



## AWARENESS OF SWATCH BHARAT ABHIYAN AMONG COLLEGE STUDENTS BY SOCIAL MEDIAS

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### 1. INTRODUCTION

Media is rightly considered as the fourth pillar of democracy, Nowadays social media plays an important role in the popularity of new thinks and its' level of coverage also very high. It has the capacity and witness to change the social norms, political ideas, economics policy etc., Social marketing is an integral part of Indian public policy whether that policy relates to family welfare, education, communications, health, and environment or to national integration. Social marketing means neither promotion nor selling of the product or commercial services. It does not result in money but it raises awareness about a quality of life or a social issue.<sup>1</sup> In order to increase sanitation and public health, the govt of India take numerous techniques in which increase awareness by social media is dominating.

### 2. OBJECTIVES OF THE STUDY

- To know the financial benefit of swatch Bharath mission.
- To explore the influence of Profile factor on awareness of social media knowledge and knowledge on Swach Bharath.

### 3. REVIEW OF RELATED LITERATURE

Roktim Sarmah<sup>1</sup> , Dr. Niharika Maharishi, in their article titled Popularity and Perception of Youth regarding Social Marketing Campaigns like Digital India, Swatch Bharat Abhiyan and Make in India, International Journal of Engineering and Management Research, an attempt towards exploring the popularity of different social marketing campaigns on Youths which are being run in the state of Punjab. A major focus of the study is on examining the awareness, popularity, and perception of these social advertisement campaigns and to explore if these advertisement campaigns are

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<sup>1</sup> Roktim Sarmah<sup>1</sup>, Dr. Niharika Maharishi, Popularity and Perception of Youth regarding Social Marketing Campaigns like Digital India, Swatch Bharat Abhiyan and Make in India, International Journal of Engineering and Management Research, Volume-6, Issue-3, May-June 2016, ISSN (ONLINE): 2250-0758, ISSN (PRINT): 2394-6962, pg. 439.

able to achieve their advertisement objectives or not.

Sridevi C.T and P. E. Thomas in their study titled Exploration of the political participation of youth: a social media intervention with reference to digital India and swatch Bharath missions, explore that swatch Bharath campaigns one of the major initiatives of this campaign was to get rid of unwanted waste and keep the surroundings clean. Unwanted waste also includes unused and old electronics or e-waste which needs to be disposed of properly. Swatch Bharath and Digital India mission has become a social movement and both make a splash on social media especially Facebook and Twitter. There are many obstacles in the path of Digital India and Swatch Bharath.

Jessica Kaliski in her study titled The Past, Present, and Future of Sanitation, with a Case Study of India suggest that district-wise percentage of households with toilet facilities has increased, and this improvement has not been segregated in a certain geographic location, as most states contained districts with improvement above the 90th-percentile line. Nevertheless, the data collected from the Ministry of Drinking Water and Sanitation is subjected to similar discrepancies, which were described in more detail earlier in Chapter 3, and thus the estimate of toilet coverage is most likely an overestimation, rather than an underestimation.

Stephen Dobson 1, Arun Sukumar in their article titled Memes and Civic Self-Organisation: Building and Sustaining Civic Empowerment Through The Internet, concludes that social media messages had any impact at ground level. So far with the clean India campaign, evidence suggests that there have been many cleanliness and aesthetic improvement initiatives undertaken in various cities, town, and villages in India. The impact can be seen from the feedback received to the cleanliness calls.

#### **4. STATEMENT OF THE PROBLEM**

India also an economic loss because of poor hygiene and sanitation in the country as a World Bank report in 2006 said that India losses 6.4 percent of GDP annually because of the aforementioned reason.<sup>2</sup> In order to contribute to GDP growth, reduction in healthcare costs, and a source of employment our Prime minister has inaugurated Swachh Bharat Abhiyan (SBA) (or Swachh Bharat Mission (SBM) or Clean India Mission in English) is a campaign in India that plans to clean up the streets, roads and infrastructure of India's cities, smaller towns, and rural areas.

