

Planned Obsolescence in Consumer Products

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Abstract

Planned obsolescence describes the practice of intentionally designing products to break quickly or become obsolete (unusable). Many debates have occurred in past decades whether this process is ethical or not.

This paper will explain why the practice is widespread among various industries and why it is still relevant in the market after massive consumer awareness, and it will also examine if consumers can track down these patterns of obsolescence. Furthermore, it will assess how obsolescence impacts the environment.

Objectives

This Research paper will help users understand the ongoing practice of Intentional Obsolescence and its effects on their buying behavior. Study what impacts it has on the environment and the planet. It will also find out whether the users are already aware of this practice through personal interviews. Detailed study on Apple product users and their awareness of this practice.

Research Methodology

By reading numerous research papers by Taiwo K. Aladeojebi, Sofia Margarita, and many more we had substantial information and knowledge about the topic but wanted to find out whether people around us knew what this practice is and how it is impacting their lives.

So, we decided to move ahead by conducting interviews with iPhone users and a few general consumers around us and out whether they are facing any related problem in their device, and

if they know what planned obsolescence is and how it is impacting them.

By conducting these interviews, we came around a bunch of people, so we categorized them into three groups and then analyzed them. After looking into each group's needs, wants, pain points, and behaviors we have drawn some conclusions and came up with the findings of our Research.

Introduction

Planned obsolescence or built-in- obsolescence is a policy of intentionally designing a product with a limited useful life, so it becomes obsolete or no longer functional after a certain period. The primary objective of this approach is to incentivize consumers to invest in newer products at an accelerated pace, consequently bolstering sales. Products are intentionally designed to have a limited lifespan, or by fostering a perception of obsolescence, wherein consumers feel compelled to upgrade due to perceived inadequacies in their current products. Although consumers could perceive planned obsolescence as a profit-maximizing tactic employed by producers, marketing expert Phillip Kotler stated that “it is a result of competitive and technological forces in a free market.”

Some examples of Planned Obsolescence are:-

- Apple does this by making its product obsolete in old devices.
- Textbook publications do this by adding new modules with minor changes in their textbook.

Planned obsolescence serves as a boon to manufacturers and the economy, ensuring consistent and potentially growing sales by stimulating consumption. Simultaneously, society reaps rewards from ongoing investments in research and development. Nonetheless, the downsides are glaring: vast amounts of waste accumulate, and resources are excessively depleted, leading to environmental repercussions. Furthermore, this perpetuates a cycle of consumer discontent and stress, driven by the relentless pursuit of owning the latest models.

How it all started?

In Geneva, Switzerland 1924 there was a meeting of top executives of the world's leading light bulb companies they formed what became known as the Phoebus Cartel. They agreed to

collaborate in assisting each other by managing the global supply of light bulbs.

Due to massive technological advancements light bulbs were lasting for approx. 2,500 hours. Light bulbs were lasting too long which declined their sales so all the members of the cartel agreed to reduce the life span of light bulbs.

Following the establishment of the Cartel, the lifespan of light bulbs gradually diminished, with the average duration plummeting to 1205 hours by 1934. As intended, this decline coincided with a 25% surge in sales.

While the Cartel disbanded in the 1930s, its strategies endured, shaping contemporary business practices. Today, many businesses purposefully reduce the lifespan of their products—a strategy known as Planned Obsolescence.

How do Companies do it?

Planned Obsolescence occurs when a company deliberately manufactures a device to deteriorate before reaching its expected lifespan. This often involves using inferior materials, like a weaker filament or fragile glass screen, to limit the durability of the product, such as a smartphone.

Conversely, there's the more abstract concept of perceived obsolescence. Consider the latest phone launch or the current fashion trend. These exemplify instances of perceived obsolescence. When companies introduce new product lines, their older offerings quickly lose appeal or seem outdated. To ensure continued consumer purchases, corporations consistently promote their latest releases, creating the impression that last year's gadget is now antiquated.

With vehicles, technology, and fashion in particular, this kind of perceived obsolescence is common since these consumer products have become status symbols.

Planned Obsolescence and Apple

Apple's products stand out as some of the most notorious examples of planned obsolescence. Allegations of this practice have been directed at the company for numerous years, drawing significant scrutiny from both the media and consumers alike.

- They push software updates as soon as new products launch in the market to decrease

the performance of older products.

- Apple phone charger cables have gained ill fame for their fragility, often necessitating more frequent replacements compared to cables from other brands.
- In the past, there have been indications suggesting that Apple intentionally shortened product replacement cycles.

Harvard University professor Sendhil Mullainathan also noticed in 2014 that searches for "iPhone slow" spike in the days after a new phone launches.

However, Apple has officially denied that it uses planned obsolescence.

Although Apple is well-known for its planned obsolescence policy, there isn't concrete evidence to support this claim, despite the previously reported facts.

The Problem of Electronic Waste

The most immediate consequence of constantly replacing products that have gone out of style, or which have broken before they should, is an increase in electronic waste. Annually, millions of tons of electronic waste, are generated each year. In the European Union alone, around 2.5 billion tons of e-waste is produced each year. These discarded electronics harbor hazardous chemical substances and materials, posing significant threats to both human health and the environment. Compounds like lead, cadmium, and chemicals such as phthalates DEHP and DBP are often present in high concentrations.

Components that defy recycling, often find their way to countries lacking stringent regulations on waste management, including many nations in Africa. Here, the waste is frequently processed by unprotected children, who handle the gadgets bare-handed to extract valuable materials like aluminum and copper. This processing often involves burning and releasing toxic dust and fumes.

Looking ahead, this rampant disposal of electronics represents a colossal waste of resources. Many of the materials within these devices, such as neodymium, indium, and cobalt, are inherently scarce. While they are abundant in products like magnets and batteries, they are difficult to come by in nature.

If practices like planned obsolescence persist unchecked, and no measures are taken to address

them, we are on course to encounter severe material shortages. Concurrently, we risk inflicting irreversible harm on vast swathes of our planet.

Primary Research

This study investigated planned obsolescence among iPhone users, with a focus on understanding what the views of the users on planned obsolescence are and their awareness of the same. Also, why do users stick with or switch from iPhones to Android devices? Through 40 interviews conducted via phone and in-person which specifically includes 10-15 telephonic interviews and 25-30 one-on-one interviews, three main types of iPhone users emerged.

Firstly, there are the Environmental Advocates, who switch to Android due to concerns about electronic waste generated by frequent iPhone upgrades. They prioritize eco-friendly choices and opt for Android devices perceived to have longer lifespans.

Secondly, we have the Status Seekers who view iPhones as symbols of prestige and wealth. Despite potential drawbacks like planned obsolescence, they remain loyal to the brand due to its association with social status and exclusivity.

