Sabar Shrouchagar...
The Community Led Transformation of a District to ODF Status

An Initiative of Nadia District with Dept of P&RD, Govt of WB
Nadia - A rural backward district, Around 150 km N-E of Kolkata

Around 226 km of international border

Population : 5.2 Million
The Trigger

As per Census 2011 figures, Open Defecation in West Bengal is around 38.6%

whereas it is just 4.2% in Bangladesh (as per report of WHO and Bangladesh Demographic and Health Survey, 2011).

A neighboring Country with much lesser resources.

'Sobar Shouchagar' - Community led transformation of a district to ODF; Nadia, West Bengal
Evolution of ‘Sabaar Shouchagar’ Concept

• House to house survey to identify households in Feb-March, 2013. Identified around 3,09881 Household without toilets access

• After analyzing the data, “Sobar Shouchagar” Model through Convergence Mode was evolved, with the objective of enabling Universal Latrine access.
State Name : WEST BENGAL
District Name : NADIA

A & B. Individual Household Latrines and Functionality of Toilets

<table>
<thead>
<tr>
<th>SL.No.</th>
<th>Category</th>
<th>Total Households</th>
<th>Households with toilet</th>
<th>%age of HH with toilet</th>
<th>Households without toilet</th>
<th>No. of HHs having functional toilet</th>
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<tr>
<td>1.1</td>
<td>BPL-Others</td>
<td>239008</td>
<td>139719</td>
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<td>89732</td>
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<td>1.3</td>
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<tr>
<td>2.1</td>
<td>APL-SC</td>
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<td>115619</td>
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<td>33852</td>
<td>108571</td>
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<tr>
<td>2.2</td>
<td>APL-ST</td>
<td>12224</td>
<td>7216</td>
<td>59.03</td>
<td>5008</td>
<td>6520</td>
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<tr>
<td>2.3</td>
<td>APL-Physically handicapped</td>
<td>2731</td>
<td>1666</td>
<td>61</td>
<td>1065</td>
<td>1528</td>
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<tr>
<td>2.4</td>
<td>APL-Small &amp; Marginal Farmers</td>
<td>110812</td>
<td>87080</td>
<td>78.58</td>
<td>23732</td>
<td>81876</td>
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<td>2.5</td>
<td>APL-Landless with homestead</td>
<td>110196</td>
<td>67509</td>
<td>61.26</td>
<td>42687</td>
<td>59398</td>
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<td>2.6</td>
<td>APL-Women Headed Households</td>
<td>27936</td>
<td>19637</td>
<td>70.29</td>
<td>8299</td>
<td>18108</td>
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<tr>
<td>2.7</td>
<td>APL-Other</td>
<td>201700</td>
<td>163828</td>
<td>81.22</td>
<td>37872</td>
<td>157123</td>
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<td></td>
<td>Total</td>
<td>1010456</td>
<td>700575</td>
<td>69.33</td>
<td>3,09,881</td>
<td>651264</td>
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</table>
Objectives..

- To *bring in a behavioural change* in the targeted population *making them habituated to use latrine*.

- Providing *universal access to Sanitary latrine*

- To bring in substantial *improvement in health indices* of district, through improved sanitation & Hygiene.
Rolling out of ‘Sobar Shouchagar Model’

• Pilot initiated in 17 GPs of our 17 Rural blocks

• Series of stakeholder consultations held

• ‘Nadia Sanitation Day’ was observed on 15th July, 2013.

• Sabar Shouchagar model evolved and rolled out to all 187 GP from 2nd October, 2013
Oath Affirmation to make an “Open Defecation Free Nadia District” on 2nd October, 2013
PLAN AND SECTIONAL DETAILS

OFF-THE PIT TOILET (DOUBLE PIT) WITH BRICK MASSONRY SUPERSTRUCTURE

All dimensions are in mm

NOT TO SCALE
transformation of a district to ODF, Nadia, West Bengal
Building blocks for ODF Nadia

Baseline Survey, Information management, analysis, conceptualization, planning

Community Mobilization and effective behaviour change communication

Human Resource Development, Skill Up gradation, motivation

Strengthening service delivery system:

Convergence, coordination and monitoring

'Sobar Shouchagar' - Community led transformation of a district to ODF; Nadia, West Bengal
Year wise Achievement Report of IHHL for Swachh Bharat Mission (Gramin)

Growth recorded pre-2013-1-2%
Growth rate escalated during 2013-14=300%
Growth Rate sustained during 2014-15=
What worked well

- Political & Administrative will
- Mobilization of key stakeholders, women, and children
- Strategic involvement of Faith based organisations
- Catchment Area approach
- Involvement of frontline Workers
- Expanding partnership for supply chain management involving SHGs
- Continuous Skill Up gradation
- Convergence, close monitoring, review
- Effective BCC for elimination of open defecation
**Strategic framework of Convergence**

**NBA convergence**
- Zilla Parishad
- District Administration

- Fund of N.B.A. & Administrative Support
- Approval of Schemes & Fund of MGNREGA

**MGNREGA convergence**
- Block /Panchayat Samity

- Administrative approval and fund from N.R.E.G.A.

**Gram Panchayat**

- Implementing Agency
- Supporting Agency

- e-Master Roll & M.B. and Material Component from MGNREGA & Payment of engaged daily labour

**NRLM convergence**
- List of Beneficiaries and fund from N.B.A. as material component

- ‘Sobar Shouchagar' - Community led transformation of a district to ODF, Nadia, West Bengal
The *Smart* Strategy

- **S** : Specific
- **M** : Measurable
- **A** : Achievable
- **R** : Realistic
- **T** : Time bound

'Sobar Shouchagar' - Community led transformation of a district to ODF; Nadia, West Bengal
Mobilisation of elected representatives

Community mobilization, people’s representative orientation, extensive 3 tier training programmes

'Sobar Shouchagar' - Community led transformation of a district to ODF; Nadia, West Bengal
Sobar Shouchagar

Community led transformation of a district to ODF; Nadia, West Bengal

Sensitisation programmes

G.P.Level awareness camps
Mass mobilisation of School Children

• School and children as change agent: for awareness generation and spreading the message and need for sanitary latrines to parents / households.

• Sanitation pledge taking ceremony on every Monday in all schools, since 3rd October for stopping open defecation.

'Sobar Shouchagar' - Community led transformation of a district to ODF; Nadia, West Bengal
Mobilisation of Women

- Increased Women mobilization and participation
- Partnership with Women SHGs/Clusters for service delivery, 48 women groups functioning as Sanitary Marts, generated livelihood opportunities
- AWWs roped in the ‘Catchment area approach’ for health and hygiene promotion

'Sobar Shouchagar' - Community led transformation of a district to ODF; Nadia, West Bengal
Community Mobilisation – through Faith Organisations

“Sobar Shouchagar” – Community led transformation of a district to ODF; Nadia, West Bengal
Major I.E.C. Activities i.e. Mini Marathon, Hot Air Balloon and Sabar Shouchagar Express, Mass Signature Campaign.
Mega Human Chain
122.3 km long
Comprising 2.17 Lakh people
লংস্ট হ্যামান চেইন টেক থোট টো স্টপ ওপেন ডিফেকেশন

শৌচাগার গড়ে নেন ময়না, রহিমারাজ

দেশের অন্যতম প্রথম উন্মুক্ত শৌচবিহীন
জেলা হতে চলেছে নদিয়া

প্রেসিডেন্ট মুহাম্মদ আবুল নবীন হাসন এর অভিষেক পদপ্রাপ্ত শৌচবিহীন শৌচাগার গড়ে নেন ময়না জেলার জন্য। এটি অন্যতম প্রথম উন্মুক্ত শৌচবিহীন শৌচাগার। এটি শৌচবিহীন শৌচাগারের জন্য আরও সার্থক অন্যতম উন্মুক্ত শৌচাগার।
Nadia is going to be Open Defecation Free district very soon

By Halim Mondal

“Prime Minister Narendra Modi wants toilets in every household by 2019. But the Nadia administration is well on its way to meeting 100% coverage of the public health effort by March 2015 itself. If all the districts in India replicate the Nadia Model, India will be open defecation free country by 2019,” said Shyam Narayan Dubey, a member of UNICEF delegation, while visiting Nadia recently to see Sarbo Shouchagar Project. (A project of Toilets for everyone). Neighbouring country Bangladesh has achieved near ODF (Open Defecation Free) status with just around 75 villages still practicing open defecation.

