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A STUDY ON TRANSFORMING INDIA ISSUES AND CHALLENGES WITH RESPECT TO SWACCH BHARAT ABHIYAN AT J P NAGAR

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Abstract

Mahatma Gandhi who laid great emphasis on cleanliness. He himself said that Sanitation is more important than Independence. He wanted India to be a clean India. India, one of the fastest growing economy in the World's, faces the uncomfortable truth that many people still struggle with life on the poverty line. According to the statistics, it has seen that only few percentage of total population have access to the toilets and health care facilities. The Indian government has offered various policy prescriptions towards cleanliness.

The objectives of his paper is to analyses the awareness level, to Evaluate impact of Swachh Bharat Abhiyan on general public, to know Swachh Bharat Abhiyan knowledge in general public, to evaluate issues and challenges with respect to transforming India.

The research is descriptive research the researcher proposes to use questionnaire for data collection with a sample size of 100 respondents. The title of the study "A study on Transforming India issues and challenges with respect to Swachh Bharat Abhiyan at J P nagar". The researcher wanted to find out what are problems of people faced and how it impacted on transforming India.

Cleanliness program is the tool for neat and society, economic growth, overall country development and at last it would contribute towards Transforming India

Keywords: *Swachh Bharat Abhiyan issues and challenges, impact and awareness level of public.*

Introduction

Swachh Bharat Abhiyan is a special campaign by the BJP government to clean the roads, streets and infrastructure of the country. It is the visionary mission launched by our honorable Prime Minister Shri Narendra Modi. It was launched on 2nd October, 2014. This campaign is one of the India's biggest campaigns, covering around 3 million government employees. This mission is widely popular among the citizens of the country as it directly gives them the responsibility to clean up their own country. The cleanliness campaign is also covering the schools, colleges and universities. The Prime Minister also nominated the nine big personalities of the country and also gave them the responsibility to nominate nine more people to join the campaign, making a chain to increase the participants of the mission. The aim of the campaign is to achieve the vision of clean India by the year 2019. The main objectives of the campaign are to finish up the manual scavenging and to eliminate the open defecation which is the main cause of the tuberculosis in India. The construction of individual, community and cluster toilets were also included. The villages should be cleaned and to lay water pipelines in the villages to ensure 24 hour water supply to all the households by 2019.

Scope of Swachh Bharat Abhiyan

Sanitation has a direct link with the spread of communicable diseases which are prevalent in India in ample measures Living in an insanitary environment degrades the quality of human life and it is a curse and social stigma both. Therefore, the accomplishment of Total Sanitation Program (TSP) will improve the living standards of the poorest of the poor on one hand and improve the Human Development Index (HDI) of India on the other

Features of Swachh Bharat Abhiyan

1. The government will build individual toilets in 1.04 crore households and 5 lakh community/public toilets in urban areas.
2. 8.8 Crore toilets in rural areas and majority of these to be provided in individual house holds

Advantages

- a. It can improve health of Indians
- b. It can Prevent of diseases
- c. It can enhance our tourisms
- d. It can lead happy and healthy society
- e. It can attract global players to invest in India
- f. It can give better life for to our upcoming generations
- g. It can built an better eco-friendly environment
- h. It will reduce cost of maintenance
- i. It makes us feel proud.

Till Date Achievements of SBM

1. 6,26,93,699 Household Toilets Built Since 2nd Oct, 2014
2. 3,23,560 Open Defecation Free Villages
3. 4,464 Open Defecation Free Villages in Namami Gange
4. 314 Open Defecation Free Districts
5. 11 Open Defecation Free States

Challenges

- Financial challenge
- Administrative challenges

Conclusion

The program is implemented in totality, the achievement will be recorded in the annals of history in golden letters and the Prime Minister will occupy a place in the galaxy of great statesmen of the world. India will be shining like other developed nations. Therefore, an investment of Rs 35 lakh crore over a period of five years is worth making for this grand mega project. This heavy investment will give a great boost to economic growth and open vast avenues for employment generation..

