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IMPACT OF SWATCH BHARAT ABHIYAN IN CREATING ENVIRONMENTAL SUSTAINABILITY AWARENESS AMONG THE RURAL DWELLERS OF BARAK VALLEY.

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Abstract

In order to accelerate the efforts for achieving universal sanitation coverage and for focusing on sanitation, the Prime Minister of India launched the Swachh Bharat Mission on 2nd October, 2014. The Secretary, Ministry of Drinking Water and Sanitation (MDWS) was assigned as the Mission Coordinator, with two Sub-Missions, being the Swachh Bharat Mission (Gramin) and the Swachh Bharat Mission (Urban), whereby to attain Swachh Bharat by 2019, as a fitting tribute to the 150th Birth Anniversary of Mahatma Gandhi, which in rural areas shall mean improving the levels of cleanliness in rural areas by managing Liquid and Solid Waste also and making the rural areas Open Defecation Free (ODF), clean and sanitized.

In the present world we witness various issues of environmental degradation like climate change, deforestation, and pollution, where it becomes essential to disseminate information and knowledge that gives awareness and motivates behavioral change and which eventually fosters a sustainable mind-set for the people. Effective Communication strategies are the key to disseminating important information and spreading awareness related to environmental sustainability to foster a sustainable mind-set. There are various media channels, newspapers, and radio stations who directly or indirectly affect human life. It has been observed that the media devotes their space for environmental issues, campaigns and various other activities for the welfare of mankind.

This paper attempts to understand the impact of communication strategies used in Swachh Bharat Abhiyan for the successful implementation of the campaigns and to spread Environment sustainability awareness among the rural dwellers of Barak Valley. This paper analyses the role

of the various media platforms, as a key player in the campaign, in taking the message to the people, and impact of the campaign on the public attitude towards cleanliness. The researcher will do field visit and Interview as a tool of data collection to analyse the impact of different media platforms for spreading awareness of the campaign of Swatch Bharat Abhiyan in Assam.

Key Words: Swachh Bharat Abhiyan, Environmental Sustainability, sustainable development campaign, Communication strategy.

Introduction

The Central Rural Sanitation Programme (CRSP) was initiated by the government of India in 1986 with the intention of making overall living conditions of the rural people better and at the same time giving privacy and dignity to women. Financial support were given to the Below Poverty Line people for construction and usage of individual household latrines (IHHL). The Nirmal Bharat Abhiyan, the successor programme of TSC, was launched. The moto was to accelerate the sanitation coverage in the rural areas. Nirmal Bharat Abhiyan aimed to create Nirmal Gram panchayat. Environmental degradation is one big issue for all the nations. There are a lot of people suffering with the diseases that are rapidly occurring because of the negligence of our environment. There is no part of the world where the ecosystem is pure as it was. (Arcury, 1990, p 32). This degrading quality of Natural resources has affected the quality of life negatively. As a consequence of which people are suffering with number of serious health issues (Cutter, S, 1996, p 157). Thus, it becomes necessary to investigate the worldly environmental issues related to pollution.

Emphasis should be given on what is being done on a global level, and what we can do within our community. Under this scenario, media is questioned about its role, but what is the need of time? The need is to give the Media and social/community welfare boosted an environment conservation movement.

Objectives

- i. To examine the various media platforms used for the awareness of Swatch Bharat Abhiyan in Barak Valley.
- ii. To study the use of communication strategies for awareness of environment sustainability.

- iii. To study the changes of human behaviour of the rural dwellers of Barak Valley towards sustainable after being exposed to the SBA campaign.

Methodology

The researcher has chosen a qualitative research method and structured interview was the tool of data collection for the study. The researcher has done field visit and a sample of 100 respondents has been chosen through convenient sampling. The data has been collected from respondents of 18 years to 65 years of age group.

Research Gap:

Though Swatch Bhrat Abhiyan is a successful campaign, but there is a scope for research on the effectiveness of communication strategies and media platforms in regional context particularly in Barak Valle. The cultural, linguistic and geographical diversity makes it challenging to the dissemination information regarding environmental awareness.

