

REPORT

on

One Day National Workshop for Sharing and Learning
IEC and Capacity Building Initiatives for
ODF-Plus and ODF Sustainability
under
Swachh Bharat Mission (Gramin)

Organized by:
Ministry of Drinking Water and Sanitation, Government of India

In association with:
Water Supply and Sanitation Collaborative Council (WSSCC)
&
CLTS Knowledge Hub, Institute of Development Studies, University of Sussex, UK

India Habitat Centre, Delhi

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INTRODUCTION

A national level workshop to share, learn and plan on IEC and Capacity building initiatives for ODF-Plus and ODF Sustainability in the context of Swachh Bharat Mission-Gramin was organized in New Delhi on the 19th February, 2019. It brought together 56 participants having Mission Directors and state officials from different states and District Collectors/District Magistrates/Deputy Commissioners from districts including development partners. The workshop was designed to provide and facilitate a learning platform for sharing and learning IEC and Capacity Building Initiatives for ODF-Plus and ODF Sustainability and ideas/innovations being undertaken in the country.

BACKGROUND

Since the launch of the Swachh Bharat Mission – Gramin, the rural sanitation accomplished remarkable achievements, such as over 91 million toilets reported constructed under the Mission. The new situation in every State and every District presents challenges and opportunities, for instance, they require urgently new appraisal, thinking, learning, sharing and planning which are grounded on field realities and experience. Through the Swachh Bharat Mission as a people’s movement, India has already made a major contribution to the global achievement of SDG 6. Now quality, sustainability and safe sanitation for those not yet included – inclusion of the so-called ‘last mile people’ are major concerns in SBM-G. This calls for a fresh round of reflection, sharing, orientation and planning by District Collectors and identifying problems, challenges and successful and scalable practices.

Against this background, the Secretary, Ministry of Drinking Water & Sanitation, Government of India suggested in a meeting that Water Supply and Sanitation Collaborative Council (WSSCC) in association with the Government of India will convene and organise one national sharing and learning workshop in country. It will bring states together at national level to share, learn, and gain new insights, innovations and successful practices for ODF-Sustainability with quality and inclusion, for ODF-Plus and to plan future activities for maintaining ODF.

OBJECTIVES

- ❖ To share challenges, to learn from experiences and to provide opportunities for sharing insights, innovations and successful practices, including methods, processes and approaches developed in the Districts on ODF-quality, inclusion and ODF-Plus
- ❖ To make these accessible for adoption and/or adaptation as desired by other States and Districts nation-wide
- ❖ To provide opportunity to share and launch IEC and capacity building modules for ODF-S and ODF-Plus
- ❖ To identify gaps in knowledge and priorities for action learning, and to enable each state to decide on any follow up actions it may wish to undertake.

PROCESS:

The workshop was on the whole divided into three sessions:

Session 1: Sharing for Insights and innovations from the Ministry of Drinking Water and Sanitation and Development Partners which concluded with feedback from states

Session 2: Planning and Programming for ODF-S and ODF-Plus: Discussion by Secretary, MDWS with Mission Directors from states and District Magistrate/District Collector/Deputy Commissioner from districts.

Session 3: Group Work where states shared the innovations and good practices, gaps, ways forward concluded by the presentations of the same.

SESSION 1

1. OPENING REMARKS:

Joint Secretary, Ministry of Drinking Water and Sanitation, Govt of India, Shri Arun Baroka, started that the country is on the verge of becoming ODF and while the country is well on track to becoming an ODF India, the challenge of sustaining ODF remains as 100% coverage does not guarantee 100% ODF status. The workshop is therefore intended to showcase various tools, manuals, and many other innovations developed by the Ministry of Drinking Water and Sanitation with its development partners and to share experiences and insights being practiced by different districts in the country.

Key Points Discussed:

