



Rambhau Mhalgi Prabodhini
National convention on Swachh Bharat Mission
Through people's participation
30th and 31st January 2015
Rambhau Mhalgi Prabodhini (RMP)

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1. Background

Lack of adequate sanitation facilities especially in rural areas has been a pressing challenge in India. Even today, 60% of the world's open defecation takes place in India and only 40% rural households have access to improved sanitation. Over the years, the government has been taking efforts for improved sanitation through many programs like CRSP, TSC, NBA, etc.

The present union government lays special emphasis on access to sanitation and has restructured the Nirmal Bharat Abhiyan into Swachh Bharat Mission. The aim is to make India open defecation free by 2019 by providing every person access to sanitation. The mission was launched by the Hon Prime Minister on 2nd October 2014, and has gained momentum through the recent National Sanitation Campaign. The success of this initiative depends on participation from all other governmental stakeholders in a mission mode.

In this context, RambhauMhalgiPrabodhini (RMP) organized a two day National Convention on 30-31 January 2015 at RMP - KEC campus, Mumbai. The theme of the convention was "greater participation from all stakeholders in effective implementation of SBM". The aim of the convention was to gather inputs for SBM and contribute to efficacy augmentation of SBM. It

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also included innovations in the process and technologies which have the potential to be integrated in the implementation strategy.

In view of the theme of the convention, knowledge and experience sharing was facilitated to generate recommendations for SBM implementation. Key note addresses and case study presentations were done by sector professionals from government, NGO, private sector and elected representatives. Theme based interactive sessions and plenary discussions were conducted to evolve meaningful contributions to SBM. The schedule of the convention is presented below and detailed schedule is attached as annexure 1.

Schedule of the convention

Session no.	Session title	Session no.	Session title
DAY 1		Day 2	
1.	Inauguration	6.	Good practices on garbage and sewage management
2.	Key Note address	7.	Good practices on changing habits/behaviour for safe sanitation
3.	Accelerating Swachh Bharat Mission	8.	Governing for improved sanitation
4.	Good practices for institutional sanitation -I	9.	Concluding session
5.	Good practices for institutional sanitation -II	10.	Vote of thanks

Key decision makers who participated in the convention

- Hon Shri SujoyMuzumdar, Director, SBM(G), Government of India
- Hon Shri RohitKakkar, Dy Advisor, PHE, CPHEEO, MOVD, Government of India
- Hon Shri BabanraoLonikar, Cabinet Minister, Water Supply and Sanitation Department, Government of Maharashtra
- Hon Shri Rajesh Kumar, PS, Water Supply and Sanitation Department, Government of Maharashtra
- Hon Shri VinaySahasrabuddhe, Dy Director, RambhauMhalgiPrabodhini
- Hon Shri ArvindRege, Member, Executive Committee, RambhauMhalgiPrabodhini
- Hon Shri RavindraSathe, Executive Director, RambhauMhalgiPrabodhini
- Hon Shri AnandShekhar, Global Sanitation, Fund
- Hon Shri Yusuf Kabir, Wash Officer, UNICEF
- Hon Shri PopatraoPawar, Chairperson of AdarshaGaonyojana of Government of Maharashtra and Sarpanch of a renowned AdarshGaonHiware Bazar in Ahmednagar district of Maharashtra.

You may add few more based on the list of speakers

Also mention statistics about no of participants representing various states

Proceedings

Brief proceedings of the convention are presented below-

DAY 1

Session 1

Session title: Introduction and Inauguration

The convention commenced with a welcome note and introduction by Mr NeeleshKulkarni,PriMove, Pune. He explained in brief the purpose of organizing the convention and discussed the agenda. After lighting the inaugural lamp, the delegates were welcomed by RMP officials.

Hon ShriVinaySahasrabuddhe welcomed all the delegates. He first said that being a Shahid day and also Mahatma Gandhi death anniversary, the day was apt for such a convention. He further added that the objective of the convention was to provide inputs for making the state ODF by 2019. Its focus would be on presentation of case studies which can be replicated at national level. Some models would also be evolved for institutional sanitation like school sanitation, railway stations, ST stands, government offices, etc. He further added that SLWM is also an important component of sanitation services. In the end, he said that special cells and windowware necessary for mobilization of CSR resources for sanitation at strategic level.

