



BEHAVIOUR CHANGE COMMUNICATION: SWACHH BHARAT AND SANITATION-A QUALITATIVE STUDY IN TELANGANA

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Abstract:

Exploring the perspectives of a specific individual on a predetermined subject can be done in an efficient and targeted manner through the use of qualitative research. Qualitative data are what have been gathered from the information that has been gathered. Researchers are able to get in-depth insights into the ideas, feelings, and experiences of participants by collecting this type of data through methods such as interviews, observations, and focus groups. Researchers are able to gain new insights and a better understanding of the factors that lie behind the surface of particular attitudes and behaviours by conducting an analysis of qualitative data. The study is an attempt to critically and qualitatively analyse the impact of media intervention among rural People towards sanitation. In this study, Researcher has adopted the Focus group discussion and observation as to collect qualitative data. The researcher has prepared list of leading questions to enable participative group discussion in-depth interviews use to qualitatively extract valuable information and opinions.

Key words: Mass Media utilization, Behaviour Change, Communication, Sanitation, Rural people, Open defecation, Service Advertisements.

Introduction

The planned use of communication techniques, activities and media gives people powerful tools both to experience change and actually to guide it. An intensified exchange of ideas among all sectors of society can lead to the greater involvement of people in a common cause. This is a fundamental requirement for appropriate and sustainable development. Man-kind socio-cultural processes rely on the use of communication mechanisms.

Open defecation is the human practice of defecating outside rather than into a toilet. People may choose fields, bushes, forests, ditches, streets, canals, or other open space for defecation. They do so either because they do not have a toilet readily accessible or due to traditional cultural practices. The practice is common where sanitation infrastructure and services are not available. Even if toilets are available, behavior change efforts may still be needed to promote the use of toilets. "Open defecation free" (ODF) is a term used to describe communities that have shifted to using toilets instead of open defecation. This can happen, for example, after community-led total sanitation programs have been implemented.

Sanitation systems play a critical role in keeping up the environmental balance. Improper sanitation and open defecation not only affects the health of the individual but also negatively affects the environment in which one lives. Safe water supplies and environmental sanitation are vital for protecting the environment, improving health and alleviating poverty. Disease, drudgery and millions of deaths every year are directly attributable to the lack of these essential services.

The media has a key role in setting the mission, and bringing it to every part of the country. Compared to the previous cleanliness drive, the Ministry of Social Justice and Empowerment puts greater focus on the dissemination of knowledge relevant to the Swachh Bharat Mission because of its limited effect on the general population. Prior to the revision of the IEC strategy, the IEC prepared a strategic plan for information promotion and dissemination. On some stage, they have arrived at their intended destination.

Mass media are an important medium to communicate effectively with a large number of people by leaving them with a powerful image. It is ideal for delivering a simple, clear and focused message. Modernization has converted media into an indispensable feature of human activity (Paul et al., 2013).

In the year of 2020 that saw the entire world battle the COVID-19 virus caused pandemic that killed lakhs of people, infecting crores of them and inducing fear of the unknown in all. Hygiene and cleanliness rose to such global importance that even human survival began to depend on them. Access to soap and water along with social distancing became as critical as life-saving drugs, in the absence of any known vaccine to prevent contracting such an infectious and deadly disease. In the midst of this, the plight of an average slum dweller in India was highlighted many a times, who lived in such close proximity to others that social distancing was

practically impossible to achieve. Besides, the deprivations in access to means of hygiene were such that frequent hand washing to ward off germs was more akin to a dream.

Statement of the Problem

The present study is entitled as “**Behaviour Change Communication: Swachh Bharat And Sanitation-A Qualitative Study In Telangana**”

Objectives of the study

1. To identify the sources of information on sanitation.
2. To identify the source which influences most on sanitation / Open Defecation issues.
3. To analyse the extent of utilization of sanitation programmes by rural people and application of sanitation information.

