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## **A Study on the function of Press Inclusion in Clean India Mission with Special Reference to Rajasthan Patrika Dainik Bhaskar Jaipur**

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### **ABSTRACT**

The media plays an important role in our lives by informing us about events around the world and shaping opinions on a variety of topics. In this context, various media formats have various advantages in the distribution of news and other important information. Print media is one of the most powerful and ubiquitous tools for spreading information cheaply to many people. The effectiveness of written words is not underestimated, and there is a strong medium of communication and conversation. It is noteworthy that reading written information gives an individual a sustainable and deep impression and shapes views on topics. Therefore, print media is extremely important when it comes to informing different parts of society and experiencing opinions. This has an impact on politics. The purpose of this study is to determine and analyze the role of print media in the sensitization of the Indian population to cleanliness and hygiene. In this context, the study includes an analysis of news data from two major national newspapers, namely "Dainik Bhaskar" and "Rajasthan Patrika". The general level of cleanliness in India is horribly low, and waste disposal facilities are minimal, which is a major challenge for many people. The Indian government has designed and launched several programs and

campaigns to improve waste disposal mechanisms and increase the level of cleanliness across the country, but waste management is a stubborn problem for most Indians. It remains. Swachh Bharat Habiyan and the Indian media play an important role in our society by deciding which topics the public should consider and worry about, and encourage the government to shape its policies accordingly. It's there. Media not only keeps you up to date with the latest developments in different areas of your life, but also informs and clarifies people, forming opinions on important topics. In other words, the media has a solid grasp of society's imagination and thinking abilities.

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### **Introduction**

Swachh Bharat Abhiyan (SBA) is an ambitious project. The campaign has successfully improved the level of amenities and infrastructure and if people are aware of the campaign and basic hygiene and waste disposal practices, the objectives of the program can be achieved. It is a revised version of Nirmal Bharat Abhiyan (NBA) launched by the Indian National Congress in 2009. However, it must be said that it has failed to achieve its targets due to corruption and questionable leadership. Swach Bharat Abhiyan is a national level campaign launched by the Indian government to clean up more than 4,000 cities, roads and rivers within India. The campaign was launched on October 2, 2014 at Rajghat, New Delhi, under the leadership of Indian Prime Minister Narendra Modi. No matter which government comes to power, its main purpose is to cleanse India. And for the same purpose, the government launched a program called "Swachh Bharat Abhiyan". The government linked the founding father, Mahatma Gandhi, who strongly advocated the cleanliness of the country, with "Swach Bharat Abhiyan." Prime Minister Narendra Modi announced the Swach Bharat Mission held in Delhi in 2014 to raise population awareness of cleanliness and hygiene. Prime Minister Narendra Modi said in his speech on Mahatma Gandhi's 150th birthday in Rajugat, Delhi: "Cleanliness campaign in India," he continued. More than 300,000 government officials, students and students are also involved in the campaign. In particular, Swachh Bharat Habiyan takes place in rural and urban areas. Swachh Bharat Habiyan (rural) is implemented by the Ministry of Drinking Water and Sanitation Facilities. And Swachh Bharat Habiyan (city) is being implemented by the Ministry of Urban Development. The Swachh Bharat Abhiyan



