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## **Correlation of Gandhi with cleanliness drive and Swachh Bharat Mission: Study on methodology of spreading awareness and motivating rural section of Chandigarh to maintain hygienic conditions**

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**Abstract.** The cleanliness drive most popularly known as “Swacch Bharat Mission” started by Prime Minister Narendra Modi from 2nd October, 2014 to 2nd October, 2019 as a tribute to Mahatma Gandhi on his 150th Anniversary lays its foundation from Gandhi’s effort to eradicate the Untouchability and humiliation of Indians on account of their unhygienic lifestyle and poor sanitation habits. Receiving a negative feedback from white Europeans about Indians lifestyle, he observed, analyzed and accepted the views received by European’s, instead of defending them. Mahatma Gandhi motivated Indians to self-groom themselves to become capable to compete with white European’s, instead of fighting for Independence. Modi took over the drive in order to complete the incomplete task planned and furnished by Mahatma Gandhi. This drive is supported not only by each Indian citizen, but also by each educational institute, academic institutes, research institutes and many more. As a part of this program we also conducted a cleanliness drive in Daddu Majra colony, Chandigarh. The program begun while delivering talks to group of people of the colony highlighting the significance of cleanliness in day-today life of an individual as well as community. The role of community and collective effort of people in maintaining clean environment while practicing appropriate sanitation and hygienic conditions was discussed. The community was well motivated and inspired to work collectively for up liftment of their village area while maintaining proper surroundings, cleaning them regularly to prevent themselves from harmful diseases such as malaria and dengue. A special session was also conducted for Women in order to guide them to ensure proper disposal of their wastes during menstrual cycles and taking care of other hygienic practices during their periods. People were also motivated to spread awareness in their nearby developing villages and other rural areas and encouraging people to use proper toilets during disposal of their wastes. A well supportive behavior was shown by the community indicating the interest of community in amending their lifestyles by practicing appropriate hygienic practices.

**Keywords.** Swacchta Mission, Cleanliness awareness, personal hygiene, menstrual cycles

### **1. Introduction**

The old wiser words “Healthy mind stays in a healthy body” are valid in today’s world also and highlight the significance of maintaining appropriate sanitary conditions. Personal hygiene is a vital parameter to pay attention for each individual and is dependent on its surrounding environment. Therefore, it becomes necessary to educate the community to collectively make an effort to maintain cleanliness in the surrounding environment to help each other in maintaining hygienic environment. The root cause of the problem of untouchability was brought up by

Gandhiji by the view points of white Europeans [1]. They mentioned in an insulting and sometimes polite manner that Indians were slovenly in their habits and did not keep their house and surroundings clean and maintained poor sanitary conditions [2]. Instead of taking it negative and apposing it, Mahatma Gandhi made his self observations and realized the observations furnished by white Europeans were true to some extent and decided to motivate community for cleanliness drive, instead of Independence fight [2, 3]. Gandhiji had the notion that in order to fight with Britisher's, we should first self groom ourselves to stand with pride and confidence in front of them. This will help us to win a battle successfully while demonstrating arguments with logical phrases and giving them no reason to demoralize Indians [3, 4]. This will not only enhance community personal and hygienic growth, but also make them self sustain, capable and confident to fight for the independence with dignity and self respect [5]. Therefore, Gandhiji gave cleanliness drive as a priority than Independence fight [3, 4]. He gave the name Swacchta Abhiyan to the moment and encouraged and motivated many volunteers to participate in it. His best quality was starting each task himself first which inspired many volunteers and his followers to do the same. In 1901, during Congress session in Calcutta, he himself initiated the cleaning of public toilets, which made other members ashamed and motivated to do the same [6]. Our current Prime Minister Mr. Narendra Modi took the charge of completing the incomplete task started by Gandhiji and announced the Swacchta Abhiyan from 2<sup>nd</sup> Oct, 2014 to 2<sup>nd</sup> Oct, 2019 as a tribute to Gandhiji on his 150<sup>th</sup> anniversary. Shri Narendra Modi led a cleanliness pledge at India Gate, which about thirty lakh government employees across the country joined [5]. This program was fully supported not by each Indian citizen but also all communities, Non government Organisations (NGO's), educational and social institutes. Many celebrities like Amitabh Bacchan, Shilpa Shetty and many other made their valuable contributions for completion of this mission successfully. Modi government spent millions on establishing various toilets on public places and provided financial and mechanical help to rural residential areas to have their own independent toilets in each village home. As a part of the cleanliness drive, we also joined hands in making contributions for upliftment of rural villages of Chandigarh including Dhanas and Khudha Lahora and interacted with community in context to personal hygiene and role of community in maintaining it.

