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**AWARENESS AND IMPACT OF SWACHH BHARAT MISSION IN RURAL AREAS OF  
NORTH WEST DELHI**

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**Abstract**

Cleanliness is important in our life as well as for the nation. Cleanliness is most important for physical well-being and a healthy environment. Our country has been focusing on personal hygiene but when it comes to social hygiene then it becomes a question who will initiate and accept the challenge. Mahatma Gandhi dreamt of clean India, but his dream of a clean India is still unfulfilled. He wished of clean India and even used it as a tool to integrate different sections of society. But his dream of clean India still remains unfulfilled. To fulfill his dream Prime Minister Narendra Modi launched the Swachh Bharat Abhiyaan on 145<sup>th</sup> Anniversary of Mahatma Gandhi on October 2, 2014 and put effort across the country in successful implementation of this mission by 2019. The objective of this paper is to find the awareness and impact of this campaign and also to find the various problems causing hindrance in the effective implementation of this programme. The data has been collected using convenience sampling with a sample size of 150. It was found that although there is a good level of awareness about the abhiyan but still level of impact is not so great. The study depicts the major problem is in spite of continuous efforts put across since more than 3 years still swachh Bharat has not become a habit.

**Keywords:** *Swachh, Bharat, Mission*

**Introduction:**

The official Sanskrit name for India is Bharat, it means "devoted to light as against darkness". The name "Bharat" was symbolic in nature revealing the fact that the whole country was highly enlightened spiritually. Enlightenment from spirituality can be attained through personal and social hygiene. Personal hygiene has been a focus since ancient times. Where cleanliness was considered next to Godliness. Even our great leader Gandhiji, dreamt of clean India. According to Mahatma Gandhi Sanitation is more important than independence. He made cleanliness and sanitation an integral part of the Gandhian way of living. His dream was total sanitation for where he emphasized on personal and social hygiene both. He believed it is essential for everyone to learn about cleanliness, hygiene, sanitation and the various diseases that are caused due to poor hygienic conditions. The habits learnt at a young age get embedded into one's personality. Even if we inculcate certain habits like washing hands before meals, regular brushing of teeth, and bathing from a young age, we are not bothered of social hygiene. Where it has been seen that people clean their houses but are not concerned about society that they live in. It seems his dream of a clean India is still unfulfilled.

Our Prime Minister Narendra Modi has reinitiated efforts to fulfill vision of Mahatma Gandhi by the name of Swachh Bharat Abhiyan also known as 'Clean India' officially launched on 2 October 2014 at Rajghat, New Delhi on 145<sup>th</sup> Anniversary of Mahatma Gandhi. It is India's biggest ever cleanliness drive and 3 million government employees and school and college students of India participated in this event.

This mission of Swachh Bharat is launched as a responsibility of the each and every Indian citizen to make this country a clean country from dirt and develop the habit of social hygiene. This campaign has initiated people globally towards the cleanliness and Prime Minister wishes to make it a mass movement by appealing people to devote 100 hours i.e 2 hours a week to make 'Clean and Green India' where teachers, students of the school, government officials, and organization like Nehru Yuva Kendra and Mahila Mandal are joining hands to voluntarily work for "Clean India Campaign".

The mission aims in eliminating the open defecation, converting insanitary toilets into pour flush toilets, eradicating manual scavenging, complete disposal and reuse of solid and liquid wastes, bringing behavioral changes to people and motivate health practices, spreading cleanliness awareness among people, strengthening the cleanliness systems in the urban and rural areas as well as creating user friendly environment.

A key feature of the campaign is to ensure that every school in India has a set of functioning and well maintained water, sanitation and hygiene facilities. Water, sanitation and hygiene in schools refers to a combination of technical and human development components that are necessary to produce a healthy school environment and to develop or support appropriate health and hygiene behaviours. The technical components include drinking water, hand washing, toilet and soap facilities in the school compound for use by children and teachers. It improves children's health, school enrolment, attendance and retention and paves the way for new generation of healthy children. The Swachh Bharat Abhiyan is a welcome step indeed. It is said that cleanliness is godliness. For a healthy society we require healthy people. The habit of cleanliness will make a healthy and clean nation.

