



Quality at Scale – Rural Sanitation in India

Some learnings

VKMadhavan
WaterAid India

Swachh Bharat (Clean India) Mission



54.8 million toilets constructed

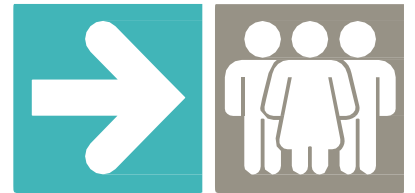
Since the launch of Swachh Bharat Mission in October 2014

How did this happen?

- One of the flagship programmes of the Government of India
- Recognition of importance of ending open defecation
- Emphasis on behavioural change
- Media campaign

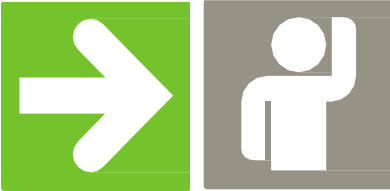
The challenges of scale in India

- Federal structure
- Appropriate toilet technologies given diverse ecology
- Incentives for individual household toilet construction not subsidy
- The sheer magnitude of the problem



Attempts to address the challenges

- Investment in Information, Education, Communication
- Proactive engagement with the bureaucracy at the district level
- Constant efforts to learn and improve
- Recognising innovations at the district level for large scale adoption



Other drivers for change

- Changing aspirations with economic well-being, education, mobility
- Shrinking space for open defecation
- Importance of safety and security



Learnings from three years of Swachh Bharat Mission



- Behavioural change requires time and emphasis on process
- Pride/dignity vs messages about the health benefits of good sanitation
- Asymmetry in access to information for women and the poorest
- Invest in decentralised institutions of self-governance
- Incentives – not means to an end for many. Concerns around inclusion/equity
- Importance of investments in the leadership and involvement of women – informal and formal collectives

Learnings from three years of Swachh Bharat Mission



- Large scale campaign around technology choices and pros and cons
- Large scale decentralised skill building of masons
- To ensure robust supply chain for materials with choices
- Contractor led construction vs household led construction – implications on quality
- Credit for sanitation – priority sector lending i.e. lower interest rates
- Appropriate designs and inclusion for people who are differently abled and for families only with the elderly

Learnings from three years of Swachh Bharat Mission



- Does access to water impact usage?
- Menstrual hygiene management
- WASH in institutions – schools, day-care centres, healthcare facilities
- Sanitation for the landless/migrant populations
- Inclusion of women headed households