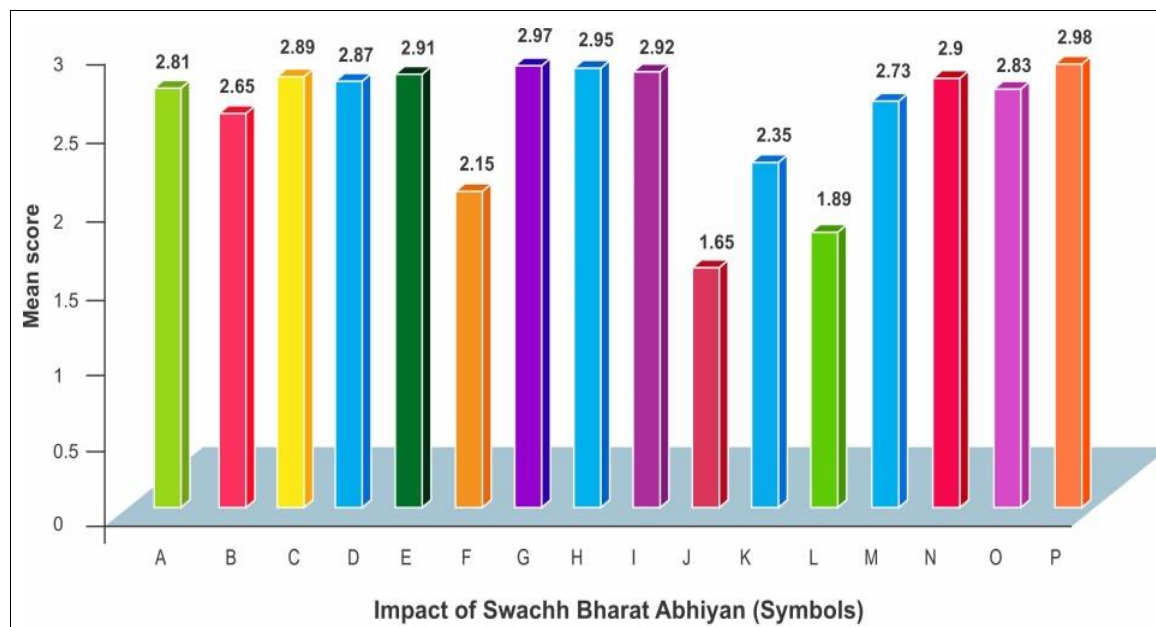


Fig 3: Distribution of respondents according to the impact of Swachh Bharat Abhiyan on rural people

Conclusion

In conclusion, the Swachh Bharat Abhiyan has brought about a significant impact in rural areas in India. Due to the concerted efforts of the government, NGOs, and local communities, there has been a marked improvement in sanitation facilities and practices. The provision of toilets and access to clean water has not only improved the health and well-being of individuals but also has had a positive impact on the local economy. Moreover, the awareness campaigns have increased people's knowledge and understanding of the importance of cleanliness and hygiene, leading to long-term behavioural changes. However, there are still challenges such as the lack of infrastructure and funding that need to be addressed for sustained progress in this field. While there have been challenges and limitations to the implementation of the programme, the overall impact has been positive. Swachh Bharat Abhiyan has the potential to create a healthier and cleaner environment for rural communities, which will ultimately contribute to a better standard of living for individuals and the nation as a whole.

Recommendations and suggestions

1. To achieve success in the Swachh Bharat Abhiyan mission, there must be a strong call to action from the government and society.
2. The government should continue to provide resources and support for sanitation initiatives, but individual responsibility is also crucial.
3. It requires a cultural shift towards taking ownership of one's own hygiene practices and setting an example within communities.
4. In addition, collaboration across industries and sectors, such as education, health care, and tourism, can create a ripple effect of positive change. Only by working together can we truly make India clean and healthy for all.
5. Collaboration with organizations and agencies is essential for effective waste management.
6. The inclusion of cleanliness and hygiene in the school curriculum is necessary to bring about a long-term change in the mind-set of individuals in regard to cleanliness and hygiene practices.

7. Encourage community participation through incentives and rewards.
8. Government should focus on providing employment opportunities to locals who work as cleaners, sweepers, and other related positions.

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