## **2. Methodology**

The program was initiated by delivering motivational talks to the community people of Daddu Majra village and Khudha Lohra while demonstrating short videos highlighting the significance of maintaining personal hygiene. During initial stages, it was difficult to attract the attention of community people through simple talks, therefore some entertaining video clips demonstrations, short skit competitions and painting competitions were conducted for students and community. Special emphasis was on showing advertisements of film celebrities like Shilpa Shetty and toilet cleaning advertisement by Akshay Kumar and Hussain as this was an attractive medium to start an interactive session with the community people. Community were made aware of the various diseases like malaria, dengue, typhoid and many more, which may arise due to lack of maintenance of appropriate sanitary conditions. Home visits of the villagers were also conducted to view the scenario of toilets in the houses and guide them to use appropriate disinfectant cleaners which not only clean it but also maintain its orderliness. Cleaning of coolers from time to time and changing water regularly to ensure mosquito free environment. Volunteers were recruited from each set of areas in the colony, which continuously supervise, guide and help them from time to time. Volunteers chosen were specifically educated students, who were already well aware of the hygienic effects. Separate sessions for young girls and women were conducted to guide them to maintain their personal hygiene during their menstrual cycles and to properly

dispose their sanitary pads. Community people were motivated from time to time to keep their surroundings clean by collaborating with each other in each task from cleaning open public grounds, small roads and not to do sanitation practices in open. Home visits of selected families (randomly selected) were made once or twice in a week to monitor their cleaning habits, their daily schedule and their toilet maintenance. Families were guided during home visits and interviewed about their daily schedule and contribution of each family member towards home cleanliness was discussed. Sunday was taken as the home visit day as most of the family members were available on that day. A poster making competition on the theme of “Say No to Plastic” was conducted for the community children and their parents also accompanied them. Parents were given freedom to share their ideas with their children during the competition. This was done so as to spread awareness about the ill effects of using plastic bags.

### **3. Objectives**

The objective of the program was to make an effort in uplifting the community in amending its physical surroundings, which will help it to enhance their personal hygiene, in turn will modify the socio-economic status of the community. This is because a neat, clean and an organized environment give a stability that enables and individual to do work successfully and with full determination. For this purpose, two Chandigarh villages namely Daddu Majra village and Khudha Lahora villages were chosen. These villages have been adopted by Panjab University to undertake community development programs from time to time. Khudha Lahora village was found to be more aware as compared to Daddu Majra village, as was observed during initial stages of the program. Therefore, more focus was given to Daddu Majra colony in spreading awareness.

### **4. Results and discussions**

The use of short video clips related to cleanliness drive and organizing short competitions attracts community people and helped in bringing more participants in the cleanliness drive. Some people from the community, who were well qualified, offered their services as volunteers to supervise, guide and help the community people at each stage to maintain proper hygienic conditions in the surroundings. This was a great and helpful gesture for the success of this program as community people were more friendly and comfortable with them, which made the task easy. It was observed that most of the families had built toilets in their residences but their proper cleanliness was lacking. Time to time home visits made them disciplined in improving their cleaning habits and maintain their clean home surroundings. This discipline soon became a habit within a month for them. A cooperative behaviour was shown by the community people in collaborating with each other for cleaning the outside common public area of their community. This made the task successful with improvement in the village surrounding environment. Special emphasis was taken by the people while throwing their dry and wet wastes separately. This helped in eradicating foul smell and elimination of breeding mosquitoes around the dustbins. Women’s also took care of disposing their menstrual wastes in proper closed containers wrapped by proper paper covers. Some girls also managed to use cloth instead of sanitary pads so that it can be re-washed and reused in order to avoid disposals. But this task was bit inconvenient and was adapted by only few girls as per the interviews from the girls during completion of the program. People were motivated to inspire family friends and their neighboring localities to maintain proper hygienic conditions. Organizing short competitions made the program attractive, entertaining and interesting that made the possibility of gaining the attention of community people and their children. Small gifts were given as a token of appreciation to motivate people. During the final stages of the program, when many lectures and small tasks were conducted, people of

Daddu Majra colony organized a short skit in context to cleanliness drive and many people participated in the program. This created an enthusiasm amongst the community people to collectively participate in maintaining their surroundings and village a better hygienic place. This interactive session program also made people more close and friendly with each other that made their team work more pleasant and comfortable.

## **5. Conclusions**

Present study aimed at making an effort in contributing towards Swachh Bharat mission while educating and motivating a community in amending its personal hygiene conditions. Practical demonstrations while showing video clips relevant to Swachhta drive and sharing inspiring stories of Gandhiji in reference to cleanliness drive made the program interesting and attractive for students. A cooperative behaviour of community people during lectures, talks and short activities made the program easy and pleasant to handle. A kind support of the volunteers from the community itself made the communication and interaction with people easy and comfortable. Community people were successful in establishing their regular schedule of doing mandatory cleaning practices for upliftment and improvement of their personal hygiene and surroundings. The continuous supervision by volunteers made people discipline in disposing their dry and wet wastes separately in the allocated dustbins by government. The awareness about cleanliness drive and its significance made people more active in practicing regular cleaning tasks.

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