

# Societal Awareness towards Activities related to Swachh Bharat Abhiyan: A Cross Sectional Study

Dr. Anju Bala

Project Director, ICSSR, New Delhi, India

## Abstract

Sanitation and cleanliness are the two major extremities that supports Swachh Bharat Abhiyan. Swachh Bharat Abhiyan (SBA) is a ruthless project and has been successful in bringing a difference at the facility and infrastructure level, and the objectives of this programme can be achieved if people are aware of this mission and basic sanitation, cleanliness and waste management practices and how these put impact on health. This cross-sectional study evaluated the awareness of selected society toward SBA and its association with the socio-demographic variables through closed-ended questionnaires. The study was conducted across 251 individuals with an age of above 18 years from different areas of Punjab and its villages. The major respondents of the study are taken persons living BPL, marginalised people and untouched segment of the society as Sewer Man, Rag Picker, Rehri Wala, Labourer, Guards, House Maids, Sweepers, Gardener etc. Descriptive and inferential statistical analysis was done using the frequencies distribution, mean score with rank correlation and chi-square test with the SPSS 21.0 software. It can be concluded that participants are generally aware about SBA and they are also found aware about the different activities that are done under SBA. When the association was studied of SBA awareness and demographic variables of the respondents, it was found that there is no significant association sustain between SBA awareness and demographic variables like age, gender, educational qualification and residential status.

**Keywords:** Cleanliness, Hygiene, Sanitation, Swachh Bharat Abhiyan, Health

## Theoretical Framework of the Study

The Swachh Bharat Abhiyan initiative aims to improve the standard of living in urban and rural regions by fostering cleanliness, hygiene, and the elimination of open defecation, as well as by accelerating the installation of sanitation facilities in rural areas. Dr. Shubhangi Rathi stated that the goal of Swachh Bharat is to provide sanitation facilities to every family by 2019, including toilets, solid and liquid waste disposal systems, village cleanliness, and safe and adequate drinking water supply. According to a press release issued by ICICI Bank in November 2014, it was a historic effort to raise awareness of cleanliness and impart in every Indian a sense of duty and responsibility for keeping the nation clean. According to an article February 2015, the government has allocated Rs. 1,700 crores for the program's successful execution. The Swachh Bharat Abhiyan's primary operations, according to a 2015 report by the Press Trust of India, are providing incentives for private latrines, creating public restroom facilities, undertaking initiatives to handle solid and liquid waste, and conducting monitoring and assessment.

According to a report released by the Indian government, the Hon. Prime Minister has named a select group of notable individuals to lead this effort. Mridula Sinha, Sachin Tendulkar, Baba Ramdev, Shashi

Tharoor, Anil Ambani, Kamal Hasan, Salman Khan, Priyanka Chopra, and Team Tarak Mehta ka Oolta Chashma were the invited nine public figures. He asked them to make a contribution to Swachh Bharat, share it on social media, and invite nine other people to do the same, forming a chain.

Gharse and Sharma in their paper entitled “Gandhi’s Views on youth as an agent for social transformation” vocalized Gandhi’s dream of building a healthy and clean nation.

Munier, et al. (2005) inferred from his investigations that the sustainability revolution has developed into a varied, global, multi-cultural, and visionary revolution that simultaneously focused on the 3E's (Ecology & Environment, Economy & Employment, and Equity & Equality) that leading to a positive response from both within and among the people of the society.

Nath, et al. (2010) studied on Perception and Practice of Hygiene and its impact on health in India and concluded that Perception of the community on health and hygiene issues has a strong influence on practice of hygiene and both together along with provision of sanitation facilities have significant impact on reducing burden of communicable diseases like cholera, diarrhea, typhoid, hepatitis, etc.

Kumar T. (2014) explained in “To Study Awareness of a National Mission: Swachh Bharat: Swachh Vidyalaya in the Middle School Student of Private and Public Schools” has emphasized that it is the responsibility of lawmakers, government officials, residents, and parents to ensure that every child has access to a school with facilities for safe drinking water, good sanitation, and hygiene.

