



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

October 2014

550 million

April 2017

350 million

SBM launched on 2nd Oct 2014

ODF India to be achieved by 2nd Oct, 2019

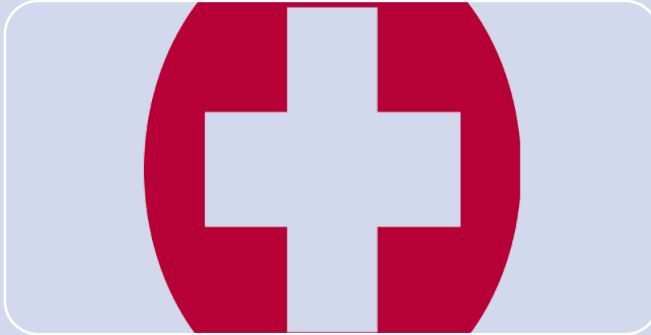
SDG-6 needs India to achieve a Swachh Bharat

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



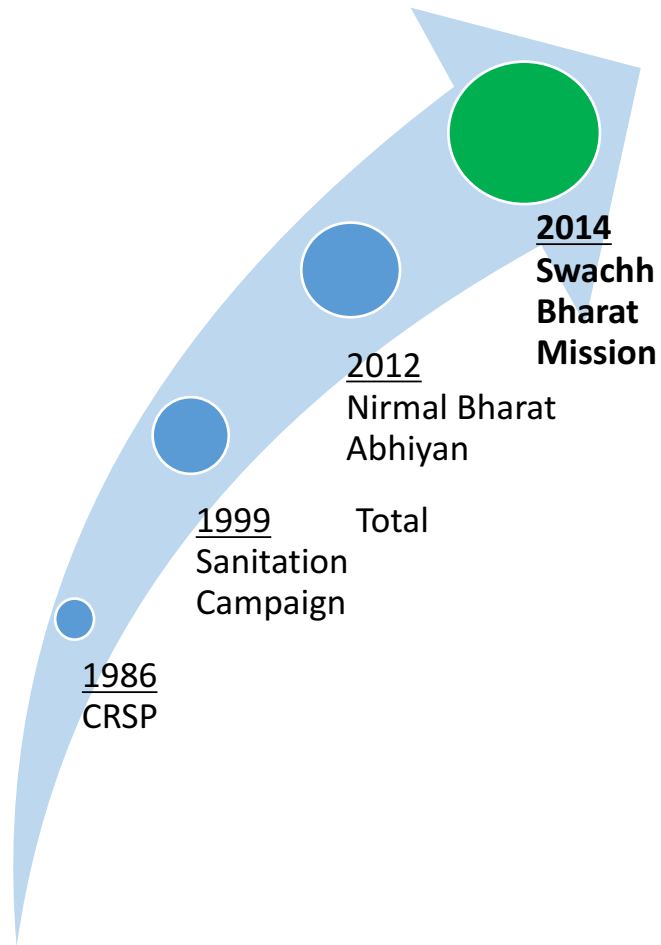
PM has made SBM the government's flagship program

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 Swachhta (cleanliness)