- ODF as per baselines is not the actual ODF and there are beneficiaries who are left out of baseline (LOB) who have to be included to cover the last mile of ODF India as per real status.
- To address the gaps and reasons still persistent after ODF, MDWS with the help of World Bank conducted **National Annual Rural Sanitation Survey (NARSS)** which helped in achieving actual ODF status in a village and the report will be come out soon.
- Capacity Building has been excellent at an individual level but as a system requires a lot of effort as capacity building at the PRI level has to be strengthened to sustain the efforts and go beyond ODF.
- Considering ODF not to be the end but the first step of clean India, a multidimensional approach involving major stakeholders like development partners has been adopted to develop various tools for ODF-Plus and Sustainability for sustaining the efforts undertaken for ODF India.
- The various tools developed include **ODF-S Protocol, Environment Management Manual, Annual Implementation Plan for ODF-S, IEC for ODF-S, Incentive guideline for Swachhagrahis, Swachhagrahi Toolkit, E-learning modules on WASH, Key Resource Centre (KRC) dashboard (World Bank), ODF Sustainability manual/module, Policy guideline for pipe water supply to ODF villages, Solid Waste Management and Gobardhan guideline, Training Module (WATSAN) for PRI Members on ODF-Plus and ODF Sustainability (UNICEF), SBM Academy-** an IVRS based audio training lessons for swachhagrahis(BBC MEDIA), **Training Manual for Rural Masons** by Construction Skill Development Council of

India (CSDCI) with complete progression and aspects on ODF-Plus and ODF-Sustainability, **Training Module for Swachhagrahis on ODF-Plus and ODF-Sustainability** (WSSCC).

- IEC and Capacity Building are interchangeable, intrinsic and interrelated and are the most important aspects for behaviour change, for sustaining the efforts after ODF, and reducing the risk of slipping back as old habits die hard and young habits die new.
- The key messages generated under IEC for ODF-S fall under the following categories:
 - Continued Usage (“Har Koi, Har Roz, Hamesha”- around which media creatives and campaigns have been developed)
 - Toilet Technology
 - Maintainance of IHHL
 - Safe disposal of child excreta and handwashing
- States and districts have to first identify the key messages and then contextualize on what messages have to be conveyed.
- Keeping ODF-S in mind community has to be identified as an enabler and the end user of communication products, hence states and districts while developing IEC plans and products.



2. TOOLS AND PRESENTATIONS:

<p>A.</p> <p>Community Approaches to Sanitation (CAS) for Sustainability MDWS and UNICEF</p>	<p>This learning module consists of booklets which will take forward CAS, capacity building aids to the next level. The following are the booklets:</p> <ul style="list-style-type: none"> • ODF-S and ODF-Plus Manual-which is an overall booklet and includes information on repairing and retrofitting of toilets, WASH in institutions, SLWM and FSM, Behavioural Change Communication i.e. key messages and tools, Alternative Financing, GP Sustainable Sanitation Plan, AIP outline template.
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		<ul style="list-style-type: none"> • Training Module (WATSAN) for master trainers who will in turn train PRI Members on ODF-Plus and ODF Sustainability- which is a 3-day training/orientation module for GP's (Sarpanch's and Sachivs) to be trained on ODF-S and ODF-Plus. PRI members would be oriented on their roles and responsibilities in a GP, relationship between different stakeholders, GP level sustainable sanitation plan, Relationship between ODF-S plan and gram panchayat plan on GPDP.
B.	<p>SBM Academy – MDWS and BCC Media</p>	<ul style="list-style-type: none"> • SBM academy is a mobile academy to expand distant learning on WASH to sanitation workers across the country. • The audio course is delivered via Interactive Voice Response (IVR) – a technology that can be accessed from any mobile handset and imparts audio training lessons for swachhagrahis anywhere, any time at a fraction of the cost of face-to-face training in all regional languages. • This will available through toll free numbers generated by MDWS and voice behind the same is titled as “Azad Sir”. • The training lessons have all modules on WASH and has a quiz at the end of each lesson for which results are generated.
C.	<p>Training Manual for Rural Masons – MDWS and MSDE, NSDC, CSDCI</p>	<p>This manual aims at providing technical training to Masons on key issues pertaining to ODF, ODF (S) and ODF + and also getting certification for the same. Other features of the training are as follows:</p> <ul style="list-style-type: none"> • Training will be imparted on the Qualification Packs (QP viz. Job Roles) of Rural Mason with an emphasis on sustainable rural sanitation viz. twin pit technology, retrofitting of existing rural totters, solid-liquid waste management etc. • Training duration: 32 hours (8 hours per day). This will be followed by an 8 hours evaluation by CSDCI.

