

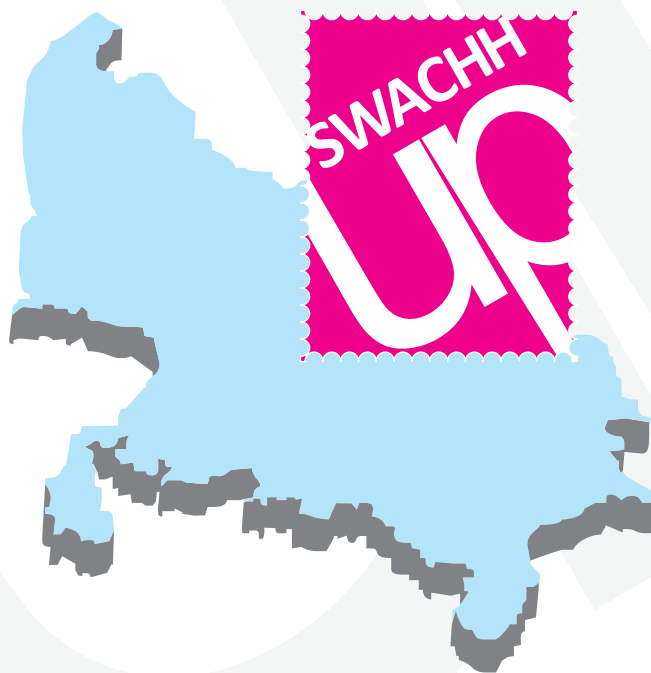


**Creating
a Road
to
Swacch
Bharat!**



SWACHH UTTAR PRADESH

**AN INTEGRATED
STRATEGY TO ACHIEVE
ODF STATUS BY 2018**



To,
Shri. Yogi Adityanath
Hon'ble Chief Minister of Uttar Pradesh
Lucknow,
Uttar Pradesh, India.

Dear Sir,

On behalf of RB & Jagran strategic partnership, it is our distinct privilege and pleasure to congratulate you and your administration for your leadership and vision in articulating the ambitious goal of making Uttar Pradesh (U.P.) ODF by 2nd October 2018.

We not only welcome, what we believe are achievable goals, but also pledge our commitment and support to help the state government achieve these objectives. This strategy report is part of that pursuit to assist UP achieve not only just ODF status but holistic improvement of health, hygiene and sanitation standards across UP and significantly contribute towards the national Swachh Bharat Mission.

The report shares the knowledge and experiences of RB's own flagship Dettol Banega Swachh India especially those initiatives that could be powerful catalysts for delivering Swachh UP, such as Creating Sanitation Change Leaders and Dettol School Modules. These programmes delivered in strategic partnership with Jagran Peheh, have already enhanced public health outcomes by improving hygiene and sanitation standards in UP. We firmly believe these proven solutions along with the DBSI Hygiene Index can be a force for good in achieving the objectives of ODF UP.

However, the report is far broader than just sharing the lessons of the DBSI initiative; it brings together experiences & perspectives from a range of stakeholders ranging from World Health Organization (WHO), Global Interfaith Wash Alliance (GIWA), the public sector especially those closer to the ground, the third sector, academia and most importantly, communities & citizens. This collective wisdom has been harnessed, by the RB-Jagran Peheh partnership, to develop a comprehensive & cohesive road map to achieve our collective goal of a Clean UP, along with detailed examination of the critical success factors that would define the impact of the strategy.

As a precursor to the report, RB & Jagran hosted an event in Lucknow bringing together all key stakeholders to discuss the way forward – aside from the knowledge shared, what was most heartening to see was that each stakeholder group was resolute about the objectives and on collaborating together as a cohesive force to deliver your vision of a Swachh UP.

Once again I reiterate our commitment to your vision and pledge our support to ensure UP is ODF++ by 2018.

Sincerely

Nitish Kapoor
SVP
RB – South Asia

Sameer Gupta
Executive President
Jagran Peheh





The Editors' Note



The vision of “sabka saath sabka vikas” cannot be achieved without India making significant strides in meeting the Sustainable Development Goals (SDGs) and for the purpose of this report especially Goal 6 and 17 to ensure access to quality hygiene, sanitation and water for all through Partnerships and strategic engagements.

Prime Minister Narendra Modi led national movement – the Swachh Bharat Mission has made significant progress in reducing open defecation and holistically improving hygiene and sanitation standards around the country. But more needs to be done. The recent announcement by Uttar Pradesh (UP) CM Hon'ble Yogi Adityanath to make UP ODF by 2nd October 2018, will undoubtedly give renewed impetus for not only for a Clean UP but also a Clean India.

Over the past few years, RB alongside our strategic partners, Jagran Peheh the CSR wing of Dainik Jagran, in association with a network of other partners across public, private and citizens, have developed and implemented a range of initiatives under the Dettol Banega Swachh India (DBSI) campaign in U.P. and other states like Bihar, which have significantly improved outcomes in health, hygiene and sanitation as well as economic parameters for the targeted communities.

Following the Hon'ble CM's announcement, we felt it is important to develop a roadmap that would help to deliver not only ODF U.P. but holistic improvements across hygiene, sanitation and health including effective waste management across the state. Hence the concept of the report was envisioned.

But the report needed to be more than just the DBSI experience – it needed to incorporate and reflect the collective view while having buy-in from all stakeholders and that is exactly what we have strived to do by having in-depth consultation across the board. Aside from regular conversations, RB-Jagran brought together all the key stakeholder groups like WHO, Unicef, K4D, Water.org, Aga Khan Foundation, World Toilet Organization and Global Interfaith Wash Alliance to name a few. under one roof in July 2017 in Lucknow to define a way forward.

This report is a result of those consultations and consensus of stakeholders, founded upon the knowledge of their experiences of delivering change on the ground and commitment to delivering a Swachh UP. Structurally, the report highlights the importance of UP in the context of SBM and the core challenges, then delving into developing a cohesive multi stakeholder approach to resolving those challenges with detailed analysis of individual components do that would be critical to success of Swachh UP.

At a conservative estimate, the potential impact of implementing this strategy will add billions in USD terms to the UP economy save hundreds of thousands of lives and improve quality of life for all citizens of the state.

Our grateful thanks to all the stakeholders for their valuable contributions, and especially Hon'ble Syed Shah Nawaz Hussain MP and former Union Minister, Hon'ble Shri. Surya Pratap Shahi, UP Cabinet Minister for Agriculture & Sanitation & Mr. Neelkanth Tiwari, MoS for Youth Affairs and Sports, Uttar Pradesh for their support and contributions to this project. We would also like to thank the team at RB and at Jagran Peheh for their astounding effort in delivering what we believe can shape the way forward for Swachh UP.

Ravi Bhatnagar

*Head External Affairs and Partnerships
RB*

Dr. Narendra Saini

*Ex. IMA President
Member Global Hygiene Counsel*



**SWACHH
UTTAR PRADESH**

AN INTEGRATED STRATEGY
TO ACHIEVE ODF STATUS BY 2018



Executive Summary

Achieving the UN's Sustainable Development Goal (SDG): 6, on 'Water and Sanitation: access to adequate and equitable sanitation and hygiene for all and end open defecation by 2030', remains a daunting challenge for India. India hosts one-third of the world's extreme poor (UN 2015) and hundreds of millions of people still defecate in the open – so unless India makes great strides, the world's aims to meet SDGs will not succeed.

Swachh Bharat Mission in the past three years have made great strides in improving hygiene and sanitation standards across the length and breadth of the country; however there is a long way to go. India, however would not be able to achieve these goals without Uttar Pradesh (UP) – the largest and one of India's most populous states.

With 20% of the population, the state loses approximately \$24 Billion USD (20% of the national loss of \$120 billion) and based on international research estimate, the state has lost over 200,00 children in 2015 alone, to easily preventable diseases.

The magnitude of the challenge has not deterred the new administration of the Hon'ble CM Yogi Adityanath who has vowed to make UP ODF by 2018; urging all stakeholders to join hands in making UP a leading state in the country when measured against health, hygiene and sanitation parameters.

The strategic partnership of RB & Jagran Pehel, which has had considerable success in delivering numerous initiatives under the DBSI programme and improving hygiene and sanitation standards across various states in India, welcome the laudable goals set out by the Hon'ble Chief Minister.

More importantly, the partnership remains confident that these goals are achievable within the stipulated time; provided a cohesive, multi-stakeholder strategy that puts end users at the core to meet the aspirations of an ODF UP is adopted. The strategy must include the following critical success components that not only need to be incorporated but also implemented according to the needs and aspirations of the local communities.

Executive Summary



Aiming for Not just ODF But ODF ++ status for entire UP

UP would significantly benefit if it defines ODF success only when a community achieves ODF++ i.e. when there is holistic improvement in health, hygiene and sanitation; thus ensuring sustainable and long lasting change.



Developing effective cross sectional alliances at all levels

To achieve Swachh UP, the Government must;

- Break down silos within government & adopt an integrated approach to delivering Swachh UP at the state, district, sub-divisional and block level
- Build a framework of alliances for delivery both at the appropriate strategic and operational levels with cross sector partners to ensure effective strategy development and deployment
- The state government needs to lead the programme & ensure there is no duplication of effort among partners and the synergy of partners are focused on successful delivery of Swachh UP strategy



Using Data for Evidence Based Policy Making

Swachh UP strategy must begin with a holistic and detailed strategic audit, using tools such as HI, so that evidence based detailed sanitation and hygiene map can be developed for each block in rural UP alongside each ward in urban UP.



Comprehensive Knowledge Base to proliferate Knowledge & Best Practice

For Swachh UP needs effective engagement with and participation on **Swachh Sangraha** especially for rural areas; for urban areas building upon the existing knowledge base of the Hygiene Index is an ideal solution to disseminate success stories and lessons learnt.

Executive Summary



Putting Community at the heart of the Changing Behaviour Strategy:

- The role of PRI Leaders / members and Faith Leaders as **Change Leaders** are crucial
- It is important to put the Swachh UP programme at the intersection of sanitation and faith. **Faith Leaders** have the moral authority to challenge traditions and also successfully influence community members
- **Panchayati Raj Institutional Leaders & Members** have the authority of their electoral mandate and influence to drive long lasting changes in the community and also be the catalyst to drive government to provide the necessary support for infrastructure & enabling environment
- Although change leaders are key, each group within the community requires specific localized intervention plans to convert them into adopters and champions of Swachh UP
- Nothing succeeds like success – so it is advisable to target the low hanging fruits first within the target audience groups to use them as inspiration for others



Adopting a Multi-Pronged Approach to Changing Behaviour:

Swachh UP transformational programme would also look to build a similar portfolio of different interventions targeted at different change leader groups to drive change within. That would ensure reiterative messaging and reaffirmation to the need to change behavior.



Adopting Impactful BCC tools

It is imperative substantial investment and thought are put into the BCC tools campaign for Swachh UP and rather than reinventing the wheel; it might be worthwhile to adopt some of those that have already proven themselves as an effective force.

Executive Summary



Targeted Early Morning & Evening Interventions

The interventions need to be targeted towards moments where they deliver the optimal impact of reducing ODF. Ensuring micro level proactive interventions during early mornings and evenings need to be an essential & integral part of the Swachh UP strategy.



Investing in the Future

- To truly achieve Swachh UP, the effort has to be driven by citizens, reinforced and supported by a proactive state as experiences in other parts of Asia such as Singapore, South Korea and even Thailand demonstrate.

Educating and empowering children are key to creating a citizenry that embraces the very best practices of hygiene and sanitation and therefore ensure significantly improved public health outcomes for society at large.



Adopting appropriate Water Strategies including Waste Water

Swachh UP needs to adopt an aggressive and effective water safety policy and include it in the strategic audit process of a community with regards to hygiene and sanitation.

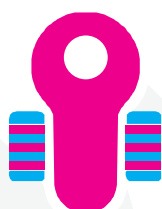
In addition, water scarcity is a looming crisis that India would need to grapple with and therefore, ensuring water is efficiently used and recycled is equally important.



Developing an effective and Ecologically Sound Waste Management practice

A comprehensive and effective, ecologically sustainable SWM and LWM strategy needs to be developed for each community based on its own unique needs to ensure a truly Swachh UP.

Executive Summary



Identifying & adopting appropriate Technical Solution for toilets

- Swachh UP transformational programme should ideally look to use the **EcoSan model** for mass implementation but a “**one size fits all**” approach should be negated. Instead, identifying designating the right kind of toilet technology based on the assessment of local conditions should be an integral part of the strategic audit process highlighted previously in the section
- The aim for Swachh UP should be to push future technologies that reduce cost while are also sustainable and easily maintained



Strengthening local supply network to deliver on demand

Strengthening and developing capacity of the local supply chain to deliver high quality and ecologically sustainable product and services including establishing rural sanitary marts would be an imperative requirement of Swachh UP.



Financing of Household Toilets

For Uttar Pradesh, it is important to focus on the micro-financing initiatives and SHG route however the programme must remain open to direct lending from commercial, regional rural banks and other avenues.

