

# Report of the Regional workshop to share, learn and plan with quality and sustainability of SBM(G)



**Report and Proceedings of a regional workshop on Rapid  
Action Learning, sharing and planning with quality and  
sustainability of Swachh Bharat Mission (Gramin)**

**Duration-**

*11th to 13th September, 2017*

**Objective-**

*Achieving District-Wide Quality and Sustainability with the  
SBM-G Across Uttar Pradesh*

**Organised by -**

*Divisional Swachh Bharat Team, Moradabad*

*In collaboration, with*

*Water Supply and Sanitation Collaborative Council (WSSCC)*

*&*

*CLTS Knowledge Hub at Institute of Development Studies,  
University of Sussex, UK*

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## Introduction

This Regional Workshop to share, learn and plan with quality and sustainability in the context of Swachh Bharat Mission was held at Moradabad division on September 11th to 13th, 2017 with 103 participants from 9 districts of Uttar Pradesh. The workshop was designed to provide and facilitate a learning platform for sharing experiences and ideas between Districts.

## Background & Context

Since the launch of the Swachh Bharat Mission - Gramin (SBM (G)) Uttar Pradesh (UP) has seen some pockets of success with some Districts already declared or close to declaring themselves Open Defecation Free (ODF) and some Gram Panchayats (GPs) having even returned the incentive money to government. However, other Districts still face difficulties with persistent challenges remaining. To identify successful practices and using methods for rapid sharing, learning, adopting and adapting of these for local needs and conditions, the Divisional Swachh Bharat Team, Moradabad, organised this three-day workshop at the “Rahi Tourist Bungalow Moradabad,” from September 11-13, 2017. The workshop was held in association with and facilitated by the Water Supply and Sanitation Collaborative Council (WSSCC) and the Institute of Development Studies (IDS).

Over the three days, 103 participants including Moradabad Division and District level staff from nine Districts of UP came together to share and learn insights, innovations and successful practices for changing behaviours and establishing and maintaining ODF. Participants included Moradabad Divisional Commissioner, L. Venkateshwar Lu, District Magistrates from Amroha, Bijnor, Etah, Moradabad, Rampur and Sambhal, Chief Development Office from Saharanpur, and SBM staff from Azamgarh and Baghpat.

### **The objectives of the workshop were to:**

- To learn from successful experiences
- To make these accessible for adoption and/or adaptation as desired by other Districts and States nation-wide
- To review practical lessons learnt and to integrate that learning into District actions

## The process involved:

- In advance documenting insights, approaches and methods. At the workshop sharing these, along with others, through a mix of plenary and group discussions.
- Proactively learning with each District Team working together to gather information from others, and through field visits and participants' reflections.
- District teams given time to review lessons learnt and plan what recommendations and actions can be taken forward in their own Districts.

## Methodology of the workshop

Over the course of three days the process enabled peer-to-peer horizontal learning between Districts all at different stages of the journey towards ODF. The workshop was focused on action - with the end

goal being District teams generating recommendations for ways forward that strengthen their Districts SBM programme to ensure quality and sustainability.

District teams were made up of approximately 6-8 people including Pradhans, Village Panchayat Officers, Teachers, Swachhagrahis, CLTS trainers/facilitators, Block Motivators and Coordinators, Block Development Officers, Department Panchayat Raj Officers and Preraks. These teams were then joined by their respective District Magistrates and/or Chief Development Officers on the final day.

Day One: Brief sharing of practical experiences in plenary followed by District teams hunting and gathering to find out more from other Districts.

Day Two: Districts teams were mixed up in different field teams to maximise interactions and then visited 8 villages across 4 Districts, finding out about issues of concern and what approaches have been used at GP level in Moradabad Division. On return they then shared their findings with their District teams.

Day Three: District teams fed back what they had learnt and made recommendations to District Magistrates.

Though there are ways the process could be strengthened, the written feedback was exclusively positive. All participants said that the ideas and insights shared were useful and that the three days will make a positive contribution to their work.

