



A STUDY ON COGNIZANCE OF SWACHH BHARAT MISSION IN THE SOCIETY

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1.1 Introduction

Health and hygiene are the most important elements for the overall human well-being and development. Hygiene and sanitation are among the most cost-effective public health interventions. Environmental sanitation even today is a major public health issue in India. Apart from causing mortality and morbidity and polluting water, poor sanitation in India has harmful effects on many aspects of human welfare: education, mobility, use of public space, life choices, and, ultimately, livelihoods, incomes, and general well-being. The contribution of sanitation to well-being includes such intensely personal and subjective, experiences and feelings as dignity, safety, convenience, comfort and status. It is evident that inadequate sanitation and poor hygienic practices lead to huge public health costs as well as environmental and other welfare impacts. Previous research has shown that in low-income countries, investments in sanitation reap a high benefit at least five times greater than the amount invested.

Better sanitation in the West during the 19th and early 20th centuries led to huge improvements in health long before the advent of vaccines and antibiotics, and researchers have long known that sanitation plays a crucial role in child mortality and malnutrition. The sanitation campaign in India has been implemented from time to time by different Governments to address the challenge of poor sanitation. But these programmes focused mainly on the building of latrines—the main metric for showing progress towards sanitation targets. Hence the recently launched campaign “Swachh Bharat Mission” is India’s biggest ever national level cleanliness drive post-independence.

1.1.1 Current sanitation scenario in India

India accounts for roughly a third of the world’s population without improved sanitation and two-thirds of the population practicing open defecation. An estimated 2.5 billion people have no access to improved sanitation. 71% of these people live in rural areas with more than 90% of them practicing open defecation. Percent of urban population without proper sanitation in India is 63%. As per the 2011 census, there is no drainage facility in 48.9% households, while 33% households have only open drainage system in India.

1.1.2 Burden of diseases due to poor sanitation in India

About 1.8 million people die every year from diarrheal diseases; 90% of these are children under 5 years, and most are in developing countries. Poor sanitation is associated with various infectious diseases, including diarrhea, soil transmitted helminth infection, trachoma, & schistosomiasis. Diarrhea accounts for the largest share of sanitation-related morbidity and mortality, causing an estimated 1.4 million deaths annually, including 19% of all deaths of children younger than 5 years in low-income settings. Furthermore, evidence has linked poor sanitation with stunting, environmental enteropathy, and impaired cognitive development— long-term disorders that aggravate poverty and slow economic development. Children are affected more than adults. The rampant spread of diseases inhibits children’s ability to absorb nutrients, stunting their growth. It is also attributed that a large part of India’s malnutrition burden is owing to the unhygienic environment in which children grow up. New research on malnutrition, which leads to childhood stunting, suggests that a root cause may be an abundance of human waste polluting soil and water, rather than a scarcity of food. India loses at least 1000 children a day to diarrhea deaths and the reason for these deaths is open defecation and lack of proper sanitation facilities.

1.1.3 Economic impact of poor sanitation

The economic impacts of poor sanitation have not been counted properly. Evidence suggests that all water and sanitation improvements are cost-beneficial in all developing world sub-regions. Poor sanitation impairs the health of Indians and consequently productivity losses. India’s sanitation deficit leads to losses worth roughly 6% of India’s gross domestic product (GDP), according to World Bank estimates, by raising the disease burden in the country .The Economics of Sanitation Initiative (ESI) study estimates that the total annual economic impact of inadequate sanitation in India amounted to a loss of `INR (Indian Rupees) 2.4trillion (\$53.8 billion) in 2006 amounting to per capita annual loss of ` INR 2,180 (\$48). These economic impacts were the equivalent of about 6.4 % of India’s gross domestic product (GDP) in 2006. The health-related economic impact of inadequate sanitation was INR 1.75 trillion (\$38.5 billion), which was 72 percent of the total impact. Urban and rural households in the poorest quintile bear the per capita economic losses of INR 1,699 (\$37.5) and INR 1,000 (\$22) due to inadequate sanitation respectively. It is also noteworthy that households in higher wealth quintiles also bear substantial impacts due to inadequate sanitation. The total economic impact was estimated to be 3 % of GDP in 2006



and an estimated future losses equivalent to 3.4% of 2006 GDP. In India, additional sanitation and hygiene (hand washing with soap) interventions in 2006 would have prevented 346,000 deaths and 338 million cases of diseases and saved at least 1.7 billion days of time lost in 2006. It is also estimated that up to INR 1.48 trillion (\$32.6 billion) of annual economic gains could result from a combination of sanitation and hygiene interventions.

1.2 Objectives of the Study

The following are the objectives of the study.