Review of Literature

M. Khan (2017)

Swachh Bharat Abhiyan (SBA), one of the flagship programs of the government, has heralded a change in the sphere of sanitation programs in the country. Though India has made strides in improving sanitations standards, the dismal sanitation statistics for both rural and urban areas still leave much to be desired.

Devendra K, Tayal K, Yadav (2017)

Sentiment analysis is the field of natural language processing to analyze opinionated data, for the purpose of decision making. An opinion is a statement about a subject which expresses the sentiments as well as the emotions of the opinion makers on the topic blog.

Pushpanjali Swain, Sristhi Pathela (2016)

The study findings support the need for creating immediate awareness in these communities. It also highlighted the urgent need for effective basic sanitation facilities.

Roktim Sarmah, Dr. Niharika Maharishi (2016)

Racial marketing purposes but rather for social good. Social marketing has two parent theories to support itself such that – “a social parent” where social science and social policy approaches is emphasized upon and the second is “Marketing parent” that includes commercial and public sector marketing approaches.

Sahil Raj, Tanveer Kajla(2015)

The present paper is about the social media analytics. It is a new tool to analyse the behavior of the users who use social networking sites and other social sites like blogs, forums etc. Every organization uses this tool to analyze their customers.

Title of the Study

A study on Transforming India issues and challenges with respect to Swachh Bharat Abhiyan at J P nagar.

Statement of the Problem

This report tries to find out what are problems of people faced and how it impacted on transforming India

Need for the Study

This study is undertaken to focused on Transforming India issues and challenges with respect to Swachh Bharat Abhiyan and the need to know after successful completion of 3.5years of implementing Swachh Bharat Abhiyan what is the progress and how it impacts on transforming India its issues and challenges.

Objectives of the Study

1. The objectives of his paper is to analyses the awareness level
2. To Evaluate impact of Swachh Bharat Abhiyan on general public
3. To know Swachh Bharat Abhiyan knowledge in general public
4. To evaluate issues and challenges with respect to transforming India.

Research Methodology

The researcher study is made to analyze the problem statement. this is to study the title of the study is “Transforming India issues and challenges with respect to Swachh Bharat Abhiyan “.the information

need to be collected by gathering primary data directly data collected from various age group of people. This research is done through distributing questionnaire.

Tools and Techniques of Data Collection

Data is collected from various age groups of people where respondents answer few questions which support the study and facilitates the researchers to get the information for the study. The data can do two ways primary and secondary data.

Primary data

The researcher has to obtained information through questionnaires

Secondary data

The researcher did not use secondary data expect review of literature

Sampling Data

Sampling data is detailed outline of which will be taken at what time on which material in what time in what manner by whom.

It includes:

- a. Sampling size
- b. Sampling unit
- c. Sampling technique
- d. Sampling method

Sampling Size

The sample size determination is the act of observation of replicates to include in statistical sample. The sample size of 100 people.

Methods of Sampling

Random sampling techniques used to collect the information.

Plan of Analysis

This data collected from the questionnaire are required in the form of tables and analyze using percentage. The data are graphically represented to show the changes and relative importance of impact of GST on general public.

Limitations of the Study

1. Time constraints of only one month so that it may affect sample size.
2. Due to one month period of time not able to cover all the people of country.

Conclusion

Hence this chapter is clear picture about how the study is undertaken the blue print of methodology, plan of analysis and detailed regarding the samples that are considered under study the research objective are clearly defined and the need, scope and the limitation of the study has been briefly discussed in this chapter.

Data Analysis and Interpretations

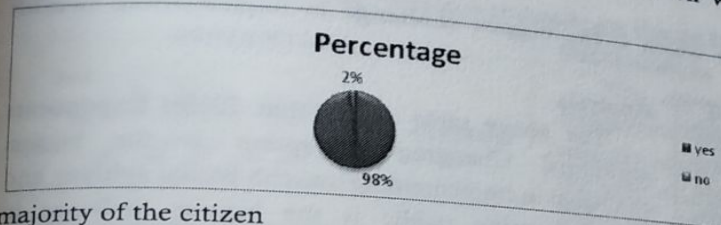
Table showing 3.1 "Respondents opinion on whether they heard about swacch bharat abhiyan"

Options	No of Respondents	%
Yes	98	98%
No	2	2%
Total	100	100%

Analysis

The above table shows that 98% of respondents that they heard about swacch bharat abhiyan and 2% of them not heard about swacch bharat abhiyan.

