



INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

Perception of the Sweepers towards Behavioral and Attitudinal change of the People Post-Launch of Swachh Bharat Mission

AUTHOR 1: SONAL GOGRI

Research Scholar, B.K. School of Business Management, Gujarat University, Ahmedabad – 380009, Gujarat, India.

Assistant Professor, Faculty of Business Administration, GLS University, Ahmedabad.

AUTHOR 2: DR. NEELIMA RUPAREL

Professor, B.K. School of Business Management, Gujarat University, Ahmedabad.

Abstract:

The Gandhian Philosophy of Cleanliness became the dream of India's Prime Minister Shri Narendra Modi. His dream got celebrated widely in India when the campaign Swachh Bharat Abhiyan was launched on Gandhi Jayanti i.e. Second of October in 2014. This campaign received the support and appreciation not only from India but worldwide. The aim of this campaign is to make India clean, encourage healthy living and to make the entire India open defecation free. Since its inception, the campaign worked on cleaning streets, public places, heritage places, building toilets in rural areas and also encouraging waste segregation and proper disposal of waste. The overall burden of work gradually shifts to the Indian Sweepers as known as *Safai Karamcharis*. This research paper attempts to identify the perception of sweepers towards receiving general people's cooperation in effective waste segregation. The perception of sweepers will be measured through the survey. The primary data will help in analyzing their observation. Since, the paper focusses on perception of sweepers towards cooperation of general people in waste segregation, the findings might be useful in designing proper system so as to lower the overall burden from that of the sweepers. The results might be useful in conducting further research and finding unique solutions in executing Clean India Campaign from different perspectives.

Key Words:

Swachh Bharat Abhiyan, Clean India Mission, Government Campaign, Waste Management, Disposal of waste, Sustainable waste management, Indian Sweepers, Waste Segregation

INTRODUCTION

The Gandhian Philosophy of Cleanliness became the dream of India's Prime Minister Shri Narendra Modi. His dream got celebrated widely in India when the campaign Swachh Bharat Abhiyan was launched on Gandhi Jayanti i.e. Second of October in 2014. This campaign received the support and appreciation not only from India but worldwide. The aim of this campaign is to make India clean, encourage healthy living and to make the entire India open defecation free. Since its inception, the campaign worked on cleaning streets, public places, heritage places, building toilets in rural areas and also encouraging waste segregation and proper disposal of waste. The overall burden of work gradually shifts to the Indian Sweepers as known as *Safai Karamcharis*. The concerns faced by *Safai Karamcharis* are typically the least discussed topics in academic domain. This research paper aims to address these concerns from their observations.

Street sweepers as referred to as *Safai Karamcharis* are very crucial in maintaining the cleanliness, health and hygiene within the cities. Their job exposes them to the range of dangers such as dust, toxins, pollution, poisonous and hazardous materials. This makes them vulnerable to certain work-related illnesses and occupational diseases.

The launch of Swachh Bharat Abhiyan makes people responsible for cleanliness and proper waste disposal. However, the people don't seem to have accepted this new role and hence, the campaign burdens its effectiveness on *Safai Karamcharis*. Hence, the change in public behavior is very crucial.

As stated in the official website of Swachh Bharat Mission, that one of the objectives is the focus of cleanliness is on behavioral change of people, the research aims to understand, whether people's attitude and behavior has really changed from the perspective of sweepers who are ultimately performing the role of the job.

(Luthra, 2018) By focusing on behavior change, these campaigns privilege an understanding of waste as an aesthetic problem rather than as a much more complicated infrastructural one. There is need for inculcating 'modern' civic behaviors of not littering, and volunteering to clean up public spaces.

LITERATURE REVIEW

It is said that employee satisfaction results in higher productivity and positive outcomes. The paper by (Salve, Bansod, & Kadla, 2017) states that "Their government job gives them a sense of security with a regular salary, housing and pension. They say their working hours (6 am to 1 pm) are good as they are free by lunchtime. The *varsha hakka* policies of the government assure their progeny employment". If sweepers are satisfied with the job, then the dream of clean India is not far.

