

## The 'Swachh Bharat Abhiyan' for a Clean and Green India Content Analysis of the Coverage by 'Dainik Bhaskar' in Rajasthan

**Vinod**

Research Scholar,  
Amity School of Communication,  
Amity University Rajasthan, Jaipur

**Dr. Jayati Sharma**

Associate Professor,  
Amity School of Communication,  
ASCO, Amity University Rajasthan, Jaipur

---

### Abstract

The 'Swachh Bharat Abhiyan' (SBA) or the 'Clean India Mission' was launched by the government of India on October 2<sup>nd</sup>, 2014 with the goal to improve the levels of hygiene and sanitation across the country. In this context, the mission is one of the largest social programmes in the world because of the huge population of India who are the intended beneficiaries of the mission. One of the main goals of the mission is to make India 'open-defecation free'. According to a 2017 report of the government of India, around two lakh villages across India had become 'open-defecation free' because of the work done under the SBA. Furthermore, there has been substantial improvement in the levels of access to drinking water and the establishment of toilets in rural households. During the course of its implementation thus far, the mission has achieved an enhancement in the levels of cleanliness and sanitation facilities across the country. However, there is still a significant way to go before the goals of the mission are achieved in entirety.

In addition to the above, the issue of waste disposal remains a major challenge for the government. Around 60 million tonnes of garbage are generated in India on a daily basis and almost three-fourths of this waste is left undisposed and untreated. According to some reports, the amount of garbage produced by the urban parts of the country on a daily basis is estimated to increase to 170 million tonnes by 2040. Furthermore, the utilisation of the compost generated from the treatment of urban waste remains very low. Although the government has been engaging in various awareness and education initiatives to drive public participation and support in the implementation of the mission, there has been minimal shift in the attitudes and behaviours of people with regards to hygiene and sanitation, particularly in the rural areas. The print media plays a significant role in disseminating information and generating awareness amongst the people on various issues and campaigns. Therefore, this study is aimed at assessing and analysing the coverage of the 'Swachh Bharat Abhiyan' by the national daily 'Dainik Bhaskar'. In this context, the study has utilised the data analysis technique of 'Content Analysis' to assess the impact generated by the aforementioned newspaper's reporting of the SBA.

**Keywords-** Sanitation, Hygiene, Clean and Green India, Swachh Bharat Abhiyan,

---

### 1. Introduction

Sanitation is an important aspect of the individual health and public health infrastructure of any nation. In this context, the levels of sanitation facilities available in a country has a direct influence on the health, education, living standard, efficiency, and safety of the population.

Furthermore, the strength of sanitation infrastructure also affects the environment. For instance, the lack of toilets in households, particularly rural households, forces people to defecate in the open, near water bodies, or in fields. Such practices have an adverse impact not only on the individual's health and hygiene but also on the environment. Therefore, it is important to ensure

that every household in the country has a toilet so that the prevalence of open-defecation comes to an end.

However, the concept of sanitation is not confined to the treatment of human waste. It is a comprehensive framework that includes the following seven components.

- ❖ The “safe and proper disposal of human faeces”;
- ❖ The “management and preservation of clean drinking water”;
- ❖ The “maintenance of personal hygiene and practising safe personal sanitation practices”;
- ❖ The “consumption of hygienic and nutritious food”;
- ❖ The “safe disposal and treatment of solid wastes”;
- ❖ The “adequate disposal of liquid wastes”;
- ❖ Maintaining the “security and cleanliness of the environment”.

Therefore, the maintenance of adequate standards of sanitation comprises the above aspects. It is important to note that although the establishment of toilets in each household of India, particularly the households in rural areas, is a significant starting point to improve the levels of sanitation across the country, merely building toilets is not sufficient to drive a real improvement in sanitation practices. In this context, there is a need to educate the public about the importance of practising hygienic personal sanitation routines and being conscious of the adverse effects of not doing so.

To drive public awareness towards the significance of sanitation and hygiene, the role played by various channels of media cannot be ignored. It is important to note that the media helps drive public awareness on important subjects, thereby shaping public opinion and, in turn, driving real change in the concerned policy or system. Therefore, the media can use its power and network to raise public awareness and sentiment on the importance of cleanliness, sanitation, and proper disposal of

waste. In this context, this is focused on analysing the coverage of the ‘Swachh Bharat Abhiyan’ by ‘Dainik Bhaskar’, a leading national daily, and drawing relevant findings to assess whether said coverage has created actual change in the attitudes and behaviours of people concerning sanitation and hygiene.

## 2. Literature Review

This section is aimed at discussing the relevant literature on the subject of the study. In this context, various channels of media, including print media, electronic media, and social media, are instrumental in spreading information on matters of national importance and shaping public opinion on different issues. According to the views of Hannah Hoerisch (2010), media plays an influential role in generating awareness amongst the public about the environment. The study conducted by the author has revealed that 80 percent of the respondents of the study reported that they were keeping themselves informed on various issues related to the environment. Furthermore, 93.8 percent of the aforementioned respondents were relying on electronic media (television) for news on the environment whilst 82.7 percent were reading newspapers on a regular basis. Therefore, the author concluded that both electronic and print media are critical tools in raising environmental awareness.

In addition to the above, Frank S Army and Doris Fiasorgbor (2010) have assessed the role played by media in the attainment of the ‘Millennium Development Goals’ of sanitation and clean water in Ghana. To analyse the efforts and impact of the media in the pursuit of the aforementioned goals, the authors assessed the coverage of news related to sanitation and clean water in the ‘Daily Graphic’ newspaper in the country. The results of the study revealed that the sanitation infrastructure in the rural areas of the country needed high attention.