Graph no 3.1 graph showing "Respondents opinion on whether they heard about swacch bharat abhiyan"



Interpretation

The above table and graph shows that it can be interpreted that the majority of the 98% of respondents that they heard about swacch bharat abhiyan so swacch bharat reached

majority of the citizen

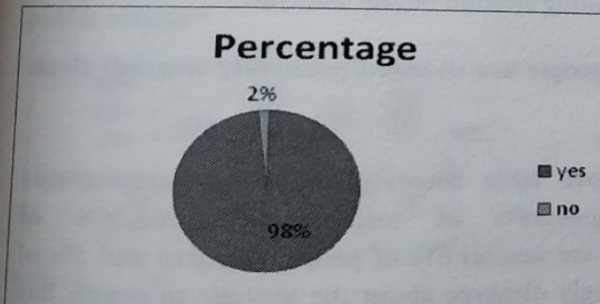
Table showing 3.2 "respondents opinion on whether swacch bharat abhiyan required in India"

Options	No of Respondents	%
Yes	98	98%
No	2	2%
Total	100	100%

Analysis

The above table shows that 98% of respondents told swacch bharat abhiyan required in India and 2% of them swacch bharat abhiyan not required in India

Graph no 3.2 graph showing "respondents opinion on whether swacch bharat abhiyan required in India"



Interpretation

The above table and graph shows that it can be interpreted that the majority of the 98% of respondents suggested that swacch bharat abhiyan required in India.

Table showing 3.3 "respondents opinion after adopting swacch bharat abhiyan India has become swacch"

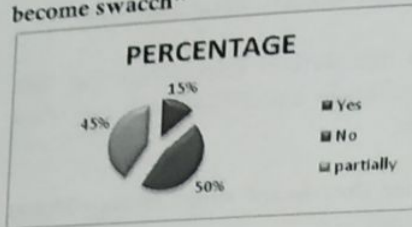
Options	No of respondents	%
Yes	15	15%
No	50	50%
Partially	45	45%
Total	100	100%

Analysis

The above table shows that 15% of respondents told after adopting swacch bharat abhiyan India has become swacch and 50% of respondents told after adopting swacch bharat abhiyan

India has not become swacch 45% of respondents told after adopting swacch bharat abhiyan India has partially become swacch.

Graph no 3.3 graph showing "respondents opinion after adopting swachh bharat abhiyan, India has become swachh"



Interpretation

The above table and graph shows that it can be interpreted that the majority of the 50% of respondents told after adopting swachh bharat abhiyan India has not become swachh.

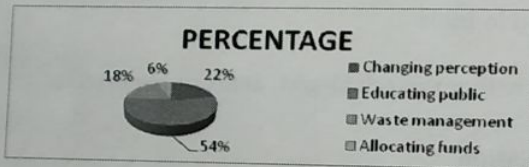
Table showing 3.4 "respondents opinion which is the biggest challenge in implementing swachh bharat abhiyan"

Options	No of Respondents	%
Changing perception	22	22%
Educating public	54	54%
Waste management	18	18%
Allocating funds	06	06%
Total	100	100%

Analysis

The above table shows that 22% of respondents responded Changing perception is the biggest challenge in implementing swachh bharat abhiyan and 54% Educating public is the biggest challenge in implementing swachh bharat abhiyan 18% Waste management is the biggest challenge in implementing swachh bharat abhiyan 06% is the biggest challenge in implementing swachh bharat abhiyan.

Graph no 3.4 graph showing "opinion which is the biggest challenge in implementing swachh bharat abhiyan"



Interpretation

The above table and graph shows that it can be interpreted that the majority of the 54% of respondents Educating public is the biggest challenge in implementing swachh bharat abhiyan.

