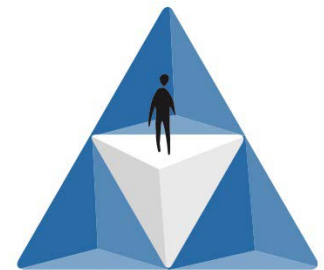


# Bending the Curve: Changing Behaviour in National Sanitation Programmes



Val Curtis  
Environmental Health Group

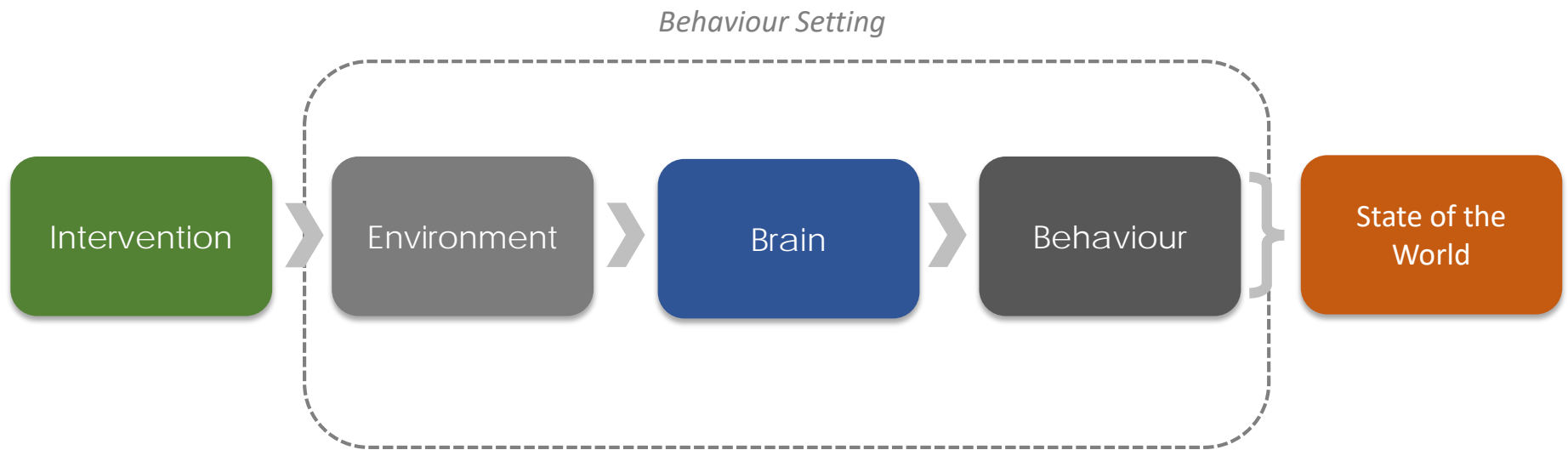




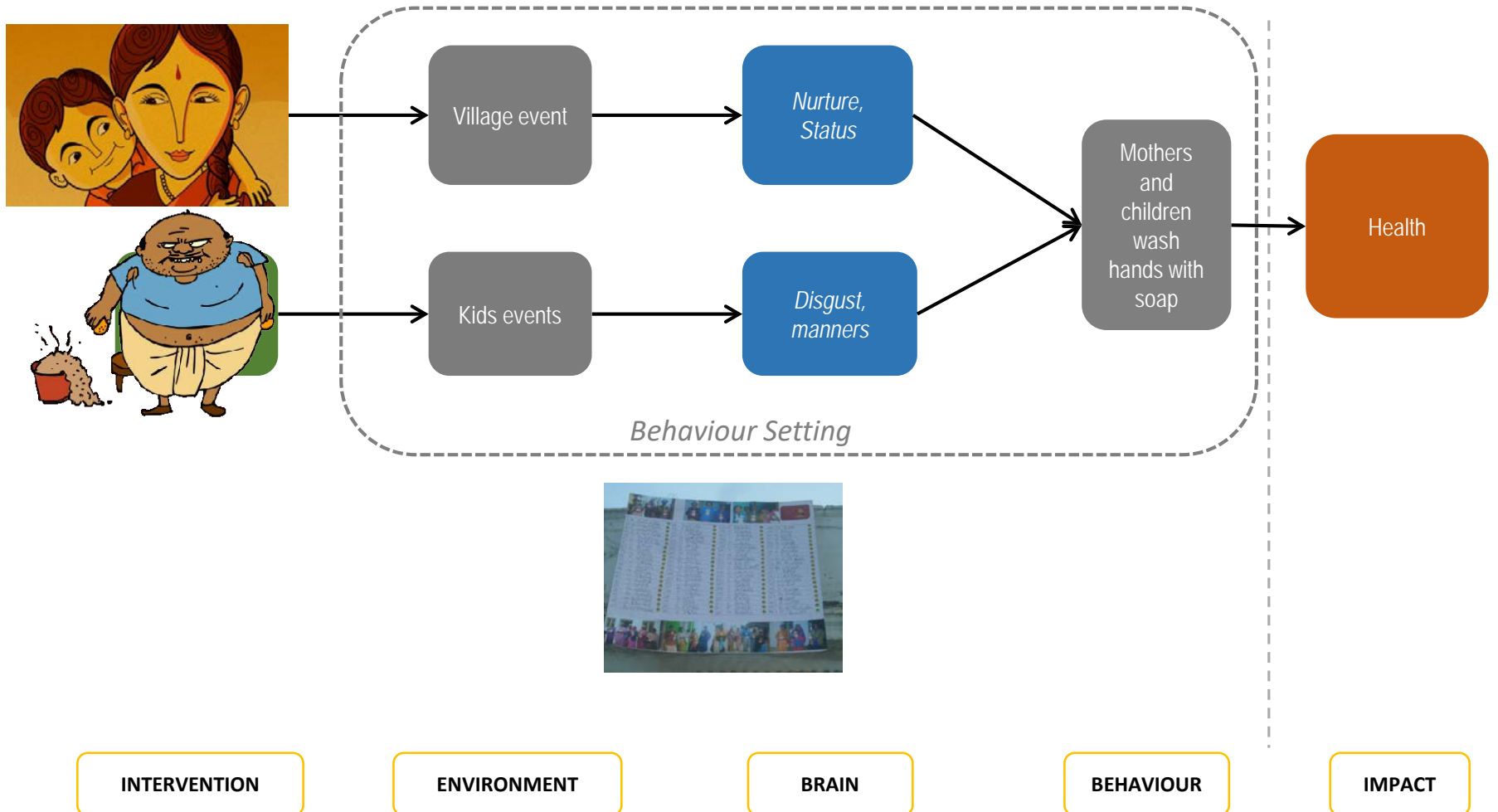




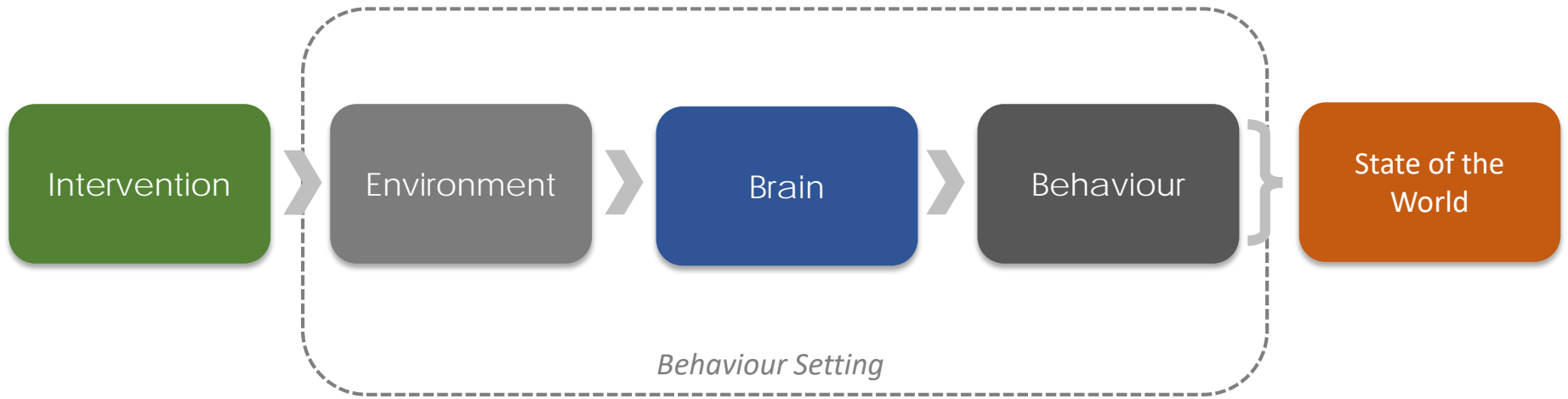
# Theory of change: individuals



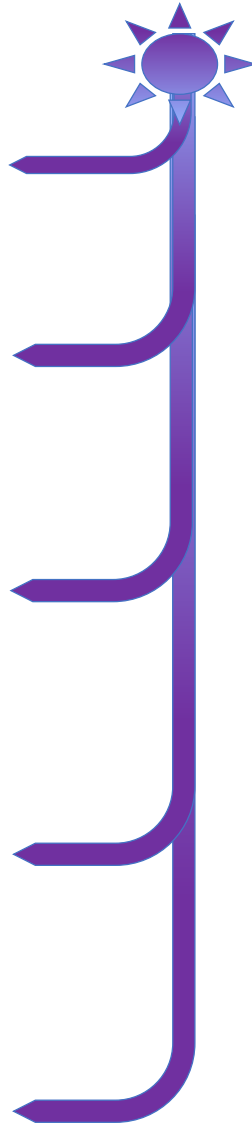
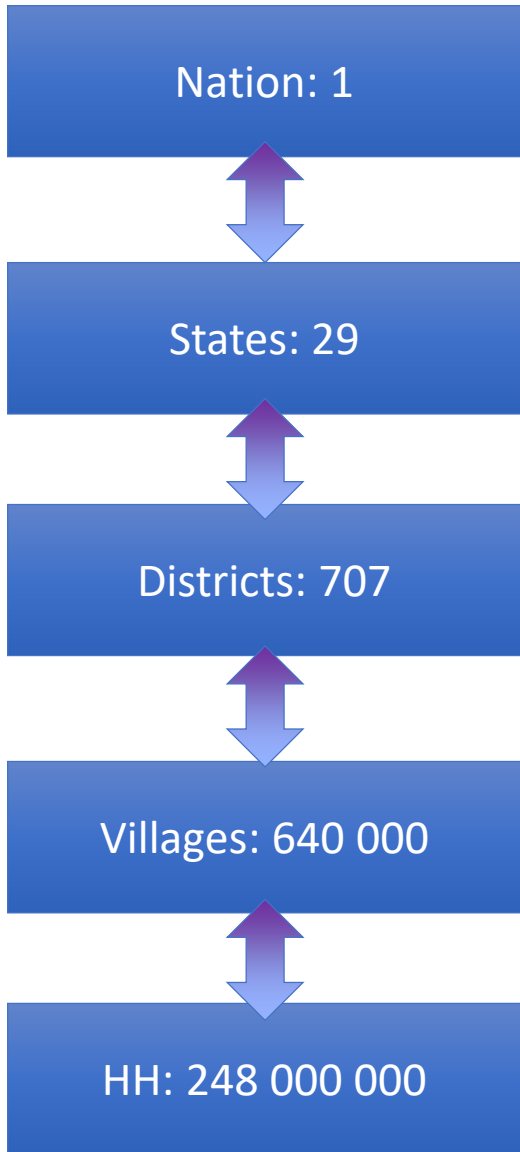
# SuperAmma: Theory of Change