(Rural) has been reorganized and launched. It is also being started anew in urban areas. According to the 2011 Census, only 32.70% of rural households had toilet facilities, while according to the National Sample Survey Organization survey in 2013, only 40.6% of rural households had toilet facilities. That is by 2019. For this, the overall objective is to improve the level of cleanliness in rural areas and make village's pollution free, for which emphasis is being placed on the effective implementation of the program by setting up individual toilets, public toilets, community toilets, toilets in schools and Anganwadis, solid and liquid waste management systems in rural areas. The Humble Prime Minister of India, Narendra Modi, on the occasion of the 150th Birth anniversary of the Father of the Nation, Mahatma Gandhi, at Rajghat, New Delhi on 2 October 2014, and Modi said, " Mahatma Gandhi's biggest memorial is granting his wish for Swachh Bharat on his 150th birthday in 2019. It is India's largest cleanliness campaign with over 300,000 government and school and college children. Notably, Swachh Bharat Habiyan is being implemented in both rural and urban areas. Swachh Bharat Habiyan (Rural) is being implemented by the Ministry of Drinking Water and Sanitation. And Swachh Bharat Habiyan (Cities) is being implemented by the Ministry of Urban Development. The campaign has been restructured and started in the Swachh Bharat Abhiyan (Rural) area. It is also being started anew in the urban area. The aim of SBA is to eliminate open defecation, which means making the entire area free from open defecation. (Means Open Defecation Free) and to eliminate it in a modern and scientific way. At the same time, the primary objective of Swachh Bharat Abhiyan is to bring about positive behavioural change towards healthy hygiene habits. The Swachh Bharat Mission also aims to link sanitation and sanitation with capacity building of Urban Local Bodies (ULBs), create a supportive environment for private sector participation, and reduce operational and maintenance costs. Swachh Bharat Abhiyan is a national campaign by the Government of India to clean all roads and infrastructure in the country, covering 4,041 statutory cities and towns.

Swach Bharat Abhiyan was officially launched by Prime Minister Narendra Modi in Rajghat, New Delhi on 2 October 2014. This is India's largest and most important cleaning activity. Over 3 million government officials, children and students participated in the programme in India. From April 1, 1999, the Indian government laid the foundation for the restructuring of a comprehensive rural sanitation programme and launched a comprehensive Swachhta Abhiyan (TSC). Later (April 1, 2012), it was renamed Nirmal Bharat Abhiyan (NBA) on October 2, 2014. Indian Prime Minister Narendra Modi has launched a "Swach Bharat" mission to eradicate field excretion. According to a statement from Rashtrapati Bhavan, it can be said that around 1,500 people participated in the Swachh Bharat Run



campaign, which was held at Rashtrapati Bhavan on October 2, 2014. The event was inaugurated by President Pranab Mukherjee. The victims and their families also included participants in the event and the run. English newspapers like Times of India published articles on "How Indian companies took Facebook by storm in the 'clean app' race". Cleaning is the honest job of every citizen. MDWS (Ministry of Drinking Water and Sanitation.) is mandated to organize and coordinate all the activities and initiatives for the success of Swachh Bharat. Along with this, to complete the work, the Ministry had to work with all other ministries of the government, state governments, local bodies, non-governmental and semi-governmental organizations, corporates, NGOs, media and stakeholders. Government agencies, corporates, NGOs, faith institutions, media and stakeholders, have seen the sustainable development model, India's development model, centered on "Green India" and "Clean India". This is also the middle ground between green India and clean India. Sustainable development is not possible without lush environments and clean climates. Both are important elements of sustainability.

### **Objectives of Research Study**

- 1) Quantification of SBA reports in selected newspapers.
- 2) A Comparative Study of News in Newspapers Dainik Bhaskar and Rajasthan Patrika
- 3) To understand the SBA impact on public.
- 4) A Study of the Volume of Press Participation in the Swachh Bharat Abhiyan.
- 5) Assessing the impact of Swachh Bharat Abhiyan Yojana

### **Analysis**

According to the United Nations, sustainability implies the need to develop sustainable models for survival of both humans and planet Earth. Sustainable development means development that meets current needs without affecting future generations' ability to meet their needs. In that sense, it is also very difficult to explain the meaning of sustainable development. Because even in a country with the same average income, the standard of living of people in two countries may be different. But even so, we can see that the need for sustainable development is the same for every country. It also advocates the idea of sustainable growth. The International Union for Conservation of Nature (IUCN) in its World Conservation Policy Report (1980) states that sustainable development requires consideration of social, economic and ecological factors. Also, Gross Domestic Product (GDP) and Gross National Product (GNP) are the gross national product. Also, unlike other economic models such as (NNP) and (GST),



which are goods and services tax, India has a new development strategy. This will move the country in the right direction. And it is the progress of the country.

