

The Constraints Faced by Rural People in Implementation of Swachh Bharat Abhiyan and to Suggest Suitable Measures to Overcome Them

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Abstract

The present study, "The constraints faced by rural people in implementation of Swachh Bharat Abhiyan and to suggest suitable measures to overcome them" was carried out in two blocks of Kanpur Nagar; in each block, three villages were selected randomly, and in each village, 25 respondents were selected. Overall, 150 respondents were selected randomly from two blocks of six villages. Out of the total, 43.3 percent of respondents belonged to the age group 30–40 years, whereas 40.7 percent of respondents were educated up to intermediate level. This paper is to discuss the constraints faced by rural people in implementation of Swachh Bharat Abhiyan and to suggest suitable measures to overcome them. The lack of access to toilets and proper sanitation facilities is one of the major challenges to the initiative's progress. Additionally, the lack of awareness and education about hygiene practices and their benefits has contributed to the disappointing outcomes of the campaign in rural areas. Moreover, the shortage of adequate human resources and funds further limits the success of the Swachh Bharat Abhiyan. Lastly, the absence of proper waste management systems and the habit of open defecation continue to be major hurdles that need to be overcome to achieve the desired goals of the campaign. Therefore, it is essential to acknowledge these challenges and create policies that address these issues to make Swachh Bharat Abhiyan a successful initiative in rural areas.

Keywords: Constraints, cultural and behavioural barriers, challenges and limitations, resources, sanitation

Introduction

The Swachh Bharat Abhiyan (Clean India Mission) is a nationwide campaign launched by the Indian government in 2014. It aims to make India a clean and green country by ensuring proper sanitation and waste management practises. Despite the Swachh Bharat Abhiyan efforts to improve sanitation in rural areas, there are several challenges and limitations to its implementation. The major challenge faced by rural areas in implementing the Swachh Bharat Abhiyan is a lack of resources. Villages often lack basic infrastructure like toilets and garbage disposal facilities, which hinders their ability to maintain cleanliness and hygiene. Furthermore, the lack of funding and skilled labour makes it difficult to construct public toilets and waste management systems. When initiatives are taken, such as the construction of toilets under the flagship programme Swachh Bharat Gramin, their maintenance is often neglected due to a lack of financial resources and proper sanitation workers. Poor infrastructure leads to a lack of access to clean drinking water, inadequate sanitation facilities, and improper waste management, which can result in an unhealthy environment. Cultural and behavioural barriers pose a significant challenge to the success of the Swachh Bharat Abhiyan in rural areas. The deeply ingrained beliefs and

practises of people in rural areas regarding hygiene and sanitation often hinder the adoption of new practises and technologies. Superstitions around toilets, a lack of awareness about the health benefits of proper waste disposal, and general apathy towards personal and communal hygiene are some of the major cultural and behavioural barriers that must be overcome. One of the major challenges faced by the Swachh Bharat Abhiyan is the illegal dumping of waste. It is a common sight in many cities and towns in India to see piles of discarded waste littering the streets and open spaces.

Moreover, incentivising individuals and organisations for their contributions towards maintaining a clean environment can also be a fruitful approach. This way, more people will be encouraged to uphold cleanliness and sustain the progress of the Swachh Bharat Abhiyan movement. Ultimately, Swachh Bharat Abhiyan aims to create a healthier and safer environment for all, and the collective effort of every Indian citizen is vital in achieving this goal. To address these limitations, the government must focus on improving infrastructure, increasing awareness, and providing the necessary resources to rural communities to ensure that the Swachh Bharat Abhiyan goals are met effectively.

Objectives

1. To study the socio-economic status of respondents.
2. To determine the constraints faced by rural people in implementation of Swachh Bharat Abhiyan and to suggest suitable measures to overcome them.

Research Methodology

The study was conducted in Kanpur district in 2022–2023. For the study purpose, two blocks, Kalyanpur and Chaubepur, were selected randomly. From the selected blocks, six villages were purposefully selected. From each village 25 respondents were randomly selected. Thus, 150 respondents were selected. In the research, Dependent and Independent variables, namely age, educational qualification, caste, religion, type of family, size of family, type of house, occupation, annual income, size of land holding, social participation, awareness, opinion, impact, constraints, suggestions, etc., were used. The data so collected were subjected to statistical analysis, for which statistical tools such as percentage, rank order, weighted mean, standard deviation, and correlation coefficient were used.

Findings

Table1: Distributions of respondents according to age group

N=150

Age group	Frequency	Per cent	Mean	S.D.
20 to 30 years	15	10.0	24	3
30 to 40 years	65	43.3	35	3
40 to 50 years	55	36.7	44	3
50 years and above	15	10.0	54	2
Total	150	100.0	39	6

Table 1 reveals that distributions of respondents according to age group, 43.3 per cent of respondents belonged to age group 30-40 years with average mean 35 and standard deviation 3 followed by 36.7 per cent of respondents who belonged to age group of 40-50 years with average mean 44 and standard

deviation 3 followed by 10.0 per cent of respondents belonged to the age group 50 years and above with average mean 54 and standard deviation 2, whereas, 10.0 per cent of respondents belonged up to 30 years age group with average mean 24 and standard deviation 3. So, it showed that the respondents of age group 30-40 years category were observed to be more in the study area.