Lastly, some users Value the familiarity and functionality of the iPhone interface. While acknowledging similar features in Android devices, they stay with iPhones due to their comfort with the iOS ecosystem. However, they expressed willingness to switch if Android offered comparable features.

These findings emphasize the diverse motivations behind iPhone usage and responses to planned obsolescence. They underscore the need for further research on consumer behavior and attitudes towards sustainable technology consumption, as understanding these dynamics can inform strategies for promoting environmentally friendly practices in the smartphone industry.

Research Findings

We had some questions at the beginning of the research discussed each one by one and try finding out whether we found the answers or not.

1. Are the users aware of the practice of Planned Obsolescence?

As expected, many users aren't aware of this practice and seemed to hear it for the very first time but upon explaining they expressed that they do notice it in their lives. Some people had a little bit of idea about it and some knew the exact concept and had already taken action against

it.

2. The extent to which the Companies use planned obsolescence in the present time according to users.

Many responses favored that every company has now been indulged in this practice and you can't escape it by leaving the use of one product. In the race for profits, the quality has been compromised and that is not a good sign.

3. Are iPhone users aware of this practice and do they notice it in their devices?

Similarly, many users here also aren't aware but most of them do notice the diminishing quality and standards in their devices over the years and aren't happy about it. Some on the other hand say that they will change their devices after 2-3 years, so it didn't matter.

4. Will they still purchase the products if they become aware of companies doing this?

In this question the respondents were divided into equal halves and outright rejected the use of any product that is intentionally doing it, but the other half says that they don't have any choice and can't do anything except accept their fate.

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Education as a catalyst of Empowerment, Positive Change and Social Justice

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Abstract

Aim: Education aims not only for providing knowledge and literacy, it also helps one grow and develop personally, socially, politically and economically. It provides with cognitive skills, decision making capabilities, creativity and enhances awareness of self as well as others. This makes an individual strong at psychological level too. Thus, it empowers a person with reasoning and judgement to live a fulfilling life which consequently reinforces an individual to bring positive change in society. Absence of quality education often leads to development of prejudices. The prejudiced attitude is often based on incomplete or inaccurate information detrimental for the growth of an individual. However, this can be transformed into well informed and fair perception through quality education. Positive social change often require grass root reforms, awareness programs, challenging the existing majority, dismantling oppressive structures and promoting social justice.

Objective: Research designed to find out the prevalence of need of Educative awareness and counselling orientation programs and its effectiveness in cognitive restructuring for the desired mindset change and thus optimizing the prevalence of equal opportunities, fairness and social justice.

Method: A program designed to educate about the learning difficulties prevalent in society, to stimulate students minds with creative methods for simplified learning, to diversify the mindsets of students through cognitive restructuring and becoming smart media users as beneficiaries and ruling out its negative impact. 130 school and college students' responses were recorded.

Key Findings: The result shows low awareness level in turn high demand of educative awareness programs. The students affirmed that knowledge, awareness and creativity sessions empowered them to allocate and utilize the available resources. This includes using and channelizing their own energies and capabilities which were hidden and not understood by them as well as using the available resources outside. Significantly high number of students felt empowered and hopeful for bringing the change in society which otherwise seems impossible to them. Again, a significant number of students felt that education paves the way for equal opportunities, fairness and social justice. This means through education we unlock the potential of underprivileged to promote them as drivers of innovation, productivity and prosperity. Lastly the students were equally divided on media's role in educating people. Those who were in favour says media increased the volume of learning with better illustrations and easy access to knowledge while others feel depressed when unable to manage information explosion and dealing with confused communication which differs from their real life.

Conclusion: The research can be concluded that education act as a catalyst of empowerment . This is possible only when the education managers are ready to perceive the change and accordingly systematize the age old working procedure. If it is than the beneficiaries will be education, teachers, parents and students. By promoting awareness, creativity, cognition and critical thinking among students qualitative education encourages individuals to question age old norms, challenge unfairness and reducing prejudices that often stand in the way of social justice.

Keywords: Empowerment, Awareness, Cognition, Critical Thinking, Unfairness, Reducing prejudices, Social Justice.

Introduction

Education aims not only for providing knowledge and literacy, it also helps one grow and develop personally, socially, politically and economically.

Personal Development includes cognitive intelligence, interpersonal and intra personal skills, discrimination, judgement, leadership and problem solving. These skills are necessary to have self-awareness as well as awareness about others and becoming competent to achieve at personal level.

Social Development develops an individual to have pro social behaviour towards society. Prosocial behaviour is defined as ‘voluntary behaviour intended to benefit another (Eisenberg et al.,2006). This refines person with kind behaviour and compassionate attitude. The person likes to help others without any selfish motive. Also respecting others, obeying the rules and norms comes with acceptance of socially accepted behaviour.

Political Development makes an individual understand the importance of participation in politics. The educated citizen becomes attentive to the political needs and through knowledge has a great impact on selection and implementation on policies for general people. This includes enhancing their will and ability to speak, write on prevalent political issues and formation of positive attitude and beliefs to build the concept of nationhood. It triggers the feeling of being good citizen with rights and duties as integral part of their political system.

Economic Development maximizes the potential skills to promote an individual towards economic growth and social mobility. In other words, education serves as provider of economic worth of a person and then in turn they contribute in raising the economic competitiveness of the country. The more an educated individual is productive, the more productive and prosperous will be the country at larger level. According to the World Bank, increasing the average years of schooling by one year can increase a country’s GDP growth by 0.37%.

So, to sum up education provides an individual with cognitive skills, decision making capabilities, creativity and enhances awareness of self as well as others. This makes an individual strong at psychological level too. Thus, it empowers a person with reasoning and judgement to live a fulfilling life which consequently reinforces an individual to bring positive change in society.

Absence of Quality Education often leads to development of prejudices. The prejudiced attitude is often based on incomplete or inaccurate information detrimental for the growth of an individual. This affects all the three components of attitude i.e cognitive, affective and behavioural.

Cognitive distortions give rise to meaningless generalizations, oversimplifications as well as unnecessary complications. An individual can suffer from generalized anxiety to anxiety disorders. Specific learning disabilities also requires cognitive restructuring. Media prejudices also comes in this category.

Affective component gives negative emotions. It affects an individual’s subjective feelings as well as physiological responses. Negative emotions like sadness, aggression, hatred,

jealousy etc leads to miserable life with reducing self esteem and confidence. Decreased life satisfaction requires life skills for a better and improved emotional life. Psychosomatic disorders are due to physiological imbalances.

Behavioural component is the way we act and react to a situation or an object. Fear, Phobias and Conduct disorders comes in this category.

