



# Swachh Bharat Mission

## *India's Sanitation Revolution*



**Parameswaran Iyer**  
**Secretary, 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**

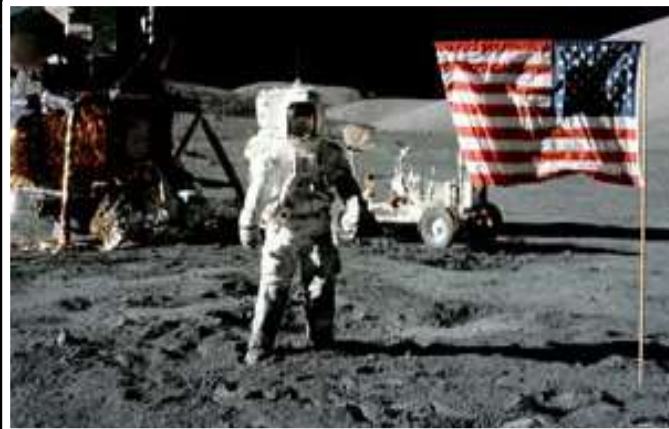
**India is witnessing a sanitation revolution.  
And you are a part of it!**



# A Big Hard Audacious Goal\*



**May 25, 1961,**  
President John F. Kennedy announced his goal of putting a man on the moon by the end of the decade



*A Man on the Moon*  
Time: 8 years



