

Changing Values and Social Problems with Special Reference to Cleanliness: A Sociological Perspective

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ABSTRACT: When we speak of individual problem it is one which affects one individual or one group and its solution is available with same individual or group facing the situation. But it becomes social issue or problem when it has consequences on society as a whole or the large part of society. Deviation from ideal situation and solution of that situation lies in collective effort are major rudiments of social problem. Problems does not become social instantly or grow as such. Situations changes with passage of time. Similarly with passage of time the problem of “Aswachhta” (unclean) has become a social problem. A mission launched by Prime Minister of India (Mr. Narendra Modi) has enlightened the thought of public towards the removal of social problem of unclean and has changed the public attitude of unconcern towards social issues.

KEYWORDS: Changing Values, Social Problems, Cleanliness, Moral, Work Ethics and Attitude of unconcern.

I. INTRODUCTION

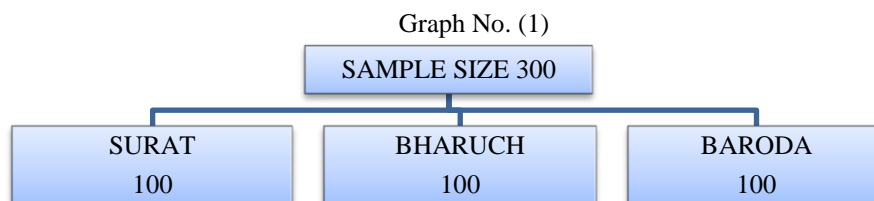
Black money, bonded labour, corruption, drug abuse, alcoholism, AIDS, terrorism, drug addiction, juvenile delinquency, illiteracy, violence against women, population explosion, unemployment, poverty etc. are the words not associated with individuals but affects the society or public at large. When we speak of individual problem it is one which affects one individual or one group and its solution is available with same individual or group facing the situation. But it becomes social issue or problem when it has consequences on society as a whole or the large part of society. A social problem has been defined as “a situation confronting a group or a section of society which inflicts injurious consequences that can be handled only collectively” (Reinhardt, 1952:14). Thus deviation from ideal situation and solution of that situation lies in collective effort are major rudiments of social problem. Problems does not become social instantly or grow as such. Situations changes with passage of time and may lead a situation to unacceptable nature for that society with social change. We can take example of population explosive which was not a social problem till 1930-40, sati system, Pardah system but later they become social problems which needed attention and in ways considered undesirable. The issue of cleanliness has also grown to national level and is creating lot of perilous situation for survival in many areas of country. It has taken a shape of social problem within last decade.

II. OBJECTIVES

1. Understanding the concept of cleanliness
2. Understanding the issue of “Aswachhta” (unclean) as a social problem
3. Analyzing the reason for adjustment with unclean and unhygienic environment
4. Analyzing the need of and public view on “Swachh Bharat Abhiyan”

III. METHODOLOGY

The present research has been carried out in three cities namely Surat, Bharuch and Baroda of Gujarat. Sample size for the present research work consists of 300 respondents. Primary data has been collected from the respondents through Interview schedule. Equal numbers of samples are taken from the field of research that is 100 each from Surat, Bharuch and Baroda respectively as shown in Graph No.1.



IV. DATA ANALYSIS

Findings of the present study are as under

1) Socio, Economic and Demographic profile of respondents

(Table no. 1)

ATTRIBUTE	TYPES OF ATTRIBUTES	NUMBER	PERCENTAGE
Gender	Male	204	68%
	Female	96	32%
Religion	Hindu	144	48%
	Muslim	96	32%
	Jain	48	16%
	Christian	12	4%
Age	15-30	69	23%
	31-45	93	31%
	46-60	126	42%
	61-75	18	6%
Education	Illiterate	24	8%
	Secondary	84	28%
	Graduate	123	41%
	Professional	39	13%
	Any other	30	10%
Family Income in Rupees (Monthly)	Less than 10000 (Rs.)	78	26%
	Between 10001- 40000 (Rs.)	147	49%
	Above 40001 (Rs.)	75	25%

Table no. 1, shows the socio, economic and demographic profile of respondents of present research. In the study majority (68%) of respondents were males. 48% of respondents were of Hindu religion followed by 32%, 16% and 4% of Muslim, Jain and Christian respectively. Majority (42%) respondents were in age group of 46-60 year. 41% respondents are found to be graduates and majority(49%) of respondents of present study are having monthly family income between 10001 – 40000 (₹).

