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

Vinod K Mishra
National Coordinator, WSSCC, India
• 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
Menstruation and Convenience

The Female lifecycle
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