Table showing 3.5 "respondents opinion the attitude of people has changed positively towards clean India due to swachh bharat abhiyan"

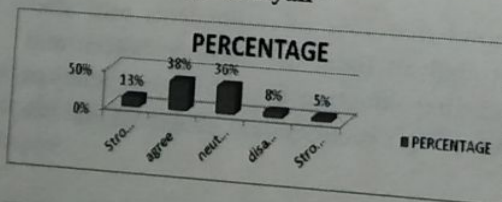
Options	No of Respondents	%
Strongly agree	13	13%
agree	38	38%
neutral	36	36%
disagree	08	08%
Strongly disagree	05	05%
Total	100	100%

Analysis

The above table shows that 13% of respondents strongly agree, 38% of respondents agree, 36% of respondents are neutral 8% of people disagree and 5% of people Strongly disagree about the attitude of people has changed positively towards clean India due to swachh

bharat abhiyan

Graph no 3.5 graph showing "the attitude of people has changed positively towards clean India due to swachh bharat abhiyan"



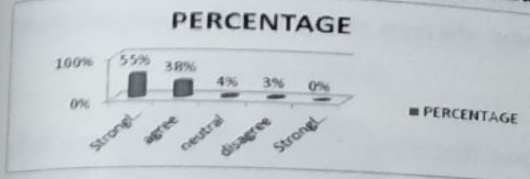
Interpretation

The above table and graph shows that it can be interpreted that the majority of the 38% of respondents agree the attitude of people has changed positively towards clean India due to swachh bharat abhiyan

Table showing 3.6 "respondents opinion the schools and colleges should follow the habit of cleanliness"

Options	No of Respondents	%
Strongly agree	55	55%
agree	38	38%
neutral	4	4%
disagree	3	3%
Strongly disagree	0	0%
Total	100	100%

Graph no 3.6 graph showing "schools and colleges should follow the habit of cleanliness"



Analysis

The above table shows that 55% of respondents strongly agree, 38% of respondents agree, 4% of respondents are neutral 3% of people disagree and 0% of people Strongly disagree about the schools and colleges should follow the habit of cleanliness

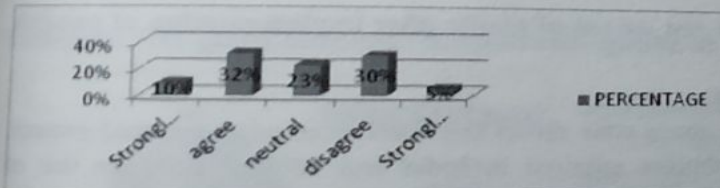
Interpretation

The above table and graph shows that it can be interpreted that the majority of the 55% of respondents strongly agree the that schools and colleges should follow the habit of cleanliness

Table showing 3.7 "respondents opinion Government is making excessive expenditure for the construction of public toilets"

Options	No of Respondents	Percentage
Strongly agree	10	10%
agree	32	32%
neutral	23	23%
disagree	30	30%
Strongly disagree	05	05%
Total	100	100%

Graph no 3.7 graph showing "Government is making excessive expenditure for the construction of public toilets"



Analysis

The above table shows that 10% of respondents strongly agree, 32% of respondents agree, 23% of respondents are neutral 30% of people disagree and 05% of people Strongly disagree about opinion Government is making excessive expenditure for the construction of public toilets

Interpretation

The above table and graph shows that it can be interpreted that the majority of the 55% of respondents strongly agree the Government is making excessive expenditure for the construction of public

toilets.

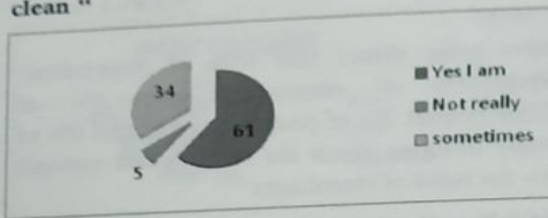
Table showing 3.8 "Respondents opinion on really following the rules to keep the city clean"

Options	No of respondents	%
Yes I am	61	61%
Not really	05	05%
sometimes	34	34%
Total	100	100%

Analysis

The above table shows that 61% of respondents told yes I am 05% not really 34% sometimes about really following the rules to keep the city clean

Graph no 3.8 graph showing "Respondent's opinion on really following the rules to keep the city clean "



Interpretation

The above table and graph shows that it can be interpreted that the majority of the 55% of respondents told yes I really following the rules to keep the city clean.

