



## SWAACH BHARATH MISSION: ENDING OPEN DEFECATION–A STUDY IN KOLAR DISTRICT

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### Introduction

The Prime Minister of India launched the Swachh Bharat Mission on 2nd October, 2014. To achieve universal sanitation coverage and to put focus on sanitation, The campaign was officially launched on 2nd October 2014 at Rajghat, New Delhi by Prime Minister Narendra Modi. The mission aims to achieve an Open-Defecation Free (ODF) India by 2nd October 2019, the 150th anniversary of the birth of Mahatma Gandhi.

Programmes which have been targeted to complete removal of open defecation, converting unsanitary toilets into flush toilets, eradicating manual scavenging, bring behavioral changes among public, and solid waste management. In order to support rural area to build toilets, central government with state government initiated a scheme Nirmal Bharat Abhiyan under which by providing financial aid. This campaign is aimed to make rural areas free of open defecation, motivate people to maintain sanitation in rural areas, to motivate local working bodies Panchayati Raj Institutions, to make available the required sustainable sanitation facilities. In the view of achieving success under this program the central government has initiated Nirmal Gram Puskar. October 2<sup>nd</sup> 2005 Karnataka of Government initiated this program, later it become Nirmal Bharat Abhiyan in 2012. Recently this program on 2<sup>nd</sup> October 2014 called as Swach Bharat Abhiyan.

### Objectives of Nirmal Bharat Abhiyan or Swach Bharat Abhiyan

1. Creating awareness about health and cleanliness among rural area people.
2. Creating demand from people for a clean environment.
3. To encourage personal, family and community cleanliness.
4. Encourage yourself and community to maintain cleanliness
5. Building sanitary facilities in all schools and Anganavadis centers, educating students about hygiene and practice it.
6. Proper Disposal and proper management of waste at village and community level.

Under the Nirmala Bharat campaign, the government provides incentives to build a toilet at home, school and community level. Incentives are provided to construct toilets from 4,700 to 3.50 lakh.

**Home toilets :** Small families, small farmers, Scheduled Caste and Scheduled Tribes, disabled, landless workers, women's head families, rural households, including rural households, all below poverty line families, have constructed toilets while those families are under the Nirmala Bharat campaign Rs.4700 / - cash incentives. The Central Government provides a maximum of Rs. 5,400 for 26 human day wages under the Mahatma Gandhi Employment Guarantee Scheme. This will facilitate a provision of Rs.10,100 for construction of toilets for rural families. And also Rs 15000 is allotted to Schedule Caste and Schedule Tribes families.

### Of Toilets Construction In Kolar District

As compared to other district of Karnataka, construction of toilet in Kolar district has been very slow, the government decided to make Kolar district open defecation by 2<sup>nd</sup> October 2017. The government has called for 'Toilet for War' program to construct toilets in taluks and villages.

By constructing 72,7822 toilets around 1551 villages which comes under 156 Gram Panchayath of 5 taluks of Kolar they have achieved cent percent open toilet free district.

### Review of Literature

A study conducted by **L N Dahiya** on "Dynamics of Economic life in Rural India" throws light on the life of villages people and their aspects like environment, place and birth of villages, population, communication, education, caste system, business, economical growth of villagers, family based, gender based, and age



population, land owned families, families without land, community development, family planning, green revolution and development programs and many other aspects.

In a book written by **K R Gupta on “Rural Development in India”**, authors talks about the Gramin Rozghar Yojana, Swrana Jayanthi G Gram Swrarozghar Yojana, Desserted land Development Yojana, Krishi Vima Yojana, Suppliment of water and health program in villages, the involvement of Non Government organization in the development of villages, ten five year plans related to farming, Panchayath Raj Instittutes, farming in barren lands in India and Gramin banks and its constrains.

**Deep Narayan and Ellen** in their book ‘**Ending Poverty in South Asia (Ideas that Work)**’, they have complied the articles written by many authors. In this book they mention about Verghees Qurian’s, ‘Milk Revolution in India’, its growth, impact and effect on making farmer economically independent. John Blackswell in his article ‘Self Employed Women’s Association’ has mentioned about the women workers socio- economic aspects.

**Deep Narayan, K Raju and Swaminathan** in their article ‘**Self Help Group- Employment creation in Andhra Pradesh**’, delineated the growth of self help group in Andhra Pradesh and economic growth and how it is helpful for women.

