

# Marketing Impact of Swachh Bharat Abhiyan

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**Abstract:** The Swachh Bharat Abhiyan which is developed for the cleanliness of the India by covering 4010 statutory areas and cities. The mission also focuses on the improvement of the infrastructure and building up the cities and streets, which needs to be accomplished by the year 2019. The report focus on the marketing impact of the Clean India Campaign and how the marketing and it's various aspects influence and effects on the consumers' mind-set for their contribution.

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## I. INTRODUCTION

The Clean India Campaign launched by the Prime Minister Narendra Modi on 2<sup>nd</sup> October 2014, for the tribute and memories to Mahatma Ghandi with the target of keeping the India clean by 2019. The campaign was in boom in the market due to its wide approach and involves the aspects of marketing, human resources and financial terms. Not only with the limited scope, but with the big and broader range by focusing the Country's GDP and the infrastructure, the campaign is runned for the imagination of future India prospective, which is being inspired by the Singapore, where they initiated Clean Movement Act, and made the Singapore as a developed by attracting higher FDI and increasing the tourism sector incomes.

The report focuses on the marketing impact on the consumers and how it is being performing in the market. The report states the tables and the graphs from the data collected through the survey and while the interaction and also show the literature review of the various reports and the case studies for the deeper understandings of the campaign.

## II. SWACHH BHARAT ABHIYAN

The Clean India Campaign by the Government of India covers the 4041 statutory towns and to clean streets and roads and for the buildup of infrastructure with the inclusion of 3 million government employee's, school and the college students of the India with the module of – Construction of individual sanitary for below poverty lines, Intensive campaign awareness generation and the health education etc..

The campaign focuses on the Waste Clean India, Developing Countries, Solid Waste and Waste Management with the 3 E's of the movement which leads to positive change among societies Ecology/ Environment, Economy/ Employment, and Equity/ Equability.

- **Tourism:**

India which is being known for the well-known place for a tourism and heritage generates 6.5% of India's GDP and around 40 million are being employed in this sector. And much more cleanliness makes the tourism area more attractive and will increase the employee's opportunities which will also help to increase the GDP contribution from this sector.

- **Foreign Direct Investment:**

This Clean India drives is being influenced by the Singapore Drive from 1977 to 1987, which makes the all areas clean and able to attract the more foreign companies to Singapore. This makes them to increase their FDI and keeps the infrastructure more attractable and helps to convert into a developed Singapore

- **Health:**

With a better movement of the campaign, the health issues will automatically get reduced, which helps to reduce the charges by the hospitality of the various private hospitals. And this will make the nation not to import much more higher and hi-tech equipment, where it will create an inflation of the money in the Indian Economy.

## III. LITERATURE REVIEW

The Swachh Bharat Abhiyan initiated by PM Narendra Modi has given the mantra “Na Gandagi Kraenge, Na Karne Denge”. This campaign had invited nine people to join this drive, and asked them to take initiation of requesting each nine to join other nine peoples. He carried cleanliness drive in Varanasi and wielded a spade near River Ganga. This campaign is not only about the sanitation issues, this is also about the cleanliness drive all over the nation with a helpful to increase the tourism sector and increase the level of GDP. The incentives of building had increased for building sanitation from Rs.10000 to Rs.12000, once the public had accepted and carry forwarded this drive by as a public duty. And, also the funds were also provided for Solid and Liquid Waste Management (SLWM) in Gram Panchayats ([www.pmindia.gov.in](http://www.pmindia.gov.in)).

The successive government grappled with larger issues of development, the cleanliness agenda took a backseat. The Swachh Bharat Abhiyan is an old ideology with a new frame. As per, the UN report 68% of rural households are without sanitation, and 88% of diseases in rural areas arise due to lack of clean water, sanitation issues and solid waste management. The drive plans had runned on a large scale within a less time, in which 2 lakh crore had spender from last 5 years, among that the urban part would be 62,009 crore. With a long, the Government of Maharashtra had taken the decision that each college should adopt on village for the development and does the promotion of the Swachh Bharat Abhiyan. And, till now also many of the colleges across India is promoting cleanliness drive as a Social Corporate Responsibility. All this had happened because of the huge promotion and marketing of the drive at a very large scale. And many of the celebrities and huge icons joined the drive, which helps to influence the public to join their hands and contribute their parts to this drive.

The idea generation had influenced by the Singapore initiated which they already initiated which had done almost 55 years ago, when the PM Lee Kuan Yew announced a cleanliness drive in Singapore, which helps them to attract FDI and new cash inflows as investments, which turns results as a development of infrastructure, and now had become the developed nation. The main initiation of the drive is also attracting the FDI and increases the GDP ratio and builds infrastructure. The drive had focused not only at school levels, but also changed the behavior of the older citizens and genuinely changed the behavior and attitudes of the countries patriotism as a citizen.

Nearly 100 million people lack a access for the clean water, and almost 700 million people continues for the open sanitation. The only reason arise of this problems are due to because the Government has been long on talk, and short on action. That’s the main reason that now the drive is not on much talk in this present year. At the time of initiation, it was on huge controversy and a new learning platform for management students, because it involves huge human resources, financial terms handling, and lots of marketing and advertising.

The only way to improvise is to bring coordination and sustained involvement of all stakeholders, NGO'S, foundation, entrepreneurs and communities, and change the people's behavior and attitudes, and also build quality of toilets with proper sustained maintenance.

The Central Pollution Control Board reveals that only 35% of sewage system is there in Urban Areas. And, all is needed an estimated implication of manpower requirements for the Swachh Bharat Abhiyan. And to constructs one toilets alone, almost 160 crores person is needed in one area, which is nearly 5.5 percent of a 5 year annual average of the rural employment persons-months consumed. Because of this drive the unemployment rate had been reduced and lots of unskilled labors had got the paid job. The Government had also initiated the Swachh Bharat Abhiyan tax in many of the restaurants and many MNC companies.

The drive was so successful that all the colleges and MNC's companies started to contribute their parts in this drive because of its marketing approach and changing the attitudes and behavior of the citizens, and many of the universities started projecting with the studies of its implication and handling the manpower activities with various financial terms.

## **IV. RESEARCH METHODOLOGY**

### **4.1 Research Objective:**

The main motto of this research is to examine the effectiveness of the Swachh Bharat Abhiyan into the citizens with various promotional drives and activities and they are being adopting it.

### **4.2 Research Design:**

The Research Design of this report includes both data and methods with the research questions, taking the practical and other constraints of the study. It is a Descriptive Research of providing the awareness and public attitudes towards the drive and how the promotional activities are impacting in market. The research covers both the primary data as survey and secondary data as the literature reviews on the same projection of drive.

The research involves the questionnaire covering 200 respondents with the probability sampling technique with the use of Likert Scale technique in questionnaire. And also covers the data and figures with the spss analyses of chi-square test.

