




# Report on SWACHH BHARAT MISSION in Odisha



Supported by DFID TMST

State Water and Sanitation Mission  
(OSWSM)



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### Acknowledgements

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Date: 15<sup>th</sup> January 2015  
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## Message

I am happy to learn that the Odisha State Water and Sanitation Mission (OSWSM) has come up with a compiled document on the Swachh Bharat Mission in Odisha from 26<sup>th</sup> September to 19<sup>th</sup> November, 2014.

This document demonstrates the scale of involvement of OSWSM, DWSMs and other stakeholders in the campaign and the larger outcomes in terms of mass awareness generation on cleanliness, safe drinking water, proper sanitation and hygiene practices, negative impact of open defecation and absence of solid and liquid waste management, etc.

The Government of Odisha is determined to continue the process and momentums with collective efforts through its SANJOG partners, Government Officials, Urban Local Bodies, PRI members, NGOs, SHGs, teachers, students, village level committees and the citizens at all level.

I extend my heartfelt thanks to OSWSM for bringing out such an informative document with support from the DFID TMST. And, I am also confident that this document will encourage all to move forward with the same commitment and inspiration to achieve a clean and Open Defecation-Free State.

(Shri Badri Narayan Patra)



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Date: 15<sup>th</sup> January 2015

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## Message

India is experiencing a paradigm shift on cleanliness, sanitation and hygiene, solid and liquid waste management amongst both rural and urban communities through the Swachh Bharat Mission.

Mobilisation, motivation and innovative financial incentives linked with this campaign have been able to accelerate the momentum to go for more and more sanitation drives to make our villages and urban slums open defecation-free. The benefits of investments in sanitation and waste management through the Swachh Bharat Mission are many, but the most enduring will be the long term impact, it will have on the health profiles and quality of life of our rural and semi urban population.

The state of Odisha has shown significant achievements in accelerating the sanitation coverage in recent years, and we just need to strengthen their implementation strategies to enhance progress. The community-led, demand-driven and flexible attitude in implementation has given us an opportunity to improve and demonstrate numerous innovative sanitation models successfully.

A need was, therefore, felt to document the entire Swachh Bharat Campaign process across the state and showcase the motion, which will give a collective boost to sanitation and hygiene practices with a change in mindset.

This document, prepared by OSWSM in association with DFID TMST has captured the different moments of the state-wide campaign, success stories from rural pockets and the participation of all stakeholders, including the rural mass, which need to be highlighted and replicated in future.

I am convinced that this document would create a new generation of 'Sanitation Mobilisers', who shall be able to transform some of the ideas from this into action to provide a greater momentum to the Swachh Bharat movement towards making an Open Defecation-Free and clean Odisha.

(Shri P. K. Mohapatra)

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## Abbreviations

ADM	Additional District Magistrate
AIP	Annual Implementation Plan
ASHA	Accredited Social Health Activist
AWW	Anganwadi Worker
BDO	Block Development Officer
CAG	Comptroller and Auditor General of India
CBO	Community Based Organization
CDMO	Chief District Medical Officer
CDPO	Child Development Project Officer
CEO	Chief Executive Officer
CLTS	Community Led Total Sanitation
CRSP	Central Rural Sanitation Programme
CSC	Community Sanitary Complex
CSR	Corporate Social Responsibility
DFID	Department for International Development
DI&PRO	District Information and Public Relations Officer
DLC	District level Consultant
DPC	District Project Coordinator
DRDA	District Rural Development Agency
DWSM	District Water and Sanitation Mission
GKS	GaonKalyan Samiti
HRD	Human Resource Development
IAY	Indira Awas Yojana
IEC	Information Education Communication
IGTC	Indira Gandhi Training Centre
IHHL	Individual Household Latrine
IPC	Inter Personal Communication
JMP	Joint Monitoring Programme
MLA	Member of Legislative Assembly
MGNREGS	Mahatma Gandhi National Rural Employment Guarantee Scheme
MP	Member of Parliament
NBA	Nirmal Bharat Abhiyan
NCC	National Cadet Corps
NGO	Non-Government Organization
NSS	National Service Scheme
NSSO	National Sample Survey Organization
NYK	Nehru Yuva Kendra
ODF	Open Defecation Free
OTELP	Odisha Tribal Empowerment and Livelihood Programme
PD	Project Director
PPP	Public Private Partnership
PRI	Panchayati Raj Institution
RWS&S	Rural Water Supply and Sanitation
SEM	Self Employed Mechanic
SHG	Self Help Group
SLWM	Solid and Liquid Waste Management
SMC	School Management Committee
SSA	SarvaSiksha Abhiyan
TMST	Technical Management and Support Unit
TSC	Total Sanitation Campaign
UN	United Nations
UNICEF	United Nations Children Fund
VGf	Viability Gap Funding
VWSC	Village Water and Sanitation Committee
WASH	Water, Sanitation and Hygiene
WATSAN	Water and Sanitation
WCD	Women and Child Development
WSSO	Water and Sanitation Support Organization
WHO	World Health Organization

## Foreword

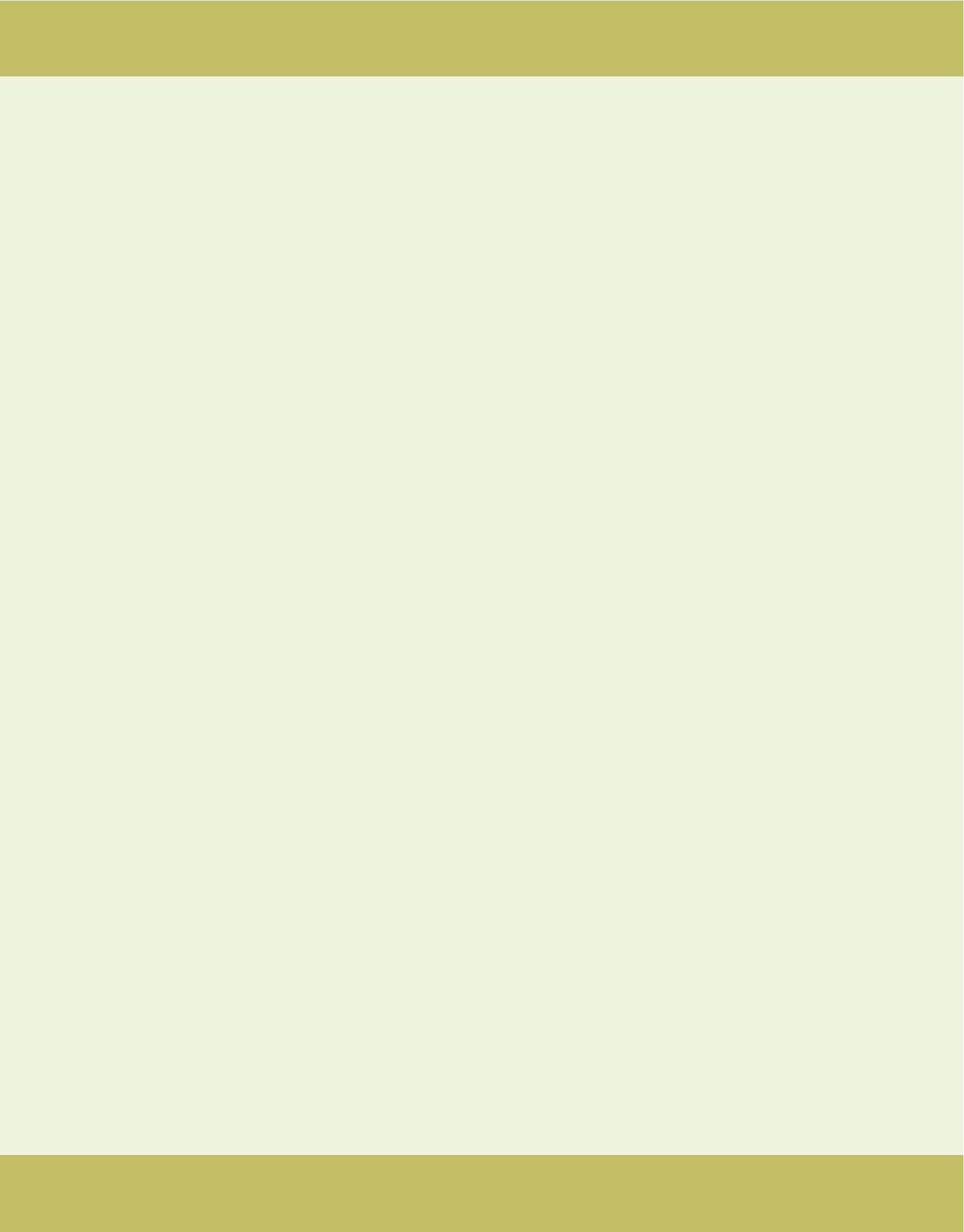
India as a welfare country is mandated to provide basic facilities to its citizens and the Government of India has been concentrating on various development activities. Particularly, rural development initiatives were taken up and its implementation modalities witnessed an enormous change in post independent era, transforming the thrust from welfare to development-oriented programmes with people's participation. Provision of safe drinking water, basic sanitation facilities, safe hygiene practices and solid and liquid waste management became four key components of rural development, which are closely associated with health, cleanliness and behavioural change.

The UN Millennium Development Goal 7 centred on Ensuring Environmental Sustainability and having the Target 10 on halving the proportion of people without sustainable access to safe drinking water and basic sanitation is set to be fulfilled by 2015. Despite some progress, till 2012, 2.5 billion people in developing countries still lack access to improved sanitation facilities. While sanitation and hand washing with soap are crucial for health and sustainable socio-economic development, it provides protection from illness such as diarrhoea, pneumonia, worm, hepatitis and gastro enteritis and contributes to the prevention of stunting in young children. Toilets promote the safety and security of women and children and simultaneously convey dignity to women and girls. According to a recent estimate, some 594 million people in India nearly half of country's populations defecate in the open and it has serious implications on the health of children and the environment.

Mahatma Gandhi once said 'Sanitation is more important than independence'. He made cleanliness and sanitation an integral part of living. His dream was total sanitation for all. The concept of Swachh Bharat is to pave access for every person to sanitation facilities, including toilets, solid and liquid waste disposal systems, cleanliness and safe and adequate drinking water supply.

Swachh Bharat Mission is a mass movement that seeks to create a clean and hygienic India by 2019. Father of the nation Mahatma Gandhi always put emphasis on cleanliness as it leads to a healthy life. Keeping this in mind, and following the guidelines of the Union Government, the State of Odisha launched the Swachh Bharat Mission on 2<sup>nd</sup> October 2014 to cover all its rural and urban areas. The urban component of the mission will be implemented by the Urban Development Department and the rural component by the Rural Development Department in the state. I wish, with support from SANJOG Partners, District Administrations, PRI Members and all relevant stake holders, we could able to achieve the goal and objectives of the campaign to a greater extent.

Er. T. B. K. Shroff  
Chief Engineer III, RWS&S  
& Director, WSSO  
Government of Odisha



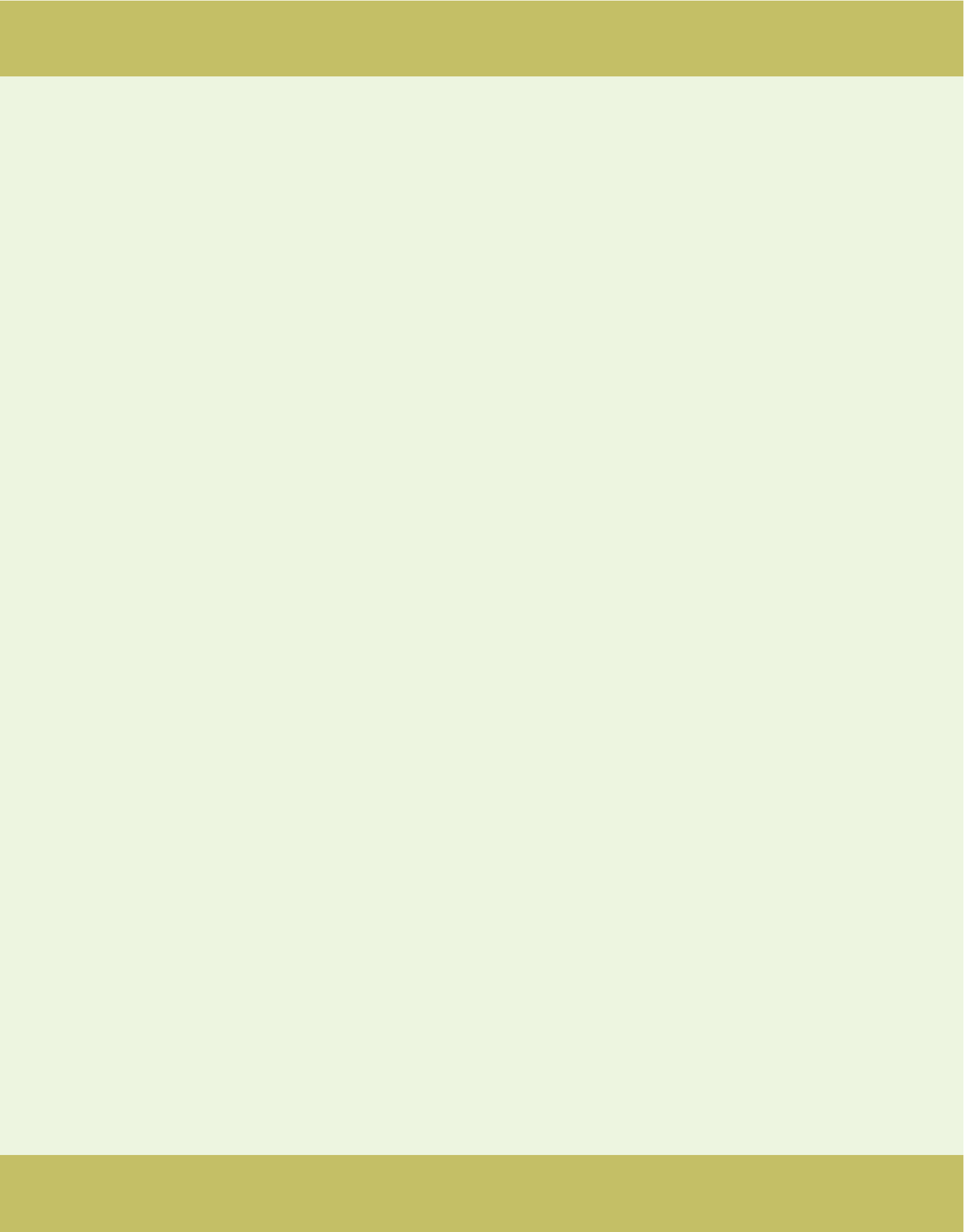


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Chapter 1:

Inception of the Campaign at National Level

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Prime Minister of India Shri Narendra Modi, in his 1<sup>st</sup> Independence Day speech on 15<sup>th</sup> August, 2014 at the Red Fort, stressed on the proactive participation of Government, corporate, people's representatives and the citizens of the country in the Swachh Bharat Mission, which will continue till 2019.

