

**A STUDY OF THE AWARENESS AND ATTITUDE REGARDING THE SWACHH BHARAT
ABHIYAN IN CLASS 9 OF ST. FRANCIS D'ASSISI HIGH SCHOOL, MUMBAI**

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INTRODUCTION

“Let everyone sweep in front of his own door, and the whole world will be clean.” — Johann Wolfgang von Goethe.

In light of this statement we understand that cleanliness must begin at home. With the same view, India's Prime Minister Narendra Modi launched the Swachh Bharat Abhiyan on 2 October 2014 at Rajghat, New Delhi. Promising to be India's biggest ever cleanliness drive, it witnessed the participation of 3 million government employees and school and college students of India.

The mission started with Modi nominating nine famous personalities for this campaign:

- Anil Ambani
- Baba Ramdev
- Kamal Hassan
- Mridula Sinha
- The team of TV series Taarak Mehta ka Ooltah Chashmah
- Priyanka Chopra
- Sachin Tendulkar
- Salman Khan
- Shashi Tharoor

As they take up the challenge they would nominate 9 more people and so on. Since then many famous personalities have joined this campaign. The Prime Minister's campaign sought to derive strength from the father of the nation, Mahatma Gandhi, who is the inspiration behind it. The speech by the Prime Minister drives home the objectives and goals of the endeavor:

"Mahatma Gandhi dreamed of an India which was not only free but also clean and developed... Now, it is our duty to serve Mother India by keeping the country neat and clean, I will devote 100 hours per year — that is two hours per week — to voluntary work for cleanliness. I will neither litter nor let others litter. I will initiate the quest for cleanliness with myself, my family, my locality, my village and my work place. I believe that the countries of the world that appear clean are so because their citizens don't indulge in littering nor do they allow it to happen. With this firm belief, I will propagate the message of Swachh Bharat Mission in villages and towns,"

The logo for this campaign was designed by Anant Khasbardar of Kolhapur and the tagline was given by Bhagyasri Sheth of Rajkot which reads "Ek Kadam Swachhta ki ore" in Hindi which means "A Step towards Cleanliness". A 'Swachh Bharat Run' was also organized on the 4th of October 2014 at Rashtrapati Bhavan which was flagged off by President Pranab Mukherjee. This campaign also seeks to accelerate its progress with the help of social media; its official website is www.swachhbharat.mygov.in while the twitter handle dedicated to it is #MyCleanIndia.

This campaign aims to accomplish the vision of 'Clean India' by 2nd October 2019, 150th birthday of Mahatma Gandhi.

NEED OF THE STUDY- The need for the study was felt due to the rising concerns pertaining to lack of cleanliness and hygiene in the country, and some alarming statistics. Urban India generates 68.8 million tonnes of trash a year. More than 6,000 tonnes of plastic waste is littered and uncollected daily, adding to the soaring mountains of non-biodegradable trash. By 2047, 1,400 sq. km of land, or the total area of Delhi metropolitan region, will be required just for municipal waste. Seventy eight per cent of sewage is untreated, dumped in rivers and lakes, and allowed to seep into the groundwater. Even today, only 33 per cent of rural households have toilets. The attitude of people, particularly youngsters, towards cleanliness appears largely inconsiderate and their awareness about the *Swachh Bharat Abhiyan* seemed limited to some cursory details. The need of the study was thus felt after recording the aforementioned information.

STATEMENT OF THE PROBLEM - The statement of the problem for the present study is: 'A Study of the Awareness and Attitude regarding the *Swachh Bharat Abhiyan* in Class 9 of St. Francis D'Assisi High School'

DEFINITION OF THE TERMS

Awareness- The dictionary defines it as "knowledge or perception of a situation or fact". For the study, the word awareness implies how informed the students of class 9B were about the *Swachh Bharat Abhiyan*.

Attitude- The dictionary defines attitude as "a feeling, emotion or mental state with regard to a fact or state." For the study, 'attitude' stands for the feelings of said students for cleanliness and the cleanliness campaign called *Swachh Bharat Abhiyan*.

Swachh Bharat Abhiyan- In English, this phrase translates to Clean India Campaign.

AIMS AND OBJECTIVES OF THE STUDY: The aims of the study were:

- i. To find out if there is any change in awareness and attitude about the *Swachh Bharat Abhiyan* among the students of Class 9B of St. Francis D'Assisi High School.
- ii. If so, to study the level of change in awareness and attitude.
- iii. To measure the existing level of awareness about the *Swachh Bharat Abhiyan* among Class 9 students.
- iv. To create more awareness about the issue of cleanliness amongst students.
- v. To generate awareness about the Clean India Campaign.
- vi. To find out the general attitude of young learners toward cleanliness.
- vii. To assess whether more awareness leads to any change in attitude toward cleanliness and the Clean India Campaign.

