



A Study on Implication of Swachh Bharat among Students and Working People in Chennai City

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ABSTRACT

The Prime Minister of India had launched the Swachh Bharat Mission on 2nd October 2014 and it istime taken and extensiveness of the countrylaunch as a national movement. The campaign aims to achieve the vision of a ‘Clean India’ by 2nd October 2019 which is to fulfil Mahatma Gandhi’s dream of a clean and hygienic India. This study focuses on whether the behaviour trend in people’s cleanliness has changed while travelling. This has been analysed by circulating questionnaires in Google form. A total of 50 respondents have participated to collect data among which 25 were college students and 25 were working people.

Keywords: *Swachh Bharat Mission, Trains, Sanitation, Cleanliness, hygiene, working people and Transportation.*

INTRODUCTION

Prime Minister NarendraModi was started *Swachh Bharat* Mission on Oct. 02, 2014, by exercising a broom on the streets of Delhi. This mission has Mahatma Gandhi’s iconic spectacles as its logo, is one of the most hyped schemes of the Modi government. Its primary aim is to make India open defecation-free through the construction of at least 12 crores toilets across rural and urban area households. The government outlined a three-pronged strategy- using social messaging, education, and communication to trigger behaviour change, providing subsidies to vulnerable social groups to help them construct latrines at their home, evaluate and monitoring the continued use of these latrines through surveys and social audits conduct for this mission achievements. The Mission has rural and urban components.A rural component supervised by the Ministry of Drinking Water and Sanitation, and an urban one supervised by the Ministry of Housing Affairs. The Mission’s objectives also include creating sustainable solid and liquid waste management systems, promoting social inclusion by improving sanitation for women and marginalized communities, and eradicating manual scavenging.

As of Feb, 01, 2019, the Modi government claimed to have constructed 9.2 crore toilets. So, the present study has been conducted to see if the Clean India Mission had been properly translated into public transportation or not. It also analyses if the commuter’s behaviour with regards to cleanliness has changed in the last 8 years or not. So this study describes awareness, compliance with the mission and attitude of college students with that of working people in Swachh Bharat.

STATEMENT OF PROBLEM

Cleanliness impacts our National Development. National development absolutely achieved from clean and a healthy environment. If our nation becomes clean, healthy and developed, it can also contribute to a green country. If cleaning of societies is practiced, then the different types of pollution such as air pollution, water pollution, and land pollution will be decreased and can also be finished. If the surrounding of our societies will be clean then there are no chances of diseases among peoples and also they can save their money in spending for buying expensive medicines and treatments. Through this economy of our nation will also be developed. Mahatma Gandhi gave more important is Sanitation than independence. He followed hygiene and sanitation as an essential part of way of living. He pointed out that cleanliness is most important for physical and mental well-being and a healthy environment.

The research paper focuses on the *“Implication of Swachh Bharat/Clean India Mission while travelling in trains and buses in Chennai city among college students and working people”*. This study narrates the positive and negative impact made by Swachh Bharat Mission in Chennai city public transportation.

OBJECTIVES OF STUDY

The study has been conducted to fulfil the following objectives-

- To understand the awareness about the Swachh Bharat campaign's vision is spread in the study area.
- To study the level of compliance with that mission among the respondents.
- To explore the attitude of college students with that of working people in the study area.

NEED FOR THE STUDY

As a developing nation, the topic of cleanliness needs our utmost focus. This is not just for appearance though tourism could bloom with more cleanliness initiatives. The cleanliness of an area would directly indicate the area's living conditions, income level and overall development. Thus it would improve the citizen's standard of living. It would also bring in foreign investments in a much diversified portfolios. Currently India has a very low EPI score of 27.6. Moreover it was the lifelong dream of the father of our nation. All of the factors were the drive behind the Swachh Bharat Mission or Abhiyan, Clean India Mission. It was a nationwide campaign launched by PM Narendra Modi and the Government of India on October 2, 2014. There were two phases to the mission. The main aims of the mission included eradication of manual scavenging, generating awareness and bringing about a behaviour change regarding sanitation practices, and augmentation of capacity at the local level. SBM was budgeted at 62,000 crore to 2 trillion rupees. An amount of ₹9000 crore was allocated for the mission in the 2016 Union budget of India. The Swachh Bharat Mission to support India's universal sanitation initiation and get funds from the World Bank (\$1.5 billion loan and \$25 million) for technical assistance in 2015. The programme has also received funds and technical support from several international organizations and private companies as part of corporate social responsibility initiatives, and the Sarva Shiksha Abhiyan and Rashtriya Madhyamik Shiksha Abhiyan schemes. The mission has completed 8 years as of October, 2022. Several independent and national surveys have been conducted to evaluate the impact and outcomes of the Clean India Mission. At least 180,000 diarrhoeal deaths were averted in rural India due to the Swachh Bharat Mission said by WHO. Ashoka University research studies concluded that the construction of toilets under this program led to a reduction in incidence of sexual assault against women. National Family Health Surveys (NFHS) data showed the increase in access to improved sanitation due to SBM. Data mentioned above show that objectives set by the mission are being crossed out.

