

# One Day State Level Orientation Workshop of NGOs on Swachh Bharat Mission

To make the NGOs sensitize about their  
involvement in SBM



एक कदम स्वच्छता की ओर



Centre for  
Advocacy and  
Research

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## **Introduction:**

CFAR is working in 11 slums of Jaipur city on Water Sanitation & Hygiene program since 2012. During the program implementation, discussion is made on behavior change for sanitation & hygiene and increasing use of toilets and community toilets.

During the initial phase a base line survey was conducted on the issues of sanitation services, needs and demands of the community and it was analyzed that there is dire need to work on sanitation awareness and linking the community to government policies and schemes. The finding of the survey included 40 closed community toilets, unavailability of dustbins in slums, no cleaning person deployed, irregularity in garbage collection, open defecation and no garbage disposal etc. CFAR felt the need of network of NGOs who can come forward to cover maximum area in Jaipur city for awareness activities on sanitation and present the above issues and situation of the slums in front of the concerned government departments for appropriate solutions and advocacy work. There are several committees, forums and networks working on various social issues but sanitation was the very crucial issue which was not focused through a network of NGOs. Then CFAR initiated and contacted other NGOs of Jaipur urban and conducted meetings; during which the facts and findings of Baseline survey on sanitation issues was discussed with the NGOs and requested to do the advocacy work with the government departments regarding the needs and demands. The NGOs were motivated to form a network on sanitation issues for improving sanitation conditions in slums and apart from this the NGOs can work unanimously in their own working area on sanitation.

During the NGO network meeting it was decided that the network will focus on the sanitation issues and the priority was given to community sanitation and then school sanitation. NGOs discussed on the issues of school sanitation and developed and finalized a questionnaire to



survey the school sanitation conditions. Around 25 NGOs participated out of which 10 NGOs (Mahila Punarvikas Samiti, VIVIDHA, and Centre for Dalit Rights, HUP/IIHMR, and CUTS international, BARC, Action AID, VIHAAN, SamajikNyayVikas Samiti, Ms. MeetaSingh-Dignity of Girl Child conducted survey in schools on sanitation issues and rest of the NGOs based on their specialization contributed in the survey like BARC NGO help during budget analysis. After the survey facts and findings were shared and

discussed with the education department along with the recommendations.

On the community level to improve the sanitation conditions and behavior change; NGO network did awareness campaigns, workshops, and meetings, worked unanimously and also initiated the advocacy process for opening of the closed community toilets, availability of dustbins, regularizing the garbage collection process and deployment of cleaning staff. The community was sensitized about the harmful effect of open defecation and adopting the hygienic practices by constructing toilet and using it on regular basis.

**Initiation of SWACHH BHARAT MISSION-** Since 2014 after the launch of Swachh Bharat Mission Government is emphasizing on the proper disposal of garbage, dustbin installation, eradicating open defecation habit, renovation of abandoned community toilets and constructing

new community toilets and Individual Household Latrine where ever requires n rural as well as urban areas. CFAR supported and contributed in SBM and on the eve of World Water Day 2015 Director, SBM was made familiar with the toilet based on 2 pit techniques constructed by the community people after CFAR's motivation. He appreciated CFAR's work and suggested to develop JhalanaKunda as learning site for other. After which CFAR worked in close coordination with Directorate of Local Bodies, Swachh Bharat Mission, City Manager's Association of Rajasthan and has been included as NGO representative in the state level High Powered committee so that at ground level the objectives of Swachh Bharat Mission could be implemented strongly. A State High Powered Committee (SHPC) under the chairpersonship of the State's Chief Secretary, and with members drawn from concerned. The functions of the SHPC include; Preparation, approval, and online publishing of the State Sanitation Strategy. Review the progress of Capacity Building, Public Awareness activities under the mission and approve their annual action plan. Ensure convergence of action for sanitation in the state. In this state level high powered committee there will also be two NGOs who will mobilize the community and work in coordination. As we have already initiated the sanitation up gradation in Jaipur urban through NGO network and now as we all know that SWACHHH BHARAT MISSION has been launched Center for Advocacy and Research has been in continuous dialogues and also working in close coordination with Directorate of Local Bodies and City Manager's Association Rajasthan for strengthening Swachh Bharat Mission (SBM).

For success of SBM government felt that networks, NGOs, local groups who are working in urban areas must come forward to provide their support. Therefore CFAR after approval of Mission Director identified and invited the Jaipur urban NGOs, networks, local support groups, NGOs from other districts of Rajasthan for a state level orientation workshop so that they could be oriented on their role and responsibilities under SBM.

