Social Media as a potent factor in promoting awareness aboutSwachh BharatAbhiyaan: A Critical analysis

ABSTRACT

Social media, as a new form of digital communication, has changed the way people think about education, health, banking, the environment, and other topics. The social media act as a catalyst in enlightening the masses on issues related to the environment like climate change, global warming, the green peace movement, depletion of the ozone layer, greenhouse gases effect, acid rain, and so on. It has been playing a very important role in spreading the Swachh Bharat Mission to the nook and corner of the country and changing the behavior of the public towards cleanliness. This study explores the significant role of social media in promoting awareness and driving engagement for social initiatives, focusing on the Swachh Bharat Abhiyaan in India. The Swachh Bharat Abhiyaan (Clean India Mission) is a government-led initiative aimed at achieving a clean and open-defecation-free India. Social media platforms have emerged as powerful tools for communication and information dissemination, making them valuable for promoting social causes. In the present study, the investigator conducts a meta-analysis of a research paper related to Swachh Bharat Abhiyan, mass media, and social media and seeks to explore mass media and social media contribution to Swachh Bharat Abhiyan. Findings of the study revealed that social media is a beneficial instrument for the Clean India Campaign and Television is viewed as an efficient medium of communication among the masses. In additionto it, the media has the power to propagate and build public understanding about cleanliness and its benefits, and to provide the proper conditions for behaviour changes.

Keywords: Behaviour modification, Clean India Mission, Environmental Awareness New Media, Social Networking Sites

INTRODUCTION

Social media in today's times is not merely a tool for exchanging messages, but it has increasingly become a means for information dissemination, interaction, and global participation. Social media networks become widely used by different generations to

communicate globally as a result of globalization and easy access to global information. People are becoming more aware of the delicate ecological balance and are adapting all of the methods for preserving nature's beauty and conserving our environment for long-term growth. In addition to government actions, the population, particularly Generation Z and millennials, must begin to become more receptive and sensitive to environmental changes (Sharma, 2021).According to The Global statistics of 2014, out of 1.2 million Indians, nearly 106 million are active social media users.Twitter, Facebook, Whatsapphave become an integral part of our lives.Instagram is also quite common among young urban Indians. These channels have revolutionized how we communicate, and this change is especially evident among young people, whose interpersonal relationships have been deeply transformed by social media.

At their 2017 analysis of the use of social media for learning in Eastern Cape universities, Bamigboye and Olusesan found no discernible differences between male and female students' acceptance of and responses to social media for learning. Additionally, they proposed that university administration support and facilitate the social learning activities, attitudes, and easy knowledge acquisition techniques required in higher education. Social media offers challenges and opportunities in equal measure. On the one hand, social media is an incredibly powerful instrument. It lets users broaden their horizons. It gives them opportunities to engage in discussions with experts they would not otherwise have access to. It can encourage a cultural exchange of ideas. Certainly, it is a crucial tool in helping organizations such as United Nations Development Programme(UNDP) reach more and younger people to help achieve the Sustainable Development Goals.