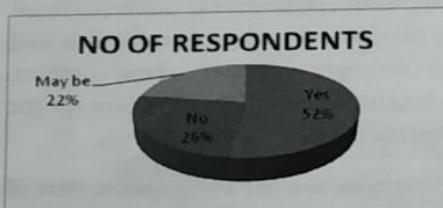
Table showing 3.9 "Respondents opinion on is swachh bharat abhiyan really helping people below and above poverty line"

Options	No of respondents	%
Yes	52	52%
No	26	26%
May be	22	22%
Total	100	100%

Analysis

The above table shows that 52% of respondents told yes 26% No 22% may be about swachh bharat abhiyan really helping people below and above poverty line

Graph no 3.9 graph showing "Respondent's opinion is swachh bharat abhiyan really helping people below and above poverty line"



Interpretation

The above table and graph shows that it can be interpreted that the majority of the 52% yes respondents told is swachh bharat abhiyan really helping people below and above poverty line.

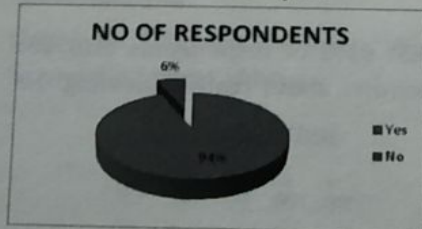
Table showing 3.10 "respondents opinion do you see use of plastic after implementation of swachh bharat abhiyan "

Options	No of Respondents	%
Yes	94	94%
No	06	06%
Total	100	100%

Analysis

The above table shows that 94% of respondents told swachh bharat abhiyan required in India and 06% of they see use of plastic after implementation of swachh bharat abhiyan

Graph no 3.10 graph showing "Respondents opinion do you see use of plastic after implementation of swachh bharat abhiyan"



Interpretation

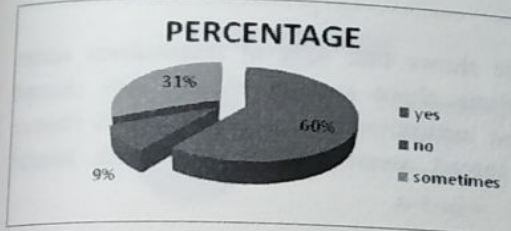
The above table and graph shows that it can be interpreted that the majority of the 96% of respondents says that see use of plastic after implementation of swachh bharat abhiyan.

Table showing 3.11 "respondents opinion on segregating wet waste and dry waste before disposing the garbage"

Options	No of Respondents	%
yes	60	60%
No	9	9%
sometimes	31	31%
Total	100	100%

waste.

Graph no 3.11 graph showing "Respondent's opinion on segregating wet waste and dry waste before disposing the garbage"



Interpretation

The above table and graph shows that it can be interpreted that the majority that is 60% of respondents segregate the wet and the dry waste.

Table showing 3.12 "Respondents opinion on contribution to swacch bharat abhiyan"

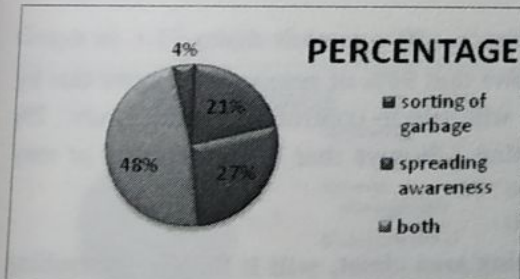
Options	No of Respondents	%
Sorting of garbage	21	21%
Spreading awareness	27	27%
both	48	48%
None of the above	04	04%
Total	100	100%

bharat abhiyan.

