CHAMPARAN KA SWACHHAGRAHA
“Sanitation is more important than political independence”

- Mohandas Karamchand Gandhi
“The first step towards a developed India is to create a clean and hygienic and therefore a healthy India. Let us ensure that this jan andolan intensifies every day and every citizen plays his part.”

Ram Nath Kovind  
President of India  
2nd October, 2017 | Porbandar, Gujarat
“Those who say that history does not repeat itself, can come here and see for themselves how a 100-year-old history is still alive and kicking, before our very eyes. In a way, the Swachhagrahis who are sitting here before me are the ones who have a part of the ideals, ideas and deeds of Gandhi alive inside them.

Hundred years ago, people from all over the country had come to Champaran. They had worked under the leadership of Gandhiji, visiting lane by lane. Today, 100 years later, people from different corners of the country have worked equally hard, spending days and nights working shoulder to shoulder with the enthusiastic and young Swachhagrahis.”

Narendra Modi
Prime Minister of India
Champaran, Bihar | April 10th, 2018
CHAMPAран SATYAGRAHA

In April 1917, Mahatma Gandhi launched the Champaran Satyagraha—a mass movement to bring justice to indigo farmers in the Champaran district of Bihar. Gandhi called the movement “Satyagraha”, derived from the Sanskrit words “satsya” (meaning truth) and “agraha” (meaning polite insistence). This became a turning point in the national movement of non-violent resistance to fight India’s war of independence.

In addition to truth and non-violence, the Mahatma also held cleanliness and sanitation close to his heart. He was greatly troubled by the poor state of sanitation and cleanliness in India, particularly the lack of adequate toilets. Along with the struggle for India’s independence, he also led a continuous struggle for sanitation, cleanliness, and efficient management of waste.
**SATYAGRAHA SE SWACHHA GRAHA**

In 2014, Prime Minister Narendra Modi paid a tribute to Gandhiji by taking a solemn vow to realize the Mahatma’s vision of cleaning up the entire nation. He launched the Swachh Bharat Mission (SBM) to ensure that India’s villages and cities become clean by the year 2019, when the nation celebrates the 150th birth anniversary of the Father of the Nation.

In April 2018, to commemorate 101 years of the Champaran Satyagraha, Swachh Bharat Mission paid a tribute to Gandhiji once again by celebrating Swachhata or cleanliness through a ‘Jan andolan’ campaign.

Termed ‘Satyagraha se Swachhagraha’ (from insistence on truth to insistence on cleanliness), the event was a week-long campaign that recognised and honoured the “Swachhagras” — the foot soldiers who are dedicating their time and effort to making India clean.

Swachhagrahis are usually natural leaders who have been engaged at local and district levels and specifically for the purpose of sanitation. There are 680,000 Swachhagrahis (September 2018) on the ground today. The Mission aims to have at least one Swachhagrahi in every village, that is, an army of at least 600,000 Swachhagrahis.

The ‘Satyagraha Se Swachhagraha’ campaign was carried out from 3rd April - 10th April, 2018 in all 38 districts of Bihar and it concluded with a commemoration meeting in Motihari, Champaran (Bihar) on 10th April 2018. This is the same town, where a century ago Gandhiji triggered a jila andolan that sought a better future for Indians.
‘Satyagraha se Swachhagraha’ was fuelled by the “CHALO CHAMPARAN” call which brought together 10,000 Swachhagrahis from Bihar and 10,000 Swachhagrahis from other states across India, and paired them together, to enable them to exchange best practices. The Swachhagrahis fanned out in teams across the State of Bihar to motivate villagers to adopt better sanitation practices for themselves at the household and community level.

During the Satyagraha Se Swachhagraha Campaign in Bihar, 3rd - 10th April 2018

- Individuals Covered: All 38 districts across Bihar
- Swachhagrahis Engaged: 20,000
- Villages Covered: 50,000
- Household Tollets Constructed: 850,000
- People Trained: 600,000

Women Swachhagrahis undertaking triggering activity.
SWACHH BHARAT MISSION (GRAMEEN)

Since the launch of Swachh Bharat Mission in 2014, India is witnessing a sanitation revolution. It has emerged as the largest sanitation behaviour change program across the world. The progress is accelerating every day, and the Mission is on track to achieve an ODF India on October 2nd, 2019, the 150th birth anniversary of Gandhiji.