Swachh Bharat Mission or Clean India Mission

Mahatma Gandhi, the Father of the Indian Nation, sought almost a century ago to implant the importance of sanitation in the public consciousness. Following its independence from the British, India set out on a mission to improve rural sanitation. In 1951, the Indian government took the first move toward improving sanitation and health. Several strategies and plans were implemented to help rural residents accomplish their aims of living a clean and healthy life. Despite numerous initiatives to enhance sanitation around the country, the problem continues to exist. To tackle this problem, On October 2, 2014, Prime Minister NarendraModi inaugurated the cleanliness program Swachh Bharat Abhiyan, which covers roughly 4041 towns to clean infrastructure, roads, and streets (Sharma, 2015). The figure 1 depicts the Evolution of Sanitation in India over the time.
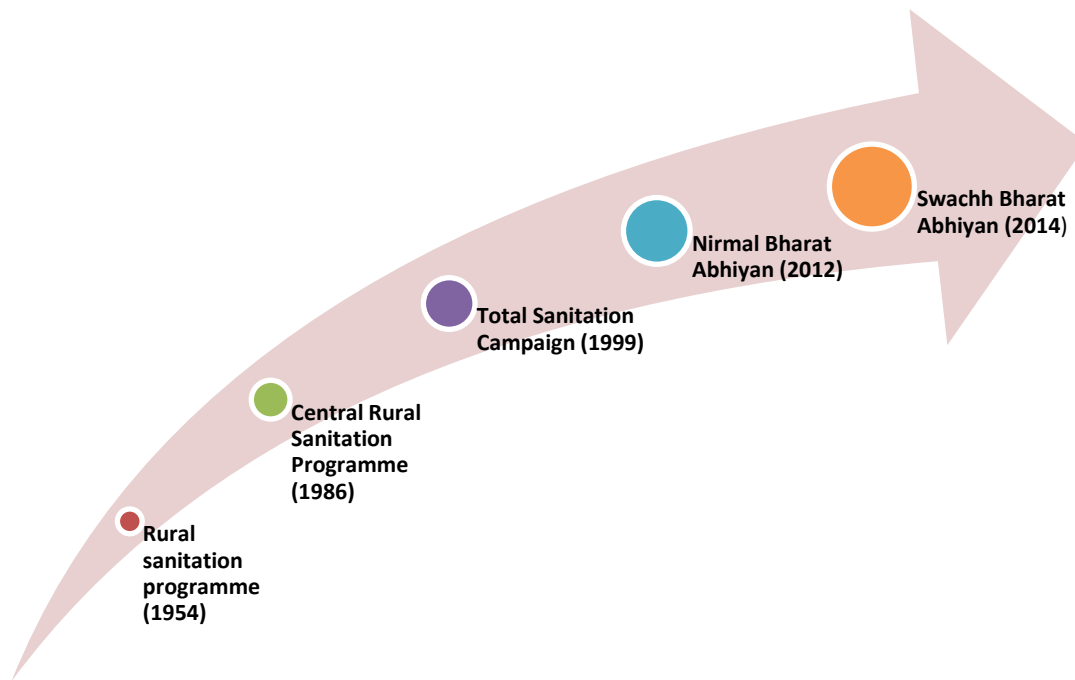
Figure 1 depicts the Evolution of Sanitation in India

Modi, who is a prominent member of the Twitterati, started a chain reaction to support the Clean India campaign by asking nine notable persons to donate to the cause and asking them to ask nine more people to do the same (Rukmini, 2014). Additionally, he exhorted people to use the hashtag**#MyCleanIndia** when posting their contributions to social media. Anil Ambani (an industrialist), Kamal Hasan (an actor and producer), Salman Khan (an actor), Sachin Tendulkar (a cricketer)Priyanka Chopra (an actress), Baba Ramdev (a yoga master), ShashiTharoor (a leader of the opposition party), MridulaSinha (the governor of the state of Goa), and the cast of the well-known Indian sitcom Tarak Mehta kaOoltaChashma (a popular Indian sitcom) team were among the public figures Modi invited.Every day, millions of individuals around the country join government departments, non-governmental organizations, and local community centers in their efforts to clean up India. The reason why everyone is joining in on this worthwhile cause of restoring the environment, from government officials to jawans, bollywood actors to athletes, industrialists to spiritual leaders, is to help maintain the wellbeing of our planet. Electronic and print media have also produced articles and television programs on sanitation issues, and public messages on social media have raised awareness of the Swachh Bharat Abhiyan. Cleaning of roads, and pavements, and removal of encroachments in illegal areas are all part of this campaign (Bala and Kumar, 2019). Above all, the project strives to raise public awareness about the importance of adequate sanitation and hygiene.Swachh Bharat Abhiyan has now evolved into

a 'Jan Andolan,' with widespread support on social media. Citizens have also shown up in big numbers to pledge for a cleaner India. After the introduction of the Swachh Bharat Abhiyan, sweeping the streets, clearing up the waste, focusing on sanitation, and keeping a healthy atmosphere has become a habit. People have begun to participate and help spread the message of "Cleanliness is Next to Godliness" using social media platforms such as Facebook and Twitter.

Social Media: A New Media

Social media has swept the globe! Social media has revolutionized not only the way we interact, but also the way we govern, conduct business, and even our way of life in less than fourteen years. Through social media, the entire world has been converted into a global village where people may freely communicate with others around the world with just a few clicks or taps. Though social networking has touched more than 2.5 billion people worldwide, the impact on millennial and post-millennial generations, sometimes known as digital natives, is far greater.