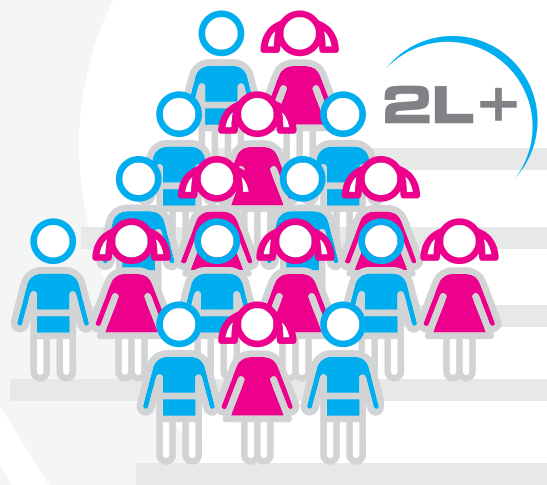
Executive Summary

An effective implementation of these strategies could lead to substantial socio-economic benefits for the entire state and especially for those who are deprived and marginalised in our society.

Some of the potential IMPACTS are as follows:

1 Saving Lives especially of Children

Swachh UP could potentially annually save the lives of more than 2,00,000 children from easily preventable diseases & aim to eradicate child fatalities from such diseases



2 Improving Public and Individual Health

Swachh UP programme by deploying interventions targeted at mothers and children can not only save lives but empower children to lead more fulfilled lives and thus be more productive citizens for wider economy. Not only children, but the adult population would substantially benefit from an impactful Swachh UP Programme.

Executive Summary

3 Economic Impact



Swachh UP can potentially add **\$375 million** annually measured with significant conservative estimates from reducing incidences of easily preventable diseases

Total estimated economic activity generated out of building **10 million toilets** is **\$6 Billion USD** over the course of the programme.

The other wider potential economic benefits that Swachh UP could bring:



Improved Doing Business ranking which would bring in more investments

Businesses & improved sustainable lifestyle would attract human talent



Thus improve the state's economic competitive advantages vis a vis its peers

More jobs, growth and sustainable communities



This report has produced a clear strategic framework built around proven impactful solutions to deliver Swachh UP which can demonstrably deliver significant improvements to not only hygiene and sanitation along with public health but also staggering long term socio-economic benefits.



The Context

Prime Minister Shri. Narendra Modi announced at the UN Sustainable Summit in September 2015 that India will embrace the Sustainable Development Goals (SDGs) as they mirror India's developmental goals. The SDGs are a set of 17 goals that encapsulate comprehensive and often inter-linked targets, aimed at improving the quality of life for all of humanity, especially the 1.3 billion facing abject poverty, by 2030.

PM Modi pointed out that these goals “reflect our evolving understanding of the social, economic and environmental linkages that define our lives” as he laid out some of the key initiatives that his government his pursuing, in order to deliver “inclusive development for all” (Sabka Saath Sab Ka Vikas)

The Swachh Bharat Mission (SBM) or Clean India Mission is one such initiative.



Swachh Bharat Mission (SBM) aims to deliver universal sanitation coverage and eradicate Open Defecation by October 2019.

Launched on October 2nd 2014, SBM focuses upon a **cross-sectoral and comprehensive approach** with emphasis on behaviour change among people regarding the use of toilets for improved health, hygiene and sanitation practices.

It is being implemented as a national movement on a mission mode, exemplifying what can be achieved when the skills and expertise of various stakeholders in the government, private sector alongside NGOs, supranational organisations and most importantly, citizens is harnessed in a structured way to transform lives for the better.

Two key strands of the SBM have been developed to best meet the challenges of both rural and urban settings: **Swachh Bharat Gramin** and **Swachh Bharat Urban**.



Swachh Bharat Mission (SBM) Gramin

Criteria	at 2014	Current Status	Achievement
No. of household toilets	38.71 %	65.91 %	45,190,238 New toilets built
Open Defecation Free Villages	47,888 (2015-16)	2,16,577	1,68,689 villages more are ODF
ODF Districts	5	155	150 more districts are ODF
ODF States	0	5	5 states are ODF

Swachh Bharat Mission (SBM) Urban

Criteria	Toilets built in 2015 units	Toilets built in 2016 units	Toilets built in 2017 units
Individual Toilets	1,21, 594	14,55,653	25,26,281
Community Toilets / PTB (Seats)	0	0	2,50,640 built in 2017 so far
No. of Wards in 100% Door to Door Waste Collection Services	0	39,995	43,200 in 2017 so far

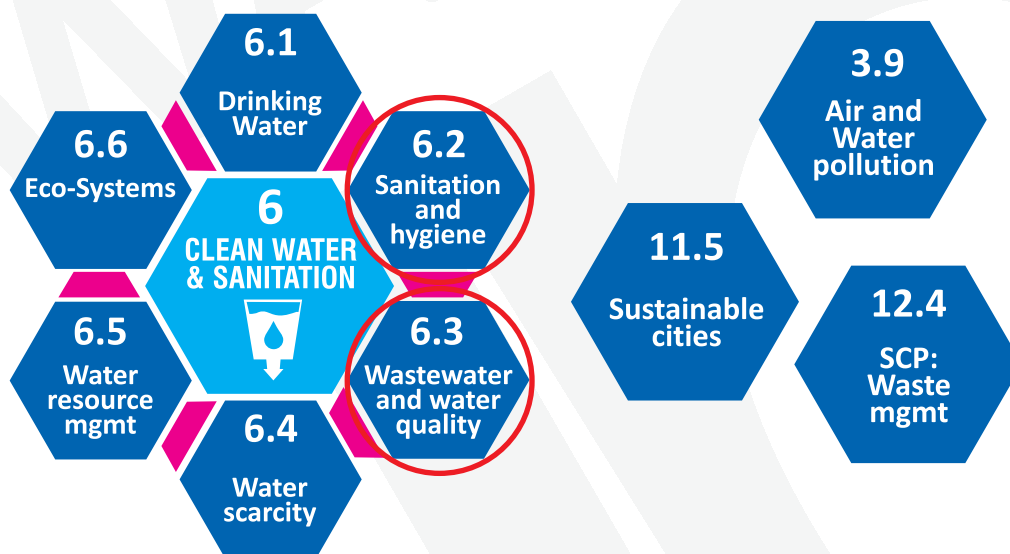
Data on the broad parameters laid out above clearly show that the Swachh Bharat Mission is delivering results.

However, the mission must continue ideally at a faster pace to meet the goals set for 2019 as well as ensure sustainable and long-lasting changes to individual and community hygiene and sanitation practices, in achieving universal sanitation coverage and an open defecation-free India.

Importance of Swachh Bharat Mission for SDGs

SBM falls under Goal 6 of the SDGs i.e. Improved Hygiene, Sanitation and Water but as diagram given below shows that SBM has wider ramifications.

Inter linkages in the 2030 agenda



In applying Goal 6 to the Indian context with a helicopter view, other key linkages can be established as well.

Clean water and sanitation have a clear impact on public health in India (Goal 3: Health & Well Being), where 1.2 million children below the age of 5 (20% of the global population) died due to diseases such as pneumonia and diarrhea in 2015.

A substantial minority of children (around 4 out of 10) across all income groups in India are affected by stunting and lower body mass index which affects cognitive development and hinder them from living fulfilled lives.

Clean water and sanitation affects both gender equity (Goal 5) and quality education (Goal 4) in areas where 23% of girl children drop out of schools due to lack of adequate toilet facilities for them

Studies have demonstrated that the combined economic toll of inadequate hygiene and sanitation costs the Indian economy an estimated \$120 billion annually; an economic cost India can ill-afford especially during its rapid transformation primarily driven by initiatives like the SBM aimed at inclusive development for all.

Since India is host to 1/3rd of the world's population suffering from extreme poverty and hundreds of millions of Indians still lack basic sanitation and hygiene provisions, **the Swachh Bharat Mission, like many other Indian programmes such as Digital India, will play a critical role in ensuring that the world meets the Sustainable Development Goals (SDGs) by 2030.**

Uttar Pradesh & Swachh Bharat Mission

As the largest and one of the most populous states of India, Uttar Pradesh, bears a significant impact on the country's overall inadequate sanitation and hygiene practices. A broad impact assessment of UP's lack of sanitation and hygiene is based on just two criteria:

- **Mortality under the age of 5 – In 2015 alone, there were around 2,40,000 deaths among children in UP, that were most likely preventable**
- **Economic impact – UP has on an average lost \$24 billion annually**

Recent national surveys show that Uttar Pradesh (UP) has significant room for improvement in both rural and urban areas when it comes to meeting adequate sanitation & hygiene targets.

However, the magnitude of these findings have not deterred the new administration of Hon'ble UP CM Yogi Adityanath, who has committed to not only reversing the trend, but also delivering "Swachh Uttar Pradesh (UP)" while making UP one of the leading states in the country with regard to Swachh Bharat parameters.

The succinctly stated but ambitious goals of the UP government are as follows:

- **Making 30 priority districts open defecation free (ODF) by 31st December 2017**
- **Making the entire state ODF by 2nd October 2018**

These targets may be daunting but all the stakeholders in UP, ranging from the government at all levels, the private sector, supranational organisations and citizens, have shown readiness by highlighting their respective skill sets and expertise in a recent RB/Jagran event in Lucknow, directed at exploring the delivery pathways towards the collective effort of successfully achieving a truly Swachh UP.



Uttar Pradesh & Swachh Bharat Mission

Designing comprehensive solutions for Swachh UP requires the identification of the core challenges that need to be resolved to attain the ambitious targets outlined above. The core macro level challenges can be broadly classified into two categories:

- **Changing Behaviour to drive sustainable change**
- **Availability and easy access to clean infrastructure**

For Uttar Pradesh (UP), lack of adequate clean, safe and sustainable infrastructure remains a challenge as depicted in the figure below.



URBAN



88.8%
Households in India
with toilet in cities



91.2%
This is a drop from
91.2% in 2012



10 million
urban population in the
state have **NO ACCESS**
to clean and safe toilets

100 million

In essence, close to 100 million people across urban and rural areas in UP, have **accessibility challenges** to clean and working toilets



RURAL



47.5%
Toilet coverage in UP
Rural Households



35%
This is a significant
improvement from 35% - 47.5%
in past couple of years



80 million
people have accessibility
challenges to clean and
working toilets



58%
do not have
water connections



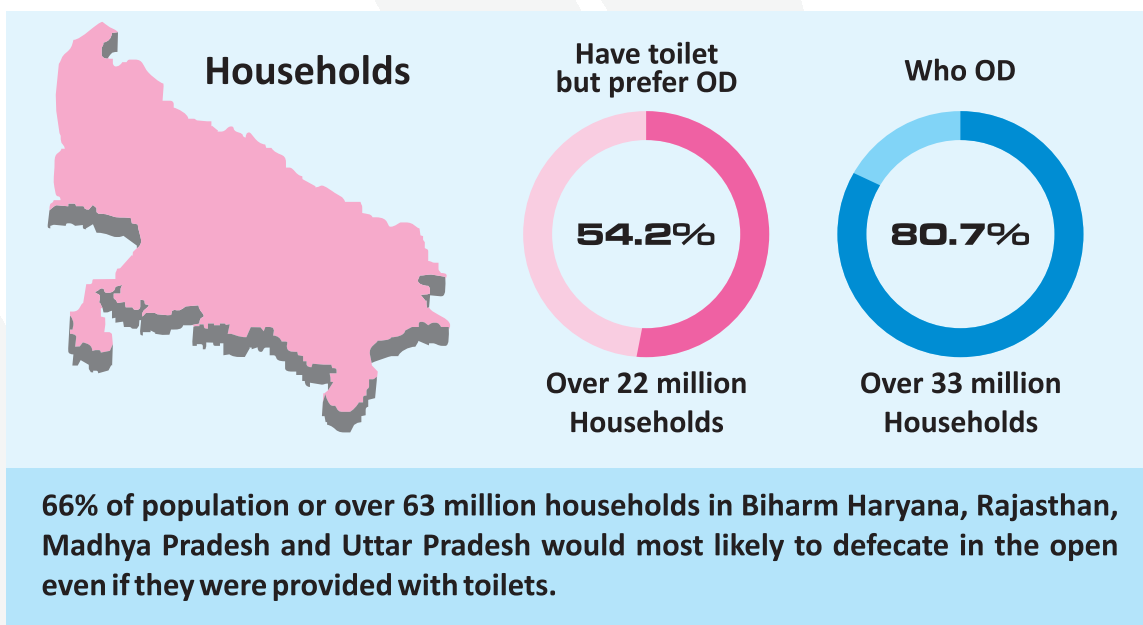
40%
without any
drainage system

However, attempts at resolving the infrastructural challenges without tackling the lack of awareness or the often flawed notions of cleanliness and sanitation, especially among the rural population, can exacerbate the scale of the problem faced by UP, as available toilets would either remain unused or worse, due to lack of clean maintenance and effective waste management practices, could easily become health hazards for the community.

Hence the behaviour and mindset challenges arguably pose a bigger barrier for Swachh UP rather than the infrastructural ones. This is demonstrated by the figures underneath.

Changing Behaviour to deliver Sustainable Change:

The 2011 Census Report and 2014 SQUAT report demonstrate that changing behavior is as big a challenge as access to toilet infrastructure.