But as university students, specifically day scholars, we travel a lot in public transportations particularly local buses and trains. In Chennai we heavily rely on using the services provided by Metropolitan Transport Corporation (Chennai) Ltd. (MTC) buses and Chennai mass rapid transit system (MRTS) trains. On a day to day basis we have noticed our fellow passengers' cleanliness and sanitation behaviours. Eating chips and throwing the wrapper out the window, throwing plastic bottles out the window or littering paper balls. These are common occurrences on any public transports to an extent that we usually don't think about them consciously. So this study needs to conduct conscious observations of our fellow passengers and their behaviours.

REVIEW OF LITERATURE

WHO AND UNICEF (2017), in their report *Progress on Drinking Water, Sanitation and Hygiene Update and SDG Baselines*, pointed out that India has not achieved basic sanitation goals and that it has less than 50% coverage with regard to basic sanitation. It was among the lowest in the developing countries.

My Swachh Neighbourhood (2017), report submitted by the Ministry of housing and urban affairs declared that since transport hubs (bus stands, auto- and taxi stands, truck stations, etc.) attract large numbers of commuters and other floating population, their participation is important in making the neighbourhoods clean and hygienic for commuters. The report also provides a list of activities that commuters can participate in:

- Ensure provision of waste receptacles in buses and local trains, with the required security measures taken into view
- Raise awareness through dissemination of SBM (Urban) messages through hoardings / posters / LED sign ages at transport hubs and on modes of transport
- Conduct training and orientation sessions for drivers and staff on the importance of cleanliness and hygiene
- Impose fines for littering & spitting
- ULB to institute awards for the most “swachh” bus station / taxi stand / truck depot etc.
- ULB should ensure placement of compartmentalized/ twin bins (with proper signage) at all transport hubs for safe and segregated disposal of waste by commuters

Dr. Rohit Bansal and Dr. Ram Singh (2019) have stated the shortcomings of the Clean India Mission. There are different weaknesses because legitimate results vanish which incorporate political and bureaucratic opposition at the state level to impart capacity to nearby level organizations, control of neighbourhood elites over the significant portion of the advantages of welfare plans, absence of ability at the nearby level. They have also stated that the success of the mission is entirely up to the individuals and citizens to not litter.

Kanika Mahajan and Sheetal Sekhri (2020) have revealed that sanitation, cleanliness, sexual violence and economy of a country are all interconnected to one another. They have concluded in-home access to toilets reduces the risk of violent crimes against women.

METHODOLOGY

The study attempts to study the overall implication of Swachh Bharat: Clean India Mission while travelling in trains and buses in Chennai city among college students and working people. The data are collected from the respondents. The data were collected through circulating Google forms and personal questionnaires. The data were collected from 50 respondents. The respondents who participated in the study are both male and female. 25 respondents were college going students who used some form of public transportation. 25 respondents were working men and women who used public transportation. All of the respondents used public transportation facilities regularly in Chennai city. The study focused on the cleanliness behaviour of commuters. Various statistical tools and techniques were used in data interpretation.

SELECTION OF SAMPLE

The target respondents of the study were college students and working people of both the genders. For the study selected 50 respondents in the study area. The age group that participated were between 18 years to 55 years. The study is carried out in the metropolitan city of Chennai. Google forms and Questionnaires were used for collecting data from respondents. The respondents that participated in the study were diverse in age, gender and nativity.

TOOLS OF DATA COLLECTION

Google forms and Questionnaire were the tools used to collect data from the respondents. All the responses collected from closed and open ended questions from respondents. The Google form and questionnaire were circulated online and offline. Respondents that participated were college students and working people between the age group of 18 to 55 years. Both men and women participated.

SOURCES OF THE STUDY

The study used both primary and secondary sources. Primary sources were used to collect data from the respondents who answered Google forms and questionnaires. The secondary sources used were data available in the form of public surveys, journals, reports, questionnaires, newspaper articles, government websites etc.

DEFINITIONS AND TERMS USED IN THE STUDY

Buses: It refers to public buses that route within Chennai. It refers mostly to MTC buses.

Trains: It refers to all the local trains that route within Chennai. It includes MRTS and Metro trains.

Sanitation: It refers to public health conditions related to clean drinking water and treatment and disposal of human excreta and sewage.

