



### **Swacch Bharat Mission**

THE INDIA STORY &
THE PEDDAPALLI EXPERIENCE

Smt. Sridevasena Allamaraju, IAS.,

Collector & District Magistrate,
Peddapalli





### **Uneasy Arithmetic**



'Leaving no one behind' is at the heart of the 2030 Agenda for Sustainable Development, allowing all people to benefit from Socio-economic development

However,

Global water demand set to grow by 30% by 2050

With increasing climate change, water and sanitation problems will get amplified manifold

Over 2 Billion people live in countries experiencing high water stress

Millions still defecate in the open with over 200,000 children dying every year due to poor water and sanitation



Lack of sanitation leads to stunting, leading to a far less productive future work force



### India: Half the Battle Won, Half to Go

India achieving SDG 6 (Water and Sanitation for all) critical for the world to achieve SDG 6

#### **SANITATION** WATER SUPPLY

600 Million people without a Toilet

2014

~60% of the world's open defecation

World (40%) (60%)

< 100,000 people without a toilet

2019

<1% of the world's open defecation



India

Meanwhile, India is home to 18% of the world's population, but has just 4% of the fresh water resources of the world

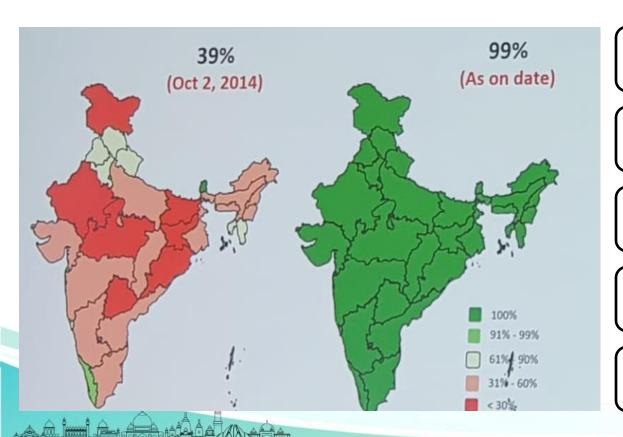
While the per capita water availability decreased overall demand for water in 2030 is expected to become double the supply



Households with Piped Water Supply in India

### 2014 - 2019: Swachh Bharat Mission (SBM)





~600 million people changed their behavior

100 million toilets built

593,000 villages ODF

640 districts ODF

32 States / UTs ODF

### **What Did The SBM Do Differently?**



Scale

•Leveraged the power of 1.3 billion people

Speed

Built a sense of urgency and avoiding drip-drip

Stigma

•Targeted age old beliefs through extensive communication

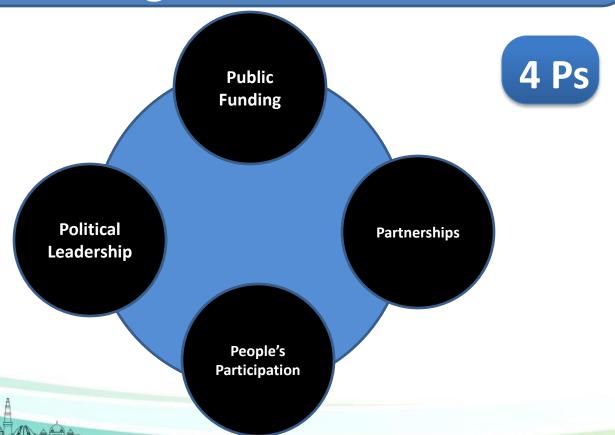
Sustainability

Ensuring people don't slip back into old habits



### Transforming Sanitation in India













### Scale: Team Swachh Bharat





120 million school students



1 million masons (55,000 women)