2) Various elements for understanding public view on concept of cleanliness

(Table No. 2)

ATTRIBUTE	TYPES OF ATTRIBUTES	NUMBER	PERCENTAGE
Cleanliness	Physical Cleanliness	147	49%
	Environmental Cleanliness	99	33%
	Social Cleanliness	30	10%
	Mental Cleanliness	24	8%
Physical Cleanliness	Daily bath	171	57%
	Washing hands	84	28%
	Regular Exercise	27	9%
	Less prone to diseases	18	6%
Environmental Cleanliness	No air pollution	96	32%
	No water pollution	105	35%
	No land pollution	75	25%
	Less deforestation	24	8%
Social Cleanliness	Clean home	132	44%
	Clean public place	105	35%
	Clean work place	21	7%
	Clean religious place	42	14%

Analysis of Table No.2 shows that majority (49%) of respondents followed by 33% thinks that cleanliness is all about physical and environmental cleanliness respectively. 57% of respondents consider daily bath as physical cleanliness. Response on environmental cleanliness reveals that 32%, 35% and 25% feels it is environment free from air pollution, water pollution and land pollution respectively. Majority (44%) respondents consider clean home as social cleanliness followed by 35% thinks it is about clean public places (road, bus & rail station etc.) whereas 14% consider social cleanliness as clean religious places.

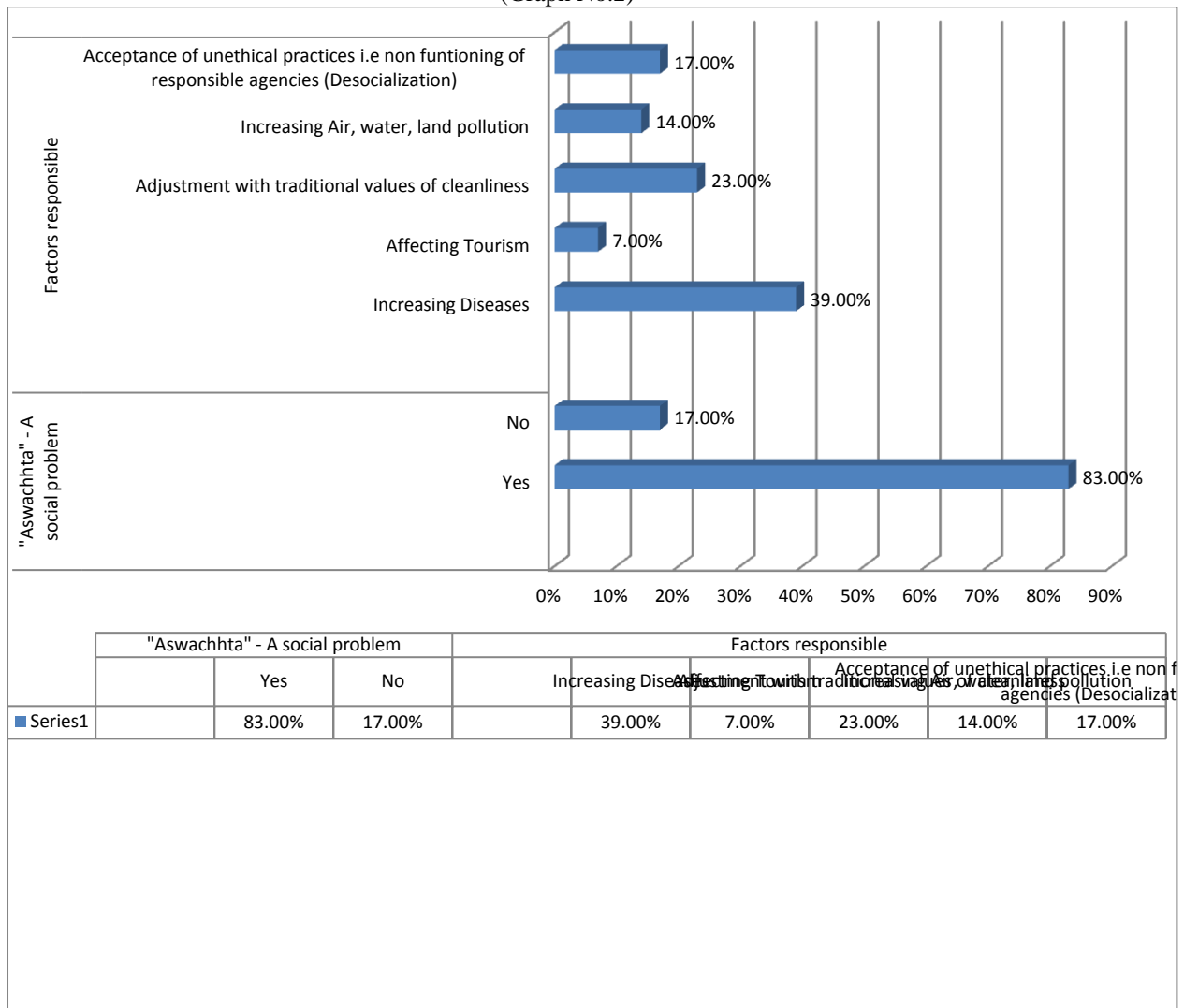
3) Various factors responsible for bringing the issue of “Aswachhta” under the preview of social problem:

Graph No.2 shows that 83% of respondents consider “Aswachhta” (Unclean) as a social problem. From 83% respondents who consider “Aswachhta” a social problem, around 39% followed by 23% feels increasing diseases and adjustment with traditional values of cleanliness are the factors responsible for bringing this issue in curriculum of social problem. 17% respondents feel that acceptance of unethical practices i.e. non-functioning of responsible agencies are leading us towards process of desocialization and wrong learning. Whereas as only 14% of respondents consider increasing air, water and land pollution are responsible factors.

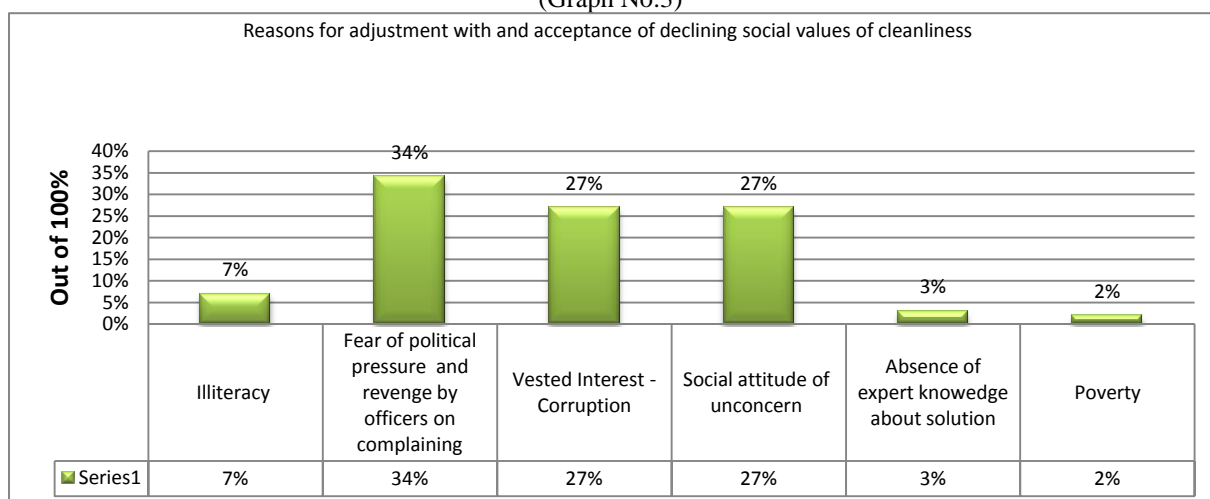
4) Various reasons for adjustment with and acceptance of declining social values of cleanliness

As per Graph No.3, major reasons for declining social values towards cleanliness are fear of political pressure and revenge by officers, vested interest of authority and social attitude of unconcern about the situation with 34%, 27, and 27% respectively. Alarming was to get on 7%, 3% and 2% of response for illiteracy, absences of expert knowledge and poverty respectively. Respondents feel that authority have knowledge and solution of issue but they does not implement it.