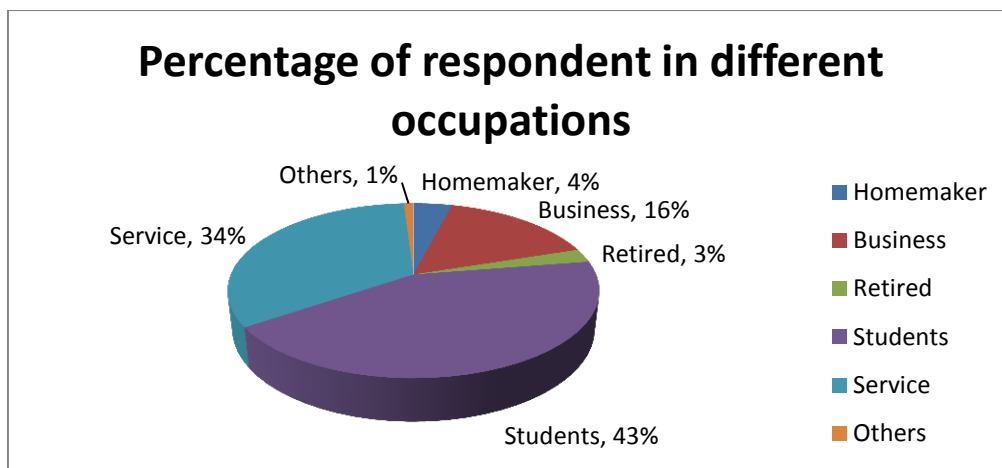
## V. DATA ANALYSIS

- RESPONDENTS PROFILE:**

**1.) Respondents Occupation:**

Occupation	Percentage of respondent in different occupations	Responses
Homemaker	4%	8
Business	16%	32
Retired	3%	5
Students	43%	86
Service	34%	67
Others	1%	2
	Total	200

**Table 5.1**



**Fig.5.1**

**Interpretation:**

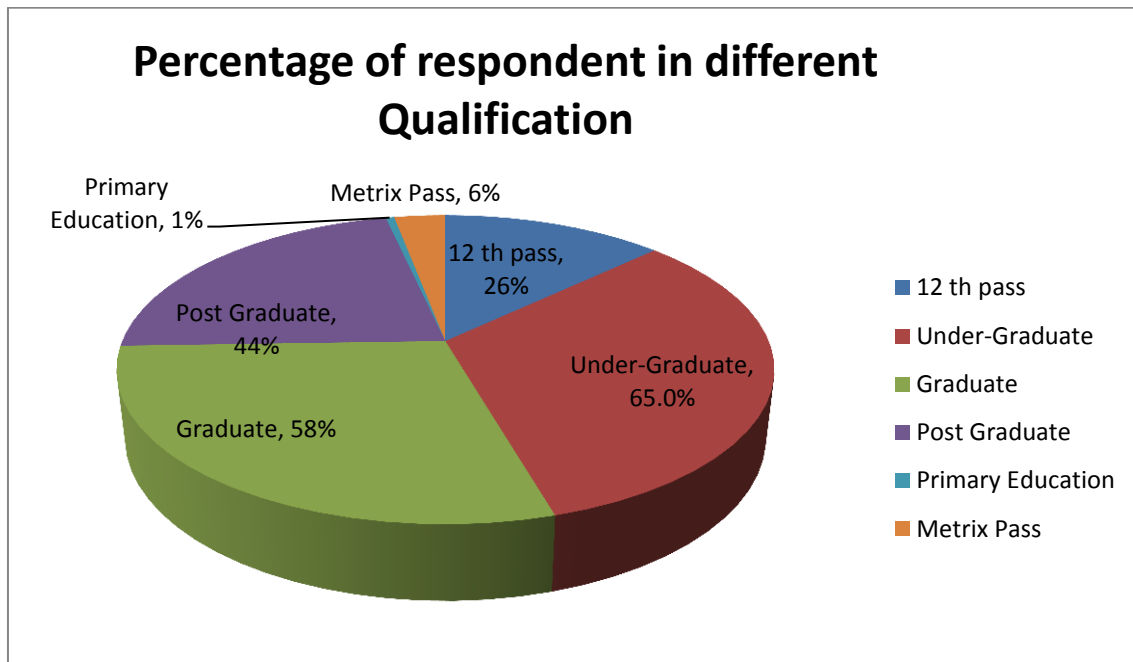
More of the respondents are students and doing the services. There is less respondents from the retired and others category.

**2.) Qualification:**

Qualification	Percentage of respondent in different Qualification	Response
12 th pass	26%	26

Under-Graduate	65.0%	65
Graduate	58%	58
Post Graduate	44%	44
Primary Education	1%	1
Metrix Pass	6%	6
	Total	200

**Table 5.2**



**Fig.5.2**

**Interpretation:**

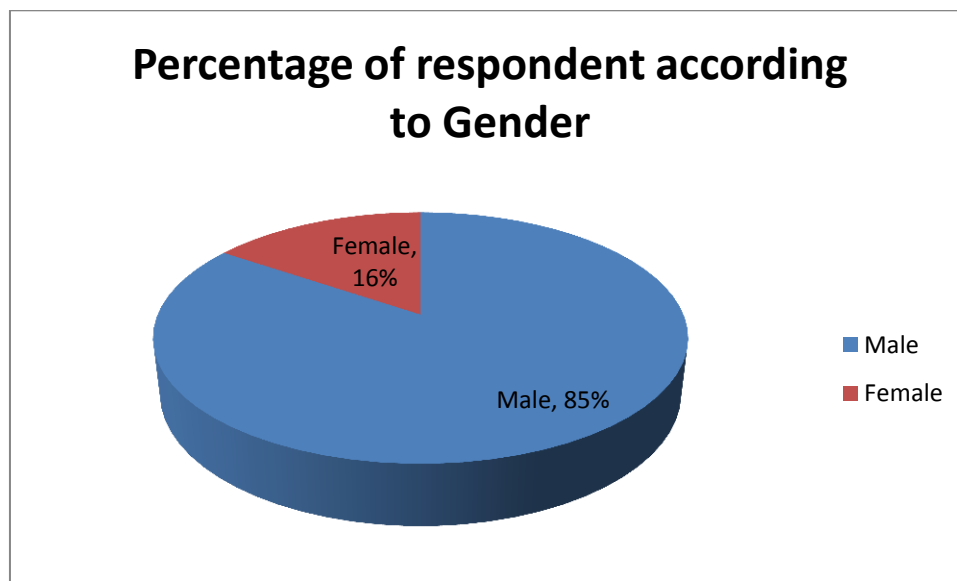
As per the analysis, more of the respondents are UG and PG qualified peoples, and only less percent is there from primary education and matrix pass.

