

No.S-11011/3/2015-SBM-Part(1)  
Government of India  
Ministry of Drinking Water and Sanitation  
Swachh Bharat Mission (Gramin)

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New Delhi-110003.

Dated: 14.09.2016

To

Principal Secretary/Secretary, In-charge (Rural Sanitation)  
All States/UTs

**Subject: Linking of sports and cultural events with ODF**

Madam/Sir,

Swachh Bharat Mission (Gramin) is being implemented as a citizen's movement. Various activities – festivals, sports and cultural activities - are being utilized to propagate the message of sanitation.

2. Harda district in Madhya Pradesh conducted 'ODF Olympics' in which various local sport events were conducted with participation restricted to ODF villages. The district was able to create positive discrimination for ODF villages and generate positive spirit for a noble cause. The sports were so designed as to give maximum prizes for villages as a whole rather than individual prizes. This further fostered collective spirit amongst those villages. A detailed note on the Harda initiative is **annexed**.

3. It is advised that your State may also take up similar activities that foster the spirit of celebration amongst villages that have obtained ODF status and also motivates the rest to achieve the same. These may include conduct of sports events at the district and State levels. This Ministry may be kept apprised of the action taken in this regard.

Yours faithfully,



(Arun Baroka)

Joint Secretary to the Govt. of India

## **Note on ODF Olympics in Harda district, Madhya Pradesh**

Literally meaning 'war against impurity', Operation Malyuddh started off as an experiment to engage communities and create an open defecation free environment in villages by shifting the onus from government to people of the village; slowly it turned into a more institutionalized campaign involving every possible stakeholder and making them a change agent in the behavior change process. It is because of such initiatives that Harda has been declared ODF.

Harda could attain the ODF status due to the efforts of the community, wherein the men women and children commandos (Vanar-sena) have played a crucial role. Wherein they ensured maximum participation to not just stopped open defecation, but have also ensure ODF sustainability in the villages. The high level of motivation within the communities resulted in effective vigilance committees which worked without any monetary incentive. However in order to incentivize their participation the district administration has come up with many innovative initiatives. One such initiative that motivated the community and ensured sustainability of ODF status was holding ODF Olympics.

In order to motivate and ensure positive discrimination amongst the ODF communities, the District administration (Dept of Water Supply and Sanitation), on 23/11/2015 decided to hold community and individual sports competition. Wherein, individual and groups competitions were held. To honour and recognize the efforts of those working towards the cause of humanity and not motivated any incentive, UN has declared 5<sup>th</sup> December as International Volunteer Day for Economic and Social Development. Similarly, Harda declared 5<sup>th</sup> December 2015 as ODF Olympics day, for celebrating the efforts and incentivizing the communities which worked to fight open defecation. The sports played in the competition ranged from- kabbadi, kho-kho, race, slow-cycling race, sack-race, sit-ups, push-ups, lemon-spoon

race, mehndi and rangoli competition, and bisk-walking for race elderly. The competition catered to participants from every age-group.

The village level winners contested at the Block (Janpad) level, and those who won the Block level competition competed at the District level. The finals of which were held on 13/Dec/15. This finale was termed as *ODF Olympics*. In 2015, over 1000 participants competed in 20 categories. The top three winners in each category were awarded and the respective GPs of the winners were also awarded some points. The GPs earning maximum points in the finale on 13/Dec/15 was declared as ODF Olympics champion. In order to celebrate the cause of cleanliness, the products made from the initiative 'From Waste to Wealth' were also displayed.