The objectives of Swachh Bharat include eliminating open defecation through the construction of household-owned and community-owned toilets and establishing an accountable mechanism for monitoring toilet use. Run by the Government of India, the mission aims to achieve an Open-Defecation Free (ODF) India by 2 October 2019,

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<sup>2</sup> <https://www.oneindia.com/feature/clean-india-9-reasons-why-modi-s-swachh-bharat-abhiyan-is-need-of-hour-1533716.html>

the 150th anniversary of the birth of Mahatma Gandhi, by constructing 12 million toilets in rural India at a projected cost of ₹1.96 lakh crore.<sup>3</sup>The activities of swatch Bharat are uploaded in the pages of different social media like twitter, facebook, Instagram etc., through this media online users particularly college students are getting awareness and ideology of Swachh Bharat campaign and movement. This article focuses the awareness of swatch Bharath abhian among college students and factors contribute to the awareness of swatch bharath abhian among college students

## 5. RESEARCH METHODOLOGY

This research is basically a descriptive one. The finding and suggestion of the study are based on both secondary and primary data during the course of research. A questionnaire was prepared to know whether demographic factors affect the awareness of swatch bharath abhian among college student.

### 5.1 SAMPLING

A sample of 275 respondents are selected through convenience sampling techniques. **Awareness of social media marketing campaigns about swatch bharat abhian among college students** is belonging to different college affiliated by Manonmanium Sundaranar University. The questionnaire had been administered face to face on a sample of 275 respondents in Thoothukudi and Tirunelveli district between Nov 2017 and Dec 2017.

## 6. PRINCIPLES OF SWACHH BHARAT MISSION

- Reducing open defecation is the top priority
- Central measurement of latrine use
- Achieving latrine use requires promoting behavior change
- Latrine use requires a ground staff
- Learn from doing and learn from the best

**Reducing open defecation is the top priority.** Although there are many benefits of a cleaner India, it is open defecation which kills hundreds of thousands of children each year and limits the development of those who survive. Open defecation shall be the top priority of the Mission.

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<sup>3</sup> *MDWS Intensifies Efforts with States to Implement Swachh Bharat Mission*, [Business Standard](#), 18 March 2016 (press release)

**Central measurement of latrine use.** Recognizing that any goal that is not measured is not achieved, the Swachh Bharat Mission shall establish an independent, accountable mechanism of monitoring latrine use, not latrine construction.

**Achieving latrine use requires promoting behavior change.** Information, education, and latrine use promotion shall be the cornerstones of any successful Mission to end open defecation. Officers shall not be asked how many latrines they constructed; instead, officers shall be held to account for what they did to change minds and behavior and to promote latrine use.

**Latrine use requires a ground staff.** Rural sanitation teams at the block and district level require a new, dedicated staff responsible only for behavior change and promotion of latrine use, not for latrine construction. Officers shall be rewarded for trying and learning from new ideas, whether they succeed or fail.

**Learn by doing and learn from the best.** The Government shall lead a programme of learning from successes, failures, and challenges of attempts to change behavior and to promote latrine use. The Mission shall learn from the experiences of the Pulse Polio campaign, from leaders in the field of marketing, and from experts on rural sanitation behavior.<sup>4</sup>

## 7. FINANCIAL BENEFITS OF SWACHH BHARAT MISSION

### Tourism and Swachh Bharat

India is a land of cultural heritage and rich history. Tourism generates approx 6.6% of India's GDP and 39.5 Million Indians are directly employed in this sector. Tourism can generate employment for upto 5% of India's population i.e. 62.5 Mn people. It has potential to generate 23 Mn additional job opportunities or 2.3 Cr people will get the job. I have taken 5% employment fig which is very conservative after studying tourism model of countries which focus on tourism. The biggest limitation for India to promote tourism is cleanliness. Foreign tourists are very particular about hygiene and cleanliness. Besides employment, Tourism will help bring foreign money to India which will boost India's GDP. Swachh Bharat Mission will help in generating employment through Tourism and boost India's GDP.