With the increased penetration of smartphones and the internet in India, social media is becoming a fast-growing phenomenon as more people, particularly the youth, become engaged. India's youth are overly reliant on social media for networking, education, and pleasure. In millions, the number of social network users in India from 2015 to 2022 is depicted in the graph (Figure 2).
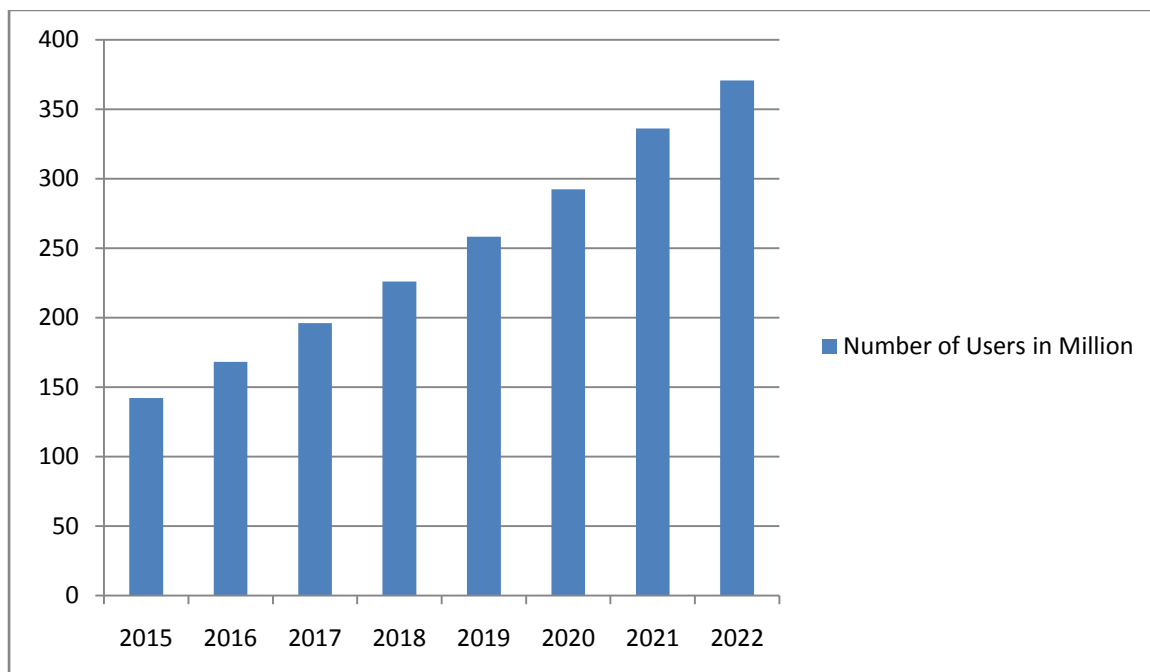
Source: www.statista.com

Figure 2 depicts the numbers of social network users in India from 2015-2022.

More than 250 million people use social media in India, making it the second-largest country in the world. Millennials use social media in large numbers all across the world(Nayak et al., 2022). Social media is also heavily used by Indian youth to carry out their activities. The positive and negative effects of social media on Indian youth are mixed. In India, Facebook, YouTube, and WhatsApp are the most popular social networking platforms. Instagram, on the other hand, is immensely popular among urban Indian young. Social media can be used to raise social consciousness and educate Indian youth about social, cultural, civic, political, and environmental issues.

Swachh Bharat Mission and Social Media

Our lives have become increasingly influenced by social and mass media. We are inundated with information from dawn to dark via print, television, radio, social media, and the internet. As the fourth pillar of democracy, the media connects people to a variety of social concerns, assists them in actively participating in the public sphere, and allows them to shape public opinion. Social networking has become an inextricable element of modern life. Various environmental concerns are occurring locally and worldwide as a result of the growth of industrialization, science, technology, and globalization. This social media platform can be used to quickly and effectively spread awareness of a wide range of current environmental issues to a large audience. People are increasingly turning to new media to promote ecological initiatives as well as to link people locally in addition to internationally on minor to significant environmental issues (Mallick and Bajpai,2019). These social media platforms have a large user base and are quite active, with a lot of them being younger people or individuals interested in themes like solid waste management and news about renewable energy sources as well as global warming and climate change (Robelia, 2011). For the last few years, mass media and social media are seriously focused on the topic of sanitation and cleanliness. (Jrall and Kiran, 2022)

 The importance of social media in spreading awareness about the Swachh Bharat Mission (Clean India Mission) is crucial. It can be used as a channel for uploading images taken before and after the surroundings have been cleansed. It can also be used to post footage of personnel cleaning their offices and the spaces around them (Kamath, 2015). The new media

network can propagate and raise knowledge about sanitation and cleanliness and its benefits, as well as provide the ideal environment for behavior changes. It has the power to make an issue trendy, fashionable, or worthy of notice.