Various activities like pledge taking, rallies, prabhat pheries, short run, debates and declamations on hygiene and sanitation, street plays, rallies, poster making, quiz and lectures by eminent personalities, essay and slogan writing competitions, cleanliness drives have been a part of swachh Bharat Abhiyan since its inception in 2014 in order to create high amount of awareness.

## OBJECTIVES OF THE STUDY

- To understand the concept of Swachh Bharat Abhiyan
- To study the awareness of respondents about Swachh Bharat Abhiyan
- To examine the impact of Swachh Bharat Abhiyan on respondents of different demographics

## REVIEW OF LITERATURE

**NARSS (2018)** survey conducted by the government of India revealed that 93.1% of rural households have access to toilets and out of it 96.5% people use it. 90.7% of villages verified as open defecation free villages considered as ODF. 95.% of villages found to have minimal litter and stagnant water.

**Kaul (2015)** in her work "Swachh Bharat Abhiyan: Prospects and Challenges" studies how the Swachh Bharat Abhiyan aims to ensure access to sanitation facilities (including toilets, solid and liquid waste disposal systems and village cleanliness) and safe and adequate drinking water supply to

every person. The high degree of policy priority granted to sanitation with the introduction of Swachh Bharat Abhiyan could go a long way in achieving an open defecation free India in the coming years. The paper also reflects on some of the challenges that may hinder effective implementation of the programme and attainment of the goals envisaged. A serious concern that has been recognized but not fully addressed in the programme pertains to the shortage of staff for implementation of both water and sanitation programmes. Additionally, the lack of any resources for maintenance of school toilets and community sanitary complexes could result in rapid deterioration and subsequent non-usage of these over time, severely impacting the sustainability of the programme.

**Badra and Sharma (2015)** in their paper “Management Lessons from Swachh Bharat Mission” try to understand the managerial implications of Swachh Bharat Campaign and to find the current level of respondent participation in the cleanliness initiative. The method used was a structured questionnaire administered to a set of 108 management students in Mumbai using random sampling. The analysis revealed that all the management trainees agreed that keeping public places clean is as much as their duty as keeping their houses clean. The overwhelming majority of management students also believed that Swachh Bharat campaign had changed their perception about cleanliness. Management students also felt that corporates should also take up few initiatives to promote and strengthen Swachh Bharat Campaign such as creating social awareness, conducting various seminars, workshops, awards, marathon and campaigns in societies, schools and colleges; controlling level of pollution through curbing industrial waste; providing incentives and recognition for employee participation in cleanliness drive.

**Takkaret. al. (2015)** in their research “Contribution of Endodontic Field in Clean India Campaign by the Dentists – Survey in Sriganganagar District, Rajasthan” aim to evaluate the contribution of endodontic field in clean India campaign by the dentists. The study was conducted with 100 dental practitioners in the district Sri Ganganagar, using a questionnaire about procedures related to the sterilization process in endodontic practice and implementation of biological waste disposal and cleanliness of dental offices. In this study it was found that most of the dentists knew about the clean India campaign and they knew about the importance of sterilization, biomedical waste management. In spite of knowing all these methods, only 46% of dentists were using glass bead sterilizer to sterilize endodontic files, 56% of dentists were sterilizing the burs. 58% of dentists were disposing biomedical waste produced from the clinics according to biomedical waste disposal rules. This study indicated that there is a need for creating awareness among dentists regarding sterilization in endodontic practice and biomedical waste management and cleanliness of dental clinics and surroundings.

In the case study “**Swachh Bharat- Jitna Aapka Utna Mera**” the need of Swachh Bharat is explored and the initiatives taken by various enterprises that have warmly embraced the campaign is discussed. The initiative has become the most talked mission of recent times. It received a widespread advertisement through various platforms. The drive gained momentum when the prime minister himself took action packed initiative to clean the ground of the Valmiki Sadan, a Dalit colony at Mandir Marg in national capital on Oct 2nd 2014 and urged his fellow citizens to join hands to achieve the mission of swachh Bharat. With the overwhelming support, there were also many questions that were raised on the need to have a cleanliness drive. Also the author discusses various initiatives taken by enterprises such as IOCL, ONGC, TCS and Dabur in order to make a difference in the overarching dream of achieving a clean India in the times to come.

