



A STUDY ON PERCEPTION TOWARDS SWACHH BHARAT MISSION AMONG PUBLIC

R. Jayasathya*

Assistant Professor, Department of B.COM(CA) & M.COM, PSGR Krishnammal College for Women. *Corresponding Author

Dr. G. Rekha

M Com., M Phil., PGDCA., Ph D, Assistant Professor, Department of Commerce, PSG College of Arts and Science.

ABSTRACT

Swachh bharat is a clean India drive and mission launched as a national campaign by the Indian government in order to covering the 4041 statutory towns aiming maintained cleanliness of streets, roads and infrastructure of the country. The Honourable Prime Minister Sri Narendra Modi announced the making of "Swachh Bharat Mission" into a mass movement and linking it to economic activity to ensure greater participation. The study is to examine the perception towards swachh bharat mission among public. The data has been collected from 204 respondents by applying convenience sampling technique. Statistical tool such as Descriptive, ANOVA, t-test and regression have been used. The study suggest more awareness programs can be conducted in all areas for public about the importance of cleanliness in the society. Government should take necessary initiatives in improving cleanliness of the city. Public must maintain their environment clean and be a role model for their others.

KEYWORDS :

INTRODUCTION

India is the seventh largest country in the world, is well marked from the rest of India by mountains and the sea, which gives the country a distinct geographical outlook. The father of our nation Mahatma Gandhi stated that, "**Cleanliness is more important than independence**" during his time before the independence of India, he emphasized clearly that the people of India has to do a lot about the cleanliness and sanitation as well as its implementation in the daily lives. The Honourable Prime Minister Sri Narendra Modi announced the making of "**Swachh Bharat Mission**" into a mass movement and linking it to economic activity to ensure greater participation. Swachh bharat mission launched on 2 October 2014 on Gandhi Jayanti aims to eradicate open defecation by 2 October 2019, 150th anniversary of the birth of Mahatma Gandhi, by constructing 90 million toilets in rural India at the projected cost of 1.96 lakh crore. The objective behind the Swachh Bharat Mission is to create sanitation facilities for all and eliminate completely the unhealthy practice of open defecation.

STATEMENT OF THE PROBLEM

Cleanliness is the pressing issue as India tries to move from developing to developed nation. People are in need of sanitation facilities, construction of toilets, disposal of wastes, drainage facilities and drinking water facilities. With the advent of Swachh bharat mission, such needs are been fulfilled. Although Swachh bharat mission has an advantages, some of the awareness like campaigns, drinking water facilities, disposal of wastes etc., can be made for an effective Swachh bharat mission. This study focus on the perceptual level towards elimination of solid and liquid wastes, construction of toilets, etc., among public.

Hence, an attempt is made to study the perception of Swachh bharat mission among public.

SCOPE OF THE STUDY

India is the seventh largest country in the world, is well marked from the rest of India by mountains and the sea, which gives the country a distinct geographical outlook. The study aims to identify the perception of Swachh bharat mission among public.

OBJECTIVES OF THE STUDY

The main objective of the study includes the following:

- To assess the perception of public about Swachh Bharat Mission.

RESEARCH METHODOLOGY

The research methodology gives an idea about the type of research design, the sampling techniques, the process of data collection and the instrument used for data collection. Convenience sampling is used to collect data from the respondents.

The size of the sample for the study is 204 respondents. The data has been collected through questionnaire from the respondents in Coimbatore city. The study has been conducted for a period of five months from November 2018 to March 2019. The data collected for the study have been analysed using simple percentage, Descriptive, ANOVA and t-test and regression.

Limitations Of The Study:

- The respondents for the study are mainly in and around Coimbatore city.
- It is not generalized, the results are subject to changes according to the perception and opinions of the respondent.

Review Of Literature

- Kishore et al (2018)** has undertaken the study about to assess knowledge, perception and practices regarding Swachh bharat abhiyan among rural people of Nalgonda district in Telangana state. The objective of the study was to assess the perception and knowledge of people regarding SBM. The study was conducted in Telangana state. The data has been collected from 328 respondents using structured questionnaire. In their study, proportionate sampling method is used. Frequency and ANOVA are the tools used for analysis purpose. The findings of the study were out of 328 respondents 202 respondents were aware of Swachh bharat mission and rural people of Nalgonda district have a huge knowledge regarding SBM.
- Alka (2017)** has undertaken a study on Swachh bharat mission- need, objective and impact. The main objective of the study was to study the need and objective of Swachh bharat mission and to study the impact of Swachh bharat mission. The research has been done in Delhi. This study is based on secondary sources of data like books, newspaper and relevant websites. The findings of his study were the campaign has a positive impact on overall growth of India.

