

# Paper presented on 'Social Media making Clean India campaign work'

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## ABSTRACT

When the whole world is talking about artificial intelligence, crypto currencies, India is still reeling under basic amenities problems. Even after 70 years of independence, India cannot provide proper sanitation to its masses, and the previous governments were more focused on employment, health, development, which was going on a snail pace. But, after the emergence of social media and internet penetration, as well as usage of smart phones, one can believe that, India could achieve more from this. However, one needs to apply the mind on how to use social media for public good. Though social media took India few years back, not politics party found it as a useful tool for connect with masses, baring one BJP, which is currently ruling the country with a majority win after 30 years of coalition politics ear, that took India few years back. After winning elections, Narendra Modi led National Democratic Alliance (NDA) government focused on digital media for connecting with the mass, mygov. in was launched on July 26, 2014 that allowed masses to participate in government functioning. According to MyGov, it has more than 1.78 Million users who contribute their ideas through discussions and also participate through the various earmarked tasks. In addition to this the platform gets more than 10,000 posts per weeks on various issues. In the same year, on October 2, 2014, the government announced Swachh Bharat campaign (Clean India Mission) under which it said that make India clean by 2019 and give a tribute to Mahatma Gandhi on his 150 th birth anniversary. The paper will also look into the growth of internet, social media and smart phones growth that is driving Clean India campaign and other social media campaign in India.

**Keywords:** social media, Swach Bharat, smart phones, citizen participation, PM Modi, development issues

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## I. INTRODUCTION

With a population of over 1.26 billion plus, India is world largest populated country in the world, however, it loses 200,000 people due to poor sanitation and hygiene as well as over USD 54 billion annually. [1]

Of the 200,000 people die annually, 100,000 are children are under 11 months old and they die due to Diarrhea, a water and food-borne infection the second largest killer of children after pneumonia. [2]

To overcome this, the previous government do have sanitation programme, but we all know how much government used to focus on sanitation and the sector was a mere formality, who every years in the budget give some money, but never looked what they have achieved after their five year term.

And, on October 2014, Prime Minister Narendra Damodar Das Modi led National Democratic Alliance (NDA) announced the Clean India programme, under which India would be a cleaner place by 2019. "A clean India would be the best tribute India could pay to Mahatma Gandhi on his 150 birth anniversary in 2019," Narendra Modi said as he launched the Swachh Bharat Mission at Rajpath in New Delhi. On 2nd October 2014, Swachh Bharat Mission was launched throughout length and breadth of the country as a national movement. The campaign aims to achieve the vision of a 'Clean India' by 2nd October 2019. [3]

Under the programme, the government wanted to end open defecation and set a target of 2019, conversion of insanitary toilets to pour flush toilets; to eradicate manual scavenging; to bring out behavioral change in people regarding sanitary practices; to generate awareness among the citizens about sanitation and its linkages with public health. [4]

## II. RESEARCH METHODOLOGY

Review of content online from October 2, 2014 till date from online main stream media houses, government portals, social media sources, others.

After critically studying the content, we have jotted out these developments that are driving the Clean India campaign and looking to achieve the target by 2019.

My paper has also looked into the growth of internet, social media and smart phones growth that is driving Clean India campaign and other social media campaign in India.

## III. LITERATURE REVIEW

The campaign was divided into rural and urban sanitation campaign, as challenges in rural and urban are different, because in urban the solid waste management is a major bottle neck to keep urban areas clean, but in rural area, clean water and proper health service is a key.

However, it was not a ordinary announcement and prime minister was keen to make a citizen participation and on the same day, PM in a tweet on Twitter dated 2 October 2014 invited nine people, "I have invited 9 people and asked them to come to public places and work towards a Clean India. I ask them to invite 9 more people too: PM" [5]

However, PM Modi knew that to make this campaign successful, citizen participation is a very important. Prime Minister Narendra Modi nominated nine Indians to begin the Clean India campaign in public places., which includes actors Salman Khan, Kamal Haasan, Priyanka Chopra and the entire team of the TV series Taarak Mehta Ka Ooltah Chashmah, along with Mridula Sinha, Shashi Tharoor, Sachin Tendulkar, Anil Ambani, Baba Ramdev. PM Modi also asked them to nominate nine others each, thereby creating a chain of sorts.

According to a Your Story report citing WaterAid report (2016), India [1]. India with 39 percent of its children stunted, features on the list of the top 10 countries with the most number of stunted children; this is despite the impressive economic growth rate of the country in comparison to other South Asian countries on the list such as Pakistan and Bangladesh.

Stunting is a serious form of malnutrition or chronic under nutrition during the most critical periods of growth and development of children. It is characterized by low height for age and is caused mainly due to insufficient nutritional intake often triggered by recurrent infections such as diarrhoea. [1]

Household water, sanitation, and hygiene (WASH) practices play a huge role in stunting in India. Although the coverage of safe drinking water has increased according to government figures, only 43.5 percent of this is tap water of which only 32 percent is treated, according to the Census 2011 figures. According to Census 2011, 22 percent rural households have to travel long distances to get water as compared to 9.4 percent in urban areas.

Poor quality and availability of water can have a significant impact on sanitation and hygiene behaviour in populations, affecting handwashing practices and toilet use.

India is the worst performer in terms of sanitation coverage as compared to other countries with almost half of the households in the country not having access to toilets.

