



Presentation from
**2016 World Water
Week in Stockholm**

www.worldwaterweek.org

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Swachh Bharat

The Clean India Mission

World Water Week

Stockholm, 30th August 2016



Pop-Quiz





Answer





Structure of the Presentation

Global Context

What is Swachh Bharat? How is it different?

Our Challenges and Solutions

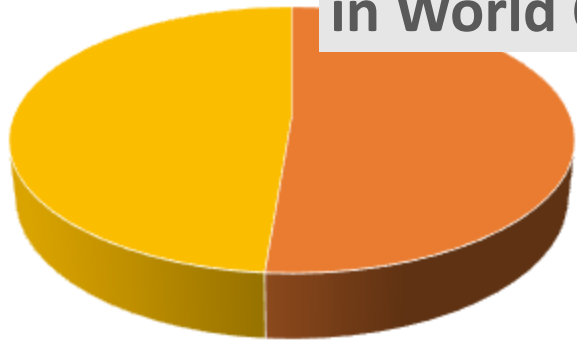
What we've learned

The way forward

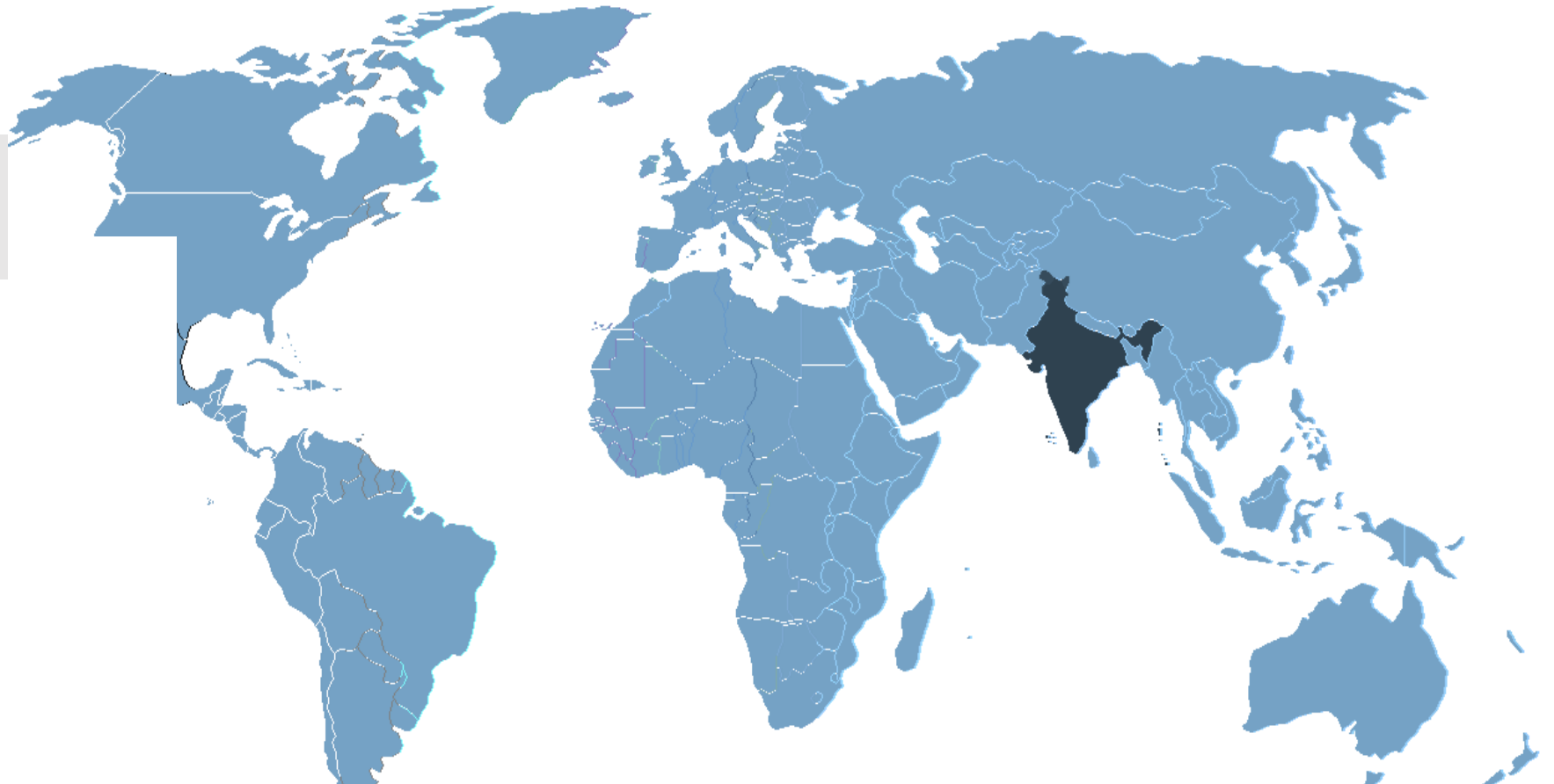


Global Context

India's share
in World OD



1.1 billion



India needs SDG, and SDG needs India.



What is Swachh Bharat Mission (Gramin)

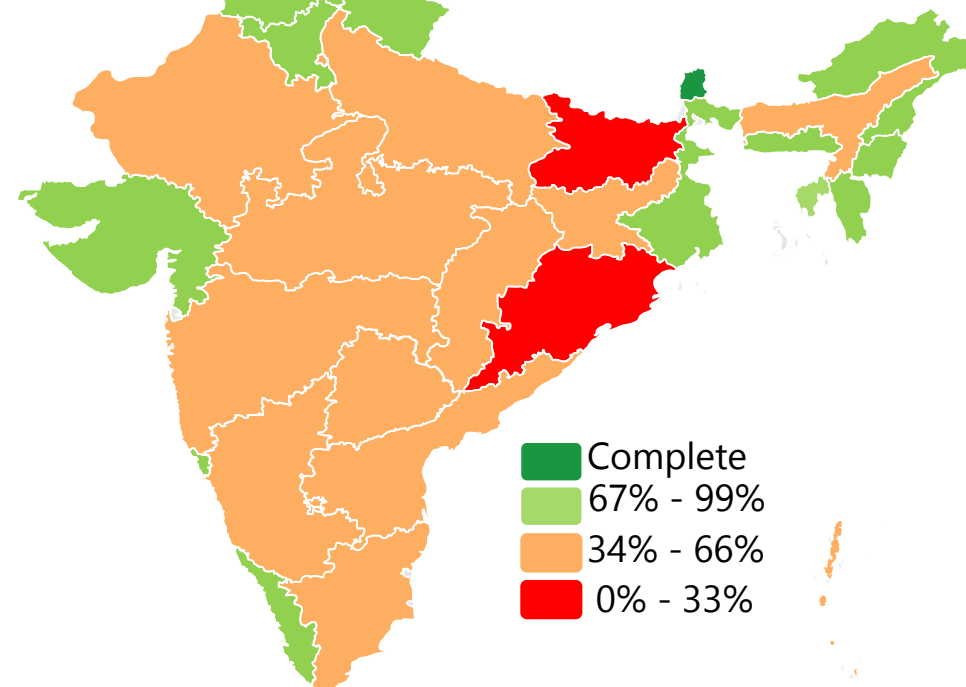
Launched on 2nd October 2014

(Sanitation Coverage gone from 38% to 54% since launch)

Objective: To make India Open Defecation Free (ODF) and Clean by 2nd October 2019

