

## **A State Free From Open Defecation!**



TRANSFORMING HARYANA THROUGH SDG IMPLEMENTATION

SDG 6 : Ensure availability and sustainable management of water and sanitation for all

# HARYANA IS NOW OPEN DEFECATION FREE THANKS TO THE SWACHH BHARAT ABHIYAN

## *An Abstract*

On the 2nd October 2014 the Government of Haryana launched the Open Defecation Free (ODF) Haryana scheme under the flagship programme of Government of India -

'The Swachh Bharat Abhiyan.' The goal was to eradicate the practice of open defecation by December 2017. At the beginning of the ODF scheme, only 72% of the total household in Haryana had toilets, but by June 22, 2017, Haryana proclaimed itself as an Open Defecation Free (ODF) state. In just about 32 months an additional 8,00,495 household in Haryana were using toilets.

The game-changer was the state's decision to not view this as a toilet construction scheme but instead bring about a behaviour change. This decision when followed by innovative approaches at the ground level resulted in extraordinary measures that are today folklore.

The entire machinery of the Government of Haryana, down to the PRIs, was sensitized and involved in the scheme's implementation and monitoring. Being a community-led initiative the scheme was quick to receive wide-spread acceptance. This case study provides a deep dive into best practices that could help achieve a goal well before the deadline despite deeply entrenched community practices.

The Haryana implementation of ODF is a lesson in implementing a sustainable community behavior- change programme.



## LUXURY OR A BASIC NECESSITY?



Increasing access to sanitation in a country by 50%, while controlling for income leads to more than 9 years of additional life expectancy\*.

High-income countries have close to 100% sanitation with zero open defecation practices. With such better sanitation practices there is a 60 per cent drop in the number of water and sanitation-related diarrhoea cases being treated by antibiotics.

Almost a quarter of all children under five years of age who died of diarrhoea in 2012, lived in India. India also has the largest number of stunted children in the world (approximately 61 million) and a reason cited for the same is open defecation.

With the successful implementation of the scheme, the ground-level situation completely changed in 6205 Gram Panchayats of 22 districts of Haryana. We often fail to distinguish between necessity & luxury. Beneficiaries at the community level expressed what it meant to have a toilet in their house. For 42-year-old Sushma, luxury meant the ability to use the toilet whether she had her periods or not, whether in the rain or cold or fog or the burning Sun. For newly married Ankit, luxury was to provide his wife with a toilet in the home with running water at all times.

For 86-year-old Nirmala Devi bent with age, a toilet within walking distance meant retaining her independence as she could hobble over with her sprained foot causing trouble to none. Such were the accounts of over 8 lakh houses who did not have toilets in Haryana before the scheme's implementation. It is children, women & old people who bear the heaviest burden of poor sanitation & open defecation.

Open defecation is a menace which affects the masses in every community and every village of Haryana. And this case study is about how to influence behavioural changes so people could use toilets to make the state ODF.

\*Source: London Review of Anit-Microbial Resistance 2014

### OBJECTIVES



#### Open Defecation Free Haryana

The Swachhta Abhiyaan was initiated by the Prime Minister on 2nd October 2014. Common targets were set for each state of the nation. But Haryana stood out in achieving its goal and turned out to be an exemplary story. The success of the state is not due to the 8,00,495 toilets that were constructed, or the amount of money spent towards the cause, but the behavior it changed.

The Haryana Government understood that unless the root cause was addressed it would be a short-lived fix. Studying this scheme and how it was rolled out brought to fore the multi-pronged strategies that focused on the behaviour change. This preceded everything else. Innovative strategies, which were suitable to the local context, were then put in place. This case study records the initiatives and practices that helped achieve this on how did the possible happen.

Rooted in religious beliefs, and sometimes even superstition, Open Defecation (OD) is an age-old practice in India. Unfortunately it has adverse implications on the individual's and the community's health. The most important goal of the Swachh Bharat or Clean India Mission was to end open defecation forever in all villages by 2 October 2019 – the 150th birth anniversary of Mahatma Gandhi. The strategy for making the villages ODF was by adopting community-based approaches.