OBJECTIVES OF THE STUDY

1. To explore the significance of social media in generating awareness among the masses regarding the Swachh Bharat Abhiyan.
2. To conduct a systematic review of research papers related to Swachh Bharat Abhiyan with regards to:
   - Mass media
   - Social media
3. To enlist various social media awareness campaigns on social media networking sites.
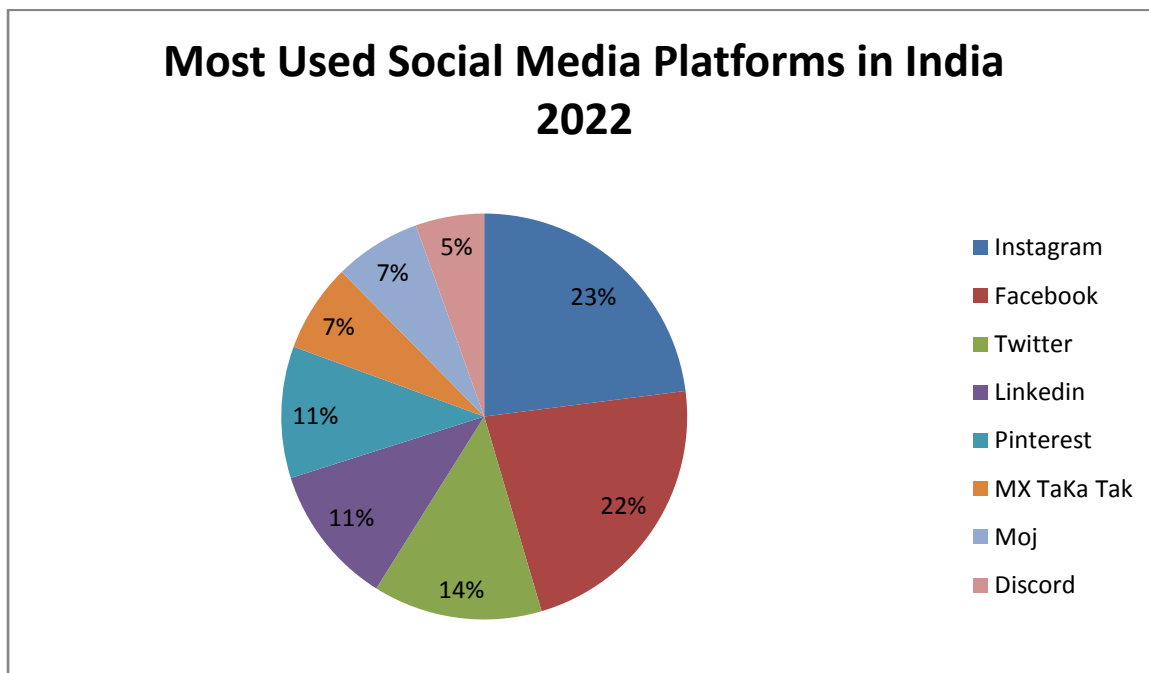
METHODOLOGY

In the present study, the investigator adopted Meta analysis methodology. The research papers related to Swachh Bharat Abhiyan, Social Media and Mass Media are only taken for reviewing purpose. This papercontains systematic review of 25 research paper revived throughan exhaustive review of related literature from Books, Journals, the Internet, and thesis from 2011-2021 related to Swachh Bharat Abhiyan in India.

SIGNIFICANCE OF SOCIAL MEDIA IN GENERATING AWARENESS AMONG THE MASSES

The internet is increasingly being utilized to promote environmental awareness since it allows individuals to comment and contribute rapidly and because of its vast reach and accessibility. Younger generations are becoming more avid users of new media channels (Jharotia, 2018). Youths today are tremendously connected and other global/local concerns through the internet, especially on Facebook and Twitter.Focusing on important facets of environmental education and the development of an ecological mindset in schoolchildren, (Silantiev et al., 2020) found that in the majority of educational institutions, the answer to the issue of educating an ecological mindset still exists at the level of declarations. Although not limited to adolescents, social media platforms are increasingly being used by businesses and government entities to communicate with the general public. The Divya Marathi Newspaper

organized a tree-planting effort in Aurangabad, and the message was distributed through social media (Shinde,The Times of India 2016). The Maharashtra Government's Forest Department has also developed a smartphone application called **"My Plants"** to register details about the planting, such as number, species, and location, into the Forest Department's computer system. The **"India Water Portal"** is a website that promotes knowledge sharing and community building on India's water and related issues. The Indian government developed a dedicated website for sanitation and drinking water provision in 2003. These are some instances of various online ways of raising sanitation awareness.

