

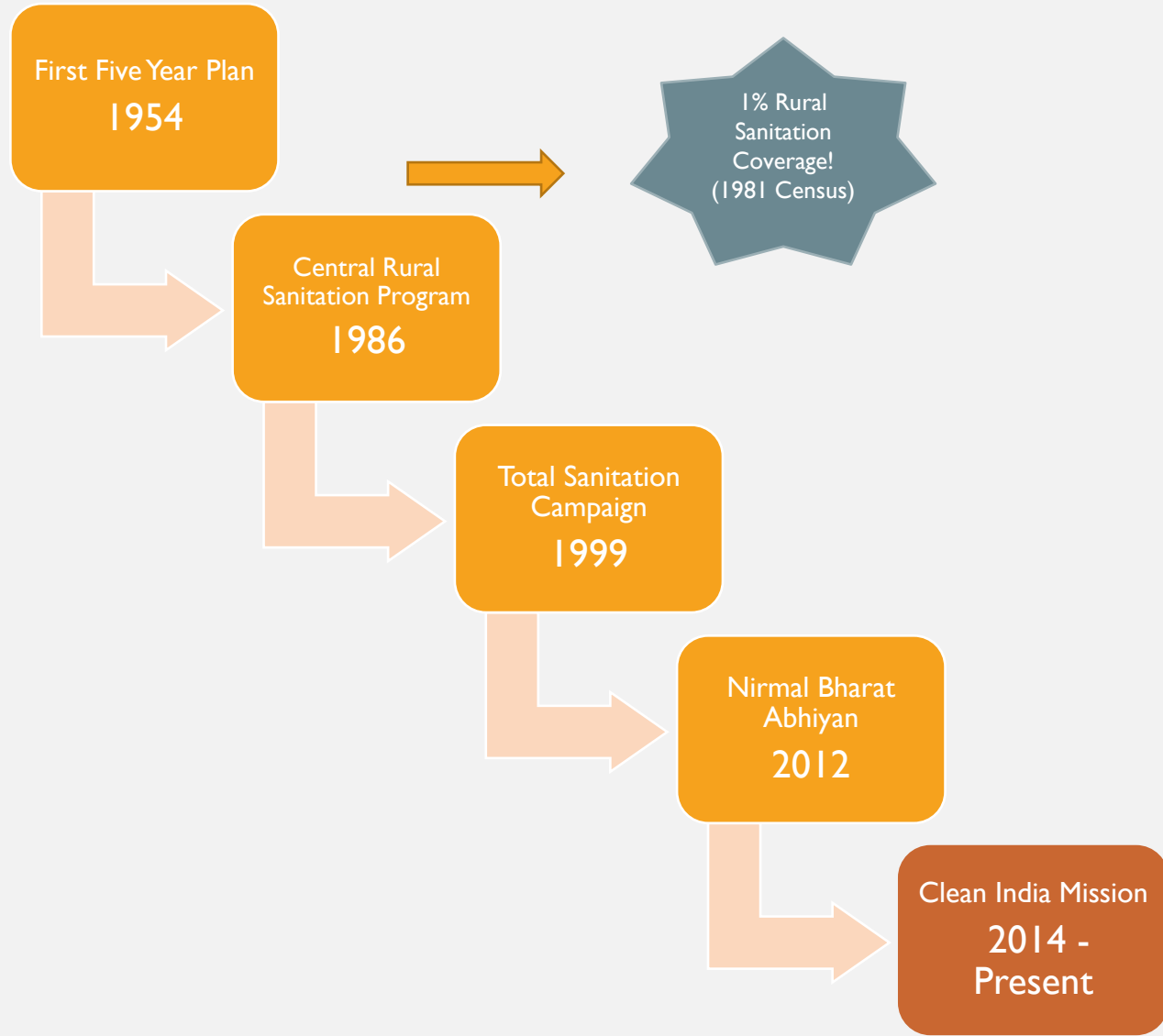
CLEAN INDIA MISSION
“SWACHCH BHARAT MISSION”

(Rural)

OUTLINE

- Overview of Sanitation in India
- Achievements of Clean India Mission
- Policy Design
- Implementation
- Challenges
- Factors behind success

