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## **Perception of Citizens of Allahabad towards “Swachh Bharat Abhiyan”**

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### **Abstract**

Studies of Perception of Citizens of Allahabad towards Swachh Bharat Abhiyan. Conducted carefully, especially and empirically studied. The conceptual and hypotheses development are grounded on related literature. With the aim of contributing to this research field, this to Perception of Citizens towards Swachh Bharat Abhiyan. People are now more concerned with ways to protect the health. For instance, citizens know about SBA is one of the key initiatives that can be good for future image country. It is influenced by Government spending much more funds, advertising, and Nagar nigam/Gram panchayats member to focus on this SBA program.

The study chiefly based on primary data. However the secondary data has also been the part of study so, searched for the relevant paper from the various journal from the various factors were found for analyzing influence the perception of citizens toward SBA. I identified the factor and developed my questionnaire with help of literature review.

Then decided the tool for analysis and I took sample size of 200 respondents and began my survey work. I visited Allahabad area to get responses from the citizens did Convenience sampling. After the survey, entered the data in SPSS and conducted several tests such as cross tabulation, factor analysis and. I also conducted regression to know the significance of the factors. Finding is based on the analysis and recommendation are suggested on the basis of finding of the report. According to the results of the analysis, image change of people and promotion is so frequently by the government, fund allocation is good for SBA, people behavioral change after launch SBA in India.

**Keywords:** *SBA-Swachh Bharat Abhiyan, SPSS: Analysis Soft ware*

## **Introduction**

Swachh Bharat Abhiyan is started by the government to make India a completely clean India. Clean India was a dream seen by the Mahatma Gandhi regarding which he said that, “Sanitation is more important than Independence”. During his time he was well aware of the poor and dirty condition of the country that’s why he made various efforts to complete his dream however could not be successful. As he dreamt of clean India a day, he said that both cleanliness and sanitation are integral parts of healthy and peaceful living. Unfortunately, India became lack of cleanliness and sanitation even after 67 years of independence. According to the statistics, it has seen that only few percentage of total population have access to the toilets. It is a programme run by the government to seriously work to fulfill the vision of Father of Nation (Bapu) by calling the people from all walks of life to make it successful globally.

This mission has to be completed by 150th birth anniversary of Bapu (2nd October of 2019) in next five years (from the launch date). It is urged by the government to people to spend their only 100 hours of the year towards cleanliness in their surrounding areas or other places of India to really make it a successful campaign. There are various implementation policies and mechanisms for the programme including three important phases such as planning phase, implementation phase and sustainability phase

## **What is Swachh Bharat Abhiyan?**

Swachh Bharat Abhiyan is a national cleanliness campaign established by the Government of India. This campaign is covering 4041 statutory towns in order to clean roads, streets, and infrastructure of the India. It is a mass movement has run to create a Clean India by 2019. It is a step ahead to the Mahatma Gandhi’s dream of Swachh Bharat for healthy and prosperous life. This mission was launched on 2nd of October 2014 (145th birth anniversary of Bapu) by targeting its completeness in 2019 on 150th birth anniversary of Bapu. The mission has been implemented to cover all the rural and urban areas of the India under the Ministry of Urban Development and the Ministry of Drinking Water and Sanitation accordingly.

### **1. Need of Swachh Bharat Abhiyan**

- A) It is really very essential to eliminate the open defecation in India as well as making available toilets facility to everyone.
- B) It is needed in India to convert the insanitary toilets into flushing toilets.
- C) It is to implement the proper waste management through the scientific processes, hygienic disposal, reuse, and recycling of the municipal solid wastes.

- D) It is to bring behavioural changes among Indian people regarding maintenance of personal hygiene and practice of healthy sanitation methods.
- E) It is to create global awareness among common public living in rural areas and link it to the public health.
- F) It is to support working bodies to design, execute and operate the waste disposal systems locally.
- G) It is to bring private-sector participation to develop sanitary facilities all through the India.
- H) It is to make India a clean and green India.
- I) It is necessary to improve the quality of life of people in rural areas.
- J) It is to bring sustainable sanitation practices by motivating communities and Panchayati Raj Institutions through the awareness programmers like health education.

**2. Objectives of Perception of Citizens of towards Swachh Bharat Abhiyan: -The main objective of following:-**

- A) Cleanliness, hygiene and eliminating open defecation.
- B) Develop where required, Community managed sanitation systems focusing on scientific Solid & Liquid Waste Management systems for overall cleanliness in the rural areas.
- D) Bring about an improvement in the general quality of life in the rural and urban areas.
- E) Estimation of Perception of a national mission Swachh Bharat Rural and Urban people.
- F) To develop in people wrong habits of a national mission Swachh Bharat.
- G) Accelerate sanitation coverage in rural and urban areas to achieve the vision of Swachh Bharat by 2nd October 2019.
- H) Motivate Communities and Panchayati Raj Institutions to adopt sustainable sanitation practices and facilities through awareness and perception creation and health education.
- I) Encourage cost effective and appropriate technologies for ecologically safe and sustainable sanitation.

