Designing of Environmental Messages in Swachh Bharat Abhiyan (With References to Kolar & Bairagarh area of Bhopal)

Guarav Kumar

M.Phil Scholar, MCU, Bhopal
E-mail: gk.sdsadar@gmail.com

Abstract—"*Swachh Bharat Abhiyan and clean India is the best tribute India could pay to Mahatma Gandhi on his 150 birth anniversary in 2019," said Shri Narendra Modi as he launched the Swachh Bharat Mission at Rajpath in New Delhi. On 2nd October 2014, Swachh Bharat Mission was launched throughout length and breadth of the country as a national movement. Keeping in the view the same, present study is framed as "Designing of Environmental Messages in SBA" The main objectives of the study was to explore the environmental friendly messages used in SBA and analysis the Pictorial and Textual messages in SBA as well as check the effectiveness of Keeping in the view the same, present study is framed as "Designing of Environmental Messages in SBA For this study researcher selected Exploratory and Confirmatory Research Methodology; for exploratory part research selected two areas of Bhopal and for Confirmatory researcher used questionnaire tool for confirmation of SBA in Bhopal. Data analysis through the Semiotics and Semantic analysis of the pictures and text written as a form of messages and analysis of the questionnaire through the Statistical Package of Social Science (SPSS) Major findings of the study; it may be concluded that, environmental messages are fulfilling the objectives of SBA in the city of Bhopal (M.P). It has been time and again proved by the ranking gained by the city, and wall paintings displayed help to do so.*

Introduction

"So long as you do not take the broom and the bucket in your hands, you cannot make your towns and cities clean"

Mahatma Gandhi

"*Swachh Bharat Abhiyan* and clean India would be the best tribute India could pay to Mahatma Gandhi on his 150 birth anniversary in 2019," said Shri *Narendra Modi* as he launched the Swachh Bharat Mission at Rajpath in New Delhi. On 2nd October 2014, Swachh Bharat Mission was launched throughout length and breadth of the country as a national movement. The campaign aims to achieve the vision of a 'Clean India' by 2nd October 2019.

Swachh Bharat Abhiyan main aim is to make clean India and garbage free India. Through this program toaware the citizens of India for cleaning programs.Through this study we explore the environmental message designing in the Swachh Bharat Abhiyan. We took written and pictorial messages which are design in the Swachh Bharat Abhiyan. For this study we collect the pictures of wall painting which are used in the Swachh Bharat Abhiyan from the Bairagarh and Kolar. Mostly all wall painting is making only entry point of that area and there was no painting on the exit points of that area. There is no hording and banner to promote the campaign. Here the meaning of environmental messages is that which is related to environment and the messages related to save tress and save waters all are the types of environmental messages. The main reason of this study is that Bhopal is one of the cleanest cities of India. So i did my study on this topic for this study we took two opposite end areas of Bhopal, first one is Bairagarh and second is Kolar. Both are the major areas of Bhopal, which are situated within the range of 10 km of Bhopal. According to the census of 2011 both cities population are above 2 lakhs and both are the main areas of Bhopal. So I did my study on this topic.

Theoretical Framework

According to Bella Mody," the media can focus attention of issues that audiences should think about- the media set agenda. How audiences interpret media messages and what actions they take depends on them. The effects of messages are the audience's knowledge and attitudes.

Review of Literature

For this study researcher review the literatures for study. First review is related to the pictorial message the tittle of first review of literature is **Interpreting pictorial messages of Intellectual capital in company Media is** related to the pictorial messages in this study has examined the intent behind the inclusion of figures in Corporate annual report. This study finding indicates that figure are chosen as strategically important means of conveying a messages as to how the companies wish to represent themselves and have a role in asserting various aspects of the company.

Another review is related to Swachh Bharat Abhiyan the tittle of this study Swachh Bharat Abhiyan (clean India mission): SWOT analysis. The conclusion of this study is SWOT analysis which is basic, analytical framework that assesses what an organization can and cannot do, as well as its potential opportunities and threats and what obstacles must be overcome or minimized to achieve desired results. And in this study researcher also study the weakness and opportunities of the Swachh Bharat Abhiyan.

