



Swachh Bharat Mission-Gramin

India's Sanitation Revolution



**Ministry of Drinking Water and Sanitation
Government of India**

The biggest behavior change program ever attempted

Number of people in rural India practicing open defecation

October 2014

55 crore

January 2018

25 crore

India is witnessing a sanitation revolution.

The Swachh Bharat Mission: A Sanitation Revolution

Number of people in rural India practicing open defecation

October 2014 **55 crore**

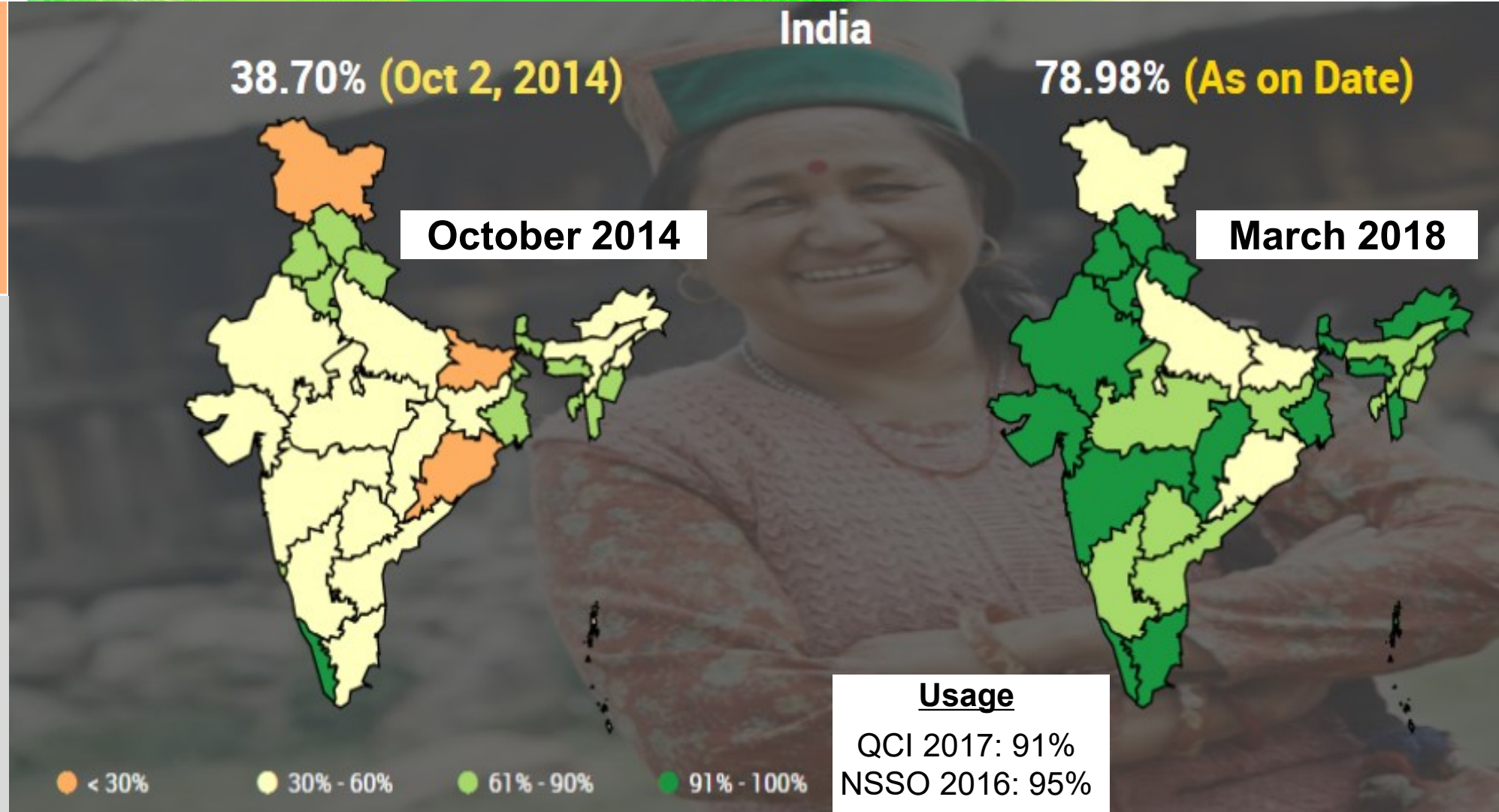
January 2018 **25 crore**

ODF States (9): Sikkim, Himachal Pradesh, Kerala, Haryana, Uttarakhand, Gujarat, Arunachal Pradesh, Chhattisgarh, Meghalaya

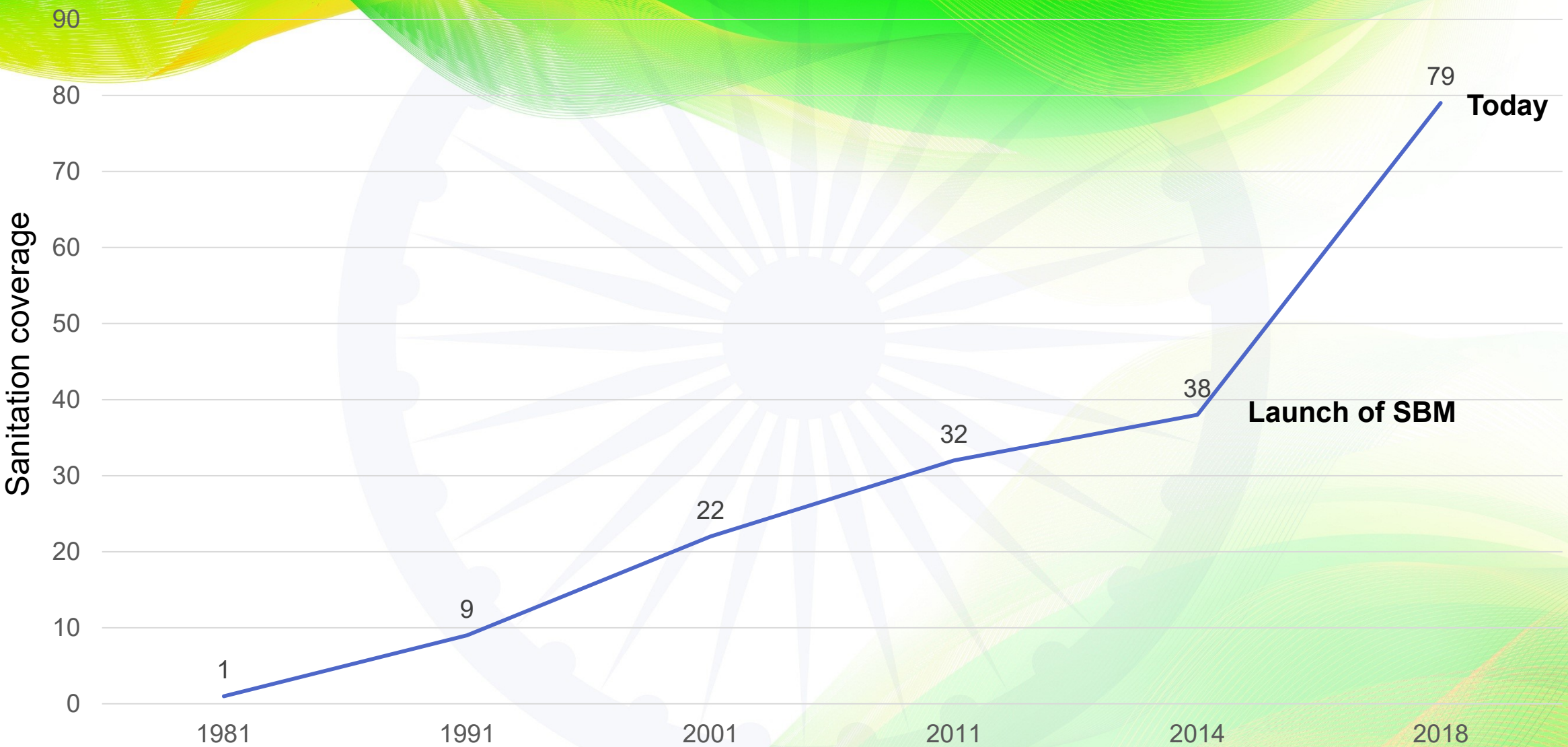
ODF UTs (3): Chandigarh, Daman & Diu, Dadra & Nagar Haveli