Journey of Sanitation Programs in India



CHALLENGE OF SANITATION

- Linked to vicious cycle of poverty
 - 1,20,000 children under the age of five died every year from diarrhea caused by unsafe water and poor sanitation in India (as of 2014, WHO Report)
 - Open Defecation linked to malnutrition, stunting in children
- Threat to Female privacy and safety
- Environmental Pollution
 - Toxins introduced into eco-system harm aquatic life
 - Visual, Olfactory disturbance
- Lack of sewer/drainage system in rural areas

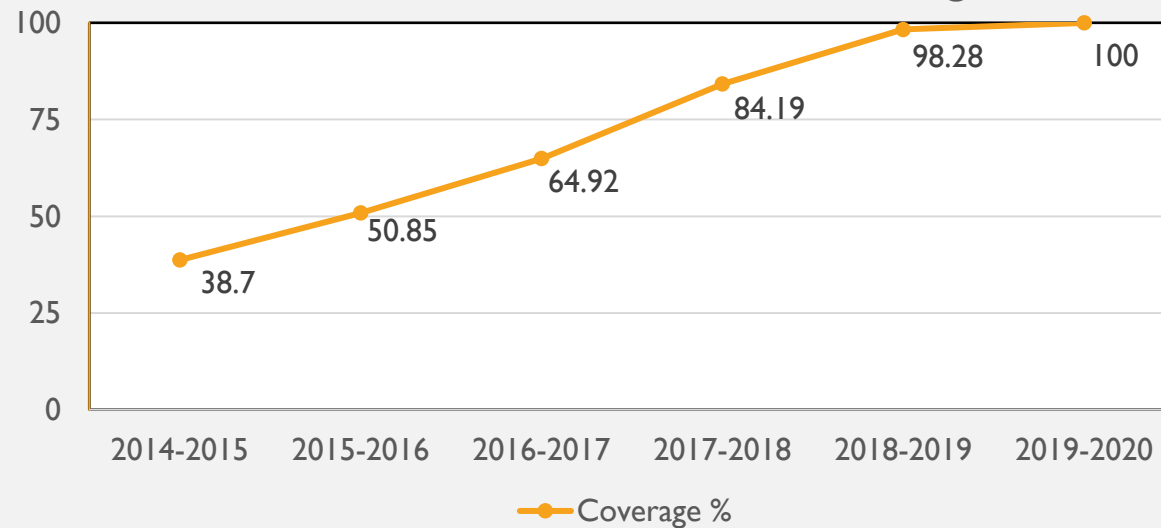
ACHIEVEMENTS OF CLEAN INDIA MISSION (RURAL)

