



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

SWACHH BHARAT MISSION: AN INTEGRATIVE APPROACH TO ATTAIN PUBLIC HEALTH IN INDIA

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Abstract: The present study assesses the outreach of Swachh Bharat Mission plan, an integrative health plan in light of divergence across the states of India. The intent was to promote solid waste management, hygiene, and cleanliness throughout the nation and to end open defecation and manual scavenging. To maintain the progress gained thus far and intensify the cleaning push even further, the mission has been extended through October 2024. The mission hopes to promote people's health and wellbeing, especially in rural regions, by encouraging cleanliness and hygiene. The mission hopes to promote people's health and wellbeing, especially in rural regions, by encouraging cleanliness and hygiene. Additionally, it has encouraged the utilization of cutting-edge waste management techniques and technologies, such as composting, biogas facilities, and waste-to-energy initiatives. As a result, there has been a major improvement in public health, with a decline in the prevalence of illnesses brought on by unsanitary conditions. Convenient and random sampling method is used to collect the samples. Samples are collected based on the ease of access or availability. The sample size of this paper is 200. Statistics used in the research is SPSS and bar graphs. The information was collected from secondary sources like journals, articles, etc., and primary data are age, gender and occupation.

KEYWORDS: Solid waste management, manual scavenging, open defecation, cutting edge waste management, hygiene.

I. INTRODUCTION

The government of India started the Swachh Bharat Abhiyan or Swachh Bharat Mission (SBM) on October 2, 2014, with the intention of making India "Clean" by October 2, 2019, which will be the 150th anniversary of Mahatma Gandhi's birth. The intent was to promote solid waste management, hygiene, and cleanliness throughout the nation and to end open defecation and manual scavenging. To maintain the progress gained thus far and intensify the cleaning push even further, the mission has been extended through October 2024. An integrated strategy to promote public health in India is the Swachh Bharat Mission. The mission hopes to promote people's health and wellbeing, especially in rural regions, by encouraging cleanliness and hygiene. Poor waste management causes garbage to build up, which can serve as a breeding ground for pathogenic organisms.

In order to tackle these problems, the Swachh Bharat Mission has several different strategies. To end open defecation, it focuses on building toilets, especially in rural regions. The rate of illness brought on by lack of sanitation has significantly decreased as a result of this. Through awareness campaigns and communication on behaviour change, the mission also attempts to encourage the use of toilets and correct waste disposal methods. Additionally, it has encouraged the utilisation of cutting-edge waste management techniques and technologies,

such as composting, biogas facilities, and waste-to-energy initiatives. One of the main differences between the Swachh Bharat Abhiyan and cleanliness programs in the USA is the approach towards achieving the goal of cleanliness. While the Swachh Bharat Abhiyan focuses on building toilets and changing people's behavior towards sanitation, the cleanliness programs in the USA are more focused on regulating and enforcing laws related to clean air, clean water, and waste management.

The Swachh Bharat Mission has succeeded in accomplishing its objectives. Government statistics show that from 550 million households in 2014 to fewer than 40 million in 2021, there will be fewer families without toilets.

In rural regions, open defecation has dropped from 60% to less than 4%, and the number of villages with the ODF designation has climbed from 0 in 2014 to over 700,000 in 2021. As a result, there has been a major improvement in public health, with a decline in the prevalence of illnesses brought on by unsanitary conditions. The aim of the study is to assess Swachh Bharath Mission : an integrative approach to attain public health in India .

II. OBJECTIVES

- To analyze Swachh Bharat mission is to fulfil the vision of cleaner India.
- To study about the mission helped in reducing manual scavenging.
- To observe the various sectors benefited from the Swachh Bharat mission.
- To study maintenance of universal sanitation coverage.
- To study the extent of wide scale awareness of cleanliness among people by the mission.

III. LITERATURE REVIEW

(Sundar, n.d. May 30, 2018) the author in his article , Public finance at scale for rural sanitation – a case of Swachh Bharat Mission, has said that , While the SDG Target 6.2 aims to end open defecation by 2030, India wants to achieve this by 2019. The SBM-G programme not only aims to eliminate open defecation but to also provide safely managed sanitation and promote overall cleanliness in villages, through improved solid and liquid waste management (SLWM).

(Sinha and Sinha 2021) the authors in their article- Swachh bharat abhiyan (clean India mission): SWOT analysis, has examined that Swachh Bharat Abhiyan is voluntary but not compulsory, so everyone need not understand and implement recommendations. It should be compulsory to use toilet and open defecation should be made a punishable act.

(Kalita 2020) the author in her journal Impact assessment of India's Swachh Bharat Mission – Clean India Campaign on acute diarrheal disease outbreaks: Yes, there is a positive change has assessed that , To curb the malefic effects of open defecation, the Indian government had initiated pro sanitation program namely Swachh Bharat Mission (SBM) in 2014. SBM became the world's largest toilet-building initiative. More than 95 million toilets have been built across rural and urban India since the launch of this mission.

(De 2019) the author in his journal Impact of Swachh Bharat Abhiyan in Indian society , has described that Swachh Bharat Mission is trying to plug financial loss on health matter and help to ease the burden on existing health care facilities which will help to boost our Indian economy. Swachh Bharat Mission is going to boost our tourism. Definitely the tourists will increase because tourists are getting better surrounding than before.

(Khan 2017) the author in his journal Role of Community in Swachh Bharat Mission. Their Knowledge, Attitude and Practices of Sanitary Latrine Usage in Rural Areas, Tamil Nadu , has examined that Lack of access to sanitation also has significant non-health consequences, particularly for women and girls, including lack of security and privacy, decreased school attendance and basic human dignity. Swachh Bharat Mission was launched by Prime Minister of India to accelerate the efforts for achieving universal sanitation coverage and to put emphasis on sanitation.

(Varma 2015) the author in her article Understanding Open Defecation in the Age of Swachh Bharat Abhiyan: Agency, Accountability, and Anger in Rural Bihar has examined that Swachh Bharat Abhiyan, India's flagship sanitation intervention, set out to end open defecation by October 2019. While the program improved toilet

coverage nationally, large regional disparities in construction and use remain. Our study used ethnographic methods to explore perspectives on open defecation and latrine use, and the socio-economic and political reasons for these perspectives, in rural Bihar.

(Iyer 2019) the author in his article Automation of Smart waste management using IoT to support “Swachh Bharat Abhiyan” - a practical approach, has said that, The main motto of the application is collection of dry and wet waste separately which is placed in a conveyor belt on which the dry waste collected dust bins are placed left side and wet waste collected bins on right side.

(Chandani 2017) the author in her article has said that, When the belt starts rotating clockwise the dust bin's lid is automatically closed, simultaneously the waste is dumped into the underground garbage container placed at the ground floor.

(Andrés et al. 2020) the author in his article has examined that, Here IoT module is used to control and monitor the waste and the information will be sent to the particular organization and the common man. The mobile app shows the collection of waste and the particular date and arrival time of the vehicle.

(Shanthakumar, n.d. 2022) the author in his journal Old habits die hard’: discourses of urban filth in Swachh Bharat Mission and The Ugly Indian a social media group has examined that – which emphasize the need for inculcating ‘modern’ civic behaviors of not littering, and volunteering to clean up public spaces.

(Coffey and Spears 2017) the authors in their article Projected Behavioural Change in Swachh Bharat Mission: A Public Policy Perspective has assessed that The Swachh Bharat Mission (SBM) is the largest behavioural change programme in the world. The mission has shifted its focus from production outputs (i.e. toilet construction) to behavioural outcomes (open-defecation-free [ODF] India). The SBM’s emphasis on behavioural change in rural sanitation at the grassroots level also leads to rigorous verification and sustainability of the benefits accrued to rural communities.

(Chahal, Pereira, and Jyoti 2020) the authors in their article, Using immersive research to understand rural sanitation: lessons from the Swachh Bharat Mission in India, has analysed that, In addition to this, the mission will also contribute to India reaching the UN Sustainable Development Goal 6, which calls for ensuring availability and sustainable management of water and sanitation for all. It is in this context that the article critically analyses the sanitation services in general and with special reference to SBM in India from a public policy perspective.

(Kumar, Kumar, and Pandey 2021) the authors in their journal Projected Behavioural Change in Swachh Bharat Mission: A Public Policy Perspective, have examined that, it seeks to establish the linkages between public health and sanitation and problematizes the issue of open-defecation and its health implications. It provides an analysis of behavioural change techniques in community-led total sanitation (CLTS) and its application in achieving Swachh Bharat (clean India).