On a positive note, successful interventions in the recent past have shown that if people are empowered to drive the change from within, with adequate support (infrastructural or otherwise) from the government, private sector and other entities in an enabling environment, sustainable and long lasting changes to sanitation and hygiene practices can be delivered. Such cross-sectoral projects are undoubtedly beacons of hope but their impact has been localized to a few districts.

Thus, rather than a piecemeal approach, a cohesive and integrated cross-sectoral strategy is required for helping UP achieve the targets laid out by the CM.



The Strategy

In a recent event hosted by RB & JagranPeel in Lucknow, representative stakeholders across the public, private, the third sector and citizens came together and called for a cohesive, multi-stakeholder approach that puts end users at the core to meet the aspirations of an ODF UP.

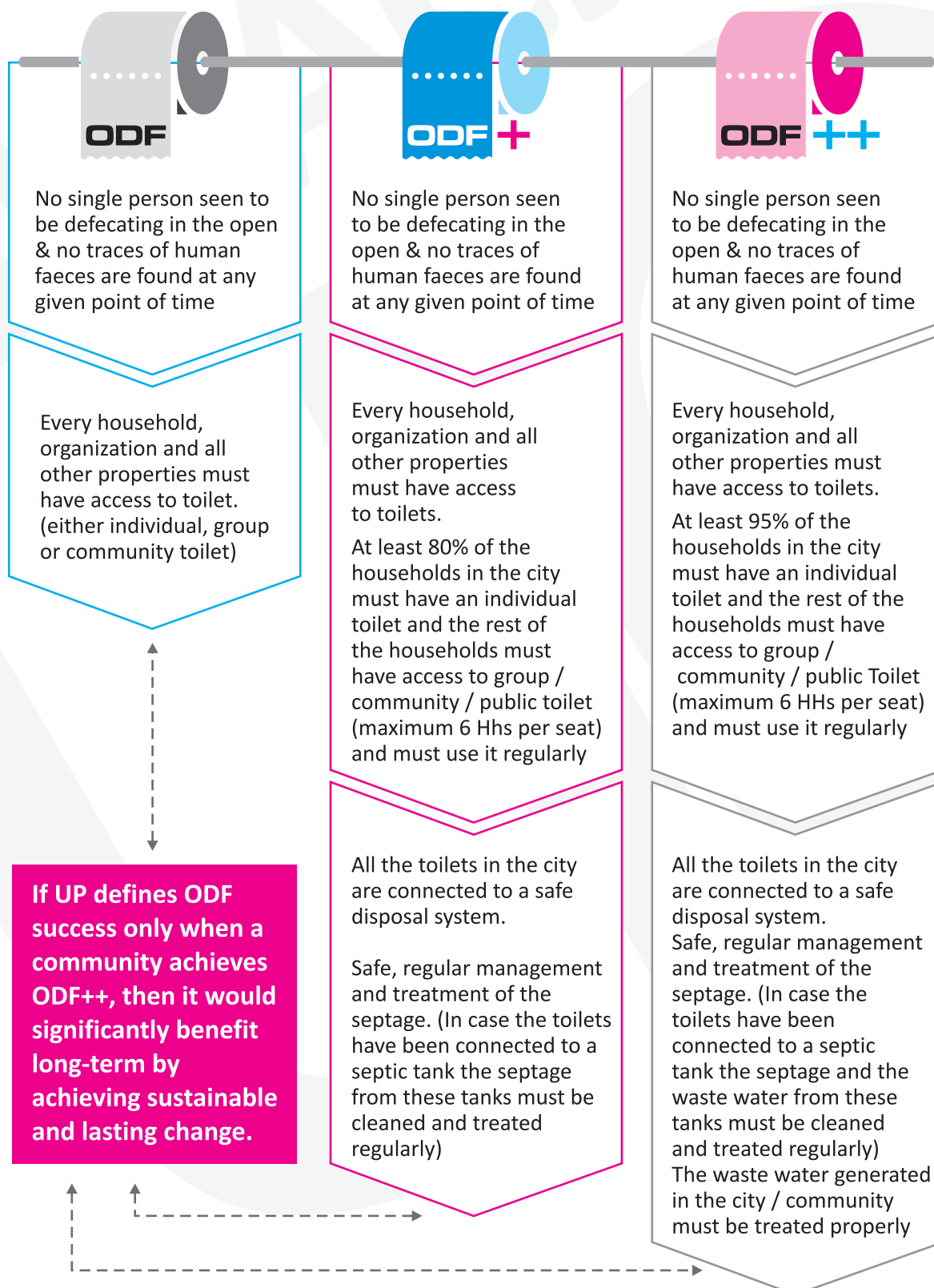
The assembled group of stakeholder experts determined that any ODF strategy must incorporate the following critical components to ensure successful community engagement in delivering improved quality of life through better hygiene and sanitation standards in UP.

Cross – Cutting Elements	Behaviour Change Elements	Infra. + Enabling Environment Elements
Aiming for ODF ++ status	Community Champions / Change Leaders	Effective Water Management Strategy & Infrastructure
Developing effective cross sectoral alliance at all levels both in and out of government	Involvement of Panchayati Raj Institution leaders / members & Faith Leaders	Effective Waste Management Strategy & Infrastructure
Data Driven – Evidence Based Policy Making – Strategic Audit	Developing a multi-pronged BCC Strategy & impactful BCC tools	Identifying the right technology for toilet making : Pushing for future more cost effective technologies
Develop a comprehensive knowledge base to proliferate knowledge & best practice sharing	Targeted early morning & evening triggering	Developing supply value chain including rural sanitary marts
Developing robust monitoring & evaluation systems with citizen feedback such as Hygiene Index	Investing in Children – Investing in the Future	Micro Financing (bridge financing to build toilets)

This report will now delve into the details of each of these elements and explore how these components can be successfully integrated into a cohesive Swachh UP Strategy. The UP Government wants to be able to declare an ODF state by October 2nd 2018. However, in order to make this goal truly sustainable, improved hygiene and sanitation conditions must be holistically incorporated.

Strategy 1

Adopting the Maharashtra definition of ODF, ODF+ and ODF++ cities would ensure there is holistic improvement in hygiene, sanitation and health standards and the changes would be sustainable.



Developing effective cross-sectional alliances at all levels

The government alone cannot deliver Swachh UP. Achieving its ambitious goals requires effective harnessing of the expertise, technology, and knowledge of a whole host of stakeholders across sectors, including the public/government, private, third sector as well as community groups.

Within Government:

Even though the government cannot deliver Swachh UP alone, it clearly needs to adorn the mantle of leadership and be the face of change. Rather than adopting a silo mentality, the government must operate a holistic programming approach within its naturally bureaucratic structure and unite the different skill sets from various departments into one cohesive force to deliver the targets set out by the Hon'ble Chief Minister.

With External Stakeholders:

In many instances, external stakeholders such as the private sector, the third sector, supranational organisations and other international development partners are likely to bring some unique value addition to the initiative, that the state might not otherwise be able to.

The launch of the first World Toilet College/GIWA Academy as a collaborative initiative between RB, World Toilet Organisation and Global Interfaith Wash Alliance is a prime example of many such initiatives.

These institutions aimed at supporting the Swachh Bharat Mission, provide people with the targeted skills and knowledge they need to ensure that the goals of clean and healthy Water, Sanitation and Hygiene (WASH) for all can be met.

In these cases, the nodal agency and leadership of the state government need to establish effective collaborative relationships with the World Toilet College/ GIWA academy so that Uttar Pradesh not only has qualified professionals to deliver the Swachh Programme on the ground but also entrepreneurs to support the demand-based sanitary supply chain, especially in rural areas.

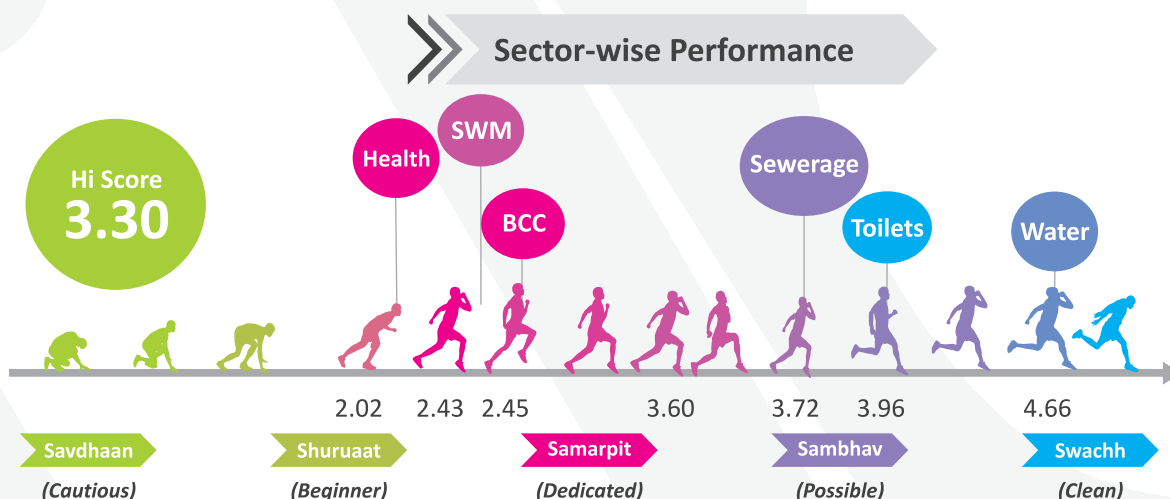
To achieve Swachh UP, the Government must:

- Break down silos within the government and develop a cohesive and integrated approach at the state, district, sub-divisional and block levels
- Build a framework of alliances for delivery both at the appropriate strategic and operational levels with cross-sector partners to ensure effective strategy development and deployment
- Ensure as leader of the programme that there is no duplication of effort among partners and there is synergy among partners focused towards successful delivery of Swachh UP strategy

Using data for evidence-based policy making

Since assumptions and anecdotal evidence cannot be the foundation of the Swachh UP strategy, there needs to be a detailed methodical study of the state of hygiene and sanitation in the cities and villages in the state.

The Hygiene Index (HI), a product of RB, USAID & EY collaboration, is an evidence based policy making tool that enables policy makers to better understand the challenges they face in terms of hygiene and sanitation, allocate resources to critical areas and also assess the outcomes and outputs of these investments in terms of improving hygiene and sanitation standards in their cities. HI enables cities to improve their scores on SwachhSurvekshan.



The figure above highlights the overall HI score for Allahabad and how the city fared in each of the key criteria that determines the overall HI score such as Health, Solid Waste Management (SWM), Behaviour Change Communications (BCC), Sewerage, Toilets and Water. The image clearly highlights the areas in which the city is doing well, but more importantly, where it needs to improve and policy makers can target their attention towards them. The Hygiene Index can be easily deployed in the cities of UP immediately, but with some appropriate tweaking, the model can be applied to rural UP as well.

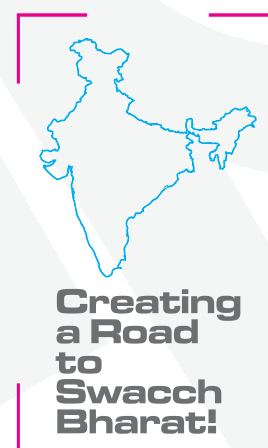
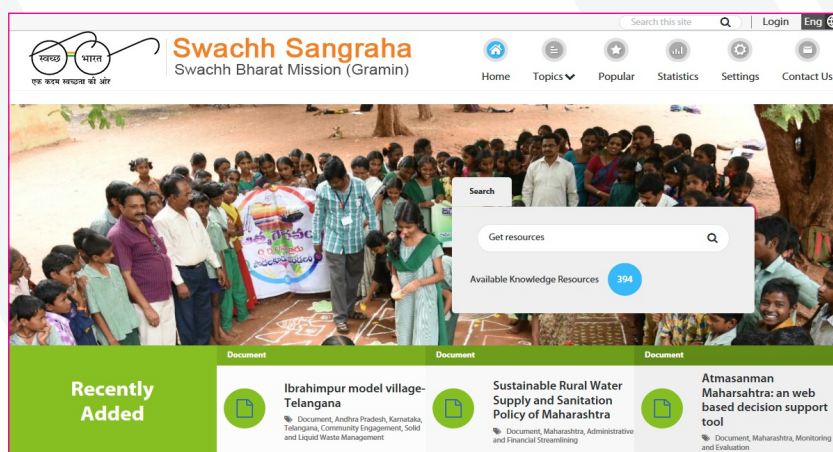
The Swachh UP strategy must begin with a holistic and detailed strategic audit, using tools such as the HI, so that evidence-based and detailed sanitation and hygiene maps can be developed for each block in rural UP, alongside each ward in urban UP.

Comprehensive knowledge base to proliferate Knowledge and Best-Practice sharing

Uttar Pradesh is a vastly diverse state as it consists of the oldest city in India as well as many new 21st century metropolises. Even its rural areas vary widely in terms of population, socio-economic conditions etc. So while the Swachh UP programme needs to be a cohesive force, it also needs to simultaneously acknowledge that there is no “one size fits all solution”, considering the diversity of UP. In such a scenario, it is important to learn from the successes and failures of attempts made by local communities, both within and outside the state. However, it is important not to simply duplicate efforts and use existing platforms. Therefore, a key element for ensuring an efficient and effective Swachh UP as well as the broader Swachh Bharat Mission is having a knowledge base, wherein people can share their experiences with myriad practices, for others to follow and learn from.