- To analyze the cognizance of “the clean India mission”.
- To make the society to understand the importance of “Swachh Bharat mission”
- To evaluate the current status of the “Swachh Bharat mission” in the society.

1.3 Scope of the Study

Cleanliness has become a necessity and forms apart of life. Therefore there is a significant scope to examine the awareness of cleanliness in the society. The study is held in Coimbatore district of Tamil Nadu, which has recently won the award of “CLEAN CITY” of India. Through the Swachh Bharat mission the society progress a good sanitation and the disease such as diarrhea, trachoma, health infection and other disease will be controlled in the society.

1.4 Methods of Data Collection

A sample of 120 respondents was chosen among various residing at Coimbatore. The sample respondent was selected on the basis of random sampling. The analysis was made on the basis of information provided by the respondents.

For collecting primary data, field survey techniques were undertaken in the study area. For the purpose of the study, Coimbatore city was selected and the data were collected as per the requirement.

First hand information pertaining to the awareness of Swachh Bharat mission in the society and the data were collected from the hundred and twenty respondent in the study area with the help of well- structured interview schedule.

1.5 Limitations of the Study

1. The study is restricted to the Coimbatore city only, if the study conducted in different cities the result may vary.
2. The responses of individuals may be different throughout the study.

1.3 Objectives of Swachh Bharat Abhiyan

This campaign aims to accomplish the vision of 'Clean India' by 2 October 2019, 150th birthday of Mahatma Gandhi and is expected to cost over crore62000 (US\$9.7 billion).The fund sharing between the Central Government and the State Government/ Urban Local Bodies (ULBs) is 75%:25%(90%:10% for North Eastern and special category states)The campaign was described as "beyond politics" and "inspired by patriotism".

- To eliminate open defecation
- Conversion of insanitary toilets to pour flush toilets
- To Eradicate manual scavenging
- 100% collection and scientific processing/disposal reuse/recycle of Municipal Solid Waste.
- To bring about a behavioural change in people regarding healthy sanitation practices
- To generate awareness among the citizens about sanitation and its linkages with public health
- To Strengthen urban local bodies to design, execute and operate systems
- To create enabling environment for private sector participation in Capital Expenditure and Operation & Maintenance (O&M) costs.

Table showing the Need of Swachh Bharat Mission in the Society.

Particulars	No. of Respondents	Percentage
Make the society clean	19	15
Prevent diseases	54	45
Control pollution	33	27
Control plastic	14	13
Total	120	100

Sources: Computed from the primary data.



Interpretation: The above table reveals that 45 percent of respondent responses to prevent disease, followed by 27 percent of the respondents responses to control pollution, followed 15 percent of the respondents responses to make society clean and only 13 percent of respondent responses to control plastics. Majority of the respondents responses the need of Swachh Bharat mission in the society is to prevent of diseases.

Table showing the Reason of Non implementation of Swachh Bharat.

Particulars	No. of Respondents	Percentage
Lack of proper source	79	65
Personal reason	17	15
Lack of interest	24	20
TOTAL	120	100

Source: Computed from primary data.

Interpretation: The above table reveals that 65 percent of respondents are responses lack of proper sources is the first reason for the non-implementation, followed by 20 percent respondents responses lack of interest is the second reason for the non implementation of Swachh Bharat mission and only 15percent of respondents are responses personal interest is the third reason for the non implementation of Swachh Bharat mission. Majority of the respondent's responses lack of proper source (65%) is the reason of non-implementation of SwachhBharat mission.

Table showing the Reason for the Non Awareness of Swachh Bharat in the Society.

Particulars	No. of Respondents	Percentage
Lack of public involvement	27	25
Lack in advertisement	15	13
Lack of interest	13	10
Lack of proper guidance	40	33
Lack in education	23	19
TOTAL	120	100

Source: Computed from primary data.

Interpretation: The above table reveals the causes of Non Awareness of Swachh Bharat Mission in the society. 33 percent of respondent responses lack of proper guidance, followed by that 25 percent of the respondents responses lack of public involvement is the second reason, 19 percent of the respondents responses lack in education is the third reason, followed by 13 percent of the respondents responses lack in advertisement and 10 percent of respondent response lack of interest is the reason for the non awareness of Swachh Bharat Mission.

Majority of the respondent's responses reason of non awareness of Swachh Bharat mission is due to lack of proper guidance (33%).

Conclusion

Swachh Bharat Abhiyan should not be mere re-branding exercise. There is no doubt about the fact that change begins at home. Every citizen of the country should be clean and have hygiene and think of progress rather than waiting for the Government to make this plan successful. Let us also hope that we can change the minds of the people and focus on the real issues and not just constructing toilets. Let us all pledge to make this mission a success...