

# Challenges of Clean India: Problem of Indian Mindset? (Study on the Challenges of CICs having the Negligence of Indian Mindset towards Cleanliness at the Focus)

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**Abstract**—Going further back in time, Indian society traditionally had certain attitudes against manual labour that have led to a lack of cleanliness in India. The unfortunate thing is that India's dirtiness cannot be written off due to its poverty, as there are plenty of other poor societies that are cleaner than India. It is in light of these facts that Prime Minister Modi launched his Swachh Bharat Abhiyaan on Thursday 2<sup>nd</sup> October 2014, which was a modified version of Total Sanitation Campaign (CIC) launched by the then Government of India in the year 1999. But unfortunately, open defecation has become so rooted in India that even when toilet facilities are provided, the spaces round temple complexes, temple tanks, beaches, parks, pavements, and indeed, any open area are covered with faecal matter.<sup>[1]</sup> This attitude is one of the major challenges for a Clean India, which is least considered in major CICs.

The study seeks to find whether the CIC's marketing policy were and are able to mould the Indian Preference towards Cleanliness. The specific objectives under this study are as follows:

1. Measure the factors behind negligence of Indian mindset towards cleanliness.
2. Identify and educate the Indians about negative consequences of Indian negligence towards cleanliness.
3. Role of CIC's marketing strategy to eradicate Indian negligence towards cleanliness.
4. Suggest remedies (if needed) for deficiencies in CIC's marketing strategies.

**Keyword:** CIC – Clean India Campaign

## 1. METHODOLOGY

The paper will analyse the successes and failures of Total Sanitation Campaign (TSC), through the secondary data collected from relevant published literature, since TSC is one of the largest Clean India Campaign, organised by the Government of India at a national level. Collected data will be analysed with the help of relevant tools in order to draw conclusions and policy implications.

## 2. INTRODUCTION

*'Roopa yuvana sampannah,  
Vishala kula sambhavah,  
Vidyaaheena na shobante,  
Nirgandha iva kimshukah'*

Quoting from an old Sanskrit verse, it means that a man may possess beauty, youth, wealth, or he may be born in a family of high regard, but without knowledge he is not admired and is like the palasha flower having no fragrance.<sup>[2]</sup> Like that our country India is enriched with its resources and supported with the roots of different cultures and traditions that led the world towards the pathway of development.

But unfortunately, our country is still counted as a developing country in the world only because we don't consider those inherited pathways, and work for self-development. We don't ever think about our responsibilities and duties even at the time when we strongly fight for our rights. We always forget that Great Powers comes with Great Responsibilities.

May be that's why our Indian Mindset towards cleanliness is still unfavourable. But the Indians should consider some latest facts and figures that highlights few negative repercussions on the development of India. In India, 597 million people practise open defecation: in rural India, 65% of the population still practises open defecation.<sup>[3]</sup>

Considering the reality, the Government of India has constantly tried to aware the public about the significance of Clean India for Indians. Recently, Swachh Bharat Abhiyan was officially launched on 2 October 2014 at Rajghat, New Delhi, where Prime Minister Narendra Modi himself cleaned the road. It is India's biggest ever cleanliness drive and 3 million government employees and school and college students of India participated in this event. Such initiatives are highly funded by the **Government of India (Marketer)** to

market 'Clean India' (Idea) among the Indians (Customers). But they fail in achieving their long term objectives of Clean India.

This paper will analyse the marketing strategy of Clean India Campaign and help in finding out an amicable solution towards these defects, hence strengthen the concept of Clean India.

Marketing 'Clean India' by TSC: Indian Mindset towards Cleanliness

## I. What is Total Sanitation Campaign (TSC)?

The **Total Sanitation Campaign**, which is recently known as **Swachh Bharat Abhiyan** (Clean India Mission) is a national level Clean India Campaign by the Government of India, covering 4041 statutory towns, to clean the streets, roads and infrastructure of the country. With effect from 1 April 1999, the Government of India restructured the Comprehensive Rural Sanitation Programme 1986 (CRSP) and launched the Total Sanitation Campaign (TSC). To give a fillip to the TSC, effective June 2003 the government launched an incentive scheme in the form of an award for total sanitation coverage, maintenance of a clean environment and open defecation-free panchayat villages, blocks and districts called Nirmal Gram Puraskar. Effective 1 April 2012, the TSC was renamed to Nirmal Bharat Abhiyan (NBA). On 2 October 2014 the campaign was relaunched as Swachh Bharat Abhiyan.<sup>[4]</sup>

The components of the programme are:<sup>[5]</sup>

- a. Construction of individual sanitary latrines for households below the poverty line with subsidy (80%) where demand exists.
- b. Conversion of dry latrines into low-cost sanitary latrines.
- c. Construction of exclusive village sanitary complexes for women providing facilities for hand pumping, bathing, sanitation and washing on a selective basis where there is not adequate land or space within houses and where village panchayats are willing to maintain the facilities.
- d. Setting up of sanitary marts.
- e. Total sanitation of villages through the construction of drains, soakage pits, solid and liquid waste disposal.
- f. Intensive campaign for awareness generation and health education to create a felt need for personal, household and environmental sanitation facilities.

## II. 'Clean India' Marketing by TSC

In order to analyse Clean India Marketing by TSC, it is very important to discuss about how a good marketing strategy shall be made. The purpose of a marketing plan includes laying out how a company will achieve its stated business goals, and providing a framework to ensure that activities stay true to the vision and mission of the company.

### a. An Ideal Marketing Plan

When starting the process of developing a marketing plan, there are five critical areas for consideration – positioning, objectives, strategy, tactics and execution.<sup>[6]</sup>

**Positioning:** Positioning is a statement or set of statements specifically used to create an image in the mind of your customers. It is determining the market space of your product or service occupies and the benefits to the market. To contribute effectively to the marketing plan, take the time to dig deep, challenge and define the benefits and uniqueness of your offering.