Furthermore, the data analysis technique of ‘Content Analysis’ has been employed in this study. In this context, the aforementioned technique can

be defined as “a systematic and replicable technique for compressing many words of text into fewer content categories based on explicit rules of coding”. (Berelson, 1952; Krippendorff, 1980; and Weber, 1990). The technique of ‘Content Analysis’ was introduced by Lasswell in 1927 as a systematic method of analysing the content created by various channels of media. In the context of this day, this technique of data analysis has been selected because it is the best suited approach to analyse the impact made by the coverage of the ‘Swachh Bharat Abhiyan’ in ‘Dainik Bhaskar’ and its role in driving a positive shift in the attitudes and behaviours of the public with regards to sanitation and hygiene.

### 3. Research Methodology

Present research is descriptive in nature. The data for this study has been collected through secondary sources. In this context, the data for the study has been compiled from the news database of ‘Dainik Bhaskar’. It is important to note that only the news and advertisements related to the ‘Swachh Bharat Abhiyan’ have been considered for this study. Furthermore, the data for the period January 1<sup>st</sup>,

2018 to December 31<sup>st</sup>, 2018 has been utilised for this study.

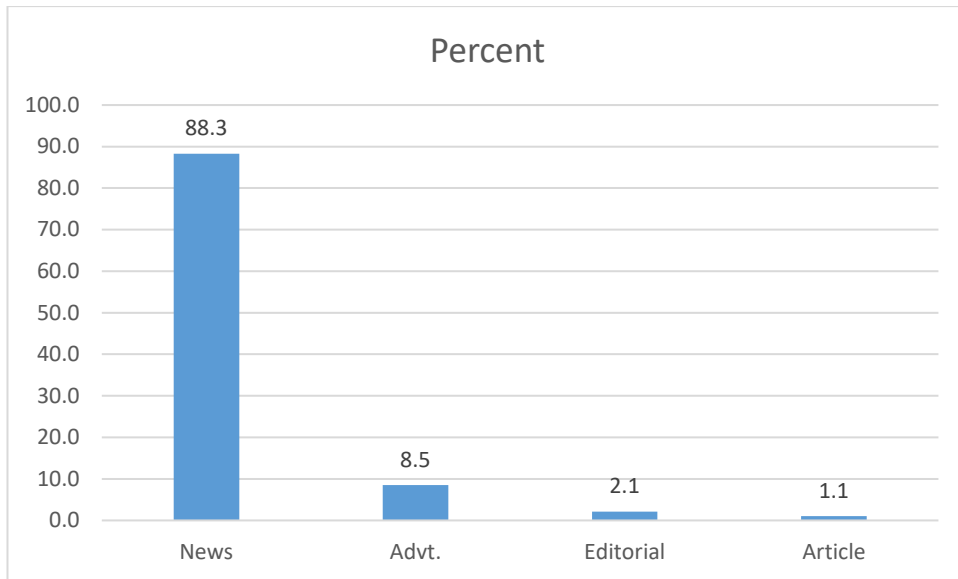
The data analysis technique employed in this study is ‘Content Analysis’. In this context, this technique follows the process of analysing the impact generated by ‘Dainik Bhaskar’ through its coverage on the ‘Swachh Bharat Abhiyan’.

### 4. Data analysis and Discussion

The researchers analyzed the data pertaining to the coverage of the ‘Swachh Bharat Abhiyan’ (SBA) by the national daily ‘Dainik Bhaskar’ between January 1<sup>st</sup>, 2018 and December 31<sup>st</sup>, 2018. As discussed in previous sections, the aforementioned data has been compiled from secondary sources. It is important to note that the news data considered for this study is news related to the ‘Swachh Bharat Abhiyan’. In this context, the data analysis technique of ‘content analysis’ has been applied to the aforementioned data to draw inferences as to whether the coverage of the SBA by the aforementioned newspaper has generated substantial change in public attitude and behaviour concerning sanitation and hygiene. The data analysis for the study is as following.

#### ❖ Parameter 1 – The weightage provided to news and advertisements related to the ‘Swachh Bharat Abhiyan’ (SBA)

News/Advt.				
	Frequency	Percent	Valid Percent	Cumulative Percent
News	83	88.3	88.3	88.3
Advt.	8	8.5	8.5	96.8
Editorial	2	2.1	2.1	98.9
Article	1	1.1	1.1	100.0
Total	94	100.0	100.0	



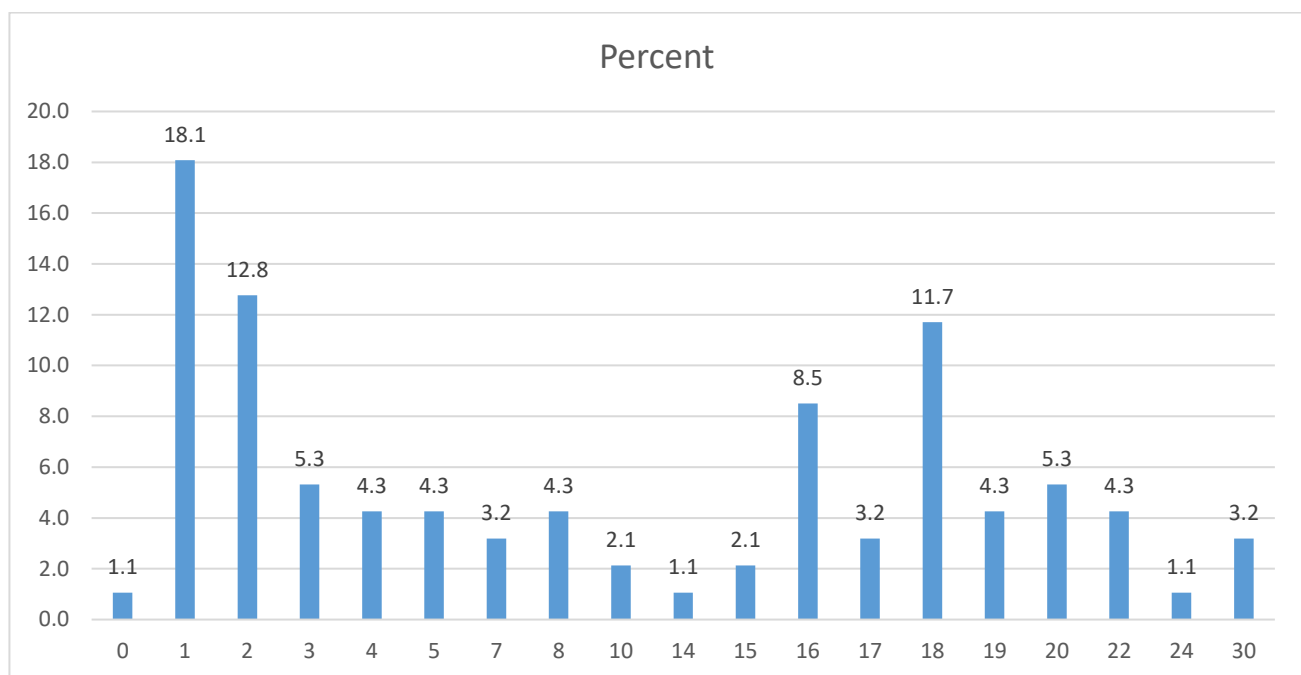
According to the findings from the data analysis, it has been revealed that between January 1<sup>st</sup>, 2018 and December 31<sup>st</sup>, 2018, 88.3 percent of the entire contents of 'Dainik Bhaskar' comprised news whilst 8.5 percent of the contents of the newspaper were advertisements.

