

Opinion of Rural People about Swachh Bharat Abhiyan

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Abstract: *The present study "Opinion of rural people about Swachh Bharat Abhiyan" was carried 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 total 40.7 per cent of respondents were educated up to intermediate level. The purpose of this paper is to discuss the opinion of rural people about Swachh Bharat Abhiyan, the perspectives and feedback of people plays a critical role in shaping policies and programs related to infrastructure, sanitation, and public health. Villages are heart of India so programme should be beneficial for the rural people to improved their sustainable livelihood and develop sanitation or hygienic habits*

Keywords: Behavioural change, employment opportunities, infrastructure, public health, sanitation, social awareness

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