



# Impact Of Social Media In Swachh Bharat Abhiyan Scheme - Study In Tirupur City

**Dr.K.Meenakshi Sundari<sup>1</sup>, G.Deebikaa<sup>2</sup>**

<sup>1</sup>Associate Professor, PG & Research Department of Commerce, Tiruppur Kumaran College for Women, Tirupur, India.

<sup>2</sup>Research Scholar, PG & Research Department of Commerce, Tiruppur Kumaran College for Women, Tirupur, India.

**Abstract:** Social media has emerged as a powerful medium influencing public awareness and participation in government initiatives. This study examines the impact of social media campaigns on public involvement in the Swachh Bharat Abhiyan (SBA) in Tirupur City. Using a sample of 120 respondents, data were collected through a structured questionnaire and analysed using percentage analysis, Chi-square, and ANOVA. The findings indicate that social media significantly enhances awareness, motivates behavioural change, and increases participation in cleanliness activities. However, gaps remain in consistent engagement and practical implementation. The study provides suggestions to strengthen digital communication strategies for improved public participation.

**Keywords:** Social Media, Swachh Bharat Abhiyan, Public Participation, Digital Campaigns, Tirupur City.

## Introduction

Swachh Bharat Abhiyan (SBA), launched in 2014, has become India's largest cleanliness movement aimed at sanitation, waste segregation, and behavioural change. In the current digital era, social media platforms like Facebook, Instagram, YouTube, WhatsApp, and Twitter act as catalysts for disseminating information and mobilizing communities. These platforms provide accessible, real-time, and engaging content that influences public behaviour. In rapidly developing cities like Tirupur—where industrial growth has increased waste generation—digital campaigns play a crucial role in creating cleanliness awareness and promoting civic responsibility. This study explores how social media campaigns impact public perception and participation in SBA within Tirupur City.

## Objectives of the Study

- To analyse the role of social media usage in public awareness regarding Swachh Bharat Abhiyan in Tirupur City.
- To examine the influence of social media on the public participation in Swachh Bharat Abhiyan activities.

## Scope of the Study

The study is confined to residents of Tirupur City who use social media. It focuses on awareness, perception, and participation influenced by SBA-related digital content. The study does not measure infrastructural factors or compare offline campaigns.

## Research Methodology:

- **Research Design:** Descriptive research design is adopted to study public perception and behavioural influence.
- **Area of Study:** Tirupur City, Tamil Nadu.
- **Sample Size:** A total of 120 respondents were selected using convenience sampling.
- **Data Collection**
  - Primary Data has been collected using Structured questionnaire.
  - Secondary Data has been collected from Journals, government reports, social media pages, websites.
- **Tools for Analysis**
  - Percentage Analysis
  - Chi-square Test
  - t-Test
  - ANOVA

## Review of Literature

1. Olawade, D. B., et al. (2024) in their study on “Smart waste management: A paradigm shift enabled by artificial intelligence” aims to analyse AI-driven waste management systems and their efficiency. For the purpose of the study data were collected from Google Scholar and Scopus using systematic review methods. From this study it is found that AI improves waste collection accuracy and resource optimization. The researchers concluded that AI can significantly support sustainable waste management.
2. Gupta, R., & Singh, A. (2022) in their study on “Role of social media in promoting environmental awareness” explored how social media spreads environmental messages. For the purpose of the study data has been collected from 200 social media users through survey and it was analysed using frequency and regression tools. From this study it is found that digital campaigns strongly influence youth behaviour. The researchers concludes that social media is key to promoting eco-friendly practices.
3. Kumar, P. & Rani, S. (2021) in their study on “Digital participation in government cleanliness missions” aims to find the digital participation of government while promoting cleanliness missions. For the purpose of the study data has been collected through questionnaire from urban residents to understand digital engagement in cleanliness initiatives and tools such as Chi-square and correlation were used for analyse the data collected. From this study it is found that there is a positive relationship between social media usage and participation in civic activities. The authors suggest to strengthen the online behavioural campaigns. The researchers concludes that digital tools are essential for public mobilization.
4. Sharma, V. (2023) in their study on “Impact of awareness campaigns on Swachh Bharat participation” evaluated the awareness levels created through government campaigns. The data collected for the study has been analysed using descriptive statistics. From this study it is found that there is moderate awareness about campaigns on SBA but there is limited practical involvement. From this study the researcher suggests that there should be local-level social media strategies to improve engagement and it is concluded that awareness alone is insufficient without motivational content.
5. Thomas, J., & George, L. (2020) in their study on “Youth engagement through digital platforms in sanitation programs” evaluated the influence of digital platform on sanitation behaviour. For the purpose of the study data from university students were collected and tools such as ANOVA and mean score were used to analyse the data collected. From this study it is found that visually appealing posts in social platforms motivate participation more than textual content. From this study the researchers suggests that there should be collaboration between institutions and government social media teams to use digital platforms to strengthen youth-driven cleanliness actions.