**3.) Gender:**

Gender	Percentage of respondent according to Gender	Responses
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Male	85%	169
Female	16%	31
	Total	200

**Table 5.3**



**Fig.5.3**

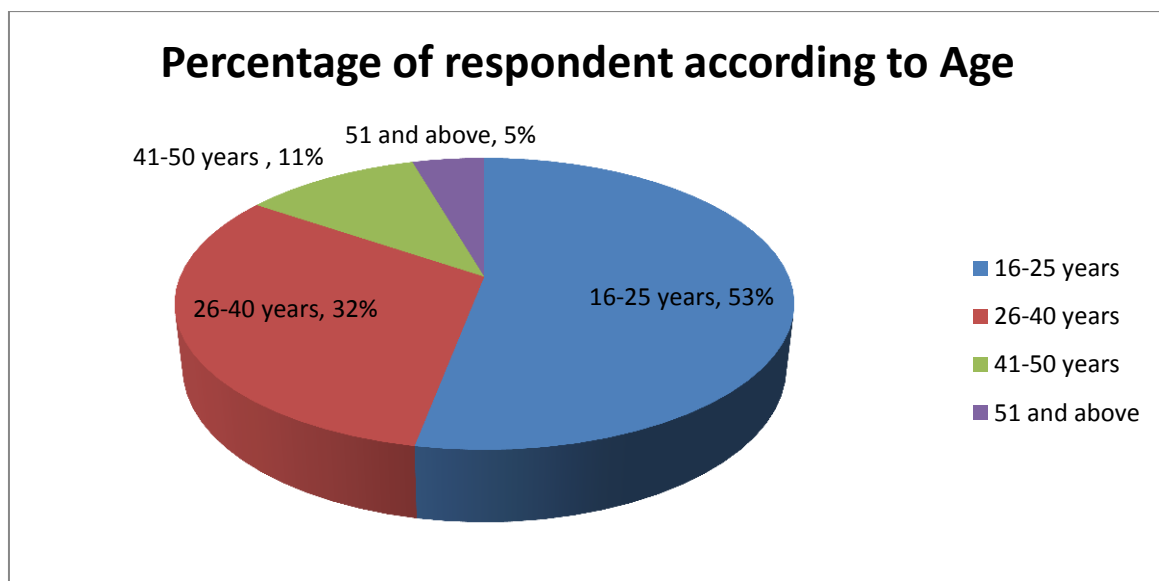
**Interpretation:**

The response covers 85% of male and 16% of female in the surveys.

**4.) Age:**

Age	Percentage of respondent according to Age	Responses
16-25 years	53%	106
26-40 years	32%	63
41-50 years	11%	22
51 and above	5%	9
	Total	200

**Table 5.4**



**Fig. 5.4**

**Interpretation:**

As per the survey, there are 53% respondents who are of 16-25 years age group, 11% of 41-50 years age group, and only 5% respondents from 51 and above age group.

**5.) Family Income:**



Family Income	Percentage of respondent according to Family Income	Responses
Under 2 lakhs p.a	32%	63
2-4 lakhs p.a	24%	48
4-6 lakhs p.a	17%	34
above 6 lakhs p.a	18%	35
Not disclosed	10%	20
	Total	200

Table 5.5

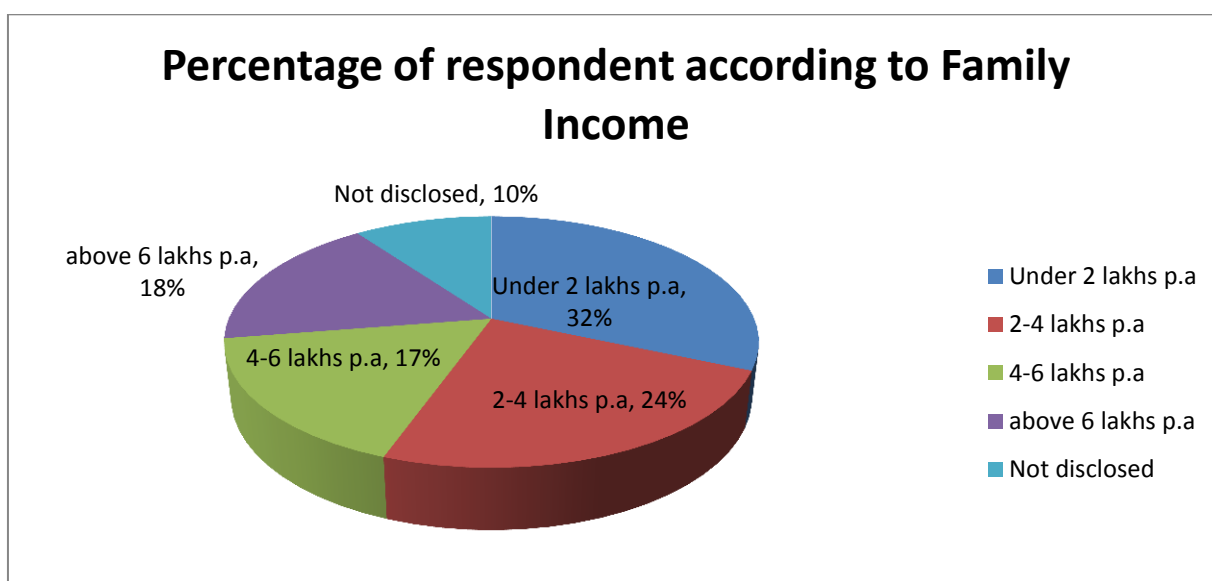


Fig. 5.5

**Interpretation:**

As the survey, most of the respondents are from under 2 lakhs p.a., and 2-4 lakhs p.a. category. And only 10% of responders had didn't disclosed their family income.

- Respondents responses:

**Question 1) I think that people get motivated while working on Swachh Bharat Abhiyan**

Option	Percentage of people who believe that they get motivated while working on Swachh Bharat Abhiyan	Responses
Strongly Agree	39%	77
Agree	43%	85
Neutral	12%	23
Disagree	6%	11
Strongly Disagree	2%	4
	Total	200

Table 5.6

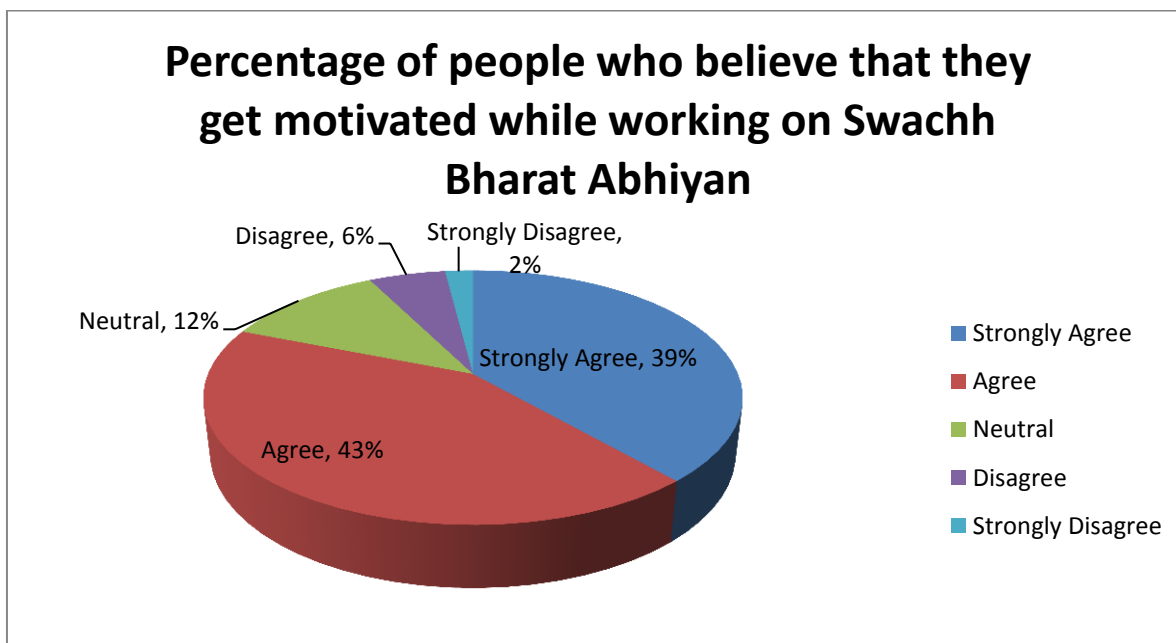


Fig 5.6

**Interpretation:**

Nearly 82% respondents show that Swachh Bharat Abhiyan is the source of motivation for them. And only 8% respondents didn't believe that they get motivated while working in Swachh Bharat Abhiyan.