Theoretical frameworks

- **The diffusion of innovation and**
- **Cultivation theory.**

The diffusion of innovation explains how new ideas, technologies, or practices spread within a society or social system over time. It focuses on the process by which an innovation is communicated, adopted, and accepted by individuals or groups.

Cultivation theory is a media theory that examines the long-term effects of television on viewers' perceptions of reality. It posits that consistent and repetitive exposure to media, particularly television, can shape how individuals perceive the real world.

Role of Media in Environmental Awareness.

The imbalance has been brought about through rapid growth of urbanization and industrialization. In order to get development of the country people are greedily exploiting the natural resources indiscriminately. The careless lifestyles of the upper class people is effecting the rest of the work and is like a burden on the others who are actually least responsible for environmental degradation. The changed lifestyle and increased Utilization of natural resources is also another major reason behind the increased pollution. (BK. Jindal, et. al., 1997, p 292). The word environment is directly associated with the health of living beings. Water and air both are

acknowledged as the most sacred sources of life on the earth. In India people has been worshiping plants and water as their deities. In Indian scripture, Earth is considered as goddess mother. Water is acknowledged as a life saviour. Healthy environment also comes under the basic human right of the people under Article-21. A clean environment is considered as a symbol of prosperous life. But these days the environment is contaminated with pollution. Natural eco-balance is disturbed. Polluted environmental conditions lead to adverse conditions of life. As an outcome, it is merely the story of suffering since society are being suffered with a low quality of life. Environmental pollution is considered to be one of the challenges for achieving sustainable growth of developing, developed and underdeveloped societies. So many scholars felt that rapid population growth, urbanization, and industrialization adversely affected the environment layer. Thus, environmental concerns are regarded as a high priority agenda of the government, nongovernmental organizations, corporate and community (Ernest, J, 1993, p 07). The social and cultural condition of the environment has been considered of utmost importance for the welfare of human life (Ernest, J. 1993, p 33).

Future generations may not be aware with the threat. Environmental degradation has posed a threat to the lives of many people (Dryzek, J.S, 2005, p 13). The increased economic development and a rapidly growing population which took the country from 300 million populations in 1947 to more than 1.25 billion populations have put strain on the environment and natural resources of our country.

Modern environmentalists stretch their concerns as drawn round about to all areas of human knowledge, including humanities, social sciences, and the physical sciences. It has the strongest roots in the study of ecology (Rakesh K, Singh, 2011, p 24).

Environmental Sustainability and Impact of Indian Traditions and customs.

India is the second-most-populous country and the world's largest democratic country. Because of large size and population density, environmental care always chokes in the balance in India. It frequently tends to bring together social and environmental justice. India has diverse, ancient customs for cooperative people. However, these traditions were dislodged by five hundred years of colonial regulation. Now, it is challenged by globalization and market forces. There has to be a conservation of the resources for peaceful living of the human race as

well as other life on earth. The Hindu philosophical thought lays down In front of man that his body is composed of five elements of nature known as (Panch Tatva) air, water, fire, earth, and the sky. It is also believed that man's body is manufactured by all those elements of nature. From the beginning of human life most of the Hindu religious scripts; Vedas, Puranas, Upanishad worshipped the nature. These holy books give the message for the protection of nature. Nature was worshipped as goddess. Vedas and Puranas were called for the preservation of natural resources in their own ways. In Bhagwat Gita water is considered as most sacred part of life. Manu Samriti also considered water as creator, it is the main source of life on the earth. In Manu Samriti, it is mentioned that water contamination by urine, stool or coughing, un-pious objects, blood and poison is also an ethical prohibition (Tiwari, 1989, p. 31). The Ganga, The Yamuna and The Saraswati three were considered Goddess. These sacred rivers not only had the disinfect ability but self- purifying too. They religious importance of environment as per the Hindu philosophy believes in 'Vasudhaiv Katumbakam', all the living beings of the world as the member of a family (Diwedi, 1997, p.17). Into his another major According to scholar O. P. Dwivedi (2002), most Hindu philosophy believes that individual souls of all beings are in the nature of universal soul; because of its doctrine of reincarnation. (p. 6).

An Overview of Swachh Bharat Abhiyan in India.