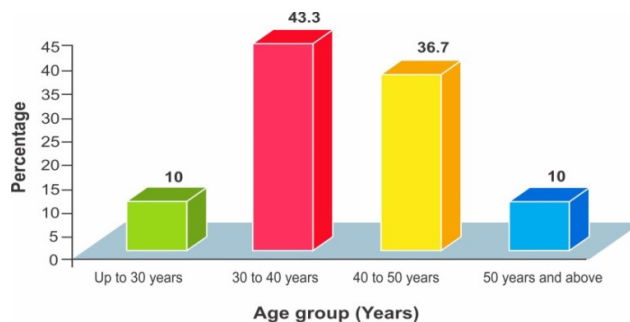


Fig.1. Distribution of respondents according to age group

Table 2: Distribution of the respondents according to educational qualification

N=150

Educational Qualification	Frequency	Per cent
Illiterate	12	8.0
Up to primary	14	9.3
High school	37	24.7
Intermediate	61	40.7
Graduate and above	26	17.3
Total	150	100.0

The table 2 shows the distribution of respondents according to educational qualification, 40.7 per cent of respondents were educated up to the intermediate level followed by 24.7 per cent of respondents who were educated up to high school, whereas 17.3 per cent of respondents were graduated & above. On the other hand, 9.3 per cent of respondents were educated up to primary and only 8.0 per cent of respondents were illiterate. So, it concluded that, in the study area, most of the respondents were educated up to intermediate and high school.



Fig.2. Distribution of respondents according to educational qualification

Table 3: Distribution of respondents according to constraints faced by them in the implementation of Swachh Bharat Abhiyan

N=150

S. No.	Constraints faced by rural people during Swachh Bharat Abhiyan	Symbols	Always	Sometimes	Never	Mean Score	Rank
1.	Lack of effective communication between officials and rural people	A	28.7	68.7	2.7	2.26	V
2.	Lack of knowledge about government help in the form of subsidy	B	34.7	64.0	1.3	2.33	III
3.	Inadequate knowledge about Swachh Bharat Abhiyan	C	2.7	84.0	13.3	1.89	XIV
4.	No motivation in people	D	4.0	94.7	1.3	2.03	X
5.	Lack of facility in area for disposing garbage	E	27.3	72.7	0.0	2.27	IV
6.	No positive attitude towards the scheme	F	1.3	94.7	4.0	1.97	XIII
7.	There is no understanding regarding objectives behind the activities of scheme	G	14.0	85.3	0.7	2.13	VIII
8.	No proper sanitary system in villages for drains, soakage pits and liquid waste disposal units	H	58.0	40.7	1.3	2.57	II
9.	There were no mechanism to track the health impacts of sanitation	I	85.3	14.7	0.0	2.85	I
10.	Old mind-sets of people for not constructing and using toilets in house	J	12.0	76.0	12.0	2.00	XII
11.	Difficulty in maintaining cleaning in surroundings	K	1.3	98.0	0.7	2.01	XI
12.	Rural people were using toilets to keep feed of their cattle and practicing open defecation	L	8.0	91.3	0.7	2.07	IX
13.	Amount given by GOI for toilet construction is insufficient	M	20.7	74.0	5.3	2.15	VII
14.	Delay in receiving fund from the officials	N	20.7	78.7	0.7	2.20	VI

15.	Difficulties to bring behavioural change in people	O	20.7	71.3	8.0	2.13	VIII
16.	Creating negative image of Swachh Bharat Abhiyan	P	0.7	30.0	69.3	1.31	XV