Table: 1 Demographic Factors Of The Respondents

DEMOGRAPHIC FACTORS	PARTICULARS	FREQUENCY	PERCENTAGE (%)
Gender	Male	61	30
	Female	142	70
Age	18-40 years	123	60.6
	41-60 years	63	31.0
	Above 60 years	17	8.4
Family type	Joint	68	33.5
	Nuclear	135	66.5
Family income	Below Rs.20000	26	12.8
	Rs.20001- Rs.30000	51	25.1
	Rs.30001- Rs.40000	65	32.0
	Above Rs.40001	61	30.0
Educational qualification	No formal education	20	9.9
	School level	32	15.8
	Diploma	9	4.4
	Graduate	111	54.7
	Professional	31	15.3
Occupation	Government employee	16	7.9
	Private employee	72	35.5
	Business	41	20.2
	Professional	24	11.8
	Homemaker	25	12.3
	Agriculture	25	12.3
Area of residence	Rural	69	34
	Semi-urban	73	36
	Urban	61	30
Area to be concentrated	Rural areas	73	36.0
	Semi-urban	68	33.5
	Urban areas	62	30.5
Problems	Inefficient government department	36	17.7
	Lack of funds in government	64	31.5
	Operational efficiency	25	12.3
	Lack of public participation	78	38.4

Source: primary data

Interpretation:

The above table reveals that 70 percent of the respondents are female. 60.6 percent of the respondents belong to the age group of 18-40 years. 66.5 percent of the respondents are belonging to nuclear family. 32.0 percent of the respondents earn a family monthly income of Rs.30001- Rs.40000. 54.7 percent of the respondents are graduates. 35.5 percent of the respondents are private employees. 36 percent of the respondents belong to semi – urban areas. 36.0 percent of the respondents prefer rural areas to be concentrated by the Swachh bharat mission. 38.4 percent of the respondents feel lack of public participation is the problem in implementing Swachh bharat mission.

Table: 2 Perception About Swachh Bharat Mission Towards Public- Descriptive Statistics

Descriptive statistics has been used to find the mean scores for the factors perception of Swachh bharat mission towards

public. The perception levels of public are measured by summing up the ratings given by the respondents for 8 statements at five point scale. The mean ratings have been assigned as 5 for Strongly agree, 4 for Agree, 3 for Neutral, 2 for Disagree and 1 for Strongly disagree.

Perception Of Swachh Bharat Mission Towards Public

PERCEPTION OF SWACHH BHARAT	N	MIN	MAX	MEAN	STD. DEVIATION
Swachh bharat helps in development of the country	203	1	5	4.59	.634
Swachh bharat mission has brought changes on the ground level	203	1	5	3.97	.780
Participation of celebrities increase public participation	203	1	5	3.80	1.012
Municipal corporation is much helpful in Swachh bharat mission	203	1	5	3.68	1.067
Sanitation facilities have improved	203	1	5	3.59	1.119
Recyclable unit has been established	203	1	5	3.53	1.153
Attitude of public changed towards Swachh bharat mission	203	1	5	3.65	1.127
Toilet facilities have constructed	203	1	5	3.60	1.145
Total	203	8	40	30.41	8.037

Source: Primary Data

Interpretation:

The total mean rating of the perception level with regard to the Swachh bharat mission among public is 30.41. The highest mean score (4.59) has been found for Swachh bharat mission helps in development of the country with the standard deviation 0.634 and the lowest mean score (3.53) has been found for recyclable unit which has been established after Swachh bharat mission with the standard deviation 1.153. The respondents are highly agreed with regards to Swachh bharat mission helps in development of the country.

Hence, it is inferred that the Swachh bharat mission helps in development of the country has the highest mean value (4.59).

Table: 3 demographic Factors Vs Perception Towards Swachh Bharat Mission-Anova

ANOVA has been applied to find the significant difference if any, between the demographic factors namely, Age, Education, Status, Area of residence and the perception towards Swachh bharat mission among public. A paired t-test has been applied to test the difference, if any in respect of gender and perception towards Swachh bharat mission.