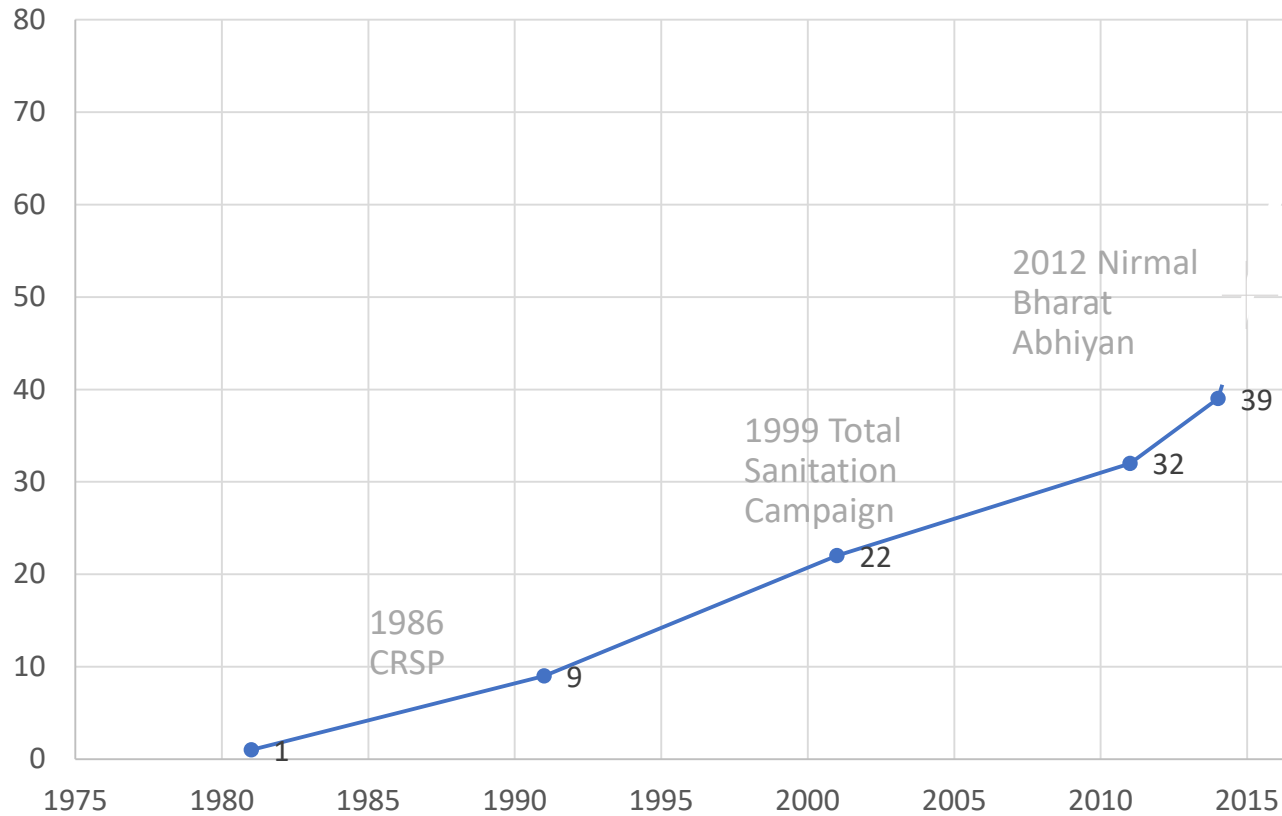




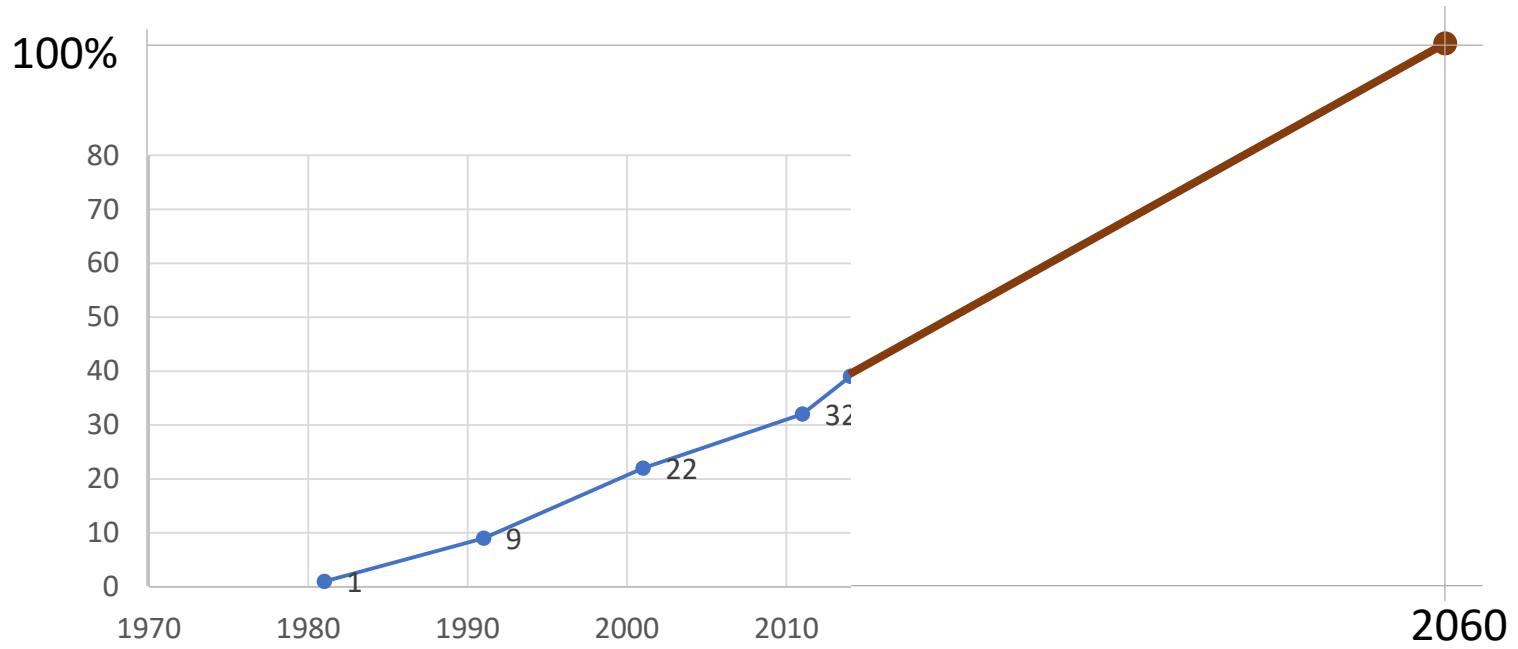




# Rural Sanitation coverage in India

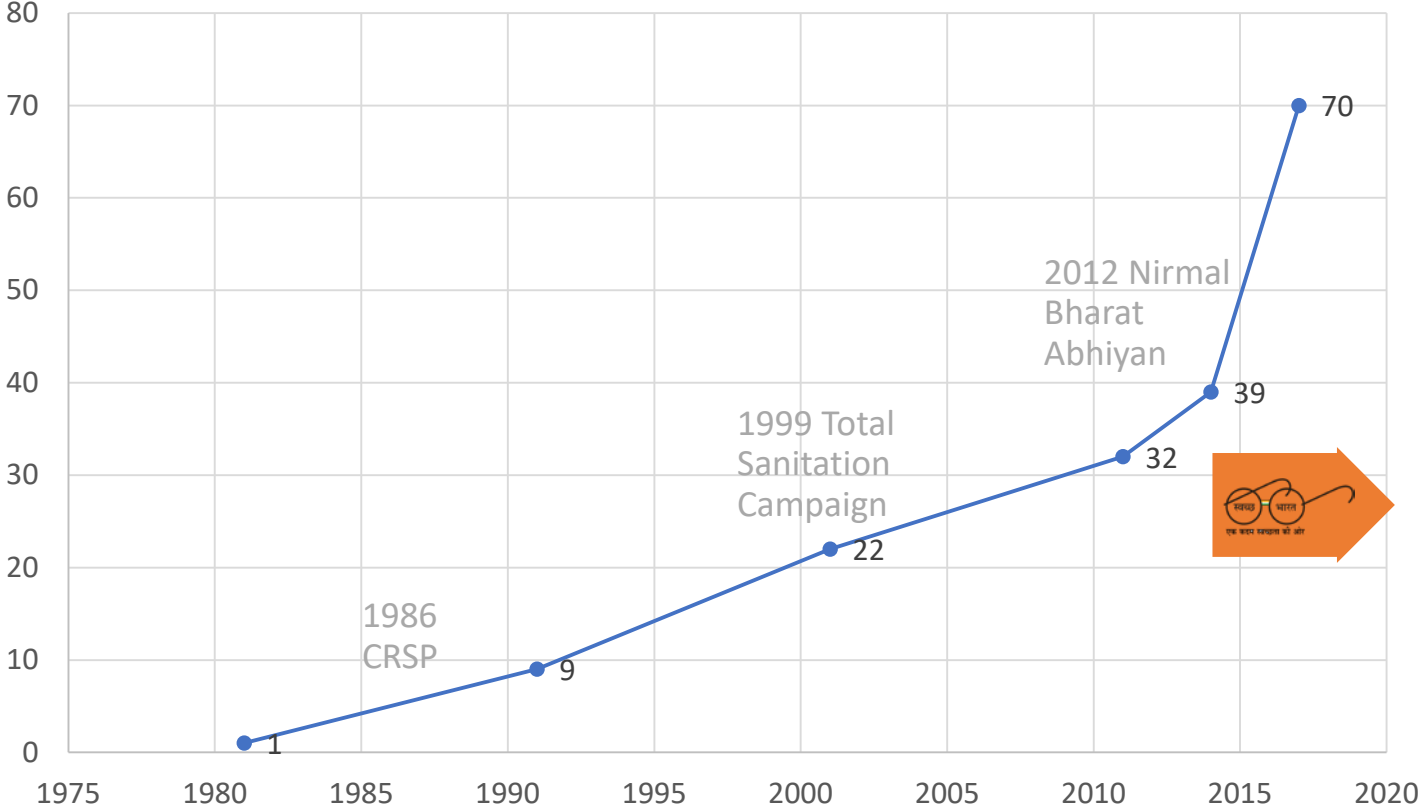


# Rural Sanitation coverage in India

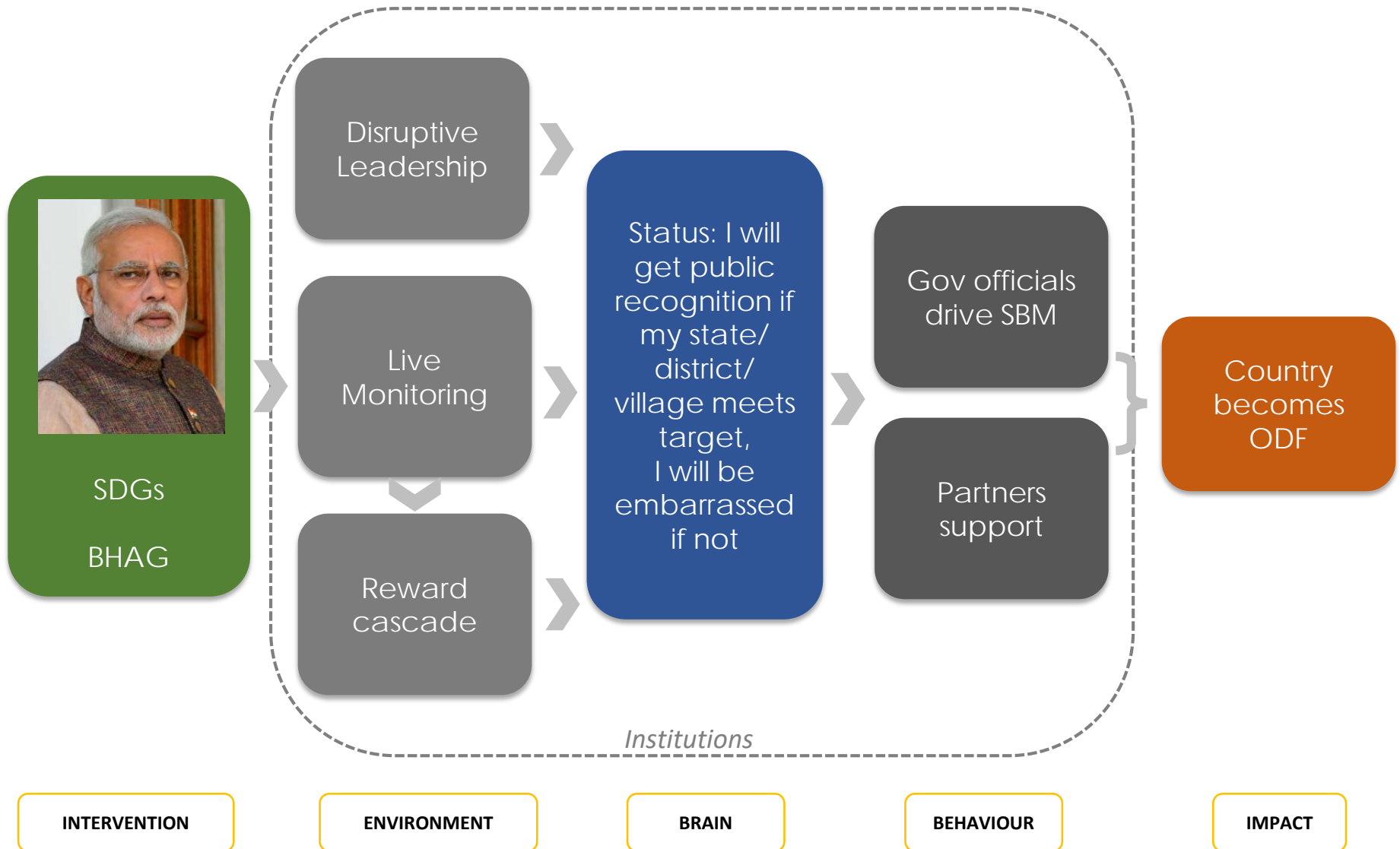




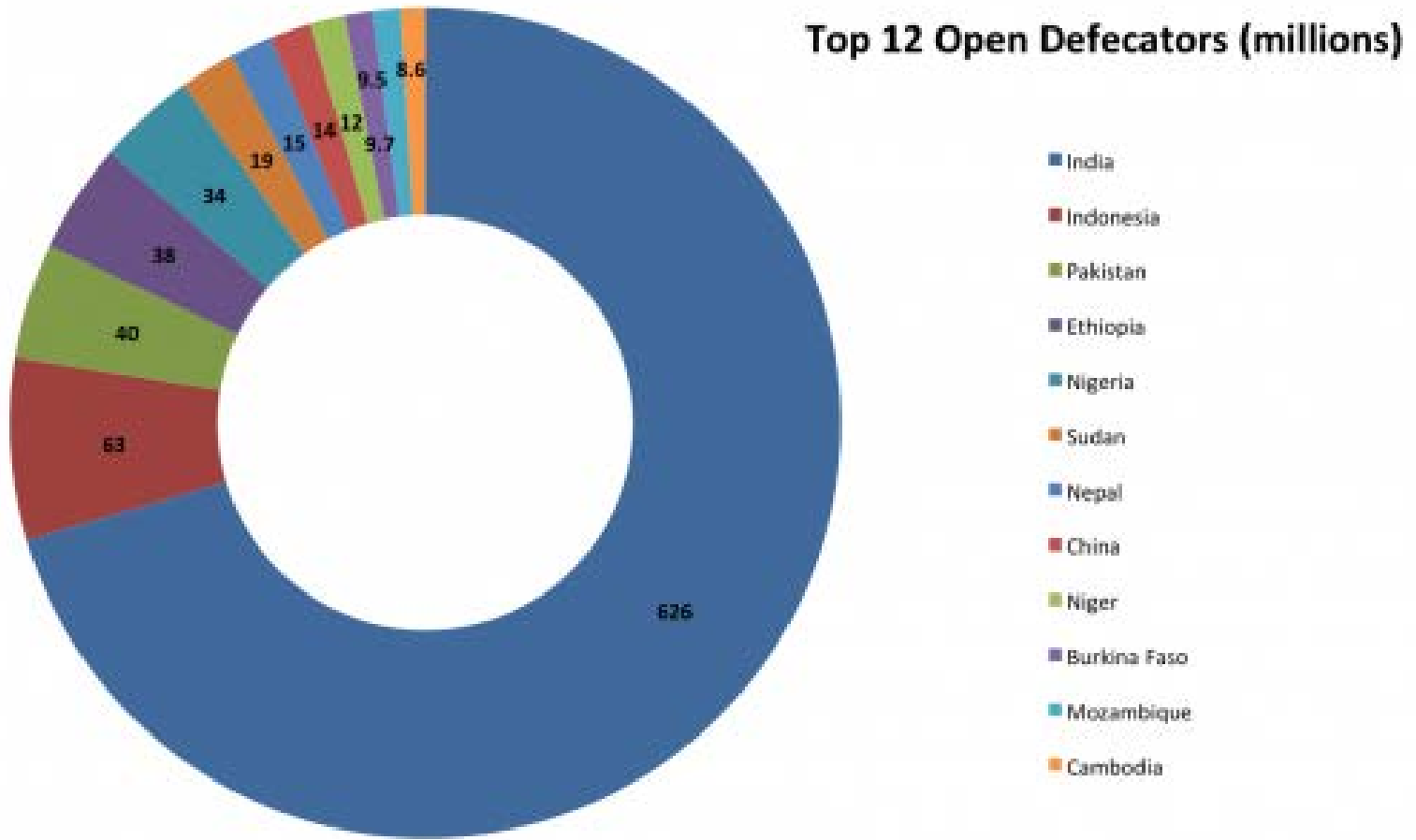
# Swachh Bharat Abhiyan



# SBM Theory of Change



# India: 'Home' of OD





# The BHAG

India becomes Open  
Defecation Free by  
2<sup>nd</sup> October 2019





# Disruptive Leadership



**Rahul Kanwal** @rahulkanwal · 5h

Image of the day. Top Indian bureaucrat leading by example. Param Iyer cleans a toilet in Warangal to spread a msg on hygiene  
[#SwachhBharat pic.twitter.com/7cF6uJD27d](https://pic.twitter.com/7cF6uJD27d)

↩ 35

↻ 352

♥ 602





एक कदम स्वच्छता की ओर



सूचना एवं प्रसारण मंत्रालय  
भारत सरकार





# स्वच्छ शक्ति सप्ताह 2017

RUN-UP TO INTERNATIONAL WOMEN'S DAY

## Planned Activities - 1<sup>st</sup> to 8<sup>th</sup> March, 2017

- Launch of 'Swachh Shakti Saptah' by Minister, MDWS & CM Haryana at Gurugram on 1<sup>st</sup> March
- Events on girl child and sanitation in govt schools
- Local event engaging women sarpanches
- Highlighting women in sanitation issues through print and electronic media
- More than 6000 women swachhta champions participating in mega event on 8<sup>th</sup> March
- Sports programmes in districts/villages



Under Swachh Bharat Mission, **100 districts** and **1.8 lakh** villages have been declared ODF



## Women heroes for Swachh Bharat celebrate World Water Day

By OUR STAFF REPORTER

**RISHIKESH, 22 Mar:** A unique World Water Day celebration at Parmarth Niketan today brought together and honoured Sanitation Ambassadors and Heroes from nearby villages and urban slums who have worked towards making their local communities and water bodies free from Open Defecation and pollution.

The Global Interfaith WASH Alliance (GIWA), under the inspiration of its co-founder Swami Chidanand Saraswati (who is also President of Parmarth Niketan), has been training people in slums and villages on how to lead their own communities towards a Swachhita Kanti or Clean Revolution. GIWA has been doing so through its array of courses, offered through its World Toilet College, as well as outreach, through its WASH on Wheels programme and Women for WASH initiative.

The World Water Day celebration, held on the banks of the River Ganga, included colourful video presentations, musical recitals and dramatic performances as well as a mass pledge to work on ensuring universal access to safe water, sanitation and hygiene.



Swami Chidanand Saraswati handed the symbolic Sanitation Keys (Swachhata Chabiyon) to highlight the message that the tools for creating a clean and healthy society lie in the hands of the people.