The Swachh Bharat Mission, Swachh Bharat Abhiyan, or Swachh Bharat Mohim was launched by the Government of India on 2 October 2014, as the number of people defecating in the open is higher in rural India. It is a nationwide campaign to eliminate open defecation and improve solid waste management and create open defecation-free (ODF) villages. It can be said to be a revised version of the Nirmal Bharat Abhiyan launched by the Congress in 2009. However, the Nirmal Bharat Abhiyan camp failed to achieve its goals due to corruption and questionable leadership. However, the first phase of the Swachh Bharat Mission launched by Prime Minister Narendra Modi will continue till October 2, 2019, while the second phase will be implemented between 2020-21 and 2024-25 to support the work of the first phase, Narendra Modi said. The mission launched by the Indian government aims to build toilets and achieve "open defecation free" (ODF) in India by October 2, 2019, the 150th birth anniversary of Mahatma Gandhi. Around 89.9 million toilets have been built during this period. The objectives of the first phase of the mission include elimination of manual sanitation, awareness and behavior change regarding hygiene practices, and capacity building at the community level. Sanitation facilities and Swachh Bharat sanitation facilities are associated with the design and implementation of security measures to protect public health. Also, clean and safe water supply, clean and safe air quality, efficient and safe disposal of animal, human and industrial waste, food conditions free of biological and chemical contaminants, clean and safe It also mentions safe conditions, such as proper accommodation in the environment. In WHO's terms, sanitary facilities are generally the provision of systems and services for the safe disposal of human waste and waste. And inadequate sanitation is one of the leading causes of illnesses around the world. Improving sanitation facilities has a significant positive impact on the health of households and local governments.

The term "shelter" is used to specify the maintenance of sanitary conditions through services such as waste treatment and wastewater treatment. According to UNICEF (UN Children's Aid), hygiene is the whole of all the measures necessary to improve and protect people's health and wells. Sanitation is a system that ensures proper disposal of human and animal waste and proper use of toilets. Avoid emergency situations. Hygiene is not limited to the specific acts of human civilization. This is a number of measures that people need to create a clean, safe and healthy environment. Adequate sanitation, including good hygiene and safe water, is of fundamental importance to health and social and economic development. It is very important to remember the words of Mahatma Gandhi that "Sanitation is the



most important thing in life, along with freedom." In other words, sanitation is a condition related to public health, especially clean drinking water and adequate sanitation. It is also important to dispose of these.

**Sociology and cleanliness:** -In this regard, it can be said that sociology and cleanliness. Sociology is the study of the relationship between man and society. There is a very close relationship between the sociology of Aristotle, who is considered the father of sociology, and cleanliness. It is the job of every person to keep everything clean throughout his life. But sociology studies man and society in general. We should keep this in mind. And sociology also studies the social environment and the behavior of man with his fellow creatures. It also studies the collective behavior of man and its origin, developments, institutions and its institutions. Sociology is a social science that conducts various investigations and research to find facts from the general society. Sociology is also capable of understanding the relationship between man and his actions in society. It also increases the knowledge of social action. As mentioned by Mohammad Akram, he has said that cleanliness in public life is the responsibility of the individual, the community and the state. Some scholars say that sanitation can be brought about by changing the attitudes or personal habits of individuals or the public.

When habits do not change, people are to blame for their own poor conditions. Building public toilets is a waste, where we do not have access to water. If the state is not interested in maintaining public policies, it is wasted. Technical solutions are often suggested without understanding the habits or social life of the people; sometimes they are not addressed and often they create more problems than they solve. Therefore, it is the need of the hour to look at sanitation as an integral part of public health programs and individuals, communities. If there is sanitation, there is no spread of diseases and various life-threatening diseases are also seen to be very low. Sanitation should be about everything. Safe collection, storage, treatment, and human disposal of Exkreta (feces and urine). Solid waste management (garbage or trash). Draining and disposing of rainwater drainage (also known as mud or gray water). Treatment and treatment of wastewater. Treatment and disposal of wastewater. Industrial waste collection and management and hazardous waste management (including hospital waste and chemical/radioactive and other hazardous materials). It needs to be managed.