#### **Preparation of State level orientation workshop for NGOs on SBM:**

To prepare a list of NGO (who are working in urban areas all over Rajasthan) to be invited for workshop, Jaipur network of NGOs supported. To get name of the NGO in other districts of Rajasthan, district offices and members of NGOs were contacted. A list was prepared and the concerned NGOs were contacted telephonically and they were enquired about their working area and the issue they are working. After this around 55 NGOs were identified from 30 districts of Rajasthan and the representatives were invited for the orientation workshop. Date and agenda of the workshop was discussed with official of Local Self Government Department, Directorate of Local Bodies and City Manager's Association of Rajasthan after which 15<sup>th</sup> July 2015 was finalized for workshop. CFAR's responsibilities were finalized including the support in Mission, discussion on toilet construction techniques used in slums, arrangement of food and resource material. Apart from this it was also finalized that if there will be any need to reimburse the travel of the participant then CFAR will do so. In future CFAR will play the leading role in such kind of NGO meetings.

In reference to the above mentioned and in Joint venture of City Manager's Association Rajasthan (CMAR) under Directorate of Local Bodies (DLB) and Centre for Advocacy and Research conducted a consultation cum workshop on 15th July 2015 at DLB's conference hall, civil lines to distinguish the urban development NGOs to identify their significant role in Swachh Bharat Mission. During the workshop CMAR played a significant role from beginning to end.

### **Objectives of the workshop:**

- An understanding will be developed in the NGOs about the concept, goal, and objectives of Swachh Bharat Mission.
- High caliber NGOs will be identified for better implementation, strengthening and achieving the hard core result at ground level under Swachh Bharat Mission.
- Identified NGOs will catalyze the process and more and more IHHL beneficiaries will be listed, sites for community toilets will be identified and the NGOs will be a significant role in mobilizing the communities.
- NGOs will act as a bridge between Urban Local Bodies and the community.
- This will help approaching other NGOs and experts whom we may need to support in the Swachh Bharat Mission as well as Community Mobilization for IHHL construction.
- To identify the NGOs as *SwachhtaDoot* under Swachh Bharat Mission.

**Focus of the workshop:** Focus was on using IEC (Information Education and Communication) and BCC (Behavior Change Communication) for IHHL and the incentive amount to beneficiaries for constructing IHHL directly in their account. Under Solid waste management, Door to door collection, processing etc. was discussed .IEC Guidelines along with the activities like SBM theme based quiz competition, slogan writing, essay writing, *PrabhaatPiheries*, ward Sabhas, involvement of RWAs, retired person was also discussed. Under Capacity building component, training of field workers on masonry part for IHHL was also discussed. A consortium of NGOs working actively in SBM was proposed.

**Welcome of Participants:** During the workshop there were about 40 NGO representatives from various districts of Rajasthan. The participants were welcomed by CFAR team members and expected active participation from NGO participants. Principal Secretary also welcomed all the NGO participants and expected that after getting oriented on SBM will assure their significant role in achieving objectives and strengthening SBM at each and every level from roots to wings.

**Theme of workshop:**CMAR HOD Dr. Himani Tiwari shared theme of the workshop that SBM vision is to optimize social and economic development in Rajasthan. She emphasized that without involvement of NGOs it is not possible to achieve the goals and objectives of SBM. This workshop aims at motivating the NGOs and orienting them on SBM so that a support structure at ground level for strengthening and catalyzing the implementation of *Swachhh Bharat Mission* could be developed.

### **Key note addressed by Principal Secretary, Dr. Manjit Singh:**

Dr. Manjit Singh addressed the group in very enthusiastic and motivational words and appreciated the NGOs that in spite of their being from rural areas they have come in front to work under SBM for urban area. He focused on IHHL and shred that the incentive to beneficiaries is 8000/- for constructing IHHL which is very low but if look at the urban areas it is sufficient if the beneficiary do have its own labor. He shared that until and unless NGOs will be involved 100% objectives and SBM cannot be strengthened at grass root level. Principal Secretary also suggested that if it is a big city then there must be 5-7 NGOs



working under SBM portal and if it is an average size of city then there can be 2 NGOs working for better implementation of SBM. Apart from this a list must be prepared ward wise and the NGOs should be given responsibility of those particular wards accordingly. After that Ms. Poonam Kulshrestha, State coordinator, CFAR (Centre for Advocacy and Research) was invited to share their experience and after being associated with SBM.

