

Swachh Bharat Abhiyan

WHAT, WHY AND HOW OF SANITATION PROMOTION



What is Swachh Bharat Abhiyan ?







Mission objectives

- Elimination of open defecation
- Eradication of Manual Scavenging
- Modern and Scientific Municipal Solid Waste Management
- To effect behavioral change regarding healthy sanitation practices
- Generate awareness about sanitation and its linkage with public health
- Capacity Augmentation for ULB's
- To create an enabling environment for private sector participation in Capex (capital expenditure) and Opex (operation and maintenance)

Sanitation for All Toilet First

Everyone must be his own
scavenger.

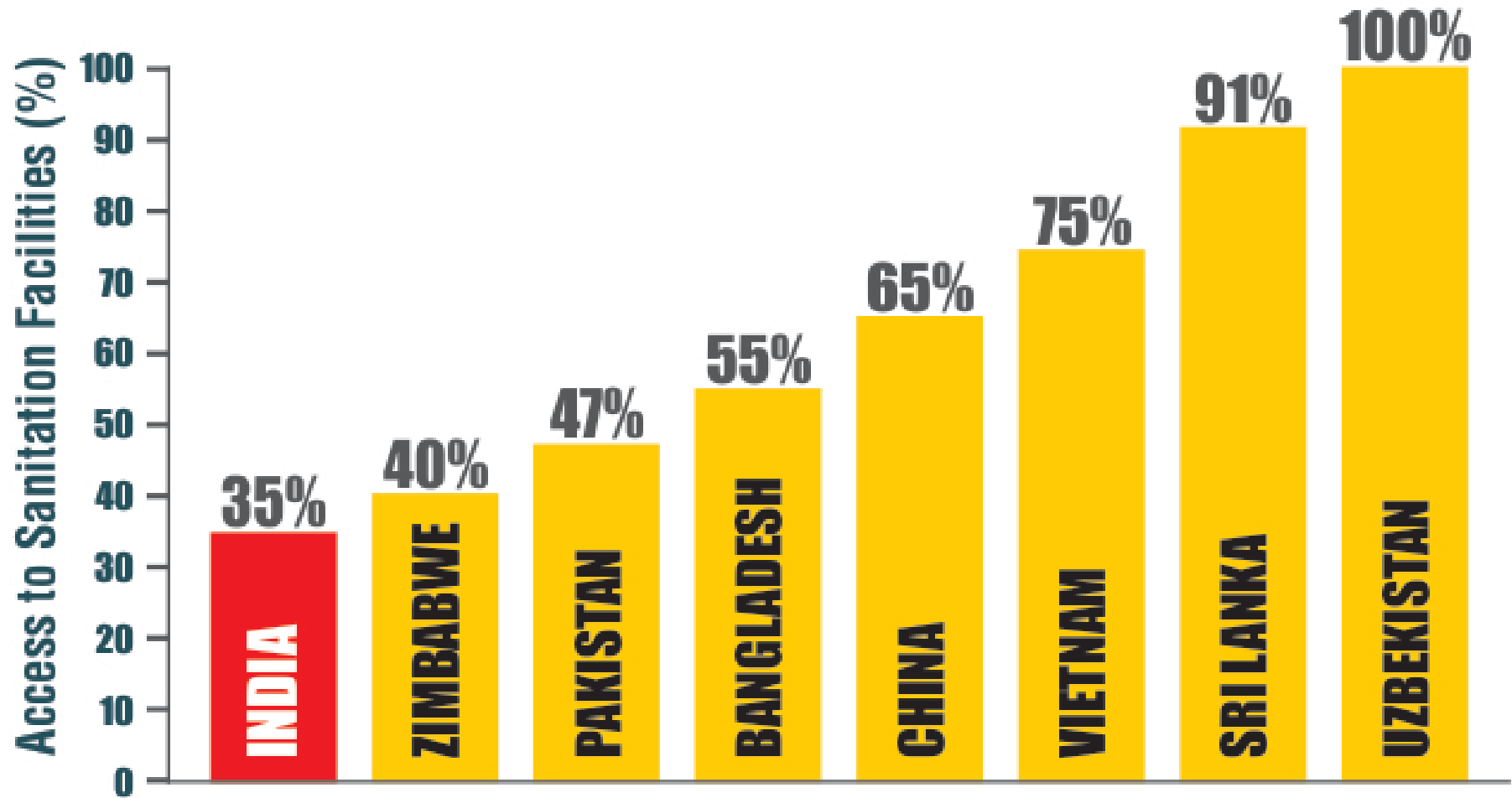
M. K. Gandhi



Toilet first, temple later

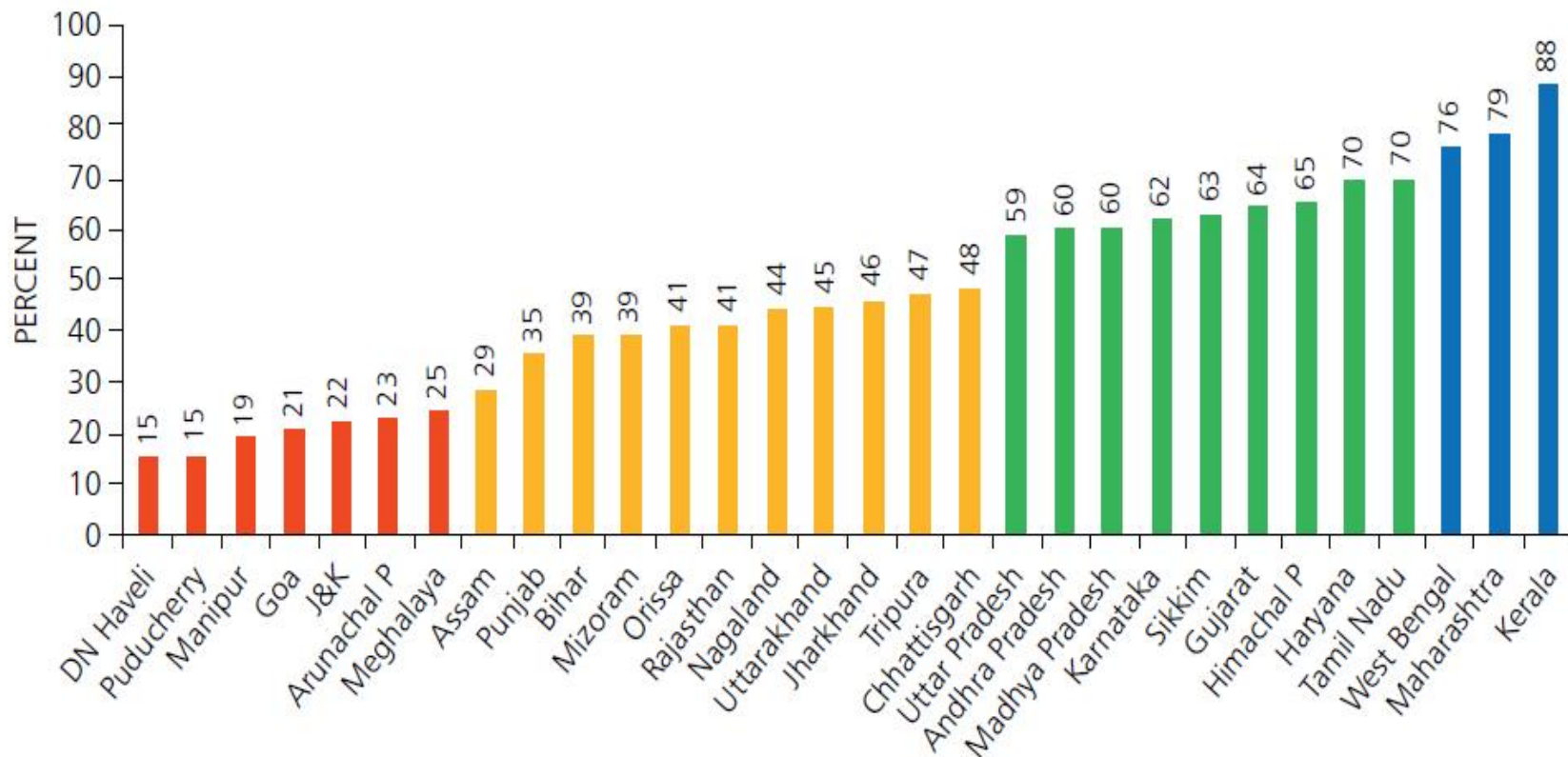
Poor Sanitation Endemic in India

Stunted Child Growth direct result of poor sanitation where India only competes with African nations



Check your state status...