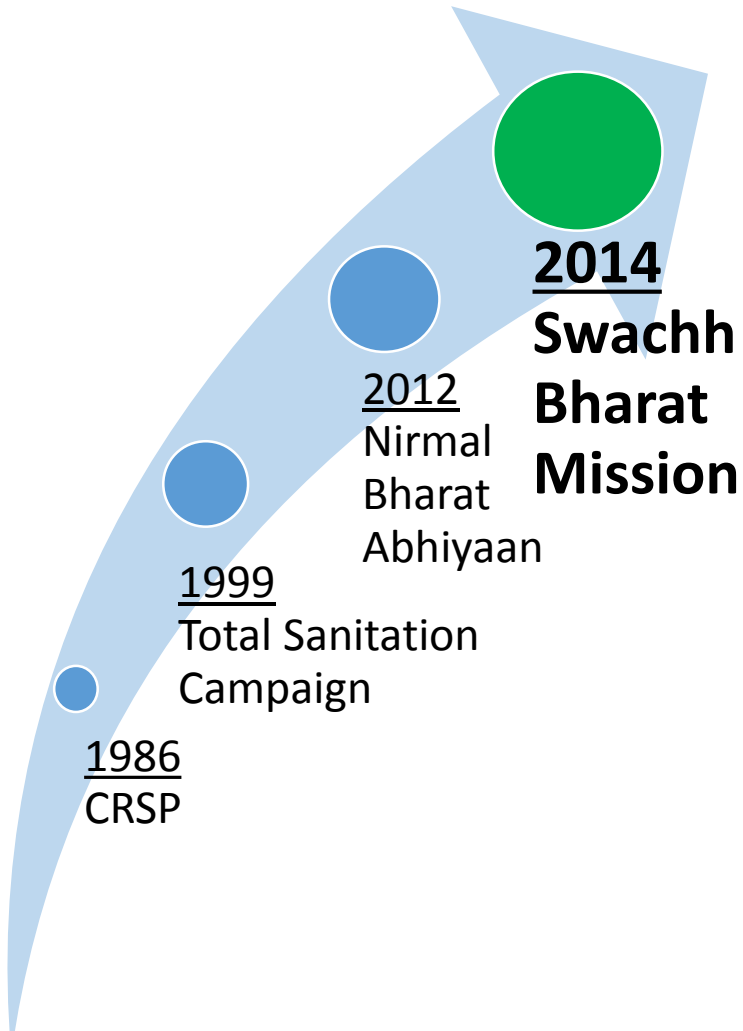
Focus on **usage** of toilets through **behaviour change** and **community processes**

Coverage: **54.29%**
ODF districts: **17**
ODF villages: **76856**





How is Swachh Bharat different

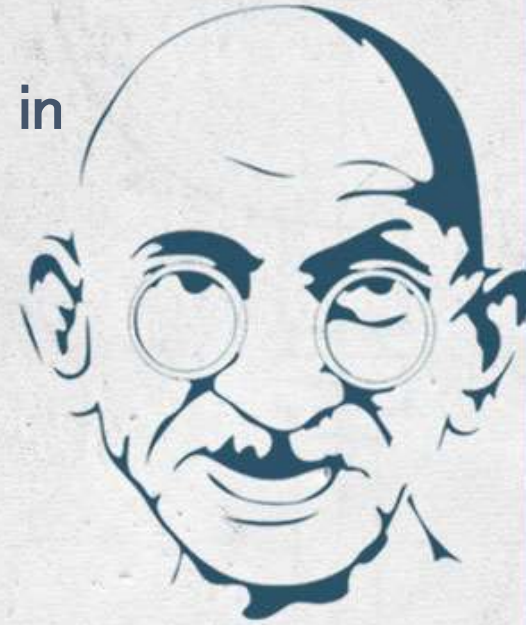


MINISTRY OF DRINKING WATER AND SANITATION



India's first mass movement for a Clean nation – Swachh Bharat Mission

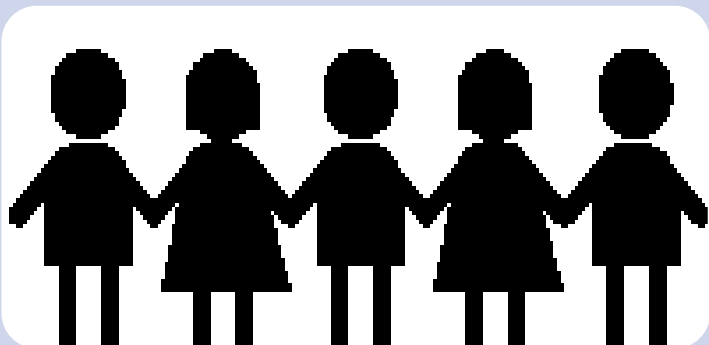
1. The first time the Indian PM has invested political capital in a sanitation programme.
2. A bold sunset clause in the form of an October 2, 2019 deadline – the 150th birth anniversary of the Mahatma
3. Focus on behaviour change and emphasis on usage, not construction
4. SBM at the forefront of the national policy agenda



A Sanitation Programme like never seen before



Importance of SBM



Sanitation saves lives of children

- Diarrhea kills 200,000 children every year in India
- Equivalent to 2 jumbo jet crashes daily