However **positive social change** often requires grass root reforms, awareness programs, challenging the existing majority, dismantling oppressive structures and promoting social justice.

Objective of the study: Research designed to find out the prevalence of need of Educative awareness and counselling orientation program and its effectiveness in cognitive restructuring for the desired mindset change and thus optimizing the prevalence of equal opportunities, fairness and social justice.

Method: A program designed to educate about the learning difficulties prevalent in society, to stimulate students minds with creative methods for simplified learning, to diversify the mindsets of students through cognitive restructuring and becoming smart media users as beneficiaries and ruling out its negative impact. The following four major criteria were Taken:

Awareness: is educating to identify the areas to understand children better with their needs, hopes, aspirations so that behavioural, emotional and conduct problems can be successfully dealt with.

Creativity: Innovative methods and alternative therapeutic interventions like art, play, music and dance therapy improving communication, focus and attention of students.

Cognition: Introducing life skills with conceptualizing cognitive cycle and cognitive restructuring.

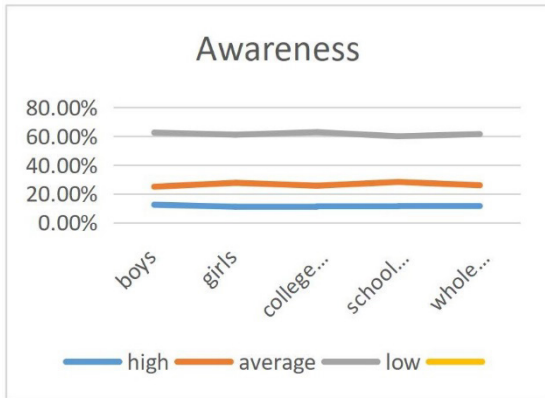
Media's Role: To become smart for using it for beneficiaries, ruling out its negative impact such as its addiction, managing information explosion and prejudiced communication. 130 school and college students' responses were recorded during the programme.

Sample Size:

Sample Category	Boys	Girls	College Students	School Students	Sample as whole
	40	90	70	60	130

Criterion 1: Awareness

Sample Category	Sample Size	Awareness		
		High	Average	Low
Boys	40	5 (12.5%)	10(25%)	25 (62.5%)
Girls	90	10(11.1%)	25(27.7%)	55 (61.1%)
College Students	70	8(11.4%)	18(25.7%)	44(62.8%)
School Students	60	7(11.6%)	17(28.3%)	36(60%)
Sample as whole	130	15(11.5%)	35(26%)	80(61.5%)

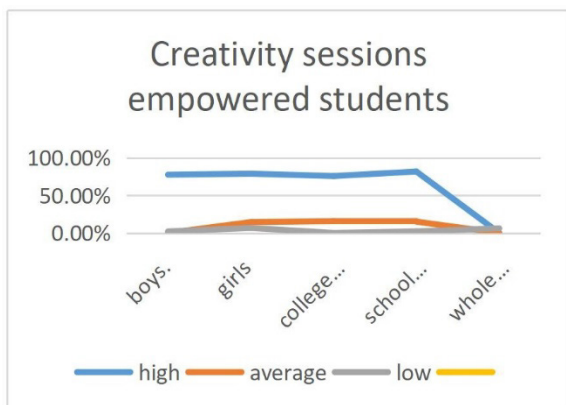


Key Findings: The data above clearly shows the results. There is low awareness level in students about the learning difficulties and available resources and indicates the high demand of educative awareness programs.

Criterion 2: Impact of creativity sessions empowering students.

Sample Category	Sample Size	Creativity (Empowering Students)		
		High	Average	Low
Boys	40	31(77.5%)	7(17.5%)	2(5%)
Girls	90	71(78.8%)	13(14.4%)	6(6.6%)
College Students	70	53(75.7%)	11(15.7%)	6(8.5%)
School Students	60	49(81.6%)	9(15%)	2(3.3%)

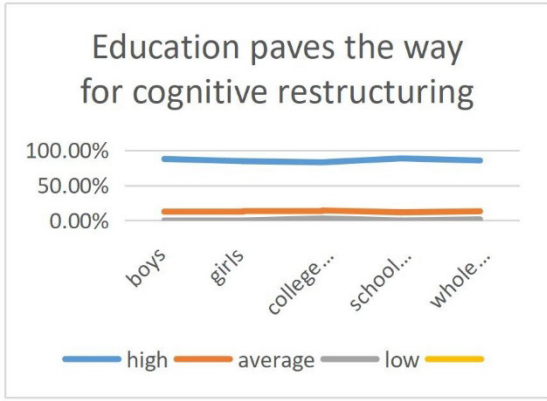
Sample as whole	130	102(78.4%)	20(15.3%)	8(6.1%)
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Key Findings: The students affirmed that knowledge, awareness and creativity sessions empowered them to allocate and utilize the available resources. This includes using and channelizing their own energies and capabilities which were hidden and not understood by them as well as using them outside. Significantly high number of students felt empowered and hopeful for bringing the change in society which otherwise seems impossible to them.

Criterion 3: Education paves the way for social justice

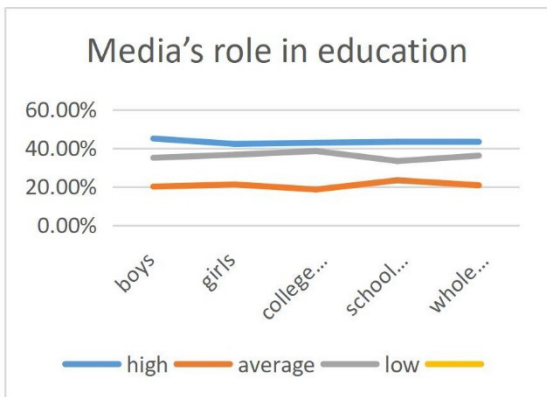
Sample Category	Sample Size	Cognition (Cognitive restructuring)		
		High	Average	Low
Boys	40	35(87.5%)	5(12.5%)	0
Girls	90	76(84.4%)	12(13.3%)	0
College Students	70	58(82.8%)	10(14.2%)	2(2.8%)
School Students	60	53(88.3%)	7(11.6%)	0
Sample as whole	130	111(85.3%)	17(13%)	2(1.5%)



Key Findings: Significant number of students felt that education paves the way for equal opportunities, fairness and social justice. This means through education we unlock the potential of underprivileged to promote them as drivers of innovation, productivity and prosperity.

Criterion 4: Media’s role in educating people

Sample Category	Sample Size	Media’s role		
		High	Average	Low
Boys	40	18(45%)	8(20%)	14(35%)
Girls	90	38(42.2%)	19(21.1%)	33(36.6%)
College Students	70	30(42.8%)	13(18.5%)	27(38.5%)
School Students	60	26(43.3%)	14(23.3%)	20(33.3%)
Sample as whole	130	56(43%)	27(20.7%)	47(36.1%)



Key Findings: Students were almost equally divided on media’s role in educating people.