Announcing the launch of the campaign on 2<sup>nd</sup> October, the Prime Minister outlined the goal (clean India), the problems (open defecation, schools without toilets), the immediate aim (every school in the country will have toilets for boys and girls separately by next one year) and the significant actors (MPs through Sansad Adarsh Gram Yojana and Corporate Houses through CSR).

## 15<sup>th</sup> August 2014 Speech of Prime Minister Shri Narendra Modi

*...Cleanliness is very big work. Whether our country can't be clean? If one hundred and twenty five crore countrymen decide that they will never spread filthiness, which power in the world has ability to spread filthiness in our cities and villages? Brothers and sisters, Mahatma Gandhi had cleanliness and sanitation closest to his heart. Whether we resolve not to leave a speck of dirt in our village, city, street, area, school, temple, hospital, and what have you, by 2019 when we celebrate 150<sup>th</sup> anniversary of Mahatma Gandhi? This happens not just with the Government, but with public participation. That's why we have to do it together. Brother and sisters, we are living in 21<sup>st</sup> century. Has it ever pained us that our mothers and sisters have to defecate in open? Whether dignity of women is not our collective responsibility? The poor womenfolk of the village wait for the night; until darkness descends, they can't go out to defecate. What bodily torture they must be feeling, how many diseases that act might engender. Can't we just make arrangements for toilets for the dignity of our mothers and sisters? I, therefore, have to launch a 'clean India' campaign from 2<sup>nd</sup> October this year and carry it forward in 4 years. I want to make a beginning today itself and that is all schools in the country should have toilets with separate toilets for girls. Only then our daughters will not be compelled to leave schools midway...*



*The Union Ministers Shri Venkaiah Naidu, Shri Nitin Gadkari and Secretary, Ministry of Drinking Water and Sanitation, Shri Pankaj Jain releasing the logo of 'Swachh Bharat Mission' in New Delhi on 25<sup>th</sup> September 2014.*

## Launching of Swachh Bharat Mission

The Swachh Bharat Mission was officially launched on 2<sup>nd</sup> October 2014 at Rajpath, New Delhi, where the Prime Minister Shri Narendra Modi himself wielded a broom and cleaned a road near the India Gate. Hon'ble President Shri Pranab Mukherjee also asked every Indian to spend 100 hours annually in this cleanliness drive. The campaign is India's biggest ever cleanliness drive and 3 million Government employees along with school and college students of India participated in this event.

## 2<sup>nd</sup> October 2014 Speech of Prime Minister Shri Narendra Modi

*'Dear Friends,*

*I am sure you have heard time and again that cleanliness is next to Godliness. Alas, things are often different when it comes to putting this into practice. On 2<sup>nd</sup> October, we are launching Swachh Bharat Mission, a massive mass movement that seeks to create a Clean India. Cleanliness was very close to Mahatma Gandhi's heart. A clean India is the best tribute we can pay Bapu when we celebrate his 150<sup>th</sup> birth anniversary in 2019. Mahatma Gandhi devoted his life so that India attains 'Swarajya'. Now the time has come to devote ourselves towards 'Swachhata' (cleanliness) of our motherland.*

*I urge every one of you to devote at least hundred hours every year, that is two hours every week towards cleanliness. We can't let India remain unclean any longer. On 2<sup>nd</sup> October, I myself will set out with a broom and contribute towards this pious work.*

*Today, I appeal to everyone, particularly political and religious leadership, mayors, Sarpanches and captains of industry to plan and wholeheartedly engage in the task of cleaning your homes, work places, villages, cities and surroundings. I request your active support and participation in our collective quest to make a Swachh Bharat'.*

### Campaign Pledge for Citizens of India

*Mahatma Gandhi dreamt of an India which was not only free but also clean and developed.*

*Mahatma Gandhi secured freedom for Mother India.*

*Now it is our duty to serve Mother India by keeping the country neat and clean.*

*I take this pledge that I will remain committed towards cleanliness and devote time for this.*

*I will devote 100 hours per year that is two hours per week, to voluntarily work for cleanliness.*

*I will neither litter nor let others litter.*

*I will initiate the quest for cleanliness with myself, my family, my locality, my village and my work place.*

*I believe that the countries of the world that appear clean are so because their citizens don't indulge in littering nor do they allow it to happen.*

*With this firm belief, I will propagate the message of Swachh Bharat Mission in villages and towns.*

*I will encourage 100 other persons to take this pledge which I am taking today.*

*I will endeavour to make them devote their 100 hours for cleanliness.*

*I am confident that every step I take towards cleanliness will help in making my country clean.*

### Campaign Objectives

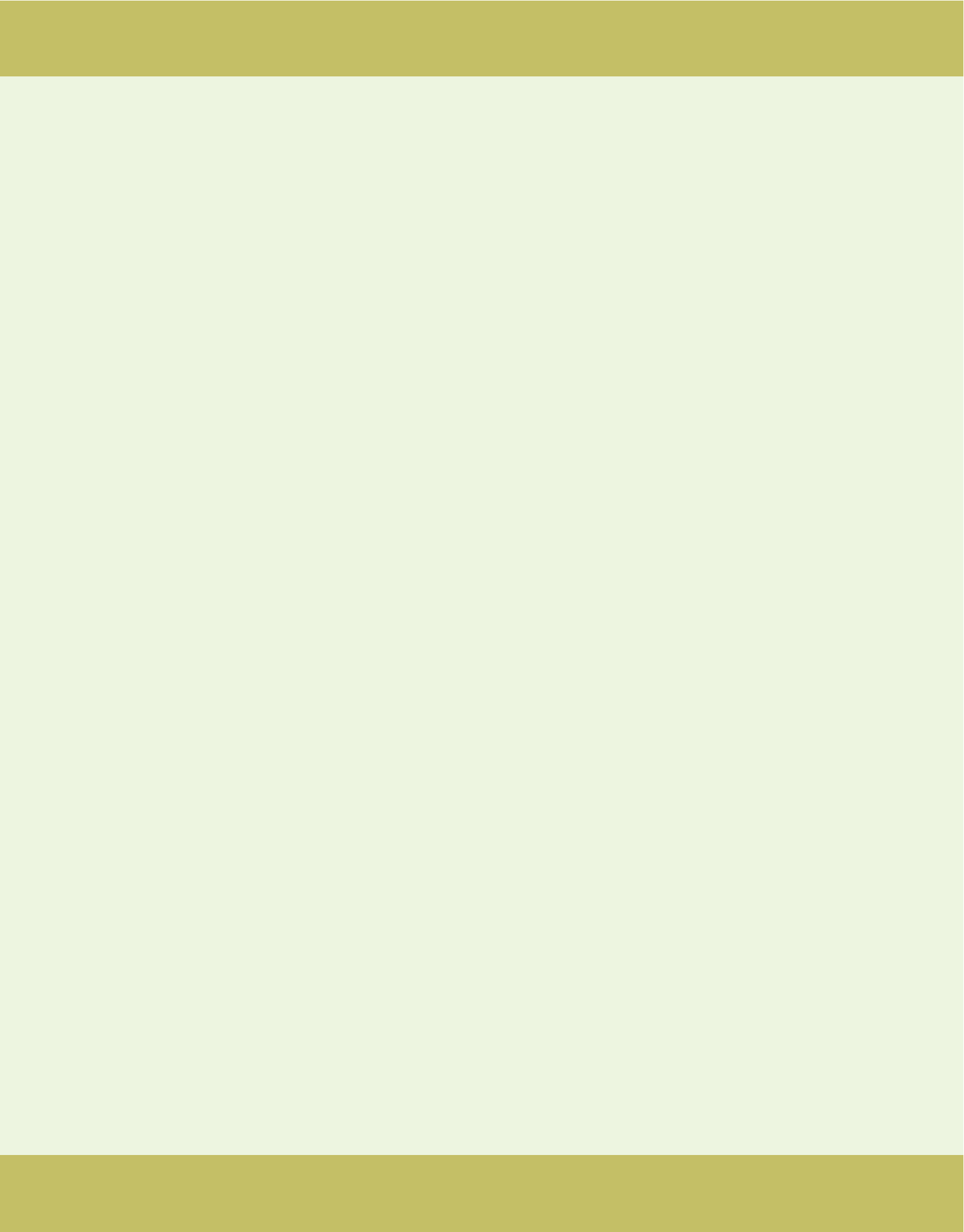
- To significantly improve the cleanliness status of villages, towns through behavioural change.
- To eliminate open defecation and to make India Open Defecation Free (ODF) by 2019, by providing access to toilet facilities to all construction of individual, cluster and community toilets and through establishing an accountable mechanism of monitoring latrine use.
- To take up initiatives for greater public awareness about the drawbacks of open defecation and promotion of toilet use through IEC activities.
- To provide toilets, separately for boys and girls in all schools by 15<sup>th</sup> August 2015.
- To provide toilets to all Anganwadi Centres.
- To make villages pollution free with Solid and Liquid Waste Management through Gram Panchayats.
- To lay water pipelines in all villages ensuring water supply to all households by 2019.
- To accomplish the vision of 'clean India' by 2019, the 150<sup>th</sup> birthday of Mahatma Gandhi.

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## Chapter 2:

Initiatives by Odisha State Water and Sanitation Mission (OSWSM)

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## Status on Safe Sanitation Practice in Odisha

According to the Joint Monitoring Programme (JMP), carried out by the WHO and UNICEF, India contributes to 58% of the world's population defecating in open as of 2010. The report also revealed that around 792 million people in India don't have access to improved sanitation facility. And, India loses more than 1,000 children aged below five years in diarrhoea every day. Approximately 2.5 billion people lack adequate sanitation across the globe, especially in developing countries and around 1 billion people defecate in open. Recent studies reveal a strong link between open defecation and under-nutrition. It is a fact that children of around 20% households, even in cities, are still deprived of toilet facility for which they resort to open defecation.

Although the scenario of availability of latrines in India has improved in the last decade, more than 50% of the nation's households still lack toilets. In urban Odisha, around 40% of households do not have access to latrine, 11% households share latrines with others. The 2011 Census revealed that 49.6% of the households don't have any kind of bathing facility and about 8.5 lakh people living in slums defecate in open. Of the total 81.44 lakh rural households in the state, only 14.1% have latrines, including 8.6% having water-closet latrines, 3.4% pit latrines and the rest other types. However, the State Integrated Management and Information System (IMIS) data reveals that 54% rural households have access to toilets till 2014.

*(Source: [http://www.unicef.org/gambia/Progress\\_on\\_drinking\\_water\\_and\\_sanitation\\_2014\\_update.pdf](http://www.unicef.org/gambia/Progress_on_drinking_water_and_sanitation_2014_update.pdf), Census 2011 and IMIS Data 2014)*

## OSWSM Initiatives

The Odisha State Water and Sanitation Mission (OSWSM) took a number of initiatives and planned out a series of programmes and events for observation of the Swachh Bharat Mission throughout the state. All the districts were directed to observe the campaign with dedication and enthusiasm at Block and Gram Panchayat level. Districts prepared their action plans as per the guidance of the State and took actions accordingly. To observe the Swachh Bharat Campaign, the State Government also developed its plan of action and in this process, the SANJOG Depts. like Rural Development (RD), Health & Family Welfare (H&FW), School & Mass Education (S&ME), Women & Child Development (W&CD), Panchayati Raj (PR) along with the Dept. of Culture and agencies like UNICEF, DFID TMST, Water Aid were also involved.

## Campaign Plan at the State/ District/ Block/ GP Level Suggested Activities

- Video Conference between state and district administrations chaired by Hon'ble Minister, Rural Development, Government of Odisha to take stock of the campaign time to time.
- Launching of the Swachh Bharat Mission with SANJOG Dept. and partners at state and district level on 2<sup>nd</sup> October. Districts, Blocks and GPs are also requested to organize workshop/ meeting on Swachh Bharat Mission at their level involving Government Officials, MPs, MLAs, PRI members, SHG members, teachers, students, NGOs, media, religious institutions, Village level Committees and motivators, Block and GP level frontline workers, etc.
- Cleanliness drives at district, block, GP, village level, door to door visit by Block Coordinators (BC), Cluster Coordinators (CC), ASHA, AWW, SEM, VWSC to educate households and individuals on the negative impact of open defecation, use of toilet, safe drinking water, safe sanitation and hygiene practices etc. Cleanliness drive at Government offices and its premises.

- Observation of Global Hand Washing Day at all levels, especially in schools and educational institutions involving PRI members, Government Officials, students, teachers, SMCs, parents, SHG members, etc.
- Use of existing IEC materials on WASH at all levels, movement of 'Swachhata Raths' in all villages delivering key campaign messages through audio system and leaflet distribution, wall paintings, organization of 'Sanitation Mela' and demonstration of Street Play (through Zilla Kala Sanskrutika Sangathan), audio visual shows at villages.
- Engagement with media houses through participation in panel discussions in All India Radio and Door Darshan (DD-I) and involving media persons in the campaign directly.
- Organize competitions (drawing, quiz, debate, slogan writing) on WASH related issues among students at district/ block level and prize distribution to the winners.
- Award to the Sanitation Champions (ASHA, AWW, SEM, Teacher, PRI member, officials etc.) at district level.
- Regular monitoring of the campaign at all levels state, district, block and GP by relevant officials involving OSWSM and DWSMs.
- Proper documentation of the entire campaign starting from state level to GP level for wider dissemination.

### Activities facilitated by OSWSM during the Campaign Period

Initially, the implementation period for the campaign was set from 25<sup>th</sup> September to 2<sup>nd</sup> October as directed by the Ministry of Drinking Water and Sanitation, Government of India. Later, it was extended to 30<sup>th</sup> October. However the State Government decided to continue the campaign till 19<sup>th</sup> November 2014 (World Toilet Day).

3<sup>rd</sup> September: A Video Conference was organised under the chairmanship of the Hon'ble Minister, Rural Development. At the conference, the Principal Secretary, Rural Development Dept. instructed all the Executive Engineers (EEs) of Rural Water Supply & Sanitation (RWS&S) to celebrate the Swachh Bharat Campaign from 25<sup>th</sup> September.

8<sup>th</sup> September: A Consultation Meeting was organized by OSWSM involving representatives from SANJOG Depts., DWSMs, UNICEF, DFID TMST, Water Aid and Gram Vikas. An Action Plan was finalized for the observance of the state-wide campaign. A core group was also formed at the state level to finalize the event modalities and communication materials. The following suggestions came from the members to strengthen the campaign activities in the state.



- ▶ A state level Task Force is to be constituted to discuss and decide about modalities and the communication materials to be produced.
- ▶ Detail monitoring plan along with responsibility of different partners should be developed and followed.
- ▶ Identification and wide dissemination of the campaign key messages.
- ▶ Talk shows/discussions can be organized and telecasted in TV Channels for wider publicity.