**Aug 15, 2014,**  
Prime Minister Narendra Modi, announced a Swachh Bharat by 2nd Oct 2019



*Changing habits of 1.25 billion people*  
Time: 5 years

\*Adapted, original phrase coined by Jim Collins

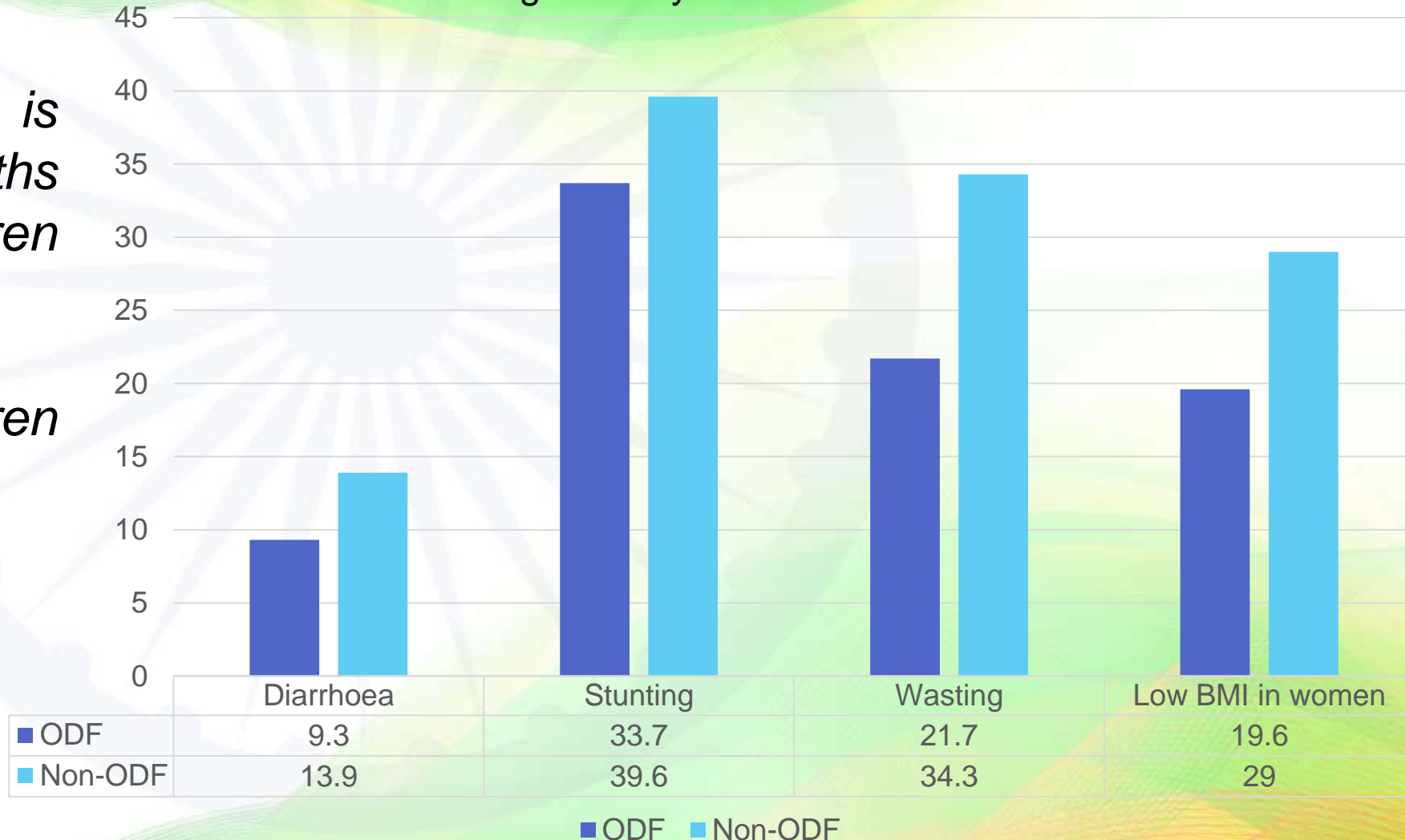
# The impact of SBM-G on public health



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



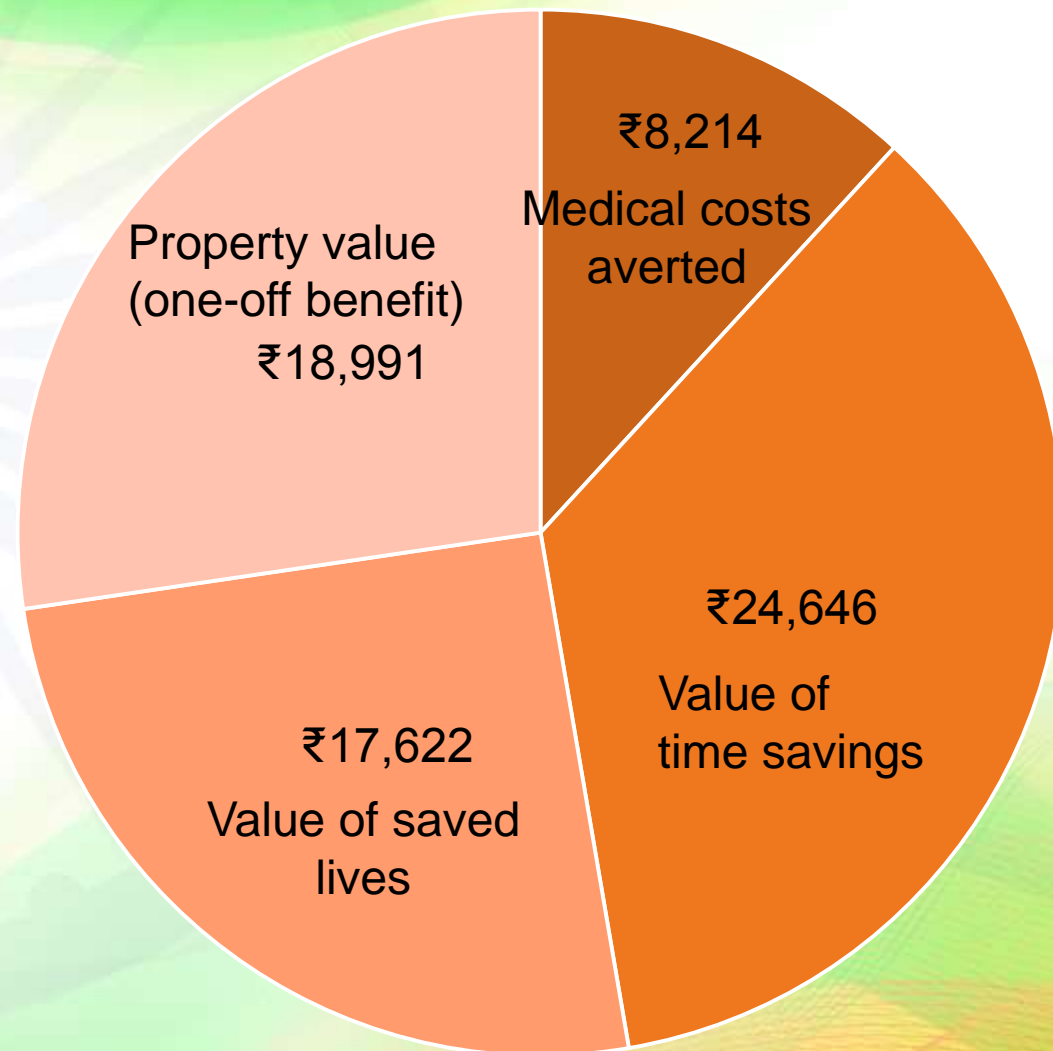
UNICEF estimates that a household in an ODF villages in India save Rs.50,000 (\$800) every year

