

RESEARCH NOTE

Utilization Pattern of Various Sources of Information for the Awareness of "Swachh Bharat Mission" in Meerut District

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Paper Received on November 09, 2020, Accepted on December 20, 2020 and Published Online on January 01, 2021

ABSTRACT

This study was conducted in Meerut district of Western Uttar Pradesh which was selected purposively. The data was collected from 80 respondent's . In inter-personal communication section, learning material in the form of books (87.50%), competitions and challenges (80.00%) and door to door outreach (67.50%). In ambient media section, both graffiti (58.75%) and hoardings (31.25%) were using frequently by the respondents. In mass media section, television ads and programmes (52.50%), newspapers (36.25%), radio ads and programmes (8.75%) and magazines (1.25%), the respondents were using them frequently. Moreover, magazines (95.00%), radio ads and programmes (80.00%), newspapers (26.25%) and television ads and programmes (13.75%), the respondents never used them. In digital media section, online coverage on blogs (96.25%), mobile applications (88.75%), social media (70.00%) and IVR/SMS/Call campaigns (51.25%), the respondents never used them. In hard assets section, maximum respondents were aware of paintings drawn on individual household latrines (IHHL) as they were noticing it occasionally (56.25%) followed by frequently (40.00%). In soft assets section, SBM logo on Currency notes (31.25%) and SBM logo on trains (30.00%), the respondents were noticing it frequently. So, majority of the respondents had medium level of awareness (91.25%) followed by low level of awareness (6.25%) and remaining only few had high level of awareness (2.50%) regarding Swachh Bharat Mission.

Keywords: Swachh Bharat Mission; Information; Education and Communication; Awareness; Utilization pattern;

Since our independence, the different parties that came in power took the initiative towards cleanliness campaign and had put their best foot forward in this regard but unfortunately the efforts proved to be a drop in the ocean. Lately Swachh Bharat Abhiyan, a national campaign by the Government of India was officially launched by the Prime Minister, Narendra Modi on 2 October 2014 at Rajghat, New Delhi. It covers 4,041 statutory cities and towns, to achieve the vision of a 'Clean India' by 2 October 2019, the 150th birthday of Mahatma Gandhi. It is India's biggest ever cleanliness drive and 3 million government employees and school and college students participated to clean the streets, roads, infrastructure etc. (Goel and Agarwal, 2016).

This campaign aims to eliminate open defecation by constructing toilets for households, communities; eradicate manual scavenging; introduce modern and

scientific municipal solid waste management practices; enable private sector participation in the sanitation sector; cleanliness of roads and streets, clean river Ganga and its banks, plantation of trees, plastic free environment, change people's attitude and behaviour towards sanitation and create awareness. The idea is to launch a clean India movement by inculcating the idea of "4 Cs" (clean mind, clean body, clean environment, and clean society).

Media plays a crucial role in our society by determining what issues the public should think and worry about and push the government to mould the policies accordingly. It is assumed that the more the media attention an issue attracts, the greater will be the importance assigned to it. In other words, media has iron grip on the imagination as well as thinking faculties of society. Media has been playing a very important

role in spreading the SBM to the nook and corner of the country and changing the behaviour of the public towards cleanliness. Mass media happens to be the most readily available and potentially most economical means of imparting information about SBM (Pradhan, 2017).

Media is so much embedded in our lives that some scholars suggest that the “Public may not know how deep the interlocking media reach into every phase of our lives, our reading, our viewing, our entertainment, our politics and our education” (Klotzer, 2007).

The achievement of any programme is depending on how many people are aware about it and taking benefit of it. The sources of Information, Education and Communication technology acts as a lion share in any Government programme to amplify its importance and to reach the target group. The same thing happened in the Swachh Bharat Mission where Government of India has given tremendous pressure on its awareness activities through various sources.

The study focuses on the utilization pattern followed by rural community in various sources of Information, Education and Communication activities for the awareness of “Swachh Bharat Mission” in Meerut district. The correlation between awareness level and various socio-economic variables is also calculated to know the impact.

METHODOLOGY

This study was conducted in Meerut district of Western Uttar Pradesh which was selected purposively. Out of twelve blocks two blocks namely Daurala and Sardhana were selected randomly for the investigation. From which total eight villages from Daurala block and remaining from Sardhana block were selected randomly for study. Respondents were selected by random sampling method. From each village 10 respondents were selected to make the total sample size of 80 for the study. Structured interview schedule was constructed as they are a means for authentic data collection.