Evne, et al. (2014) also researched The Swachh Bharat Abhiyan's effects on the nation's Dalit Community and concluded that it is the duty of every person to maintain good hygiene and to be clean, and that individuals should look ahead rather than wait for the government to take action.

Phukan, et al. (2014) in their research studied about Swachh Bharat and concluded that it has the potential to increase GDP, create jobs, and lessen health problems, thereby tying an economic activity. To reach the global perception of cleanliness and safety, India's top 50 tourist spots, which demonstrated the highest degree of hygiene and cleanliness, need to be modified.

S. Coates and D.C. Dulk (Nov, 2014) studied about Swachh Bharat Abhiyan and reported that The Comprehensive Rural Sanitation Program was updated by the Indian government, which also introduced the Total Sanitation Campaign (TSC).

V. Sharma (Feb, 2015) conducted a study on Swachh Bharat Abhiyan and derived that more tourists can be attracted to India by its cleanliness, which will increase revenue. The author urges readers to spend 100 hours annually on cleanliness. So, from the above we see that Swachh Bharat Abhiyan also helped the economy to boost through tourism as when we try to keep our country neat and clean definitely we will attract the international tourist to come to our country.

Rao, et al. (2015) studied impact and development of Swachh Bharat Abhiyan and came to the conclusion that it is everyone's opportunity and duty to announce their battle against open defecation and waste disposal by simply disclosing any instances of manual scavenging.

Thakkar (2015) concentrated on the program's effects on the health and education sectors and concluded that the government of India's mission of Clean and Green India is a commendable move toward improving sanitation and urban growth.

Badra and Sharma (2015) studied that the government wants to instil teamwork and patriotism in students and everyday citizens, and the managerial implications of the Swachh Bharat Campaign and concluded that this goal is supported by the active participation of celebrities in local initiatives.

Pulakkat, et al. (2015) in his article titled “Swachh Bharat Abhiyan: Why cleaning up India is serious business stated that as Swachh Bharat Abhiyan” primarily concentrated on solid waste management and sanitation. He also urged that one of the main issues facing the Indian government and scientists is garbage management.

According to Swain and Pathela (2016), a healthy existence requires access to adequate drinking water, proper sanitation, and good hygiene habits for every human. The authors concentrated on India's urban slums and rural areas, which are typically devoid of these basic utilities and the urgent need for efficient basic sanitation facilities and its awareness through SBA.

Jain, et al. (2016) reported that the Swachh Bharat Mission (Gramin) and the Swachh Bharat Mission (Urban), which aim to achieve Swachh Bharat by 2019, as a fitting tribute to the 150th Birth Anniversary of Mahatma Gandhi, will mean improving the levels of cleanliness in rural areas.

Pradhan (2016) studied on Swachh Bharat Abhiyan and the Indian Media and concluded that the campaign will not only help to adopt good habits of cleanliness but also boost our image as a nation.

In his article “Swachh Bharat Mission- Need, Objective and Impact”, Chaudhary (2017) described the goals of SBA is to reduce or end open defecation by building individual, cluster, and communal restrooms.

Chinchwadkar, et al. (2017) studied Awareness, Acceptability, and Receptivity of Females Swachh Bharat's Toilet Drive: A Cross Sectional Evaluation and concluded that majority of the respondents were aware about SBA and SBATD and its intentions but lacks in providing impact in terms of increasing receptivity to help open to closed defecation habit. It was also found that awareness about SBATD has a positive association on the defecation habit.

Singh, et al. (2018) have stressed the importance of continuing the Swachh Bharat programme in India till its objective is met. They also emphasised that the Swachh Bharat Mission for urban and rural areas to carries out cleanliness.

Kharel, et al. (2018) studied on the Development and Sanitation Profile of Smart Cities – A Case Study of Tiruchirappalli City and concluded that the results were used for estimating the adequacy of public toilets in each ward and deciding the best wards based on ranks obtained from weighted values of different developmental parameters.

Prajapati (2018) studied Mahatma Gandhi Swachhata Mission at Gujarat: Marketing Strategies and Media Use a Critical Analysis and concluded that one can end in a positive note saying that through these sort of cleanliness campaigns at least some kind of awareness, behavioral changes and responsibility can be inculcated among the citizens. It can be regarded as just a beginning where the nation has just taken a few baby steps.