		<ul style="list-style-type: none"> • On successful completion of the above, CSDCI will also award a certificate and incentive of INR 500. • Towards this initiative, the agencies may need support through mason mobilisation, wage compensation (during the training days), availability of training infrastructure, which may be provided as per SBM (G) guidelines and funded as per the State's policy on capacity building
D.	<p>Training Module for Swachhagrahis on ODF-Plus and ODF-Sustainability- WSSCC and Knowledge Links</p>	<ul style="list-style-type: none"> • A 5-day training module for swachhagrahis on the modalities of ODF-Plus and Sustainability has been developed which is a 34 hours training module having classroom and field training sessions. • Under ODF-S it will have lessons on ensuring ODF and BCC on sustainability including technical social and financial sustainability. • Under ODF-Plus aspects on FSM, MHM, Piped water supply, SLWM are included and focus will shift from ODF to OGF (Open Garbage Free).
E.	<p>SBM-G E-Learning Portal- MDWS and World Bank</p>	<ul style="list-style-type: none"> • Available as a mobile and web-based app, SBM-G, e-learning portal has offers four critical e-modules that help you achieve the goals of clean India in your community or district: <ol style="list-style-type: none"> 1.Orientation to SBM-G 2.Technology for safe sanitation and toilets 3.Behaviour Change Communication 4.Sustainability of ODF in my community • There is a provision for personalized certificate on completion is, which you can be downloaded, printed, or shared instantly. • The idea behind this is to have a cadre of technical experts who have academic knowledge on WASH.

F.	<p>KRC Dashboard MDWS and World Bank</p>	<ul style="list-style-type: none"> • KRC Dashboard is a capacity building dashboard which has a market place for capacity building trainings, empanelled Key Resource Centres, and trainers and trainees with the help of which states and districts can find, initiate and report and monitor KRC's and Capacity building trainings in their respective states and districts. • This dashboard will be soon hosted on the SBM-G website.
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3. CLOSING REMARKS:

This session concluded with the keynote address of Shri Parmeswaran Iyer, Secretary, MDWS. He stated that a lot of good work has been done but to find its roots deep in the system, the efforts have to be sustained for which MDWS is putting together a long-term strategy for ODF-S to have quality and sustainability to set systems at place and reminded that Capacity Building and IEC will always be the heart of sanitation program. Swachhagrahis have been the backbone of SBM(G) and should remain engaged for the post ODF activities as they are the oriented and motivated strength and resource, states and districts already possess. The meeting is therefore intended to learn from each other and move towards ODF Plus and ODF-S.

SESSION 2

Mission Directors, State Coordinators, District Magistrates had a discussion with Secretary, MDWS in presence of Joint Secretary, MDWS and Director, MDWS and other officials. Each of them was asked to share experiences around the following themes:

- Initiatives taken for ODF sustainability
- How ODF Sustainability measures are being financed.
- How is ODF Sustainability measured and reported.
- Ways to improve current practices.
- Time being spent by each District Collector/Magistrate on SBM in a day.
- Innovations carried out by MD's and DM's/DC's in their respective states and district.

Key Points Discussed:

ODF sustainability is an important aspect of SBM. Those already achieved ODF status have new assignments in sustaining the ODF status. However, they would need further capacity building. During the open house for states and districts, participants spoke of the concept of sustainability, lessons learnt and challenges in sustaining ODF status.

- Categorization of articles/guidelines/other relevant documents and the speed of downloads of the same is an important aspect to be considered.
- Orientation of freshly joined DM's, CEO's and other district should be ensured by Mission Directors at the state.
- Institutionalizing the convergence with other line departments for effective functioning of activities within a district.
- Focus on census towns (towns which are large GP's and follow similar toilet technologies as that of urban areas) regarding Faecal Sludge Management is top priority as these mostly have septic tanks.
- Collaborating Kishori Diwas with MHM would be highly beneficial in integrating health and hygiene simultaneously in districts.
- Responsibilities regarding ODF Sustainability to be ensured at all levels starting from state, district, blocks and villages to sustain the efforts of ODF and not having ODF as the end of SBM-G.
- While elections coming, districts requested to involve more and more PRI's for orientation and trainings and PMU's to take up housekeeping as major agenda to ensure clearances of backlogs.
- Ensuring water supply is one of the key sustainability indicators in ensuring ODF status, especially in hilly areas for which some districts are practicing rainwater harvesting, repairing of defunct toilets and ensuring that all schools and public places have toilets. ASHA, Anganwadi, ANM's and active Mahila Mandals are being involved to sustain behaviour change.
- Role of Swachhagrahis should be expanded to not just sanitation but also towards raising awareness for drinking water quality aspects.