3.33 lakh villages and 330 districts declared ODF

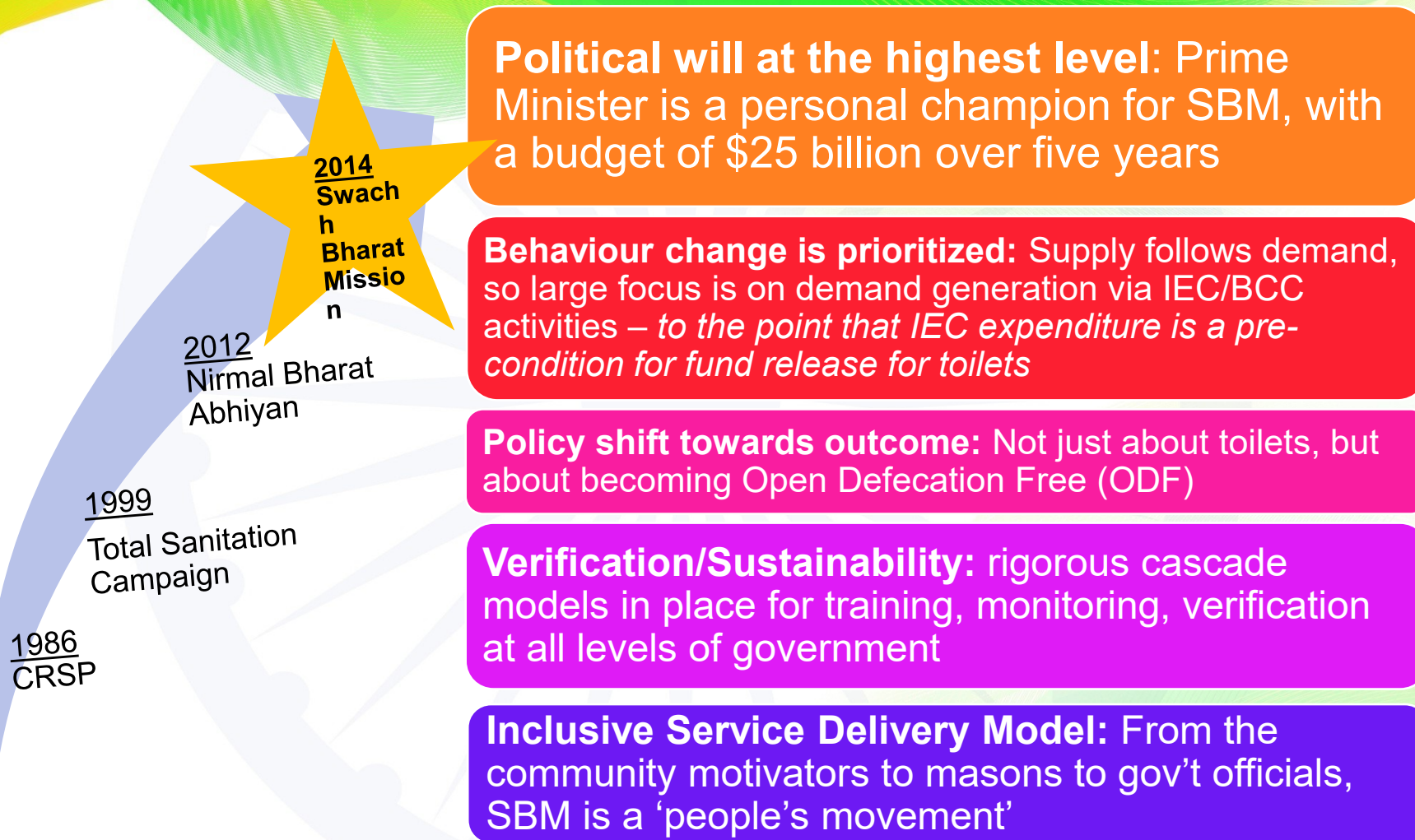
Mission is on track to achieve an ODF India by October 2019