Swami Chidanand said, "Today is World Water Day, and we are so happy that just a little earlier this week, our Ganga and Yamuna Rivers were given the same status as a person by the High Court of Uttarakhand. This is truly historic, and will surely enable our beautiful rivers to be better protected. This means, now more than ever, we must come together and stay together until everyone, everywhere, sees today. And we must roll up our sleeves to free our precious rivers—and all water bodies—from the terrible bane of human waste that mar their banks and deny the beauty of the world around us."

Sadhvi Bhagawati Saraswati, Secretary-General of the Global Interfaith WASH Alliance, said, "Water is Life – life for our bodies, life for our planet and life for all of creation with whom we share this beautiful planet. However, today tragically in India water is becoming a source of death and disease rather than a source of life, due to large part to rampant open defecation. That is why on World Water Day we are celebrating the work being done to build toilets and empower local communities in sanitation and hygiene."

The Swami also emphasised, "Now is the time for all of us to become Swachhita Kshetris so that, together, we can realise a vision for Mother India and Mother Ganga."

Swami Chidanand Saraswati handed the symbolic Sanitation Keys (Swachhata Chabiyon) to highlight the message that the tools for creating a clean and healthy society lie in the hands of the people.

Swami Chidanand said, "Today is World Water Day, and we are so happy that just a little earlier this week, our Ganga and Yamuna Rivers were given the same status as a person by the High Court of Uttarakhand. This is truly historic, and will surely enable our beautiful rivers to be better protected. This means, now more than ever, we must come together and stay together until everyone, everywhere, sees today. And we must roll up our sleeves to free our precious rivers—and all water bodies—from the terrible bane of human waste that mar their banks and deny the beauty of the world around us."

Sadhvi Bhagawati Saraswati, Secretary-General of the Global Interfaith WASH Alliance, said, "Water is Life – life for our bodies, life for our planet and life for all of creation with whom we share this beautiful planet. However, today tragically in India water is becoming a source of death and disease rather than a source of life, due to large part to rampant open defecation. That is why on World Water Day we are celebrating the work being done to build toilets and empower local communities in sanitation and hygiene."

The Swami also emphasised, "Now is the time for all of us to become Swachhita Kshetris so that, together, we can realise a vision for Mother India and Mother Ganga."