SESSION 3

All the participants were divided into four groups depending on the region they had come from. Within a group, they brainstormed on three topics, viz., innovations and good practices; gaps and need identification; and way forward. Wide range of innovations/good practices; gaps and way forward were presented by the participants of which selected ones are mentioned below:

1.	Innovations and Good Practices	<ul style="list-style-type: none"> ❖ School Renovation under Kayakalp: The renovation and reconstruction of schools under kayakalp ensured that the renovated schools contain toilets, drinking water stations and better sanitation facilities. ❖ Technical Test- Technical tests of Pradhan to check his knowledge pertaining to constructing proper toilets according to SBM-G guidelines. ❖ Sanction Letter: sanction letters are passed in UP on regular intervals to appreciate the work of Swachhagrahis on time and to ensure regular payments. ❖ Green Protocol: is practised during marriage ceremonies and on the beaches to ensure the use of minimal plastic in Karnataka. ❖ ODF(S) cell: established in all districts of Karnataka supplemented by IEC media which uses social media as a platform for awareness. ❖ Multi GP Solid Waste Management: Five - Seven small panchayats undertake segregation into 48 types and waste which has a market value is sold to identified buyers by the state. ❖ Introduction of Swachhta card which is a checklist cum report card used at village level to ensure sanitation and hygiene at the household level. ❖ Household based soak pits for managing liquid waste (Basara, Panipat) ❖ 5-pond Liquid waste management in village Gangesar, district Sonipat, Haryana.
2.	Gaps and need identification	<ul style="list-style-type: none"> ❖ Faulty designs of septic tanks ❖ Toilet technology adoption by local people remain a major concern ❖ Lack of proper water supply for use in toilets. ❖ Lack of awareness regarding disposal of child faeces ❖ Lack of awareness and knowledge towards waste management ❖ Social Interaction about delicate issues such as menstruation is missing.

		<ul style="list-style-type: none"> ❖ Selection of Swachhagrahis and their payment remain a major concern. ❖ Unable to disseminate long term benefits such as health, financial etc. ❖ Construction Mode/ target-based construction lacks focus on quality-based toilet and behavioural change. ❖ Problem of resolving SWM at tourist places in Karnataka. ❖ Problem of resolving LWM in Tamil Nadu. ❖ SLWM has yet not acquired a fast pace- Success Stories in the Context of SLWM are missing ❖ Funding for provision of Human resources for Solid waste management and Community sanitation complexes and their maintenance is missing in the ODF-Plus guidelines. ❖ Lack of skilled people at the implementation stage.
3.	Ways forward	<ul style="list-style-type: none"> ❖ Telangana Panchayati Raj Act should be made mandatory in all districts in India. The act ensures that the Sarpanch and Panchayat Secretary be removed if any house is made without a toilet. ❖ Penal provision for enforcing toilet usage should be enforced in six months. ❖ Community based Monitoring for ODF(S). ❖ Provision for using funds partially from SBM to purchase vehicles and carts for the collection and segregation of Solid Waste. ❖ Incorporation of SBM academy. ❖ Mobile App for Swachhagrahis. ❖ Engagement of SHG's at all levels. ❖ Mason Trainings in terms of retrofitting.



CONCLUSION AND WAYS FORWARD

The workshop brought together the states to make ODF status sustainable and work on behaviour change towards ODF-Plus and Sustainability which includes setting up of ODF-S cells at all states and districts; roll out of massive training of masons for retrofitting; roll out of training of swachhagrahis on ODF-S; legal framework for safe sanitation including imposing penalties for OD by GP's; and the emerging policy on financing for ODF-S.

It was decided during the workshop that three more regional workshops similar to this will be organized for states to come and brainstorm the innovations and good practices for sharing and dissemination of selected scalable practical action.