HYPOTHESES- A hypothesis is a proposed explanation for a phenomenon which gives a focus to the investigation and permits researchers to reach probable conclusions. The following are the null hypotheses for the present study:

- a. There is no change in the awareness among the students of Class 9B of St. Francis D'Assisi High School about the *Swachh Bharat Abhiyan*.
- b. There is no change in attitude among the students of Class 9B of St. Francis D'Assisi High School about the *Swachh Bharat Abhiyan*.

SCOPE AND LIMITATIONS- The scope of the study was as follows:

The study pertains to the awareness of the details regarding the *Swachh Bharat Abhiyan*; the word 'details' implies the objectives of the campaign, personalities and important dates and places associated with it, and other facts. The study also attempts to assess the present attitude of youngsters with regard to the same campaign and the concept of cleanliness. The word 'youngsters' here implies students of std. 9. For this study, data was collected only from one division of std. 9 of St. Francis D'Assisi High School. The study thus extended itself only to one secondary grade class of an English medium school.

The **limitations** of the study were as follows:

- i. The study is restricted to a particular school in Mumbai.
- ii. It is restricted to a particular class or division of students in the said school.
- iii. It is limited to an English medium school.
- iv. The test of awareness is limited to twenty five questions pertaining to the *Swachh Bharat Abhiyan*.
- v. The test of attitude is restricted to ten statements about cleanliness and the Clean India Campaign.

SIGNIFICANCE OF THE STUDY - The fundamental importance of the study lies in its very subject – cleanliness. Not only is it the need of the hour, but also the very possibility of a clean India rests on people's awareness about the problem of lack of cleanliness and their conscientious attitude towards it. Hence such a study shall benefit the society at large and students, teachers, parents and policy makers in particular. The study shall highlight the need to make students more aware about the issue of cleanliness and develop in them a positive and constructive attitude about it. Teachers would also be able to gauge whether their efforts to educate their students about cleanliness are enough or more needs to be done in that direction.

This study would also be significant in highlighting whether awareness has any impact on attitude or if one's disposition and inherent attitude remains unaffected despite more knowledge and awareness. Parents too would benefit from knowing about the attitude of children regarding improvement in the state of cleanliness in their locality and subsequently their nation. Finally, policy makers would also profit from such a study by knowing if an enterprise like the Clean India Campaign really works to bring about a change in the country's cleanliness and health situation.

METHOD USED FOR THE STUDY- Researchers administer questionnaires and interviews to a sample of research participants in order to collect data for their descriptive studies. Such knowledge has helped in shaping educational policies and initiatives to change existing conditions.

To study the **Attitude** towards the *Swachh Bharat Abhiyan*, the method of Attitude Rating (Interval Scale List) was used.

A rating scale is a set of categories designed to elicit information about a quantitative or a qualitative attribute. It is a method that requires the rater to assign a value to the rated object, as a measure of some rated attribute. The interval type allows for the degree of difference between items, there is no absolute zero point. Examples are attitude scales and opinion scales.

SAMPLE- Population sampling is the process of taking a subset of subjects that is representative of the entire population. It is the representative group considered for the study which is sufficient in size to warrant statistical analysis. Sampling is done usually because it is impossible to test every single individual in the population. It is also done to save time, money and effort while conducting the research.

- 61 students of St. Francis D'Assisi High School, studying in std. 9B, served as the sample for the study on awareness.
- 63 students of St. Francis D'Assisi High School, studying in std. 9B, served as the sample for the study on attitude.

TOOLS - The various tools for the study included a questionnaire, lecture, pictures, games and self-generated attitude scale list. The questionnaire comprised 25 multiple choice questions, each with four options for an answer.

The lecture entailed factual details about the *Swachh Bharat Abhiyan*. Along with explanation, it involved questioning on general knowledge and the use of pictures of the Clean India Campaign.

The games used for the purpose of orienting the students about the subject of cleanliness and the campaign of Swachh Bharat were Taboo and Extempore Speech. The self-generated attitude scale list consisted of ten statements centering on the issue of cleanliness and individual and collective effort in its direction.

