

International Journal of Advanced Biochemistry Research



ISSN Print: 2617-4693
ISSN Online: 2617-4707
NAAS Rating (2026): 5.29
IJABR 2026; SP-10(7): 1938-1941
www.biochemjournal.com
Received: 22-05-2026
Accepted: 26-06-2026

Komal Shukla
Research Scholar, Department of Extension Education and Communication Management, Chandra Shekhar Azad University of Agriculture and Technology, Kanpur, Uttar Pradesh, India

HC Singh
Professor, Department of Agricultural Extension Education, Chandra Shekhar Azad University of Agriculture and Technology, Kanpur, Uttar Pradesh, India

Mukta Surya
Assistant professor, Department of Extension Education and Communication Management, Acharya Narendra Deva University of Agriculture and Technology, Ayodhya, Uttar Pradesh, India

Vanshika Tewari
Ph.D. Scholar, Department of Family Resource Management & Consumer Science, Acharya Narendra Dev University of Agriculture & Technology, Ayodhya, Uttar Pradesh, India

Vaishali Singh
Ph.D. Scholar, Department of Apparel & Textile Science, Chandra Shekhar Azad University of Agriculture & Technology, Kanpur, Uttar Pradesh, India

Corresponding Author:
Komal Shukla
Research Scholar, Department of Extension Education and Communication Management, Chandra Shekhar Azad University of Agriculture and Technology, Kanpur, Uttar Pradesh, India

Swachh Bharat Abhiyan in rural areas: Challenges and corrective measures

Komal Shukla, HC Singh, Mukta Surya, Vanshika Tewari and Vaishali Singh

DOI: <https://www.doi.org/10.33545/26174693.2026.v10.i7Sw.9341>

Abstract

The current study Swachh Bharat Abhiyan in Rural Areas: Challenges and Corrective Measures, was conducted in two blocks of Kanpur Nagar. Three villages were chosen at random from each block, and 25 respondents were chosen from each village. A total of 150 respondents were chosen at random from two blocks of six villages; 43.3 per cent of respondents were between the ages of 30 and 40, while 40.7 per cent had an intermediate level education. One of the main obstacles to the initiative's advancement is the lack of access to restrooms and adequate sanitary facilities. The campaign's unsatisfactory results in rural regions have also been attributed to a lack of knowledge and instruction regarding cleanliness habits and their advantages. Furthermore, the Swachh Bharat Abhiyan's success is further constrained by a lack of sufficient funding and human resources. Finally, the practice of open defecation and the lack of appropriate waste management systems remain significant obstacles that must be removed in order to fulfil the campaign's objectives. For Swachh Bharat Abhiyan to be a successful program in rural regions, it is crucial to recognize these difficulties and develop policies that address them.

Keywords: Media, hygiene, waste management, communication, Swachh Bharat Abhiyan

Introduction

For many years, Bharat's citizens' lack of access to proper sanitation has been a major issue. In order to solve this, the national government launched the Swachh Bharat Mission (SBM) (also known as Swachh Bharat, Swachh Bharat Abhiyan, Clean India, and Clean India Campaign) in 2014. With the lofty goal of guaranteeing that Bharat will be free of open defecation by October 2019, SBM has been dubbed the largest sanitation effort in the world. State and federal governments have worked together on the project, with assistance from other partners. State and federal governments have collaborated on the project, with assistance from additional partners. While building restrooms and latrines was one of SBM's top priorities, other crucial elements of this endeavour have included developing social and behavioural change campaigns, distributing educational and communication materials, sending out messages via media platforms (like social media), and making sure that there are role models, peer monitoring, and support at the community level.

Lack of resources is the main obstacle rural areas confront when executing the Swachh Bharat Abhiyan. It is difficult for villages to maintain sanitation and hygiene since they frequently lack basic infrastructure, such as toilets and garbage disposal facilities. Furthermore, building waste management systems and public restrooms is challenging due to a lack of financing and experienced labour. Due to a shortage of funding and qualified sanitation personnel, projects like the building of restrooms under the flagship Swachh Bharat Gramin program are frequently neglected. Inadequate sanitation facilities, poor waste management, and a lack of access to clean drinking water are all consequences of poor infrastructure that can lead to an unhealthy environment. A major obstacle to the Swachh Bharat Abhiyan's success in rural regions is behavioural and cultural hurdles. The adoption of new practices and technologies is frequently hampered by the deeply rooted hygiene and sanitation attitudes and practices of rural residents. Some of the main issues include superstitions around toilets, ignorance of the health advantages of disposing of waste properly, and overall indifference to personal and public hygiene.

