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OPEN TOILET FREE –SWATCH BHARAT MISSION: A STUDY IN YADAGIRI DISTRICT

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ABSTRACT:

The Swachh Bharat Campaign is a massive mass movement which aims to make India a Swachh Bharat. Prime Minister Shri Narendra Modi exhorted people to fulfill Mahatma Gandhi's vision of Clean India. The Swachh Bharat Abhiyan is a massive movement that seeks to create a Clean India. Cleanliness was very close to Mahatma Gandhi's heart. Recently the same scheme is called as Swach Bharat Abhiyan from 2nd October 2014. While, Karnataka's rural areas sanitation coverage over the years have increased to 97 per cent from mere 37 per cent, the state's urban sanitation scenario remains in a bad shape, with coverage of only 50.84 per cent from 30 per cent in 2014. The present study try to find the role of media in creating awareness among the public especially in rural area and the how far it is success in that campaign. The is done through survey method by collecting the data.



KEYWORDS: Swachh Bharat Campaign , Swachh Bharat , Mahatma Gandhi's heart.

INTRODUCTION

The Swachh Bharat Campaign is a massive mass movement which aims to make India a Swachh Bharat. Prime Minister Shri Narendra Modi exhorted people to fulfill Mahatma Gandhi's vision of Clean India. The Swachh Bharat Abhiyan is a massive movement that seeks to create a Clean India. Cleanliness was very close to Mahatma Gandhi's heart. The campaign was officially launched on 2 October 2014 in New Delhi by the Prime Minister Narendra Modi sweeping a road in the Raj

Ghat.

Clean India campaign on October 2, Gandhi Jayanti ultimate source of power in the hands of the country's Prime Minister Narendra Modi himself holding a broom, clean, clean India campaign by giving people in the country. In most public areas, the garbage and trash can do nothing but hope for many people who are inevitably attached to them. A clean India would be the best tribute India could pay to Mahatma Gandhi on his 150 birth anniversary in 2019 Programmes which have been targeted to complete removal of open defecation, converting

unsanitary toilets into flush toilets, eradicating manual scavenging, bring behavioral changes among public, and solid waste management. In order to support rural area to build toilets, central government with state government initiated a scheme Nirmal Bharat Abhiyan under which by providing financial aid. This campaign is aimed to make rural areas free of open defecation, motivate people to maintain sanitation in rural areas, to motivate local working bodies Panchayati Raj Institutions, to make available the required sustainable sanitation facilities. In the view of achieving success

under this program the central government has initiated Nirmal Gram Puskar. October 2nd 2005 Government of Karnataka initiated this program., The Government of India restructured the Comprehensive Rural Sanitation Programme and launched the Total Sanitation Campaign (TSC) which was later (on 1 April 2012) renamed "Nirmal Bharat Abhiyan". Recently the same scheme is called as Swachh Bharat Abhiyan from 2nd October 2014.

While, Karnataka's rural areas sanitation coverage over the years have increased to 97 per cent from mere 37 per cent, the state's urban sanitation scenario remains in a bad shape, with coverage of only 50.84 per cent from 30 per cent in 2014.

Currently, 21,933 villages and 20 districts have attained the ODF Tag. The six districts that are behind the ODF targets are Raichur with sanitation coverage of 76.09 per cent, Vijayapur with 82.63 per cent, Bidar with 82.76 per cent, Yadgir with 92.60 per cent and Belagavi with 93 per cent sanitation coverage. Authorities have set the target of October 2, 2018, for achieving the coveted tag of ODF in its rural parts. On the other hand, state's urban areas that had the target to make Karnataka's small and medium cities ODF by October 2, 2017 and another 100 urban local bodies (ULBs) ODF by December 2017 are already behind the schedule. Till date, construction of over 2 lakh toilets, 6,000 community toilets have been achieved. And out of 277 urban local bodies 132 has been made free from open defecation. Major cities and corporation in the urban parts of the state such as Bengaluru, Hubli, to name a few still struggles to achieve the ODF tag. The authorities have now set October 2, 2018 as their new deadline.

OBJECTIVES

- To bring about an improvement in the general quality of life in the rural areas, by promoting cleanliness, hygiene and eliminating open defecation.
- Creating demand from people for clean environment
- To create awareness among all the households to have toilets and use it.
- Promoting personal, family and community cleanliness
- To cover schools and Anganwadi centre in the rural areas with proper sanitation facilities and undertake proactive promotion of hygiene education among students.
- To develop, wherever required, community managed sanitation systems focusing on scientific Solid & Liquid Waste Management systems for overall cleanliness in the rural areas.
- To accelerate sanitation coverage in rural areas to achieve the vision of Swachh Bharat. To motivate communities to adopt sustainable sanitation practices and facilities through awareness creation and health education.
- To encourage cost effective and appropriate technologies for ecologically safe and sustainable sanitation.
- To create significant positive impact on gender and promote social inclusion by improving sanitation especially in marginalized communities.

