



HEALTH • HYGIENE • HOME

Changing Behaviour : Creating Sanitation Change Leaders



SWACHH BHARAT MISSION

एक कदम स्वच्छता की ओर

It was launched by the Honourable Prime Minister of India, Shri Narendra Modi, on 2nd October, 2014 to achieve universal sanitation coverage and eradicate open defecation from the country by 2019.

It is being implemented across the country as a national movement with a top priority for behaviour change among people regarding use of toilet for better health, hygiene and sanitation practices.

Geography

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This initiative under the Dettol Banega Swachh India campaign, aims to make 200 villages of UP & Bihar Open Defecation Free Zones.

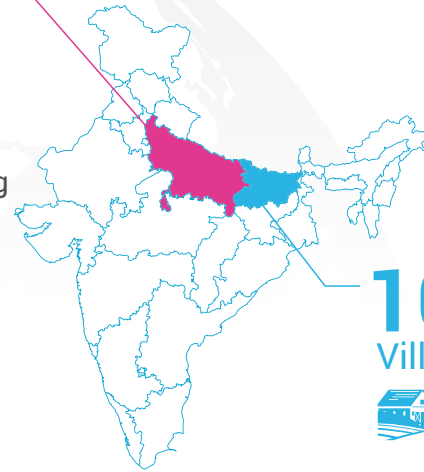
Powered by  

100
Villages



In Uttar Pradesh covering
**Varanasi, Kannauj and
Etawah districts**

2 States, 4 districts
200 Villages 85,205 Households



100
Villages



In Bihar covering
Bhagalpur district

Pillars

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Panchayati Raj Institution Members

- Have the ability to liaison with government authorities.
- Are elected representatives with the power to motivate.
- Have the ability to support and facilitate infrastructural development.



Natural and Faith Based Leaders

- Have the potential to reach out to stakeholders with orthodox and traditional mindsets.
- Have strong influencing power.
- Have the ability to motivate both genders and all age groups.



Front-line Health Workers

- Already have knowledge about the correlation between sanitation & health
- Strong influencing power.
- Potential to connect with women and new mothers.



Mothers and Caregivers/Community

- Have the potential to educate the entire family.
- Have the power to effectively emphasize on the issues related to safety of women wrt open defecation.

Behaviour Change Communication tools

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Help mothers to focus on critical yet regular issues relating to children's hygiene and health.



Baby Book

Reiterate and reinforce the core messages of the initiative to the target audience daily.



Wall Paintings

Faith leaders, the largest organized sector of civil society worldwide, are important partners for success.



Faith Leader Documentary



PRI Training Manual

Used for providing training on - How to make our village open defecation free zones.



Nukkad Natak/Street Play

Street plays raise awareness about ODF & its hazards in local dialects using bespoke scripts tailored to village audience.



Village Behaviour Change Communication TVC

Advocacy tool for triggering behaviour change.

BCC Tools

Behaviour Change Communication tools

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Swachhta Chakra- An Android based game

An interactive intuitive game that breaks literacy barrier & engages women and enhances awareness of hygiene & sanitation issues.



Level-1

Focus on personal hygiene, practices to be followed to keep house & surrounding clean.

Level-2

Focus on practices to be followed to make the village open defecation free zone.

Level-3

Focus on environment hygiene & practices to be followed to maintain clean environment.

Download: <https://play.google.com/store/apps/details?id=com.zmq.jagran> Swachhta Chakra

Impact

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85,205 households reached

Successfully reached out to the entirety (100%) of the households.

Mobilised around
13,000 change leaders

From communities, who were identified, trained & deployed at a ratio of around 7 households per Change Leader.

Open Defecation Free

75 among 200 villages have either attained or are formally pursuing sustainable open defecation free status.

6120 additional toilets were built, signifying
12% increase in toilets

100% of households in 200 villages are more aware of the importance & "how to" of hand washing

22% increase in hand washing which means 77% of households in Bihar & 66% of households in UP are washing hands at critical moments.