Access to sanitation facilities for each and every person

Accomplished by 2019

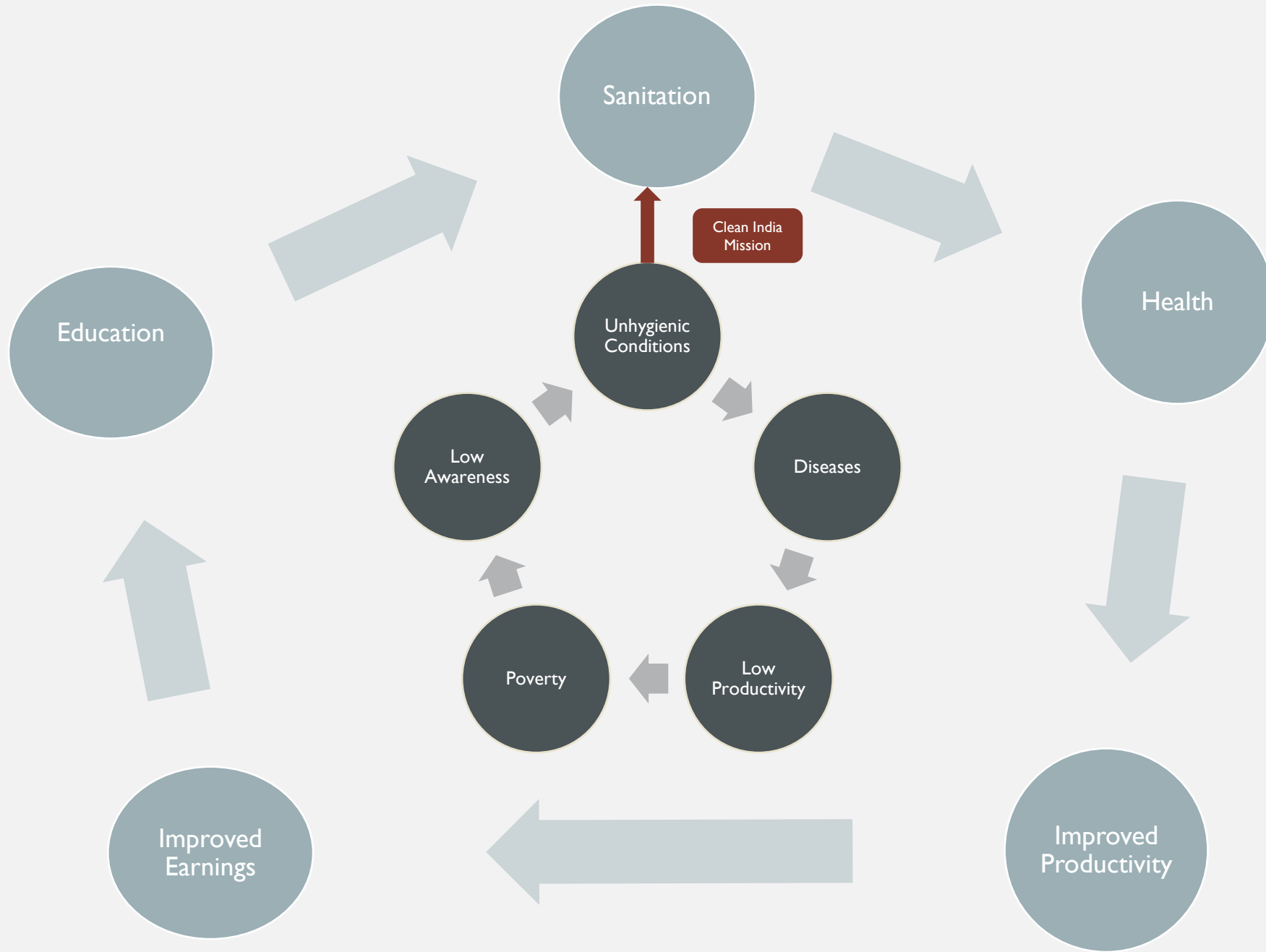
150th Birth Anniversary of Mahatma Gandhi

Individual Household Toilet Coverage %



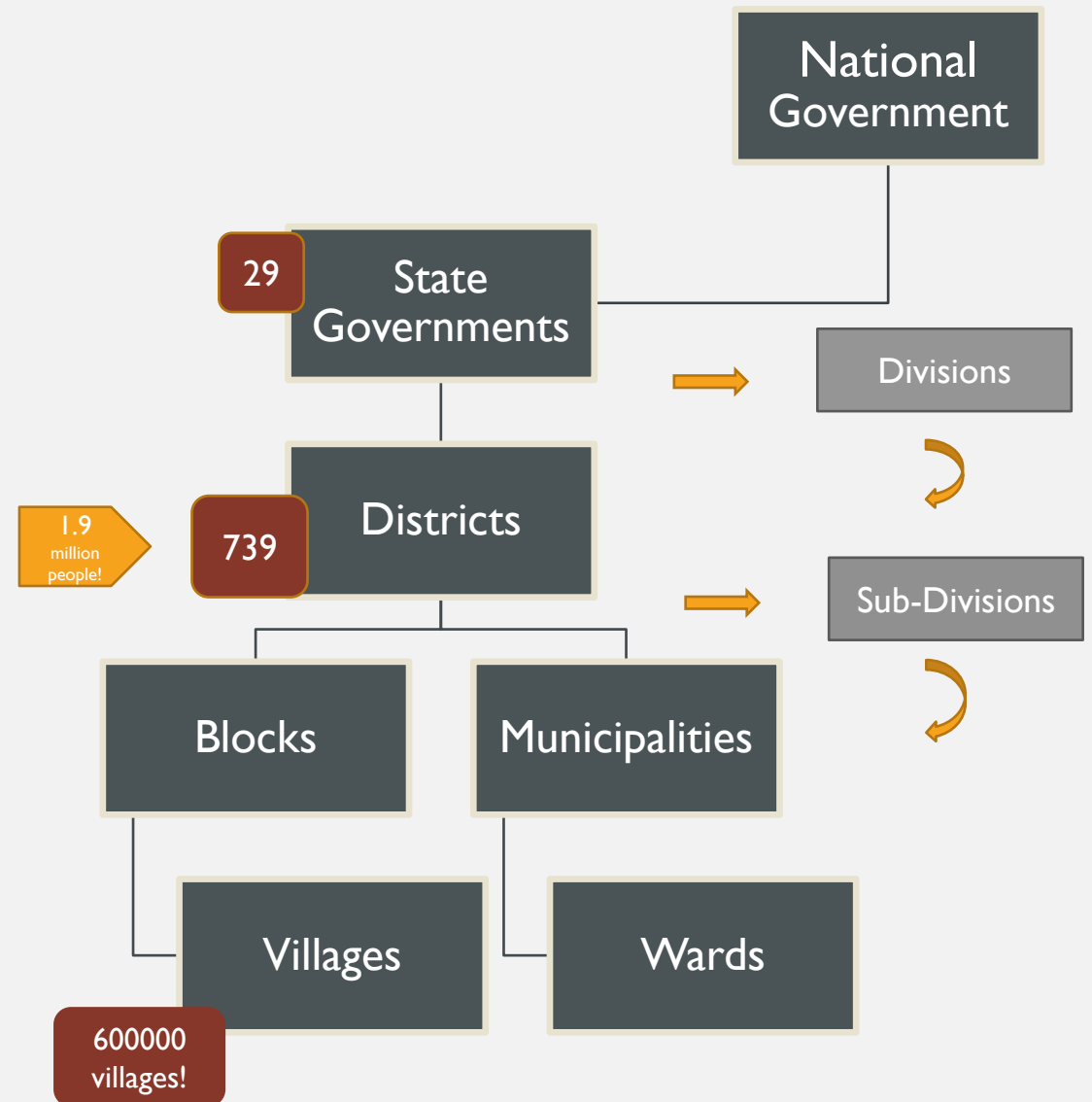
ACHIEVEMENTS OF CLEAN INDIA MISSION (RURAL)