- People practising open defecation in rural India has fallen from 560 million to less than 150 million.
- Rural Sanitation Coverage stands at 93% plus.
- Over 85 million rural toilets constructed.
- 4.46 million villages, 460 districts, 21 states and UTs made Open Defecation Free.

Data as on September 2018.
Impact of Swachh Bharat Mission and Improved Rural Sanitation

Health Impact
Sanitation Health Impact Assessment Study 2017 by Bill & Melinda Gates Foundation (BMGF) across 4,000 households (2,000 in ODF districts and 2,000 in non-ODF districts) establish a case for health indicators being better in a community which has access to improved sanitation:

- 46% Higher cases of diarrhea among children in non-ODF areas
- 78% Higher cases of worms in stool of children in non-ODF areas
- 17% Higher cases of stunting among children in non-ODF areas
- 58% Higher cases of wasting among children in non-ODF areas
- 48% Higher cases of women with lower Body Mass Index than normal in non-ODF areas

Financial and Economic Impact
UNICEF study in 2017, across 18,376 respondents representing 10,068 rural households across 12 states:

- ₹9,024 on account of avoided medical costs
- ₹24,646 on account of time savings
- ₹17,622 on account of value of lives saved

Over ₹50,000 per year

Impact by Way of Lives Saved
A 2018 WHO study estimates that the improvement in sanitation under the Swachh Bharat Mission will account for a cumulative 307,162 avoided deaths (lives saved) due to diarrhea and protein-energy malnutrition by 2019.

307,162 lives to be saved by Swachh Bharat Mission by 2019

There is also an estimated one-time benefit of increase in property value of almost ₹13,000 per household.
FROM TRIGGERING TO SUCCESS

20,000 Swachhagrahis actively campaigned in the villages across all 38 districts of Bihar

Getting Ready
Prior to their arrival in Bihar, the Swachhagrahis received orientation training in their home states on what to expect during the week, and a refresher on the key messaging to be imparted when conducting Triggering at village facilitation. This was to prepare them for result-oriented outcomes at the end of the week-long campaign.

Once they arrived in Bihar, they were welcomed in Patna, and then sent to their assigned districts.

Here, they were paired with the Swachhagrahis from Bihar. The pairs then worked together, with the block and district officials, to determine and plan the achievements of the target. Every household in the community they are working in, have access to a toilet by April 8th, 2018.

Training of local and state Swachhagrahis in Bihar before the campaign

Triggering Bihar
The activities on the ground commenced with Triggering. The Swachhagrahis used tools to evoke feelings of shame and disgust, to complement the technical knowledge being imparted – into desiring toilets for their homes. They demonstrated how to dig pits and start constructing durable toilets, using the government sanctioned twin-pit latrine model.

This government model has the potential to convert waste into fertilizer, and is designed to be cost-effective for even the most rural pockets of the nation.

Triggering activity being conducted to generate a demand for twin-pit toilets among the community
Highlights

Rallies and Padyatra (Walkathons)

In Katihar, there was a 30 kilometre Padyatra along the banks of the holy river, Ganga. At various places, people welcomed the Padyatra with flowers and promised their support for the campaign. During the Padyatra, several wards and the Naksabganj Panchayat of Manihari were declared ODF.

Prabhat Pheri or ‘early morning rounds’

This is a dissuasion activity accompanied by chanting, singing, and playing of instruments. In Sitamarhi, Swachhagrahis from Rajasthan visited spots where people defecate in the open and persuaded them to use toilets. Team members gave flowers to the people, and put soil on the faeces thereby triggering sanitation behaviour change.
Recognizing children as important agents of change

Officials and Swachhagrahis engaged with children from the start of the campaign. At Fatuha block headquarters, Swachhagrahis from Tamil Nadu commenced the Zid Zaro campaign, in which children were motivated to persuade their parents to build toilets. In Patna’s Dalton Bazar, students were taught about cleanliness in congregations and they were encouraged to participate in song and dance activities that they could then take back home and demonstrate to their families. In Sitamarhi, playing kits were distributed to all school children, and sports tournaments were organized at the panchayat level through which messages around cleanliness and sanitation were disseminated.