ANNEXURES

PARTICIPANT LIST

S.No.	Name	Designation	District/Organization	State	Mobile	E-Mail
1	Parneswaran Iyer	Secretary - MDWS	MDWS	Delhi		
2	Arun Baroka	Joint Secretary - MDWS	MDWS	Delhi		
3	Mahesh Thakur	Deputy Secretary - MDWS	MDWS	Delhi		
4	Rampal Singh	Under Secretary - MDWS	MDWS	Delhi		
5	Anil Sharma	Director - MDWS	Delhi	Delhi		
6	Sonali Ghosh	Director - MDWS	Delhi	Delhi		
7	Surinder Kumar MDWS	PS to Director	MDWS	Delhi		
8	Sharad Kumari	Team Lead - PMU, MDWS	Delhi	Delhi		
9	Esther	Consultant - MDWS	Delhi	Delhi		
10	Nidhi Lodha	Consultant - MDWS	Delhi	Delhi		
11	Neeraj Tewari	Consultant - MDWS	Delhi	Delhi		
12	Junaid A Usmani	Consultant - MDWS	Delhi	Delhi		
13	Aparajita	Consultant - MDWS	Delhi	Delhi		
14	Padmapriya	Associate Director	BBC Media Action	Delhi		
15	Sara Chamber	Digital Director	BBC Media Action	Delhi		
16	Jai Mendiretta	Head of Digital Programmes	BBC Media Action	Delhi		
17	Manoj Kashyap	Sr. Program Manager	BBC Media Action	Delhi		
18	Ankur Garg	Head of Wash	BBC Media Action	Delhi		
19	Col. Anand Kumar	CEO	CSCDI	Delhi		
20	Sameer Rawat		CSDCI	Delhi		
21	JP Shukla	Chief, Policy and Programme	Knowledge Links	Delhi		
22	Anupama Verma	Sr. Vice President	Knowledge Links	Delhi		
23	Nitin Jhamb		NSDC	Delhi		
24	Sujoy Mojumdar	WASH Specialist	UNICEF	Delhi		
25	Shivani Sood	Associate Lead	Water Aid	Delhi		
26	Kanika Singh	Officer - Policy	Water Aid	Delhi		
27	S. Sudhakar Reddy	CEO - ZPP	Nellore	A.P		
28	Ratnesh Verma	State Consultant - SLWM	SPMU	Bihar		
29	Navin Kumar	District Magistrate	Jahanabad	Bihar		
30	Vijay Kumar Premi	Executive Engineer	Chandigarh	Chandigarh		
31	HM Chandra	CEO, DP, DNH	Dadra and Nagar Haveli	Dadra and Nagar Haveli		
32	Ajay K. Shah	DDO	Panch Mahal	Gujarat		
33	D.K. Parekh	DDO	Surat	Gujarat		
34	Akansha Mehrotra	Manager	CSDCI	Haryana		
35	Suman Bhanekar	CEO - ZP	Panipat	Haryana		
36	Ajay Kumar	ADC	Rohtak	Haryana		
37	Isha Singh	SPOC - ZSBP		Jharkhand		
38	Rai Mahimapat Ray	District Collector	Ranchi	Jharkhand		
39	Vimala T.N.	State Coordinator/Deputy Dire	RDW&SD - SBM(G)	Karnataka		
40	K. Lakshmi Priya	CEO	Kodagu	Karnataka		
41	Asit Gopal	Mission Director MP		M.P		
42	Manish Jain	District Coordinator	Tikamgarh	M.P		
43	Abhay Mahajan	PD & Deputy Secretary		M.P		
44	Laxman Pal	Director	Angul	Odisha		
45	HL Gupta	SE DWSS	Sangrur	Punjab		
46	Parag Choudhary	Deputy Director	Jaipur	Rajasthan		
47	G. Lakshmi pathy	Additional Director, RD&PR	Chennai	Tamil Nadu		
48	Goutham GK	Consultant - DRD	Chennai	Tamil Nadu		
49	Selvamani R	CEO - ZP	Mangalore	Tamil Nadu		
50	S. Dilip Kumar	Director, SBM-G		Telangana		
51	D Muneender Rao	HRD Consultant	SBM-G	Telangana		

52	Neha Pawar	ZSBP	Firozabad	Uttar Pradesh	
53	Shalini Mishra	District Coordinator	Bulandshaher	Uttar Pradesh	
54	Neha Jain	CDO	Firozabad	Uttar Pradesh	
55	Sanjay Singh Chouhan	State IEC Consultant	Lucknow	Uttar Pradesh	
56	Jitendra P Singh	State HRD Consultant		Uttar Pradesh	
57	Vinod Mishra	India Coordinator	WSSCC	Delhi	
58	Kamini Prakash	Technical Officer	WSSCC	Delhi	
59	Madhurima Sangma	RAL Consultant	WSSCC	Delhi	
60	Aishwarya Mishra	Rapporteur	WSSCC	Delhi	
61	Manali Bhatnagar	Project Associate	WSSCC	Delhi	
62	Komal Ramday	Trainer	WSSCC	Delhi	
63	Barkha Dubey	Trainer	WSSCC	Delhi	
64	Ishleen Kaur	Trainer	WSSCC	Delhi	