



# A Recall Survey of Swachh Bharat Abhiyan (A Dream of Gandhi) Advertisement Campaign in Hathras City

LALIT KUMAR GOYAL  
Research scholar, K.G.K College Moradabad

## Abstract:

*The main propose of this study to get the information about how much the knowledge of the mega Swachhta Campaign, Swachh Bharat Abhiyan (A dream of Gandhi) in population of Hathras city, which is the district of Uttar Pradesh. For this researcher used interview schedule for collection of information or data from 100 respondents of Hathras city. Our Prime Minister Shri Narendra Modi on 2 October 2014 on the day of Mahatma Gandhi's birth anniversary, the country's largest ever cleanliness campaign was launched, which is known as Swachh Bharat Abhiyan. The objective of this campaign is to make the entire country free from open defecation by 2019. The SAP has seen a multi-dimensional range of activities including the adoption of villages, support for sanitation infrastructure, solid and liquid waste management (SLWM). In his study researcher found that many of the people have sufficient knowledge about Swachh Bharat Abhiyan but few of responses did not know the Swachh Bharat anthem and Swachh Bharat Abhiyan logo. Overall, this could be said that government is very successful to convey the message of Swachh Bharat Abhiyan between people of India.*

**Keywords:** Recall Survey, Hathras city, Advertisement Campaign, Swachh Bharat Abhiyan, SAP, Sanitation

## 1. Introduction

Sanitation is the hygienic which means of promoting health through prevention of human contact with the hazards of wastes as well as the treatment and proper disposal of sewage wastewater. Hazards can be physical, microbiological, biological or chemical agents of diseases. Wastes that can cause health problems include human and animal feces, solid wastes, domestic wastewater (sewage, sullage, and grey water), industrial waste and agriculture waste. Hygienic means of prevention can be by using engineering solutions (e.g., sewerage and waste water treatment), simple technologies, or even by personal hygiene practices (e.g., simple hand washing with soap).

According to Mahatma Gandhi, the father of the nation, who has described cleanliness as more than freedom, according to him both cleanliness and freedom are necessary for the country, to fulfill this dream of Gandhi ji, our Prime Minister Shri Narendra Modi on 2 October 2014 On the day of Mahatma Gandhi's birth anniversary, the country's largest ever cleanliness campaign was launched, which is known as Swachh Bharat Abhiyan. The objective of this campaign is to make the entire country free from open defecation by 2019, to dispose of solid and liquid waste properly, to maintain cleanliness in public places, to make the people of the country aware of cleanliness, so that cleanliness is maintained.

## 2. Swachhata Action Plan (SAP)

The Government of India and the state governments together have made direct investments of over Rs 1 lakh crore in the sanitation sector these last five years. Additionally, each Ministry has pledged specific resources towards their Swachhata Action Plan (SAP) - an effort to mainstream sanitation and swachhata in all sectors on a continuous basis.

The SAP was formally launched on 1 April 2017 with the active participation of 72 Union Ministries and Departments of Government of India. The SAP has seen a multi-dimensional range of activities including the adoption of villages, support for sanitation infrastructure, solid and liquid waste management (SLWM), cleaner monuments, school sanitation, better sanitation in hospitals, highways, railways, markets and iconic places, among others. The Ministries have exceeded themselves and implemented innovative and outcome-based swachhata activities. Some of the broad ranges of activities conducted under the SAP are as follows:

- River rejuvenation projects and mini watersheds by the Department of Defence Production
- Community and household sanitation infrastructure, SLWM and water restoration in villages by the Ministry of Rural Development
- Biogas plant or power plants by the Department of Animal Husbandry, Dairying and Fisheries
- National biogas and organic manure programme by the Ministry of New and Renewable Energy
- Solid waste management and waste-to-energy initiatives by the Department of Space
- Installation of bio-toilets in trains by the Defence Research and Development Organization and the Ministry of Railways
- Clean plants and clean factories by the Ministry of Steel
- Restoration of water bodies by the Ministries of Petroleum and Natural Gas, and Coal
- Rain harvesting system by the Ministry of Electronics and Information Technology.