Therefore, it can be inferred that the aforementioned newspaper has focused on maximising the proportion of news in its total contents.

❖ **Parameter2 - The page numbers of the pages with the most amount of news concerning the SBA**

Page No	Frequency	Percent	Valid Percent	Cumulative Percent
0	1	1.1	1.1	1.1
1	17	18.1	18.1	19.1
2	12	12.8	12.8	31.9
3	5	5.3	5.3	37.2
4	4	4.3	4.3	41.5
5	4	4.3	4.3	45.7
7	3	3.2	3.2	48.9
8	4	4.3	4.3	53.2
10	2	2.1	2.1	55.3
14	1	1.1	1.1	56.4
15	2	2.1	2.1	58.5
16	8	8.5	8.5	67.0
17	3	3.2	3.2	70.2
18	11	11.7	11.7	81.9

19	4	4.3	4.3	86.2
20	5	5.3	5.3	91.5
22	4	4.3	4.3	95.7
24	1	1.1	1.1	96.8
30	3	3.2	3.2	100.0
Total	94	100.0	100.0	



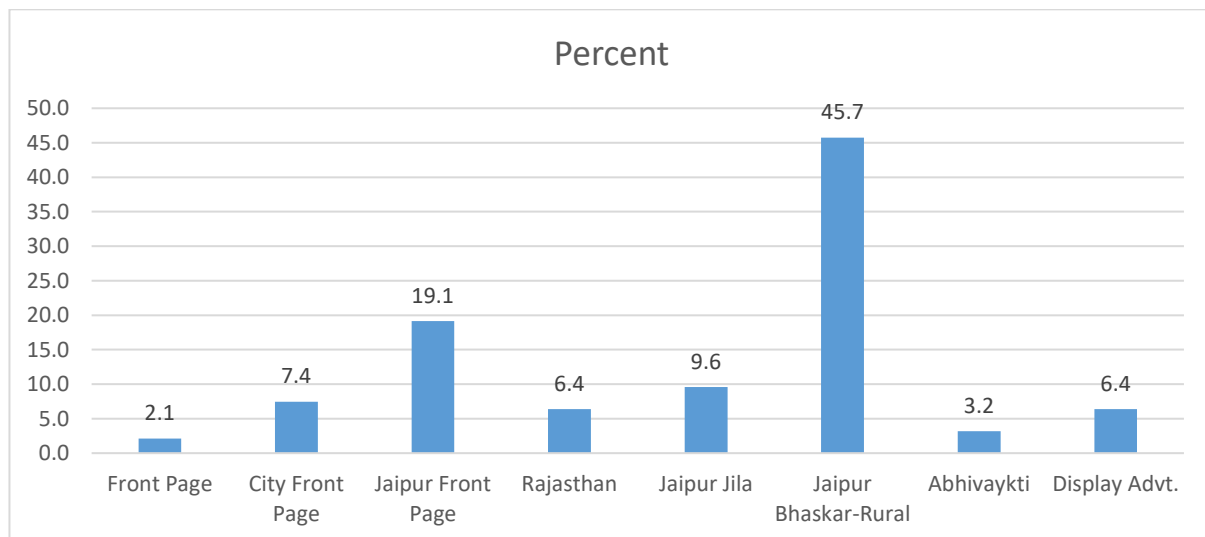
The findings of the research have revealed that during the year 2018, 18.1 percent of the news on the ‘Swachh Bharat Abhiyan’ (SBA) published in ‘Dainik Bhaskar’ was on the front page of the national daily. Similarly, almost 12.8 percent of the news on SBA was placed on page 2. In addition to this, page 18 carried 11.7 percent of the total news on the SBA. The fact that more than 30 percent of the total published news on the SBA was on first two pages of the newspaper is a positive pattern

because those are the pages that carry the highest readership and generate the highest impact in shaping the opinions of the readers.

Therefore, it can be inferred that by placing almost a third of its SBA related news on the first two pages of the newspaper, ‘Dainik Bhaskar’ has ensured high levels of visibility and potential impact for said news.