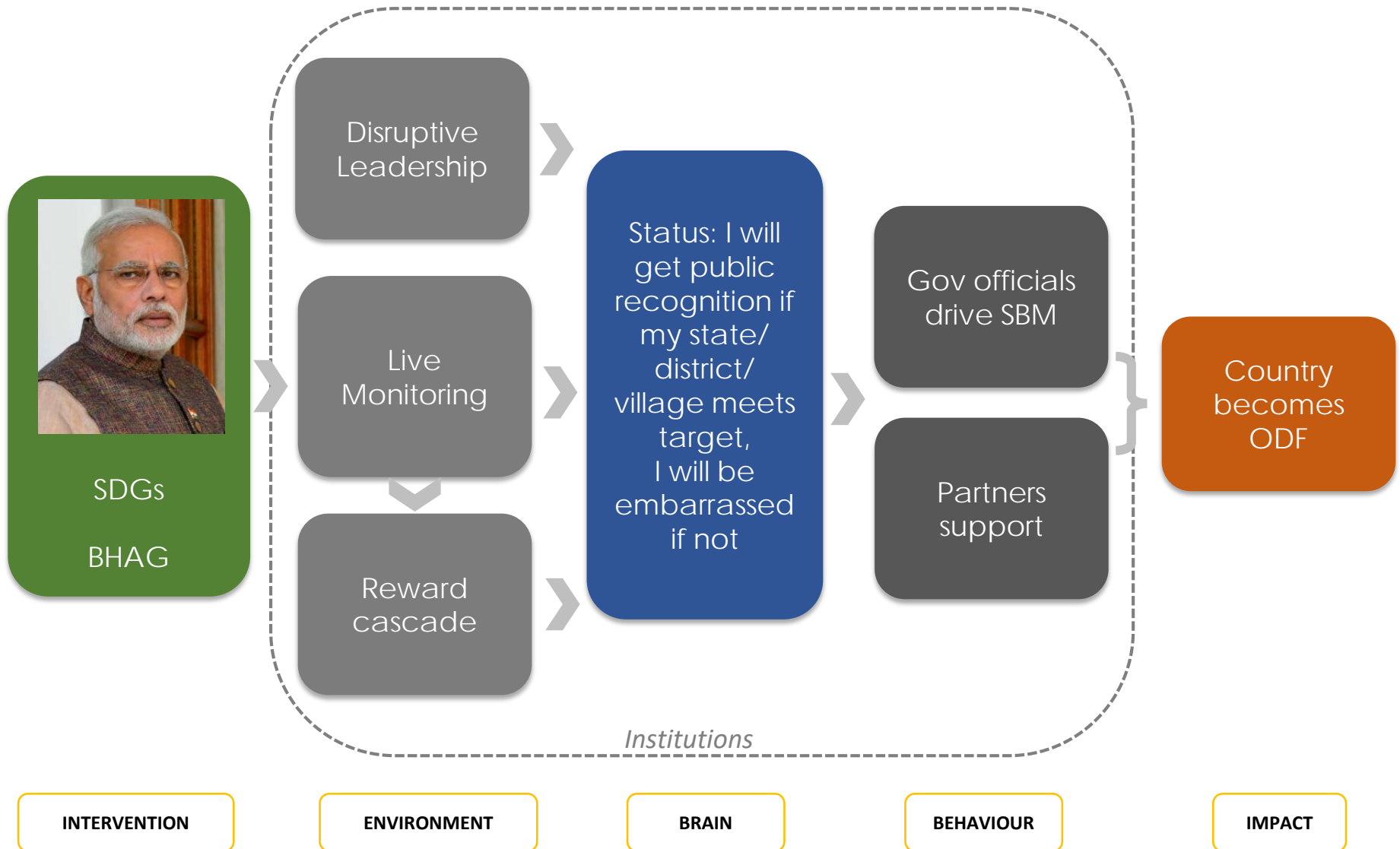
Swami Chidanand Saraswati handed the symbolic Sanitation Keys (Swachhata Chabiyon) to highlight the message that the tools for creating a clean and healthy society lie in the hands of the people.

Swami Chidanand said, "Today is World Water Day, and we are so happy that just a little earlier this week, our Ganga and Yamuna Rivers were given the same status as a person by the High Court of Uttarakhand. This is truly historic, and will surely enable our beautiful rivers to be better protected. This means, now more than ever, we must come together and stay together until everyone, everywhere, sees today. And we must roll up our sleeves to free our precious rivers—and all water bodies—from the terrible bane of human waste that mar their banks and deny the beauty of the world around us."

Sadhvi Bhagawati Saraswati, Secretary-General of the Global Interfaith WASH Alliance, said, "Water is Life – life for our bodies, life for our planet and life for all of creation with whom we share this beautiful planet. However, today tragically in India water is becoming a source of death and disease rather than a source of life, due to large part to rampant open defecation. That is why on World Water Day we are celebrating the work being done to build toilets and empower local communities in sanitation and hygiene."

The Swami also emphasised, "Now is the time for all of us to become Swachhita Kshetris so that, together, we can realise a vision for Mother India and Mother Ganga."

# SBM Theory of Change





**32,108,275**  
Household Toilets Built

India **42.02%** (Oct 2, 2014)    India **59.76%** (As on Date)

**148,**  
Open Defecation Free Villages

**2,7,**  
Open Defecation Free Villages in Namami Gange

**82,**  
Open Defecation Free Districts

**3,**  
Open Defecation Free States

Explore →

Data Source : <http://sbm.gov.in/>

**34,633,300**  
Household Toilets Built

India **42.01%** (Oct 2, 2014)    India **61.15%** (As on Date)

**165,544**  
Open Defecation Free Villages

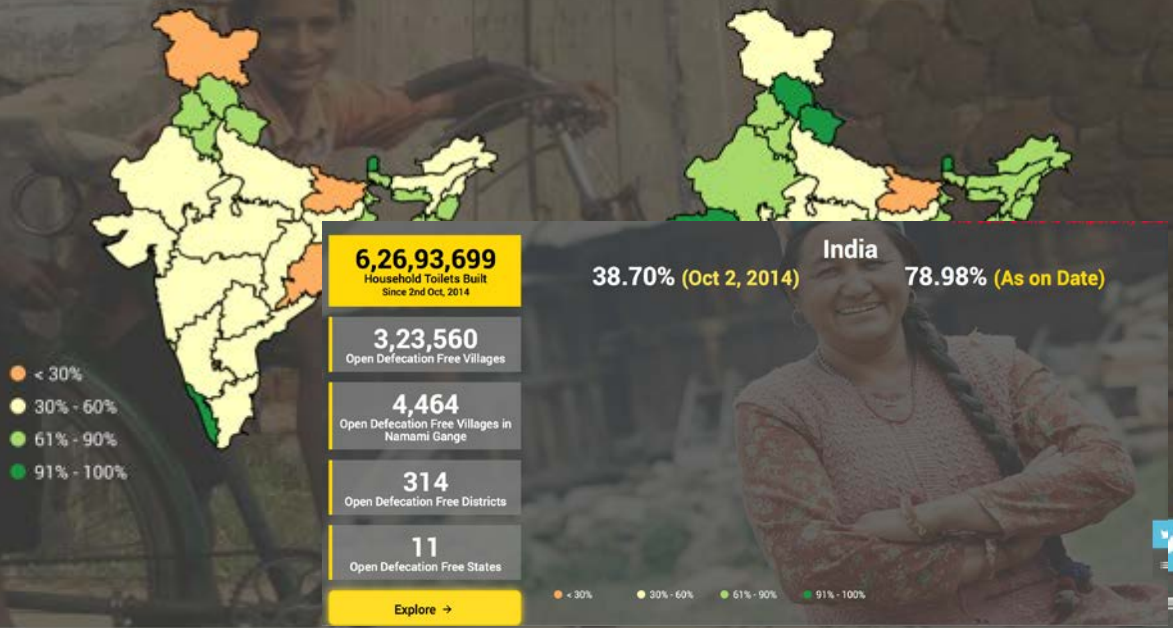
**3,026**  
Open Defecation Free Villages in Namami Gange

**96**  
Open Defecation Free Districts

**3**  
Open Defecation Free States

Explore →

Data Source : <http://sbm.gov.in/>



<http://sbm.gov.in/sbmdashboard/>



Ministry of Drinking Water & Sanitation  
Swachh Bharat Mission (Gramin)



### Swachh Bharat Mission (G) App for Citizens

Download mobile application for Coverage of Sanitation Status

[Download App for Android Phone](#)

[Download App for Windows Phone 10](#)

[Download App for Windows Phone 8.1 and earlier](#)

### Import Data from Desktop PC

Please, read the Steps document and User manual before importing photographs.

[Login to Upload Photographs](#)

Before installing new App, Please ensure that All photographs taken from earlier versions of APP have been uploaded.

[Download mSBM App - with Export Data option](#) <sup>Beta</sup>  
Version

[MPV 3.5 R1 20150116, Size : 1626KB]  
[Last Update on : 04 October 2016]







LG



ONLY BJP-RULED STATE TO GET INTO TOP 3 IS MP

# Swachh Bharat: Karnataka No. 1, West Bengal No. 2

Sowmya.Aj@timesgroup.com

**Bengaluru:** Congress-ruled Karnataka has pipped all other states, including BJP-ruled ones, in implementing PM Modi's Swachh Bharat mission. The state tops the country in the number of toilets built under government programmes so far in fiscal 2014-15 — Karnataka has built 3.57 lakh, or about 15% of the total 25.30 lakh toilets built in the country this fiscal year.

Figures compiled by the Union Ministry of Drinking Water and Sanitation under the Swachh Bharat (Gramin) scheme show that the PM's home state of Gujarat has built just 1.34 lakh toilets. The population of Gujarat and Karnataka are almost similar — according to 2011 census, Gujarat had a population of 6 crore and Karnataka, 6.1 crore.

Karnataka's rural development

## BJP States Way Behind

**KARNATAKA HAS** built 3.57 lakh, or about 15% of total 25.30 lakh toilets built in this fiscal year

**GUJARAT HAS** built just 1.34 lakh toilets

Population of Gujarat & Karnataka are almost similar — according to 2011 census, Gujarat had a population of 6 cr & K'taka 6.1 crore

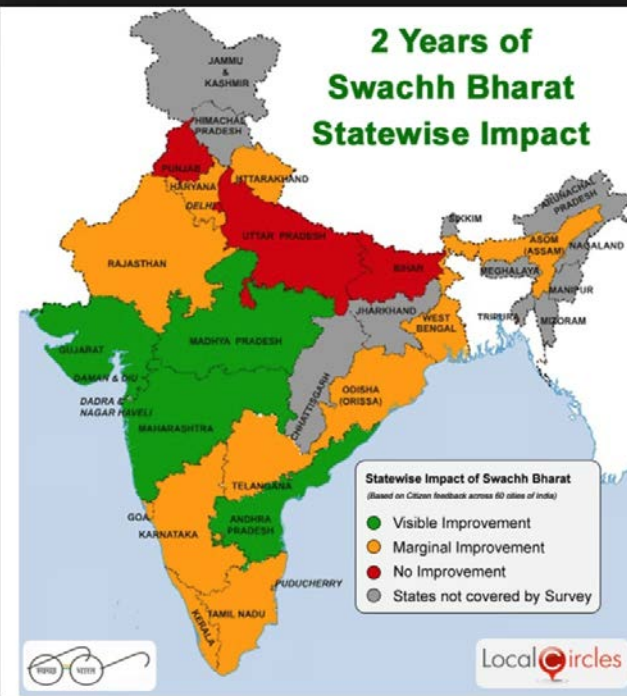
**GOA HAS** not built a single toilet in the last three years, Chhattisgarh has built just 30,819 and Rajasthan 1.79 lakh

minister, HK Patil, who has no qualms in praising Modi for the initiative, has set a very ambitious target of building as much as 10 lakh toilets this year for the state. "We are first in the country," he told ET. "Last year, we had a target of 6 lakh toilets, and built 5,00,500 of them. This year we have been more ambitious and want to meet a target of at least 8-10 lakh," he said.