650,000 Swachhagrahis



250,000 Sarpanches



700 District Collectors



500 Young Professionals



20 Brand Ambassadors



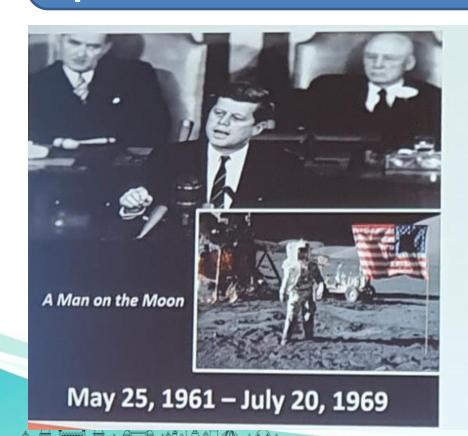
1 Communicatorin-Chief

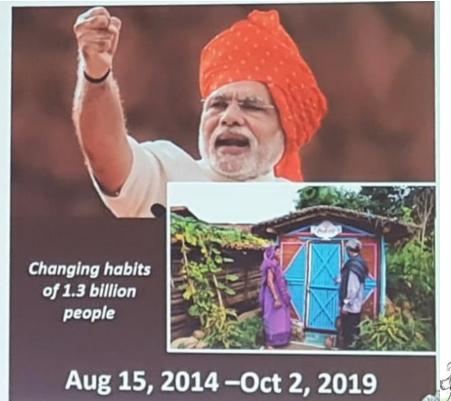




### Speed... and the Power of a Sunset Clause!







#### **Stigmas and Myths**



Having a toilet at home is impure

#### Mass Media campaigns I

Engaging influences and celebrities like Amitab Bachchan

Toilets needed
Only by women

#### **Grassroots engagement**

Inter – personal Communication in every village in India

Someone else Should clean my toilet

#### **Debunking myths**

Demonstration of safe sanitation technologies



Twin pit toilet emptying by the Comptroller & Auditor General of India

SBM generated behaviour change communication worth \$3.75 billion (BMGF 2019)





### Sustainability

**Capacity strengthening at scale** 

**Continued IEC for sustained usage** 

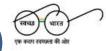
**Focus on ODF Plus** 

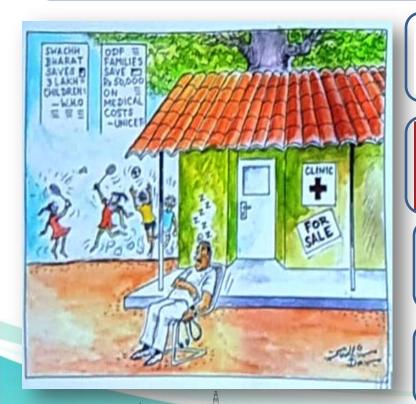
Promoting sanitation enterprise and credit

\$62 billion sanitation market by 2021



### **Impact So Far**







#### **SBM** saves lives

307,000 diarrheal deaths avoided as India becomes ODF



#### **SBM** improves health

32% lower cases of women with lower than normal Body Mass Index (BMI) in DF villages



#### **SBM** saves money

Household in an ODF village in India saves 



#### SBM saves the environment

ODF villages **21.7 times** less likely to have groundwater contaminated

### **Lessons Learnt**





 Political will and leadership from the top is critical

#### Public Funding

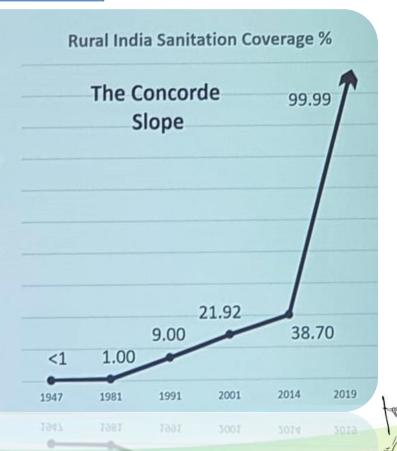
 Put your money where your mouth is (Over \$20 billion committed)

#### Partnerships

Engage with Development Partners,
 NGOs, pvt sector, civil society, media

## People's Participation

 Sanitation not a government programme, but a jan andolan





### **Key focus areas of strategy for ODF PLUS**



# **Financing**







### **Social Behavior Change Communication (SBCC) Strategy**



# Themes promoted



- Sustained toilet usage
- Plastic Waste Management
- **•Organic Waste Management**
- Handwashing with soap
- Faecal Sludge Management

**Target Population** 



- Women and children
- Adolescents and men
- Senior citizens
- Special focus on marginalized communities

Means of Community Mobilisation



•Mass Media messaging to generate awareness on sanitation and SLWM to create a Jan Andolan movement

