Behaviour Change and its effects on Swachh Bharat Mission: Stories from India

Megha Sen
Anil Agarwal Dialogue
12th February, 2019
**Swachh Bharat Mission**

- Flexibility to States-Institutional Capacity
- Focus on Behaviour Change Communication
- Frontline Leaders-Capacity Building
- Sanitation Technologies
- Monitoring Mechanisms
- Focus on ODF Communities-Sustainability
**SBM Statistics in a glance**

As per the latest MDWS data:

- 98.87% ODF coverage
- 28 ODF States/UTs
- 602 ODF Districts
- Over 9 crore toilets built
- Over 5.5 lakh ODF villages
Elements of CLTS

- Professional
- Personal
- Institutional

Attitude and Behaviour Change

Essential Convergence

Enabling Environment

CLTS Tools and Techniques

Pre-triggering

Triggering

Post Triggering

Follow-up

Post ODF actions

Policy Context

Inter-Institutional Coordination

National Protocol/Budget
SBM-CLTS Analysis

Convergence
- Focus on Behaviour Change
- Capacity Building
- ODF
- Toilet Innovations

Divergence
- Sequence-Infrastructure v/s BC
- Focus on toilet targets
- Output/Outcome
- Lesser flexibility to move along the sanitation ladder
Fate of toilets provided

Yemen

Sierra Leone
## Case Study: Himachal Pradesh

- Key actors in the sanitation sector were ‘triggered’ and a process to create an enabling environment began.

- Belief: Rural sanitation is a critical entry point to strengthen decentralization for service delivery apart from the benefits it would confer on its own.

<table>
<thead>
<tr>
<th>Mobilization workshops organized</th>
</tr>
</thead>
<tbody>
<tr>
<td>✔ Analysis of the current situation</td>
</tr>
<tr>
<td>✔ Introduction to the CLTS approach</td>
</tr>
<tr>
<td>✔ Group work on key issues</td>
</tr>
<tr>
<td>✔ Identification of the way forward</td>
</tr>
</tbody>
</table>

- Lack of reliable data and non-usage identified.

- No subsidy policy adopted by State.

- Exposure trip to Maharashtra.

- 2005-official policy change.
Strategy adopted

- The key principles of the new strategy were:
  - Introduction of a holistic concept of sanitation
  - Have a demand oriented, outcome based approach
  - Awareness Generation on the ‘need’ for sanitation amongst people individually and a community
  - Involvement and ownership of the community
  - Shift from individual subsidies to community incentives
  - Local bodies undertake responsibility for sustainable delivery of services
  - Identify appropriate institutional arrangements for delivery of services and relevant
  - Capacity support including partnership with NGOs/ CBOs and address interdepartmental co-ordination
  - Emphasize monitoring and evaluation to determine success and outcomes.
Impact of the intervention

- PRI institutions at the centre
- Sanitation Competition Scheme- ODF village criterion
- Technology Manual Handbook
- Emergence of home-grown champions
- Committees and plans developed
- 2007: State level rural sanitation committee
- Continued interaction and the evolution of an excellent monitoring system
- New monitoring system focused on the processes to create ODF villages
- Second ODF state under SBM
Case Study: Haryana

- 2016: Entry point for institutional triggering ➔ Mismatch between toilet construction (87%) and usage (46%)
- Emphasis on toilet coverage would soon cross 100%
## Strategy adopted and the impacts

- CLTS Foundation-World Bank-Govt. of Haryana
- Meeting with the 21 Deputy commissioners responsible for sanitation
- ODF strategy for Swachh Haryana

- Focus on BC - Health outcome and not toilet outputs
- Post ODF community incentives
- Motivation for BC by downplaying subsidy
- Community led and not external agency led

- State CLTS champions within the bureaucracy were engaged for increased ownership
- CLTS Foundation with the other stakeholders conducted regular training of trainers and high level review meetings to strengthen the implementation process
- The political will and support of the bureaucracy drove the movement in Haryana
- Haryana was one of the first 5 states to achieve ODF status in India under SBM
Kalyani, First ODF Urban Town in India

- Municipal town 50 kms from Kolkata

- Mismatch between the demand and service delivery due to migration and urbanization

- Under the previous schemes, many individual households were provided with sanitation subsidy and hardware
Fate of free toilets in a slum of Kalyani
CLTS Intervention

- CLTS was implemented in 2006 under the KUSP programme
- Championed by the Municipal Chairman and a team of senior officers
- Ward Councillors were triggered through a workshop
- Upfront subsidy was halted and focus on community incentives
- Community triggering led to the emergence of ‘Natural Leaders’
- Capacity building of the Natural Leaders
- Supply side was supported
- Continuous monitoring across all levels
- Innovative designs emerged
Signboard declaring Open Defecation-Free, Para Vidyasagar Colony, Kalyani Municipality, West Bengal
First ODF Town declared

- Reliance on behaviour change led to ODF communities
- Soon after, the Municipality made available other amenities including solar power using the community incentives through community consultation
- Received the National Urban Water Award and was declared ODF in 2009
Way Forward

- Address the issue of sustained behaviour change for long term health outcomes
- Address the issue of solid liquid waste management
- Address the issue of moving along the sanitation ladder
- Address the issue of operation and maintenance
Thank You