Swachh Bharat Abhiyan was an initiative undertaken by the Prime Minister, Narendra Modi on 2nd Oct.2014, as a nationwide cleanliness campaign on the birthday of Mahatma Gandhi. It was designed to be a mass movement to clean India up by 2019. For this purpose, the prime minister nominated nine celebrities to make this campaign a mass movement, and encouraged them to nominate nine more people each to enable the initiative to go viral and transform the move into a national mission. The people were to be approached to spend 100 hours each year on cleanliness in their surroundings or elsewhere so that it became a real success campaign. Estimated requirement of fund of Rs.38,000 crores for setting up of waste treatment facilities all over the country. Centre was supposed to contribute 20% (Rs.7600 Crores), one-third by the states and the remaining by the private sector. To trace the historical roots of the campaign, the government of India launched Nirmal Bharat Abhiyan in 1999 which intended for the universal household coverage of sanitation by 2012. It was an integral part of the Total Sanitation Launched in 1991. The main objective of the campaign was to making India clean, by eliminating the practice of open defecation, building up of toilets for all

households, providing running water supply and treating of solid and liquid wastes in a proper manner. This drive also includes cleaning of roads, pavements and clearing of encroachment in unauthorized areas. Above all, the project aims at creating an awareness among people to develop a need for proper sanitation and hygiene facility. Urban sub-mission of the campaign, popularly known as the Swachh Bharat mission of urban areas, aims to cover almost 1.04 crores households so that they may be provided with public toilets numbering 2.6 lakhs and also community toilets numbering 2.5 lakhs along with the management of solid wastes in every town. Gramin Swachh Bharat Mission earlier known as Nirmal Bharat Abhiyan is the mission for making rural areas Open-defecation free till 2019, for which the cost has been estimated to be one lakh thirty four thousand crores of rupees for constructing approximately 11 crore 11 lakh toilets in the country. One of the important dimensions of the campaign is a plan of converting waste into bio-fertilizer and other forms of useful energy, to be used in agriculture. Implementation Policies and Mechanisms for the program involve three important phases like the planning phase, the implementation phase, and the sustainability phase. This mission targets to solve the sanitation problems along with better waste management all over India by creating sanitation facilities for everyone.

Swachh Bharat Mission – Gramin has brought a sense of ownership to people in the sanitation sector. Now, citizens are taking part and getting involved in cleanliness activities across the country. In doing so, their dream of a 'Clean India' once visualized by Mahatma Gandhi is beginning to take shape.

Citizens from all walks of life came forward and joined this mass movement of cleanliness, from officials of government offices to jawans, from Bollywood actors to the sports persons, industrialists to spiritual gurus, all have lined up for the noble work. Many people from across the country has participated in the cleanliness initiatives of the government, NGOs, and local community centres to make India clean. The frequent cleanliness campaigns to spread awareness about hygiene through plays and music are also being carried out all across the nation widely. Many celebrities also came forward and joined the initiative. The Chief Minister of Assam has given the vision of Open Defecation Free Assam within 2017. The State SBM-G Mission has given some plans to achieve the Goal set by the Hon'ble Chief Minister. The thrust area through which Swachh Bharat Mission is to be achieved is the community participation. The major concern in this process is that of community participation, attaining almost 25 lakh families of the state, from among the many activities related to community participation.

Data Collection and Analysis

a) Age group

18-28	25
Percentage	25%
29-39	36
Percentage	36%
40-50	27
Percentage	27%
50 above	12
Percentage	12%

The respondents of the survey were from all age groups where 25% are from 18-29 years, 36% from 29-39 years, 27% from 40-50 years and 12% from 50 years and above.

b) Gender

Male	73
Percentage	73%
Female	27
Percentage	27%

73% of the respondents are Male and 27% are female.

c) Occupation

Job	23
Percentage	23%
Homemaker	20
Percentage	20%
Business	41
Percentage	41%
student	16
Percentage	16%

23% respondents were working professionals in job and 20% were homemakers. 41% respondents were doing business, 16% were students.

d) Educational Qualification

5th pass	7
Percentage	7%
10th pass	19
Percentage	19%
12th pass	45
Percentage	45%
Graduate	29
Percentage	29%

The education qualification of all the respondents were like, 7% being 5th Pass and 19%being 10th pass, 45% being 12th pass and 29% being graduated.