•Use of inter-personal outreach for reaching out to the local Community Members at the village level through Swachhagrahis and PRI members

Communication Platform



- •Mass Media platforms including TV, Radio, Print and Mobile
- Door to Door household visits at the village level
- •Gram Sabha meetings, SHG meetings
- Awareness camps for sanitation programmes



#### **ODF Plus – Sustaining ODF**

#### स्वच्छ | भारत एक कथा स्वच्छत की और

#### Key Pillars of sustaining ODF at the village level

### UNIVERSAL ACCESS TO SANITATION

- •Coverage of new households beyond baseline coverage
- Continuation of incentives for toilet construction
- Mapping of households with space constraint, floating population, facilities in public spaces

### STANDARDISING PIT EMPTTING PROCESSES

- •Safe /Standardized processes for pit emptying to be implemented
- •SHGs are unemployed youth trained in the process of pit emptying and commercializing use of manure created out of it

### AVAIABLITY OF WATER SUPPY FOR SANITATION

- •Water supply for sanitation (Mission Bhagiratha)
- •Cleanliness of local water bodies for usage

### INSTITUTIONALISATION

- •Ownership by Gram Panchayat and SHGs
- •Making sanitation investment profitable

3

#### **APPROPRIATE SANITATION**

**INFRASTRUCTURE** 

- Appropriate technology options for different topographies
- •Installation of infrastructure for disabled groups
- Retrofitting dysfunctional toilets



#### Vision for achieving outcomes in rural sanitation over the next 10 years...

Vision

Goals

**Enabling Elements** 

Outcome Areas

### Realisation of Sampoorna Swachhata by 2029

SDG 6

Universal coverage and usage of IHHLs

Universal sanitation coverage of public spaces and institutions

Universal implementation of Solid Liquid Waste Management

Equitable and Accessible Sanitation

Social and Behavior Change Communication

Sustainable Financing

Capacity Strengthening Decentralised Governance

Convergence and Partnerships

Sustaining ODF

Non-Government Participation

Universal coverage of Solid Liquid Waste Management



#### Principles guiding the way forward for the next 10 years



Sustain access to quality services at scale through community ownership

In order to sustain sanitation at village level, PRIs have to be empowered to collect sanitation related tariffs in the long run

Strong emphasis on Behavior Change and Capacity Strengthening

SBCC and capacity strengthening of implementers will be a key focus area

### Reduce inequity to cover poorest of the poor

Providing access to marginalized communities, women, children etc.

### Promote Resilient Development

Disaster Risk Reduction, Climate Change Adaption and Environmental Protection





### Jal Jeevan Mission - Piped Water Supply for All

Integrated water management and service delivery

#### Mandatory Source Sustainability

- Rainwater harvesting at all public buildings
- Borewell recharge structures

#### Piped Water Supply

- Ground/Surface waste
- Overhead tanks
- Distribution

#### Reuse of Greywater

- · Drains
- Community soak pits/waste stabilization ponds

#### Operations and Maintenance

 Community to finance and manage O&M

The JJM aims to take household piped water connections from 18% to 100% in five years

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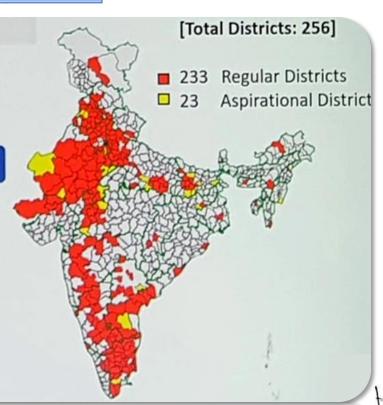
#### Jal Shakti Abhiyan

Time bound, Mission mode, water conservation campaign in India's most water-stressed districts

#### Achievements so far

(Since 1st July 2019)

- Over 500,000 local water conservation infrastructure already constructed
- Over 37 million people have already participated in the JSA, a people's movement
- 123 crore saplings planted for afforestation





### SBM – The Peddapalli Experience



•Total Rural Mandals as per GOI Portal : 11

(New Mandals: 13)

•Total GPs in the District : 201

(New GPs: 263)

•Total House Holds in the District (Rural) : 1,37,069

Total toilets constructed under

all schemes before SBM (G)