Objectives

The main objectives of the study are given below:

- To explore the environmental friendly messages used in Swachh Bharat Abhiyan with reference to Bhopal city (Kolar and Bairagarh).
- To analysis the Pictorial and Textual messages in Swachh Bharat Abhiyan.
- To assess the effectiveness of messages in Swachh Bharat Abhiyan.

Research Methodology

Research design use in this study is Exploratory and confirmatory. For exploratory researcher select the two area of capital city of Bhopal which is Kolar and Bairagarh. Both are the situated opposite sides of the Bhopal. Both areas are the major area of Bhopal. In the exploratory study pictures of wall painting from Kolar and Bairagarh were collected these paintings were analyzed the three variables of wall painting is that one of textual analysis, second is visual analysis and third is semantic analysis. These were three main point of analysis.

After done the exploratory study researcher did the confirmatory study for confirmation of exploratory method. For this study researcher collected the data through the questionnaire and analysis the data.

Sample Stratification

Sample for the exploratory study we select the two area of capital city which is Kolar and Bairagarh. From this area researcher collect 80 pictures from both areas. Through the lottery method researcher find 5-5 pictures from both areas and do the analysis of the pictures. For confirmatory study researcher prepared a questionnaire and through the convenient sampling researcher fill up the 15-15 questionnaire from the residential of Kolar and Bairagarh

Tools of Study

For exploratory study wall paintings picture use as tool of study and analysis the three points of the pictures and Textual analysis, visual analysis and semiotics analysis of the picture, for confirmatory researcher used survey method, researcher collects the data through the questionnaire.

Statistical Analysis

The method of analysis for pictures are we study three things in the pictures first is semiotics second is visuals and third is semantics. After the study of all three things we gave the critical remark for the pictures. Through the study of these three things we analysis the picture said and what message are written in the picture and what is the colour composition used in the picture which is effective forthe society or not. For confirmatory method we use questionnaire after collect the data researcher prepare the code book and fill the data in Statistical package of social science and prepare the frequency table and graphs through the SPSS.

1. Visual Analysis: This picture is combination of trees, clouds, mountain and crane. All are the symbol of environment because cloud and tress are the symbol of water and greenery and crane is also the symbol of water because crane live in the water. Blue colour in background shows the water symbol.
2. Semiotics Analysis:It is the combination of greenery and water. Crane is the symbol of water and trees are the symbol of greenery. So this picture shows the environmental message for society.

Part I: Exploratory Method

The analysis of Kolar pictures-

| 1. Textual Analysis: "Bhopal ke barri no.1 ki Tyarri"This is the message of written form which is related to the Bhopal has come second in the Swachh Bharat Abhiyan twice. So this line shows that this time Bhopal will fall first number in the Swachh Bharat Sarwekashan. "Swachh Sarwekashan 2019" "Nagar Nigam Bhopal" These messages are showing the reports of Swachh Bharat Sarwekshan2019 and also show the name of Bhopal Municipal Corporation which mean that BMC sponsored this picture. |
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| 2. Visual Analysis:In this visual message show the opinion or idea of BMC. In this picture a family is standing with flambeau in the circle. Circle indicates the earth and circle filled with the blue colour. Blue colour is the symbol of the water and picture display some green colour which is related to the environment. |
| 3. Semiotics Analysis:The conclusion of the pair of Text analysis and visual analysis is that these messages related to the environment and the background of this picture is Bhopal. This pictures show the swachhta and the rank of the Bhopal in Swachhta Abhiyan. |

1. Textual Analysis: There are four textual messages in this image first one is "Swachh Sarwekashan 2019" "kachra Idhar-Udhar na Chore..Safai se nata jode" "Swachhta ki phechan 2 kudedaan kachre ko alag- alag karna h ashan" "Nagar Nigam Bhopal", These are the four written messages in this picture. First messages denote the Swachh Sarwekashan 2019 which is related to Swachh Bharat Abhiyan. Second messages related to garbage do not throw garbage anywhere it is harmful for society and environment and third message denote and support the second statement that put the waste material into the dustbins. BMC means that this pictures and messages sponsored by the Bhopal Nagar Nigam.

