



Fostering institutional transformation in rural India: lessons from MP-WASH programme

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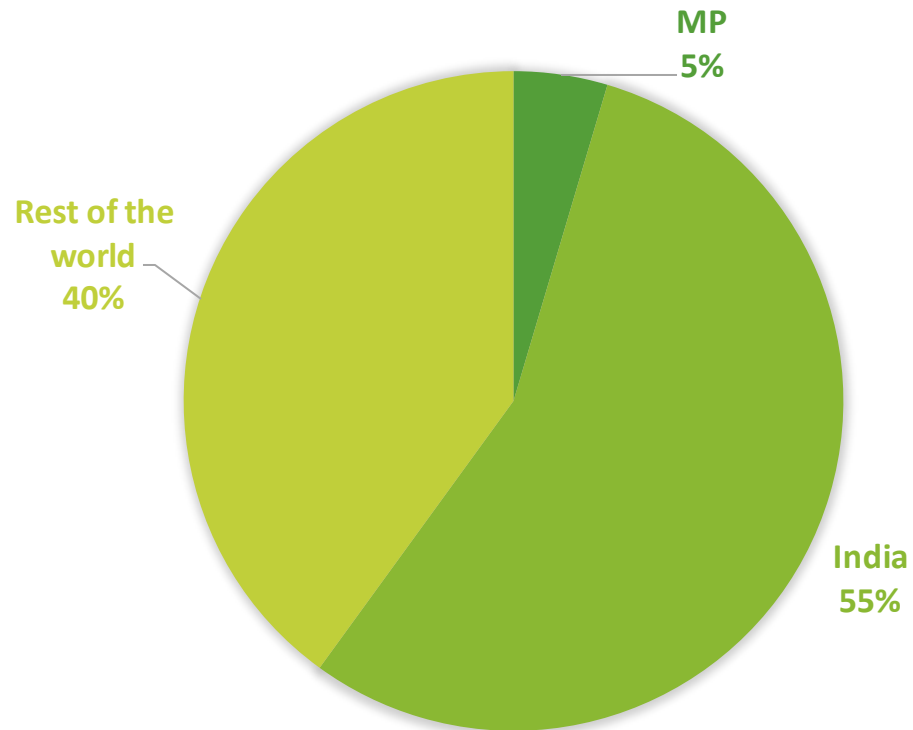


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Sanitation Challenge - India

% OF OPEN DEFECATORS GLOBALLY



- More than 50% of World Open Defecators in India.
- 80% of them are concentrated in 9 states in India
- Madhya Pradesh (MP) accounts for 9% of India's and around 4.6% of world's open defecators
- There is a political will now... but there is still a long way to go.

Challenges in Madhya Pradesh

- ☹ Sanitation is NOT a priority.
- ☹ Sanitation is promoted as chasing toilet construction targets.
- ☹ Rigid, time-consuming procedures.
- ☹ MIS mismatch – no quality check.
- ☹ Hand Washing is not a focus.
- ☹ Weak Delivery Mechanism.

MPWASH Programme

Project Title	Towards Health and Dignity: Improving Water, Sanitation and Hygiene (WASH) situation in the State of MP
Impact	Reduced diarrhoeal disease in rural parts of Madhya Pradesh
Outcome	Increased access to sustainable water and sanitation services for the rural poor in the State
KRA. 1	Enhanced Institutional capacities at state, district, block and GP levels in planning, delivery and governance of improved WASH services
KRA. 2	Community-led approaches in achieving improved and sustainable access to integrated WASH services in 16 districts demonstrated as models for Government replication and scale-up.

Addressing demand generation

- ☹ **Motivating collective behaviour changes at grassroots level.**
- ☹ **Transgender engagement in mobilisation.**
- ☹ **Motivators triggering and continuous follow up.**
- ☹ **Identifying eligible families and finding solutions to others.**
- ☹ **Community Led Behaviour change.**

Strengthen Supply Chains to respond to demand

- ☑ Trained 4,000 Masons.
- ☑ Facilitated Materials Supply, use of locally available and appropriate technology.
- ☑ Link communities with suppliers.
- ☑ Ensure incentives are provided on time – working at block and district.



Addressing Institutional Blockages

- Addressing low priority
- Orientation on WASH at all level.
- State wide campaigns (Global Handwashing Day, etc.)
- Involve Chief Minister, Ministers and State Senior Bureaucrats to the field
- Exposure visits to best practices



Addressing Institutional Blockages

- 🌿 Studies, feedbacks
- 🌿 Demonstrate with alternatives & Options
- 🌿 Support with Sanitation Strategy, IEC strategy
- 🌿 Hygiene Communications resources
- 🌿 Simplify Guidelines