Schools were roped in to raise awareness amongst their students

Students took out rallies, wrote letters to their parents to build toilets, and came up with catchy slogans. In Gopalgarh, an awareness rally was organised by students. It covered many villages, and the students participating in it raised slogans written on placards. Before the rally, students were taught about the advantages of washing hands and having a daily bath. In Buxar, students of several schools organised a Cleanliness Fortnight.
SHG members taking out a rally against open defecation.

Women Take Leadership Role

In Lakhisarai, women of the villages were especially asked to join meetings with the Swachhagrahis in order to discuss effective messaging to take back home to their households. In Siapur in East Champaran, 500 women participated in the night Chaupai. Women across districts pressured the men to build toilets, threatening that otherwise “the kitchen will stay cold.”
To maximise the output from the "Satyagraha to Swachhagraha" campaign, the Government of Bihar ran Swachhata Raths (Cleanliness on Wheels) from 22nd March to 10th April 2018 in all the 38 districts of Bihar. These Swachhata Raths covered every block and Gram Panchayat, and telecast videos to demonstrate best hygiene practices, toilet construction and champion stories. Once the video was shown, the villagers were then engaged by the Swachhagrahis who acted out plays and sang songs about sanitation. The Swachhata Raths attracted large crowds – especially women and children, who were an effective tool in messaging the community Social Behaviour Change Communication. In some areas like Samastipur, motivational videos were telecast throughout the day, at city squares.
Gaddha Kheda Abhiyan (digging of pits)
Swachhagrahis continued to build upon the activities initiated in the first few days, with focus on converting the triggered emotions of shame, disgust, and desire for access to sanitation into tangible realities. Swachhagrahis went door-to-door to appeal to individuals to construct toilets and this was taken up on a war footing. In Khagaria, 5,000 pits were dug for building toilets under this campaign. Gopalganj gave itself a target of covering 2,000 households with toilets within the week. In Danapur, a rally was held, and hundreds of pits were marked.
E V E R Y  D A Y  C O U N T S

3rd April, 2018

- Swachhagrahis from Bihar and other states arrived in their allotted districts.
- They were welcomed and oriented on their tasks and mission for the week.

4th April, 2018

- Triggering activities were undertaken across villages, in districts allotted to Swachhagrahis.
- Pit-digging and twin-pit toilet construction demonstrations were undertaken.
- Children were motivated to persuade their parents to build toilets.
5th April, 2018

- Campaign gained momentum, as activities initiated by the Swachhagrahis and local leaders were in full swing.
- Women SHG groups became a part of this campaign.
- Swachhata Raths were rolled out.

6th April, 2018

- Swachhata Rallies, across districts, were the highlight of the day.
- Cultural taboos and other nuances surrounding sanitation issues were discussed.
- Prabhat Pheris and night vigils were hosted, during which children and adults alike gathered to instill a sense of oneness amongst the community towards sanitation.
7th April, 2018
- Door-to-door campaigning to spread the message of sanitation.
- Chaupals for women were organised.
- Pit-digging and construction of durable twin-pit toilets gained momentum.

8th April, 2018
- ODF Declaration Ceremonies were held.
- School-based sanitation activities were undertaken.
9th April, 2018

- Swacchagrahis from across all districts started arriving at the specially created “Tent City” in Motihari for the culminating event, coinciding with the 101st anniversary of the Champaran Satyagraha.
CHALO CHAMPARAN
APRIL 10TH, 2018 - THE CULMINATION

The week long ‘Satyagraha Se Swachhagraha’ campaign culminated on April 10th, 2018, commemorating 101 years of the Champaran Satyagraha.

The day started with homage to the Father of the Nation.

The special ceremony was presided over by the Prime Minister of India, at Motihari in Champaran, in the presence of Central and State Ministers and other senior dignitaries.

The Prime Minister, Shri Narendra Modi, gave a rousing speech to the 20,000 Swachhagrahis seated before him and the 4,00,000 other Swachhagrahis watching him through electronic media. He said “We are taking forward Mahatma Gandhi’s ideals through the Swachhagraha movement.”
Ten Swachhagrahis, who were identified by the states to be those who excel above and beyond the call of service, were awarded by the Prime Minister during the closing ceremony.
HONOURING THE AWARDWINNERS
SWACHHAGRAHIS

Juguli Nenerega
Director, Swachh Bhoomi

Juguli Nenerega is a newly appointed member of the board of directors of Swachh Bhoomi, the first all-women sanitation organization in India. He spearheaded the project to construct 100,000 toilets in rural India, transforming the lives of millions of people. Under his leadership, Swachh Bhoomi has not only achieved its goal but has also gone beyond to create awareness about sanitation and hygiene in rural areas.

