

# 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

## I. INTRODUCTION

The Swachh Bharat Abhiyan is an initiative by the Indian government aimed at improving sanitation and hygiene across the country. However, the success of the programme largely depends on the perception of the common people towards it. The rural population makes up a significant portion of the Indian community, and their opinion towards the Swachh Bharat Abhiyan cannot be overlooked. Thus, through various surveys and studies, it is evident that the perception of the rural people towards the programme is mixed. While some believe that the Swachh Bharat Abhiyan has brought a significant change in their surroundings, others remain sceptical about the long-term impact of the programme. This perception is due to various factors, including lack of awareness about the programme, inadequate infrastructure, and limited resources to implement the programme effectively. Therefore, to ensure the successful implementation of the Swachh Bharat Abhiyan, it is crucial to address the concerns of the rural population and work towards their satisfaction.

The government's focus on the construction of toilets and cleanliness has led to a vast improvement in the hygiene levels of rural areas. This, in turn, has minimised the spread of diseases and increased the overall health and wellness of the population. Furthermore, the campaign has also had a significant effect on the social behaviour of individuals, inspiring an increased sense of responsibility towards cleanliness and sanitation. The campaign has also generated employment opportunities for the rural population, as several people are employed in activities such as cleaning, maintenance, and construction of toilets, thus contributing to the economy. By leveraging the progress made so far, there is a significant opportunity for further development in the coming years, and the government must continue to focus on Swachh Bharat Abhiyan implementation, monitoring, and scaling.

Moreover, it is crucial to comprehend the opinions of rural people because their perspectives and feedback play a critical role in shaping policies and programmes related to infrastructure, sanitation, and public health. With more than 60 percent of the Indian population residing in rural areas, their views on the Swachh Bharat Abhiyan are what will actually determine the success of the project. Their participation and cooperation in implementing sanitation measures are crucial for the initiatives to yield the desired results. The rural population has unique challenges, such as a lack of access to basic facilities and resources, that must be considered while formulating any policy or programme aimed at improving their sanitation and hygiene. Thus, taking the opinions and concerns of rural people into account is not only a matter of inclusivity but also crucial for the success of the Swachh Bharat Abhiyan or any similar initiative.

**1.1 Objectives**

- The socio-economic status of respondents.
- Opinion of rural people about Swachh Bharat Abhiyan

**II. RESEARCH METHODOLOGY**

The study was conducted in district Kanpur in the year 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 was used.

**III. FINDINGS**

**Table 1: Distribution of respondents according to educational qualification**

N=150

Educational Qualification	Frequency	Per cent
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
<b>Total</b>	<b>150</b>	<b>100.0</b>

The table 1 shows the distribution of respondents according to educational qualification, 40.7 per cent of respondents were educated up to 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 respondents were illiterate. So it concluded that, in study area most of respondents were educated up to intermediate and high school.



Fig. 1: Distribution of respondents according to educational qualification

**Table 2: Distribution of respondents according to their opinion about Swachh Bharat Abhiyan**

N=150

S. No	Opinion	Symbols	Strongly agree	Agree	Undecided	Disagree	Strongly disagree	Mean Score	Rank
1.	Swachh Bharat Abhiyan lead to clean India	A	86.7	12.7	0.7	0.0	0.0	4.86	II
2.	Keeping house and surroundings clean a symbol of prestige	B	87.3	12.7	0.0	0.0	0.0	4.87	I
3.	Soak pits are least safe	C	2.0	35.3	59.3	3.3	0.0	3.36	XII