**3. Scope of the research:**

Through this research we attempted to understand to understand the changes in behavioural pattern of the people after the Swachh Bharat Abhiyaan initiative undertaken by the government of India. It is enhancing the overall image of India for its cleanliness and hygiene initiative in the mind of the people. The consciousness of the common people is increasing and the common

people are coming forward for helping the government in its cleanliness campaign. However, there is a misconception among the common people that the campaign is only meant to clean infrastructure like road, pavements, pathways etc. But, the campaign is not only for cleaning of infrastructures but bringing about the culture of cleanliness and hygiene.

### **Literature Review**

Poor water sanitation hygiene among primary school going children Publish by March 12, 2012 by WASHplus in this study these are although the world has progressed in the area of water and sanitation, more than 2.3 billion people still live without access to sanitation facilities and some are unable to practice basic hygiene. Access to water and basic sanitation

Green J.L de Weck said the economic sustainability of sanitation is the current sanitation system in Pikine does not meet the needs of its residents and recent flooding has made a long-standing developmental crisis even more acute. While a mechanical dislodging service subscription plan will help, it must be part of a larger scale effort to modernize the sanitation infrastructure. Flood risk reduction projects in Pikine, such as canalization of waterways, construction of new raised latrines and voluntary relocation of the worst affected residents should be put at the forefront of government policy. If new infrastructure projects are required to make the subscription service more profitable, they should be included early in the project planning so that their associated maintenance costs can be included in the life-cycle modeling

Hygiene awareness in UK primary schools the new operating environment for schools necessitate a fundamental reappraisal of the relationship between users and providers. Schools need to give serious consideration to becoming marketing oriented and to find innovative ways to differentiate themselves from others. Those managing primary schools need to start to build a brand image with distinctive values, attributes and features. It is questionable whether concentration on product and process with the emphasis on curriculum and teaching methods, as has often been the case in the past, will be sufficient in the future to attract new users. Given by Birch .C (1998)

Environment and human health is create most critical situation this situation given by Ramlogan .R (1997) he said that the battle to achieve a satisfactory standard of adequate health in the global commons is a continuing one with perhaps greater implications for the developing world (Learmonth, 1988).Municipal solid waste management in Kanpur, India Increasing urbanization is bound to increase the amount of waste a city produces. Management of solid wastes by the government organizations has not been successful and is rather poor in most of the Indian urban centers, including Kanpur. Sensitization of the community is also essential to achieve the above objective. The public apathy can be altered by awareness building campaigns and educational measures. Given by Zia, H., &Devadas, V. (2007).

The Environmental and Occupational Health the Asia-Pacific Region is the fastest growing area of the world in economic terms. Unfortunately, it has also suffered from several environmental and occupational health problems largely as a result of this rapid growth without attendant safeguards. Highlights problems such as environmental pollution, those relating to sanitation, cigarette smoking, traffic accidents, poisoning from industrial and agricultural chemicals, noise, health of women workers and other psychosocial problems, and recent trends in the health education and environmental improvements. Concludes with a plea for more attention to and collaboration concerning a clean environment. Given by Ng, T. P., Lee, H. S., & Phoon, W. H. (1993).

### **Variables Identified:**

- A) Poor access and use of sanitation facilities
- B) Lack of policy framework and institutionalization of school sanitation
- C) Lack of budget allocation for operation and maintenance
- D) Inappropriate designs for children, especially girls, small children and children with disabilities

### **Research Methodology**

#### **Introduction**

The study is based on primary data collection with a simple 200 respondents residing in Allahabad, India. There are two major sections. The first section intended to collect the various demographics factor; the second section intended to collect the opinions containing question about the various factors affecting the awareness and perception toward Swachhbharat. The five point likert scale was used to capture the people response ranging from extremely agree factor to extremely disagree factor. The different statement regarding various factors affecting the awareness and perception of citizens towards Swachhbharat where generated based on literature review. It could be therefore said that the itemized scale in this case actually asks the respondents to rank their opinions in a decreasing order of important. One more section was there in form and that was to give knowing about government subsidiary.

#### **Sampling frame**

Sampling is the concerned with the selection of a subject of individual from within a population to estimated characteristics of the whole population. Entire population can be studied hence a sample is drawn that could represent the entire population .in this project we have adopted convenience sample.

