

Impact of Swachh Bharat Abhiyan In Promoting Tourist Destination: Twin Cave of Bhubaneswar A Case Study

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ABSTRACT

This research study will specifically focus on the aspects of how human development index is a major contributor to raise the level of sustainable development goals of a developing nation like India and how it is much affected by the health and sanitation measures adopted by citizens, the role of government in building and promoting such measures. A comparison and contrast would be drawn to show the effectiveness of developmental and social measures like Swachh Bharat Abhiyan and the role of the present government in promoting the same. Next the research article will focus on the application of this developmental campaign on the tourism sector of the nation as it is identified to impact quite negatively on the environment. Hence the tourist destination which has been selected for this study analysis is Khandagiri Udayagiri Caves which are partly natural and partly artificial, a site of rich historical, archaeological and religious importance in the city of Bhubaneswar, Orissa. The research study will highlight on the success and failure of the Swachh Bharat Abhiyan Campaign undertaken by the present government to preserve this heritage site along with further discussion on the future scope of improvement and research in this field of sustainable development of tourism activity. The secondary data collection is purely based on surveys and analysis of various articles, journals

Keywords

Sustainable development, Sanitation, Tourism activity, Tourist destination, Promote.

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Introduction

Prime Minister Shri Narendra Modi regarded that a clean Indian would definitely be the best attribute of showing respect to the Father of The Nation, Mahatma Gandhi and in this context he initiated the **Swachh Bharat Mission** at Rajpath in New Delhi. On 2nd October 2014, this mission was launched across the length and breadth of the country and came to be recognised as a National Movement (Vishwakarma, 2016). The primary mission and vision of the campaign was to build the necessary awareness of keeping the surroundings cleans and maintaining the necessary health and hygiene in order to build a healthy lifestyle along with assisting in building sustainable development goals. The campaign aimed to achieve the vision of "Clean Indian" by the year 2019. The Swachh Bharat Abhiyan was a call of awareness for every industry sector, along with improvement in daily lifestyle pattern both at rural as well as urban level. Now concentrating on the primary subject of analysis of this research journal the chosen industry sector is travel and tourism. The region chose is Khandagiri Udayagiri in Bhubaneswar, Orissa.

Khandagiri and Udayagiri are two side by side hills located in Bhubaneswar. Formerly called Kattaka Caves or Cuttack Caves. Rock cut caves exhumed from the hills are the symbol of Jaina hermit. Caves are exhumed by king Kharavela and his successors in first century BC. In total there are 33 rock cut caves out of which eighteen are in Udayagiri and fifteen are in Khandagiri. These caves are in a row of cells having common verandas. Some of the caves are double storied. The doorways are having charismatic carvings of animals, creepers and flowers. Inscriptions of Kharavela in Brahmi script are found in these caves. This place is an epitome of early Indian art. This place has its

archaeological, historical and religious importance. Because of the importance of this place, both domestic and foreign tourists are flocked around the twin cave.

Cleanliness is the first criteria to be considered among all by a tourist while choosing a tourist destination he is going to visit. This perception is used by the Indian tourism Industry accelerated by Swachh Bharat Abhiyan campaign as an armament to create a clean and safe image before the tourists. Safety cannot be guaranteed but cleanliness is within our reach. A dirty place may annoy a tourist and mar the entire impression of a particular tourist place. A dissatisfied tourist will never recommend that tourist spot to other potential tourists. Because of which the tourism industry will incur discernable loss. The casualness about the cleanliness in a tourist spot makes a worse. We should learn from the mistakes committed in the past.

The idiom "Atithi Devo Bhaba" implies itself the importance of cleanliness. We do clean our house during the festivities to feel the grace of the God at home. A tourist always feel the prevue of comfy atmosphere in a clean tourist spot. The reflection of cleanliness in a tourist spot can help to create a better image of India in the World Tourism Market.

The objective of Swachh Bharat Mission is to improve sanitation and cleanliness condition of tourist spots. Because of this initiative India's rank is gaining motion in the World Tourism Index. Intensive cleaning programme has been undertaken to clean the monuments having national importance. The garbage free and clean premium tourist spots have rewarded India with a better ranking in the World Travel and Tourism Competitive Index. With this the frequency of visiting these cleaner tourist destinations is snowballing with the visitors from round the globe. For the Travel and tourism Authority, it has become an essential

aspect to equip the place with basic amenities. Cleanliness and sanitation are the primary concern for a tourist while visiting a tourist destination.

