



## Responses Regarding Sanitation Plan “Swachh Bharat Mission” in Local Hindi Newspapers

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### Authors' contributions

This work was carried out in collaboration between all authors. Author Ashma designed the study, wrote the protocol, managed the literature searches and wrote the first draft of the manuscript. Author RG supervised author Ashma during whole period of study and article writing. Author MK performed and managed the statistical analyses of the study. All authors read and approved the final manuscript.

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### ABSTRACT

Sanitation is not only associated with internal beauty but also with the health of the people. For every human being; potable drinking water, sanitation and healthy hygiene practices are important to assist healthy life. The well known international organizations and other sanitation-related schemes or programmes like Swachh Bharat Mission (SBM) cannot be ignored whenever sanitation and issues related to it become headlines. SBM came into reality to assure that each citizen of India should get access to basic requirements. The present study focuses on reading responses by the respondents regarding SBM in Hindi newspapers. Hisar city of Haryana state was selected purposively to study the reading responses towards SBM, in which total of hundred respondents from two wards (fifty from each) was interviewed randomly. The results indicated that all

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respondents agreed with the timeliness addition of information related to agriculture in the newspapers and majority of the respondents (95%) told that information related to entertainment, education and agriculture was highly relevant in the newspapers. Most of the respondents opined about the effectiveness of information published in sports section followed by agriculture and political sections. All respondents heard about the mission and 96 percent of them read news related to mission. Half of the respondents found the coverage regarding SBM somewhat adequate in the selected newspapers and felt that *Dainik Bhaskar* published content related to SBM could create awareness.

*Keywords: Media; newspapers; reading response; sanitation; Swachh Bharat Mission.*

## 1. INTRODUCTION

Sanitation has become a topic of discussion in the country these days. The talk of 'Sauchalaya before Devalaya' is clutching intense and further aspect of obtaining the Open Defecation Free (ODF) India and solid as well as liquid waste management has been included in it. The Prime Minister outlined his Government's priorities in his Independence Day (15<sup>th</sup> August 2014) speech, sanitation is one of them and later unfolded the agenda to achieve the status of *Swachh Bharat* by 2<sup>nd</sup> October 2019. Prime Minister on 27<sup>th</sup> September 2014 interpreted his Government's sanitation plan in his speech at the UN General Assembly and on 28<sup>th</sup> September 2014 in his address to the Indian Americans at the Madison Square Garden, New York. For achieving the goal of *Swachh*, healthy and prosperous *Bharat*, he has invited 125 crore Indians to be part of it. The sense for this is not only the socio-economic consequences of impoverished sanitation but to build India's picture as a cultured and developed nation.

The main objectives of SBM for rural and urban areas are; i) To improve sanitation coverage in rural areas, ii) To encourage communities and *Panchayati Raj* institutions to follow viable and feasible sanitation facilities and practices, iii) To completely wipe out open Defecation, iv) To promote economically viable and appropriate technologies to achieve sustainable sanitation, v) Elimination of Manual Scavenging, vi) Promoting solid waste management in communities and vii) Creating awareness about sanitation and its association with public health. The intention is to make Open Defecation Free (ODF) India by 2019 with the establishment of individual, cluster and community toilets; and villages will be kept clean, including solid and liquid waste management through *Gram Panchayats*. Water pipelines must be set to all villages enabling tap connections into households on demand by 2019.

Government is also disbursing special attention for cleaning of rivers, railway stations, tourist places and other public places. To accomplishing the target of cleanliness, the technologies to treat the waste material should also be developed along with creating awareness. There are countless technologies that are used to refresh waste material. They are generally very costly, very complicated to be accepted and applicable only to large size units. At the same time, endemic technologies are low-cost capital and easy to use and they can also be used by different size units. In India, they are especially suitable for the small and medium units. More than three million government employees and schools and colleges students of India cooperated in this event.

At extensive level, media can be categorized into two forms, news media and non-news media including newspapers, television and internet. News media are all actively providing news and information on all happenings across the world, whereas non-news media generally include the entertainment media responsible for providing entertainment to each echelon of society [1]. Media is the essential aspect of society and whole society bank on media for information gathering. Media is vigorously doing its functions ranging from bringing information to entertainment, but supervision is one of its crucial roles. By informing the public, media must play a vital function not only to inform but also to make consensus amongst public on certain issues. This is also the formation of public opinion and perception through media. Thus media is equipping information at one side and creating public assessment and consciousness on the other side by providing the complete information on any story.

The importance of print media especially newspaper can be estimated from the fact that millions of people across the country depend on the information that appears in the newspapers.