**Question 2) I believe that T.V Serials supports the Clean India Campaign**

Option	Percentage of people who believe that T.V Serials supports the Clean India Campaign	Responses
Strongly Agree	23%	46
Agree	39%	77
Neutral	24%	47
Disagree	13%	25
Strongly Disagree	3%	5
	Total	200

Table 5.7

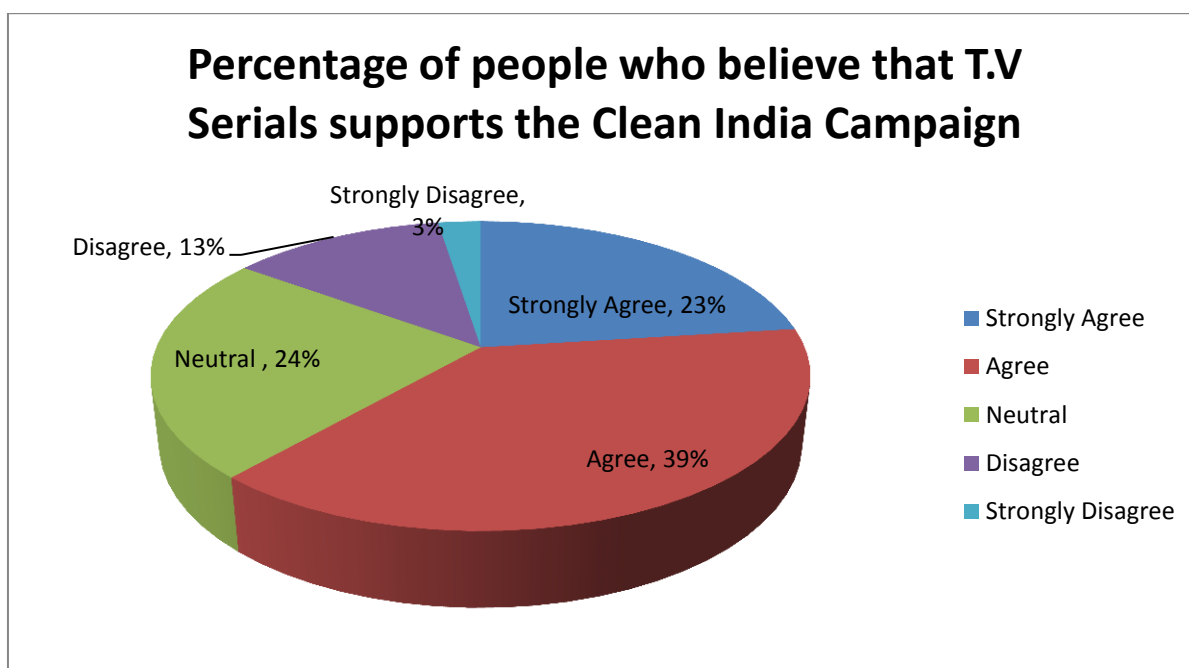


Fig 5.7

**Interpretation:**

Approx. 65% respondents believe that T.V serials support Swachh Bharat Abhiyan. And only 3% respondents disagree with it.

**Question 3) Attitude of people have been changed towards Clean India due to Swachh Bharat Abhiyan Campaign**

Option	Percentage of people whose attitude have been changed towards Clean India due to Swachh Bharat Abhiyan Campaign	Responses
Strongly Agree	21%	64
Agree	31%	92
Neutral	9%	27
Disagree	4%	11
Strongly Disagree	2%	6
	Total	300

Table 5.8

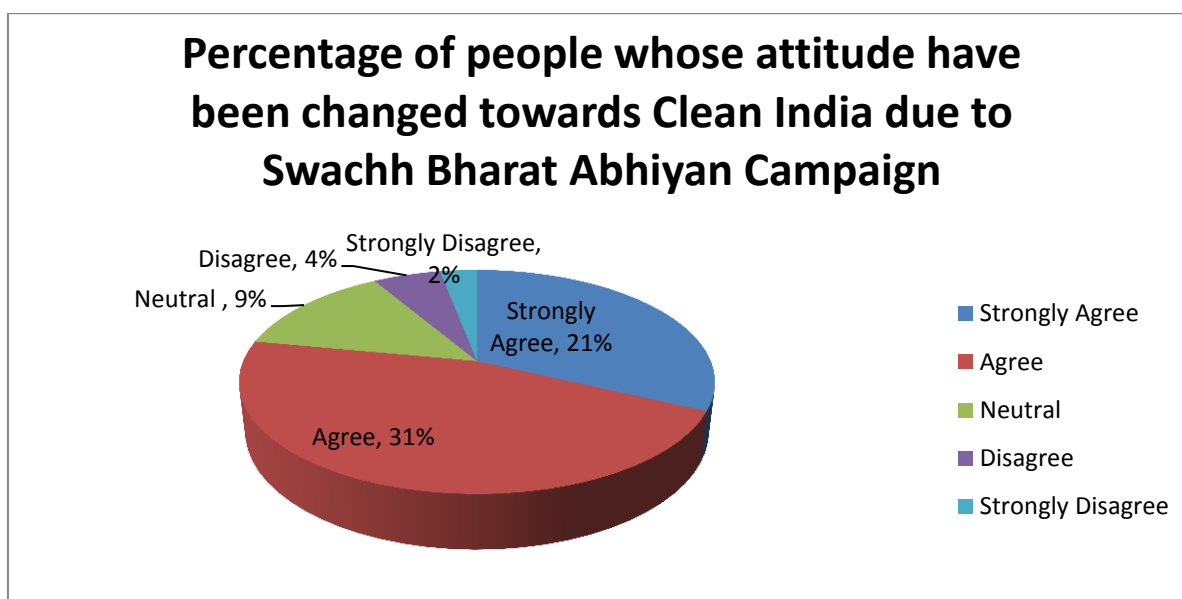


Fig 5.8

**Interpretation:**

From above pie-chart & table it is found that nearby 6% of total respondents has not been changed their attitude for Swachh Bharat Abhiyan towards cleanliness. And 51% respondents believe that their attitudes had changed towards clean India due to campaign.

