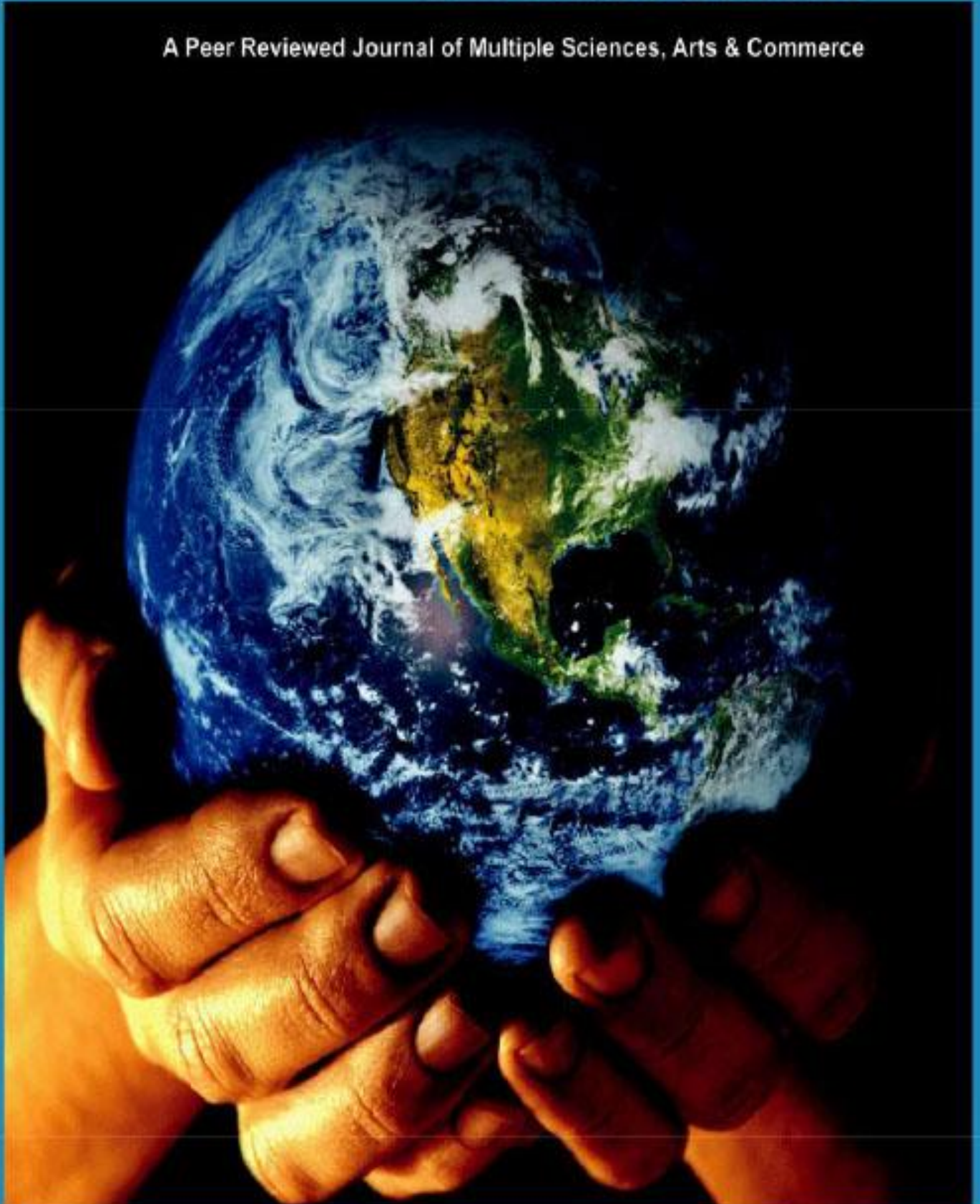


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From the Desk of Chief Editor...