(Ansari 2015) the author in her article Mission Swachh Bharat: Stage is Set for Getting into Basics has examined, For any cleanliness mission to succeed, its strategy needs to have three important elements: first, there is a need to constantly engage the citizenry. Second, it must have a strategy to reduce waste. Third, and quite importantly, success would critically depend on the improvement of processing of the waste. The paper argues that while the programme has been successfully launched as a mass movement with great deal of visibility, much is required to be done towards reducing and processing of waste.

(Varma 2015) the author in his journal Toilet Usage Situation under ‘Swachh Bharat Mission’ in Rural West Bengal: Need Integration in Strategies of Intervention has analysed that, Under the overall ambit of this mission, West Bengal has been implementing ‘Mission Nirmal Bangla’ (Clean Bengal Mission), which has made steady progress on construction of toilets but usage situation has not changed significantly.

(Doron 2018) the author in his article - Household sanitation and menstrual hygiene management among women: Evidence from household survey under Swachh Bharat (Clean India) Mission in rural Odisha, India has analysed that, sanitation and menstrual hygiene among women are an integral part of primary health care.

Without safe sanitation and menstrual hygiene, the overall mortality and morbidity among women would be increased, which ultimately escalates the disease burden in society. Hence, the issue of sanitation is a matter of concern for both primary care providers and family physicians indirectly.

(Ghosh 2019) the author in his article Automation of dry-wet waste collection to support Swachh Bharat Abhiyan and its monitoring over IOT enabled WSN has examined that , In recent times, garbage disposal has become a huge cause for concern in the world. A voluminous amount of waste that is generated is disposed by means which have an adverse effect on the environment.

(Asian Development Bank 2017) the reporter in his article The politics of visibility in urban sanitation : bureaucratic coordination and the Swachh Bharat Mission in Tamil Nadu, India - has published that, SBM's reputational devices were no match for entrenched institutional weaknesses, like poor bureaucratic capacity and administrative incoherence, to incentivize coordination either between agencies or between agencies and NGOs across the three cities. Instead, SBM's emphasis on social media, city rankings, and certifications has exacerbated the burden of documentation and the "tick-box" culture within agencies.

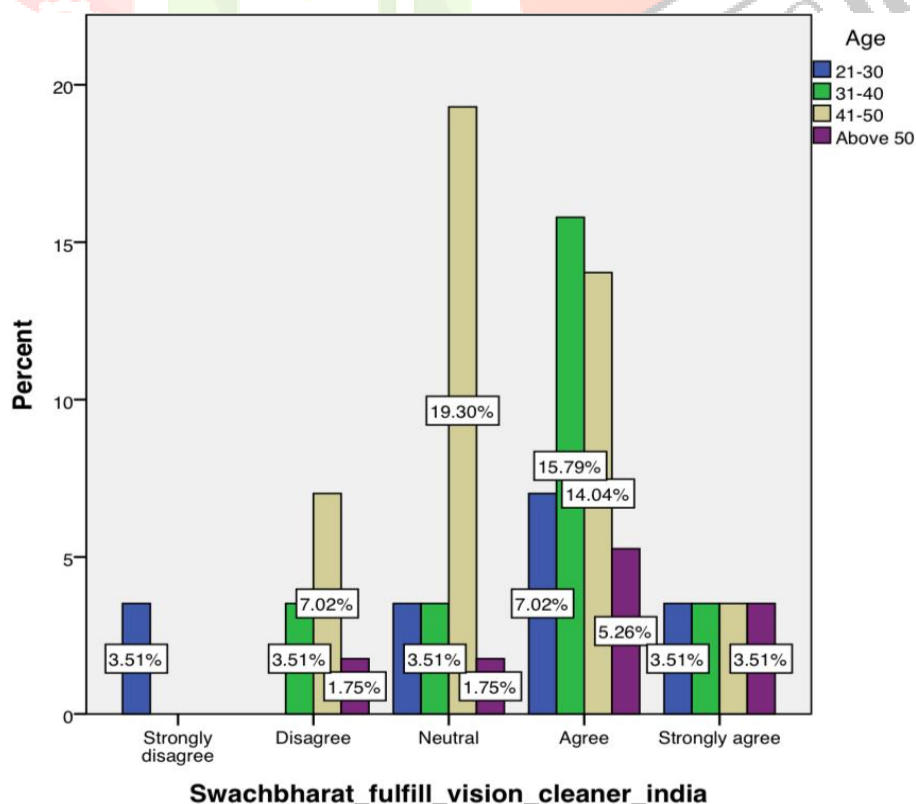
(Ravi 2019) the author in his article A Mechanical Automatic Urinal-Toilet Flusher for Swach Bharat Mission has mentioned that ,India (and by extension, Indians) has a notorious reputation of being 'dirty'. Such a reputation is both embarrassing, as well as deeply ironic since the father of the nation himself put cleanliness next to Godliness. But despite our failures, successive governments have focused on various aspects of public health, hygiene and sanitation. The present government too has declared a war against unhygienic sanitation through the Swachh Bharat mission (SBM)

(Ravi 2022) the author in his article A Mechanical Automatic Urinal-Toilet Flusher for Swach Bharat Mission has examined that , A flush urinal-toilet disposes human waste by using water through a drainpipe to another location. A series of urinal-toilets are fitted in offices, malls, multiplexes, educational institutions, bus railway stations, airports, commercial complexes, stadia and other public places.

IV. ANALYSIS AND INTERPRETATION

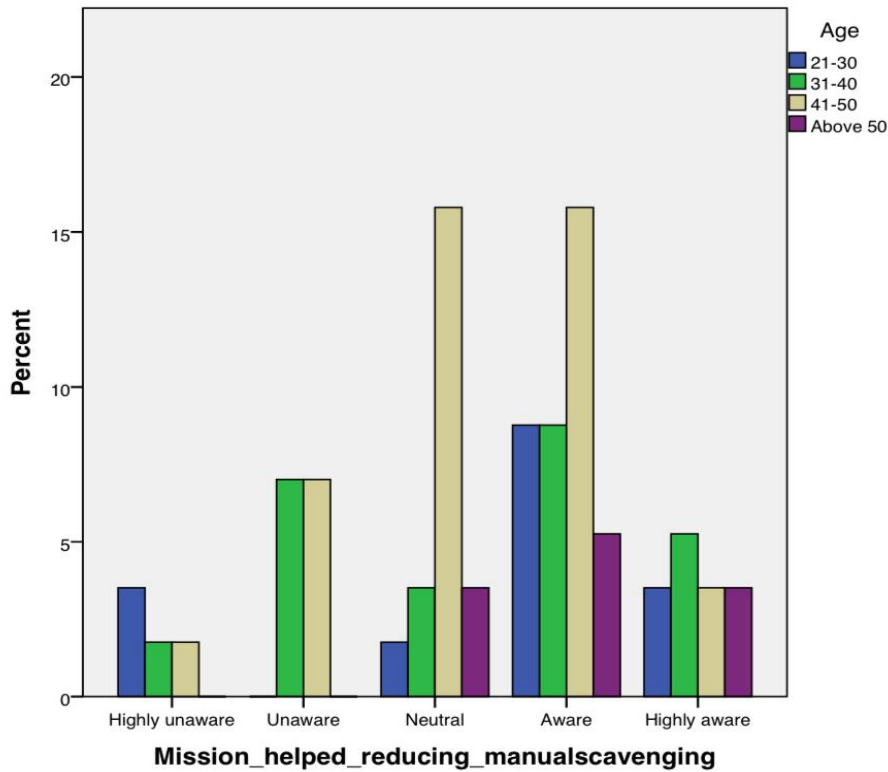
SPSS and Bar Graph:

Figure 1:



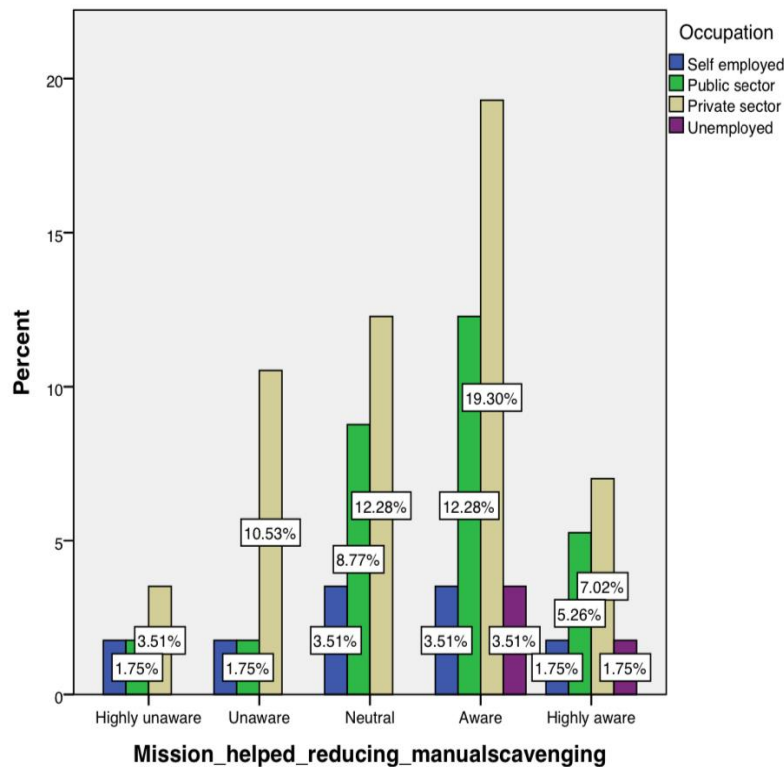
Legend: The above graph is between age and Swachh Bharath mission is to fulfill the vision of cleaner India .