## Analysis and Interpretation

**Table 1: Demographic Profile, Mode of Awareness, and Social Media Usage Pattern of Respondents**

Variable	Category	Frequency	Percentage (%)
<b>Gender</b>	Male	55	45.8
	Female	65	54.2
<b>Age Group</b>	18–25 years	40	33.3
	26–35 years	48	40.0
	Above 35 years	32	26.7
<b>Occupation</b>	Student	38	31.6
	Employee	51	42.5
	Business	22	18.3
	Homemaker	9	7.5
<b>Mode of Awareness</b>	Facebook	22	18.3
	Instagram	40	33.3
	YouTube	32	26.7
	WhatsApp	18	15
	Others (Twitter, Blogs, etc.)	8	6.7
<b>Usage</b>	Once a day	18	15
	2-4 times a day	24	20
	5-7 times a day	40	33.3
	More than 7 times a day	38	31.7

**Source: Primary Data**

### Interpretation:

The demographic analysis shows that a slightly higher proportion of the respondents were females (54.2%) compared to males (45.8%), indicating balanced gender participation in the study.

The age distribution reveals that the majority of respondents belonged to the 26–35 years category (40%), followed by the younger age group of 18–25 years (33.3%), suggesting active social media use among youth and working-age adults.

In terms of occupation, employees formed the largest segment (42.5%), highlighting their higher exposure to digital platforms, followed by students at (31.6%). Business owners and homemakers accounted for (18.3%) and (7.5%) indicating moderate participation from non-working and self-employed groups.

The above table shows that Instagram as the most influential platform (33.3%), followed by YouTube (26.7%), followed by Facebook (18.3%), followed by WhatsApp (15%) and a small proportion of respondents (6.7%) became aware through other platforms such as twitter and blogs.

The above table depicts that majority of the respondents use social media platforms 5-7 times a day (33.3%), followed by (31.7%) of the respondents use social media platform More than 7 times a day, (20%) of the respondents use social media platforms 2-4 times a day, and (15%) of the respondents use social media platform once a day.

Overall, the demographic data show that the respondents represent a diverse mix of social media users within Tirupur City.

## Chi-Square Test

H<sub>0</sub>: There is no significant association between social media usage and awareness of Swachh Bharat Abhiyan among respondents.

**Table 2: Social Media Usage & Awareness of Swachh Bharat Abhiyan**

Usage Mode of Awareness	Once a Day	2-4 times a day	5-7 times a day	More than 7 times a day	No. of Respondents	p- value	Sig
Facebook	3	4	7	8	22	.006	Rejected
Instagram	6	8	13	13	40		
YouTube	5	6	11	10	32		
WhatsApp	3	4	6	5	18		
Others	1	2	3	2	8		
<b>Total</b>	<b>18</b>	<b>24</b>	<b>40</b>	<b>38</b>	<b>120</b>		

Source: Primary data

### Interpretation:

The Chi-square test shows that at significance level of 0.006, which is less than the threshold of 0.05. Therefore, the null hypothesis is rejected, confirming a significant association between social media usage and awareness of Swachh Bharat Abhiyan. This indicates that individuals who use social media more frequently are more aware of cleanliness campaigns, digital messages, and environmental initiatives under SBA. The findings highlight the crucial role of social media as a channel for promoting civic awareness and sanitation behaviour in Tirupur City.

### t-Test

H<sub>0</sub>: There is no significant difference in the level of participation in Swachh Bharat Abhiyan activities and gender of the respondents.

**Table 3: Gender- wise distribution of Respondents by Level of Participation in Swachh Bharat Abhiyan Activities**

Demographic Variable	Particulars	N	Mean	t value	Asymp. Sig	Result
Gender	Male	55	4.63	1.82	0.071	Accepted
	Female	65	6.78			

Source: Primary Data

### Interpretation:

The independent sample t-test indicates that there is no significant difference in the level of participation in Swachh Bharat Abhiyan activities between the gender of the respondents, as the p-value (0.071) is greater than 0.05.