In this context it is important to discuss that the Ministry of Culture and Tourism has taken several strong steps to implement the objectives of Swachh Bharat Mission in several tourist destination across the nation. This has no doubt helped in improving India's overall global ranking as a destination for all its tourists. India has emerged as one of the third country in the globe to improve on its Travel and Tourism Competitive Index by double digits in a single year. It held the rank of 52 in the year 2015 (Parmar, 2014). The ranking and the results of improvement as released by the World Economic Forum largely indicates how this sustainable development of the tourism sector of the country will no doubt significantly contribute to the overall economic development of the nation. One of the prime objects of this campaign was to improve on the basic sanitation and cleanliness of the tourist spots and in 2016 over all 3686 mountains of national importance and under the surveillance and protection of the Archaeological Survey of India (ASI) was declared polythene free zones to reduce waste disposal at such sites. Then the Ministry of Culture and Tourism also organised Swachhata Pakhwada which is an event, a major part of this campaign to spread the awareness and importance of cleanliness through various cultural activities. It also took to cleanliness drive across various Indian Monuments along with an audio-visual guide which was played in these tourist spots for the tourists to follow (Dutta, 2017)

Likewise similar measures were also followed in cleaning up the Twin Hills of Khandagiri and Udayagiri, recognised as a Jain Heritage Site. However before further discussing on the steps undertaken to clean and protect and preserve this cultural heritage it is important to through some light on the existing literature concerning this issue and how it has played a crucial role in initiating this developmental campaign all around the nation.

Literature Review:

Jawaharlal Nehru, the first Prime Minister of Independent India stressed on the fact that the day India would get toilets to use the country will truly witness progress. However despite the decades of efforts the Indian population which was over 597 million still did not have toilets to use. This was not only degrading the environment but was a health emergency (Singh, 2014)

Indian as a nation was more focused to peruse its economic growth which basically back then was only concerned with the total production of goods and services. The mainstream economists always held the view that fulfilment of the needs and wants of the people is the only paradigm to gauge the economic prosperity of a nation and it's also reveals the real GDP and is attributed as the growth indicator (Gore, 2018).

However with the advancement of time and passing years the increasing amount of income inequality around the globe gave the aspect of economic development a more social angle. The new approach focused on measuring the economic growth of any nation in terms of the fulfilment of the basic needs satisfaction. Further advancements led to the fact that both social and economic developmental goals

should be jointly considered to consider the overall human development approach. The concepts such as Amartya Sen's Capability Approach, applied in the Human Development Index (HDI) practically demonstrated the fact that social and economic development goals should be treated together in order to achieve a first best solution to development (JACOB). It was initially then when the country started to focus on the aspect of health and wellbeing of the individuals as a prime indicator of the nation's success (Brocklehurst, 2014).

India became one of the countries to take part in the Voluntary National Reviews (VNRs) at the High-Level Political Forum (HLPF) 2017 and presented its 1st VNR concentrating on the implications of the Sustainable Developmental Goals in the HLPF at United Nations, New York. This report focused on aspects like : *No-Povert, then Zero-Hunger, Good health and Wellbeing* and much more (O'Reilly and Louis, 2014). It was also analysed that if Good Health and Wellbeing can be assured first rest of the goals would be automatically met and hereby started the important mission of contrasting toilets as one of the basic ways of uplifting physical health and maintenance of hygiene for the people. The combination of poor sanitation facilities and open defecation is a concern for both environmental and human health.

After India won its independence though there was a fall in mortality from epidemics like plague, there was an increase in diseases like fever and gastro-enteric infections. It was noted in the First Five Year Plan that only 3% of the total Indian population had access to toilets and most of the population lacked basic water supply, drainage and waste disposal services. This gave rise to various public health awareness campaigns and initiatives. In 1999 the Government began its 'Total Sanitation Campaign' (TSC) with the aim to achieve universal sanitation that is access to toilets for every section of the people in the country by 2012 (Pulla, 2014).

However there were also widespread regional disparities for instance 78% of total households in Jharkhand and Orissa, 77% in Bihar, 75% in Chhattisgarh and 71% in Madhya Pradesh were without toilet facility as against only 5% in Kerala, 8% in Mizoram and 11% in NCT, Delhi and in Manipur (livemint.com, 2014). There where social constraints along with increasing population pressure from the rural and urban civilisation which did magnify the problem.