**Ranadeet. al. (2015)** in their paper “SUCHITRa (System for Urban, Clean, Healthy India Transformation through Rating) – A Cleanliness Rating Tool for Cities to Empower Citizens” explain that most of the governments have taken one or other initiative to empower the citizens

through extensive utilization of Information Technology. There are many Cleanliness rating systems available in developed countries, but in developing / emerging countries, still there is no mechanism to rate the cleanliness at public places. The proposed system “SUCHITRa” is conceptualized to empower citizens to rate the cleanliness at public places in India, spread awareness among the responsible local authorities of places requiring immediate attention for cleaning. It will also assist the local authorities in resources optimization and rank their own administrative areas to identify uncleaned spots and assess the success of their own cleanliness initiatives. SUCHITRa is a proto-type multi-lingual rating, location based monitoring and management system using cloud architecture to assess the cleanliness activities for enhancement of human habitat.

**Mane (2014)** in his study “Swachh Bharat Mission for India’s Sanitation Problem: Need of the Hour” discusses the recently launched Swachh Bharat Mission which can be seen as a welcome development to solve India’s Sanitation Problem. The absence of proper sanitary conditions leads to many diseases and illnesses, which in turn lead to major social and economic problems of families and community as a whole. India’s sanitation deficit leads to losses worth roughly 6% of India’s gross domestic product (GDP). Hence the need of the hour is to undertake the initiatives to create awareness about sanitation and toilet culture in India like the recently launched “Swachh Bharat Mission” by the Government. The previous programmes and campaigns failed to bring about the change in the attitude and behavior of the people with regards to sanitation. The present campaign aims to involve all stakeholders to make it a people’s movement.

**Pandharbale and Pandharbale (2014)** in their paper “Good Hygiene and Good Health of Indians: Corporate and Social Responsibility” discuss that the work for clean India is not at all the responsibility of sweepers and fourth class employees alone but it is the responsibility of every Indian. The social status of sweepers and fourth class employees in India is lower and underestimated. We have to change it for better future with Clean India Mission. This mission can contribute to GDP growth in the country which provides good source of employment and also reduces health costs, thereby connecting to socio-economic activity. Cleanliness is no doubt connected to the tourism and global interests of the country. Cleanliness not only increases the tourist business opportunities but keeps good hygiene and good health. It is hoped that Clean India Mission can change the minds of the people and focus on the real issues and not just constructing toilets.

**Tiwari (2014)** in his research “To Study Awareness of a National Mission: Swachh Bharat: SwachhVidyalaya in the Middle School Student of Private and Public Schools” aims to understand the Awareness of a national mission Swachh Bharat: SwachhVidyalayain in middle School Students of Private and Public Schools. In order to study awareness of a national mission Swachh Bharat: SwachhVidyalaya mission among students the researcher has selected four schools of Khargone city in which two were private and two were public school and from each school 50 student were chosen using stratified random sampling. In this research work data was collected on the basis of questionnaire on awareness of a national mission Swachh Bharat: SwachhVidyalayain which awareness of students was estimated. Students of Government and Private Schools were found to be aware. All students had answered the questions asked in the form of Stories, Pictures, and Poems.

**Jeffrey (2014)** in his report “Clean India! Miles to Go before We Sweep?” explores how in the past, rural people went to the fields to defecate. But studies show that open defecation spreads parasites and diseases that have especially bad effects on children. Local governments are responsible for waste management, but they are the poor relations of India’s political structure. To lay a sewage system, create a “scientific landfill” or operate a “complete combustion” incinerator requires planning for wide geographical areas, big investments and predictable volumes of waste. To bring scores of local governments into a common plan is an immense task. In addition, the apparatus of local government has to encourage close-to-the-ground participation, yet have clusters of authority

large enough to manage big projects – whether scientific landfills, major recycling centers or effective sewage systems that are inescapable components of waste management for huge cities. A country of people committed to Clean India will be needed to shift deeply held ideas that public sanitation is somebody else's pre-ordained task. There are miles to go before India sweeps.