- ▶ Development of a leaflet with support from development partners mentioning the details about the programme and that will be shared among the households at the time of door-to-door campaign.
- ▶ Setting up of state & district level Helpline Support Cell at OSWSM.
- ▶ The F-diagram may be used largely to explain the routes of transmission of diseases that are largely caused by open defecation.
- ▶ College students/NSS/NYK Volunteers may be mobilized and their services can be utilized for raising awareness on elimination of open defecation and use of toilet.
- ▶ Mobile Voice SMS having the voice of Hon'ble Chief Minister may be recorded and used to promote key sanitation messages.
- ▶ A massive drive for IPC will be required at all level as an effective method of communication.
- ▶ Sharing experiences of the champions of ODF villages at state and District level functions and their felicitation.
- ▶ A group of people will move to households to aware them about the campaign objectives. Monitoring will also be done by Gaon Kalyan Samiti (GKS) at village level.
- ▶ The ST & SC girls, who are receiving post matric scholarship, will also be involved for generating awareness on sanitation.
- ▶ A fresh & new face or reputed sports/film personality having popularity may be identified as Sanitation Ambassador to touch 81 lakh rural households who can promote messages on safe sanitation and hygiene practices.

9<sup>th</sup> September: A meeting of the Core Group members was held, where the members discussed about development of Communication materials to be utilized during the campaign. It was also decided to use the existing IEC materials through DWSSMs for mass awareness generation up to village level.

19<sup>th</sup> September: A meeting was organised under the chairmanship of Chief Secretary, Government of Odisha to review the progress made so far on the campaign. The following directions were given to the districts

- ▶ Celebration of the Swachh Bharat Campaign including IEC & IPC activities as per suggestive action plan of OSWSM and the direction of Government of India.
- ▶ Make all school and Anganwadi Centre toilets functional within the campaign period.
- ▶ New toilets to be constructed in the Government and Government-aided schools having no toilet.
- ▶ Sincere steps to be taken to make at least 50 villages ODF during the campaign.
- ▶ Ensure that there should be no open defecation in the already achieved Nirmal Gram Panchayat (NGP) villages.
- ▶ Provision of solar- based Water supply to at least one High school of each block.
- ▶ State level activities like publicity through print and electronic media shall be finalised.

24<sup>th</sup> September: A Video Conference was held with the Union Cabinet Secretary and the Ministry of Drinking Water Supply (MoDWS). The conference was attended by the Chief Secretary, Government of Odisha, Principal Secretary of Housing & Urban Development (H&UD), Engineer in Chief, RWS&S, Chief Engineer III, RWS&S, Chief Executive Officer (CEO), WSSO and State IEC Consultant, OSWSM. The State

Government shared the preparatory measures taken up so far and its commitment towards the campaign.

26<sup>th</sup> September: The Principal Secretary, Rural Development (RD) Dept. issued a letter to the Secretaries of PR, H&UD, W&CD, S&ME Departments to involve themselves as well the field functionaries in the Swachh Bharat Campaign.

2<sup>nd</sup> October: The State level launching ceremony of the Swachh Bharat Mission was held at the OSWSM premises at Bhubaneswar under the leadership of the Additional Secretary and Deputy Secretary of Rural Development Dept., Government of Odisha. Among others, Engineer-In-Chief and Chief Engineer-II & III, RWS&S, CEO, WSSO, Superintending Engineer, Executive Engineers, State Consultants, WASH Specialists, representative of S&ME Dept., UNICEF and other officials participated in the programme. After paying tribute to Mahatma Gandhi, dignitaries spoke on the importance and significance of the campaign launched nationwide. After that, the Swachhata Pledge was administered by the State Consultant, IEC, OSWSM and all the participants took oath to actively participate in the drive. A signature campaign was also held on the occasion followed by a rally along with cleanliness drives by all the participants around the office surroundings and nearby roads. An interaction was also held with nearby slum dwellers on sanitation and hygiene practice measures.



18<sup>th</sup> October: A review meeting chaired by the Hon'ble Minister, Rural Development was conducted in the presence of Principal Secretary, Rural Development, RWS&S Engineer-in-Chief, Chief Engineers, CEO, WSSO, DPCs, DLCs, OSWSM Officials to assess the progress on Swachh Bharat Mission in the state.

26<sup>th</sup> October: The Chief Secretary, Government of Odisha Shri Gokul Chandra Pati along with senior officials of various departments led a cleanliness drive to clean the Secretariat premises as part of the Swachh Bharat Campaign facilitated by the General Administration (GA) Department in collaboration with the Bhubaneswar Municipal Corporation (BMC). Employees of the State Secretariat, several volunteers and sanitation workers of the Bhubaneswar Municipal Corporation, including the Commissioner Shri Krishan Kumar took part in the drive. 'The Swachh Bharat



Abhiyan is a very welcome step to keep our environment and surroundings clean and hygienic. All the officials of the Secretariat have agreed to devote at least one hour daily for cleanliness activities in their respective offices,' said the Chief Secretary. Stating that the cleanliness campaign would be a regular feature, he mentioned that a comprehensive cleanliness campaign would be carried out in the whole premises of the Secretariat. He also advised the secretariat employees to carry on the drive and ensure a clean environment around their respective departments.

On the same day, the Engineer in Chief and Chief Engineer III, RWS&S along with State IEC Consultant, OSWSM took part in a panel discussion at the All India Radio. The Chief Engineer II, RWS&S and CEO,

WSSO participated in a panel discussion on Swachh Bharat Mission at Doordarshan (DD 1) for greater public awareness.

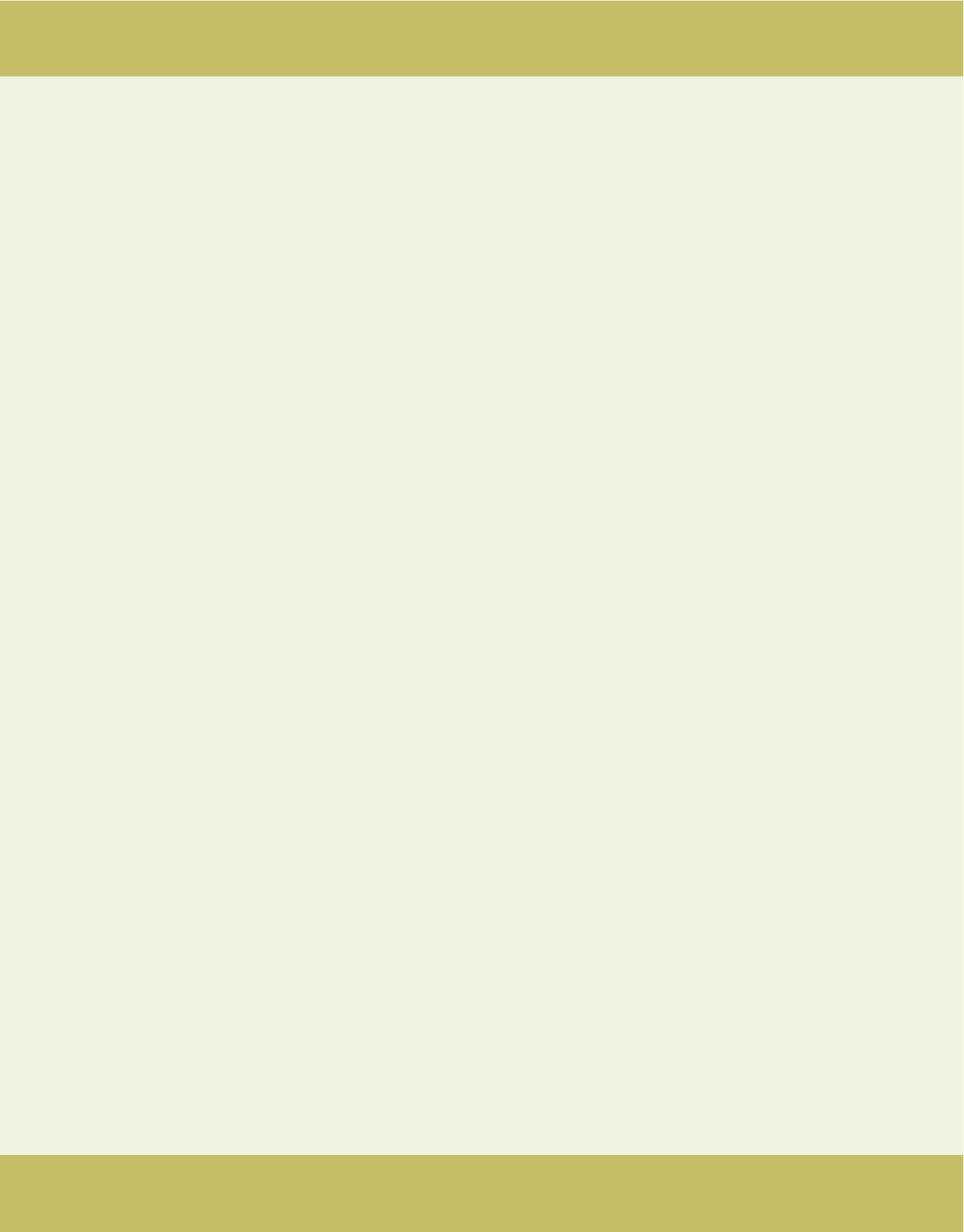
19<sup>th</sup> November: As part of the continued effort of the Swachh Bharat Campaign, Odisha State Water & Sanitation Mission (OSWSM) observed the World Toilet Day-2014 at the Indira Gandhi Training Centre (IGTC), Bhubaneswar. The objective of observing the day was to create awareness on importance of the use of toilet and make people understand of the sufferings caused by to inadequate sanitation. Inaugurating the programme, the Engineer-in-Chief, RWS&S, Shri Bhagaban Sahu emphasised on the current year's campaign theme 'Equality and Dignity'. Among others, Chief Engineer III, RWS&S and Director, WSSO Er. T. B. K. Shorff, Asst. Director, SIRD, CEO, WSSO, C4D Officer, UNICEF, WASH Expert, DFID TMST and the Regional Manager, Water Aid spoke on the occasion. All the dignitaries stressed on making of more and more Open Defecation-Free villages along with consistent efforts to continue the Swachh Bharat Mission for a healthy and clean Odisha. The programme was facilitated by the State IEC Consultant, OSWSM.



A total of 112 Sarpanches, including women Sarpanches from 30 districts participated in the programme. Among them, 12 shared their experiences about the importance of use of toilet and how they took various initiatives to make their GP Open Defecation-Free. Representative of DFID TMST Shri Subrat Rath made a presentation on the CLTS approach and how it has brought some significant results in villages of



Kandhamal, Rayagada, Kalahandi, Balangir, Sundargarh and Keonjhar. Mrs. Bisakha Bhanja from Water Aid also made a presentation on Inclusive Toilet Designs, specially designed for disabled persons. A signature campaign was also held on the occasion, where all the participants put their signatures and pledged to adopt at least one village to make it ODF. The other participants were representatives of S&ME Dept., NGOs, Media, OSWSM Consultants, DWSM Coordinators and Consultants, Director and core faculty members of the IGTC.

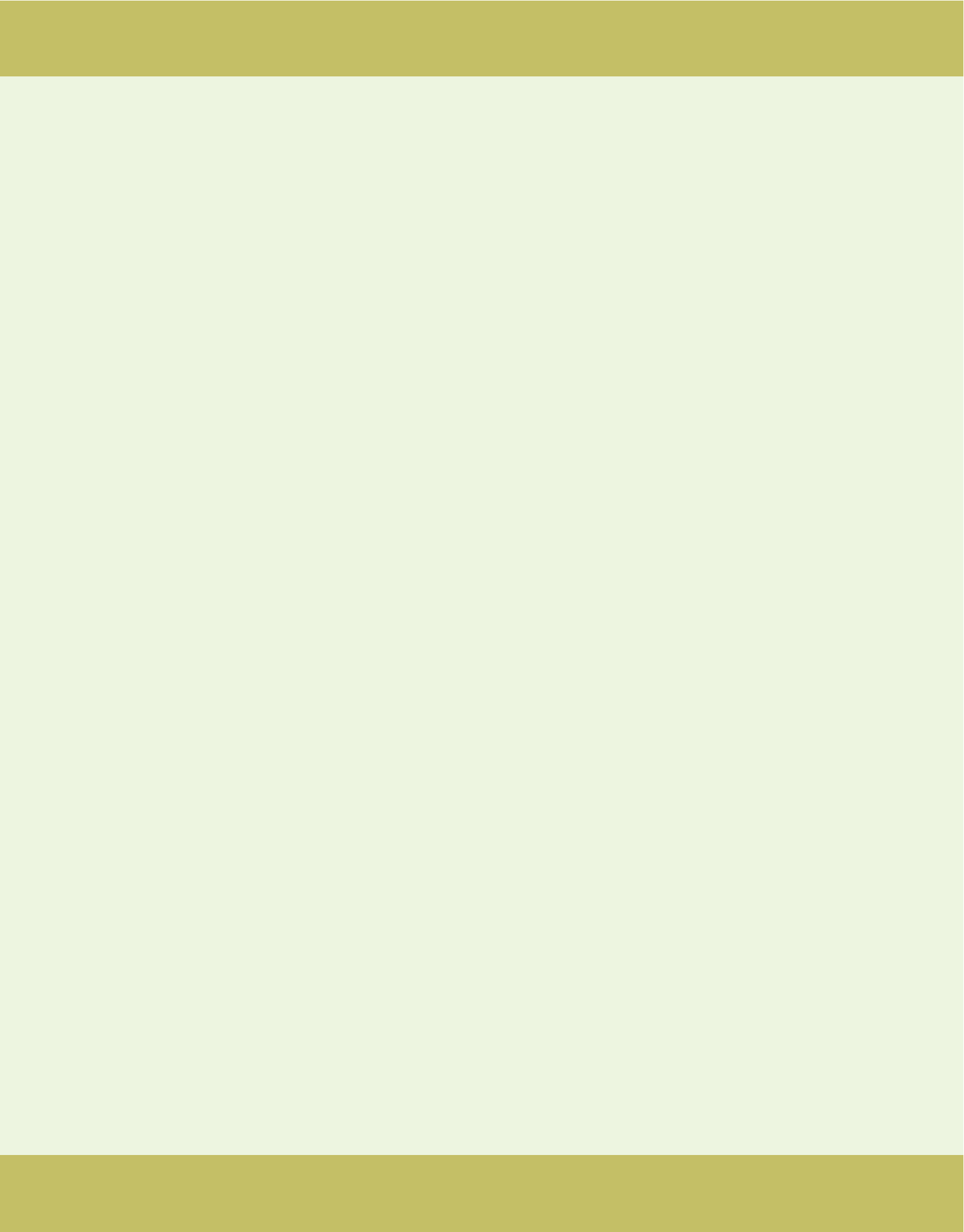


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## Chapter 3:

### Campaign by District Water and Sanitation Missions (DWSM)

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## District level Campaign Process

As per the direction of the Government of Odisha, the campaign continued in the districts facilitated by concerned DWSMs. During the fixed period, the Swachh Bharat Mission was launched in 28 districts across the state. All blocks and Gram Panchayats of the districts were covered with various events like launching meetings, movement of 'Swachhata Raths' (vehicle decorated with IEC flex along with sound system to play audio jingles for spreading messages on sanitation and hygiene practices), street plays, cultural programmes, mass cleanliness drives, observation of the Hand Washing Day, home visits by Block and GP level frontline workers, SHG members, PRI members, teachers, etc.