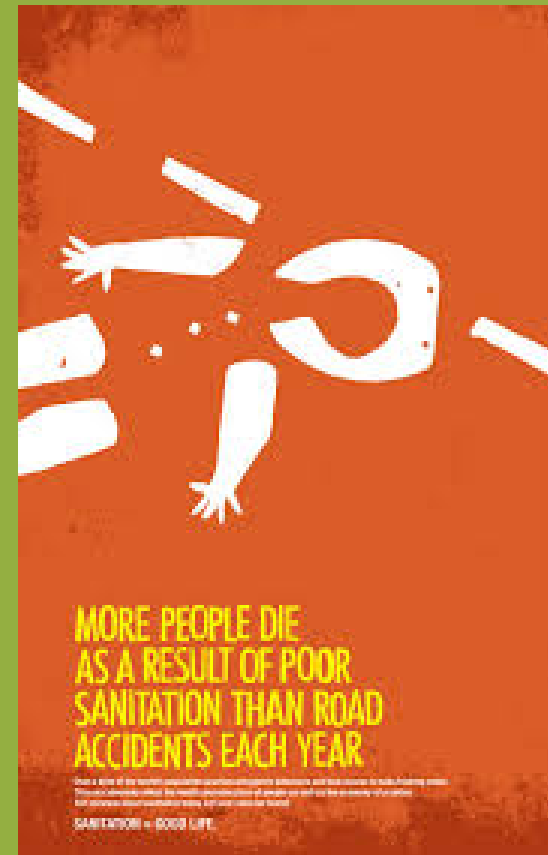
TSC assessment -WSP report 2011



Key: Performance Band ■ <25 Below Average ■ 26-49 Average ■ 50-74 Above Average ■ >75 Superior

Why ? Criticality of sanitation

- ▶ Health
 - ▶ High disease burden – 4.5 lakhs people die due to sanitation related illnesses, Stunting, and poor cognitive development)
- ▶ Poverty
 - ▶ Affects livelihood and productivity- higher out of pocket expenses
- ▶ Gender
 - ▶ Safety , security, dignity, mobility and education
- ▶ Malnutrition
 - ▶ Child growth and cognitive development
- ▶ Tourism
 - ▶ Unclean environment and health hazard
- ▶ Human right
 - ▶ Dignity and Safety of sanitary workers
- ▶ Economic losses
 - ▶ 6.8% of the GDP



History of sanitation campaigns in India

Central Rural sanitation programme (1986)

Target driven and subsidy oriented construction programme.

Total Sanitation Campaign(1999)

Approach : People centred, Demand Driven, community led and incentive based

- ▶ Focus: Information, Education and Communication (IEC)
 - ▶ Individual Household Latrine (IHHL)
 - ▶ School Sanitation and Hygiene Education (SSHE)
 - ▶ Community Sanitary Complex (CSC)
 - ▶ Rural Sanitary Mart / Production Centres (RSM/PC)

Nirmal Gram Puraskar (NGP)2004

- ▶ To reward those local governments that has achieved full sanitation coverage.

Nirmal Bharat Abhiyan (2011)

- ▶ Strong awareness campaign
- ▶ Improved incentive
- ▶ Convergence with MGNREGA

Sanitation ...scope of the problem

- ▶ Huge Population
- ▶ Unfelt need – lack of popular demand
- ▶ Lack of financial resources with local bodies
- ▶ No inter departmental coordination
- ▶ Non availability of water
- ▶ Lack of capacity
- ▶ Rural and urban
- ▶ APL and BPL
- ▶ Men and Women
- ▶ Drought prone Vs flooded areas
- ▶ Individual Vs institutional

Issues – Social and cultural

- ▶ Caste based occupation still continues in many rural areas
- ▶ Shame and disgust to discuss sanitation issues
- ▶ Low priority for sanitation and lack of popular demand
- ▶ Felt need and perceptible demand among women.. Still
- ▶ Caste and class bias in service provision- pollution ? !
- ▶ Community driven...Panchayat..?



Issues Policy and Implementation

- ▶ Sanitation programmes..No policy ?
- ▶ Water is a priority...sanitation add on
- ▶ Target driven...construction oriented... allocation based
- ▶ Lack of support and ownership to National prog
- ▶ No state sanitation policy
- ▶ No high level political support
- ▶ Nodal department...state level.. Who ?
- ▶ Organisation structure and coordination mechanism
- ▶ Subsidy
 - ▶ Who BPL ? BPL + APL ?
 - ▶ How much...National ? state ?
- ▶ Disinterested implementation by field functionaries



EVERY MINUTE
1 PERSON DIES
DUE TO LACK OF BASIC
SANITATION

Over a third of the world's population practice unhygienic behaviors and lack access to safe drinking water. This can adversely affect the health and education of people as well as the economy of a nation. We cannot afford to ignore this. Let's move beyond the fear.

SANITATION = GOOD LIFE.

Sl.No	Name of the state	District Nodal Agency	Implementing agency	Rating (WSP study 2011)
1	Andhra Pradesh	RWSS	RWSS	Above Average
2	Assam	PHED	others	Average
4	Bihar	PHED	NGOs	Average
5	Chhattisgarh	PHED	NGOs	Average
6	Gujarat	RDD	GP	Above Average
7	Haryana	RD & PR	RD (Block Panchayat)	Above Average
8	Himachal Pradesh	RDD	GP	Above Average
9	Jharkhand	PHED	NGOs	Average
10	Karnataka	RD & PR	GP	Above Average
11	Kerala	Local Self government	State Sanitation mission	Superior
12	Madhya Pradesh	ZP	GP	Above average
13	Maharashtra	ZP	GP	Superior
14	Manipur	PHED	NGOs	Below Average
15	Odisha	RDD	NGOs, GP and SHGs	Average
16	Punjab	RWSS	RWSS	Average
17	Rajasthan	RDD	Others	Average
18	Sikkim	Rural Management and Dev Deptt	GP	Above average
19	Tamil Nadu	RD&PRD	BP and GP	Above Average
20	Tripura	DWS		Average
21	Uttar Pradesh	PRD	GP	Average
22	Uttara Khand	PMU (world bank assisted Project)	DPMU	Average
23	West Bengal	PR & RD	Rural sanitary mart	Superior



Swachh Bharat ...Strategy

▶ Key Challenges

- ▶ Mindset – People habituated to open defaecation
- ▶ Convergence – MGNREGA and NBA
- ▶ No Availability of water for toilets
- ▶ Dysfunctional toilets
- ▶ Inadequate field staff

▶ Way forward

- ▶ Mass media /AV communication through icons and IPC through govt field staff
- ▶ Prioritisation of toilets under MGNREGA
- ▶ Conjoint approach through Bottoms up planning
- ▶ IEC and support through micro-finance
- ▶ Merging water and sanitation staff- dedicated block coordinator

Swachh Bharat by 2019 ... Action plan

▶ Delivery Mechanism

- ▶ MOU between centre and State
- ▶ Unified structure and implementation of both water and sanitation
- ▶ Interchangeability of funds between water and sanitation
- ▶ Special purpose Vehicle – CSR funds and PPP projects and also IEC
- ▶ Microfinance for toilets
- ▶ Block level coordinators
- ▶ Swachhata Dhoots
- ▶ Intensive monitoring of IHHL
- ▶ Annual sanitation survey
- ▶ NBPSBP

