

# Reach and Effect of Sanitation Campaign : A Study in Indian context

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# ABSTRACT

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*Sanitation is the noble mission of the nation.*

*Dr. A. P. J. Abdul Kalam*

This research comprises a total of eight chapters. The first chapter deals with the introduction of sanitation. It explains the conceptual meaning of sanitation and why it is important for society. In India, there has been a big push in recent years to improve sanitation infrastructure so that people don't have to poop in the open and hygiene gets better. The government introduced the Swachh Bharat Mission (SBM) policy in October 2014, and in 2019, the Indian prime minister started the Abhiyan. The chapter also describes certain laws for the safety and security of sanitation workers. It describes the conceptual framework of the research and the statement of the problem of the research. The researcher has analysed agenda setting theory, social learning theory and nudge theory used in the campaign. The second chapter deals with the literature review for the research, which deals with all the previous studies done so far on the sanitation campaign, *Swachh Bharat Abhiyan*.

The third chapter deals with the role of media in the sanitation campaign, which is done by critically analysing the previous research on media in the sanitation campaign. The fourth chapter deals with the importance of sanitation in the COVID-19 pandemic situation. In the COVID-19 situation, hygiene was a must to take precautionary measures to deal with the disease. Hand washing, maintaining proper distance, and the use of masks, gloves, and sanitizer were musts to survive. All the precautionary measures were related to sanitation habits. So, proper sanitation is vital in COVID-19. This research analysed the reach and effect of the sanitation campaign in the city of Dehradun, which is divided into six blocks.

Chapter 5 of the research deals with the objectives, research question, and research methodology. In which the researcher used a chit-pulling system under the guise of simple random sampling, Sahaspur was the result of the researcher's simple random sampling and is the second-largest block in terms of population. The researcher has used a total of five objectives. The researcher has used a total of five

objectives. The first objective is to study the sanitation campaign, "Swachh Bharat Abhiyan'.

Chapter 6 deals with data analysis, in which the researcher has analysed the first objective through the literature review done during the period. In which the researcher has learned how the sanitation campaign changed over time and how other agencies and organisations took part in the sanitation to make it successful. The second objective is to analyse the attitudes of people towards the sanitation campaign. The researcher has used an interview schedule in which she has asked a set of questions to the respondents in the age range of 10 years to 80 years about the sanitation campaign. To know the attitude, the researcher has asked certain questions related to people's sanitation habits and the condition of sanitation. The researcher asked about manual scavenging acts to know the level of awareness among them. To analyse the third objective, which is the role of media in the sanitation campaign. To analyse it, the researcher has made a specific section dealing with the questions related to raising awareness about the campaign through the media. The section contains a combination of closed as well as open-ended questions to get a deeper idea of the media consumption and awareness of the sanitation campaign. The analysis of the objective is done using SPSS. The fourth objective deals with the effect of the sanitation campaign. To analyse the fourth objective, the researcher has asked a set of questions related to the effect of media on the campaign, which in turn helped them in their habits and attitudes or not. To analyse the fifth objective of sanitation behaviour during COVID-19, the researcher has devoted one section to COVID-19 only. In which the researcher has analysed sanitation habits like types of masks used, places to dispose of those masks, the media's role in informing people about COVID-19, and issues created due to information disseminated by the media. The analysis has been done through IBM SPSS version 20 using graphs, charts, the mean, median, and mode. In total, 822 people, or 5% of the population of the aforementioned villages, chose to participate in the study. The researcher chose 190 men and 173 women from Chharba village, 111 men and 98 women from Shankarpur Hakumatpur, and 222 men and 210 women from Arcadia Grant. The chosen sample also took into account the fact that the population was culturally diverse.

The seventh and eighth chapters of the research describe the findings and the conclusion, respectively. The findings of the research show that the Swachh Bharat Mission has helped increase sanitation coverage from 40.60% to 48.3%. 8.8 million toilets were built in the first year of the mission, compared to an anticipated outcome of 6 million. The National Commission for Protection of Child Rights (NCPCR) has developed an innovative concept called PINK TOILET, which is pink in colour and provides sanitary napkins vending machines and incinerators to burn them and make the environment pollution-free, disabled-free, etc. 80% of India's surface water is polluted, with three-fourths of that contamination coming from sewage. Information, education, and communication are the three main areas of concern for the Total Sanitation Campaign (TSC). More than 50% of Indians still urinate in public, especially in rural areas. The Defence Research and Development Organisation (DRDO) has developed biodigester technology to solve the problem of open defecation. Rs. 12,000 SBM was allocated as subsidies for the twin pit project. The Swachh Bharat Mission aims to build separate restrooms for boys and girls in all public schools within a year. On October 2, 2018, the Swachhta logo and national flag were posted on all coaches. The government launched a 360-degree media programme to educate the public and installed bins at an average distance of 1km. To find out the attitudes of people towards the Swachh Bharat Abhiyan, the researcher conducted an interview schedule in which she asked questions to respondents from the age group of 10 years to 80 years. The results showed that 89% of people were aware of the sanitation campaign, while 3% were unaware of it. 38% of people were informed about the campaign through social networking sites or apps, while 20% were informed through online news. 31% of people used to clean their toilet every day, while 45% used to clean it twice a week. Open urination is still prevalent, even though 35% of people said open urination exists somewhat. 36 percent of people were involved in excreta management, 26 percent were involved in greywater management, and 19 percent had no involvement in sanitation management. The Swachh Bharat Abhiyan has helped increase sanitation coverage, and Sikkim became the first state in 2016 to have complete sanitation coverage. By 2024, all villages in the nation are expected to be open-defecation-free zones thanks to Swachh Bharat Mission Gramin Phase 2. The GoBARdhan scheme, greywater management, plastic waste management, and faecal sludge management are all included in open defecation

plus status. The government has made toilet construction mandatory for opening petrol pumps, launched Project GreenSole, installed solar-powered clean drinking water ATMs, collected garbage, distributed jute bags, and launched afforestation initiatives. The role of the media in the sanitation campaign was also studied, which shows the media played a vital role in raising awareness, which in turn helped in changing people's personal hygiene. People were very knowledgeable about COVID-19 due to media coverage, and as the emergence of COVID-19 affected so many people for so long, so did their sanitation habits. People used to wash their hands and feet before entering the main living area or going to bed, which had not been observed previously. They used to bring hand sanitizer wherever they went. Urinary tract infections were the most prevalent sanitation-related illness in women. Sanitation is an important issue in India, where 79.2 crore people lack access to a toilet. To eliminate open defecation, access to sanitation facilities must be improved, and the amount of untreated wastewater must be cut in half by 2030. Sanitation interventions must be holistic, focusing on improving the microenvironment, increasing access to sanitation infrastructure, and instilling more sanitary behavioural practises. Bio-toilet technology turns human waste into water that is safe to dump in water bodies or use for irrigation. The Total Sanitation Campaign (TSC) focused on information, education, and communication (IEC), human resource development (HRD), and capacity development (CD) activities to make rural people more aware of the need for sanitation facilities and increase the demand for them. Interpersonal communication (IPC) is key to triggering demand for and use of toilets through social and behavioural change communication.