However, the mere employee satisfaction won't result into greater results. In this case, the attitude of people towards *Safai Karamcharis* play a major role. Paul D'souza states in the paper that societal change is the need of an hour. (D'souza, 2016) "Swachh Bharat campaign, may take the matter more seriously to mechanize and modernize the sanitation system with toilets everywhere. But the measure of untouchability that exists in our society will define the extent of "clean (swachh) Bharat" and "clean Indians." Hence, a real alteration of attitude of the clean Indians is the need of an hour.

(Jain, 2018) The growing concern amongst the upper class for the aesthetic beauty of the cities has been at the expense of these poor waste workers. (Gill, 2010) argues that the "green agenda of the upper class prioritized over livelihood opportunities and well-being of the disadvantaged groups." *Swachh Bharat Abhiyan* aims at making India clean and improving public sanitation by constructing millions of toilets in rural areas in India by 2019. The initiative faces criticism as it "lacks a holistic human rights approach" (UN expert finds holes in Modi's Swachh Bharat Abhiyan, 2017) because even when many toilets are being made, caste-based discrimination exists in accessing the toilets.

(Jain, 2018) This kind of stigmatizing treatment and lack of social, economic and health safety for the waste workers is a matter of grave concern in contemporary times. The social stratification according to castes in the informal waste economy sector leads to denial of basic working and human rights for the workers

(Kumar & Pandit, 2013) "The solid waste management approach in India is extremely inefficient, using old and obsolete system, technology for storage collection processing, treatment and disposal. There is no formal organized system of segregation of biodegradable and non-biodegradable solid waste. The recovery and recycling

of waste is only done by scavengers and scrap dealers which is highly hazardous to those which are involved in this job.”

(Kumar & Pandit, 2013) The Entire Solid Waste Management Can Be Divided in Following Actions 1. Generation of Solid waste 2. Collection of solid waste at primary source 3. Street Cleansing 3. Transportation of solid waste to the secondary/ locality storage/community bins 4. Storage of solid waste at locality level 5. Transport of solid waste to dumping sites and treatment plants 6. Treatment and Dumping of Solid Waste 7. Traditional approaches of dealing with solid waste.

With all these odd jobs, the *Safai Karamcharis* are most vulnerable to occupational diseases. (Patil & Kamble, 2017) states that these workers were exposed to number of environmental and occupational hazards leading to musculoskeletal disorders (100%), respiratory problems (95%), dermatological problems (90%), headache (75%) and gastrointestinal problems (15%) during work. It was further observed that these workers were suffering from allergies (100%), cough and cold (75%), asthma and bronchitis lungs (65%), hearing disorder (50%), malaria and typhoid (25%), fever (15%) and vomiting (10%) after completion of work. To reduce occupational health hazards in sweepers, they must be made alert and aware of potential health risk arising from their work. Reduction in exposure and use of personal protective equipment's should be encouraged.”

The literature review discourses many issues, and hence the research paper aims to study the perception of the sweepers towards receiving people's cooperation in effective waste segregation as stated by Swachh Bharat Mission.

RESEARCH OBJECTIVES

This research paper attempts to identify the perception of sweepers towards receiving general people's cooperation in effective waste segregation. To study the behavioral and attitudinal change of people towards cleanliness and *Safai Karamacharis*.

FRAMING OF NULL HYPOTHESES (H₀):

1. There is no significance difference between sweeper's place of work and their perception towards people's consciousness towards cleanliness
2. There is no significance difference between sweeper's place of work and their belief towards people following waste segregation
3. There is no significance difference between sweeper's place of work and their belief towards people piling up the waste in their absence
4. There is no significance difference between sweeper's place of work and their perception towards being treated with respect post launch of SBA

RESEARCH METHODOLOGY

The research data has been collected using observation methods and survey methods. The perception of sweepers is being measured through the survey method. The data was collected offline using Questionnaire with one-to-one interview. The observation during data collection will help to understand and analyze the qualitative insights. Since, the paper focusses on perception of sweepers towards cooperation of general people in waste segregation, the findings might be useful in designing proper system so as to lower the overall burden from that of the sweepers. The results might be useful in conducting further research and finding unique solutions in executing Clean India Campaign from different perspectives. The sample size is 30 respondents and the sampling area is Ahmedabad city. Random convenient sampling method was used to collect data from the respondents. The respondents are individuals - *Safai Karamcharis*. Descriptive research design is used in this research.