It is also important to highlight of the fact that awareness campaigns like Swachh Bharat Abhiyan had been earlier attempted by various social reformists like Gadge Baba and Gandiji however it did not ensure continuity and lost its effectiveness. However, Swachh Bharat Abhiyan came with a participatory approach where the mass was asked to get involved in the process of ensuring cleanliness and hygiene to ensure better lifestyle. The Indian Government like various others around the world did recognise the fact that health is no doubt one of the key determinants of economic growth in the 21st Century because sound health will enable people to generate higher income, which in turn would assure better living and overall development of the human capital. Now it is also equally important to understand the role of this campaign and its impact on the tourism sector of the nation. There is no doubt about the fact that tourism is

quite a significant aspect of the Indian economy and it is much driven by the existing practices of behaviour and approach (Singh, 2015). Hence researchers try to concentrate more on significantly impacting on the existing realms of behaviour by building the necessary awareness be it through the use of mass media channel or involving a Public figure with the campaign to ultimately build the required awareness and justify the participatory approach of this campaign.

Objectives:

The basic objective of this research paper is to focus on:

- The necessity to adopt to the new inclusive concept of human development index
- The need to understand the required changes which are to be adopted in aspect of healthy living
- Role of Government in promoting this awareness through mass media campaigns like Swachh Bharat Abiyan
- Impact of Clean India campaign on the Tourism Industry
- Analysing the effectiveness of the campaign and the initiatives undertaken in Khandagiri Udayagiri Hills
- The basic challenges confronted during the process
- Analysing the reasons which lead to these challenges
- Analysing future scope of research and development in this field with the aid of Central Government.

Data analysis:

The research analysis will follow both quantitative as well as qualitative analysis which will be primarily derived from various newspaper publications, the government reports and research articles published in regarding to the significance of sanitation, its evolution from post-independence era to the 21st Century. The data analysis will also take into accounts the various reports produced by the mass media in regards to how this sanitation and cleanliness drive achieved significance in the tourism sector and its impact on the chosen destination. Finally, the results drawn will be compared with the targeted objectives to understand how much has been achieved and what underlying challenges in the Indian tourism industry facing in regards to the implementation of the campaign and how it can be addressed in a strategic manner.

The data analysis largely reveals that there is much lack of the required awareness surrounding the issue of cleanliness at the ground level which is indeed hindering the objectivity of the campaign. Even after the policy framework has been constructed by the government to support the maintenance of basic hygiene and use of toilets as a mandate part of one's lifestyle still the rural population does not consider it as a vital issue. This is no doubt causing open pollution and degradation of the environment which is impact tourism at the business level.

The National Crime Records Bureau (NCRB) data show Odisha as a safer destination haven for foreign tourists. Four cases of crime against foreign nationals reported in the State between 2014 and 2016. (Orissadiary.com, 2018)

A. Tourist Visits (Domestic & Foreign)

	2016	2017	2018
(a) Visits during the whole year	1,29,19,260	1,41,11,243	1,53,19,358
* Increase/decrease	10,66,172	11,91,983	12,08,115
* Change in Percentage	9.00%	9.23%	8.56%
(b) Visits during January-June	60,99,427	66,16,190	71,39,757
* Increase/decrease	4,99,828	5,16,763	5,23,567
* Change in percentage	8.93%	8.47%	7.91%
(c) Visits during July-December	68,19,833	74,95,053	81,79,601
* Increase/decrease	5,66,344	6,75,220	6,84,548
* Change in percentage	9.06%	9.90%	9.13 %
(d) Visits during January-March & October-December (Peak Period)	77,72,930	84,86,403	91,83,594
* Increase/decrease	6,43,967	7,13,473	6,97,191
* Change in percentage	9.03 %	9.18 %	8.22 %
(e) Visits during April-September (Lean Period)	51,46,330	56,24,840	61,35,764
* Increase/decrease	4,22,205	4,78,510	5,10,924
* Change in percentage	8.94 %	9.30 %	9.08 %