28 INR Added at a conservative estimate around \$1.5 million to the national economy at a cost of 28 INR per person.

Success Stories

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"I converted my kitchen into a toilet to ensure that my adolescent daughters do not have to defecate in the open."

Geeta devi, Taramau Gadi,
Kannauj, UP



"Even after being blind and not having a regular source of income, I constructed a toilet, why cannot you do so after receiving so much support."

Ghanshyam Prasad,
Gosaipur, Varanasi, UP



"I was very concerned about the safety of the women in my family so I decided to build a toilet."

Tanak Toti
Bhagalpur, Bihar



"Being ODF is very important. Everyone in the village is happier and I strictly encourage other villages to strive towards making their village ODF."

Tennese, Village Pradhan
Taramau Gadi, Kannauj, UP

Leaders' Said

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“ NDTV has started a campaign Banega Swachh India (Dettol Banega Swachh India), Dainik Jagran too is continuously running a campaign for this cause. ”

SHRI. NARENDRA MODI
Honourable Prime Minister of India



“ Emphasis should be on individual self-responsibility and determination to achieve sustainable behaviour change. ”

PUJYA SWAMI CHIDANAND SARASWATI
President and spiritual head of the Parmarth Niketan Ashram



“ We have to break barriers, we have to change mind-sets. ”

AKHILESH YADAV
Chief Minister of Uttar Pradesh



“ Banega Swachh India is a dream each and every Indian should have in their hearts and minds and make it a part of their daily lives. ”

VIDYA BALAN
Film Star



“ A unique project that enables open defecation free zones by creating demand for toilets and I expect the program to have a transforming impact on community hygiene and sanitation. ”

JAGAT PRAKASH NADDA
Minister for Health & Family Welfare



“ Toilets should be the happiest room in India. The toilet should be demand driven and for that we need to ensure sustainable behavioural transformation. ”

JACK SIM
Founder of World Toilet Organization

Leaders' Said

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“

I appreciated Jagran Pehel and RB to assemble such diverse set of stakeholders ranging from Bollywood, Spiritual Leaders, Elected representatives, Bureaucrats, and grassroots representatives and initiating a joint call to end open defecation.”

SHATRUGHAN SINHA

Film Star



“

The sanitation situation in India is complex, and handling this complexity will only be possible with collaboration. RB India and Jagran Pehel have moved past the rhetoric, and given quantifiable outcomes, which are contributing to significant change.”

NAINA LAL KIDWAI

Chairman, Indian Sanitation Coalition



“

Mahatma Gandhi had thought of clean India at a point in time which pm which pm modi had taken forward, through this initiative bringing the message of cleanliness to the people is a big achievement.”

SHAHNAWAZ HUSSAIN

Former Cabinet Minister



“

Open defecation has social & economic implications that country can hardly afford. Each individual needs to take a proactive role to make his/her locality open defecation free.”

JAIRAM RAMESH

Economist, Politician



“

Such partnerships reflect India's commitment to strengthen it's cohesive and value based response to the national agenda of 'Clean India'. I wish RB & Jagran Pehel teams continued success in transforming people's lives by educating them to change behaviour.”

M VENKAI AH NAIDU

Minister of Urban Development of India



“

Swachhta Chakra App is a vehicle to drive behaviour among communities. People's contribution is required to make the Swachhta Mission Successful. Cleanliness at village, district and state level is equally important as personal hygiene.”

