

Study on Awareness on Swachh Bharat Mission in Coimbatore District, Tamil Nadu

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Abstract

“Sanitation is more important than Independence.”

- ***Mahatma Gandhi***

Swachh Bharath programme launched on October 2 with Mahatma Gandhi as the inspiration to create a clean India of his Dreams by 2019, his 150th birth anniversary. Swachh Bharat Mission is not an old philosophy in a new frame. It represents the group target of a nation to change the development further than mind and mindset. Swachh Bharat is the brain child of the new PM and his Central Government. It is set to provide the much stepping up to become a developed country by 2025. The issues of good governance and welfare of the people are linked to this clean drive. Swachh Bharat is the game changer which tries to pool and integrate every effort under on Government agencies, non profit organizations, community leaders, religious groups, students and children have come together in a unified drive on cleanliness. . The study was based on the primary data and secondary data, primary data was collected with the help of well-structured and pre-tested interview schedule, administered to 100 respondents in the Coimbatore Districts. A random sampling method was adopted in data collection. This paper found results on similar lines as Government approach on cleanliness.

Keywords: Clean India, Swachh Bharat Mission

Introduction

The Honourable Prime Minister Sri Narendra Modi announced the making of “Swachh Bharat “ (Clean India) into a mass movement and linking it to economic activity to ensure greater participation, Mission Swachh Bharat has been launched on October 2, with Mahatma Gandhi as the inspiration, to create a clean India of his dreams by 2019, his 150th birth anniversary. The Prime Minister has said that the pursuit of cleanliness can be an economic activity, contributing to Gross Domestic Product growth, reduction in health care costs, and a source of employment. Linking Cleanliness to tourism and global interest in India, the Prime Minister has said world class levels of hygiene and cleanliness are required in India’s top 50 tourist destinations, to bring about a paradigm shift in the country’s global perception. The plans are ambitious and the scale of the cleanliness mission is huge. Out of 2.00 lakh crores to be spent over next five years, the urban part would be 62009 crores. The Coimbatore district has 12 blocks the researcher selected Thondamuthur block it is consist of 10 villages the researcher selected 10 respondents from each villages to know about the awareness level of the respondents regarding to Swachh Bharat Mission

Literature Review

The endeavour of the Government is to turn it into a mass movement requiring not just toilets, but also a change in behaviour and mindsets of people **(The Hindu, October4,2014)** Expatriates are getting involved in the campaign. In South Africa, the Indian community decided to support small neighbourhood projects, placing garbage where it is required, promotion and separation of waste **(The Times of India, December 6’2014)** According to Government estimates, urban India generates 68.8 million tonnes of solid waste per year (1.8lakh tonnes everyday) It is estimated to touch 160 million tonnes by 2041.

Problem Statement

The focus on cleanliness is the pressing issue as India tries to moves from developing to developed nation. This study focuses on the awareness of cleanliness in modern India.

Objectives

- To understand about of Swachh Bharat Campaign.
- To find the current level of respondent participation and awareness in the cleanliness initiative.
- To suggest way that increase participation & effectiveness of Swachh Bharat

Methodology

The study is both descriptive and analytical in nature. The study based on both primary and secondary data. The primary data collected through interview scheduled from 100 respondents. Secondary data collected through various books, journals and websites.

Results and Discussions

Impact of Swachh Bharat Campaign about Cleanliness

Response	No.of Respondents	Percentage of the Respondents
No Change	3	3%
To Some Extent	32	32%
To Great Extent	19	19%
To Very Great Extent	46	16%
Total	100	100%

(Source: Primary Data)

From the above table it is clear that 46% of the respondents state that Swachh Bharat Campaign about cleanliness makes the great impact. Least 3% of the respondents says there is no change in the society.

Problems in Implementing Swachh Bharat

Response	No.Of Respondents	Percentage of the Respondents
Mindset issue	22	22%
Lack of Fund	16	16%
Operational Efficiency	30	30%
Lack of Private Participation	32	32%
Total	100	100%

(Source: Primary Data)

From the above table it is clear that 32% of the respondents state that lack of Private Participation is the problem in implementing Swachh Bharat.16% of the respondents says lack of fund is also the problem to implement the Swachh Bharat.

Factor Contributing to the Cleanliness Drive in the Order of Preference

Response	No.of. Respondents	Percentage of the respondents
Tax incentives for private participation	11	11
Involve influencer/ community leader	25	25
Social Group	33	33
Children	31	31
Total	100	100%

(Source: Primary Data)

From the above table it is clear that 33% of the respondents state that Social Group, 31% Childrens, 25% says that Community Leaders are the factors contributing to the Cleanliness Drive.

Effect of Swachh Bharat Campaign to Change the Indian Perception of Cleanliness

Response	No.of Response	Percentage of the Respondents
Yes	46	46%
No	23	23%
Can't Say	21	21%

(Source: Primary Data)

From the above table it is clear that 46% of the respondents state that Swatch Bharat Campaign about cleanliness brings the change in perception among the Indians

Conclusions

The focus on Swachh Bharat campaign attempts to measure the mood of the country. The campaign brings focus to the great transformational need of the nation. The change is observable as India embarks on its journey to create a clean and clean environment. But orthodox mindset is a hindrance to the drive. Cleanliness is still considered a job performed by a specific set of persons. The alignment of children and youth in such campaigns creates a ripple effect. Joint effort and nationalism are value which the Government wishes to inspire among students. Respondents advocated a ban on plastic. It has been the view of many that ban is not a piecemeal initiative. It requires a comprehensive amendment and rigorous penalties. It shall require a shift in public policy. Pollution by way of burning plastic or leaving it untreated requires attention to make cleanliness drive successful. Teamwork and patriotism are values which the Government wishes to inculcate among students and ordinary citizens. The active involvement of celebrities in neighbourhood initiatives lends credence to the drive. The biggest beneficiary is Brand India. And the ripple effect is strong. The campaign unifies people from diverse backgrounds, uses raw energy and technology. This paper found results on similar lines as Government approach on cleanliness.

Suggestions

- It is important to create a fund for Swachh Bharat campaign as the movement gains steam Indian and multinational companies, government departments and not for profit organizations can pool resources for the movement.
- Tax breaks and financial incentive to organizations working closely with the campaign is needed. It shall help the campaign to gain critical volume with the inflow of big contributions
- Acceptance to change is easier when presented in short films and street plays. Mass movements begin with genuine and honest efforts in this direction.
- It is critical to bring behavioural changes in people regarding healthy sanitation practices.
- The role of local bodies to design, execute and operate robust system on managing waste is pivotal. It is therefore necessary to strengthen their hands with key initiatives.
- It is important for the incumbent government to encourage public-private participation to give an impetus to the movement.
- Social media platforms can exchange ideas and share pictures of collective efforts

References

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