West Bengal, ruled by Trinamool Congress, stands second on the national list, building 3.12 lakh toilets this year. The only BJP-ruled state to get into the top three is Madhya Pradesh, with 3.04 lakh toilets. Other BJP-ruled states are lagging woefully behind. While Goa has not built a single toilet in the last three years, Chhattisgarh has built just 30,819 and Rajasthan, 1.79 lakh.

By August 15 next year, Karnataka hopes to make 10,000 villages open-defecation free.

## 2 Years of Swachh Bharat Statewise Impact

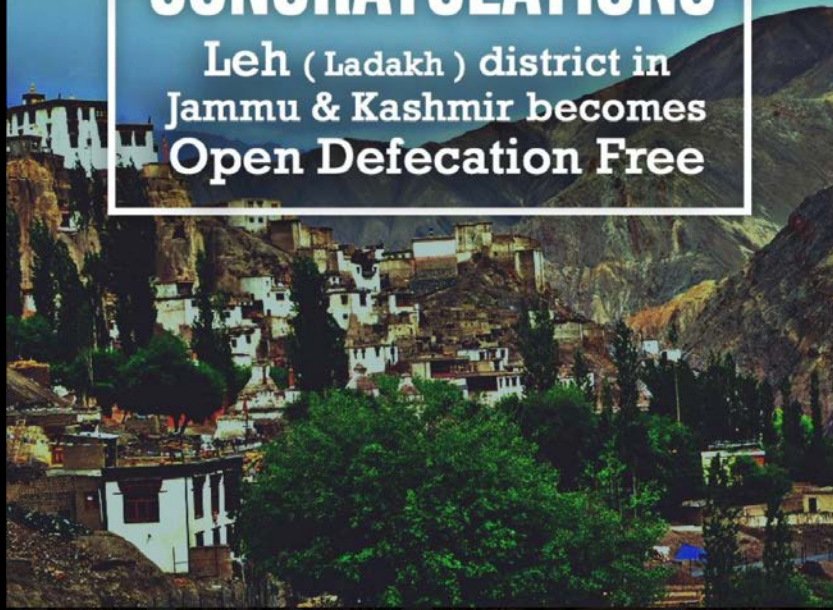






# CONGRATULATIONS

Leh (Ladakh) district in  
Jammu & Kashmir becomes  
Open Defecation Free



**Congratulations**  
Tirupathur Block in Vellore becomes  
Open Defecation Free



After providing toilet  
access to **6.6 lakh** IHHLs,  
Cooch Behar district  
becomes **ODF**

MINISTRY OF DRINKING WATER AND SANITATION

**CONGRATULATIONS**

DADRA & NAGAR HAVELI  
BECOMES THE 3<sup>rd</sup>  
OPEN DEFECTION FREE  
UNION TERRITORY OF INDIA





### ओडीएफ अभियान महिलाओं के लिए वरदान : कमल कंवर

कमल कंवर, जिला प्रमुख, गोरखपुर जिला, उत्तर प्रदेश, ने महिलाओं के बीच ओडीएफ अभियान के बारे में बताया।



### श्रीद्वारगढ़ ही होगा पहला ओडीएफ ब्लॉक : गोदारा

गोदारा ने बताया कि श्रीद्वारगढ़ ब्लॉक को ओडीएफ ब्लॉक बनाने के लिए पहला चरण पूरा किया गया है।



### हाथ खड़े कर की ओडीएफ होने की घोषणा

जिला प्रमुख ने बताया कि ओडीएफ अभियान में लोगों का हाथ खड़े करके भागीदारी बढ़ाई जा रही है।

### ग्रामीण महिलाओं ने संभाला मोर्चा

ग्रामीण महिलाओं ने ओडीएफ अभियान में सक्रिय भागीदारी लेते हुए मोर्चा संभाला।

### नसीबा ने लिया पंचायत को ओडीएफ करने का संकल्प

नसीबा ने पंचायत स्तर पर ओडीएफ अभियान को लागू करने का संकल्प लिया।

### ओडीएफ क्रांति के लिए गांवों में आगे आए भाभाशाह

भाभाशाह ने गांवों में जाकर ओडीएफ अभियान को बढ़ावा देने का फैसला किया।



# Suniye Salesman Shaucha Singh ko Swachh Bharat Mission Gramin Ke YouTube Channel Par



YouTube - tinyurl.com/sbmggramin



### आज तक के मंच पर प्रधानमंत्री



### A 50-YEAR-OLD MASON ON A MISSION TO BUILD TOILETS

KALABATI DEVI UTTAR PRADESH

## bengal first

# NADIA FLUSHED CLEAN

MAKING HISTORY How UNICEF and a district administration got together to bring about a sanitary revolution



### SCRIPTING A SUCCESS STORY

UNICEF and the government of West Bengal have joined forces to bring about a sanitary revolution in Nadia district.

### NOW, A HANDWASH FOR ALL

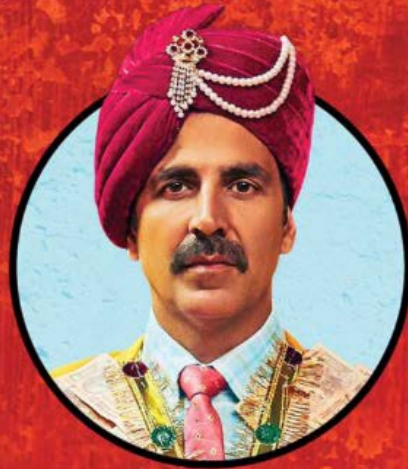
The women members in Kalabati and other villages are promoting the use of handwashing stations.

Swachh Bharat @swachhbharat · Feb 13 As against common belief, the construction of a toilet does not necessarily require a lot of space. For a family of 5-7, 4x4 yards of land is enough for the



LADIES

GENTS



11<sup>TH</sup> AUG 2017, SWACHH AZAADI

# TOILET

एक प्रेम कथा





# Islands of success



Self Analysis: Not Prescription



Janandolan

## Cartoons and Competitions



## Spread the light!



Our slogan is 'no-shit'

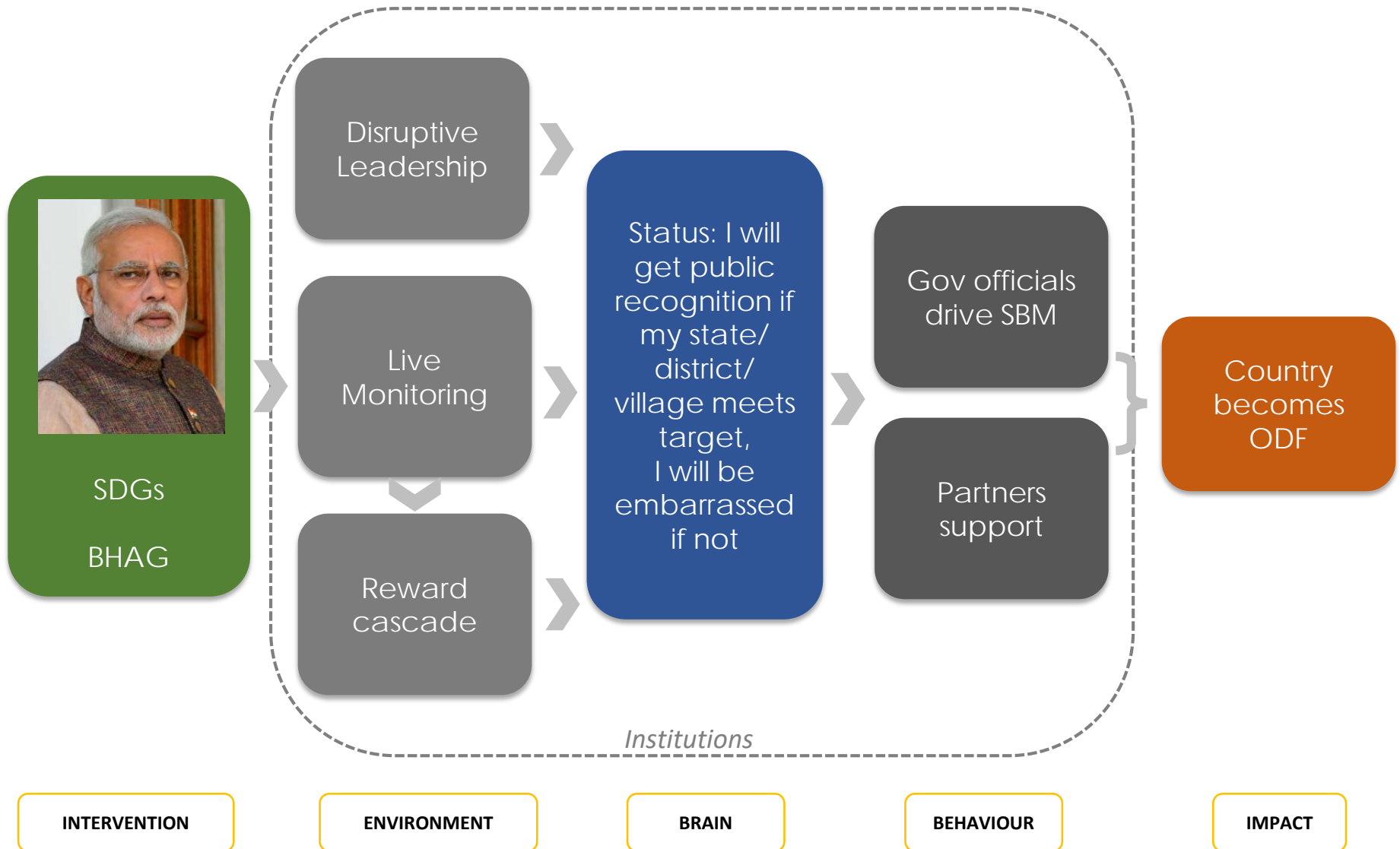








# SBM Theory of Change





एक कदम स्वच्छता की ओर



# Tanzania's National Sanitation Campaign



McCANN

DFID

Department for  
International  
Development



# The BC challenge

- 10% defecate in open
- 55% have unimproved toilet
- 10% have a handwashing facility