At 49.8 percent, India has the highest number of people practicing open defecation in the world. In sanitation, India lags behind South Asian countries like Bangladesh and Pakistan, which have not progressed as much in economic terms.

A multi-country study by Danaei et al (2016) of 137 developing countries found that poor sanitation is one of the important factors affecting stunting among children in South Asia, second only to poor nutrition and care in the foetal stage.

With India's smartphones access growing for the last few years, the use of social media platforms have also increased and this gave a rise to Clean India campaign.

It was reported that millions across the country that includes government officials to jawans, bollywood actors to the sportspersons, industrialists to spiritual leaders, all have joined the cleanliness initiatives of the government departments, NGOs and local community centres to make India clean.

Organising frequent cleanliness campaigns to spreading awareness about hygiene through plays and music is also being widely carried out across the nation.

Barely after launching the campaign, over 60 million hits for swach bharat campaign was recorded as on 29 December 2014 on social media of which 60 million was on Facebook and 500 million impression was recorded on Twitter, on which PM Modi invited first nine people for the campaign. [6]

As on 25 February 2018, Swach Bharat Mission Rural [7] has 67,000 followers and , Swach Bharat Mission Urban [8] has over 269,000 followers and there are other groups too like Swach Bhart that has over 101,000 follers, Team Swach Bhart has over 286,348 followers [8]. On Twitter as on 25 February 2018, Twitter account of rural campaign has more followers with 111,000+ , whereas, Twitter account of urban account has 97200+ followers.

Increasing social media users: With an increase in social media network usage, Clean India campaign is going to spread more.

According to Statista, a statistic portal, In 2019, it is estimated that there will be around 258.27 million social network users in India, up from close to 168 million in 2016. The most popular social networks in India were YouTube and Facebook, followed by social app WhatsApp. Facebook is projected to reach close to 319 million users in India by 2021. [9]

The Live Mint reported quoting the Next Web report that as on July 2017, Facebook users in India have over 241 million users, as compared to 240 million in the US mark, becoming the largest audience country for the social media giant. [10]

Active users in India are up 27% in the past six months alone (+50 million), compared to growth of 12% (+26 million) in the US over the same period. Facebook's active users in India also skew young, with more than half of the country's users below the age of 25.

India is the second most populous country in the world in smart phone users and is on the rise. In 2015, there were about 239 million smart phone users in the country. This figure is forecast to jump to nearly 382 million by 2018. By 2021 the share of the population in India that use a smart phone is predicted to rise to 33.3 percent. This growth can also be observed in the volume of smart phone shipments in India. The number of smart phone shipments in India increased from 3.53 million units in the second quarter of 2012 to 27.5 million units in the second quarter of 2016. Projections are optimistic for the coming years, as India is forecast to account for about 12.5 percent of the global smart phone market by 2020. [11]

As of January 2017, it was found that India hat 462.1 million internet users, of which 442.7 million were mobile internet users. [12]

A study conducted by Ashutosh Singh it noted that social media was a good influencing model and with a model of Me: Family: Freinds/Neighbour: Community this chain would provide steam to the campaign.

PM Modi knew that if leaders are in this campaign, this movement can reach the end point.

The selection of invitees in the first round were taken looking into this, like Sachin Tendular, cricket legend, Salman Khan, a popular actor, Priyanka Copra, a leading actress, Baba Ramdev, a yoga leader a well know name in rural India and much more.

India's sanitation coverage in 2012 was merely 38 per cent in 2012-13, which has currently increased to 60.53 per cent 2016-17 under the Swachh Bharat Mission, according to @SwachBharat released on April 2017. [13, 19] The twitter handle of the government in April 2017 also informed that 3,88,49,539 toilets have been made since October 2, 2014. [14, 15]

There is a take to what Modi is doing on financial front, as the country is losing billions of dollars due to sanitation problems. Six per cent of the GDP due to lack of sanitation, Praveen Prakash, National Mission Director of Swachh Bharat Mission (Urban), under the Union urban development ministry said adding that PM has provided funds to the tune of Rs. 63,000 crore for the Clean India programme for the next five years. Deccan Chronicle [16].

Toilet Board Coalition (TBC), a three-year-old global consortium of companies, social investors, sanitation experts and non-profits, aims to catalyse market-based solutions to fulfil the United Nations' Sustainable Development Goal of achieving adequate and equitable sanitation and hygiene for all and ending open defecation by 2030. [17] The sanitation issues also offers a huge business opportunity—a USD 62 billion market by 2021—for global and homegrown companies.

As of the third quarter of 2017, the most popular social network were YouTube and Facebook with an 30 percent penetration rate each. WhatsApp was ranked third with 28 percent reach. India ranks second among countries with the most Facebook users, accounting for 11 percent of global Facebook audiences in April 2017. January 2017 data puts the active social networking penetration in India at only 14 percent of the population - one of the lowest rates worldwide.

### CONCLUSION

With the help of social media, India has achieved significant increase in implementing a government program with people's participation [18].

The response Clean Indian programme had from citizens was tremendous and with the help of social media platforms, such as Twitter, Facebook, Instagram, others the prime minister have shown a new way to work for the people and taking people along with the government so that the programme is implemented. Otherwise, government plan implementation is with the bureaucracy and government officials can do make initiatives to implement government policies and programme on ground, but we have seen how much this achieve a success. Modi has given responsibility to every citizen that if you want thing to be done, you have to give your participation and this is very good form of government plan.

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