*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

# Rapid achievements under SBM-G



## Sanitation coverage over the years



Usage  
QCI 2017: 91%  
NSSO 2016: 95%



# Sanitation coverage across States

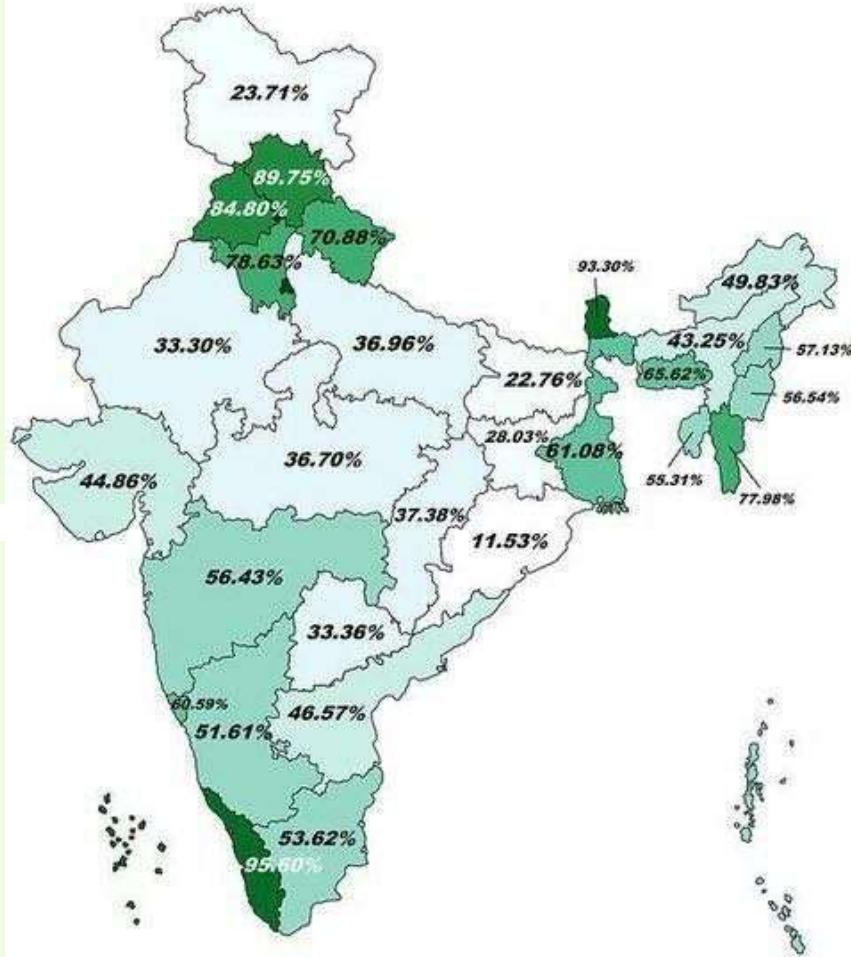


Coverage: 76%  
 ODF districts: 287  
 ODF villages: 304,792

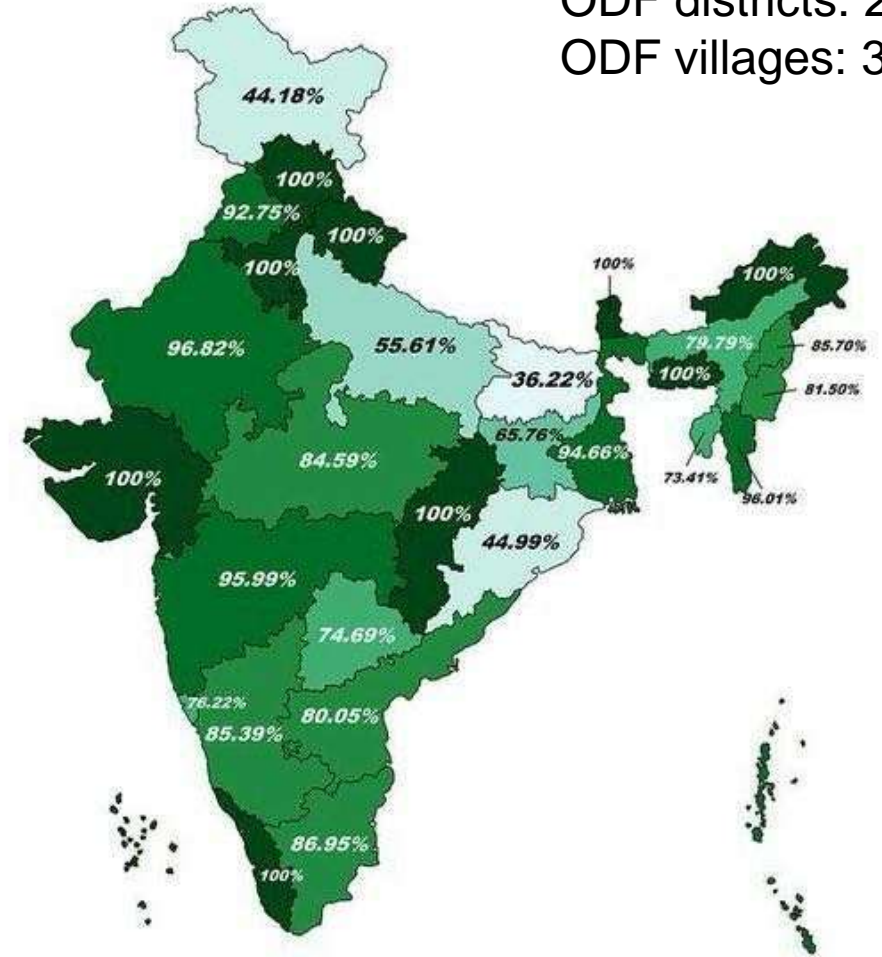
ODF states: Sikkim, Himachal Pradesh, Kerala, Haryana, Uttarakhand, Gujarat, Arunachal Pradesh  
 ODF UTs: Chandigarh and Daman & Diu



