



## A STUDY TO EVALUATE THE KNOWLEDGE, PRACTICE AND PERCEPTION ON SWACCH BHARAT ABHIYAAN (A CAMPAIGN BY GOVT. OF INDIA) AMONG PEOPLE RESIDING IN URBAN AREA OF JABALPUR

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**ABSTRACT** Prime Minister Narendra Modi launched his dream project "Swachh Bharat Abhiyan" on 2nd October 2014, the birth anniversary of Mahatma Gandhi. Swachh Bharat Abhiyan or the "Clean India Campaign" is the biggest ever cleanliness drives in the country and Prime Minister had appealed to each Indian to get involved in the mission and make it a success. The study undertaken is to assess the evaluate the knowledge, practice & perception of urban people regarding Swachh Bharat Abhiyan. **Methodology:** In the view of the objectives of the present study Non-experimental descriptive design is considered to be suitable to evaluate the knowledge, practice & perception regarding Swachh Bharat Abhiyan (a campaign by govt. of India) among people residing in urban area of Jabalpur. The sample size comprises of 100 urban people residing in Jabalpur who fulfilled the inclusive criteria. Due to limited availability of subjects as per the sample criteria, the investigator adopted convenient sampling technique. Data was collected by administering structure questionnaire for knowledge, observational checklist for practice & perception regarding Swachh Bharat Abhiyan **CONCLUSION:** The present study was conducted to evaluate the knowledge, practice & perception regarding Swachh Bharat Abhiyan among people residing in urban area of Jabalpur. Finding shows that Knowledge, Practice & Perception are not satisfactory

**KEYWORDS :** Swachh bharat abhiyaan, knowledge, practice & perception, urban people

### INTRODUCTION

It is rightly said 'cleanliness is next to Godliness.' Cleanliness means keeping our body, mind and everything around us clean. This is a good habit. ... Cleanliness refers to the habitual acts of keeping the dirt away, to maintain good health, following both personal and environmental hygiene practices. This point of view cleanliness is very important in our life? And Prime Minister Narendra Modi launched his dream project "Swachh Bharat Abhiyan" on 2nd October 2014, the birth anniversary of Mahatma Gandhi. Swachh Bharat Abhiyan or the "Clean India Campaign" is the biggest ever cleanliness drives in the country and Prime Minister had appealed to each Indian to get involved in the mission and make it a success.

It is very sad to say that the country has a massive problem of open defecation. More than 72 percent of rural population in India responds to their nature's call behind bushes, in fields or on roadsides. This has led to various other problems like untimely deaths of children, spread of infections and diseases. India has a population of more than 1.2 billion population, out of which nearly 600 million populations or 55 percent has no access to toilets. Even in areas, where there are toilets in rural India (32 percent of rural households, as per the 2012 data), there are no running water facility available. However, the Nirmal Bharat Abhiyan could not achieve its objectives. Nirmal Bharat Abhiyan has now been restructured by the present Government as "Swachh Bharat Abhiyan" with the objective of making India a "clean" India by stopping the problem of open defecation, building up of toilets for all households, providing running water supply, treating of solid and liquid wastes in a proper manner. This drive also includes cleaning of roads, pavements, and clearing of encroachments in unauthorized areas. Above all, the project aims at creating awareness among population about the need for proper sanitation and hygienic facilities.

### REFERENCES

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