### Health

Unhygienic conditions are one of the major root cause of diseases/illness. Any disease or illness has a financial impact both in terms of expenditure and potential revenue earning. Swachh Bharat Mission will have a positive impact on India's health care

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<sup>4</sup> Dr. Veer Virendra Singh, Swachh Bharat Abhiyaan: Cleaning up India is a serious business, The Opinion, Vol. 5, No. 9, January-June, 2016 ISSN: 2277-9124, p 104

sector. According to a recent study by WHO, Due to lack of hygienic conditions and lack of cleanliness, there is a loss of Rs 6500 every year to each Indian. In short, there is a loss of Rs 26000 every year for a family of four people. Isn't it a big financial loss?. Swachh Bharat Mission will plug this loss and will help to ease the burden on existing health care facilities.

### **Clean Technology**

Gradually focus on cleanliness and hygiene will shift focus towards the use of clean technology i.e. non-polluting in nature. It will involve the use of bio-degradable fuel and products. Any shift towards clean technology will have a positive ripple effect on the entire economy. New technology the new set of employment opportunities like in the case of Information Technology. Focus on new technology will lead to new skill development for innovation thus help in generating new employment / entrepreneurial opportunities for india's youth. It will put india in the league of skilled economies of the world. India can become a hub of clean technology for the entire world. Swachh Bharat Mission should not be linked only to cleanliness and hygiene but it has a larger objective of putting India in the league of nations working towards technological development for future.

### **Individual Productivity**

Healthy Body results in Healthy mind which is directly proportional to Productivity of an individual. Swachh Bharat Mission will lead to Healthy India which in turn increase the productivity of Indians. High productivity means High earning potential. In short, we can say a healthy body is directly proportional to earning potential. A healthy auto driver can work for 12 hours a day from existing 8 hours thus can earn 50% more. Developed countries are live examples of how healthy citizens can help in increasing per capita GDP of the country. The per capita GDP of the healthy nation is much higher compared to ill nations in Africa/Asia. An ill nation can never become the developed economy. It will always remain under developed or developing nation.

### **Foreign Direct Investment (FDI)**

Under current economic conditions, India desperately needs Foreign Direct Investment (FDI). Going by the example of Singapore which undertook similar cleanliness drive from 1977 to 1987. It helped Singapore to attract FDI. "Keep Singapore Clean" campaign transformed Singapore from Developing to the Developed nation. Hope Swachh Bharat Mission will do similar wonders for India.

Swachh Bharat Mission cannot be successful without the support of each and every Indian. We should not think what's in it for me. Through this post, i have tried to convey that Swachh Bharat Mission will financially benefit each and every citizen of India. If we want financial growth then we have to collectively make Swachh Bharat Mission of Sh Narendra Modi a roaring success in next 5 years. Swachh Bharat Mission is one of the critical links towards the economic success of India. Lets take a pledge to keep our surroundings clean and contribute positively towards Swachh Bharat Mission.<sup>5</sup>

## 8. RESULTS AND DATA ANALYSIS

### Sample Characteristics

The sample comprised of college students from the southern district of Tamilnadu particularly Manonmaniam Sundaranar University affiliated colleges. The majority of the sample was Male (76.4%) and the other 23.3% were Female. The students were a majority from villages (85.1%). The majority of 65.1% participants used Google as Search Engine, 20.5% of respondents were used Yahoo as the search engine. The notable portion of 50.1% of students the member in the different association.