Exponential rise in India's sanitation coverage



SBM: What's Unique About It?



Key strategies for districts en-route ODF



Plan Strategically

- Prepare a detailed District Swachhta Plan
- Have time-bound targets in mission mode
- Prepare a monitoring and evaluation protocol
- Plan large community-wide interventions

Generate Demand

- Create a Swachhagrahi army – at least one per village
- Brand your campaign, create a mascot
- Empower women and children, honour champions publically
- Promote competition between blocks, GPs and villages

Enabling provisions

- Promote twin-pit toilet technology
- Promote sanitation lending for liquidity
- Convergence with other schemes like MNREGA
- Build an ODF War-Room

Key strategies for ODF districts



Verification and Housekeeping

- Geo-tag all toilets constructed under SBM
- Update IMIS on all parameters
- Retrofit dysfunctional and insanitary toilets

Sustainability and ODF+

- ODF status is not “one time”, but “full-time” as continued toilet usage and no slip-back is key
- High media and civil society scrutiny for SBM
- Continue IEC and follow-up with nigrani samitis
- ODF+ through SLRM, general cleanliness and Village Swachhta Index

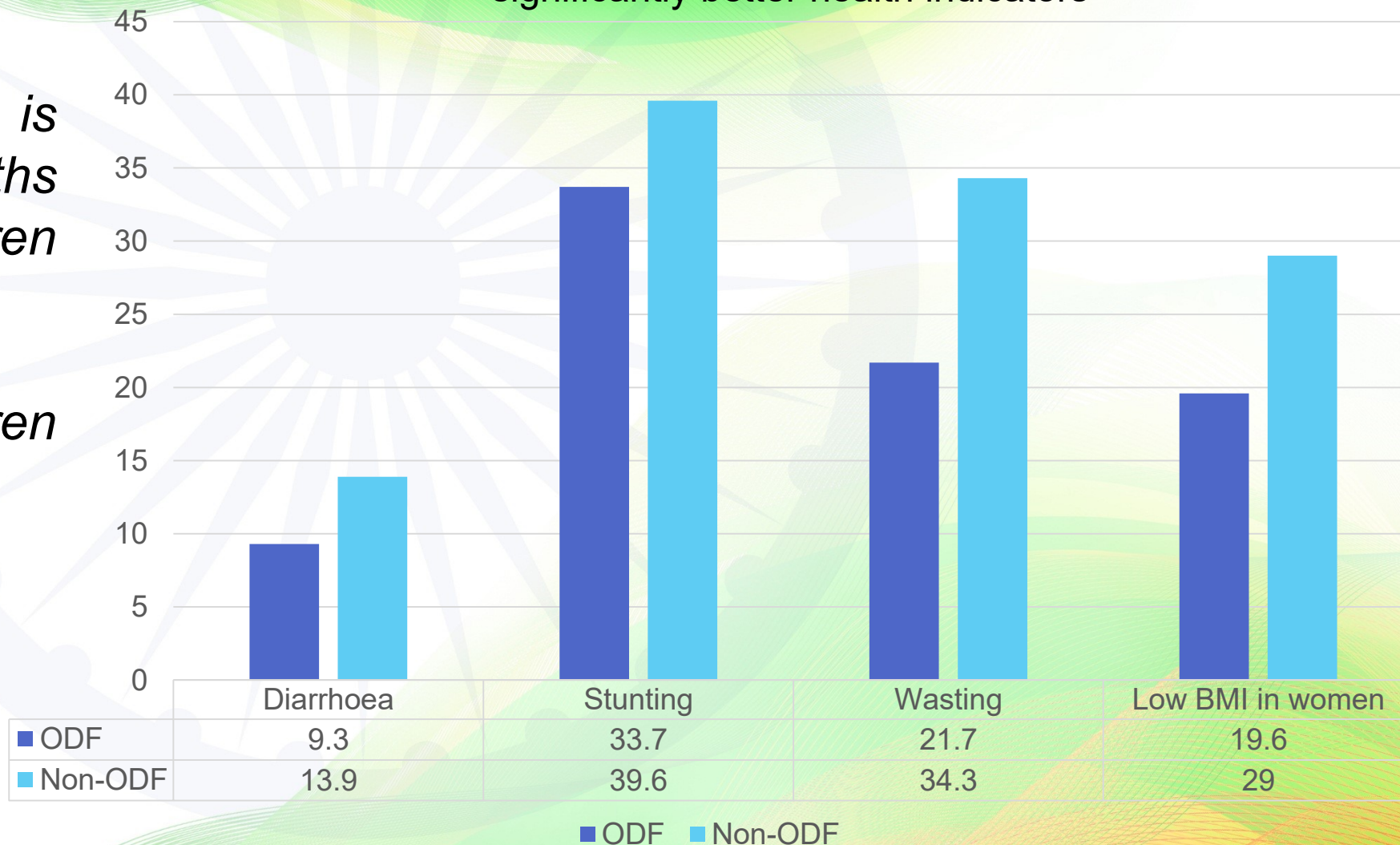
The impact of SBM-G on public health



BMGF estimates that households in an ODF villages in India have significantly better health indicators

- The lack of sanitation is responsible for the deaths of over 100,000 children in India annually*

- 48% of India's children are stunted**



*UNICEF

**UNICEF

The impact of SBM-G on economics



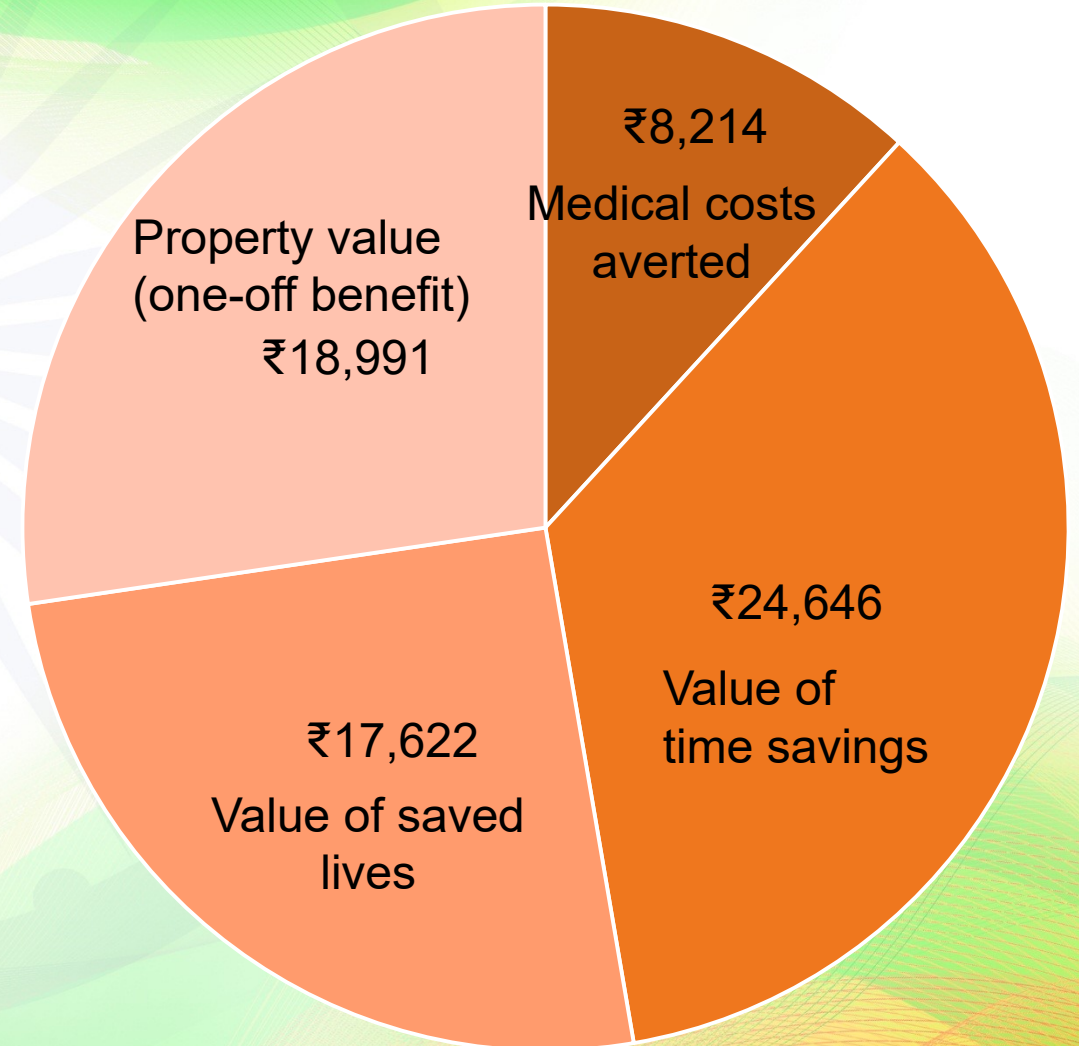
UNICEF estimates that a household in an ODF villages in India save Rs.50,000 (\$800) every year