*It is a matter of proud privilege for me to place before the Indian academia the 8th volume of **Research Fronts (2018)**, one of the most regular journals in our country. Over the years, scholars from various universities have been highly appreciative of our attempt, to not only regularly publish and but also improve the quality of a research journal, being brought out from a mufassil college in a backward region. Contextually, it needs emphasis that I have succeeded in my endeavors, to a large extent, because of my **alma mater, The Jawaharlal Nehru University, New Delhi**. Despite shockwaves created by vested interests, the university is internationally recognized for scientific vision, academic freedom, interdisciplinary research and high quality of knowledge production. The **peer group** formed during my formative years in **CSRD/SSS/JNU**, are now noted academicians in various universities of our country. Whenever I requested for quality research papers for our journal, they never disappointed me. However, this 8th volume was hurriedly planned and executed, hardly within three months. Consequently, I could get response only from my JNU fraternity as well as from Indore University.*

*I, therefore, take an opportunity to highlight some of the salient features of the papers including areal coverage of the contributing universities as well as the disciplines. **One**, this volume contains **10 articles** from multiple disciplines of **Geography, Economics and Business Administration**. **Two**, the very first article, **Richard Hartshorne: A Biographical Sketch and Academic Pathways** is an outstanding piece of work, from the stature of a world class geographer that may encourage others to follow. Article on **Cultural Studies** will acquaint the readers with the emergence of a new discipline in the western world. Space and place may be considered as the **raison d'être** of geography. In this context, paper on **Space Imagination** interrogates the philosophy in a very simple language. Similarly, paper on **Social Justice through Quota in India**, conceptually rooted in the philosophies of social welfare provides some newer insights about it. Similarly, **all other papers** rooted in local/regional issues are also immersed in scientific rigour, employing appropriate methodologies and have their own great value.*

Three, it is a national level publication in terms of its geographical coverage of articles received from *North India* (3), *East India* (2), *West India* (2) and *Central India* (3). *Four*, the institutions involved are *Jamia Millia Islamia*, New Delhi, *ITS Engineering College*, Greater Noida, *The Maharaja Sayajirao University of Baroda*, Vadodara, *Shivaji University*, Kolhapur, *Devi Ahilya Viswavidyalaya*, Indore, *Calcutta University*, Kolkata, and *Ravenshaw University*, Cuttack. The overall improvement in the quality of research production and geographical coverage of articles in this volume ostensibly reflect that the journal has come out of its stage of infancy, and can rightly claim its national status.

I am highly thankful to all the contributors who have sent their scholarly works for publication as well as promptly revising them according to reviewer's comments. I am extremely obliged to my friends, Shri Mumtaz Khan (New Delhi) and Prof. Gyan Prakash (Indore), for their kind help and consistent encouragement, over the years, for improving the quality of publication besides reviewing the papers and suggesting the required changes.

I am extremely thankful to our Principal Dr. R. N. Singh for his patronage, inspiration and encouragement in this noble effort. I highly appreciate the academic and moral support of my enthusiastic colleagues, Dr. Shailendra Singh and Dr. Sanjay Thiske, the editor and associate editor respectively. I extend my special thanks to Dr. Pramod Kumar Mahish and Shri Raju Khunttey, both assistant editors, for extending their technical know-how in setting, formatting and converting the word files into pdf ones, so that we may be saved from the blunders of unprofessional printers of this small town. However, as Chief Editor of the Journal, for any lacunae, the sole responsibility lies in me. Moreover, suggestions for improvement in the quality of the journal would be highly appreciated.

Krishna Nandan Prasad

Role of NGOs in Swachh Bharat Mission (Gramin) in Madhya Pradesh

Akanksha Singhi* and Akshant Nagar**

Introduction

The central government has been implementing schemes to improve access to sanitation in rural areas from the 1st Five Year Plan (1951-56) onwards. The first comprehensive nation-wide rural sanitation program launched by the Government of India was the Central Rural Sanitation Program in 1986. It included expanded aspects of sanitation such as personal hygiene, home sanitation, waste water disposal, garbage disposal and excreta disposal to improve the quality of life of rural people and the privacy and dignity of women. Unfortunately, it could only achieve low success because of minimal community participation. The failure of the Central Rural Sanitation Program led to its restructuring into India's Total Sanitation Campaign (TSC) in 1991, which was later renamed as Nirmal Bharat Abhiyan (NBA) in 2012. According to the reports tabled in Parliament in 2015 by the Comptroller and Auditor General (CAG) based on the audit covering the TSC and NBA between 2009 and 2014, there were planning level weaknesses in the implementation of TSC and later NBA. The report stressed the need for an improvement of overall governance at the grassroots level else, more deployment of resources would not have a significant impact. Furthermore, it was suggested that implementation must be based on realistic planning and backed by large-scale Information-Education-Communication (IEC) campaigns to bring about behavioral changes in the target population. It was in this context that the sanitation program was revamped into the Swachh Bharat Mission in 2014.

SBM (G) Program: Strategy

The focus of the Strategy is to move towards a 'Swachh Baharat' by providing flexibility to State governments, as sanitation is a State subject, to decide on their implementation policy, use of funds and mechanisms, considering State specific requirements. The Government of India's role is essentially to complement the efforts of the State

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governments through the focused programme being given the status of a Mission, recognizing its dire need for the country.