Additionally, rewarding people and organizations for their efforts to keep the environment clean can be a successful strategy. In this manner, the Swachh Bharat Abhiyan movement will continue to advance and more people will be motivated to maintain cleanliness. The ultimate goal of the Swachh Bharat Abhiyan is to make the world a safer and healthier place for everyone, and every Indian citizen must work together to achieve this. The government must concentrate on enhancing infrastructure, raising awareness, and giving rural communities the resources they need in order to overcome these obstacles and guarantee that the Swachh Bharat Abhiyan objectives are successfully fulfilled.

Objective

1. To examine the socio-economic characteristics of respondents
2. To analyse the constraints faced by rural household in implementing the Swachh Bharat Abhiyan and strategies to overcome

Methods of Research

The study was carried out in the Kanpur district. Two blocks were chosen at random for the study. Six communities were purposively chosen from the chosen blocks. Twenty-five respondents were chosen at random from each village. 150 responders were chosen as a result. Age, educational

attainment, caste, religion, type of family, size of family (independent variables), constraints, suggestions (dependent variables) etc. were among the dependent and independent variables included in the study. Statistical methods including percentage, rank order, weighted mean, standard deviation, and correlation coefficient were employed in the statistical analysis of the data that was collected.

Age

Table 1: Distributions of respondents according to age group

Age group	Frequency	Per cent	Mean	S.D.
20 to 30 years	15	10.0	24	3
30 to 40 years	65	43.3	35	3
40 to 50 years	55	36.7	44	3
50 years and above	15	10.0	54	2
Total	150	100.0	39	6

Table 1 shows the distribution of respondents by age group is shown in the table: 43.3% of respondents were in the 30-to 40-year-old age group, with an average mean of 35 and a standard deviation of 3; 36.7% were in the 40- to 50-year-old age group, with an average mean of 44 and a standard deviation of 3; 10.0% were in the 50-year-old age group, with an average mean of 54 and a standard deviation of 2; and 10.0% were in the up to 30-year-old age group, with an average mean of 24 and a standard deviation of 3.

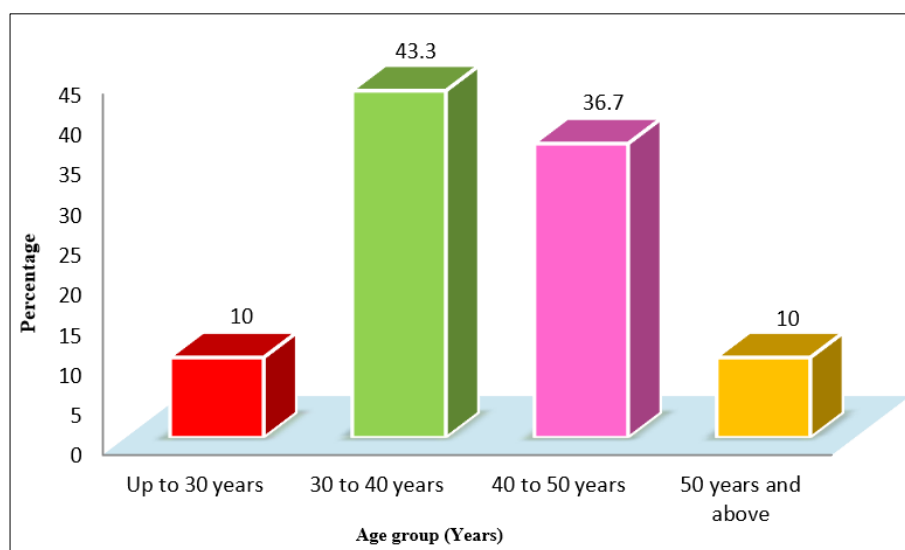


Fig 1: Distributions of respondents according to age group

Educational Qualification

Table 2: Distribution of respondents according to educational qualification

Educational Qualification	Frequency	Per cent
Illiterate	12	8.0
Up to primary	14	9.3
High school	37	24.7
Intermediate	61	40.7
Graduate and above	26	17.3
Total	150	100.0

Table 2 showed the distribution of respondents by educational level is shown in table 5.6; 40.7% of respondents had an education up to the intermediate level, followed by 24.7% who had an education up to high school, and 17.3% who had a degree or above. However, just 8.0% of respondents were illiterate, while 9.3% of respondents had only completed elementary school.