(TSC/NBA/EGS/Other Schemes) : 1,09,111

•IHHLS Completed under SBM(G) Scheme : 27,947

•In-progress under SBM(G) Scheme

(Due to Death, Migrated, Dilapidated houses etc) : 11

• Percentage of coverage : 99.99%

•Peddapalli District declared as ODF on 09-11-2017

**Left Out BaseLine(LOB)- IHHLs status** 

•No. of LOB-IHHLs Sanctioned : 4,616

•No. of LOB-IHHLs Completed : 4,616

•No. of Community Toilets completed : 263

#### **Activities taken up for 100% Construction of IHHLs**



- Activation of VWSC committees (Village Water and Sanitation Committee)
- Information Education & Communication (IEC) and Inter Personal Communication (IPC) activities
- Capacity building through trainings
   (Trainings conducted for creation of awareness with the people at District level, Constituency level & Mandal level with all Village Level Functionaries)
- Group discussions
- Masons training at GP level
   (Masons training conducted at GP level by adopting low cost technology options)
- Identified Bulk material supply units
- Provided sand free of cost to all the beneficiaries for construction of IHHLS.
- Involvement of Swachhgrahi/Swachh doot
- Participation of Village level Facilitators for construction of toilets
- GP level action plan prepared for construction of targeted IHHLs&fixed responsibility on Sarpanches (VWSC)
- District level officers appointed as Mandal and GP level Special Officers for monitoring.
- 100% Toilets constructed in all Schools and Anganwadi Centres.
- District declared as Open Defecation Free(ODF) District on 09-11-2017.





### ODF – SUSTAINABILITY ACTIVITIES

- 1. <u>Capacity building:</u> District level, Mandal level & GP level to all District officials, Mandal level officials and GP level functionaries on ODF-S, ODF-Plus activities.
- 2. <u>Swachhata Rath:</u> Swachhata Raths were rolled out in each GP with messager on usage of toilets, Personal Hygiene, Solid Liquid Waste Management and Menstrual Hygiene.
- 3. <u>Wall Paintings:</u> Educational Paintings put up in each GP on usage of toilets, sanitation & hygiene.
- 4. <u>Sign boards:</u> Erected and installed the (2) sign boards in each GP at public places warning people of penalties for open defecation.
- 5. <u>Swachhata Rallies:</u> All SHG Women and School children participated in rallies with messages on usage of toilets, Solid Liquid Waste Management, Personal Hygiene and Menstrual Hygiene Management (MHM).
- **6.** Agenda on SHG meetings: Training programmes conducted at Schools and Anganwadis on Personal Hygiene, Hand Washing & Menstrual Hygiene.
- 7. <u>Swachha Shukravaram:</u> Initiated the Swachha Shukravaram campaign for door to door awareness on sanitation, Friday in the District.







### ODF Plus activities in Peddapalli District

### Solid & Liquid waste management

Constructed 1 Lakh soak pits in the district









# Distributed bins for segregation of waste to all households in the district













#### Constructed community toilets for each and every village of the district









# Constructed dumping yards with plastic collection enclosure for every village of the district











### Household compost pits construction currently on









- > Segregation of waste at household level taken up
- Special focus on plastic segregation and safe local disposal.









# Plogging

























## **Sustainability of ODF PLUS activities**

- Pancha Soothralu programe being implemented in every house with one SAKHI made incharge for every 20 house holds.
- Plogging a daily activity in the district
- Palle Pragathi dovetailed with ODF plus activities.
- Panchayaths Sanitation the core responsibility as per the new Act.
- Promoting the concept of 'Filth to Wealth'







## Other Swacchtha Activities taken up

## Seed ball bombing







## Intintiki Haritha Mahalakshmi











## 60 Km long 2 row avenue plantation with tree guards









## Avenue plantation in all GPs











## Vaanara vanams







## 1000 Kms of SGTs, CCTs and BTs constructed







## Results

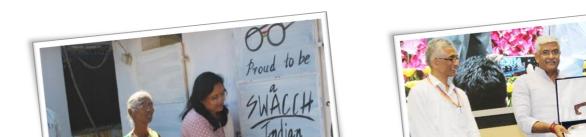
- Been adjudged the cleanest district in the country & awarded by Hon'ble Prime Minister Sri Narendra Modi Ji.
- Awarded 3 Swacch Bharat awards in a row.
- The Peddapalli initiative has been commended by the Hon'ble Chief Minister for replication in all districts.
- 85% decrease in dengue fevers as compared to 2018.