# KEY STAKEHOLDERS OF THE CAMPAIGN

## PROCESS OF THE CAMPAIGN

Campaign held at the villages

4am rounds by the members of Nigrani Samitis, AWW and ASHA workers

Dusk rounds in the community to check for those going for open defecation

Visiting their homes to counsel them and motivate them to build toilets

Identifying the people defecating in the open

Continuation of the process even after declaration of ODF status to ensure sustainability

School Children carrying out rallies

## KEY STAKEHOLDERS



The scheme was implemented effectively because it sought a buy-in from all involved stakeholders. It was this integration that resulted in the sincere and committed efforts from Elected Representatives of Panchayati Raj Institutions, Anganwadi workers, ASHA workers, School children and teachers, Nigrani Samitis, social leaders, social organisations, Government officers and the people of the entire community.

UNICEF India was also a key partner in the Government's flagship programme to achieve the target of making villages ODF through the Swachh Bharat Mission (SBM).

## IMPLEMENTATION STRATEGY



The implementation was done in campaign mode – intensive work spread out over a short duration. Discussion with various people in the community, the beneficiaries of the scheme as well as government staff brought out the best. From school children who conducted rallies for awareness, to government officers who were actively involved for ground-level monitoring. As also the Anganwadi workers (AWW), ASHA workers along with motivators who went house to house to teach people the importance of using the toilets. Everyone pitched in.

In the first stage, the individuals who didn't have toilets in their homes were requested to use the toilets of the community like in the Anganwadi or School so that they could familiarize themselves with the use and importance of toilets. In the process they understood the severe harm, they were causing themselves & their community by open defecation.

This education was an eye-opener for them. Soon with regular usage the target groups also became comfortable using the toilets. At a later stage, they build the toilets at their homes making the scheme sustainable.

### Approach

A State-Level Two-Day training program on Community-Led Total Sanitation (CLTS) approach was organized with the following objectives:

1. Understanding the factors that contribute to the practice of open defecation (OD)
2. Conceptual understanding of Socio-Ecological Model (SEM) & Social and Behaviour Change Communication approaches (SBCC)
3. Knowledge of Community Approaches to Sanitation (CAS) to achieve effective and sustainable sanitation and hygiene outcomes
4. Ability to map key stakeholders & develop communication capacity development plans
5. Understanding of IEC guidelines of SBM (G) and how to develop comprehensive district IEC/ BCC plans
6. Understanding of the importance of integrated district level IEC/BCC planning within the District Swachhta Plan for effective implementation of SBM (G)

With this approach the following activities were conducted.

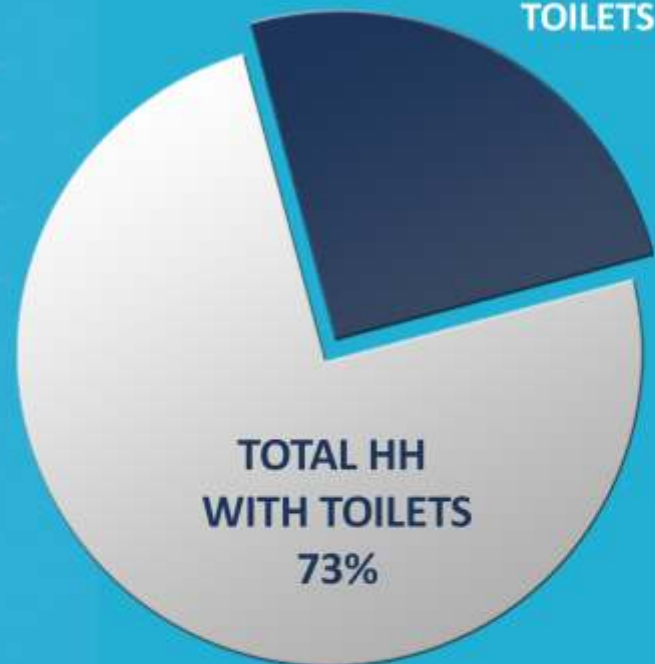
- At 4 am when people would wake up to go outside to answer nature's call, they would be met by the ODF campaign staff. They would advise them to not go outside. While they could not prevent them from going outside they noted their names and then did household visits to motivate them during the day to use a toilet.