SwachhSangraha, developed by the Ministry of Sanitation and Drinking Water along with the World Bank is an online platform that uses systematic knowledge-sharing and learning as an approach to support the Swachh Bharat Mission and change behaviors. It is based on the belief that many excellent local sanitation solutions exist that can be replicated across the country.

SwachhSangraha breaks down solutions as per state and topic, including “children and youth”, “leadership”, “hygiene and hand-washing”, “toilet technology” and “behavior change communication.” Users are able to rank and comment on the solutions, enabling the most compelling ones to command wider attention. The Ministry’s ownership of the platform is a crucial factor in motivating districts to share, discuss, and replicate good practices, creating a sense of healthy competition and momentum as well as providing a source of pride for those sharing local success stories.



For the success of Swachh UP, it is important that the state government encourages all stakeholders to effectively contribute to SwachhSangraha, especially for rural areas, to ensure proliferation of knowledge and what works or does not.

However, for urban areas, building upon the existing knowledge base of the Hygiene Index is an ideal solution to disseminate success stories and lessons learnt.

Developing robust monitoring and evaluation systems with citizen feedback

Once the Swachh UP strategy has been developed and deployed on the ground, it is crucial for robust monitoring and evaluation systems to be put in place so that the progress of the programme can be measured and appropriate changes can be implemented in order to ensure that the strategy is successful.

Internal management tools such as the following of activity / time sheets enable senior policy and decision makers of the programme, both at the local and state level, to understand when and where does the programme need more resources or personnel changes to deliver the stated aims.

While internal mechanisms do provide important feedback, it is vital that the voices of citizens be also heard. In fact, according to the modus operandi for **SwachhSurvekshan 2018**, 35% of the total weightage of measurement would be based on citizen feedback.

It is important for Swachh UP to use tools such as the HI or tweaked versions of it to ensure that not only the internal voices from the ground and local levels are heard but also that of the citizens, about the effectiveness of the programme being deployed.

Exploring the Behaviour Change Elements of Strategy

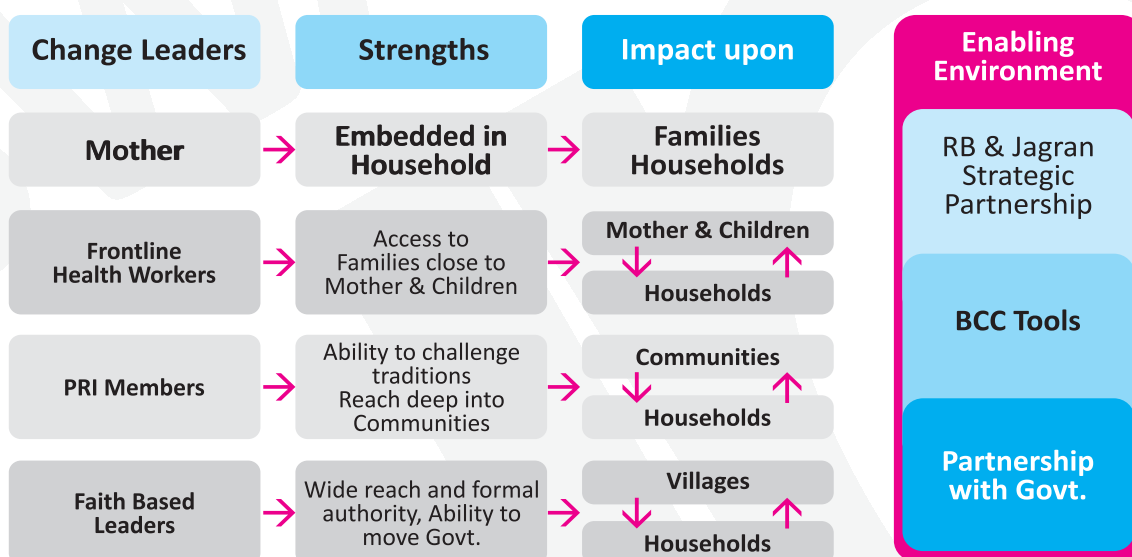
Putting the community at the heart of the Changing Behaviour Strategy

Unless change is driven from within, it becomes very difficult to sustain that change. Thus, ensuring that the community is empowered with the knowledge and skill sets needed to lead and drive the change has to be an imperative component of any strategy. However, the community is not a monolithic entity.

For example, a large part of success of the “Changing Behaviour: By Creating Sanitation Change Leaders” (An ODF Success Story – A DBSI Project led by RB & JagranPehel) was down to the change leaders who not only became champions for cleanliness but also the catalysts for transforming their villages.

contd...

The graphical presentation lays out how change leaders influenced their direct constituents aided by an enabling environment provided by the project leadership.



When it comes to hygiene, the following groups usually exist:

- The Change Leaders who embody the change and become its drivers within the community. They are the first and primary targets of the programme.
- The Early Adopters who cognitively embrace the change but need guidance and help in implementation
- The Followers who after seeing the Change Leaders and Early Adopters, slowly but surely adopt the change, following interventions and reiterative reinforcements through Behaviour Change Communication (BCC) by the Change Leaders.
- The Laggards who need the most work

The change leaders are the key to the success of the programme in the community. Ideally, the aim is to target representatives from various groups, who have considerable influence within the community, especially within families.

contd...

For example, a large part of success of the “Changing Behaviour: By Creating Sanitation Change Leaders” (An ODF Success Story – A DBSI Project led by RB & Jagran Pehel) could be attributed to the Change Leaders who not only became champions for cleanliness but also catalysts for transforming their villages. The graphical presentation below lays out how change leaders influenced their direct constituents, aided by an enabling environment that was provided by the project leadership.

- **The role of Panchayati Raj Institution (PRI) leaders/members and faith leaders is crucial**
- **PRI leaders and members are authoritatively backed by their electoral mandate and Influence, to drive long lasting changes in the community and also be the catalyst for provision of an enabling environment or necessary infrastructural support**
- **It is important to put the Swachh UP programme at the intersection of sanitation and faith as faith leaders have the moral authority to challenge traditions and also successfully influence community members.**
- **Although change leaders are key, each group within the community (as laid out above) requires specific localized intervention plans to convert them into adopters and champions of Swachh UP.**
- **Nothing succeeds like success so it is advisable to target the low hanging fruits within the target audience groups first so as to use them as inspiration for others.**





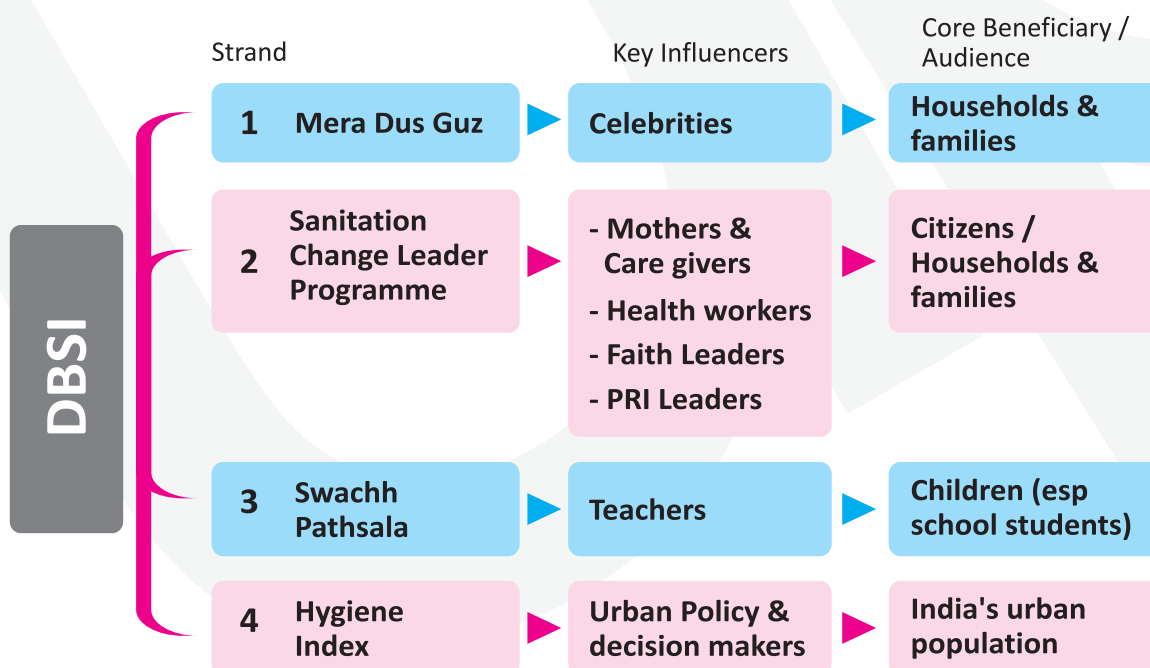
Strategy 7

Adopting a multi-pronged approach to Changing Behaviour

Research evidence clearly shows that reinforcement of messages in myriad ways through different triggers helps in changing behavior and sustaining it.

To effectively achieve ODF status ++ for the entire state, Swachh UP needs to disperse knowledge to the wider community through various strands of the programme that focuses on specific groups within the target audience as the primary agents of change. Each programme strand must support and reinforce the wider message that improved hygiene and sanitation habits lead to better health outcomes.

The Swachh UP transformational programme would also look to build a similar portfolio of different interventions targeted at different change leader groups to drive change from within. This would ensure change in behaviour via reiterative and reaffirmation messages.



Adopting impactful BCC tools

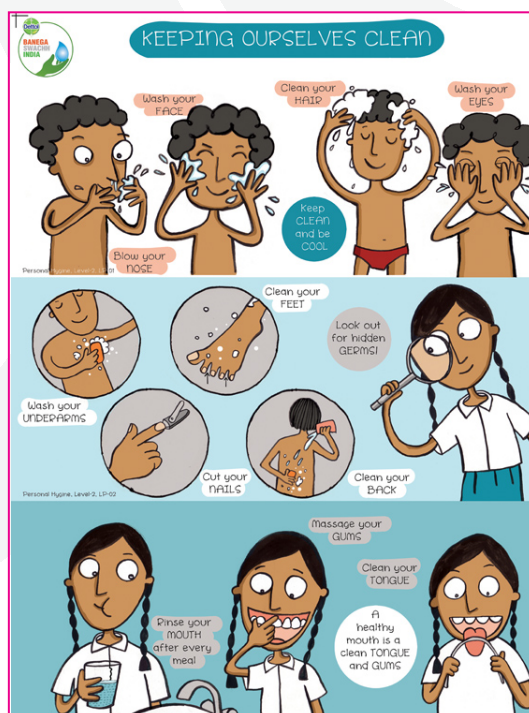
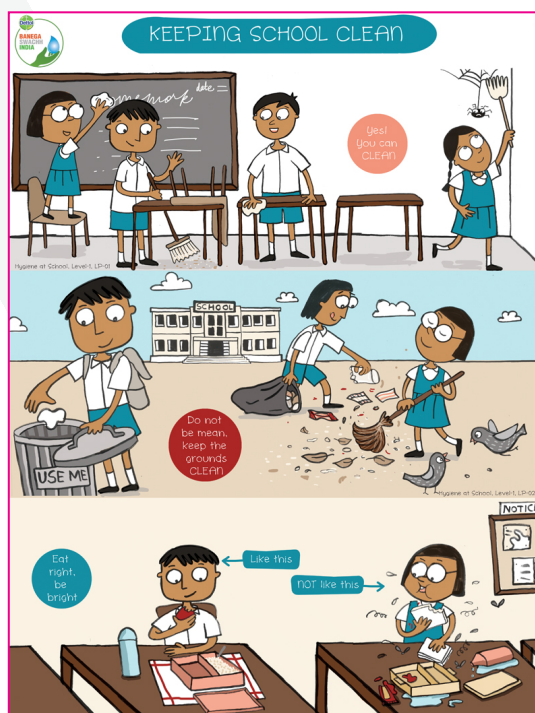
Proactive interventions led by “**Sanitation Change Leaders**” are pivotal for delivering sustainable behavior changes in the community. However, evidence suggests that without Behaviour Change Communication (BCC) tools to reiterate and reinforce sanitation messages in direct organised settings and through daily life activities, interventions are far less likely to succeed.

The RB-led Dettol schools campaign illustrates this :

The Dettol School Modules campaign targeted school children as the main beneficiaries as well as ideal and effective “Sanitation Change Leaders”, who can effectively have (intergenerational) impact upon their parents, families and communities, both now and in the future.

In its pilot year, this initiative impacted over 2.5 million children and their households, leading to substantial improvement in hygiene and sanitation standards and delivering savings of around \$500,000 for the national economy.

Behaviour Change Communication (BCC) tools provided the very foundation of this successful programme. The specially designed curriculum was entirely focused on using various BCC tools (with teachers playing the role of facilitators), ranging from posters, work books, games and swachhta bracelets for children to teaching peers and families.



Each of these tools were geared towards raising awareness about sanitation and hygiene as well as reiterating key lessons in a fun way which not only helped the children learn and retain knowledge, but also effectively to pass it on to others.