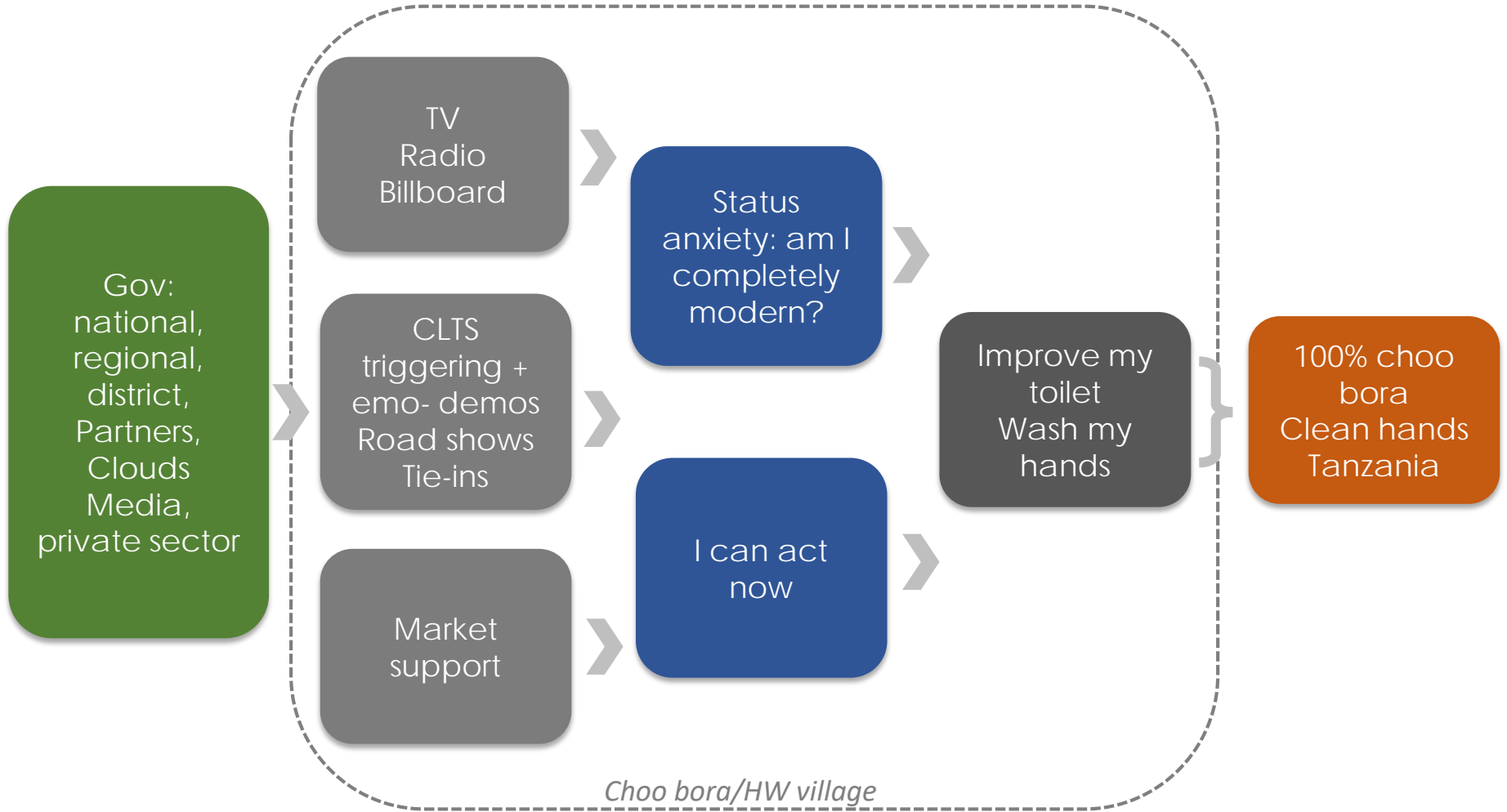


USICHUKULIE POA  
**NYUMBA  
NI CHOO**





USICHUKULIE POA  
**NYUMBA  
NI CHOO**



INTERVENTION

ENVIRONMENT

BRAIN

BEHAVIOUR

IMPACT

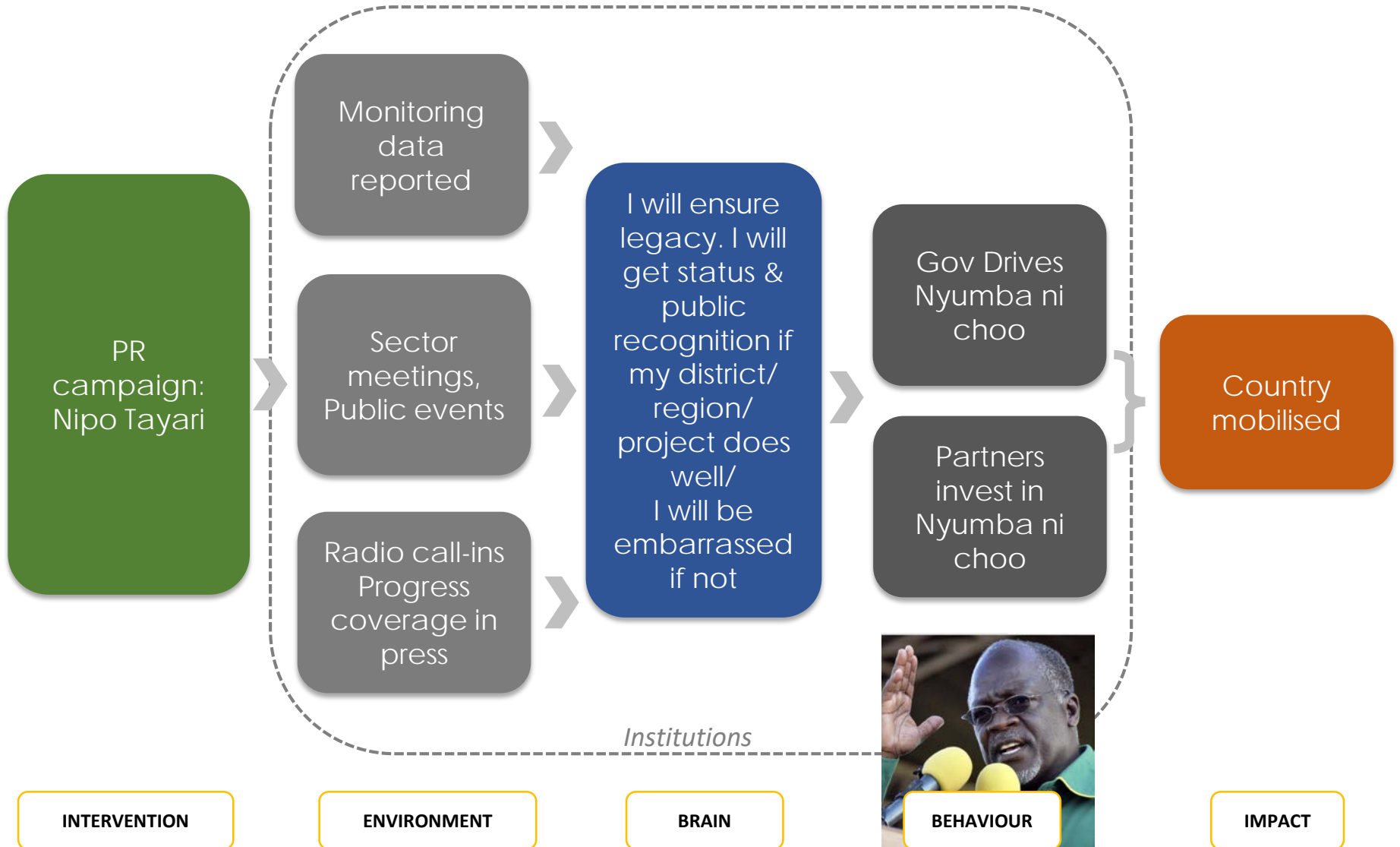


USICHUKULIE POA  
**NYUMBA  
NI CHOO**



**NIPO  
TAYARI**

KAMPENI YA TAIFA  
YE SHAFI WA HAZIMUDA





Dr. Khalid Masesa, Afsa Mkuu Kitengo cha Afya na Usafi wa Mazingira, MOHCDGEC



Gertrude Kihunwa, DFD, Mhe. Ummy Mwalimu, MOHCDGEC, Dir. Jennifer Sara, Benki ya Dunia



Mhe. Dr. Mary Mwachaei Nagu, MB, Mwenyekiti wa Kamati ya Kudumu ya Bunge ya Kilimo



Mhe. Hava Abdulrahmani Ghasia, MB, Mwenyekiti wa Kamati ya Kudumu ya Bunge ya Burundi



Mhe. Peter J. Senkamba, MB, Mwenyekiti wa Kamati ya Kudumu ya Bunge ya Huduma



Mhe. Stanislaus Nyirongo, MB, Mwenyekiti wa Kamati ya Vwanda, Biashara na Mafunzo



Mhe. Aznan Musa Zungu, MB, Mwenyekiti wa Kamati ya Jamhuri ya Muungano



Mhe. Eng. Stella Martin Manyanya, Naibu Waziri wa Elimu, Sayansi na Teknolojia



Mhe. Eng. Isaac Aboye Kamwelwe, Naibu Waziri wa Maji na Umwagilaji



Anyirike Mwekikilima, Maratibu wa Kampeni ya Kiraifa ya Usafi wa Mazingira



Mhe. Selemani S. Sidi Jalo, MB, Naibu Waziri Ofisi ya Raisi Tawala za Mikoa na Serikali za Miji

Viongozi wetu kutoka Serikalini, Mashirika yasiyo ya kiserikali na wafadhili wakiahidi kushiriki kusaidia Kampeni ya Taifa ya Usafi wa Mazingira kwa kutumia nafasi ya uongozi wao, rasilimali fedha nautaalamu wao.

# JE, UPO TAYARI KUWAUNGA MKONO?



# MATOKEO YA UTEKELEZAJI WA USAFI WA MAZINGIRA HADI 31/03/2017

No	JINA LA MKOA	JINA LA WILAYA	Ushafi wa mazingira kutika kroya (%)	Kaya zilizobomha au zilivyo mazingira (%)	Sehemu ya kushtia mbali kutika kroya	Kaya zime maji safi (ya salama) (%)	Vilaa vya afya vilivyobomhwa (%)	Viloo vya mbali vyenye yoo bora	No	JINA LA MKOA	JINA LA WILAYA	Ushafi wa mazingira kutika kroya (%)	Kaya zilizobomha au zilivyo mazingira (%)	Sehemu ya kushtia mbali kutika kroya	Kaya zime maji safi (ya salama) (%)	Vilaa vya afya vilivyobomhwa (%)	Viloo vya mbali vyenye yoo bora
1	ARUSHA	ARUSHA DC							14	MBEYA	MBEYA DC						
2	DAR ES SALAAM	DAR ES SALAAM DC							15	MROGOGORO	MROGOGORO DC						
3	DODOMA	DODOMA DC							16	MTWARA	MTWARA DC						
4	GEITA	GEITA DC							17	MWANZA	MWANZA DC						
5	IRINGA	IRINGA DC							18	Njombe	Njombe DC						
6	KAGERA	KAGERA DC							19	Pwani	Pwani DC						
7	KATAVI	KATAVI DC							20	Rukwa	Rukwa DC						
8	KIGOMA	KIGOMA DC							21	Ruvuma	Ruvuma DC						
9	KILIMANJARO	KILIMANJARO DC							22	Shinyanga	Shinyanga DC						
10	UNDI	UNDI DC							23	Singida	Singida DC						
11	MANYARA	MANYARA DC							24	Tabora	Tabora DC						
12	MARA	MARA DC							25	Tanga	Tanga DC						
13	SONGWE	SONGWE DC															

Asilimia 75 na zaidi	50-74.9%	Chini ya asilimia 50	No data
Mwelekeo sahihi	Kwenye hatari	Nje ya mwelekeo	



# Clouds FM

THE PEOPLE'S STATION









# Lessons for National Sanitation Campaigns



# Thanks

- Robert Aunger and the team at EHG/LSHTM
- Swachh Bharat team
- CLEAR Tanzania team
- WASH FUTURES for the kind invite