2. Visual Analysis: This picture is a combination of lots of images first image is a logo of swachhta Abhiyan, second picture a family is standing with flambeau in the circle and third picture two women throw a waste material into the dustbin and last image of two dustbins which is show that throw the waste material into the dustbin. Overall this picture shows the environmental messages.

3. Semiotics Analysis: This is only single picture which was found among the crowded area in Kolar. This picture is a perfect combination of environmental because written message

The analysis of Bairagarh pictures
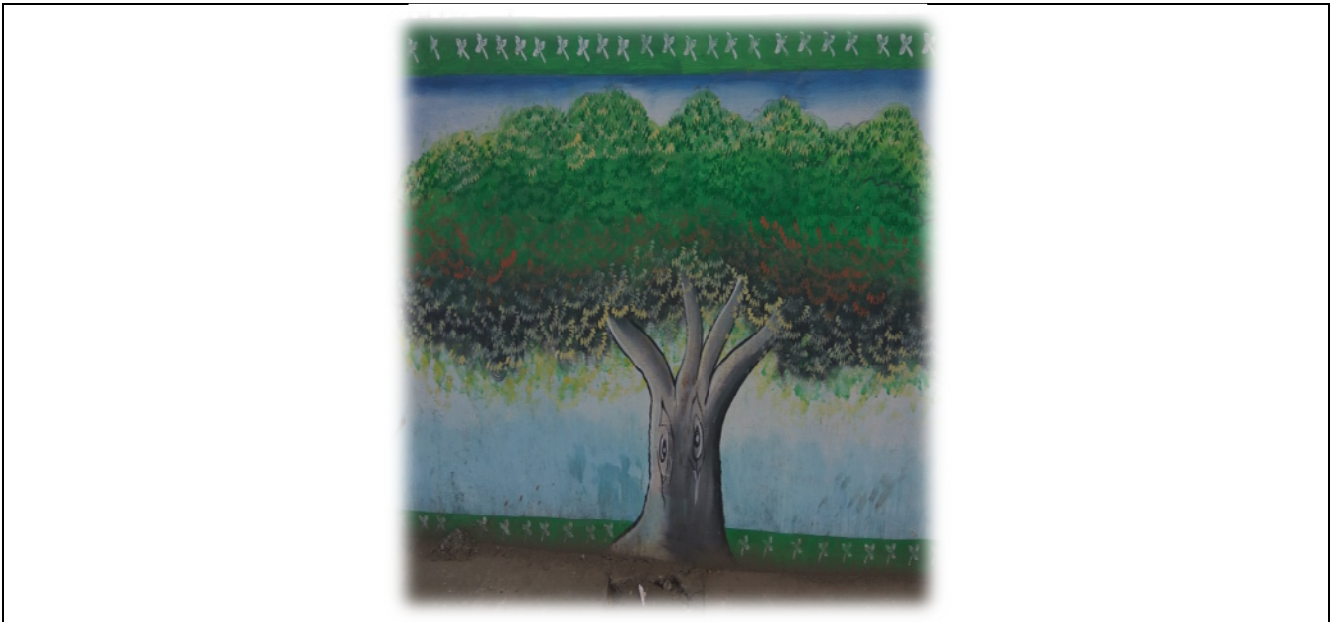
1. Visual Analysis: This is a perfect picture which shows the tree and greenery of the tree. Blue sky over the tree and eyes on the stem

2. Semiotics Analysis: This mage is the combination of blue sky and tree. Growth of the tree shows the season change in the universe. Eyes on the stem show that life is in the tree. Tree is very necessary for the universe. So save the tree and plant the tree.