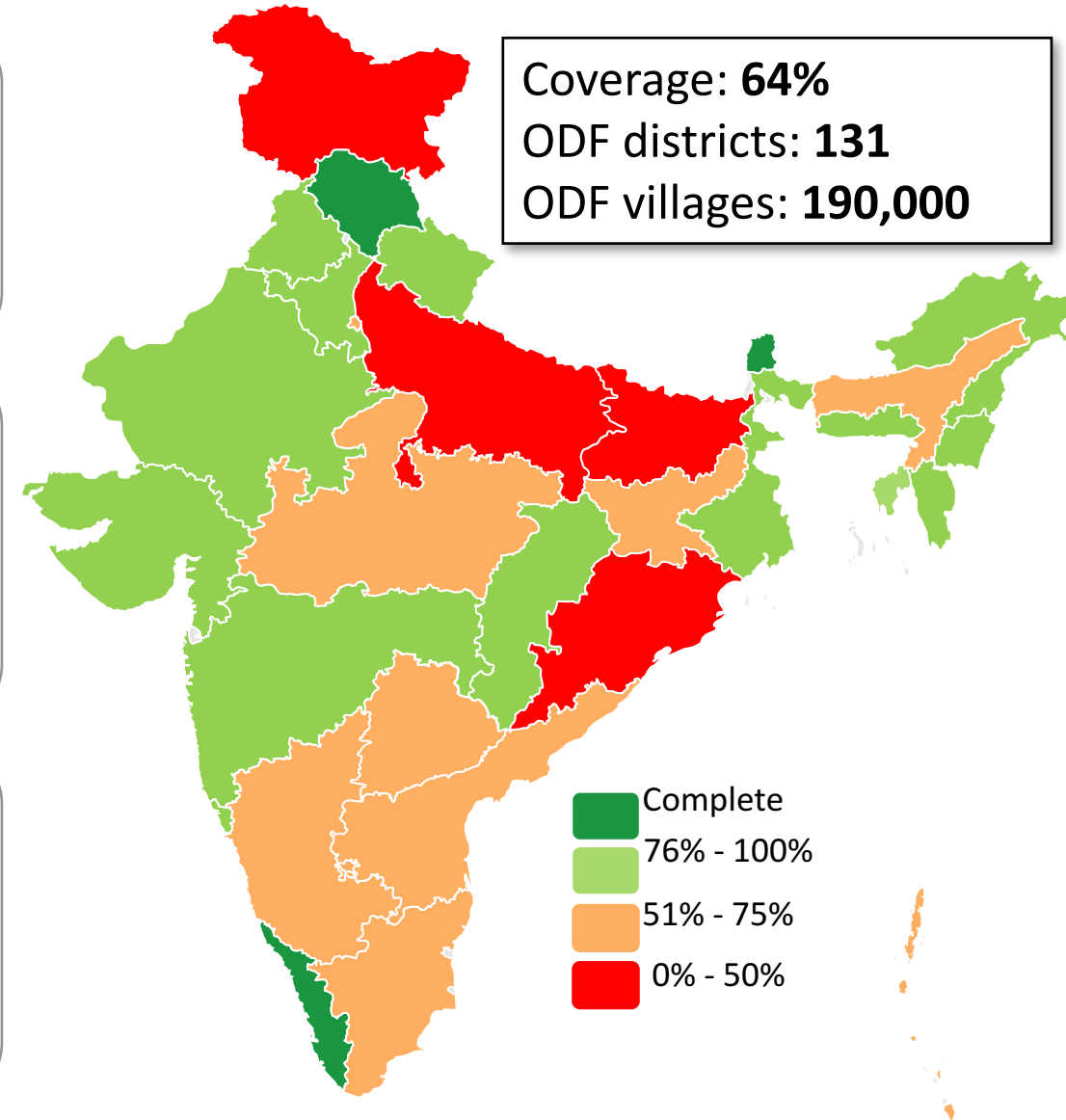
Swachh Bharat Mission Progress



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



Key SBM Issues



Scale

Complexity

Financing

Sustainability

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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



Half a million Swachhagrahis

- Attempting to create army of trained grassroots motivators – one per village

Swachh Bharat Preraks

- 600 YPs, one per district

Virtual classrooms

- CAS training conducted through virtual classrooms

Knowledge and learning

- Swachh Sangrah – KM portal connecting all districts

National events

- Swachh Shakti – Over 6000 women village heads addressed by PM

Leveraging social media

- WhatsApp
- Twitter
- Facebook

Key SBM Issues



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Complexity of Behavior Change