❖ **Parameter 3 - The titles of the pages with the most amount of news on the SBA**

Page Name				
	Frequency	Percent	Valid Percent	Cumulative Percent
Front Page	2	2.1	2.1	2.1
City Front Page	7	7.4	7.4	9.6
Jaipur Front Page	18	19.1	19.1	28.7
Rajasthan	6	6.4	6.4	35.1
Jaipur Jila	9	9.6	9.6	44.7
Jaipur Bhaskar-Rural	43	45.7	45.7	90.4
Abhivaykti	3	3.2	3.2	93.6
Display Advt.	6	6.4	6.4	100.0
Total	94	100.0	100.0	



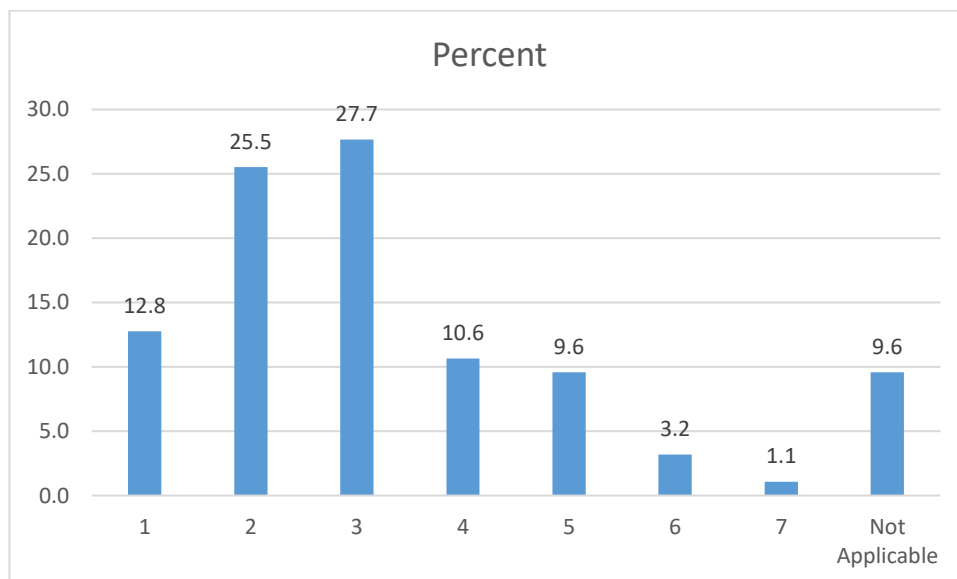
The results of the research indicate that ‘Jaipur Bhaskar – Rural’ page carried almost 46 percent of the total news published by ‘Dainik Bhaskar’ on the ‘Swachh Bharat Abhiyan’ during the year 2018. In addition to this, 19.1 percent of the news on the SBA was placed on the ‘Jaipur Front Page’. On the other hand, the front page of the newspaper carried only 2.1 percent of the news on the SBA. It is important to note that since the front page is the

page with the most readership and impact, the newspaper missed a trick by not utilising it for publishing a high proportion of the news on the SBA.

Therefore, it can be inferred that ‘Dainik Bhaskar’ has failed to make adequate utilisation of the front page of the newspaper to publish a majority of the news about the ‘Swachh Bharat Abhiyan’.

❖ **Parameter 4 – The columns with the highest proportion of news about the SBA**

Column				
	Frequency	Percent	Valid Percent	Cumulative Percent
1	12	12.8	12.8	12.8
2	24	25.5	25.5	38.3
3	26	27.7	27.7	66.0
4	10	10.6	10.6	76.6
5	9	9.6	9.6	86.2
6	3	3.2	3.2	89.4
7	1	1.1	1.1	90.4
Not Applicable	9	9.6	9.6	100.0
Total	94	100.0	100.0	



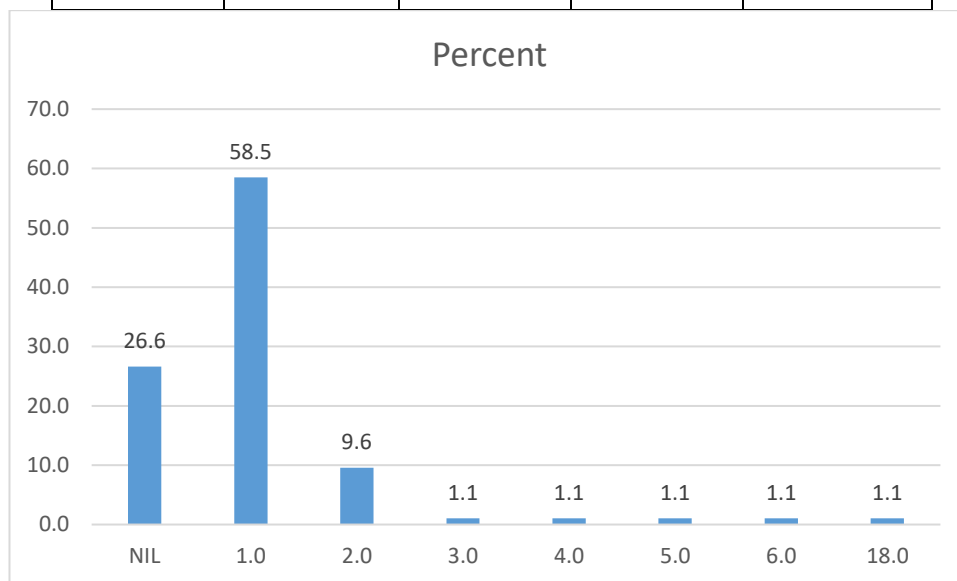
With regards to the highest proportion of news about the SBA It was found that during the year 2018, 27.7 percent of the total news published in ‘Dainik Bhaskar’ about the ‘Swachh Bharat Abhiyan’ was published in column 3 of a newspaper page whilst 25.5 percent of the news was placed in column 2. In addition to this, 12.8 people percent of said news was published in the first column of a page. It is important to note that since the first three columns on a newspaper page

are usually the most read sections of the page, the newspaper applied an excellent strategy by placing more than 66 percent of the news in columns 1, 2, or 3 of each page.

Therefore, it can be inferred that ‘Dainik Bhaskar’ has made optimum utilisation of the most read columns on any newspaper page by publishing more than 60 percent of the news there.

