



# A STUDY ON ADOPTION AND SATISFACTION OF SWACHH BHARAT ABHIYAN SCHEME AMONG THE RESIDENTS IN TIRUPUR

<sup>1</sup>DR. K. Meenakshi Sundari, <sup>2</sup>G. Deebikaa

<sup>1</sup> Associate Professor, <sup>2</sup> Ph.D. Scholar

<sup>1</sup>PG & Research Department of Commerce,

<sup>1</sup>Tiruppur Kumaran College for Women, Tirupur, Tamil Nadu.

**ABSTRACT:** Swachh Bharat Abhiyan is the largest sanitation mission launched by Government India in the year 2014 to have a defecation free nation. Phase I of this mission was completed and the states in India has entered into Phase II. The study aims to find out the adoption and level of satisfactions of the respondents towards various Swachh Bharat Abhiyan policies. For the purpose of the study data has been collected from 100 respondents using convenient sampling method. From this study it has been found out that most of the respondents were aware and satisfied towards various policies under Swachh Bharat Abhiyan such as construction of toilets, Eradication of manual scavenging, grey water management, waste management and so on and they were also satisfied towards these policies. This study suggests that Government, local bodies along with the people need to actively participate and the Government needs to frame rules and regulation to achieve the goal of defecation free nation.

**Keywords:** Swachh Bharat Abhiyan, adoption, policies, sanitation, cleanliness, defecation.

## INTRODUCTION:

The Swachh Bharat Mission is a cleaning initiative and the largest sanitation mission in the world, launched by the Prime Minister of India on October 2, 2014, to have a defect-free India by the year October 2, 2019, as a tribute to Mahatma Gandhi on his 150th birth anniversary. The main aim of this mission is to achieve a clean India by October 2, 2019. This mission has led to the construction of over 10 crore household toilets, because of which around 6 lakh villages have declared themselves open defecation-free. The Swachh Bharat Mission campaign also has a great impact on the economy, environment, and health of the people in India, and it has also empowered women in India towards cleanliness.

On February 2, 2020, the Government of India entered phase II of Swachh Bharat Mission by allocating Rs. 1,40,881 crores to focus on sustainable development of the Open Defecation Free status and to have solid liquid waste management in the villages to move the status of the village from Open Defecation Free to Open Defecation Free plus. To gain the status of Open Defecation Free Plus, the villages have biodegradable waste management by setting up biogas plants, collecting, segregating, and storing plastic waste, sewage treatment plants, and so on.

## IMPLEMENTATION:

Swachh Bharat Mission was backed by important development partners and featured funding sharing between the federal and state Governments, which fostered local control over the outcomes. The method by which the states wished to further decentralize funds down to the household level was left up to them. Equally significant, a portion of funding was set aside specifically for social and behaviour change campaigns and information, education, and communication materials. This was because it was understood that maintaining the uptake and use of toilets depended on encouraging key behaviour changes through role modelling, building intention, peer monitoring and support at the community level, and regular exposure to media messaging. Swachh Bharat Mission promoted universal access to sanitation by stating that it should be "everyone's business."

Every ministry, irrespective of their primary objective, formulated yearly plans to optimize sanitation initiatives within their domains. This guaranteed that the proper number of restrooms were being built in schools, childcare centres, healthcare facilities, Government and private sector buildings, farms, and other locations. Government standards in schools guaranteed that there were enough restrooms for both boys and girls, and that girls were given the privacy and supplies they needed to practice safe menstrual hygiene. Last but not least, considering the size of India's rural population, the Government organized over 600,000 community volunteers, or "Swachh Grahis" by teaching them the value of safe sanitation, how to regularly distribute important messages to their communities and track their progress with mobile devices, and how to plan campaigns involving children and community members from homes, schools, healthcare facilities, Government offices, and more.

## LITERATURE REVIEW:

Dr. Pitabas Pradhan (2017)<sup>1</sup> discussed about Swachh Bharat Mission which was launched in 2014 with a aim to attain defecation-free nation by 2019 and the Government has claimed that more than one lakh villages has become defecation free. In this study the researcher aims to find the attitude of people about cleanliness and the role played by media in creating

awareness about cleanliness among people. From this study it has been found out that media has positively impacted the view of people about cleanliness and it also spread awareness about Swachh Bharat Abhiyan to people in urban and rural areas.