- 61.27% increase in HHs with Toilet
- 102.8 million Toilets constructed
- 84,532 Community Sanitation Complexes
- 2,62,734 Villages declared Open-Defecation Free
 - **Significant reduction on diarrheal deaths observed in ODF Villages**
 - **In the two years since Clean India Mission was launched, the percentage of under-five children dying from diarrhea came down from 13% to 9% (Global Health Observatory:WHO)**

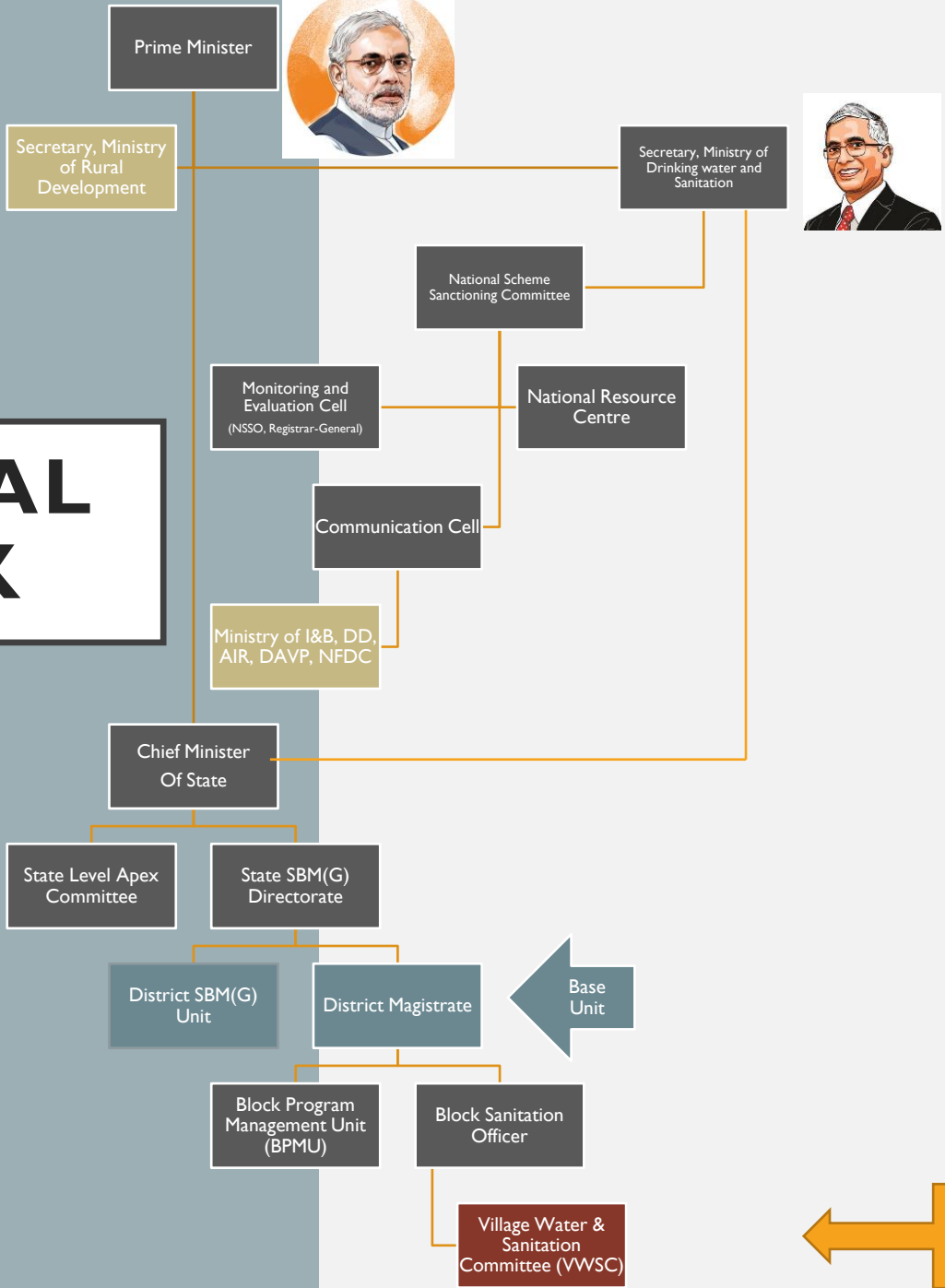


CHALLENGE OF GOVERNANCE IN INDIA

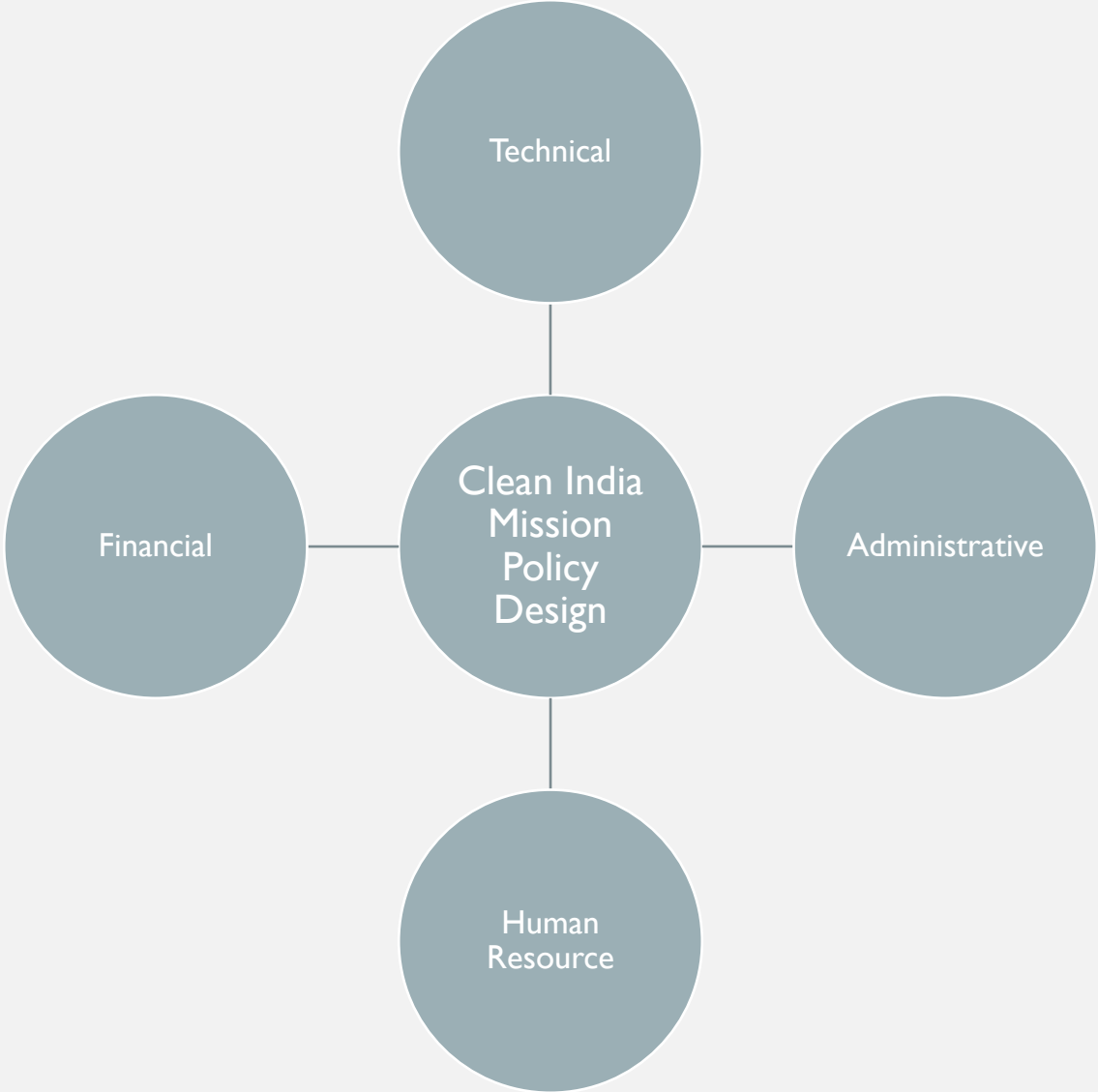
- Population Pressure
- Multiple, overlapping tiers of supervision
 - Bureaucratic red-tapism
- Regional variations in language, culture, socio-economic status, governance styles
- Decentralized governance in transition
 - “1 Unit of Money Spent → 15% Realized?”