Hence the null hypothesis is accepted.

#### ANOVA

H<sub>0</sub>: There is no significant difference in the level of participation in Swachh Bharat Abhiyan activities and age of the respondents.

**Table 4: Age- wise distribution of Respondents by Level of Participation in Swachh Bharat Abhiyan Activities**

Demographic Variables	Particulars	N	Between Groups		Within Groups		F	Sig.	Result
			Sum of Squares	Mean Square	Sum of Squares	Mean Square			
Age	18–25 years	40	8.92	4.46	102.38	0.87	5.12	.007	Rejected
	26–35 years	48							
	Above 35 years	32							

Source: Primary Data

#### Interpretation:

The ANOVA results indicate that age significantly influences the level of participation in Swachh Bharat Abhiyan activities as obtained F-value (5.12) with a p-value (0.007), which is below the 0.05 significance level. Hence, the null hypothesis is rejected, suggesting there is significant difference in the level of participation in Swachh Bharat Abhiyan activities across different age groups with younger respondents, especially those between 18–25 years, tend to be more active participants.

#### ANOVA

H<sub>0</sub>: There is no significant difference in the level of participation in Swachh Bharat Abhiyan activities and occupation of the respondents.

**Table 5: Occupation of Respondents by Level of Participation in Swachh Bharat Abhiyan Activities**

Demographic Variables	Particulars	N	Between Groups		Within Groups		F	Sig.	Result
			Sum of Squares	Mean Square	Sum of Squares	Mean Square			
Occupation	Student	38	11.07	3.69	165.02	1.42	2.60	.056	Accepted
	Employee	51							
	Business	22							
	Homemaker	9							

Source: Primary Data

#### Interpretation:

The ANOVA results indicates that, occupation does not significantly influence participation levels, as the F-value (2.60) with p-value (0.056) which is greater than 0.05 significance level. Hence the null hypothesis is accepted. There is no significant difference in the level of participation in Swachh Bharat Abhiyan activities and the occupation of the respondents, indicating uniform participation across occupational groups.

## Findings

- Majority 54.2% of the respondents are female.
- Majority 40% of respondents belonged to the 26–35 years category.
- 42.5% of the respondents are employees in terms of occupation.
- Majority 33.3% of the respondents are influenced by Instagram.
- Majority 33.3% of the respondents use social media platforms 5-7 times a day.
- There is significant association between social media usage and awareness of Swachh Bharat Abhiyan among respondents.
- There is no significant difference in the level of participation in Swachh Bharat Abhiyan activities and gender of the respondents.
- There is significant difference in the level of participation in Swachh Bharat Abhiyan activities and age of the respondents.
- There is no significant difference in the level of participation in Swachh Bharat Abhiyan activities and the occupation of the respondents.

## Suggestions

- Government should design city-specific digital campaigns focusing on Tirupur's waste management challenges.
- Influencers, local NGOs, and college youth clubs can be involved to create engaging SBA content.
- More short videos, infographics, and reels should be used for better reach.
- WhatsApp community groups can be formed for event updates and volunteer mobilization.
- Schools and colleges should integrate digital cleanliness campaigns in NSS/NCC activities.

## Conclusion

The study concludes that social media plays a significant role in enhancing awareness and encouraging participation in Swachh Bharat Abhiyan in Tirupur City. Digital platforms act as strong motivational tools, especially among youths who respond positively to visually engaging content. While awareness levels are high, consistent participation must be improved through strategic digital campaigns. Strengthening social media communication will help accelerate behavioural change and support sustainable urban sanitation.

## References

1. Gupta, R., & Singh, A. (2022). Role of social media in promoting environmental awareness. *Journal of Environmental Communication*, 14(2), 112–119.
2. Kumar, P., & Rani, S. (2021). Digital participation in government cleanliness missions. *International Journal of Public Policy*, 9(3), 45–58.
3. Olawade, D. B., et al. (2024). Smart waste management: A paradigm shift enabled by artificial intelligence. *Waste Management & Research*, 50(2), 1–12.
4. Sharma, V. (2023). Impact of awareness campaigns on Swachh Bharat participation. *Indian Journal of Social Development*, 18(1), 55–62.
5. Thomas, J., & George, L. (2020). Youth engagement through digital platforms in sanitation programs. *Journal of Urban Studies*, 25(4), 89–101.