Figure 2:



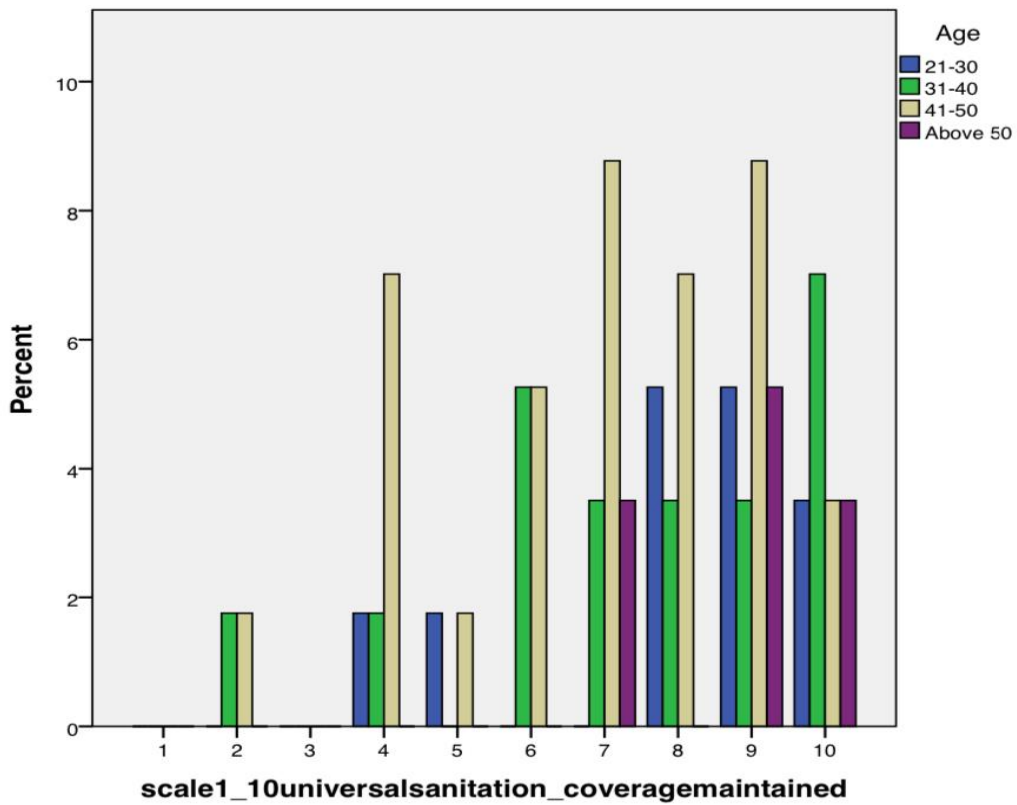
Legend: The above graph is between age and the mission helped in reducing manual scavenging.

Figure 3:



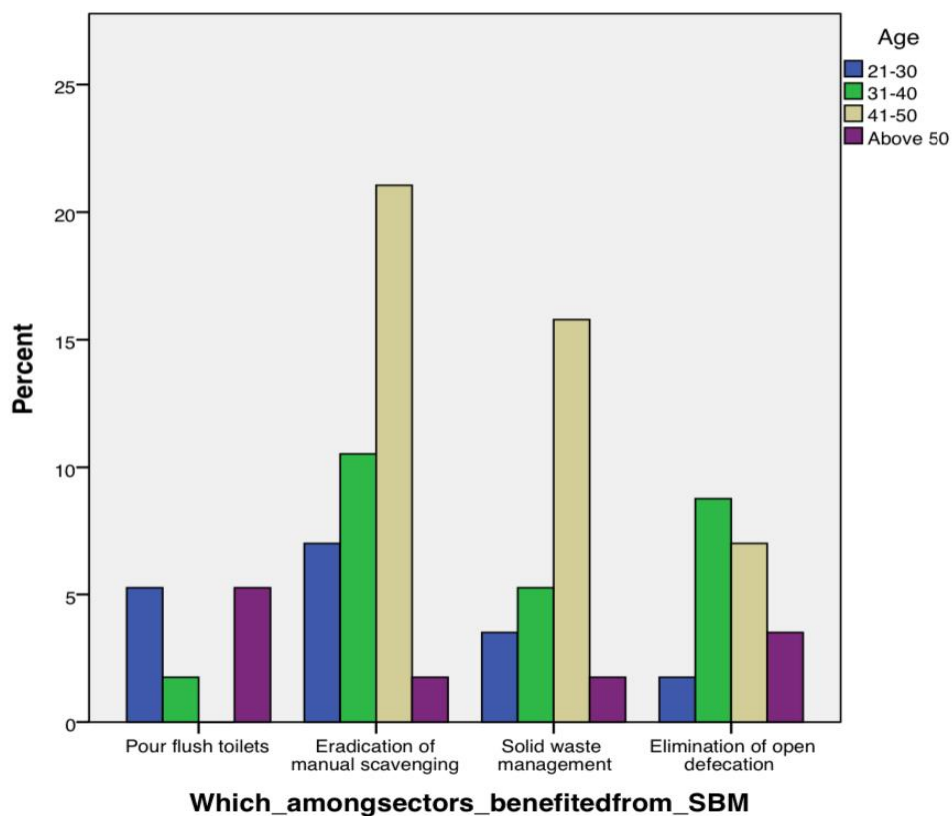
Legend: The above graph is between occupation and the mission helped in reducing manual scavenging.

Figure 4:



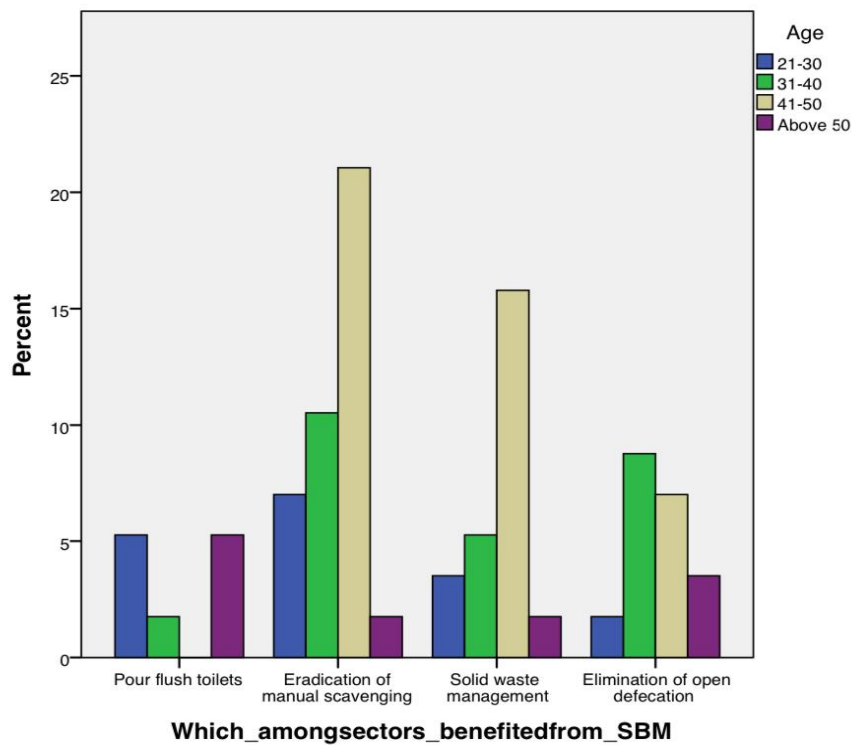
Legend: The above graph is between age and universal sanitation coverage maintained.