TEJASHWI PRASAD YADAV

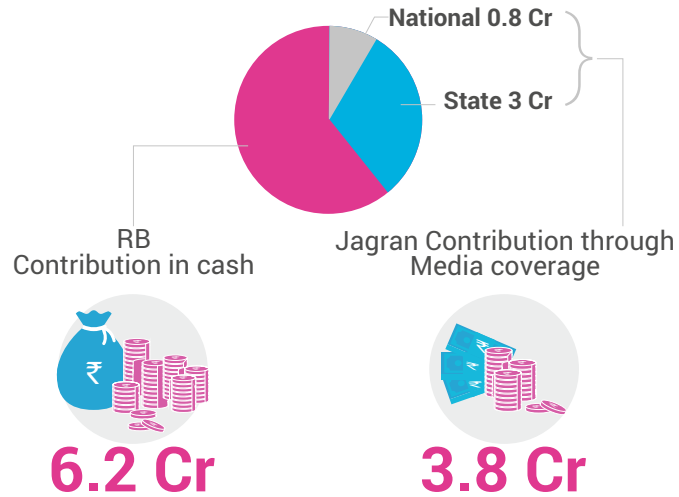
Honourable Deputy Chief Minister of Bihar

Media coverage

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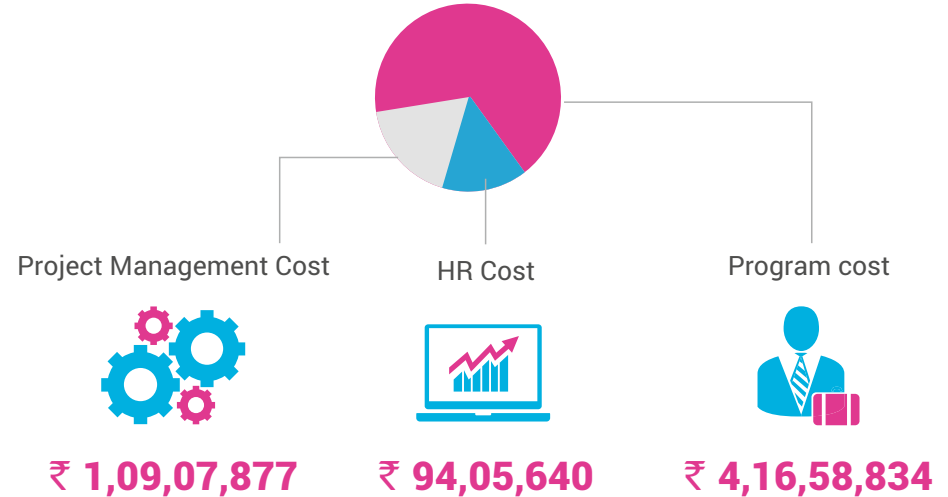
Total cost of the Initiative