PROCEDURE OF DATA COLLECTION

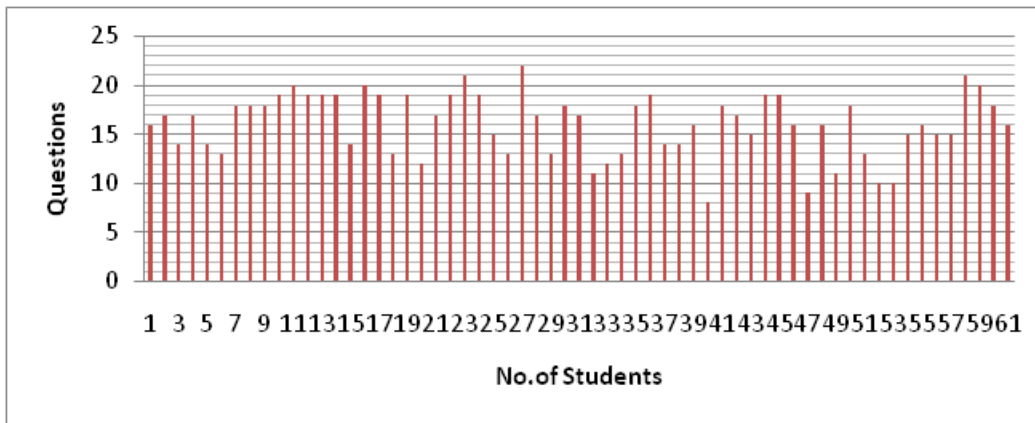
Data collection took place in two teaching periods. The procedure of data collection was as follows:

- i. The pretest of awareness was administered first by distributing the questionnaire with 25 Multiple Choice Responses. One mark was to be awarded for each correct response, taking the count of maximum marks for the test to 25. It was accompanied by the pretest attitude scale list. The attitude test comprised a total of ten statements, both positive and negative, with 1 as the least and 4 as the highest mark for each statement. Thus, the highest score possible in the test was 40. The purpose of the pretests was to test the previous knowledge of the sample and their existing attitudes.
- ii. After the first two tests, the students were oriented about the Clean India Campaign and the subject of cleanliness and sanitation in India with the help of a lecture and the display of pictures.
- iii. The lecture was followed by student participation by way of games such as taboo and extempore speeches on topics such as 'decomposition', 'recycling', 'carpooling' and 'Green India, Clean India'.
- iv. By the end of the second teaching period, the posttests of awareness and attitude were administered.

The experience of data collection was highly challenging. While it was easy to spark interest among the students for the subject of cleanliness and the recent *Swachh Bharat Abhiyan*, the students seemed less focused on particular details about it. They seemed eager to participate in games such as taboo and extempore speeches, but appeared to be less serious about recollecting specificities and stating opinions in the questionnaires.

DESCRIPTIVE ANALYSIS

FIGURE 3.1
BAR CHART SHOWING THE CORRECT RESPONSES BY THE STUDENTS
(PRE TEST)



Interpretation: Through a descriptive analysis we see that maximum number of students have good awareness about the Clean India Campaign based on their previous knowledge.

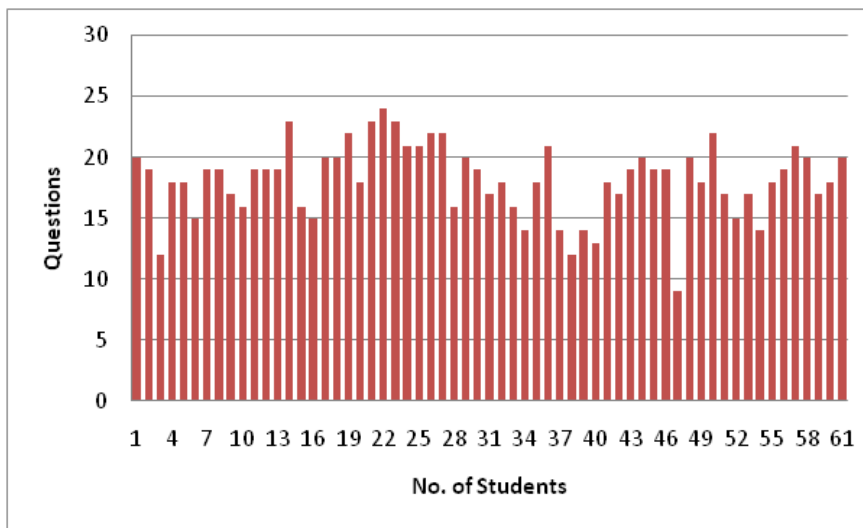
Table 3.3 Calculation of Attitude Scores (Pre Test):

		<i>Pre test</i>
N	Valid	63
	Missing	0
Mean		34.5873
Median		35.0000
Mode		35.00
Std. Deviation		2.79189

Interpretation: From a descriptive analysis, we can see that the attitude of the students is fairly positive towards the Clean India Campaign. The average score shows that the responses of the students are in line with the objectives of the campaign and show promise.