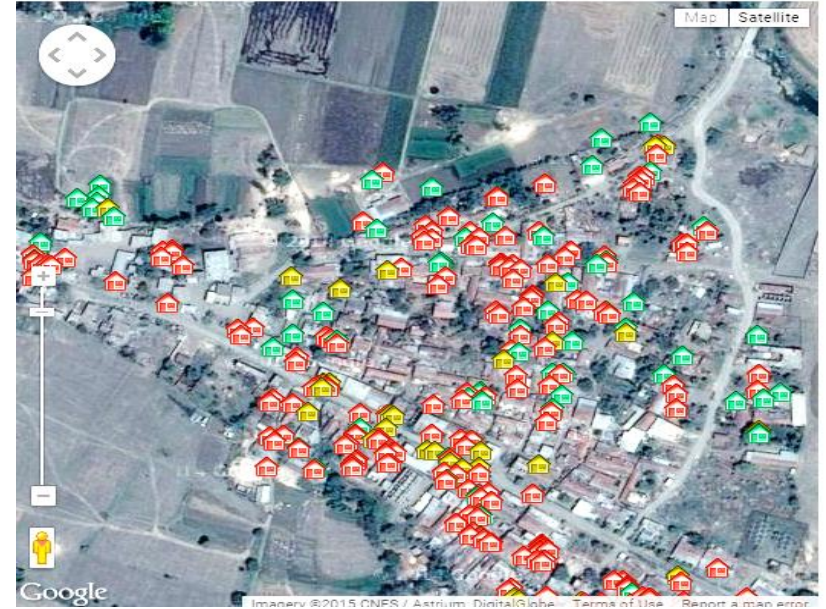


Improve Coordination & performance

- 💧 **Revival of District Water Sanitation Mission**
- 💧 **Feedback to State Water Sanitation Mission**
- 💧 **Use of Media, Whatsapp to bring peer pressure and recognition**
- 💧 **Healthy Competition between blocks**
- 💧 **Update information of Mason engagement**

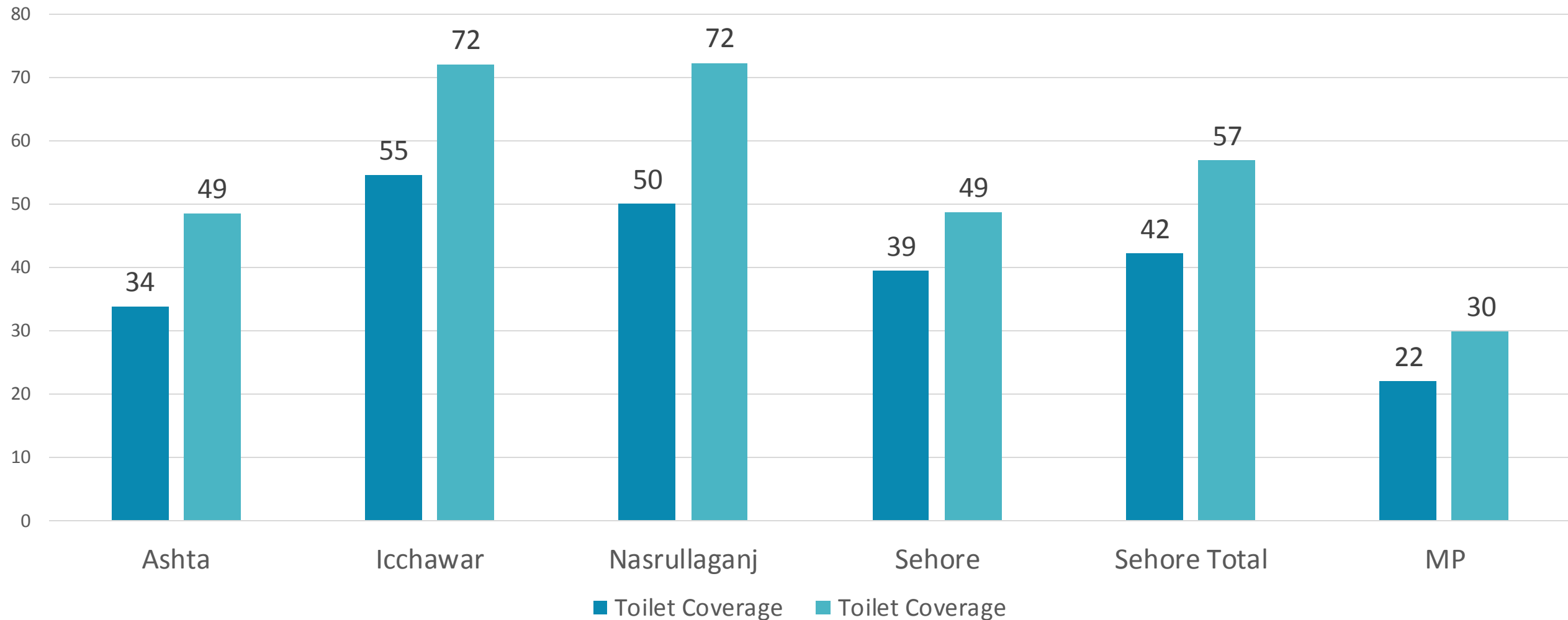
Improved Monitoring

- Real time data sharing
- Support to data verification.
- Innovation with Mobile Based Monitoring System.
- Community Validation and Social Mapping.



Achievements

% Coverage of Individual Household Latrine in MPWASH blocks in Intensive district (2014-15)



Institutional transformation?

- ☉ **Most challenges identified have been successfully addressed in the intervention districts:**
 - ☉ **Increased priority – government as enabler.**
 - ☉ **Focus from construction to ODF and hygiene.**
 - ☉ **Improved procedures and delivery mechanisms.**
 - ☉ **Swachhata Doots trained → local government leaders.**

Institutional transformation?

- ☹ **However, challenges remain. In intervention districts:**
 - ☹ Change has been individual-led (low institutionalisation).
 - ☹ MIS issues remain (household vs family).
 - ☹ Different strategy would be required for different villages, blocks and districts.
- ☹ **On other districts and national level, the effect is limited.**

Lesson Learnt

- ☹ Demystify and Simplify issues at all level.
- ☹ Data analysis and regular feedback to the system.
- ☹ Influence Natural Leaders for Behaviour change.
- ☹ Empowering communities through Triggering, Social mapping.
- ☹ Addressing Supply chain- more private entrepreneurs
- ☹ Third party engagement will improve the MIS data, quality and usage.
- ☹ Hygiene is the key to sustainability.



Thank you

*A world where everyone, everywhere has
safe water, sanitation and hygiene*



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