This time it became an entry point targeting the sentiments and mobilizing communities, political leaders and key stakeholders. In the Nadia to join hands and accept the challenge to demonstrate that open defecation can be eliminated in Nadia and West Bengal state. The seeds of Sarbo Shouchagar concept were then sown and ever last one year it have become a plant showing some encouraging results with near 91% coverage and significant increase in usage of facilities. The district administration has taken a resolution to ensure 100% coverage by March 2015 keeping the focus on community mobilization to ensure usage.

According to Nadia District Magistrate P.B. Salim, after baseline survey in March 2013, nearly 3.09 lakh households were identified without toilets still practicing open defecation. The Administration organized series of stakeholder consultations at all levels from April to July, the model was initiated on pilot basis in 177 Gram Panchayats on 15 July, 2013 and later rolled out to all 177 Gram Panchayats on 2nd October, 2013.

P.B. Salim said, “The model focused on mass mobilization and effective behaviour change communications along with strengthening the existing service delivery system. Women SHGs (Self-help Groups) were trained, using available NRM funds, for sanitation in rural sanitation, that enabled active involvement of women. MCGRHFA and NIDA (National Bharat Abhiyan) funds at Rs. 4500 and Rs. 4600 respectively were sourced for constructing toilets at Rs. 9100 per unit. The beneficiaries (mostly job card holders) were encouraged to work as ‘Motivators’ engaged at Block and Gram Panchayats levels (From SHG resources persons IMA and doctors are also roped in and they prescribe ‘toilet use’ in cases of water borne diseases.)

P.B. Salim claimed that the administration is succeeded in enabling 2.15 lakh bi-lls (Individual Household Latrines) within 15 months (from 2nd Oct 2013 to Nov 2014) against a target of 37,000 latrines provided at national level under NRHM since its inception 5 years in Nadia.

Recognising the Sabar Shouchagar as a replicable model, the UNICEF team made field trip to Nadia from 15th to 27th Dec 2013 to learn about the model and replicate the same across the country. The team included seven members from Delhi, UP and West Bengal. The team visited at Kamalpur Balika Vidyalaya of Chakda, Joyghata, Rural Sanitary Mart, Public Toilets at Birpur and Shakhad Adikhi Para.

At Kamalpur Balika Vidyalaya the UNICEF team saw school sanitation initiative under Sarbo Shouchagar. The team visited Shakhadh Adikhi Para where the team used some toilets in tribal housing and interacted with persons who were otherwise practicing open defecation so far. A Pay & use toilet at Birpur was constructed with SCF fund in market place near bus stand to facilitate floating population access to sanitation facility. There was a great appreciation of the strategy and initiative of Sarbo Shouchagar taken up in Nadia district for ensuring community mobilization in elimination of open defecation.

Nadia DM P.B. Salim said, “We have completed 92% of the district so far. The remaining 8% will cover within March 2015.”

For instance, DM said, “Shakhad is a village where 100% villages are present using latrine. Madhusudan Sardar, resident of Shakhad, told us, “We were practicing open defecation previously but now we are using toilets.”

Shyam Narayan Dubey, delegation of UNICEF said, “We the UNICEF team satisfied to visit Nadia seeing the toilets in every homes. Nadia is going to be a National Model for the same. We’ll report to higher authority for this.”

Nadia, West Bengal: More than 2 lakh people vow to use toilets

Sunday, 22 February 2015 - 4.32pm IST | Place: Nadia (West Bengal) | Agency: PTI

Creating a sort of record, over two lakh people in Nadia district of West Bengal have taken an oath not to defecate in the open.
Expanding partnership for Supply Chain Management: Rural Sanitary Marts

- Sabar Shouchagar involved Rural Sanitary Marts as Support Executing Agency ...instead of Private Entrepreneurs in execution of the project
- Reputed NGOs; CBOs; SHG clusters were trained to act as sanitary marts
• Majority of RSMs are from women SHG groups
• Capacity building through NRLM
• SHG Groups as Sanitary Marts ensured:
  1. wider community participation
  2. greater involvement and sensitization of women and households in the entire campaign.
  3. They became Catalyst and ‘Sabar Shouchagar Change Agenst for rest of the community
  4. Empowerment of women groups
Continuous Training & skill up-gradation for All Stake holders