Some were indifferent too. Those who were in favour says media increased the volume of learning with better illustrations and easy access to knowledge while others feels depressed when unable to manage information explosion and dealing with confused communication which differs from their real life.

Conclusion

The research can be concluded that education act as a catalyst of empowerment. This is possible only when the education managers are ready to perceive the change and accordingly systematize the age old working procedure. If it is than the beneficiaries will be education, teachers, parents and students. By promoting awareness, creativity, cognition and critical thinking among students qualitative education encourages individuals to question age old norms, challenge unfairness and reducing prejudices that often stand in the way of social justice.

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Pollution Reduction for *Swachh Bharat*

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Abstract

The government of India has begun the *Swachh Bharat* Mission, also known as the Clean India Mission on the 2nd of October 2014. The main objective aim is to remove open defecate & improve waste management as well as to make Open Defecation Free (ODF) villages. This large nationwide campaign is a significant step in the direction of protecting the environment, which is deteriorating at a rapid pace. The campaign's goals include doing away with open defecation, replacing unsanitary toilets with pour-flush toilets, doing away with manual scavenging, and, most importantly, changing people's behaviors to promote healthy sanitation habits with ensuring public participation in accomplishing these goals. India continues to be the nation where the greatest number of persons engage in open defecate worldwide. There is little doubt that India will one day become a nation free from open defecation if the *Swachh Bharat* Mission (SBM) is carried out effectively and all of its partners assume their respective duties. A synopsis of this program.

Keywords: SBM, Open Defecation Free, Waste Management, Healthy Sanitation

Introduction

The *Swachh Bharat Abhiyan* (SBA) was conceived by the great Honorable PM of India, Shri Narendra Modi, in Rajghat, New Delhi, on October 2, 2014, the birth anniversary of Mahatma Gandhi. The primary aim of this big initiative is to promote sanitation, hygiene, and cleanliness throughout the whole of India. The *Swachh Bharat* Mission (Urban) and the *Swachh Bharat* Mission (Gramin/Rural) are two of the movement's very clearly defined sub-missions. Among

the objectives of the urban sanitation business are: promoting public awareness of sanitation and its direct correlation to public health; implementing manual scavenging; open defecation; modern, scientific municipal solid waste management; positive behavioral changes related to healthy sanitation practices; and enhancing the ability of urban local bodies (ULBs) to create an environment that somehow encourages private sector participation in capital expenditure (CapEx) and operation.

The residents of India are the main primary stakeholders who somehow will help determine the program's road to success, so many governmental and non-governmental organizations are promoting the *Swachh Bharat Mission* & encouraging people to take part somehow actively. Even though the SBA is such a greatly ambitious initiative that has been effectively improving facilities and infrastructure, all of its somehow goals can be met if people will somehow be familiar with it and have the positive mindset when it comes to waste management and basic sanitation.

Literature Review

ODF is the "deadliest sanitation practice of all," as stated by the WHO (2014). The *Swachh Bharat Abhiyan Toilet Drive* by insight (Sulabhhenvis, 2016) seeks to raise awareness about proper toilet usage and construct toilets for those lacking access to them. According to some authors, inadequate sanitation, including the unhygienic disposal of excreta, unfit drinking water, & poor hygiene conditions, have significant non-health effects, particularly impacting women and girls. These effects include a lack of security and privacy, as well as a violation of basic human dignity (Amnesty International Kenya, 2010). The effectiveness of enhancements to human excreta disposal facilities in preventing diarrheal illnesses has been proven by Asratie HM, Belay GB, et al. (2022).

For maintaining a healthy lifestyle, it is crucial to have access to clean drinking water, practice good hygiene, and adopt healthy habits (Swain and Pathela, 2016). Research indicates that 88 percent of diarrheal infections stem from tainted drinking water, poor sanitation, and inadequate hygiene (UNICEF Report, 2014). Proper hand washing with soap/sanitizer at key moments can decrease respiratory infections by 30% and diarrhea episodes by nearly 50% (WHO and UNICEF, 2009).

Despite advancements in waste management, safe drinking water, and sanitation, rural residents remain uneducated about proper sanitization practices, especially regarding restroom usage (Shuezabdi, Muhammad, 2020). While government efforts aim to enhance sanitization

standards in impoverished nations, improving personal hygiene and education are essential for positive outcomes.

The fifteenth Finance Commission, 2020, highlighted that the open defecation is still persists despite access to toilets, emphasizing the need for sustained efforts to promote sanitary toilet use. Research conducted in 5 northern states of India revealed 40% of households owns functioning toilets have members who still defecate outside (Rani, Yadav et al., 2020).

Addressing Open Defecation in Rural Communities:

Efforts to change attitudes towards adopting better sanitation practices and ending the practice of open defecation are ongoing. The Standing Committee on Rural Affairs in 2018 highlighted the importance of community-wide adoption of sanitary toilet practices for true open defecation-free (ODF) status.

Gautam Buddha Nagar district, with a total area of 1282 square kilometers and a rural population of 40.88% according to the 2011 Census of India, faces challenges in promoting proper sanitation practices. There are 673,806 individuals residing in rural areas, including 359,605 men and 314,201 women across 320 settlements.

The literacy rate in rural areas of Gautam Buddha Nagar district is recorded at 74.77%, with men at 86.32% and women at 61.69%. Among the 421,928 literate individuals, there are 163,268 girls and 258,660 males. Efforts focusing on educating rural residents about sanitization practices remain a priority to ensure community health and well-being.

Objectives of the Study:

A program's effectiveness can only be determined by determining whether participants are sufficiently motivated to engage, have been heard about the program & its goals, & have comprehended and agreed that the information being delivered (Chinchwadka 2017).

The main goal of the current research is to understand and provide a thorough description of respondents' views on many elements, such as awareness level, and perceptions and household-level engagement in the hygiene program.

The following particular goals have been developed within this paradigm, and research has been done to achieve them:

3.1 Does knowledge of SBA correspond with attitudes toward the Sanitation and Hygiene Program?

3.2 Does participation in the sanitation and hygiene program result from one's viewpoint of SBA?

3.3 Does participation in SBA follow awareness of it?

Research Methodology:

4.1 Type of research: This study aims to investigate how perceptions and involvement in sanitation and hygiene programs are influenced by the *Swachh Bharat Abhiyan*. Consequently, the research methodology adopted is "casual."