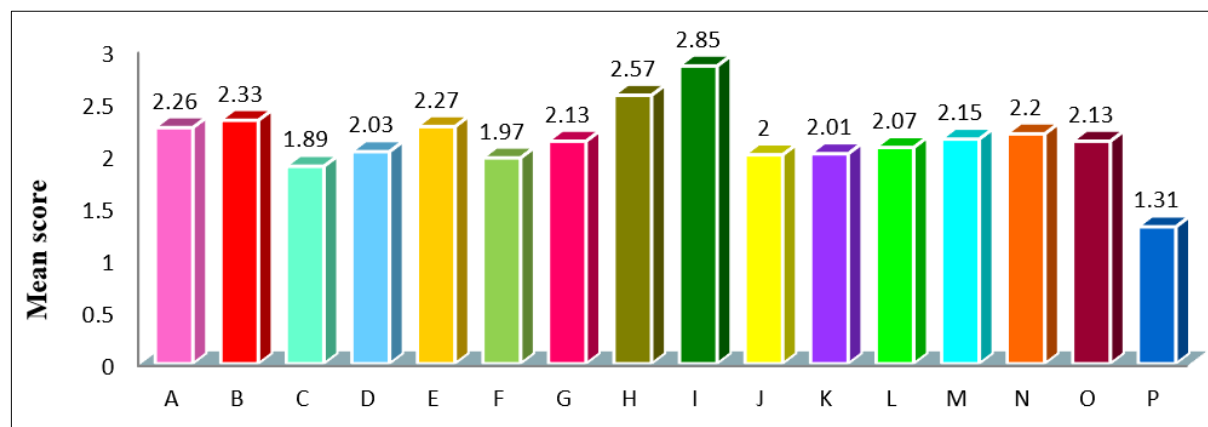
Constraints faced by respondents in implementation of Swachh Bharat Abhiyan

Table 3: Distribution of respondents according to constraints faced by rural people in implementation of Swachh Bharat Abhiyan

S. No.	Constraints faced by rural people during Swachh Bharat Abhiyan	Symbols	Always	Sometimes	Never	Mean Score	Rank
1.	Lack of effective communication between officials and rural people	A	28.7	68.7	2.7	2.26	V
2.	Lack of knowledge about government help in the form of subsidy	B	34.7	64.0	1.3	2.33	III
3.	Inadequate knowledge about Swachh Bharat Abhiyan	C	2.7	84.0	13.3	1.89	XIV
4.	No motivation in people	D	4.0	94.7	1.3	2.03	X
5.	Lack of facility in area for disposing garbage	E	27.3	72.7	0.0	2.27	IV
6.	No positive attitude towards the scheme	F	1.3	94.7	4.0	1.97	XIII
7.	There is no understanding regarding objectives behind the activities of scheme	G	14.0	85.3	0.7	2.13	VIII
8.	No proper sanitary system in villages for drains, soakage pits and liquid waste disposal units	H	58.0	40.7	1.3	2.57	II
9.	There were no mechanism to track the health impacts of sanitation	I	85.3	14.7	0.0	2.85	I
10.	Old mind-sets of people for not constructing and using toilets in house	J	12.0	76.0	12.0	2.00	XII
11.	Difficulty in maintaining cleaning in surroundings	K	1.3	98.0	0.7	2.01	XI
12.	Rural people were using toilets to keep feed of their cattle and practicing open defecation	L	8.0	91.3	0.7	2.07	IX
13.	Amount given by GOI for toilet construction is insufficient	M	20.7	74.0	5.3	2.15	VII
14.	Delay in receiving fund from the officials	N	20.7	78.7	0.7	2.20	VI
15.	Difficulties to bring behavioural change in people	O	20.7	71.3	8.0	2.13	VIII
16.	Creating negative image of Swachh Bharat Abhiyan	P	0.7	30.0	69.3	1.31	XV