WhatsApp, Facebook, and Twitter are examples of social networking platforms that have significantly broadened our horizons in terms of global affairs and improved international understanding. It should be mentioned that Facebook alone has a slew of pages dedicated to environmental awareness and conservation. As a communication tool, new media have become increasingly trendy among various kinds of professions, including professors, teachers, in addition to learners, as well as the general public. As a result, they can be one of the most effective instruments for raising environmental consciousness in the general public.In Zimbabwe's Textiles and Clothing programmes, (Dzikite et al., 2017) conducted a qualitative case study to examine the pedagogical functions of social media applications for teaching and learning. The findings revealed that social media tools like Facebook were underutilised while WhatsApp applications were primarily used for administrative tasks.Figure 3 depicts the most used social media platforms in India in 2022.

Most Used Social Media Platforms in India 2022

- Instagram 23%
- Facebook 22%
- Twitter 14%
- Linkedin 11%
- Pinterest 11%
- MX TaKa Tak 7%
- Moj 7%
- Discord 5%

Source: Theglobalstatistics (2022)

Figure 3 depicts the most used social media platforms in India in 2022

To help the government's Swachh Bharat drive, local entrepreneurs have created several free apps that can help users maintain their cities and towns clean in various sections of the country. People from all walks of life have stepped up to join the Swachh Bharat Abhiyan (National Cleanliness Campaign). They are raising awareness through social media by shooting photos and videos of places afflicted by inadequate sanitation and uploading them to various social media sites like Facebook, Twitter, and WhatsApp, where they are shared with a large number of people. The term 'dual pit toilet technology,' for example, is proliferating on social media. Given social media's reach, combining the broom with Swachh applications is a brilliant concept. On Twitter, Facebook, and WhatsApp/HIKE, social media accounts like **'@swachbharat'** are widely used to present real-life Swachhata stories from the ground and also to share innovative ideas of how Swachhata can work.

People have been sharing stories about their local environments through the use of hashtags and geolocation on social media platforms such as Instagram and Twitter. Geotagging photographs in close geographic proximity during the California drought of 2015 were an example of this. The images were linked to the larger issue of long-term effects of the drought using hashtags such as **"#californiadrought," "#drought"** or **"#droughtshaming"** (Global agenda).

Facebook has lots of pages devoted to the conservation of nature, wildlife, and the environment, including UN Environment, National Geographic, and Friends of the Earth as well as World Wildlife Fund.

Next to Facebook, YouTube claims the chair bagging much attention among the people. There are about 632 videos available on YouTube promoting the Clean India Campaign and out of which a few tried to present the campaign in their style. For example film actor Vijay's fans have created a game that accelerates the players to clean the surroundings online. And some have prepared music videos promoting sanitation and cleanliness. YouTube has attracted not only Indian viewers but also foreign viewers (Vimal,2015).

Awareness and Exposure through Social Media

Some of the social media awareness campaigns have gone viral and reached out to millions of youth.

#Beat Plastic Pollution

The social media campaign #BeatPlasticPollution by UN Environment engaged millions of viewers, through various channels across the globe, to stop plastic pollution. The message *"If you can't reuse it, refuse it!"* was communicated very effectively through various social media campaigns on World Environment Day 2018.The YouTube video on Learn how to beat the plastic pollution from Bottle Island, targeted toward children, received more than 182,000 views.

#RallyForRivers

Rally For Rivers is a nationwide campaign addressing the depleting conditions of our rivers. Started by JaggiVasudev (popularly known as Sadhguru), founder of Isha Foundation, the campaign is aimed to create awareness about the condition of rivers in India.The campaign plans to tackle the depleting condition of rivers by planting trees on either side of the river and its tributaries. The campaign connected to volunteers through social media channels. For instance, its Facebook page has received 7.1 million likes and followers; and more than 20,000 Twitter followers.

"Toilet–EkPrem Katha"

Toilet-EkPrem Katha, a film, also stresses and tries to educate the public on sanitation and cleanliness. The movie can be found at tinyurl.com/sbmgramin on the Swachh Bharat Mission (Grameen) YouTube channel. It was translated into several regional tongues, and television channels began airing the Hindi version.Throughout the movie, the importance of improving sanitation conditions and eliminating open defecation is demonstrated.

NDTV-BanegaSwachh India campaign

Mr.Bachchan has also been involved with the NDTV-BanegaSwachh India campaign for the previous four seasons, and he promotes Swachhta every year by taking part in a 12-hour televised cleanathon.