On 2nd October, the campaign was launched in 12 districts of the state Balangir, Bhadrak, Cuttack, Debagarh, Jagatsingpur, Jharsuguda, Kendrapara, Koraput, Malkangiri, Nabarangpur and Rayagada. The launching programmes include meetings under the chairmanship of respective District Collectors involving Zilla Parishad Chairpersons, MPs, MLAs, PRI members, District officials, DWSM officials, SANJOG partners, NGOs, SHG Federations, Teachers and Students, Media Persons and various Citizen Forums and Associations followed by flagging off the 'Swachhata Raths', rallies, competitions among school children, etc. Other 16 districts started the campaign subsequently. Two districts, Ganjam and Nayagarh, couldn't organize any programme during the timeline.

### Angul



To mark the launching of the campaign, 'Swachhata Raths' (8 nos.) were inaugurated in the district by Shri Prafulla Kumar Mallick, Hon'ble Minister for Labour, Mining and Steel, Government of Odisha on 27th September in the presence of MLAs from Angul Shri Rajani Kant Singh and Athamallik Shri Sanjeeb Kumar Sahoo, President Zilla Parishad, Shri Sanjeeb Kumar



Sahoo, Collector Shri Sachin Ramchandra Yadav and other district officials, PRI members, representatives from NGOs and media persons.

On 2nd October, block-level launching of the Swachh Bharat Mission was held in eight blocks simultaneously by garlanding the photograph of Mahatma Gandhi and oath taking by the participants. Cleanliness drive was also conducted at the premises of respective Block Headquarters, Community Health Centres and nearby markets.



### Balangir



Swachh Bharat Mission was launched in Balangir district on 25th September with District Collector Shri M. Muthukumar chairing a meeting at the DRDA Conference Hall in presence of President, Zilla Parishad, Superintending Engineer, Executive Engineer and Junior Engineers of RWS&S, district and block level officials, PRI members, media persons and representatives of SHG Federations. 14 nos. of 'Swachhata Raths' were flagged off to generate mass awareness on WASH covering all Gram Panchayats.

On the occasion, Drawing and Slogan Competitions on WASH were organized among students at all Block Headquarters on 14th and 15th October to create awareness on WASH related issues and develop their thought process., Block Officials, PRI members, teachers also participated in the events. Similarly district-level Drawing and Slogan Competitions on WASH was held among students at the Patitapabana Academy High School, Balangir on 17th October. District Education Officer presided over the event.



Door-to-door awareness campaign was also conducted from 2nd to 22nd October covering all households in the district by block and GP level frontline workers, teachers and village leaders. This exercise helped to aware a greater mass on sanitation and hygiene practices and how it could impact the socio-economic condition of the society. Household visits also emphasised on the negative impact of open defecation on health and hygiene.



## Balasore



The Swachh Bharat Mission was launched jointly by District Collector Shri Sanatan Mallick and Zilla Parishad President Smt. Umilata Das in a district-level program on 30th September. The guests also flagged off the 'Swachhata Raths' in presence of a gathering of PRIs, district officials, representatives from Media and NGOs.

The Zilla Parishad President administered the oath on cleanliness to the participants by reading out the Swachhata Pledge.

In her address, she emphasized on the personal hygiene and environmental cleanliness. District Collector also solicited the converged efforts of Public-Civil Society-Media-Administration to address the threats of polluted environment. On the occasion, an Audio CD 'SWACHCHHTA', developed by DWSM, Balasore was released by the dignitaries followed by mass cleaning activities on the streets and Government office premises by all all participants. Similar campaign launching programmes were also organized at all block levels with oath-taking and mass cleanliness drive.



On 2nd October, a workshop on Sanitation and Cleanliness was organized at the DWSM Office premises under the chairmanship of the Executive Engineer, RWS&S Shri Rajib Panigrahi. Among others, RWS&S Junior Engineers, district-level officials and PRI members were present and actively participated in the discussion.





## Baragarh



The Baragarh District Administration launched the Swachh Bharat Mission on 25th September at a function chaired by Additional District Magistrate (ADM) Shri Pradeep Kumar Gartia and took oath on Swachhata. On 27th September, a district-level meeting was organized involving all Junior Engineers of RWS&S, DWSM Officials, CDPOs and other district officials, where an action plan was finalized for the district-level campaign.

On 2nd October, an oath-taking ceremony was organized under the chairmanship of District Collector Shri Anjan Kumar Manik. Shri Prabhas Kumar Singh, Member of Parliament, President, Zilla Parishad, PRI members, including Zilla Parishad, Panchayat Samiti members, Sarpanches, BDOs, media persons, NGOs, AWWs, ASHAs, teachers and students participated in the programme. GP and Village-level rallies, cleanliness drives at Government office and Gram Panchayat office premises, home visits, debate and song competitions, mass oath-taking on cleanliness at Block and GP levels and Gram Sabhas to discuss issues related to cleanliness and WASH were the major activities undertaken during the campaign.

Three well-decorated 'Swachhata Raths' were inaugurated on 30th September in Baragarh and moved to blocks to cover all GPs and spread messages on safe drinking water, safe sanitation and hygiene practices along with cleanliness through leaflet distribution and audio jingles.



## Bhadrak



On 30th September, the Swachh Bharat Mission was launched in Bhadrak in a district-level programme chaired by District Collector Shri Laxminarayan Mishra at the RWS&S Office premises. The District Social Welfare Officer (DSWO), DI&PRO, Executive Engineer & Member Secretary, DWSM, Deputy Executive Engineer, RWS&S, Asst. Executive Engineer, Chandbali, DPC, DWSM, DLC, all Junior Engineers, Block Coordinators, Cluster Coordinators, NGOs were present in the inaugural

ceremony. Two 'Swachhata Raths' were flagged off by the District Collector to move across the district spreading messages on Open Defecation Free villages, cleanliness and WASH.

As part of the campaign, on 15th October, local NGO Pragati Jubak Sangha with the support of the DWSM, Bhadrak and Water Aid India organized the Global Hand Washing campaign





among students of 10 schools in 10 GPs covering three Blocks of Dhamnagar, Tihidi and Chandabali.

The hand washing campaign continued till 22nd October with objectives to raise awareness on the importance of hand washing with soaps, to make children learn the steps of hand washing with soap and to make them effective change agents and inspirational WASH role models for their peers, family and society at large. Besides orientation programme on importance of hand washing, drawing competition among school children and demonstration on hand washing were also organized on the occasion.

## Boudh



A District-level Campaign Preparatory Meeting chaired by the District Collector Shri Sudhansu Mohan Samal was held on 19th November. It was followed by preliminary meetings at all blocks. The district-level Swachh Bharat Mission was launched on 30th

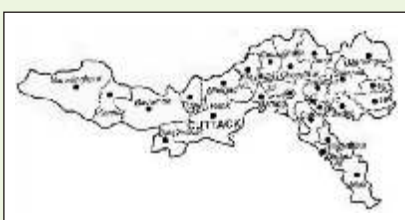
November at a function held at the Collectorate premises. Inaugurating the campaign, the District Collector along with other Government Officials and Zilla Parishad President administered the Swachhata Pledge and encouraged all to make efforts towards a clean and Open Defecation Free district. Among others, PRI members, block level officials, NGOs, SHG members, media persons, teachers, students, members from Youth Clubs, Market Committees and various Citizens' Associations were present in the function. A mass cleanliness drive was initiated following the meeting, where all participants joined hands together to clean the office premises, market area and roads in the NAC area.



Simultaneously, Block and GP-level Swachh Bharat Mission was launched on 30th November with the same objectives and the participants took oath on cleanliness. A number of well-decorated 'Swachhata Raths' with messages on WASH were inaugurated by the respective BDOs and Panchayat Samiti Chairmen at all blocks to generate mass awareness on the drive covering every village.



## Cuttack



As suggested by the OSWSM, the Swachh Bharat Mission was launched simultaneously at District, Block, GP as well as School and Anganwadi Centres on 26th September. The district-level programme was organized at Collectorate premises, where District Collector Shri Nirmal Chandra Mishra flagged off the 'Swachhata Raths' in the presence of other district-level officials. The basic objective of the campaign was to generate



substantial awareness among rural mass on cleaning of houses and surroundings, safe drinking water, proper maintenance of water supply points, construction and use of toilets, safe disposal of child excreta, proper hand washing, solid and liquid waste management, etc. Among others, CDMO, DI&PRO, DPC, Executive Engineer, Assistant Engineers, Junior Engineers of RWS&S, DWSM officials, ZKSS artists, media persons and Zilla Parishad members were present in the function.

Block, GP and Village-level awareness meetings on Swachh Bharat Mission were organized at different places in the district. The programme organized on 2nd October was participated by Block Coordinators (BC), Cluster Coordinators (CC), Self Employed Mechanics (SEM) and Anganwadi Workers (AWW). 'Swachhata Rath's' with sound system were deployed for wide dissemination of water and sanitation messages in rural areas of all Blocks. Mass rallies were organized at different places to generate greater public awareness. Global Hand Washing Day on 15th October was also observed in schools as part of the campaign.



### Observation of GHD in School Case Story



Dibyajyoti Behera  
Class X

'I always wash my hands with soap before meal and after using toilet. I also encourage my family members, relatives and friends to do so'.

The Global Hand Washing Day on 15th October was observed at the Regional Girls High School, Gobabata (GP: Sainso, Block: Baranga, District: Cuttack) in two phases Orientation Programme and Demonstration. During Orientation, all participants were warmly welcomed by Head Mistress of the School Mrs. Sujata Mohanty. Dignitaries, including Baranga Block Development Officer (BDO) Niranjan Behera (OAS), ABDO Nrusingha Mishra, Zilla Parishad member Samir Samantaray, Panchayat Samili member Abdul Karim, Sarpanch GaganBihari Jena, School Management Committee President Atal Bihari Das, Retd. School Inspector Mustak Ali, RWSS Junior Engineer Mrs. Bijayalaxmi, OSWSM IEC Consultant Mrs. Tuhina Roy, DWSM Cuttack IEC & HRD Consultant Mrs. Tapaswini Choudhury and DFID-TMST Communication & Documentation Consultant Shyamal Kishore Das were present among Assistant Teachers, more than 100 students and School Support Staff. In the orientation, the speakers highlighted on the usefulness of hand washing with soap and running water before a meal and after using toilet and then drying hands with a clean towel.

Speakers collectively emphasized on the following -

Children don't listen when parents tell them to wash their hands before eating, after using toilet or when they come home after playing outside. But it's a message worth repeating that hand washing is the best way to prevent germs from spreading and to protect all from getting sick. Germs can spread through many ways, including dirty hands, contaminated water and food, droplets in the air released during a cough or sneeze, contaminated surfaces and through



contact with sick persons' body fluid. When anybody comes in contact with germs, he/she can unknowingly become infected simply by touching his/her eyes, nose, or mouth. And once they're infected, it's just a matter of time when the whole family will come down with the same illness.

A number of infectious diseases, particularly gastrointestinal infections, can be spread from one person to another through contaminated hands. Proper hand wash can help prevent the spread of the organism that cause these diseases and is the first line of defense against the spread of many illnesses. Everybody should wash hands thoroughly before preparing food and eating, between handling raw and cooked or ready-to-eat food, after using toilet or changing nappies, after handling with rubbish, after handling animals and after attending to sick persons.



Apart from the benefits of hand washing, speakers also discussed on Apart from the benefits of hand washing, the speakers also discussed on the adverse health effects of open defecation and urged to use toilet at home. There was an interaction with students on their understanding about the benefits of hand wash. The interaction, facilitated by Mrs. Tuhina Roy, OSWSM IEC Consultant enlightened the children with a better knowledge on the subject, which motivated them to encourage their family members and others in the society.

The orientation programme was followed by a live demonstration of the basic steps of proper hand wash techniques facilitated by Mrs. Tapaswini Choudhury, DWSM, Cuttack IEC & HRD Consultant. Teachers and students were encouraged to participate in the same. The practical demonstration motivated the students and others to go through the process, steps and benefits of hand wash. After the demonstration the observation function ended with slogans by students holding placards in favour of practicing hand wash in daily life.

## Debagarh



The District-level Swachh Bharat Mission in Debagarh was launched on 25th September by District Collector Mrs. Guha Punam Tapas Kumar and three 'Swachhata Raths' were flagged off to cover all villages in the district. Among others, Additional District Magistrate Shri Biswajit Biswal, DSWO Mrs. Prativa Dora, district



officials, advocates, media persons and PRI members were present at the function. The programme was presided over by Executive Engineer, RWS&S Shri Pratap Mohapatra.

On 2nd October, Block-level and GP-level observance of the Swachh Bharat Mission was held at Barkote, Tileibani and Reamal under the leadership of Panchayat Samiti Chairmen and BDOs and involving block officials, PRI members, SHG members, teachers, students, NGOs and CBOs. The Global Hand Washing Day was also observed in all blocks, particularly in schools on 15th October as part of the campaign.





## Dhenkanal



The district-level launching ceremony of Swachh Bharat Mission was organized at the Conference Hall of Science Centre in Dhenkanal on 30th September. Smt. Roopa Roshan Sahoo, District Collector chaired the programme in the presence of Project Director DRDA, DEO,

DPC-SSA, CDMO, DSWO, DI&PRO, AWW, ASHA, SEM, representatives from NGOs, SHGs, PRIs and GKSs, cultural bodies, media persons and government officials.

After formal inauguration of the programme and flagging off the 'Swachhata Rath's', a meeting was held followed by a signature campaign and cultural programme. It was decided to continue the programme till the end of campaign period and beyond extending it to block, GP and village-level. Major initiatives undertaken were movement of 'Swachhata Rath's', Video Shows & Cultural Programmes, Door to Door Campaign by SEM, ASHA, AWW, PRI & SHG members, observation of the Global Hand Washing Day etc.



## Gajapati



The 'Swachhata Rath's' were inaugurated in Gajapati by District Collector Smt. Mansi Nimbhal on 30th September and in all seven Blocks by the respective BDOs and Panchayat Samiti Chairpersons on 1st October. The well- decorated message carriers travelled across all villages during the campaign period and generated huge public awareness on WASH, cleanliness and positive health behaviour related

issues. This initiative was well appreciated by people from all walks of life in 67 Gram Panchayats. School children were also inspired by these Raths to learn more on safe drinking water and its storage, better sanitation and hygiene practices.

Involvement of Government officials from District to GP level, PRI members, SANJOG partners, RWS&S officials, DWSM officials, representatives of SHG Federations, NGOs and media houses, teachers, students made the campaign a mass



movement in the district. Village markets and Educational Institutions were selected for mass public awareness and cleanliness drives that received a massive momentum by villagers. The Global Hand Washing Day was also observed in schools, where students, teachers, guardians refreshed their ideas on proper hand wash practice with soap.