Analysis

The above table shows that 21% of respondents have told that they are contributing through sorting of garbage, 27% by spreading awareness, 48% of respondents contribute by doing both and remaining 4% of the respondents do not contribute for swacch

Graph no 3.12 graph showing "Respondents opinion on contribution to swacch bharat abhiyan"



Interpretation

The above table and graph shows that it can be interpreted that the majority that is 48% of the respondents follow both the methods (sorting of garbage and spreading awareness) to contribute to swacch bharat abhiyan.

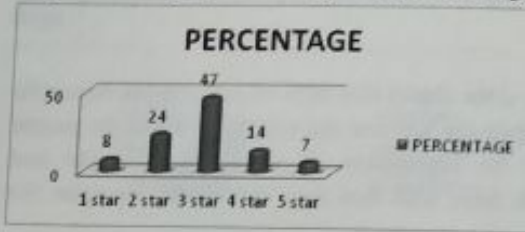
Table showing 3.13 "Respondents opinion on rating our city in cleanliness"

Options	No of Respondents	%
*	8	8%
**	24	24%
***	47	47%
****	14	14%
*****	07	7%
Total	100	100%

Analysis

The above table shows that 8% of respondents have rated 1star for our city in cleanliness, 24% have rated 2stars, 47% have rated for 3 stars, 14% have rated for 4 stars and remaining 7% have rated for 5 stars.

Graph no 3.13 graph showing "Respondents opinion on rating our city in cleanliness"



Interpretation

The above table and graph shows that it can be interpreted that the majority of the respondents that is 47% have rated 3 stars for our city in cleanliness.

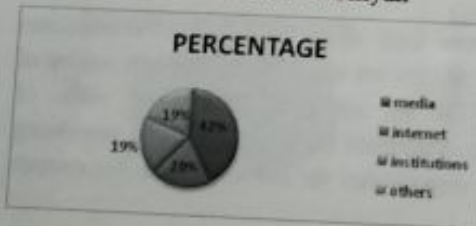
Table showing 3.14 "respondents opinion on the mode you would adopt to spread awareness of swacch bharat abhiyan"

Options	No of Respondents	%
Media	42	42%
Internet	20	20%
Institutions	19	19%
others	19	19%
Total	100	100%

Analysis

The above table shows that 42% of respondents adopt media to communicate about swacch bharat, 20% choose internet, 19% choose institutions and remaining 19% choose other options to spread awareness about swacch bharat abhiyan.

Graph no 3.14 graph showing "Respondents opinion on the mode you would adopt to spread awareness of swacch bharat abhiyan"



Interpretation

The above table and graph shows that it can be interpreted that the majority 42% of the respondents choose media to spread awareness about swacch bharat abhiyan

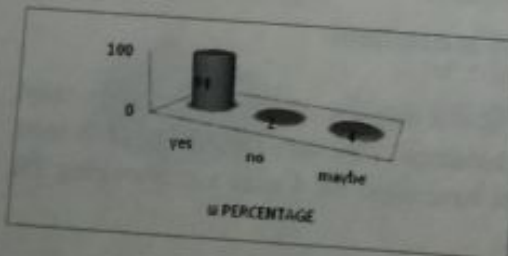
Table showing 3.15 "Respondents opinion on keeping area clean, will it will help in controlling health issues"

Options	No of Respondents	%
Yes	94	94%
No	2	2%
Maybe	4	4%
Total	100	100%

Analysis

The above table shows that 94% of respondents agree that by keeping the city clean it will help in controlling health issues, 2% say no to it and remaining 4% says that it may control or may not.

Graph no 3.1 graph showing "Respondents opinion on keeping area clean, will it help in controlling health issues"



Interpretation

The above table and graph shows that it can be interpreted that the majority 94% of the respondents say that by keeping the city clean it will help in controlling health issues.