MC + SOTITUDE - SM



















## **Press Clippings**

## How Peddapalli clinched the tag of India's cleanest district

**U.Sudhakarreddy** @timesgroup.com

Peddapalli: Massive cleanup operation by authorities in tandem with locals helped Peddapalli clinch the tag of being the 'cleanest district' in the country in the Swachhta Survey.

From registering lower rates of dengue through improved sanitation to ensuring that every woman got a sanitary pad, a total ban on plastic use and several other path-breaking initiatives over the past one year have led to a swachh revolution in Suddala, Shantinagar, Raghavapur and several other

**FULL COVERAGE: P 5** ▶ Open drain-free: P5

villages of Peddapalli.

Suddala, one of the model villages in Sultanabad mandal of Peddapalli, has a lot to teach to rest of India,

claim locals. The area has avenue plantation on all roads divided into sectors consisting of 20 plants each. The village is looked after by a public representative, ward members and restdents.

"Each villager has taken up the responsibility of protecting three to four plants. We ensure they are watered and weeds are removed." a beaming G Gattaiah, a farmer from Suddala, told TOI.

THE TIMES OF INDIA, HYDERABAD

#### TIMES CITY

## Peddapalli padwomen break taboos

Biodegradable Sanitary Pads U.Sudhakarreddy

Hyderabad: The success story of the Padwomen of Pedda palli is among the critical fac ors that helped the district Pedapalli bag the overall 'Best District Swacch Survekshan' award in the country.

using a disposable sanitary napkin is a taboo, self-help groups came forward and set up their own brand of nonry napkins, under the name Sabala. They have their own manufacturing unit and se door to door to women in all villages, distributing the santtary napkins.

A pre-survey done by dis-trict authorities found that 45 per cent of women between the ages of 18 and 50 years we-re using cloth pads during periods. But with the introduction of Sabala, things have of Peddapalli formed a com-changed. TOI visited one of mon interest group Spoorthi

► A massive district-level survey and 41.861 women but was taken un in 13 andals in 12.777 self help groups ➤ In this, 2,456 women said that made material such as old cotton rags, waste cotton from the field, and REAKING TABOOS: Women, who are a part of Spoorthi Women newspapers during Development Mutually Aided Co-operative Society, make bio-degradable, plastic-free sanitary napkins, in Shantinagar near Peddapalli town 96% of the women are INICEE conducted a survey on the use of Sabala aware of Sabala pads pads outside

parks with the bein of 2 Sabala pads were a sample size of 2.200 Shantinagar in Peddapalli on

The women in the villages

ly Aided Co-operative Society Employment Guarantee Pro-Shantinagar near Peddanalli

93% women feel

amounting to a total of #10

pads after use

38% burn the

e of Telangana was hit by season, Peddapalli district witnessed an 85 per cent re-duction in case of dengue and chikangunya, thanks to the initiative of soak pits which helped declare several villages open drain free.

Peddapalli district collec A Devasena told TOL "Around 43 cases were reported this year Most of them from Hyderabad, Open nalas in the village are generally itoes. But with individual so ak nits and community soak

pits were provided, under MNREGS, to every single ho usehold in the district. house. This ensures effective Hauld waste management to each household itself, apart from effective water harves-

2018 It has made 1,000 packs of nankins a day making amun 40,000 packs every month. The regular size are sold at €30 a pack and the extra large pad are sold at ₹45 for a pack.

G Swapna, president o Spoorthi society told TOI: nitary napkin results in seve ral health issues. Till today is the villages, people use cloth pads instead of sanitary napkins. They don't dry ther openly fearing someone wil see it. They don't even throw the cloths out as they beltey that if someone walks ove them, it will bring the perso ill luck. With the help of dis Pradosh and set up this unit Around 20 women work here, and we make sanitary pads under sterile conditions.