## Jagatsinghpur



On 25th September, the Swachh Bharat Mission was launched by the District Administration on the Collectorate Ground in presence of Zilla Parishad President Shri Debidutta Mohanty, District Collector Shri Satya Kumar Mallick, ADM Shri Saran Kumar Jena, Project Director, DRDA Shri Bikash

Mohapatra, Sub-Collector Shri Narahari Sethy, Executive Engineer, RWS&S-cum-Member Secretary, DWSM Shri Antaryami Nayak, PRI members, teachers, students, NGOs and media persons. District Collector and other dignitaries laid emphasis on the negative impact of open defecation and took oath to make the district Open Defecation Free They also opined that improper sanitation and hygiene practices affect the GDP growth, whereas healthy environment promotes innovative thinking and prosperous life.

In the programme, eight 'Swachhata Raths' were flagged off delivering awareness messages on cleanliness, safe drinking water, sanitation and hygiene practices in eight blocks of the district. The Rath covered all habitations of the district and distributed leaflets during the month-long campaign. The function was followed by two awareness rallies by many dignitaries, students and teachers at the district headquarters.



## Jajpur



The district-level Swachh Bharat Mission was launched during a meeting held at the premises of the Jajpur district Collectorate on 30th September. It was attended by District Collector Shri Anil Kumar Samal, Project Director, DRDA Shri Sarat Kumar

Biswal, Executive Engineer, RWS&S Shri Chittaranjan Jena, DI&PRO and DWSM officials. On 2nd October, the campaign received a momentum through another programme held at the Zilla School premises. The Sub-Collector, Assistant Engineer, RWS&S, District WSSO Consultants, teachers, students were present in the ceremony. Earlier, the participants took part in the Swachhata Rally and distributed placards having messages





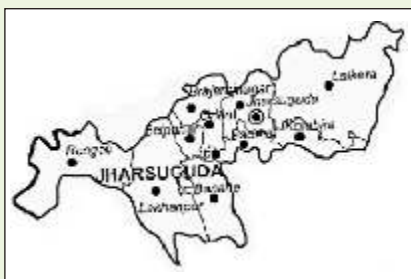
on cleanliness. After the rally, the programme started with the garlanding of the portrait of Mahatma Gandhi by the dignitaries. The Swachhata Pledge was administered by the DI&PRO, which motivated all to actively participate in the month-long initiative.

Speakers encouraged the participants to work hard towards a healthy and clean Jajpur. It could be possible if everyone performs their part to keep their work places, premises, roads and locality clean with dedication and pass on the message to others. For this, all need to devote at least two hours in a week on regular basis. Dignitaries on dais also stressed on maintaining cleanliness in all school premises to ensure proper sanitation and hygiene of all students.

After the programme, all participants took part in a cleanliness drive in the School campus, nearby roads and District Collectorate premises. For the campaign, the DWSM officials chalked out a series of activities, including cleanliness drive at Block, GP and Village level, debate, quiz, painting and slogan competitions among students, observation of the Global Hand Washing Day and home visits by ASHA, AWW and teachers for the whole month.



## Jharsuguda



Following a Preparatory Meeting held on 25th September at the DRDA Conference Hall, chaired by Project Director DRDA Shri Jyotiranjana Pradhan, a district-level launching ceremony of the Swachh Bharat Mission was organised on the same day in Jharsuguda. Along with RWS&S and DWSM officials, all BDOs, DPC SSA, Staff of NRHM, DI&PRO, SANJOG partners, NGOs associated with the sanitation programme, PRI members, teachers, students, media persons were present.

In the programme, Executive Engineer, RWS&S Shri Sibaram Pradhan elaborated about the National Sanitation Campaign, citing its inception, progress so far and how the district should observe it to inculcate messages on safe sanitation and hygiene practice, need of toilet, safe handling and storage of drinking water, safe disposal of child feces and cleanliness of houses, roads, communities, schools among the people living in both urban and rural areas fulfilling the aim of the sanitation programme.

On 2nd October, under the leadership of the District Collector Shri Parameswaran B, a mass oath-taking ceremony was organized at the Collectorate premises. Simultaneously, Block-level campaigns began in all five Blocks by respective BDOs and Panchayat Samiti Chairpersons. GP and Village-level campaigns were also launched to achieve the goal and objectives of the nationwide drive. The Global Hand Washing Day was observed by schools in the district on 15th October



and special programmes were organized to orient and demonstrate the safe hand washing techniques with soap and water. Block-level Drawing Competitions were also organized among school children to motivate and familiarize them on WASH, Hand Wash and Cleanliness issues.

## Kalahandi



The Kalahandi District-level Preparatory Meeting for the Swachh Bharat Mission was held on 30th September under the chairmanship of Executive Engineer, RWS&S Shri Pradeep Kumar Mohapatra, Additional Project Director, DRDA, all Junior Engineers, DWSM Officials and SANJOG Partners. On 2nd October, a oath-taking ceremony was held at the Collectorate with District Collector Shri Bijay Ketan Upadhyaya administering the pledge. This was followed by flagging off two 'Swachhata Raths' for wide dissemination of messages on cleanliness and WASH covering all villages in the district. A symbolic cleanliness drive was held at Nasigaon

village under Kesinga Block on this occasion. On 15th October, the Global Hand Washing Day was observed by all schools with the practise of appropriate hand wash techniques with soap.

The District-level Swachh Bharat Campaign was launched on 29th October under the leadership of District Collector and Zilla Parishad Chairperson in the presence of MLAs from Bhawanipatna Shri Anam Naik and Lanjigarh Shri Balabhadra Majhi, Additional District Magistrate, Project Director DRDA, State HRD Consultant from OSWSM, Line Department Staff, SANJOG Partners, all RWS&S Engineers, CDMO, PRI Members, NGOs and Media Persons. As part of the campaign, it was planned to clean around 50 villages within a time period from 30th October to 15th November to motivate others. Block-level Swachh Bharat campaigns were initiated by the respective BDOs of all 13 Blocks from 22nd October till 29th October involving PRIs, schools, colleges, SHGs, NGOs and media persons.



## Kandhamal



The district-level launching ceremony of the Swachh Bharat Mission was held at DRDA Conference Hall in Kandhamal on 31st October, facilitated by the District Water and Sanitation Mission (DWSM) and chaired by District Collector Dr. N. Thirumala Naik. The programme featured activities like tribute to Mahatma Gandhi and Sardar Ballav Bhai Patel, sharing the campaign objectives by Project Director, DRDA, presentation on the campaign details by IEC and HRD Consultant, DWSM and administration of the Swachhata Pledge by the District Collector. Among others, Executive Engineer, RWS&S Shri Santosh Kumar Kar, RWS&S Junior Engineers, SANJOG partners, NGOs, district level officials, BDOs, media persons and representatives of SHG Federations were present. The Collector opined that change in behaviour is vital for achieving the



goal of the Swachh Bharat mission and departments, institutions, NGOs and SHGs have to take progressive initiatives to move forward with this behaviour change aspect by closely working with communities. He also expressed his concerns as follows.

- ▶ District-level strategy is to be developed for long-term campaign involving all stakeholders and communities by converging with related programme/ projects.
- ▶ Functional toilets are to be constructed in Schools, Anganwadi Centres, public places. Provision of running water supply is a matter of concern.
- ▶ Proper designing and use of IEC materials as a tool for behaviour change is necessary and need to be strengthened.
- ▶ Village-level meetings, mass awareness generation and involvement with common people are the keys to success for cleanliness as well as for safe sanitation and hygiene practice. The message should be extended to all 1,60,673 households in 2,379 villages under 153 Gram Panchayats.
- ▶ SANJOG Partners have to work closely at all levels to achieve the goal.



During an open discussion, local NGO Maitri Odisha informed that Dadabadi village under Balibada GP of K. Nuagaon Block has been declared as the first ODF village on 31st July, 2014 and briefed about the process adopted at the village to make the community involved in constructing and use of toilets at every household with their own resources. Maitri Odisha with technical support from the Knowledge Link and DFID TMST could able to mobilize the villagers. They also informed that two more villages in the district are soon to be declared officially as ODF village. SWATI, another NGO, has informed about its initiatives to make ODF villages in the district.

## Kendrapara



The Swachh Bharat Mission was launched in Kendrapara district on 25th September at a district-level function along with inauguration of 'Swachhata Raths' by the Executive Engineer, RWS&S and Member Secretary, DWSM Shri Saroj Satapathy. On the same day, the campaign was

also launched in all nine Blocks by respective BDOs and Panchayat Samiti Chairpersons through organizing public meetings and spreading message on the benefits of open defecation, WASH and safe drinking water. Block-level Officials, PRI members, NGOs, SHG members, teachers, students and media persons participated in the meetings.



At a district-level function on 2nd October, District Collector Shri Pramod Kumar Das administered the 'Swachhata' oath to all participants, including the Zilla Parishad Chairman and members, BDOs, District-level Government Officials, NGOs, PRI members, SANJOG partners and representatives from media. The meeting, which was aimed at accomplishing the vision of 'Clean Kendrapara by 2019', was followed by a cleanliness drive at District Headquarters.



## Keonjhar



In line with the National-level Swachh Bharat Mission, the District Administration launched the 'Swachh Keonjhar' campaign at the Collectorate premises on 30th September. District Collector Shri Bishnu Prasad Sahoo flagged off 'Swachhata Raths' to cover all villages in the district spreading awareness on sanitation and hygiene practices. Executive Engineer, RWS&S Shri Dayanidhi Sahoo, DWSM Officials, district-level officials, BDOs, PRI

members, NGOs, SHG members, teachers and Media persons were present in the meeting.



The 'Swachhata' pledge was administered under the leadership of the District Collector on 2nd October at a separate meeting and simultaneous oath-taking programmes were organized in all Blocks led by respective BDOs and Panchayat Samiti Chairpersons. The objective was to generate mass awareness on cleanliness, Open Defecation Free villages, WASH and safe drinking water. Cleanliness drives were also undertaken at Government Office premises. On 15th October, the Global Hand Washing Day was observed in schools to orient the young children on safe hand wash techniques for a healthy life. Rallies were organized at GP levels for greater consciousness among the general mass.



## Khurda



The Swachh Bharat Mission was initiated in Khurda District on 29th September covering all 10 Blocks. District Collector Shri Niranjana Sahoo launched the campaign by flagging off the 'Swachhata Raths' with an aim to cover all GPs in the district for creating mass awareness

among the public on WASH-related issues.





On 2nd October, a meeting was organised at the RWS&S Circle Office, Bhubaneswar. Superintending Engineer, RWS&S Shri Abhay Biswal chaired the meeting and discussed about the features of the Swachh Bharat Mission. Executive Engineer, RWS&S Shri Nihar Ranjan Dash and Sanitation & Hygiene Consultant, DWSM also discussed about the importance of cleanliness in day-to-day life. The 'Swachhata Sapath' was administered to all participants to make everybody understand of their individual and collective role in the campaign. All Government Officials were requested to contribute minimum two hours in a week i.e. Tuesday and Friday afternoon to make their respective office environment clean. To start with, a cleanliness drive was carried out at the office premises.



During the campaign period, Gram Panchayat and Village-level awareness meetings were conducted to create mass awareness among villagers on safe drinking water and use of toilet along with the negative impact of Open Defecation. The Global Hand Washing Week was observed in all the Blocks from 15th to 23rd October as part of the nation-wide campaign. School students were also oriented to practice hand wash with soap regularly.

## Koraput



A District-level launching ceremony of the National Sanitation Campaign was organized by the District Water & Sanitation Mission, Koraput at the Sadbhavna Sabhagruha (DRDA Conference Hall) on 25th September 2014. District Collector Smt. Yamini Sarangi chaired the event. Others who graced the occasion were Shri Krushna Chandra Sagaria, MLA Koraput, Shri Tara Prasad Bahinipati, MLA Jeypore, Shri Chandra Sekhar Majhi, MLA Kotpad, Shri Prafulla Kumar Pangi, MLA Pottangi, Shri Kailash Chandra Kulesika, MLA Laxmipur, Smt. Malati Majhi, President, Zilla Parishad, Shri Madahab Khosla, Vice President, Zilla Parishad, Shri Samarth Verma, Project Director, DRDA,

Shri Charan Singh Mina, Superintendent of Police and Shri Muralidhar Swain, DPC, RTE-SSA. The programme started with a Swachhata Rally, flagged off by the Project Director, DRDA, and 'Swachhata Raths' by the dignitaries. In the programme, speakers discussed about importance of cleanliness, safe sanitation, construction and use of Individual Household Latrines, hand wash practice with soap, solid and liquid waste management, handling of child and human excreta, maintaining personal hygiene and proper storage and use of safe drinking water etc.

In the meeting, it was decided to start the month-long campaign at every level involving SANJOG Partners, various stakeholders and villagers for making ODF villages through CLTS mode and promotion of behavioural change communication. Besides, the 'Swachhata Raths' travelled across the district creating wider public awareness. As per the activity calendar, competitions on poster designing, essay writing, elocution and quiz were organised among school students at Gram Panchayat, Block and District levels. Mass village cleanliness drives were carried out by communities and officials at 12 ODF villages along with other 24 villages.



'Swachh Bharat, Swachh Vidyalaya' a week-long programme was organised by the RTE-SSA, Koraput in every school, where the students participated in different activities like cleaning of school premises, Swachhata rally, poster making, slogan writing and other competitions at various levels. During the campaign, Government officials, PRI members, CRPF personals, Bankers' Association, Petrol Pump Owner's Association, NGOs, Youth Clubs, SHGs, Urban Local Bodies, Corporate bodies like NALCO and HAL and various media houses also organised cleanliness drive and Swachhata Rallies at their levels.



## Malkangiri



The Malkangiri district-level Swachh Bharat Mission was launched on 26th September to sensitize the rural mass on sanitation, hygiene, safe drinking water and the adverse impact of open defecation. A meeting was organized at the DRDA Conference Hall to chalk out a detailed programme about the campaign. The meeting, chaired by District Collector Shri D. Prasanth Reddy, was participated by the Member of Parliament Shri Balabhadra Majhi, Members of Odisha Legislative Assembly from Malkangiri Shri Manas Madkami and from Chitrakonda Shri Dambaru Sisa, Project Director, DRDA, Executive Engineer,

RWS&S and Member Secretary, DWSM Shri Ranjan Kumar Satapathy, DWSM Staff and other district officials. The launching programme was followed by flagging off of the 'Swachhata Raths' by the District Collector that covered all GPs in the district. In the meeting, the speakers highlighted different issues related to sanitation, hygiene and safe drinking water. It was decided to place big hoardings at important places containing awareness messages on safe sanitation practices and safe drinking water.



An oath-taking ceremony was held at DWSM Office premises on 2nd October under the supervision of the Executive Engineer, RWS&S. People from different walks of life like DWSM staff, RWS&S staff, Fire Station officials, representatives from Cooperative Societies, students, businessmen, villagers took active participation. The participants took pledge to take every effort at their level for making a clean and healthy Malkangiri. The DWSM organized Quiz and Debate competitions among students as part of the campaign.



The Hand Washing Day was also observed on 15th October in all schools throughout the district to spread the message of safe hand washing practice with soap. Rallies were also organized by the students holding placards and giving slogans on messages on sanitation, hygiene and safe drinking water. The rallies covered different parts of the locality.