The sources of Information, Education and Communication activities were measured according to their utilization pattern by the respondents. The score assigned for “Frequently” was 3, 2 for “Occasionally” and 1 for “Never”. The scores obtained by the respondents might vary in low (Below 25), medium (26 to 50) and high (51 and above) range which indicates the awareness level of the respondents.

The coefficient of correlation (r) is a measure of the mutual relationship between two variables *i.e.* x and y , where relationship is measured and is computed by the following formula:

$$r = \frac{\sum(x - \bar{x})(y - \bar{y})}{\sqrt{\sum(x - \bar{x})^2} \sqrt{\sum(y - \bar{y})^2}}$$

Where,

r = correlation coefficient,

$x = i^{\text{th}}$ value of x variables,

\bar{X} = mean of x ,

$y = i^{\text{th}}$ value of y variables,

\bar{Y} = mean of y

RESULTS AND DISCUSSION

Awareness of Swachh Bharat Mission through various sources according to utilization pattern : The distribution of respondents according to awareness of Swachh Bharat Mission through various sources on the basis of utilization pattern is shown in Table 1 and discussed individually below. In inter-personal communication section, door to door outreach (3.75%), school workshops (3.75%), competitions and challenges (2.50%), learning material in the form of books (2.50%), community events (1.25%) and rallies with influencers (1.25%), the respondents were using them frequently. However, school workshops (48.75%), rallies with influencers (48.75%), community events (41.25%), door to door outreach (28.75%), competitions and challenges (17.50%) and learning material in the form of books (10.00%), the respondents were using them occasionally. Moreover, learning material in the form of books (87.50%), competitions and challenges (80.00%), door to door outreach (67.50%), community events (57.50%), rallies with influencers (50.00%) and school workshops (47.50%), the respondents never used them.

In ambient media section, both graffiti (58.75%) and hoardings (31.25%) were using frequently by the respondents. However, both hoardings (47.50%) and graffiti (28.75%) were using occasionally by the respondents. Moreover, both hoardings (21.25%) and graffiti (12.50%) were never used by the respondents.

In mass media section, television ads and programmes (52.50%), newspapers (36.25%), radio ads and programmes (8.75%) and magazines (1.25%), the respondents were using them frequently. However, newspapers (37.50%), television ads and programmes (33.75%), radio ads and programmes (11.25%) and magazines (3.75%), the respondents were using them

occasionally. Moreover, magazines (95.00%), radio ads and programmes (80.00%), newspapers (26.25%) and television ads and programmes (13.75%), the respondents never used them. The study of *Pradhan (2017)* reported that sources of information related to Swachh Bharat Mission for respondents were Newspaper (54.34%), Television (47.82%), online media (30.43%), Radio (13.04%), Personal contact (6.52%), Other sources (2.17%).

In cinema and entertainment section, programmes ambassador (Film Industry) (21.25%), movie theatres (10.00%) and documentary films (1.25%), the respondents were using them frequently. However, programmes ambassador (Film Industry) (45.00%), movie theatres (23.75%) and documentary films (6.25%), the respondents were using them occasionally. Moreover, documentary films (92.50%), movie theatres (66.25%) and programmes ambassador (Film Industry) (33.75%), the respondents never used them.

In digital media section, social media (facebook, twitter, websites etc.) (12.50%), mobile applications (3.75%), IVR/SMS/Call campaigns (1.25%) and online coverage on blogs (0.00%), the respondents were using them frequently. However, IVR/SMS/Call campaigns (47.50%), social media (Facebook, Twitter, Websites etc.) (17.50%), mobile applications (7.50%) and online coverage on blogs (3.75%), the respondents were using them occasionally. Moreover, online coverage on blogs (96.25%), mobile applications (88.75%), social media (Facebook, Twitter, Websites etc.) (70.00%) and IVR/SMS/Call campaigns (51.25%), the respondents never used them. The study *Singh et al. (2018)* revealed that only 7% of the household survey respondents owned an android phone, which means that 93% of the respondents could not access the Swachh Madhya Pradesh mobile app directly.

In Hard assets section, maximum respondents were aware of paintings drawn on newly constructed individual household latrines (IHHL) as they were noticing it occasionally (56.25%) followed by frequently (40.00%) and some of them (3.75%) weren't noticed it.

In soft assets section, SBM logo on Currency notes (31.25%) and SBM logo on trains (30.00%), the respondents were noticing it frequently. Both the logos were equally (62.50%) were noticed by respondents occasionally. However, SBM logo on trains (7.50%) and SBM logo on Currency notes (6.25%) weren't noticed by respondents.