Swachh Bharat by 2019 ... Action plan

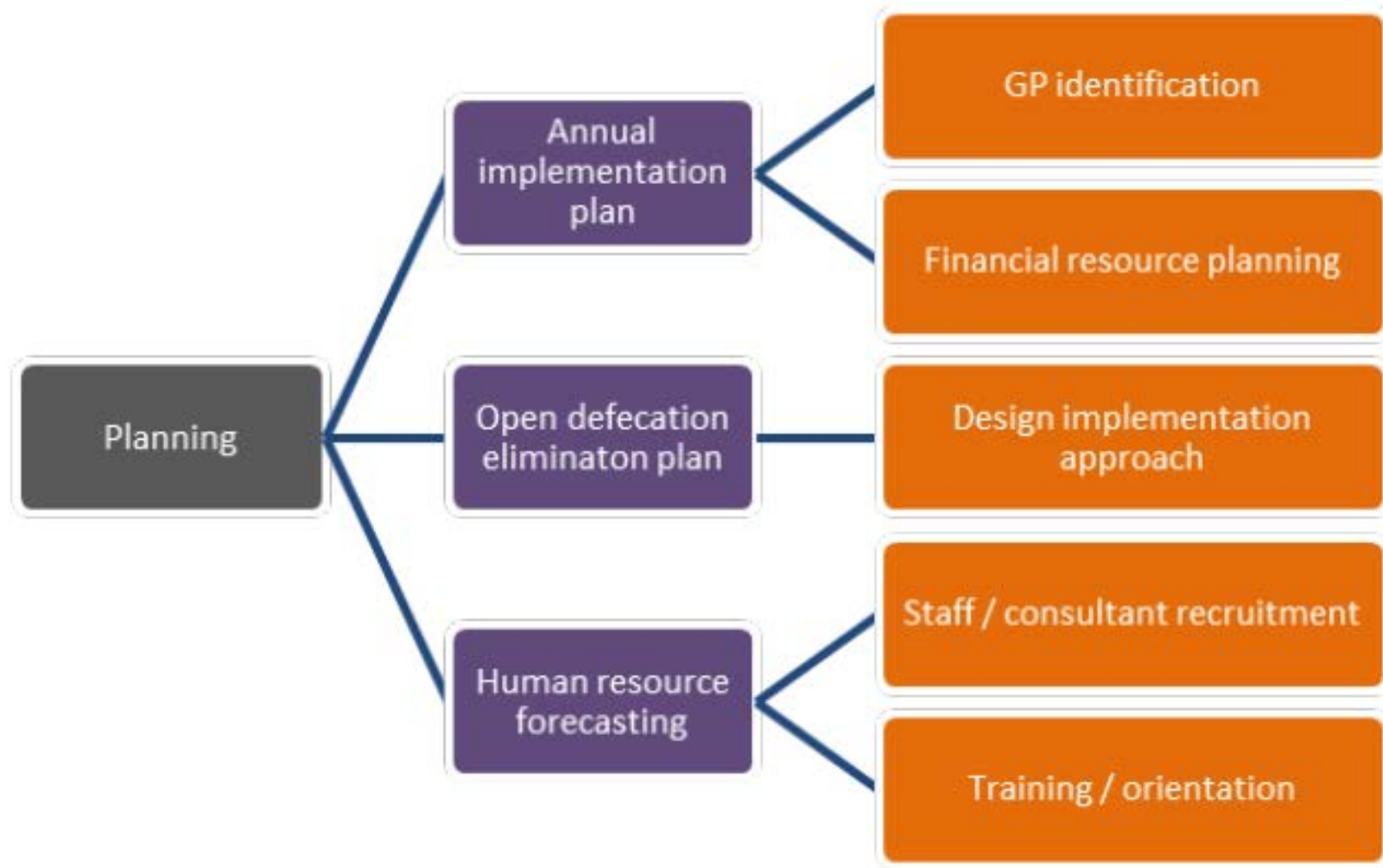
▶ Convergence with other schemes and ministries

- ▶ MGNREGA, IAY BRGF, NRDWP
- ▶ MPLAD/MLACDS
- ▶ WCD for CSC and Anganwadi toilets

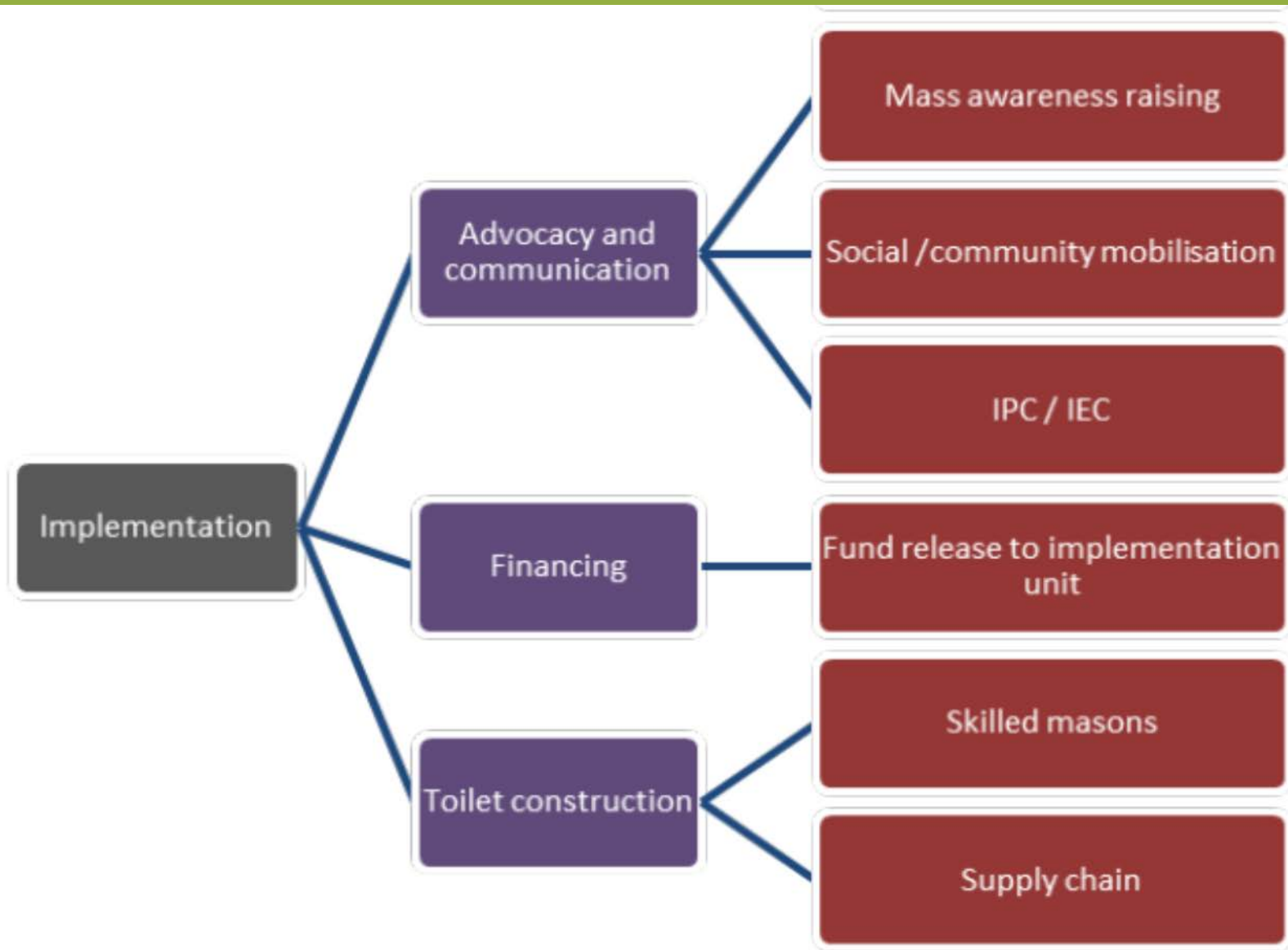
▶ IEC Plan

- ▶ National reach out campaign 26th Sept – 2nd October
- ▶ 15% Funds for Inter personal communication
- ▶ Mass media, social media, print media
- ▶ Community mobilization -Involvement of school children
- ▶ Training of masons
- ▶ Capacity building of stakeholders through Key resource persons

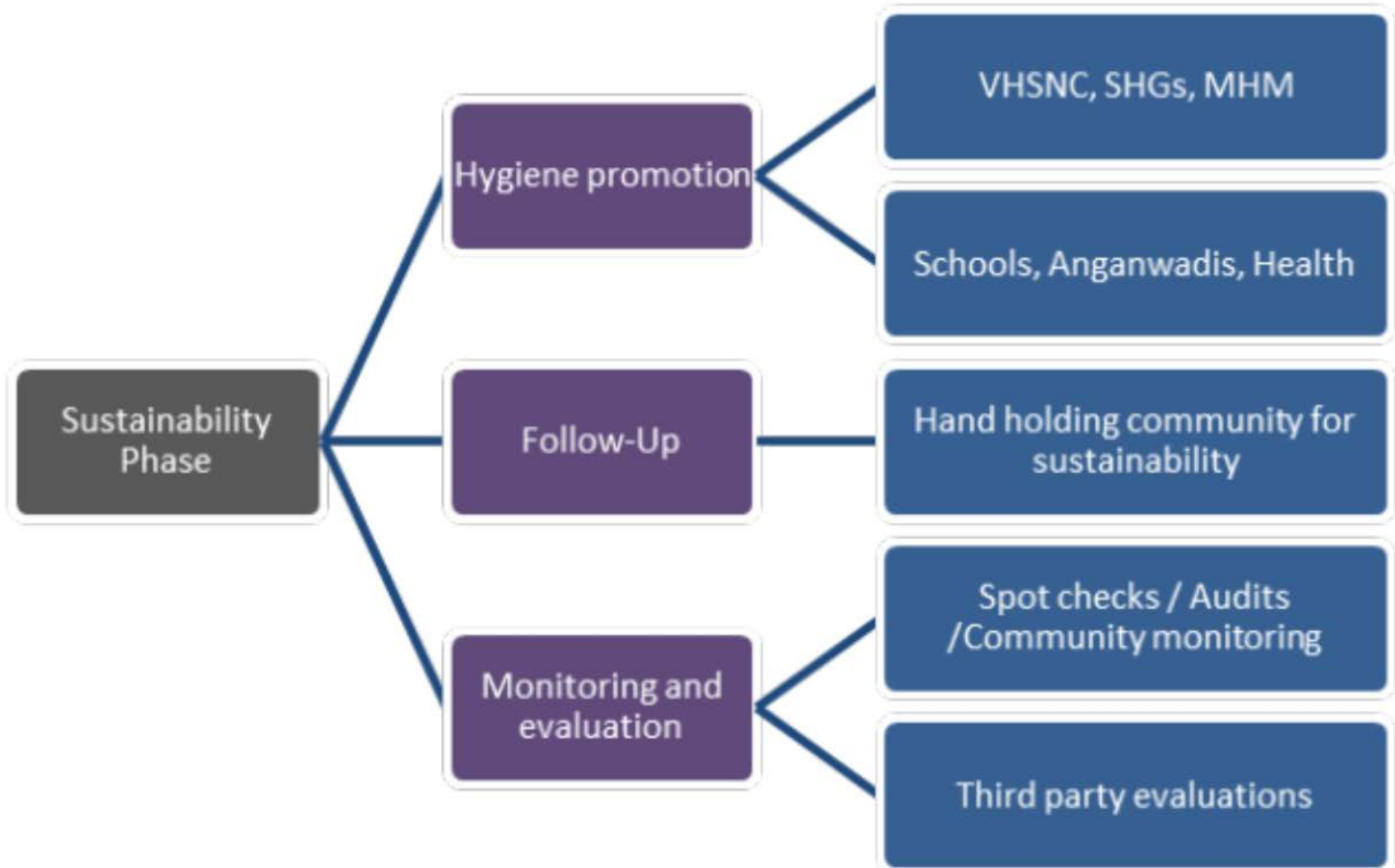
SBA - Programme Implementation Frame work



