



# SUSTAINABILITY STRATEGY FOR SWACHH BHARAT MISSION

## STRATEGY SUMMARY

### RURAL SANITATION STRATEGY FOR INDIA—LOOKING AHEAD

#### Need for long term sustainability strategy?

Swachh Bharat Mission- Grameen (SBM-G) initiated a paradigm shift in rural sanitation, driving behaviour change adoption at the grassroots towards an open defecation free (ODF) India. The momentum and gains from SBM-G need to be sustained. This can only be achieved through a commonly understood way forward strategy which aims at sustaining the gains garnered under SBM -G to optimize sanitation and hygiene practices for all households in rural areas.

- » ODF India through people's involvement as a *Jan Andolan* (people's movement)
- » Established convergence with other schemes like Mahatma Gandhi Rural Employment Guarantee Act (MNREGA), Integrated Child Development Services (ICDS) and National Nutrition Mission (NNM), Health and Education ministries
- » Encouraged private sector and NGO participation



Everyone's Business

#### Progress under Swachh Bharat Mission (Grameen) - October 2014 to September 2018



Increase in Sanitation coverage from **38.7%** to **94%**



**8.6 crore** Toilets have been constructed



**4.73 lakh** Villages, **472** districts declared ODF



**4.9 lakh** Swachhagrahis driving the *Jan Andolan*

#### Key Features



Shift in focus from Output to Outcome



Behaviour Change Campaign (BCC) leading to ODF status



Sustainability measures such as verification, real time monitoring



Political commitment and public financing


## Strategy for Sustainability?



Post achievement of ODF status, additional efforts are required to sustain safe sanitation, ODF sustainability (ODF-S) and expand towards overall cleanliness (ODF+)

Open Defecation Free (ODF)	ODF Sustainability (ODF-S)	ODF Plus (ODF+)
<ol style="list-style-type: none"> <li>1. No visible faeces found in the village environment: and</li> <li>2. Every household as well as public/community institutions using safe technology option for disposal of faeces</li> </ol>	<ol style="list-style-type: none"> <li>1. Continued usage of toilets through behaviour change</li> <li>2. O&amp;M of sanitation infrastructure</li> <li>3. Promoting hand-washing at critical times</li> <li>4. Faecal Sludge and Septage Management, wherever applicable</li> </ol>	<ol style="list-style-type: none"> <li>1. Solid Liquid Waste Management (SLWM)</li> <li>2. Access to piped water supply for sanitation</li> <li>3. Menstrual Waste Management</li> <li>4. Visible cleanliness in surrounding environment</li> </ol>

## THE PROGRAMMATIC PILLARS

### ODF-Sustainability (ODF-S)

Pillar	Strategy
<p><b>Reinforcing Behaviour Change</b></p> 	<p><b>Continuous Messaging and Monitoring</b></p> <ol style="list-style-type: none"> <li>1. Regular above the line messaging through mass media at central and state levels for reinforcing behaviour change</li> <li>2. Continuous below the line inter-personal communication for sustaining usage</li> <li>3. Concurrent monitoring of sustainability using independent verifications methods and ensuring corrective action and support wherever necessary</li> <li>4. Communications for hand-washing</li> </ol> <p><b>Capacity building</b></p> <ol style="list-style-type: none"> <li>1. Capacity building of <i>Swachhagrahis</i> on behaviour change interventions for sustainability</li> <li>2. Capacity building of Village Nigrani Samitis on reinforcing behaviour change for usage</li> <li>3. Capacity building of Gram Panchayats on sustaining ODF status</li> </ol>

Pillar	Strategy
<p><b>O&amp;M of sanitation infrastructure</b></p> 	<p><b>O&amp;M of Sanitation Infrastructure</b></p> <ol style="list-style-type: none"> <li>1. States to manage training and orientation on pit emptying and shifting between pits</li> <li>2. Gram Panchayats to create awareness on preventive and corrective maintenance of toilets</li> <li>3. Capacity building of Gram Panchayats and masons on O&amp;M</li> <li>4. Capacity building of masons on conversion of single-pit to twin pit, wherever necessary</li> </ol>
 <p><b>Septage Management (where applicable)</b></p>	<ol style="list-style-type: none"> <li>1. Twin Pit: No specific intervention required in most cases</li> <li>2. Single Pit: May be upgraded to twin pit or de-sludged every 5 years (or sooner if required)</li> <li>3. Septic Tank: De-sludge every 3-5 years (as required)</li> </ol>

## ODF Plus

### Solid Liquid Resource Management



#### Strategy

#### Features

1. Panchayats to be responsible for O&M of SLMW infrastructure
2. Dedicated funding for SLMW interventions
3. Environmental management training to grassroots functionaries management