**CFAR approach shared by State coordinator:** MS. Poonam Kulshrestha shared her experiences working in community while motivating them for constructing IHHL through a power point presentation. She shared about the work of CFAR, its approach. She shared that CFAR has been working in Jaipur slums since years and have identified community advocates. Community people have taken to exposure visits, trainings and workshops have been conducted. Till today 156 Individual household latrines have been constructed after CFARs' motivation including their own labor and expenditure. Dr. Manjit Singh asked whether they are still using those toilets or not on this state project coordinator replied that all of them are using those toilets.

Ms. Poonam Kulshrestha then requested Mr. SubhashDhakadto explain about the technical approach that CFAR has adopted to construct low cost twin pit individual household latrines.

Principal Secretary-LSGD added that it is easy to make average size cities open defecation free rather that bigger cities.

**Presentation by CMAR-HOD:**Dr. Himani Tiwari-CMAR, HOD shared the work of Directorate of Local Bodies and City Manager's Association Rajasthan under Swachh Bharat Mission. She shared that dignity and safety issue of women and girl can be asset for promoting the agendas of Swachh Bharat Mission. To strengthen the SBM components we recommend organizing street plays, competitions, quiz, slogan writing awareness campaigns etc. She also shared that the best



practices across Rajasthan are shared on SBM portal and same was requested to the present NGOs that if they have any best practice to share then please post it on Watsapp and Facebook. Also she added that the districts which have the best practice to show can also be suggested further as learning site. Dr. Himani also encouraged other NGOs to catalyze the activities, involve youth for strengthening SBM. This is a sensitization workshop and we have to teach the community to develop hygienic habits and

adopt habit of toilet use. Dr. Himani Tiwari also oriented NGOs about the IEC and some important aspect.

- Behavioral Change Communication (Key Strategy)  
Issues to be covered
  - Open defecation,
  - Prevention of Manual Scavenging,
  - Hygiene Practices,
  - Proper use and maintenance of Toilet Facilities
  - Related Public Health and Environmental Consequences.
- Citizen Engagement / Jan Andolan

Dr. Himani further added that understanding the behavior and views of the people or target group is very essential. It is not always the health impact that can trigger/motivate behavior change but using words like “shame” and “dignity” as motivator. Behavior Change Communication (BCC), requires adaptation and tailoring to the context of the clients.

Massive public awareness campaigns on sanitation and establishing its link to public health, hygiene and environment. Permissible means- radio, social Media, documentaries, plays, workshops, hoardings/ banners, competitions.

**Session by Project Director, Ms. Preeti Mathur:** Project Director shared that we must not focus on the amount we are getting to construct IHHL in urban areas rather we must emphasize on health, hygiene and sanitation. Secondly she shared that along with IHHL we must focus on community toilets and public toilet which are non-functional. There is need to do technical research and technological innovations to improve the condition. Apart from this she also discussed about the objectives of RSLDC and appealed to get involved in the program and motivate larger community. This is a project which will provide self sustainability to the community people for their livelihood.

**SBM objective, components and its progress sharing by Director-DLB:** Director-DLB requested NGOs to come forward to get involved in door to door garbage collection awareness. During the consultation Director-LSGD shared that to strengthen SBM; community mobilization and participation is very important part and NGOs can play a vital role for this so after on behalf of this meeting Department of Local Self-government-GoR issue a circular to all Urban Bodies for involvement of NGOs in various activities under SBM and this type of NGOs meeting should be planned on regular basis. He requested NGOs to coordinate with Municipal council and other urban local bodies for better implementation of SBM.



Mr. K.K Sharma-CE, DLB shared that SBM is a very significant mission which will pave way for a clean INDIA. He further briefed about the objectives and components of SBM. We have to make our INDIA Open defecation free by 2019. He shared that one of the components of SBM along with IHHL and community toilet construction is solid waste management which is not effectively implemented till today.

**Sharing by Team Leader-SBM; Mr. B. S. Rathor:** Mr. Rathor-SBM team leader in Rajasthan shared his experience since the time he was associated with Total Sanitation campaign. He shared that SBM is not about toilet construction it is about mind construction. CLT is the best approach to make a community ODF. He said he has example where a community has been converted into an ODF within 24 hr and also example where after 2 years of efforts open defecation has not been reduced. When there will be management of masons, money, maintenance then only goal of SBM can be achieved. There is need to develop and monitor the follow up strategies. He said the core team of SBM will approve the activities planned by NGOs. Resource group at state level must be formed and they will further referred to NGOs for their planned activities under SBM. NGOs must contact and coordinate with ULBs for masonry trainings. Mr. Rathor also suggested

incorporating “SwachhtaDoot” as masonry for IHHL and community toilet construction or renovation. One of the participants from ICEL south Asia asked about the non functional community toilets on this Mr. Rathor shared that *SwachhtaKosh* has been formed and its money will be used for such community toilets. Dr. Himani also shared that under SBM guideline it has been clearly mentioned that same amount of money will be used for constructing new toilets as well as renovating the non functional community toilets.