SBA - Programme Implementation Framework



SBA - Programme Implementation Frame work



No funds

Enjoy Open defecation

No demand

Lack of awareness

Not a priority

No water

Who will clean ?



BIAS of implementing officials

Devaluation of sanitation work

Skills

Mason trained to construct houses.
Toilets ..??

Physical Effort

Driving and painting – more valuable
Sweeping & cleaning – less valuable

Responsibility

Use and forget.. Clean and
maintenance ?

Working
condition

Manual scavengers, sewerage
cleaners



Tamil Nadu : Household Assets possessed by rural and urban population (Census 2011)



Item No.	Houselist Item	Absolute number			Percentage		
		Total	Rural	Urban	Total	Rural	Urban
1	2	3	4	5	6	7	8
W : Households by possession of assets							
W.1	Total number of households	1,84,93,003	95,63,899	89,29,104	100.0	100.0	100.0
W.2	Radio/ Transistor	41,92,387	17,90,749	24,01,638	22.7	18.7	26.9
W.3	Television	1,00,00,190	01,59,955	79,20,235	87.0	85.3	88.7
W.4	Computer/Laptop - With Internet	7,72,257	98,006	6,74,251	4.2	1.0	7.6
W.5	Computer/Laptop - Without Internet	11,84,373	3,58,383	8,25,990	6.4	3.7	9.3
W.6	Telephone	1,38,50,821	63,41,589	75,09,232	74.9	66.3	84.1
W.7	Telephone/ Mobile Phone - Landline only	10,52,287	4,70,756	5,81,531	5.7	4.9	6.5
W.8	Telephone/ Mobile Phone - Mobile only	1,14,82,800	54,77,155	60,05,645	62.1	57.3	67.3
W.9	Telephone/ Mobile Phone - Both	13,15,734	3,93,678	9,22,056	7.1	4.1	10.3
W.10	Bicycle	83,65,803	44,11,137	39,54,666	45.2	46.1	44.3
W.11	Scooter/ Motorcycle/ Moped	59,77,406	24,35,181	35,42,225	32.3	25.5	39.7
W.12	Car/ Jeep/ Van	7,94,957	1,74,695	6,20,262	4.3	1.8	6.9
W.13	None of the specified assets	9,38,947	6,18,628	3,20,319	5.1	6.5	3.6



© John Harding / AMP/Getty Images



Strategies for Sustainable sanitation

- ▶ Awareness creation
- ▶ Planning and budgeting
- ▶ Technology and designs
- ▶ Capacity building
- ▶ Scaling up Construction with quality
- ▶ Operation and maintenance
- ▶ Monitoring
- ▶ Recognition and awards



IEC Campaign

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UNITED NATIONS
for children

டாக்டர் சீச்சீ சொல்லப்பா சொல்றதை கேளுங்க!

மாடு திறந்தவெளில் சாணி போடுற மாதிரி மனுஷன் திறந்தவெளில் மலம் கழிக்கலாமா? சீச்சீ!!

வெளியில் மலம் போனா சீச்சீ சொல்லப்பா!

சீச்சீ!!

சீச்சீ!!

unicef
UNITED NATIONS
for children

டாக்டர் சீச்சீ சொல்லப்பா சொல்றதை கேளுங்க!

ஆசையா பெத்த பொண்ணு மரியாதை காத்துல பறக்கலாமா? கழிவறை இல்லாத வீட்ல சம்பந்தம் பேசலாமா? சீச்சீ!!

வெளியில் மலம் போனா சீச்சீ சொல்லப்பா!

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for children

சீச்சீ!!

திறந்தவெளியில் மலம் கழிக்காதீர்கள். கழிவறையில் மலம் கழித்து கவுரமாய் வாழுங்கள்.

வெளியில் மலம் போனா சீச்சீ சொல்லப்பா!

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திறந்தவெளியில் மலம் கழிக்கிறீங்களா? சீச்சீ!!

பலவித நோய்கள் பரவும். உஷார்!!!

வெளியில் மலம் போனா சீச்சீ சொல்லப்பா!

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டாக்டர் சீச்சீ சொல்லப்பா சொல்றதை கேளுங்க!

திறந்தவெளியில் மலம் கழிக்கிறவங்களை பார்த்தா சீச்சீ!! சொல்லுங்க.

கழிவறை உபயோகமே, வாழ்க்கைக்கு ஆரோக்கியம்.

சீச்சீ!!

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டாக்டர் சீச்சீ சொல்லப்பா சொல்றதை கேளுங்க!

மலம் கழிக்க திறந்தவெளிக்கு அனுப்பாதே. பெண்கள், சிறுமிகளை சிறுமைப் படுத்தாதே. சீச்சீ!!

கழிவறை உபயோகமே, வாழ்க்கைக்கு கவுரவம்.

சீச்சீ!!

சீச்சீ!!