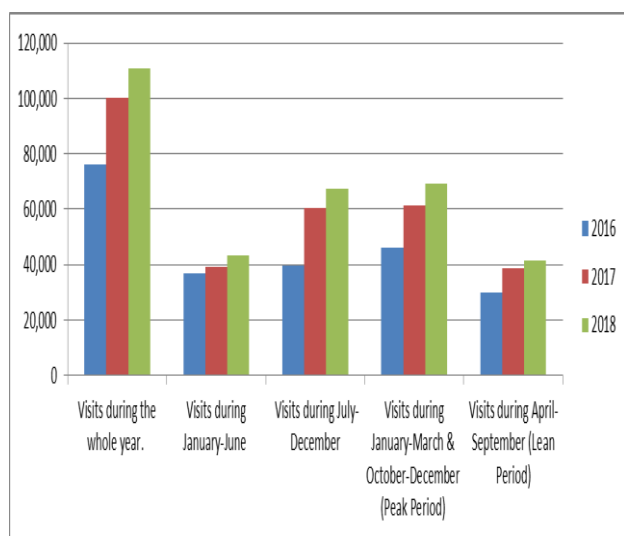
Source: Odisha Statistical bulletin

B. Foreign Tourist Visits in Odisha

	2016	2017	2018
(a) Visits during the whole year.	76,361	1,00,014	1,10,818
* Increase/decrease	9,930	23,653	10,804
* Change in percentage	14.02 %	30.98 %	10.80 %
(b) Visits during January-June	36,937	39,352	43,440
* Increase/decrease	929	2,415	4,088
* Change in percentage	2.58 %	6.54 %	10.39 %
(c) Visits during July-December	39,424	60,662	67,378
* Increase/decrease	8,461	21,238	6,716

* Change in percentage	27.33 %	53.87 %	11.07 %
(d) Visits during January-March & October-December (Peak Period)	46,238	61,455	69,304
* Increase/decrease	6,898	15,217	7,849
* Change in percentage	17.53 %	32.91 %	12.77%
(e) Visits during April-September (Lean Period)	30,123	38,559	41,514
* Increase/decrease	2,492	8,436	2,955
* Change in percentage	9.02 %	28 %	7.66%

Source: Odisha Statistical bulletin



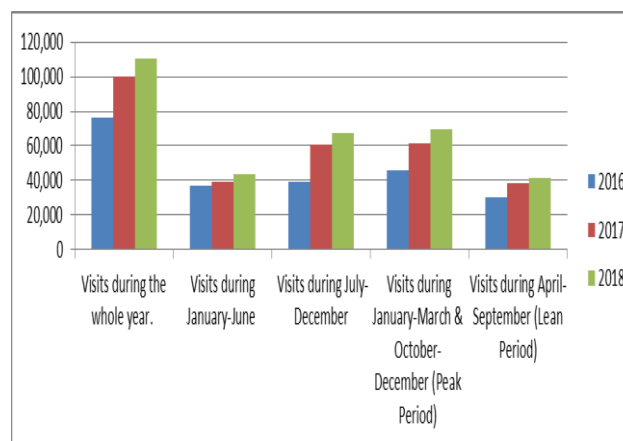
Bhubaneswar: A record footfall of foreign tourists numbering 84,658 was registered in Odisha in 2017 by November compared to previous years. In November alone, 13,473 tourists from abroad visited the State. The number of foreign tourists was 76,361 in the year 2016. The number would cross the 1-lakh mark in 2017 when the December data is added, said Tourism Director Nitin Bhanudas Jawale. (Orissadiary.com, 2018)

C. Domestic Tourist Visits in Odisha

	2016	2017	2018
(a) Visits during the whole year	1,28,42,899	1,40,11,229	1,52,08,540
* Increase/decrease	10,56,782	11,68,330	11,97,311
* Change in percentage	8.97 %	9.10 %	8.55 %
(b) Visits during January-June	60,62,490	65,76,838	70,96,317
* Increase/decrease	4,98,899	5,14,348	5,19,479
* Change in percentage	8.97 %	8.48 %	7.90 %
(c) Visits during July-December	67,80,409	74,34,391	81,12,222

* Increase/decrease	5,57,883	6,53,982	6,77,831
* Change in percentage	8.96 %	9.65 %	9.12 %
(d) Visits during January-March & October-December (Peak Period)	77,26,692	84,24,948	91,14,290
* Increase/decrease	6,37,069	6,98,256	6,89,342
* Change in percentage	8.98 %	9.04 %	8.18 %
(e) Visits during April-September (Lean Period)	51,16,207	55,86,281	60,94,250
* Increase/decrease	4,19,713	4,70,074	5,07,969
* Change in percentage	8.94 %	9.19 %	9.09 %

Source: Odisha Statistical Bulletin



Domestic tourist foot falls are 1,52,08,540 in 2018. The number was more during peak period that is January to March and October to December. Round the year domestic tourist footfalls not remaining aloof.