INSTITUTIONAL FRAMEWORK



Money Given Directly to Individual



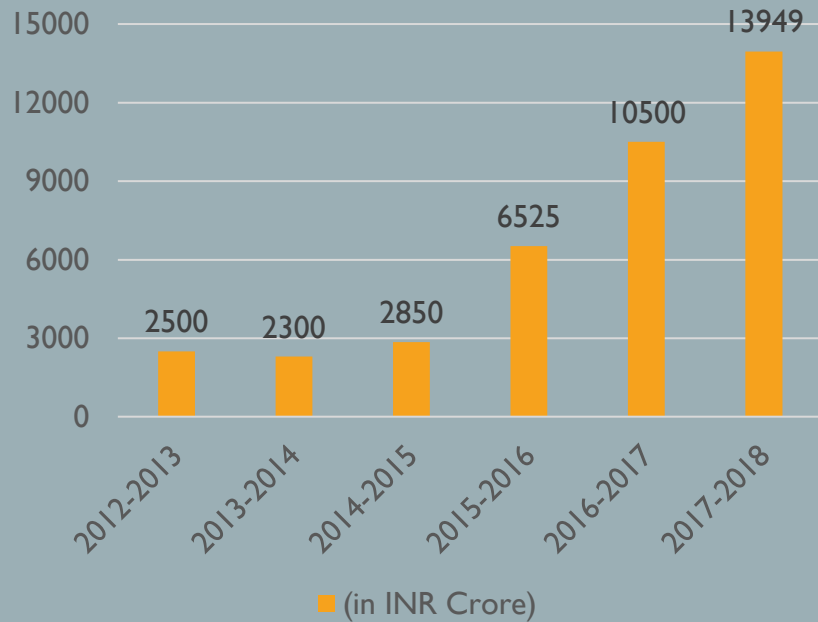
TECHNICAL

- Sustainable Design
 - Easy to Build
 - Versatile
 - Local innovations
- Data analytics & Monitoring systems



FINANCIAL

Annual Allocation for Clean India Mission (Rural)



- Projected Total Requirement : USD 15.1 billion
 - Resources pooled from multiple programs
 - World bank USD 1.5 billion loan agreement
 - Corporate donations
 - “Swachh Bharat Cess” (till 2017)
 - Clean India Fund (CSR donations)
- Three Expenditure Heads:
 1. Administrative
 2. Awareness Creation 5%
 3. Construction Money