Barriers to construct and use toilets

- Not to be seen using a toilet

social standing

- Caste and social hierarchy

Shame

Culture

- Men and women cannot use same toilet
- Toilets pollute

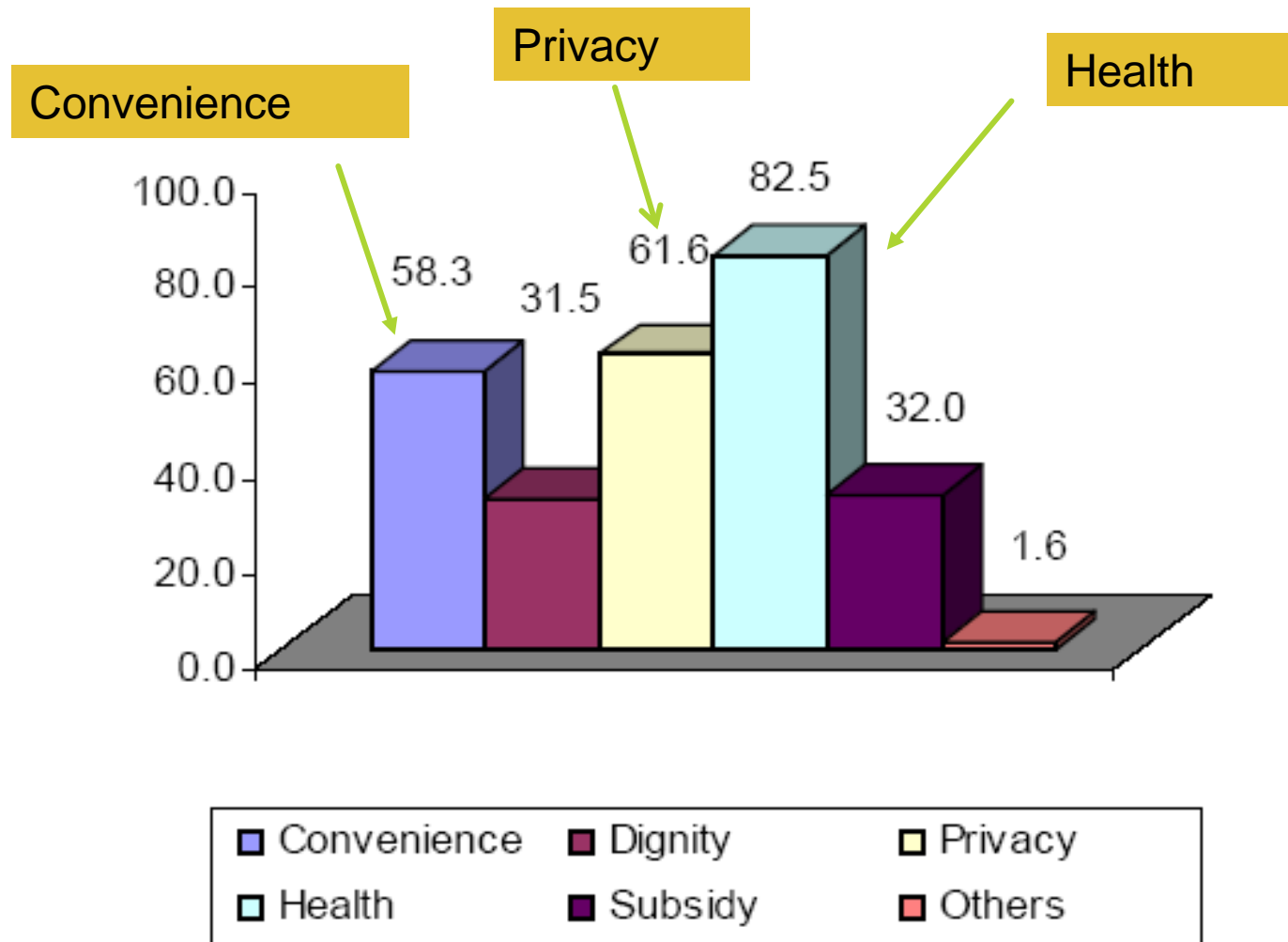
Disgust

gender

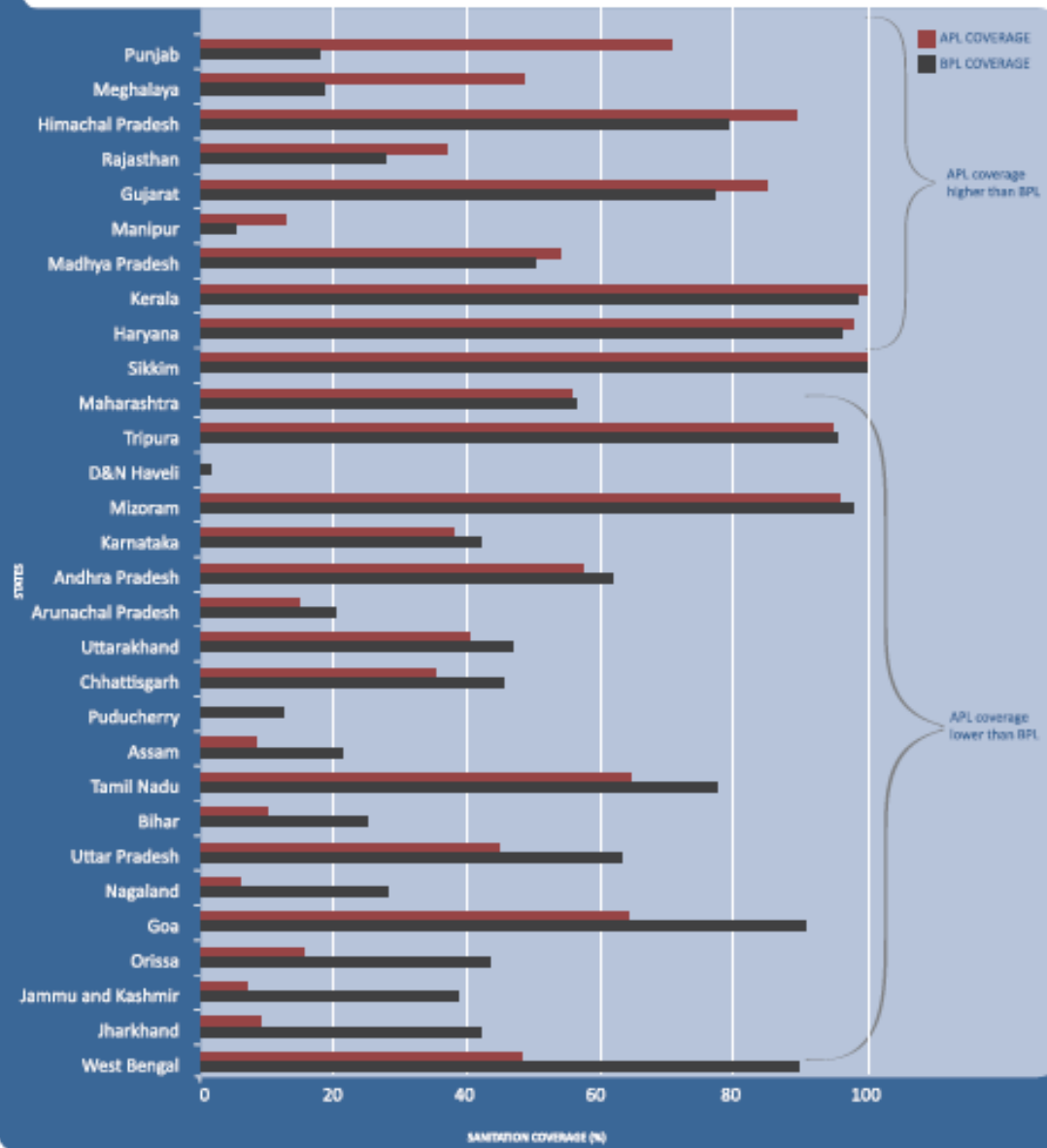
- Not to see excreta or talk about it
- Not to keep excreta stored in the house

- Men decide on household matters

Study shows -Reasons for Constructing Toilets



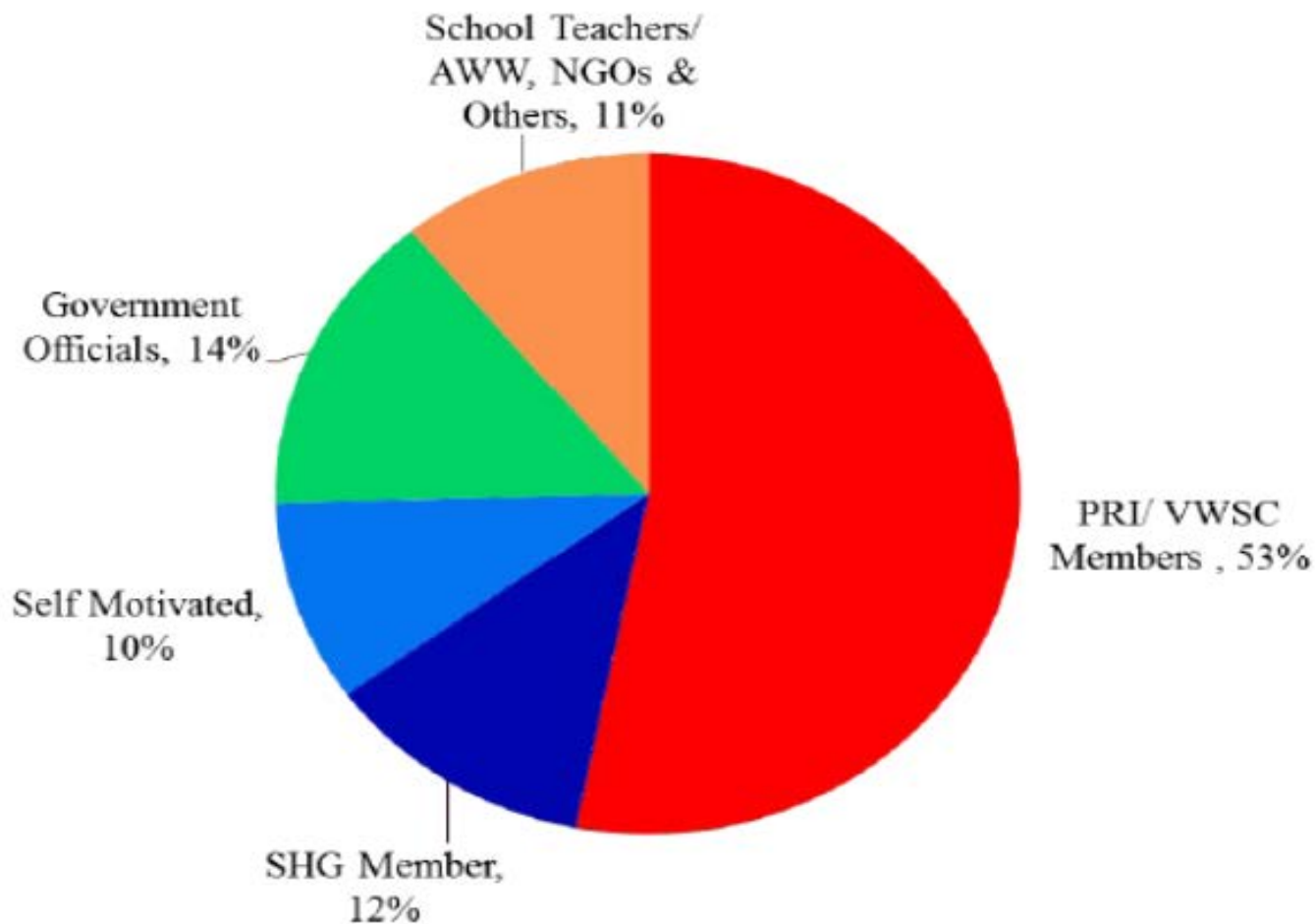
GRAPH 4: Toilet coverage across APL, BPL categories