A newspaper is a publication that includes local and international news stories, advertisements, announcements, opinions, cartoons, sports news and television listings etc. It is a critical approach to make the people alive of the current updates in their local area and around the world. Since the last decennium, the opportunity for news via Internet and television channels posed an ongoing challenge to most newspapers. Paid circulation has seen a downward trend, while advertising revenue, which makes up the most newspapers' income, has been shuffling from print to the new media, appearing in a general decline in profits. Newspaper publishers now a day's emphasis mainly on how to sell as many copies as possible. Numerous newspapers over the globe launched online versions to stay in the race and to cater their virtual audience. Newspaper readers are in regular downturn whereas the online availability of newspapers has enhanced the readership of the newspaper. According to [2], "Newspaper circulation is in decline, but if you combine readership between the print and online version of a newspaper you'll find that net readership has increased. Despite this, there is a widespread perception that the decline in print newspaper circulation represents a shrinking market for local news".

The study aims to evaluate the respondents' responses regarding SBM in selected four Hindi newspapers. It helps in knowing the timeliness and relevance of subjects in newspapers, the effectiveness of information covered, awareness of respondents towards SBM, opinion related to the creation of awareness in newspapers and clarity of information published.

## 2. MATERIALS AND METHODS

The study was conducted in Hisar city of Haryana state purposively, a sample of urban respondents was selected from the city. The survey was carried out on hundred randomly selected respondents from the two wards of the city (50 from each ward), out of which 50 males and 50 females (25 males and 25 females from each ward) were selected in the age group from 30 to 50 years as this age category supposed to be active readers of the selected newspapers. The four most readable Hindi newspapers of the city selected for study were *Dainik Bhaskar* (DB), *Dainik Jagran* (DJ), *Dainik Tribune* (DT) and *Punjab Kesri* (PK), to find out the reading responses by the respondents towards SBM. A well structured and pretested interview schedule was used as a tool for data collection including

all the variables of the study. Data were collected personally by the researcher. Keeping in view the requirement of the study; frequency, percentage, rank and weighted mean score were calculated for analysis and interpretation of data. The weighted mean score was obtained by adding the weight of all the respondents or statements then dividing by the total number of respondents. The weights attached to each item being proportional to the importance of the item in the distribution.

## 3. RESULTS AND DISCUSSION

Findings of the study are briefly described under following heads:

### 3.1 Socio-economic Profile and Media Possession of the Respondents

The respondents' socioeconomic profile is presented in Table 1 which indicated that the maximum number of the respondents (54%) belonged to old age of 44-50 years; educated up to high school and graduate (35% and 31%) with medium level of family educational status (54%). More than half of the respondents were in service (65%). Approximately half of the respondents (52%) had family income of Rs 40001-50000.

The information on media possessed by respondents is described in Table 2 which signifies that 72 percent had possessed of DB in print media while 100 percent had possessed of television and mobile as electronic media. The similar results were observed by [3] who revealed that majority of the respondents had television sets in their homes. Magazines and newspapers were found to be the most preferred reading materials in the study of [4]. Newspapers and magazines were the essential sources of information found by [5]. Magazines were distributed only on demand as per [6]. Only 3-5 copies of *Femina* and 10 to 20 copies of *Grihsobha* and *Vinita* magazines were distributed. Most readers prefer reading DB newspaper followed by DJ in the study of [7]. Study of [8] also found that most of the respondents (94.73%) read newspapers.

### 3.2 Perceived Opinion of Respondents about Timeliness and Relevance of Subjects in Newspapers

The different subjects in newspapers were studied for their timeliness and relevance of

items related to SBM by respondents and is given in Table 3. All the respondents agreed that information related to agriculture in the newspapers is added timely followed by 97 percent agreed on information related to sports and women issues, 96 percent were agreed with timely information related to education and 95 percent agreed that entertainment related information was added timely. Majority of the respondents (93%) agreed with the timely information given in newspapers related to development programmes, business and political information. Science & technology news was added timely was agreed by 91 percent, law & defence related information was agreed by 88 percent, environment and culture-related information by 86 percent respondents, medical related news by 85 percent and employment-related information timely added agreed with 82 percent respondents. Last was the health & nutrition-related information added timely by 80 percent respondents in newspapers. The results agree with the findings of [7,9,10,11, 12].

Out of the total sample, majority of the respondents (95%) told that information related to entertainment, education and agriculture was highly relevant in the newspapers followed by business and political information (93%); culture and sports information (89%); employment, women issues, development programmes and govt. social ads (88%); science & technology and law & defence (87%). Remaining 85 percent told that health & nutrition and 82 percent of the respondents told that medical related information in the newspaper was relevant. The similar results were also obtained by [8,9,13,14].