Table 3 displays the distribution of respondents based on the obstacles they encountered when implementing the Swachh Bharat Abhiyan: 85.3% of respondents always encountered the issue that there was no way to monitor the health effects of sanitation, 14.7% of respondents occasionally encountered this issue, and none of respondents never encountered it (mean score value 2.85 and rank I). 58.0% of respondents consistently encountered the issue of an inadequate sanitary system for drains, soakage pits, and

liquid waste disposal units, while 40.7% of respondents occasionally encountered this issue and 1.3% of respondents never encountered this issue with a mean score of 2.57 and rank II, followed by 34.7% of respondents who consistently encountered a lack of knowledge regarding government assistance in the form of subsidies, 64.0% of respondents who occasionally encountered this issue, and 1.3% of respondents who never encountered this issue with a mean score of 2.33 and rank III.

**Fig 2:** Distribution of respondents according to constraints faced by rural people in implementation of Swachh Bharat Abhiyan

Conclusion

All things considered, the Swachh Bharat Abhiyan's success mostly depends on everyone's active involvement and group efforts to promote hygiene and sanitation. The educational sector, in particular, plays a vital role in raising awareness and encouraging pupils to practice excellent hygiene. Therefore, it is crucial to incorporate sanitation and cleanliness education into the school curriculum. Regular cleaning drives, student participation in awareness campaigns and workshops, and the provision of amenities like hand washing stations and clean restrooms can all help achieve this. Additionally, rewarding people and organizations for their efforts to keep the environment clean can be a successful strategy. In this manner, the Swachh Bharat Abhiyan movement will continue to advance and more people will be motivated to maintain cleanliness. The ultimate goal of the Swachh Bharat Abhiyan is to make the

world a safer and healthier place for everyone, and every Indian citizen must work together to achieve this.

Suggestions and recommendations

- Changing people's attitudes toward cleanliness should be the top priority.
- Education and awareness initiatives, particularly in rural regions.
- The rules pertaining to waste management and littering should be enforced more strictly.
- The construction and upkeep of appropriate waste disposal infrastructure, such as sewage treatment facilities and waste segregation systems, should be prioritized.
- All facets of society, including the government, corporations, NGOs, and people, should participate in

the Swachh Bharat Abhiyan through a cooperative manner.

- Integrating hygiene and cleanliness in the curriculum.

References

1. Jain A, Wagner A, Snell-Rood C, Ray I. Understanding open defecation in the age of Swachh Bharat Abhiyan: Agency, accountability, and anger in rural Bihar. *Int J Environ Res Public Health*. 2020;17(4):1384. <https://doi.org/10.3390/ijerph17041384>
2. Swain P, Pathela S. Status of sanitation and hygiene practices in the context of "Swachh Bharat Abhiyan" in two districts of India. *Int J Community Med Public Health*. 2016;3(11):3140-3146. <https://doi.org/10.18203/2394-6040.ijcmph20163932>
3. Routray P, Torondel B, Jenkins MW, Clasen T, Schmidt WP. Processes and challenges of community mobilisation for latrine promotion under Nirmal Bharat Abhiyan in rural Odisha, India. *BMC Public Health*. 2017;17(1):453. <https://doi.org/10.1186/s12889-017-4384-9>
4. Adlakha A, Pathak P, Kumar A, Pandey P. Antecedents and consequences of adopting CLTS among tribal communities to become open defecation free: case study on Indian Swachh Bharat Abhiyan. *Environ Sci Pollut Res Int*. 2022;29(30):45698-45715. <https://doi.org/10.1007/s11356-022-19062-x>
5. Chourasiya P, Gupta M. Challenges and opportunities in linking sanitation campaigns with sustainable development: A policy review of Swachh Bharat in Indore. *Eur Econ Lett*. 2025;15(4):560.
6. Mohapatra G. Projected behavioural change in Swachh Bharat Mission: A public policy perspective. *Indian J Public Adm*. 2019;65(2):451-474. <https://doi.org/10.1177/0019556119844600>