CASCADING MODEL OF TRAINING

DISTRICT (DM & DPC, ADM & ADPC, DNO)

BLOCK (BDO & PO, APO, CA, JPO, BSAC, PA)
Sanitary Marts

10 no of trainings

DIRECT TRAINING METHOD

GRAM SANSAD
(MEMBER, SUPERVISOR/ST AND OTHERS)
SHGs, RSMs

51 No of Training

Gram Panchayat (PRODHAN/SARPANCH, NS/SKILLED TECHNICAL PERSON, EA, VLE/COMPUTER PERSONEL, GRAM ROJGAR SEVAK), SHGs

2250 No of Training

170 _ No of Training
Skill Up gradation : Permanent Masons Training Facility
Doctor’s prescription: Adopt toilet, stop open defecation

'Sobar Shouchagar' - Community led transformation of a district to ODF; Nadia, West Bengal
Catchment Area Approach

• Divided into 6620 Catchments
• For Health and Hygiene promotion
• Constant surveillance over left out households
• Cajoling and Convincing
Systematic Supervision & Monitoring

- From District to Village level
- **At G.P. Level on every 2nd Friday,**
  at Block Level on every 3rd Friday,
  at Sub Divisional Level on every 4th Friday and
  at Z.P. Level on every 1st Friday of the month.
- A *weekly reporting format devised*
- **Weak or slow-runner G.P.s and Sanitary marts**
In order to ensure maximum coverage of Social Audit, Motivators were engaged @ 2 per Gram Panchayat.
Use of technology for Supervision & Monitoring:

1. SMS Based Reporting Portal

2. Whatsapp Based Sharing of Inspection details
Web GIS Based Monitoring

GIS maps showing toilet density and coverage
Innovative and imaginative BCC activities:

- Sabar Shouchagar Pledge Taking in schools
- Street Plays
- SHG women cycle rally
- Job cardholders bike rally
- Mini Marathon
- Mega Signature campaign
- Mobilisation of Faith organisations
- Hot Air Balloon with message
- Human chain against Open Defecation on 30th January
Outcomes

• Collective behaviour change started happening

• Women & Children as Change Agents

• Women empowerment

• Impact in improved health visible in blocks with over 90% coverage
Matrix of Sabar Shouchagar: Theory of change for ODF Nadia

Annexure I

District Administration aims for Open Defecation Free Nadia

Validation of Sanitation Coverage: Baseline Survey 10,10,456 households

Resource Mobilization: Human and Financial Resources

Convergence with various Government Department: NREGA, Self Help Group, Health, Education, Nutrition

NRLM: 1. HR women SHGs involvement. 2. Training of SHGs on WASH.
Awards and Recognitions

'Sobar Shouchagar' - Community led transformation of a district to ODF; Nadia, West Bengal

Chief Minister’s award of excellence in Public Service domain on 15th Aug, 2014

SKOCH gold award 2014 for best project in the country conferred on 20th September, 2014 at Indian Habitat Centre, New Delhi.
### 'Sobar Shouchagar' - Community led transformation of a district to ODF; Nadia, West Bengal

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<th>Year</th>
<th>Cumulative</th>
<th>Achievement</th>
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<td>5715</td>
<td>10125</td>
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<tr>
<td>2009-10</td>
<td>15840</td>
<td>7431</td>
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<tr>
<td>2014-15</td>
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**Providing Universal Latrine Access in a Record Time**

The chart illustrates the rapid increase in the number of latrines constructed over the years, transforming the district to ODF status.
Outcomes: Enabling latrine access in a record time:

• Succeeded in enabling 2 lakh 59 thousand IHHL within 17 months

• Another 37,000 latrines are under various stages of completion.

• Enabled access to latrine for around 1.5 million people and once completed, by March, 2015 will enable access to around 2 million people who were practicing Open Defecation.
Outcomes: Mass Community Mobilization:

- The model demonstrated that well planned & systematic IEC activities, sustained for a threshold period, can bring in mass community mobilization towards any social cause within short periods.

