

論文 / 著書情報  
Article / Book Information

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Title(English)	TAPPING INTO THE SENSE OF ENTITLEMENT AND VISIBILITY OF BEHAVIOURS TO PROMOTE HYDROCHAR RECYCLES IN INDIA
著者(和文)	GUPTAVinayak
Author(English)	Vinayak Gupta
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## 論文要旨

THESIS SUMMARY

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学生氏名： Student's Name	GUPTA Vinayak		審査員主査： Chief Examiner	高橋 史武	

要旨 (英文 800 語程度)

Thesis Summary (approx.800 English Words )

Community sanitation is a fundamental human right and need. Every year, as per the World Bank, the total cost of providing sanitation services is estimated at around 114 billion USD per year. In India, Swachh Bharat Abhiyan (SBA), a public welfare scheme (PWS), is aimed at addressing community sanitation problems. Despite the successful implementation of SBA, local communities still practise open defaecation. To deduce the behavioural patterns governing communal toilet use, interviews were conducted with the local communities in the Kho Nagorian area of Jaipur, Rajasthan, India. This qualitative survey examined attitudes towards the construction of a toilet, awareness towards the SBA scheme, and the willingness to use sewage-based manure. The study then discusses the factors that increase the local community's willingness to use these toilets. Results show that open defaecation is still prevalent in society. One way to foster the adoption of toilets is that the construction materials should mainly consist of local materials. As a recourse, places of worship could be used to influence people's perception of hygiene. In addition, community toilets should be cleaned often as well. PWS should not be made accessible at no cost to prevent a sense of entitlement among the people. A small sum should be charged to increase social responsibility towards the PWS. Another way to curb open defaecation is to tap into the sense of entitlement by making effective use of social campaign programs. Further, cross-table analysis revealed that the locals were inclined to use a toilet if they have invested in it. Advertisements were found to be ineffective, and proposals were made to make them effective. Despite putting millions of resources into promoting safe sanitation, open defaecation persists. In addition, disposing of sewage is not a viable option for a safe and healthy environment. In this study, hence, a proposal is being made to make hydrochar from the sewage sludge (SS) obtained from the previous locality and the localities similar to that. Hydrochar, apart from being a safe treatment option, would also be a source of energy and income generation for the local communities. Existing studies on citizens' willingness to recycle waste typically concentrate on personal and socio-economic traits without considering the underlying psychological aspects. To uncover the psychological factors influencing people's intent to reuse SS and municipal solid wastes (MSW) in the form of hydrochar (HSS and HMSW respectively), this research applies the theory of planned behaviour. After passing the validity and reliability test for the acquired quantitative data (N= 74) through a survey conducted in Jaipur, India, structural equation modelling was utilized to analyze the logical links between these constructs. As part of formulating and developing environmental policies, the study investigated the impact of citizens' cognitions on their intentions to use HSS and HMSW. The findings demonstrate that citizens' subjective norms, followed by their attitudes, strongly influenced their willingness. Further, cross-table analysis highlighted oft-ignored human behaviour nuances. Contradictory behaviour is seen, emphasising that while a peer group is important for raising awareness and creating attitudes, a neighbour is the first to be contacted when on-site assistance is needed. Another cross-analysis revealed that people who are informed and educated support government programmes, whereas uneducated people averse to government assistance. When executed well, government programmes do hold the power to affect people's opinions. Policymakers can use these findings to create incentive programs to encourage citizens to use HSS and HMSW, especially in developing and underdeveloped nations with recycling rate. The findings offer a crucial scientific justification for nations and areas to focus on intrinsic human behaviour and to encourage people to recycle municipal waste to reduce carbon emissions and abide by the sustainable development goals set up by the United Nations in 2015. These findings aid in understanding public perceptions and can guide the development of public policies. The findings also assist in making tax distribution decisions that reflect public concerns, attitudes, and values.

備考：論文要旨は、和文 2000 字と英文 300 語を 1 部ずつ提出するか、もしくは英文 800 語を 1 部提出してください。

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