

ISBN: 978-81-968444-1-7

A study on Hospitality Students' contribution on Swach Bharath Abhiyan in Chennai

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Abstract

One of the most well-known and significant initiatives in India, Swachh Bharat Abhiyan (SBA) was introduced on October 2, 2014, in remembrance of our nation's founder, Mahatma Gandhi, and his goal of a clean India. Narendra Modi, the prime minister, launched this initiative. Although there were many changes during the pandemic and the tourism and hospitality industries fought to preserve sanitation and hygiene, in the hotel sector, cleanliness is the primary responsibility of hoteliers.

The focus of this study is that the hospitality students' should know their contribution to the betterment of society and the country. Since approximately 65% of populations are the youths and they play a significant part in the Swachh Bharath Abhiyan (SBA). As a result, the study demonstrates that the hospitality student's input in this mission is inseparable.

Keywords: Swachh Bharat Abhiyan, Cleanliness, student's contribution and hospitality.

Introduction

Swachh Bharat Abhiyan

“Cleanliness is next to godliness” a quote by Mahatma Gandhi is the path laid by him for the cleanliness and sanitation and it was his dream to a Clean India. [1]

Clean India Mission is the translation of Swachh Bharat Abhiyan (SBA). The goal of this crusade was to clean up all towns and cities of India. Prime Minister Narendra Modi threw this initiative with multiple plans, which was run by the Indian government and the municipal corporation.

This mission’s main goals were to supply every rural home with a toilet and attain world-wide sanitation exposure. The initiative was started as a way to honour Mahatma Gandhi. The Swachh Bharat Mission meant to augment many actions such as solid waste management system and eradicate open defecation in our country.

Over 3 million government personnel, as well as students from Indian schools and colleges, enthusiastically engaged in the largest-ever cleanliness initiative in India. [2]

The programme calls for doing away with open excretion in the villages, replacing filthy toilets with pour-flush lavatories to preserve hygiene, doing away with labour-intensive scavenging techniques, managing municipal solid waste, and changing public perceptions of good sanitation habits.

The Swachh Bharat Mission is a success. In an exertion to improve entree to clean sanitation and alleviate the stigma associated with menstruation for teenage girls, the Gadag district of Karnataka is building 32 gramme panchayats (GPs) with pink toilets which was never attempted by previous organizations and NGO’s.

Contribution of students in executing SBA

Major population in India is students especially youngsters as per the statistics. Hence students can play a vital role in the social activities and be effective for Swachh Bharat Abhiyan implementation in filling the gap from the initiative to the actual progress. This study focus more on the involvement and the awareness created among the students of catering and hotel management colleges about cleanliness practices that every individual citizens to keep in mind.

The campaigns under Swachh Bharat Mission are

1. ‘Plastic se Raksha’

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2. 'Swachhta Pakhwada'
3. 'Swachhta Shramdaan'
4. 'Swachhta hee Seva'

Swachh Bharat Mission (Urban) 2.0

The government in the Union Budget 2021 allocated Rs 1, 41,678 crores for the Swachh Bharat Mission (U) 2.0. The components of SBM-Urban 2.0 are: [3]

1. To adopt waste water treatment, including faecal sludge management systems, and implement new components in all ULBs.
2. Sustainable sanitation for the people like building flush toilets in every rural and urban areas.
3. Awareness to the public about the Solid Waste Management system (SWM)
4. Information about the SBM, Educating the public, especially youths and Communicating to the villages.
5. Capacity building.

Expected outcomes for SBM-Urban 2.0

1. Open defecation free certification was given to all statutory towns those who implemented the new process.
2. Open defecation free certification to all constitutional towns with less than 1 lakh population was achieved.
3. Water facilities and the certification to half of all the legislative towns with less than 1 lakh population was also been achieved.
4. All constitutional towns will be rated as 3-star garbage-free cities in accordance with the Ministry of Housing and Urban Affairs' (MoHUA) garbage-free city star rating procedure.
5. Bio-remediation of all legacy dumpsites.

Objective of Swachh Bharat Abhiyan (SBA)

The SBA's main impartial is to increase awareness to young college students, school children and people the importance of cleanliness in our country. The goal of SBA is to provide

universal access to basic sanitation services, such as closed bathrooms, solid and liquid waste management and disposal methods, village sanitation protocols, and a consistent supply of clean drinking water.