**Question 4) My contribution in Swachh Bharat Abhiyan will increase, if any official person for inspection is being appointed to Clean India Movement in societies**

Option	Percentage of people who believe that there contribution in Swachh Bharat Abhiyan will increases, if any official person for inspection is being appointed to Clean India Movement	Responses
Strongly Agree	23%	46
Agree	40%	79
Neutral	22%	43
Disagree	8%	15
Strongly Disagree	9%	17
	Total	200

Table 5.9

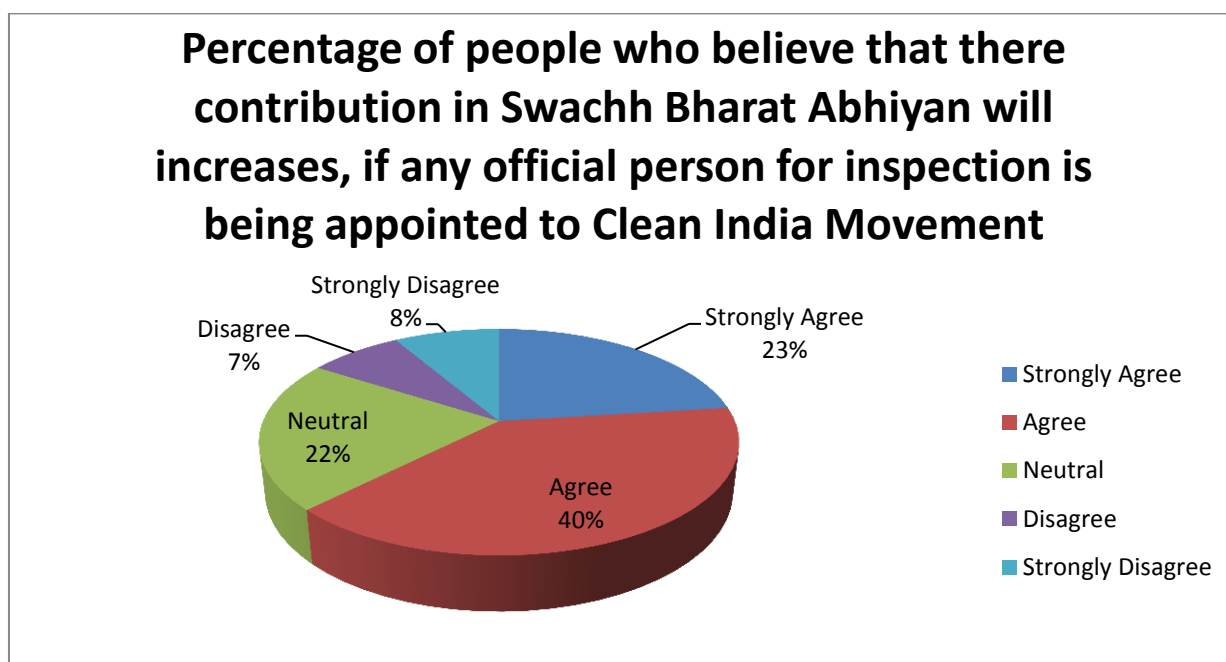


Fig 5.9

**Interpretation:**

It is found that nearby 65% of respondent believes that their contribution in Swachh Bharat Abhiyan increases only if any official person is being appointed to Clean India Movement.

**Question 5) My association to Clean India Campaign will be more, because of celebrities involvement in Swachh Bharat Abhiyan**

Option	Percentage of people who believe that their association to Clean India Campaign will be more, because of Celebrities involvement in Swachh Bharat Abhiyan	Responses
Strongly Agree	18%	36
Agree	29%	57
Neutral	23%	46
Disagree	23%	45
Strongly Disagree	8%	16
	Total	200

Table 5.10

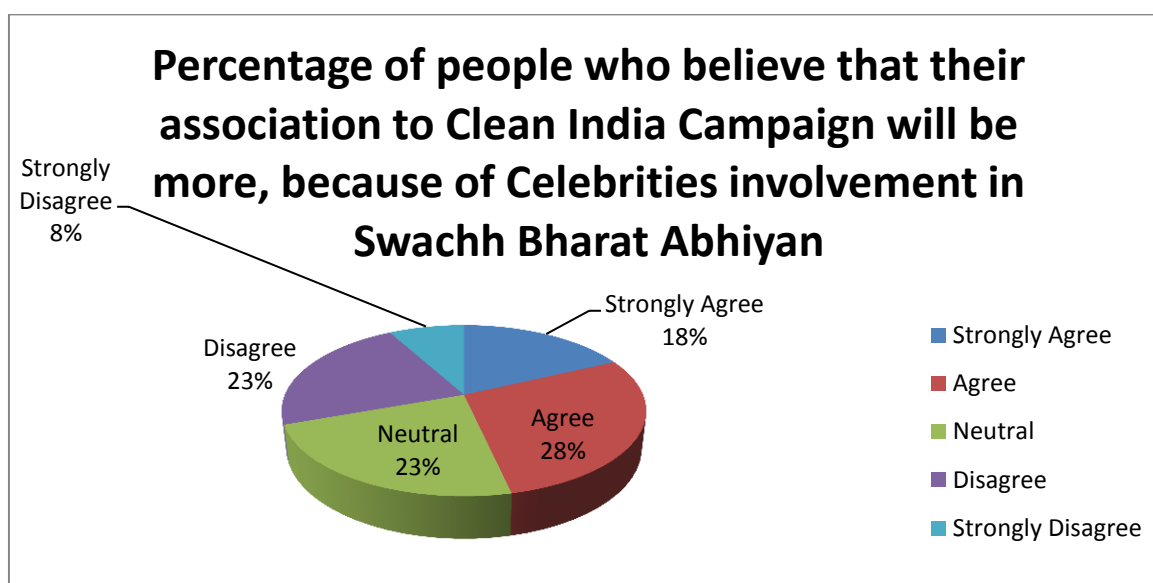


Fig 5.10

**Interpretation:**

Nearly 31% of respondents feel that there is no role of celebrity involvement in Swachh Bharat Abhiyan. And approx. 46% of respondents agrees that their contribution will be more, by the involvement of celebrities.

**Question 6) There is a lot of scope in Tourism, after the initiation of Swachh Bharat**

Option	Percentage of people who believe that there is a lot of scope in Tourism, after the initiation of Swachh Bharat Abhiyan	Responses
Strongly Agree	43%	85
Agree	32%	63
Neutral	16%	32
Disagree	8%	15
Strongly Disagree	3%	5
	Total	200