4.2 Data Sources: Primary & Secondary Data Sources

4.3 Research Instruments: Questionnaires as Research Instruments.

4.4 Gathering Data: A pre-tested and prepared interview schedule was in place before any field prospecting began. As a results, the final questionnaire was used to gather information. Convenience sampling was used to select study participants. All identified respondents gave their consents during the questionnaire administration process, and the chosen respondents were requested to complete a series of MCQs. Males and females above the age of 18; patients who are seriously ill, comatose, and reluctant to participates in the research.

4.5 Sample Size Valuation: 300 respondents were initial included in the sample; however, 100 respondents were removed during data cleaning, leaving 200 respondents as the required sample size!

4.6 Study area & sample respondents: The sampling frame, which represent the region of Jaipur. Age of 18 and above respondent was randomly selected from each household to participate in the study.

4.7 Pilot study & questionnaire: To examine the feasibility of the study, a pilot study was done among. These households were excluded; from the selected sample.

Importance of the Research:

A UN research claims that because there aren't enough toilets in rural India, India leads the world in open deflation. Government estimates state that urban. India produces 1.88 lakh tons of solid garbage daily, or 68.8 million tons a year, of which 16 million tons are expected to be produced by 2041. In cities, one-third of the trash is still untreated? 67.3% of rural families in the nation still lack access to sanitary toilets, with 5.48 crore families (32.7%) having access to facilities as per the 2011 census. According to data from a Baseline survey done in 2012–2013, 40.35% of rural households have access to toilets. Every year, diseases linked to poor sanitation, hygiene, and access to safe drinking water claim the lives of over two million people, the majority of whom are children (WHO AND UNICEF, 2000). The issue is made worse by the fact that 498 Tier I cities produce almost 38 billion liters of sewage each day (2009 data),

26 billion of these are left untreated in the open. India's rural areas produce 0.4 million tons of solid trash annually. India is the world leader in the practice of open defecation, per a UN assessment.

In rural India, poor sanitation, solid waste management, and access to clean water are the main causes of 88% of diseases. Instead of placing litter and dust in dustbins, people in metropolitan areas throw it on the streets, outside of their homes, and on the sidewalk, where it slowly builds up and becomes enormous rubbish? If left unattended, this trash will smell bad and attract illnesses that harm humans! Humans can come into contact with excrement from public defecation in open fields through a variety of waterways, including contaminated fingers, food, field crops, flies, and more (Cairn Cross and Valdmanis, 2006).

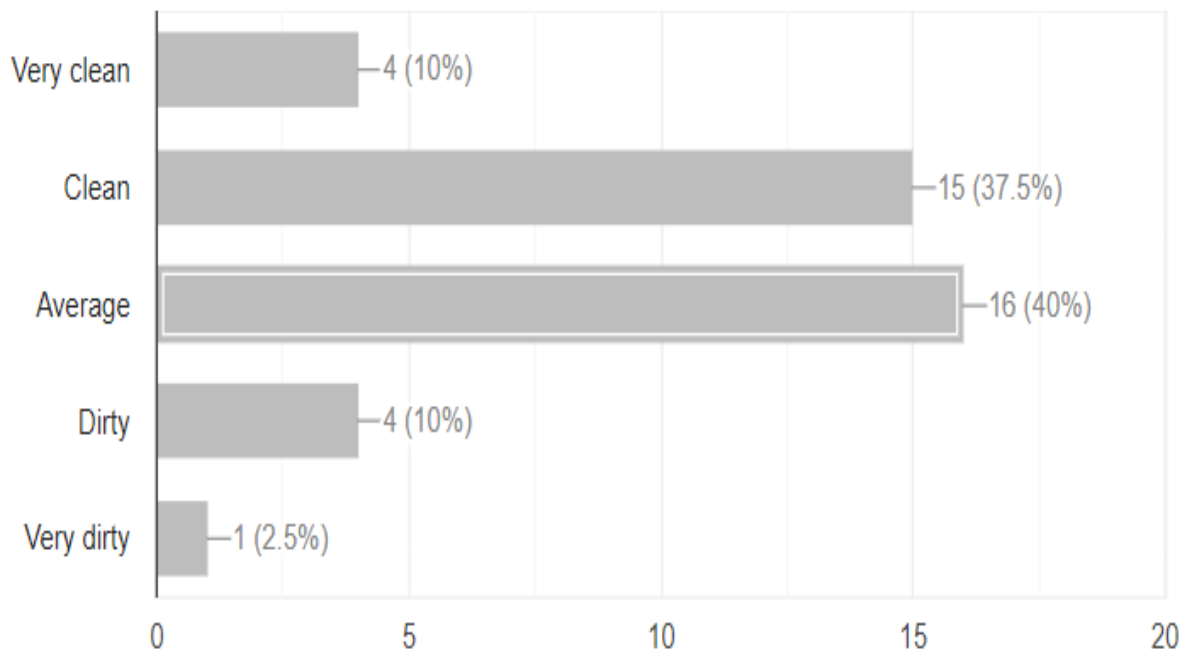
According to the WHO, contaminated water and poor sanitation cause around 600 million cases of diarrhea and 400,000 child deaths annually. In developing nations, contaminated water is thought to be the cause of 80% of all infections and one-third of all fatalities (Rajgire, 2013). Mahatma Gandhi had stated: "Sanitation is more important than Independence" in this regard. However, 600 million of India's 1.2 billion citizens still lack access to latrines.

More than two lakh villages are reportedly free of open defecation, according to a government study from May 2017 (Dash, 2016). On the other hand, open defecation and everyday municipal trash management are challenges in metropolitan settings! The problem in rural areas is the amount of liquid waste produced. Inadequate facilities for processing solid waste and shifting responsibilities of individuals in charge continue to be major obstacles for this flagship initiative! The percentage of respondents to a Local Circles online survey who stated Swachh Bharat hasn't made their cities cleaner increased from 35% to 57%, showing that the cleanliness movement is waning in metropolitan areas. There hasn't been much of an improvement on the ground, despite the government launching a number of measures, such as yearly cleanliness surveys and social media campaigns that emphasize behavior modification. The sluggish development in establishing plants to handle solid waste is one of the primary causes. Currently, 1.7 lakh tons of trash are produced every day, of which around 80% are disposed of without being processed. Even with all the efforts, just 2 lakh tons of compost are used annually. Most of our cities' local government authorities struggle to maintain adequate levels of hygiene, sanitation, and cleanliness. Due to a lack of resources, the government's powerlessness on the sanitation front frequently becomes apparent. The public's sustained and active involvement in the nationwide cleanliness campaign can support the healthy growth of our cities, towns, & villages. Only if sufficient measures are made to raise awareness, spread knowledge, & foster a sense of accountability for our environments would this be achievable.