**Elledge and McClatchey (2013)** in their research “India, Urban Sanitation, and the Toilet Challenge” elaborate on how the world's population is in need of improved sanitation, but it remains a neglected priority. India's urban sanitation needs are acute and, if left unmet, carry major consequences for the country and its people. Investing in sanitation is highly cost-effective. Although the sanitation challenges in India are particularly complex, several developments in sanitation policy and awareness have recently converged, presenting an opportunity to create large-scale change in the sanitation sector. Addressing the urban sanitation challenge requires both new technology and new management approaches. Moving forward, it will be important to explicitly connect India's sanitation policies to technological innovations to close the urban sanitation gap.

**Barnard (2013)** in their paper “Impact of Indian Total Sanitation Campaign on Latrine Coverage and Use: A Cross-Sectional Study in Orissa Three Years following Programme Implementation” conducted a cross-sectional study to investigate latrine coverage and use among 20 villages (447 households, 1933 individuals) in Orissa, India where the Government of India's Total Sanitation Campaign had been implemented at least three years previously. Mean latrine coverage among the villages was 72% (compared to, 10% in comparable villages in the same district where the Total Sanitation Campaign had not yet been implemented), though three of the villages had less than 50% coverage. A large-scale campaign to implement sanitation has achieved substantial gains in latrine coverage in this population. Nevertheless, gaps in coverage and widespread continuation of open defecation resulted in continued exposure to human excreta, reducing the potential for health gains.

**Spears (2012)** in the research “Effects of Rural Sanitation on Infant Mortality and Human Capital: Evidence from India's Total Sanitation Campaign” contributes the first causally identified estimates of effects of rural sanitation on health and human capital accumulation. The Indian Government's Total Sanitation Campaign reports building one household pit latrine per ten rural persons from 2001 to 2011. The program offered local governments a large ex post monetary incentive to eliminate open defecation. Unlike many impact evaluations, this paper studies a full-scale program implemented by a large government bureaucracy with low administrative capacity. At the mean program intensity, infant mortality decreased by 4 per 1,000. These results suggest that, even in the context of governance constraints, incentivizing local leaders to promote technology adoption can be an effective strategy.

**Jha (2010)** in his study “Access of the Poor to Water Supply and Sanitation in India: Salient Concepts, Issues and Cases” argues that economic, technical, institutional as well as social factors constrain access to safe drinking water and proper sanitation in India for both the urban and rural poor, and that coverage figures do not reflect this restricted access. It finds that, increasingly, communities are being required to manage their own water and sanitation schemes, not just in rural areas but in urban ones as well. There are definite advantages to such an institutional arrangement if the transition to community management is carried out smoothly. However, generally the chances of success of community management are impaired because policy makers misunderstand and misapply three interlinked concepts that are crucial to the success of community-managed water and sanitation schemes—participation; water and sanitation burden; and project ownership. The paper concludes by clarifying these concepts and the implications they have for policy implementation in this sector.

**Kumar and Taunk (2010)** in their research “A study of sanitation of toilets in elementary and senior secondary schools located in rural areas of Uttarakhand state in India” study the status of toilets in elementary and senior secondary schools situated in rural areas of Uttarakhand state and the status of

cleanliness of these toilets. This paper is based on the primary data collected from the teachers and the students studying in the elementary and senior secondary schools situated in rural areas of the state of Uttarakhand in India. The sample included 200 elementary and 142 senior secondary schools situated in the rural areas of six districts of KumounMandal (Commissionary) of Uttarakhand. After analyzing the data of interview schedule it was found that if village community is motivated towards the adoption of sanitation services, interpersonal communications and demonstration workshops, a great impact would be observed on sanitation relating to the elementary schools situated in these areas. The study has also depicted that efforts are being made towards this end.