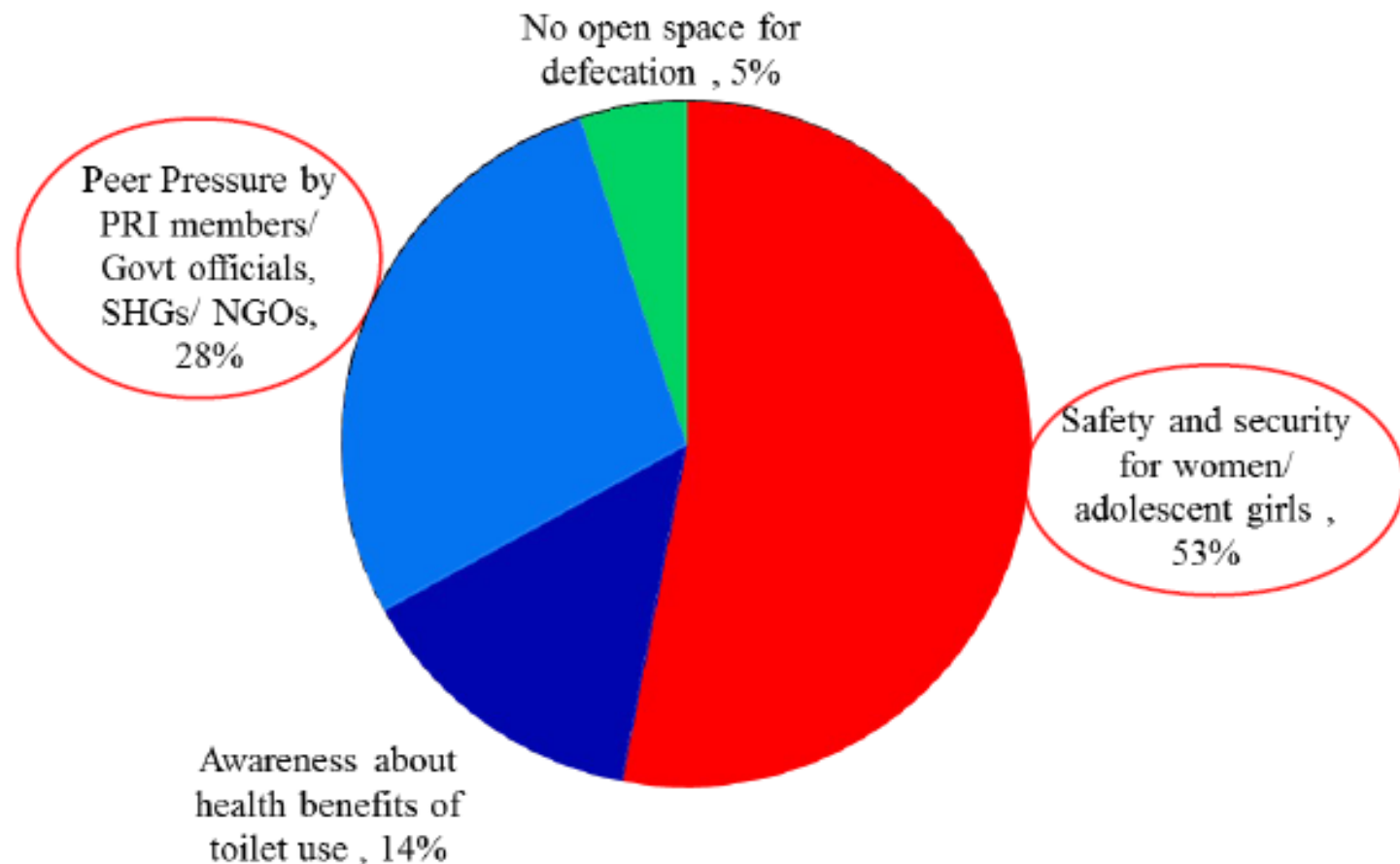
Source: Department of Drinking Water Supply, Government of India, 2009



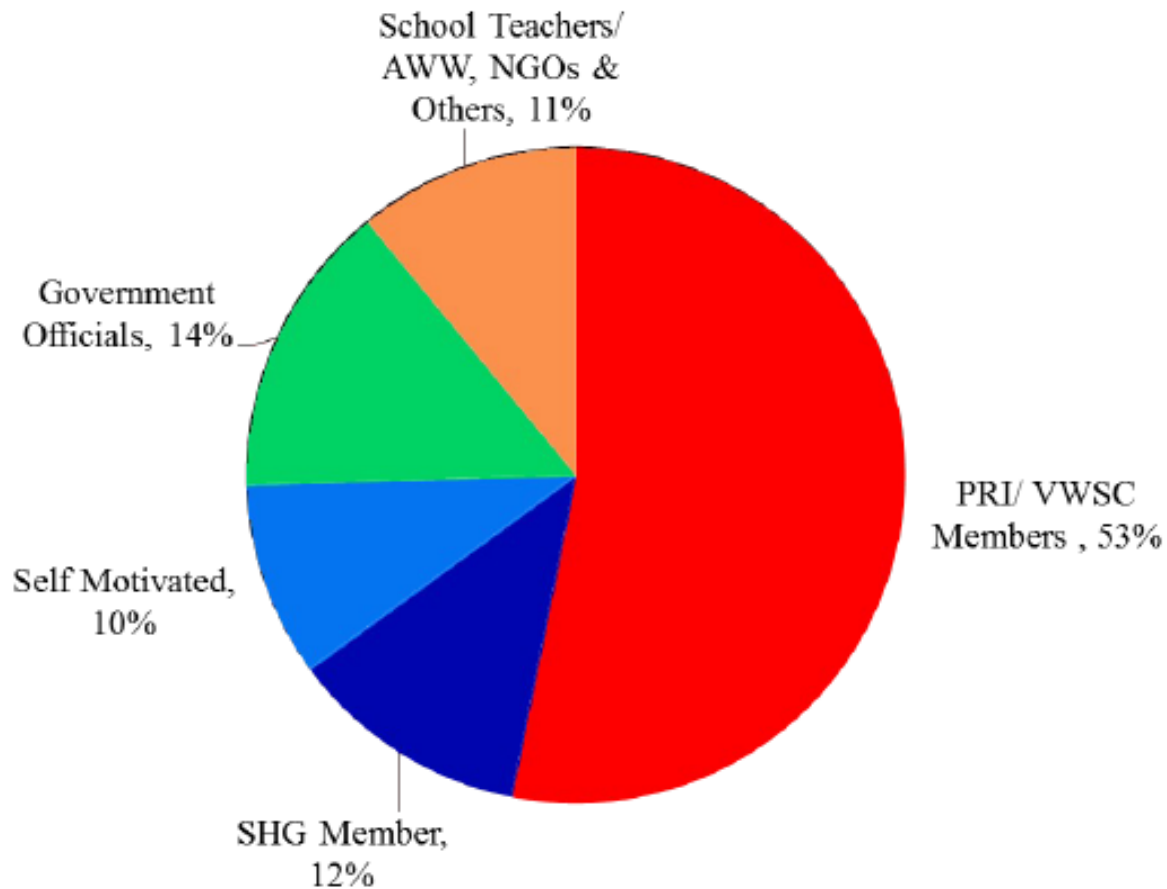
Influencers of sanitation behavior and toilet construction –(Local communities)



Motivation for toilet construction



Leaders of the social mobilization process



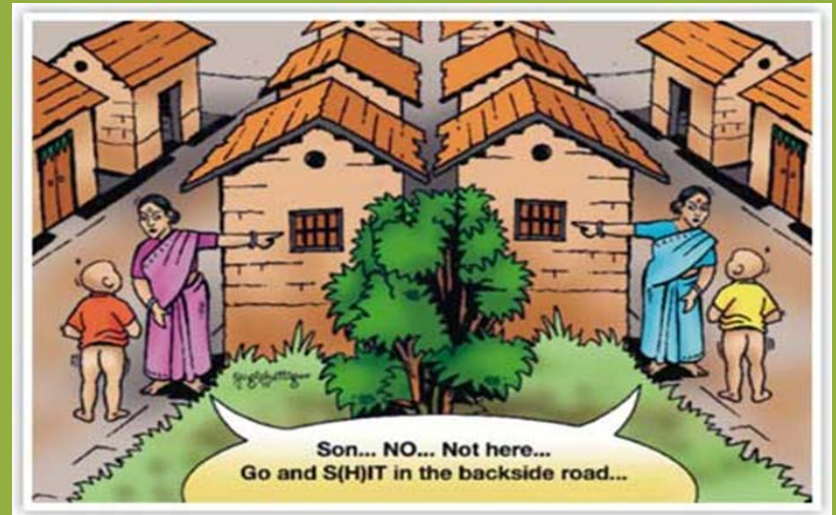
Awareness creation and behaviour change through Social marketing