The perusal of table 3 shows the distribution of respondents according to constraints faced by them in implementation of Swachh Bharat Abhiyan, 85.3 per cent of respondents always faced problem that no mechanism to track the health impacts of sanitation, 14.7 per cent of respondents sometimes faced this problem and none of respondent never faced this problem with mean score value 2.85 and rank I. 58.0 per cent of respondents always faced problem of improper sanitary system for drains, soakage pits and liquid waste disposal units whereas, 40.7 per cent of respondents sometimes faced this problem and 1.3 per cent of respondents never faced this with mean score value 2.57 and rank II followed by 34.7 per cent of respondents who always faced the lack of knowledge about government help in the form of subsidy, 64.0 per cent of respondents sometimes faced this problem, 1.3 per cent of respondents never faced this problem with mean score value 2.33 and rank III. 27.3 per cent of respondents always faced lack of facility in area for disposing garbage, 72.7 per cent of respondents sometimes faced this problem with a mean score value 2.27 and rank IV. One more significant problem faced by respondents was lack of effective communication between field functionaries and rural people that includes 28.7 per cent of respondents who always faced this, 68.7 per cent of respondents sometimes while, 2.7 per cent of respondent never faced this problem with mean score value 2.26 and rank V. 20.7 per cent of respondents who always faced delay in receiving fund from the officials, 78.7 per cent of respondents who sometimes and 0.7 per cent respondents never faced this type of problem with mean score value 2.20 and rank VI. On the other hand, amount given by government of India for toilet construction is insufficient that include 20.7 per cent of respondents always faced this while, 74.0 per cent of respondents sometimes faced this issue, 5.3 per cent never faced this problem with a mean score value 2.15 and rank VII. 20.7 per cent of respondents always faced difficulties to bring behavioural change among people and lack of understanding regarding objectives of scheme was the constraint include, while 71.3 per cent of respondents sometimes, 8.0 per cent never faced this type of problem with a mean score value 2.13, rank VIII. 8.0 per cent of respondents always faced that some rural people were using toilets to keep feed of their cattle and practicing open defecation, while 91.3 per cent of respondents sometimes faced this problem, 0.7 per cent never faced this type of problem with a mean score value 2.07 and rank IX followed by 4.0 per cent of respondents always faced the constraints lack of motivation in people, while 94.7 per cent of respondents sometimes, 1.3 per cent never faced this constraints with a mean score value 2.03 rank X. 1.3 per cent of respondents always faced constraints that difficulty in maintaining cleaning in surroundings whereas, 98.0 per cent of respondents sometimes faced this problem, 0.7 per cent never faced this problem with a mean score value 2.01 rank XI. 12.0 per cent of respondents always faced the constraints that old mind-sets of people for not constructing and using toilets in house, 76.0 per cent of respondents sometimes this issue, 12.0 per cent never faced this problem with a mean score value 2.00 rank XII followed by 1.3 per cent of respondents always faced problem of lack of positive attitude towards the Swachh Bharat Abhiyan, 94.7 per cent of respondents sometimes, 4.0 per cent never faced this problem with a mean score value 1.97 rank XIII. 2.7 per cent of respondents always faced constraints that lack of adequate knowledge about Swachh Bharat Abhiyan, 84.0 per cent of respondents sometimes, 13.3 per cent never faced this problem with a mean score value 1.89 and rank XIV. 0.7 per cent of respondents always faced the constraints that creating negative image of Swachh Bharat Abhiyan, 30.0 per cent of respondents sometimes, 69.3 per cent never faced this type of problem with a mean score value 1.31 and rank XV.

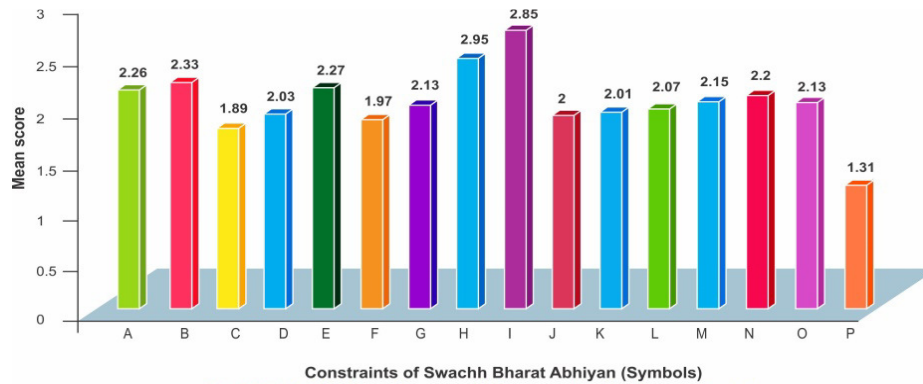


Fig.5.23: Distribution of respondents according to the constraints faced by people while implementation of Swachh Bharat Abhiyan

Conclusion

Overall, the success of the Swachh Bharat Abhiyan primarily relies on the active participation of every individual and collective effort towards cleanliness and sanitation. In particular, the educational sector has a critical role in promoting awareness and instilling good hygiene practises among students. Hence, integrating sanitation and cleanliness education into the school curriculum is essential. This can be achieved by conducting regular cleanliness drives, involving students in awareness campaigns and workshops, and providing facilities such as clean toilets and hand washing stations. Moreover, incentivizing individuals and organisations for their contributions towards maintaining a clean environment can also be a fruitful approach. This way, more people will be encouraged to uphold cleanliness and sustain the progress of the Swachh Bharat Abhiyan movement. Ultimately, Swachh Bharat Abhiyan aims to create a healthier and safer environment for all, and the collective effort of every Indian citizen is vital in achieving this goal.

Recommendations and suggestions

1. First and foremost, there should be a focus on changing the mindset of the people towards cleanliness.
2. Education and awareness campaigns, especially in rural areas.
3. There should be stricter enforcement of laws related to littering and waste management. This can be achieved by increasing the number of sanitation inspectors and imposing heavier fines on offenders.
4. There should be an emphasis on building and maintaining proper waste disposal infrastructure, such as waste segregation systems and sewage treatment plants.
5. Swachh Bharat Abhiyan should involve a collaborative approach that includes participation from all sections of society, including the government, businesses, NGOs, and citizens.
6. Inclusion of cleanliness and hygiene in the school curriculum.

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