

OPINION OF COLLEGE GRADUATE STUDENTS REGARDING “SWACHH BHARAT ABHIYAN” A CLEANLINESS CAMPAIGN: A QUALITATIVE STUDY

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Abstract

Swachh Bharat Abhiyan was started in 2014 to make people aware about cleanliness in India. The purpose of which every citizen of the country whether he is young or old, woman or man, of any caste or religion or region, he should be aware of the ill-effects of uncleanness and the pleasant consequences of cleanliness. Keeping this in mind, in the present study, how much information the college graduate students have about this campaign has been studied. **Aims & Objective:** To assess the opinion of college graduate students regarding Swachh Bharat Abhiyan. **Study Setting & Design:** A cross-sectional qualitative study was conducted among graduate students at a degree college in North India. **Material & Methods:** This study was carried out during the period of Swachhta Pakhwada campaign to know the opinion about college graduate students about Swachh Bharat Abhiyan. For this college graduate students were invited to express their views on the topic of Swachh Bharat Abhiyan. After analysis, the thoughts of the college graduate students were classified into four parts. 1. Behavior change communication 2. Practicing cleanliness 3. Necessary interventions for cleanliness 4. Need for legislation in favor of cleanliness. **Results:** According to most of the college graduate students, Swachh Bharat Abhiyan is a campaign to bring change in the behavior of the people towards cleanliness, which can be changed through practice. Due to this, a big change can be seen in the country regarding cleanliness. **Conclusion:** To make the country clean and develop the spirit of cleanliness in the people, proper direction and constant motivation is very much needed; if this happens then this campaign will definitely achieve its goals.

Keywords: College graduate Students, Cleanliness, Swachh Bharat Abhiyan, Opinion.



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Introduction:

According to the World Health Organization, a world-class organization, a healthy person means a person who is physically and mentally healthy and is in the condition of social welfare even if the person is not sick or infirm. And this cannot be possible without cleanliness, that is, cleanliness is very necessary to keep a person physically and mentally healthy. According to

the report of Environmental Performance Index in 2016, India's condition is not very good; India's rank is 141 in the list of 180 countries. Which shows

India's apathy towards the environment? According to this report, 2.4 billion people of the world do not have access to even the basic things necessary for cleanliness. Apart from this, clean drinking water is not available to 550 million people. According to the same report, urban India generates about 68.8 million tons of waste per year.

Total Sanitation Campaign (TSC) was started by the government in 1999 to improve the condition of cleanliness in the country. Under this scheme, many sub-campaigns were also started by the government. The purpose of this campaign was to make people aware about cleanliness in rural areas. After this, Nirmal Gram Puraskar was also started in 2003 to encourage Panchayati Raj institutions for cleanliness and the first prize was given in 2005. This Nirmal Gram Puraskar was successful to a large extent. Encouraged by its success, the government changed the name of the Total Sanitation Campaign to Nirmal Bharat Abhiyan in 2012.

On 2 October 2014, in order to take cleanliness more seriously in the country and to create awareness among the people, the Government of India changed its name to Swachh Bharat Abhiyan after making amendments in the Nirmal Bharat Abhiyan and on the same day the country's largest clean drive also organized . In which more than 30 lakh government employees, school college students, famous personalities and N.G.O. also contributed. This drive was organized in 4041 statutory cities, towns and allied rural areas of the country.

About Rs 62009 crore is estimated to be spent on this campaign with the aim of making the country free from open defecation.

Swachh Bharat Abhiyan is being run in both rural and urban areas. The urban sector is being looked after by the Ministry of Housing and Urban Affairs. The rural sector has been made under the Ministry of Drinking Water and Sanitation. Through this campaign, there will be a positive impact on the health of the people, which will increase the income of the people and will also improve the national economy.

In view of various efforts to make the country aware of cleanliness, this study was done to assess the views, opinions of college graduate students towards Swachh Bharat Abhiyan.

Aims & Objectives:

To assess the views or opinions of graduate students about the various activities under the Swachh Bharat Abhiyan.

To assess the views or opinions of graduate students about innovative practices to make Swachh Bharat Abhiyan a success.

