

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

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Swachh Bharat Mission



Flexibility to
States-Institutional
Capacity

Focus on
Behaviour Change
Communication

Frontline Leaders-
Capacity Building

Sanitation
Technologies

Monitoring
Mechanisms

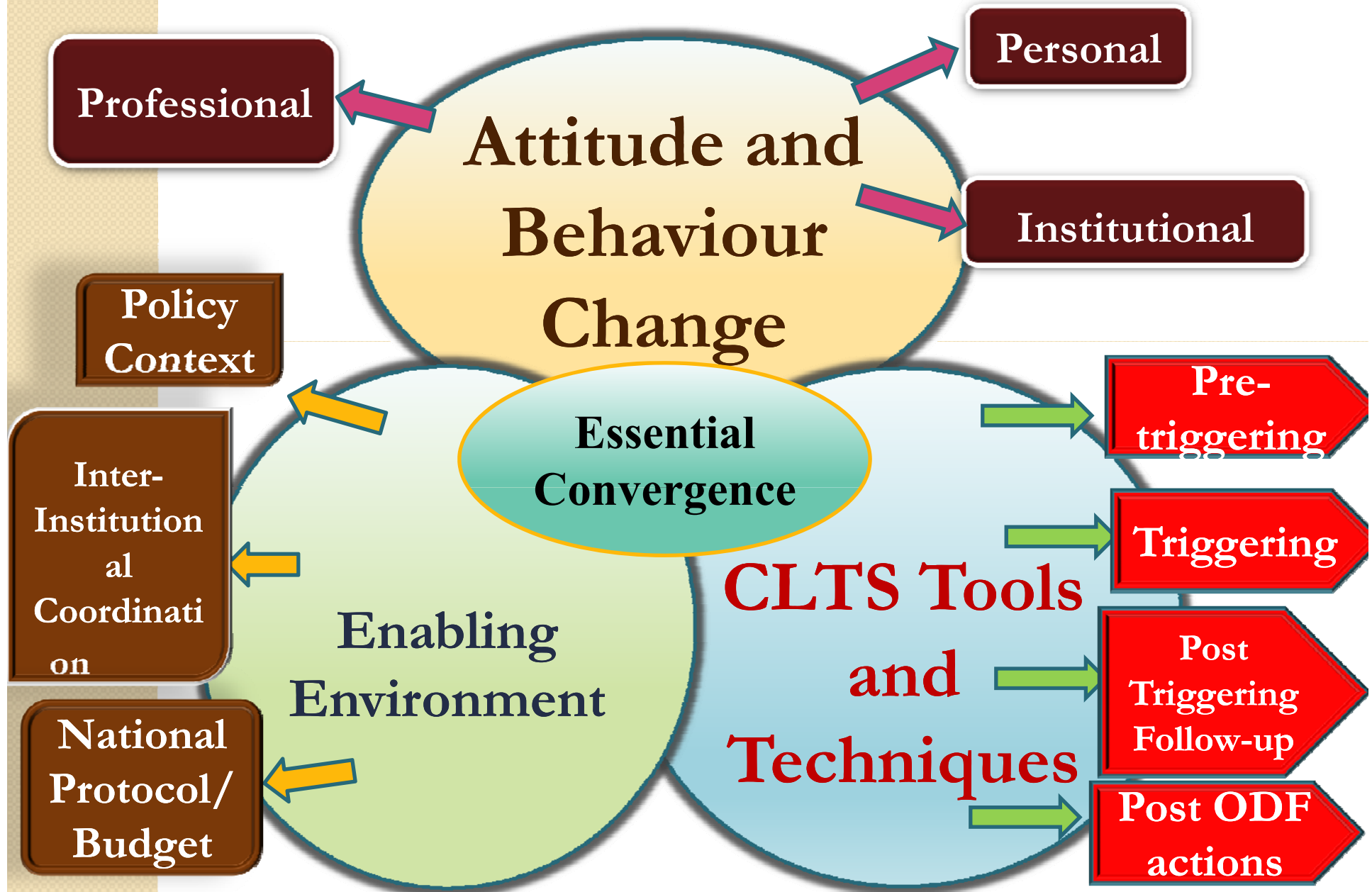
Focus on ODF
Communities-
Sustainability

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



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
- Mobilization workshops organized
 - ➔ Analysis of the current situation
 - ➔ Introduction to the CLTS approach
 - ➔ Group work on key issues
 - ➔ Identification of the way forward
- 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
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- 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

Local Community Innovation in Kalyani



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

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Thank You