Figure 5:



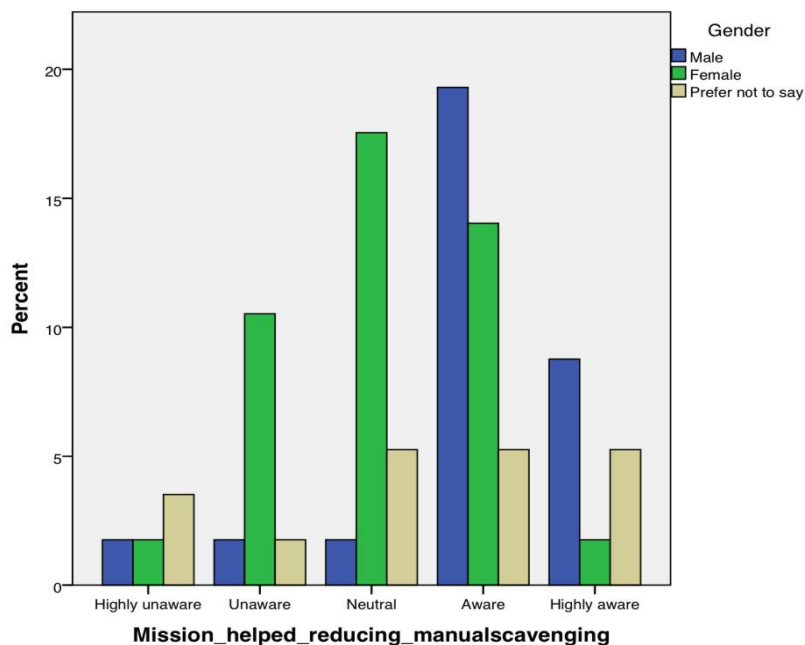
Legend: The above graph is between age and sectors benefited from SBM.

Figure 6:



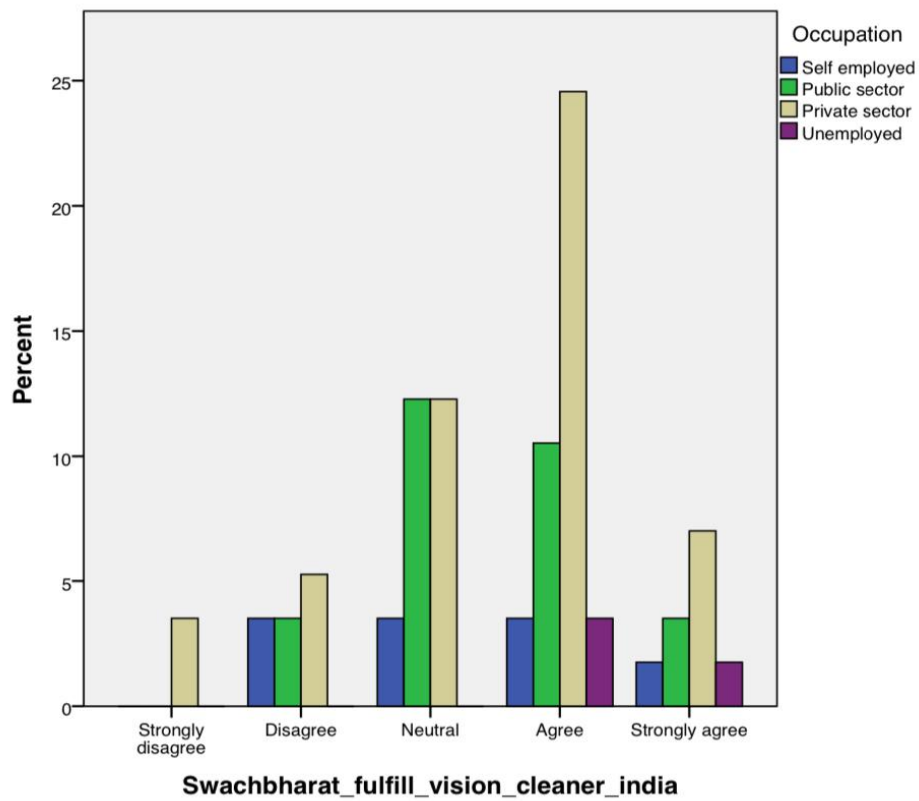
Legend: The above graph is between age and sectors benefited from SBM.

Figure 7:



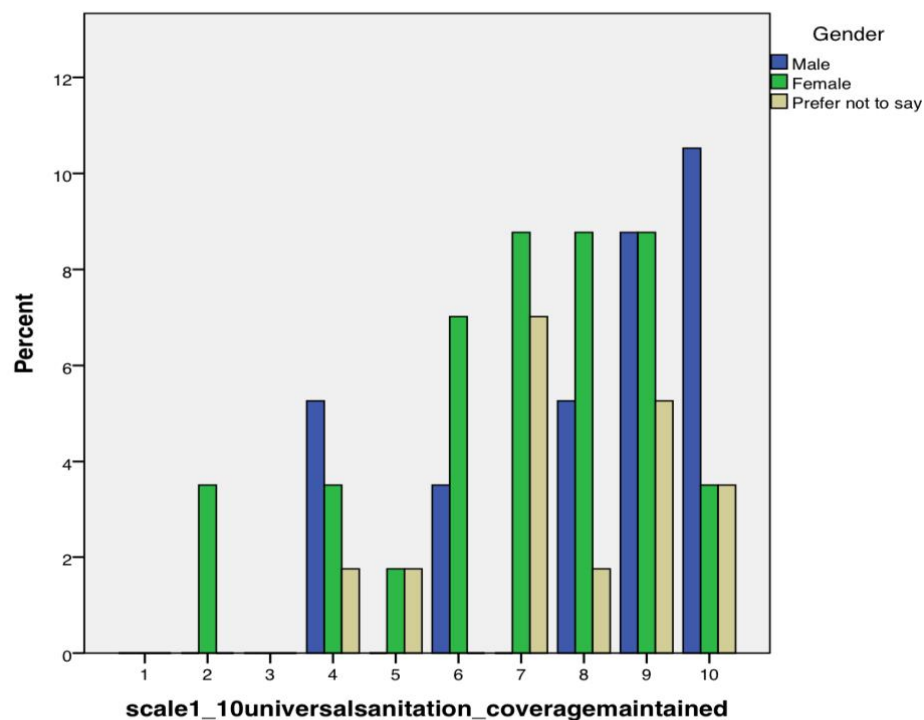
Legend: The above graph is between gender and mission helped reducing manual scavenging.

Figure 8:



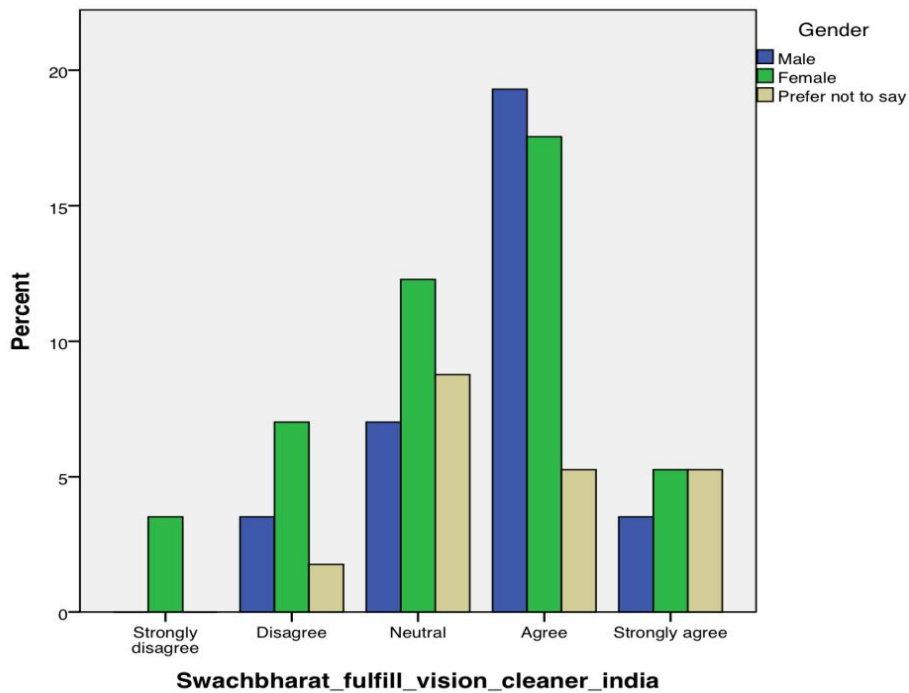
Legend: The above graph is between occupation and Swachh Bharath mission is to fulfil the vision of cleaner India.