Method of the study

An exploratory study using qualitative methods was conducted with the rural people of Sangareddy district in Telangana state. The total population of 329295 for this particular study consisted of six mandals from three revenue divisions of the Sangareddy district. Out of the total population, the researcher has chosen 720 respondents for this study. Methods used were focus group discussions (FGDs), observations of latrines, and in-depth interviews about communication and behavioural change through media usage. Participants in FGDs and interviews were selected through purposive sampling based on gender, age, latrine type, and location. FGDs were held with frontline sanitation programme staff and community members to discuss, with gender, latrine type, and age group being discussed separately. In-depth interviews with individual households were conducted to further explore the communication and behavioural changes around sanitation through media usage, exploring issues related to latrine ownership, use, and maintenance, and to gain insights on how media could be further leveraged for better sanitation outcomes.

Data Presentation and Analysis

Sanitation Scenario in Telangana

The Telangana Government has given emphasis for providing sanitation facilities to the rural community of the state in line with SBMG. Water Supply and Sanitation Access to water is critical for human development and economic growth. Augmenting water resources has been a policy priority of the state right from its formation. The Government focuses on ensuring timely access to water for agriculture, potable water to the households and adequate water supply to the industrial sector Sanitation services are as important as water supply given its multiple implications on health, environment and safety. The Government of Telangana considers sanitation as a priority area through the sanitation components of Palle Pragathi and Pattana Pragathi. The Government also implements Swachh Telangana in line with the Swachh Bharat Mission.

Place of Open Defecation

One major problem in villages is the lack of sanitation facilities. In these villages there are very few households with toilets at home. Thus these villagers are left without any option except to defecate in the open. Place of defecation is an important aspect of the study as it is associated with the vulnerabilities of the respondents, risks to sexual abuse or violence besides its overall impact on the health

Where are you doing your open defecation?

The locations of Open Defecation were determined through the utilization of focus group discussions and in-depth interviews with the respondents. A significant proportion of individuals residing in rural areas (60.92%) engage in open defecation, typically opting to do so in close proximity to bushes. This is closely followed by more than half of the people who participated in the survey (57.30%) who express a preference for defecating on agricultural land. Additionally, a considerable number of respondents (43.4%) choose waste disposal sites as their preferred location for defecation, while a smaller percentage (3.3%) choose water bodies or river banks. A total of 2.3% of the survey participants engage in open defecation along roadways. These findings highlight the lack of proper sanitation facilities and infrastructure in the surveyed area, leading to people resorting to alternative options for defecation. It is crucial for authorities to address this issue by providing accessible and hygienic toilets, especially in rural areas where agricultural land and waste disposal sites are commonly used as makeshift toilets. Additionally, promoting awareness about the importance of proper waste management and its impact on water bodies is essential to discourage open defecation near rivers and lakes.

Open defecation has been proved to be a health threat, yet many defecate openly. The practice of OD gives rise to serious repercussions such as the transmission of pathogens from animal/human faecal material to the human body when defecated in places such as waste disposal site and fear of getting bit by snakes behind the bushes. OD not only contaminates water bodies impacting our health but also degrades the environment.

What are the Reasons for Practicing Open Defecation?

In order to ascertain the underlying purpose behind the practice of open defecation, we have devised an open-ended inquiry supplemented with an additional response choice. This approach allows for the inclusion of responses that may not align with the provided options, facilitating their categorization accordingly. According to the research results, 8.1% of the respondents perceive the act of defecating outdoors as a distinct and autonomous outdoor pursuit. Approximately 69.9% of the population exhibits a consistent pattern of engaging in outdoor activities, without perceiving a need for an alternative that would provide them with a comparable level of comfort. A total of 4.4% of respondents expressed the belief that having a toilet within their residence is unclean and causes feelings of suffocation. A total of 2.9 percent of respondents indicated that they do not have a water connection established, resulting in the need to manually fill water for every usage. This situation poses significant challenges and burdens mostly on the female members of the family. A total of 5.9% of respondents

indicated that toilets are solely intended for emergency usage, particularly during the rainy season or exclusively for the use of women and young girls inside the household. This limited access to toilets can lead to unhygienic conditions and increased health risks for the entire household. Additionally, the lack of proper sanitation facilities can also contribute to the spread of diseases within the community.