ADMINISTRATIVE



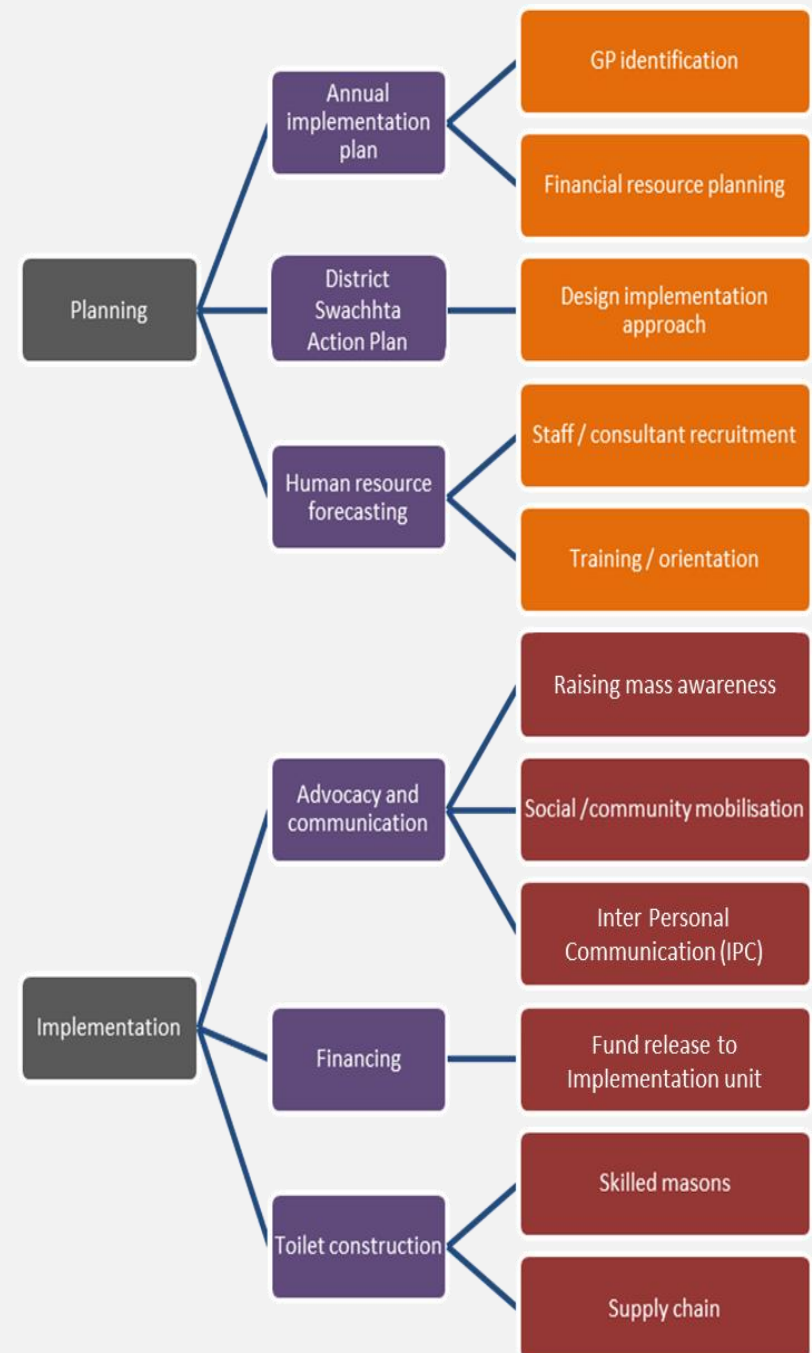
- Flexibility to States
 - Decentralized set-up
- Streamlined Institutional Mechanism “PM:CM:DM:VM” model
- Rapid Action Learning Units (RALU)
 - Compile and disseminate best practices
 - Resolve issues/improvise
 - Beyond “one size fits all”
 - Synergy between government and NGOs

