

Impact assessment of India's Swach Bharat mission- Clean India campaign on Hygiene and Sanitation.

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Abstract

Introduction: Swach Bharat mission is one of the prime missions of Government of India and has been a source of appreciation for the government all over the world. Government has proposed and promoted the mission to a large extent but the reality is far behind as the implementation is lacking at various front. **Purpose:** Basic objective of this study was to find out the level of implementation of the swach bharat mission and its impact on hygiene and sanitation ^[1]. **Methodology:** Data collected was collected from 200 respondents ranging from children to senior citizens form Gwalior, Madhya Pradesh. The data was then analysed using percentage method and Regression analysis so as to understand the implementation of swach bharat mission on ground level.

Findings: Proper sanitation facilities are not available to the people. Majority of the population even lack the basic knowledge of the sanitation facility where as hygiene practices are concerned people are deprived of basic hygiene facility i.e. safe drinking water. Also the facility of safe disposal of solid waste is missing which needs to be provided to the society. The study also reviled that political push has a negative impact on successful implementation of swach bharat mission where as there are other 7 factors which can lead to successful implementation of the mission.

Originality: The research focuses on understating the level of implementation of the schemes on ground level and find out the bottlenecks and also to find out main factors responsible for success and failure of this mission. There is an urgent need to conduct the educational programme regarding the health aspects of Swach Bharat mission to the public to prevent the health related issues and to make them aware about various aspects of the mission.

Keywords- *Swach Bharat mission, Sanitation, Hygiene*

Introduction:

It is been said that by Mahatma Gandhi that, "Sanitation is more important than independence." Swach Bharat Abhiyan initiated by Mahatama Gandhi was a very great step

towards a proud nation. It is truly said that in being human and 'adimanav', the most vital factor is 'what are standards of living?'

Our honorable PM Narendra Modi took the initiative in 2014 to make India a clean and healthy nation. Living in a nation of 1.31 crore populations, health and hygiene are the most important part of one's living [3]. It is a mission to accomplish a movement so that the basic sanitation facility is available at each doorstep. While investing a huge amount of fund the sanitation ratio gradually increased in these 5 years. Different strategies and schemes under swach bharat abhiyan was introduced and implemented at its best.

Material and Method: For the purpose of this study Gwalior district of Madhya Pradesh is taken. Data was collected through structured questioner and interview method. A sample size of total 200 is selected comprising of 50 male, 50 female, 50 children not above age 11 and below 5 and 50 respondents of age 60 and above were selected for this study. The data was analysed using percentage method and regression analysis using SPSS.

Result and Discussion:

Literacy level	Male Respondents	Female Respondents	Small Children	Respondents above 60 years	Total
10 th Class	-	-	50	1	51
12 th Class	5	3	-	3	11
Bachelor degree	26	23	-	30	79
PG degree	6	15	-	12	33
Professional Exposure	13	9	-	4	26
Total	50	50	50	50	200

*The values in above figure represent the actual number of respondents.

Table 1: Literacy level of the respondents

The table no. 1 indicates the education level of the respondent taken for the study. A mixed frame of the respondents ranging from high school level to professional level has been taken for the study. It is important for this study that the respondents are literate and understand the concept of Swach bharat mission. Out of the total 200 respondents 25.5% have completed their high school, 39.5% are graduate, 16.7% are post graduate, 5.5% have completed their inter and 12.8 have the highest education level i.e. professional exposure.

Sanitation and hygiene is critical to health, survival, and development. Throughout the world, an estimated 2.5 billion people lack basic sanitation (more than 35% of the world's

population) [2]. The table no. 2 describes about type of sanitation facility available in the area. Based on data analysed it can be concluded that people are not even aware about the various type of sanitation prevailing in the society also only the availability of sanitation facility is non – existing on ground level. Almost all the respondents were unhappy with the sanitation facility available to them. Thus government needs to educate them about them through various campaigns and also provide them with the required sanitation facility.

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	22.5	77.5
Ecological sanitation	-	100.0	-	100.0	-	100.0	10.0	90.0	2.5	97.5
Environmental Sanitation	40.0	60.0	60.0	40.0	20.0	80.0	40.0	60.0	40.0	60.0
On Site sanitation	-	100.0	-	100.0	-	100.0	40.0	60.0	10.0	90.0
Improved sanitation	30.0	70.0	20.0	80.0	-	100	-	100	7.5	92.5
Solid waste	50.0	50.0	20.0	80.0	-	100.0	20.0	80.0	22.5	77.5
Food sanitation	-	100	-	100	-	100	30.0	70.0	2.5	97.5
Community sanitation	50.0	50.0	40.0	60.0	10.0	90.0	40.0	60.0	40.0	60.0
Sustainable sanitation	-	100.0	-	100.0	-	100.0	40.0	60.0	10.0	90.0

*The values in above table represent the percentage of total respondents.

Table 2: Type of sanitation facility available

Hygiene practices	Male		Female		Children		Senior citizen		Total	
	Yes	No	Yes	No	Yes	No	Yes	No	Yes	No
Personal Hygiene	80.0	20.0	100.0	-	-	100.0	100.0	-	70.0	30.0
Safe drinking water	25.0	75.0	20.0	80.0	-	100.0	90.0	10.0	33.7	66.3
Safe disposal of human excreta	30.0	70.0	40.0	60.0	90.0	10.0	100.0	-	65.0	35.0
Safe disposal of solid waste	5.0	95.0	3.0	97.0	-	100.0	100.0	-	27.0	73.0

Safe disposal of liquid waste	50.0	50.0	10.0	90.0	20.0	80.0	90.0	10.0	42.5	57.5
Prevention from diseases	90.0	10.0	80.0	20.0	75.0	25.0	100.0	-	86.3	13.7
Sanitation in the community	55.0	45.0	70.0	30.0	-	100.0	85.0	15.0	52.5	47.5
Laundry hygiene	60.0	40.0	80.0	20.0	10.0	90.0	100.0	-	62.5	37.5

*The values in above table represent the percentage of total respondents.