- ▶ Complexity of the product
 - ▶ Concept Vs Product
 - ▶ Behaviour change and service delivery
- ▶ Fragmented Distribution
 - ▶ Ceramic Pans , bricks, cement rings, masons and labourers
- ▶ Environmental constraints
 - ▶ Institutional arrangements decentralized
 - ▶ Private sector at cross roads with government approach
 - ▶ No dedicated cadre trained in sanitation technology
 - ▶ Low status of sanitation

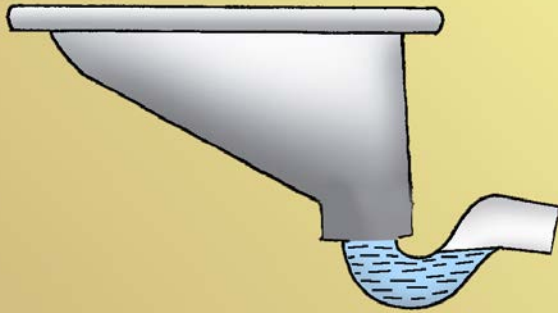


Technology : Principles to dispose human excreta

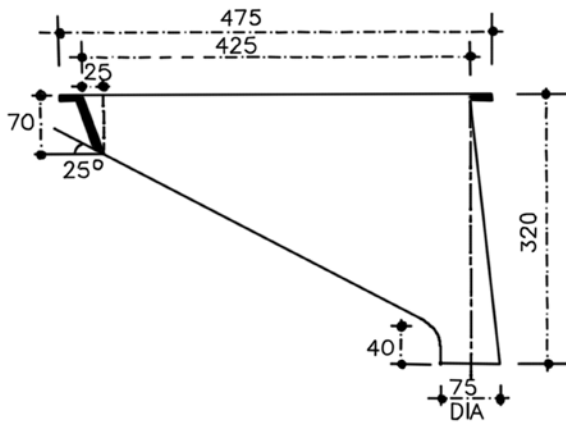
- ▶ Flush and discharge
- ▶ Drop and store
- ▶ Sanitize and reuse



Twin pit pour flush toilet with rural pan



SQUATTING PAN AND TRAP FOR POUR FLUSH LATRINE



Two-pit Model



Features

- When one pit fills up, excreta is diverted to the other, allowing the sludge in the unused pit to turn into fertilizer
- Enables continuous, uninterrupted use of toilet
- Observed in West Bengal

Barriers

- Higher cost than one-pit model at INR 8,000 – 10,000 (USD 160-200), inclusive of materials and labor
 - Doubles the required substructure material and construction effort
- Requires larger real estate