The key elements of the Strategy include -

1. Augmenting the institutional capacity of districts for undertaking intensive behaviour change activities at the grassroots level
2. Strengthening the capacities of implementing agencies to roll out the programme in a time-bound manner and to measure collective outcomes
3. Incentivizing the performance of State-level institutions to implement behavioural change activities in communities

SBM-G Program: Focus on Behaviour Change

Behaviour change has been the key differentiator of Swachh Bharat Mission and therefore emphasis is placed on Behaviour Change Communication (BCC). BCC is not a 'stand-alone' separate activity to be done as a 'component' of SBM (G), but about nudging communities into adopting safe and sustainable sanitation practices through effective BCC.

Emphasis is placed on awareness generation, triggering mindsets leading to community behaviour change and demand generation for sanitary facilities in houses, schools, Anganwadis, places of community congregation, and for Solid and Liquid Waste Management activities.

Rational of The Study

State decides on the appropriate structure and methodology of the actual construction of toilets to follow triggering of demand under the Programme. Fund flow for IEC, Triggering, capacity building, monitoring activities is done through the Gram Panchayats or through other agencies like administrative departments, CSOs, NGOs, SHGs etc.

In 2017 Ministry of Drinking Water and Sanitation, Government of India (MDWS) in association with Tata Trusts deputed professionals in districts to support SBM (G) implementation. Around 30 young professionals were placed in different districts of State MP who were responsible for planning & managing the activities to achieve SBM (G) objectives.

In the same way UNICEF provides support to state government in training, motivating and mobilizing communities and Panchayati Raj Institutions (PRIs) to make Gram Panchayats Open Defecation Free (ODF). Furthermore, there are many big & small

NGOs like IGS (Funded by Coca-Cola), ITC Choupal (Funded by ITC), Reliance Foundation, Water-Aid, World Vision, etc., which are working across rural areas of many districts of Madhya Pradesh; contributing in progress of SBM(G) by organizing awareness campaigns, mobilizing community, constructing toilets, etc.

Thus, the significance of role of NGOs in contributing to nation's most biggest initiative SBM(G) needs to be analyzed.

Objective of The Study

1. To study the work and responsibilities of NGOs in implementing SBM(G) during last two financial years.
2. To analyze the contribution of NGOs in accelerating the progress of SBM(G).

Research Methodology

1. Nature of The Research Study: Exploratory.
2. Data Type: Primary data will be collected with respect to objectives (i) & Secondary data will be utilized for fulfilling objectives (ii).

Findings

Work and responsibilities of NGOs are:

✓ Implementation and Monitoring of SAP

District Administration develops Swachhata Action and Sustainability plan for Swachh Bharat Mission (Gramin) with support from Tata Trusts. This action plan provides basis for monitoring of physical and financial progress against planned activities during the course of financial year. This also involves engagement with various institutions, departments & local organizations/NGO's for making sustainable environment regarding health & hygiene.

✓ Human Resource Management

In district, Swachh Bharat Mission workforce consist of one Programme Officer at district level & one at each Block level. Each Gram Panchayat has Secretary (Sachiv) and Gram Rojgar Sahayak (GRS) who look after implementation of various schemes including SBM (G). Apart from this dedicated & trained pool of "Swachhagrahis" are deployed in each village/GP. Tata Trusts facilitates district administration in proper communication of orders, assigning tasks and monitoring the performance of these workforce.

✓ **Fund Management**

Tata Trusts provide support in planning, monitoring, managing and reporting of fund flows in district for various elements of SBM (G). Funds sanctioned by state administration for various activities like asset creation, IEC activities, Training/Workshops, etc. needs to be properly managed and utilized as per the set criteria by MDWS.

Incentive amount for toilet construction is directly transferred to beneficiary's account in Madhya Pradesh since July, 2016. Thus, it needs to be properly monitored and in case of any discrepancy or delay it needs to be properly addressed.

✓ **Integrated Management Information System (IMIS)**

MDWS has developed an online monitoring system for SBM(G). Tata trusts provides support in monitoring, analyzing and ensuring timely updation of IMIS data and utilizing it in decision making mechanism in districts. Monthly report of availability and utilization of funds, physical and financial report of asset created along with their geo-tagging, IEC/IPC/BCC activities carried out, villages/GPs achieving ODF status, etc. needs to be submitted on MDWS portal.