Under the Nirmala Bharat campaign, the government provides incentives to build toilets at home, school and community level. 4,700 to 3.50 lakhs incentives to build toilets.

Household Toilets : Rural families including small farmers, marginal farmers, scheduled caste and tribal families, disabled persons, landless laborers, women's head families, all rural households below the poverty line, who build and use such toilets, will be given 4700/- cash incentives under the Nirmala Bharat campaign. The Central Government, under the co-operation of Mahatma Gandhi Employment Guarantee Scheme, provides a daily wage of maximum Rs. 400/- for 26 working days. This will provide a total incentive of Rs. 10,100 for the construction of toilets for rural families. Apart from this for Sc and ST households 15000/- is allotted.

Progress detail of the construction of toilets in Yadgir district

Compared to other districts of the state, Yadagiri district has slowed down the construction of toilets. So in June last year, Yadagiri was decided to make the plain toilet free district by October 2, 2019. To this end, the "Toilet War" program was undertaken and the construction of toilets across the district was undertaken.

Annual progress of all 519 villages in 2013, Gram Panchayats covering 3 taluks across the district from the Yadagiri District. Only 14.05 per cent of households had toilets in 2014-15, compared to 19.11 per cent in 2015-16 and 25.13 per cent in 2016-17. The current level has touched an all-time high of 34.21 per cent. The current Yadagiri district's toilets are projected to reach 92.60 per cent in 2018.

LITERATURE REVIEW

M. C. Behera's "The Human Factor in Rural Development" is a study of globalization and rural development. Ever since rural development emerged as an independent field of inquiry in the 1950s, it has been subjected to many changes in emphasis and ideology. These changing perspectives have resulted in shifts in policies and programmes and have influenced the international discourse on rural development. The recently initiated process of globalisation has brought in its wake yet more rethinking on the most appropriate approach to rural development. Conceived against this background, this volume examines the impact of the changing paradigm of rural development on poverty alleviation, equity, gender, food security, employment and sustainability. The volume's major concern is: Can the goals of rural development be achieved in a globalised world?

The central argument is that the new paradigm of rural development reflects the core-periphery dichotomy, in which the core imposes on the periphery—in a top down approach—in all major interventions. As a result, maintain the contributors, the new paradigm is ridden with limitations in addressing the highly differentiated needs and contexts of rural development both in developing and developed countries.

N. Kannan, Mohammed Abdullakareem, Shinnakatha in their book, "The Changing Face of Rural India", rural development has been among the most critical components of the official discourse on social and economic change during the post independence period in India. More than six decades later nearly 70% of India's Population continues to be rural. The rural areas have also been undergoing social change. The gradual spread of education, particularly among the relatively better off section of the rural population, has spurred newer aspiration. Rural India today is thus a complex and rapidly changing reality and needs constant engagement an study by social scientists policymakers.

KR Gupta's Rural Development in India, the book contains articles from erudite scholars and experts in the field of rural development, who have deeply analysed the pertinent issues and made valuable suggestions thereon. It throw light on Poverty remains a major issue with our huge population living in rural areas, particularly in BIMARU states of Bihar, Jharkhand, Madhya Pradesh, Chhattisgarh, Rajasthan and Uttar Pradesh. In addition to low income, problems of violent conflicts, food insecurity, illiteracy, ill health, unemployment, gender inequality, unhygienic living, etc. are various aspects of rural society. It is therefore necessary to analyse the prevailing conditions and draw strategies for rural development to make the country's growth broadbased. The authors focus on issues such as Raj institutions, agricultural activities in barren lands in India, rural financial institutions and the challenges of change.

PURPOSE OF THE STUDY

- To know whether Swach Bharat Abhiyan program is effective in making rural areas open toilet free.
- To study the role of media in informing rural populace about Swach Bharat AAbhiyan
- To understand whether rural populace is benefited by Swach Bharat Abhiyan program
- To examine the kind of media is more effective in reaching the rural populace about Swach Bharat Abhiyan Program.

RESEARCH METHODOLOGY:

The present study has been conducted through survey method. It's more of qualitative study. The data has been collected using close ended questionnaire by 400 samples in Yadagiri district. The data has been computed and an appropriate statistics is applied to analyze the study.

Data Analysis:**Table 1: Gender wise distribution**

| Gender | Respondents | Percentage |
|--------|-------------|------------|
| Female | 127 | 31.75 |
| Male | 273 | 68.25 |

The above table shows that there are 273 male respondents and that is 68.25% and 127 female respondents that is 31.75%. This shows that male respondents are more in number.

Table 2 Age wise distribution of respondents

| Age | Respondents | Percentage |
|--------------|-------------|------------|
| 21-30 | 36 | 9 |
| 31-40 | 96 | 24 |
| 41-50 | 176 | 44 |
| 50 and above | 92 | 23 |

The above table represents that age wise distribution of respondents. There is 9% of respondents are in the age group of 21 to 30 years. 24% are in the age group of 31 to 40 years. While only 23% of them are in 50 and above. But the majority of the respondents are in the age group of 41 to 50 years that is 44%.

