



Effect of Audio-Visual medium on Sanitation Campaign (With Special Reference to Doordarshan Channel)

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Abstract

India's more than 72% of rural people are practicing open defecation. To achieve the target of Swachh Bharat till 2019, the government has done tremendous efforts: it keeps on reviving the advertisements, changes new promoters and new schemes are being launched. Doordarshan is meant for public betterment and the government spends lots of resources on it. Television is well known for its effect and impact on past researches. So, this research tried to analyze the reach and effect of the sanitation campaign telecasts on the Doordarshan channel. Here the reach vis-a-vis viewing of the sanitation campaign. The exploratory research design was chosen in which the triangulation method has used which in turn used an interview schedule to explore the sample and to find the reach and viewership of sanitation campaign, the content analysis of the frequency of telecast of sanitation program on Doordarshan channel and observation method has used.

Keywords: Open defecation, Cleanliness, Sanitation, National Channel, Promoter, Attitude Change.

Introduction- In 2015, the World Health Organization (WHO) adopted the 2030 agendas for sustainable development in which two of them are related to water hygiene and sanitation (WASH). The two agendas are: 1) Achieve universal access to safe and affordable drinking water. 2) Achieve universal access to adequate sanitation. India is the fastest-growing economy (World Economic Outlook Update 2017) and the third-largest by purchasing power parity. India's GDP in 2014-15 was 7.3% and is the fastest-growing economy. India advances but lags behind in sanitation. According to the 2011 census, 92% of households in the rural population do not have access to latrines. Countries with a lower economy than India get better results than India in the context of sanitation; Of the 51 poorest countries, only four small countries have higher rates of rural outdoor defecation. Sanitation becomes an important problem for the country. It is a very important issue that affects our health. Sanitation causes diseases such as cholera, diarrhea, typhoid fever, etc. and India is a country that faces the problem of sanitation.



The problem of sanitation is found in both the rural and urban regions. People in rural India choose open defecation instead of the international standard operating latrines (Spears and Thorat, 2019). In India, open defecation is considered the culture of purity that has its importance in the caste system (Coffey, 2016).

In 1986, the Indian government first introduced a special sanitation program, that is, the Central Rural Sanitation Program (CRSP) for the construction of bathrooms. Under CRSP, a large subsidy was provided to all. In 1999, the Total Sanitation Campaign (TSC) was launched under which the abolition of the subsidy for non-BPL candidates was introduced. A survey conducted by NSSO (August 2014) recorded only 31.9% of households in rural India and 63.9% in the exclusive use of latrines in urban India. The rural population does not use latrines and will defecate outdoors due to fear of filling the latrine pit. Emptying the latrine pit is also a fundamental cause of outdoor defecation since only Dalit can do it (Spears and Thorat, 2019).

Indian Prime Minister Narendra Modi launched the Swachhh Bharat Campaign to address the problem of poor sanitation. He set the goal of making India open free defecation until October 2, 2019, which could be a tribute to Mahatma Gandhi on its 150th anniversary. The campaign focuses primarily on the process of behavior change. It creates the demands of toilets and their sustainable use by people. It originated with the objective of promoting hygiene and cleaning through solid and liquid waste management projects. Swachhh Bharat Abhiyan has two verticals that are Swachhh Bharat Mission (Urban) for cities and Swachhh Bharat Abhiyan Gramin for rural areas. The government has adopted a 360-degree communication strategy in which a regional and state workshop is held that involves all major stakeholders, such as collectors, Zilla Panchayat, and many more. The government is using a social media platform to connect with digitally active people such as the National Rapid Action and Learning Unit (RALU), Twitter (@swachbharat), Facebook (Swachhh Bharat Mission).

Previous studies state that audiovisual is the most effective way to understand anything. Images help retain learning for a long time. The theory of media cultivation states that if something is continually shown to someone, again and again, they find it true and begin to believe it. Celebrities are role models followed by a large number of people. People used to follow their lifestyle, dress, eat and even the diet chart. The influence and importance of celebrities can be analyzed by looking at the brand ambassador of the entire company. The same criteria have followed the government. The government has designated celebrities as the brand ambassador for the Swachhh Bharat Campaign. Celebrities and even the Prime Minister are also sweeping the street and keeping the ads clean. Followers used to follow their favorite celebrities and also implemented their appeals. Therefore, this research focuses on the audiovisual medium and the frequency of advertisements, the endorsement of celebrities, and other factors that influence the process of behavior change. Doordarshan is the public broadcaster and has reached across the country. It is free for everyone to access easily.

Statement Of Problem-Analyse the reach and effect of sanitation campaign telecasts on the Doordarshan channel.



Literature Review-Solvig, Raja, George, O'Connell, Gangdharan, And Norman (2019) have conducted research on the knowledge of menstruation, hygiene practices and perceptions in adolescents in India, in which they chose school students Urban slum and rural school from 10 to 16 years old. The methodology involved was before and after the intervention. The research found that more than 50% of girls do not have prior knowledge about menstruation before menarche. 94% of girls used to dispose of the pads in the dumpster and 73.6% of the girls used to wrap the pads in a plastic bag. The study shows that imparting knowledge one by one is very useful for changing people's attitudes.