Figure 9:



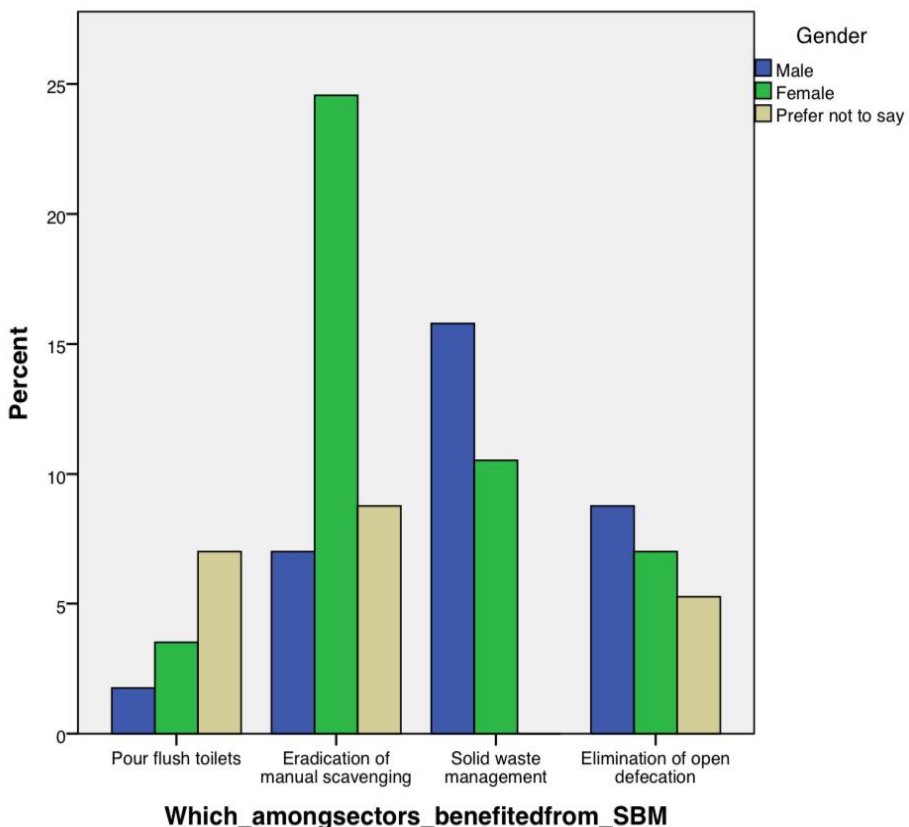
Legend: The above graph is between gender and universal sanitation coverage maintained.

Figure 10:



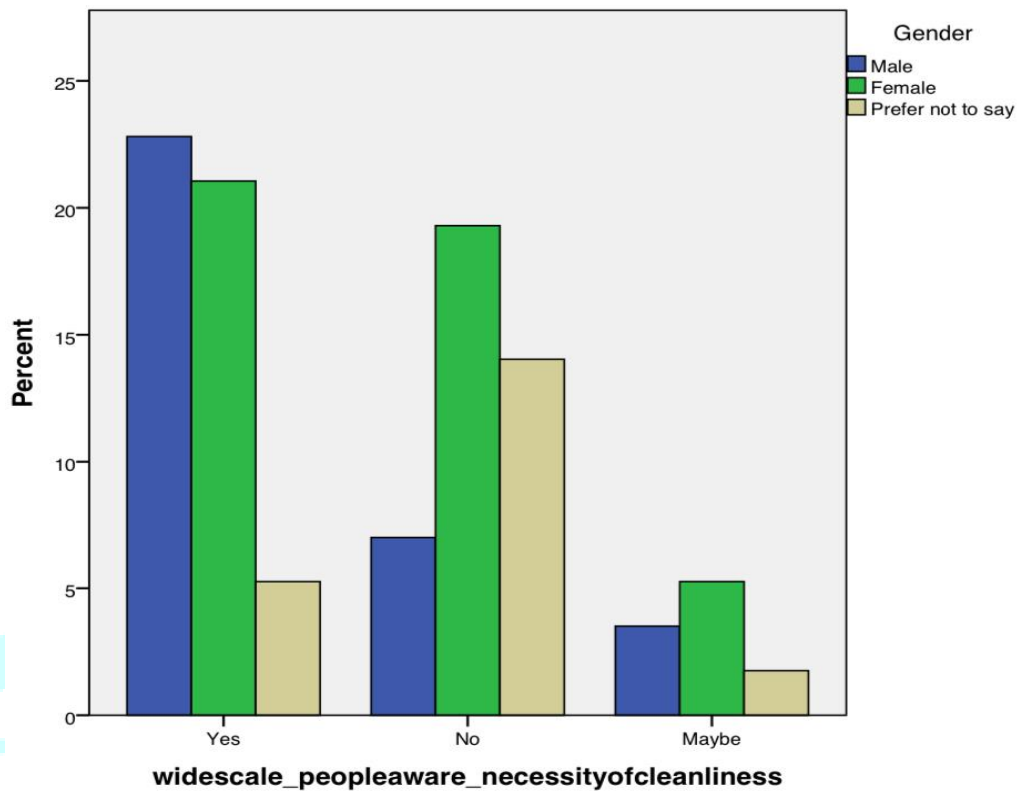
Legend: The above graph is between gender and Swachh Bharath mission is to fulfil vision of cleaner India.

Figure 11:



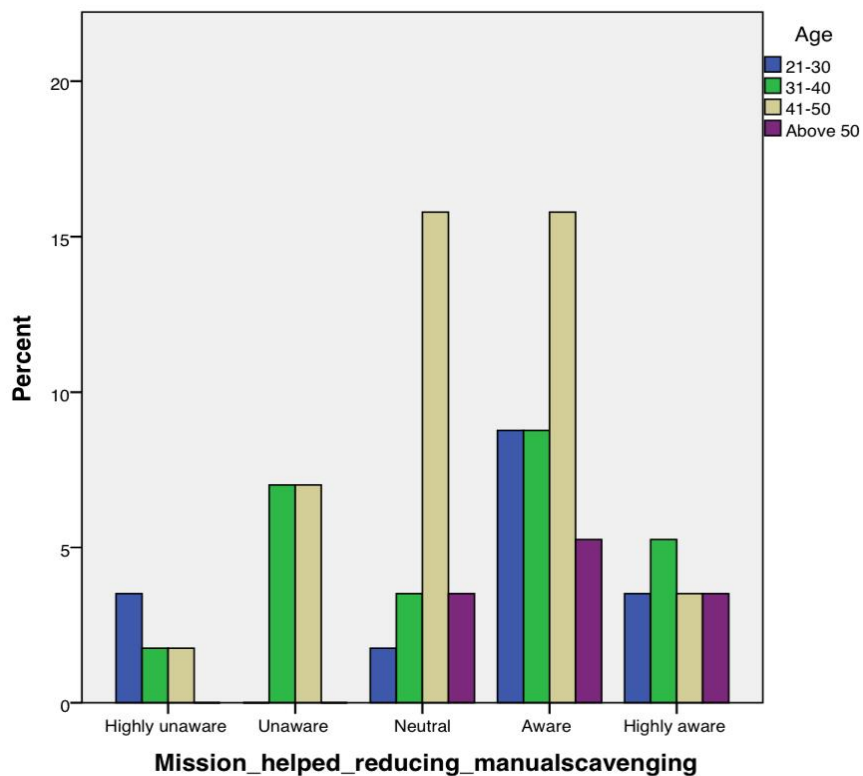
Legend: The above graph is between gender and sectors benefited from SBM.

Figure 12:



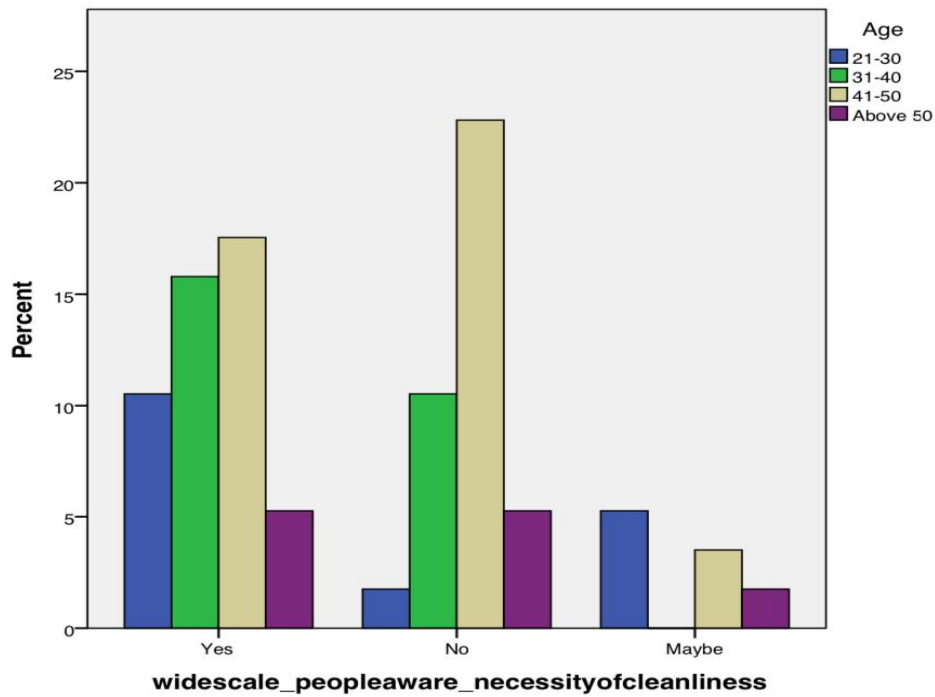
Legend: The above graph is between gender and the mission in a wide scale made people aware about the necessity of cleanliness.