Lack of sanitation costs India over 6% of our GDP

– World Bank

The sanitation economy is a \$32 billion per year market in India today, and set to double to an estimated \$62 billion by 2021

– Toilet Board Coalition



The impact of SBM-G on productivity



Stunting

- Physical and cognitive stunting in children leads to lower future productivity

Schooling outcomes

- Higher attendance
- Lower drop-outs among girls
- Higher learning output

Employment generation

- Swachh Bharat is estimated to have created over a million direct jobs, and many more indirectly

Women's economic potential*

- 1.5% increase in female labor participation
- 1.4% gain in real GDP
- Higher female literacy rates

Swachh Bharat Mission has now provided a **platform** to National Nutrition Mission to further consolidate the gains towards the goal of Healthy India

Nutrition

Nearly 40% of Indian children are stunted

Odds of stunting increases by 1.13 for every five episodes of diarrhea before 24 months of age

Safe Water Supply

1 lakh people die annually from water-borne diseases (**microbiological contamination of drinking water**)

Fluorosis and arsenicosis are slowly poisoning rural populations, especially children

Economic Productivity

Rural households without toilets potentially lose INR 50,000 a year

73 million working days lost due to water-borne diseases each year

INTERSECTION- ALITY OF WASH

Environmental Enteropathy

Repeated diarrheal infection contributes to chronic malnutrition, which in turn increases susceptibility

Enteric infections leading to diarrhea disrupt intestinal absorptive functions, resulting in up to 43% of stunted growth

Women's Dignity

Toilets provide safety for women, and protection from rape and violence

It is a moral imperative to ensure equitable access to WASH to all genders

Education

Girl students are more likely to drop out of school, especially in adolescence, if no toilets or enabling environments for menstrual hygiene management are present

WASH Experience: Sustained Behaviour Change essential



8% of the total SBM (G) national allocation is on IEC, 5% is to be used by the States

Above the Line Communication

- Large Scale Events: Swachhata Hi Seva fortnight, Swachh Shakti on Women's day, INDOSAN, World Toilet Day, World Water Day
- Mass Media Campaigns on TV, radio, outdoor
- Media Coverage of Key programmatic milestones
- Op-eds, columns and interviews