**Sanitary measure at house-hold:** - Sanitation measures in the home: - On this point it can be said that there is a very close relationship between the house and the hygiene of the house. It is very important for us to understand the relationship between the house and the hygiene problem. Sanitary means at house



hold, disposal by liquid or solid means means disposal of urine and feces of humans and animals in the house. The importer of waste management should be understood; also in addition to human or animal excreta, and proper drainage system should be maintained for household sewage. Achieving sanitation in people's homes is also a matter of health and environmental benefits. This should also be considered. In terms of resource organization, public or community toilets are often dirty or broken, they have long queues. In many places, public toilets are very dirty, and smelly and invite many diseases. This is because of the unhygienic conditions there. Or they are closed at night. And even if they are open at night, it is often unsafe to walk there at night, especially for women. Toilets built in bus stands, hotels, and many other public places are unsafe for people to use. This means that people always use public toilets, but since they are unsafe for people coming and going, they can become contaminated and spread diseases.

**Sanitation at Work Place.** It is important to maintain the priority given to cleanliness and cleanliness of the workplace. The Department of Defense has conducted a total of 655 cleanliness drives across the country between January 2023 and August 2023, which has also reached every nook and corner of the country. As a result, awareness of cleanliness was also created in many places, many people participated in it and promoted cleanliness and cleanliness. Living without clean drinking water and adequate sanitation is an unacceptable condition for human, social and economic development and violates the fundamental requirements of human dignity and security. And sometimes it can be difficult for men and women to find separate toilets at work. But this is happening because cleanliness is not given importance. The importance of cleanliness aside, the workplace will grow day by day. It has been found that lack of proper sanitation measures in the workplace is creating social problems such as contaminated environment, negative energy, and harassment.

**Culture and Sanitation.** Cleanliness and culture are also closely related. If we want to create a healthy and fit society, cleanliness should be given importance along with cleanliness culture. If we consider ancient Indian culture, cleanliness has been given utmost importance in ancient Indian culture. India's eternal shame clearly lies in the attitude of culture. For more than half a century after independence, Indians used to relieve themselves in open spaces and light freely, clean. The state has failed to increase sanitation facilities, but the people must accept all the blame. If we observe in some tribal communities in India, even though the government has provided toilets to families, people are less keen to use them. It was found that understanding the cultural implications has become an important task of sanitation sociology. Lack of toilets and preference for open defecation has become a cultural problem. Where this



habit perpetuates social oppression. Even though the government has provided toilets, the cultural perspective differs from place to place; people do not want to use them. It is not just lack of knowledge; also cultural attitudes create sanitation problems. Because if you look at it that way, Indian culture has taken shape due to the history of the country and the diversity among the people. Along with Indian culture, people should always preserve cleanliness. The work of maintaining cleanliness should be done in every place, and cleanliness should be given more priority.

**Sanitation at School or Educational Sector.** Cleanliness in schools or educational institutions should be maintained on a daily basis. The work of cleaning schools, bathrooms, and toilets is the responsibility of the school staff. Because cleanliness is an essential part of our daily lives. Therefore, it is very important to create knowledge of cleanliness and impart it through education at the school level. The need for sanitation measures in schools and educational institutions is also the most important thing. Also, the provision of toilets is a very necessary matter, even today in rural areas, children or students go outside to defecate in nature. This is not only for toilets, but also the need for a good and healthy environment in the school premises. It should be a suitable place for disposing of waste. School is a public place where deaths can easily spread. Girls face many problems due to sanitation measures in educational institutions, due to which there is unsanitary conditions there. Some schools do not even have a water system for meals. And even if there is a water system, the water tanks there are not cleaned every 15 days. Schools can be a better place to induce certain behaviors in children than the home: schools can also provide an environment where cleanliness is detectable enough that certain healthy behaviours (washing hands with soap before eating and after visiting the toilet) become habits implanted at a young age. The sociology of sanitation explores the problem of sanitation in educational institutions and suggests solutions for the development of sanitation infrastructure.