**3.3 Opinion of the Respondents about Effectiveness of Information Covered in Newspapers**

Data given in the Table 4 revealed that most of the respondents opined about the effectiveness of information published in sports section as per weighted mean score of 2.27 ranked 1<sup>st</sup>. Agriculture and political sections were ranked 2<sup>nd</sup> with weighted mean score of 2.19 followed by employment at rank 3<sup>rd</sup> with weighted mean score of 2.07, entertainment at 4<sup>th</sup> rank with 2.06 weighted mean score, education and environment at 5<sup>th</sup> rank with 2.05 weighted mean score, health & nutrition at 6<sup>th</sup> rank with 2.04

weighted mean score, development programmes at rank 7<sup>th</sup> having weighted mean score 2.01, women issues as per weighted mean score 1.95 were ranked 8<sup>th</sup>, business as per weighted mean score 1.92 were ranked 9<sup>th</sup>, science & technology were ranked 10<sup>th</sup> with 1.90 weighted mean score, law & defence as per weighted mean score of 1.88 were ranked 11<sup>th</sup>, culture with weighted mean score 1.83 was ranked 12<sup>th</sup>. Least effective was medical information having weighted mean score 1.78 and government social ads (1.76) at rank 13<sup>th</sup> and 14<sup>th</sup> respectively. The results were in accordance with [5] who found that students consulted resources more on general information such as sports, current affairs and politics.

**Table 1. Socio-economic profile of the respondents n=100**

Variables	Categories	Frequency (%)*
1. Age	30-36 years	09.00
	37-43 years	37.00
	44-50 years	54.00
2. Gender	Male	50.00
	Female	50.00
3. Caste	General	65.00
	Backward	25.00
	SC/ST	10.00
4. Education	Primary	07.00
	High school	35.00
	Graduate	31.00
	Post-Graduate	27.00
5. Occupation	Service	65.00
	Business	12.00
	Housewife/No work	23.00
6. Marital Status	Married	97.00
	Unmarried	03.00
7. Type of family	Nuclear	77.00
	Joint	23.00
8. Size of family	Up to 3 members	11.00
	4-5 members	51.00
	More than 5 members	38.00
9. Family educational status	Low (3-8)	40.00
	Medium (9-14)	54.00
	High (15-21)	06.00
10. Family occupation	Service	74.00
	Business	26.00
11. Monthly family income	Up to 20000	08.00
	20001-30000	14.00
	30001-40000	26.00
	40001-50000	52.00

\*Frequency and percentage are same as the n=100

**Table 2. Media possessed by the respondents n=100**

Media	Category	Type	Frequency (%)	
1.	Print	Newspaper	<i>Dainik Bhaskar</i>	72.00
			<i>Dainik Jagran</i>	22.00
			<i>Dainik Tribune</i>	04.00
			<i>Punjab Kesri</i>	02.00
			Any other ( <i>Amar Ujala</i> )	08.00
2.	Electronic	Magazines ( <i>Grahshobha &amp; Vinita</i> )	10.00	
		Television	100.00	
		Radio	07.00	
		Mobile	100.00	
		Landline	19.00	
		Computer/Laptop	79.00	

\*Multiple-responses

**Table 3. Timeliness and relevance of the subjects in newspapers n=100**

Subject	Timeliness		Relevance		
	Frequency	Rank	Frequency	Rank	
1.	Entertainment	95	IV	95	I
2.	Culture	86	VIII	89	III
3.	Education	96	III	95	I
4.	Employment	82	X	88	IV
5.	Science & Technology	91	VI	87	V
6.	Medical	85	IX	82	VII
7.	Sports	97	II	89	III
8.	Women issues	97	II	88	IV
9.	Health & nutrition	80	XI	85	VI
10.	Environment	86	VIII	85	VI
11.	Development programmes	93	V	88	IV
12.	Agriculture	100	I	95	I
13.	Govt. Social ads	79	XII	88	IV
14.	Law & defence	88	VII	87	V
15.	Business	93	V	93	II
16.	Political	93	V	93	II

\*Multiple-Responses

**Table 4. Effectiveness of information in newspapers n=100**

Subject	Effectiveness			Weighted mean score	Rank	
	Most effective (3)	Effective (2)	Not effective (1)			
1.	Entertainment	23	60	17	2.06	IV
2.	Culture	10	63	27	1.83	XII
3.	Education	23	71	06	2.05	V
4.	Employment	19	69	12	2.07	III
5.	Science & Technology	23	44	33	1.90	X
6.	Medical	11	56	33	1.78	XIII
7.	Sports	31	65	04	2.27	I
8.	Women issues	12	71	17	1.95	VIII
9.	Health & nutrition	19	66	15	2.04	VI
10.	Environment	17	71	12	2.05	V
11.	Development programmes	16	69	15	2.01	VII
12.	Agriculture	30	59	11	2.19	II
13.	Govt. Social ads	10	56	34	1.76	XIV
14.	Law & defence	11	66	23	1.88	XI
15.	Business	12	68	20	1.92	IX
16.	Political	23	73	04	2.19	II