D. Tourist Visits in Odisha during 2018 (Month wise)

Month	Number of Tourists			Proportion to Total (in %)	
	Domestic	Foreign	Total	Domestic	Foreign
January	17,10,393	10,368	17,20,761	11.25	9.35
February	11,04,373	8,869	11,13,242	7.26	8.00
March	10,59,260	7,964	10,67,224	6.97	7.19
April	10,14,806	5,683	10,20,489	6.67	5.13
May	11,63,243	5,456	11,68,699	7.65	4.92
June	10,44,242	5,100	10,49,342	6.87	4.60
July	10,03,814	9,874	10,13,688	6.60	8.91
August	9,43,126	8,446	9,51,572	6.20	7.62
September	9,25,019	6,955	9,31,974	6.08	6.28

October	14,07,482	9,181	14,16,663	9.25	8.28
November	16,14,034	14,836	16,28,870	10.61	13.39
December	22,18,748	18,086	22,36,834	14.59	16.32
Total	1,52,08,540	1,10,818	1,53,19,358	100	100

Source: Odisha Statistical bulletin

Discussion:

Now concentrating on the aspect of tourism in India, it does have a significant impact on the economy and the Clean India campaign was to exactly address the necessary change in how the citizens perceive tourism activities. According to union commerce minister Suresh Prabhu, Clean India campaign does hold the potential to help address the rise of tourism in the country.

The tourism development of any destination particularly depends on two primary elements: the resources and the environment. Hence in such a scenario The Swachh Bharat Abhiyan by the Central Government is identified as a major change agent for the tourism industry. As identified by the policy makers of the nation one of the persistent problem which is hindering the growth of tourism in India is sanitation. Going by the census of the Indian Housing census data 2012, it reveals that even today Indian has over 64% of population who defecate in open and over 64% of the Indian who defecate in open across the globe are Indian and over 64% of the total GDP is lost in health costs and productivity losses and reduced tourism revenue (swachhindia.ndtv.com, 2016). There are varied foreign visitors who come to India for many medical treatments or for education or research purpose and often temper in taking few days off to enjoy and visit various destinations across the country which are of extreme historical significance. Hence in such a scenario it is very important to maintain a basic cleanliness and hygiene in these places of tourist significance to altogether protect the cultural heritage, the prestige associated with these destinations and overall ensure to build a good image as a country promoting tourism and ensuring the best of the experience for all its visitors.

Now concentrating on the chosen destination which Khandagiri and Udaygiri: the campaign initiative for this site was undertaken by 5 NCC cadets from Tapobana High School, in Khandagiri. The group took part in a weekly monument walk, carrying out a “plogging” activity. Plogging is basically a combination of jogging or brisk walking where the participants on their jog keep on picking up the litters or garbage. This initiative was very much appreciated by the 95th edition of Monks, Caves and Kings and they saw so many young minds participate to spread this necessary awareness (m.dailyhunt.in, 2020). Prime Minister Narendra Modi has also plogged to lead by example for Swachh Bharat Mission to clean up India. As a part of the Central Government Initiative and part of the Swachh Bharat Mission E-ticketing system got introduced for the famous Khandagiri and Udayagiri caves of Odisha by the year end of 2015 (sambadenglish.com, 2015) . Union Tourism and Culture Minister addressed the fact that though there is no doubt about the fact that this architecture and sculpture of the 2300 years old caves is indeed mesmerising however the dirt and filth surrounding this hill is indeed

shocking. Hence shifting to measures like e-ticketing might be very useful reduce the paper wastes or litters. The minister also ensured that Puri has been added to the “PRASAD” scheme so that more tourists and visitors can be attracted. The Union Government has ensured to join hands with the local government to generate various possible ways of ensuring income possibilities of the locals through increased tourism activities.

Such positive initiatives by the government did help the States attract more foreign tourists and in 2017 Bhubaneswar recorded 84,658 number of foreign tourists foot fall. The number would cross the 1-lakh mark in 2017 when the December data is added, said Tourism Director Nitin Bhanudas Jawale. Such positive initiative have a direct impact on the State’s revenue generation. As sources reveal the Government has earned Rs350 crore from the increase in foreign tourist footfall in the year 2016 and the revenue is expected to rise further in the coming years (orissadiary.com, 2018).