#### **Types of research**

Exploratory research has been conducted

**Types of data collected**

Primary data: the data which is collected by new research h is called primary data. We have collected this data from structured questionnaire

**Sampling:**

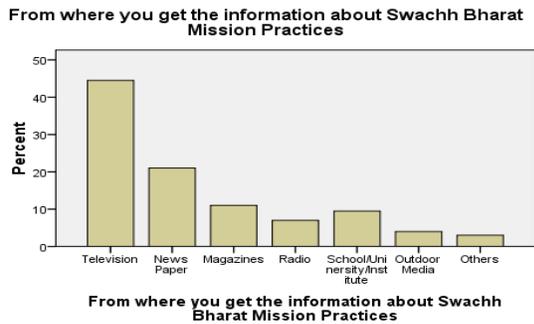
Convenience sampling has been adopted for collecting data

**Tools used**

Frequency	Crosstab	Factor analysis	Regression
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**Data Analysis, Interpretation & Finding**

**Analysis:** It is clear that respondent’s 44.5 % people knowing Swachh Bharat Abhiyan by Television, and 21 % people get information by News paper and also 11 % magazine get the information of Swachh Bharat Abhiyan



**Factor Loading (Rotated component Matrix)**

**Multiple Regression Analysis**

**Interpretation 1:**

The result of regression analysis based on four independent factors i.e., Agency support, Behavioral change ,Promotion ,Image Change, Fund Allocation, (R =0.649) statistically significant relationship (P 0.000 < 0.05) with dependent variable i.e. Perception of Citizens towards Swachh Bharat Abhiyan. 40 % (Adjusted R<sup>2</sup> = 0.403) variance of dependent variable could be predicted through independent variable. It means independent variable is the predictor of dependent variable. The value of R and adjusted R Square is close that indicates to proper model fit.

**ANOVA**

ANOVA					
Model	Sum of Squares	DF	Mean Square	F	Sig.
1 Regression	83.717	6	13.953	23.359	.000 <sup>a</sup>
Residual	115.283	193	.597		
Total	199.000	199			

**Interpretation 2:** The ANOVA Table tests the acceptability of the model from a statistical perspective. In the above table the value of F is 23.359 and significance is .000 which is less than 0.05 means dependent variable depends on the independent variables

**Interpretation:** it can be observed that the most significant factor that impacts significantly on Perception of Citizens towards Swachh Bharat Abhiyan. With largest beta coefficient (Beta = 0.469) is Image Change, Promotion, Fund Allocation, Behavioral change, Agency Support are .325, .205, .188, .127, respectively have significant impact on Perception of Citizens towards Swachh Bharat Abhiyan whereas as the significance value is 3.744 which is greater than 0.000.

**Hypothesis****1. Agency Support**

H<sub>01</sub> – Agency Support do not have a significant impact on Perception of Citizens towards Swachh Bharat Abhiyan.

H<sub>1</sub>- Agency Support a significant impact on Perception of Citizens towards Swachh Bharat Abhiyan

Value of b=.127 with significance level is .000 which is greater than .022(p<.001). Which means that null hypothesis is accepted and alternative hypothesis is rejected means Agency Support has a significant impact Perception of Citizens towards Swachh Bharat Abhiyan.

**2. Behavioral Change**

H<sub>02</sub> – Behavioral Change does not have a significant impact on Perception of Citizens towards Swachh Bharat Abhiyan

H<sub>2</sub>- – Behavioral Change has a significant impact on Perception of Citizens towards Swachh Bharat Abhiyan

Value of b=.188 with significance level is .000 which is less than .001(p<.001). Which means that null hypothesis is rejected and alternative hypothesis is accepted means Behavioral Change has a significant impact on Perception of Citizens towards Swachh Bharat Abhiyan.

### 3. Image Change

H<sub>03</sub> – Image Change do not have a significant impact on Perception of Citizens towards Swachh Bharat Abhiyan.

H<sub>3</sub>- Image Change a significant impact on Perception of Citizens towards Swachh Bharat Abhiyan

Value of  $b=.469$  with significance level is  $.000$  which is less than  $.001(p>.001)$ . Which means that null hypothesis is rejected and alternative hypothesis is accepted means procedure has a significant impact on Perception of Citizens towards Swachh Bharat Abhiyan.

### 4. Promotion

H<sub>04</sub> – Promotion do not have a significant impact on Perception of Citizens towards Swachh Bharat Abhiyan

H<sub>4</sub>- Promotion has a significant impact on Perception of Citizens towards Swachh Bharat Abhiyan.

