

Attitude of Rural Hisar towards *Swachh Bharat* Mission- A Training Approach

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ABSTRACT

Swachh Bharat Mission that has been marked as the largest ever cleanliness drive in the country that was started by Prime Minister, Shri Narendra Modi at Rajghat, New Delhi on 2nd of October 2014. The current study presents a small insight into the cleanliness situation of the rural areas. The present study was conducted in Hisar district of Haryana state. Two villages; Mangali and Aryanagar from Hisar I and Hisar II (blocks) were selected randomly by selecting 20 females, 20 males and 10 field functionaries from each village which made total sample to be 100. Information sources used by respondents for obtaining information about *Swachh Bharat* Mission and their attitude towards the mission were assessed. Television and peers were the most utilized source for obtaining information. Attitude was found to be unfavourable. A training session of three days was organized in each village to impart knowledge on various aspects of the mission. 10 males and 10 females from each village were selected whose attitude scores were recorded low. Attitude of the respondents after the training witnessed a significant change ('t' value was 7.20* for females and 5.87* for the males).

HIGHLIGHTS

- Information input pattern of respondents with regards to *Swachh Bharat* Mission was assessed.
- Attitude of rural people towards *Swachh Bharat* Mission.
- A training of 3 days was organized.
- A significant change in attitude was recorded after the training.

Keywords: Cleanliness, behavior, information, training

Heartfelt necessity of universal sanitation and the dream of clean India in eyes of many eminent personalities as well as common man of India came to be true with "*Swachh Bharat Mission*" that was introduced on 2nd of October 2014 (145th birth anniversary of Bapu) by Prime Minister, Shri Narendra Modi at Rajghat, New Delhi who himself swept the roads and streets, making *Swachh Bharat Mission* largest ever cleanliness drive of independent India. Hygiene maintains health and prevents spread of diseases whereas poor sanitation and dirty environment leads to various infectious and fatal diseases like diarrhoea, cholera, soil

transmitted helminth infections, schistosomiasis and trachoma. The Haryana Government on the occasion of Haryana Day, 1st November 2014 organized *Swachh Haryana Swachh Bharat Abhiyan* with cleanliness of slum areas as the major focus in collaboration with Social and Non government organizations. Roads, streets, open drains, public buildings and toilets were cleaned. All government officials took pledge for cleanliness. In *Swachhhta*

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Survekshan, 2017 carried out by Ministry of Urban Development, Chandigarh, the capital of Haryana has been awarded India's Cleanest State Capital/ Union Territory with 100.0 percent door to door solid waste collection system been implemented. Chandigarh has also been declared Open Defecation Free (ODF) by Quality Council of India. The success stories have no worth until improvement in rural areas is recorded. Waterkeyn and Carncross (2005) highlighted that unless strategies were aligned to stimulate rural communities and create a demand for sanitation, we could not achieve the United Nations Millennium Development Goals of targeting at least half of the Indian population without sanitation by 2020. In India 1000 children die daily from diarrhea, the major cause behind which is open defecation, unhygienic conditions and poor sanitation (Mane, 2014). Keeping in mind the above backlogs, present study was conducted with the following specific objectives:

1. To assess the information input sources and attitude of rural people towards *Swachh Bharat* Mission
2. To impart knowledge on *Swachh Bharat* Mission through training
3. To analyze the impact in terms of change in attitude towards *Swachh Bharat* Mission.

REVIEW OF LITERATURE

Mehta (2016) conducted a survey on 100 respondents from Delhi to test the attitude and participation of people in *Swachh Bharat Abhiyan*. Cent percent were aware of *Swachh Bharat Abhiyan*. Fifty one percent of the respondents believed that construction of public toilets, ban of polyethene bags, proper disposal of industrial waste and improvement in sewage system were necessary to make the campaign effective. Seventy five percent were strongly willing to contribute to *Swachh Bharat Abhiyan*, 19.0 percent were neutral towards contributing whereas only 6.0 percent of the respondent were not willing to contribute towards *Swachh Bharat Abhiyan*.

Chundawat (2015) conducted a study on 100 respondents each from Surat, Bharuch and Baroda of Gujarat. It was reported that majority (49.0%) of respondents believed that cleanliness was all about physical cleanliness while 33.0 percent thought that cleanliness is all about environmental cleanliness.

Fifty seven percent of respondents considered daily bath as physical cleanliness. Response on environmental cleanliness revealed that 32.0, 35.0 and 25.0 percent felt it was environment free from air, water and land pollution respectively.