Bhattacharaya, et al. (2018) emphasised on the major role played by business and the media in SBM, so the government can look forward to actively including these stakeholders and planning a more inclusive system in the near future.

Roy, et al. (2019) concluded that thorough awareness campaign including drama, regional festivals, social gatherings, mobile texts, social media, and gram panchayat meetings is necessary to help the villagers recognise the importance of good sanitation. This would make it possible for many plans to be implemented successfully.

Dandabathula, et al. (2019) studied Impact assessment of India's Swachh Bharat Mission – Clean India Campaign on acute diarrheal disease outbreaks. Yes, there is a positive change and found that the recent pattern of ADD outbreaks exhibits a declining rate.

Gahlota, et al. (2019) studied on the Awareness and Impact of Swachh Bharat Abhiyan and observed that the children belonging to the ODF areas would have an improved health status (lower prevalence of diarrhoea). SBM (Gramin) is not only toilet construction program but it includes cleanliness, hygiene and total sanitation which to be practiced and emphasized at gross root levels.

Kashia and Gangwar (2019) studied the Impact of Sanitation Program and Its Campaign: With Special Reference to Swachh Bharat Abhiyan, and concluded that awareness should be provided to the people about their rights and it would be possible only through various media, and participatory approach has to be used because of its high effectiveness.

Sharma (2019) studied effective use of media towards Swachh Bharat Abhiyan (SBA): A Study in reference to Chhattisgarh state and concluded that social media, media and TV has important role to make this campaign effective and make people aware about SBA and cleanliness.

Selvam, et al. (2019) studied Awareness and Perception of Health Issues Among Rural Women and found that, the respondents have full awareness and perception regarding health issues and they are also aware of the various schemes and initiatives taken by the government to elevate the rural women and children to live healthy and sound life in rural area.

Shakeel, et al. (2020) focused on the perception and awareness regarding Swachh Bharat Abhiyan in Aligarh District of Uttar Pradesh, India. With the help of this program effective awareness regarding SBA among the villagers were inculcated for empowering them to have an improved and sustainable livelihood.

Ashmi (2020) reported that with the Swachh Bharat Abhiyan, India stands a great chance of growing to be a superpower. But it won't be easy to fix the issues, and it will require a lot of social and political resolve. The SBM is only the beginning; there is still much work to be done. In India, it requires dedication and loyalty from people from all walks of life.

Srivastava (2021) studied “A study of solid waste management and the need to reform the educational curriculum: An Overview of Muzaffarnagar City (UP), to increase public awareness, local governments could work with schools to start a campaign. In order to automatically promote these behaviours, it is critically important to redefine the curriculum in the new national education policy.

Adlakha, et al. (2022) studied Antecedents and consequences of adopting CLTS among tribal communities to become open defecation free: case study on Indian Swachh Bharat Abhiyan and found that subjective norms and enabling circumstances are as major determinants that works as key factors ensuring the persistence of intention for CLTS. They are crucial in enhancing the region's health and hygienic conditions and reduces the possibility of the spread of epidemic diseases.

It can be summed up from the literature that before the Swachh Bharat Abhiyan, environmental sustainability through sanitation and cleanliness awareness were the major agenda in the India and these were taken now through SBA. Literature explained that social media and awareness are the two major factors that will help the SBA to be a successful event. Existing knowledge about SBA and awareness towards cleanliness among participants were positive but still there is need of programmes and strategies that help in bringing positive behaviour among group of people who are reluctant towards adopting proper cleanliness, sanitation and hygiene practices. In India, Punjab state is considered as developed state and very few studies are taken on Punjab regarding Swachh Bharat Abhiyan. So, keeping in view of all these issues, the present study is taken with the following objectives.

### **Objectives of the Study**

- To assess the awareness of different activities regarding Swachh Bharat Abhiyan (SBA).
- To study the association of SBA with the socio-demographic characteristics of the respondents.