In today's technological era, advertising is a good medium to make any product or service accessible to the masses. With the help of advertising, any person or organization can reach their product very easily and at a fast pace. The success and failure of the product also depends on when and at what time you have advertised. By advertising at the right time maximum profit can be earned. Now-a-days, the government also takes the help of advertising agencies to make information about its schemes to the general public and to make people take advantage of them.

### **3. The objective of the study**

To know the overall effectiveness of the Advertisement Campaign of Swachh Bharat Abhiyan (A dream of Gandhi) by measuring recall of an Advertisement Campaign among the target group of the Campaign.

### **4. Review of literature**

Aparna Nayak (2015) '3' Concluded that Swachh Bharat Abhiyan should not be a mere re-branding exercise. There is no doubt about the fact that change begins at home. Every citizen of the country should take it upon himself to make this campaign a success rather than waiting for the government to do. Let us also hope that this can change the attitude of the people towards hygiene and be the change everyone wants to see.

Alka chaudhary(2017) '4' The studies find out that this campaign has a positive impact on overall growth of India. Swachh Bharat Mission is one of the critical links towards economic success of India. This mission cannot be successful without the support of each and every Indian. Swachh Bharat Mission will financially benefit each and every citizen of India.

Sawant (2012) '5' Studied on Impact of advertising on Brand Awareness and Consumer preference (with special reference to Men's wear). This is an impact study by the researcher with the following objectives - to study the impact of advertising on consumer's brand awareness. To study the relationship between brand awareness and its impact on consumers preference. To study brand awareness in different in demographic groups and their final preference and choice. The researcher found that people choice was the main reason in selecting the brand and also found that advertising is a tool for brand setup.

Kavita and Dayal (2014) ‘6’ Conducted the study to measure the effectiveness of incredible India Campaign. The results of the study demonstrate that 71% of the surveyed respondents were aware about the Incredible India Campaign, which is quite significant for a brand around twelve years of its inception. Logo of Incredible India was recognized by large number of Indians much more in comparison with foreign nationals.

### 5. Research gaps

There are very few studies about promotion Campaign. Most of the studies are about promotion. No study research found on Swachh Bharat Abhiyan though research found on study, but it is on Incredible India Campaign. There is no recall study on promotion which is conducted in Hathras.

### 6. Research methodology

To collect the comprehensive and relevant data for the study survey method has been adopted. The researcher personally visited the field and collected the data. To gather the necessary data, Interview Schedule was used.

Universe and sample in the study: The universe of the study is Hathras town. The total approx. population of Hathras town is 15 thousand. The whole universe is difficult to study in this research project so the researcher has taken 100 respondents as sample. The researcher used random sampling for this. 50 males and 50 female has taken as respondent for this research work.

Study area: Hathras is one of the main district in 75 districts of Uttar Pradesh state in northern India. It takes only 1 hour to reach Hathras from Agra and is 50.00 km away from Agra. The district occupies an area of 142 km<sup>2</sup>. The district has a population of 1,564,708 (2011 census). Hathras city is the administrative headquarters of the district. Its population growth rate over the decade 2001-2011 was 17.12%. Hathras has a sex ratio of 871 females for every 1000 males, and a literacy rate of 60.2%. The researcher has taken only Hathras town for his research.

### 7. Data presentation and Analysis

**Table 1: Frequency and Percentage of respondents who have seen the Swachh Bharat Abhiyan Advertisement Campaign**

Response	Male		Female	
	Frequency	Percentage	Frequency	Percentage
yes	50	100	50	100
no	0	0	0	0
Total	50	100	50	100

Table-1 shows the response to the question, “Have you seen Swachh Bharat Ads” all males & females said yes, so it is clear from the above table that all male & female must have gone through the advertisement of SBA.

**Table 2: Frequency and Percentage of respondents who recalls the Swachh Bharat Abhiyan Advertisement Campaign**

Response	Male		Female	
	Frequency	Percentage	Frequency	Percentage
Able to recall	18	36	16	32
Not Recall	32	64	34	68
<b>Total</b>	50	100	50	100

Table 2 tells us about recall of Swachh Bharat Ads by respondent. So, 36% male & 32% female to recall SBA & rest 64% male & 68% female didn't recall the advertisement. However, they all said that they had to go through with the advertisements of SBA. Suddenly they are not able to recall the advertisement.