# TOTAL HH WITHOUT TOILETS IN HARYANA = 7,17,351

TOTAL HH WITHOUT TOILETS- UNIDENTIFIED 6%



TOTAL HH WITHOUT TOILETS 27%



THE CAMPAIGN TO CHANGE MINDSETS

**1**  
TRAINING THE MOTIVATORS

**2**  
4AM ROUNDS

**3**  
MEET AGIAN

**4**  
EVERYONE CONTRIBUTED

**5**  
TO BUILD FAMILIARITY

**6**  
CHANGED MINDSETS

## IMPLEMENTATION STRATEGY



- Morning and evening follow-ups by the Nigrani Samitis and PRIs in which the social workers and ASHA workers went from house to house to motivate the people and tell them the importance of having and using toilets at home. They maintained records for each contact.
- School children and school teachers conducted Swach hata rallies to teach people how to use toilets.
- Social mapping was done to help officials understand the mind-sets of the people so that they could plan appropriately.
- Deputy Director Panchayat of Haryana State provided insights to make it a community campaign in which the whole state of Haryana was involved.

## KEY SUCCESS FACTORS



1. Sanitation – Sanitation schemes had been introduced several decades back in Haryana with the Total Sanitation Campaign (TSC). This helped the staff to set the wheels rolling when Swachhta Abhiyaan was declared.
2. Technology – The growth of technology, as well as media, allows information to reach each village and villager very fast. People would have realized that they are part of a huge movement and would have contributed.
3. Economic Edge – The people of Haryana are economically better off. Hence, they are willing to get the toilets made once they understood the importance of having one.
4. Eligibility to become the Sarpanch – Two integral changes were made in the eligibility criteria that helped too. i) The education requirement was raised up to 10th Standard. ii) The quota for woman Sarpanch meant that the scheme reached out to women as well.

5. Grassroot Movement – It was a scheme that was a community-led movement. District, block, cluster coordinators were actively engaged along with the motivators which were selected at the village level. To achieve ODF status it necessitated not only access and utilization of a toilet but also its safe disposal as well as hygienic practice of washing hands after defecation with soap.
6. Micro Planning at the Village Level – The district's social maps provided a bird's eye view of focus areas. This map helped to plan the required actions.
7. Campaign Mode – The scheme was rolled out in a fortnight-long campaign at the village level. This was assisted close monitoring and follow up by the Government machinery.
8. Verification of ODF Status – ODF verification was done by the termination of faecal-oral transmission, defined by a) no visible faeces found in the environment/village b) every household as well as public/community institutions using safe technology option for disposal of faeces.

## RESOURCES UTILIZED



Haryana Government allocated a budget of 41, 104 lakh rupees from 2014 to 2017 under SBM-G scheme. The expenditure on the ODF scheme was Rs. 21,960 lakh. The scheme continues even after 2017 as ODF+.

A well-designed stepwise strategy was crafted to roll out the scheme and an NGO selected by the Government trained officials.

The motivation was provided at multiple stages. The initial set of trained trainers such as Motivators, Anganwadi Workers, ASHA workers, Religious Leaders, and School Teachers. These trainers then trained and involved housewives, students and villagers.

“Everyone contributed, right from the elected representatives of panchayati raj institutions, anganwadi workers, asha workers, school children & teachers, nigrani samiti, & government workers – everyone!”  
- Deputy Director, Panchayat, Haryana State



“BECAUSE IT WAS DESIGNED AS A SCHOOL-LEVEL INTERVENTION TO BEHAVIOUR CHANGE THE COMMUNITY THROUGH CONSTRUCTION OF TOILETS.”  
- CHANCHAL SHARMA, BLOCK DEVELOPMENT OFFICER, PINJORE, HARYANA