Swachh Bharat Abhiyan (SBA) Action Plan

The Ministry of Drinking Water and Sanitation establishes the SBA's activity plan. By 2019, the goal is to increase the number of sanitary facilities. The creation of an open defecation-free (ODF) India is the main adjustment that needs to be made. [4]

Action Plan Highlights

- The foremost action to be taken by 2019 is to increase the figure of lavatories from 3% to 10% in the required areas.
- A daily increase in the number of toilets being built from 14,000 to 48,000 as per the plan.
- The beginning of a nationwide and state-wide media campaign to increase awareness through community-based, mobile phone, and audio-visual projects.
- School children and college students participating in crusades to raise awareness about the usage of water, process of sanitation, and hygiene practices.

Swachh Bharat Mission (Urban) 1.0

- As for the Swachh Bharat Mission (Urban), it is under the purview of the Ministry of Urban Expansion and has been tasked with providing household toilets and sanitation to all 4041 statutory towns, which together contain 377 million people.
- The anticipated five-year cost is Rs. 62,009 crore, of which Rs. 14,623 crore will come from the center's help.
- The Mission aims to provide 2.6 lakh public lavatory seats, 2.5 lakh communal lavatory seats and 1.04 crore home coverage.
- It also suggests that solid waste management facilities be built in each community.

Six elements form the basis of this mission

1. Individual toilets in every houses in villages.
2. Community toilets in every common areas.
3. Sufficient Public toilets to be built in the stipulated time.

4. Municipal Solid and liquid Waste Management systems to be implemented.
5. Program for public awareness and information and education communication (IEC) should be enhanced.
6. Capacity Building actions.

The aim of the Urban Clean India task is to end manual scavenging, replace unsanitary toilets with flush toilets, eliminate open defecation, and make solid waste management easier. The mission focuses on educating people about the harmful impacts of open evacuation, the environmental risks spreading from dispersed rubbish, and other topics in order to bring about a behavioral change for appropriate sanitation practices. To achieve these goals, urban local governments are being bolstered and integrated into systems that plan, implement, and manage investments by the private sector in capital and operating expenses.

Literature Review

A SWOT analysis is a rudimentary outline for analysis that measures an organization's strengths and weaknesses, possible opportunities and threats, and what difficulties need to be eliminated or diminished to attain desired results. [6] The mission is to eradicate manual scavenging, pour flush toilets in place of unsanitary ones, open defecation, and all of the above in order to change people's attitudes towards good sanitation habits and to guarantee public involvement in accomplishing these goals. This study focuses mostly on the management and disposal of garbage in relation to social and environmental issues. Therefore, the study's findings will be beneficial for both policymaking and governance.

With the support of NITI Aayog and the Planning Commission of India, as well as the key elements of SBM-Gramin, the researchers have endeavored to present a concise history of rural sanitation in this study. The investigators have also endeavored to highlight the challenges of preserving sanitation in India, the significant links between water usage, sanitation process, and common hygiene, as well as suggestions and ideas for improving public health and overall well-being. The Government of India's participation in rural development has been included by the researchers in this research report to improve the state of sanitary facilities created for rural communities. [7]

Additionally, this mission will take the initiative to set up a responsible system for tracking latrine use. The major goals of this mission are to dispose of solid and liquid waste, maintain environmental and personal hygiene, defecate in usable individual sanitary latrines, convert dry latrines into inexpensive sanitary latrines, install sanitary marts, hand pumps, appropriate bathing, and sanitation and raise public awareness of health and hygiene. The main goal of this work is to illustrate the SBA and how this movement helps to clean the nation. It also emphasizes the advantages of clean India for the nation's economy and reflects the related individuals, celebrities, and businesses in this programme.

The Swachh Bharat mission must continue unabated in India until its objective is met. For the people of India to truly experience physical, psychological, social, and knowledgeable well-being is vital. The aim is to improve living conditions in India through practical measures, and a good place to start is with general hygiene. [8] The goal of the Gramin Swachh Bharat Mission is to conduct cleaning initiatives in rustic regions. The Nirmal Bharat Abhiyan, or Total Sanitation Campaign, or TSC, was first introduced by the Indian government in 1999 with the intention of sanitising rural areas. But now it's restructured as the Swachh Bharat Mission (Gramin). By 2019, the programme wants to put an end to open defecation in rural regions. It is estimated that the construction of around 11 lakh toilets across the country will require one lakh thirty-four thousand crore rupees. As part of a bigger plan, waste will be converted into biofertilizer and useful energy sources. This mission involves Zila Parishad, Panchayat Samiti, and Gramme Panchayat.

A fundamental need that has an impact on everyone's life is sanitation. To priorities sanitation and quicken the process of achieving universal sanitation coverage. In honor of Mahatma Gandhi's 150th birthday, SBA wants to establish Swachh Bharat by 2019. An organization's strengths and weaknesses, as well as potential opportunities and threats, are assessed using the SWOT analysis, a fundamental analytical framework. It also determines what steps need to be taken to minimize or eliminate obstacles in order to achieve desired outcomes. Consequently, reading the pertinent material allowed for the completion of the situational analysis. Its main benefits included government program implementation flexibility, technological developments, and financial provisions.