Then, Hon ShriBabanraoLonikar, Cabinet Minister, Water Supply and Sanitation Department, Government of Maharashtra delivered the inaugural speech. He first stated that RambhauMhalgiPrabodhinibuilds volunteers and generates a kind of energy among people. It can guide people on how to implement a national flagship program at grassroot level. He further stated that despite all the physical and financial efforts is last 60 years, water and sanitation facilities have not reached all the villages and efforts in mission mode are needed in next 5 years to make the PM's dream come true. This convention can prove to be important for accomplishing this goal. He stated that the elected representatives can be included in the process of planning and implementation of sanitation activities. He wished the participants all the best for the convention.

Session 2

Session title: Key note address

Speakers- Hon ShriSujoyMuzumdar, Director, SwacchaBharat Mission (Gramin), Ministry of Drinking Water Supply and Sanitation, Government of India.

Hon ShriRohitKakkar, Dy Advisor, Public Health Engineering, Central Public Health&Environmental Engineering Organisation (CPHEEO), Ministry of Urban Development, Government of India

Hon ShriSujoyMuzumdar, (Director, SBM (G), Government of India), in his keynote address discussed the overall progress of the nation and Maharashtra state and specific challenges regarding sanitation. He mentioned that increased incentives for toilet construction and prominence to the issue by top most governance have increased the demand for sanitation. He stated that there is large scope for further work in Maharashtra. He said that inter region and inter-district disparity is high in Maharashtra which needs to be considered while preparing Annual Implementation Plan (AIP).

He further said that changing mindset of the people, building a dedicated team at the grass root level, involvement of all stakeholders, better financial planning at state level are important for effective implementation of SBM. He then said that simple but effective technologies are needed for toilet construction and SLWM.

Hon ShriRohitKakkar, (Dy Advisor, PHE, CPHEEO, MoUD, Government of India) talked about the progress and issues regarding urban sanitation in the context of newly issued SBM (urban) guidelines. He first described the background, status, components and objectives of urban sanitation. He stated that for effective urban sanitation, O&M on public private partnership mode, better supply chain arrangements, effective IEC and capacity building activities are necessary.

Session 3

Session title: Accelerating Swachh Bharat Mission

Speakers:**Hon Shri Rajesh Kumar, Principal SEcretary, Water Supply and Sanitation Department, Government of Maharashtra**

Hon Shri Yusuf Kabir, Wash Officer, UNICEF

Hon ShriAnandShekhar, Head,Global Sanitation Fund in India

In the beginning of this session, Hon Shri Rajesh Kumar, PS, Water Supply and Sanitation Department, Government of Maharashtra talked about the present status and trends of SBM implementation in Maharashtra. He first talked about the targets and achievements of sanitation in the state. Then explained in brief the state initiatives for effective implementation of SBM-ODEP, nirmaldoot program through KRCs, etc. and described the immediate action points, challenges and gaps at district level. He concluded his session with the ways to address these gaps and bring about maximum results.

He said that consolidation of demand at village level is necessary and the state has accepted open defecation elimination planning (ODEP) for consolidating demand and planning for activities. With this, demand will be analysed at state, district and block level and mechanism for effectively responding to the demand will be evolved. The state has also empanelled Key Resource Centres (KRCs) as support organizations to provide additional support.

He further added that the centre needs to take decisions regarding revision in funding route from centre to state, appointment of technical person in DWSM, reduction in cess, strategy for defunct toilets and disciplinary actions for non construction.

Then, Hon Shri Yusuf Kabir, Wash Officer, UNICEF talked about importance of behaviour change communication and specifically Inter personal communication (IPC). In the beginning of the presentation, he briefly spoke about why understanding behaviour in sanitation is important. He said that communication and capacity building strategy plans are being prepared at various levels which reflect the local needs for IPC. Then he described the observations of TARU-UNICEF Study conducted in 2008- effective Key activities, motivation for toilet construction in different regions of Maharashtra and reasons for toilet construction. He then explained the similarities between Polio drive and sanitation drive and the learnings from the polio drive. In the end, he described the importance of IPC in SBM, the contents and features of SHACS, the contact drive and way forward. He also described the initiatives taken by the Maharashtra state government for SBM.

Hon Shri Anand Shekhar, Head, Global Sanitation Fund in India described the status of sanitation and the impacts of lack of sanitation on people, especially women and children. He said that low cost technology, BCC are important for SBM implementation and formative studies for designing contextualized behaviour communication strategy, plan and material would be useful. He added that sanitation round table for review process and policy and interactions with various stakeholders are necessary. It can also look at the process innovations which are not documented in structured manner.

