

Review of Research

International Online Multidisciplinary Journal

Volume - 10 | Issue - 8 | May - 2021

Impact Factor : 5.7631(UIF) 2249-894X

ROLE OF NSS IN PROMOTION OF SWACHH BHARAT ABHIYAN



स्वच्छ
भारत
अभियान



Dr. Prakash Rathod

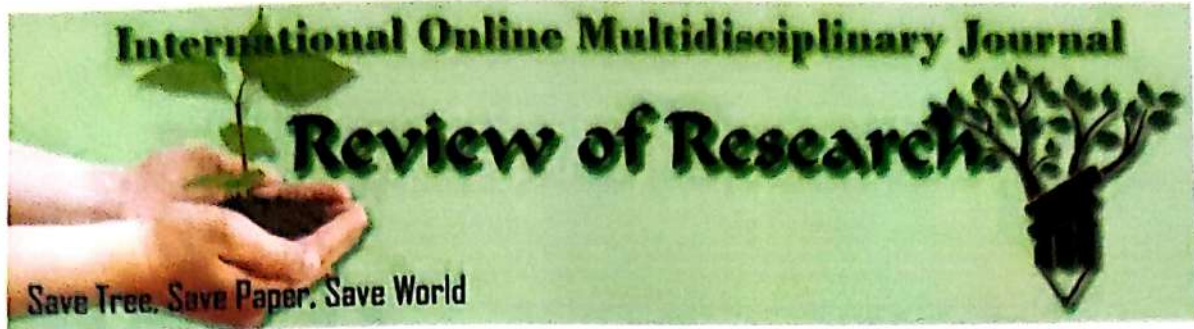
Assistant Professor, Department of Economics,
G. P. Porwal Arts, Commerce and V. V. Salimath Science College, Sindgi.

Abstract : Swachh Bharat Mission was launched by our Hon. Prime Minister, Shri Narendra Modi on October 2, 2014 with Mahatma Gandhi as the inspiration,.....

Editor - In - Chief - Ashok Yakkaldevi



Scanned with OKEN Scanner



ISSN NO:- 2249-894X

Impact Factor : 5.7631(UIF)

Vol - 10 | Issue - 8 | May - 2021

Content

Sr. No.	Title and Name of The Author (S)	Page No.
1	TRIBAL LIFE PHILOSOPHY Dr. Deepti Singh	1
2	A STUDY ON MARKETING STRATEGY OF BULRUSH MAT IN THIRUVANNAMALAI DISTRICT Dr. M. Kalaiyarasu and Mr. A.Sagayalourdusamy	4
3	ROLE OF NSS IN PROMOTION OF SWACHH BHARAT ABHIYAN Dr. Prakash Rathod and Dr. Ashok R. Rathod	10
4	ELECTRONICS WASTE: SUSTAINABLE RESOURCES Dr. Shampa Mondal	16
5	A STUDY OF KEY STRATEGIES REQUIRED TO EXPLORE TOURISM POTENTIAL OF MITHILANCHAL Rakhi Kumari	21
6	INSOMNIA WITH ITS RELATED SYMPTOMS AND YOGIC PRACTICES - A CASE STUDIES ON REHABILITATION FROM THE DISORDER S. K. Ghosh	28
7	ग्रामीण क्षेत्रों में प्रचलित अंधविश्वासों का एक समाजशास्त्रीय अध्ययन सतना जिले के सन्दर्भ में डॉ. संगीता सिंह	31
8	स्वातंत्र्योत्तर काळातील भारत-अमेरिका संबंध : राजकीय विश्लेषण प्रा. डॉ. उमेश शिवाजी पाटील	36
9	KINEMATIC ANALYSIS OF TECHNIQUE IN HIGH JUMP Satish Kumar	43

**ROLE OF NSS IN PROMOTION OF SWACHH BHARAT ABHIYAN****Dr. Prakash Rathod¹ and Dr. Ashok R. Rathod²**¹Assistant Professor, Department of Economics,
G. P. Porwal Arts, Commerce and V. V. Salimath Science College, Sindgi.²Assistant Professor, Department of Economics,
S. K. College of Arts, Commerce and Science Talikoti.**ABSTRACT**