INFERENCEALANALYSIS

Figure 3.2: Bar Chart showing the correct responses by the students (Post Test)



Interpretation: We see now that after the orientation and activities about cleanliness and the Clean India Campaign, maximum number of students have excellent awareness about these topics. Thus the null hypothesis is rejected. We see that the awareness about the *Swachh Bharat Abhiyan* among students underwent a change in the course of the study.

Table 3.6 Calculation of Attitude Scores (Post Test):

		<i>Post test</i>
N	Valid	63
	Missing	0
Mean		34.3333
Median		35.0000
Mode		35.00
Std. Deviation		3.54237

Interpretation: Here, $t = 0.46$

For $df = 124$, the value t at 0.05 level is 1.98 and at 0.01 level, t value = 2.62

The obtained t value is lower than the value of t at 0.05 level as well as at 0.01 level.

This means that the value of t is not significant.

Therefore, the hypothesis is accepted i.e. there is no significant difference in the pre and post test scores of the attitude of students regarding the *Swachh Bharat Abhiyan*.

Therefore, the students' pre and post test scores don't show much difference. There is no significant change in the attitude of the students regarding the issues of cleanliness and the mass campaign for it.

FINDINGS AND CONCLUSIONS - We thus find that in the course of the study, there was a change in the awareness levels of the students about the *Swachh Bharat Abhiyan*. However, the rise in awareness did not see a corresponding change in the attitude of the students.

This proves that acquiring more knowledge about an issue may not necessarily translate into a drastic change of behavior in an individual. A student might be highly aware of the need of the Clean India Campaign, its objectives and the grave danger of lack of cleanliness and proper sanitation facilities, but it is likely that his/her attitude about it might remain the same as it initially was. With reference to this study, the lack of change in attitude did not reveal anything negative. Before the orientation to the *Swachh Bharat Abhiyan*, the attitude of the students seemed largely affirmative and it remained so till the culmination of the study.

In other situations, however, students might be highly aware about an issue, but their attitude towards it might not show any positivity or promise. Such a disparity between awareness and attitude might be due to staunch cultural beliefs, notions acquired and cemented owing to experiences, hearsay, parental and friendly advice and/or personal likes and dislikes. Other factors would include a lack of adequate concern for the cause of cleanliness, disregard for political campaigns, social happenings and shortage of interest for the topic and the activities based on it.

RECOMMENDATIONS - It is proved through the findings of the study that most students are already quite aware of popular campaigns such as the *Swachh Bharat Abhiyan*. The teacher could do more to bring about self-driven and self-regulated efforts by the students. The attitude of the students too is fairly promising and positive about the drive for cleanliness.

It was found during the course of research that the school chosen for the study had organized a cleanliness competition in the school after the launch of the Clean India Campaign. The different grades of the secondary section of the school competed with one another for the coveted title of “Cleanest Class in the School”. The students' activity entailed cleaning their class and select school premises alongside making posters and charts on the subject. Interestingly, the class selected for this study – 9B – had emerged winner in the school competition.

Thus, it can be said that if cleanliness is integrated with the regular curricular and co-curricular programmes of ever school, the results would be much more visible and encouraging. Some ways of combining cleanliness with traditional subject areas are:

- Conducting weekly cleanliness competitions among different grades and/or divisions
- Organizing cleanliness drives in the vicinity of the school
- Conducting field trips to places such as beaches, parks, important junctions and carrying out cleanliness work
- Assigning art work based on the subjects of cleanliness and good hygiene
- Organizing debates, discussions, drama, poetry, elocutions and creative writing workshops on the themes of a better future, cleanliness, the role of the youth in a healthier India and the like.

In individual classes too, the teacher could incorporate more audio-visual aids to generate more interest and enthusiasm among students for the subject. By presenting more hard-hitting statistics, the teacher could drive home the point that lack of basic cleanliness is indeed a very troubling issue that demands prompt, constructive action on part of the students. The attitude of each school, its management, teachers and every parent is vital to the cause of cleanliness. Much more research could be done to reveal the actual work done under the Clean India Campaign to motivate the young minds. This could foster a sense of healthy competition amongst communities as well as students themselves, helping the cause of cleanliness in the country.

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