Knowledge on Open Defecation

The knowledge test scores of respondents on various facts about sanitation and Open Defecation (OD). According to the analysis of observation, a great majority of the rural People equally know that there is a facility to avail subsidy to build toilets at home and the subsidy is provided by the government (98.88%), 96.94 percent know that OD leads to diseases such as vomiting, dysentery and stomach worms, 95.55 percent know that lack of sanitation facilities impact girls education negatively, followed by 93.91 percent of the rural People who know that OD is unhealthy, OD leads to negative effects such as malnutrition and underdevelopment (91.02%), with increase in OD, mother and infant mortality rate also increases (89.30%), OD contaminates water and air (85.47%), 66.80 percent agree that OD is not a unemployment issue, 64.14 percent know that bad effects of OD will be maximum in places with very high population, 62.92 percent know how to wash hands correctly, 55.39 percent concur that OD does not lead to TB and only 38.75 percent have the knowledge that right to sanitation and clean drinking water is a universal human right.

Information usage by the newspaper readers on different factors related to sanitation

- 1 Does the information on sanitation provided interests you?
- 2 To what level are you getting information on sanitation?
- 3 Can you relate to the information on sanitation provided?
- 4 Are you getting information on the importance of building toilets?
- 5 Are you getting information on the bad effects of Open Defecation?
- 6 To what extent are you getting information on the government schemes and programmes aimed at eradicating OD?

Based on analysis the level of information usage by the newspaper readers on different factors. The respondents were asked to rank the factors based on the level of satisfaction and information usage, where 5 indicates that the information is useful to a very great extent and 1 indicates to a very less extent. Upon finding each element was ranked based on the extent of usefulness, where rank I indicate that the respondents find the information provided is useful to a very great extent. The rank for the usefulness of the information is scored in descending order. Based in-depth interview respondents agree that they are getting information on the government programmes aimed at eradicating OD, ranking the particular factor with the first rank , followed by the amount of information available to the respondents through newspapers , the third rank goes to obtaining enough

information on the bad effects of OD , the fourth rank is taken by how easily they can relate or identify themselves with the content provided by the newspapers, followed by information on toilet building and lastly, how interesting is the information on sanitation.

Information usage by the radio listeners on different factors related to sanitation

- 1 Does the information on sanitation provided interests you?
- 2 To what level are you getting information on sanitation?
- 3 Can you relate to the information on sanitation provided?
- 4 Are you getting information on the importance of building toilets?
- 5 Are you getting information on the bad effects of Open Defecation?
- 6 To what extent are you getting information on the government schemes and programmes aimed at eradicating OD?

Based on analysis the level of information usage by radio listeners on different factors. The respondents were asked to rank the factors based on the level of satisfaction and information usage, where 5 indicates that the information is useful to a very great extent and 1 indicates to a very less extent. Each element was ranked based on the extent of usefulness, where rank I indicate that the respondents find the information provided by radio is useful to a very great extent. The rank for the usefulness of the information is scored in descending order. respondents agree that they are getting information on the government programmes aimed at eradicating OD, ranking the particular factor with the first rank, followed by the importance of building toilets , information on the bad effects of Open Defecation, the fourth rank goes to information on sanitation , fifth rank is taken by being able to identify with the information on sanitation provided and lastly, the ability of the information on sanitation to gain listeners' interest.

The analysis has helped to identify the problems in the existing lacunas in the campaigns targeting radio listeners. The first and the foremost issue which should be addressed is how can these programmes or campaigns be made interesting for the listeners because this factor was ranked the lowest. The same is pointed out by the newspaper readers also.

The results indicate that listeners are facing an issue with identification with the scenarios presented in the programmes/campaigns on sanitation. We have to acknowledge that local sanitation related problems need local solutions, even if the problem is a common denominator across the nation or world. Localized solutions help listeners in creating assonance and can promote social change. Unlike newspaper readers, radio listeners are of the opinion that they are not satisfied with the quality and quantity of information radio is providing on sanitation and Open Defecation. On a positive note, the listeners rank the availability of information on government sanitation campaigns the first, meaning, they are well aware of the campaigns.

Information usage by the TV viewers on different factors related to sanitation

- 1 Does the information on sanitation provided interests you?
- 2 To what level are you getting information on sanitation?
- 3 Can you relate to the information on sanitation provided?
- 4 Are you getting information on the importance of building toilets?
- 5 Are you getting information on the bad effects of Open Defecation?
- 6 To what extent are you getting information on the government schemes and programmes aimed at eradicating OD?

