Creating Demand for Sanitation in Rural Haryana at Scale

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Haryana: A place where hundred years old tradition has seen a major behavioural change

SANITATION FOR DIGNITY, SAFETY AND HEALTH
## HARYANA - AT A GLANCE

<table>
<thead>
<tr>
<th>Particulars</th>
<th>Haryana</th>
<th>India</th>
</tr>
</thead>
<tbody>
<tr>
<td>Geographical Area (Sq. Km)</td>
<td>44,212</td>
<td>32,87,263</td>
</tr>
<tr>
<td>Total Population as per 2011 Census</td>
<td>2.54 cr</td>
<td>121 cr</td>
</tr>
<tr>
<td>Rural Population</td>
<td>1.65 cr (65%)</td>
<td></td>
</tr>
<tr>
<td>Male Population</td>
<td>1.35 cr</td>
<td>62.37 cr</td>
</tr>
<tr>
<td>Female Population</td>
<td>1.18 cr (47%)</td>
<td>58.65 cr (49%)</td>
</tr>
<tr>
<td>Density of Population (per Sq. Km)</td>
<td>573</td>
<td>382</td>
</tr>
<tr>
<td>Sex Ratio</td>
<td>877</td>
<td>940</td>
</tr>
<tr>
<td>Literacy Rate</td>
<td>77</td>
<td>74</td>
</tr>
<tr>
<td>Number of Districts</td>
<td>21</td>
<td>640</td>
</tr>
<tr>
<td>Number of Blocks</td>
<td>122</td>
<td>-</td>
</tr>
<tr>
<td>Number of Villages</td>
<td>6,754</td>
<td>-</td>
</tr>
<tr>
<td>Number of Gram Panchayats</td>
<td>6,084</td>
<td>-</td>
</tr>
<tr>
<td>Number of NGP GPs (Upto 2011)</td>
<td>1,578+1 block</td>
<td>28002+181 block+13 districts</td>
</tr>
<tr>
<td>Number of Rural Households as per Census-2011</td>
<td>29.66 lakh (63%)</td>
<td>1678 lakh (68%)</td>
</tr>
<tr>
<td>RHhs with latrine facilities as per Census-2011</td>
<td>58%</td>
<td>32%</td>
</tr>
</tbody>
</table>
Overview

- Name of session: **Break out Session-2, Demand Creation ,14:30-17:00**
- Title of presentation: **Creating Demand for Sanitation in Rural Haryana at Scale**
- Name of presenter with organization details: Sh. Nitin K. Yadav, IAS or Dr. Puran Singh, Development & Panchayats Department, Haryana.
- email IDs: nitinyadav76@gmail.com, psyadav59@rediffmail.com
Introduction

Haryana, a Northern State of the country has experienced a major behavioral change in the centuries old traditions of open defecation and has made rapid strides in rural sanitation in a short span of time from the year 2006. The Total Sanitation Campaign being implemented in a routine manner and non starter upto 2006, got priority, launched in a campaign mode, gained momentum with accelerated pace of sanitation coverage.

- No serious monitoring/ talk at the State/ district level.
- NGOs involved for baseline survey and IEC, having no/ little experience of sanitation field.
- The NGO workers visiting villages and contacting only listed BPL households for toilet.
- PRIs not involved.
- Rural sanitation not a priority or even the last priority.
- No efforts for demand generation, implemented in supply mode.
- No strategy.
- No ownership. Lack of knowledge amongst the district managers.

✓ Change of guard at the State level brought a change
**Strategy: A Paradigm Shift - 2006**

<table>
<thead>
<tr>
<th>Area</th>
<th>Pre-2006</th>
<th>Post-2006</th>
</tr>
</thead>
<tbody>
<tr>
<td>Implementation</td>
<td>Government+NGO Driven</td>
<td>Community Driven+ Government</td>
</tr>
<tr>
<td>Thrust</td>
<td>Toilet Construction</td>
<td>Behavior Change</td>
</tr>
<tr>
<td>Emphasis</td>
<td>Individual</td>
<td>Community</td>
</tr>
<tr>
<td>Mode</td>
<td>Supply driven: Emphasis on Creation of Facility</td>
<td>Demand generation and awareness creation</td>
</tr>
<tr>
<td>Capacity Building</td>
<td>Routine Training</td>
<td>Structured</td>
</tr>
<tr>
<td>Planning</td>
<td>No state level plan/guidance</td>
<td>Plan in place with mile stones</td>
</tr>
<tr>
<td>Systems</td>
<td>Weak team /structures</td>
<td>Team building at all levels</td>
</tr>
<tr>
<td>Awareness</td>
<td>No IEC</td>
<td>Focus on Inter Personal Communication</td>
</tr>
<tr>
<td>Involvement</td>
<td>NGOs</td>
<td>PRIs in lead role, AWWs, School Teachers, Natural leaders with community as focus</td>
</tr>
</tbody>
</table>
Initiatives: Capacity Building as a regular feature