Ho: "The perception towards Swachh bharat mission does not differ significantly among the selected demographic factors."

Demographic Factors And Perception About Swachh Bharat Mission

Personal factors	No	Mean	SD	T Value	F value	Sig.	S/N
Gender	Male	61	3.7971	.61074	-0.059	.953	NS
	Female	142	3.8019	.49783			
Age	18-40	123	3.7541	.54036	-1.686	.188	NS
	41-60	63	3.8413	.52132			
	Above 60	17	3.9853	.49387			

Education	No formal education	20	3.6625	.67874	-	1.312	.267	NS
	School level	32	3.8164	.44787				
	Diploma	9	4.0000	.57282				
	Graduate	111	3.7658	.51210				
	Professional	31	3.9395	.55983				
Status	Government employee	16	3.9062	.54486	-	2.677	.023	S
	Private employee	72	3.6962	.43292				
	Business	41	3.6433	.63956				
	Professional	24	4.0312	.40755				
	Homemaker	25	4.0250	.54486				
	Agriculture	25	3.8450	.56628				
Area of Residence	Rural	69	3.8134	.56173	-	.285	.752	NS
	Semi urban	73	3.7637	.52439				
	Urban	61	3.8299	.51490				

Source: Computed data S: significance at 5% level NS: not significant at 5% level

Interpretation:

The above table shows that the average mean score has been found for the perception towards Swachh bharat mission is high (3.8019) for female respondents. The respondents whose age is above 60 are found to have the highest mean score of 3.9853. The mean score 4.0000 has been high for the respondents who has been completed diploma in educational qualification and the highest mean score of 4.0312 is found for the respondents those who are professional. Respondents whose area of residence is rural are found to have the highest mean score of 3.8134.

The ANOVA results shows that the significant value is (0.023) which is less than 5% level of significance. Since, it is inferred that the perception towards Swachh bharat mission among public is significantly differ among the status of the respondents. **Hence, the null hypothesis is rejected.**

The ANOVA result shows that the significant value is (0.188, 0.267 and 0.752) which is greater than the 5% level of significance. Since, It is inferred that the awareness towards Swachh bharat mission is not significantly differ among the age, education and area of residence of the respondents. **Hence, the null hypothesis is accepted.**

The paired t-test shows that there is no significant difference in the mean score of perception towards Swachh bharat mission in respect of gender. **Hence, the null hypothesis is accepted.**

Hence, it is revealed that the status of the respondents play a predominant role towards perception about Swachh bharat mission.

Table: 4relationship Between Swachh Bharat Lead To Economic Development And Perception Towards Swachh Bharat Mission - Correlation

Factors	Swachh bharat lead to economic development	Perception towards Swachh bharat mission

Swachh bharat lead to economic development	Pearson Correlation	1	.190**
	Sig. (2-tailed)		.006
	N	203	203
Perception towards Swachh bharat mission	Pearson Correlation	.190**	1
	Sig. (2-tailed)	.006	
	N	203	203

Source: Primary Data

Interpretation:

From the above table it is clear that the correlation is significant at 0.01 level (2tailed) between impact on individual and impact towards Swachh bharat mission ($r=0.190$, $p<0.000$). It is inferred that there is a positive relationship between Swachh bharat lead to economic development and perception towards Swachh bharat mission.

There exists a positive relationship between Swachh bharat lead to economic development and perception towards Swachh bharat mission.

SUGGESTIONS

- More awareness programs can be conducted in all areas for public about the importance of cleanliness in the society.
- Government should take necessary initiatives in improving cleanliness of the city.
- Strict laws should be made in the city to make public avoid throwing waste and maintain clean city.
- Every individual should start thinking society as their own home and maintain cities clean.
- Public must maintain their environment clean and be a role model for their others.

CONCLUSIONS

The Swachh bharat campaign brings focus to the pressing transformational need of the nation. The change is perceptible as India embarks on its journey to create a clean and hygiene environment. For effective implementation of Swachh bharat mission, it is important to bring out the need of awareness in the community. By implementing Swachh bharat mission, the problem of sanitation, hygiene, open defecation and drinking water facilities has been reduced. This study concludes that people faces cleanliness issues like open defecation, improper waste disposal, manual scavenging, insanitary toilets etc., Government of India launch the movement of Swachh bharat mission to solve the cleanliness and sanitation problem and make India a clean country.

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