

40th WEDC International Conference, Loughborough, UK, 2017

LOCAL ACTION WITH INTERNATIONAL COOPERATION TO IMPROVE AND
SUSTAIN WATER, SANITATION AND HYGIENE SERVICES

Rapid Action towards ODF in Saharanpur District in India: stunting, menstruation and other innovations in CLTS

Vinod K Mishra

National Coordinator, WSSCC, India

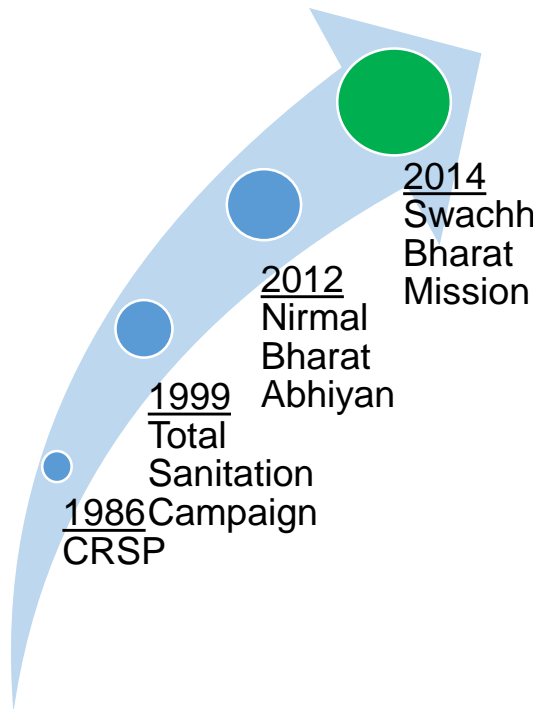


Paper about...

- WSSCC is working as development partner with Government of India for collective behaviour change in Saharanpur district of Uttar Pradesh state in India
- Stunting and Menstruation are powerful additions to the armoury of CLTS tools
- Innovations for collective behavior change in India under Swachh Bharat Mission
- Rapid action learning is key to get results on scale



Key elements of Swachh Bharat Mission



First time the PM is personally championing a sanitation mission in India

Behaviour change and usage at the heart of the SBM – supply follows demand

Policy shift from output to outcome - toilet construction to ODF

Focus on verification and sustainability

Convergence and synergy with other government schemes

Innovative tools

- Religious places
- Cow
- Pig
- Cell phone
- Old and disabled persons
- Stunting and menstruation

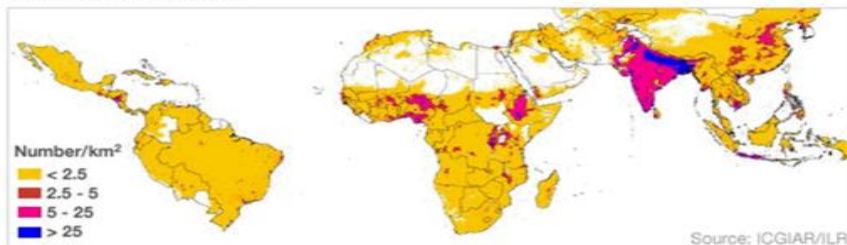




STUNTING

- Compare heights of children
- Pot bellied
- Cannot be cured
- Causes: inadequate nutrition & repeated infection

Malnourished children



Menstruation and Convenience

The Female lifecycle



13

Innovative changes

- NIGRANI SAMITI (Non-formal Vigilance Committee)
- Gram (Village) Health Sanitation and Nutrition Committee
- Selection and capacity building of SWACHHAGRHI (Active resistance against open defecation)
- Early morning follow-up and Gandhigiri
- Involvement of women Self Help Groups
- Public Pledging and resolutions



Rapid Actions & Learning at District level

- Monthly learning & sharing meeting with representatives of local bodies (Panchayat Raj Institutions) and Natural leaders
- Daily Monitoring by nodal officers and sharing innovations
- WAR ROOM created at district level for Rapid Action
- Use of WhatsApp group for rapid sharing of actions
- Facilities and encouragement provided to volunteers



Results achieved

- 200 Gram Panchayats have achieved Open Defecation status without any external aid or incentives in 8 months. After verification, the Government of India had declared them ODF.
- A work force of 250 dedicated and motivated volunteers has been created.
- A mass movement for sustainable and safe sanitation has been created and is moving fast on scale. Other districts are eagerly learning from these experiences.
- Saharanpur is the only district in Uttar Pradesh which is getting fast results without providing cash incentives to beneficiaries.
- Rapid Action Learning unit established at District level.
- Village Panchayats refused cash incentives.



Challenges

- Identification and involvement of young passionate volunteers and convincing their families to allow them to embark on the sanitation journey poses a frequent challenge to the movement.
- Regular follow-ups early in the morning and monitoring activities at scale is needed on a sustained basis to keep the workforce motivated and the campaign moving at speed.
- Coordination with other departments of the Government, and, align and mobilize the government systems to sanitation goals is a tough task for district level officials.
- There is uncertainty linked to transfer of present government officials who are working as sanitation champions. Momentum can be lost easily with transfers and shuffle among government functionaries.

Thanks

