

## Swachh Bharat Abhiyan and the Indian Media

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### ABSTRACT

The high voltage Swachh Bharat Abhiyan launched by the Government of India in October 2014, has completed two and half years. One and half years of the dead-line remains for declared target to be achieved. High visibility of the campaign, of course has, has brought cleanliness to the centre stage of the public sphere discourses in the country. Meanwhile the government has claimed in May 2017 that over two lakh villages have become open defecation free. However, inadequate facilities to process the solid waste remain big challenges. Surveys indicate that conditions in cities has not improved substantially. Currently, about 80% of the total 1.7 lakh tonnes of waste generated daily is dumped without processing. The use of city-waste generated compost remains at low level of only two lakh tonnes. Despite the government taking several initiatives including annual cleanliness surveys and social media campaigns focusing on behaviour change, there has been no significant improvement on the ground. This paper analyses the role of the media, a key player in the campaign, in taking the message to the people, and impact of the campaign on the public attitude towards cleanliness.

### Introduction

India generates close to 60 million tonnes of garbage every day and of this, around 45 to 50 million tonnes is left untreated. The metros themselves generate 10 million tonnes of waste daily. By 2040, urban India alone would be generating close to 170 million tonnes of garbage daily. India's sewerage system is among the poorest in the world. Throwing of household garbage on the streets is not unusual. Open defecation remains a part of rural life in India, as millions of houses are yet to build toilets. Spitting and urinating in the open, unmindful of the defacement it causes, is ordinary practice for millions. Much of these actions add to growing filthiness, cause illness and make the country sicker. Avoidance of these actions can make India a clean place to live, decrease diseases and hugely reduce the treatment burden on the economy.

Even if we stress personal hygiene, our collective responsibility towards cleanliness of our surroundings such as roads, parks, drainage systems, river banks remains rather weak. Indians are so accustomed to throwing the waste on the open that garbage bins hardly come to our mind. We dislike others throwing garbage on the open but never mind our own actions. So, what is imperative to make India clean is change in our approach to cleanliness-it must be ingrained in our behaviour. The swachhbharatabhiyan, hereafter referred to as SBA, is a national campaign to towards this end. Action and

communication programmes are the two vital dimensions of the campaign. Besides eliminating the practices through creation of alternative facilities-toilets, sewage systems, waste disposal systems and recycling plants, it also talks about public communication campaigns to create wider awareness, induce pro-healthy behaviour among the people remains at the core of the campaign.

The media has the capacity to spread and make widespread awareness about cleanliness and its advantages and provide the right ambience for behaviour modifications. Of course, interpersonal communication is more effective in changing the behaviour of the target population so as to prevent them becoming vulnerable to infection. Mass media can make a topic popular, fashionable or worthy of attention.

The newspaper are expected to play a very significant role in educating and empowering the public towards cleanliness. Is the Indian print media effectively playing the role expected of it? Is the editorial space devoted to SBA in keeping with priority of the campaign? Is the media reporting in tune with the theme of the campaign? This study attempts to answer these questions through content analysis of four mainstream newspapers.

### Objectives of the study

The main objectives of this study are:

- To quantify the coverage of SBA in the selected newspapers;
- To analyse the space provided to the SBA in two English and two Hindi dailies;
- To understand the SBA impact on public perception on cleaner environment;

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- To explore the impact of SBA campaign on cleanliness;
- To analyse the newspaper updates on the status of health and hygiene in Aligarh;
- To find out whether public attitude towards cleaner environment has been affected in any manner due to SBA and whether SBA is improving the cleanliness.

### **Importance of the study**

According to a UN report, India leads the world in open defecation in rural India due to lack of toilets. According to government estimates urban India generates 68.8 million tonnes of solid wastes per year (1.88 lakh tonne every day), which is estimated to touch 16 million tonnes by 2041. One third of the garbage in urban areas remains untreated. According to census 2011, 5.48 crore households (32.7%) has access to toilets which means that 67.3% of the rural households in the country still do not have access to sanitation facilities. As per a Baseline survey, 2012-2013, 40.35% rural households have access to toilets. Over two millions people, mostly children die each year from diseases associated with lack of access to safe drinking water, inadequate sanitation and hygiene (WHO AND UNICEF, 2000).