The Indian government has previously started a number of awareness campaigns (including the Total Sanitation Campaign, Nirmal Bharat Abhiyan, etc.) to promote personal hygiene and environmental sanitation, but these initiatives were not very successful in creating a clean India. In India, these initiatives were implemented statewide in over 4,000 districts and towns. The mission is to end open excretion, convert unsanitary toilets to flush lavatories, end labor-intensive scavenging, and all of the above in order to influence people's behaviors towards good sanitation habits and to guarantee public participation in accomplishing these goals.

Out of all the campaigns the Indian government has launched, SBM is the most noteworthy. The entire nation enthusiastically embraced this movement, and even celebrities generously offered their support, which helped to further boost its momentum. This study looks at the prior literature critically and analyses the previous studies in this field to try and pinpoint the issues with uncleanness from the standpoint of efficient waste management. A well-written literature review establishes the framework and provides guidance for future investigation. This study focuses mostly on the management and disposal of garbage in relation to social and environmental issues. Therefore, the study's findings will be beneficial for both policymaking and governance. Since the study's primary focus is on literature reviews, its findings may be helpful in guiding future investigations and identifying workable methods for carrying out the mission.

Health is directly impacted by sanitation. Effective sanitation program implementation is hampered by a lack of knowledge about the connections between cleanliness and civic health and hygiene, particularly in rural India. [10] The goal of the Swachh Bharat Mission Gramin (SBM-G) program is to create sanitation infrastructure and educate rural communities about the advantages of healthy sanitation in order to end the problem of open defecation (ODF). Every human being has the fundamental right to use the safe, convenient, and reasonably priced sanitary facilities closest to their place of residence. But for the folks living in the rural areas, it really appears to be a far-off fantasy. The goal of establishing safe sanitation by developing sanitary facilities for those living at the bottom of the pyramid has not yet been met by the several plans and initiatives that are institutionalised under the main Swachh Bharat Mission Gramin (SBM-G) program.

In launching the Swachh Bharat Mission, the Prime Minister stated that by October 2, 2014, the 150th anniversary of Gandhi's birth, it is our civic duty as Indian citizens to assist Gandhi in realising his dream of a clean India. The main objective of this effort is to reduce or eliminate open defecation by constructing private, public, and group bathrooms. This mission will also take the initiative to install a trustworthy system for monitoring latrine usage. Investigating the need for, objectives, and impacts of the Swachh Bharat Mission on India's overall economic development is the aim of this research report.

Just as food and water are essential for survival, so too is cleanliness. Being clean is a virtue that is excellent for the environment and for everyone. Everyone aspires to lead a normal life and be healthy. It can only be accomplished with hygiene. For every citizen, maintaining cleanliness ought to be their top concern and a major responsibility. The greatest method to eradicate social issues from society and advance national development through the individual rise of its citizens is through cleanliness initiatives. India is a filthy nation. The Indian populace, particularly those living in rural areas, lacks awareness of sanitation and hygiene issues and believes that cleaning is the personal responsibility of each individual. They don't know enough about hygiene and sanitation. Because there aren't enough restrooms in India, many Indians go outside to use the facilities, which leads to a high number of illnesses and other issues. The primary issue in India is open defecation, which leads to numerous health issues, accidents, etc. The major goals of this mission are to dispose of solid and liquid waste, maintain environmental and personal hygiene, defecate in usable individual sanitary latrines, convert dry latrines into inexpensive sanitary latrines, install sanitary marts, hand pumps, appropriate bathing, sanitation and raise public awareness of health and hygiene.

Cleaning is a vital life habit that requires a stable way of living and is incredibly helpful to everyone. Every citizen of the country should prioritise and value cleaning because it is the best way to address social issues raised by the public and because it promotes the growth of the country via the development of its citizens. Indians consider cleaning to be a solitary profession and duty. They also lack awareness of sanitation issues and would

rather not consider living in a contaminated environment, especially when it comes to rural communities. Due to a dearth of adequate restrooms around the nation, people are forced to use the outdoors to relieve themselves, which exposes them to a high risk of illness from open defecation. In India, open defecation is a major problem that leads to many other problems with illnesses and accidents. The main goal of this study is to illustrate the SBA and how this movement helps to clean the nation. It also emphasizes the advantages of clean India for the nation's economy and reflects the related individuals, celebrities, and businesses in this programme. This study's data and information were taken from secondary sources.