Table 3 Education wise Respondents

| Education | Respondents | Percentage |
|---------------------|-------------|------------|
| illiterate | 214 | 53.5 |
| Primary Education | 22 | 5.5 |
| Secondary Education | 130 | 32.5 |
| PUC | 26 | 6.5 |
| Degree | 8 | 2 |
| Post Graduation | 0 | 0 |

The above table signifies that when look into the education wise there is majority of the respondents are illiterate that is 53.5%, then comes the 32.5% have primary education.

Table 4 Job wise Respondents

| Job Profile | Respondents | Frequency |
|----------------|-------------|-----------|
| Farmers | 122 | 30.5 |
| Laborers | 214 | 53.5 |
| Students | 22 | 5.5 |
| Unemployment's | 34 | 8.5 |
| Self Employed | 8 | 2 |
| Others | - | - |

The above table implements that majority are that is 53.5% are laborers, then comes the farmers that is 30.5% and 8.5% are unemployment's.

Table: 5 Responses about Aware of Swach Bharat Abhiyan

| District | Yes | No |
|----------|------|------|
| Yadagiri | 73.5 | 26.5 |

The above table represents the awareness about the Swach Bharat Abhiyan program among the rural populace. It shows that majority of respondents from Yadagiri district that is 73.5% have said that they know about the program and 26.5% said that they have not heard about it.

Table: 6 Responses on kind of Media role in creating awareness about Swach Bharat Abhiyan Program

| Districts | Radio | Newspaper | TV | Internet | Pamphlets & Outdoor Advertisements | Others. |
|-----------|-------|-----------|------|----------|------------------------------------|---------|
| Yadagiri | 4.7 | 14.7 | 49.7 | 4.7 | 16.3 | 89.3 |

The above table shows that media has played a major role in the reaching the audience about Swach Bharat Abhiyan. It implies that TV have played major role that is 49.7%, Newspaper 14.7%, Internet and radio share the same percentage 4.7%, whereas 16.3% through pamphlets and outdoor advertisements.

Table: 7 Responses on the kind of medium able to create awareness about program among the public.

| Districts | Print Media | Electronic Media | Extended Communication | New Media and Social Media |
|-----------|-------------|------------------|------------------------|----------------------------|
| Yadagiri | 16.0 | 87.3 | 43.3 | 6.0 |

The above table shows the kind of communication medium able to reach the program to public. Its represents that 16% of print media and 6% of New Media and Social Media have been able to reach public. But majority Electronic media that are 87.3% have been able to create awareness and reach large number of audience about the Swach Bharat Abhiyan Program. Apart from these media Extended communication that is 43.3% have contribute to create awareness among public about the program.

Table: 8 Responses on beneficiary of Swach Bharat Abhiyan program

| District | Yes | NO |
|----------|------|------|
| Yadagiri | 38.7 | 61.3 |

According the above table shows that only 38.7% of the respondents have been beneficiary by the program of Swach Bharat Abhiyan. This shows that still the program have been able to reach the large number of population.

CONCLUSION

The media has the capacity to spread and make widespread awareness about cleanliness and its advantages and provide the right ambience for behaviour modifications. Of course, interpersonal communication is more effective in changing the behaviour of the target population so as to prevent them becoming vulnerable to infection. Mass media can make a topic popular, fashionable or worthy of attention.

Media plays a crucial role in our society by determining what issues the public should think and worry about and push the government to mould the policies accordingly. It is assumed that the more the media attention an issue attracts, the greater will be the importance assigned to it. Media not only keeps the people abreast of the latest development in different sphere of life but also build opinion on important issues by informing and educating the people. In other words, media has iron grip on the

imagination as well as thinking faculties of society. Media is so much embedded in our lives that some scholars suggest that the “Public may not know how deep the interlocking media reach into every phase of our lives, our reading, our viewing, our entertainment, our politics and our education” (Klotzer, 2007, p.28).

There is no doubt that cleanliness is very important in our life as well as for the nation. Huge population are dying daily just because of diseases caused due to the lack of information and knowledge about cleanliness issues, health and hygiene, environmental issues etc. The main objective of a sanitation is to protect and promote human health by providing a clean environment and breaking the cycle of diseases.

Media has played an active role in taking the campaign to the door steps of the people from the urban to the rural areas. Newspapers, because of their wider presence, play a lead role in spreading awareness of sanitation to involve every individual from each sector of the society. Newspapers give knowledge about diseases which spreads due to lack of sanitation and moreover informs people regularly about the ranking of the Swachh States. The people must be the change they want to see. Every citizen of the country should take it upon himself/herself to make this campaign a success rather than waiting for the govt. to do

If you look at the above data *analysis*, the Clean India Campaign is a useful tool for people. This proposal is very effective in building an open toilet free India. India is set to make India clean and green by 2019. As the saying goes, "Wherever there is a God, there is a Will," which will create a clean and beautiful India by 2019, is on every Indian. The media is doing well to deliver this proposal to the rural masses.

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