### *Demographic Characteristics of Participants (n=275)*

**Table 1**

Participant characteristics		Frequency	Percent (%)
<b>Gender</b>	Male	210	76.4
	Female	65	23.6
<b>Location</b>	Village	234	85.1
	Town	41	14.9
<b>Membership in any Association</b>	Yes	135	49.1
	No	140	50.9
<b>Primary Search Engine</b>	Google	179	65.1
	Yahoo	56	20.5
	Bing	20	7.2
	Other	20	7.2

<sup>5</sup> <http://www.nitinbhatia.in/views/swachh-bharat-mission/>

## 9. PRIMARY REASON FOR USING SOCIAL MEDIA NETWORK

Social Media is hot right now and rightly so. It offers enormous potential for brands and organizations. In essence it's a new way of reaching and communicating with your (potential) consumers.<sup>6</sup> The college students are used the social media for the purpose of Keep in touch with family and friends, Meet new people, Find old friends, Make new business contacts, Keep in touch with current business contacts, Share picture videos and games and so on.

**Table 2**

S. No	Reason	Total	User	Percent (%)
1	Keep in touch with family and friends	275	275	100
2	Meet new people	275	90	33
3	Find old friends	275	104	38
4	Make new business contacts	275	90	33
5	Keep in touch with current business contacts	275	114	42
6	Share picture videos and games	275	82	30
7	Promote business	275	62	23
8	Promote ideas Communication	275	66	24
9	Competitive analysis	275	94	34
10	Conduct research	275	26	10
11	Customer service	275	64	23
12	Job search	275	50	18
13	Marketing/sales	275	52	20
14	News	275	41	15

It is clear from the table 2 shows that out of 275 respondents all are used social media for the purpose of keep in touch with family and friends followed by among 275 respondents 114 are used social media for Keep in touch with current business contacts and so on.

## 10 STRUCTURAL EQUATION MODEL (SEM)

Several researchers call path analysis and related techniques “causal modeling” because the technique allows us to test theoretical propositions about cause and effect without manipulating variables. A path coefficient indicates the direct effect of a variable assumed to be a cause of another variable assumed to be an effect [3] [10]. Path coefficients are standardized. In this paper, the impact of respondents' gender, location, membership search engine and social media knowledge is examined. The results of the analysis are given below:

<sup>6</sup> <http://www.egcoa.eu/3-reason-use-social-media-freshbridge-blog/>

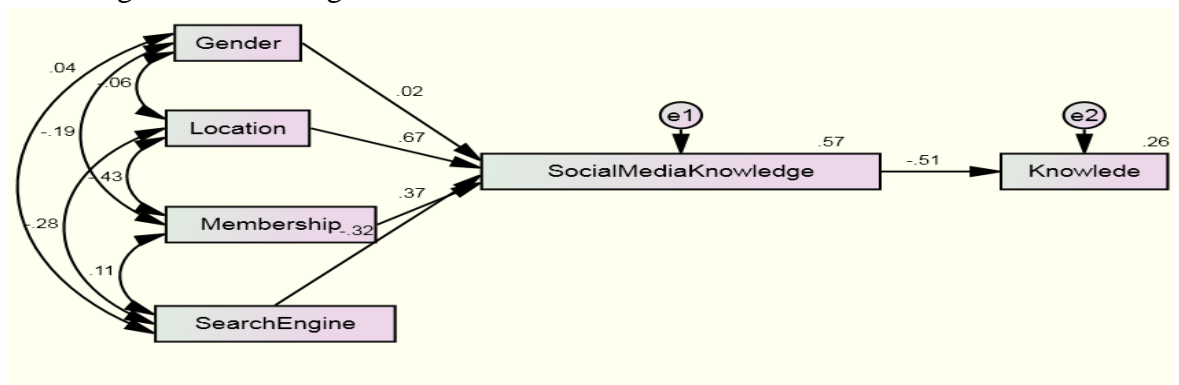


### Classification of Variables in the Model

Nature of Variable	Quantity	Variables
Variable in models	8	
Observed exogenous (Independent)variables	4	Gender Search Engine Location Membership
Observed, endogenous variables	2	Social Media Knowledge Knowledge of Swachh Bharath
Unobserved, exogenous variables	2	e1,e2

**Source: Primary data. Results computed**

In the diagram given below, it can be seen that the variables Gender, Search Engine, Location and membership in different association provides Social Media Knowledge to the students which bring Knowledge of Swachh Bharat Abhiyaan that is, the path coefficients from the above first four variables are leading to Social Media Knowledge and Knowledge of Swachh Bharath.



