India’s Swachh Bharat Mission

20th April 2017 | Washington D.C.

Parameswaran Iyer, Secretary to Government of India
Ministry of Drinking Water and Sanitation
India is implementing the biggest sanitation program in the world

Number of people in rural India practicing open defecation

<table>
<thead>
<tr>
<th>October 2014</th>
<th>April 2017</th>
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<tbody>
<tr>
<td>550 million</td>
<td>350 million</td>
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SBM launched on 2\textsuperscript{nd} Oct 2014
ODF India to be achieved by 2\textsuperscript{nd} Oct, 2019

SDG-6 needs India to achieve a Swachh Bharat
Why sanitation is critical for India

Sanitation saves lives
- Diarrhea kills over 100,000 children every year in India
- Equivalent to 2 jumbo jet crashes daily

Nutrition and productivity
- Lack of sanitation leads to physical and cognitive stunting in children
- Potentially less productive future workforce

Women’s security and dignity
- Open Defecation a serious threat to safety and dignity of women
- Holding it in till it is dark is also a health issue

It is estimated that lack of sanitation costs India over 6% of our GDP
Political will is driving the SBM

PM has made SBM the government’s flagship program

Large public investment: $20 billion for SBM rural

Behaviour change and usage at the heart of SBM strategy

Policy shift from output to outcome: from number of toilets constructed to ODF villages

Focus also on Solid and Liquid Waste Management and Swachhsta (cleanliness)
Swachh Bharat Mission Progress

Sanitation Coverage gone up from 42% to 64% since launch of Mission

190,000 villages and 131 districts are ODF

Sikkim, Himachal Pradesh and Kerala are Open Defecation Free

Coverage: 64%
ODF districts: 131
ODF villages: 190,000
Key SBM Issues

Scale
Complexity
Financing
Sustainability
Key SBM Issues

Scale

Complexity

Financing

Sustainability
SBM in India: How big is the challenge?

- 30 states
- 677 districts
- 650,000 villages
- 1.25 billion people
- 550 million practiced open defecation at the start of SBM

SBM is arguably the biggest behaviour change campaign ever.
## Scaling up through Technology and Capacity strengthening

<table>
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<tr>
<th>Half a million Swachhagrahis</th>
<th>Swachh Bharat Preraks</th>
<th>Virtual classrooms</th>
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<tbody>
<tr>
<td>• Attempting to create army of trained grassroots motivators – one per village</td>
<td>• 600 YPs, one per district</td>
<td>• CAS training conducted through virtual classrooms</td>
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<tr>
<th>Knowledge and learning</th>
<th>National events</th>
<th>Leveraging social media</th>
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</table>
| • Swachh Sangrah – KM portal connecting all districts | • Swachh Shakti – Over 6000 women village heads addressed by PM | • WhatsApp  
• Twitter  
• Facebook |
Key SBM Issues

- Scale
- Complexity
- Financing
- Sustainability
# Complexity of Behavior Change

<table>
<thead>
<tr>
<th>Usage Challenges</th>
<th>Some approaches under Swachh Bharat</th>
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<tbody>
<tr>
<td>Cultural diversity of the country</td>
<td>Flexibility to States for developing local solutions to tackle local cultural and mindset issues</td>
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<tr>
<td>Scarcity of water</td>
<td>Piped water supply on priority to ODF villages, rural pan</td>
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<tr>
<td>Toilets are small, dingy and claustrophobic</td>
<td>HHs free to design their own toilets, e.g. in Punjab, bathing facilities being added at own cost</td>
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<tr>
<td>Stigma associated with pit-emptying</td>
<td>National campaign on toilet technology, including community leaders and celebrities emptying pits</td>
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<td>Women don’t have a say; Men don’t feel a need</td>
<td>Campaigns celebrating women as champions, not victims; Campaigns focused on men for behaviour change, e.g. Darwaza Bandh</td>
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Engaging all stakeholders

- Clarion call by the PM to make SBM a *jan andolan* (people’s movement)
- Community, not individual, at the forefront – collective behavior change
- Inter-personal communication as well as mass media
- Involving celebrities and inter-faith leaders
Making Sanitation “everyone’s business”

Swachh Bharat

Communities

Iconic Places

All Ministries of GoI

State and district

Pvt sector

SOEs

Faith leaders

Devt Partners

NGOs, Civil Society
Key SBM Issues

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Large investment in Sanitation

India investing ~$40 billion* over 4-5 years in sanitation through government, private sector and self financing

Public funding for Rural Sanitation ~ $20 billion

Public funding for Urban Sanitation ~ $10 billion

Other Govt funds
• MNREGA ($2.5 billion)
• All Ministries earmarked funds (~ $1 billion) for sanitation in their budgets

Corporate Sector
• Swachh Bharat Kosh: Received ~$100 million
• Corporate investment in sanitation (~$5 billion)

Self-financing
• User & Community financing
• Sanitation lending to HHs through Microfinance

*estimated
Leveraging Public Financing

- Federal SBM-G Funds allotted to States on a demand, performance cum competitive basis
- Most States allot funds to districts on a performance cum need basis
- Incentive of Rs.12,000 (~$190) offered to over 85 million eligible households to build and use a toilet
- Central and state budgets also used for IEC and ODF sustainability
- Public funds also serve as “collateral” to leverage private and user financing
Addressing HH liquidity through micro-finance

Mapping demand to supply

- Last mile distribution through linkage with govt entities like India Post
- Over $100 million of sanitation loans already disbursed – covers less than 1% of addressable market presently
- Tremendous opportunity for banks, financial institutions and beneficiaries

Source: Dalberg India
Inspiring examples of self-financing by citizens in rural India

Sushila Khurkute (Palghar, Maharashtra)
- Tribal woman from rural Maharashtra
- Decided to build her own toilet.
- She continuously dug a pit for 3 days in rocky terrain
- Her grit and determination made her the face of Swachh Bharat in her district

Akkamma Sharanabasava (Kalaburagi district, Karnataka)
- Sold her gold jewelry, mortgaged her LIC bonds and invested Rs. 96,000 to construct toilets not just for herself but also her neighbours
- As an SHG, also ran a rural sanitation mart to help others in community
- Constructed 325 toilets in 8 months
- Appointed masons and purchased construction material in bulk
Examples of private sector financing

- *Swachh Bharat Kosh* has collected over $100 million through individuals and institutions.
- All PSUs advised to spend at least 33% of their CSR funds on the Swachh Bharat Mission.
- *Tata Trusts* sponsoring 600 YPs, one for each district in India, estimated to cost over $10 million.
- “*Banega Swachh Bharat*” – National media campaign by private sector media giants and FMCG brands.
- 90/100 top companies with largest CSR spends have contributed to Sanitation with median spend of $1 million.
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Sustainability and usage - the prime focus

- Success metric is ODF villages and not toilets constructed – usage of toilets is key
- Quality of process followed for ODF through Community Approaches to Sanitation (CAS)
- Detailed sustainability protocol in place, with multiple checks and balances

**Multiple verifications**
- Each ODF village verified by the district and ODF district is verified by the State
- Central independent verifications and evaluation studies

**Incentivizing sustainability**
- Part of state allocation based on sustainability performance
- Special sustainability funds

**Continued IEC post ODF**
- Continued IEC and Nigrani Samitis for at least 9 months post declaration

**ODF to ODF+**
- SLWM projects prioritized in ODF villages
- Priority piped water supply to ODF villages
PLEASE MARRY ME!!
I HAVE A HOUSE,
LAND, GAS,
BUFFALO,
CYCLE . .
EVERYTHING!!

DO YOU HAVE A
TOILET??