#MyCleanIndia

 As part of the Swachh Bharat initiative, the "#MyCleanIndia" campaign was also launched at the same time to showcase the cleaning efforts made by people throughout the country. The duty had been enthusiastically taken up by many of the PM's followers on Twitter, Facebook, and Instagram, with post after post pledging support under hashtags like #MyCleanIndia and #MyIdeaofSwachhBharat.

To raise people's awareness, numerous commercials have been deployed. Several of them are listed below:

a. ***Are you a dog?***

   To convey the idea that only animals urinate in public, this was done using an animal-to-human comparison.

b. ***Life is a circus, not a dumpster.***

   The message in this advertising, which featured a dustbin reminding people that they must empty their waste into it on their own, was very strong: Garbage should be disposed of in dustbins, not left lying around.

c. ***Jump on the wagon, do not spit on it.***

   The theme in this poster was that dustbins should be used to keep the area clean and was directed at railroad travellers who used to dirty the wagons.

d. ***Live like a slum dweller, poop like a pauper.***

   The embodiment of excrement was meant to serve as a warning to slum inhabitants. This one was intended to convey the idea that using the public bathrooms than the open spaces where the disease is more likely to spread—is the proper location to defecate (Business Standard, 2017).

e. ***Darwaja Band***

   Mr. Amitabh Bacchan and a young child are featured in the "Darwaja Band" advertising campaign series, which promotes the use of toilets as opposed to open defecation, which is the main source of hundreds of infections and diseases. It demonstrates that even a young child is aware of the problem and its resolution (Singh and Jain,2018).

In addition to slogans, the government's measures included the release of the Swachh Bharat Mission mobile app and ringtone, as well as numerous advertisements.

REVIEW OF RELATED LITERATURE

There has been a huge focus in the media in recent years on sanitation, which has led to stories and campaigns covering issues related to sanitation on a grassroots level. An in-depth analysis of the role played by media and social media in spreading awareness about the Clean India Mission in India is presented in this paper.

Review related to Social Media

(Lively, 2011) asserts that social media can act as an environmental consciousness raiser and can drive sustainable development. According to (Idumange, 2012) social media can help support environmental projects because they can reach a large audience. They are easily accessible; simple to use; they enable users to get instant responses, and they allow for immediate alteration of responses through the use of comments. In addition to blogs, Facebook, Twitter, and YouTube, (Idumange, 2012) talks about the numerous ways social media may be used to raise environmental awareness.Social media has been used extensively in environmental campaigns, for instance, to encourage environmentally friendly behaviors, collect signatures for petitions, distribute news, inspire action, and raise awareness(Kaur,2015).

(Dobson and SuKumar,2017) concluded that social media messages had an impact at the ground level as concerned with the clean India campaign, evidence suggests that there have been many cleanliness and aesthetic improvement initiatives undertaken in various cities, towns, and villages in India. The impact can be seen from the feedback received to the cleanliness calls.According to research by (Farooque and Singh, 2017) the majority of Varanasi's youth were aware of the Clean India Mission before the introduction of social media ad campaigns. Varanasi's youth find television the most efficient and appealing means of gaining awareness about the Swachh Bharat Abhiyan and reaching the masses. The themes and content of messages continue to be important tools for capturing the public's attention. The most important aspect of social advertising campaigns is the theme, which is closely followed by broadcast timing, message narration, tagline, and jingle employed. Swatch Bharat and the Digital India goal have both become social movements, according to (Sridevi and Thomas, 2017)and both have made an impression on social media, particularly on Facebook and Twitter. They also discussed several roadblocks in the way of Digital India and the Swatch Bharat Mission.(Rodrigues and Niemann, 2017) examined a year's worth of Twitter data about the Clean India mission to discover common phrases and trends, relationships between this campaign's supporters on Twitter, a crossover between social media and the Indian mainstream news media, and the news media's response to the altered political landscape.

According to a study undertaken by (PoonamSinghal et al., 2018), numerous social media outlets have played a significant role in raising public awareness about environmental issues,

the need for cleanliness, and the 'Swachh Bharat Abhiyan.' According to the findings, social media is a great tool for increasing public knowledge and involvement on a variety of themes.(Bala and Kumar,2019) discussed apps such as 'Swachh Bharat Swachh Bengaluru,' 'My Clean India - Swachh Bharat,' 'My Plants,' and the India Water Portal in the study, concluding that social media has opened up a new vista for social advertising. The study by (Mallick and Bajpai,2019) concluded that social media can be used significantly more quickly and efficiently to raise awareness about contemporary environmental issues. Researchers report that the masses are now using social media to support environmental missions and to bring together communities on issues ranging from minor to large.(Sharma, 2019)discovered that the majority of respondents (40.50%) felt that social media is a beneficial instrument for the Clean India Campaign. Television is viewed as an efficient medium of communication by 36% of respondents. Print media is viewed as an effective medium of media by 15.5 percent of respondents. This Swatch Bharat Abhiyan is known by 89.5 percent of respondents (Clean India Campaign). 67.5 percent of respondents think it's a good idea to clean up their city. The involvement of the media in the Clean India Initiative was rated as satisfactory by 79 percent of respondents.