The problem is compounded by about 38 billion litres of sewage generated every day in 498 Tier I cities (2009 figures). Out of this, 26 billion is left in the open untreated. Rural India generates 0.4 million tonnes of solid waste. According to a UN report, India leads the world in open defecation. 88% of disease in rural India is due to lack of clean water, sanitation and solid waste management.

In urban areas, people throw litter and dust on the roads, outside their homes, footpath instead of putting it in dustbins, which slowly accumulate and transforms into huge garbage. If not cleaned in time, this garbage smell stink and welcomes diseases affecting people. Public defecation in open fields lead to human contact with excreta via various water routes: contamination of fingers, field crops, food, flies etc. (cairn cross and valdmanis, 2006). The WHO reports about 600 million episodes of diarrhoea and 400,000 childhood deaths a year due to contaminated water and lack of sanitation, with an estimated 80% of all diseases and one third of all deaths in developing countries induced by consumption of contaminated water (Rajgire, 2013). In this context, Mahatma Gandhi has said, "Sanitation is more important than Independence". But, still 600 million of the 1.2 billion people in India have no access to toilets.

Government report in May 2017, claims that over two lakh villages have become open defecation free (Dash, 2016). However, urban areas struggle to manage their daily municipal waste and open urination. In rural areas, the challenge is the liquid waste generated. Shirking responsibilities of those responsible and inadequate facilities to process solid waste remain big challenges for this flagship programme. Online survey by LocalCircles shows a rise from 35 % to 57% of respondents who said their cities haven't become cleaner due to Swachh Bharat, clearly indicating the cleanliness drive is losing steam in urban areas . Despite the government taking several initiatives including annual cleanliness surveys and social media campaigns focusing on behaviour change, there has been no significant improvement on the ground. One of the main reasons is the slow progress in setting up of plants to process solid waste. Currently, about 80% of the total 1.7 lakh tonnes of waste generated daily is dumped without processing. Despite all efforts, the use of compost remains at low level of only 2 lakh tonnes.

The local bodies in most of our cities find it difficult to manage the cleanliness, sanitation and hygiene in satisfactory state. Often the government's helplessness come to the fore on the cleanliness front due to shortage of resources. Sustainable and active participation of public in the national cleanliness drive can help proper development of our cities, towns, and villages.

This is possible only if adequate steps are taken to create awareness, impart education and develop a sense of responsibility towards our surroundings. The media can play a pivotal role in generating awareness about the need for cleanliness and, induce behaviour change towards cleanliness and mobilize the people to join the campaign. A proper study of the role of the Indian media in fulfilling its above obligations, can provide useful inputs for future campaign strategies, which justifies the timing and relevance of this study.

### **The Swachh Bharat Abhiyan**

Swachh Bharat Abhiyan was launched by the Prime Minister, Narendra Modi as a nationwide cleanliness campaign on 2nd Oct.2014, the birth anniversary of Mahatma Gandhi. It was visualised as a mass movement to make India clean by 2019. To convert it into a mass movement, the prime minister nominated nine celebrities to help galvanise public support for his SBA and asked them to nominate nine more people each to make the initiative go viral and transform the move into a national mission. The citizens were called upon to spend 100 hours each

per year towards cleanliness in their surrounding areas or other places to really make it a successful campaign. An estimated fund requirement of Rs. 38,000 crores, for setting up of waste treatment facilities across the country. The Centre was supposed to contribute 20% (Rs.7600 Crores), states one-third and rest from private sector.