**Disposal of Waste.** To keep our surroundings clean and healthy, it is very important to dispose of our waste properly. If we want to reduce environmental pollution, every citizen of India should always keep their surroundings clean. Considering the increase in population in India, there are many tourist places in India where tourists see the area littered with garbage. Be it a temple, a garden, or a part of the sea, such places are not as clean as they should be. As cities grow larger as populations grow, the amount of waste generated becomes out of control. Local businesses employ a variety of waste disposal methods in outdoor loading sites, landfills, garbage dumps, and incinerators. The disposal of solid waste depends on the geography of the residence. In rural areas, the use of animal waste as biogas and bio compost, i.e.,





cow dung used for agriculture, is not being disposed of. Solid waste disposal by humans and animals is considered a major problem in urban areas.

### **Importance of Research Methodology: -**

Content Analysis Will Be Used for the Present Research.

### **Results:**

A study of how press work is incorporated into the Swachh Bharat Mission (SBM) in the Jaipur editions of two major Hindi dailies, "Dainik Bhaskar" and "Rajasthan Patrika", yielded some important results. These results can lead to some important implications if we study how press work is incorporated into Swachh Bharat Mission (SBM) in the Jaipur editions of two major Hindi dailies, "Dainik Bhaskar" and "Rajasthan Patrika". These results can be based on a few key factors:

1. *Publicity and Awareness:*

With the help of these media various activities and government schemes under Swachh Bharat Mission can be reached to more people. These newspapers are an effective tool to increase public awareness especially in local and rural areas.

2. *Dissemination of Information:*

Various information, rules and policies related to cleanliness drive are conveyed to the readers. Through journalism, people's understanding of how the cleanliness drive will proceed is improved.

3. *Motivation and Participation:*

Newspapers drawing on success stories of local level sanitation related activities, promoting sanitation movements, can create public awareness of sanitation, and increase participation in various social groups.

4. *Disclosure of Errors:*

Some flaws, significant flaws or lack of tangible results in the functioning of the Swachh Bharat Mission can also be discussed through these channels, so that the government can more seriously implement the reform process.



### 5. Local and National Level Issues:

A story that focuses on the local conditions, problems, and their solutions in Jaipur can help solve problems in the place by reaching readers.

### **Conclusion: -**

Major media organizations like Rajasthan Patrika and Dainik Bhaskar have played their significant role in Swachh Bharat Abhiyan. We have seen that these media not only created public awareness, but also brought about huge social change, not only in the city of Jaipur, Rajasthan, but also in the entire country of India. On the subject of public awareness and effective publicity, both the dailies have created mass awareness among the public through the use of articles, special features, and informative advertisements on the importance of cleanliness. Also, Nirmal Bharat Abhiyan was launched by Congress but due to some political reason it could not continue. But the impact of Swachh Bharat Abhiyan is now seen in many places, in many cities, little by little. Also, due to the influence of these media, awareness about cleanliness increased among the citizens. 2. Talking about social participation and collaboration, Rajasthan Patrika and Dainik Bhaskar encouraged citizens at the local level to actively participate in Swachh Bharat Abhiyan. From schools to administration, people from all walks of life have been involved in this campaign. 3. Influential Media Contribution. As far as topics are concerned, their work has always been for the betterment of the society and this has made a big difference in the objectives of Swachh Bharat Abhiyan. Active support from media organizations has been essential for the success of the campaign. Electronic media, print media play an important role in Swachh Bharat Abhiyan work. Overall, Rajasthan Patrika and Dainik Bhaskar have made a significant contribution to Swachh Bharat Abhiyan, resulting in improvements in the areas of hygiene and public health. For this, his extensive campaigning and social involvement is remarkable.

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