10 Cr



Total Contribution by RB

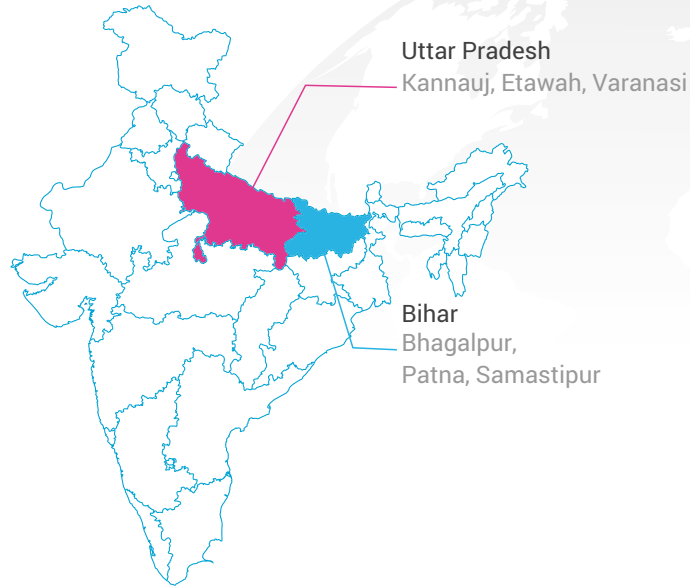
6.2 Cr



Evolution

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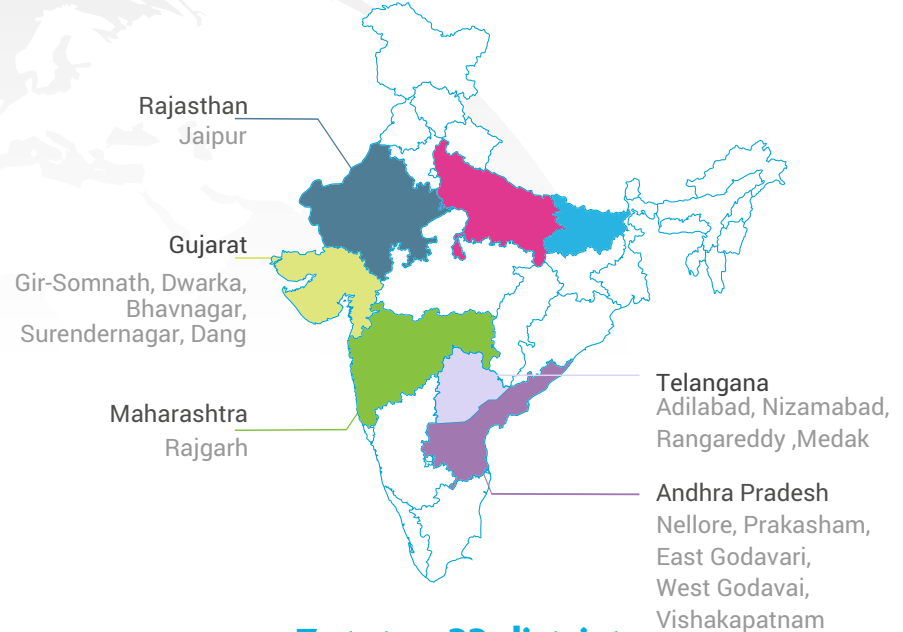
Phase-I