'Sobar Shouchagar' - Community led transformation of a district to ODF; Nadia, West Bengal
UNICEF field study of ‘Sabar Shochagar’

Sample size: All 17 Blocks - 51 GPs – 120 villages – 2400 House holds

Findings:

✓ 100% awareness about of some benefits of Toilet usage
✓ 92% respondents wants that Open Defecation to be stopped completely – indicates sustainable behavioural change.
✓ Women SHGs as Sanitary Marts – helped in mobilizing women
✓ Increased toilet usage from 50 to 85 % to 98% in newly constructed toilets
✓ A substantial 22% decline in levels of open defecation across the district.
UNICEF study of ‘Sabar Shochagar’
Outcomes: Quantum jump in health indices of the district:

- The significant impact of reduction in open defecation and improved hygiene
- Overall positive surge in all health and public health related indices of the district, in 2013-2014 in comparison with 2012-2013

<table>
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<tr>
<th></th>
<th>Diarrhoeal Diseases</th>
<th>Diarrhoeal Death</th>
<th>Severely malnourished (under 5)</th>
<th>Moderately malnourished (under 5)</th>
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<td>28</td>
<td>1,195</td>
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<td>2013-2014</td>
<td>9,6185</td>
<td>19</td>
<td>675</td>
<td>60,652</td>
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'Sobar Shouchagar' - Community led transformation of a district to ODF; Nadia, West Bengal
Outcomes: Livelihood and empowerment of woman:

- Strategically involved woman: in overall planning and execution of the project.
- The woman as executors ensured - greater participation of the community and overall sensitization and involvement of the woman in the movement.
- They became game changers.
- They also earned substantial skill as local manufacturing units - livelihood empowerment.
Outcomes: An innovative model of resource optimization:

• Demonstrated that the pooling of already available resource under the sectoral schemes could actually become a model project in tackling one of the biggest problems facing modern India.

• Successful in synergising resources available under various heads.

• It ensured that such an initiative could be sustained without any special financial allocation.
Lessons Learned

- Community involvement is the key
- Every stakeholder contribution matters
- Women participation is the Game Changer
- Convergence of resources shows the way
- No substitute for intense monitoring

'Sobar Shouchagar' - Community led transformation of a district to ODF; Nadia, West Bengal
ODF Declaration and Celebrations

• Three stage declaration, followed by cross verification and validation:
  - 1st Anganwari Catchment Area level: 6620 Catchments – declarations underway
  - 2nd GP / Municipality level – 187 GP / 10 Municipality
  - 3rd Block Level – 17 Blocks

Declarations followed by Community celebrations

District Declerations by end April

'Sobar Shouchagar' - Community led transformation of a district to ODF; Nadia, West Bengal
Ensuring ODF Sustainability

- Community level ‘Vigilant Committees’ – with SHG and youth club members as leaders.
- ‘Morning- evening follow-up’ for next three months
- Spl ‘Gram Sabha’ on ODF maintenance in Feb.
- Bylaws to maintain ODF
- Installation of ‘Board of Pride’ at all villages and entry points.

'Sobar Shouchagar' - Community led transformation of a district to ODF; Nadia, West Bengal
Welcome to Tatla-II G.P.
Chakdaha, Nadia

A NGP awarded Gram Panchayat with 100% Coverage of House Hold Latrine Under "Sabar Shouchagar" Project

ODF Declaration and Enforcement
Unfinished agenda...

✓ SLWM Issues

✓ Quality Community Toilets

✓ Disposal of Child Excreta

✓ WASH in Health

✓ Sustaining the ODF Status
NIHSanA (Nadia Initiative for Health Hygiene and Sanitation Acceleration)

- Malnutrition
- High IMR and MMR
- Lack of Health Care Services
- Lack of Awareness in Menstrual Hygiene
- Lack of Hygiene and Sanitation facilities

'Sobar Shouchagar' - ODF transformation of a district in Nadia, West Bengal
Thank You

Nadia District Administration
www.sabarshouchagar.in

'Sobar Shouchagar' - Community led transformation of a district to ODF; Nadia, West Bengal