## Mayurbhanj



The District-level Swachh Bharat Mission was launched in Mayurbhanj on 30th September with the inauguration of 'Swachhata Raths' by District Collector Shri Rajesh Pravakar Patil at the premises of the Collectorate., RWS&S Executive Engineer and DWSM Member Secretary Er. Pradeep Kumar Dey, Sub Collector, DPC SSA, DSWO, BDOs, CDPOs, DI&PRO, Assistant and Junior Engineers, RWS&S, Zilla Parishad Members, DPC, APC, DLCs, DWSM staffs, AWWs and SHG members were present, among others.

Speaking on the occasion, District Collector Shri Patil expressed his concern over the present status of both sanitation and personal hygiene and appealed all to connect with the nationwide campaign at all levels towards making a healthy and Open Defecation Free (ODF) environment. He also stressed on the strong commitment of his officers and other stakeholders in the district to keep the surroundings clean and providing access to toilet by every household in order to make Mayurbhanj District ODF. He emphasized on the words of Mahatma Gandhi- 'Sanitation is more important than independence'. After that, an oath on Swachh Bharat was taken by all participants led by the District Collector. This was followed by inauguration of 'Swachhata Raths' decorated with flex and having messages on safe drinking water, proper sanitation and hygiene practices. It was decided to carry forward the campaign to village level with the movement of the 'Swachhata Raths'.



## Nabarangpur



A district-level launching ceremony of the Swachh Bharat Mission was held at the Mission Shakti Conference Hall in Nabarangpur on 25th September. District Collector Md. Sadique Allam chaired the event in the presence of Project Director, DRDA Shri Gopinath Saraka, DI&PRO Shri Bhujang Bhusan Rao, ADMO Mrs. Sobharani Mishra, Project Officer, OTELP Shri Pabitra Mohan Nayak and Vice-Chairman, Kosagumuda Block Shri Jogendra Swain. All BDOs, PRI members,

NGOs, Government officials, AWWs, ASHA, media persons, DWSM and RWS&S staff were present.

In all deliberations, emphasis was given on issues relating to hand washing, use of toilet, creation of ODF villages, safe



sanitation and hygiene practice, solid and liquid waste management and cleanliness drive at all level. The speakers also stressed on demand generation from grass-root level, behavioural change through IEC and IPC, awareness drive at village level through folk media and home visit and active engagement of local NGOs and SHGs in the campaign process. 'Swachhata Raths' were also flagged off on the occasion followed by a mass cleanliness drive by the participants.



## Nuapada



A district-level Preparatory Meeting for the Swachh Bharat Mission in Nuapada was held on 25th September under the chairmanship of District Collector Shri Jayakumar V. SANJOG Dept. Officials, District-level Government Officials, RWS&S Engineers, NGOs and Media persons attended the meeting. On 29th September, the district-level Swachh Bharat campaign was launched at a function held at the National High School ground, Nuapada. Zilla Parishad President Smt. Puspanjali Pande chaired the function, which was attended by District Collector, Sub Collector, Project Director, DRDA, District Education Officer, DSWO, CDMO, District Welfare Officer, DPC SSA, PRI

members, SHG members, teachers, NGOs, Media Persons and students. Five 'Swachhata Raths' were flagged off to travel and generate mass awareness at all villages. Later, a rally involving NCC and NSS members was held at the District Headquarters.



An oath-taking ceremony was organized on 2nd October by the RWS&S Division, Nuapada, where Executive Engineer, RWS&S Shri Suresh Chandra Rout administered the Swachhata pledge. Similar oath taking ceremonies were conducted simultaneously at all Block level under the leadership of the respective Panchayat Samiti Chairpersons and BDOs. The Global Hand Washing Day was also observed on 15th October by all schools in the district and students took part in orientation along with demonstration on safe hand washing practices.



## Puri



As per the decision taken at the Preparatory Meeting held on 24th September, the month-long Swachh Bharat Mission was launched by former Minister and former Speaker of Odisha Legislative Assembly Shri Maheswar Mohanty in Puri on 27th September. The event was attended by Shri Dibakar Patra, Zilla Parishad Chairperson and ZP members, MLAs from Satyabadi Shri Umakanta Samantaray and Kakatpur Shri Surendra Sethi, Block Chairmen from Pipili, Brahmagiri, Kakatpur, Executive Engineer, RWS&S-cum-Member Secretary, DWSM Shri Ananta Charan Nayak, DLCs, APC, district officials, NGOs, SHGs,



students and media persons. On the occasion, speakers emphasized on a participatory approach by all concerned to make the campaign successful. 'Swachhata Rath' were flagged off by the dignitaries to spread the messages on safe sanitation and hygiene practices. A street play on water and sanitation was also demonstrated by cultural group 'Chetabani' through DWSM for wider dissemination of the campaign's message. Later, a mass rally of SHG members, students, representatives of Scout & Guides, NCC and others was taken in the Puri town.

On 2nd October, after garlanding the statues of Mahatma Gandhi and former Prime Minister Lal Bahadur Sashtri, Puri Municipality Chairman Shri Jayant Kumar Sarangi, ADM Shri Udhav Majhi and Sub-Collector Shri Madhu Sudan Dash spoke about the campaign and called for active participation of all stakeholders. District officials, PRI members, DLCs, APC of DWSM, students, freedom fighters, NGOs and media persons attended the program. On the occasion, a rally with slogans on 'Water and Sanitation' was held from the Shri Jagannath Temple to the Gandhi Smriti Pitha. 'Swachhata Raths' were also flagged off at all Block levels while the campaign launching programmes were attended by block officials, DLCs, APC of DWSM, NGOs, students, PRI and SHG members.



## Rayagada



The district-level 'Swachh Bharat Mission' was launched in Rayagada on 26th September following the guidelines communicated by the Union and State Governments. Additional District Magistrate Shri Laxmikanta Behera flagged off the 'Swachhata Raths' at the Collectorate premises to

cover Rayagada block during the campaign period. The Rath was also flagged off in rest 10 blocks to cover all villages for spreading awareness on cleanliness, WASH and safe drinking water.

The ADM opined that the primary objective of this campaign is to make people aware of personal as well as community hygiene, benefits of using toilet, proper storage and use of drinking water, solid and liquid waste management and ill-effects of open defecation. Among others, district officials, SANJOG Partners, DWSM officials, RWS&S Executive Engineers & Junior Engineers, BDOs, NGOs, PRI members and Media Persons were present in the function.





## Sambalpur



A district-level Preparatory Meeting for the Swachh Bharat Campaign was held on 25th September under the leadership of Executive Engineer RWS&S Shri Motilal Tiwari. And, an action plan for observation of the campaign was finalized. On 29th September, the 'Swachhata Raths' were flagged off at all Block Headquarters by the respective Panchayat Samiti Chairpersons and



BDOs in the presence of block officials, PRI members, teachers, and students. Besides, a district-level oath taking ceremony led by Executive Engineer, RWS&S was organized on 2nd October followed by a mass cleanliness drive.



As part of the campaign, Debate, Drawing and Essay Competitions were organized at school level across the district during 13th to 18th October. The Global Hand Washing Day on 15th October was also observed. Moreover, door-to-door campaign, rallies and village-level meetings were also organized during the period to educate people on the objectives of the campaign.

### Jhankarpali: Pioneering the Village Cleanliness

Jhankarpali village under Jujomura block in Sambalpur district has set an example to others by taking up mass cleanliness drive. Inspired by the Prime Minister's Swachh Bharat Mission, the remote village, having 587 households and 2,236 populations, most of whom belong to Scheduled Caste and Other Backward Classes, took a decision on 15th October at a village level meeting chaired by the local Sarpanch Shri Chittaranjan Pradhan. It was decided to clean the village, including its seven hamlets and at least one person from each family will join the drive on 22nd October. 'It was like a festival in our village and we were keen to wake up early in the morning to start the drive. Everybody started cleaning the road in front of their houses and then we cleaned the village ponds, roads and school' said Smt. Santosini Badhei, a house wife.



The biggest achievement during the drive was to revive a drain along-side the main village road after 25 years, which will give a boost to the village drainage system in next monsoon. The local canal bank, which was full of bushes and home for poisonous snakes for years, was also cleaned properly. The road to the High School, which had been narrowed down with bushes, was also restored. 'Even in day time, we afraid to go to school along the constricted road; so generally we move in a group. Nobody had taken any initiative to clean the road. However, now we can go to school without fear as the road is cleaned finally' opined Shri Pratik Pradhan, a Class 10th student.

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Ms. Trupti Panda  
+3 Final Year Student

'I made a group of youths of my village and we all participated in the cleanliness drive. We are now proud of our clean village and I am encouraging my friends from other villages to go for the similar drive.'

All villagers, ASHA and Anganwadi workers, teachers, students, youth club, PRI and SHG members took active part in the drive for a half day. Shri Balaram Mirdha, Ward Member mentioned 'after cleanliness drive, the next critical task is to take away the garbage for dumping and manage it properly'. Four tractor owners residing in our village extended their support by lending their tractors for garbage disposal outside the village. We just separated the flammables and burned those, and disposed the rest by digging a big trench closer to the canal bank and covered it with soil'. In-charge villagers of Jhankarpali have taken a firm oath to clean the village collectively on 22nd day of every month and will avoid open defecation along with ensuring proper disposal of household garbage every day. 'I visited the village on 22nd October accompanied by the BDO and Junior Engineer to encourage and learn how they are performing together to set an example of clean village. We have already started constructing individual toilets and targeted to cover entire village in next 2-3 months, so that Jhankarpali will be declared as ODF village' expressed Shri Motilal Tiwari, Executive Engineer, RWS&S.

## Subarnapur



The Swachh Bharat Mission was launched at Ullunda Block in Subarnapur on 27th September facilitated by the DWSM. The programme aimed at spreading the messages of safe sanitation and hygiene practice across the district. The programme was presided over by Project Director, DRDA in the presence of Executive Engineer, RWS&S Shri Bipin Bihari Das,

Vice-Chairman, Ullunda Panchayat Samiti, BDO, DI&PRO, CDPO, Block Education Officer, DLCs, DWSM Officials, RWS&S Junior Engineers, SHG members, ASHA, Anganwadi workers, teachers, BC, CCs, PRI members, students and representatives from NGOs.



The programme started with the garlanding of a portrait of Mahatma Gandhi and lightening of a lamp followed by opening song by students. A Pala (village theatre) was demonstrated by Satyanarayana Pala Group of Dabhalla under Binika Block and facilitated by ZKSS for mass awareness generation on the issues. The 'Swachhata Raths' were flagged off by Project Director, DRDA and the participants took oath for maintaining and spreading messages of the Swachhata Mission widely. After launching the programme, a sanitation rally was organized involving all the participants.



## Sundargarh



The Swachh Bharat drive was launched in Sundargarh district on 25th September during a one-day district-level workshop organized by the DWSM under the chairmanship of RWS&S Executive Engineer Shri Bhanja Kishore Manohari. 'Swachhata Raths' were flagged off to spread

the messages on WASH and use of toilet across the district by the dignitaries. A meeting was also held involving RWS&S Assistant Engineer and Junior Engineers, BDOs, Government officials, DPC, DLCs, BCs and CCs, NGOs, media persons and teachers.

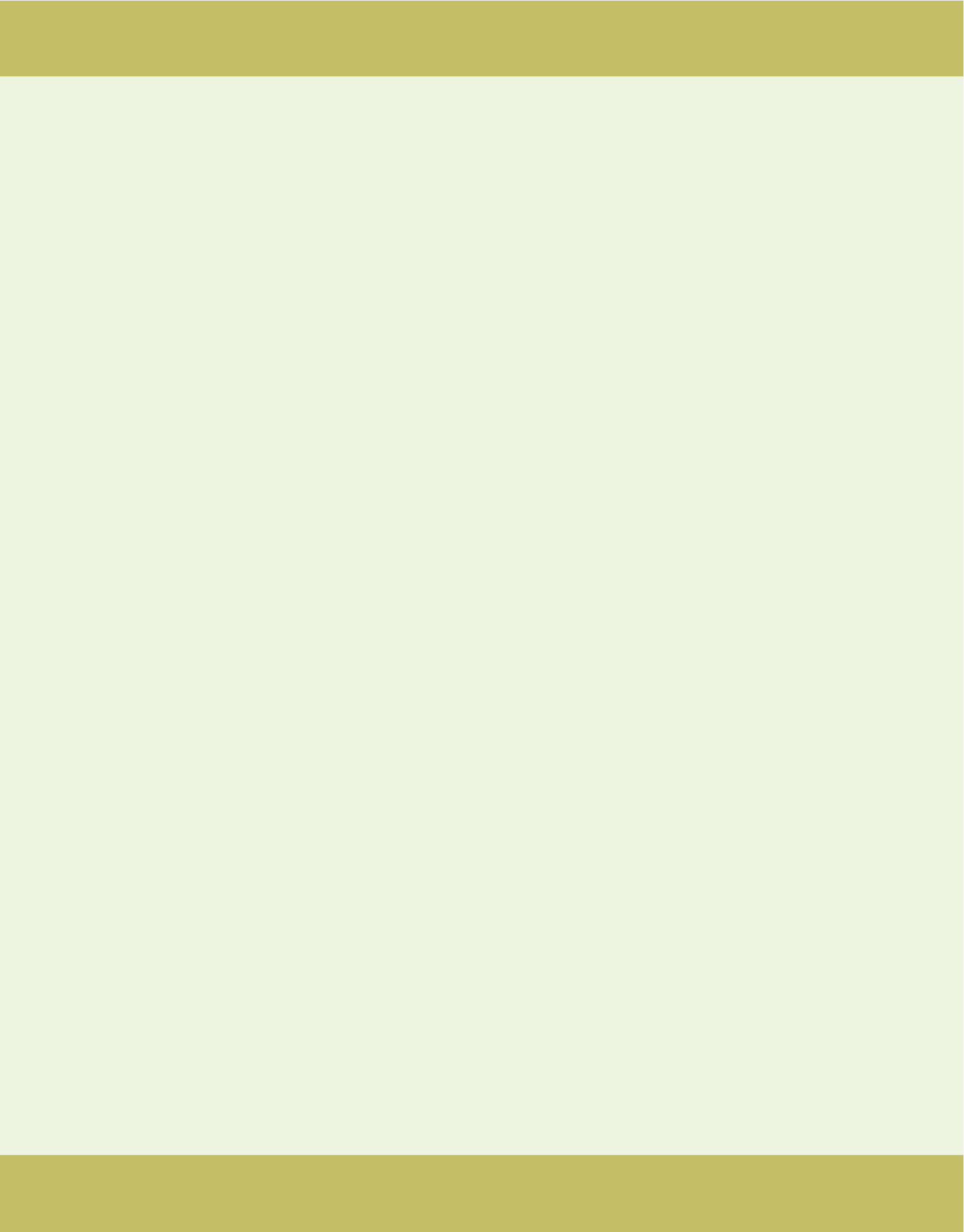
In During the workshop, discussion was held on the campaign structure, activities to be taken up along with the implementation modalities. It was decided to conduct Block-level campaign launching programmes coupled with movement of 'Swachhata Raths' and awareness rallies involving PRI members, teachers, students, Government officials, SHG members and villagers during the campaign period.