Table 3: Hygiene practices followed

The above table represents the various type of hygiene practices followed in the region by the respondents. There are four basic hygiene which includes Self cleanliness, Clean drinking water, Clean Surrounding and Clean toilets but hygiene also includes safe disposal of waste (liquid & solid), laundry hygiene and prevention form diseases. Out of all the hygiene factors only the availability of Safe drinking water and disposal of solid waste are the matter of prime concern as only 33.7 % of total respondents have agreed to have safe drinking water rest 66.3% still do not have the facility. 73% of the total respondents are of view that disposal of solid waste is a big problem and needs to be solved. Swach Bharat mission was introduced with proper road map to ensure that open defecation free behaviour is sustained and people get informed and educated about the solid and liquid waste management facilities.

An UN report clearly stated that currently, around 60 per cent of India's total population practice open defecation which definitely puts them at risk of a lot of diseases like cholera, diarrhea, typhoid, tapeworm and other enteric diseases. Another heart shaking fact that the water of river Ganga which is considered a sacred is also unsafe for bathing because it contains fecal coliform bacteria in large quantity (120 times higher than what is actually permitted). One the other hand it is considered that bathing in the holy water of Ganga helps people cure skin diseases, which might even be true as its water is considered to have antiseptic properties but due to the improper sanitation facilities available in many areas people use the space near the banks of ganga for open defecation. World Bank report (2006) indicated that, India losses 6.4% GDP annually because of poor hygiene and sanitation. It is, therefore, imperative to have sanitation and hygiene intact both at personal and community level to improve health of masses.

To further understand and identify the factors which could work for successful implementation of Swach Bharat mission overall variance was calculated. The analysis revealed that this model is good fit as the significance value is .000. Thus it can be interpreted that the 8 independent variables which are Cleanliness Begins From Home, Public Finance, The Urban Challenge, Political Push, The Social Buzz, People's participation, The I-Factor and can be used to predict the success of Swach Bharat mission.

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	.915	.072		12.631	.000
Cleanliness Begins From Home	.048	.009	.416	5.477	.000
Public Finance	.032	.008	.295	3.958	.000
The Urban Challenge	.025	.007	.257	3.736	.000
Political Push	-.033	.012	-.398	-2.819	.005
The Social Buzz	.092	.012	1.113	7.756	.000
People's participation	.031	.010	.395	3.155	.002
The I-Factor	.057	.012	.616	4.612	.000
Partnerships	.027	.008	.290	3.368	.001

a. Dependent Variable: Successful implementation of Swach Bharat mission

Table 4: Factors that can make the clean India mission a success

The table no. 4 explains the level of influence of various factors on the Successful implementation of Swach Bharat mission. Cleanliness Begins From Home, The Social Buzz, The Urban Challenge, The I-Factor, Public Finance, Partnerships have a positive impact on effective implementation of swach bharat mission, where as Political Push has a negative impact.

Political push refers to the involvement of political parties at implementation level of the mission. It hampers the development of the mission as the agenda of these political parties is

just the promotion whereas the main or important point gets side line. Out of all the factors taken for the study political push is considered to have negative impact, thus government should focus less on making swach bharat mission a political agenda.

The highest impact is of social buzz, as information and communication technology has changed drastically over the past decade with the key development being the presence of social media. Almost a quarter of world's population is now of some or the other social media platform thus when information travels through social media platform the effect is enormous. Other factors such as I-Factor and cleanliness begins from home talk about maintaining one's our hygiene and relates to the old saying that "health is wealth". Sanitation and hygiene are two important factor responsible for good health every individual person is responsible to maintaining cleanness in their surroundings. Other factors such as public finance the urban challenge, people's participation and partnership also plays an important role in making swach bharat mission successful.

Conclusion

Swach Bharat mission is one of the prime missions of Government of India and has been a source of appreciation for the government all over the world. Government has proposed and promoted the mission to a large extent but the reality is far behind as the implementation is lacking at various front. Thus the problems need to be identified and solution of the same should be provided for better implementation and success of swach bharat mission. Swach bharat abhiyan is a transparent path to increase public health and sensitize the nation. Health is priority and should be taken seriously, there are various government campaigns in action which educate individuals and inform them about Swach Bharat mission, but in reality the mission has been able to provide required facilities to people. Thus more work needs to done at ground level also, action is more supreme than words therefore one should implement the strategies to serve this movement. Independence is merely important in front of health problem and hygiene. Various factors such as Cleanliness Begins from Home, The Social Buzz, The Urban Challenge, The I-Factor, Public Finance and Partnerships should be taken in to consideration while promoting swach bharat mission.

Conflict of Interest- For the conduct of this study primary data as well as secondary data is used, which was collected by the consent of respondents and has not been published anywhere thus there is no conflict of interest.

Source of funding- No funding was required for the study.

Ethical Clearance

Data used in the study is from both primary & secondary data where ethical clearance is not required.

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