MATERIALS AND METHODS

Hisar district from Haryana state was purposively selected for the survey work due to easy accessibility. Two blocks Hisar I and Hisar II were randomly selected from nine blocks of Hisar district. Two villages; Mangali from Hisar I and and Aryanagar from Hisar II were selected at random respectively to assess the attitude of rural people regarding *Swachh Bharat* Mission.

A total of 100 respondents were randomly selected which comprised of 50 rural respondents (20 females, 20 males and 10 field functionaries including panchayat members, school teachers, health workers, anganwadi works) from each village. The information input pattern of the respondents was evaluated based on individual, group and media sources used to obtain information on *Swachh Bharat* Mission. Further, an Attitude scale was formulated to measure the degree of favourableness and unfavourableness towards *Swachh Bharat* Mission on three point continuum suggested by Edwards (1957). The items for the scale were generated and sent to 40 experts for establishing the validity of the scale. The statements marked most relevant by the experts were chosen for the final scale. The final scale comprised of 16 statements out of which 12 were positive statements and 4 were negative statements. The scale was further administered on a group of non sample rural people to find the reliability using split half method, the reliability coefficient of the scale was found to be 0.89. The statements of the final scale were in table 1.

Out of 40 female and male respondents selected for the study from both the villages at pre-exposure stage, knowledge was imparted through three days training to 40 respondents who scored low in the pre-test. (10 females and 10 males from each village) from 80 respondents that were selected at pre-exposure stage. Training covered various aspects of *Swachh Bharat* Mission which are as follows:

- ◆ General knowledge about SBM
- ◆ Open defecation

**Table 1:** Attitude scale

Statements	Favourable	Neutral	Unfavourable
Swachh Bharat Mission has lead to cleaner India			
Cleanliness is next to godliness			
Keeping house and surroundings clean is a symbol of good status and prestige			
Soakpits are best for waste water management			
Polyethene should be completely banned by government			
Flush Toilets should not be constructed because it leads to wastage of water			
Children learn hygiene practices (such as use of toilet and washing hands) from parents			
Children who practice hygiene and sanitation are healthier and participate actively in academic and co-curricular activities			
Construction of toilets in schools has lead to increase in attendance and decreases in girl dropout rates			
My participation in <i>Swachh Bharat</i> Mission will have no effect on the development of clean India			
Cleaning public places is as much as my duty as keeping my house clean			
Installation of dustbins at public places is a useful initiative			
Clean India will attract more tourists			
Municipalities need major upgrade for promotion and adoption of mission objectives			
Involvement of celebrities in SBM is just for publicity and nothing else			
Media is an important change agent for SBM			

- ♦ Solid waste management
- ♦ Water and sanitation
- ♦ *Swachh Bharat: Swachh Vidhyalaya* Campaign

Selected respondents for training were exposed to print (posters and leaflet) and electronic media (CD-ROM) already developed by the department of Extension Education & Communication Management, I.C. College of Home Science, C.C.S. HAU, Hisar, Haryana for imparting knowledge.

Paired T test was used to assess gain in knowledge and change in attitude of the respondents at pre and post exposure stages. Following formula was used:

$$t = \frac{\bar{X}_D}{\frac{S_D}{\sqrt{n}}}$$

Where,

\bar{X}_D = mean of differences

S_D = standard deviation

n = total number of values.

RESULTS

Information input pattern of respondents

Results of the current investigation reveal the information sources used by respondents for obtaining information about SBM.

It is evident from the table that friends (WMS = 3.04, Rank = I) were the major source of obtaining SBM related information, followed by husband/wife (WMS = 2.48, Rank = II), relatives (WMS = 1.12, Rank = III) and extension personnels (WMS = 0.85, Rank = IV) being the least utilized source.

In the group source category visits scored the highest rank (WMS = 1.86) for obtaining information followed by trainings (WMS = 1.72, Rank = II), demonstrations (WMS = 1.59 at Rank = III, events (WMS = 1.18, Rank=IV) and meetings scored the lowest rank (WMS = 1.68, Rank = V).