A Likert scale is used as it assumes that the strength/intensity of an attitude is linear, i.e. on a continuum from strongly agree to strongly disagree, and makes the assumption that attitudes can be measured. The one-way

ANOVA compares the means between the groups and determines whether any of those means are statistically significantly different from each other. A single factor or one-way ANOVA is used to test the null hypothesis using Microsoft Excel tool. Even Z-test is done at 95% confidence level, with $\mu=3$.

DATA ANALYSIS:

Cross tables, Anova and Z-test is conducted at 95% confidence level.

Table showing respondent profile based on the place of work:

<i>Respondent Place of Work</i>	<i>Count</i>
Street Sweeper	5
Organization	11
Residential Society	14
Total	30

Table showing the roles and duties of *Safai Karamcharis*:

Job Role
Sweeping/cleaning of Roads, Pavements etc.
Sweeping/cleaning of Parks and Public Areas
Collect and segregate garbage
Transportation of garbage/waste materials to designated area
Separate solid waste, plastics and recyclable waste from biodegradable waste

TESTING OF HYPOTHESES:

1. Null Hypotheses (H₀):

There is no significance difference between sweeper's place of work (Independent Variable) and their perception (Dependent Variable) towards people's consciousness towards cleanliness

SUMMARY

<i>Groups</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>
street sweeper (1)	5	14	2.8	1.7
Organisation (2)	11	50	4.55	0.27
Residential Society (3)	14	60	4.29	0.37

ANOVA

<i>Source of Variation</i>	<i>SS</i>	<i>Df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Between Groups	11.08	2	5.54	10.40	0.00045	3.35
Within Groups	14.38	27	0.53			
Total	25.47	29				

The P=value (<0.05), null hypotheses is rejected and alternate hypotheses is accepted. There is significant difference between sweeper's place of work and their perception towards people's consciousness towards cleanliness. The perception depends upon the place of work. The Z-score is 6.24, hence we may conclude that people have become more conscious with regards to cleanliness.

2. Null Hypotheses (H₀):

There is no significance difference between sweeper's place of work (Independent Variable) and their belief (Dependent Variable) towards people following waste segregation

SUMMARY

Groups	Count	Sum	Average	Variance
street sweeper (1)	5	14	2.8	1.7
Organisation (2)	11	47	4.27	0.82
Residential Society (3)	14	61	4.36	0.25

ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	9.67	2	4.84	7.18	0.0032	3.354
Within Groups	18.196	27	0.67			
Total	27.87	29				

The P=value (<0.05), null hypotheses is rejected and alternate hypotheses is accepted. There is significant difference between sweeper's place of work and their belief towards people following waste segregation. The conviction depends upon the people's place of work. Also, the Z-score is 5.96, so we may conclude that people follow waste segregation of dry and wet waste.

3. Null Hypotheses (H₀):

There is no significance difference between sweeper's place of work (Independent Variable) and their belief (Dependent Variable) towards people piling up the waste in their absence

SUMMARY

Groups	Count	Sum	Average	Variance
street sweeper (1)	5	10	2	1
Organisation (2)	11	35	3.18	2.16
Residential Society (3)	14	43	3.07	1.76

ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	5.30	2	2.65	1.47	0.25	3.35
Within Groups	48.57	27	1.799			
Total	53.87	29				

The P=value (>0.05), null hypotheses is accepted and alternate hypotheses is rejected. There is no significance difference between sweeper's place of work and their belief towards people piling up the waste in their absence. The Z-score is -0.27, so we may conclude that in the absence of sweeper, people just pile up the waste instead of disposing at the right place

4. Null Hypotheses (H₀):

There is no significance difference between sweeper's place of work (Independent Variable) and their perception (Dependent Variable) towards being treated with respect post launch of SBA

