Ethics & Morality · GS - IV

How could social influence and persuasion contribute to the success of Swachh Bharat Abhiyan?

EXAM YEAR	PAPER	SUBJECT
2016	GS - IV	Ethics & Morality

MARKS	WORD LIMIT
10	~150 words

Answer Hint

Social influence; persuasion; behavioural change; sanitation; community participation; social norms; role models; public awareness; collective responsibility

Model Answer

Introduction

Swachh Bharat Abhiyan seeks to improve sanitation and hygiene through infrastructure, awareness and behavioural change. Social influence and persuasion can make cleanliness a shared social norm.

Role of Social Influence and Persuasion

- **Role models:** Community leaders, teachers and public figures can demonstrate hygienic practices and inspire imitation.
- **Peer influence:** Resident groups and self-help groups can encourage households to use toilets and avoid open defecation.
- **Positive messaging:** Campaigns linking cleanliness with dignity, health and environmental protection can motivate voluntary participation.
- **Community ownership:** Village meetings and cleanliness drives create collective responsibility for sanitation facilities.
- **Recognition:** Publicly acknowledging clean neighbourhoods can encourage healthy competition.
- **Local adaptation:** Communication in local languages and engagement with community traditions can improve acceptance.

Ethical Considerations

Persuasion should rely on accurate information, dignity and inclusion rather than humiliation or coercion. Facilities and waste-management systems must be available alongside awareness campaigns.

Conclusion

Social influence can transform sanitation from an individual choice into a collective norm. Combined with accessible infrastructure and community participation, it can sustain the behavioural changes necessary for the campaign's success.

BECOME IAS
AI POWERED UPSC PREP