



SANITATION BEHAVIOUR CHANGE



“Cleanliness cannot be achieved through budget allocation. Behaviour change is the solution. It should become a mass movement.”

Narendra Modi
Prime Minister, India

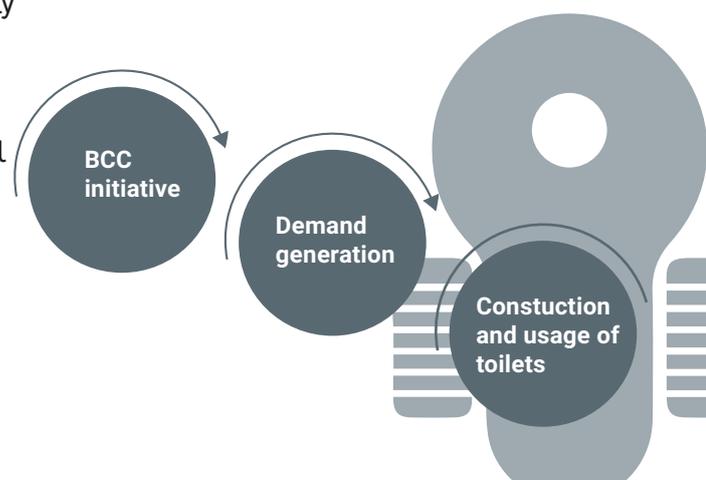
Unique Challenges in India

Almost a century ago, Mahatma Gandhi, the Father of the Indian Nation, tried to instill the importance of sanitation into the public conscience. Yet, despite multiple initiatives to improve sanitation throughout the country, the problem still persists.

Clearly something major had to change. India's huge population had to be persuaded to change the age-old practice of defecating in the open. At the launch of Swachh Bharat Mission (SBM) in October 2014, the task seemed daunting. How could 1.2 billion people, speaking 22 languages with 14 different scripts and 720 dialects, be persuaded that toilets were essential? How could people, and especially men, be convinced that going outside homes to defecate was worse than installing and using a dingy, and possibly smelly, toilet on their plot.

Swachh Bharat Mission: The Biggest Behaviour Change Campaign Ever

- » Early on, the SBM-*Grameen* team decided to focus, not only on the construction of toilets, but also on making villages open defecation free (ODF). Although toilets had to be constructed for them to be used, there was also a simultaneous need to inculcate safe toilet behaviour by all family members.
- » The programme therefore prioritized behaviour change communication (BCC)
- » This led to an increase in demand from communities for safe toilets and their sustainable use.



Behaviour Change at the Heart of SBM Strategy

01. Committing budgets for behaviour change

- » Upto 8 percent of the financial investment of ~USD 30 billion over 4–5 years in sanitation is earmarked for BCC and capacity building.
- » State governments have been encouraged to spend the designated BCC budget for capacity building, BCC campaigns, mass events, payment of incentives to *swachhagrahis* (SBM foot soldiers), etc.
- » Disbursement of the BCC funds has been made a pre-condition for States to receive further central funding under SBM-G.

02. Capacity building as part of behaviour change strategy

Community Approaches to Sanitation (CAS), a demand-driven approach, encompasses a range of interventions that seek to help communities become ODF through community driven leadership. A comprehensive and standardized training package on CAS was developed to support the orientation and training of functionaries at national, State, district, sub-district and village levels for the effective implementation of SBM-G. Key features of this approach include:



- » Leveraging the foot soldiers of SBM-G, the *swachhagrahis*
- » Capacity building through a countrywide network of Key Resources Centres (KRCs)
- » Based on the participatory rural appraisal method
- » Preceded by pre-triggering transect walk
- » Aimed at inculcating a feeling of disgust and aversion towards open defecation
- » Followed-up with early morning *nigrani* (monitoring)



03. Media rollout plan for behaviour change strategy

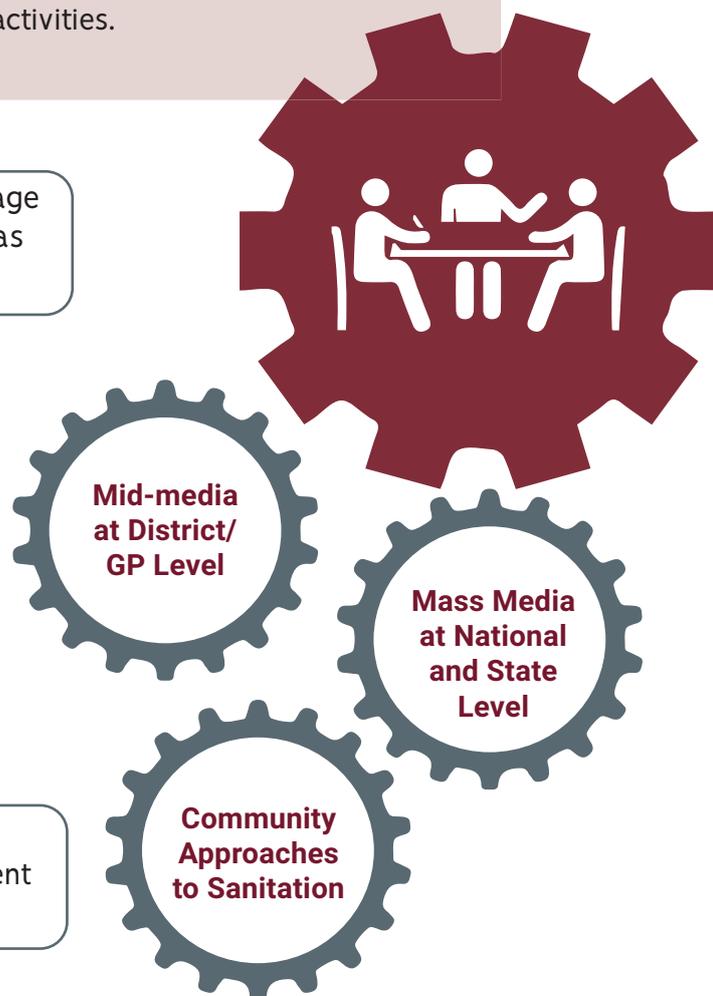
BCC activities are not treated as stand-alone but as a component of SBM-G. Supporting the community level approach are mid media and mass media activities.