Figure 13:



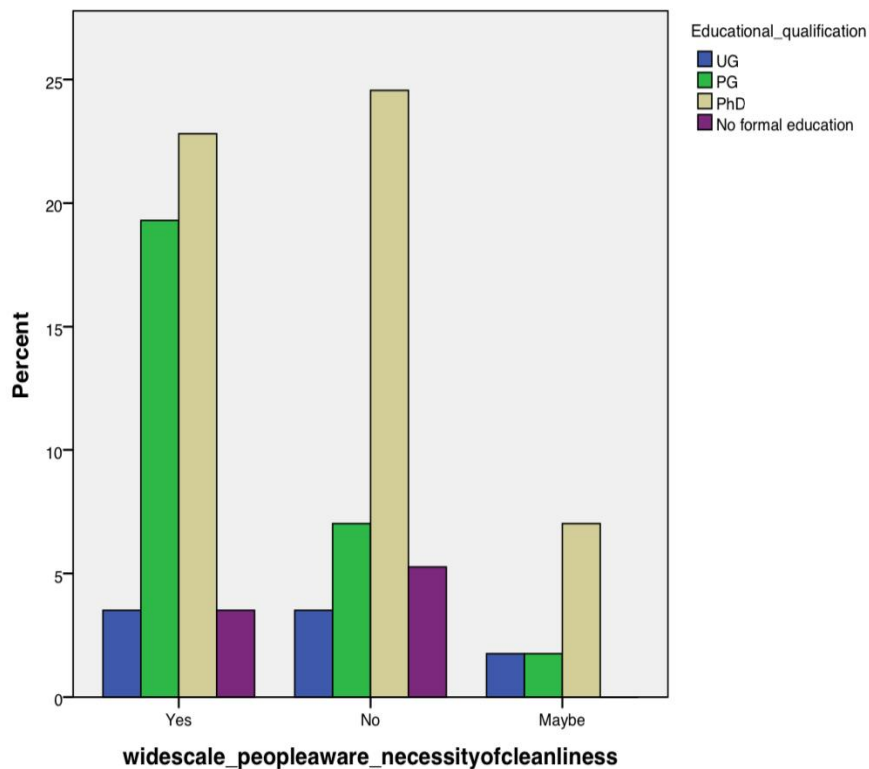
Legend: The above graph is between age and mission helped in reducing manual scavenging.

Figure 14:



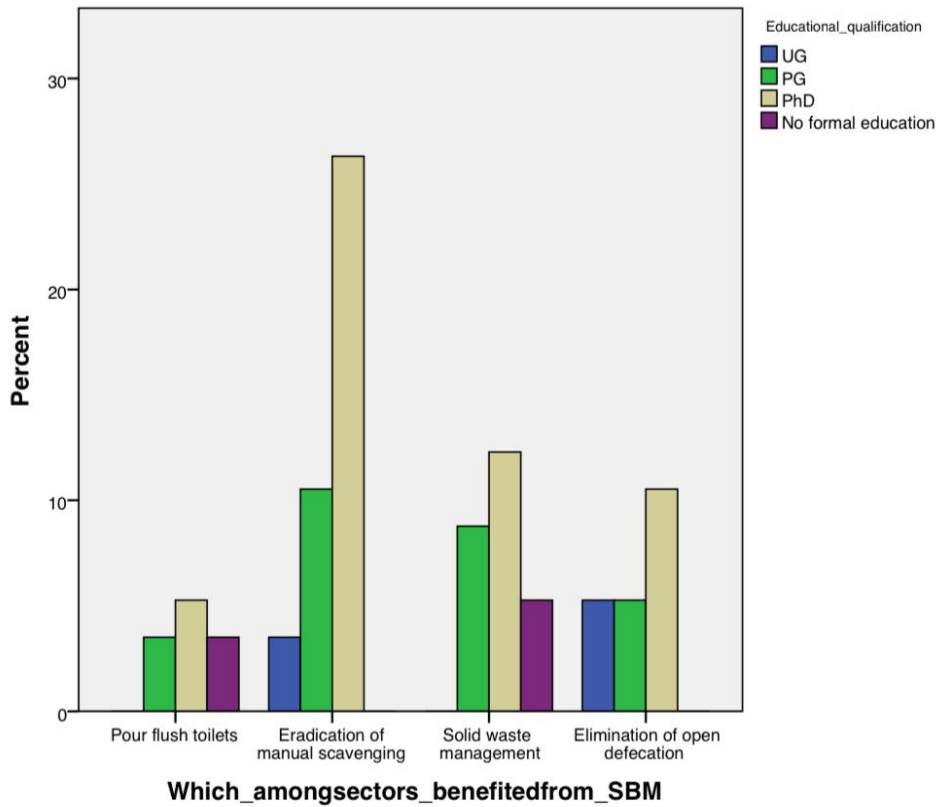
Legend: The above graph is between age and the mission in a wide scale made people aware about the necessity of cleanliness.

Figure 15:



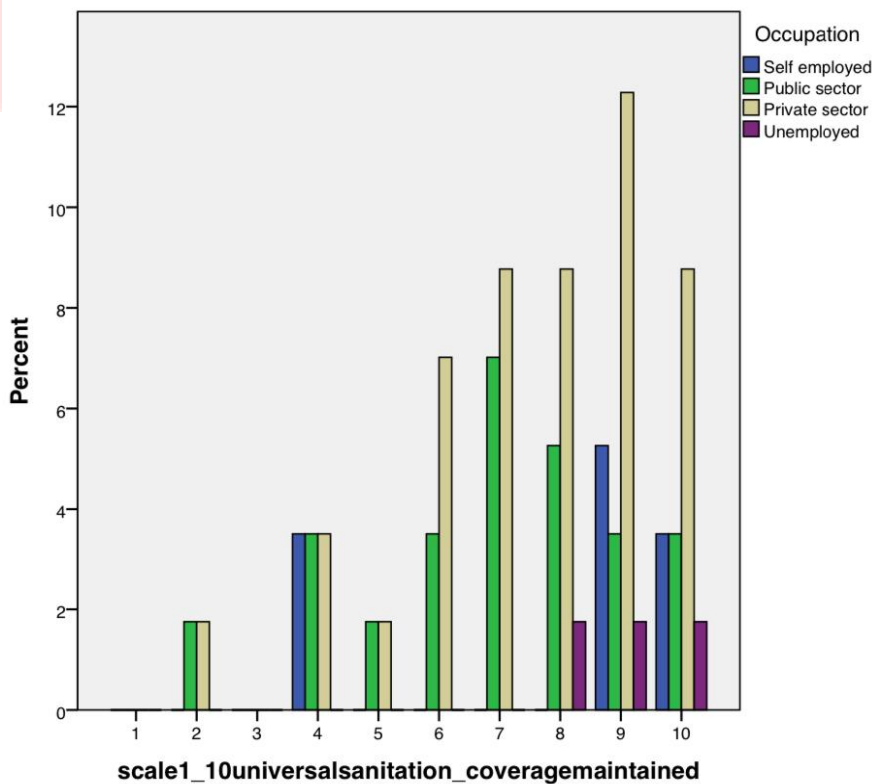
Legend: The above graph is between educational qualification and the mission in a wide scale made people aware about the necessity of cleanliness.