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| **1.Textual Analysis:** In this picture have two text messages
"Be Healthy Save Fuel" or "BMC" This message gives the message of society that use of bicycle for nearby because it is good for health and also save the fuel. Other text message shows that this messages and picture sponsored by the BMC. |
| **2.Visual Analysis:** This picture have three cyclist who ride the bicycle and give the message of to ride bicycle stay healthy and save fuel and some kites flew in the sky as well as birds are also flying in the sky which mean this is a spring season. |
| **3. Semiotics Analysis:** This image shows the environmental friendly message for the society. This picture shows the season of spring. This is a big campaign of Swachh Bharat Abhiyan but in this picture message designer write the wrong spelling of the fuel. |

Part 2: Confirmatory Method

Table 1 show the frequency of who ever seen wall paintings in Bhopal:

SN.	Wall paintings	Frequency	Percentage
1	**Yes**	**29**	96.9%
2	No	**1**	3.1%

According to the table and graph 96.9% respondents seen the wall paintings in the Bhopal but 3.1% respondent never seen the wall paintings in the Bhopal.

Graph 2show the frequency of who see the different types of wall paintings in Bhopal:
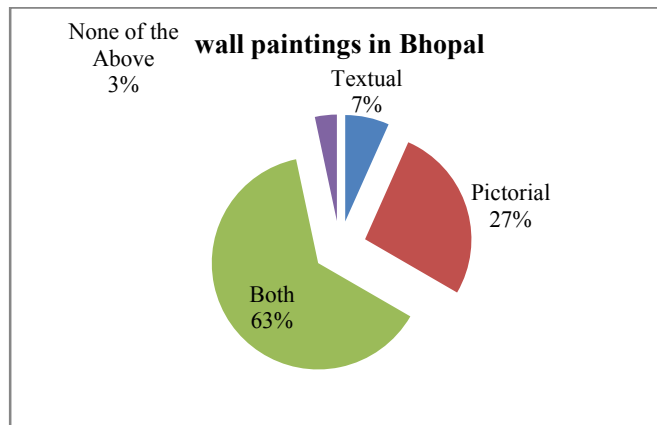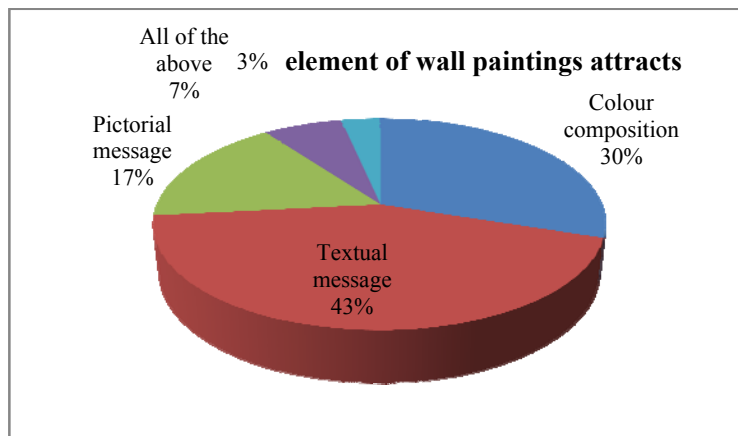
According to the table 3 and graph show that the respondents of the both city see the 63.3% both types of wall painting in Bhopal and 6.7% see only textual painting and 26.7% see only pictorial painting in Bhopal while 3.3% respondent never see any types of paintings in Bhopal.

Table 3 show the frequency of wall paintings attractant

| SN.	Variable	Frequency	Percentage
1.	Much	9	30.0%
2.	**Very much**	**13**	**43.3%**
3.	Neutral	5	16.7%
4.	Less	2	6.7%
5.	Very less	1	3.3%

According to table 4 43.3% said that wall paintings attract him very much but 30.3% respondents said that wall painting attract him much and 16.7% respondents are neutral on this question. 6.7% said that the wall paintings attract him less and 3.3% said wall paintings attract him very less.

**Graph 4 show the frequency of which element of wall paintings attracts**

According to table 6 and graphs show that 43.3% respondents said that colour composition, Textual messages and Pictorial messages all attract him but 26.7% said that only colour composition attract him while 10% respondents said that textual message attract him and only 20% said that Pictorial message attract him for the wall paintings.