**Objective:** Defining the company objective requires deliberate thought that can often produce lofty objectives and goals. Look at what you want to achieve, make sure it is **S.M.A.R.T.** i.e. **Specific, Measurable, Attainable, Reasonable, and Timely.**

**Strategy:** Now, it is time to think in general terms about how the company will achieve its objectives. Strategy is an evolution, and not something typically decided in an hour's time. However, taking the time to think through some possible strategic directions will certainly aid in the creation of the marketing plan.

**Tactics:** The detail of the tactics will take place in the Marketing Communication Activity Plan. In terms of developing the plan, consider what directions might be a good fit. A word of caution – be open to all possibilities and be realistic. Collaborating with a team with marketing expertise can help stretch the budget and invest in activities that produce positive, measurable results.

**Execution:** Though execution is last on this list of things to consider, it most definitely is not least. Having the right people, tools and processes to carry out the planned activities to support the strategy and achieve the objective is critical. In fact, this is a necessary thought to carry in the background during plan and strategy development.

### b. Analysis of Total Sanitation Campaign for Clean India Marketing

STAGES FOR A MARKETING PLAN- "CLEAN INDIA"	STATUS		
	Central Rural Sanitation Programme[7]	Nirmal Bharat Abhiyaan [8]	Swachh Bharat Abhiyaan[9]
STEP 1: Positioning	Didn't focused in Product Positioning	Didn't focused in Product Positioning	Focused in Product Positioning by highlighting the importance of cleanliness in an ineffective way.
STEP 2: Objectives	Targets are S.M.A.R.T. but confined to Toilet Construction Policy in Schools and Houses.	Targets are S.M.A.R.T. but confined to Toilet Construction Policy in Schools, Houses, and Anganwadis.	Targets are S.M.A.R.T. less focus on Solid Waste, More focus on Toilet Construction.
STEP 3: Strategy	<p>1. Startup activities: Conducting of preliminary survey to assess the status of sanitation and hygiene practices, people's attitude and demand for improved sanitation, etc.</p> <p>2. Information, Education and Communication (IEC): Creating demand for sanitary facilities in the rural areas for households, schools, Anganwadis, Balwadis and Community Sanitary Complexes.</p> <p>3. Rural Sanitary Mart: Hardware and designs required for the construction of not only sanitary latrines but also other sanitary facilities, such as soakage and compost pits, vermi-composting, washing platforms, certified domestic water filters and other sanitation facilities.</p> <p>4. Revolving Funds: Arranging low / zero interest finance to their members for toilet construction.</p> <p>5. Construction of Individual Household Latrines</p> <p>6. Community Sanitary Complex: Complexes, comprising an appropriate number of toilet seats, bathing cubicles, washing platforms, Wash basins etc, can be set up in a place in the village acceptable to women/men/ landless families and accessible to them.</p> <p>7. School Toilets</p>	<p>1. Construction of Individual Household Latrines</p> <p>2. Community Sanitary Complex</p> <p>3. Celebration of Swachhata Diwas in Gram Panchayat</p> <p>4. Nirmal Gram Puraskar: Villages that achieve this status receive monetary rewards and high publicity under a program called Nirmal Gram Puraskar for cleanliness.</p>	Cleaning surroundings but also seeking the participation of people in planting tree, creating trash-free environment, providing sanitation facilities and paving a way for Swachh Bharat eventually.
STEP 4: Tactics	Communication of CLEAN INDIA through Toilet Construction, Financial Incentives, and IEC Strategy	Communication of CLEAN INDIA through Toilet Construction, Nirmal Gram Puraskar, Financial Incentives, and IEC Strategy	Communication of CLEAN INDIA through Toilet Construction, Nirmal Gram Puraskar, Financial Incentives, Branding Strategy at a national level.
STEP 5: Execution	Resulted into Supply Driven Policy, generating zero demand for CLEAN INDIA	Resulted into Supply Driven Policy, generating zero demand for CLEAN INDIA	Not .Applicable (*It is an ongoing project)

Moreover, their demands from CLEAN INDIA are also not identified properly.

### c. Problems & Solutions towards Total Sanitation Campaign for Clean India Marketing

#### 1. Marketing Strategy for Zero Customers of CLEAN INDIA:

**Problem:** In India, there are no loyal customers for CLEAN INDIA, who are willing to cooperate for CLEAN INDIA. It is primarily because of convenience seeking attitude of Indians who forget their ethics of cleanliness to fulfil busy lifestyle. So, all the strategies are made without creating customers for CLEAN INDIA.

**Solution:** Create and Retain customers for CLEAN INDIA by making CLEAN INDIA as their need not their want with real life examples because humans are rationale in nature, which gives importance to needs but not to wants.

#### 2. Confined to Toilets

**Problem:** All the TSCs were confined to Toilet Construction, although sanitation is not only confined to Toilets. No consideration for importance of dustbins.

**Solution: Dustbin Revolution-**The TSCs should also include importance of Dustbin Construction Management in Public Spaces, along with Toilet Construction.

### 3. Target Group – More on Children, Less on Adults:

**Problem:**TSCs are more focused towards educating children, less focused on educating adults which is least effective since adults are major contributors towards unclean India and can influence these children.

**Solution:** TSCs should focus on adults and also on children.

### 4. Zero Customer Feedback Mechanism:

**Problem:** No proper feedback mechanism through which the customers can raise their perceptions and expectations about CLEAN INDIA.

**Solution:** Creation of proper feedback mechanism for CLEAN INDIA.

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