Figure 16:



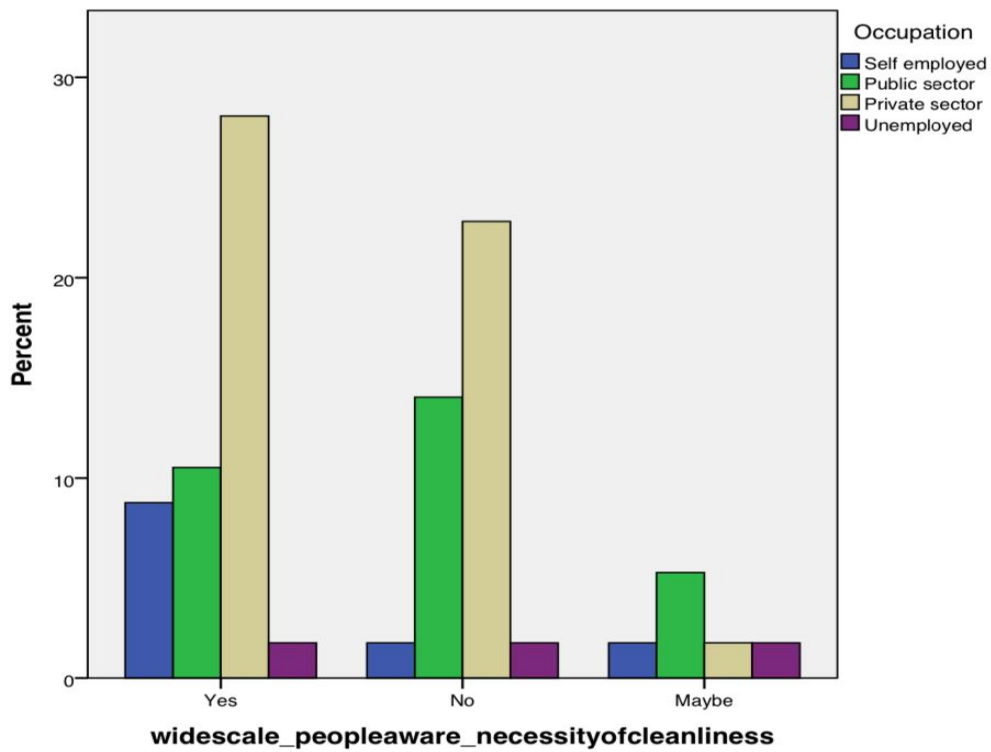
Legend: The above graph is between educational qualification and sectors benefited from SBM.

Figure 17:



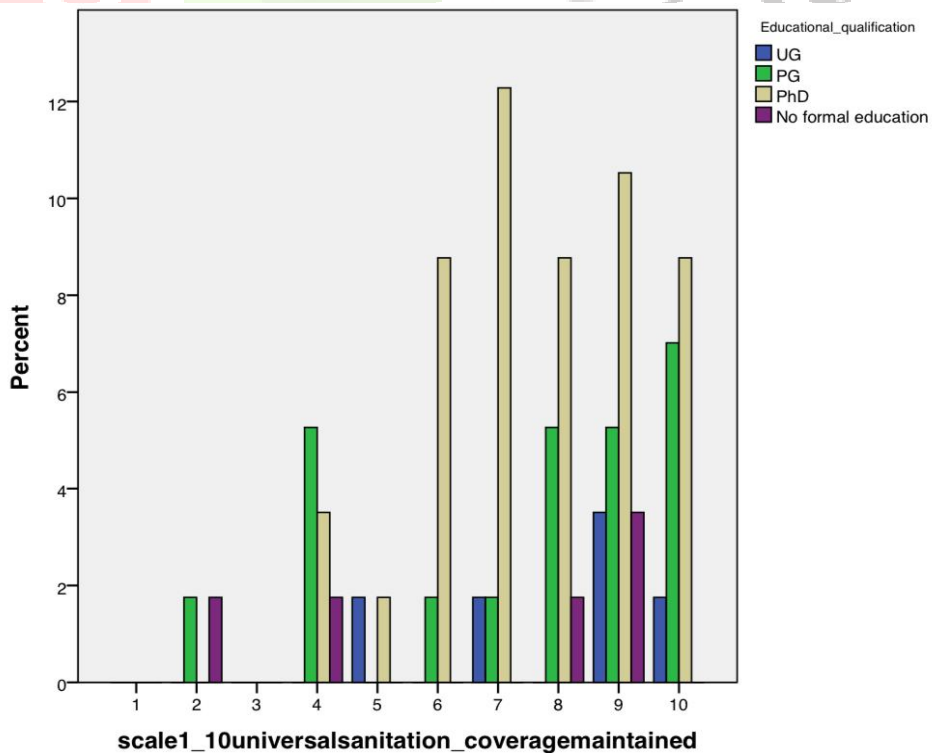
Legend: The above graph is between occupation and universal sanitation coverage maintained.

Figure 18:



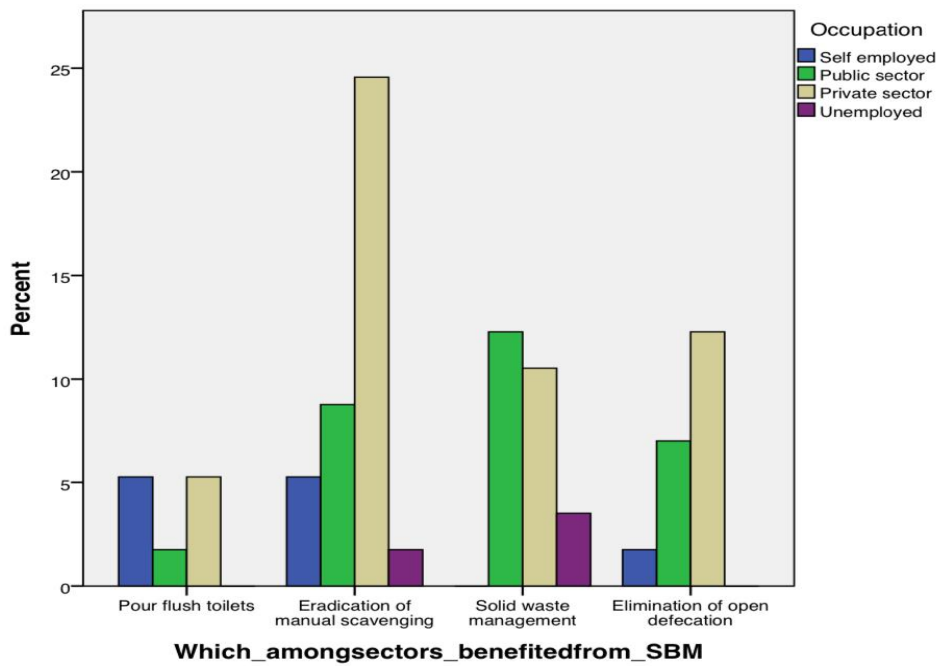
Legend: The above graph is between occupation and the mission in a wide scale made people aware about the necessity of cleanliness.

Figure 19:



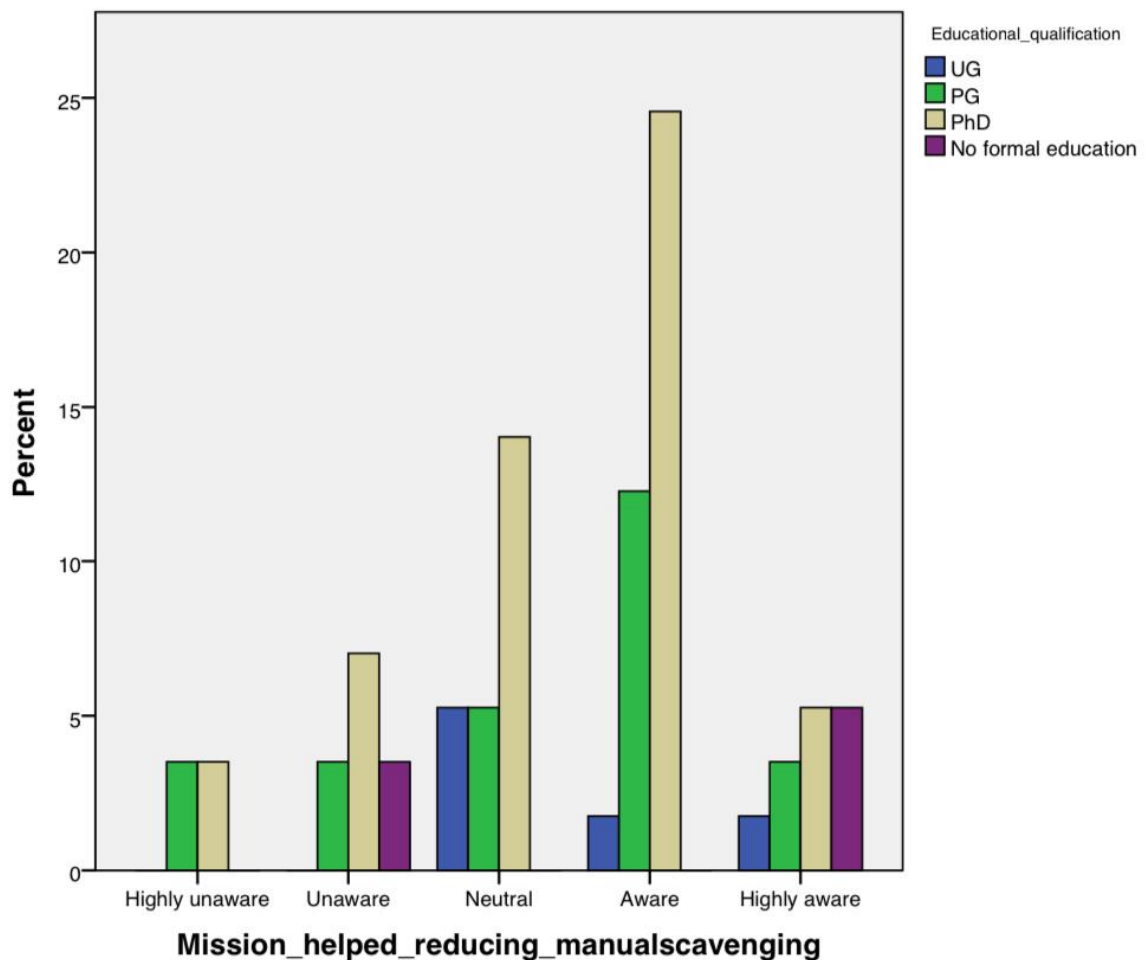
Legend: The above graph is between educational qualification and universal sanitation coverage maintained.