Based on analysis the level of information usage by TV viewers on different factors. The respondents were asked to rank the factors based on the level of satisfaction and information usage, where 5 indicates that the information is useful to a very great extent and 1 indicate to a very less extent. Upon finding the, each element was ranked based on the extent of usefulness, where rank 1 indicates that the respondents find the information provided is useful to a very great extent. The rank for usefulness of the information is scored in descending order. According to respondents agree to the greatest extent that the information provided on TV captures their interest, and rank the factor of interest as the first. The second rank is for the extent of information viewers get on the government schemes and programmes aimed at eradicating OD, followed by the level of information on sanitation, identification with the programme, information on bad effects of Open Defecation and lastly, information on the importance of building toilets.

Unlike radio and newspapers, TV viewers find the programmes on sanitation and OD interesting. Also, the TV audience get information on the government schemes and programmes to a great extent. The negatives lie with the lack of information on the bad effects of OD and the importance of building toilets.

Nature and comprehension of information on sanitation by News paper readers

- 1 Are you able to understand the information on sanitation?
- 2 Is the language used in the media easy to understand?
- 3 Are you satisfied with the format of delivery of the information on sanitation?
- 4 Are you satisfied the quality of information provided regarding sanitation?

Based on analysis the nature and comprehension of information on sanitation by newspaper reading respondents. The respondents were asked to rank the factors based on the satisfaction level of nature and comprehension of newspaper items related to sanitation, where 5 indicates at-most satisfaction and ease of understanding to a very great extent and 1 indicates to a very less extent. Upon finding the each element was ranked based on the extent of respondents' satisfaction and ease of understanding, where rank I indicates that the respondents find the information very easy to understand/highly satisfied with the information they receive through newspapers. The ranks are scored in descending order.

On closer observation, it can be concluded that the majority of the radio listeners are highly satisfied with the quality of the information provided regarding sanitation, ranking this factor as first, the second position is occupied by the language used by the newspapers, which is considered as very easy to understand by the respondents, followed by, the third rank which signifies that understanding of the information on sanitation is not up to the mark and the least favorable factor for the respondents is the format of the newspaper items on sanitation, ranking this in the fourth place.

The rank helps us understand the positives and negatives of the newspaper items on sanitation. While the respondents are satisfied with the quality of the content, respondents expect the format of the newspaper items to be more interesting. The readers also exhibit a great understanding of the information read and also the language used is found to be easy to understand. With the declining newspaper readership, it is important to make the content more users friendly and interesting, because newspapers are facing severe competition with the TV channels and Internet which offer both audio and video and graphics, unlike newspapers.

A greater understanding of the content on sanitation and satisfaction with the quality of information indicates that newspapers can give in-depth information as well as analysis, unlike short radio/TV programmes which face time constraints. Regular newspaper readers have more knowledge compared to occasional and non-readers.

Nature and comprehension of information on sanitation by Radio listeners

- 1 Are you able to understand the information on sanitation?
- 2 Is the language used in the media easy to understand?
- 3 Are you satisfied with the format of delivery of the information on sanitation?
- 4 Are you satisfied the quality of information provided regarding sanitation?

Based on analysis the nature and comprehension of information on sanitation by radio listeners. The respondents were asked to rank the factors based on the satisfaction level of nature and comprehension of radio programmes related to sanitation, where 5 indicates at-most satisfaction and ease of understanding to a very great extent and 1 indicates to a very less extent. Upon finding the each element was ranked based on the extent of respondents' satisfaction and ease of understanding, where rank I indicates that the respondents find the information very easy to understand/highly satisfied with the information they receive through radio. The ranks are scored in descending order.

According to, radio listeners rank the ease of understanding the radio language in which the information on sanitation is broadcasted as first, the second rank is taken by the quality of information with which the respondents are satisfied, similar to newspaper, third and the fourth place is taken by, understanding of information and the format respectively.