The officials asked people to come for a meeting along with their excreta. This was compulsory. Left with no choice, people turned up with their excreta. This was then put to one side. The government official



"I would like to thank the Govt. of Haryana for the reward of Rs. 1,20,000 to our village for sanitation efforts."  
- Chanchal Sharma, Block Committee Member, Pinjore, Haryana

**...ME WHERE PEOPLE HAD TO SHOW  
...TY DID NOT VIEW THIS AS A TOILET  
...N SCHEME."  
...CK COMMITTEE MEMBER,  
...ARYANA**

also had a box of sweets. This was kept to one side open. As the meeting progressed, the excreta attracted flies, which sat everywhere, including on the sweets. This proved to be an eye-opening session



Haryana has a long list of achievements to its credit.

It was the first state in the country to achieve 100% rural electrification in 1970. First in the country to link all villages with all-weather roads. First in the country to provide safe drinking water facilities throughout the state.

On the 22nd of June 2017, Haryana was declared as the 5th Open Defecation Free (ODF) state of India under the Swachh Bharat Mission Gramin. Poor sanitation is also correlated with poorer hygiene practices, therefore greater chances of infection which again is a contributory factor for increased antimicrobial resistance. With Haryana, becoming open defecation free and change in behaviour, the health impacts are multifold besides the increased life expectancy for its people.

The success of this campaign will result in better health of the children of Haryana, who will now grow up in cleaner surroundings, observe better hygiene practices and have access to a safe clean toilet facility.

## KEY CHALLENGES



The state was faced with two challenges: Sustainability and Solid Waste Management. For Haryana to maintain its status as an ODF state, there needed to be integral behavioural change in the state. So although there was round the clock system to convince people to use the inside toilets, primal changes needed to be made in the way people think.

The second problem was Solid Waste Management. Haryana needed better ways to manage its solid waste so that it does not harm the environment in any other way. They needed solutions that would make Haryana an eco-friendly state.

Hence it then moved from Open Defecation Free Haryana to ODF Plus Haryana which is an extension of ODF. The ODF Plus aims at solid waste management in the villages, along with the collection and transportation of biodegradable and non - biodegradable waste.

## REPLICABILITY & SUSTAINABILITY



As behaviour change was the focus, sustainability comes automatically. The toilet construction in Haryana was looked at as a means to an end of making Haryana open defecation free. And this behaviour change will make it possible for these best practices to continue for long.

- The fact that the community whole-heartedly participated, including opening its resources to make change happen, contributed to the sustainability.
- Certain community members became motivators who volunteered to go around the village to convince people to use toilets.
- The members of the community were made to use the toilets in Anganwadi centres or schools to make them comfortable and aware of the concept of toilets.
- Sarpanchs and influential families of the village helped those who could not afford to pay for the construction.
- Since toilets were not provided, maintenance of the toilets was the responsibility of the household, and so; the formation of Nigrani Samiti assisted with close monitoring.

## IN CONCLUSION

In the process of making the scheme a success, the state of Haryana beheld a social change. The policy for implementation at a ground level could be witnessed. This certainly is not just an example of a great roll out of the ODF scheme but has exhibited several good practices not only for replication but for the roll-out of any Government scheme. They are:

### 1. The Correct Strategy

Government rightly implemented the scheme as one for behavioral change, and not toilet building.

### 2. Grass Root involvement

Involving and encouraging all stakeholders to participate was one strong reason for success

### 3. Planning: Mapping

the community and then taking deliberated actions was another mainstay of the case.

### 4. Innovation

The innovative ways the issue was approached on the ground is now folk-lore

### 5. Use of technology

A Google application which is part of the toilet locator on which public toilets of Haryana are shown and rated for their cleanliness.

### 6. Third-party verification

Verification via Quality Council of India ensured transparency of ODF status.



### Theme

Protection of Children from Sexual Offences Act, 2012

### Nodal Implementing Agency

Women and Child Development, Judiciary Nodal Implementing Agency

### Geographical Coverage

All Districts of Haryana State

### Target Group

Children below the age of 18 years

### Years of Implementation

2015- present