The model is formulated as given below:-

**Social media knowledge** =  $\beta_{11}$  Gender +  $\beta_{12}$  Search Engine +  $\beta_{13}$  Membership +  $\beta_{14}$  Location + e1

**Knowledge of Swachh Bharath** = Social media knowledge + e2

**Table 5 –Path coefficients in SEM**

Variable			Un standardized co-efficient		Standardized coefficient	t-value	p-value
			Estimate	S.E.	$\beta$		
Social Media Knowledge	<---	Gender	.018	.045	.017 ( $\beta_{11}$ )	7.143	.000
Social Media	<---	Search Engine	-.201	.026	.673( $\beta_{12}$ )	.403	.687



Variable			Un standardized co-efficient		Standardized coefficient	t-value	p-value
			Estimate	S.E.	$\beta$		
Knowledge							
Social Media Knowledge	<---	Membership	.342	.042	.366( <b><math>\beta</math>13</b> )	14.514	.000
Social Media Knowledge	<---	Location	.884	.060	-.315( <b><math>\beta</math>14</b> )	8.019	.000
Knowledge	<---	Social Media Knowledge	-.526	.054		-7.557	.000

## 11. DECOMPSITION OF CORRELATIONS

### Correlation between endogenous and exogenous variables:

Path coefficient comes from a series of multiple regressions rather than from just one regression. Here, the path coefficient of 0.018 determined by holding other variables as constant for Gender represents the positive effect on Social media knowledge indicating that the Gender would increase by 0.18 for every unit increase in Social media knowledge and this coefficient value is significant at 1% level.

The path coefficient of 0.342 determined by holding other variables as constant for membership in different association represents the positive effect on Social media knowledge indicating that the Gender would increase by 0.342 for every unit increase in Social media knowledge and this coefficient value is significant at 1% level.

The path coefficient of 0.884 determined by holding other variables as constant for location represents the positive effect on Social media knowledge indicating that the restaurant expense would increase by 0.884 for every unit increase in Location of students and this coefficient value is significant at 1% level.

## 12. MODEL FIT SUMMARY

Variable	Value
Chi-square value	133.79
Degrees of freedom	4
p value	0.002
GFI	0.997
AGFI	0.997
CFI	1.000
RMR	0.040
RMSEA	0.000

The calculated CFI (Comparative fit index) value is 1 which represents that it is perfectly fit, and also it is found that RMSEA (Root mean square error of approximation) value is 0.000 and RMR (Root means square residual) value is 0.005, which are less than that 0.10 which indicated the model is perfectly fit. Similarly, as tested in the first factor Gender, the other 4 factors were tested using AMOS.

As good fit of the model statistic must be lower so the null hypothesis will be accepted. It is found that the calculated p- value 0.002 is smaller than 0.05 which indicates a perfect fit: and here GFI (Goodness of fit index) value and AGFI (Adjusted goodness fit index) value is greater than 0.9 which represents that it is a good fit.

### 13. CONCLUSION

These social media sites have become so popular in such a short time because the information gets published in a fast way. With the aim of reducing open defecation is the top priority, central measurement of latrine use achieving use require promoting behavior changes and Learn from doing and learn from the best. It's also bring financial benefit to the nation by tourism, health, clean technology, Individual Productivity and Foreign Direct Investment. SEM model is used for performing structural model for ascertaining multiple relationships between latent constructs. SEM revealed the factors have impacted knowledge on swachh bharat abhiyan.

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