## Selected Practical Actions:

Innovations, experiences and insights covered a wide range and included:

- How to trigger and follow-up in multi-caste villages
- Covering the last mile
- Support for the most disadvantaged
- Training masons and ensuring their commitment to twin-pits
- Local IEC
- Convergence of District Officers
- Use of incentive
- New triggering tools

Administrative sanctions were shared but given their controversial nature they are not included in this report

### Examples of Practical, Scalable initiatives:

- **Festivals, ODF celebrations and other community-level events:** Existing festivals such as Diwali, Raksha Bandhan and Karva Chauth have been utilised to spread message to stop OD. Furthermore, ODF achievements have been celebrated and those working hard on the ground rewarded with recognition.
- **Disability:** In Moradabad District they have used IEC funds to purchase 500 toilet chairs and distribute to those with disabilities who struggle to squat. Vendors were browsed for designs and quotes at discounted prices for quantity, and one chosen with excreta collector for extra convenience. They intend to seek Corporate Social Responsibility funds to expand the initiative.
- **Promotion of Twin Pits:** In Etah the CLTS team had made a movie about a community member who has been using twin pit toilet for the past 10 years and never faced any problem. Teams now show the movie during community interaction to eradicate myths surrounding the use of twin pit toilet.
- **Balancing Household-Level Actions with Incentive Distribution:** In Bijnor households are given written confirmation that they are entitled to the full 12,000 rupees from the District administration to build a toilet. Households are then required to complete a declaration form stating that they accept that in order to be entitled to the incentive they must have completed their toilet within a 15 day period. A first payment of 5,000 rupees is made after the substructure is complete, a further 5,000 is released after

the superstructure is installed and the final 2,000 rupees is released after the quality of the toilet is assessed and households have pledged to promote ODF messages within their communities.

- **New Change Agents:** Doctors have been prescribing toilets for people who visit them with sanitation and hygiene related diseases. Medical professionals are also encouraged to persuade patients to build toilets. It has been proposed that all prescription slips should have a SBM related slogan. Religious leaders have also been utilised to motivate people to make their villages ODF.

## Feedback from Participants

### Selected Participant Feedback:

- “Need more and more similar workshops to learn new things”
- “This type of workshop should be conducted in district level and block level as well”
- “Strategy learned from Baghpat and Bijnor will help making villages ODF”
- “Networked with people to guide us in implementing new ideas”
- “Got diverse experience about how things can work differently and varied innovations”
- “The innovations learned from other districts can be very beneficial for our district”
- “Great platform for cross-district learning”
- “Got experience from other districts which will help us to do better work in our district”

## Key Learnings:

### Key learning identified by participants included:

- The need for and use of a variety of change agents including local leaders, medical practitioners, religious leaders, women and Self-Help Groups, adolescent girls, children, Swachhagrahis, Anganwadi workers and others
- In all districts, more work is needed for the disabled

- Importance of high quality CLTS facilitators - maintaining the quality of the CLTS process was listed as a challenge. Some may need to undergo refresher training.
- Masons may also need refresher training focusing on the benefits of twin-pits, ways they can promote them and do's and don'ts during construction.
- Different IEC ideas such as films, local videos, paintings, community-wide events beyond triggering, utilising local festivals etc.
- Strengthening supply chains through the establishment of supply chain specific committees at District, Block and GP level.
- Putting those with disabilities, the marginalised and most vulnerable on the top of any beneficiary list.
- Regular sanitation related meetings at village level involving District, Tehsil, Block and GP level staff. These meetings should not stop when villages reach ODF.
- The benefits of the rural pan to save water.

## **Follow up and ways forward:**

Several requests were immediately received for similar workshops in other Districts and States. A note has been prepared at once to help others to convene and facilitate other similar rapid action learning, sharing and planning workshops in other Divisions and Districts in UP and other States.

Other follow up was

- To continue to share with other Districts
- To create formal learning platform in Moradabad division to learn fast and move for better implementation of SBM in Division