Mid-media is helping the programme to take the message of sanitation to every household in every village, and has helped the programme reach the unreached.

- » Wall paintings
- » Exhibitions
- » Song and drama activities
- » Gaurav (pride) yatras
- » Street plays
- » Community radio

Mass media is extensively used to raise awareness on sanitation and related issues. Noted celebrities have also lent their voice to mass media campaigns.

- » Involvement of National SBM ambassadors
- » Transmission of campaign in regional Indian languages
- » Use of TV and radio for audio-video content
- » Print, hoardings for reinforcing audio-visual campaign
- » Extensive use of social media



Swachh Bharat: A Jan Andolan

This concerted effort using all means of communication has succeeded in mobilizing people at every level for the goal of an open defecation free India. Swachh Bharat has truly become a *jan andolan*, or people's movement.

Children as agents of change

Tushar (from Kumhari Gram Panchayat of Madhya Pradesh State) is not an average 8-year-old. He does not let the fact that he suffers from speech and hearing impairments hinder his mission. Come rain or shine, he wakes up at 5 a.m. and goes to every house in his neighbourhood, using his hand gestures to tell people to stop defecating in the open.

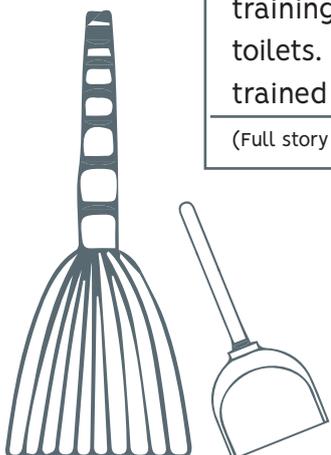
(Full story available at <https://sbmgramin.wordpress.com>)



Women are leading from the front. They have taken on unconventional roles, such as masons, ensuring that their village, state and India becomes ODF.

When masonry training was offered to women, Sunita Devi (Udaipura village of Jharkhand State), a *swachhagrahi*, enthusiastically joined the training programme and learnt to build twin pit toilets. She is a master trainer today and has trained over 1,600 *rani mistris*.

(Full story available at <https://sbmgramin.wordpress.com>)



People across all ages have joined the mission with passion and enthusiasm.

Kamalabai Rajaram Anakar (from Dongaon village in Maharashtra State), aged 65 years, was motivated by the triggering exercises in her village. With a toilet in her home that she uses regularly, she advocates the use of toilets to all the people she meets during the day. She has also inspired other elderly members of her village to adopt usage of toilets.



Swachhagrahis (foot soldiers at community level) have made Swachh Bharat a jan andolan.

Speaking at the Chalo Champaran event on 10th April 2018, the Prime Minister said, "...during the earlier period, we used to hear that God has thousands of hands, but we have never heard of a Prime Minister with thousands of hands. But given the thousands of cleanliness warriors sitting before me, I would like to say that the Prime Minister of the country too has become a person with thousands of hands."



SBM-G, A Massive Outreach Programme to Engage Stakeholders from Different Walks of Life

Engaging youth through Swachh Bharat internships, 2018

Thousands of students from colleges and youth organizations applied to join the SBM programme as interns. Organized by the Ministry of Drinking Water and Sanitation in association with Ministry of Human Resource Development and Ministry of Youth Affairs and Sports, Summer Interns, are required to complete 100 hours of sanitation related work in villages and top performers receive awards. More than 0.4 million interns have been enrolled in the programme.



Women's leadership in Swachh Bharat

Recognizing the role of women in sanitation, Swachh Shakti, a convention for women champions was organized in Gujarat. About 6,000 women including 5,000 women *sarpanches* (village heads) from across India participated. The Prime Minister awarded 10 women champions who rendered exceptional service to the cause of ending open defecation in their villages. A Swachh Shakti celebration was also organized in Uttar Pradesh with 15,000 women champions.



Swachhata Hi Seva

The initiative (literally means cleanliness is service) called for an accelerated *jan andolan* or people's movement, between 2017 and 2018, during which citizens of India were mobilized to participate in sanitation-related volunteer work. Ministries, schools, youth, civil society, and corporates came together to contribute towards the campaign by organizing awareness initiatives, cleanliness drives, tree plantations, street beautification and more. Participation was massive: in 2017, 100 million citizens participated and in 2018 the numbers have doubled to nearly 200 million.



Satyagraha to Swachhagraha, Champaran, April 2018

Commemorating 100 years of Mahatma Gandhi's *Champaran Satyagraha* –a forerunner to India's national movement of non-violent resistance for independence, the Prime Minister of India called for "*Satyagraha se Swachhagraha*" which translates to "from insistence on truth to insistence on cleanliness."

This week-long campaign honoured 20,000 best *swachhagrahis* from around the country. They traveled to the State of Bihar to trigger behaviour change, help in toilet construction and participate in a commemorative event at Champaran.



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