Below the Line Communication

- Inter-personal triggering through Community Approach to Sanitation (CAS)
- At least one Swachhagrahi being registered per village
- Wall paintings, Nukkad nataks, Swachhta Raths
- Pre-triggering, Triggering, Nigrani Samitis

WASH and Water Supply: A Deeper Look

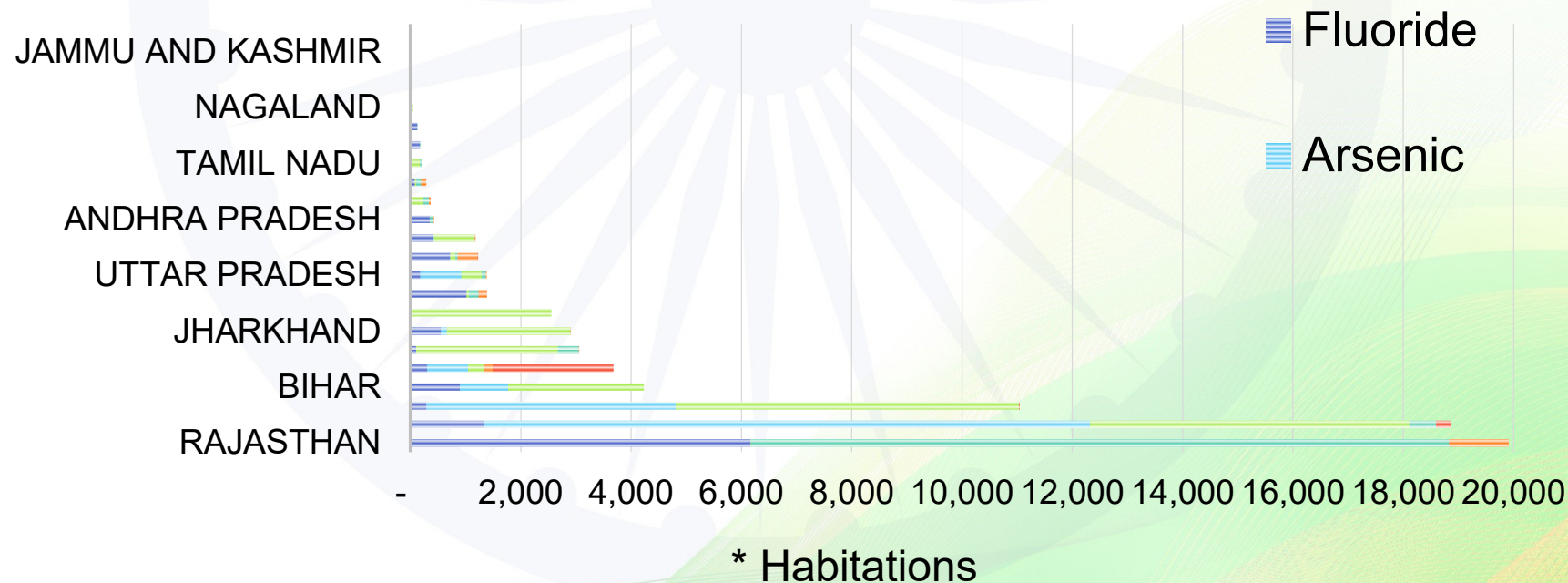


Challenge:

- **37.7 million Indians are affected by waterborne diseases annually**, and
 - **65 million are suffering from fluorosis and arsenicosis**,
- *leading to severe health complications, particularly in rural populations in India*

Vision: Safe and adequate drinking water for all, at all times, in rural India

Objectives: To **serve 91.99 Crore** rural population in **17.26 lakh** rural habitations