Hyderabad-based Lucid Laboratories Pvt Ltd's test report on the padssaid that no loured water. In a disposabil

"We started a programme (clean Friday) where entire undings and houses clean," said Peddapalli collector A Devasena, who received the award on behalf of the dis

palli was declared open-drain
free district on August 15. No also been constructed in al-



### Peddapalli only rural dist declared open drain-free

SETTER COMMUNITY

are constructed in 263



individual closed soak ve community soak pits." The district administra-tion could effectively use MGNREGA funds to excavate

soak plts, construct monker dump yards. called 'swachh sukravaram' ut keeping the streets, surro-

"I call these soak nits 'ma- anine up open drains due to tion has also started manu gleptis. They not only help in regular clogging has come facturing 'Sabala' sanitary holding rainwater, but also downtozerosincethesoakpit napkins. Kitchen garden is glebis, they not only nepth to regular clogging has come facturing Saloual Sanitary holding rainwater, but also downtozerosincethesoakpit napkins. Kitchen garden to the muck from a house and was introduced more than a another concept where the they are closed on top. Pedda-palli was declared open-drain Community tollets have

district in the country has be. most all villages by the sar-

Individual

The district administra- buysitfrom the entire village

cremation

O kilometres of

ardens in 400 acres

trenches on hills and hillocks for harvesting

water and plantation

vo-row avenue

lect the plastic waste and hand it over to a trader who

#### Villagers lead simians up the garden path to save themselves by 85% in Peddapalli

Hyderabad: The most agers when public repre-entatives like MLA and tion to the monkey menace in north Telangana districts. Usually, MPs and MLAs

end up gifting Hanuman angurs - monkeys avoid langurs (gray langurs) different solution to the isstration has come out with

(monkey sanctuaries)

na told TOI that of 263 vilkey sanctuaries with plantation have come up in 182

novel initiative called

Peddapalli has found a different solution for the monkey menace. The district administration has come out with a novel initiative called Vanara Vanams

by spending money from theirpocket to each village. Peddapalli has found a Peddapalli has f ys, when they come in gro-ups, spoil crops and dama-nd for plantation ge plantations. It's a big isdistrict collector. A Devase- for the problem was found aries.

and most of the villagers to ok part, and it also genera-ted employment." The sanctuary has come up in

three acres.
Sultanabad MPDO. G Santosh Kumar said "We have raised the plantation key sanctuary has a pone yielding and shade trees.

Former PD DRDA and they also pose danger to said: "Monkey sanctuaries kids Monkeys speak into are like separate enclosu houses and steal food from the kitchen. The solution be confined to these sanctu-

Devasena added: "If we ting, "Devasena said,

## Dengue cases down

months of June to Septem for dengue and chikangunya is 89% and 95 % respective) Swaccha Shukravaram programme, a house-to-house day in our district, for the past six months. An intens more than 75,000 magic soak

"All the waste water from the household, apart from ra-inwater from the roof, goes into this pit and not into the

endeclaredopen-drainfree in panchs. "When I caught peo-rural areas," said Devasena. In 2018, about 275 densue replied that they have a tollet tosh Kumar said for every 20 cases were reported, but this at home but there were none households, a self-help group year Peddapalli recorded a on roads. Every gram sabha woman is an appointed repre usti. Suddala sarpanch K Anja-Ilsaid the money spent on cle-90% reduction. Devasena ad- has passed a resolution set- sentative whose role is to col-





Though the problem of

household waste water

is yet to be resolved

solved, the issue of

## PEDDAPALLI SEES STEEP FALL IN DENGUE CASES THIS YEAR

#### EXPRESS NEWS SERVICE B Hyderahad

der dengue outbreak, Pedda- a problem to be solved - of the palli district reported just 43 household waste water from in and around Manthani, cases of dengue this year, a flowing into open drains near drastic fall from the 271 cases the houses. reported last year. The district was adjudged the best in the Swachh Survekshan Grameen 2019 rankings.