Health and nutrition

- Lack of sanitation leads to physical and cognitive stunting in children, potentially leading to a less productive future workforce



Women's security and dignity

- Open Defecation a serious threat to safety and dignity of women
- Holding it in till it is dark is a health issue



Our Challenges and Solutions

Scale

Complexity

Deeply ingrained social norms

Making it a people's movement

Managing perceptions



Our Challenges and Solutions

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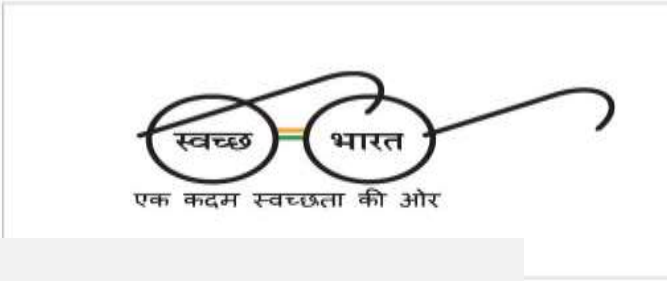
Making it a
people's
movement

Managing
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The Scale Challenge

- 30 states
- 677 districts
- 650,000 villages
- 1.25 billion people
- 564 million practice open defecation



Managing Scale through Technology

Virtual Classrooms



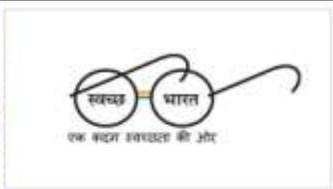


Managing Scale through Technology

Cross-learning and Sharing



Managing Scale through Technology Sharing and Learning: #MySBMidea



Institutional

Leading from the front



My SBM idea

- The District Collector plans to stay with people overnight, discuss their problems and work out a solution.
- A joint meeting can be organized to plan the stay in a pre-decided location.
- E.g. The DC of Dibrugarh in Assam chose the labour quarter in a Tea garden, where people are usually afraid to stay

For more information

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- Phone: +919435545273



Women

Eighth Vow of the Wedding



My SBM idea

- The eighth vow during wedding ceremonies will act as a promise of dignity for women.
- This eighth vow can be organised in community group weddings and individual weddings and the process can be facilitated by administration works or local Swachhta teams.

For more information

- Name: Pushpendra Kumar Meena (Chhattisgarh)
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Our Solutions

Scale

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ingrained
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The Complexity / Diversity Challenge

Religious group	Population % 2011
Hinduism	79.80%
Islam	14.23%
Christianity	2.30%
Sikhism	1.72%
Buddhism	0.70%
Jainism	0.37%
Zoroastrianism	n/a
Other religions / No religion	0.9%

List of languages in the Eighth Schedule

The Eighth Schedule to the Constitution consists of the following 22 languages:-

- (1) Assamese, (2) Bengali, (3) Gujarati, (4) Hindi, (5) Kannada, (6) Kashmiri, (7) Konkani, (8) Malayalam, (9) Manipuri, (10) Marathi, (11) Nepali, (12) Oriya, (13) Punjabi, (14) Sanskrit, (15) Sindhi, (16) Tamil, (17) Telugu, (18) Urdu (19) Bodo, (20) Santhali, (21) Maithili and (22) Dogri.



Managing Diversity: Local approaches

Language

- Use of local languages, dialects in dissemination of IEC
- Resource persons, trainers, facilitators acquainted with local languages
- Use of audio-visual and verbal communication where populations are not literate

Cultures

- Encouraging sanitation at local festivals
- National and public occasions such as Independence Day, Gandhi Jayanti etc. with focus on Sanitation

Religion

- Religious leaders taken on board
- References made to religious scriptures where cleanliness / sanitation is mentioned



Our Challenges and Solutions

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HOW WILL YOU TRIGGER
BEHAVIORAL CHANGE?



While women
are the main
beneficiaries
...



Men also
need to be
focussed
upon



The usual resistance from men

- *“I don’t need a toilet, I am very healthy”*
- *“What’s in it for me?”*
- *“Why should I care?”*
- *“I’d rather spend on repairing my house, buying mobile phone, TV, alcohol..”*



Using norms to work around norms

Brother gifts sister toilet on Raksha Bandhan, wants people to follow his lead

Pintu, resident of Ramgarh in Jharkhand, cited the Swachh Bharat mission and argued against open defecation, saying it is not healthy.