Cleanliness: It refers to both the state of being clean and free from germs, dirt, trash, or waste, and the habit of achieving and maintaining that state. The UN has referred to cleanliness as a basic human right.

Hygiene: It refers to a series of practices performed to preserve health.

Working people in this study means men and women who perform steady labourers- manual, industrial, educational and intellectual work in nature.

Transportation includes the mode of vehicle used by the respondents. But this study only includes buses and trains.

SCOPE OF THE STUDY

Ministry of Urban Development and carried out by Quality Council of India, is an wide-ranging sanitation survey across several hundred cities to check the progress and impact of Swachh Bharat Abhiyan and to foster a spirit formaintaining the clean cities. The enactment of each city is evaluated on six parameters:

- Municipal solid waste, sweeping, collection and transportation
- Municipal solid waste, processing, and disposal of solid waste
- Open defecation free and toilets
- Capacity building and eLearning
- Provision of public toilets and community toilets
- Information, education and communication, and behavior change

In the last 8 years, various studies and surveys have been conducted to analyse the impacts of Clean India Mission. There were areas where it had shown positive impacts. But in the field of public transportation especially in a metropolitan city like Chennai, it has lagged behind. This could be due to various reasons from lack of sufficient, lack of public awareness and education to the commuter's resistance to change cleanliness behaviour consistently.

LIMITATIONS OF THE STUDY

The study was conducted within a short term period. This study selected only 50 respondents in the study area. The respondents as well as researchers were human and thus prone to human error and bias in choice. This study considered a mode of transportations only train and buses in Chennai city so the further research can be conducted in the possible research areas.

DATA INTERPRETATION

The preferable transport used by the respondents in the study area

Out of the total respondents selected for the study 76% of the respondents mostly prefer trains followed by 24% of the respondents are used by buses in the study area.

It concludes that the majority of the respondents always preferred to train for their routine work journey.

The distribution of frequency to use the transportation

Out of the 50 respondents selected for the study, 36% of the respondents daily used train and bus as a mode of transportation followed by 16% of the respondents used weekly once or twice, 24% of the respondents used transport monthly once or twice, 14% of the respondents used transportation monthly three to four times and only 10% of the respondents used other modes of transportation(walking).

It concludes that more of the respondents are used daily.

Awareness about the SWACHH BHARAT mission

Out of the total respondents selected for the study, 98% of the respondents getting awareness about Swachh Bharat clean India mission It is really great to know that in the survey all the people are aware about this mission. It is really great to know that in the survey and only 2% of the respondents are not aware about the Swachh Bharat clean India mission in the study area.

It concludes that majority of the respondents getting awareness about the clean India mission in the study area.

Compliance with the mission

Out of the total 50 respondents selected from the study area, 30% of the respondents reported that the clean India mission is practically good, followed by 28% of the respondents stated that the clean India mission is excellent, average(26%), poor(10%) and very poor (6%).

It is reported from the respondents more number of them have complied with the clean India mission is good in the research area.

The people would take up a seat which is littered

90% of the respondents are stated that negatively (they do not want to take up a seat which is littered) and only 10% of them stated positively (they would take up a littered seat due to work fatigue and availability of wider space).

Almost all the people have not to take up a seat which is littered. Irrespective of students or working people in the study area, they are moving from this place to another.

The compliance of the people around (participant's friend)

Opinion collected from the respondent's friend towards the clean India mission in the study area 86% of the co-travellers have complied with the mission activities in the transportation, followed by 14% of the co-travellers are not have any compliance with the clean India mission.

It is clear that more number of the respondent and co-travellers have compliance with clean India mission followed by very less respondents and co-travellers have not compliance with the mission.

Maintain their cleanliness behaviour at their home

48% of the respondents excellently maintain their cleanliness behaviour, followed by good (42%), average (8%) and only 2% of them have very poor cleanliness behaviour at home.

This research clearly shows that the attitude of cleanliness by both the students and the working people at par excellence at home compared to the other areas, especially at the public transport. More number of the respondents in the study area are maintaining cleanliness behaviour at their home is excellent.

Factors to keep the clean at home

68% of the respondents are influenced by self-motivation to keep their home as very clean, followed by 22% of the respondents would like to organize things and maintain and keep it clean, 6% of the respondents are pointed out have a parents pressure to maintain their home clean and also maintain the hygiene and only 4% of the respondents have a thought to impress others by maintaining their home clean.

More number of the respondents in the study area is keeping the home very clean by self-motivation in the study area.

The habit of the people to throw out the garbage

46% of the respondents are stated that at the time of travel they throw out the garbage outside, followed by 34% of the respondents are accepted throw out the garbage within the train or bus in the study area and only 20% of the respondents behave like their thought process(maybe or may not be).

More number of the respondents throws out the garbage on the outside of the travels.