**Table 3: Frequency and Percentage of the respondent how they recall the Swachh Bharat Abhiyan Advertisement Campaign**

Response	Male		Female	
	Frequency	Percentage	Frequency	Percentage
Because of brand Ambassador	9	18	6	12
Because of its music	13	26	12	24
Because of its content	18	36	21	42
Because of visuals	5	10	5	10
Because of its theme	5	10	6	12
<b>Total</b>	50	100	50	100

Table 3 tells us about 'How do you recall the Campaign ad of SBA'. This table consists 5 categories. The percentage of male & female respondent those who recall ad because of ambassador are 18% & 12% respectively. The percentage of male & female respondent those who recall ad because of music are 26% & 24% respectively. The percentage of male & female respondent those who recall ad because of content are 36% & 42% respectively. The percentage of male & female respondent those who recall ad because of its visuals are 10% & 10% respectively. The percentage of male & female respondent those who recall ad because of theme of Campaign are 10% & 12% respectively.

**Table 4: Frequency and percentage of respondents who have watched/listened Swachh Bharat Anthem**

Response	Male		Female	
	Frequency	Percentage	Frequency	Percentage
Yes	15	30	12	24
No	35	70	38	76
<b>Total</b>	50	100	50	100

Table 4 shows the response of the respondents when they were questioned if they have ever watched/listened Swachh Bharat Anthem. In response to question 30% male & 24% female said yes and rest deny.

**Table 5: Frequency and Percentage of respondents who able to recall the anthem**

Response	Male		Female	
	Frequency	Percentage	Frequency	Percentage
Able to recall	13	26	11	22
Not able	37	74	39	78
Total	50	100	50	100

Table-5 shows that 26% male respondent are able to recall anthem & rest 74% could not recall SBA anthem & 22 % female respondent are able to recall anthem and rest could not.

**Table 6: Frequency and Percentage of the respondent who recognized Swachh Bharat Abhiyan Logo**

Response	Male		Female	
	Frequency	Percentage	Frequency	Percentage
Yes	15	30	14	28
No	35	70	36	72
Total	50	100	50	100

According to table 6 the respondents were asked about SBA logo. 30% male & 28% female were able to recognize SBA logo.

**Table 7: Message conveyed through Swachh Bharat Abhiyan Advertisement Campaign**

Response	Male		Female	
	Frequency	Percentage	Frequency	Percentage
To build the toilets (Shochalya)	22	44	26	52
Cleanliness of streets and locality	4	8	4	8
Cleanliness of own house	2	4	5	10
To improve health condition	2	4	4	8
All of the above	20	40	11	22
Total	50	100	50	100

The above table 7 shows that perception of respondent message conveyed by SBA. 44% male & 52% female thought that the SBA conveyed the message 'To build the toilets' (Sochalaya banana ke lie). 8% male & 8% female thought 'Cleanliness of streets and locality' (Gali Mohalla Ki safai k lie). 4% male

and 10 % female thought that SBA conveyed the message ‘Cleanliness of own house’ (Apne ghar ki safai k lie). 4% male and 8 % female thought that SBA conveyed the message ‘to improve the health condition’ (helth stithi mai k lie).40% male & 22% female thought that SBA conveyed the message ‘All of the above’.

**Table 8: Frequency and Percentage of the respondent who know about slogan/tagline of Swachh Bharat Abhiyan**

Response	Male		Female	
	Frequency	Percentage	Frequency	Percentage
<b>Ek kadam safai ki aur</b>	5	10	11	22
<b>Ek kadam sundarta ki aur</b>	13	26	6	12
<b>Ek kadam Swachhta ki aur</b>	30	60	28	56
<b>Ek kadam nirman ki aur</b>	12	24	5	10
<b>Total</b>	50	100	50	100

Respondents were asked about slogan of SBA. 60 % male & 56% female said correct slogan of SBA i.e. ‘Ek kadam Swachhta ki aur’.