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Chapter 4:  
Qualitative Aspects of the Campaign

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## Concerted Campaign by Various Stakeholders other than Government

Along with the DWSMs, a large number of institutions/ organizations/ corporate bodies took active part in the Swachh Bharat Mission at local levels by their own and added value in terms of greater public awareness on the campaign. The following organizations organized and made consistent efforts to take forward the campaign upto grass-root level

Local Govts. and Govt. Agencies	Corporate Houses	Citizen's Associations/ Non Govt.
<ul style="list-style-type: none"> <li>● NACs and Municipalities</li> <li>● Bhubaneswar Municipal Corporation</li> <li>● Cuttack Municipal Corporation</li> <li>● Indian Railways</li> <li>● CRPF</li> <li>● BSF</li> <li>● Police Stations</li> <li>● RTO Offices</li> <li>● NABARD</li> <li>● Schools</li> <li>● Colleges</li> <li>● Universities</li> <li>● Private Educational Institutions</li> </ul>	<ul style="list-style-type: none"> <li>● MCL</li> <li>● Birla Tyres</li> <li>● Ispat Alloys</li> <li>● Vedanta</li> <li>● Utkal Alumina</li> <li>● TATA</li> <li>● DPCL</li> <li>● Paradip Port Trust</li> </ul>	<ul style="list-style-type: none"> <li>● Youth Clubs</li> <li>● SHGs</li> <li>● NGOs</li> <li>● INGOs</li> <li>● Press Clubs</li> <li>● Bankers Associations</li> <li>● Bar Associations</li> <li>● Truckers Associations</li> <li>● Cine Artist Association</li> <li>● Petrol Pump Owners Association</li> <li>● Merchant Associations</li> <li>● Junior Red Cross</li> <li>● Youth Red Cross</li> <li>● Nehru Yuva Kendra (NYK)</li> <li>● NCC</li> <li>● NSS</li> <li>● Bharat Scouts and Guides</li> <li>● Ganda Samaj in Nuapada</li> <li>● Van Suraksha Samiti in Deogarh</li> <li>● Prajapita Brahmakumari Iswariya ViswaVidyalaya</li> <li>● Satya Sai Seva Sangathan</li> <li>● Political Parties</li> </ul>

## Campaign Outcomes

*People's movement* - Greater and mass public awareness is generated across the state on cleanliness, safe water, sanitation and hygiene practices through a concerted campaign at all levels.

*Involvement of non-traditional stakeholders* - Educational Institutions, Corporate, Political Parties, Press Club, Police, CRPF, BSF, Bankers Association, Bar Association, Truckers Association, Cine Artist Association, Petrol Pump Owners Association, Merchant Association, etc, were involved in cleanliness drive at local levels.

*Low priority to high priority* - The campaign has gained momentum and is drawing attention at all levels, including Government, institutions, PRIs, local and urban bodies, NGOs, SHGs, students, political outfits and lastly the common mass.

*Changing attitude* - A change in attitude towards cleanliness was witnessed among people of all walks of life and organisations/institutions with positive involvement, sense of ownership, concerted efforts and shared responsibility.

*Behavioural change* - A change in people's behaviour towards maintaining cleanliness and safe sanitation and hygiene practices.

*Mass scale involvement* - Administrations starting from the State level to local self-government were deeply involved in the campaign, which was never seen before. Greater involvement of PRIs and people's representatives also strengthened the entire campaign.

*Policy-level priority and convergence* - The campaign got high-level priority at policy level and witnessed a

conversion of various departments and schemes with a time-bound approach and required budgetary provisions.

*High-level of demand generation* - Large-scale demand was generated among beneficiaries for construction of household and community-level toilets, school toilets, village-level dumping yard, strengthening of Village Sanitation Committees, etc.

## Challenges

*Parliamentary Constituency By-Election* - The bi-election at Kandhamal scheduled on 15th October and enforcement of Model Code of Conduct for more than one month barred the announcement and implementation of any kind of new Government scheme/ program in seven Legislative Assembly areas under the Constituency covering four districts Baliguda, G. Udayagiri and Phulbani (Kandhamal district), Kantamal and Boudh (Boudh district), Daspalla (Nayagarh district) and Bhanjanagar (Ganjam district).

*Cyclone Hudhud* - Tropical cyclone HudHud affected badly a number of districts in Odisha coupled with heavy rainfall after its land fall on 12th October near Visakhapatnam, Andhra Pradesh. Ganjam, Gajapati, Koraput, Malkangiri, Rayagada, Kandhamal, Kalahandi, Nabarangpur were the worst-affected districts along with heavy to very heavy rainfall and wind flow in coastal districts like Puri, Kendrapara, Jagatsingpur, Khurda, Nayagarh, Bhadrak and Cuttack.

*Traditional Mindset* - A majority of rural population have traditional mindset of open defecation and they are habituated to this practice for generations. Many of them already have toilets at home, but prefer to defecate in open. Challenge is inducing a behavioural change regarding use of toilet among these sections of populace. In many places, toilets are constructed, but due to non-availability of adequate water both for drinking and domestic use and structural damage, people can't use those.

*Non Availability of Adequate Dumping Place* - Though in some households there is earthen pots, compost pits for dumping the garbage, but there is lack of adequate dumping places in rural pockets and urban slums, where all debris and household waste products can be dumped and recycled/ destroyed periodically. There is no such practice existing to use collective dustbins in rural areas. So, even if villagers are sensitized, they are facing problem in decomposing the collected debris.

*Drainage system* - Drainage and sewage system in rural areas, especially inside the habitations are not planned properly, which leads to many problems like water logging, overflowing of polluted water, contamination of nearby drinking water sources, birth of mosquitoes, etc.

*Village-level Water and Sanitation Committees* - VWSCs are either not in place or not properly functioning in many habitations. Those are needed to be strengthened to maintain safe sanitation and hygiene practices in rural areas. According to the recent Government instruction, the VWSCs will be merged with the existing Gaon Kalyan Samiti (GKS).

*SANJOG Partners* - Though there is appropriate convergence with SANJOG partners at State and District level, there is a gap existing at Block and GP level, which hinders the process.

## Way Forward

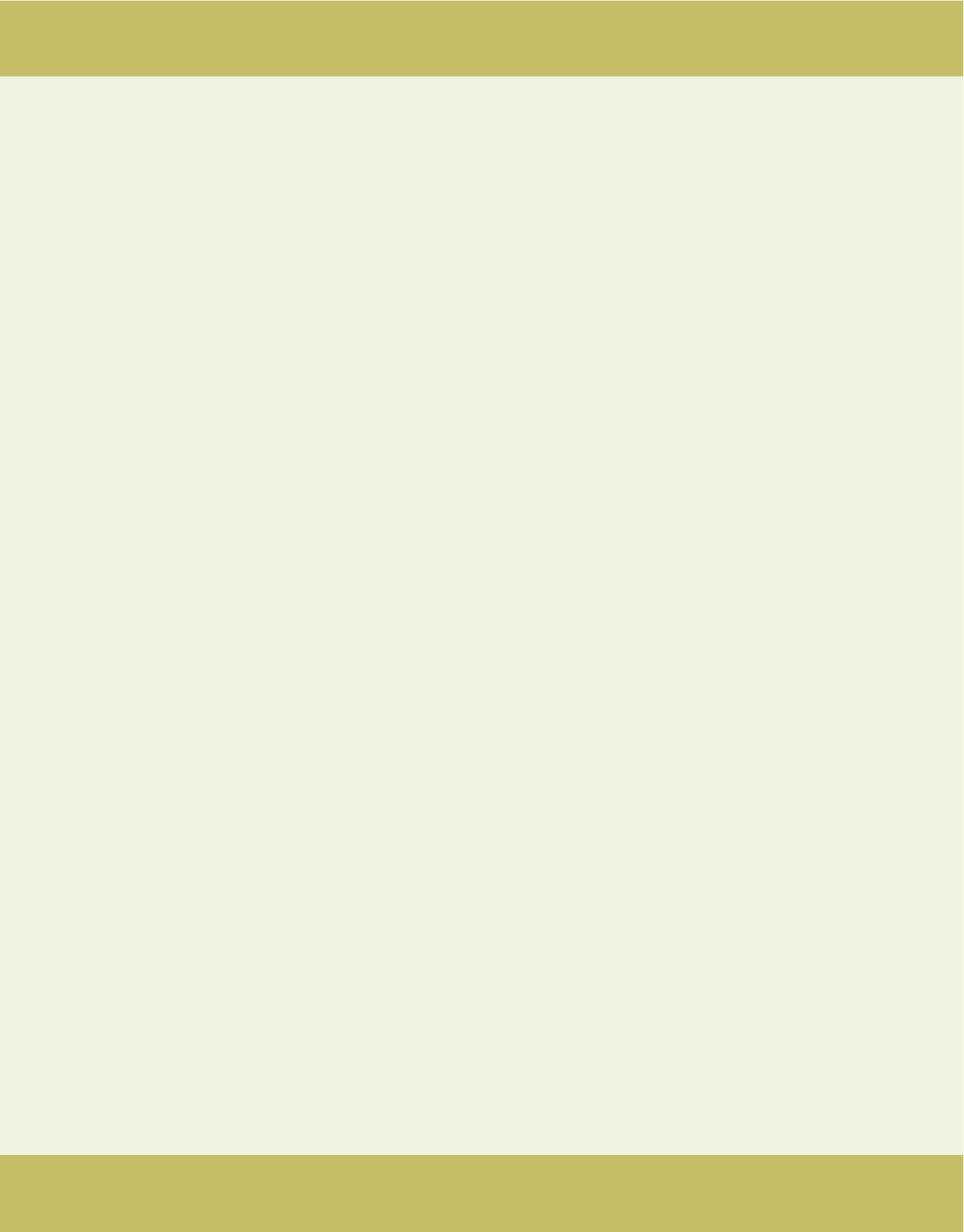
Within a span of five years starting from 2014 till 2019, this Swachh Bharat mission will be covering all urban and rural areas. Country like India, which has a mix culture, custom and social fabrics, needs some time to go together with a focussed and single idea and as this campaign is directly related with each and every citizen, this is definitely going to be a grand success. Meanwhile, the Ministry of Human Resource Development (HRD), Government of India has launched 'Swachh Vidyalaya Mission' solely focussing at schools and institutions to make the students understand the need and importance of cleanliness from an early stage.

The Government of Odisha, through the cooperation of the OSWSM is committed to carry forward the campaign covering all villages, GPs, Blocks and Districts involving Government Officials, PRI members, people's representatives like MPs and MLAs, front line workers and GP and Village level, SHGs, NGOs, Corporate, Institutions and every single citizen. This year, it is determined to cover 7 lakh households with proper sanitation facilities.

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*Annexure*

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## Campaign Focus

The Swachh Bharat Mission has two components – Urban and Rural (Gramin). The urban component focuses upon eradication of open defecation, conversion of insanitary toilets to pour flush toilets, elimination of manual scavenging, municipal solid waste management and bringing out a behavioural change in people regarding healthy sanitation practices. The campaign comprises components for providing individual household toilets, community & public toilets and municipal solid waste management in 4,041 towns.

The mission aims at covering 1.04 crore households and providing 2.5 lakh community toilets, 2.6 lakh public toilets, and a solid waste management facility in each town. Under the programme, community toilets will be built in residential areas, where it is difficult to construct individual household toilets. Public toilets will also be constructed in designated locations such as tourist places, markets, bus stations, railway stations, etc. The programme will be implemented for a five-year period in 4,401 towns. Of the Rs. 62,009 crore likely to be spent on the programme, the Centre will endorse Rs. 14,623 crore. Of the Centre's share of Rs. 14,623 crore, Rs. 7,366 crore will be spent on solid waste management, Rs. 4,165 crore on individual household toilets, Rs. 1,828 crore on public awareness and Rs. 655 crore on community toilets.

The Nirmal Bharat Mission has been restructured into the Swachh Bharat Mission (Gramin). The mission aims at making India an open defecation free country within five years. Under the mission, One lakh thirty four thousand crore rupees will be spent for construction of about 11 crore 11 lakh toilets in the country. Technology will be used on a large scale to convert waste into wealth in rural India in the forms of bio-fertilizer and different forms of energy. The mission is to be executed on war-footing with the involvement of every Gram Panchayat, Panchayat Samiti and Zilla Parishad in the country. Besides, large sections of rural population, school teachers and students will be roped in for this endeavor.

As part of the mission, the provision for unit cost of individual latrine for rural households has been increased from Rs. 10,000 to Rs. 12,000 to provide water availability for the purpose of storing, hand-washing and cleaning of toilets. Central share for such latrines will be Rs. 9,000 while state share will be Rs. 3,000. For North Eastern states, Jammu & Kashmir and special category states, the Central share will be 10,800 and the state share Rs. 1,200. Additional contributions from other sources will be permitted.

## Union Cabinet Decision

The Union Cabinet chaired by the Prime Minister gave its approval on 24th September for restructuring of the Nirmal Bharat Mission (NBA) into Swachh Bharat Mission and revision in the components. Hence the NBA will be restructured into two sub-Missions Swachh Bharat Mission (Gramin) and Swachh Bharat Mission (Urban). Budgetary provisions for the two sub-Missions will be provided separately in the demand for Grant of the Ministries of Drinking Water and Sanitation (for Gramin) and Ministry of Urban Development (for Urban). The Mission will be kick-started on 2nd October 2014. If necessary, funds may be provided by re-appropriation or from the Contingency Fund.

### Provisions under the Swachh Bharat Mission

- Enhance the Unit cost of the IHHL from Rs. 10,000 to Rs.12,000 so as to provide for water availability, including for storing, hand-washing and cleaning of toilets.
- Central share for IHHLs to be Rs. 9,000 (75%) from Swachh Bharat Mission (Gramin). The State share to be Rs. 3,000 (25%). For North Eastern States, Jammu and Kashmir and Special category States, the Central share will be 10,800 and the State share Rs. 1,200 (90%:10%). Additional contributions from other sources will be permitted.
- Provision to be included in the IAY Programme for provision of functional toilets. Till such provision is made, existing arrangement of funding will be continued from the Swachh Bharat Mission (Gramin).
- Provision for IEC will be at 8% of total cost, with 3% to be utilised at the Central level and 5% at State level.
- Provision for Administrative Cost will be 2% of the project cost. Sharing pattern will be 75:25 for Centre and State.
- Discontinue the part funding from MGNREGA for the payment of incentives for the construction of IHHLs and pay the entire amount of Government of India share from the Swachh Bharat Mission (Gramin).
- All other components of the NBA that is SLWM and Community Sanitary Complexes (CSCs) will be retained. SLWM funding will be at 75:25 sharing pattern. For CSCs it will be 60:30:10 (Centre: State: Community). CSCs will be constructed only when the Gram Panchayat takes the responsibility of ownership and a sustainable operation and maintenance system is assured. CSCs will include public toilets at markets/bus stands/ peri-urban areas/census towns etc., wherever ownership and operation and maintenance are assured. CSCs/public toilets will also be considered under Public Private Partnership (PPP)/VGF mode.
- Transfer of the responsibility of construction of all School toilets to the Department of School Education and Literacy and of Anganwadi toilets to the Ministry of WCD.
- The strategy of implementation of the Sanitation Programme will focus on behaviour change, triggering of the population with regard to toilet construction, and their use. Triggering of communities for behaviour change and usage of toilets shall be given top priority to ensure increased demand, which will lead to use of assets created. Effective use of technology and media shall be done to communicate the message of the benefits of safe sanitation and hygiene.