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



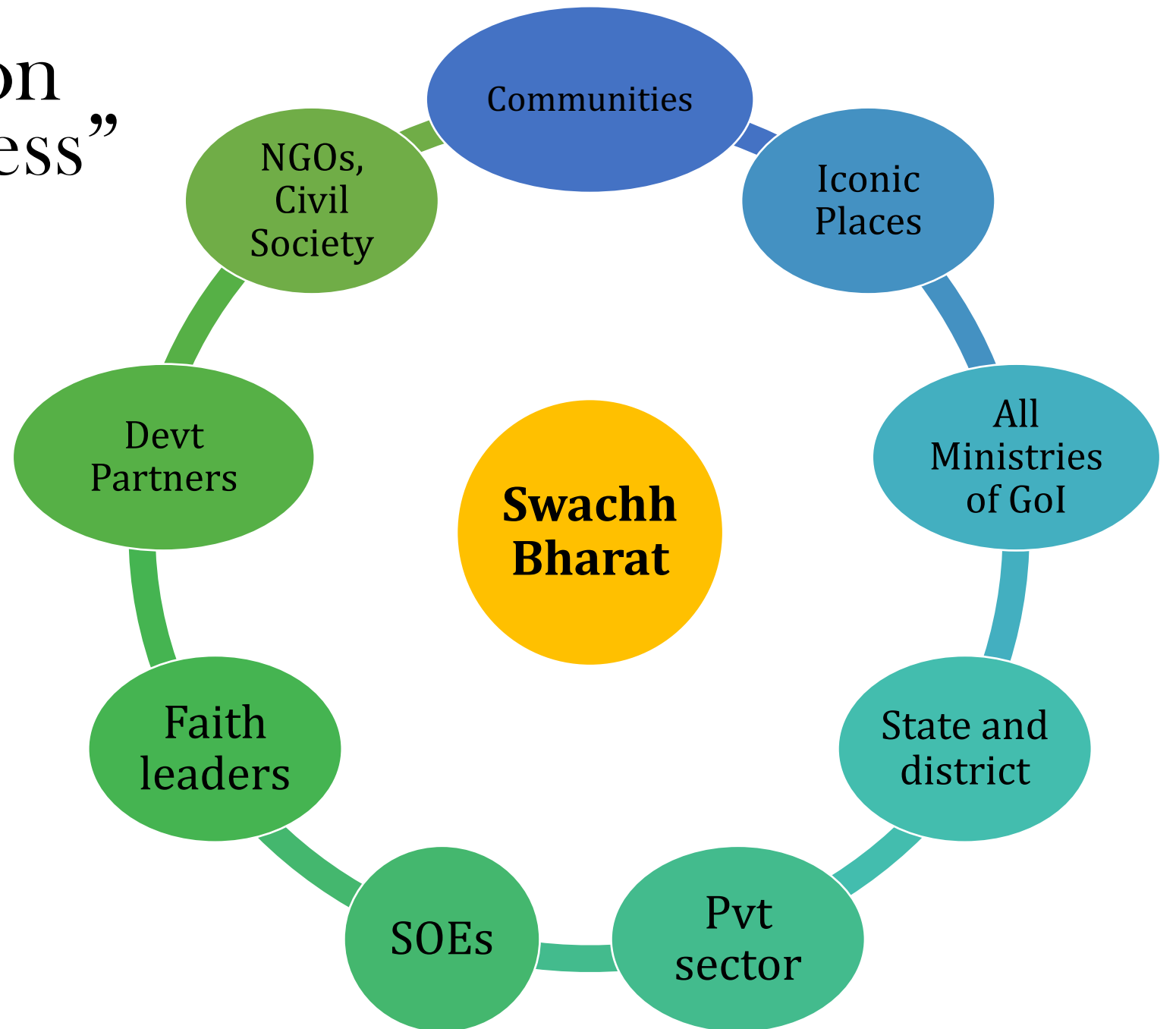
Engaging all stakeholders



- 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”



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Large investment in Sanitation