Table 5.11

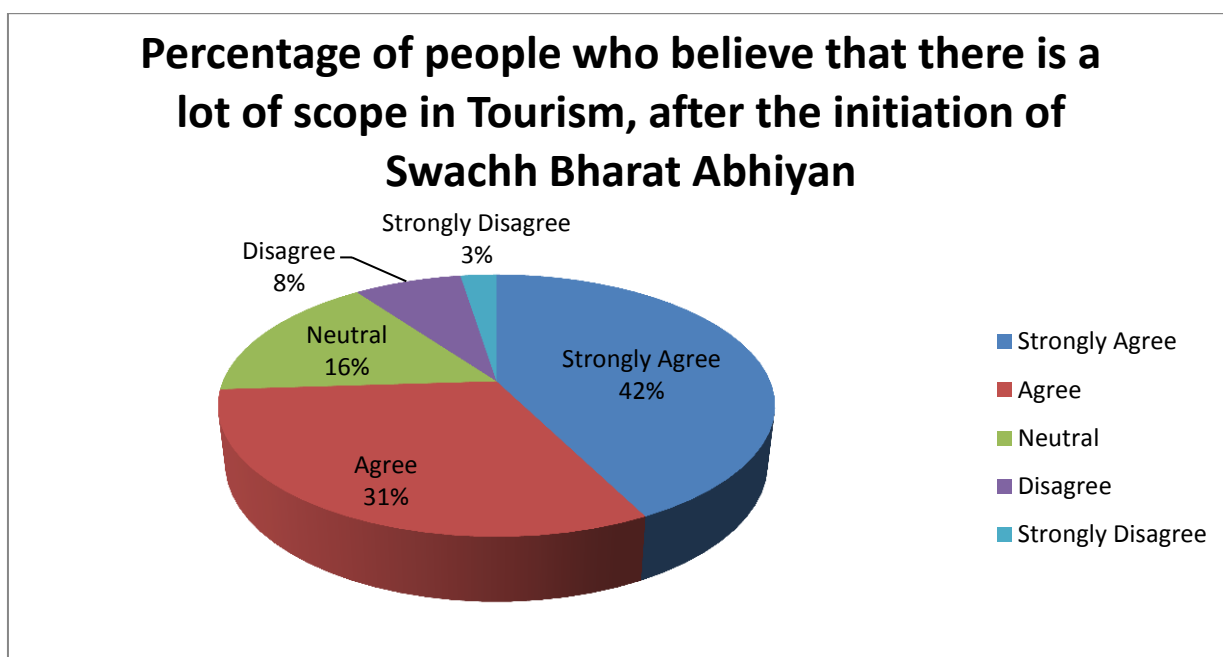


Fig 5.11

**Interpretation:**

Majority of respondents, i.e.63% respondents believes that Swachh Bharat Abhiyan is highly contributing in development of tourism sector.

**Question 7) I believe that I will more follow Clean India Movement, if there is a penalty**

Option	Percentage of people who says that they will more follow Clean India Campaign, if there is penalty	Responses
Strongly Agree	33%	65
Agree	26%	51
Neutral	22%	43
Disagree	15%	30
Strongly Disagree	6%	11
	Total	200

Table 5.12

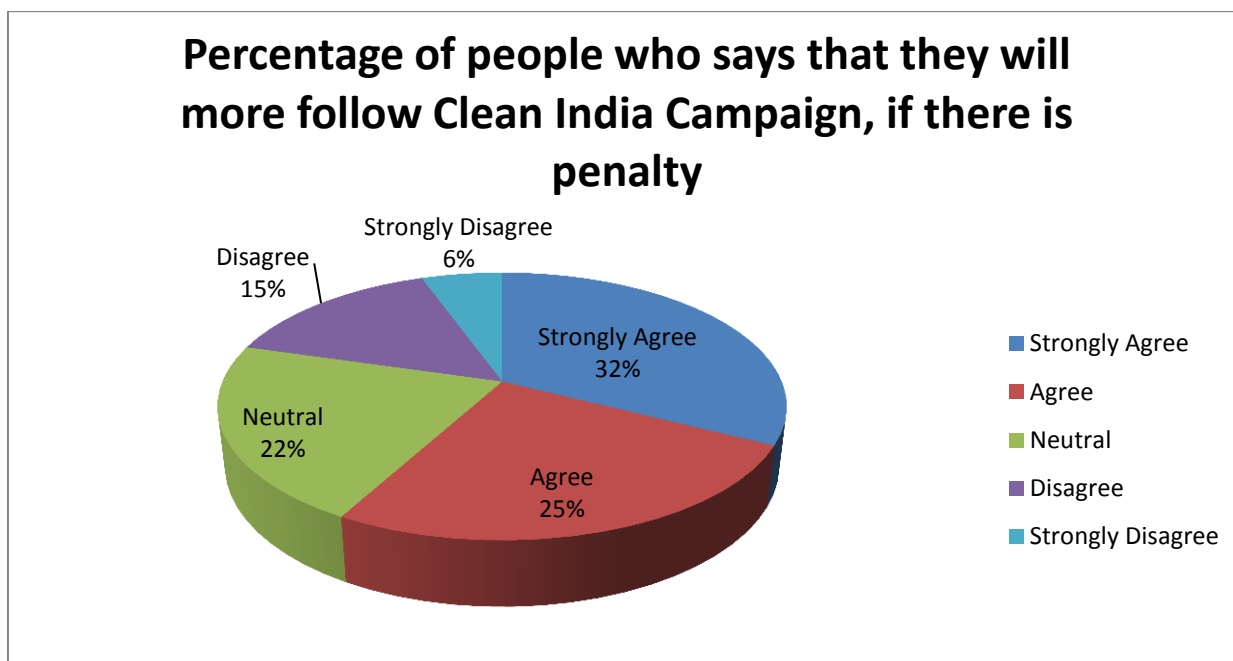


Fig 5.12

**Interpretation:**

Approx. 57% of respondents believe that there must be strict penalty regarding cleanliness. And 21% of respondents disagree with the statement, and 22% of respondents are neutral with the statement.

**Question 8) I also join with social networks regarding the Clean India Movement**



Option	Percentage of people who joins the Social Networks regarding the Clean India Movement	Responses
Strongly Agree	25%	50
Agree	34%	68
Neutral	28%	55
Disagree	11%	22
Strongly Disagree	3%	5
	Total	200

Table 5.13

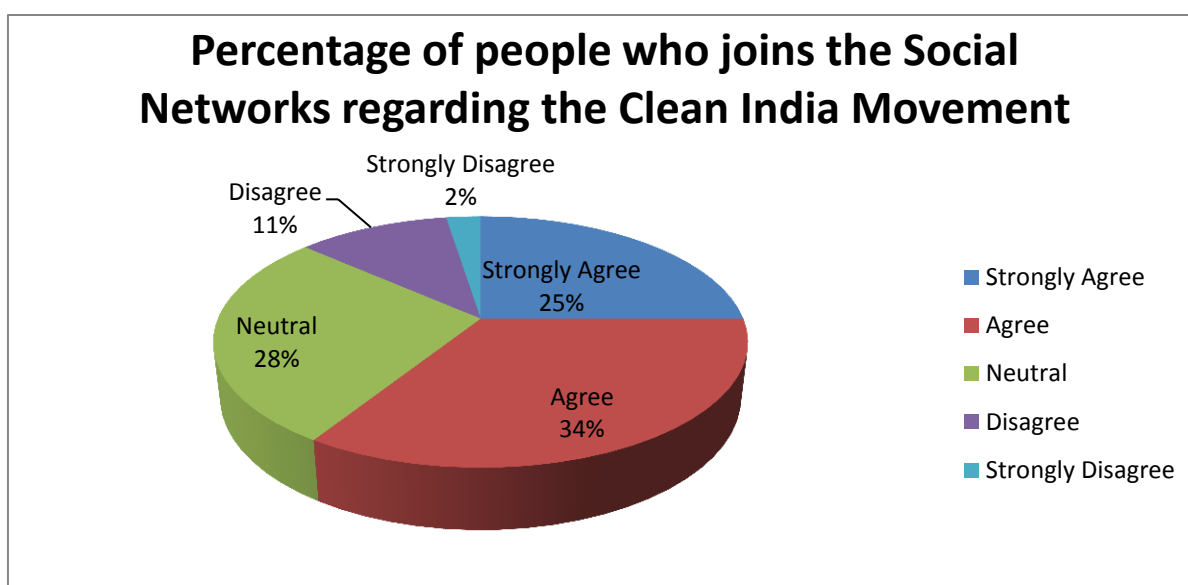


Fig 5.13

**Interpretation:**

Approx. 59% respondents are contributing in Swachh Bharat Abhiyan by joining social network to create more awareness.