S. Rajathekshmi
Director, Swachh Ganga

S. Rajathekshmi is a prominent leader in the field of water conservation and sanitation. She has been instrumental in promoting the use of natural resources and has worked tirelessly to improve the quality of life for the millions of people living in rural India. Under her guidance, Swachh Ganga has transformed many communities, providing safe drinking water and sanitation facilities.

Moorit Jharia
Director, Swachh Sundari

Moorit Jharia is a dedicated leader in the field of sanitation and hygiene. She has been working towards improving the living conditions of people in rural India, focusing on cleanliness and waste management. Through her efforts, Swachh Sundari has made significant contributions to the fight against open defecation and the promotion of sustainable sanitation practices.

Atteq Ahmed
Director, Swachh Pahal

Atteq Ahmed is a visionary leader in the field of sanitation. He has been instrumental in creating awareness about the importance of sanitation and has worked towards improving the living conditions of people in rural India. Through his leadership, Swachh Pahal has facilitated the construction of thousands of toilets, transforming the lives of millions of people.

A. Ramesh
Director, Swachh Utsav

A. Ramesh is a dedicated leader in the field of sanitation and hygiene. He has been working towards improving the living conditions of people in rural India, focusing on cleanliness and waste management. Through his efforts, Swachh Utsav has made significant contributions to the fight against open defecation and the promotion of sustainable sanitation practices.

#SwachhGrameen
#SwachhBhoomi
M E D I A  A N D  C O M M U N I C A T I O N

Print and electronic media, radio and television - all extensively covered the Satyagraha Se Swachhagraha campaign. Press conferences were held with government officials, key stakeholders, and theSwachhagrahis themselves. There was involvement of community and national radio stations, and television channels, in covering the entire campaign. In Patna, a media conclave was organized to underline the importance of the campaign and the expected outcomes.

The media actively covered the campaign as it unfolded, under the banner call of ‘Chalo Champaran’. Radio jingles ran complementary to the ads, and community radio stations actively created their own content. A workshop with PRs and content creators, on the theme ‘Chalo Champaran – the Satyagraha to Swachhagraha Campaign’ was hosted in Patna. Radio Jockey PJ Simron and RJ Rahul, spoke about the FM 104 ‘Mere DJ Mein Hein Champaran’ radio campaign.

Chalo Champaran was also trending on social media. Officials and people’s representatives, young people and youth organizations participated enthusiastically. Twitter was abuzz with messages such as “Hamme man mein thana hai, Swachh Bharat banana hai” (We are determined to make India clean). The virtual world was swamped with related videos, photos and messages.

Famous Bollywood actors Amitabh Bachchan, Anushka Sharma, Madhuri Dixit and Akshay Kumar promoted, across various media, the importance of sanitation and the Satyagraha Se Swachhagraha campaign.

With the support of partner organisations in Bihar and nationally, the media rallied to give full support to the Satyagraha Se Swachhagraha campaign, and was heavily covered through newspaper articles, television advertisements and discussions, and radio shows.

Interaction with the national media in Delhi

Workshop for radio professionals on importance of their role towards Swachh Bharat Mission
BEYOND CHAMPAран

The campaign in Champaran effectively showed what a jan andolan could accomplish in just a few days.

Thanks to the efforts of the Swachhagrahis, and the hundreds of thousands of people of Bihar, 850,000 toilets were constructed in that week, many of them in villages and blocks that are now open-defecation free as a community. This could not have been achieved without everyone playing his or her part in the movement. Much more important than this, however, is the spirit that was generated across the country before, during and the after the event. There was one story written-large sanitation belongs to the people.

What the events of April 2018 also provide is a successful road map for future large-scale campaigns. Not surprisingly, many such community-led events have followed Champaran Swachhagraha.

As India approaches the deadline for the Swachh Bharat Mission, and the Government starts prioritizing the communities yet to access sanitation, and in turn get access to better health and economic stability, it becomes important for such large-scale and short-term campaigns with high effectiveness to be replicated in various parts of the country.