However, it is not just the Dettol Schools Module, the “Sanitation Change Leaders” and the Hygiene Index programmes that have emphasized significantly on BCC tools. Leaders and facilitators on the ground firmly believe that these tools not only increase awareness reiteratively in some of the most innocuous ways but also instill a sense of pride and ownership in the projects by the community. This in turn helps further entrench the programme in the minds of the target audience.

It is imperative that substantial investment and thought be put into the BCC tools campaign for Swachh UP. Also, rather than reinventing the wheel, it might be more productive to adopt some of those tools that have already proven themselves as effective forces of change.



Strategy 9

Targeted early morning and evening interventions

Delivering upon the Chief Minister's ambitious goal of ideally achieving an ODF++ state in a little more than a year will require concerted 24x7 efforts to ensure proactive interventions at all times. Habits often tend to linger and it would be easy for people to fall back into bad ones like open defecation.

Studies suggest that early morning and early evenings are the two periods during the day when people are more likely to defecate in the open.

Local and micro-level proactive interventions or strategies led by influential change leaders specifically during these times to desist people from defecating in the open are an integral and essential part of the Swachh UP strategy, for successfully delivering holistic and optimal impact.

Investing in the future

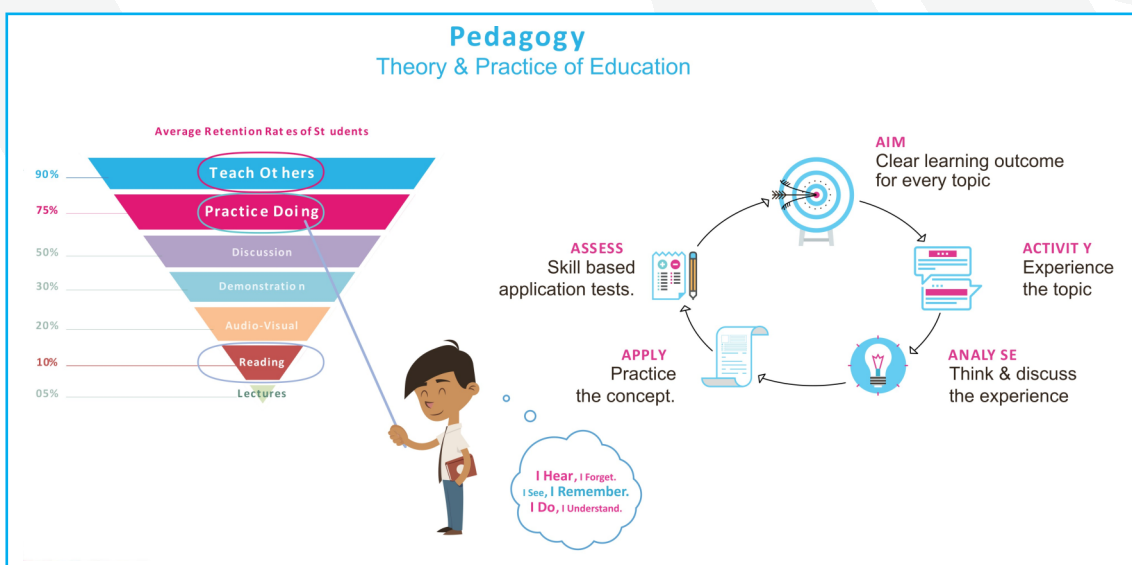
Swachh UP embodies an aspiration for good and sustainable quality of life for all citizens now and in the future. The ideal Change Leaders are students, as they have an inter-generational impact.

If today's children can be empowered to be "sanitation change leaders" the impact is likely to reach across three or more generations:

- The lives and health outcomes of the children themselves, who adopt the best hygiene and sanitation practices, will improve
- They can consequently impact their parents' generations or even earlier ones in their households
- Finally, as parents, the same children will teach the same hygiene and sanitation practices to their future children.

Educating and empowering children plays a key role in creating a citizenry that embraces the very best practices of hygiene and sanitation, consequently ensuring significantly improved public health outcomes for the society at large. **The challenge lies in how to effectively reach out to students and ensure that they retain their learnings and practice what they learnt.**

The Dettol Schools Module did this by creating a fun curriculum around sanitation issues, which involved playing games, practicing the lessons and more importantly teaching others. These were supported by well designed and impactful BCC tools that became a constant source of positive reiteration and reinforcement.



To truly achieve Swachh UP, efforts have to be driven by the citizens, while being reinforced and supported by a proactive state. Similar experiences in other parts of Asia such as Singapore, South Korea and even Thailand demonstrate this.

Behaviour Change Strategies

The importance of Behaviour Change Components (BCC) in the Swachh UP strategy cannot be exaggerated. Without effective incorporation and implementation of behaviour elements, achieving ODF UP will not be possible. Hygiene and sanitation activities are habits that need to be imbibed by the UP citizenry.

Hence, the Behaviour Change aspect of Swachh UP strategy undoubtedly requires the most attention both in terms of leadership commitment and investment.

The government and other sector leaders in private, third sector and international development organisations such as WHO, UNICEF among others need to work together and support the “Changing Behaviour Strategies” with an enabling environment that helps communities acquire and maintain the necessary physical infrastructure including treating waste and waste water, to significantly improve local public health outcomes.



The Infrastructure and Enabling Environment Components

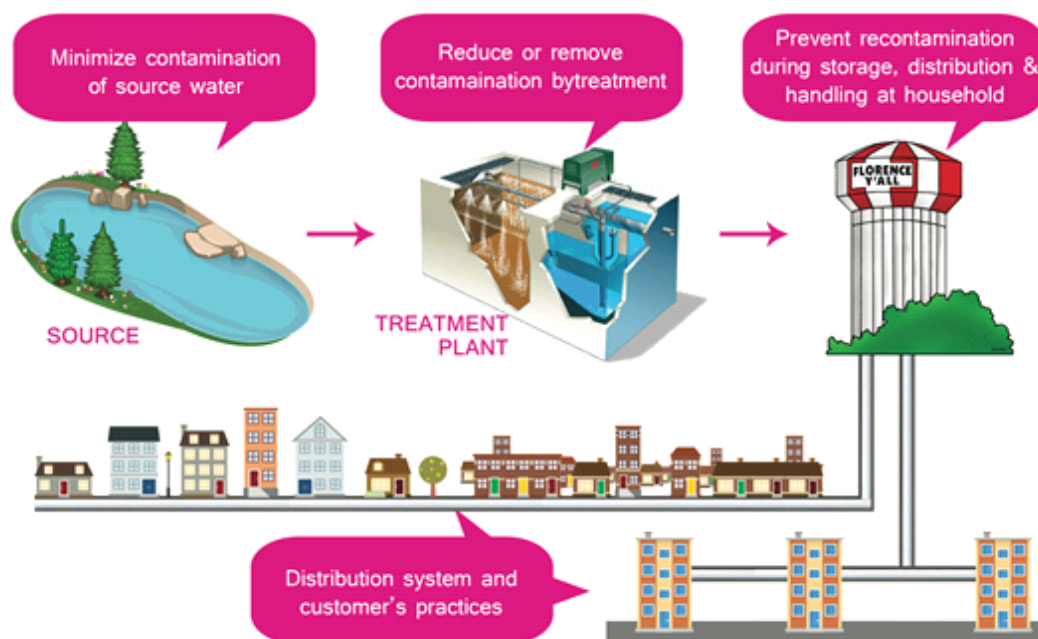
This section explores some of the key strategies that are crucial to developing an enabling environment.



Strategy 11

Targeted early morning and evening interventions

Water safety plans aim to design control mechanism to reduce risks associated with the water system and develop a systematic approach to verify that the control tools are functioning effectively.



It is imperative that the Swachh UP programme adopts an aggressive and effective water safety policy. This must be included in the strategic audit process of a community with regard to hygiene and sanitation.

In addition, water scarcity is a looming crisis that India needs to grapple with and therefore, it is equally important to ensure that water is efficiently used and recycled.



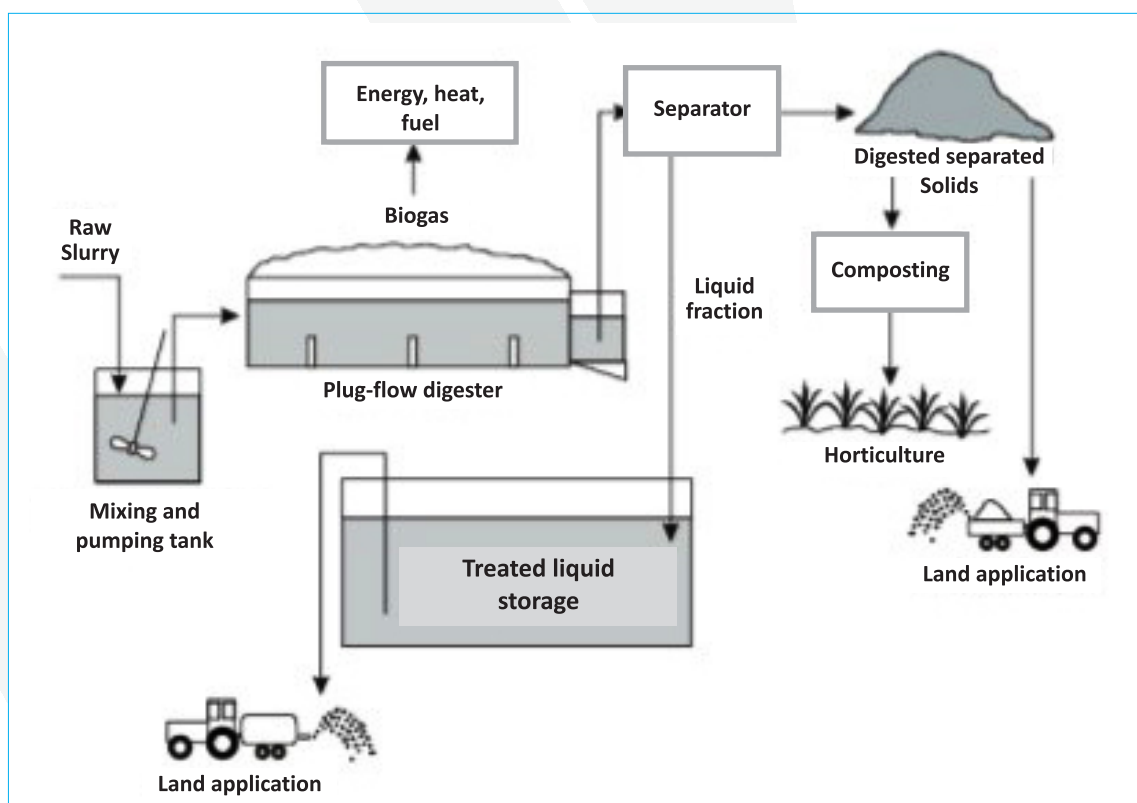
Strategy 12

Developing Effective and Ecologically Sound Waste Management Practices

Untreated waste poses a health hazard as well as a lost economic opportunity. Whether rural or urban, an effective and efficient solid waste management (SWM) strategy is essential for any community's effort to improved hygiene and sanitation standards.

Swachh UP is no exception. Although there are various technologies and strategies to deal with Solid Waste Management, there is no one solution. In fact, SWM solutions need to be tailor-made to the opportunities and weaknesses of the community, while ensuring cost-effectiveness and ecological sustainability.

Therefore, during the strategic audit process, like in the Hygiene Index, SWM is a key criteria for measuring or capturing a snapshot of a community's WASH standards.



Community owned FSM (fecal sludge management) plants for waste management along the lines of community owned generators for electricity can be explored. This move would not only improve hygiene and sanitation standards but also provide an economic opportunity for the community as a whole.

A comprehensive, effective and ecologically sustainable SWM and LWM strategy needs to be developed for each community based on its own unique needs to ensure a truly Swachh UP.

Identifying and adopting appropriate technical solutions for toilets

Not every toilet design is effective in all communities due to attributes like terrain, water logging etc. There is a need to reduce water dependence as many parts of India are facing the real problem of water scarcity. Thus, toilets that remain healthy and safe by using less or no water are ideal solutions in the context of Swachh UP.

A SMART toilet enables families to use the private space for all hygiene activities especially personal hygiene.

“Toilets could be used as Bathroom, hand-washing facilities and storage for everyday hygiene kit. Water storage or connection for cleaning purposes. User friendly with roof cover and lighting. Twin pit model with effective waste recycling process. Facilities to dispose sanitary napkins.”

However, SMART toilets can and have been enhanced by the EcoSan model. This model addresses India’s looming water scarcity with a more sustainable approach to sanitation, while ensuring safety and privacy for women and adolescent girls in the community, by providing toilets with showers.

The Swachh UP transformational programme should ideally look to use the EcoSan model for mass implementation but a “one size fits all” approach should be negated. Instead, identifying and designating the right kind of toilet technology based on the assessment of local conditions should be an integral part of the strategic audit process, as highlighted previously.

The aim of Swachh UP should be to push for future sustainable technologies that reduce cost and can be easily maintained.



Strategy 14

Strengthening Local Supply Network to Deliver On Demand

Once the campaign for changing behavior has successfully created the demand for toilets, water treatment and other waste treatment services, it is important to create a supply network of trained local personnel (masons & producers) who can deliver on the demand.