Session 4 and 5

Session Title: Good practices for Institutional Sanitation

It has been recognised that institutional sanitation is crucial and various technologies/ practices need to be evolved for different set of institutions/ community facilities like urban residential complexes, schools, railway stations, bus stands, etc. Therefore, few case studies regarding institutional sanitation were presented and discussed during this session. The presentations included -

- Presentation on Swachhha Crusade by Mr [REDACTED] from DSK

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- Presentation on initiatives of Maharashtra State Transport Mr J B Inamdar from MSRTC
- Presentation on role of Indian Railways by Mr ----- from Indian Railways
- Presentation on social initiatives under CSR of Kirloskar by MrVijay Naik and JyotiKirlosakar
- Presentation on prefabricated Bamboo superstructures with bathroom and toilet together by Mr. Prasad Sirsikar, Sampoorna Bamboo Kendra, Amaravati.
- Presentation on FRP biogas plants by MrShrikantPatwardhan from 'SwadhinUrja'
- Presentation on cleanliness drive in Gujarat temples and surrounding by MrAshish Shah from SamastMahajan, which is a trust based in Mumbai.
- Presentation on water tank cleaning service in Pune by MrBapuPotdar and its business model

The key issues highlighted during the session are-

- Sanitation facilities are necessary for religious, spiritual and community places and models need to be built for specific needs
- Railways and state transport systems can be effective for IEC and communication by taking the sanitation messages to masses.
- Features of a model railway station need to be evolved.
- Regulations and its enforcement to ensure cleanliness is important and should be ensured
- Bathrooms are also essential as part of sanitation and local material should be encouraged
- Entrepreneurs need to be encouraged to take up sanitation business

Session 6

Session Title: Garbage and sewage management

Solid liquid waste management is important, especially in urban areas and innovative technical solutions are required. Many organizations have invented new and simple technologies for solid liquid waste management which can be replicated in other places too. In this session, presentations were made regarding garbage and sewage management by organizations with innovative solutions. The presentations included -

- Advanced Solid Waste Management Practices by Dr. Somnath Mukherjee, Executive Director, AECOM India
- Solid Waste Management in India by MrGirishKandalgaonkar and NirmalaKandalgaonkar, Director, Vivam Solid Waste Management Pvt. Ltd. Pune
- Solid Waste management – present system of manual waste collection and issues & experiences in Latur by Mr Sanjay Kamble

- CTech technology for liquid waste management by MrMandar Desai, CTech
- Compost at home of Nirmalya, waste generated after pujas by MsPratibhaBelwalkar, CSD

The key issues highlighted during the session are-

- Review and disseminate international and national best practices is necessary
- SWM should be looked upon as an opportunity to develop an employment opportunity and promote entrepreneurs
- Balance between chemical fertilizer subsidy and incentives for investment in SWM creating organic manure should be targeted

DAY 2

Day two began with a quick recap of previous day's activities and description of the second day's agenda.

Session 7

Session Title: Changing habits/ behaviour for safe sanitation

Sanitation is a behavioural subject and construction and use of toilets depends upon the mindsets of the people. Therefore, Behaviour Change Communication (BCC) has been given prominence in all sanitation related activities. In this session, presentations were made regarding case studies on changing habits/ behaviour for safe sanitation.

- School WASH practices by Mr R K Srinivasan, Plan India
- Community triggering and mobilization by MrSrikanthGullapalli, intern at Public Policy Research Centre, New Delhi
- Initiatives by SevaBharati regarding total sanitation by Mr. Malveeyajifrom RashtraayaSevabharati unit, Bhopal
- Tobacco addiction and need for change in the society by Dr. Bartakke

The key issues highlighted during the session are-

- Children can be effective change agents for sanitation
- Definite processes, documentation and analysis is important for up scaling BCC
- It is necessary to have operational guidelines for RALU
- BCC needs high priority and focus should be on collective behaviour change
- Sample behaviour change plan should be developed and presented to GOI

Session 8

Session Title: Governing for improved sanitation

In this session, presentations were made regarding good practices for governing improved sanitation. The presentations are as follows-

- Presentation on experiences while working on garbage and sewage in Mira BhayanderMunicipal Corporation by Mr Narendra Mehta, Ex-Mayor and currently MLA from Mira Bhayander constituency.
- Presentation on Clean Dharavi by Mr Subhash Dalvi, OSD in Mumbai Municipal Corporation working on Swaccha Mumbai Abhiyan especially in slums
- Presentation on various initiatives for Swaccha Bharat taken by Mr Soham Choudhari, newly elected Sarpanch in Rajasthan
- Presentation on Steps taken by Akola Municipal Corporation on implementing various solid liquid waste management schemes by Ms Ujjwala Deshmukh, Mayor, Akola
- Presentation on use of GIS and IT tools for monitoring SBM by Mr Shiva Subramaniyam, GIS expert, Chennai
- Concluding remarks by Mr Popatrao Pawar, Chairperson of Adarsha Gaon Yojana of Government of Maharashtra and Sarpanch of a renowned Adarsh Gaon Hiware Bazar in Ahmednagar district of Maharashtra.