WASH and Nutrition: A Deeper Look - International Research



- **A 10 percent increase in open defecation led to a 0.7% increase in both stunting and severe stunting¹**
- **A meta-analysis of 65 lower and middle income countries shows that over half of the variation in child height average was explained by open defecation²**
- **A meta-analysis of 301 global surveys shows that the largest impact of higher levels of sanitation coverage and access is on reducing levels of anemia in children 5 years and under³**
- **Impact assessment rural sanitation programme in Mali: (Lancet Global Health, November 2015): risk of stunting decreased by 14% in CLTS villages compared to control villages⁴**

1. Spears D, Ghosh A, Cumming O. Open defecation and childhood stunting in India: an ecological analysis of new data from 112 districts. PLoS One. 2013;8(9)

2. WHO. Improving Nutrition Outcomes with better water, sanitation and hygiene: Practical Solutions for Policies and Programmes. Geneva: WHO; 2015.

3. Larsen DA, Grisham T, Slawsky E, Narine L. An individual-level meta-analysis assessing the impact of community-level sanitation access on child stunting, anemia, and diarrhea: Evidence from DHS and MICS surveys. PLOS Neglected Tropical Diseases. 2017;11(6):e0005591

4. Pickering A, Djebbari H, Lopez C. Effect of a community-led sanitation intervention on child diarrhea and child growth in rural Mali: a cluster-randomized controlled trial. Lancet. 2015

SBM Delivery Model: Sanitation is “Everyone’s Business”



Swachhta Action Plan

74 Ministries implementing Action Plans worth over Rs 17,000 crores, with a specific budget code for Swachhata

Swachh Iconic Places

Cleaning of 100 Iconic places (20 taken up so far)

Swachhagrahi

4 lakh registered grassroots motivators - Attempting to create army of one per village

Swachhta Pakhwada

All Ministries / Departments observing Swachhta fortnights

Zila Swachh Bharat Preraks

600 young professionals funded by pvt sector deployed at district level.

Swachh Bharat Kosh

Platform for contributions to the Mission by corporates, organizations and private citizens

Potential for aligning activities with nutrition-oriented young professionals

Potential for integration of nutritional messaging with WASH activities

Potential to create complementary action plans for targeted populations under MWCD

Potential for National Nutrition Mission

- **Leveraging existing platforms** for creating a larger and more integrated ‘jan andolan’ movement
- **Co-training existing grassroots motivators** to disseminate nutritional messaging at schools and anganwadis
- **Aligning workplans of existing preraks** with new nutrition cadres to strengthen community-level monitoring and advocacy efforts
- **Developing integrated WASH and Nutrition district-level workplans**

Potential for developing platform for ‘jan andolan’ movement for NNM

Verification and Sustainability: The SBM Model with potential for the NNM

POSHAN Abhiyaan:

Multiple verifications after ODF declaration

- Village democratically declares itself ODF through Gram Sabha
- Third-party inter-district verification within 3 months
- Another verification for sustainability, 6 months after previous

Third-party verifications

- Quality Council of India
- Independent Verification Agency (IVA)
- National Level Monitors
- NSSO

Sustainability

- Detailed ODF(S) guidelines issued
- Guidelines for training and capacity building utilizing a cascade model
- Earmarking IEC funds for Sustainability

Clear annual targets with rigorous monitoring and reporting system

Multi-sectoral approach (MWCD, Health, MDWS, Education, Panchayati Raj, etc.)

Focus on long-term results and capacity building within government structures

Convergence of SBM(G) with MWCD



- At State and District level, the concerned State and District level officers of Women and Child Development are made members of the State Water and Sanitation Mission (SWSM) and District Water and Sanitation Mission (DWSM) respectively
- Anganwadi Worker being a member of Village Water Sanitation and Health Committee, has an important role to play in health and sanitation awareness generation
- Joint Training Programmes for ICDS functionaries (Child Development Project Officers and Additional Child Development Project Officers, Anganwadi Workers) and SBM(G) officials on water and sanitation supply related issues, especially, the health and hygiene aspects
- Joint IEC material may be developed and IEC activities may be taken up by both the Ministries on child, adolescent girl and women related health and hygiene issues.

Thank you