Eco friendly design – Less water ... No pollution

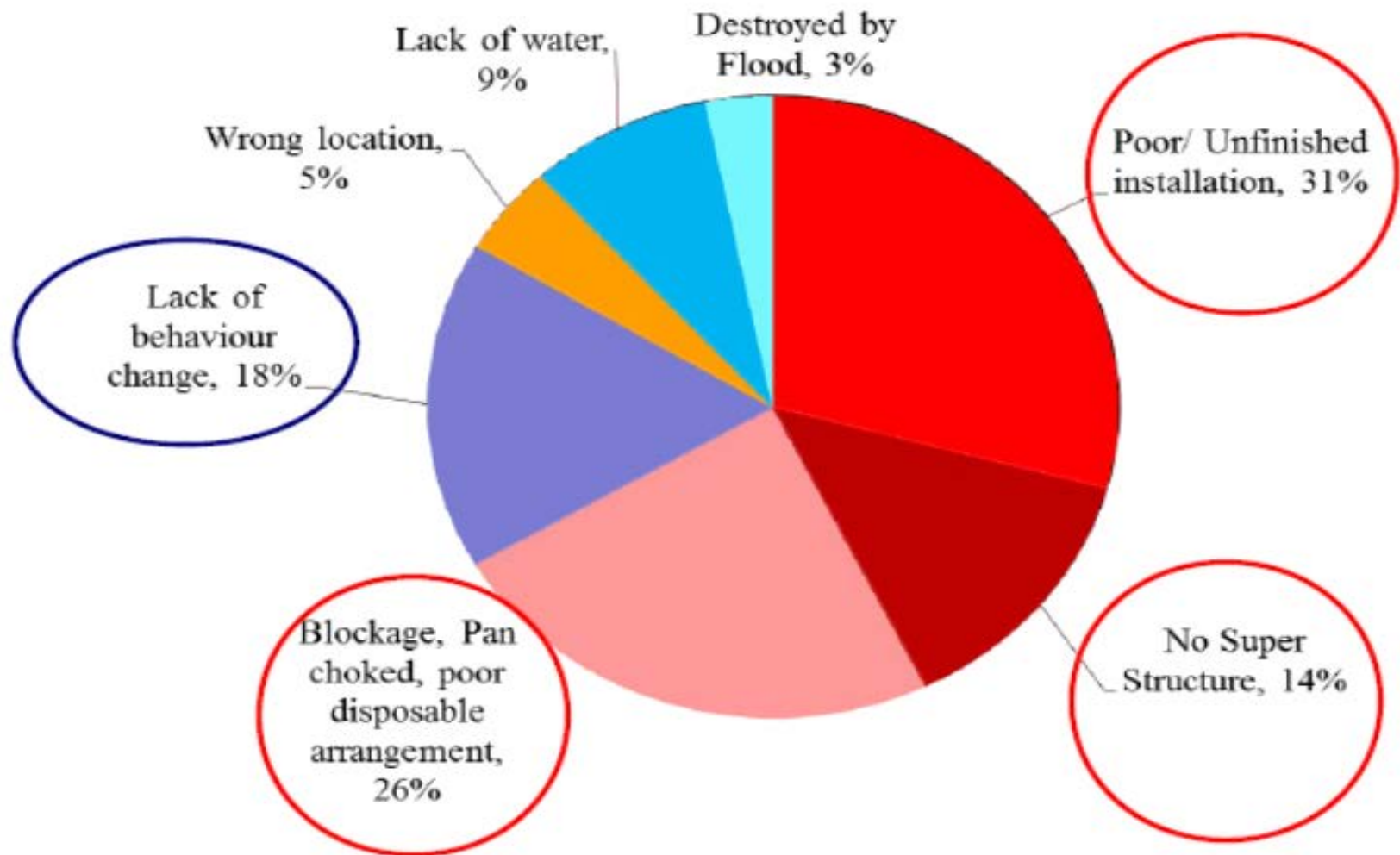


Toilet construction





Reasons for poor usage of toilets constructed under various programmes



Toilet Designs.....Adequate and attractive



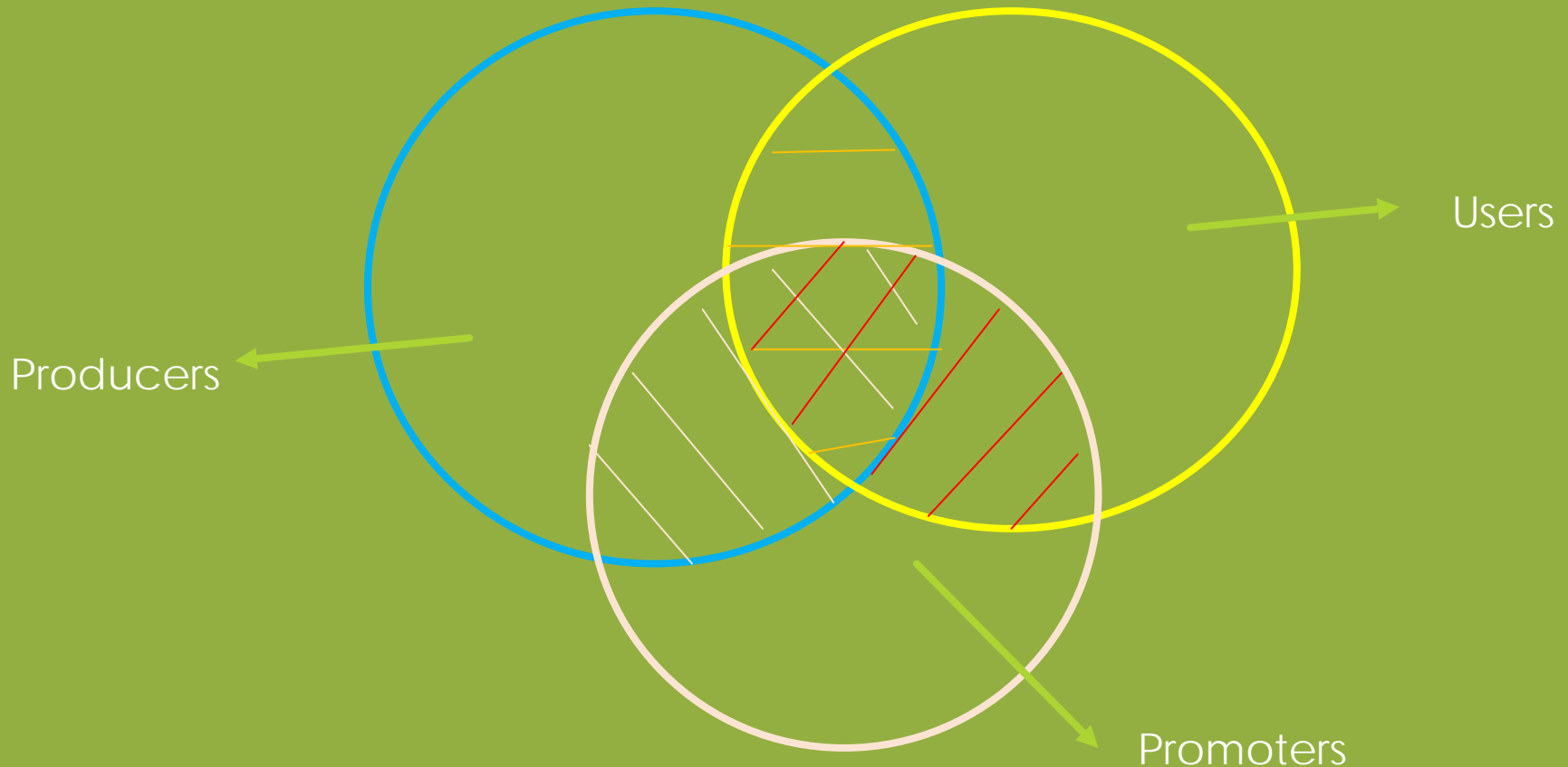
Designing for women..Special needs



Delivering sanitation : Collective action

- ➡ Even if one person defecates in the open, the oral faecal cycle continues. Saturation approach is the only way to end the same.
- ➡ Collective construction is easier for villagers than individual efforts due to ease in supply chain management and collective distribution of duties.
- ➡ Sense of mission and sustenance of motivation is possible only in community approach, and not in scattered individual efforts. We have a team of teams.

Delivering sanitation : Women SHG and Social entrepreneurship

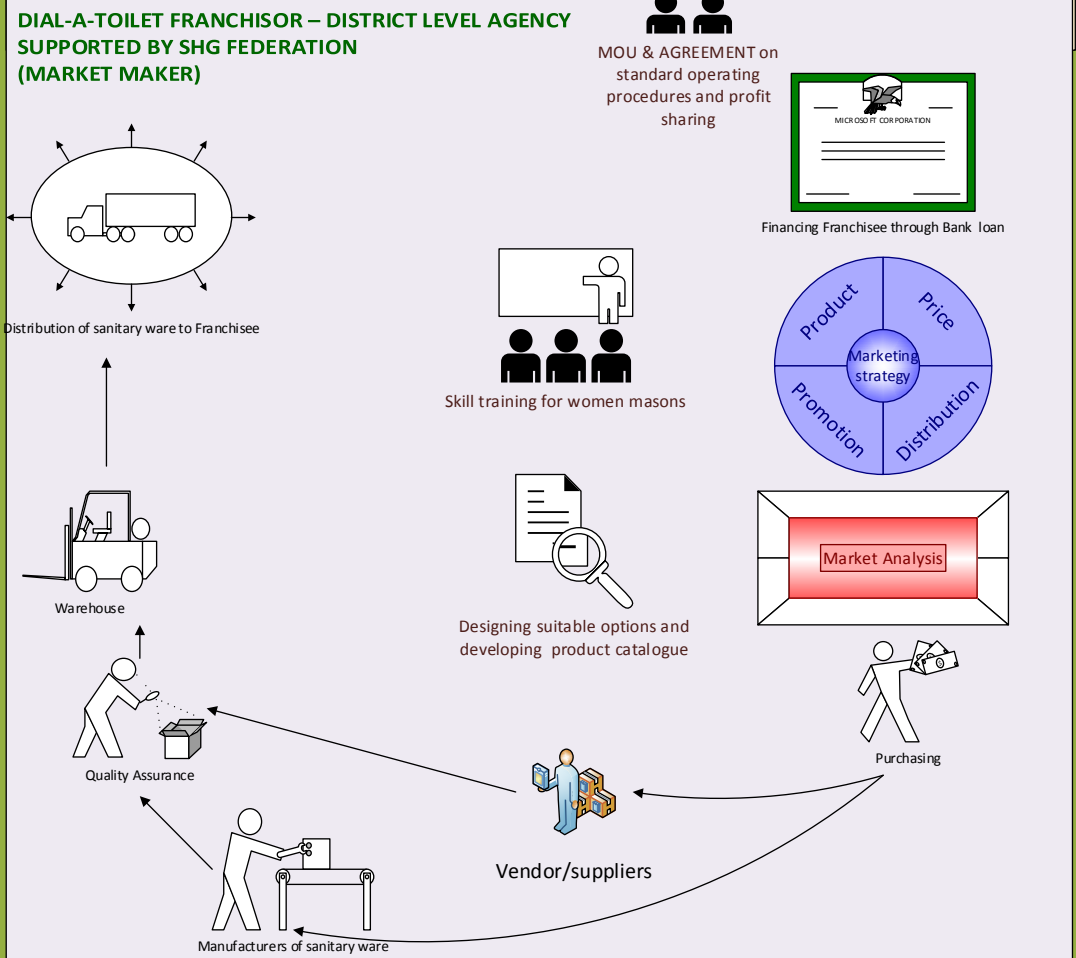
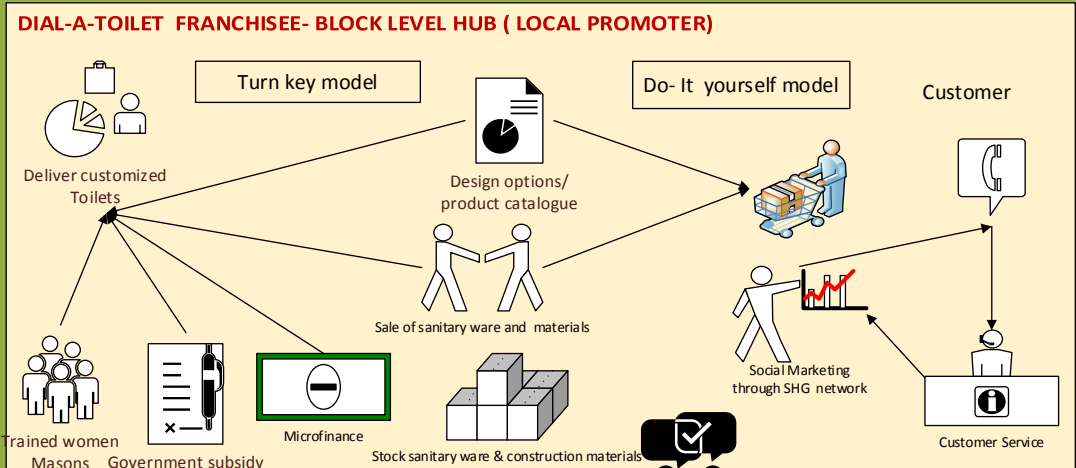


HUMAN SOCIALITY ..tendency among humans to associate and behave as groups...influences decision making and behaviour.

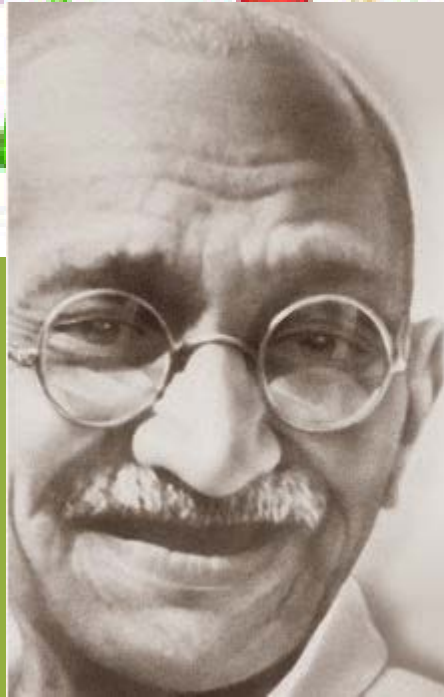
Delivering sanitation : SHG women in the fore front in toilet construction



PROCESS OF DELIVERING... THE PRODUCT..



Swachh Bharat



Be the change
you want
to see
in the world

-Mahatma Gandhi