Swachh Bharat Mission was launched by our Hon. Prime Minister, Shri Narendra Modi on October 2, 2014 with Mahatma Gandhi as the inspiration, to create a clean India of his dream by 2019, on his 150th birth anniversary. The basic objective is to create sanitation facilities for all and eliminate completely the unhealthy practice of open defecation. This study is conducted to assess knowledge, perception and practices regarding Swachh Bharat Abhiyan among rural people. Personal hygiene for example is an essential aspect of an individual's life because it affects social relations, self perception and health in general.

It is therefore, important to practices cleanliness all of them. In this concern the National Service Scheme (NSS) started with the main theme and motto of the "NOT ME BUT YOU" in the year 1969 in order to harness the energy of the youth to build the nation and use their service in event of natural calamities, national integrity and as cultural ambassadors. The paper focus on the vision of Mahatma Gandhi to utilize the youth for rural development and to make cleanliness India and it is also one of the main objectives of Swachha Bharat Abhiyan.

**KEYWORDS:** Swachh Bharat Abhiyan, National Service Scheme and Awareness.**INTRODUCTION**

National service Scheme one of the largest student union which provides diversified opportunities to students in colleges and universities to develop their personality through community services. Community services rendered by college and university level students have covered several aspects like adoption of villages for intensive development work, mass tree plantation, blood donation camp, pulse-polio (vaccination), skill development training programme, youth leadership training programme, voter's enrollment, self-defense training and various development programmes for community.

REVIEW OF LITERATURE

Kishor Yadav (2018) in his article it was found that 62 percent have heard about Swachha Bharat Abhiyan and 25.98 percent of the literates participated in SBA and 26.52 percent were defecating in the open field.

Pitabas Pradhan (2017) it was found in his article 92 percent of peoples are aware of SBA. The attitude of the public has change towards clean India but a lot remains to be done. Many people are through garbage on the roads even if there is a garbage bin nearby.

OBJECTIVES:

The objectives of study are; to study awareness about Swachha Bharat Abhiyan in Chikka Sindagi village, to evaluate the performance of Swachha Bharat Abhiyan in this village and to make community and students render selfless service towards effective implementation of Swachha Bharat Abhiyan.

METHODOLOGY:

sample size of the study 100 NSs volunteers among 53 ladies and 47 boys. 200 respondents were selected in the village for empirically to analyze the perception, knowledge and practice of the respondents. Chikka Sindgi village was selected for the study propose which is 2 kilometer distance from head quarters of Sindagi taluka and the unit of National Service Scheme (NSS) of G. P. Porwal Arts, Commerce and Science College, Sindgi organized special annual camp for seven days in this particular village during 2018-19.

CLEANNES ACTIVITY:

Cleanliness is both the abstract state of being clean and free from germs, dirt, trash, waste and the habits of achieving and maintaining that state. Cleanliness is often achieved through cleaning. The following table no.01 exhibits that number of cleanness activities conducted through NSS volunteers in Chikk Sindagi village during 2015-16 to 2018-19.

Table No. 01
No. of cleanness activities conducted through National Service Scheme (NSS) in Chikkasindagi Village and other places during 2015-16 to 2018-19

Parameters	2015-16	2016-17	2017-18	2018-19
No. of Sampling Planted	216	150	200	185
Environment Awareness Programme	01	01	01	01
Pound Cleaning	02	02	01	01
Cleaning to other place	18	16	21	19
Wall Constructed	01	02	01	01
Garbage Cleaning	03	05	04	03

Source: Field Survey

From the above table its seen that total 650 sampling planted during NSS camp and daily activities in Chikka Sindagi village and other places, every year environmental awareness programmes campgain programme conducted, six time bore well and pound cleaning activities carried by volunteers same time involeved in constructed work like school wall construction, toilet room construction and play ground construction and 74 times volunteers involved in cleaning the school campus, temple, historical, hospital, bus stand and other public places, same time 17 times participated to clean garbage in Chikka Sindagi and other places. Its concluded from above table that National Service Scheme actively involved to achieve objectives of Swaccha Bharat Abhiyan.