To trace the historical roots of the campaign, the government of India launched Nirmal Bharat Abhiyan in 1999, which aimed at universal household sanitation coverage by 2012. This was an integral part of the Total Sanitation Launched in 1991. It was rechristened as "Swachh Bharat Abhiyan" with the objective of making India "clean", by eliminating the practice of open defecation, building up of toilets for all households, providing running water supply, treating of solid and liquid wastes in a proper manner. This drive also includes cleaning of roads, pavements and clearing of encroachments in unauthorised areas. Above all, the project aims at creating awareness among people about the need for proper sanitation and hygiene facilities.

Urban sub-mission of the campaign, known as the swachh bharat mission of urban areas aims to cover almost 1.04 crore households in order to provide them 2.6 lakhs of public toilets, 2.5 lakhs of community toilets together with the solid wastes management in every town.

Gramin swachh bharat mission, earlier the Nirmal Bharat Abhiyan, is aimed to make rural areas free of open defecation till 2019 for which the cost has been estimated is one lakh thirty four thousand crore rupees for constructing approximately 11 crore 11 lakh toilets in the country. A major dimension of the campaign is a plan of converting waste into bio-fertilizer and useful energy forms, for use in farming.

There are various implementation policies and mechanisms for the programme including three important phases such as planning phase, implementation phase and sustainability phase. This mission has targeted to solve the sanitation problems as well as better waste management all over the India by creating sanitation facilities to all. The endeavour of the Government is to turn it into a mass movement requiring not just toilets, but also a change in behaviour and mind-sets of people (The Hindu, October 4, 2014).

The swachh bharat abhiyan was expected to bring the following transformation:

- Eliminate the open defecation practice in India and make toilets facilities to everyone.
- Convert the insanitary toilets into flushing toilets.

- Eradicate the manual scavenging system.
- Proper waste management through the scientific processes, hygienic disposal, reuse, and recycling of the municipal solid wastes.
- Behavioral changes among Indian people regarding maintenance of personal hygiene and practice of healthy sanitation methods.
- Create global awareness among common public living in rural areas and link it to the public health.
- Support working bodies to design, execute and operate waste disposal systems locally.
- Private-sector participation to develop sanitary facilities all through the India.
- Make India a clean and green India.
- Improve the quality of life of people in rural areas.
- Sustainable sanitation practices by motivating communities and Panchayati Raj Institutions through the awareness programmes like health education.

### Hypothesis

From the available literature, the following hypotheses have been drawn for the present study:

- English Newspaper provide more coverage to SBA
- The Hindu is better in presentation of the SBA news.
- Public's attitude towards cleaner environment has changed.
- Newspapers provide adequate information about SBA.
- SBC would catalyze people's participate in the cleanliness drive.

### Methods of the study

Content analysis of coverage of SBA in two English and Hindi national dailies each was carried out. According to Benard Berelson CA is defined as "A research technique for the objective, systematic and quantitative description of the manifest content of communication".

10 August to 20 August issues of the Times of India, The Hindu, Dainik Jagran and Amar Ujala of 2014 and 2015 were analysed quantitatively. Altogether 80 newspapers were subjected to the analysis.

The selection of the newspapers was based on circulation, readership, acceptability and reputation among diverse groups of readers. The Hindu has the reputation of being an objective serious and unbiased newspaper with a coverage qualifying sales of 1518.082 million copies as of July to December 2015. The Hindu has its largest base of circulation in Southern India and in the

most widely read English Daily newspaper in Andhra Pradesh, Tamil Nadu and Kerala. The Times of India with a readership of 3,05,7678 is widely popular among the masses for its presentation or packaging of news in an attractive manner. It is the 3<sup>rd</sup> largest and oldest newspaper in India by circulation and largest selling English language daily in the world according to ABC (India). Dainik Jagran is the most read newspaper in India with an average issue readership (AIR) of 16.37 million. As per Indian readership survey 2012 it has now been the most read daily newspaper in India for the 25<sup>th</sup> consecutive time with a circulation of 33, 07,517. Amar Ujala publishes a 16 to 18 page issue daily. It sold 4.5 lakh copies through its five edition. Its readership is 29, 35,111.