SUMMARY

Groups	Count	Sum	Average	Variance
street sweeper (1)	5	19	3.8	0.7
Organisation (2)	11	32	2.91	1.89
Residential Society (3)	14	45	3.21	1.87

ANOVA

Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	2.73	2	1.37	0.80	0.46	3.35
Within Groups	46.07	27	1.71			
Total	48.8	29				

The P=value (>0.05), null hypotheses is accepted and alternate hypotheses is rejected. Hence, we may conclude that there is significant difference between sweeper's place of work and their perception towards being treated with respect post launch of Swach Bharat Abhiyan. The Z-score value is 0.85, hence we may conclude that *Safai Karamcharis* are not treated with respect even after the launch of Swach Bharat Abhiyan.

FINDINGS

There is no significance difference between sweeper's place of work and their perception towards people's consciousness towards cleanliness	P Value = 0.000447632 Z = 6.62416645	Null Hypotheses Rejected Alternate Hypotheses Accepted
There is no significance difference between sweeper's place of work and their belief towards people following waste segregation	P Value = 0.00317001 Z = 5.95999422	Null Hypotheses Rejected Alternate Hypotheses Accepted
There is no significance difference between sweeper's place of work and their belief towards people piling up the waste in their absence	P Value = 0.246908814 Z = -0.267921963	Null Hypotheses Accepted Alternate Hypotheses Rejected
There is no significance difference between sweeper's place of work and their perception towards being treated with respect post launch of SBA	P Value = 0.459196902 Z = 0.844461221	Null Hypotheses Accepted Alternate Hypotheses Rejected

CONCLUSION:

It has been observed that in Ahmedabad city there is lack of scientific waste management practices. The waste is generally thrown at any nearby vacant places, shifting the entire burden on *Safai Karamcharis* to keep the city clean. Even though the dustbins are provided under Swachh Bharat Abhiyan, the behavioral change in people is not much observed. Hardly the Bio-degradable and non-Bio degradable waste segregation is exercised. The results show that people have become conscious towards cleanliness, waste segregation. Contradictorily, the results also show that in the absence of sweeper people pile up the waste and they do not bother much. The *Safai Karamcharis* don't feel respected, and hence more focus on behavioral change in the society with respect to case, occupation, education is needed.

FUTURE SCOPE

An in-depth study may be done in future to find ways to embrace the change and bring positive outlook towards the most underrated but highly needed *Safai Karamcharis*. More researchers and academicians should also focus on sweepers work and recommend in making this world a better place to live for them.

References

- D'souza, P. (2016, June 25). Clean India, Unclean Indians - Beyond the Bhim Yatra. *Economic & Political Weekly, Commentary*, 22-25.
- Gill, K. (2010). *Of Poverty and Plastic*. Oxford University Press, New Delhi.
- Jain, S. (2018). India's Waste Disposal: A Major Threat To The Lives Of Dalit Women. *Journal of Academic Perspectives*, 4.
- Kumar, V., & Pandit, R. K. (2013, March). Problems of Solid Waste Management in Indian Cities. *International Journal of Scientific and Research Publications*, 3, 1-9.
- Luthra, A. (2018, April). 'Old habits die hard': discourses of urban filth in Swachh Bharat Mission and The Ugly Indian. *Journal of Multicultural Discourses*, 1-19.
- Patil, P. V., & Kamble, R. K. (2017, May 23). Occupational health hazards in street sweepers of Chandrapur city, central India. *International Journal of Environment*, 6(2), 9-18.
- Salve, P. S., Bansod, D. \., & Kadla, H. (2017, April 1). *Safai Karamcharis* in a Vicious Cycle. A Study in the Perspective of Caste. *Economic & Political Weekly, Perspectives*, L11(No. 13), 37-41.
- UN expert finds holes in Modi's Swachh Bharat Abhiyan. (2017). Retrieved from www.rediff.com: <https://www.rediff.com/news/report/un-expert-finds-holes-in-modis-swachh-bharat-abhiyan/20171110.htm>