### **Hypothesis of the Study**

H0: There is no significant association exist between SBA and education qualification, age, gender and Residential status.

H1: There is significant association exist between SBA and education qualification, age, gender and Residential status.

**Scope of the Study**

The present research work has been taken up to explore the awareness of SBA and its related activities and its association with the different demographic characteristics among the selected population of Malwa region of Punjab.

**Significance of the Study**

The present research work will be useful to the local authorities, public, NGOs and government rather local and state to know the loop holes of successful implementation of the SBA and to make city cleaner and healthier. Thereby government may frame suitable strategies for creating awareness among the rural areas and untouched segment of the society. Thus, an attempt has been made in this study to identify the awareness about SBA and its related activities and its association with the demographic variables

**Analysis and Interpretation**

Table 1: Socio-demographic Profile of the Respondents (N = 251)

	Frequency	Percent
<b>Gender</b>		
Male	144	57.4
Female	107	42.6
<b>Total</b>	<b>251</b>	<b>100.0</b>
<b>Education</b>		
Illiterate	124	49.4
10th Standard	80	31.9
11th to 12th Standard	36	14.3
Above 12th Standard	11	4.4
<b>Total</b>	<b>251</b>	<b>100.0</b>
<b>Residence</b>		
Rural	134	53.4
Urban	117	46.6
<b>Total</b>	<b>251</b>	<b>100.0</b>
<b>Age</b>		
18-35 years	124	49.4
36-55 years	108	43.0
older than 55 years	19	7.6
<b>Total</b>	<b>251</b>	<b>100.0</b>

Table 1 exhibits the socio-economic profile of the selected 251 respondents that 57.4% of the total respondents are male, while 42.6% respondents are females. It is quite evident from the table that a majority of 49.4% of the respondents do not have any education or are illiterates, while 31.9% have gone to school but less than 10<sup>th</sup> standard and 14.3% have completed secondary schooling; however, only

4.4% of them have the education above 12<sup>th</sup> standard respectively. In the present study, majority of the respondent’s 53.4% belongs to the rural area of Punjab whereas only 46.6% of the respondents belongs to the urban population. Similarly, 49.4 % of the respondents belongs to 18-35 years age group, 43% belongs to 36-55 years whereas only 7.6% respondents belong to old age category above 55 years. So, it is concluded from the above analysis that majority of respondents are illiterate, belongs to 18-35 years age category and male from the rural background. After studying the demographic profile of the respondents their awareness regarding Swachh Bharat Abhiyan was studied and their level of awareness related to the activities of SBA was also studied. The results are shown below:

Table 2: Awareness about Swachh Bharat Abhiyan

<b>Do You Know about SBA?</b>	<b>Frequency</b>	<b>Percent</b>
Yes	212	84.5
No	39	15.5
<b>Total</b>	<b>251</b>	<b>100.0</b>

Table 2 shows the perception about SBA among respondents that out of the total proportion of the respondents, 84.5% of the respondents heard about the SBA and rest of them do not know anything about SBA. The above results are also supported by the study of Shakeel and Taqi (2020) and concluded that majority of the population is aware about SBA.

Table 3: Awareness about the Activities related to Swachh Bharat Abhiyan (SBA)

<b>Activities under SBA</b>	<b>Not at all Aware</b>	<b>Slightly Aware</b>	<b>Moderately</b>	<b>Very Aware</b>	<b>Extremely Aware</b>	<b>Total</b>
Use of the eco-friendly bags instead of plastic bags	38 (15)	46 (18)	49 (20)	62 (25)	56 (22)	251 (100)
Less littering on road	17 (9)	42 (17)	43 (17)	49 (20)	100 (40)	251 (100)
No Open Defecation spot/excreta in an open place	20 (8)	23 (9)	44 (18)	57 (23)	107 (43)	251 (100)
Open garbage dumps, overflowing drains	16 (6)	41 (16)	51 (20)	48 (19)	95 (38)	251 (100)
Safe Drinking Water	11 (4)	20 (8)	29 (12)	61 (24)	130 (52)	251 (100)
Promoting technologies for sustainable sanitation	43 (17)	53 (21)	39 (16)	54 (22)	62 (25)	251 (100)
Manual Scavenging	38 (15)	39 (16)	56 (22)	55 (22)	63 (25)	251 (100)
Solid Waste Management	33 (13)	36 (14)	62 (25)	48 (19)	72 (29)	251 (100)