HUMAN RESOURCE

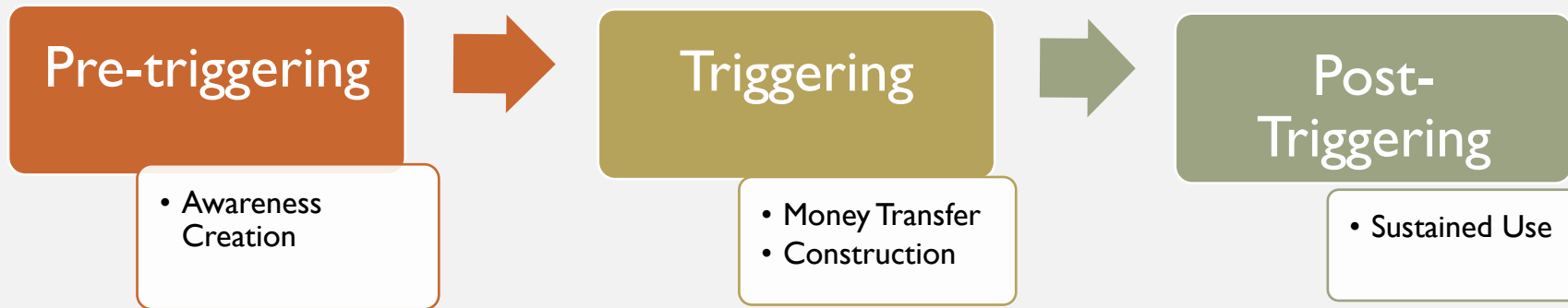


- Strong Focus on Training
 - “CLTS Program”
 - Financial incentives
- Special team of “Preraks”(consultants) hired at National, State and District Level to head PMUs
- Locally sourced Technical staff for District PMU
 - Data Operators
 - Grassroot Volunteers
 - Trained Masons

IMPLEMENTATION



VILLAGE LEVEL



IMPLEMENTATION

Metric shifted from building toilets to ending open defecation – Behavioral Change

Motivate individuals to build their own

or

Village Elected Body to engage vendors

Mobilizing Local Teams

- Regular Meetings
- Financial Incentives
- Flexible Fund disbursement to villages

Supervision/Coordination

- “War Rooms” at district/block level
- Village elected body held accountable

Marketing

- Regular Workshops/Trainings with stakeholders
- Inter-sectoral linkages established
 - Gender Empowerment and Female Dignity
 - Mother & Child Health
 - Hand-wash educational campaigns in Schools
 - River Ganga revival campaign

IEC

INFORMATION, EDUCATION, COMMUNICATION

- Stakeholder participation
 - Women mobilised
 - Recognition to local residents, NGOs, Companies
 - Tax Incentives
- Behavior change guidelines, Mass Education guidelines
- Gender sensitive information
 - Menstrual Management guidelines 2015
 - Gender guidelines 2017
- Brand Ambassadors from various fields
 - Commercially Successful Movies, popular songs, marketing campaigns
- Activities: Darwaza Band campaign, Swachh Iconic Places, Local Cleanliness Drives etc
- Large scale events

INDOSAN 2016, Women's Conclave 2016, National IEC Convention 2016, Swachh Shakti 2017 for a cross section of stakeholders such as Village heads, sanitation workers, motivators, development partners

ISSUES

(IMPLEMENTING ON THE GROUND)

- Identification of beneficiaries
 - Multiple overlapping surveys
- Slow Behavioral Change – ending “freebie culture”
- Funds released in installments: difficult to sustain momentum
- Limited supply of construction material and skilled labor
- Over-Reporting
- Faulty construction
- Village Politics!
- Weak local government

MONITORING AND EVALUATION

- Individual Survey
 - Name, Unique ID, Bank Account, Family Details, Contact number
- MIS based reporting
 - 2 stage photo uploading
- Geo-Tagging
- Financial MIS
- Third Party random inspections
- Complaint Redressal
- Feedback

FACTORS BEHIND SUCCESS

- Strong leadership
- Dedicated Bureaucracy
- Bottom-Up planning
- Universal Coverage
- Effective IEC drive
- Inter-sectoral linkages
- Clear targets/deliverables
- Incentivizing good performance

ROLE OF DONORS/DEVELOPMENT PARTNERS

- “Development Management” Approach
 - Sustainable Designs
 - Identifying blockages in execution (Role of RALU)
 - Capacity Building at local level
 - Training of personnel
 - Progress Evaluation
 - Impact Assessment
 - Health Indicators
 - Women safety

CHALLENGES REMAIN...

- Sustainability
- Top-down monitoring needs to be replaced with self-regulation
- Towards Solid-Liquid Waste Management
 - Waste Collection
 - Waste Segregation
 - Localized Treatment units
 - Recycling

THANK YOU