Graph 5 show the frequency of the environmental message for
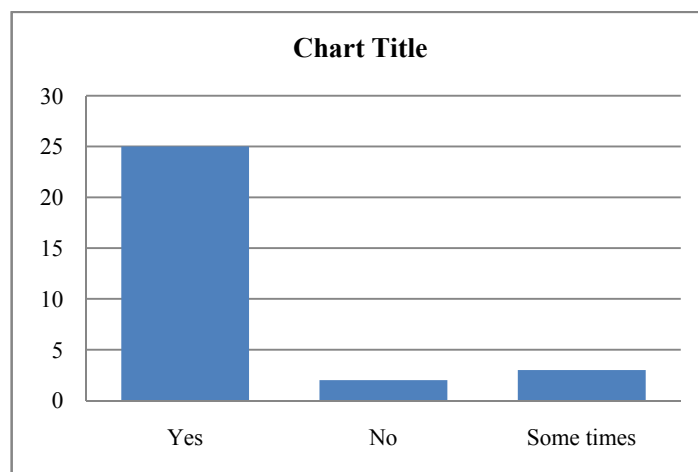
According to the table 6 and bar graphs shows that 83.3% respondents said that mostly wall paintings give the environmental messages for the society but 6.7% respondents disagree for this statement while 10% respondents said that sometimes wall paintings gives the environmental messages.

Table 6 show the frequency of wall painting motivate to clean Society
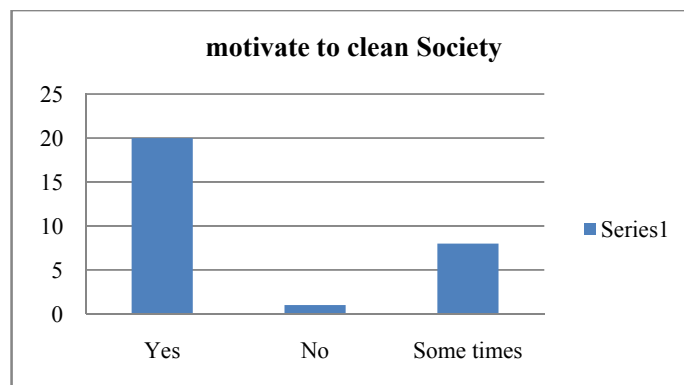
According to the table 7 and pie graph show that 66.7 % respondents said that wall paintings really motivate him to clean society but 3.3% respondents disagree for this statement while 26.7% respondents said that sometimes wall paintings motivate him to clean society.

Results and findings:

1. Maximum number of the respondents have seen the wall paintings in Bhopal.

2. 63.3% respondents see the both types (Textual and Pictorial) wall paintings in Bhopal.

3. Maximum number of respondents said that wall paintings attract them very much and minimum number of respondents said that wall paintings attract them less.

4. Most of the respondents said that the colour composition, textual messages and pictorial messages are attracting wall paintings.

5. 83.3% respondents said that mostly wall paintings elicit environmental messages while some respondents said some time wall paintings give an environmental message.

6. 66.7% respondents said that mostly wall paintings motivate than to clean society while least respondents said that sometimes wall paintings motivate him to clean society.

Conclusion

For this study researcher explore lots of wall paintings from the area of Kolar and Bairagarh. The Researcher has collected the photos of all paintings in the area. After the analysis of painting maximum number of pictures gives the environmental messages likes save trees, save water and use bicycles save fuel for the society to motivate and clean the society. So this study fulfills needs of the first objective.

After the analysis of the messages of the pictures, researcher analyzed the designs of paintings or colour compositions of the paintings. Researcher analyzed 5-5 pictures of the area. After analysis the picture researcher find out the design used in the pictures are very environmental friendly and given the message for the society and the colour used in the picture are related to the environment like green, blue and red types of colour use in the study. So this study fulfills needs of the objective of the second objective.

After Analysis the exploratory research design research conduct a confirmatory test to confirmation the two objectives analysis. Analyzed the data of questionnaire respondents gave the positive response for the wall paintings. According to respondents said that wall paintings play a major role in them daily life. Wall paintings motivates him lot to clean society and environment. So through the questionnaire research confirmed his study importance. So this study fulfills needs of the third objectives.

Hence, it may be concluded that, environmental messages are fulfilling's the objectives of SBA in the city of Bhopal (M.P). It has been true and again proved by the ranking gained by the city and wall paintings displayed help to do so.

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