✓ **Training and community mobilization**

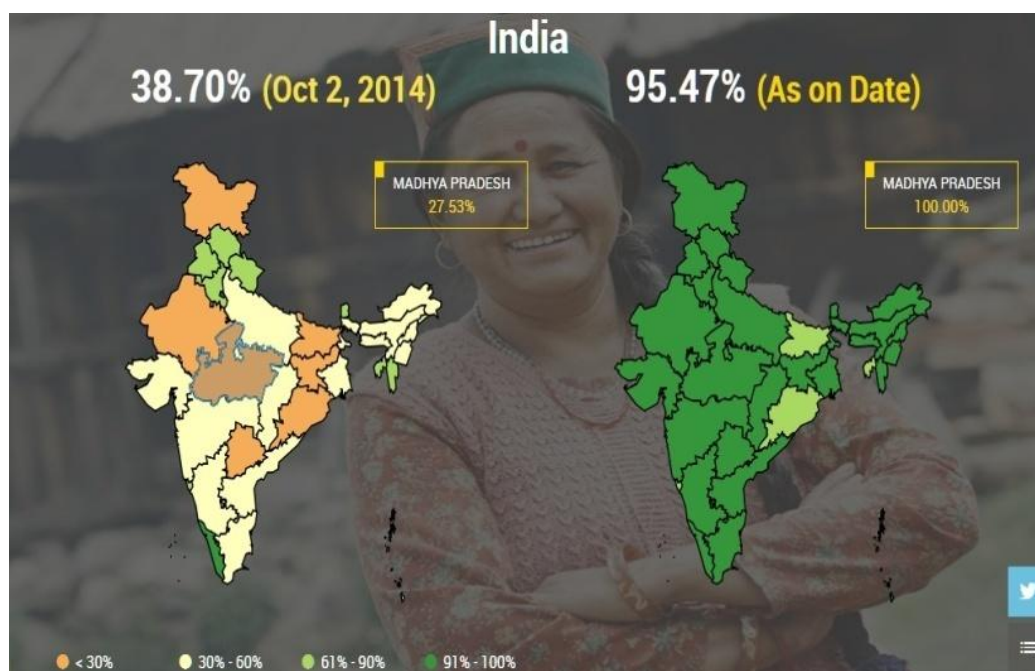
UNICEF and empaneled NGOs with experience in capacity building such as Feedback Foundation, SRG group, etc.facilitates in organizing and conducting CLTS workshops, conferences, training to officials, masons, grass root workers, etc. from time to time for advocacy, capacity building and knowledge sharing in districts or state head-quarter.

✓ **IEC/BCC activities**

UNICEF provide support in percolation of BCC activities across the state by planning, budgeting and ensuring IEC/BCC activities for all districts. These activities need regular monitoring and needs to be timely reported on IMIS. At district level detailed Annual implementation IEC plan is prepared and monitored with support of Tata Trusts. A systematic analysis of target GPs and accordingly appropriate IEC activity needs to be to carried out to nudge communities into adopting safe and sustainable sanitation practices.

There are many other organizations such as Reliance Foundation, ITC Choupal, IGS (Funded by Coca-Cola), Water-Aid, World Vision, etc. which provide support to district administration in various districts of Madhya Pradesh in rolling out IEC activities at ground level.

Figure 1. ODF Status of India & MP in 2014 & As of Now (Source: www.sbm.gov.in)



- ✓ **Use of Mass media**
- ✓ UNICEF and Tata Trusts provide support in actively utilizing mass media, print media and social media for amplification of national IEC advertisements. Maintaining active Facebook and Twitter page of state and district SBM is also taken care off.
- ✓ **Liaising/Coordinating between District, State & Central administration**
- ✓ Since MDWS in association with Tata Trusts deputed professionals in districts to support SBM (G) implementation, these professionals have key role to play in making state and central administration aware about the ground realities, problems & progress and at the same time, making district administration aware about the planning & expectations of state and MDWS.