Our Challenges and Solutions

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**“WHEN WE UNDERSTOOD
THE IMPORTANCE OF
CLEANLINESS, WE BUILT
LANES AND DRAINS
IN FRONT OF OUR
HOUSES WITH
OUR OWN HANDS”**

—
MAYA DEVI
MAHILA SAMOOH,
JHALANA KUNDA, RAJASTHAN
#SWACHHATACHAMPION

**Swachhta
Champions**



“WE LEARN HOW TO REUSE AND RECYCLE GARBAGE AT SCHOOL. THEN WE GO HOME AND SHARE THESE IDEAS WITH OUR PARENTS TOO.”

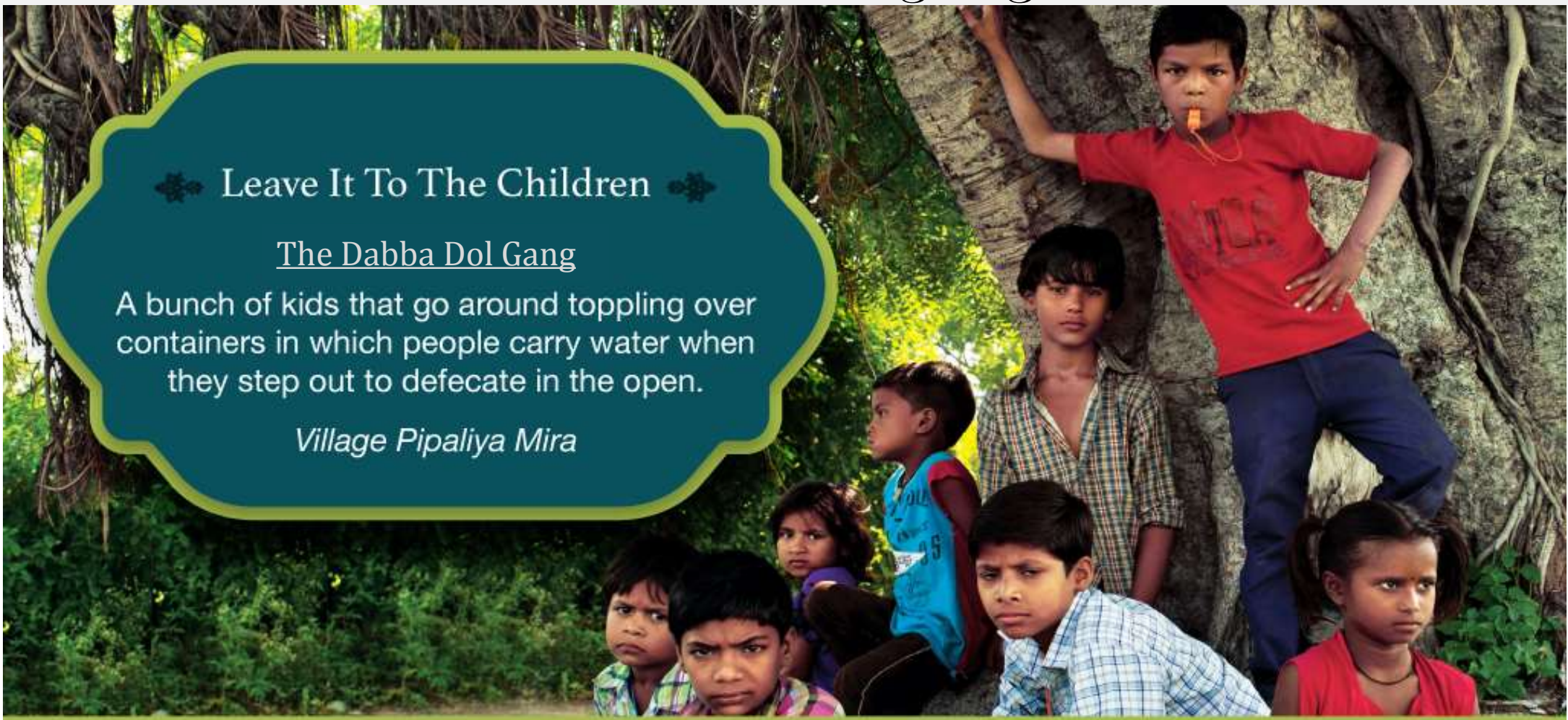
—

ROSHNI LIMBOO
CLASS X STUDENT, LINGCHOM
SECONDARY SCHOOL, SIKKIM
#SWACHHATACHAMPION

Swachhta
Champions



Children as change agents



❖ Leave It To The Children ❖

The Dabba Dol Gang

A bunch of kids that go around toppling over containers in which people carry water when they step out to defecate in the open.