**Question 9) After Swachh Bharat Abhiyan, there is a lot of improvement in sanitation facilities in my area.**

Option	Percentage of people who believe that there is a lot of improvement in sanitation facilities in their areas, after Swachh Bharat Abhiyan	Responses
Strongly Agree	21%	42
Agree	35%	69
Neutral	22%	44
Disagree	16%	31
Strongly Disagree	7%	14
	Total	200

Table 5.14

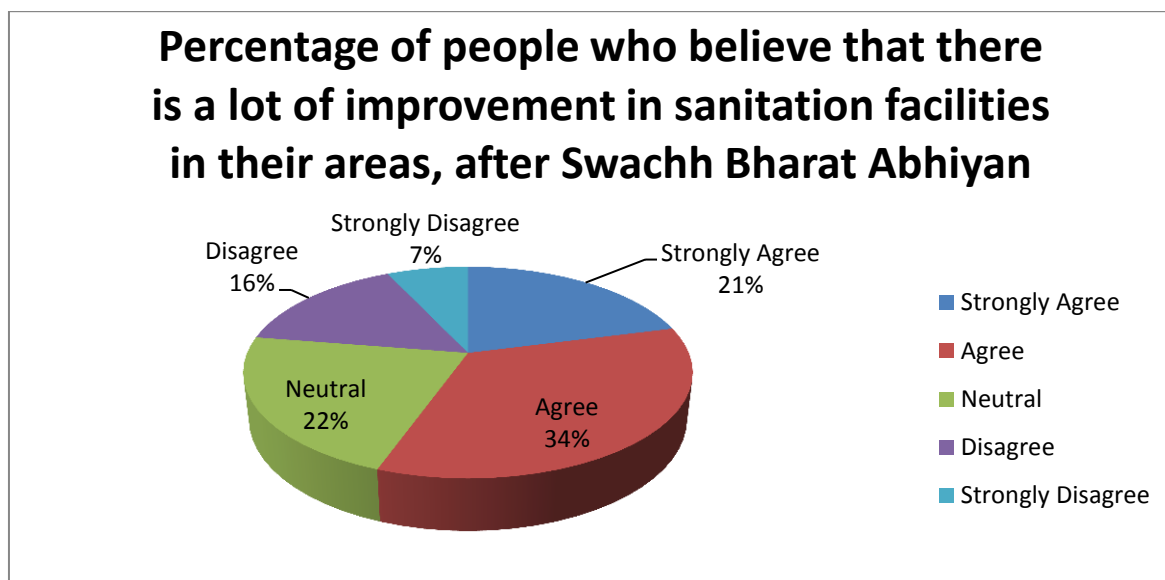


Fig 5.14

**Interpretation:**

As with the analysis of the charts and table it is concluded that nearly 23% of people said that sanitation facilities in their area are not improved. And 55% of respondents agree with the statement.

**Question 10) Clean India Movement with Corporate Social Responsibility (CSR) of the company bring more effective changes.**

Option	Percentage of people who thinks that Corporate Social Responsibility (CSR) of the company bring more effective changes.	Responses
Strongly Agree	37%	74
Agree	32%	64
Neutral	21%	41
Disagree	8%	16
Strongly Disagree	3%	5
	Total	200

Table 5.15

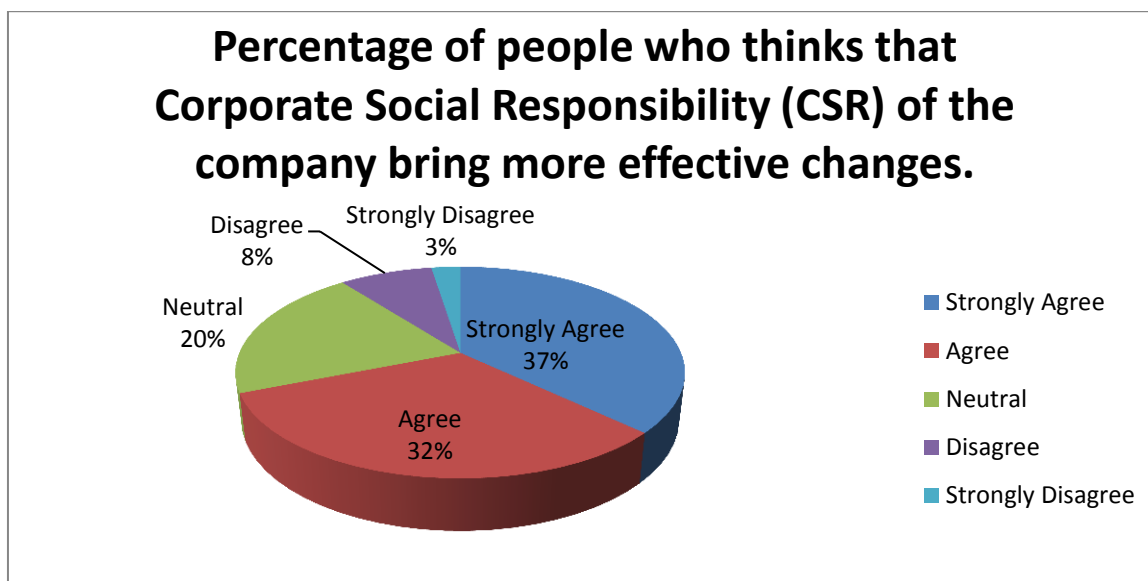


Fig 5.15

**Interpretation:**

More than 65% respondents believe that corporate social responsibility of the company is bring more effective changes of Swachh Bharat Abhiyan, and only 11% of respondents disagree with this.

- **Cross Analysis:**

- 1.) **Respondents Age vs. People get motivated**

Percentage of people who believe that they get motivated while working on Swachh Bharat Abhiyan						
Age	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Grand Total
16-25	38	50	11	7		106
26-40	24	26	7	4	2	63
41-50	10	7	4		1	22
51 & above	5	2	1		1	9
Grand Total	77	85	23	11	4	200