SBA relate stories which appeared in four newspapers are broadly classified into the following categories; News, Anchor story, Articles, Editorial. By the definition, news newly received and noteworthy information especially about recent and important events reported by mass media to give awareness and knowledge to the public about the happenings around them. The front page of a newspaper published all the hard news like political changes, natural calamities, terror attack accidents etc. But there is one story on the front page that is not a hard news story, this news story is known as anchor story. It is a soft story, a light story that is written with great love and passion. An Article is a piece of writing on a particular subject or topic in a newspaper, magazine, academic journals and internet. An article is a group of coherent words highlighting one idea or problem. A newspaper article is filled with lots of information. Every article tells the reader the 5 Ws(Who, When, Where, What happened and Why) and 1 H of the story. Articles try to attract the interest of the reader by telling them what the story is about, in a short and interesting way. Articles can contain photographs, graphs, statistics, interviews, polls, debates etc. An editorial is an article that presents the newspaper's opinion of the editor, editorial board and publisher on an issue in a newspaper or magazine. Editorial give a detailed account of the issue by clearing the doubts and misunderstandings about the issue. They are different from other types of news stories because opinions are expressed here.

News items was measured in column centimetres and analysed in terms of its area covered, number of columns, news type, and headline, and whether the news is accompanied by a photograph or not as well as how much area is covered by the photographs.

The length and breadth of the column were measured for the quantitative analysis. The total area covered under the selected defined categories is measured as part of quantitative analysis. For the purpose of proportional quantification, the formula total SBA related news divided by total area of selected newspaper multiplied by 100 was used.

To study the view of the people towards the SB campaign a survey was conducted among 100 respondents in Aligarh selected randomly. The sample includes teachers, scholars, students and other members of the public. Copies of pre-structured questionnaire containing both closed-ended and open-ended questions were administered among selected 100 respondents, out of which 92 completed questionnaires could be collected. Of the 92 respondents, 38 were female and 54 were male. The age groups of the respondent considered were from 18 to 20 years, 20 to 25 years and 25 to 30 years. 6 respondents were in the age group of 15 to 20 years, 26 respondents were in the age group of 20 to 25 years and 60 respondents were in the age group of 25 to 30 years.

#### **Swachh Bharat Abhiyan and Indian Media**

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. Media not only keeps the people abreast of the latest development in different sphere of life but also build opinion on important issues by informing and educating the people. In other words, media has iron grip on the imagination as well as thinking faculties of society. 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, p.28). In all scenarios, the most important is the content of news media, which include of all day- to -day issues such as environment, health, socio-economics, politics, culture, business etc. The public rely heavily on the media for the information.

Media has been playing a very important role in spreading the SBA 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 SBA. Along with other forms of communication

the mass media can effectively raise public awareness and concern about sanitation and can also play an important role to promote a positive attitude towards SBA. Moreover every day public see a lot of advertisements in newspaper, TV, radios where they tell public to support this Abhiyan. This helps the Abhiyan to widen and make everyone a part of it. It also tells about the importance of cleanliness around us, about diseases caused due to the lack of cleanliness, about proper domestic waste disposal system. Moreover it reminds people of their duty to clean the surroundings to make India clean and free from diseases.

The newspapers have been reporting India's poor sanitation through news, articles, features and editorials. Moreover it gives report on consequences of unhealthy behaviour- from malnutrition to diarrhoea. The SBA campaign utilizes social media- in an attempt to increase transparency and publicize, globally, the country's efforts to improve its image on sanitation.

### Media Reporting of the Swachh Bharat Abhiyan:

Results of the quantitative content analysis of the sample newspapers from August, 10<sup>th</sup> to August, 20<sup>th</sup> of 2014 and 2015 are presented in tables 1-6.

To add visual sense to the contents newspapers have published photographs of the SBA. It is well accepted that pictures and Graphics present stories beautifully, grabs the attention of the readers. Pictures lend more emotions and credibility in the stories to tell its Joy and poignancy. A photograph sharpens the whole story.