Creating awareness in various platforms

66% of the respondents have reported that creating awareness through social media (includes Facebook, Instagram, Twitter, WhatsApp, YouTube etc.), followed by 24% of them advertisements(television, radio) used as platform for creating awareness about clean India mission and 10% of the respondents used newspaper, pamphlets, poster as means of creating awareness in the study area.

More number of the respondents in the study area use social media as one of the tools to create awareness in the study area.

Changing attitude of people before and after implementation of the Swachh Bharat

54% of the respondents have stated that have not any changing attitude of people before and after implementation of the Swachh Bharat and 46% of the respondents only have changing attitude of people before and after implementation of the Swachh Bharat (always keep clean, maintain hygiene, health conscious and helping tendency).

It concludes that more number of the respondents stated that not changing their attitude before and after the implementation of the Swachh Bharat mission in the study area.

FINDINGS OF THE STUDY

- The present research shows that the majority of the respondents always preferred to train for their routine work journey.
- It is found to more number of the respondents are using public transport daily for their travelling.
- The present study reveals that majority of the respondents getting awareness about the clean India mission in the study area.
- It is reported from the respondents more number of them have complied with the clean India mission is good in the research area.
- The present study shows that almost all the people have not to take up a seat which is littered. Irrespective of students or working people in the study area, they are moving from this place to another.

- Its finds out to be more number of the respondent and co-travellers have compliance with clean India mission, followed by very less respondents and co-travellers have not compliance with the mission.
- This research clearly shows that the attitude of cleanliness by both the students and the working people at par excellence at home compared to the other areas, especially at the public transport. It is clear that more number of the respondents in the study area is maintaining cleanliness behaviour at their home is excellent.
- More number of the respondents in the study area is keeping the home very clean by self-motivation in the study area.
- The research finds to be more number of the respondents throws out the garbage on the outside of the travels.
- More number of the respondents in the study area use social media as one of the tools to create awareness in the study area.
- It concludes that more number of the respondents stated that not changing their attitude before and after the implementation of the Swachh Bharat mission in the study area.

The implication of Swachh Bharat mission in India is one of the great steps towards environmental development but it has very less influence on the people. Most of the people do not comply with this in any public places. In the survey conducted it depicts clearly that almost 60% the compliance towards the cleanliness is because of the people's childhood teachings rather than the awareness about the mission. The implication of the Swachh Bharat can be increased by spreading awareness among the public through olden method of communication as it helps illiterate people to come up with. In the comparison between the students and the working population it is seen that both of them are doing great in maintenance of cleanliness in public transport, the difference here lies in the factor that actually motivates them.

RECOMMENDATIONS

- In order to make people comply with the provision of the mission the government has to use strict and stringent measures.- **YUTHI SHARVIGA**
- The government should spread awareness through the methods that can serve both the literate and illiterate people.
- Government can award rewards to the people who comply with the mission to boost others to participate.
- A separate government agency should be created to look after the success of the mission
- The mission must be implemented as small stages and after each stage's implantation the agency should report its implication and suggest methods to overcome it.

Many reasons were ignored by the Swachh Bharat Abhiyan, which could have otherwise been considered:

- The Mission does not necessary address the rework of underground sewage system. Manual scavenging was and still is one of the worst problems that need to be tackled. Large numbers of labourers have died in utility holes while cleaning them. The mission has failed to tackle this issue that has taken several lives.
- Lack of punitive measures regarding where and how one should urinate, defecate and dispose of garbage
- Manual scavenging, which is highly prevalent in India, was not completely eradicated and workers were not rehabilitated.
- The mission's mainly concentrates on to build toilets, but toilet usage is still low and unsatisfactory in several areas.
- Passengers are keeping the transport in very clean.
- In a survey that was led by a national agency, it was found that open defecation remained extremely high in rural areas of Bihar, Madhya Pradesh, Rajasthan, Odisha and Uttar Pradesh.
- In India, toilets are not considered a necessary component of buildings or public architecture. In its original design, the Delhi Metro did not contain bathrooms at all of its stations until the Delhi High Court hearing. But cleanliness is very essential for all over the world. In this point of view the Swachh Bharat Mission was not concerned about the caste stigma attached to waste management.

- Those who work in the garbage disposal industry are mainly from a lower or backward caste. Achievement of Clean India could be achieved only if the stigma associated with sanitary labour, location and waste is eliminated by caste-neutralising these professions.

CONCLUSION

The Mission can bring a great change in the phase of environmental protection in India if it is implemented properly and carefully. The survey shows a promising striving attitude of the people who are ready to accept the mission and to make it a great success. The important thing that has to be done is to promote the mission and to create awareness among the people on the same foot. This can clearly improve the environmental protection in India.

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