In addition, creating rural sanitary marts might be a good way to make available and accessible, sanitary equipment and other tools necessary for maintaining high public and individual health standards.

This demand creation and fulfillment for construction of toilets as well as provision of a variety of related services would have a significant positive economic impact on the local economy and improve lives in more ways than one.

Therefore, strengthening and developing capacity of the local supply chain to deliver high quality and ecologically sustainable products and services, including establishing rural sanitary marts would be an imperative requirement of Swachh UP.



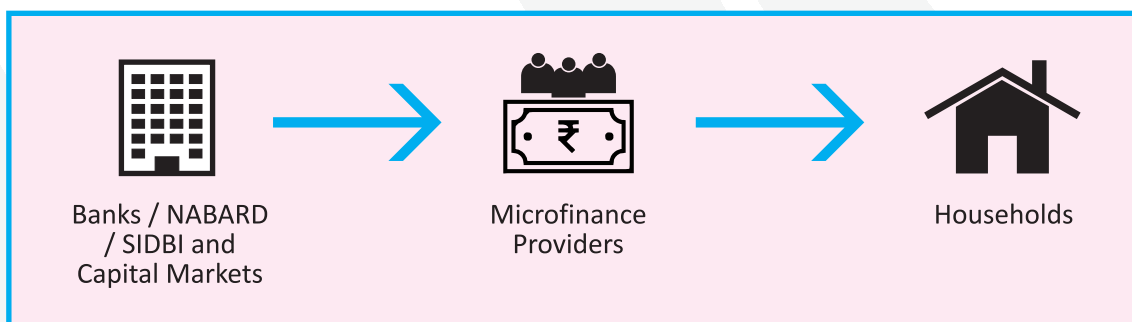
Financing of Household Toilets

The average cost of a SMART and EcoSan toilet can range from INR12K-18K approximately. Herein lies an important challenge for UP and most of India i.e. those who need toilets the most rarely have the disposable income equivalent of \$200 USD to spend on a toilet. Hence financing is key to ensuring effective toilet coverage, especially when incentives for toilet-building and related facilities comes after. Also, many families are ineligible to receive incentives for a variety of reasons.

The Union Government has made water and sanitation a priority sector for scheduled commercial and regional rural banks in 2015. As of 2017, sanitation loans are now eligible under SRLM guidelines.

Some of the models available for Swachh UP to adopt are as follows:

With their ability to raise money from institutional investors and capital markets, experience in dealing with small loans with various subscribers and real understanding of the issues facing these families especially in the rural sector, micro-finance institutions provide credible and sustainable ways of financing improved WASH standards.



Self-Help Groups providing Bridge Financing:

Governments at the central and state levels are keen to support Self-help Groups by recommending them to become eligible for bank loans, which they can then lend it to their members.

Some key features:

- Banks linkages to SHGs include water and sanitation loans
- Central and state governments keen to promote WATSAN lending through SRLMs
- Simultaneous income-generating loans and consumption loans can be advanced
- Need based lending system

Lending through SHGs

- Banks linkages to SHGs include water and sanitation loans
- Central and State governments keen to promote WATSAN lending through SRLMs
- Simultaneous Income-generating loans and consumption loans can be advanced
- Need based lending system



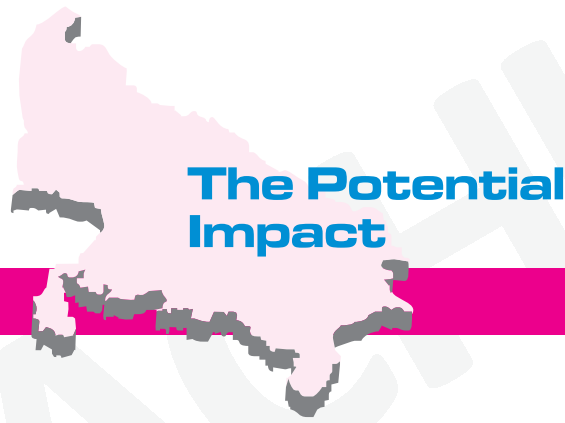
For Uttar Pradesh, it is important that the programme focus on micro-financing initiatives and SHGs, but it must also remain open to direct lending from commercial and regional rural banks as well as other avenues.

The strategies to design and deploy solutions, as highlighted above, are well proven and have delivered positive impact around the country. The choice of particular strategies and appropriate deployment with solutions need to be based on data and tailored to meet the needs and aspirations of the local community. Once deployed, they need to be monitored with appropriate and timely course corrections.

However, it is important to reiterate that due to the limited time at hand, Swachh UP needs leverage exiting experience and expertise wherever possible, by working with proven solutions that have demonstrably improved hygiene and sanitation, along with networks of partners that delivered those.

The aspiration of Swachh UP is laudable and achievable, provided a coherent evidence-based and multi-stakeholder strategy with the community at the heart of it is implemented, incorporating the various critical success components as a cohesive force for public good.

The next few sections of the report assesses the potential socio-economic benefits and a toolkit of proven solutions that these strategies and can bring to UP and of course, India.



India pays a high price for inadequate WASH standards that leaves its citizens, especially those among the most marginalized in society, economically poorer with worsening life chances for the children. In many instances, the cost is irreplaceable loss of a child's life, \$120 billion USD annual estimated loss to the economy as well as less productive and fruitful citizens for the future.

UP's share of the loss as India's largest state with about 20% of the national population would be roughly \$24 billion annually. In this part of the report, we explore how a cohesive Swachh UP strategy when implemented well, can potentially deliver in terms of socio-economic impact for the state.

Impact 1 | Saving Lives especially of Children:

Impact 1: In India, diarrhea claimed the lives of 1.2 million children below the age of five in 2014. Based on population demographics of the country, UP lost 2400,000 children in that year alone.

According to research published by WHO, there exists measurable co-relation between incidence of diarrhea and quality of sanitation.

- **No sanitation to improved sanitation – 16% reduction in diarrhea**
- **Implementation of proper waste management system – 63% reduction in diarrhea**

With a proactive approach and deploying integrated reiterative solutions that focus on various aspects of hygiene and sanitation with an aim to achieve ODF ++ status for the entire state – UP can achieve the 63% reduction rate and more importantly, reduce fatalities among children if not eliminate it completely. Each life matters especially when it is that of a child.

Swachh UP could potentially save the lives of more than 200,000 children annually, from water borne diseases diarrhea and successfully aim to eradicate these child fatalities within a matter of 24-36 months (conservative estimate).

Impact 2 | Improving Public and Individual Health

Impact 2 : The Swachh UP programme can undoubtedly be a catalyst and enabler of improved conditions of individual and public health. This in turn would make them more productive not only for today but tomorrow as well. And the benefits of improved WASH standards are not limited to children alone, adult population would significantly benefit from healthier and more productive lives.

Due to inadequate WASH and subsequent poor public health standards, WHO & MCEE currently estimates:

1 out of 2 children in India (48%) or roughly 62 million children suffer from stunting or malnutrition; which impact their cognitive and long term health and act as key barrier to living fulfilled lives.

The Swachh UP programme interventions targeted at mothers and children can not only save lives but also empower children to lead more fulfilled lives and thus become more productive citizens for the larger economy and society.

Impact 3 | Economic Impact of Reduction of Diseases

Impact 3 : In 2014, it was estimated that 300 million children and 700 million adults (excess of 75% of India's population) had incidents of diarrhea or almost

The key assumptions:

- For the purposes of this study, significantly conservative estimates have been used
- 50% of UP's population or roughly 100 million people have diarrhea incidents in a year
- There is an 50 – 50% (adult : children) split in the population
- Each one of the 50 million adults has had one incident of diarrhea; which costs 2 working days
- The total economic loss for each case of diarrhea incidence is \$7.5/working day = \$15
- The Swachh UP programme deploys proven solutions wherein marginal cost of delivery is low as there are no investments required to develop and design effective solutions again

Who (WHO?) estimates 63% reduction in diarrhea incidences if there is a whole cycle of high sanitation standards including waste management. For the purposes of this study, the estimate is held at 50%. Therefore, the impact of Swachh UP would be to reduce the number of diarrhea incidents by 50% or 25 million.

Who (WHO?) estimates 63% reduction in diarrhea incidences if there is a whole cycle of high sanitation standards including waste management. For the purposes of this study, the estimate is held at 50%. Therefore, the impact of Swachh UP would be to reduce the number of diarrhea incidents by 50% or 25 million.

Successful improved sanitation and effective waste management by Swachh UP can potentially add \$375 million annually (measured with significant conservative estimates)

This is just part of the impact of one disease on part of the population.

Impact 4 | Economic Activity of Building Toilets

Recent NSSO surveys have established that while UP has made substantial progress in the recent past, a little more than 50% of rural population in UP still do not have access to safe & clean toilets. This number is north of 75 million. Therefore, the number of households without toilets is 18.75 million (4 people per household).

Assuming a conservative estimate that Swachh UP would succeed in creating and fulfilling a demand of 10 million toilets across rural UP in the next 24 months and also considering again at a conservative estimate that building a SMART/EcoSan toilet is \$200 USD;

Direct Economic Activity

Building 10 million toilets
@ (\$) 200 USD
= (\$) 2 Billion

With an Economic Multiplier of 3
(Conservative estimate)

**The total Economic Impact
is worth circa (\$) 6 Billion**





Proven Solution Showcase



At a local level, the Strategic Audit of Hygiene and Sanitation to Waste Management to Water Management among others would be creating substantial economic activity in the local area both directly and indirectly and thus generating employment and/or business opportunities for the community.

The other wider potential economic benefits that Swachh UP could bring are:

- Improved Doing Business ranking which would bring in more investments;
- Businesses & improved sustainable lifestyle would attract human talent;
- Thus improve the state's economic competitive advantages vis-a-vis its peers;
- More jobs, growth and sustainable communities!

This report is desisting from assigning numerical values to these outcomes as they are dependent on myriad inter-related factors far beyond the scope of just WASH and public health. Nonetheless, improved WASH standards and public health play a critical role as an enabler and catalyst for the outcomes above.

Even without assigning exact figures, based on the socio-economic trends of Indian transformation, improved WASH standards would contribute tens, if not hundreds of billions of dollars' worth of positive economic impact over the years for an economic entity such as Uttar Pradesh.





Other Economic Impact



This report has consistently highlighted and reiterated the importance of using proven solutions that deliver sustainable and long lasting changes. **This section highlights some of the solutions that have successfully improved public health outcomes by transforming hygiene and sanitation practices** across various states in both rural and urban setting.

Solution

1

Changing Behaviour By Creating Sanitation Change Leaders:

(An ODF Success Story)

A DBSI Project led by RB & JagranPehel

Project Overview:

The Changing Behaviour Initiative identified and trained key influencers such as Panchayati Raj Institution members, Faith-based Leaders, Frontline Health Workers, Mothers and Care Givers as Change Leaders who can drive change from within communities by mobilizing citizens. Harnessing the reach of selected change leaders and impactful use of an array of Behaviour Change Communication (BCC) tools, the initiative's first year focused on behaviour change among villagers across 200 villages in Bihar and Uttar Pradesh.

There was a concerted effort to improve health outcomes for infants and children. Hence, mothers and care givers were key targets.

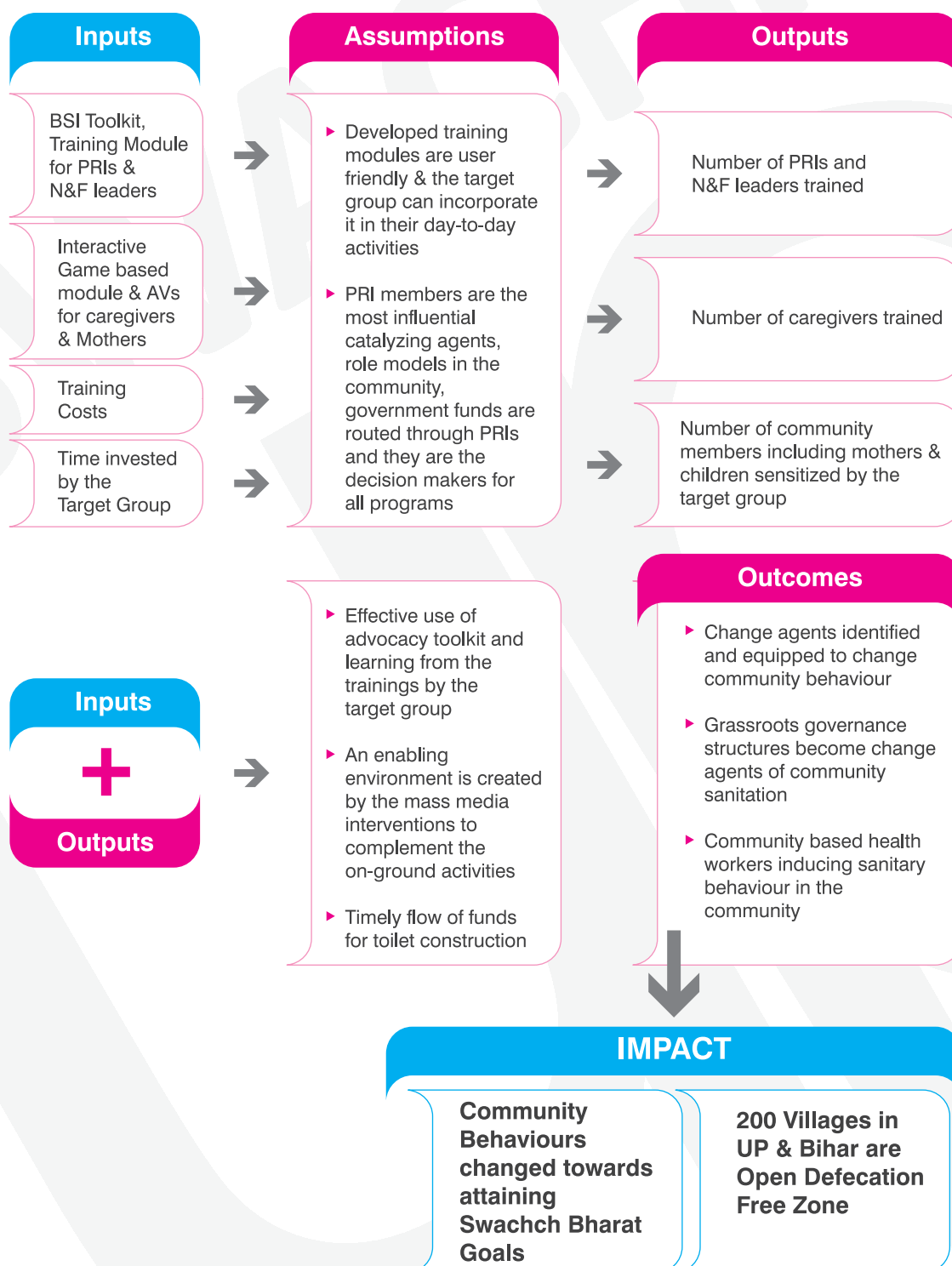
Cross Sector Alliances:

To ensure an enabling and conducive environment for success, the project engaged with government officials/departments and other stakeholders such as NGOs as well as local masons. However, the core relationship between RB & JagranPehel was imperative to the success of the initiative.

While RB brought in the expertise, knowledge and innovation quotient in the health & hygiene domain, JagranPehel brought in the significant credibility and influence of the brand of Dainik Jagran brand along with the reach it has among the target audience of rural villagers in Bihar and Uttar Pradesh.

Conceptual Framework of Programme

Input Output Process Flow

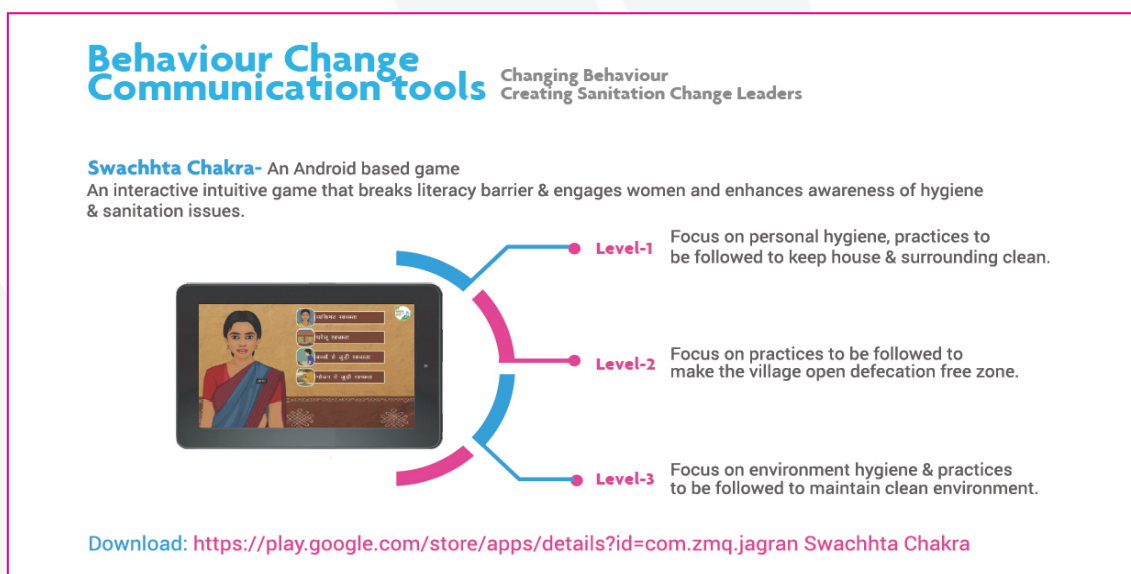


The Change Leaders

The change leaders were **Mothers and Care Givers, Anganwadi workers, Religious leaders and Panchyati Raj Institutional leaders.**

BCC Toolkits:

The programme made significant investments in developing the appropriate Behaviour Change Communication (BCC) tools that attracted interest and participation from various target audiences.



The Impact In one year the results were remarkable with:

- 85,205 households reached out with numerous reiterative interventions
- 75 out of 200 villages either achieving or actively pursuing ODF
- 6,120 new toilets built or an increase of 12% (through end user demand creation)
- 100% of target audience were made aware of correct hand washing habits
- 22% increase in hand washing at the right moments across both states
- Contributed an estimate \$1.5 Million USD to national economy at a cost of 28INR per person for the programme

Solution 2

Driving Change: Through Dettol Schools Module

RB led DBSI project with various stakeholders

Project Overview

The “Driving Change: Through Dettol Schools Module” strand of the Dettol Banega Swachh India initiative focuses on inculcating adequate sanitary practices in children from a young age by incorporating a sanitation and hygiene component within the existing national curriculum framework.

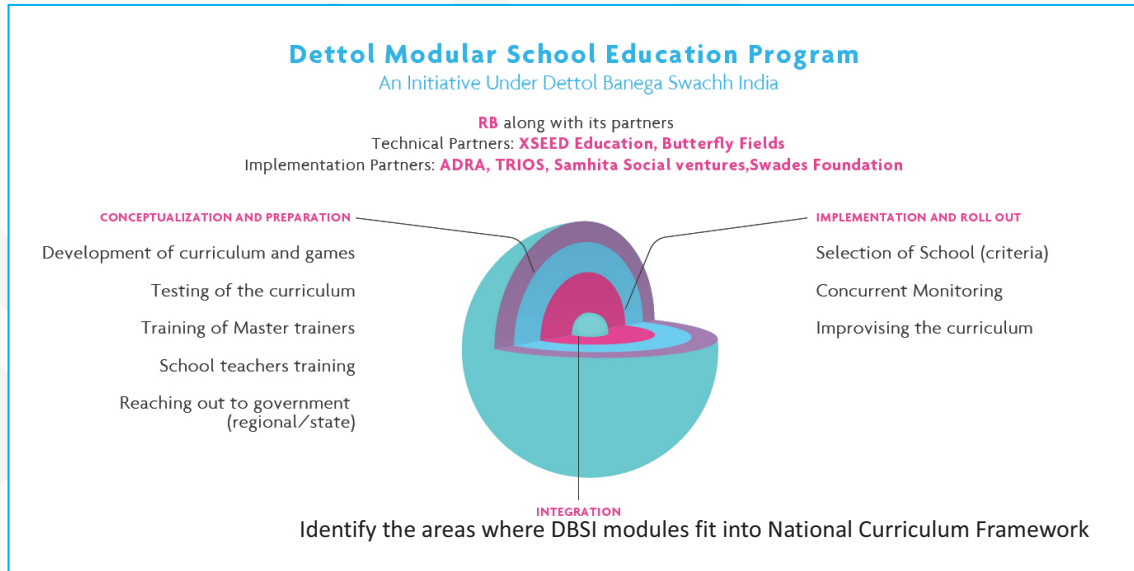
With an aim to enhance and improve knowledge and practice among children, the program, in the first year, set a goal to reach 2,500 schools or 2.5 million children across 6 states, where detailed baseline study demonstrated significant need for improvement across critical areas in sanitation and hygiene.

Cross Sectoral Alliances

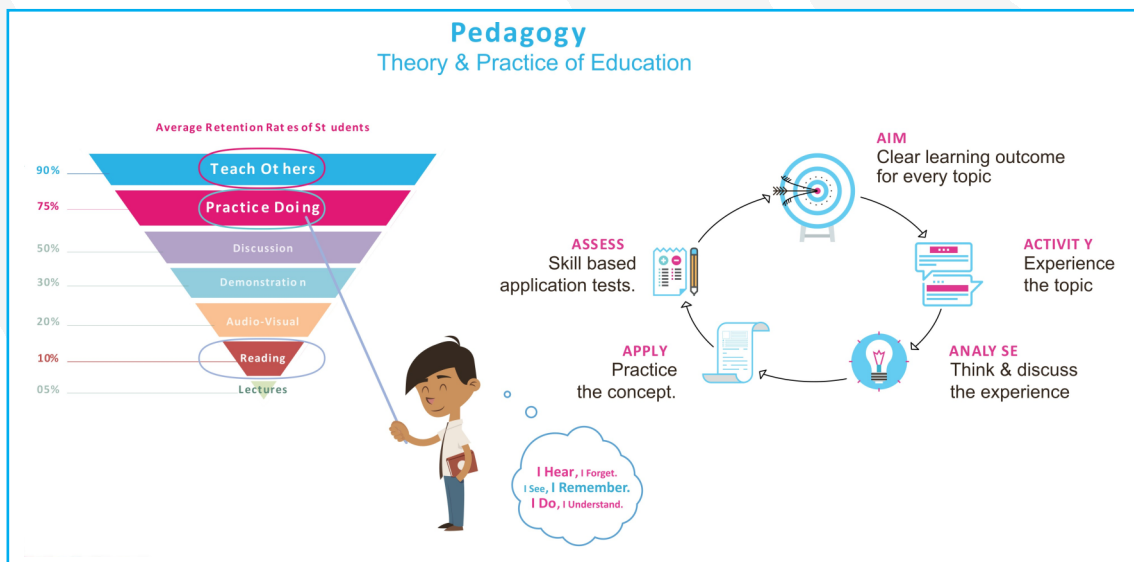
The RB led partnership, supported by corporate giants such as Bharti Airtel and Tata Consultancy Services, included technical experts such as the XCEED Education and Butterfly Fields who helped devise the curriculum, alongside effective implementation on the ground by NGO partners such as ADRA, Aga Khan Foundation, Samhita Social Ventures and Swadesh Foundation.

More importantly, the Programme successfully engaged with and received proactive support from government at all levels ranging from the Union Ministries to respective state CMOs and all the way down to the block level.

Conceptual Framework of the Programme



In order to meet its ambitious challenge, the program looked to develop a curriculum to ensure that the pupils successfully completed a set of key goals



BCC Toolkits

Behaviour Change Communication (BCC) tools provided the very foundation of this successful programme. The specially designed curriculum was entirely focused on using various BCC tools (with teachers playing the role of facilitators) ranging from posters, work books, games and swachhta bracelets for children, to teaching peers and families.

Impact 1

The programme was successfully deployed in **2,500 schools** across rural parts of **6 states** reaching **25,00,000 students**

Impact 2

The programme was successful in **reaching out to 50,000 teachers across 6 states**, who were trained and deployed at a ratio of **1 teacher per 50 students**

Impact 3

In the 6 states the overall awareness about hand washing has increased from 30% to upto **94%** or about **23,50,000 students across 6 states** are now aware about the importance of hand washing during six critical moments

Impact 4

In the 6 states the overall very good practice of hand washing has increased from 11.30% to **19.30%** or about **4,82,500 students** across 6 states have now adapted the very good practice of hand washing.

Impact 5

In the 6 states the overall % of students always following sanitation practices was increased from 8.40% to 28.60% or about 7,15,000 students across the 6 states are now always following sanitation practices.

Impact 6

In the 6 states the overall number of students having knowledge about prevention of diarrhoea has increased from 78.4% to 83.3% or about 20,82,500 students across the 6 states are now aware about prevention of diarrhea.

Impact 7

In the 6 states the overall students having knowledge about the role of hygiene corner in maintaining clean toilets in school has increased from 41.6% to 46.7% or about 11,67,500 students across 6 states are now aware about the role of hygiene corner in maintaining clean toilets in school.

Impact 8

In the 6 states the overall no toilet rate has reduced from 58.4% to 53.3% or about 1,27,500 toilets have been built across 6 states which is a crucial step in achieving the sustainable ODF status in rural India.

Impact 9

The programme in its first year has added a conservative estimate of \$5,00,000 to the national economy by reducing the cost of diarrhoea.

Solution **3**

Hygiene Index – Evidence Based Policy Making A Transformative Tool For New and Cleaner India

A DBSI Project led by RB, USAID & EY.

Project Overview

The Hygiene Index (HI) strand stands out within the DBSI programme with its focus on urban India, targeting the policy maker instead of the end user.

This evidence-based policy tool enables decision makers in Indian cities to better understand where the challenges lie in terms of Hygiene and Sanitation, allocate resources to critical areas and also assess the outputs/outcomes of these investments in terms of improving hygiene and sanitation standards and practices in their cities.

Cross Sectoral Alliances

The Dettol Banega Swachh India initiative has been a model success story of collaborative partnerships between the public, private and third sectors, delivering public good and having substantial impact on improving the quality of life of some of the most marginalized sections of society. The Hygiene Index (HI) is no exception.