Table 5.16

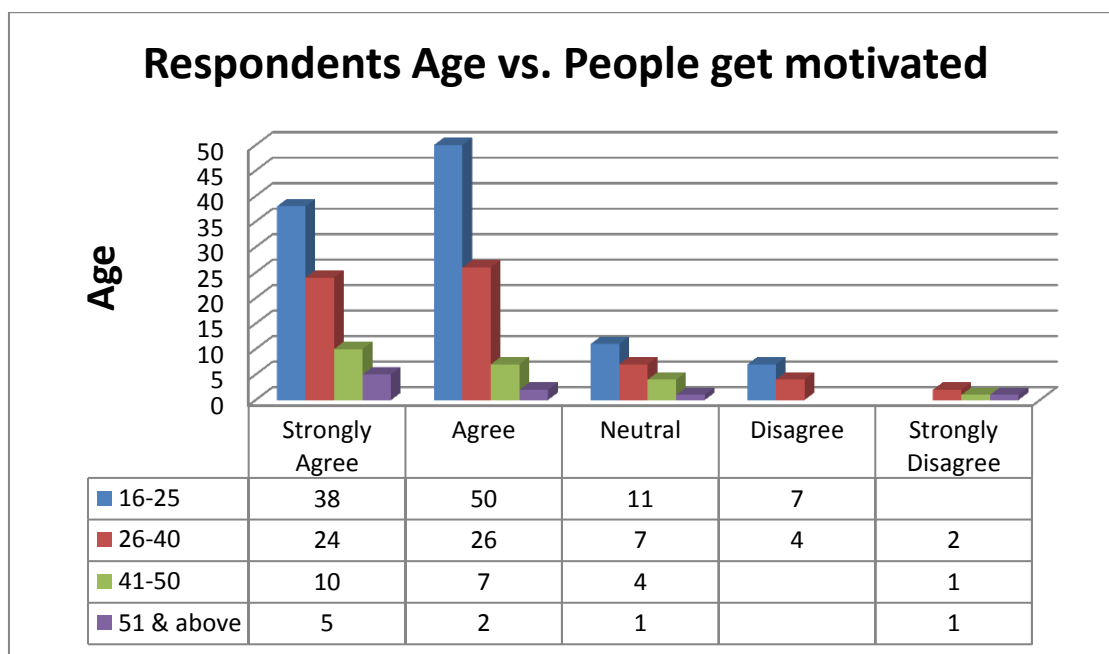


Fig 5.16

**Analysis:**

It is being analysed that, the age group of 16-25 gets more motivated while working in campaign, and the age group of 51 and above are less motivated while working is campaign.

**2.) Respondents Gender vs. attitudes to people towards campaign**

Attitude of people have been changed towards Clean India due to Swachh Bharat Abhiyan Campaign						
Gender	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Grand Total
Female	9	12	5	5		31
Male	55	80	22	6	6	169
Grand Total	64	92	27	11	6	200

Table 5.17

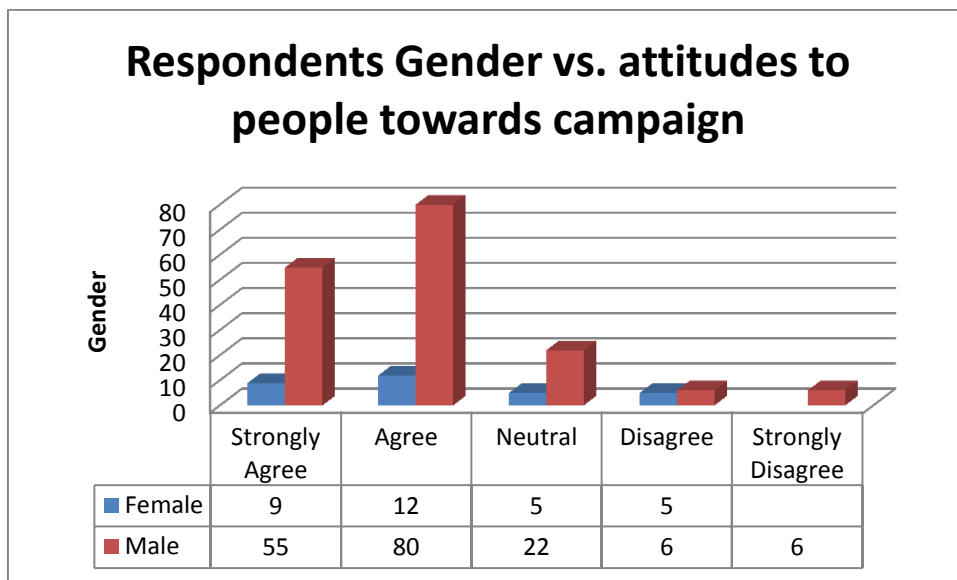


Fig 5.17

**Analysis:**

It is being analysed that males are more whose attitude had changed towards campaign, and only few male respondents attitudes had not changed, whereas the female respondents is less.

**3.) Respondents occupation vs. joining social networks**

	I also join with social networks regarding the Clean India Movement					
Occupation	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Grand Total
Business	13	8	7	2	2	32
Homemaker	1	4	2	1		8
Others			2			2
Retired	1	1	2	1		5
Service	15	26	15	9	2	67
Student	20	29	27	9	1	86
Grand Total	50	68	55	22	5	200

Table 5.18

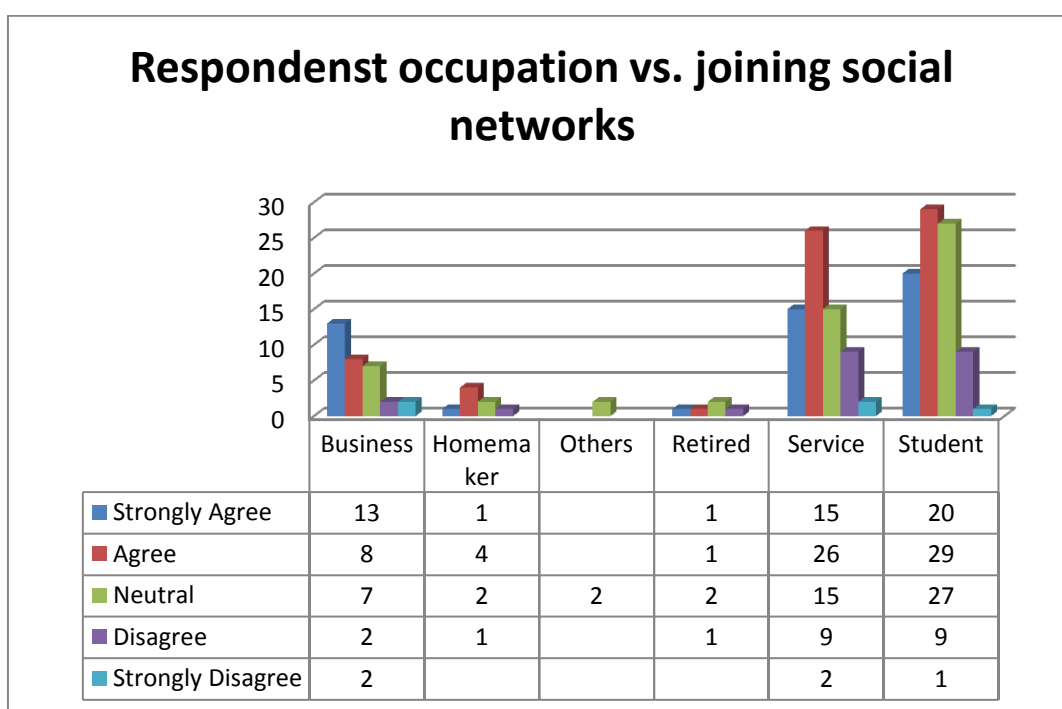


Fig 5.18

**Analysis:**

From above table and chart, it is analysed that students send long time on social networks to support campaign, and the retired. Homemaker and others spend a very few time on the social network for the campaign.

## VI. CONCLUSION

From all the studies, it is being concluded that the Swachh Bharat Abhiyan was a well initiated campaign with a huge approach and marketing concepts. But that didn't long last for more years because of not following up. And at some the marketing influence concept had broken. There is always a limitation for the study on this concept, to draw a proper conclusion we need all population data. So, by only 200 respondent's responses we can't draw an exact conclusion.

## VII. ACKNOWLEDMENT

I am highly thankful to the management and staff of the "Christ Institute of Management". I am especially thankful to Dr. Dilip for helping me in my "Practical Studies" of making the report.

I take this opportunity to thank our Director, Dr. Fr. Jossy George; Professor in-charge, Dr. Dilip Nandelokar, for their encouragement and, for providing us all the facilities for making the study more learning oriented.

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