School Sanitation / Anganwadi Sanitation / Railway Sanitation / Swachh Petrol Pumps / Rastriya Swachhata Kendra / Bal Swachta Mission	25 (10)	34 (14)	56 (22)	53 (21)	83 (33)	251 (100)
Third dustbin for dispose of e-wastage	61 (24)	33 (13)	40 (16)	56 (22)	61 (24)	251 (100)
Twin Pit	45 (18)	56 (22)	44 (18)	38 (15)	68 (27)	251 (100)
The Inter-Ministerial Collaboration Regarding Cleanliness and Hygiene such as Namami Gange / SAP / Swachhata Pakhwada etc.	46 (18)	45 (18)	59 (24)	52 (21)	49 (20)	251 (100)
Digital cleanliness App such as SBM App / My Clean India App / Swachh Bharat Clean India App	62 (25)	32 (13)	41 (16)	56 (22)	60 (24)	251 (100)
Swachh Survekshan Survey / Programs conducted by Municipal Committees / Panchayat etc.	46 (18)	47 (19)	45 (18)	39 (16)	74 (29)	251 (100)

Awareness about activities regarding SBA is studied in Table 3. Out of all study participants, majority 156 (58%) respondents found extremely aware regarding safe drinking water and less littering on the roads. Respondents have also shown the extreme awareness regarding no open defecation which is the main concern in the SBA. Majority of the respondents accepted that they are more aware for open garbage dumps, overflowing drains also as all these issues are major points of concern and respondents are found very much aware about it. During study, it was found that respondent's awareness regarding Third dustbin for dispose of e-wastage, twin pit and digital apps is below average. It may be due to their living background as majority of the respondents belongs to lower segment of the society and illiterate or less educated. They have also revealed moderate awareness regarding Swachh Survekshan / Survey / Programs conducted by Municipal Committees / Panchayat etc. So, from above it can be concluded that respondents are not highly aware about the survey or program conducted by the different governments to create awareness about the SBA and cleanliness. Around 70% of the respondents are found aware about the term and task of manual scavenging. So, from above it can be concluded that overall respondents are found aware about the activities covered under SBA either in any demographic area means no matter they are illiterate or less educated and belongs to rural background. During study it was found, that initiatives like SBA has proven an excellent initiative to improve sanitation and cleanliness in the country particularly rural areas and due to this health of the peoples will also definitely improve.



Table 4: Association between Awareness about Swachh Bharat Abhiyan and Socio-demographic Characteristics

	Yes	No	Total
<b>Gender</b>			
Male	120	24	144
Female	92	15	107
<b>Total</b>	<b>212</b>	<b>39</b>	<b>251</b>
<b>Pearson Chi-Square (X2) Value = .328, df = 1, p = .567 &gt; .05</b>			
<b>Qualification</b>			
Illiterate	106	18	124
10th Standard	68	12	80
11th to 12th Standard	31	5	36
Above 12th Standard	7	4	11
<b>Total</b>	<b>212</b>	<b>39</b>	<b>251</b>
<b>Pearson Chi-Square (X2) Value = 3.826, df = 3, p = .281 &gt; .05</b>			
<b>Residential Status</b>			
Rural	109	25	134
Urban	103	14	117
<b>Total</b>	<b>212</b>	<b>39</b>	<b>251</b>
<b>Pearson Chi-Square (X2) Value = 2.131, df = 1, p = .144 &gt; .05</b>			
<b>Age Category</b>			
18-35 years	104	20	124
36-55 years	91	17	108
older than 55 years	17	2	19
<b>Total</b>	<b>212</b>	<b>39</b>	<b>251</b>
<b>Pearson Chi-Square (X2) Value = .400, df = 2, p = .819 &gt; .05</b>			