**Open discussion:** During the open session NGOs from other districts discussed about the issues, challenges faced during the implementation of SBM like very less support from ULBs, lack of awareness about SBM among community. During the discussion NGOs representative raised question like:

**Question 1:** Mr. Amardeep Singh from CUTS International raised his concern that they do not get support from ULBs’. How they could get better back support from concerned ULBs’?

**Question 2:** Ms. PremlataRathor from Jai BheemVikasSansthanquestioned about what the organizations will get (financial support) if they are conducting activities under Swachh Bharat Mission?

**Question 3:** Mr. Rahul Rathi from ICEL South Asia organization raised the question that if talk about the IHHL construction then what about the problem of water scarcity?

**Question 4:** Mr. SubhashDhakad from CFAR NGOs questioned that what about the maintenance of the community toilets and is there any fund allotted for that under SBM?

On above these questions Dr. Himani and Mr. Rahtore from CMAR and SBM assured that ULBS has been given 50% of the funds that has already been transferred and if not used then it will go wasted. Further she shared that 3 % of total central allocation earmarked for States for capacity building, administrative and office expenses. At least 50% of this fund, in each annual plan, as approved by State HPC, must go to the ULB’s for activities at the ULB level. ULBs may utilize the funds on Exposure Visits and Office Expenses. Therefore to take benefit of the provisions NGOs must coordinate with ULBs. For operation and maintenance there are clear points in guidelines of SBM urban that the community toilet will be given O&M for 5 years. RWAs’ and CSR ca play a vital role in this.

One of the NGO representatives Mrs. Neerja from Pulkit academy shared that till today they have supported 200 IHHL constructions in Bas Badanpura but most them are locked. And when approached ward members and sarpanch then they did not got any response. She suggested using and promoting garbage bags for 2 or 3 wheeler vehicles for disposal of garbage leading to clean city.



Mr. Amardeepsingh from CUTS added that only voluntary service will not do there is need of human resource and ULBs’ support.

Mr. Rathore-team leader-SBM shared that in comparison to urban areas in rural areas the amount of money for IHHL construction is more because of the high transportation charges and water supply value is expensive. And on the very true part today sanitation is the prime agenda of central government and this is the reason WSH has been emphasized now.

Mr. Sunil Sharma from VANI NGO submitted that under National Urban Livelihood Mission a program is running named RSLDC (Rajasthan Skill and Livelihood Development Corporation) under which a list of trained and skill beneficiaries have been prepared who have got training on various things like carpenter, back office, logistic, masonry etc. Those already identified trained skilled beneficiaries under RSLDC can be contacted for toilet construction under SBM. This was a very good suggestion and was also appreciated by the present participants as well as official from CMAR and SBM. And it could be the best way of convergence between departments.

Mr. Nathu Ram Chaudhary from SamajikVikasSansthan from Jhalawar was asked to share his experience in terms of sanitation. On this he shared that his NGO has been working in 2 gram panchayats of Jhalawar on SHG formation and further linking them to livelihood. But till today they have not started working in urban area but wish to expand their area and work approach by incorporating the SHGs for sanitation and Hygiene awareness.

#### **Decisions taken during the meeting:**

Dr. Himani-CMAR HOD shared that the name and email ids of the present NGOs will be shared to the concerned ULBs so that they could get support for better implementation of SBM.

Also she shared that a list of Nodal officer for SBM in every district along with their phone numbers and SBM guideline will be mailed to the participants.

Meeting of the identified NGOs under SBM will be conducted quarterly.

Director DLB also shared that if needed then norms will be developed for the NGOs working under SBM for better implementation.

#### **Future Planning:**

Following strategy was planned after discussion with the officials from Local Self Government Department, Directorate of Local Bodies and City Managers' Association of Rajasthan and NGO representatives:

- In future NGO will be linked to ULBs for awareness activities under SBM.
- To monitor the SBM activities a mechanism will be developed by formulating the monitoring committee at all levels from district to state level.
- At community and ward level *SwachhtaDoots* will be selected and trained for achieving the goals of SBM at ground level.
- At state level and district level Ward councilors, sanitation workers, NGOs, Nagar Nigam members will be oriented on the objectives, process and their roles in Swachh Bharat Mission.
- Work strategies and monitoring committees will be formed at state and district level under SBM.



Vote of thanks was being delivered by CMAR and CFAR followed by Lunch.