	for waste- water management								
4.	Flush toilets should not be constructed because it leads to water wastage	D	14.0	49.3	24.7	8.0	4.0	3.61	XI
5.	Construction of toilets eliminate diseases and chance of open defecation	E	67.3	32.7	0.0	0.0	0.0	4.67	VI
6.	Rs 12,000 amount given by GOI for toilet construction is sufficient	F	0.0	34.7	29.3	32.0	4.0	2.95	XIV
7.	Cleaning public places is as much as my duty as keeping my house clean	G	84.0	15.3	0.0	0.7	0.0	4.83	III
8.	Installation of dustbin at public places is a useful initiative	H	75.3	24.0	0.7	0.0	0.0	4.75	V
9.	Clean India will attract more tourists	I	16.7	81.3	2.0	0.0	0.0	4.15	IX
10.	Villages to be kept clean with solid and liquid waste management	J	14.7	73.3	12.0	0.0	0.0	4.03	X
11.	Municipalities need major upgrade for promotion and adoption of mission	K	79.3	19.3	1.3	0.0	0.0	4.78	IV
12.	Involvement of celebrities in mission just for publicity	L	3.3	18.0	51.3	26.7	0.7	2.97	XIII
13.	Media is an important change agent for Swachh Bharat Abhiyan	M	57.3	41.3	1.3	0.0	0.0	4.56	VIII
14.	Advertisement aware people about Swachh Bharat Abhiyan	N	56.0	44.0	0.0	0.0	0.0	4.56	VIII
15.	Swachh Vidhyalaya promote hygiene , safe drinking water and toilets facilities for both gender facility	O	70.0	25.3	4.0	0.7	0.0	4.65	VII
16.	Competition and activity in school bring changes in thoughts of students about cleanliness	P	84.7	14.0	1.3	0.0	0.0	4.83	III

Table 2 reveals the distribution of respondents according to the opinion of rural people about Swachh Bharat Abhiyan, 87.3 per cent of respondents strongly agreed that keeping house and surroundings clean is a symbol of good status and prestige, 12.7 per cent of respondents agreed and none of respondent were undecided with mean score value 4.87 and rank I followed by 86.7 per cent of respondents were strongly agreed that Swachh Bharat Abhiyan lead to clean India, 12.7 per cent of respondents were agreed with the fact and 0.7 per cent of respondent were undecided with mean score value 4.86 and rank II. 84.7 per cent of respondents were strongly agreed that competition and activity in school bring change in children, 14.0 per cent of respondents were agreed and 1.3 per cent of respondents were undecided with be mean score value 4.83 and rank III followed by 84.0 per cent of respondents were strongly agreed that cleaning public places is duty as keeping home clean, 15.3 per cent of respondents were agreed and 0.7 per cent of respondents were disagreed with mean score value 4.83 and rank III. Similarly, 79.3 per cent of respondents strongly agreed that municipalities need major upgrade for promotion and adoption of mission objectives, whereas 19.3 per cent of respondents were agreed and 1.3 per cent of respondents were undecided with a mean score value 4.78 and rank IV. 75.3 per cent of respondents were strongly agreed that installation of dustbin at public places is a useful initiative, 24.0 per cent of respondents were agreed whereas 0.7 per cent of respondents were undecided, with a mean score value 4.75 and rank V. whereas, 67.3 per cent of respondents were strongly agreed that construction of toilets eliminate diseases and open defecation, 32.7 per cent of respondents were agreed with mean score value 4.67 and rank VI. 70.0 per cent of respondents were strongly agreed that construction of toilets in school led to a decrease in drop- out rate of girls in rural area, 25.3 per cent respondents were agreed, 4.0 per cent of respondents were undecided and 0.7 per cent of respondents disagreed with a mean score value 4.65 and rank VII followed by 57.3 per cent of respondents who were strongly agreed that media was an important change agent for Swachh Bharat Abhiyan, 41.3 per cent of respondents were agreed, 1.3 per cent of respondents were undecided about the fact while with mean score value 4.56 and rank VIII. 56.0 per cent of respondents were strongly agreed that advertisement aware people about the scheme, 44.0 per cent of respondents were agreed with mean score value 4.56 and rank VIII. 16.7 per cent of respondents were strongly agreed that clean India attract more tourists, 81.3 per cent respondents were agreed, 2.0 per cent of respondents were undecided about the fact while with mean score value 4.15 and rank IX followed by 14.7 per cent of respondents who were strongly agreed that villages to be kept clean with solid and liquid waste management, 73.3 per cent of respondents were agreed, 12.0 per cent of respondents were undecided about the fact with mean score value 4.03 and rank X. 14.0 per cent of respondents were strongly agreed that flush toilets should be replaced to decrease water wastage, 49.3 per cent of respondents were agreed, 24.7 per cent respondents were undecided, 8.0 per cent of respondents disagreed and 4.0 per cent of respondents strongly disagreed with mean score value 3.61 and rank XI.