Education:

The education level is an important factor for the success of community development programme/schemes particularly. The cleanness is the main objective of swaccha bharat abhiyan which

participation of community people to make cleanness India. The table no.02 gives the education level of respondents in chikkasindgi village.

Table No. 02
Educational Background of Respondents

Level of Education	No of Respondents	Percentage
Illiterates	32	16.0
All literates	61	30.5
Middle	47	23.5
High School	32	16.0
PUC	17	8.5
Degree & above	11	5.5
Total	200	100

Source: Field Survey

Majority 30.5 percent of respondents are literates followed 23.5 percent have middle education level and lowest 5.6 percent have education level degree and above during survey time. Its clear that from above table majority of respondents were having their education below secondary level education very less percentage of respondents are having education above secondary level.

Age:

The distribution of respondents in regard to age-group, that provides basic information about the economically, socially and politically active participation. The following table no.03 shows the distribution of the respondents according to age-group.

Table No.03
Distribution of respondents according to age-group

Age-group	Total	Percentage
0-16	19	9.5
17-25	47	23.5
26-35	41	20.5
36-45	46	23.0
46-55	30	15.0
56 & above	17	8.5
Total	200	100

Source: Field Survey

From above table no.03 that 47 respondents consists 23.05 percent are belong to age group of 17 to 25 followed by 46 respondents in between 36 to 45 age group and lowest 17 respondents are belongs age group of 56 and above .

Occupation:

Occupation has been defined by Kielhofner (1995) as "doing culturally meaningful work, play or daily living tasks in the stream of time and in the contexts of one's physical and social world". In the Chikka sindagi village respondents are belonging in different traditional occupation the following table shows that occupation status of respondent.

Table No.04
Distribution of Respondents according to their occupation

Activities	No of Respondents	Percentage
Agriculture	76	38.0
Agri Labour	89	44.5
Self Employee	23	11.5
Salaried holder	12	6.0
Total	200	100

Source: Field Survey

Majority 44.5 percent of respondents are agricultural labour followed by 38.0 percent of respondents are agricultural and lowest 6.0 percent of respondents are salaried holder which include government job and daily wages or contract basis in different field. From the above table it is concluded that majority of respondent's agriculture and auricular labour.

Participation:

Participation is defined as human condition and community participation as active involvement in decision making and accountability for any programmes. The successfully implementation of any programmes its depend on involvement or participation of people. The following table no.05 reflects that participation of respondents according to their occupation towards Swacha Bharat Abhiyan (SBA).

Table No.05
Distribution of respondents according to occupation about participation in SBA

Activities	Male	Female	Total
Agriculture	44 (22.0)	57 (28.5)	101 (50.5)
Agri labour	21 (10.0)	29 (14.5)	50 (25.0)
Self employee	23 11.5)	05 (2.5)	28 (14.0)
Salaried holder	12 (6.0)	09 (4.5)	21 (10.5)
Total	100 (50)	100 (50)	200 (100)

Source: Field Survey

The table no.05 exhibits that majority of 50.5 percent of agriculture labour respondents are participated cleanness activates due to uses of cow and buffalos followed by 25.00 percent of respondents participate in cleanness surrounding are of their home and lowest 21.00 percent of respondents are salaried holder that participate in cleanness activities are less, it shows that learned peoples are less interest in participation of cleanness activities.

Uses of garbage's:

Waste is unwanted or unusable materials. Waste is any substance which is discarded after primary use or is worthless. Table no.06 revels that total 105 respondents were through the wastage in open place nearby their houses, followed by 50 respondents through other places like field to make fertilizer and lowest 21 respondents through garbage on road.

Table No. 06
Distribution of respondents according to through of garbage

Places	No. of respondents	Percent
Open place	105	52.5
Public place	24	12.0
On road	21	10.5
Others	50	25.5
Total	200	100

Source: Field Survey

It is seen from above table that all most respondents gave opinion that they through wastages in different places where facilities are not available for particular places to through the wastages other hand member and workers of Gram Panchayat is not taking any decision to maintain garbage.