According to (Karla and Singhal's ,2022) research, social media has little effect on people's awareness levels. According to the report, 31% of respondents learned about the SBA through social media, compared to 24% who learned about it from a newspaper, 28% who about it through television, 7% who learned it from relatives and friends, and 5.3% who learned it from all sources. Social media has an impact on people's interest in, desires for, and action-oriented activities related to SBA.

Review related to Mass Media

 (Curtis et al., 2009) investigated that people in Kenya with media access and exposure are more conscientious of hand washing. The fact that hand washing and media ownership and visibility are so closely linked supports the idea that the media can help promote cleanliness. (Hoerisch, 2010) claimed in her study that the media plays a significant impact in raising environmental consciousness. According to the study's findings, the vast majority of respondents (80%) claimed to regularly educate themselves on environmental issues. 93.8 percent of these 80 percent watched television, while 82.7 percent read newspapers. From the standpoint of supply and demand for environmental information, television and newspapers play a larger role in raising environmental consciousness.

According to (Kumar, 2013)the media had a significant influence in raising environmental awareness among the general public. When asked where they learned about environmental issues, 56.3 percent of respondents said they learned via television and newspapers. Only 18.7% of those polled claimed they acquired their information from television. The author said that attempts to educate people about the environment through the media had been successful.

(Badra,2015)analyzed how the media impacts public opinion and attitudes about cleanliness by conveying messages to the public. It has been found that 80% of waste is being discarded without treatment in India's cities, which is alarming. There has also been little impact of government-organized public awareness campaigns and social media campaigns on people's hygiene practices.

Through the NDTV Toyota Green Campaign, (**Moin, 2015**) investigated the impact of mass media (NDTV Channel) in driving environmental activities in India. The majority of respondents said that media information is the major source of environmental problems and issues awareness, while some said that education at the college/university level is the primary source of environmental problems and issues awareness.When compared to the role of mass media in providing information about the changing environment and its impact, (**Anuradh ,2015**) found that the majority of college girl students who were aware of the environment had gained knowledge from textbooks; the role of mass media in providing information about the changing environment and its impact was observed to be relatively less.

The campaign's impact on public perception of cleanliness was examined by **Pradhan (2017)** by examining the media's role in disseminating its message and its impact on misperceptions of cleanliness. The newspaper is predicted to be one of the most important resources for educating and mobilizing people to practice cleanliness.

Aswathi and Viswanathan (2018) stated that **"**Media played a major contribution in our Swachh Bharat Abhiyan campaign as the fourth pillar of Democracy, different media houses participated in Swachh Bharat mission to promote cleanliness and hygiene in India. They came out to clean the filth on the roads. They devoted their advertisement slots to this initiative; they have made people aware of the program. The new apps are a shred of clear evidence that technology and social media can be effectively used to spread awareness and

help people to implement a campaign at the enormous scale of Swachh Bharat. Different adds and information were passed through media and channels which created a huge impact on leading this mission towards success."**Pradhan** and Irshad **(2018)** conducted a content analysis of sample newspapers published between August 10th - 20th of 2014 and 2015 and found that in the year 2015, The Hindu newspaper published stories about SBM in a much more glamorous way, incorporating far more images and articles as compared to other English newspapers.

Hall, et al. (2019) studied the relationship between water, sanitation, and hygiene (WASH) and media in Tanzania and concluded that watching television has been shown to positively link to increases in WASH awareness and it has been also found in the result that media has significantly contributed to WASH and also it has changed the behavior of hand washing positively after cleaning the children bottom. A study showed that media access is linked to better WASH awareness in under-deprived circumstances. **Maheshwari and Vij (2019)** found that 87% of the respondents said they have seen and watched Swachh Bharat Abhiyaan on Media (Newspaper/TV) 10% from Political Leaders/ Opinion Leaders and only3% said they heard about this from their Neighbours/Friends/Family.