Figure 1 & 2 clearly shows that in 2014 coverage of ODF status of Madhya Pradesh was 27.5%, while it has achieved 100% coverage on 2nd October, 2018. Also, 34,929 toilets

have been constructed in financial year 2017-2018 & 2018-2019 as compared to 15,299toilets in financial year 2015-2016 & 2016-2017, which indicates that progress has doubled (approx. 2.3 times) in last 2 financial year (2017-2018 & 2018-2019), than

Figure 2. ODF Status of Districts of Madhya Pradesh (Source: www.sbm.gov.in)

[Format F42] Status of Declared and Verified ODF Villages

Sr. No.	District Name	Block			GramPanchayat			Village														Not Declared ODF	Not Verified ODF (1st Level)	Verified ODF (2nd Level)
		Total	Declared ODF	Verified ODF	Total	Declared ODF	Verified ODF (1st Level)	Total	No. of Not Exist / Unhabitated Villages	Declared ODF				Verified ODF (1st Level)										
		2015-2016	2016-2017	2017-2018	2018-2019	2015-2016	2016-2017			2017-2018	2018-2019	2015-2016	2016-2017	2017-2018	2018-2019									
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15=11+12+13+14	16	17	18	19	20=16+17+18+19	21=9-10-15	22=15-20	23		
State Name :- Madhya Pradesh																								
1	AGAR MALWA	4	4	4	227	227	227	480	0	11	394	75	0	480	0	0	479	1	480	0	0	0		
2	ALIRAJPUR	6	6	6	288	288	288	537	0	6	62	469	0	537	0	0	91	446	537	0	0	0		
3	ANUPPUR	4	4	0	282	282	30	537	0	11	55	14	457	537	0	0	60	8	68	0	469	0		
4	ASHOKNAGAR	4	4	0	335	335	22	769	0	0	124	35	610	769	0	0	132	27	159	0	610	0		
5	BALAGHAT	10	10	10	691	691	691	1217	0	56	163	998	0	1217	0	0	313	904	1217	0	0	0		
6	BARWANI	7	7	0	416	416	14	690	0	0	60	7	623	690	0	0	24	16	40	0	650	0		
7	BETUL	10	10	0	556	556	320	1310	0	5	102	258	945	1310	0	0	123	836	959	0	351	0		
8	BHIND	6	6	0	449	449	66	858	0	0	185	8	665	858	0	0	184	7	191	0	667	0		
9	BHOPAL	2	2	2	187	187	187	466	0	1	454	11	0	466	0	0	466	0	466	0	0	0		
10	BURHANPUR	2	2	2	167	167	167	256	0	0	207	49	0	256	0	0	256	0	256	0	0	0		
11	CHHATARPUR	8	8	0	558	558	14	1036	0	1	48	35	952	1036	0	0	23	42	65	0	971	0		
12	CHHINDWARA	11	11	11	782	782	782	1839	0	253	365	1221	0	1839	0	0	658	1181	1839	0	0	0		
13	DAMOH	7	7	0	461	461	16	1143	0	0	92	98	953	1143	0	0	72	62	134	0	1009	0		
14	DATIA	3	3	3	292	292	292	588	0	0	149	439	0	588	0	0	59	529	588	0	0	0		
15	DEWAS	6	6	2	497	497	490	1008	0	11	112	228	657	1008	0	0	96	903	999	0	9	0		
16	DHAR	13	13	11	761	761	758	1451	0	11	159	85	1196	1451	0	0	103	1345	1448	0	3	0		
17	DINDORI	7	7	0	365	365	27	889	0	34	121	9	725	889	0	0	92	21	113	0	776	0		
18	GUNA	5	5	0	425	425	41	1247	0	0	147	173	927	1247	0	0	73	153	226	0	1021	0		
19	GWALIOR	4	4	4	258	258	258	505	0	9	493	3	0	505	0	0	505	0	505	0	0	0		
20	HARDA	3	3	3	213	213	213	469	0	90	377	2	0	469	0	0	469	0	469	0	0	0		
21	HOSHANGABAD	7	7	7	424	424	424	883	0	8	273	602	0	883	0	0	796	87	883	0	0	0		
22	INDORE	4	4	4	312	312	312	602	0	597	5	0	0	602	415	141	46	0	602	0	0	0		
23	JABALPUR	7	7	0	518	518	33	1325	0	0	143	38	1144	1325	0	0	106	44	150	0	1175	0		
24	JHABUA	6	6	0	375	375	79	771	0	9	227	38	497	771	0	0	115	56	171	0	600	0		
25	KATNI	6	6	0	406	406	27	854	0	2	111	33	708	854	0	0	77	23	100	0	754	0		
26	KHANDWA(EAST NIMAR)	7	7	7	422	422	422	696	0	2	127	567	0	696	0	0	88	608	696	0	0	0		
27	KHARGONE	9	9	9	593	593	593	1094	0	7	1080	7	0	1094	0	0	1094	0	1094	0	0	0		
28	MANDLA	9	9	0	486	486	53	1200	0	35	236	24	905	1200	0	0	198	24	222	0	978	0		
29	MANDSAUR	5	5	1	440	440	267	878	0	2	228	305	343	878	0	0	276	269	545	0	333	2		