Material & Methods:

To know the views of 100 graduate students of a degree college in North India on the subject of cleanliness, their consent was first obtained from the students. The students were then enrolled for the study by convenient sampling method. After that he was instructed to write in detail his thoughts on the topic of Swachh Bharat Abhiyan.

The ideas written by the graduate students were deeply evaluated and analyzed on the basis of novelty and practicality. After analysis it was found that the ideas written by the students can be put into four categories which were sanitation practice, behavior change communication, intervention and legislation necessary to improve Cleanliness. Along with this, if there was any difficulty in reading or understanding the article of any student, then to remove it, the students were also called again to clarify their point.

Data entry & Analysis:

The articles received researcher from the students were studied very carefully and analyzed and wherever there was any problem, it was redressed by calling the students so that clear and genuine results could be obtained. The ideas displayed by the students in the articles were coded on the basis of novelty and practicality and the overlapping codes were removed and discrepancies were resolved.

The collected articles were divided into four main categories, and the codes assigned to each category were brought together category wise. The four categories that were created were sanitation practices, behavior change communication, interventions and laws that were needed to improve sanitation.

Results:

Cleanliness Practices

According to the students, the habit of cleanliness can be inculcated in the people through small cleanliness efforts. Like the habit of separating wet waste from dry waste in homes. Habit of having separate dustbin for biodegradable/non-biodegradable waste. Habit of not throwing

garbage in public or private place like this. By improving the habit of not spitting anywhere, the habit of cleanliness can be brought in people.

According to the students, the waste generated in rural areas can be used in biogas plants so that cleanliness can be increased by disposing of the waste in rural areas. If every person in the society starts to feel that the whole village or city is like his own home, then it can help in keeping the community clean. If people inculcate the habit of using jute or fiber bags instead of plastic bags to bring any goods from the market, then it will definitely help in achieving the goals of cleanliness.

Behavior Change Communication

According to the students, if we want to get real cleanliness, then for this we also have to bring changes in the behavior of people regarding cleanliness. And in this way, special meetings, workshops, posters and debate competitions can be organized in villages, schools, colleges, public places like bus stands, railway stations etc. Technology can be used to give information about ways to segregate and reuse waste; media can be used to make people aware. If these small methods are adopted, then surely one day we will be able to see the behavior of people changing in the matter of cleanliness.

Interventions required

Intervention means that all the people of the country have to try together to maintain cleanliness and make people aware of cleanliness. Various government departments will have to make efforts together to maintain cleanliness and work together in each other's jurisdiction. Whether it is the health department, whether it is the education department, whether it is the police department, the environment department, etc. All the departments have the problem of cleanliness, so it is necessary for all the departments to work together to solve this problem. If this is not the case then there may be difficulty in achieving the goal of complete cleanliness. Irrigation Department, Municipal Corporation, Gram Panchayat and Police Department are important to ensure cleanliness in the community.

The legislation required to improve Cleanliness

Students also think that unless there is strictness, there will be no complete cleanliness. Therefore, in places where it is necessary - fines should also be imposed on those who spread dirt. Due to which people will be afraid to unclean the environment.

Discussion:

The main thing written by the students is that in order to make the Swachh Bharat Abhiyan a success, first of all we should try to bring about a change in the behavior of the public. Gradually, when this change is communicated at the community level, then the habit of cleanliness can be developed in the people.

In the study, it was found that the students have also emphasized the importance of tree plantation, which helps in preventing pollution. Along with this, students have also talked about banning the use of plastic which is an important reason for uncleanliness. Students have also given great importance to making it reusable by minimizing waste removal and recycling.

The students have also mentioned the importance of cleanliness at the tourist places of the country. There should be special arrangements for cleanliness. Dustbin must be used at proper places. To meet the energy needs of the country, alternative sources of energy should also be used instead of conventional means. Various departments working in the government should work in harmony with each other on the issue of cleanliness.

Conclusion:

The opinion of college students on the subject of Swachh Bharat Abhiyan is very clear and valuable, that is, it is very necessary to change the behavior of people to achieve cleanliness completely.

Relevance of the study:

Through the present study, it will help in creating awareness about cleanliness among college graduate students and also acquaint them with the role they can play in this important campaign.

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