**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

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

Leveraging Public Financing

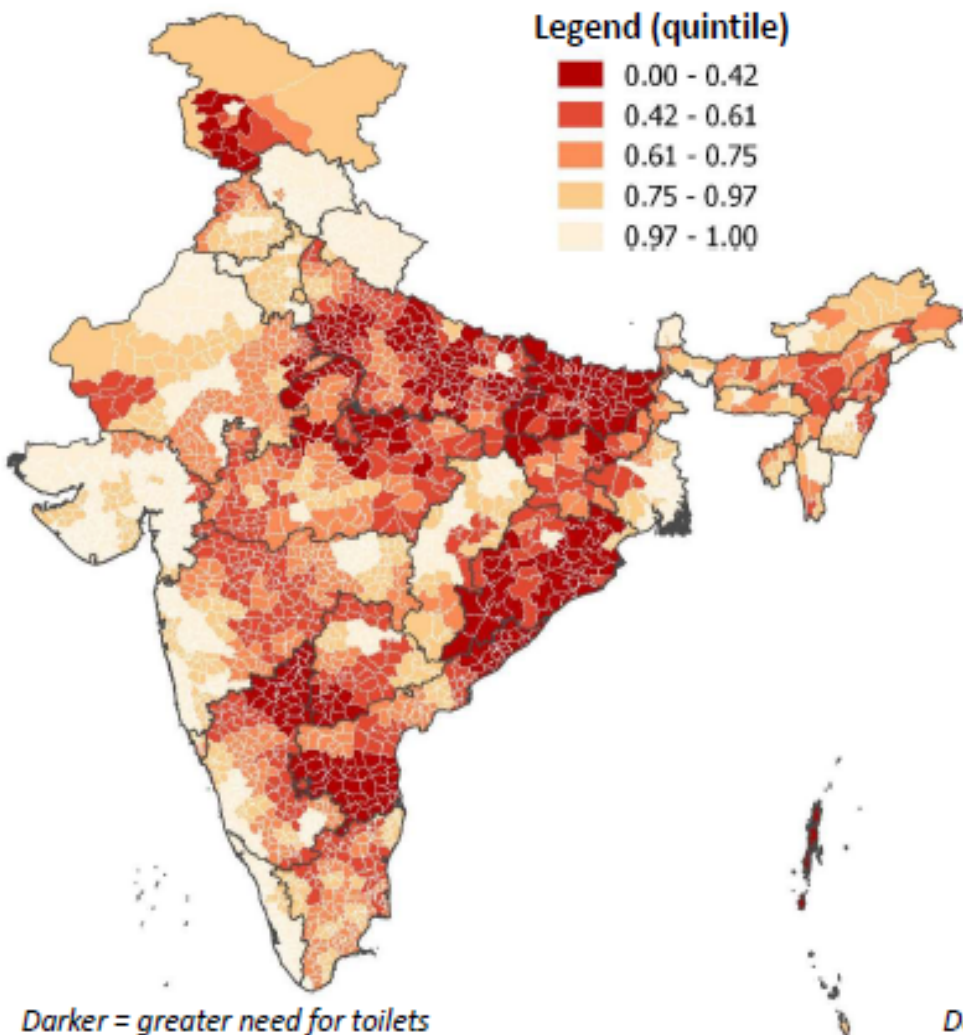


- Federal SBM-G Funds allotted to States on a demand, performance cum competitive basis
- Most States allot funds to districts on a performance cum need basis
- Incentive of Rs.12,000 (~\$190) offered to over 85 million eligible households to build and use a toilet
- Central and state budgets also used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

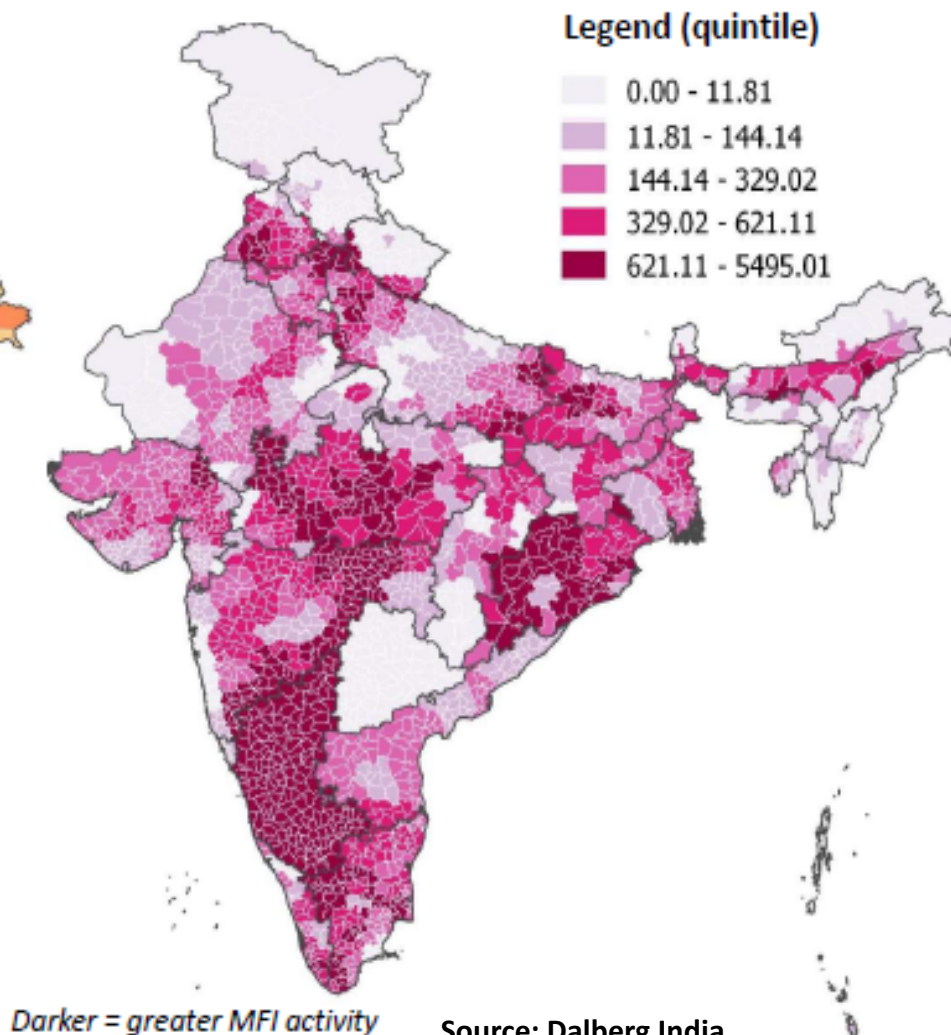
Addressing HH liquidity through micro-finance



Individual households latrine coverage by district (IHHL)
Percentage of households with latrine; 2017



Size of MFI borrowing by district
Gross loan portfolio per person (INR); 2016



Source: Dalberg India

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



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

Thank you