2 States, 4 districts

200 Villages 85,205 Households

Phase-II

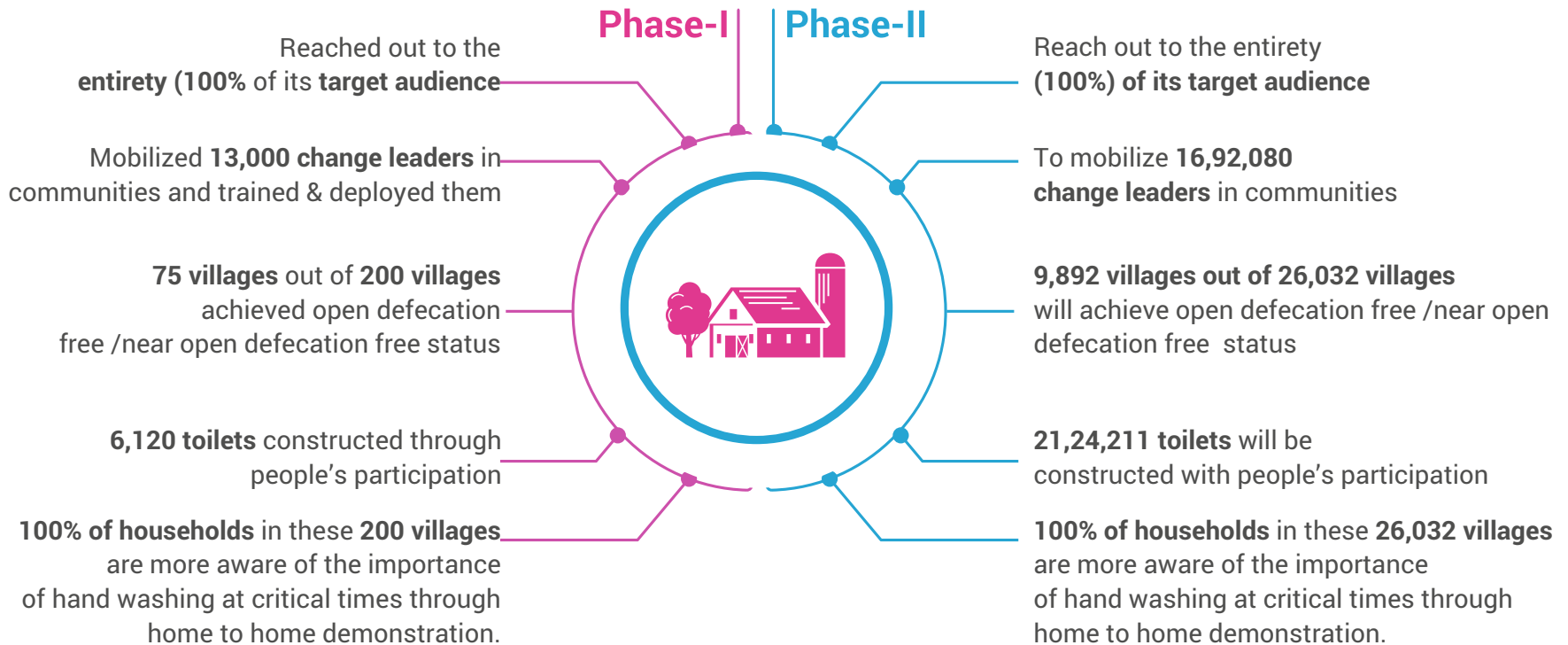


7 states, 22 districts

26,032 Villages 14,712,453 Households

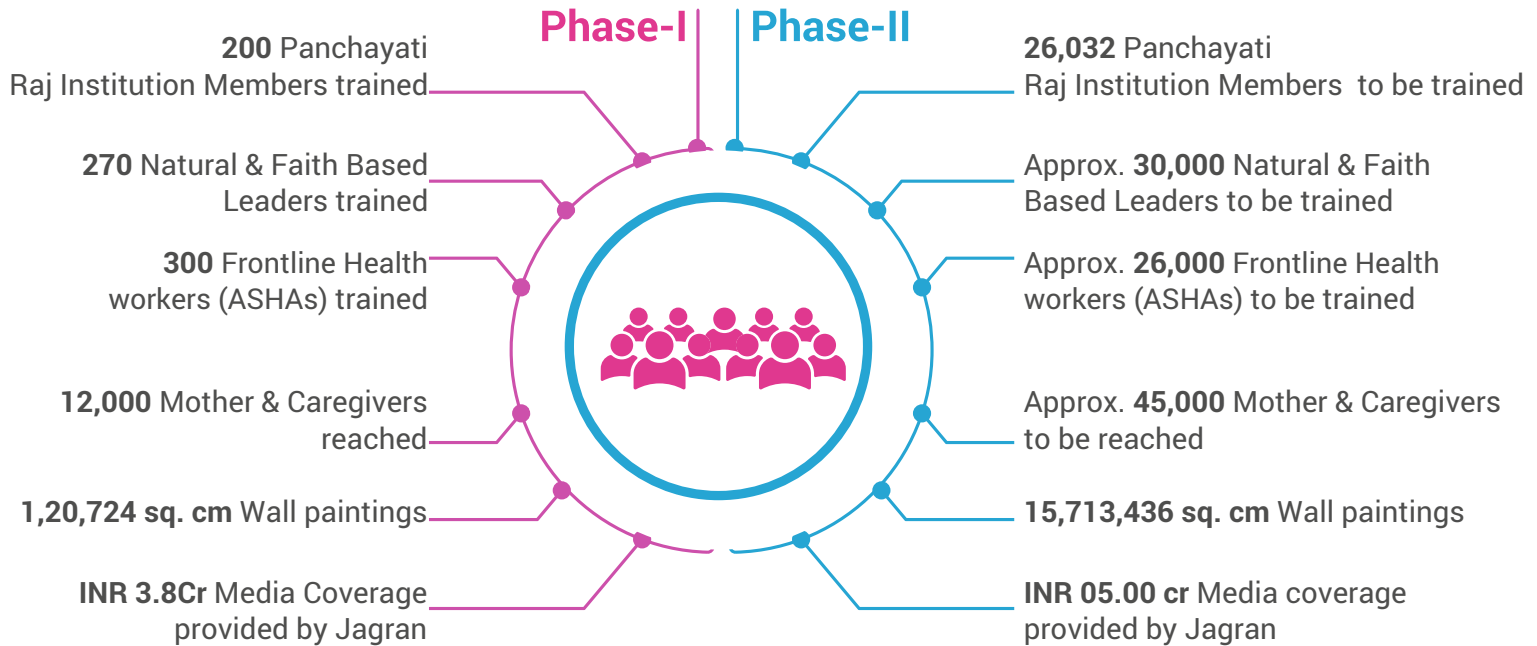
Current/Expected Impact