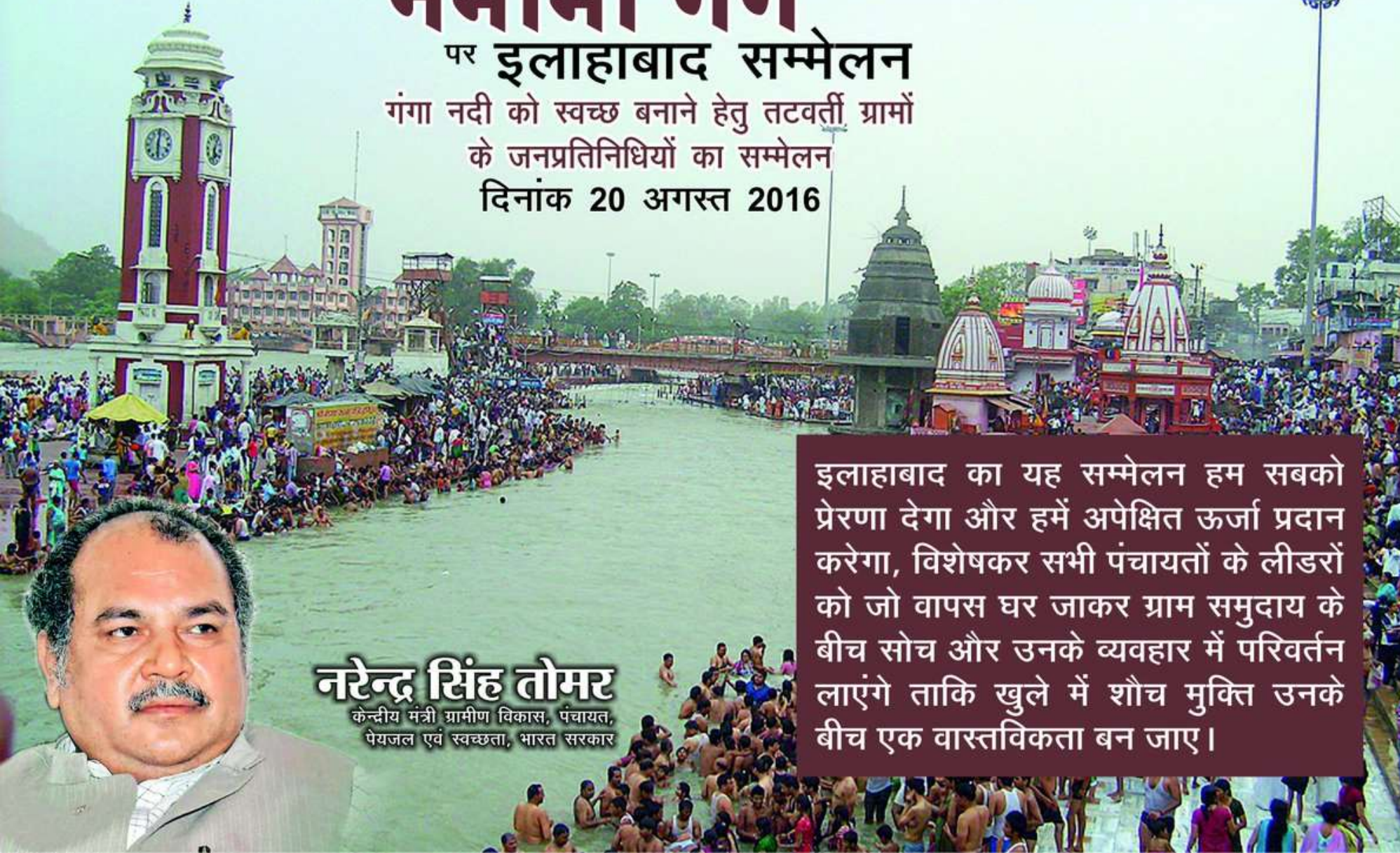
Village Pipaliya Mira

Involving Elected Reps

नमामी गंगे

पर इलाहाबाद सम्मेलन

गंगा नदी को स्वच्छ बनाने हेतु तटवर्ती ग्रामों
के जनप्रतिनिधियों का सम्मेलन
दिनांक 20 अगस्त 2016



नरेन्द्र सिंह तोमर

केन्द्रीय मंत्री ग्रामीण विकास, पंचायत,
पेयजल एवं स्वच्छता, भारत सरकार

इलाहाबाद का यह सम्मेलन हम सबको प्रेरणा देगा और हमें अपेक्षित ऊर्जा प्रदान करेगा, विशेषकर सभी पंचायतों के लीडरों को जो वापस घर जाकर ग्राम समुदाय के बीच सोच और उनके व्यवहार में परिवर्तन लाएंगे ताकि खुले में शौच मुक्ति उनके बीच एक वास्तविकता बन जाए।

- Grassroots-level elected representatives championing Swachh Bharat Mission
- 1000+ Gram Pradhans at Allahabad to pledge for ODF Ganga Banks



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Managing Perceptions: Communication



SBM Media Outreach

- PR Calendar of Events
- Swachhta Pakhwada Communication
- Social Media focus
- Media Coverage of Key programmatic milestones, Op-eds, columns and interviews



Behaviour Change Communication

- Mass Media: video, audio, outdoor, print
- Interpersonal Communication: Community-led Total Sanitation (CLTS) through Triggering and Nigrani
- Wall paintings, Nukkad naataks, community-led initiatives like Wall of Shame, Dabba Dol gang, etc.



Mass Media





Managing Perceptions

- Social Media
- Mass media
- Special initiatives
- Media interactions
- National-level Conferences

Swachh Bharat @swachhbharat

Following

.@swachhbharat focuses heavily on community involvement, esp children, youth, SHGs, NGOs at grassroots #SBMgraminAMA

Anupam Pandey @AnupamkPandey

@secymdws What are the methodologies, govt using to ensure Max participation towards @SwachhBharat ; with encouragement ? #SBMGraminAMA

Workshop to engage media for promoting Swachh Bharat Mission held

Home: Govt. launches month-long campaign on "Freedom from Open Defecation"

SWACHHTA SAMACHAR INAUGURAL ISSUE

Swachh Bharat Mission Gramin Newsletter VOLUME 1 ISSUE 1 August 2016