Figure 20:



Legend: The above graph is between occupation and sectors benefited from SBM.

Figure 21:



Legend: The above graph is between educational qualification and mission helped in reducing manual scavenging.

V. RESEARCH METHODOLOGY

The methodology section outlines the plan and method that how the study is conducted. This includes Universe of the study, sample of the study, Data and Sources of Data, study's variables and analytical framework. The details are as follows;

5.1 Population and Sample

The primary information for the research is collected through surveys from 200 randomly selected respondents which included the general public (Poonamallee bus stand) of different age groups with a well framed and structured survey questionnaire.

5.2 Data and Sources of Data

Convenient and random sampling method is used to collect the samples. Samples are collected based on the ease of access or availability. The sample size of this paper is 200. Statistics used in the research is SPSS and bar graphs. The information was collected from secondary sources like journals, articles, etc., and primary data are age, gender and occupation.

5.3 Theoretical framework

The research was done on an empirical study on the topic "Swachh Bharat Mission: an integrative approach to attain public health in India". The dependent variables are - Which among the sectors have been benefited from Swachh Bharat mission, The mission in a wide scale made people aware about the necessity of cleanliness, On a scale of 1-10 rate how far universal sanitation coverage was maintained, The mission helped in reducing manual scavenging, Swachh Bharat mission is to fulfil the vision of cleaner India. Independent variables are age, gender, marital status, educational qualification and occupation.

5.4 Statistical tools and econometric models

The research is done with a random and convenient sampling method and the results given through SPSS , simple bar graph and clustered bar graph .

VI. RESULTS AND DISCUSSION

6.1 Result:

Figure 1 reports that all age group have major agreed for Swachh Bharat fulfilling vision of cleaner India and mostly age group 41 to 50 agree to it. **Figure 2** reports that age group 41 to 50 are highly aware about Swachh Bharat Mission helping reducing manual scavenging. **Figure 3** reports that private sector and public sector people have majorly opted aware and neutral for the SBM mission help reducing manual scavenging. **Figure 4** reports that age group 31 to 50 have highly rated 7,8, 9 of universal sanitation coverage was maintained. **Figure 5** reports that all age groups have highly opted for eradication of manual scavenging as one of the major sectors benefited from SBM. **Figure 6** reports that all age groups have highly opted for eradication of manual scavenging as one of the major sectors benefited from SBM. **Figure 7** reports that all gender groups are highly aware about the mission helped reducing manual scavenging. **Figure 8** reports that all occupations sector has maximum agreed for Swachh Bharat Mission fulfils the vision of cleaner India. **Figure 9** reports that all gender groups have highly opted 7,8,9 as for universal sanitation coverage maintained in SBM. **Figure 10** reports that all the gender groups have mutually agreed for SBM fulfilling vision of cleaner India. **Figure 11** reports that all gender groups have highly opinionated for eradication of manual scavenging as the major sectors benefited from SBM. **Figure 12** reports that all the gender have highly opted yes for widescale awareness among people for the necessity of cleanliness through SBM. **Figure 13** reports that all the age group have neutrally opinionated far away as SBM has helped reducing manual scavenging. **Figure 14** reports that all the age group have opted the majority as yes and no for white skin awareness among people for necessity of cleanliness. **Figure 15** reports that people are neutrally aware about widescale awareness among people for the necessity of cleanliness. **Figure 16** reports that all the educational sector have opted eradication of manual scavenging as the major sector benefited from SBM. **Figure 17** reports that all the operational sectors have majorly rated seven, eight, nine for universal sanitation coverage maintained. **Figure 18** reports that although the patient set a group agree for white skin awareness among people for the necessity of cleanliness. **Figure 19** reports that all the educational qualification have rated seven the highest for universal sanitation coverage

maintained. **Figure 20** reports that eradication of manual scavenging and elimination of open defecations as one of the major sectors benefited from SBM. **Figure 21** reports that the mission has helped reducing manual scavenging New Delhi over all areas.

6.2 Discussion:

Figure 1 shows that age group 41 to 40 and 31 to 40 are the only age groups which we are highly aware about Swachh Bharat Mission fulfilling vision of cleaner India. **Figure 2** shows that age groups 31 to 40, 41 to 50 when you truly aware about the mission helping in reducing manual scavenging. **Figure 3** shows that private sector and public sector was the only occupational sectors which were neutrally aware about the mission helping in reducing manual scavenging. **Figure 4** shows that age group 41 to 50 and 21 to 30 opted 7, 8 and 9 the highest for universal sanitation coverage maintained. **Figure 5** shows that age group 31 to 40 and 41 to 50 are the only age groups, highly opting for eradication of manual scavenging and solid waste management; the major sectors benefited from SBM. **Figure 6** shows that all the options are majorly opted by the 41 to 50 age group as a major sector benefited from SBM. **Figure 7** shows that female gender groups are usually aware about the mission helping in reducing manual scavenging. **Figure 8** shows that private sector grew highly agreed on Swachh Bharat Mission fulfilling vision of cleaner India. **Figure 9** shows that female and male highly rated 7, 8 the highest for universal sanitation coverage maintained. **Figure 10** shows that male and female equally agreed for Swachh Bharat Mission fulfilling vision of cleaner India. **Figure 11** shows that female and male agreed eradication of manual scavenging and solid waste management as the highest sector benefited from SBM. **Figure 12** shows that male and female were equally aware for the necessity of cleanliness awareness among people. **Figure 13** shows that age group 41-50 are neutrally aware for the mission helping in reducing manual scavenging. **Figure 14** shows that age group 41-50 highly opted no for wide scale awareness among people for the necessity of cleanliness. **Figure 15** shows that PhD scholars are highly aware for the awareness among people for necessity of cleanliness. **Figure 16** shows that PhD scholars widely opted eradication of manual scavenging as the major sector benefited from SBM. **Figure 17** shows that private sector rated 7, 8 the highest for universal sanitation coverage maintained. **Figure 18** shows that private sector people highly opted yes for wide scale awareness among people for the necessity of cleanliness. **Figure 19** shows that only PhD scholars highly rated 7, 8 for universal sanitation coverage maintained. **Figure 20** shows that private sector highly opted only for eradication of manual scavenging as the major sector benefited from SBM.

SUGGESTION:

The Swachh Bharat Initiative has improved public health in India, yet it has limitations and concerns. They include a lack of waste management infrastructure, a lack of attention to metropolitan areas, difficulties with funding and execution, and the demand for ongoing behavior change communication. To accomplish the mission's objectives and advance public health in India, it is essential to ensure the sustainability of the progress that has already been realized.

LIMITATION:

India's public health has improved because to the Swachh Bharat Mission, however there are still issues that need to be resolved. They include a lack of adequate waste management and treatment infrastructure, a lack of emphasis on metropolitan regions, difficulties with funding and execution, and a requirement for ongoing behavior change communication. Moreover, altering people's behavior is a slow process, so consistent efforts are required to make changes that will endure. To accomplish the mission's objectives and advance public health in India, it will be essential to ensure the sustainability of the progress already accomplished.

CONCLUSION:

The Swachh Bharat Mission is an integrated strategy for achieving public health in India, to sum up. The mission has considerably benefited people's health and well-being by encouraging cleanliness and hygiene,

especially in rural areas. Also, it has produced notable improvements in environmental sustainability and waste management. To accomplish the mission's objectives and advance public health in India, ongoing attention must be paid to maintaining the progress already made and stepping up the cleanliness campaign.

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