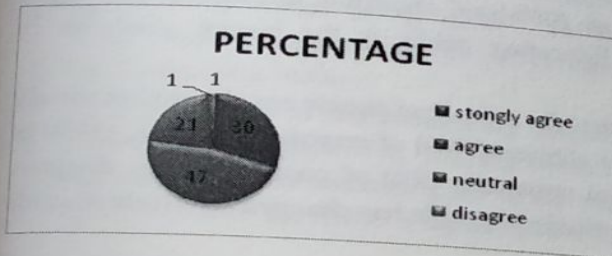
Table showing 3.16 "respondents opinion on swacch bharat abhiyan will contribute in transforming India"

Options	No of Respondents	%
Strongly agree	30	30%
Agree	47	47%
Neutral	21	21%
Disagree	1	1%
Strongly disagree	1	1%
Total	100	100%

Analysis

The above table shows that 30% of respondents strongly agree that swacch bharat abhiyan will contribute in transforming India, 47% agree, 21% are in neutral stage, 1% disagree and remaining 1% strongly disagree

Graph no 3.16 graph showing "Respondents opinion on swacch bharat abhiyan will contribute in transforming India"



Interpretation

The above table and graph shows that it can be interpreted that the majority 47% of the respondents agree that swacch bharat abhiyan will contribute in transforming India.

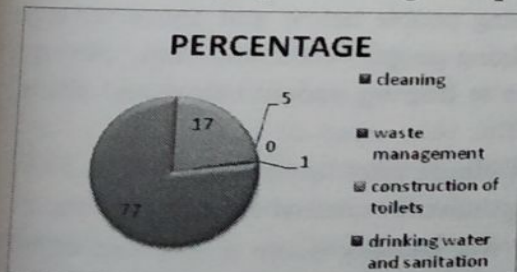
Table showing 3.17 "Respondents opinion on services included in swacch bharat abhiyan"

Options	No of Respondents	%
Cleaning	17	17%
Waste management	5	5%
Construction of toilets	0	0%
Drinking water and sanitation	1	1%
All of the above	77	77%
Total	100	100%

Analysis

The above table shows that 17% of respondents say that cleaning is a part of swacch bharat abhiyan, 5% say waste management is a part of it, 0% of the respondents say construction of toilets is not a part of it, 1% say drinking water and sanitation and remaining 77% say that all includes in swacch bharat abhiyan.

Graph no 3.17 graph showing "Respondents opinion on services included in swacch bharat abhiyan"



Interpretation

The above table and graph shows that it can be interpreted that the majority 77% of the respondents agree that all of the above i.e., (cleaning, waste management, construction of toilets, drinking water and sanitation) is a part of swacch bharat abhiyan.

Summary of Findings, Recommendations and Conclusions

Findings

- It is found that (98%) of respondents have heard about swacch bharat abhiyan and (2%) of them have not heard, So the majority (98%) of respondents have heard about swacch bharat abhiyan