**Veerashekhharappa and Bhide (2009)** in their study “Sanitation Strategies In Karnataka: A Review” found that to ensure provision of certain minimum level of sanitation at the household level, multi-pronged and sustained programme is needed because of lack of proper sanitation, communicable diseases spread causing considerable loss and disabilities to human resources. Considering this, the international community has set the provision of sanitation as part of the Millennium Development Goals, aiming to reduce the number of those without adequate sanitation facilities to half by the year 2015. To achieve this, various strategies are designed by the Government of India and the state governments. It is observed that the strategies involving nongovernment organizations are more effective than the ones involving exclusively the state in promotion of sanitation.

## RESEARCH METHODOLOGY

The research design used in this study is exploratory in nature. The data has been collected both from Primary and Secondary sources. A questionnaire was used as a tool for extracting the primary information. Secondary data was collected from the reports, existing literature in the field of study and also through various websites, research papers and reports.

Total 200 questionnaires were distributed in the North West District for responses at the end 151 valid respondents finally chosen for the study which belongs to different age, income, gender and occupations. Data has been collected using convenience sampling technique. The respondents are mainly kirana shop holders, small businessman who are running small factories in the rural area of Rithala and Bavana Industrial area and the workers too those working in these factories and shops.

## DATA ANALYSIS AND INTERPRETATION

Data of 151 respondents have been analyzed using SPSS software. For analyzing the Demographic profile, the frequencies of the different variables are considered. Data has been collected from the respondents of different age, gender and literacy levels to investigate the level of their awareness regarding the Swachh Bharat Mission and impact on their cleanliness conducts.

**Table 1: Demographic Profile of Respondents**

Demographic	Category	No. of Respondents
Age (In Years)	0-20 years	27
	21-40 years	98
	41 years and above	26
Gender	Male	102
	Female	49
Literacy	Literate	50
	Non-literate	101

**Table 1**, shows the demographic profile of the respondents which reveals that majority of the respondents belong to the age group of 21-40 years. The number of males and females is 102 and 49 respectively. Also, majority of the respondents are having zero literacy levels while only one-third of the respondents are literate.

**Table 2 Showing the Awareness about Swachh Bharat Abhiyaan**

<i>Statements</i>	<i>Frequency</i>
Yes, completely	98
To some extent	22
Have heard about it	15
No, what is it	16
Total	151

Table 2 clearly indicates that awareness of Swachh Bharat Abhiyaan in India started in 2014, 98 (65.3%) respondents clearly responded that they know about Swachh Bharat Abhiyaan while 22 (22.6%) only aware up to some extent. Those who just heard about it is 10%. 16 (10.6%) respondents never heard about Swachh Bharat Abhiyaan in India.

**Table 3 Showing the Basic Awareness level of Respondents**

<i>Statements</i>	<i>Yes</i>		<i>NO</i>	
	<i>Frequency</i>	<i>Percentage</i>	<i>Frequency</i>	<i>Percentage</i>
Do you know the logo of Swachh Bharat Abhiyaan?	81	54.4	70	8.60
Do you know the name of the person who has inspired the nation for this campaign	41	27.15	110	72.8
Do you know the purpose of Swachh Bharat Abhiyaan	91	60.26	60	39.73
Do you know the advantages of Swachh Bharat Abhiyaan	129	85.43	22	14.56
Do you know the challenges in the implementation of Swachh Bharat Abhiyaan	15	9.93	136	90.00

Table 3 revealed the awareness level among the people of Rithala and Bawna industrial area. Only 54.4% respondents are aware about the logo of the Swachh Bharat Abhiyaan in spite of a lot of promotion by the government in the newspapers, TV and through radio channels. It is a very important fact that people are even aware about the name of the person who inspired the nation for cleanliness. But it is surprising that 60.26% respondents know the advantages of Swachh Bharat Abhiyaan but do not know the challenges in the implementation of Swachh Bharat Abhiyaan. They are not aware with the intricacies of the same.