- Initially: through teams from Maharashtra
- Secondly: Community led approaches through WSP / Feedback Ventures/ CCDU/HIRD. Hundreds stakeholders including Govt officials, Motivators, Natural Leaders/ Trainers/ Volunteers trained. Still continues.
- Focused on community mobilization/ collective community behaviour change ( through trigger tools ).
- Frequent /regular/continuous sensitization programmes at District, Block, village level functionaries / PRIs.
- Follow up workshops (District level officers/Block level officers-BDPOs, CDPOs, ADOs, School teachers, PS members.
- Panchayat Sammelans at district/ block level for PRIs and grassroots workers.
- On NBA-MGNREGS-IAY/PAY Convergence.
Initiatives- partnership

• Involvement of PRIs-Gram Panchayats / Village based Groups -Mahila Mandals, Shakshar Mahila Samooh, SHGs / Village Level Workers- Anganwadi Workers, ASHA, Agriculture, School Teachers etc /Social Groups / Opinion Makers etc. across the spectrum of society in upscaling Total Sanitation Campaign.
• Formation of Team of Natural Leaders/ Coordinators/ Motivators /Volunteers.
• Involvement of School children , women groups, youth groups.
• All village level departments.
• D O letters to all Sarpanches from the Principal Secretary and Hon’ble Chief Minister, Haryana.
Initiatives- IEC

• Massive /Intensive campaign for awareness creation on Sanitation and hygiene practices through:
  • Inter-personal Communication as focus-through motivators, natural leaders, AWWs, ASHA, PRIs, officials and different other modes:
  ✓ School Children-Morning processions, quiz, poster, essay competitions
  ✓ Regular observance of Swachchhata Weeks, School Sanitation Weeks, Swachchhata Utsav from 2008 onwards
  ✓ State Swachchhata Yatra, 2008
  ✓ Intensive Sanitation Coverage Month
  ✓ SLWM Fortnight
  ✓ Quarterly observance of Handwashing Day
  ✓ Frequent District /Block level orientation Sammelans of PRIs, with other RDPs
• Inter State and Intra State Exposure Visits
• Mass Media: Electronic and Print
• Conventional IEC like Wall Writings, Haryana Roadways buses etc, Hoardings Slogans writings
Initiatives- others

- Handholding support to backward district of Mewat.
- District Panipat adopted a separate strategy
- NBA-MGNREGS Convergence
Barriers/Challenges

- Inadequate System structures at State/district/block level and lack of staffing.
- Scarce availability of committed people with right aptitude towards sanitation, being lesser attractive package.
- Propaganda for example Rs.10000/-. 
- Lengthy NBA-MGNREGS convergence process.
- Technological options for waterlogged areas.
- Operation and maintenance of School/anganwadi toilets and SLWM projects.
- Over reporting for lack of cross verification/supervision.
Key Success Factors for scaling up rural sanitation: Lessons learnt

- Awareness creation is KEY.
- Capacity Building & Training of stakeholders is TURNING POINT.
- State/District/Village level Program Manager: A CHAMPION.
- Strong second line: ONE MAN ARMY A CHASER like FARIDABAD/PANIPAT.
- Missionary zeal: MISSION/CAMPAIGN MODE.
- Dissemination of Message: EXPERIENCE SHARING.
Key Success Factors for scaling up rural sanitation

- Dedicated Team of MOTIVATORS and VOLUNTEERS.
- Collective COMMUNITY Action: A Peoples’ Movement.
- CONVERGENCE: Officials / Non-Officials / Community.
- EXPOSURE VISITS: Inter State/ Inter district/ intra district.
- Humbleness/GANDHIGIRI approach.
- Political Will- A MAJOR SUPPORT
- NGP-Incentivising Community
Recommendations for Next steps/what should be done

- Strengthening systems structures: at State/ District/ Block level on the pattern of Water Supply Department. Separate BRC for NBA.
- Adequate NBA funds for administration especially for staffing -for sustainability and SLWM
- Funds for operation and maintenance of SLWM projects on the pattern of NRDWP.
- Funds for operation and maintenance of School and Angnawadi Toilets by the respective departments

Do the Hard talk
THANKS

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