Martin, Hulland, Dreibelbis, Sultana, and Winch (2017) attempted to analyze the factors that influence water, sanitation and hygiene (WASH). The research was concerned about the technologies involved and the behavior that affects WASH. To analyze the factors, the research has used a systematic review of 42 articles. The analysis shows that community health workers and the social marketing campaign or the media are the most important factor in the behavior change process. Psychological, contextual and technological factors predominantly silhouette the progression of behavior change. The authors have argued that three main components that help maintain adoption are: behavior, the frequency of behavior practice, and the period of time during which behavior should be measured.

Lawania and Kapoor (2012) shed some light on how the government has used the funds and the experience of companies in the construction of bathrooms, sewage treatment, river cleaning, etc., under Swachhh Bharat Abhiyan. This research has analyzed the social gaps and the formulation of plans accordingly. Companies now changed their focus area from purely economic to environmental, educational, and health responsibilities. The World Bank described in its report that lack of availability of sanitation infrastructure and lack of hygiene affected India's GDP with an economic loss of approx. 6.4 percent in 2014'. India has brought Rs. 1,390 million through CSR in 2014-15 (csr.gov.in). "CSR helped achieve the goal of 100% clean sanitation." Behavior change requires adequate and culturally sensitive health education. (WHO 2004; Rocío Florez, 2013). The study found that the top 10 companies have contributed the most, that is, 323 crore in the Swachhh Bharat Mission in 2015-16.

Divik Tyagi (2013) discussed that tuberculosis; The king of diseases has developed very quickly in Saharanpur, which is a busy place in western Uttar Pradesh. Overcrowding and lack of nutritious food and water and lack of sanitation are the main cause of unhygienic conditions. This can cause the spread of various microbial diseases. Diseases such as pulmonary tuberculosis require great attention due to their harmful effects on the health of humans.

Lear, Runyan, and Whitaker discussed the positive role of sports celebrities in retail products. They discovered that the products sold by retailers are mainly backed by sports celebrities (2009).

The literature concluded that sanitation is the main problem in the country and that behavior change is the ultimate goal to reach the level of sanitation. Audiovisual media is one of the effective media and celebrities also played a vital role in the process of behavior change.



Theoretical Framework- This research has worked on three sociology and communication theories: agenda-setting theory, cultivation theory and knowledge gap theory.

The theory of the configuration of the agenda: indicates the powerful influence of the media where it tells us which issues are important. The media focus on a few problems and portray those problems that are more important than others.

Cultivation theory: it establishes that high-frequency television viewers are more susceptible to their message and believe they are real and valid.

Knowledge gap theory: the increase in information in society is not acquired uniformly by all members of society: people with a higher socioeconomic level tend to have a better ability to acquire information (Weng, SC 2000).

Objectives

- Study the effectiveness of celebrity endorsements in the sanitation campaign.
- Study the attitude of people towards the sanitation campaign.
- Analyze the environment involved in raising awareness about the sanitation campaign.
- Analyze the role of local culture in sanitation.

Methodology

Research Approach-The paper has used qualitative as well as quantitative approaches.

The research had used both primary and secondary data. The primary data was collected using the triangulation technique which used three methods of data collection, ie the interview schedule and observation. The interview schedule was held in two villages of Noida; Khora and Bishanpura. The distance between the two villages was 5 km. The area for data collection was selected on the basis of an intentional sample as the two villages had very different populations economically and socially. In the area, there was a doctor, a businessman, a merchant, a salesman, a craftsman, an engineer, etc. who looked after various respondents and minorities who also lived in these areas. The frequency of advertising was analyzed through observation. The Doordarshan watch was done for a week at prime time (6 pm - 9 pm). The data collected were analyzed using SPSS, observation, and crosstab to compare the various variables. The data was collected in the villages of Khora and Bishanpura in Noida. The people were very different in the occupation, had different economic classes as doctors, engineers, private profession, merchants, salesman and handicraft manufacturer. A total of 100 people were contacted, but 10 people were turned down to complete the interview schedule. Then 90 people from both villages were questioned using the interview schedule.

Analysis And Interpretation

Interview Schedule

The survey result concluded that people knew "Swachh Bharat Abhiyan" well and preferred television to any other medium. They used to see the ad and implement it too, but not everything. There were people who cleaned the house but threw garbage on the street. People thought that if the roads or streets were dirty, it was the government's responsibility to clean them. People demanded fundamental rights, but no one cared to fulfill their fundamental duties to the nation. People were aware of the cleanliness, but they didn't think that cleaning the bathrooms was also



as important as cleaning the house. People cleaned the bathrooms in a week, which was very unhygienic. The unhygienic bathroom could cause various diseases such as infection, cancer, etc. There were people who did the daily cleaning, but the number of people was smaller. The most important impact of sanitation was that people were very aware of cleanliness. They know that open defecation causes many dangerous diseases, so no one practiced open defecation. In Bishanpura, society was not very polite. People came from the lower middle class in terms of the economy and live very congested. The city had a good population of Muslims. Most people were working class, such as salespeople, traders, artisans, etc. The cleaning conditions were worse. Everywhere, house flies flew in large groups. Garbage has spread everywhere on the roads. People were aware of cleanliness and its benefits, but they did not clean their roads. They used to clean their houses and throw all the garbage on the street. Even the surroundings of the medical store and the doctors' clinic were very dangerous. A tanker truck was provided daily for drinking and other works. People also bought water in bags to drink. There were also people whose conditions were better in all contexts, such as economics, environment and other basic needs, but the number of these people is much smaller.