After analysing the awareness of SBA and its allied activities, the association between some of the demographic characters of the respondents and their awareness regarding the Swachh Bharat Abhiyan was analysed in Table 4. To analyse this, chi-square test is conducted to examine the association between them. During survey it is found that majority of the respondents have heard about Swachh Bharat Abhiyan i.e. 120 male respondents, and 78 women respondents know about SBA, means 84.5% respondents know about Swachh Bharat Abhiyan, while 15.5% respondents do not heard anything about Swachh Bharat Abhiyan. The chi-square test has indicated that there is no significant association between the gender of the respondents and Swachh Bharat Abhiyan. All the respondents under the age

group of 18 to 35 years (104 respondents) and 36 to 55 years (91 respondents) know about the Swachh Bharat Abhiyan and there is again no significant association found between age and SBA. However, 17 respondents out of total 19 respondents under the age group are older than 55 years, have awareness regarding Swachh Bharat Abhiyan. The chi-square test indicated that there is no significant association between the age group of the respondents and Swachh Bharat Abhiyan. It is also found that 42.3% of the illiterate respondents have awareness about SBA whereas 27.09% of the respondents having literacy up to primary level and aware about SBA; 12.3% of the respondents having literacy up to secondary level and found aware regarding SBA, and very few respondents (2.7%) having literacy above 12<sup>th</sup> standard and have aware regarding the Swachh Bharat Abhiyan. The chi-square test showed that insignificant association between the educational levels of the respondents and their awareness regarding the Swachh Bharat Abhiyan. When the association was studied with the residential status, it was found that 43.3% respondents from rural and 41% from urban community were found aware regarding SBA. The chi-square test showed that insignificant association between the residential status of the respondents and their awareness regarding the Swachh Bharat Abhiyan. So, from the above, it can be concluded that awareness about SBA & its related activities and demographic variables do not show any association with each other means people of Punjab are aware about SBA, their age, gender, education and residential status doesn't matter for awareness of SBA activities.

### Discussions and Findings

In the present study, 251 respondents were taken and majority of respondents are illiterate and having less than secondary education. Around 50% respondents belong to 18-35 years age category and are male from the rural background. During the study it was found that initiatives like SBA proved an excellent initiative and majority of the population is found aware about it. So, it can be concluded that it will help to improve sanitation and cleanliness facilities among people and due to this health of the people will improve. Respondents are found quite aware about sanitation and cleanliness but they are found moderately aware the SBA campaign like Swachta Survekshan or Swachta Pakhwara etc. and less aware about e-wastage, twin pit. While analysing the association between SBA and socio-demographic variables, it was found that majority of the respondents knew about SBA but there is no significant association exists between SBA and demographic variables (age, gender, residential status and education). It shows that awareness regarding SBA does not depend upon these demographic variables. So, it can be concluded that people of Punjab are indifferent regarding creation of awareness of SBA and its allied activities.

### Limitation of the Study

The present study is limited to one state of India - Punjab. Hence study cannot be generalised to the entire country. The sample size taken for the study is also too small which doesn't represent the true population of the state. So, there is dire need of the time that these types of studies are required to be conducted at multiple geographic locations so that the results can be generalised and true picture of the social activities came out for further studies and policies.

### Conclusion

Initiatives like Swachh Bharat Abhiyan necessitates a dire need of facilities for sanitation, water supply, water management, and waste management. Apart from this, the people of India also need

to be sensitised towards such programmes and its benefits for the countrymen and local locality. So, it can be concluded that existing awareness about SBA and its allied activities will help the population to follow good health and hygiene practices still there is need of some programmes and strategies that help in bringing positive behaviour among a group of people who are not aware some sort of digital activities and reluctant towards adopting sanitation and cleanliness and health and hygiene practices.

### Future Scope of Study

Health and Sanitation is needed to be well maintained by every person to achieve a clean and a healthy earth. There is no doubt that India has achieved a major milestone in improving the living conditions by improvising Swachh Bharat Abhiyan and can be improved to a good extent in the future. Swachh Bharat Abhiyan is one of a major success of the Government of India in successfully improving the living standards, health and sanitation amongst citizens of different states of India. Still lot of work is left to be done in this field such as suggesting proper waste dumping sites, e-wastage dumping, workings on digital apps, littering on roads, redesigning of roads and many more. So, the fact is that this target is yet to be achieved by our country. This can be achieved by proper planning, creating awareness basically in the hidden sector of the society, keeping records and monitoring them and many more things. Hence, proper awareness is still needed in rural and illiterate segment of the society.