The Clean India Mission has had no impact on the media, according to **William et al. (2020).** No respondents could recall any messages about the Swachh Bharat Mission from the media, and 26.66 percent of respondents said that the government campaign on the walls had no bearing on their habit of defecating in public.**Vinod**and **Sharma (2021)** concluded that print media can be a potent tool for spreading information and raising public awareness about significant topics. When reporting on the "Swachh Bharat Abhiyan," both newspapers kept a positive attitude, which helped readers, have positive opinions of the initiative. However, both media have contributed to increasing awareness of the initiative to support sanitary facilities and practices across the nation.

OVERVIEW OF RELATED LITERATURE

This paper contains a systematic review of 25 papers related to media, social media, and Swachh Bharat Abhiyan. After content analysis of related papers, it can say that –

- Researchers found that pupils are using new media to sustain environmental campaigns and link with masses locally as well as globally on issues about environmental issues of minor to large scale.

- Various campaigns were launched by people through social media like 'My Plants', 'India Water Portal', 'Swachh Bharat Swachh Bengaluru', 'My Clean India – Swachh Bharat' etc for inculcating awareness among people regarding sanitation and cleanliness.

- According to the findings, social media is a great tool for increasing public knowledge and involvement in raising public awareness about environmental issues, the need for cleanliness, and the 'Swachh Bharat Abhiyan.'

- As a part of the Swachhata Initiative, various social media accounts, including @swachbharat and https://www.facebook.com/SBMGramin, are being used to share real-life Swachhata Stories from the ground, and to facilitate cross-learning by sharing innovative ideas.

- Newspapers are mentioned in several research studies as a critical factor in educating and motivating the public about the importance of cleanliness.

- The majority of studies found that social media is a beneficial instrument for the Clean India Campaign and Television is viewed as an efficient medium of communication among the masses.

- One study quoted that social media efforts have had just a minor impact on people's hygiene-related behaviors and practices.

- And one more study revealed that in creating awareness about the environment, textbooks, play a major role followed by television, newspapers, and the internet.

- Facebook plays a large role in bringing environmental awareness to the masses as many social media pages are used to engage with the masses like Green on Facebook, Eco Resources, Adopt a Tiger for the World Wildlife Fund, Friends of the Earth, etc.

- The majority of the youth opine that social media is a very important source of awareness, news, and global exposure.

- From urban to rural locations, the media has actively contributed to bringing the campaign to the doorsteps of the populace.

- The newspaper is predicted to be one of the most important resources for educating and mobilizing people to practice cleanliness. Newspapers continuously published SBA news daily to aware of the condition of the garbage treated in market areas, streets, parks, roadsides, construction of public and community toilets and providing water facilities, etc.

CONCLUSION

Throughout this paper, the role of social media and the media in raising awareness about sanitation issues in India (such as the Swachh Bharat Abhiyan) is analyzed. Social Media is treated as the reflectors of the society which does socialization and transmission of culture, has responded to the clarion call of Prime Minister NarendraModi, and played a vital role in the promotion of the Clean India Campaign which turns into a massive mass movement that initiates the cleanliness all through India.As a result, if this tool is used appropriately, it can unlock young people's potential and guide them toward concerns of civic involvement, socialization, and the environment as well as appropriate answers to these problems. It also updates the people about different types of disasters and precautionary measures. Every social networking site has its unique format, style, and applications. Overall, all of these social networking platforms are doing a fantastic job of promoting and taking action on environmental issues.

RECOMMENDATIONS

The following suggestions were offered to augment the influence of social media in generating awareness among students and general massesfor making a mission successful.

- Social media companies need to invest and incentivize educational content in Indian languages to encourage the productive participation of users from rural India.
- News Channels can have a small discussion of 10-12 minutes with 2-3 scientists regarding recent developments in the field of science/environment like depletion of the ozone layer, global warming, etc.
- Technology, including social media and mass media, should be used as effectively as possible to ensure that the message is understood by the public and that they are made aware of the effects of abstaining from healthy behaviors.
- The Swachh Bharat Abhiyan campaign makes use of social media to boost transparency and make the nation's attempts to enhance its reputation on sanitation known internationally.
- The media has the power to propagate and build public understanding about cleanliness and its benefits, and to provide the proper conditions for behaviour changes.

- Hoardings and banners can be used to draw attention to Swachh Bharat Mission initiatives, celebrate achievements, and inspire the populace and officials alike.

LIMITATIONS

A similar study can be conducted by taking some other independent variables such as environmental ethics environmental education in relation to Swachh Bharat Abhiyan.The present study is qualitative in nature, it should be quantitative as well as a mixture of both qualitative and quantitative. In the present study, the researcher adopted meta analysis methodology, the present study can be conducted by adopting different methodology like descriptive survey method, narrative analysis etc.

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