People's participation promotes healthy sanitation practices in Nadia

"There is a close link between physical stunting among children and the practice of open defecation". This was one of the first observations made by Dr. P. B. Salim in 2013, soon after he assumed charge as District Magistrate of Nadia, West Bengal.

His realization emerged from the painful observation that a 7-years old child of his district was only as tall in height as a 4-years old child of a neighbouring country. He also found out that as many as 308,881 households in the district had no access to toilets, and were practicing open defecation. He realized that there was a strong correlation between the two facts.

Dr. Salim realized that merely constructing toilets was not the answer to the problem. While providing the essential infrastructure to people was imperative, he understood that bringing about a change in their behaviours and age old habits was equally important, if not more. Both these tasks were doable and possible within a reasonable period of time, a fact that was proven by the successful sanitation campaign in the neighbouring country of Bangladesh.

Dr. Salim decided to make children the ambassadors of a people's movement against open defecation. 9.5 lakh students from the 4240 schools in the district started talking about Sanitation, and taking a pledge against Open Defecation every Monday. Dr. Salim further held dialogues with people from all walks of life and natural community insiders and leaders - political leaders, heads of all religions, faith-based organisations, government officials and others - with the objective of promoting good sanitation practices. Faith-based leaders across religions started preaching to their followers that coming to a place of worship was futile if one did not have a toilet.

Swachhta Smiles by Sudhir Dar

PLEASE MARRY ME!! I HAVE A HOUSE, LAND, GAS, BUFFALO, CYCLE.. EVERYTHING!