Swachh Bharat Abhiyan is rightfully claimed as the largest cleanliness drive ever undertaken and the reason is the large number of issues it aims to address. Apart from cleanliness and addressing disease prevention, the campaign rightfully indicates and addresses the problem which Indian Tourism is facing which is no doubt hindering the economic growth of the nation. Tourism in India generates approximately 6.5% of the total revenue as over 40 Million citizens are involved and employed in this sector and the biggest problem that has been identified by the government which it faces while promoting Tourism for India is the issues related to cleanliness and hygiene (savethechildren.in, 2016). Hence the government aims to address this issue with this campaign and initiate a more healthy and aesthetic tourism experience for all the visitors so that India’s overall GDP is positively influenced through this single initiative

Challenges:

There is no doubt about the fact that the Swachh Bharat Abhiyan has been a tremendous success compared to all the other previous measures or initiatives that have been undertaken. From over 60% of rural population recorded of not having access to proper toilet at home in 2014 to Swachh Bharat Mission Grameen achieving a rural sanitation coverage of 95% with 507,369 villages achieving an open defecation free status in 2018, altogether denotes that the campaign has come a long way (hindustantimes.com, 2018). However there still remain a lot to be done when it comes to addressing the issues of sustainable tourism and the campaign’s effectiveness in this aspect. The process of adaptation to these alternative healthy habits by the mainstream tourism sector has been a challenge in itself. While the inbound tourists come from an evolved market which is much more aligned and aware of the sustainable tourism products, the major challenge lies with the domestic market which is still very much in its nascent stage and addressing this set standards and practices guided by the stubborn mindset of these people is the real challenge which the Indian Tourism sector is current facing. Though there are several guidelines and certification mechanisms present today initiated by the government to help the tourism industry adopt the same and implement the sustainable practices like sustainable use of water, electricity

and the waste management yet implementing the same, adapting the tenets of Global Sustainable Tourism Criteria (GSTC) remains quite low and the reason is the high cost involved in acquiring these certifications. Moreover with more than half of the Indian population still living below the poverty line, and quite heavily dependent on frugal agrarian means coupled with low literacy rate makes it quite difficult for the government to implement the necessary changes in the tourist infrastructure or motivating the communities, building the necessary skill set to implement the sustainable tourism and hospitality ideas is a major challenge in itself (Confederation of Indian Industry, 2017). Moreover there is also a big fallacy regarding the data collection and analysis of the same as most of the ministry data suggests that it is heavily based on perceptions. Efforts are needed to ensure that the overall data collection is sustained and participatory; makes use of existing statistical frameworks where relevant; involves needs-based indicators; and that the data collected is used to guide tourism management in practice.

Conclusion:

The above presented analysis largely states about the fact that India has no doubt come a long way from its initial days of no proper sanitation and waste disposal facility to construction of toilets and then addressing of the impacts of cleanliness and hygiene in the tourism sector of the country. However it is equally important to understand the fact that it has been a journey of several years, the Swachh Bharat Abhiyan is not a product of one day planning rather decades of discussion on how Indian can attain a positive status on the Human Development Index. Yet even today there are several challenges that the nation is confronting in adapting to these new measures and the reason is that there is a huge disparity in the socio-economic condition of the population which spread large and wide across the nation. To equally address and implement the necessary changes, to bring in the necessarily uniformity in the operation it is equally essential to address this disparity first. There is still a large section of the population who are not much aware of the benefits of adopting a sustainable lifestyle or implementing sustainable ways of doing business, the population does not even have the necessary skill set to address the problem which altogether is widening this gap further.

Scope for Further Study:

The research analysis largely indicates how there is still a large gap existing between the expected standards of behaviour and the present level of awareness and activities of the citizens regarding the issues of sanitation, cleanliness and impact of the same of the tourism activity of the country. Hence further research and analysis is required to understand: what are the primary reasons that the country is facing regarding the hardship of promoting such developmental campaigns across the cross-section of the society. It is equally important to address the effectiveness of the data collection and data analysis methods that are adopted by the government to check the real progress. Further research and analysis is required in the evolving methodologies like the national Swachhata on to crowd

source innovations; Rapid Action Learning Workshops for lateral sharing of experiences, immersive research for ground truthing; and now CLNOB (Community Leave No One Behind) (Chambers, 2019) to access how effective these new measures are in propagating the necessary changes. It is also equally important to further research and analyse on the fact that whether the policies of the Union government regarding the promotion of sustainable tourism is well aligned with the State Government to make it effective and bring in the desired results

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