In the mass media channel category, televisions (WMS = 4.74, Rank = I) was the most utilized source for obtaining information followed by newspapers (WMS = 3.08) being at second position, exhibitions (WMS = 2.18, Rank = III), *melas* (WMS = 2.14, Rank = IV), magazines (WMS = 2.12, Rank = V), radio (WMS

**Table 2:** Information input pattern of respondents (N=100)

Sources	Always	Seldom	Never	WMS	Rank
1. Individual channel					
Friends	34(34.0)	34(34.0)	32(32.0)	3.04	I
Husband/wife	24(24.0)	28(28.0)	48(48.0)	2.48	II
Relatives	1(1.0)	8(8.0)	90(90.0)	1.12	III
Extension personnel	4(4.0)	15(15.0)	31(31.0)	0.85	IV
2. Group channel					
Visits	9(9.0)	41(41.0)	50(50.0)	1.86	I
Trainings	7(7.0)	37(37.0)	56(56.0)	1.72	II
Demonstrations	7(7.0)	26(26.0)	65(65.0)	1.59	III
Events	2(2.0)	8(8.0)	90(90.0)	1.18	IV
Meetings	6(6.0)	38(38.0)	56(56.0)	1.68	V
3. Mass media channel					
Television	73 (73.0)	9(9.0)	18(18.0)	4.74	I
Newspaper	39(39.0)	13(13.0)	48(48.0)	3.08	II
Exhibitions	14(14.0)	48(48.0)	38(38.0)	2.18	III
Melas	11(11.0)	59(59.0)	30(30.0)	2.14	IV
Magazine	17(17.0)	27(27.0)	56(56.0)	2.12	V
Radio	15(15.0)	5(5.0)	80(80.0)	1.80	VI
Pamphlets/ wall paintings	4(4.0)	10(10.0)	86(86.0)	1.18	VII

Table 3: Change in attitude of respondents regarding *Swachh Bharat* Mission

Categories	Females F(%) (n=40)		Males F(%) (n=40)		Total F(%) (N=40)	
	Pre	Post	Pre	Post	Pre	Post
Favorable	—	14(70.0)	—	12(60.0)	—	26(65.0)
Neutral	2(10.0)	1(5.0)	3(15.0)	3(15.0)	5(12.5)	4(10.0)
Unfavorable	18(90.0)	5(25.0)	17(85.0)	5(25.0)	35(60.5)	10(25.0)

= 1.80, Rank = VI) and pamphlets/ wall paintings (WMS = 1.18, Rank = VII).

Attitude of respondents towards *Swachh Bharat* Mission

The pre and post exposure attitude of the experimental and control group is depicted in table 2. It is evident from the table that at the pre-exposure stage majority of the respondents (i.e. 60.5%) had unfavorable attitude towards SBM. Only 12.5 percent had neutral and none of the respondents had favorable attitude towards SBM.

At post-exposure stage 65.0 percent, respondents had favorable attitude, 25.0 percent had unfavorable attitude and 10.0 percent respondents had neutral attitude towards *Swachh Bharat* Mission.

Study also revealed significant difference in the attitudinal mean scores of females as well as males.

The 't' value was 7.20* for females and 5.87* for the males at the post-exposure stage.

DISCUSSION

The current investigation revealed that 37.0 percent respondents had unfavorable attitude, 27.0 percent respondents had neutral stand and 26.0 percent respondents had favorable attitude towards the mission. A study conducted by Chundawat (2015) in three cities namely; Surat, Bharuch and Baroda is in contradiction with the findings of the current study which revealed that majority of the respondents had positive attitude towards SBA. This contradiction may be because of the difference in locality (urban and rural). A significant difference was found in pre and post-exposure mean scores of the respondents which revealed change in attitude of rural people towards *Swachh Bharat* Mission due to the training intervention.

Table 4: Overall comparison of pre and post-exposure attitude of respondents.

Aspect	Females (n=20)					Males (n=20)				
	Pre exposure mean	Post exposure mean	Difference of Means	S.D	“t” value	Pre exposure mean	Post exposure mean	Difference of Means	S.D	“t” value
Attitude	10.70	30.45	-19.75	4.20	7.20 *	13.20	27.40	-14.20	4.94	5.87 *

*Significant at 5% level.

CONCLUSION

It can be concluded that mission has been great welcome step towards achievement of overall cleanliness as compared to the programmes which were launched earlier by the government; the influence has resulted in elimination of open defecation, increased knowledge among the respondents about hygiene and sanitation practices. The need for awareness generation to bring about behavior change has been a success to some extent but more intense workshops and campaigns need to be organized to educate rural mass about improving their overall conditions.

People who had unfavorable attitude were imparted training and a significant change in their attitude was reported.

LIMITATION

The results of the study can only be generalized to rural population.

The scale used was same in pre training and post-training exposure, so the external threats such as maturation and history may have crept into the study.

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