10 States to be ODF by March 2018, on track for ODF India by Oct 2019



2014



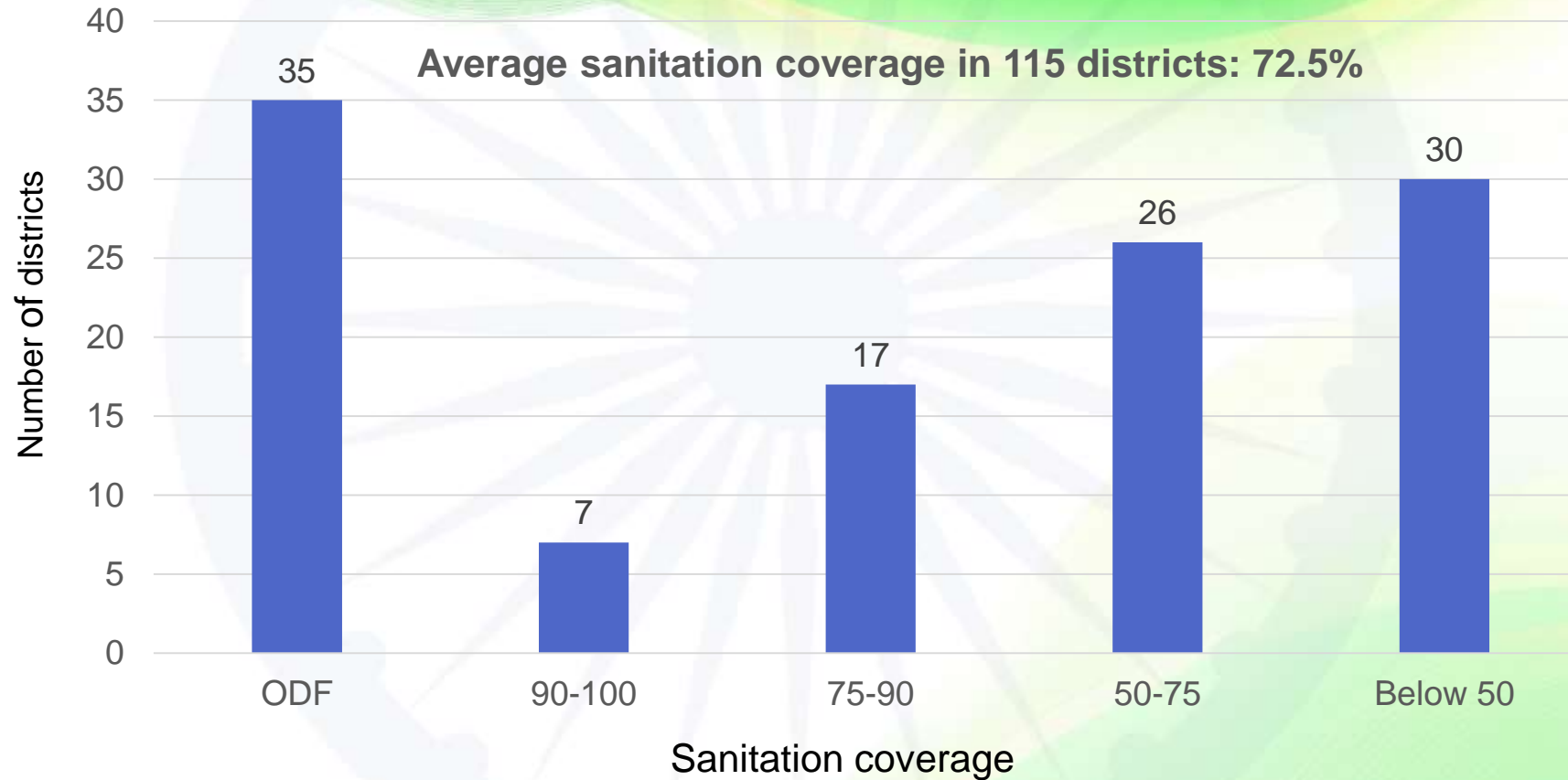
2017



# SBM-G in your districts



## 115 Districts by sanitation coverage



The performance of the 115 districts on Swachh Bharat has been impressive!

# 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

- Only 15 of the 35 ODF districts are 100% verified, the rest must verify immediately
- Spot field visits by you and your team
- 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

# Drinking Water: NRDWP more outcome oriented

## Steps to improve efficiency

- Priority funding to ongoing schemes
- New PWS only in ODF, SAGY, Arsenic/Fluoride habitations
- Verification through third party checks
- Funding only for PWSS. No funding for hand pumps (Except for JE/AES)
- O&M by the state/PRIs/RLBs

## Outcome and result based financing of schemes (for 2<sup>nd</sup> instalment)

- 25% of the funding in reimbursement mode
- 25% of the funding linked with functionality from third party assessment





**Success stories from among YOUR districts**

# Ramgarh, Jharkhand

## Key Achievements

Sanitation coverage increased from 15% in April 2015 to 100% in April 2017

**Core Strategy:** Making sanitation everyone's business through IPC - nukkad nataks, swachhata raths, human chains, school rallies, prabhat pheris etc

## Additional strategies adopted

- Convergence of funds to repair 15,000 defunct toilets and to address slip-back cases - Raised Rs.56.01 crore from District Mineral Fund Trust (DMFT)
- Commitment letter from all GPs to adopt safe sanitation practices
- Local MLA, district administration officials and affluent people participated in pit-digging
- Color-coded stickers to monitor usage of toilets



# Jaisalmer, Rajasthan

## Key Achievements

Sanitation coverage increased from 83% in April 2017 to 100% in December 2017

**Core Strategy:** Making sanitation everyone's business through IPC - nukkad nataks, swachhata raths, human chains, school rallies, prabhat pheris etc

## Strategy adopted:

- Using popular figures from Bollywood to motivate villagers
- Local MLA, district administration officials and affluent people participated in pit-digging
- Engaging nodal officers for each GP to enhance monitoring of progress

# Nellore, Andhra Pradesh

## Key Achievements

Sanitation coverage increased from 43% in April 2016 to 100% in September 2017

**Core Strategy:** Empowered natural leaders to be the symbol of change and motivate villagers through targeted IEC events in laggard Gram Panchayats

## Strategy adopted:

- Organized 41 intensive campaigns simultaneously on 3/12/2017 that was attended by 5000 motivators to promote the importance of SLWM and other ODF+ activities
- Women and school children led massive Swachhata rallies throughout the district
- Promoting toilet with bathroom





# Thank you