❖ **Parameter 5 - The news on the SBA with the highest percentage of photographs**

Photos				
	Frequency	Percent	Valid Percent	Cumulative Percent
NIL	25	26.6	26.6	26.6
1.0	55	58.5	58.5	85.1
2.0	9	9.6	9.6	94.7
3.0	1	1.1	1.1	95.7
4.0	1	1.1	1.1	96.8
5.0	1	1.1	1.1	97.9
6.0	1	1.1	1.1	98.9
18.0	1	1.1	1.1	100.0
Total	94	100.0	100.0	



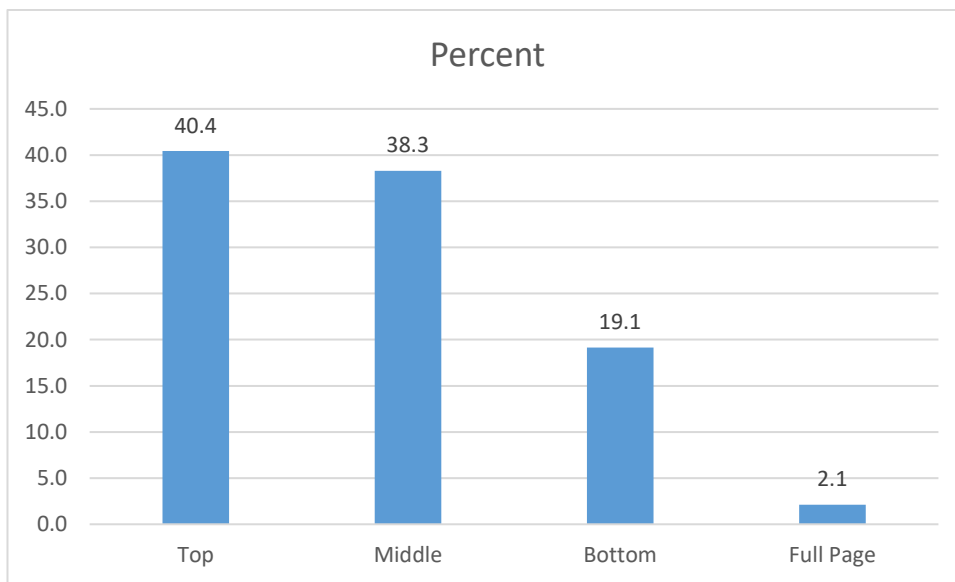
According to the findings from the data analysis, during the year 2018, 58.5 percent of the total news published by ‘Dainik Bhaskar’ on the ‘Swachh Bharat Abhiyan’ carried one photograph whilst 9.6percent of the news carried two photographs. However, only 4.4 percent of the aforementioned news carried 4 or more photographs. It is important to note that pictures have a higher impact on a reader’s mind than words because of their immediate visual impact. Therefore, the newspaper must have more photographs as a part of the news.

Therefore, it can be inferred that ‘Dainik Bhaskar’ has ensured a high impact for the news pertainingto the SBA by utilising pictures in the contents of each news article. However, most of the aforementioned articles only have one or two pictures. Hence the newspaper must endeavour to include more pictures in each news article so as to drive higher visual impact on the minds of the readers.



❖ **Parameter 6 – The section of the pages which have the most amount of news related to the SBA**

Area				
	Frequency	Percent	Valid Percent	Cumulative Percent
Top	38	40.4	40.4	40.4
Middle	36	38.3	38.3	78.7
Bottom	18	19.1	19.1	97.9
Full Page	2	2.1	2.1	100.0
Total	94	100.0	100.0	



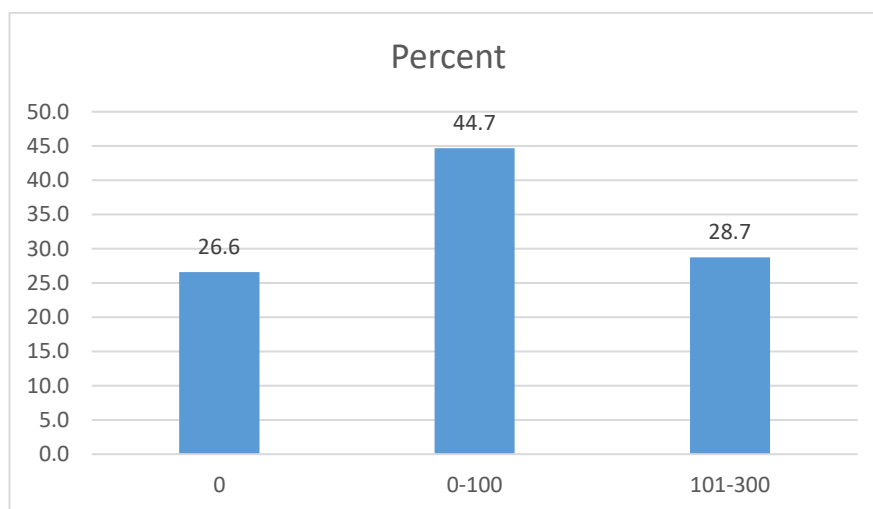
The data revealed that during the year 2018, 78.7 percent of the total news published by ‘Dainik Bhaskar’ about the ‘Swachh Bharat Abhiyan’ was placed in either the top or the middle section of each newspaper page. In addition to this, 19.1 percent of said news was placed on the bottom of each page whilst 2.1 percent of the news covered an entire page. It is important to note that by placing a majority of the news related to the SBA in the top and middle sections of the page, the

newspaper enhanced the chances of said news being read and having an impact on the readers' minds.

Therefore, it can be inferred that ‘Dainik Bhaskar’ has ensured high visibility and impact for the news related to the SBA by placing a majority of said news in the top and middle sections of each newspaper page.