**Sadaf Firdaus, Rubi Anjum, Ammar Ibne Anwar, Abdul Aziz Khan, Sayeed Ahmad (2019)<sup>2</sup>** states that Swachh Bharat Mission is a cleaning initiative launched by Government of India to have open and defecation free nation. Many awareness programs and campaigns has been conducted by the Government to create awareness among people about personal hygiene and environmental sanitation. This mission aims to eliminate defecation, open toilets is eliminated by construction of household toilets, eradication of manual scavenging and so on.

**Praveen Suthar, Nithin Kumar Joshi and Vibha Joshi (2019)<sup>3</sup>** aims to evaluate the awareness and perception of Swachh Bharat Abhiyan and attitude of residents in Jodhpur towards cleanliness. From this study the researchers have found that most of the residents are aware and have positive attitude towards Swachh Bharat Abhiyan. The researchers suggests that Government must frame strategies to create a positive behavior among residents who don't have proper cleanliness, sanitation and hygiene practices.

**Parul Saini (2020)<sup>4</sup>** aims to find out the effectiveness of Swachh Bharat Abhiyan in Uttar Pradesh. From this study it has been found out that most of the respondent's self-respect has been elevated after constructing toilets in their home and many people has registered their name under Swachh Bharat Abhiyan Scheme for construction of toilet. It has also been found out that central and state Government are providing financial support for construction of individual household toilets and steps has been taken by the Government to manage solid liquid waste.

**Juhi Gupta & Ritu Bakshi (2023)<sup>5</sup>** enumerates that social media is a new form of communication which has huge impact on people thinking about education, health, banking, environment and so on. The main aim of the researchers is to explore how social media promotes awareness about cleanliness with reference to Swachh Bharat Abhiyan. From this study it has been found out that social media has played a huge role in promoting clean India campaign among public and it also help people to understand about cleanliness along with its benefits.

#### OBJECTIVES:

- To know the adoption and level of satisfaction of the respondents about the policies under Swachh Bharat Abhiyan scheme.
- To know the factors influencing the respondents to adopt Swachh Bharat Abhiyan scheme.

#### SCOPE OF THE STUDY:

Tirupur is the Municipal Corporation city located in Tirupur District, Tamil Nadu. The present study is helpful in analyzing the adoption and level of satisfaction Swachh Bharat Abhiyan scheme Tirupur city. It will also help the researchers to analyze contribution made by the respondents towards Swachh Bharat Abhiyan schemes.

#### RESEARCH METHODOLOGY:

The data was collected 100 respondents for the purpose of the study and it was collected through questionnaire using convenient sampling method.

#### TOOLS USED FOR ANALYSIS:

- Percentage Analysis.
- Rank Analysis.
- Point Analysis.

#### ANALYSIS & INTERPRETATION:

**Table 1**  
**Demographic Factors - Percentage analysis**

S. No	Factors	Category	Percentage of respondents
1.	Age	Below 25	38%
		25-30	22%
		35-45	17%
		Above 45	23%
2.	Gender	Male	32%
		Female	68%
3.	Marital Status	Married	47%
		Unmarried	53%
4.	Educational Qualification	School level	18%
		Diploma	8%
		Under graduation	35%
		Post-graduation	29%
		Professional course	10%
5.	Area of Residence	Rural	40%
		Urban	44%
		Semi-urban	16%

Source: Primary Data

**Interpretation:**

The above table shows that 38% of the respondents were below the age of 25, 68% of the respondents are female, 53% of the respondents were unmarried, 35% of the respondents were under graduate, and 44% of the respondents resides in urban area.

**Table 2**  
**Adoption of Swachh Bharat Abhiyan Scheme - Percentage analysis**

S. No	Policies	Adoption (%)	
		Yes	No
1.	Construction of Toilets	84	16
2.	Municipal solid waste management	71	29
3.	Elimination of open defecation	74	26
4.	Creating awareness about sanitation and hygiene	76	24

Source: Primary Data

**Interpretation:**

The above table depicts that 84% of the respondents had adopted and 16% of the respondents had not adopted construction of toilets policy under Swachh Bharat Abhiyan. 71% of the respondents had adopted and 29% of the respondents had not adopted municipal solid waste management. 74% of the respondents adopted elimination of open defecation and 26% of the respondents had not adopted and 76% of the respondents were aware and 26% of the respondents had not adopted of sanitation and hygiene under Swachh Bharat Abhiyan Scheme.