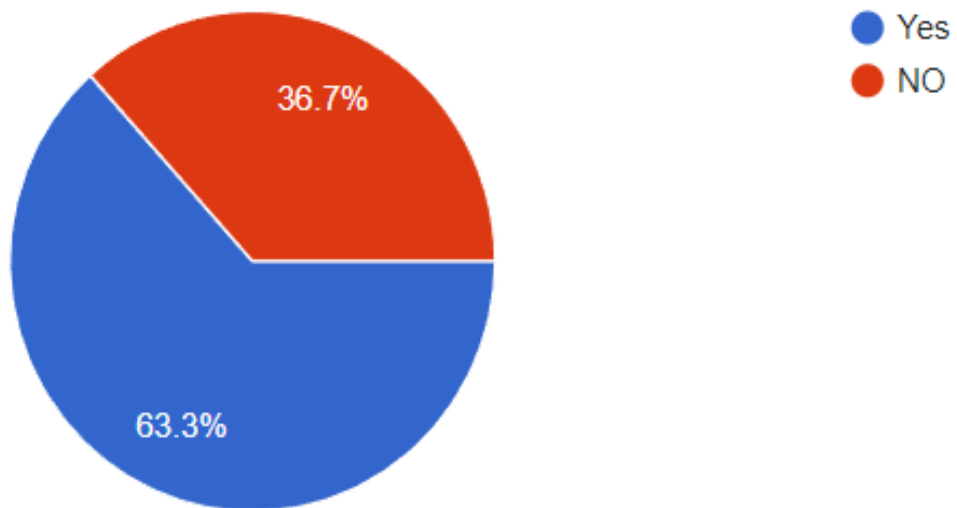
The media can have a significant impact on raising public awareness of the need for cleaning, encouraging individuals to join campaigns, and changing their behavior in favor of cleanliness! It makes sense to conduct this study at this time and with this relevance because a thorough examination of the Indian media's involvement in carrying out its aforementioned responsibilities can yield insightful information for upcoming campaign tactics.

Key Findings

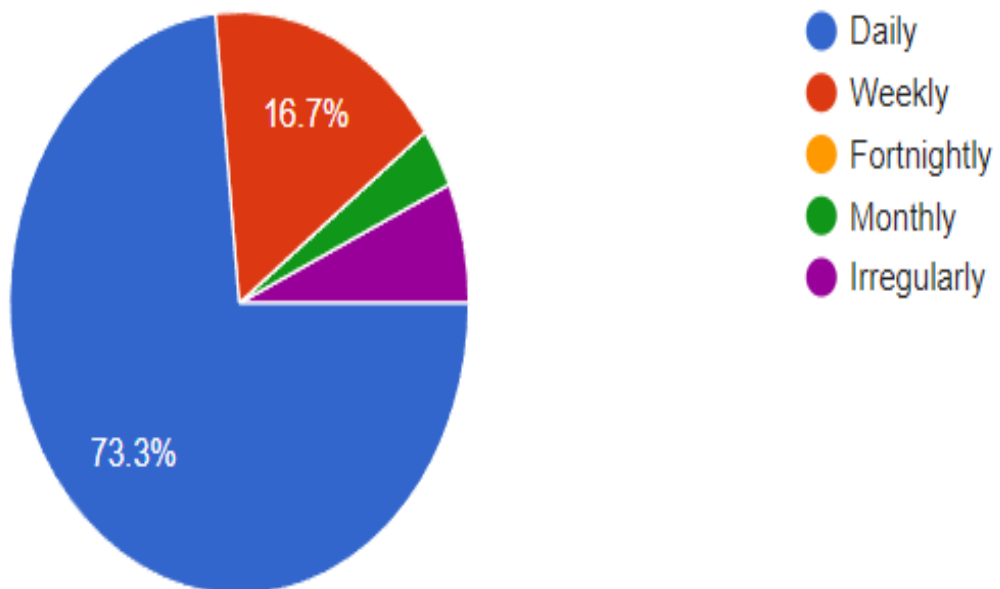
How would you rate the overall cleanliness of your locality?



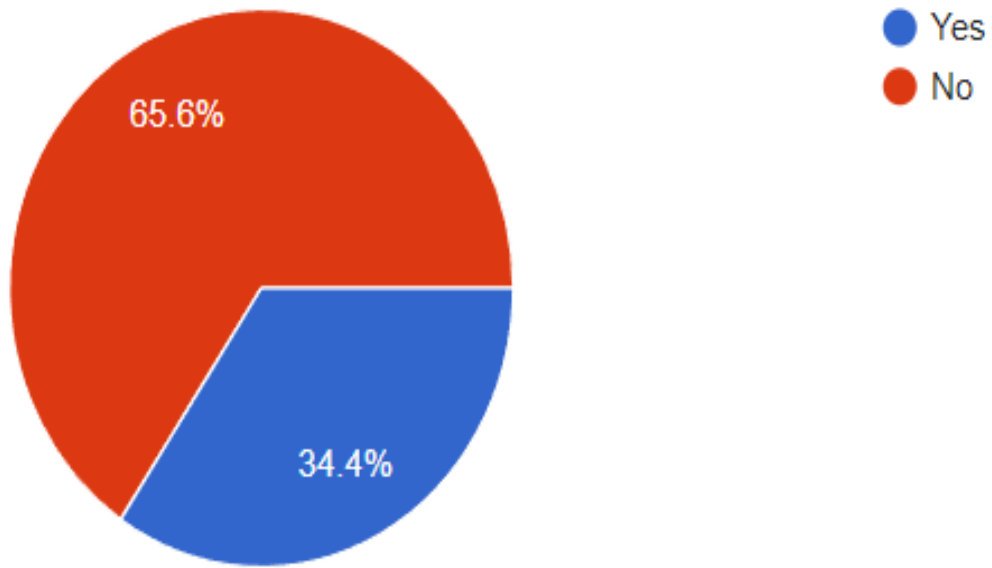
Is there a proper waste management system in place in your locality?