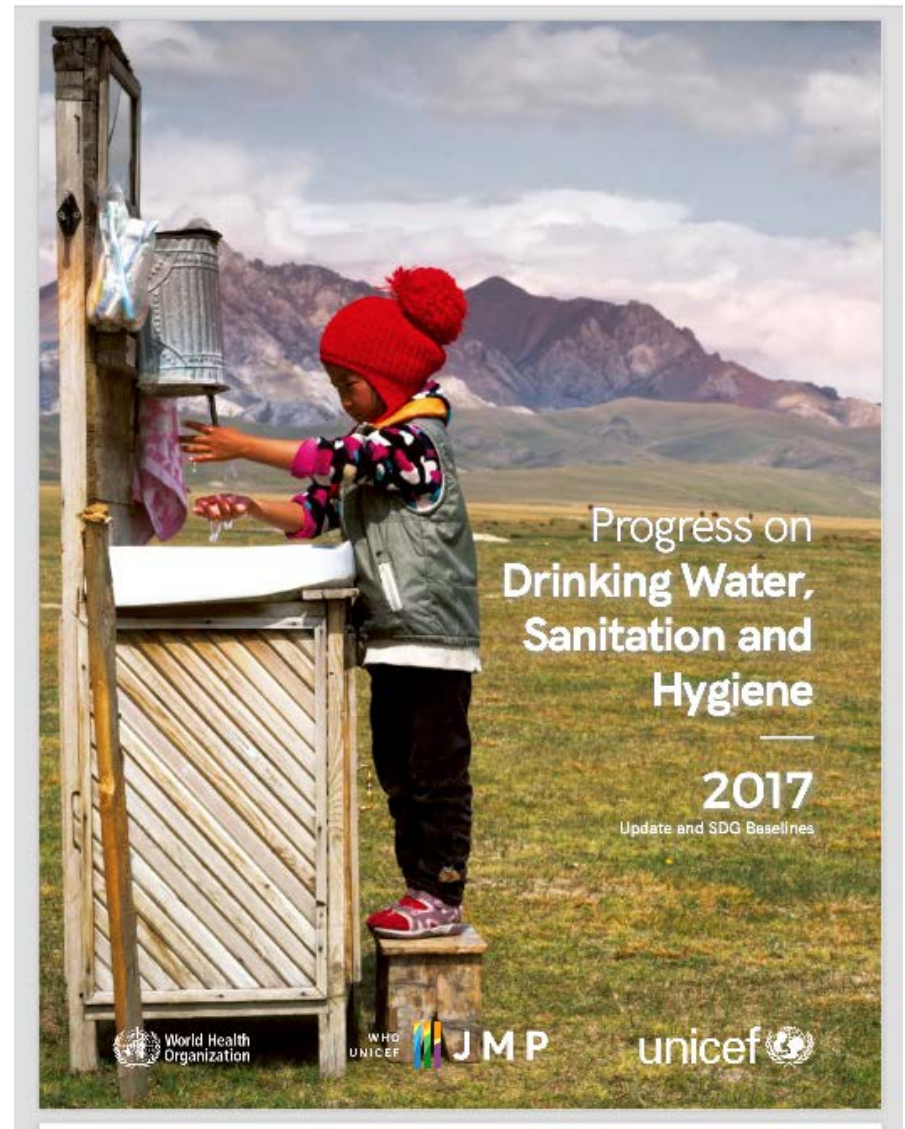


Water, Sanitation & Hygiene Conference **2018**

“No child should die or get sick as a result of being exposed to other people’s excreta, or having no place to wash their hands...

...And no one should suffer the indignity of having to defecate in the open.”

Dr Tedros Ghebreyesus







## Effect of a behaviour-change intervention on handwashing with soap in India (SuperAmma): a cluster-randomised trial

Adam Biran, Wolf-Peter Schmidt, Kirtu Ba Sankar Varadharajan, Divya Rajaraman, Raja Kumar, Katie Greenland, Brijaji Gopalan, Robert Aunger, Vol Cuijts



### Summary

**Background** Diarrhoea and respiratory infections are the two biggest causes of child death globally. Handwashing with soap could substantially reduce diarrhoea and respiratory infections, but prevalence of adequate handwashing is low. We tested whether a scalable village-level intervention based on emotional drivers of behaviour, rather than knowledge, could improve handwashing behaviour in rural India.

**Methods** The study was done in Chittoor district in southern Andhra Pradesh, India, between May 24, 2011, and Sept 10, 2012. Eligible villages had a population of 700–2000 people, a state-run primary school for children aged 8–13 years, and a preschool for children younger than 5 years. 14 villages (clusters) were selected, stratified by population size (<1200 vs >1200), and randomly assigned in a 1:1 ratio to intervention or control (no intervention). Clusters were enrolled by the study manager. Random allocation was done by the study statistician using a random number generator. The intervention included community and school-based events incorporating an animated film, skits, and public pledging ceremonies. Outcomes were measured by direct observation in 20–25 households per village at baseline and at three follow-up visits (6 weeks, 6 months, and 12 months after the intervention). Observers had no connection with the intervention and observers and participant households were told that the study was about domestic water use to reduce the risk of bias. No other masking was possible. The primary outcome was the proportion of handwashing with soap at key events (after defecation, after cleaning a child's bottom, before food preparation, and before eating) at all follow-up visits. The control villages received a shortened version of the intervention before the final follow-up round. Outcome data are presented as village-level means.

**Findings** Handwashing with soap at key events was rare at baseline in both the intervention and control groups (1% [SD 1] vs 2% [1]). At 6 weeks' follow-up, handwashing with soap at key events was more common in the intervention group than in the control group (19% [SD 21] vs 4% [2]; difference 15%,  $p=0.005$ ). At the 6-month follow-up visit, the proportion handwashing with soap was 37% (SD 7) in the intervention group versus 6% (3) in the control group (difference 31%;  $p<0.02$ ). At the 12-month follow-up visit, after the control villages had received the shortened intervention, the proportion handwashing with soap was 29% (SD 9) in the intervention group and 29% (13) in the control group.

**Interpretation** This study shows that substantial increases in handwashing with soap can be achieved using a scalable intervention based on emotional drivers.

**Funding** Wellcome Trust, SHARE.

**Copyright** © Biran et al. Open Access article distributed under the terms of the CC-BY license.

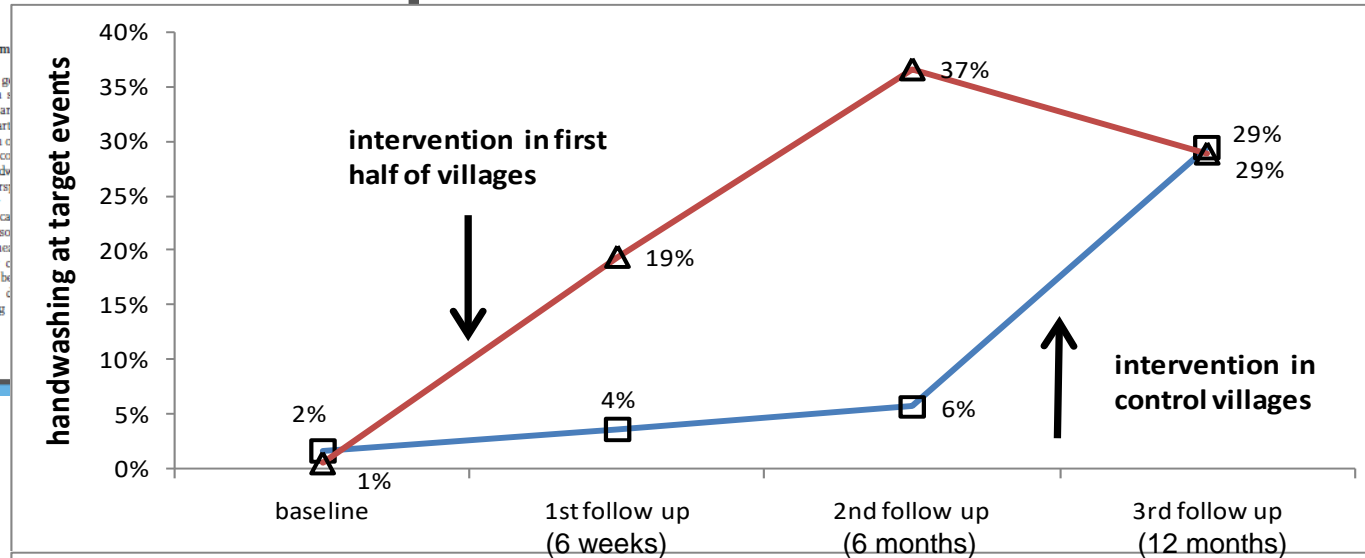
### Introduction

Improved hand hygiene has the potential to reduce morbidity and mortality from infections spread by faecal-oral routes and person-to-person contact. Infections preventable by improved hand hygiene include gastrointestinal infections,<sup>1,2</sup> respiratory infections,<sup>1,3,4</sup> trachoma,<sup>5</sup> fatal neonatal infections,<sup>6,7</sup> and possibly worm infections.<sup>8</sup> Diarrhoea and respiratory infections remain the two most important causes of child death globally.<sup>9</sup> Improved hand hygiene can also improve child development and school attendance.<sup>10,11</sup> Hygiene promotion has been suggested to be one of the most cost-effective interventions for prevention of infectious disease.<sup>12</sup>

Knowledge about the health benefits of handwashing is widespread. For example, 92% of respondents in Kenya

knew that gi studies in s China.<sup>13</sup> Bar 29% of part defecation c water are co high, handv health pers behaviour communica Several so explain her behaviour c focus on be research<sup>14</sup> c underlying

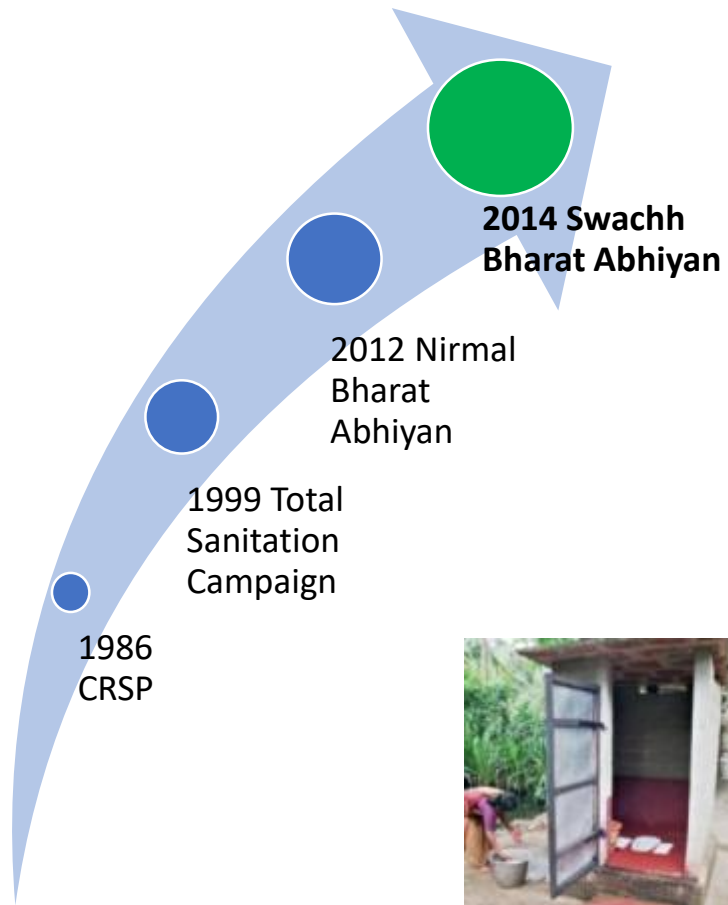
**Lancet Glob Health** 2014; 2: e145–e154  
See **Comment** page e138  
This online publication has been corrected. The corrected version first appeared at [the-lancet.com](http://the-lancet.com) on February 27, 2014.  
See **Online** for an audio interview with Katie Greenland  
London School of Hygiene & Tropical Medicine, London, London, UK (A Biran PhD); W P Schmidt PhD; K Greenland MSc; R Aunger PhD, V Cuijts PhD; St John's Research Institute, St John's National Academic of Health Sciences, Bangalore, Karnataka, India (K S Varadharajan MSc); D Rajaraman PhD, R Kumar MSc; and Centre of Gravity, Bangalore, Karnataka, India (B Gopalan Effect)  
Correspondence: Dr Adam Biran, London School of Hygiene & Tropical Medicine, London WC1E 7HT, UK; [adam.biran@lshtm.ac.uk](mailto:adam.biran@lshtm.ac.uk)



View	Intervention	Control
HWWS protects children	63%	2%
HWWS leads to success in life	30%	0%
HWWS is good manners	84%	21%
Everybody around here WHWS	35%	8%







# How have institutions responded?

- On a campaign footing



## 'Offending' poster on open defecation torn up by citizens

**POSITIVE REACTION** ZP congratulates local people for aggression against the practice

Mukesh Pandey  
- [m.pandey@hindustan.com](mailto:m.pandey@hindustan.com)

**HARDA:** A poster against open defecation displayed on the premises of the Harda Zilla Parishad (ZP) was torn up on Friday night by unknown elements who probably found it offending and embarrassing.