**Table 3**  
**Level of satisfaction towards Swachh Bharat Abhiyan schemes - Point analysis**

S.No	Schemes	HS	S	N	D	HDS	Mean score	Remarks
1.	Construction of Toilets	57	12	6	4	5	4.33	HS
2.	Municipal solid waste management	29	13	10	9	10	3.59	S
3.	Elimination of open defecation	22	12	19	8	13	3.29	N
4.	Creating awareness about sanitation and hygiene	39	12	6	9	10	3.80	S

Source: Primary Data

**Interpretation:**

The above table shows the level of satisfaction of respondents towards various schemes under Swachh Bharat Abhiyan. Respondents were highly satisfied towards construction of toilet scheme under Swachh Bharat Abhiyan, respondents were satisfied towards creation of awareness about sanitation and hygiene and municipal solid waste management scheme under Swachh Bharat Abhiyan and the respondents were neutrally satisfied about elimination of open defecation scheme under Swachh Bharat Abhiyan.

**Table 4**  
**Factors influencing respondents to adopt Swachh Bharat Abhiyan schemes- Rank analysis**

S. No	Factors	1	2	3	4	5	Mean Score	Rank
1.	Clean Environment	31	12	22	15	20	2.81	IV
2.	Healthy Practice	15	11	17	35	22	3.38	II
3.	Sanitation Assurance	11	13	20	16	40	3.61	I
4.	Developed Economy	12	14	30	17	27	3.33	III
5.	Reduce diseases	22	42	15	11	10	2.45	V

Source: Primary Data

**Interpretation:**

The above table describes the ranking of various factors that influences the respondents to adopt Swachh Bharat Abhiyan Schemes. Sanitation assurance ranked first followed by healthy practice, developed economy, clean environment, and reduced diseases ranked the least.

**Table 5**  
**Agreeability on the satisfaction of Swachh Bharat Abhiyan schemes in various areas - Point analysis**

S.No	Areas	SA	A	N	DA	SDA	Mean Score	Remarks
1.	Bus Stands	48	16	10	13	13	3.73	A
2.	Railway Stations	14	13	16	11	46	2.38	DA
3.	Educational Institutions	65	19	5	4	7	4.31	SA
4.	Public Offices	24	18	11	10	37	2.82	N
5.	Hospitals	53	12	8	5	22	3.69	A
6.	Markets and commercial areas	65	11	7	8	9	4.15	A
7.	Public toilets	27	13	14	31	15	3.06	N
8.	Streets & sidewalks	22	27	29	11	11	3.38	N
9.	Parks	8	5	10	34	43	2.01	DA

Source: Primary Data

### Interpretation:

The above table contains the data related to aggregability on the satisfaction of Swachh Bharat Abhiyan Schemes in various areas. Respondents strongly agree that they are satisfied towards Swachh Bharat Abhiyan scheme in educational institutions, respondents agree that they are satisfied towards the Swachh Bharat Abhiyan scheme in bus stands, hospitals, markets and commercial areas, respondents neutrally agreed towards the satisfaction of Swachh Bharat Abhiyan scheme in public offices, public toilets, streets and sidewalks and respondents disagree about the satisfaction of Swachh Bharat Abhiyan scheme in railway stations and parks.

### FINDINGS:

- Majority (38%) of the respondents were below the age of 25.
- Majority (68%) of the respondents are female.
- Majority (53%) of the respondents were unmarried.
- Majority (35%) of the respondents were under graduate.
- Majority (44%) of the respondents resides in urban area.
- Most (84%) of the respondents adopted construction of toilet scheme under Swachh Bharat Abhiyan.
- Most (71%) of the respondents had adopted municipal solid waste management scheme under Swachh Bharat Abhiyan.
- Most (74%) of the respondents adopted elimination of open defecation scheme under Swachh Bharat Abhiyan.
- Most (76%) of the respondents had adopted sanitation and hygiene scheme under Swachh Bharat Abhiyan.
- Most of the respondents were highly satisfied towards construction of toilets under Swachh Bharat Abhiyan Scheme.
- Most of the respondents adopted Swachh Bharat Abhiyan schemes were influenced by sanitation assurance.
- Most of the respondents strongly agree that they are satisfied towards Swachh Bharat Abhiyan scheme in educational institutions.

### SUGGESTIONS:

- The Government must initiate campaigns to educate the public about sanitation, and hygiene, along with various policies under the Swachh Bharat Abhiyan scheme, which will ultimately encourage the public to adopt the scheme.
- The Government and local bodies should actively address the issues related to cleanliness to achieve the goal of defecation free nation.

### CONCLUSION:

Cleanliness and personal hygiene are important to prevent diseases and also to protect the environment. Even though the Government frame various policies to have a defecation free nation, residents of the country also need to put effort like segregation of solid and liquid wastes in different dustbins, disposing wastes in the allocated spaces, keeping the surrounding clean and so on to have a defecation free nation.

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