**Rishad Bajwa, Abdul Malika and Adil Mansoor** in their article ‘**Scaling of Rural Support Programs in Pakistan**’ they have mentioned about the rural development program.

**Vimala Ramchandran** in their article ‘**School in Each Village under RTE – A Study in Madhya Pradesh**, has mentioned about education program and implementation.

**Husain Juman** in their article ‘**Micro Finance in Bangladesh**’ mentioned about Micro Economic Activities how it is spread all over the country.

### Objectives of the Study

1. To study in rural areas open defecation program has achieved under the Nirmal Bharat Abhiyan and Swach Bharat Abhiyan.
2. The study the role of media in reaching to the rural area about the campaign Nirmal Bharat Abhiyan and Swach Bharat Abhiyan.
3. To study whether the Nirmal Bharat Abhiyan and Swach Bharat Abhiyan has been beneficial for rural people.
4. To study which media is more effective in reaching the campaign of Nirmal Bharat Abhiyan and Swach Bharat Abhiyan to rural people.
5. To study media has the impact of media.

### Methodology

The research will be conducted through survey methodology with quantitative and qualitative data. The responses are collected from 400 respondents in and around Kolar district. The sample survey methodology is used to gather information by examining systematically identified population samples.

### Analysis of the Study:

**Table 1: Age of the respondents**

Age	Total	Percentage
21 - 30	82	20.5
31 – 40	156	39
41 - 50	86	21.5
50 and above	76	19



The above table mentions that the respondents selected for the study are of the different age. The most the respondents are from age of 31 to 40 yrs. Apart from that age few other respondent of different age are also aware of the campaign.

**Table 2: Gender**

Gender	Total	Percentage
Male	149	37.25
Female	251	62.75

The above table mentions that the majority of the respondents are female compare to male.

**Table 3: Education**

Education	Total	Percentage
Illiterate	81	21
Primary Education	8	2.66
Higher Education	123	30.75
PUC	67	16.75
Graduate	92	23
Post Graduate	29	7.25

The above table shows that the most of the respondent from Kolar are of different level of education, but majority are of higher education with approximate of 30% of total respondent. This shows that they know the importance of campaign.

**Table 4: Employment**

	Total	Percentage
Farmer	166	41.5
Workers	153	38.25
Students	23	5.75
Unemployment	42	10.5
Self Employed	16	4
Others	-	-

The table mentions that most of the respondents are farmers of 41.5%, 38.5% of workers of the total respondents.

**Table 5: Do you know about campaign Nirmal Bharat Abhiyan or Swach Bharat Abhiyan.**

District	Yes	No
Kolar	99.0	1.0

The 99 percent of respondent have mention that they are aware of campaign

**Table 6: Through which media do you know about Nirmal Bharat Abhiyan or Swach Bharat Abhiyan**

District	Radio	Newspaper	TV	Internet	Pamphlets	Others
Kolar	36.0	64.3	81.7	40.3	50.0	76.3

The above table suggests that TV is the medium where campaign was been able to reach large number of people.

**Table 7: Which medium is more effective in creating awareness in rural people about Nirmal Bharat Abhiyan or Swach Bharat Abhiyan**

District	Print Media	Electronic Media	Expansion of Communication Media	New Media and Social media
Kolar	67.0	96.3	74.7	32.0



By above table it's very clear that electronic media is more impact in disseminating the information to a large number of people.

**Table 8: Beneficiary of Nirmal Bharat Abhiyan or Swachh Bharat Abhiyan**

District	Yes	No
Kolar	58.63	41.37

Most of the respondent has mentioned that is beneficial and health concern.

**Table 9: Is Nirmal Bharat Abhiyan or Swachh Bharat Abhiyan was helpful to rural people.**

District	Yes	No
Kolar	97.7	2.3

The above table mentions that the campaign is more impactful and beneficial for the rural area.

### Conclusion:

The results from analysis of district-level data suggest that sanitation-spending decisions are largely a function of needs and administrative capacity/motivation. Swachh Bharat Abhiyan and Nirmal Bharat Abhiyan is a welcome step to the clean and green India till 2019. As we all heard about the most famous proverb that "Cleanliness is Next to Godliness", we can say surely that clean India campaign (swachh Bharat Abhiyan) will really bring godliness all over the country in few years if it is followed by the people of India in effective manner. Media is really doing a good job in creating awareness among the rural people and spreading all over India to make a successful campaign.

### Bibliography

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