However, reacting positively to the incident, the chief executive officer (CEO) of the ZP got a congratulatory hoarding installed by the side of the torn poster on Sunday. The new hoarding congratulates Harda residents on reacting aggressively and embarrassingly to the original poster and says this kind of attitude is needed to get the district rid of open defecation.

The original poster was put up on Friday as part of an awareness workshop being conducted by the district administration under the Maryada campaign of the state government. The poster displayed a man and a dog defecating in the open and was captioned: 'Animals could not use lavatories but human beings could. Have you got a toilet built?'.

On Saturday it came to the notice of the ZP CEO Ganesha Shankar Mishra that the poster had been torn up and he realised that probably this was done because of the offending details.

Rather than taking any action, Mishra decided to react positively. Thus, the congratulatory



The poster under Maryada campaign (right) that was torn up by unidentified people on Harda Zilla Parishad office campus on Friday. On the left is the new poster congratulating people put up on Sunday.

poster was put up on Sunday. The new poster reads in Hindi: 'शाबाश हरदा, खुले में शौच लाने वाले का लक्ष्य है इसका निरोध करें।' (Shabaash Harda, the target is to stop those who bring squatting to the open. Stop it). The poster is congratulatory and says 'Harda knows squatting, but not squatting in the open. The target is to stop those who bring squatting to the open. Stop it.'.

oppose it and speak out against it. We have to see the pride of Harda. CEO district panchayat Mishra told HT the district panchayat has started a campaign against open defecation under Maryada campaign as a pilot project in few villages under the guidance of Harda collector. The poster in question was based on concept by World Bank.

The motive of putting up the poster was to make Harda district free from open defecation during the year 2014-15. This can be done by making people aware

about the negative impact of the practice, he said. Mishra added the act of burning poster by some unknown elements has motivated the administration to do more to work in this regard.

However, president of district panchayat Sumit Mishra and municipality president of Harda Singora Anil Bains both said these posters must be placed in such locations where open defecation was commonly practised.

The municipality president also said such posters which offend common people must not be displayed.



# Grass roots innovation



# Random thoughts

- Importance of (and effects of) subsidy
- CM or DM commitment
- big cultural differences-hill states at a higher base
- Difficult states with other priorities, eg conflict, J&K, other programmes
- Stable govts
- Female head of mission, eg Gujarat
- Chattisgarh started late but went for big mass mobilisation, CM Ramon Singh, big personal investment, incentives at community level
- Islands of excellence: others can learn from, be inspired by, it *is* possible

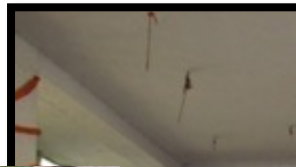
- Last mile issue
- Once achieved, oxygen goes, no more subsidy but there is unfinished business, 'sustainability'
- Lots of different ways in which ODF is achieved
- Driven and being driven, top and bottom
- Mass media played some role, but film was big
- Young preraks
- Clearly designated focal person, accountable and held to account, centre is watching
- Reward: just the simple 'creatives' to pass around,



- MP used direct cash transfer to individual bank a/cs – worked surprisingly well (Aadhaar biometric ID system) cut out corruption
- Richer states-appeal to their pride-should be leaders
- Poorer states need big efforts, eg big rallies
- Being BJP helps a bit but some states go for it anyway
- Even when water is scarce can be done, eg Rajasthan
- Easier when close to delhi
- States each need a different approach
- Staff aren't promoted by their effectiveness (except occasionally)
- 74 visits

# What's working?

- Massive mobilisation, on a war footing, a crusade
- Huge money available, but mostly its about passion

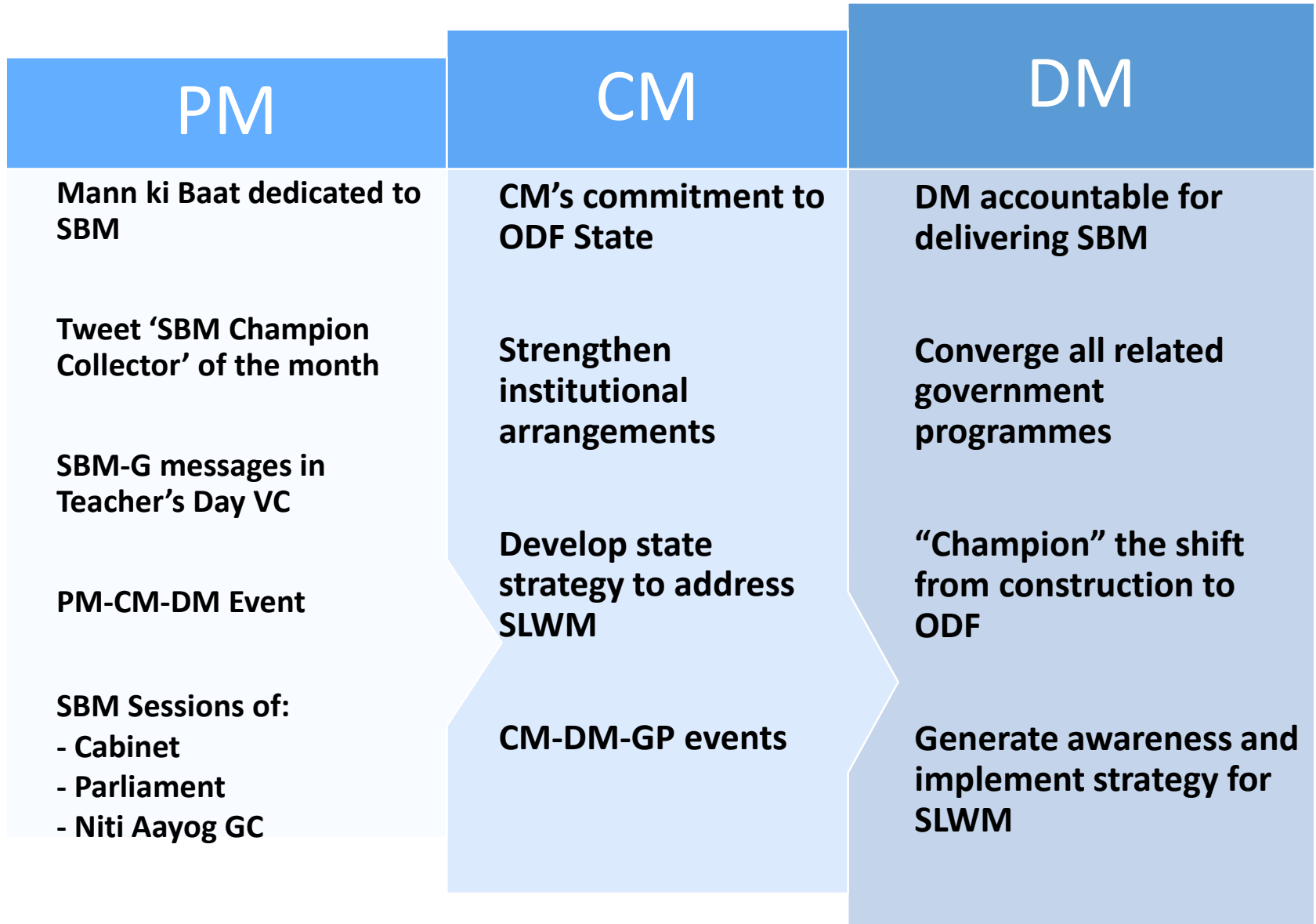


“Lead from the front... Behind every ODF village, block, district or State, there is a leader who has driven it passionately, almost madly with zeal. Without it, the mission is a non-starter.”





# PM-CM-DM Approach



# Challenges...

- Construction targets (measurable)
- Use data not collected, so gets left behind
  - Depending on how you measure it: 98%-50%
- Can you get usage up?
- Funds are plenty, but spending them is problematic
- Lots of innovation, lots of CLTS trainings
- Evidence that toilets are being built, but little evidence of which approaches are working and why



# Issues

- Going hell-for-leather, no time to think, plan, research
- This is a sales campaign, driven by targets
  - Not a marketing campaign with strategies and plans
- Politicians have staked their reputations on this, and need to look good
- Academics, NGOs, funders and Gov all have different roles, healthy tension?
- Choose Cynicism or roll up sleeves and help?





# Lessons for Tanzania's NSC

- Set a BHAG -- not 2030!
- Create a unifying identity
- Create a success story for everyone.
- Owned from the top
- National coordinator with high-level backing and position, politically savvy with unlimited energy!
- Planning and passion
- Local ownership, competition between districts, but reward everybody
- Real time monitoring and feedback
- Constant buzz in press
- Surprise!





## Awesome New Tanzanian President ...

www.sapeople.com - 1023 x 678 - Search by image

Magufuli joins the cleanup. Source: Twitter.

[Visit](#)

[View image](#)

[Save](#)

[View saved](#)

[Share](#)

Related images:



Images may be subject to copyright. - [Get help](#) - [Send feedback](#)

Be one of the  
first to have  
a **smell-free  
toilet.**

SaTo™

- Automatically seals to eliminate flies.
- Closes quickly to block sights, smells, and heat from pit.
- Rinses with less than 200 ml of water.
- Smooth, **easy-to-clean surface.**
- **Safe** for children.
- **Easy installation** in concrete or wood floor.

For less than  
**17,500 UGX!**

**LIXIL**

Official Distributor  
Crestonka, Limited  
Plot No. 267 Soga Road  
Busempyezi-Tumukuru  
PO. Box 11781  
Kampala (Uganda)  
Tel: +256-395-262013  
+256-395-262016  
+256-414-235470  
+256-414-348973  
e-mail: info@crestonka.co.ug  
www.crestonka.co.ug

Make your  
home **smell-free**  
today with the  
SaTo toilet.

**CRESTONKA**



How the SaTo toilet works.





“Civilisation is the distance that man  
has placed between himself and his  
own excreta.”

-- Brian Aldiss Novelist

