

National Workshop
A Decade of the
Total Sanitation Campaign:
Lessons Learnt and Way Forward



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Organized by
Department of Drinking Water Supply,
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Scaling up with sustainability: Rural Sanitation in Maharashtra at Crossroads

A Decade of TSC: Lessons learned and way forward
22nd -23rd April, New Delhi

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Background

- Supply driven to 'Demand driven'
- Maharashtra
 1. Sant Gadge Baba Abhiyaan
 2. Piloting of participative approaches
 3. 'Hagandari Mukta Gaon'

Evaluation of Programme

- 'Target achievement' in TSC-IHHL/Community toilets/SLWM
- 'Nirmal villages'-13/38, 380/760, 1974/4945, 4301/12145, 1720/4556
- Achievement of Health benefits

Incentive Grant vs performance and sustainability & usage?

Incentivise individual behaviour or collective behaviour?

Crossroads

- A decade-campaign- emphasis on programme
- Direction to leaders
- ‘Purity’ of the programme snatched
- Scale increased-monitoring work load
- Now the more difficult remain!
- Policy not incentivising the good-demotivation of NGPs
- Desperation-recent measures-how useful?
- ODF plus for health benefits

How do we scale up? Sustainability?

Evaluation Studies

- Taru study, Impact of Rural Sanitation on water quality and water borne diseases-IHMP,A'bad; Ahmednagar in-house; DLHS III, PEO, PC . Key questions :

Approaches used-how differ?

What were the 'key' behavioural change techniques? Which actually initiated action

Different models of institutional structures? Leadership?

What motivated the facilitators/village key persons?

Evaluation Studies

What resulted in slippage?

Has there been a health benefit?

Was the technology sustainable?

Benefits of NGP for a village?- Health, women empowerment, better implementation of other schemes, integration in the village, economic advantage direct or indirect

Institutional Structure

- CCDU with 4 consultants-HRD, SSHE, M & E, Water quality
- District level– 4 contractual experts
- KRCs –include GPs
- State level committee also

CCDU strengthening

Contractual

IEC/HRD Plan

Convergence with water supply!

Interdepartmental convergence

WSSSO

Newer Initiatives

- Sujal Maharashtra Nirmal Maharashtra-3 types
 1. 'Self'-Govt offices, compulsory for PRI elections, employees
 2. Urban areas-ppp, 15% commercial use, SCP and Tribal funds
 3. 'Sanitary tax', toilet compulsory for ind. Schemes

Newer Initiatives

Demand Generation-

with/without carrots/sticks

without carrots & sticks-varies with
motive

with carrots and sticks- what types

Social restriction vs legal restriction

Road Ahead

- Rekindle the desire and passion to make State ODF
- Clear focus in policy
- Identification of 'key' behavioural change techniques and inter personal communication strategies
- Extensive training in the State
- Scale up- 3 years
- Avoid slippage- policy of positive incentivisation

Need to Act