#### Attributes

1. Community-managed, decentralized
2. Self manageable at household level
3. Low skill, low energy operations
4. Low O&M Costs
5. Convergence with other programmes for household to drain connections

### Greywater Management: Strategies for greywater management at household, community and village level



#### Strategy

#### Household

1. Household kitchen gardens
2. Usage of soak pits/leach pits

#### Community

1. Piped connection to common soak pit
2. Open drains if pipes not feasible

#### Village

1. Through pipes or open drains
2. Treatment systems before drains discharge into water
3. Encourage reuse of treated water

### Menstrual Hygiene Management



#### Strategy

1. Universal Access to menstrual absorbents, especially in schools
2. Vending machines for sanitary pads in schools and public places
3. Incinerators in schools for safe disposal of sanitary pads

### Access to Piped water supply for sanitation



#### Strategy

Piped water supply for maintenance of toilets in a phased manner

## ENABLING FRAMEWORK

### Decentralized Governance and Institutional Strengthening

#### Management and Monitoring

#### Community Mobilisation

Focus on role of Panchayati Raj Institutions (Rural Local Bodies)



1. Periodic surveys to assess status of sanitation and hygiene
2. Ensuring waste disposal sites and preventive and corrective measures for toilet maintenance
3. Sanitation integrated into Gram Panchayat Development Plans
4. Use of locally available financial resources, convergence with other schemes and tariff management

1. Nigrani Samitis to promote and monitor behaviour change
2. Gram Panchayats to motivate people to adopt SLWM practices and promote O&M activities
3. Encouraging entrepreneurship in the local community

#### Key Resource Centres

#### Capacity Building

#### Swachhagrahis

#### Capacity Building



1. Deploying KRCs for capacity building of officials and field force on Sustainability
2. Dedicated WASH cell in State Institutes of Rural Development
3. Creating regional Centres of Excellence on Swachhata for sustainability

1. Re-training the line workers on Community Approaches to Sanitation (CAS) module focused on sustainability and monitoring
2. Orientation workshops for grassroots level stakeholders
3. Masons training on O&M of toilets and SLWM infrastructure

1. All Swachhagrahis trained on behaviour change for sustainability
2. Nigrani Samitis trained on preventive maintenance
3. GPs trained on augmentation and upgradation of sanitation services

## Government

## Other Stakeholders

## Convergence



- |  |   |  |
|--|---|--|
| <ol style="list-style-type: none"> <li>1. Continued focus on sanitation in all ministries through Swachhata Action Plans</li> <li>2. Special focus on continuous sanitation interventions in important stakeholder ministries:             <ul style="list-style-type: none"> <li>• Ministry of Women and Child Development – sanitation promotion through Anganwadis</li> <li>• Ministry of Human Resource Development – sanitation in school curriculum</li> <li>• Ministry of Health and Family Welfare – sanitation in hospitals</li> <li>• Ministry of Railways – sanitation in trains</li> <li>• National Skill Development Corporation – training and capacity building for sanitation</li> </ul> </li> </ol> | <ol style="list-style-type: none"> <li>1. Continued support from Development Partners for technical assistance</li> <li>2. NGOs for grassroots-level assistance</li> <li>3. Further scale-up of CSR funding, involvement of private players in O&amp;M and entrepreneurship sanitation promotion</li> <li>4. Involvement of other stakeholders – religious leaders; SHGs: youth groups for increasing outreach</li> </ol> |  |
|--|---|--|

## ENABLING FRAMEWORK

### Private Sector Engagement and Sanitation Financing



#### Corporate Social Responsibility (CSR) engagement



1. List potential projects for investment, streamline tools for impact measurement and issue technical advisories
2. CSR Marketplace- An online platform for corporates, social enterprises and NGOs on a WASH CSR hub model



#### Business Models



1. Develop and disseminate Sustainable Business Models for O&M of community assets
2. Public Private Partnership (PPP) models for Solid and Liquid Waste Management (SLWM) infrastructure, linkage with urban services (for peri-urban and census towns)
3. Set up incubators and innovation laboratories (in conjunction with Biotechnology Industry Research Assistance Council (BIRAC) etc.)
4. Accelerate access to market for technologies through measures on ease of doing business
5. Leverage programmes such as Start Up and Stand Up India to promote WASH entrepreneurship



## Public Financing

- ▶ Sustainability and SLWM financing under SBM, including funding under the World Bank project
- ▶ Finance Commission funds with Gram Panchayats
- ▶ Convergence with other schemes like MNREGA

## Credit Financing

- ▶ Credit linkage to Self Help Groups (SHGs)
- ▶ Direct lending to SHGs
- ▶ Individual lending
- ▶ Bulk lending to businesses
- ▶ Impact investment funds

## Self Financing

### User charges for:

- ▶ O&M of sanitation infrastructure
- ▶ Waste collection and transport
- ▶ Waste management



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