According to the table 1, The Hindu and Amar Ujala have published no photographs in 2014. And there was a marked and significant difference in the presentation style of "The Times of India" and "DainikJagran", since DainikJagran published 03 photos as compared to 02 in TOI. Whereas the area covered by photographs in DainikJagran is 95.3 and in TOI is 569.94 sq. cms. The table further reveals that the Hindu has

**Table-1: Reporting of Photographs in the Sample Newspapers**

| Name of paper      | 2014               |               | 2015               |               |
|--------------------|--------------------|---------------|--------------------|---------------|
|                    | No of Photo-graphs | Area in cm Sq | No of Photo-graphs | Area in cm Sq |
| The Hindu          | 0                  | 0             | 45                 | 3033.83       |
| The Times of India | 2                  | 91.85         | 5                  | 175.88        |
| DainikJagran       | 3                  | 95.3          | 2                  | 38.4          |
| Amar Ujala         | 0                  | 0             | 1                  | 42.84         |
|                    | 5                  | 187.15        | 53                 | 3290.33       |

**Table-2: News Reports on SBA**

| Name of paper      | 2014             |               | 2015             |               |
|--------------------|------------------|---------------|------------------|---------------|
|                    | No of News Items | Area in cm Sq | No of News Items | Area in cm Sq |
| The Hindu          | 3                | 281.24        | 3                | 474.15        |
| The Times of India | 1                | 297.35        | 8                | 3317.98       |
| DainikJagran       | 0                | 0             | 4                | 402.55        |
| Amar Ujala         | 1                | 78.6          | 2                | 209.82        |

Media also call upon individuals from all walks of life to take a pledge to clean India. Mobile based apps on SBA ask registered users to upload information and post photographs of sanitation facilities. Different media are effective at different levels of campaign.

In an attempt to understand the role of the Indian print media in the campaign, the following sections provide the results of a content analysis of the coverage of swachh Bharat abhiyan in four major dailies, followed by a public perception on impacts of the campaign.

reported 45 photos in 2015, followed by 05 in TOI, 02 in Dainik Jagran, and 01 in Amar Ujala. Whereas the area covered by photographs in The Hindu is 3033.83, in TOI, Dainik Jagran and Amar Ujala are 175.88, 38.4 and 42.84 respectively.

Table-2 reveals that the newspapers 2015 published more news articles related to the SBA than the year 2014, as the year 2015 published 49 news articles and the year 2014 published 8 news articles in the same period. The English newspapers published 45 stories and the Hindi newspapers published 12 stories.

In the year 2015 newspapers published 17 news stories related to SBA and in 2014 newspapers published 5 news stories. So the area devoted to SBA news stories in the year 2015 and 2014 was 4404.5 and 657.19 cm sq. respectively.

Table-6 reveals that 2015 devoted more space to SBA with 10253.24 cm. sq. whereas 2014 spared 1098.15 cm sq. related to SBA. We can see there is substantial difference in coverage of SBA in the selected newspapers. The Hindu gave more space

**Table-3: Anchor Story**

| Name of paper      | 2014        |               | 2015        |               |
|--------------------|-------------|---------------|-------------|---------------|
|                    | No of Items | Area in cm Sq | No of Items | Area in cm Sq |
| The Hindu          | 0           | 0             | 1           | 58.68         |
| The Times of India | 1           | 131           | 1           | 0             |
| DainikJagran       | 1           | 78.96         | 0           | 0             |
| Amar Ujala         | 0           | 0             | 1           | 0             |

01 anchor story published in 2015 with area 58.68 cm sq. and 02 anchor stories in 2014 with area

to SBA with an area 6292.32 cm. sq. than TOI with 3746.33, Dainik Jagran with 753.96 and Amar

**Table-4: Articles**

| Name of paper      | 2014        |               | 2015        |               |
|--------------------|-------------|---------------|-------------|---------------|
|                    | No of Items | Area in cm Sq | No of Items | Area in cm Sq |
| The Hindu          | 0           | 0             | 25          | 5193.27       |
| The Times of India | 0           | 0             | 0           | 0             |
| DainikJagran       | 0           | 0             | 2           | 137.6         |
| Amar Ujala         | 0           | 0             | 0           | 0             |