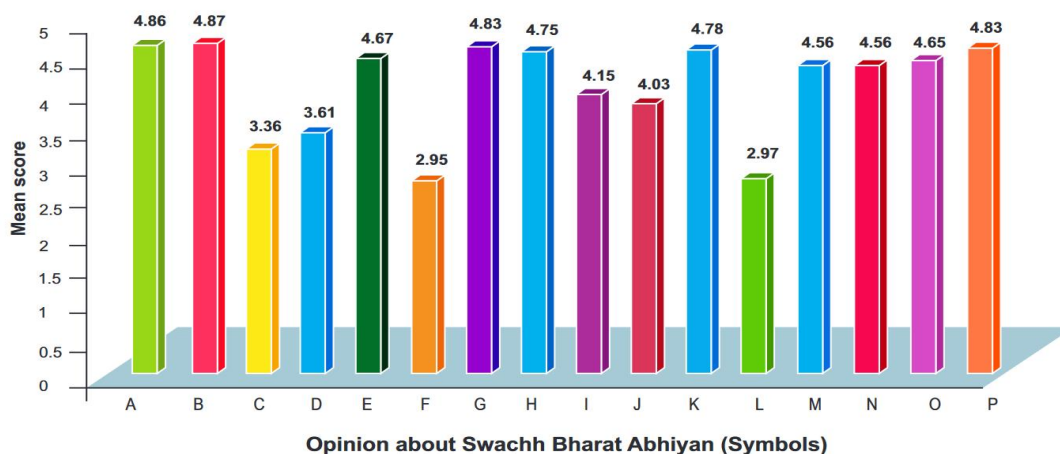


Fig. 2: Distribution of respondents according to the opinion about Swachh Bharat Abhiyan

While, soak pits are least safe for waste- water management include 2.0 per cent of respondents were strongly agreed, 35.3 per cent respondents agreed and 59.3 per cent of respondents were undecided about the fact while 3.3 per cent of respondents were disagreed with mean score value 3.36 and rank XII. 3.3 per cent of respondents were strongly agreed that involvement of celebrities in scheme were just for publicity, 18.0 per cent of respondents were agreed and 51.3 per cent of respondents were undecided, 26.7 per cent of respondents disagreed and 0.7 per cent of respondents strongly

disagreed with mean score value 2.97 and rank XIII. The minimum opinion of rural people that amount given by government of India for toilet construction is insufficient include none of respondents who strongly agreed, 34.7 per cent of respondents were agreed and 29.3 per cent respondents were undecided and 32.0 per cent of respondents were disagreed, 4.0 per cent of respondents strongly disagreed with mean score value 2.95 and rank XIV.

#### IV. CONCLUSION

The study investigating the opinions of rural people about the Swachh Bharat Abhiyan revealed several key points. Firstly, while the majority of respondents acknowledged the importance of cleanliness, many appeared to have a limited understanding of the Swachh Bharat Abhiyan primary objectives. An understanding of the rural perspective on Swachh Bharat Abhiyan is crucial for the successful implementation of the campaign. The rural India is home to a significant portion of the Indian population, and their active participation is critical for achieving the goals of the campaign. Additionally, the rural context presents unique challenges that require an approach that suits the needs of the community. Given the diversity of people living in India, it is essential that the policies and programmes of the campaign do not neglect the rural areas. Although the campaign has led to visible improvements in the cleanliness of urban areas, policymakers must consider the rural population's opinions and viewpoints. Ultimately, the success of Swachh Bharat Abhiyan hinges on the active participation of all Indians, including those living in rural areas.

#### V. RECOMMENDATIONS AND SUGGESTIONS

- It suggested that rural communities required more education and practical support in order to effectively participate and benefit from Swachh Bharat Abhiyan.
- Lack of awareness cause hindrances in the programme so government should focus on changing the perception of people through advertisements, posters, etc.
- The officials should take immediate action on the problem of the rural people and solve their issues, which develops a bridge of trust between officials and the people.
- More sanitary complexes should build for more sanitation activities in rural areas.
- Educate children, special activities should be conducted in schools like poster competitions, sanitation activities, plantations which encourage them to adopt hygienic practises in daily life
- Partnerships with recycling companies can help identify and sort of recyclables, while collaborations with NGOs can help in public awareness and engagement programmes.
- Enhance sanitation infrastructure and facilities for waste management.
- The government should promote the use of sustainable waste management techniques such as composting and recycling, and provide incentives to households and businesses that adopt these practises.

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