Methodology

The goal of the current study is to examine college students' attitudes about the Swachh Bharat Abhiyan, specifically with reference to their involvement. Thus, the descriptive research design from a retrospective standpoint is the main focus of this work. Primary data was collected using a self-made questionnaire. Chennai's 102 hotel management students made up the sample population. The questions were divided into two sections: Primary data was collected using a self-made questionnaire. Chennai's 102 hotel management students made up the sample population.

The reliability of the congregated data was evaluated using SPSS 21 version analysis, which computed the Cronbach's Alpha value by likening the amount of communal variation, or covariance, among the items that comprise an instrument to the amount of overall variance. Measures of the validity and sustainability of the gathered data were also made using Bartlett's test of sphericity. The study employed parametric tests, the weighted mean approach, and the independent sample t test due to the homogeneity of the sample.

Objectives

- To understand the importance of Swach Bharath Abhiyan and the key concepts
- To know the various programmes initiated in India based on the SBA
- To suggest effective measures to implement in the upcoming event in SBA

Swachhata (cleanliness) is an abstract state of being cleaning and hygiene to maintain the same and achieving the state. It is an important virtue and a divine quality which everyone should practice and follow as per Hinduism.

There are various programmes sanctioned in India for this SBA with reference to the rural areas and many success stories and research studies are evidenced as follows:

1. The purpose of the Central Rural Sanitation Programme was to improve the standard of living for people living in rural areas when it was founded in 1986. The plan prioritised building toilets, was supply-driven, and heavily subsidised.
2. The Whole Sanitation Initiative The Total Sanitation Campaign (TSC), initiated by the Indian government in 1999, aims to expedite the coverage of sanitation across the nation, with a focus on rural areas. In order to increase public demand for sanitary facilities, especially in schools, it concentrated on providing information and instruction.
3. In 1999, the government launched the Nirmal Bharat Abhiyan (NBA). The NBA was also known as the Total Sanitation Campaign. The principal objective of this plan was to enhance the quality of sanitation in the country's rural communities.

The main objective of these programmes are to construct an individual, cluster and community toilet for the public in order to reduce the slowly eliminate the open defecations. To create an awareness among the public and to make an accountable mechanism of monitoring the usage of the toilet and keep the villages clean and hygiene. Every gram panchayats should follow the dense and liquid waste controlling process and at last lay the water pipelines in all the villages.

Findings of the study

Independent sample t test has been applied to prove the study:

1. To find the different between UG and PG attitude.

Analysis reveals that the p-value of the t-test is 0.564 since the p-value is more than 0.05, indicating that there is no discernible difference between the attitudes of UG and PG students towards SBA.

2. To find the different between PG Male and Female students attitude.

Analysis shows that the t-test's p-value is 0.319 since the p-value is more than 0.05, indicating that there is no discernible distinction between the attitudes of PG male and female students towards SBA.

3. To find the different between UG Male and Female students attitude.

Analysis reveals that the t-test's p-value is 0.814 since the p-value is more than 0.05, indicating that there is no discernible difference between the attitudes of UG male and female students towards SBA.

Mean Analysis

S.No	Questionnaire	Code	Scale
1	SBA is a commendable GOI effort.	4	Agree
2	Students have awareness towards SBA	4	Agree
3	Policies are appropriate in SBA	4	Agree
4	Mission could be completed on time	2	Disagree
5	Government and private sectors adopting SBA	3	Neutral
6	Role of institution in SBA	4	Agree
7	Youth are more effective in SBA	4	Agree
8	Young people have a positive outlook on SBA.	4	Agree
9	Sanitation facilities are improving in your area.	2	Disagree
10	Students can join and work with NGO's	4	Agree
11	It is a honour to actively participate in SBA.	3	Neutral
12	Loss of unity and community is the reason for un cleanliness	4	Agree
13	Willingly youths should come forward	3	Neutral
14	youths should have a group for this activity	3	Neutral
15	Youths should be rewarded for their contribution	4	Agree

Conclusion

For SBA, every citizen should adopt novel behaviors towards civic officials and represent their community in terms of cleanliness. As observed in the study youths of colleges should have the civic sense inculcated and effective involvement of municipalities and local bodies to be monitored in regular intervals and also create awareness among the public. Local circles should be created as groups to join hands with NGO's and work together to create a safe and hygienic environment. Special focus should be given for heritage tourism spots, gatherings, social occasions where the foods are served and organizing youth volunteers to maintain the food wastage and clean atmosphere. Several levels of benchmarks should be created by the government and municipalities which leads to new openings for youth's workforce in joint ventures. Major response from the volunteers and youth involved in SBA is lack of cleaning equipment and insufficient cleaning agents. Hence to achieve the target of the mission the authorities should come forward to fulfil the needs as per the requirements.

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