Value of  $b=.325$  with significance level is  $.000$  which is less than  $.001(p<.001)$ . Which means that null hypothesis is rejected and alternative hypothesis is accepted means Promotion has a significant impact on Perception of Citizens towards Swachh Bharat Abhiyan.

### 5. Fund Allocation

H<sub>05</sub> – Fund Allocation do not have a significant impact on Perception of Citizens towards Swachh Bharat Abhiyan.

H<sub>5</sub>- Fund Allocation a significant impact on Perception of Citizens towards Swachh Bharat Abhiyan

Value of  $b=.205$  with significance level is  $.000$  which is less than  $.001(p>.001)$ . Which means that null hypothesis is rejected and alternative hypothesis is accepted means procedure has a significant impact on Perception of Citizens towards Swachh Bharat Abhiyan.

**Table –Hypothesis (Accepted /Rejected)**

S.No.	Hypothesis	Beta	Significance	Result
1	Agency Support a significant impact on Perception of Citizens towards Swachh Bharat Abhiyan	.127	.022	Rejected
2	Behavioral Change has a significant impact on Perception of Citizens towards Swachh Bharat Abhiyan	.188	.001	Accepted

3	Image Change a significant impact on Perception of Citizens towards Swachh Bharat Abhiyan	.469	.000	Accepted
4	Promotion has a significant impact on Perception of Citizens towards Swachh Bharat Abhiyan.	.325	.000	Accepted
5	Fund Allocation has a significant impact on Perception of Citizens towards Swachh Bharat Abhiyan	.205	.000	Accepted

## Finding

### These are the findings:

- A. When analyzed the age group of respondents. It was found that more than 70% of the respondents fell in the group of 20-29 years and shows majority of the respondents were youth.
- B. By conducting Cross tabulation between the demographic factor, age and information about SBA that most of the respondents having said that Swachh Bharat Abhiyan is about cleaning of road and nearby areas only were from the age group 30-39 year.
- C. By conducting Cross tabulation between the demographic factors, age and from where individuals get information, it was found out that those in the age group majorly got information from Television. Also those in the age group 20 – 29, got their information from television and also news paper. Those in the age group 30 – 39 years got their information from newspaper and magazine.
- D. In the study it has been found that Government Initiatives is significant effected of citizens, perception of SBA is much more influenced. Benefit of our country perception and attracted more foreign tourist.
- E. **Image change, promotion, and, fund allocation** are the factors that have positive impact on citizens perception. Whereas **agency support** has a negative impact on citizens perception. and also behavioral change of citizens towards SBA
- F. It can be observed that the most significant factor that impacts significantly on consumer satisfaction towards loyalty program with largest beta coefficient (Beta = 0.469) is **Image change**. It means SBA has create more awareness and change the image of country this benefits that are more attracted foreign tourist
- G. According to the results of the analysis, image change ,fund allocation promotion activities affect citizens behaviors towards SBA

## **Conclusion**

All TV channels must be encouraged to broadcast programmers featuring experts from medical and related fields who can credibly explain the damage that poor personal hygiene, littering and open defecation do to the health of all citizens. Rural folk must also be made aware of the health hazard posed by cohabitation with livestock, which naturally defecates in the open

The country image change definitely if more focus on SBA and Nagar Nigam and Nagar Panchayat increase the number of staff and number of dustbin to reduce the large number of diseases. Our statistical analyses show that image change of country is more influencing factor Youngsters means the age group of 18-25 years aware the television on media and also new paper and outdoor media.

Behavioural change of citizens toward SBA. Due to SBA for various benefits of citizens like life style and also reduce the problem of sanitation and hygiene; open defecation has reduced significantly.

The public palaces are some improved by after initiative by SBA, Celebrities are more encourage by advertising and non advertising local government, also promotion of SBA in rural area the can flow of information by gram Panchayat.

The level of hygiene in government hospital only forty percentages is improved significantly This is not good for us.

## **Recommendation**

This is most important for every citizens but the non government agency are not much more initiative of Swachh Bharat Abhiyan. According to my study lots of respondents said that the non government agency not supported that the big problem for SBA

Nagar Nigam and Nagar Panchayat no regularly clean the nearby area and not sufficient dustbin the road side, and also not sufficient number of staff, allocation of funds more important they solve the above problem.

Promotion is one of best way to encourage the people who have belong rural area and urban area that can more influencing by cleanness is most important for life. Celebrities are one best method or advertising used celebrities and also cricket players and other game player.

Many of respondents the people are only think SBA only for road and nearby cleanness but the SBA not only road, nearby only they cleanness about every area, this is the one important aspect of people perception.

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