### 3.4 Awareness of the Respondents towards SBM

Table 5 showed that all the respondents (100%) heard about SBM followed by 96 percent of respondents who read news related to mission. These results are in conformity with the previous finding of [11].

**Table 5. Awareness towards SBM n=100**

	Awareness	Frequency (%)
1.	Heard	100.00
2.	Read news related to mission	96.00

*\*Multiple-responses*

### 3.5 Perception of the Respondents about Coverage of SBM in Newspapers

From the Table 6, half of the respondents (50%) out of total sample found the coverage regarding SBM somewhat adequate in the selected newspapers ranked 1<sup>st</sup>, followed by adequate (42%) at rank 2<sup>nd</sup> and not at all adequate (8%) hold 3<sup>rd</sup> rank.

### 3.6 Opinion of Respondents about Information Related to SBM in Newspapers Create Awareness

Table 7 depicted the role of the newspapers in creating awareness about SBM. Data revealed that most of the respondents as per weighted mean score of 2.49 felt that DB published content related to SBM could create

**Table 7. Awareness created by newspaper regarding SBM n=100**

Newspapers	Awareness			Weighted mean score	Rank
	Completely (3)	Partially (2)	Not at all (1)		
1. <i>Dainik Jagran</i>	49	51	0.0	2.34	II
2. <i>Dainik Bhaskar</i>	22	74	04	2.49	I
3. <i>Dainik Tribune</i>	05	83	12	2.18	III
4. <i>Punjab Kesri</i>	20	77	20	1.93	IV

**Table 8. Reading responses about SBM n=100**

Aspects	Clarity (%)			Weighted mean score
	Very much clear (3)	Clear (2)	Not clear (1)	
1. Linguistic	13.00	87.00	0	2.13
2. Conceptual	02.00	98.00	0	2.02

awareness at rank 1<sup>st</sup>, followed by DJ at 2<sup>nd</sup> rank with weighted mean score 2.34 and least were the DT and PK having weighted mean score 2.18 and 1.93 got rank 3<sup>rd</sup> and 4<sup>th</sup> respectively.

### 3.7 Perception of Respondents about Clarity about Information Published in Newspapers

It was considered important to find out that message communicated through selected newspapers had linguistic and conceptual clarity or not. Data in Table 8 pinpointed that 13 percent respondents were found to be very much clear of the language used for reporting the SBM followed by 87 percent of the respondents which found clear message and none found it not clear in context of language. Only 2 percent of the respondents found to be satisfied with very much conceptual clarity of the published information in the newspaper and 98 percent of the respondents were only satisfied with conceptual clarity. Majority of the respondents in the study of [3] were also found to be very much satisfied with language used for reporting the development issues.

**Table 6. Coverage of SBM in newspapers n=100**

Coverage	Frequency (%)	Rank
1. Adequate	42.00	II
2. Somewhat adequate	50.00	I
3. Not at all adequate	08.00	III

### 3.8 Reading Responses of the Respondents about SBM

The reading responses about the SBM by the respondents are given in Table 9. Majority of the respondents (97%) liked the programme followed by (82%) discussed it with others and all the respondents (100%) applied it to their homes and workplace. The possible reasons for discussion may be to get doubts cleared or for getting confirmed news for sharing information. Findings of [15,16,17] reported that majority of the respondents were found to have the discussion on issues with others after reading newspapers.

**Table 9. Reading responses of the respondents about SBM n=100**

Responses	Frequency (%)
1. Like it	97.00
2. Discussed it with others	82.00
3. Apply it: (i) At their home	100.00
(ii) At workplace	100.00

\*Multiple-responses

### 4. CONCLUSIONS

Agriculture-related information added timely, the effectiveness of sports section was highest and information regarding entertainment, education and agriculture has been given high relevance in the newspapers. SBM is gaining popularity in the sense that majority had heard or/and read news related to mission. The coverage regarding SBM was somewhat adequate in the selected newspapers out of which DB published content could create awareness about the mission. Linguistic as well conceptual clarity was clear, majority was discussing the published content with others and applied it at their home.

### COMPETING INTERESTS

Authors have declared that no competing interests exist.

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