**Table-5: Editorial**

| Name of paper      | 2014        |               | 2015        |               |
|--------------------|-------------|---------------|-------------|---------------|
|                    | No of Items | Area in cm Sq | No of Items | Area in cm Sq |
| The Hindu          | 1           | 231           | 2           | 53.98         |
| The Times of India | 0           | 0             | 0           | 0             |
| Dainik Jagran      | 0           | 0             | 1           | 134.85        |
| Amar Ujala         | 0           | 0             | 1           | 270.36        |

209.96 cm sq. It means 2014 leads in publishing anchor story of SBA.

Ujala with 558.78 cm sq.

The year of 2015 leads in publishing "Articles" as it published 27 articles and cover 53330.87 cm sq. of area while in 2014 no article was published regarding SBA.

It is clear from the table, the English newspapers gives more space in publishing SBA stories than Hindi newspapers. The English newspapers covered 10038.65 cm sq. area and the Hindi newspapers covered only 1312 cm sq. area. It is a remarkable difference between these two languages papers.

The 04 Editorial was published in the year 2015 with area 459.19 cm. sq. but in 2014 just one article was published related to SBA.

If we go by numbers in the year 2015 the total number of photos published stood at 53

**Table-6: Details of the stories published**

| Newspaper      | News Story |            | Anchor Story |          | Article |             | Editorial |           |
|----------------|------------|------------|--------------|----------|---------|-------------|-----------|-----------|
|                | 2014       | 2015       | 2014         | 2015     | 2014    | 2015        | 2014      | 2015      |
| The Hindu      | 3(281.24)  | 3(474.15)  | 0            | 1(58.68) | 0       | 25(5193.27) | 1(231)    | 2(53.98)  |
| Times of India | 1(297.35)  | 8(3317.98) | 1(131)       | 0        | 0       | 0           | 0         | 0         |
| Dainik Jagran  | 0          | 4((402.55) | 1(78.96)     | 0        | 0       | 2(137.6)    | 0         | 1(134.85) |
| Amar Ujala     | 1(78.6)    | 2(209.82)  | 0            | 0        | 0       | 0           | 0         | 1(270.36) |
| Total          | 5(657.19)  | 17(4404.5) | 2(209.96)    | 1(58.68) | 0       | 27(5330.87) | 1(231)    | 4(459.19) |

compared to only 5 photos in 2014. The total photograph area 2015 p 3290.33 cm sq. which in 2014 stood at 187.15 cm sq.

## 6.2 Public Perception on impact of Swachh Bharat Abhiyan:

The respondents were asked to express their on the Swachh Baharat Abhiyan by selecting the appropriate option on a five-point scale- Strongly agree, Agree, Neither agree nor Disagree, Disagree, and Strongly Disagree. The responses are presented in the table.

76.08% respondents are satisfied that Swachh Bharat Abhiyan is helping in the development of our country. But, 15.21% respondents are not satisfied. Interestingly, about 8.69% respondents

According to the survey, 49.99% respondents feels that Municipal Corporation is not helping to improve Sanitation, Hygiene and Waste management facilities of the city properly.

According to the fifth statement, 73.91% respondents are fully satisfied that they feel motivated while working on SBA, while 21.73% respondents are not motivated. But for better improvement of the city, it is very important to motivate every person of the city.