Table 1. Distribution of respondents according to awareness of SBM through various sources

Particulars	F	O	N
<i>Inter-Personal communication</i>			
Door to door outreach	3 (3.75)	23 (28.75)	54 (67.50)
Community events	01 (1.25)	33 (41.25)	46 (57.50)
School workshops	03 (3.75)	39 (48.75)	38 (47.50)
Competitions and challenges	2 (2.50)	14 (17.50)	64 (80.00)
Rallies with influencers	01 (1.25)	39 (48.75)	40 (50.00)
Learning material (books)	02 (2.50)	08 (10.00)	0 (87.50)
<i>Ambient Media</i>			
Graffiti	47 (58.75)	23 (28.75)	10 (12.50)
Hoardings	25 (31.25)	38 (47.50)	17 (21.25)
Mass Media			
Radio ads and programmes	07 (8.75)	09 (11.25)	64 (80.00)
Television ads and programmes	42 (52.50)	27 (33.75)	11 (13.75)
Newspapers	29 (36.25)	30 (37.50)	21 (26.25)
Magazines	01 (1.25)	03 (3.75)	76 (95.00)
<i>Cinema and Entertainment</i>			
Movie Theatres	8 (10.00)	19 (23.75)	53 (66.25)
Documentary films	1 (1.25)	5 (6.25)	74 (92.50)
Programmes Ambassador	17 (21.25)	36 (45.00)	27 (33.75)
<i>Digital Media</i>			
Social media	10 (12.50)	14 (17.50)	56 (70.00)
Online coverage on blogs	-	3 (3.75)	77 (96.25)
Mobile Applications	3 (3.75)	6 (7.50)	71 (88.75)
IVR/SMS/Call campaigns	01 (1.25)	38 (47.50)	41 (51.25)
<i>Hard Assets</i>			
IHHL	32 (40.00)	45 (56.25)	3 (3.75)
<i>Soft Assets</i>			
SBM logo on trains	24 (30.00)	50 (62.50)	6 (7.50)
SBM logo on Currency notes	25 (31.25)	50 (62.50)	5 (6.25)

F=Frequently O= Occasionally N=Never
(Data within parenthesis indicate percentages)

Table 2. Distribution of respondents according to their awareness level of Swachh Bharat Mission through various sources

Particulars	No.	%
Low (score obtained upto 25)	5	6.25
Medium (score obtained between 26 to 50)	73	91.25
High (score obtained 51 and above)	2	2.50
Total	80	100.00

Mean= 37.06 Standard Deviation= 7.38

Table 3. Correlation coefficient (r) between socio-economic variables and awareness of SBM through various sources of information

Independent variable	(r)
Age	-0.3508
Caste	0.24275*
Education	0.46667*
Type of family	-0.00456
Size of family	0.09555*
Type of house	-0.04832
Land holding	-0.2104
Occupation	-0.3359
Home Appliances	0.335449*
Transportation	0.244597*
Farm machinery	0.325073*
Irrigation facility	-0.0191
Social Participation	0.19221*
Annual Income	0.14022*

*Significant at 0.05% probability level

Awareness level of Swachh Bharat Mission through various sources: The distribution of respondents according to awareness level of Swachh Bharat Mission through various sources is shown in Table 2, which indicates that majority of the respondents had medium level of awareness (91.25%) followed by low level of

awareness (6.25%) and remaining had high level of awareness (2.50%) through various sources regarding Swachh Bharat Mission.

Coefficient of correlation (r) : The Table 3 shows that out of 14 independent variables studied, Education (0.46667), Home appliances (0.335449) and Farm machinery (0.325073) were low positive correlated with awareness of SBM through various sources of information. Other variables, Transportation (0.244597), Caste (0.24275) Social participation (0.19221), Annual income (0.14022), Size of family (0.09555), Type of family (-0.00456), Irrigation facility (-0.0191) Type of house (-0.04832) and Land holding (-0.2104) were negligible correlated with awareness of SBM through various sources of information. The variables Occupation (-0.3359) and Age (-0.3508) were low negatively correlated with awareness of SBM through various sources of information.

CONCLUSION

The study revealed that hard assets, soft assets, ambient media, mass media and some sort of digital media had a great impact on respondents to get aware about the Swachh Bharat Mission. The study also found that maximum respondents had medium level of awareness regarding Swachh Bharat Mission through various sources of Information, Education and Communication activities. The socio-economic variables like caste, education, home appliances, farm machinery, transportation, social participation, annual income, type of family and some extent of size of family increases, the awareness of Swachh Bharat Mission through various sources of information also increases.

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