## 9. Findings and Discussion

In the present study, the researcher found that for the success of Swachh Bharat Abhiyan (A dream of Gandhi), the advertisement Campaign being run by the government has been successful to a great extent; it has been successful in making the public aware through advertisement. However, there are some cases where people need to be made more aware. The main finding or result is as follows.

In this study (Table-1) researcher found that about seen of the Swachh Bharat Abhiyan advertisement Campaign, so it is clear that all male & female have seen Swachh Bharat Abhiyan advertisement Campaign.

It is found (Table-2) researcher found that about recall of the Swachh Bharat Abhiyan advertisement that only 36% male & 32% female were able to recall any one Swachh Bharat Advertisement Rests of them were not even able to recall a single Advt. of Swachh Bharat Abhiyan.

In the study (Table-3) researcher found that about how the recall of the Swachh Bharat Abhiyan advertisement, most of them were found convinced with the content of the advertisement. Around 36% male & 42% female said that they recall the Swachh Bharat advertisement due to its Content. Music, Theme of Campaign, brand ambassador & Visuals are the other factors respectively.

In the study (Table-4) researcher found that about watched/listened Swachh Bharat Abhiyan Anthem, female population were not found much aware about the anthem, however, approximately 30% of the male population were aware about Swachhta Anthem.

In the study (Table-5) researcher found that about recall of the Swachh Bharat Abhiyan Anthem, around 74% male & and 78% female were not able to recall the anthem. It shows government is not much successful to advertise the anthem among the population.

In the study (Table-6) researcher found that about aware of the Swachh Bharat Abhiyan Logo, only 30% males and 28 % females' respondents were able to recognize that.

In the study (Table-7) researcher found that about message conveyed by SBA, maximum respondents said message conveyed by SBA.

In the study (Table-8) researcher found that about aware of the Tagline/Slogan of Swachh Bharat, around 60% males and 56 % females respondents guess the right option & rest of them got confused between other similar options.

## 10. Conclusion

Advertisement is a powerful medium for making any scheme accessible to the masses. Through the medium of advertisement like newspapers, magazines, radio, TV and internet etc., one can reach out to the people very easily and at a faster speed. Keeping this in mind, the government has also resorted to advertising to make its Swachh Bharat Abhiyan (A dream of Gandhi) reach the people and make people aware. In this research paper, an attempt has been made by the researcher to know how much the people of Hathras city have remembered the advertisements of this Swachh Bharat Abhiyan.

When people were asked whether they were aware of Swachh Bharat Abhiyan? So most of them said that they are aware of this Campaign and they have got this information through TV. Therefore, it is clear that among the mediums chosen by the government, TV has been a powerful medium in making people aware of cleanliness.

When people were asked about the anthem of Swachh Bharat Abhiyan, it came to know that most of the people are not aware of it and the people who were aware could not even recite a single line correctly.

When study was done of how much information men and women have about Swachh Bharat Abhiyan, it was found by the researcher that men are more aware of Swachh Bharat Abhiyan than women. Men seem more aware about the advertisement, anthem, tagline, logo etc. of Swachh Bharat Abhiyan. One thing emerges from this, that the women of Hathras need to be made aware and literate towards the media.

When study was done about the awareness about the tagline & logo of the Swachh Bharat Abhiyan, it was found by the researcher that the public remembered the tagline, but did not have much information about the logo, even after giving the hint. Public couldn't recall. It turns out that people are able to recall more quickly what they hear than they see. Therefore, the government should use more speaking means like radio, music form of awareness activity, cleanliness ring tone etc. in the advertisement of awareness Campaign.

## 11. Recommendations

On the basis of this study main recommendation is that should use more speaking means like radio, music form of awareness activity, cleanliness ring tone etc. in the advertisement of awareness Campaign and make aware to our Adolescent and youth as well as other societies groups like governments and private service class employee, rural and urban peoples, different class groups like upper, middle and lower class peoples, different religious groups like Hindu, Muslims, Sikhs, etc., deferent caste group. These speaking means we can use at our railways station, bus stand, public places, swachta ringtone in mobile phones etc.

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