A Sri Devasena, during an in- thus causing stagnateraction with TNIE as part of tion of water and be-Express Chat here on Friday, coming breeding flowing into open drains part of the MNREGA scheme. of the ODF+ initiative, she said.

and it was declared open defe-WHILE the State is reeling un- cation free (ODF), there is still

EXPRESS

These open drains were also used by the locals for disposing garbage, resulting in Peddapalli district collector them getting choked

open defecation was explained how this achieve- grounds for mosquitoes. It was ment was made possible by uti- decided to take up construction lising financial resources avail- of soak pits in the household and able from the government as also at community level, as part

Devasena, who took charge In just four months, 75,000 as collector of the district last household soak pits and 16,000 it easy for such works to be un-Devasera Pediapali district colector year, said that though the prob-community soak pits were dertaken at no extra cost P2

lem of open defecation was built across the district, premostly resolved in the district venting stagnation of waste water and clamping down on mosquito breeding sites, she said. The efforts were focussed which has huge forest cover

This initiative not only

helped in keeping the villages clean from choked drains and overflowing waste water but also in bringing down the dengue cases. Devasena said that in the

peak season of the disease (June-September), just 25 cases of dengue were reported from the district. MNREGA has the provision of money for the labour as well as material, making

INDIAN Sat. 05 October 2019 EXPRESS epaper newindianexpress.com/c/44345637







#### TELANGANA TODAY MAIN PAPER 05-10-2019

#### Collector lauded for good work



Pedapalli Collector Devasena with Chief Secretary SK Joshi at BRKR Bhavan in Hyderabad on Friday.

#### STATE BUREAU

Chief Secretary SK Joshi congratulated. Peddapalli Collector A Devasena on the district being adjudged the best district by the Central Government under the Swachh Surveykshan-Grameen 2019.

He asked her to continue with the good work to en-sure that the district remains on top in observing cleanliness and hygiene. Devasena called on the Chief Secretary at his cham-bers in BRKR Bhavan on

bers in BRKR Bhavan on Friday, with the award.
She received the award from Prime Minister Narendra Modi on the occasion of Swachchta Diwas in Ahmedabad marking the 150th birth anniversary celebrations of Mahatma Gandhi on Wednesday.

#### THE TIMES OF INDIA MAIN PAPER DATE: 04-10-2019

#### **Peddapalli padwomen break taboos**

Biodegradable

HANS INDIA DATE: 12-10-2019



## CM appreciates Peddapalli Collector

#### HANS NEWS SERVICE

Peddapalli: Chief Minister K Chandrashekar Rao appreciated Peddapalli Collector Devasena for playing key role and for putting lot of efforts for the development of rural areas. Collector Devasena had participated in a meeting with the CM at Pragathi Bhavan in Hyderabad on Thursday to discuss about the implementation of 30-day action

plan and development of villages.

During the meeting, the CM congratulated the Peddapalli Collector for winning first prize at national-level in

Swachh Survekshan Grameen - 2019 for implementing sanitation works perfectly in rural areas across the district and receiving the Central government award from Prime Minister Narendra Modi on 150th birth anniver-sary of Mahatma Gandhi at a programme in Gujarat on October 2.

The CM also stated that the Telangana State has become a role model for other States in maintaining rural areas neat and tidy and in terms of sanitation works and suggested the officials to work in coordination for developing



Chief Minister K Chandrashekar Rao presenting award to Peddapalli Collector Devasena











#### ANDHRA JYOTHI MAIN PAPER 05-10-20.



సీఎస్ జోషికి అవార్తును చూపుతున్న కలెక్టర్ దేవసేన

#### శభాష్.. దేవసేన, సీఎస్ అభినందన

హైదరాజాద్, ఆక్టోబరు 4 (ఆంధ్రజ్యోతి) స్వేప్త సర్వేక్షజ్లో పెద్దపల్లి జిల్లాను దేశంలోనే ప్రదమ స్వానంలో నిలిపి కేంద్ర ప్రభుత్వ ఆవార్డు పొందిన ఆ జిల్లా కలెక్టర్ దేవాన్నను సీఎస్ డాక్టర్ ఎసేకే జోపి ఆదినందిందారు. శుత్రవారం చీఆరోకే భవనిలో జోపితో ఆమె బేటీ ఆయ్యారు. తనకు ఈ పరస్కారం రావడంతో పెద్దపల్లి జిల్లా పట్ట తన బాద్దత మరింత పెరిగిందని దేవానం అన్నారు.













# THANK YOU



एक कदम स्वच्छता की ओर