❖ **Parameter 7 – The size of each article published on the SBA**

Size Coding				
	Frequency	Percent	Valid Percent	Cumulative Percent
0	25	26.6	26.6	26.6
0-100	42	44.7	44.7	71.3
101-300	27	28.7	28.7	100.0
Total	94	100.0	100.0	



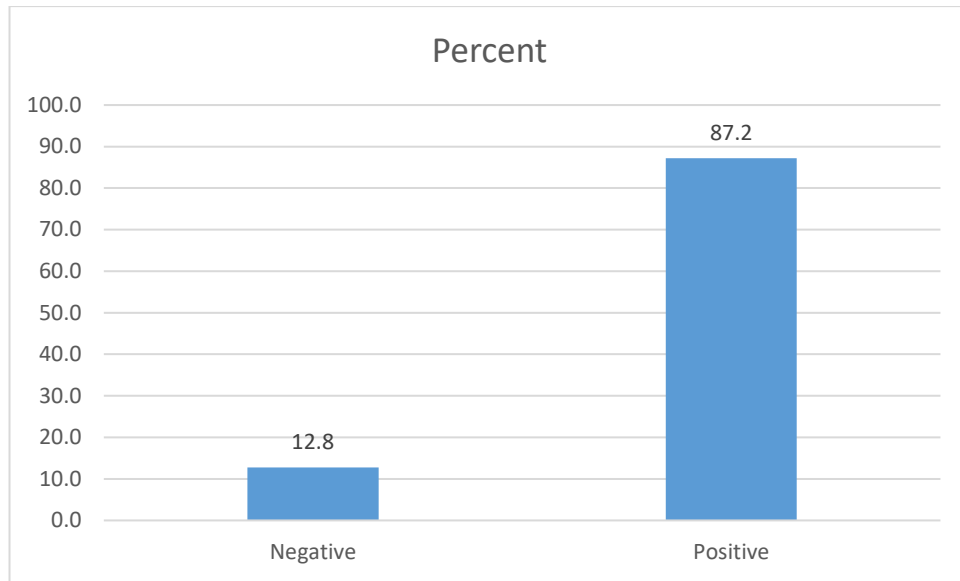
With regards to The size of each article published on the SBA during the year 2018, It was found that 44.4 percent of the total news published by ‘Dainik Bhaskar’ on the ‘Swachh Bharat Abhiyan’ was placed in articles that covered 0 to 100 cm whilst 28.7 percent of said news was placed in articles that covered 101 to 300 cm of a newspaper page. It is important to note that the area covered by an article has a direct impact on the visibility, readership, and potential impact of the news it carries. Hence the

strategy of placing news in articles of substantial sizes has enabled ‘Dainik Bhaskar’ to ensure high levels of visibility and impact for the news related to the SBA.

Therefore, it can be inferred that ‘Dainik Bhaskar’ has efficiently utilised the size dynamics of a news article by placing a majority of its SBA related news in articles that cover a good proportion of the area on each newspaper page.

❖ **Parameter 8 – The tone of news about the SBA – positive or negative.**

News Aspects				
	Frequency	Percent	Valid Percent	Cumulative Percent
Negative	12	12.8	12.8	12.8
Positive	82	87.2	87.2	100.0
Total	94	100.0	100.0	



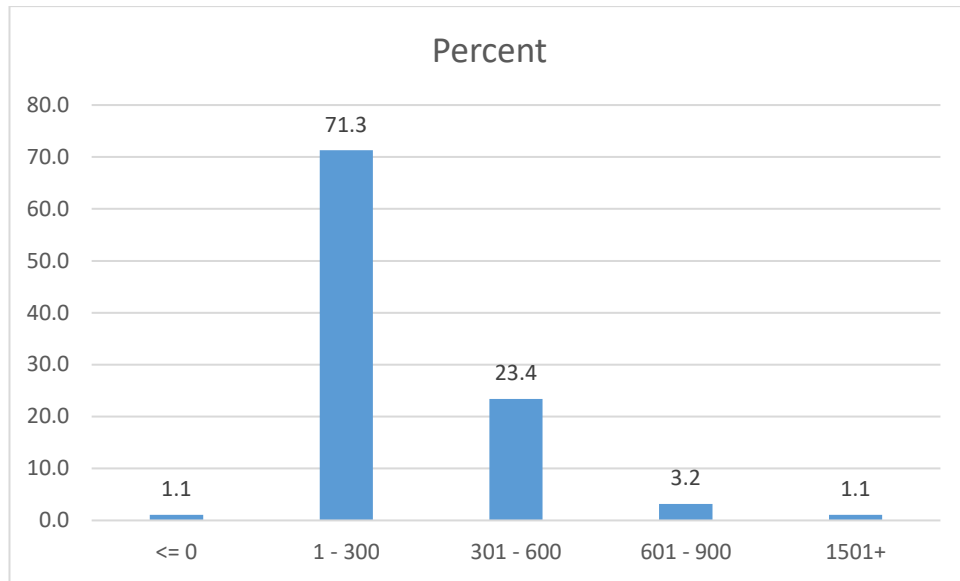
The findings from the data analysis have revealed that during the year 2018, 87.2 percent of the total news published by ‘Dainik Bhaskar’ on the ‘Swachh Bharat Abhiyan’ carried a positive tone, thereby helping shape the readers’ opinions in favour of the SBA and placing the campaign in a good light. Hence the newspaper was instrumental

in driving its readers to support and participate in the campaign.

Therefore, it can be inferred that ‘Dainik Bhaskar’ has generated a positive response and opinion about the ‘Swachh Bharat Abhiyan’ amongst the readers.

❖ **Parameter 9 – The total area covered by the news on the SBA**

Total Area (Binned)				
	Frequency	Percent	Valid Percent	Cumulative Percent
<= 0	1	1.1	1.1	1.1
1 - 300	67	71.3	71.3	72.3
301 - 600	22	23.4	23.4	95.7
601 - 900	3	3.2	3.2	98.9
1501+	1	1.1	1.1	100.0
Total	94	100.0	100.0	