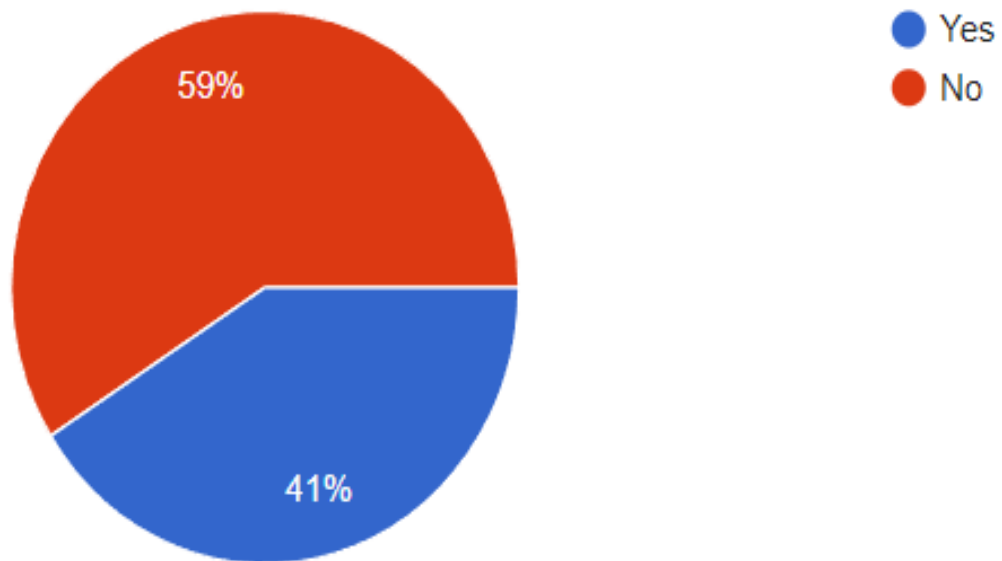
How frequently is garbage collected in your area?



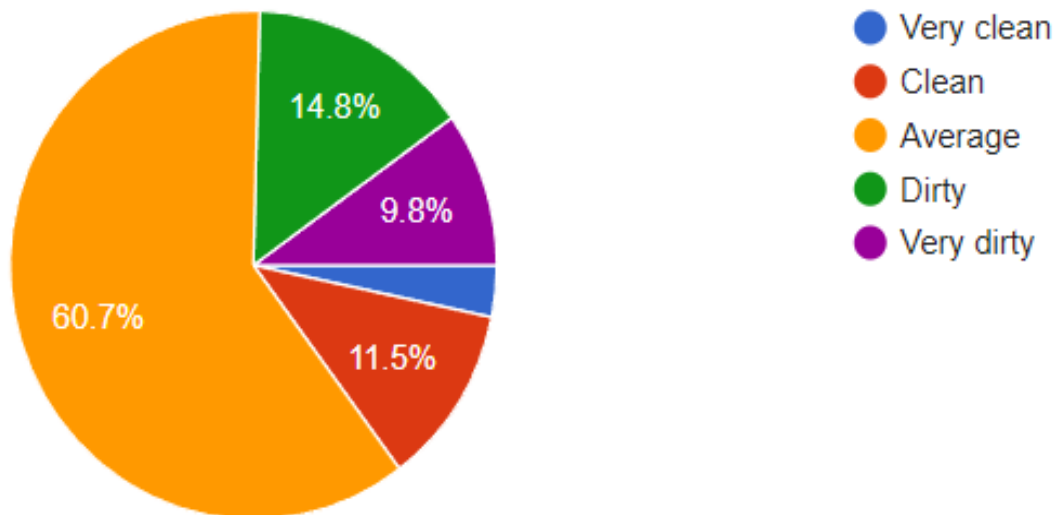
Are there separate bins for biodegradable and non-biodegradable waste?



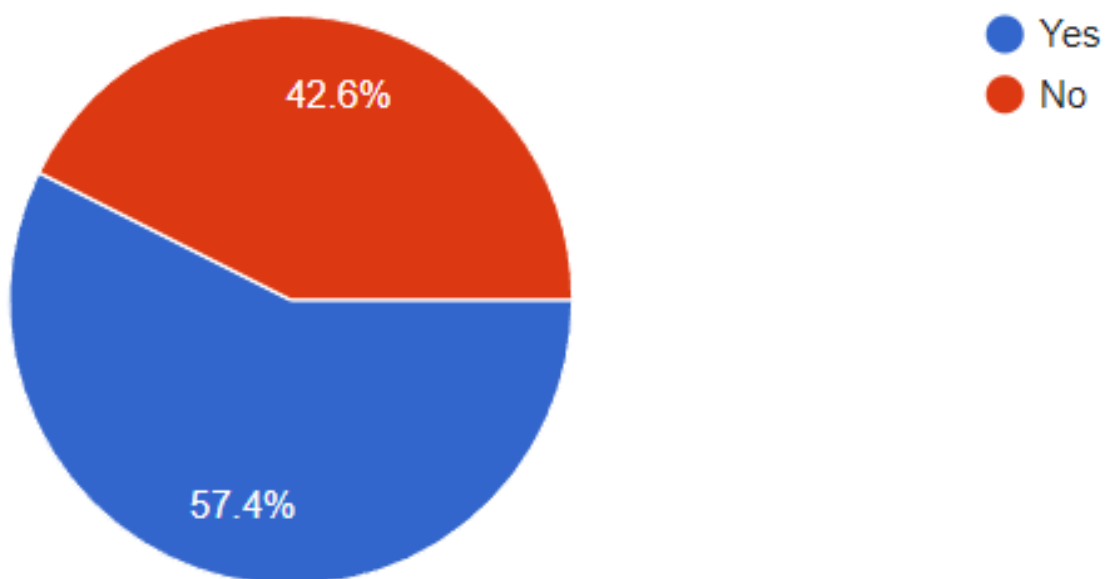
Are there enough public toilets in your locality?



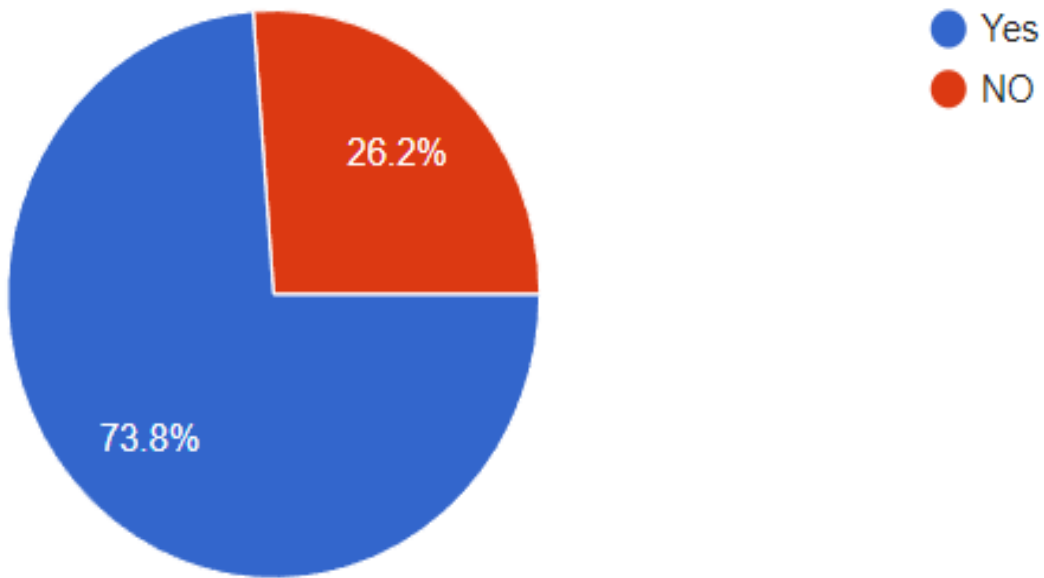
How would you rate the cleanliness and maintenance of public toilets?