DO YOU HAVE A TOILET??

Narendra Singh Tomar Minister of Rural Development, Panchayati Raj and Drinking Water and Sanitation



MINISTRY OF DRINKING WATER AND SANITATION



एक कदम स्वच्छता की ओर



एक कदम स्वच्छता की ओर

Special Initiatives



100 Iconic Sites

Joint initiative of Tourism, Culture, MoUD and MDWS (coordinating)

10 iconic places identified for pilot



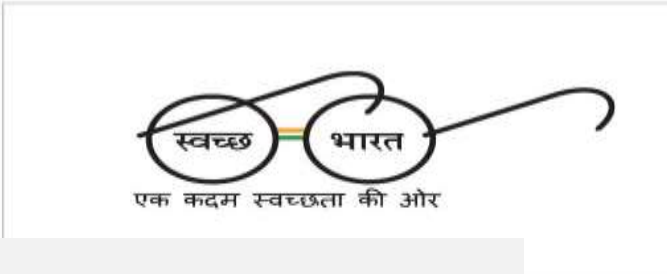
What have we learned

Monitoring is
critical

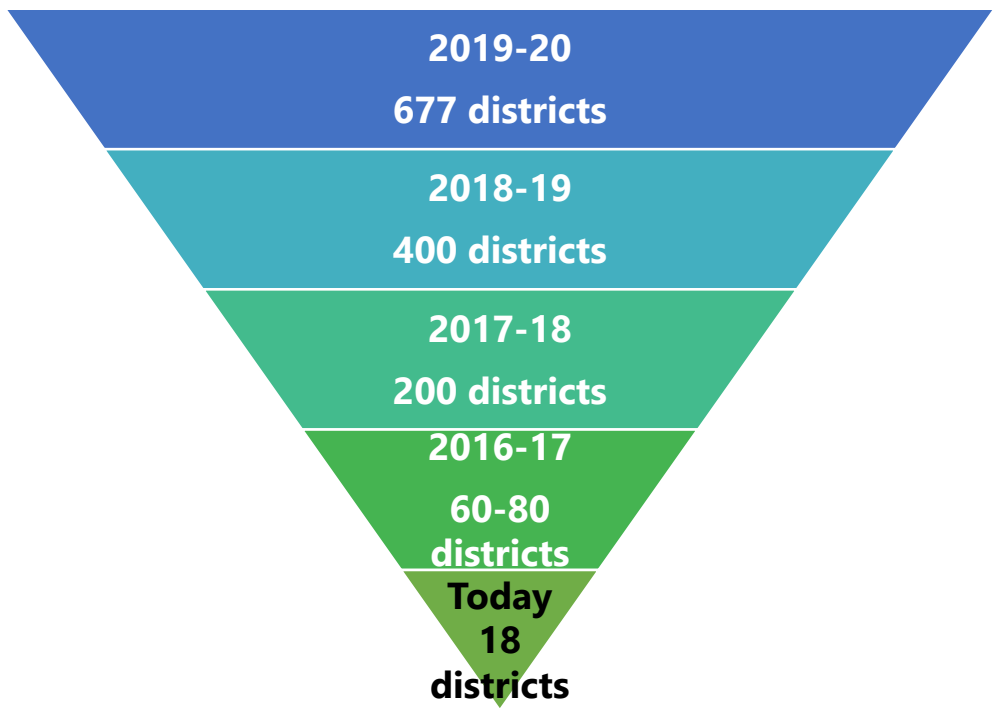
Partnerships
are important

Swachh Bharat
- not just
ODF

Keeping the
team
motivated



SBM: The way forward in a federal system



PM	CM	DM
<p>Meetings with Chief Ministers to inspire and motivate</p> <p>Championing the Mission through speeches and social media</p> <p>Nomination of SBM ambassadors</p> <p>Inauguration of Indosan</p>	<p>CM's commitment to ODF State (Gujarat, Kerala)</p> <p>CM's direction to Collectors (e.g. Maharashtra)</p> <p>Ensure State share for toilet incentive</p>	<p>Lead and energize all stakeholders</p> <p>Converge all related government programmes</p> <p>'Champion' the shift from construction to ODF</p>



NO WAY !! FIRST THINGS FIRST!!

Thank you