30	MORENA	7	7	0	481	481	222	760	0	0	43	46	671	760	0	0	12	351	363	0	397	0		
31	NARSINGHPUR	6	6	6	454	454	1007	199	0	199	796	12	0	1007	0	0	1007	0	1007	0	0	0		
32	NEEMUCH	3	3	3	239	239	239	670	0	0	412	258	0	670	0	0	670	0	670	0	0	0		
33	PANNA	5	5	0	395	395	5	909	0	0	94	27	788	909	0	0	37	24	61	0	848	0		
34	RAISEN	7	7	7	498	498	498	1385	0	5	273	1107	0	1385	0	0	280	1105	1385	0	0	0		
35	RAJGARH	6	6	0	625	625	90	1647	0	3	322	200	1122	1647	0	0	59	342	401	0	1246	0		
36	RATLAM	6	6	0	418	418	112	1049	0	1	95	159	794	1049	0	0	15	275	290	0	759	0		
37	REWA	9	9	0	816	816	706	2252	0	39	1103	381	729	2252	0	0	671	1451	2122	0	130	0		
38	SAGAR	11	11	0	758	758	137	1849	0	2	194	193	1460	1849	0	0	178	292	470	0	1379	0		
39	SATNA	8	8	0	692	692	20	1643	0	0	212	117	1314	1643	0	0	82	86	168	0	1475	0		
40	SEHORE	5	5	5	497	497	497	1048	0	173	875	0	0	1048	0	0	1048	0	1048	0	0	0		
41	SEONI	8	8	0	645	645	29	1582	0	45	295	43	1199	1582	0	0	68	95	163	0	1419	0		
42	SHAHDOL	5	5	0	393	393	10	811	0	1	80	4	726	811	0	0	40	18	58	0	753	0		
43	SHAJAPUR	4	4	4	324	324	324	576	0	4	400	172	0	576	0	0	412	164	576	0	0	0		
44	SHEOPUR	3	3	0	224	224	5	493	0	0	60	4	429	493	0	0	13	9	22	0	471	0		
45	SHIVPURI	8	8	0	599	599	29	1216	0	17	207	46	946	1216	0	0	67	49	116	0	1100	0		
46	SIDHI	5	5	0	400	400	58	1000	0	1	364	72	563	1000	0	0	255	124	379	0	621	0		
47	SINGRAULI	3	3	0	315	315	3	712	0	4	105	3	600	712	0	0	1	7	8	0	704	0		
48	TIKAMGARH	6	6	0	459	459	29	851	0	0	145	57	649	851	0	0	29	84	113	0	738	0		
49	UJJAIN	6	6	6	609	609	609	1086	0	217	857	12	0	1086	0	0	1086	0	1086	0	0	0		
50	UMARIA	3	3	0	235	235	3	579	0	1	33	11	534	579	0	0	15	9	24	0	555	0		
51	VIDISHA	7	7	7	577	577	577	1505	0	0	162	562	781	1505	0	0	128	1377	1505	0	0	0		
Total :-		313	313	124	22839	22839	11769	50228	0	1873	13426	9317	25612	50228	415	141	13247	13454	27257	0	22971	2		

previous 2 financial years (2015-2016 & 2016-2017). Thus, it shows that NGO's specially Tata Trusts & UNICEF have played a key role in boosting up the progress.

Conclusion

If utilized effectively, CBOs/NGOs/SHGs/other organizations can have a catalytic role in the implementation of SBM(G). Administration/ Government is good in planning and decision making, but lacks in proper execution. NGOs can help administration in implementing decisions at ground level. The outreach and ground level connect that such organizations can deliver, can be tapped in the programme to achieve positive results. They can be used for active involvement in the IEC activities including in Triggering leading to demand generation and sustained use of the facilities, in capacity building, assistance in construction and ensuring sustained use of sanitation facilities.

These Organizations can generate mass awareness of the community against open defecation, hygiene and environmental sanitation, safe drinking water, etc. by planning and implementing diverse, effective and multiple evidence based participatory communication strategy.

It has to be ensured that organizations of repute, good track record and experience in social sectors are engaged. They should be selected by a fair and transparent process based on competence, ability and capacity. Keeping in view the State-specific requirements vis-à-vis prevailing situation, the eligibility or qualifying criteria should be defined. The agencies selected should have evidence-based skill, specialization and experience in the desired field.

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