In the Khora colony, the Deepak vihar was chosen. There were better living conditions in Deepak vihar. People have a high level of education and are very aware of the purity of the Prime Minister and his "Swachh Bharat Abhiyan". The roads were very clean. People threw trash in the trash. Sewage was discharged in a controlled manner in the usual way, as if the water had not been too polluted, for example, it is used for another purpose: for example, the water used to clean the floor has been reused in the garden. They used to get rid of the more polluting waters in the public sewers, and some people made an underground well and covered it. Drinking water supply and other tasks were provided by the government.

Program Analysis

The frequency of sanitation-related advertisements was analyzed during a week of Doordarshan observation. Primetime was chosen because it was the most popular moment, as people watched television during prime time to refresh their mood. On the first day of analysis, three ads were shown in which one was totally concerned with cleanliness and the other two focused on open defecation. The ads featured two celebrities: Sachin Tendulkar and Amitabh Bachchan. Meanwhile, three ads for the "Swachh Bharat" program were also shown. This means that during 3 hours of the show, Swachh Bharat Abhiyan's ads went five times to people. The same criteria apply to every day with the same frequency of ads. Half an hour of the "Swachh Bharat Program" broadcast every Wednesday at 9 am and on Saturdays at 8:30 am. But as a very valuable stellar schedule for each channel, Doordarshan changed its program schedule from morning to afternoon. The program was renamed "Har Kadam Swachhta Ki Aur" with certain changes in its section, such as Swachhta News, Children's' Participation in Swachhta. The program was launched to fulfill Prime Minister Narendra Modi's vision.

Based on the frequency of "Swachh Bharat Abhiyan" reports, it was analyzed that Doordarshan made great efforts to inform and sensitize people about sewage disposal. Most



reports focused on outdoor evacuation, from which it can be concluded that outdoor evacuation is generally practiced on a very large scale in rural areas. Even the show "Swachh Bharat - Drinking Water and Sewage Treatment in Rural Areas" was used on Doordarshan TV on television to promote people's sewage treatment. The periodic update of the Doordarshan Swachh Bharat program has shown that the Doordarshan takes the program very seriously, although it has become very lethargic with the other serial updates. The announcements of the Swachh Bharat program were very interesting. Doordarshan changed the program of "Swachh Bharat" as the results achieved so far are removed from the program and what had to be achieved as shown by the people to have an influence on it.

Findings and Outcomes

Interview schedule- People were well acquainted with the wastewater treatment program. They saw different ads related to the wastewater treatment program in different media. But most people want to watch these ads on television because they used to watch television and updated their mood over time. There were a significant number of people who knew the campaign but hadn't seen an ad yet. This was because they did not have enough time to watch television or read newspapers, and some were not financially strong enough to spend money on buying newspapers. Of all the television commercials, people prefer Amitabh Bachchan commercials. He likes dialogue and the concept of advertising, which is, cleaning. Vidya Balan's ad and Narendra Modi's ad also liked people. They liked the concept of the ads, as Vidya Balan's announcement was more about women's safety, while the other report was favored by people because the honorable prime minister had hit the area clean up, so it affected them. The toilet was cleaned a maximum of once a week, which was very surprising, although they were well aware of sewage treatment and its benefits. There was no public toilet in both areas as there was no need for a public toilet. People had their own bathroom. There were people who threw their trash on the street, even though they knew about sewage treatment. People were aware of wastewater treatment, but they practiced nonetheless.

Observation

Observing, the researcher has discovered that Bishanpura was too uncomfortable. There were flies everywhere. Trash was thrown into the street, and in the public sewer, the house flies were the cause of the formation of a mafia. The area of Khora was relatively cleaner than Bishanpura. People knew Narendra Modi's sewage treatment program. The hygiene program was called "Narendra Modi's sweeping program." People cleaned their houses but threw garbage on the streets and accused the government of not doing their job properly. People thought their responsibilities were limited to their homes; they didn't have a head outside their home.

Conclusion

The study concluded that people could see the various advertisements broadcast by the media. People watched more television than any other medium. It wasn't by accident that they saw the ad, but they saw the ads with interest. People not only watched the ads but also followed them. They were influenced by the concept of purity. However, the cleaning was only done in their homes. It was a culture of putting the responsibility on the shoulders of others, and the result was



that the task was never accomplished. Educated people with higher socioeconomic status were more aware of the campaign than low and educated socio-economic values. The reason for the lack of information was that they did not have enough time to relax and watch TV. There are no open evacuations in both villages.

Limitations

This research focused on two villages of Noida NCR. The NCR region was very well developed and was close to Delhi, so the result might differ if the same research will be conducted in other regions.

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