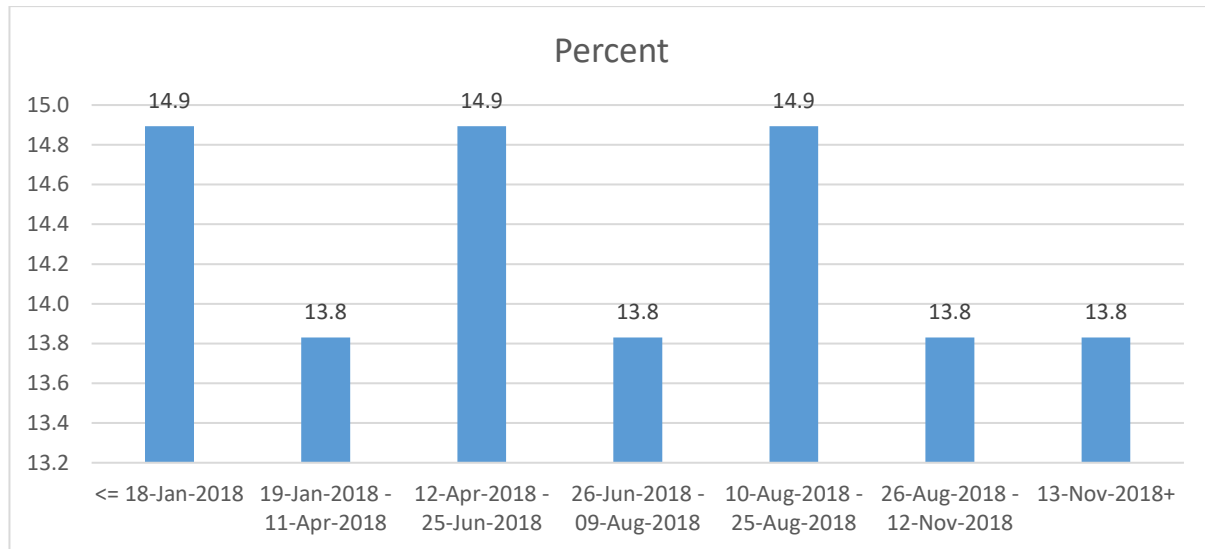
Finding revealed that during the year 2018, 71.3 percent of the total news published by 'Dainik Bhaskar' about the 'Swachh Bharat Abhiyan' was placed in articles that covered a total area of 1 to 300 cm on a newspaper page. In addition to this, 23.4 percent of the aforementioned news was placed in articles that covered a total area of 301 to 600 cm on a newspaper page. It is important to note that the higher the page space covered by the news

on a specific subject is, the higher is the impact it generates amongst the minds of the readers.

Therefore, it can be inferred that 'Dainik Bhaskar' has made optimal utilisation of the total page space on each newspaper page by placing a majority of its SBA related news in articles that cover a high percentage of the area on each page.

#### ❖ Parameter 10 - The frequency of the news and advertisements related to the SBA

Frequency of news (Binned)				
	Frequency	Percent	Valid Percent	Cumulative Percent
<= 18-Jan-2018	14	14.9	14.9	14.9
19-Jan-2018 - 11-Apr-2018	13	13.8	13.8	28.7
12-Apr-2018 - 25-Jun-2018	14	14.9	14.9	43.6
26-Jun-2018 - 09-Aug-2018	13	13.8	13.8	57.4
10-Aug-2018 - 25-Aug-2018	14	14.9	14.9	72.3
26-Aug-2018 - 12-Nov-2018	13	13.8	13.8	86.2
13-Nov-2018+	13	13.8	13.8	100.0
Total	94	100.0	100.0	



According to the findings from the data analysis, the highest percentage of the total news published in 'Dainik Bhaskar' on the 'Swachh Bharat Abhiyan' during the year 2018, that is 14.9 percent, was published between January 1<sup>st</sup>, 2018 and January 18<sup>th</sup>, 2018. In addition to this, the same percentage of the total news, that is 14.9 percent each, was published between April 12<sup>th</sup>, 2018 and June 25<sup>th</sup>, 2018 and between August 10<sup>th</sup>, 2018 and August 25<sup>th</sup>, 2018.

## 5. Hypothesis testing

**H0:** News Aspects and Page No, Page Name, Area, Size Coding, Frequency of news & Photos are not significantly associated.

**Ha:** News Aspects and Page No, Page Name, Area, Size Coding, Frequency of news & Photos are significantly associated.

Crosstabs				
Chi-Square Tests Between	Value	df	Asymp. Sig. (2-sided)	Result of Hypothesis Testing
News Aspects * Page No	10.981 <sup>a</sup>	18	.895	H0 Accepted
News Aspects * Page Name	7.687 <sup>a</sup>	7	.361	H0 Accepted
News Aspects * Area	3.731 <sup>a</sup>	3	.292	H0 Accepted
News Aspects * Size Coding	.143 <sup>a</sup>	2	.931	H0 Accepted
News Aspects * Frequency of news (Binned)	2.526 <sup>a</sup>	6	.866	H0 Accepted
News Aspects * Photos	8.107 <sup>a</sup>	7	.323	H0 Accepted

Since 'P' value was found more than 0.05 hence null hypothesis is accepted for each component.

Therefore it can be stated that News Aspects and Page No, Page Name, Area, Size Coding,

Frequency of news & Photos are not significantly associated.

## 6. Findings of the Study

The present study was elaborative in nature and dealt with huge amount of information. Following are a few major finding of the study.

- ❖ 'Dainik Bhaskar' has assigned more than 88 percent of its total page space to news and prioritised news over advertisements.
- ❖ 'Dainik Bhaskar' has ensured a high level of visibility, readership, and impact for the news related to the 'Swachh Bharat Abhiyan' by placing more than 30 percent of said news on the first two pages of the newspaper.
- ❖ 'Dainik Bhaskar' has not made adequate utilisation of the front page of the newspaper by not publishing a high proportion of the news pertaining to the 'Swachh Bharat Abhiyan' on said page.
- ❖ 'Dainik Bhaskar' has effectively utilised the most read columns on any newspaper page, that is, columns 1, 2, and 3, by placing 60 percent of its total published news on the SBA in the aforementioned columns.
- ❖ 'Dainik Bhaskar' has failed to ensure a high impact for the news published on the 'Swachh Bharat Abhiyan' by utilising two or fewer pictures in each news article.
- ❖ 'Dainik Bhaskar' has placed almost 79 percent of its total published news on the SBA in the top and middle sections of each newspaper page, thereby increasing their visibility and potential impact amongst the readers.
- ❖ 'Dainik Bhaskar' has placed a majority of its total published news on the 'Swachh Bharat Abhiyan' in articles that cover a good proportion of the area on each newspaper page, thereby ensuring high visibility, readership, and potential impact for said articles.