**Table 4 Showing the Awareness of Government Schemes related to Swachh Bharat Abhiyaan**

<b>Government Schemes</b>	<b>Yes</b>		<b>No</b>	
	<b>Frequency</b>	<b>Percentage</b>	<b>Frequency</b>	<b>Percentage</b>
100 hrs. Cleaness Drive	28	<b>18.6</b>	123	<b>82.4</b>
Building Toilets (open defecation free)	89	<b>59.3</b>	45	<b>41.7</b>
Cleanness Nomination Invitation chain	02	<b>1.3</b>	149	<b>98.6</b>
Swachh Bharat Run Campaign	102	<b>67.4</b>	49	<b>32.6</b>
Maintenance of Toilet	32	<b>21.3</b>	119	<b>78.7</b>
Maintenance of Playgrounds	05	<b>3.33</b>	146	<b>97.3</b>

Table 4 is showing that by and large respondents are not much aware about schemes started by government to accelerate the growth of this campaign. Swach Bharat Abhiyan is considered by 59.4% respondents for building toilets and making open defecation free, followed by 67.4% for Swach Bharat Run Campaign,. Only 21.3% believe that maintenance of toilet is also a part of Swach Bharat Abhiyan., while are aware that Swach know This kind of response from the respondents indicates towards the implementation challenges faced by the Government.

**Table 5: Impact of Swachh Bharat Abhiyaan on the Mindset of People**

<b>Statements</b>	<b>Yes</b>		<b>No</b>	
	<b>Frequency</b>	<b>Percentage</b>	<b>Frequency</b>	<b>Percentage</b>
Has cleanliness become a habit	15	09.93	136	<b>90.06</b>
Do you think your city/locality has become cleaner?	02	01.33	149	<b>98.67</b>
Have you ever given/ taken Swachh Bharat Challenge?	10	06.62	141	<b>93.37</b>
Do you think at public places the sense of Responsibility in youth has increased due to Swachh Bharat Abhiyaan?	15	09.93	136	<b>90.06</b>
Is there any contribution of Government or its Agencies in motivating the people for carrying Swachh bhaata Abhiyaan in your locality?	33	00.22	118	<b>78.6</b>
People do not litter at public places	25	16.55	126	<b>83.44</b>
The campaign has changed the mind-set of the people (i.e. to keep their houses clean and do not bother about surroundings)	11	07.28	140	<b>92.71</b>
People have started making effort to keep their surroundings clean	49	32.45	102	<b>67.54</b>

*It can be clearly observed from the Table 5 that Swachhta Abhiyaan is not having any significant impact on the cleanliness habits of the people. As such no impact has been seen on the people.*

## **CONCLUSION**

The study concludes that awareness of the Swachh Bharat Abhiyaan has spread all around, however,

its impact is still not conspicuous in the slums. Although, during survey, respondents mentioned about construction of new toilets, which is resolving the issue of open defecation. Barely few residents of North West Delhi still exist those who are not at all worried about the cleanliness conditions of their surroundings and even not aware about this campaign. Apparently, it can be said that the change is happening, however, it is on a creeping pace. It is rightly believed that for bringing change, change of mindsets is essential. It is an appreciable initiative of Government of India, need to be appropriately aligned with the sanitization mission of the State Governments. According to NARSS report 2018-2019, 93.1% of rural households have access to toilets, 95.4% villages have found to have minimum litter.

## **SUGGESTIONS**

The study shows that it is a tough task to change the habit of people towards social hygiene. Government must take hard action to impose Swachh Bharat Abhiyan and make it a habit. It seems that we can't improve our habits and carrot and stick rule in the form of penalties will forcefully change our habits and then only the habit of littering and spitting will change. Government is providing complete support but it a gap from the public and volunteer efforts to implement the mission. It is not only the prime minister and its ministers that can change the perception of people. Some initiatives and efforts if put through spiritual gurus can ignite some fire in the mission's success. It is ultimately all of us who must come ahead and adapt this habit of social hygiene as we are accountable for our environment.

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