- It is found that (98%) of respondents told swachh bharaat abhiyan is required in India and (2%) of them said it is not required in India the majority (98%)of respondents suggested that swachh bharaat abhiyan required in India.
- It is found that (15%) of respondents responded after adopting swachh bharaat abhiyan India has not become swachh and (50%) of them have told that after adoption India has partially become swachh. (45%) of respondents told after adopting swachh bharaat abhiyan India has not become swachh so the majority (50%) of respondents told after adopting swachh bharaat abhiyan India has not become swachh.
- It is found that (22%) of respondents responded Changing perception is the biggest challenge in implementing swachh bharaat abhiyan, (54%) said Educating public is the biggest challenge, (18%) said that Waste management is an another challenge ,(06%)said allocating of funds is the biggest challenge. so the majority(54%) of respondents Educating public is the biggest challenge in implementing swachh bharaat abhiyan.
- It is found that (13%) of respondents strongly agree that the attitude of people has changed positively towards clean India after adoption of swachh bharaat abhiyan,(38%) of respondents agree, (36%) of respondents are neutral, (8%) of people disagree and remaining (5%) of people Strongly disagree. hence the majority (38%) of respondents agree the attitude of people has changed positively towards clean India due to swachh bharaat abhiyan.
- It is found that (55%) of respondents strongly agree that schools and colleges should follow the habit of cleanliness,(38%) of respondents agree,(4%) of respondents are neutral (3%) of people disagree and (0%) of people Strongly disagree. so the majority (55%) of respondents strongly agree that schools and colleges should follow the habit of cleanliness.
- It is found that (10%)of respondents strongly agree that government is spending excessive money on construction of public toilets,(32%) of respondents agree,(23%) of respondents are neutral,(30%) of people disagree and (5%) of people Strongly disagree. so the majority (55%) of respondents strongly agree that Government is making excessive money for the construction of public toilets.
- It is found that (61%) of respondents told yes I am following the rules to keep the city clean,(05%) not really and (34%)says sometimes they follow rules. Majority (96%) of respondents say they follow rules to keep the city clean.
- It is found that (52%) of respondents told yes that SBA helping people below and above poverty line,(26%) No, (22%)said maybe swachh bharaat abhiyan is helping people below and above poverty line. Majority (52%) respondents said swachh bharaat abhiyan is helping people below and above poverty line.
- It is found that (94%) of respondents said that they see use of plastic after implementation of SBA. (06%) said they do not see use of plastic. Majority (96%) of respondents says that see use of plastic.
- It is found that (60%) of respondents said that they segregate wet and dry waste ,(9%) said no for segregation and remaining (31%) have told that they sometimes segregate the waste. Majority (60%) of respondents segregate wet and the dry waste.
- It is found (21%) of respondents have told that they are contributing through sorting of garbage . (27%) by spreading awareness , (48%) contribute by doing both and remaining (4%) do not contribute for swachh bharaat abhiyan. Majority (48%) of the respondents follow both the methods (sorting of garbage and spreading awareness) to contribute to swachh bharaat abhiyan.

- It is found (8%) of respondents have rated 1star for our city in cleanliness , (24%) for 2stars , (47%) for 3 stars , (14%) for 4 stars and remaining (7%) for 5 stars. Majority of the respondents (47%) have rated 3 stars for our city in cleanliness.
- It is found (42%) of respondents adopt media to communicate about swacch bharat , (20%) choose internet , (19%) institutions and remaining (19%) choose other options to spread awareness about swacch bharat abhiyan. Majority (42%) choose media to spread awareness.
- It is found (94%) of respondents agree that by keeping city clean it will help in controlling health issues, (2%) say no to it and remaining (4%) says that it may or may not control. Majority(94%) say that by keeping the city clean it will help in controlling health issues.
- It is found (30%) of respondents strongly agree that swacch bharat abhiyan will contribute in transforming India, (47%) agree , (21%) are in neutral stage, (1%) disagree and remaining (1%)strongly disagree. Majority (47%) respondents agree that swacch bharat abhiyan will contribute in transforming India.
- It is found (17%) of respondents say that cleaning is a part of swacch bharat abhiyan, (5%) say waste management is a part of it, (0%) say construction of toilets is not a part of it, (1%) say drinking water and sanitation and remaining (77%) say that all includes in swacch bharat abhiyan. Majority (77%) agree that all of the above is a part of swacch bharat abhiyan.

Suggestions

- It is suggested that every Indian should understand their responsibility to keep their surroundings clean.
- It is suggested that it has impacted in good way and also there is requirement of educating citizens more.
- It is suggested that People need to be made aware, not to inculcate but to implement.
- It is suggested that their need proper segregation of dry and wet waste.
- Even more strict rules need to be implemented for the success of Swacch Bharat abhiyan.
- It should be promoted at schools and colleges so that the civic sense specifically towards cleanliness can be increased youths.

Conclusions

This study describes the issues and challenges of swacch bharat abhiyan in transforming India. It has been 3.5 years of implementation of swachh bharat abhiyan but still we lack behind at educating people and segregating of garbage, also difficulties in changing attitude of people towards clean India. The success of Swachh Bharat Mission depends on the society as a whole which, every citizen of the country required to contribute towards improving the levels of cleanliness of the country. It also helps in creating awareness among the Indians. We have made a beginning; surly we will achieve it and revive the glory of our country.

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