- ❖ 'Dainik Bhaskar' has helped generate a positive response on the 'Swachh Bharat Abhiyan' amongst its readers by applying a positive tone in its coverage of the campaign.
- ❖ 'Dainik Bhaskar' has made optimum utilisation of the total space on each newspaper page by placing a majority of its SBA related news in articles that cover a high percentage of the area on each page.
- ❖ 'Dainik Bhaskar' has assigned high levels of priority to the news pertaining to the 'Swachh Bharat Abhiyan' throughout the year 2018 by covering and publishing it through various news cycles.

## 7. Conclusion

A thorough analysis of the data on the news patterns of 'Dainik Bhaskar' publishing stories on 'Swachh Bharat Abhiyan' during the year 2018, concluded that the newspaper has been displaying high levels of commitment and effort in generating awareness amongst the people on the SBA and encouraging them to participate in the implementation of the mission. In this context, the newspaper has assigned higher weight age to the news related to the SBA than to advertisements which are a major source of revenue for the newspaper. Furthermore, 'Dainik Bhaskar' has made a strategic utilisation of the total space on each newspaper page by placing a majority of the news about the SBA on the first two pages and in the first three columns of each page. The aforementioned strategic decision has enhanced the levels of visibility and potential impact for the news pertaining to the SBA.

Furthermore, throughout the coverage of the news related to the 'Swachh Bharat Abhiyan' in 2018, 'Dainik Bhaskar' has conveyed a positive tone about the campaign and generated a positive response on the SBA amongst the readers. Furthermore, the national daily has raised awareness on the nationwide campaign to promote sanitation facilities and hygienic practices. Therefore, it can be concluded that print media is a powerful and

almost omnipresent medium for creating actual change. It can drive the effective and timely dissemination of important information amongst the population and help shape public opinion on matters of national significance.

It is, therefore, important that all the newspapers across the country perform their respective roles in such campaigns honestly and with dedication and help the government in the effective implementation of said campaigns. In addition to this, newspapers can also enhance the levels of government accountability in the implementation of such programmes by making their readers more aware of the promises and commitments made by the government with regards to the goals of said programmes. It is important to note that high levels of government accountability lead to efficient implementation of policies and programmes. Furthermore, an enhancement in the level of public participation in missions such as the 'Swachh Bharat Abhiyan' is of paramount significance to the overall implementation of such campaigns.

## 8. References

1. Pradhan, P., & Irshad, N. (2018). Media coverage of swachhbharatabhiyan in mainstream dailies of India. *Mass Communicator: International Journal of Communication Studies*, 12(2), 14-21.
2. Attri, R., & Kushwaha, P. S. (2017). Content Analysis of Official Facebook Pages of Prime Minister Schemes in India. Attri R and Kushwaha P, 4-14.
3. Aggarwal, H., & Kumar, N. (2016). A recall survey of Swachh Bharat Abhiyan advertisement campaign in Mahendragarh city. *International Journal of Information Movement*, 1(8), 19-25.
4. Aggarwal, A., Mittal, R., Gupta, S., & Mittal, A. (2019). Internet of Things Driven Perceived Value Co-Creation in Smart Cities of the Future: A PLS-SEM Based Predictive Model. *Journal of Computational and Theoretical Nanoscience*, 16(9), 4053-4058.
5. Agwan, Atul A (2014) corporate social responsibility: a gateway to swachbharatabhiyan , international research journal of commerce and law (IRJCL) vol:1(5).
6. Devi B Prasad Content Analysis-A Method in SSR Berelson, B and Salter PJ (1946).
7. Rashid k. scholar of JJTU, Chudela 211214011, dream of green and clean India. *RexJournal ISSN 2321- 1067 renewable research journal*
8. Gupta, S., Sharma, J., Najm, M., & Sharma, S. (2020) Media Exaggeration And Information Credibility: Qualitative Analysis Of Fear Generation For Covid-19 Using Nvivo. *Journal of Content Community and Communication*. 14(6), 14-20
9. KAKADE, O. News Coverage of Sanitation in Kannada Newspapers-A Content Analysis. *The Paradigm*, 9.
10. Klotzer, C. (2007). Is it too late for media reform. *St. Louis Journalism Review*, 38(294), 28-29.
11. Shailja Badra, D., & Sharma, V. (2015). Management Lessons From Swachh Bharat Mission. *International Journal of Advance Research In Science And Engineering IJARSE*, (4).
12. Pradhan, P. (2017). Swachh Bharat Abhiyan and the Indian Media. *Journal of Content, Community & Communication*, 5(3), 43-51.
13. Pradhan, P., & Irshad, N. (2018). Media coverage of swachh bharat abhiyan in mainstream dailies of India. *Mass Communicator: International Journal of Communication Studies*, 12(2), 14-21.
14. Agwan, D. A. A. (2014). Corporate Social Responsibility: A gateway to Swachh Bharat Abhiyan. *International Research Journal of Commerce and Law (IRJCL)*, 13-15.
15. Murukutla, N., Negi, N. S., Puri, P., Mullin, S., & Onyon, L. (2017). Online media coverage of air pollution risks and current policies in India: a content analysis. *WHO South-East Asia journal of public health*, 6(2), 41-50.
16. Sharma, K. Swachh Bharat Abhiyan-A Critical Analysis (with Special Emphasis On Its Marketing Strategies And Media Usage). *JOURNAL OF MARKETING STRATEGY*.
17. Rosyafa, S. (2021). A Bibliometric Study of International Impact of Business Incubators. *Kaav International Journal of Science, Engineering & Technology*, Vol 8 (1), 1-12