This survey finds that, respondents feel positive about SBA, they believe that SBA has made difference in the last two years. But, 47.82% respondents gave negative response .It means they feel that SBA still has not been able to

**Table: 7 Public Perception of impact of Swachh Bharat Campaign**

| Statement   | Strongly agree | Agree | Don't Know | disagree | Strongly disagree |
|---|----------------|-------|------------|----------|-------------------|
| Swachh Bharat Campaign helps in the development of the country                        | 39.13          | 36.95 | 8.69       | 8.69     | 6.52              |
| Swachh Bharat campaign has brought changes on the ground level                        | 6.52           | 47.82 | 17.39      | 21.73    | 6.52              |
| Participation of celebrities increase public participation in the mission             | 4.34           | 43.47 | 19.56      | 26.08    | 6.52              |
| Municipal corporation is not much helpful in sanitation, hygiene and waste management | 39.13          | 36.95 | 8.69       | 8.69     | 6.52              |
| Respondents are motivated towards SBA   | 17.39          | 56.52 | 4.34       | 13.04    | 8.69              |
| Respondents feel positive about SBA   | 6.52           | 26.08 | 19.56      | 34.78    | 13.04             |
| Sanitation facilities have improved in the area after SBA                             | 8.69           | 34.78 | 10.86      | 26.08    | 6.52              |
| Respondents satisfied with the waste disposal system                                  | 13.04          | 32.6  | 15.21      | 26.08    | 6.52              |
| Attitude of public has changed towards cleanliness after SBA                          | 19.56          | 43.47 | 10.86      | 19.56    | 6.52              |
| Cleanliness in the area has improved after SBA  | 6.52           | 39.13 | 6.52       | 36.95    | 6.52              |

are still not aware about Swachh Bharat Abhiyan.

To the question whether Swachh Bharat Abhiyan has made differences in the last two years, 54.34% respondents give positive response .It means these respondents think that Swachh Bharat Abhiyan has made the difference in sanitation, hygiene, waste management after launching of the SBA. But 28.25% respondents feels there was no difference in the last two years.

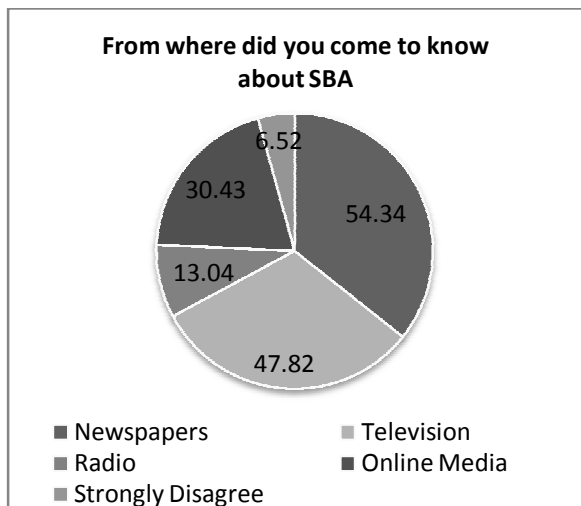
According to the survey 47.81% respondents agree that participation of celebrities increase public participation with the mission. But 32.6% respondents disagree. It means they think that involvement of celebrities in SBA as such not does not to increase the participation of general public.

improve the situation.

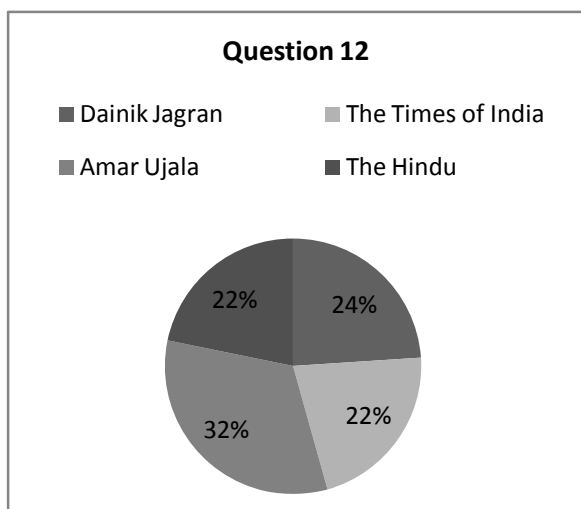
The seventh statement finds that 43.47% respondents feels sanitation facilities have improved in their area. But, 45.64% respondents are not satisfied. That means the government's efforts to provide sanitation leaves more to be desired. 45.64% respondents are satisfied with the waste disposal system, they agree that the situation improved after launch of SBA but, 39.12% still not satisfied.