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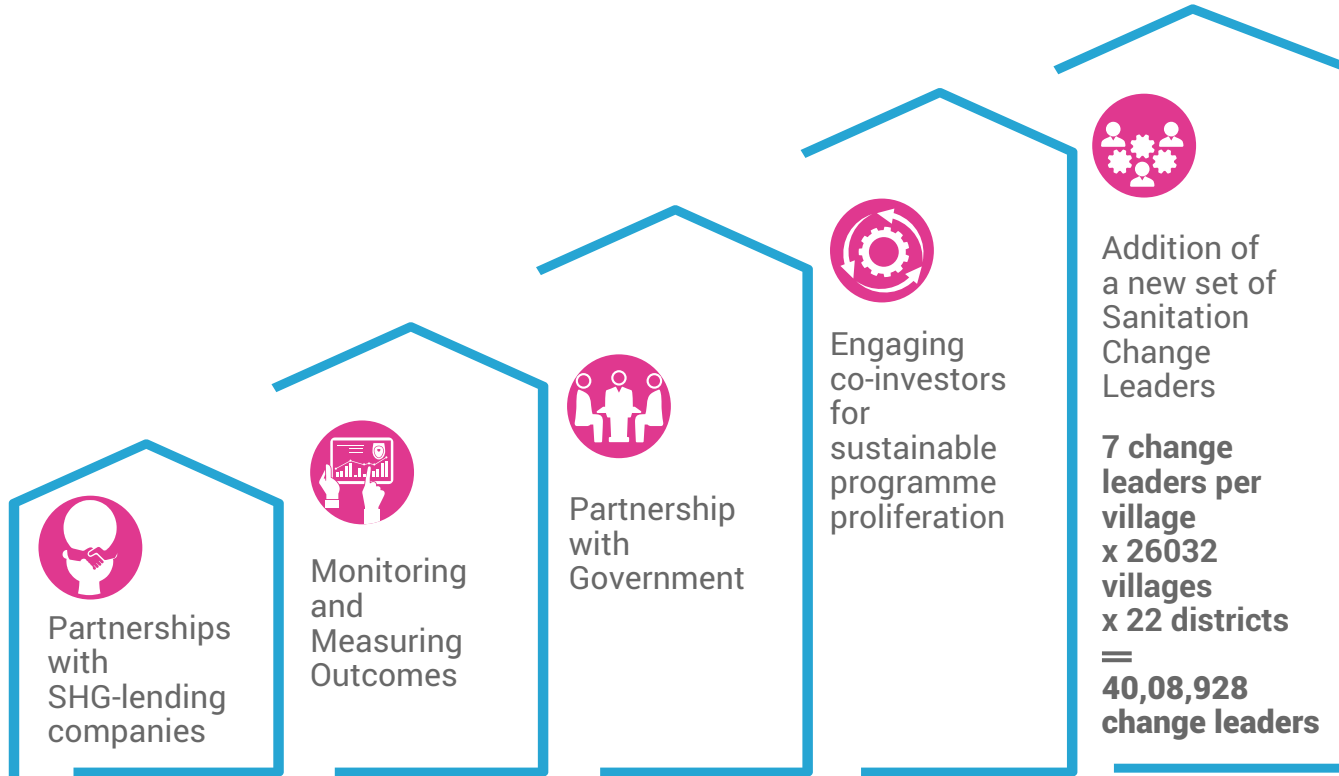
Current/Expected Impact

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The Way Forward

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To know more about the initiative visit us at:
www.swachhtakipehel.com