### Acknowledgement

Author is thankful to ICSSR, New Delhi as this research paper is the output of Major Research Project entitled “Social Transformation and Swachh Bharat Abhiyan- A Survey of Punjab State of India” supported by ICSSR, New Delhi.

### References

1. A. Adlakha, P. Pathak, A. Kumar, Prashant Pandey. (2022). Antecedents and consequences of adopting CLTS among tribal communities to become open defecation free: Case study on Indian Swachh Bharat Abhiyan. *Environmental Science and Pollution Research*, 29, 45698–45715. <https://doi.org/10.1007/s11356-022-18854-3>
2. Ashmi V.G. (2020). Swach Bharat Abhiyan Challenges and Prospects. *International Journal of Trend in Scientific Research and Development*, 4(3), 335–339.
3. Badra and Sharma. (2015). Management Lessons from Swachh Bharat Mission. *International Journal of Advance Research In Science And Engineering*, 8354(4), 214–220.
4. P. Chinchwadkar, K. Udayai, J. Pattanayak. (2017). Awareness, Acceptability, and Receptivity of Females "Swachh Bharat's Toilet Drive": A Cross-Sectional Evaluation. 2, 3–7.
5. Dandabathula G., Bhardwaj P., Burra M., Rao P.V., Rao S.S. Impact assessment of India's Swachh Bharat Mission – Clean India Campaign on acute diarrheal disease outbreaks: Yes, there is a positive change. *J Family Med Prim Care*, 2019, 8, 1202-1208.
6. K. Evne. (2014). Swachh Bharat Mission and Dalit Community Development in India, *International Journal of Creative Research Thoughts*, 2(9).
7. P. Gharse, S. Sharma. (n.d.). Gandhi's views on youth as an agent for social transformation. Mumbai University. [https://www.mkgandhi.org/articles/Social\\_Transformation.htm](https://www.mkgandhi.org/articles/Social_Transformation.htm)