1. Do you understand what Swatch Bharat Abhiyan is?

Yes	89
Percentage	89%
No	11
Percentage	11%

89% of the respondents said yes they have heard of the campaign, and 11% said no.

2. from where you got to know about SBA?

Television	27
Percentage	27%
News paper	16
Percentage	16%
Social Media	34
Percentage	34%
Traditional media	14
Percentage	14%
Neighbour/Friends/Family	9
Percentage	9%

27% of the respondents came to know about SBA through Television, 16% through News-

papers, 34% through social media, 14% through Traditional media, 9% through Friends.

3. Can you recall the Tag line of SBA?

Ek Kadm Swatchhta ki ore	57
percentage	57%
Sabka dakam Swatchhata ki ore	17
percentage	17%
Pehla kadam Swchhat ki or	26
percentage	26%

57 % of the respondents could rightly identify the tagline of the SBA.

4. Do you understand the main moto of SBA?

Yes	78
Percentage	78%
No	22
Percentage	22%

78% of the respondents have agreed that they understand the main moto of SBA.

5. Do you think local dialect has taken an important part in spreading the awareness of SBA?

Yes	62
percentage	62%
No	38
percentage	38%

62% said yes local dialect plays an important role in spreading awareness regarding SBA

6. Do you think the campaign of SBA has any positive impact on the people of Barak Valley regarding sanitation?

Strongly agree	23
Percentage	23%
Agree	35

Percentage	35%
Neutral	15
Percentage	15%
Strongly Disagree	10
Percentage	10%
Disagree	17
Percentage	17%

23% said they strongly agree that the campaign of SBA has positive impact on the people of Barak Valley, 35% said they agree, 15% are neutral, 10% strongly disagree and 17% disagree with the statement.

7. Do you have toilet installed in your house?

Yes	91
percentage	91%
No	9
percentage	9%

91% said yes they use toilet in their home, 9% said no.

8. Do you through garbage in dustbin?

Always	49
Percentage	49%
Most of the times	34
Percentage	34%
Rarely	12
Percentage	12%
Never	5
Percentage	5%

49% of the respondents said they always use dustbin to through garbage, 5% said they never use dustbin, 12% uses rarely and 34%use most of the times.

9. Do you use Blue and green dustbin separately for garbage disposition in your house?

Yes	41
percentage	41%
No	59
percentage	59%

41% of the respondents said that they use blue and green dustbin separately and 59% of them said no.

10. Is there place near your house like drain that garbage is dumped and kept unattended for a long time?

Yes	56
percentage	56%
No	44
percentage	44%

56% of the respondents said that there are garbage dumped near drains and vacant places near their home that is unattended for a long time, 44% said no.

Result and Discussions

Swachh Bharat Abhiyaan is, without doubt, the most popular abhiyaan undertaken by the Government. It is the mass movement that seeks all the people to come forward and to join hands for cleanliness. It is not merely about toilets and waste management but it also deals with this change in attitudes and mindsets of the masses. The government has been taking those initiatives that help bring about a behaviour change so that one can achieve the objectives of SBA. According to the respondents 89% said yes they know about this abhiyaan. This shows that campaigns are able to get attention of masses. The majority of respondents came to know about the campaign through media. The tag-line of the mission is very famous and majority was able to recognize the tagline of SBA. Most of the respondent on questions related to toilets and use of toilets said that toilets are installed in their home and they use toilets. Another characteristic of SBA is waste management but most of the respondents said that they always use dustbins but do not make segregation between blue and green dust bins, 56% of the respondents said that people are dumping their waste near drain and vacant places and the garbage is lying unattended for days. Most of the respondents also agreed that local dialect

played an important role in speeding awareness in the rural areas regarding SBA. It is also observed that although the mass media is able to fasten the awareness about cleanliness and hygiene, yet there are some issues still lingering on regarding waste management for attaining environmental sustainability as a whole. Though many NGOs and private organizations, companies, MNCs, educational institutes have launched Swachhta campaigns in form of rallies and awareness drive. But one thing is for sure the efforts need to be focussed for the long term. It is a continuous process and one day rally or campaigns are not sufficient enough to bring changes on the people.

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