RB brought in the expertise, knowledge and innovation quotient in the health and hygiene domain, but the HI needed the expertise and experiences from a broader spectrum of players. USAID, the international development arm of the US government, contributed with its considerable expertise, knowledge and experiences of implementing such initiatives in various parts of the world, along with financial support.

EY provided the much needed technical expertise and project management to conceptually develop and deploy the HI, while NDTV provided the much-needed amplification support to promote the adoption of the Index across Indian urban spaces. The support from the public sector, especially the Ministry of Urban Development, was crucial too. State government leadership led from the front and the municipal government leaders were mainly responsible for the effective deployment of the Hygiene Index.

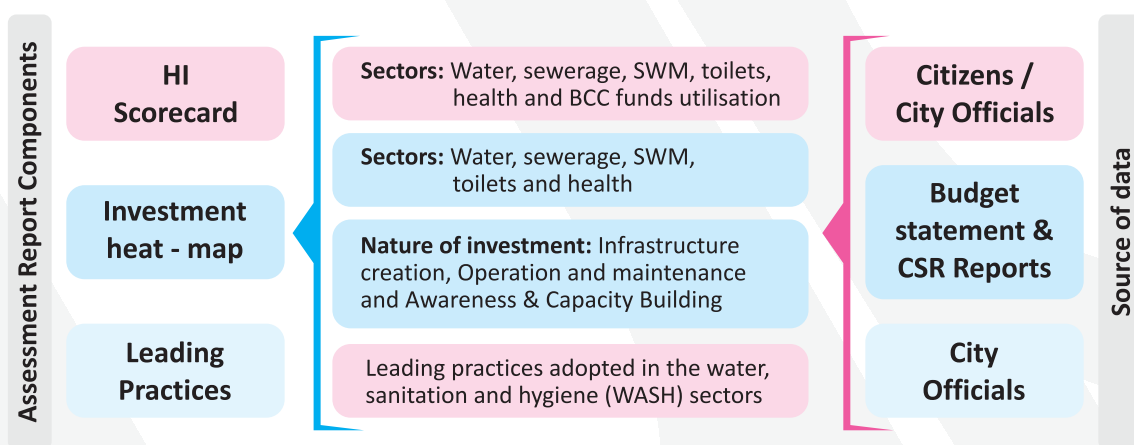
Conceptual Framework of the Programme

Through a series of ideation sessions, the core technical committee consisting of key experts established the following six factors that can have significant impact on the quality of hygiene and sanitation standards.

These are:

**Water,
Sewerage,
Solid Waste Management (SWM),
Toilet,
Health and
Behaviour Change Communication**

The assessment methodology is a combination of qualitative and quantitative computation of data, collected from each city against the predefined indicators, along with an analysis of the leading practices adopted.



BCC & Impact Assessment

The Hygiene Index is a strategic audit tool where the outputs are measured in terms of how well has the HI been able to capture the state of a city's hygiene and sanitation situation to enable improved policy making. Behaviour Change Communication and investment towards it are one of the key criteria measured through these tools.

Based on the feedback received, the tool has been successful in developing an accurate picture of the pilot cities and has also helped cities work towards improving their rankings in **SwachhSurvekshan**.

Contd...

The solutions highlighted above are not exhaustive as there are other solutions, especially among the infrastructure and enabling environment components such as the

- Global InterFaith WASH Alliance (GIWA) and Toilet College to train and produce sanitation professionals
- Engaging with right technology solutions for toilet making that are cost effective yet EcoSan
- Micro-Financing through self help groups, microfinance institutions

There are various successful solutions and the role of the strategic leadership of the Swachh UP programme at all levels would be to match the optimal solutions to local needs and aspirations.

However, the three proven solutions showcased above demonstrate that cross sectoral partnerships led by the private sector as a cohesive force, with committed and driven leadership, can deliver sustainable improvements to the lives of citizens of UP, especially those on the wrong side of the socio-economic divide. So it becomes on the incumbent upon the government, as the leader of the programme, to ensure the talent and expertise from the private and other sectors are harnessed at their optimal best.

This report has produced a clear strategic framework built around proven impactful solutions to deliver Swachh UP that can demonstrably deliver significant improvements to not only hygiene and sanitation along with public health, but also staggering long term socio-economic benefits.

The RB-Jagran partnership remains confident that if the framework can be implemented through cross sector network of committed partners. working in unison at all levels from the state secretariat and board rooms to every ward in urban areas to every block/village, the goals set out by the Hon'ble Chief Minister Yogi Adityanath would be achieved within the stipulated time.





Appendix 1

This report is a product of extensive consultation with a wide array of stakeholders across the public, private, the third sector and more importantly, communities and citizens.

Aside from regular conversations, the RB – Jagran Pehe! partnership organised a one day consultation event in Lucknow in July 2017 to develop a consensus among key stakeholders on the roadmap the state needs to follow to deliver Swachh UP.

Led by former Union Minister Hon'ble Syed Shahnawaz Hussain MP and former Union Minister, Hon'ble Shri. Surya Pratap Shahi, UP Cabinet Minister for Agriculture & Sanitation & Mr. Neelkanth Tiwari, MoS for Youth Affairs and Sports, Uttar Pradesh the assembled delegates included senior leaders representing WHO, Unicef, K4D, Water.org, Aga Khan Foundation, World Toilet Organization and Global Interfaith Wash Alliance to name a few.

Consensus developed from the event provided the foundations of the report; however, the serious deliberations were not the only agenda of the day. It was an opportunity to celebrate the exemplary work of those Mothers, Pradhans, Anganwadi workers, Faith Leaders and others who transformed their communities and are champions of Swachh Bharat and showcase the very best of the National Mission.



Change Leaders from Kannauj



Mr. Tennis Katiyar Village Pradhan

Kannauj,
Tarmaugadi

A true Change Leader, who not only took steps to make his village ODF but also keep it clean. For his outstanding contribution to make his village ODF and clean, he has been praised by former Chief Minister of Uttar Pradesh Mr. Akhilesh Yadav and other officials as well. 90% of the village population used to Defecate in the open. The toilets built in households under the Swachh Bharat Mission were used as storage spaces.

Mr. Tennis Kumar, a teacher by profession gathered and motivated a team of youngsters to achieve the ODF status. This team dedicatedly visited OD spots in the morning and evening hours to catch hold of people defecating in the open and made them understand the harmful effects of Open Defecation on the community's health. As a result of regular follow ups, the people started using toilets in their houses.

He not only brought about a behavior change amongst the community members but also help them build toilets in their houses. As a result of this on ground intervention, Tarmugadi village was declared ODF in March 2017.

Ms. Madhuri Devi ASHA Worker

Kannauj,
Syed Puri Sakri

Defecating in the open is an age old practice in Indian villages. Even after building toilets at home, people of her village defecated in the open. **Madhuri Devi being an ASHA worker got together ladies of the village and through the Swachhta Chakra App (a BCC Tool used under the project) created awareness among them related to basic personal and community based hygiene practices.**

She has successfully brought about Behaviour Change in community members through the Swachhta Chakra App.

Md. Akram Siddiqui Faith based Leader

Kannauj,
Daipur

Being a Faith Based Leader, Md. Akram realises the importance of hygiene and cleanliness. **He is a popular faith based leader in Daipur village and before he reads the Namaaz at the mosque, he sensitizes his followers about the mention of Hygiene in Quran.**

He is one of the strongest change leaders in the village.

contd...

Ms. Geeta Devi

Housewife

Kannauj,
Tarmaugadi

Regardless of the resources and financial constraints, **Geeta Devi broke all taboos and converted her kitchen into a toilet to keep her adolescent girls safe. Her aim of keeping her young girls away from the shame of defecating in the open motivated her to take this bold step.**

This step inspired other community members to build and use toilets.

Ms. Gudiya Beghum

Village Pradhan

Kannauj,
Syed Puri Sakri

She believes that only achieving the ODF status is not the solution to achieve the larger Swachh Bharat Mission; this **will require to bring about a Behaviour Change.**

She actively organizes and participates in Behaviour Change sessions organized by Jagran Peהל team.

Change Leaders from Varanasi



Ms. Archana Maurya

Block Chief

Harhua,
Bhawanipur, Shivpur

Archana has been long associated with the Swachh Bharat Mission, **she was involved with the clean up of Ganga Ghats in Varanasi. To achieve and sustain the ODF Status, she organizes Block level meetings and associates the program with the self-respect of women.**

This association motivates women of the village to take bold steps of constructing toilets and using them at home.

Ms. Rinku Verma

Village Pradhan

Harhua,
Bhawanipur, Shivpur

Rinku has spent around Rs. 4.5 Lac from her own pocket to **help her village achieve the ODF Status.**

Mr. Shivpati Mishra

Faith Based Leader

Harhua,
Bhawanipur, Shivpur

Pandit Shivpati Mishra, a faith based leader sensitizes the community about hygiene and benefits of living in an ODF village. **Till date he has motivated 12 households to build and use toilets in their houses.**

contd...

Mr. Ghanyam Gaur Change Agent

Harhua,
Bhawanipur, Shivpur

Even after being visually impaired, Ghanshyam is a real hero. He does not have anyone in the family to support him. One day he felt that it's unsafe for him to defecate in the open and hence took the decision of building and using a toilet. **He emphasized that, if he being visually impaired and with no steady income can build and use toilets; why can't others in the village do the same thing.**

Mr. Kamlesh Change Agent

Harhua,
Bhawanipur, Shivpur

Kamlesh is a differently abled change leader. **He saved his pension fund to build toilet in his house. He belongs to a very poor family but is till sensitive towards the hazards of Open Defecation and went on to construct a toilet.**

Ms. Sheela Devi Change Agent

Harhua,
Bhawanipur, Shivpur

Sheela Devi, a widow lost her husband 12 years back and has two children. Her family does not have a steady income and could not spare money for toilet construction, that's when she took the decision of building the toilet on her own.

To keep her children and herself safe from the shame of defecating in the open, she dug out the pit for toilet on her own in her house.

Change Leaders from Etawah



Mr. Ghanshyam Pandey Faith based Leader

Saifai

Mr. Ghanshyam Pandeyji, a wealthy genius, knows the ritualistic astrology, while worshiping in the temple of Saifai in Sai Temple. He sensitizes all devotees and villagers who come to the temple about the religious significance and benefits of personal hygiene through chanting.

He actively organizes and participates in Sanitation Chaupals organized under the program. He creates awareness about the risks of open defecation and the need to stop it to achieve and sustain the ODF status. Every Thursday, in the Sai Temple premises, he organizes a session with the devotees on personal and community hygiene. Spiritual enthusiasm for cleanliness acts as a source of inspiration for the society.



Leaders & Experts who lent their voices to this Roadmap to Swachh UP

RB - Jagran Team

- **Mr. Nitish Kapoor**, SVP, RB – South Asia
- **Mr. S. M. Sharma**, Chairman, Jagran Pehel
- **Mr. Sameer Gupta**, Executive President, Jagran Pehel
- **Mr. Ravi Bhatnagar**, Head, External Affairs & Partnerships, RB {Editor of Report}
- **Mr. Sahil Talwar**, Project Manager, Jagran Pehel
- **Ms. Shailza Bajaj**, Strategy Head, Jagran Pehel

External Stakeholders

- | | |
|--|--|
| <ul style="list-style-type: none"> • Hon'ble Shri. Surya Pratap Shahi
Cabinet Minister for Agriculture,
Agriculture Education and Agriculture Research • H. H. Pujya Swami Chidanand Saraswati Ji
President, Parmarth Niketan
Founder / Chair, Global Interfaith WASH Alliance • Swamini Adityananda Saraswati Ji
Director, Programmes, Policy and Development,
Global Interfaith WASH Alliance • Mr. Jack Sim
Founder, World Toilet Organization (WTO) • Dr. Andreas Brandner
Executive Director,
Knowledge for Development • Ms. Vedika Bhandarkar
India's Managing Director, Water.org • Mr. Asad Umar
Sr. Programme Officer- Health & WASH,
Aga Khan Foundation • Mr. C. Sampatraj
Advocacy Manager, Gramalaya • Mr. Neeraj Jain
Country Director, Path • Mr. Manjeet Saluja
National Professional Officer
(Public Health and Environment),
WHO, India | <ul style="list-style-type: none"> • Dr. Narendra Saini
Representative,
Global Hygiene Council India • Mr. Chiranjibi Tiwari
WASH Specialist, UNICEF • Mr. Arun Kumar Dobhal
World Bank • Mr. Mukul Jaiswal
Managing Director,
Cashpor Micro Credit • Mr. Pragyal Singh
Executive Director, Ernst & Young • Ms. Shipra Saxena
Team Leader, India Sanitation Coalition • Ms. Shweta Shalini
Spokesperson - BJP, Maharashtra • Mr. Ravi Bhatnagar
Head Partnership and External Affairs, RB • Mr. Asad Umar
Sr. Programme Officer - Health & WASH,
Aga Khan Foundation • Mr. R. S. Gomla
Ex Surpanch, Village Gomla • Ms. Ashima Chetan
PME Officer, Water Aid • Mr. Ankush Sharma
CEO, Yeppar |
|--|--|



Creating a Road to Swachh Bharat!