8. Paras Jain, Soman Malaiya, Singhai Anupam Jain. (2016). Impacts of Swachh Bharat Abhiyan in India. *International Journal of Humanities and Social Science Research*, 2(10), Pages 18-20.
9. B. Jangra, J. Majra, M. Singh. (2016). Swachh Bharat Abhiyan (Clean India Mission): SWOT Analysis. *International Journal of Community Medicine and Public Health*, 3(12), 3285–3290. <https://doi.org/10.18203/2394-6040.ijcmph20164249>
10. R.K. Karan, et al. (2015). Impact Assessment of Swachh Bharat Abhiyan Project Implemented by Aarogya Foundation India in Blocks of Jharkhand State. Asian Development Research Institute. <https://www.ekal.org/pdf/swachh-bharat-abhiyan-project.pdf>
11. P.S. Kashia, Rachana Gangwar. (2019). A Study on the Impact of Sanitation Program and Its Campaign: With Special Reference to Swachh Bharat Abhiyan. In *Global Media Journal*, 17(33).
12. S. Kharel, M.J. Shariff, S. Ravindranath, Vidya A., Raj K.G. (2018). a Study on the Development and Sanitation Profile of Smart Cities – A Case Study of Tiruchirapalli City. *The International Archives of the Photogrammetry, Remote Sensing and Spatial Information Sciences*, XLII–5 (November), 741–748. <https://doi.org/10.5194/isprs-archives-xlii-5-741-2018>
13. Ministry of Finance. (2019). From Swachh Bharat to Sundar Bharat via Swasth Bharat : An Analysis of the Swachh Bharat Mission. *Economics Survey 2018-19*, 148–162.
14. Nolberto Munier. (2008). Introduction to Sustainability: Road to a Better Future. <https://doi.org/10.1007/1-4020-3558-6>.
15. K.J. Nath, B. Chowdhury, A. Sengupta. (2010, February). Study on Perception and Practice of Hygiene and Impact on Health in India. South Asia Hygiene Practitioners Workshop.
16. A. Gahlota, S.P. Singh, A., R.K. Nayan, A. Bhagoliwal. (2019). Impacts of Swachh Bharat Mission on awareness and health of rural population in Kanpur Nagar, Uttar Pradesh. *Indian Journal of Forensic and Community Medicine*, 6(2), 103–106. <https://doi.org/10.18231/j.ijfcm.2019.024>
17. R.S. Phukan. (2022, May). Swachh Bharat Abhiyan: Making India Clean & More. <http://www.mapsofindia.com/my-india/society/swachh-bharat-abhiyan-making-india-clean-more>
18. P. Pradhan. (2017). Swachh Bharat Abhiyan and the Indian Media. *Community & Communication Amity School of Communication*, 5, 2456–9011.
19. S.G. Prajapati. (2018). Mahatma Gandhi Swachhata Mission at Gujarat: Marketing Strategies and Media Use a Critical Analysis. *Journal of Advance Management Research*, 06(3), 259–268.
20. H. Pulakkat. (2015, Mar 3). Swachh Bharat Abhiyan: Why cleaning up India is serious business ET Bureau.
21. Rao, Subbarao (2015). Swachh Bharat: Some Issues and Concerns. *International Journal of Academic Research*, 2(4(4)), 90-93. [http://ijar.org.in/stuff/issues/v2-i4\(4\)/v2-i4\(4\)-a013.pdf](http://ijar.org.in/stuff/issues/v2-i4(4)/v2-i4(4)-a013.pdf)
22. G. Roy, A. Chakraborty, N. Das. (2019). Status of Sanitation: A case study of Rural Sundarban of West Bengal. *International Journal of Creative Research Thoughts (IJCRT)*, 7(2), 734–740.
23. V. Selvam, D. Ashok, P. PratheepKanth. (2019). Awareness and perception of health issues among rural women. *International Journal of Recent Technology and Engineering*, 7(5S), 12–17.
24. M. Shuezabdi, A. Shakeel, A. Abedi, M. Taqi. (2014, September). Awareness and Perception of Swachh Bharat Mission: A Case Study of Aligarh District, Uttar Pradesh. *Mukt Shabd Journal*, 9(9), 514-529.
25. S. Bhattacharya, D. Sharma, P. Sharma. (2018). Swachh Bharat Mission: An integrative approach to attain public health in India. *International Journal of Environment and Health (IJENVH)*, 9(2), 197-212. <https://doi.org/10.1504/ijenvh.2018.10014153>

26. T. Sharma. (2019). Effective Use of Media towards Swachh Bharat Abhiyan (SBA): A Study in reference to Chhattisgarh State. *Journal of Information and Computational Science (JOICS)*, 9(8), 336–341.
27. K. Singh. (2015). How to Make Your Garbage Green in Two Easy Steps. *The CSR Journal*, 3(5). <http://thecsrjournal.in/how-to-make-your-garbage-green-in-two-easy-steps/>
28. S.L. Singh, N. Kunwar, A. Sharma. (2018). Impact of Swachh Bharat Abhiyan in Indian society. *International Journal of Home Science*, 4(1(Part D)), 215–219.
29. S. Srivastava S. (2021). A Study of Solid Waste Management and Need of Reframing the Curriculum of Education: An Overview of Muzaffarnagar City (UP). *Asian Journal of Research in Marketing*, 10(5).
30. P. Swain, S. Pathela. (2016). Status of sanitation and hygiene practices in the context of “Swachh Bharat Abhiyan” in two districts of India. *International Journal of Community Medicine and Public Health*, 3(11), 3140–3146. <https://doi.org/10.18203/2394-6040.ijcmph20163925>
31. Surendra Kumar Tiwari. (2014). To Study Awareness of a National Mission: Swachh Bharat: Swachh Vidyalaya in The Middle School Student of Private and Public Schools. *Indian Journal of Research*, 3(12).