The discussion indicates that respondents find the radio language to be very easy to understand and they are also satisfied with the quality of the information provided. Again the lacuna lies in the format of the radio content,

which needs immediate attention. The respondents also mentioned that the timings of many radio programmes were not appropriate or suiting their day to day life.

Nature and comprehension of information on sanitation by TV viewers

- 1 Are you able to understand the information on sanitation?
- 2 Is the language used in the media easy to understand?
- 3 Are you satisfied with the format of delivery of the information on sanitation?
- 4 Are you satisfied the quality of information provided regarding sanitation?

Based on focus group discussion and in-depth interview the rank given to nature and comprehension of information on sanitation by TV viewing respondents. The respondents were asked to rank the factors on a 5 point scale based on the satisfaction level of nature and comprehension of TV programmes related to sanitation, where 5 indicates at-most satisfaction and ease of understanding to a very great extent and 1 indicates to a very less extent. Upon each element was ranked based on the extent of respondents' satisfaction and ease of understanding, where rank I indicates that the respondents find the information very easy to understand/highly satisfied with the information they receive through TV. The ranks are in descending order.

Which forms of Mass Media did you find most effective for your better understanding of Swachh Bharat Mission?

Based on the empirical data gathered through interactions with individuals residing in rural areas, it is evident that a significant proportion of respondents, specifically 51%, expressed a preference for folk media, such as street shows dhandora and drama, as the most effective means of comprehending the Swachh Bharat Mission (SBM). These traditional forms of media were found to facilitate a better understanding of the SBM objectives and initiatives. Additionally, a substantial subset of respondents, approximately 43.5%, identified broadcast media as the most effective medium for disseminating information related to the SBM. The findings of this study indicate that a mere 3.2% of the participants perceived new media as an effective mode of communication for comprehending the Swachh Bharat Mission. Similarly, a mere 2.3% of the respondents reported perceiving print media as an effective means of communication for understanding the aforementioned mission. The analysis of data by strata indicates that the highest number of respondents, specifically 15–30 males, accounted for 13.7% of the total sample.

Conclusion

The increases and decreases in knowledge gap depends on interaction between media and receiver characteristics more media exposer more likely greater knowledge gain it is important to note that cognitive effect as long as it is the right kind of cognitive effort increase learning from a given unit of exposure. One can deduce from opinions of experts that all aspects of sanitation should be reported, linking sanitation with environment and health. Present coverage lacks both volume and quality. Need for special correspondents for sanitation and orientation for journalists regarding sanitation should be stressed. Sustainable practices like recycling, waste management, functioning of govt. recycling plants, lack of sewage system in the villages should be reported to catch the eyes of politicians. There is a need for provision for journalist to see improvised situations to make their reports more knowledgeable. Here, the saying knowledge is power is appropriate. By gaining current knowledge journalists can influence the mass by providing improvised and hygienic ways to sanitation. Only quantity of coverage cannot bring about change, quality is also equally important if not more. Journalists play a crucial role in raising awareness about the issues plaguing society. By shedding light on the lack of recycling plants and inadequate sewage systems in villages, they can bring these problems to the attention of politicians and decision-makers. This can lead to the implementation of effective solutions and improvements in sanitation practices. Additionally, journalists need to go beyond just reporting on these issues; they should strive to provide in-depth analysis and insights that educate the public and empower them to demand better living conditions.

Suggestions

The following are the suggestions of the researcher intended as a contribution for present study

1. The role of Sarpanch, & villagers in the elimination of open defecation practices, to know the current scenario of open defecation practices and availability of ODF spots and the availability of individual toilets for every family are very crucial.
2. Availability of toilets for every family is a very important aspect for the ODF declaration procedures, the villages must have a sufficient number of the toilet for every poor family, poor families with women-headed, special need, below the poverty line and other small farmers residing in villages.
3. Government officials need to verify the no. of the household without toilet units and need to keep accurate data for families without toilet units, Such data should be gathered by Sarpanch and local representative like ward members to analyze the household data and prepare an authentic list of families for project proposal and after genuine verification, data should be shared with the department of rural development for financial help

4. Sensitization training can be provided for behavioural change of rural people and awareness meetings can be organized for families to explaining the benefits of toilets and how harmful it is to go for open defecation practices.

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