63.03% respondents agree that attitude of public has changed towards clean India due to SBA. That means most of the people have changed their attitude towards clean India.47.81%

respondents feel that cleanliness in their area has not improved after launch of SBA.



Asked about the source from where they got information about the swachh bharaat abhiyan, 54.34% said Newspaper, 47.82% select Television, 30.43% select Online Media, 13.04% select Radio, 6.52% select Personal Contact (Word of Mouth) and 2.17% select other sources (please specify). That means most of the respondents get information and awareness about SBA mostly from Newspapers then from Television and Online Media.



According to this survey, 32.60% of respondents feel that Amar Ujala Newspaper has more coverage on SBA, 23.91% of respondents said Dainik Jagran. Gave better coverage. The English Newspapers- the Times of India and The Hindu were opted by 21.73 % of respondents each. That means Hindi Newspapers have more coverage than English Newspapers. Perhaps the news value of proximity had its role. The Hindi newspapers being local publications had given more attention to news on swachh bharaat abhiyan by the local municipal corporation.

## 7.0 Conclusion

There is no iota of doubt that cleanliness is very important in our life as well as for the nation. Huge population are dying daily just because of diseases caused due to the lack of information and knowledge about cleanliness issues, health and hygiene, environmental issues etc. The main objective of a sanitation is to protect and promote human health by providing a clean environment and breaking the cycle of diseases. Efforts are on to turn SBA into a mass movement so as to bring a change of people's behavior and mindset. The campaign will not only help to adopt good habits of cleanliness but also boost our image as a nation.

Media play an important role to develop positive attitudes towards cleanliness. It spreads awareness and change other people's behavior towards SBA. Media has played an active role in taking the campaign to the door steps of the people from the urban to the rural areas. Newspapers, because of their wider presence, play a lead role in spreading awareness of sanitation to involve every individual from each sectors of the society. Newspapers give knowledge about diseases which spreads due to lack of sanitation and moreover informs people regularly about the ranking of the Swachh States. Newspapers continuously published SBA news daily to aware the condition of the garbage treated in market areas, streets, parks, roadsides, construction of public and community toilets and provide water facilities etc.

Through Survey analyses of Aligarh, the study found that 92% people are aware of SBA and think that SBA has made the difference after its launching and will help in the development of the country. Moreover Municipal Corporation leaves a lot to be expected in improving sanitation facilities and waste management. The people expect the municipal body to collect garbage from each and every house daily so that people stop trying to throw garbage at nearby areas of their houses.

The attitude of the public has changed towards clean India but a lot remains to be done. There are still people who throw garbage on the roads even if there is a garbage bin nearby. High footfall at market places pose a challenge. The situation has certainly improved since last year, but the aim of Zero visibility of garbage still remains a distant dream.

The Quantitative content analyses of the newspaper reporting on Swachh Bharat Abhiyan reveal the following:



- Media reporting of SBA news in 2015 attained substantial improvement over the reporting in 2014.
- English newspapers have devoted more priority to covering Swachh Bharat Abhiyan compared to the Hindi newspapers during both the years.

The Hindu newspaper gives more attention in the year 2015, in publishing news articles related to SBA and presented in a very attractive manner by incorporating more photographs and articles compared to English newspapers. The Hindu remained more committed in overall advocacy for this nationwide cleanliness mission, followed by the TOI and other Hindi newspapers.

As per the findings, the hypothesis that the English newspapers provide more coverage to SBA in the last two years stands validated. Public attitude has been changed towards cleaner environment. It can safely be concluded that SBA will really bring godliness all over the country in a few years if it is adopted by the people in latter and spirit. SBA must be a collective effort of both the, with active role of the government and participation of the people. There is no doubt about the fact that change begins at home. The people must be the change they want to see. Every citizen of the country should take it upon himself/herself to make this campaign a success rather than waiting for the govt. to do.

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