Prepare for defecation

Open defecation is when human faeces are disposed of in the fields, forests, bushes, open bodies of water, beaches, and other open spaces. The same thing also happening in Chikka Sindagi village in this concern NSS volunteer got information from selected respondents the following table no. 07 give information according to prepare for open defecation.

Table No. 07
Distribution of respondents according to prepare for open defecation

Opinion	Male	Female	Total
Yes	84 (42)	87 (43.5)	171 (85.5)
No	16 (8)	13 (6.5)	29 (14.5)
Total	100 (50)	100 (50)	200 (100)

Source: Field Survey

Majority of 171 respondents (85.5 percent) were said their opinion regarding to prepare for open defecation and 29 respondents (14.5 percent) said that they are not preparing open defecation due to prestige of their family and they are well educated.

It can be concluded from above table that majority of respondents are belonging agricultural family and agricultural labour are poor and they have Kaccha house don't have other facilities thus they prepare for open defecation.

FINDINGS:

The paper focuses on Role of NSS in Promotion of Swachh Bharat Abhiyan and finds out the results of empirical data to develop a sense of social and civic responsibility. It inculcates the group living and sharing, leadership, attitude, promotes national integration and social harmony. It stimulates scientific temper among the youth for cleanness society in India and creates awareness of civil, political, etc., Present study has been made on 200 respondents concern to the socio-economic, health, environmental, literacy, family background, developmental issues and their responses has been analyzed using different statistical tools to make strong relationship with Swachh Bharat Abhiyan and its effect. The energy of youth may be utilized in positive direction for building a strong and clean nation.

Swaccha Bharat Abhiyan which is recognized by people in India and was not successfully implemented to achieve its target in the rural area. However failure had its drawbacks as the campaign

had minimal participation of people and awareness level was very low. In this article its also found that 73 percent of respondents were said they don't know about Swachha Bharat Abhiyan who are illiterates or less than middle educated are participated to make cleaning work like house, road, garbage and surrounding of their house but in public place they are not done, and very less 27 percent of respondents have awareness about Swachh Bharat Abhiyan but they are not participated to make cleaning work in houses, public places or in Swachha Bharat Abhiyan. As result the Swachha Bharat Abhiyan was not implemented properly in this village area even though they have not participated along with NSS volunteers to make cleanness work. Swachha Bharat Abhiyan must be a collective effort of both with active role of the government and participation of the people. There is no doubt about the fact that change begins at home and people must be the change they want to see. Every citizen of the country should take it upon himself/herself to make this campaign a success rather than waiting for the actions of government.

REFERENCES:

1. Badra and Sharma (2015): "Management Lessons From Swachh Bharat Mission". *International Journal of Advance Research in Sciences and Engineering*, Vol. No.4 (01). March 2015.
2. Rao and Subba Rao (2015): "Swachh Bharat: Some Issues and Concerns". *International Journal of Academic Research* ISSN: 2348-7666: Vol.2, Issue4-(4). October-December, 2015
3. Thakkar (2015): "Swachh Bharat (clean India) Mission - an analytical study", *Renewable Research Journal*, 3 (2), Page 168.
4. Manasa M, Mounika M and Swapnapriya (2016): "Integrated Municipal Solid Waste management - Case Study - GHMC Hyderabad" a project submitted on Status of Integrated Municipal Solid Waste Management in GHMC.
5. Standard Operating Procedure for a Swachh Campus - solid waste management NIRD & PR Bulletin, October, 2017.
6. Prakash Bhagban (1992): "Report of an Innovative Educational Intervention". Department of Youth Affairs and Sports, Government of India, New Delhi (1992).
7. Suresh Lal B (2012-13): Annual Report of National Service Scheme, Kakatiya University, Warangal
8. National Service Scheme Manual, Ministry of Youth Affairs and Sports, Government of India, New Delhi (2006)
9. <http://nss.nic.in/intro.asp> NSS website - Introduction (cited May 2016)
10. Swachh Bharat Mission Phase II guidelines released , www.downtoearth.org.in Retrieved 30 August, 2020