- Monitoring mechanism will be strengthened. Outputs (construction) and outcomes (usage) will be monitored. There should be comprehensive re-appraisal of the programme at end of the 12th Plan.
- States shall prepare an implementation strategy (AIP) in consultation with the Mission. States performing as per their Plans will be incentivized. States achieving their targets prior to scheduled dates shall be further incentivized.
- A menu of accredited technology options for toilets and SLWM projects shall be made available to the States by the Swachh Bharat Mission. The Mission will provide a list of minimal acceptable technologies for which assistance under this programme will be available. However, use of any superior technology will be permitted at additional cost to be borne by the beneficiary.
- Guidelines for the Swachh Bharat Mission (Gramin) shall be issued.
- The date of Implementation for the revised proposal to be with effect from 2.10.2014.

Efforts of the State Governments for promoting rural sanitation have been supplemented by the Central Government, till 1999 under the centrally sponsored Rural Sanitation Programme (CRSP), from 1999 to 2012 under the Total Sanitation Campaign (TSC) and thereafter under the NBA. However, the interventions so far, have as per Census 2011 resulted in 32.70% of rural households having access to toilets in rural areas, while as per the National Sample Survey Organization (NSSO) 2013 estimates 40.6% of rural households have such access.

The goal now is to achieve Swachh Bharat by 2019, as a fitting tribute to the 150th Birth Anniversary of Mahatma Gandhi, by improving the levels of cleanliness in rural areas and making Gram Panchayats Open Defecation Free (ODF). For this, the Swachh Bharat Mission will be launched with a new thrust to the sanitation programme, by removing bottlenecks that are hindering progress currently, and focusing on critical issues affecting outcomes.

Swachh Bharat is proposed to be achieved through:

- a) coverage of all rural households with IHHLs, cluster toilets, community toilets (including through PPP mode), construction of school and Anganwadi toilets and SLWM activities in all Gram Panchayats
- b) creation of enhanced demand, convergent action through various agencies and stake holders with triggering through enhanced IEC, Inter Personal Communication (IPC)
- c) Strengthening of implementation and delivery mechanisms
- d) Monitoring Outputs (construction) and Outcomes (use) at the Gram Panchayat and household levels leading to Swachh Bharat.

Funding for these new initiatives will be through the following:

- Budgetary allocations
- Contributions to the Swachh Bharat Kosh
- Through commitments under Corporate Social Responsibility
- Funding assistance from multilateral sources

### IEC Materials Used

No new IEC material developed for the Swachh Bharat Mission. But, the stocks of various IEC materials developed and printed earlier were used extensively throughout the state facilitated by OSWSM and DWSMs upto village level. These include leaflets on safe drinking water, sanitation and hygiene practices, appropriate hand washing techniques, etc. A number of placards were also developed by DWSMs, students and the participants organised various rallies state-wide showcasing messages on cleanliness, water, sanitation and hygiene as well as commitment on not to go for open defecation and using of toilets.

The 'Swachhata Raths' (Four Wheelers decorated with message flex) were highly appreciated at all level and generated a mass awareness among the citizens starting from district level to Gram Panchayat level. Leaflets were distributed among the locals. The slogans and audio jingles developed by OSWSM, Government of Odisha and Ministry of Drinking Water and Sanitation, Government of India also generated interest and awareness among people while played through an audio system carried out by the IEC Van.





नितिन गडकरी  
NITIN GADKARI



ग्रामीण विकास, पंचायती राज और  
पेयजल एवं स्वच्छता मंत्री  
भारत सरकार  
MINISTER OF RURAL DEVELOPMENT, PANCHAYATI RAJ  
AND DRINKING WATER & SANITATION  
GOVERNMENT OF INDIA

D.O.Dy.No.68/2014/MRD

September, 2014

Subject: Launching of '**National Sanitation Campaign**' from 25.9.2014 to 23.10.2014

Dear *Mamitasri*

As you are aware, Government of India is committed to achieving Swachh Bharat status by 2<sup>nd</sup> October 2019, coinciding with the 150<sup>th</sup> birth Anniversary of Mahatma Gandhi.

The key to changing the grim sanitation situation in the country is to change the mindset of people i.e. the general apathy towards cleanliness. This is possible only if 'Mission Sanitation' is taken up as a People's Movement.

Keeping the above in view, it has been decided to launch '**Mission Swachh Bharat**', so as to build up momentum of attaining Swachh Bharat and to start "A People's Sanitation Movement". In this context, the Government of India proposes that an extensive **National Sanitation Campaign** be launched on and from 25<sup>th</sup> September 2014 and to be continued till 23<sup>rd</sup> October 2014.

The focus of the campaign should be on:

- i. Awareness to keep villages clean including through street cleaning and solid and liquid waste management including ways to do it.
  - ii. Awareness on safe sanitation and the need to build and use toilets
  - iii. Importance of hand washing with soap
  - iv. Safe disposal of Child Faeces
  - v. Safe handling and storage of drinking water.
- Various IEC/IPC activities communicating the above issues should be undertaken (including a visit to every rural home). It needs to be emphasised during communication, that cleanliness can impact people's lives, by reducing incidences of diseases while enhancing the security and pride of the women and the children. This has a positive impact on the economy and the GDP.
  - To carry the message of Swachhata to each and every rural home, Students to act as 'Cleanliness Ambassadors.
  - It is envisaged that this Campaign be one for all Departments of the Government as each and every Govt. functionary right from State to Panchayat level has to be involved in the campaign. At Panchayat level/village level, Sarpanches, Panchayat members, Block coordinators, ASHA workers, Swachhata Doots, Teachers, Revenue Functionaries and all departmental functionaries of various departments will be involved along with organizations like NCC,NSS, Boy Scouts, Girls Guides, NYK volunteers etc. to carry the message of sanitation.

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In addition to having interventions at the State, District and GP levels, the Sanitation Campaign should aim to reach out to each and every individual household. Extensive activities need to be undertaken at the household levels. Maximum emphasis should be given on ensuring coverage of each Panchayat and motivating each and every household to build and use toilets. Thus apart from effective planned use of Mass Media ( Radio, TV, Newspapers), Digital media ( Voice SMS) Direct Media ( Hoardings, posters, wall writings, bus panels,) and Motivational media (Nukkad Nataks, documentary film shows), the Swachhta Campaign should see the extensive use of Interpersonal Communications at the household level. Reaching every household has to be the base of the planning. Efforts is to be made to mobilise communities at the Gram Panchayat level by holding Sanitation Melas/ Rallies and walks/runs by students with banners/paintings in local languages.

For this effort to be successful it is obvious that large scale mobilization of possible partners has to be done. These may include:

- (i) IEC consultants, Swachata doots, Block and District Coordinators and VWSC members;
  - (ii) School students;
  - (iii) Services of ASHA, Anganwadi workers, SHG groups, School Teachers, Doctors, PRIs, Patwaris, and Village level workers of all Departments;
  - (iv) Local leaders and Religious leaders for visibility and acceptance;
  - (v) Services of NCC cadets, Boy Scouts, Girl Guides, Nehru Yuvak Kendras;
  - (vi) Rotary and Lions Club and other similar organisations to reach out to various sections;
  - (vii) Like minded and reputed NGOs, CSOs, SHGs, especially Women SHGs across the Country;
  - (viii) The state may also contact officers of other departments like Health, Women and Child Development and School Education Department and request them to spare the services of their personnels during the sanitation campaign;
  - (ix) Multilateral organizations UNICEF, WSP GSF, WSSCC
  - (x) Agencies like Sulabh, Wateraid, Plan, Arghyam, Water for People, etc
  - (xi) Media representatives
- All States are to prepare an extensive day-wise plan for the Campaign detailing activities to be taken up. A function on 2<sup>nd</sup> October 2014 could also be organized in Gram Sabhas with focus on sanitation.

A brief *'Suggested Action Points for celebrating the National Sanitation Campaign'* is enclosed for reference. The State action plan may be broadly developed on these lines. However States are expected to develop and improve on this Plan with specific local initiatives.

A detailed/date based Activity plan ( at state, district, block and GP levels) on how States plan to organize the 'National Sanitation Campaign', may be shared with this Ministry by 23<sup>rd</sup> September 2014.

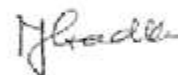
-3-

- The available funds under NBA-IEC will be utilised for the Sanitation Campaign.
- Specific IEC materials to be used at all levels need to be planned and prepared in time. Assistance of the Ministry as well as organizations like UNICEF, WSP, NGOs and any other sanitation service organizations can be taken for this. Many States and Organizations have developed excellent quality IEC material which can be shared amongst states.

Actual "triggering" a demand for toilets may also be carried out *inter-alia* with help of experts on 'Community Led Total Sanitation (CLTS)'.  
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With regards,

Yours faithfully



(Nitin Gadkari)

ALLCHIEF MINISTERS BY NAME



विजयलक्ष्मी जोशी आई.ए.एस.  
VIJAYLAXMI JOSHI I.A.S.



सचिव  
भारत सरकार  
पेयजल एवं स्वच्छता मंत्रालय  
Secretary  
Government of India  
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E-mail : secydw@nic.in  
Website : www.dws.nic.in  
D.O. No. W-11037/01/2014/NBA  
13th November, 2014

Dear Chief Secretary,

This Ministry is carrying out the implementation of the Swachh Bharat Mission launched by the Hon'ble Prime Minister on 2nd October, 2014 which focuses on creation of Swachh Bharat by 2019 coinciding with the 150 birth year of Mahatma Gandhi. One of the main focussed points is promotion and use of toilets and elimination of open defecation in India.

2. I thank you for taking up Communication and Awareness Generating Activities on Sanitation and Open defecation in your State during the Swachhta Awareness Campaign organized from 25.9.2014 to 31.10.2014.

3. I would like to draw your attention to the World Toilet Day on 19th November, 2014. It is necessary that we promote use of toilet and they hygiene with which it is required to be maintained to ensure safe hygiene for all. I would, therefore, request you to issue necessary directions for observation of World Toilet Day throughout the State so as to generate awareness on toilet use and maintenance and with the involvement of all State Govt. employees in this endeavor. Public awareness activities may also be taken up on a State wide scale, particularly in the rural areas.

4. I would also request to send a Report of activities undertaken on email [anissaima@yahoo.com](mailto:anissaima@yahoo.com) so that the same can be uploaded on the Swachh Bharat Mission Face Book Page which is maintained/operated by this Ministry so as to enable us generate a combined report. The activities can also be reported on the e-Samiksha portal.

With regards

Yours sincerely

  
(Vijaylaxmi Joshi)

To

ALL CHIEF SECRETARIES OF  
All States and UTs

एक कदम स्वच्छता की ओर / Sanitation is Next to Godliness





## ODISHA STATE WATER & SANITATION MISSION

(A GOVERNMENT OF ODISHA AGENCY)

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Letter No: 10002 /WSSO-Gen-211-14-15 / Date: 05.09.14

From

Er. T.B.K.Shroff,  
Chief Engineer-III, RWS&S  
& Director, WSSO.

To

All Executive Engineers, RWSS-cum-  
Member Secretaries, DWSMs.

Sub. : **Launching of "National Sanitation Awareness Week- Swachha Odisha Campaign" under NBA from 26th September to 2nd October 2014 to commemorate Gandhi Jayanti**

Ref: MoDWS letter no. W-11037/2014/NBA dated 25.08.2014

Sir,

You must be aware of the fact that Govt. of India has declared its intention and resolved to achieve "Swachh Bharat" by 2019, being the 150<sup>th</sup> Birth Anniversary of the father of nation, Mahatma Gandhi. Under "Swachh Bharat Abhiyan", the goal is to make the **country ODF by 2019**. To achieve the goal and accelerate sanitation programme within the time frame, more focussed attention and rigorous effort is required.

To scale up the sanitation coverage and to bring positive behavioral change among rural households towards sanitation, the Ministry of Drinking Water & Sanitation (MoDWS) is going to launch an extensive awareness campaign i.e. **"National Sanitation Awareness Week" from 26<sup>th</sup> September to 2<sup>nd</sup> October 2014** across the country. The campaign will focus on the following aspects:

- Creation of awareness on safe sanitation
- Need to build and use toilets
- Adequate toilet facilities in schools with separate provision for girls
- Importance of hand washing, safe disposal of child faeces
- Solid & Liquid Waste Management & general cleanliness of villages
- Safe handling & storage of drinking water

Following the guidelines of MoDWS, the campaign will be launched in our state as "Swachha Odisha Abhiyan" from 26<sup>th</sup> September.

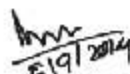
During the campaign, various IEC activities will be taken up from state to GP level. The campaign aims to disseminate the above messages to target communities and stakeholders. A brief idea about the campaign has been shared with all the districts in the Video Conference chaired by Principal Secretary, RD Dept. on 3<sup>rd</sup> September. A suggestive list of activities and Media plan for District to GP level actions is enclosed herewith for your information and necessary action.

It is requested to follow the discussion held in the VC and the Media Plan for effective Implementation of the campaign. **Districts may improve upon the suggestive action points and take up some innovative programmes according to the field requirement.** The **District level Nodal Person** shall be nominated for the campaign for monitoring, follow up and documentation of the entire campaign. The name of the Nodal person must be intimated to OSWSM for further communication.

It is expected that under your able leadership this programme will be a Grand Success and we can achieve our goal to make "Swachha Odisha" within stipulated time.

Encl: As above

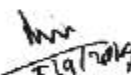
Yours faithfully,

  
5/9/2014  
Chief Engineer-III, RWS&S

Memo: 10003

Date: 5-9-2014

Copy forwarded to all the Superintending Engineers, RWSS circles for information & necessary action.

  
5/9/2014  
Chief Engineer-III, RWS&S

Memo: 10004

Date: 5-9-2014

Copy submitted to the Principal Secretary to Govt., DoRD & Member Secretary, OSWSM for favour of kind information.

  
5/9/2014  
Chief Engineer-III, RWS&S

Memo: 10005

Date: 5-9-2014

Copy submitted to the Director (NBA), MoDWS, GoI for favour of kind information.

  
5/9/2014  
Chief Engineer-III, RWS&S



# Campaign on News

Both print and electronic media, including broadcast media supported the Swachh Bharat Mission by covering the state, district, block level events across the state. Major Newspapers like Sambad, Samaja, Dharitri, Prameya, Odisha Bhaskar and Electronic media like O TV, E TV Odia, Naxatra News have covered a majority of events for larger public awareness.





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