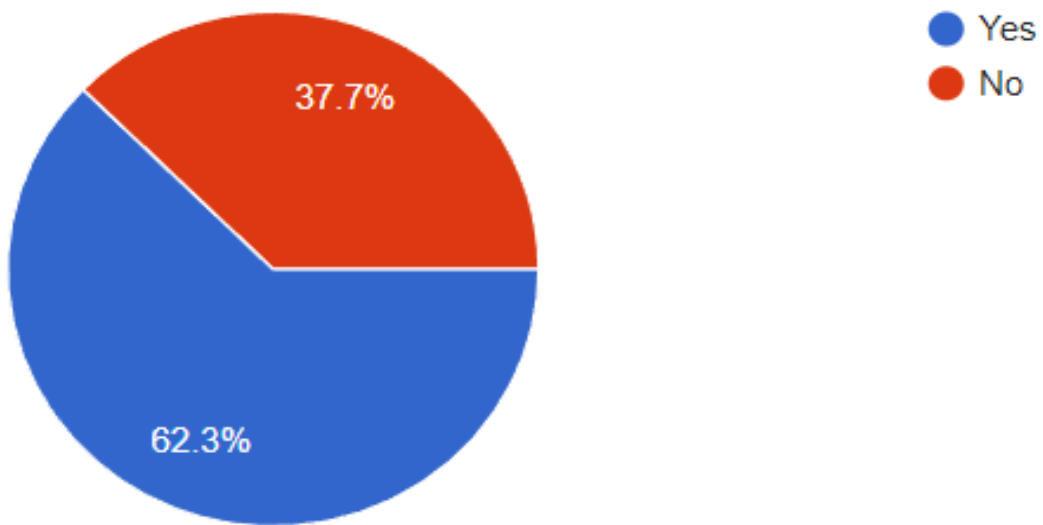
Have you attended any awareness programs or campaigns related to sanitation and hygiene under the *Swachh Bharat Abhiyan*?



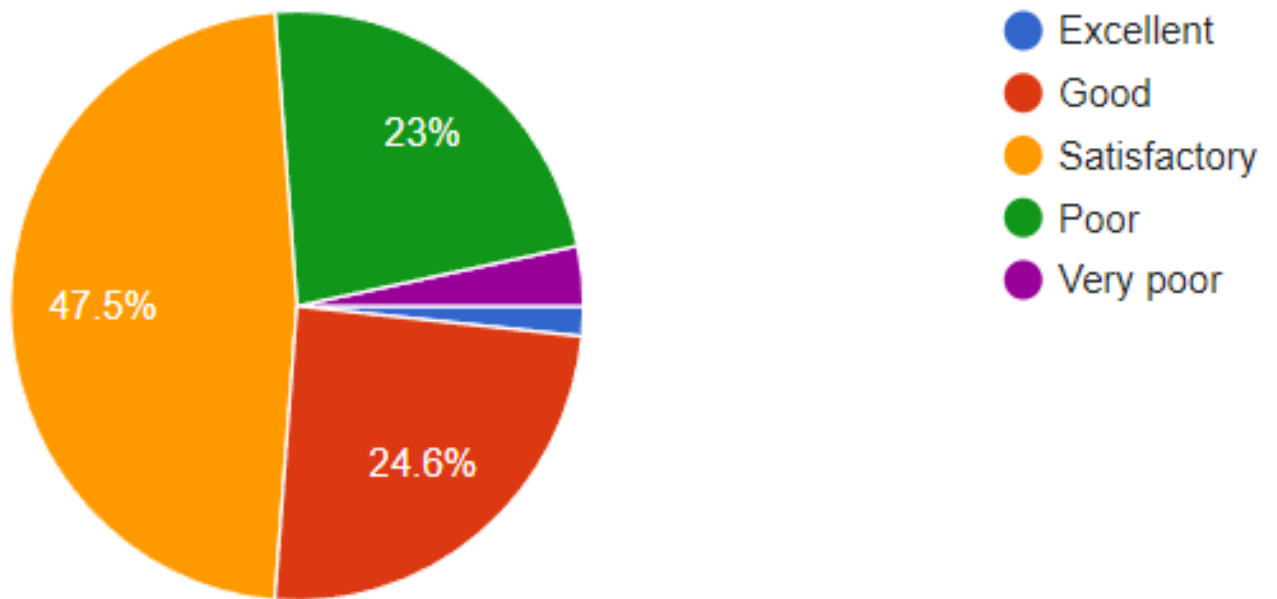
Do you think there is enough emphasis on sanitation and hygiene education in schools and communities?



Do you feel the community is actively involved in maintaining cleanliness in your area?



How do you rate the role of local authorities in implementing and monitoring cleanliness initiatives?



After taking into account the selection criteria outlined in the methodology, a total of 200 contestants were interviewed from society of Jaipur City. The study contestants consisted of 75(37.5%) males & 125(62.5%) females.

In terms of respondents' perceptions of SBA, the majority (82.00%) concurred that the program has helped create a cleaner India and acknowledged the importance of individual contributions to the program's success. This demonstrates that participants view SBA favorably. Since our research was restricted to a single metropolitan location, it is not possible to extrapolate the findings to the entire city.

Conclusion

This study focuses on knowledge, understanding and participation in SBA among urban households in Jaipur. It is concluded that existing knowledge of work, understanding of culture and attitude towards LD encourage people to participate in work to improve their family life. Findings suggest that even if participants had positive attitudes about hygiene and LD behavior, more effort is needed to demonstrate work to protect children and families, such as the publication of material health information from local health departments on how to use restrooms. Additionally, strategies that promote hygiene in low-income communities should focus on behavior change interventions, have personal communication, and be more accepting of their delivery methods. Effective implementation of *Swachh Bharat Abhiyan* is essential to

eliminate OD as the government has said that all cities have completed sanitation programs but OD still persists on the ground. Everyone needs access to a working bathroom to promote hygiene and break the habit of open defecation. *Swachh Bharat's* urinal campaign has been widely accepted for its message, but its potential to help improve sanitation has not yet been considered. Also, in government behavior change programs and in safety and health, healthcare, etc. It is recommended to apply effective measures in its basic use and development. Since our study was limited to one region of city, it is not possible to simplify the findings to the entire city.

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