(Graph No.2)



(Graph No.3)



5) Effects of direct involvement and launch of “Swachh Bharat Abhiyan” by Hon. Prime Minister – Mr. Narendra Modi :
(Table No.3)

S.No.	Statement	Agree (In %)	Don't Know (In %)	Disagree (In %)
1	Better functioning of government agencies (Municipal Corporation etc.)	67	0	33
2	I think “swachh Bharat Abhiyan” was very much required	86	2	12
3	I think involvement of Prime Minister has given boost to mission	77	0	23
4	I feel a personal obligation to contribute in some way to the community	78	12	10
5	I obey the rules and laws of cleanliness	59	9	32
6	I do not smoke in public places	34	11	55
7	I do not urinate in public places	46	0	54
8	I do not spit or throw garbage on roads	59	3	38
9	I try to find dustbin to throw wastes	71	0	29
10	I think people have united for a cause	69	7	24
11	I think it become a national movement due to involvement of PM	84	0	16
12	I think effects of mission will stay for short duration than things will become same as it was	48	12	40
13	I think idea to involve celebrities in mission was right	70	1	29
14	I think media has played a great role in mission	68	0	32
15	I think it was the best possible way to bring awareness about cleanliness and changing the public attitude of unconcern	82	0	18

Table No.3 shows the view of respondents on the effects of direct association of Prime Minister (Shri Narendra Modi) and requirement of “Swachh Bharat Abhiyan”. Majority (67%) of respondents agree that involvement of PM in “clean India mission” has lead to better functioning of government agencies. 86% respondents feel mission was really required and 77% agreed that involvement of PM has given boost to mission. Majority (78%) respondents agree that a feeling of personal obligation to contribute in some way to the community has developed, 59% respondents has started following rules and laws of cleanliness, 59% respondents has stopped spitting or throwing garbage on roads, 69% respondents think people have united for a cause, 84% respondents agree that involvement of PM has made it a national movement, 70% respondents think idea to involve celebrities in mission was right, 68% respondents agree that media has played a great role in mission, 82% respondents agree that it was the best possible way to bring awareness about cleanliness and changing the public attitude of unconcern and 71% respondents try to find dustbin to throw wastes as an effect of “Swachh Bharat Abhiyan”. Around 55% and 54% smoke and urinate in public places.

V. CONCLUSION AND RECOMMENDATIONS

Above analysis and findings of the study clearly reflects that the problem of “Aswachhta” (unclean) has become a social problem. Majority of citizens does not have clear understanding of cleanliness. Researcher observed that respondents feel that the clean India mission is a great initiative but they feel agencies responsible for cleaning should also work efficiently as they are paid employees for concerned subject. People have attitude of unconcern because they have fear of revenge by officers if they complain about dead functioning of concern

offices. They think issue has grown to such a level just because there is vested interest in it like corruption in giving tenders, partiality in recruitment and more. Even after all these issues respondents agree that “Swachh Bharat Abhiyan” was highly required and is a great idea of Prime Minister (Shri Narendra Modi) to aware nation about the concern and consequences. Mission has changed the situation in positive direction and has given a sense of nationality and belongingness. But due to unavailability of resources and facilities like public toilets, dustbins etc. sometime they have to compromise with tradition and social values of cleanliness.

Here are some of the proposed measures put forward by the respondents and observed by the researcher:

1. Monitoring on the work of concerned agencies is required
2. Work ethics should not be compromised by political or other influences.
3. Monitoring on the public place is required like smoking, spiting, throwing waste etc.
4. Making availability of public toilets and their cleaning is required
5. Officers trying to suppress the voice of general citizen should be strictly dealt to remove the fear from their mind but at the same time citizens should not compromise with their moral values of raising voice against wrong.
6. People have to understand that keeping cleanliness is our duty and tradition social value which can't be compromised by making an excuse that concern offices are not functioning properly
7. Everyone faces the consequences of “Aswachhta” like increasing diseases, low tourism- low income- high inflation etc. so everyone has to collectively work to remove this social problem.

REFERENCES

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