The key issues highlighted during the session are-

- Involvement of religious leaders and civil servants will be effective
- Efforts are needed for involvement of children, women and deprived communities
- Use of IT tools can be helpful in collecting baseline information, planning, monitoring, etc.
- Mumbai is an example of Basti level interventions, contextualized approach, penal action

Session 9

Session Title: Concluding session

The major takeaways from the sessions were compiled by Mr Ajit Phadnis, Director, PriMovePune and were presented during this session. Dr. Medha Patkar discussed institutional and governance issues in programme implementation at Municipal Corporation level. Mr Popatrao Pawar concluded the convention with his vast experience in water & sanitation particularly in rural areas. He also emphasized importance of elected representatives getting involved in the process of SBM implementation both in urban and rural areas. The session was facilitated by Mr Ravi Sathe, Executive Director, RMP. The convention concluded with vote of thanks. The key takeaways of the convention are presented in the next section.

2. 'Take away'sfrom the national convention on Swacha Bharat Mission

- SBM(G) has enhanced the provision of incentive for IHHL.
- The focus to sanitation form highest level in governance along with increased incentive has lead to enhanced demand for IHHL and sanitation
- The state needs to work diligently to consolidate the demand and gear up the systems to respond to that demand by reorganizing the processes and also infusing additional human resource which is vital for roll out.
- Potential sanitation demand and targets should be analyzed and presented numerically and spatially at state, district and block level to appreciate the size and scale. Timely respond to the demand will be useful.
- Open Defecation Elimination Plan (ODEP) is an effective tool to generate and consolidate demand at village level- it generates concrete work plan through community participation and monitoring
- Elected representatives can be involved more intensively in community sensitization through ODEP process and in higher level review processes. They can be encouraged to adopt villages for open defecation elimination.
- Structured engagement with NGO and private sector for process management support through Key Resource Center mechanism at state and district level is potentially useful way to bridge human resource deficit in the secto
- Tightening of M&E system through development of village, block, district level toolsincluding quality assurance protocol is necessary
- Special drive for developing and taking various technology options to the communities; especially technologies for difficult regions like coastal area, high water table areas etc is necessary
- Opening of avenues and creating enabling environment for private sector to participate in sanitation sector through alternative supply chain arrangements especially in the context of increased demand and scale is necessary
- Sanitation parks, material supplier, skilled masons should be adequately provided to respond to demand – would need specific efforts to develop skills
- Special cells and *window* for mobilization of CSR resources for sanitation at strategic level
- Special efforts to ensure that communication and capacity building strategy plans are in place at various levels (village, district and state plans) specifically considering local socio economic and cultural context focusing on IPC to ensure behaviour change
- Specific capacity building of various stakeholders ranging from CEOs to gramsevak and NGOs/CBOs is necessary to continuously keep sanitation response machinery charged

- Sanitation round table for review process and policy and interactions with various stakeholders is necessary. It can also look at the process innovations which are not documented in structured manner.
- Systematic efforts at state level like operational manual can be helpful to accelerate the program.
- Specific studies for visualizing the potential adverse impact toilet construction on water table
- Technical person power for sanitation program is weak and needs to be strengthened
- Formative studies for designing contextualized behaviour communication strategy, plan and material will be useful
- Add sanitation and behaviour issues in formal education in schools particularly from primary education
- Need to review and document process innovation and its dissemination at various levels

Institutional sanitation

- Religious, spiritual and community places can become nodes of sanitations and models can be built around that
- Acknowledgement/ awards of such models will be valuable
- Railways and state transport systems can become vehicles to take sanitation messages to masses and demonstrate technologies
- They should also have measurable indicators and process protocol of model railway station of bus station etc - Water Sanitation compliant terminals
- Evolution of regulations and its enforcement to ensure cleanliness is important and should be ensured
- Bathrooms are also essential as part of sanitation and local material should be encouraged
- Encourage entrepreneurs to take up sanitation business both construction and O&M services

Urban Garbage and Liquid waste management

- Need to consider, review and disseminate international and national best practices
- SWM should be looked upon as an opportunity to develop an employment opportunity and promote entrepreneurs
- Balance between chemical fertilizer subsidy and incentives for investment in SWM creating organic manure should be targeted

Behaviour Change Communication

- Children centric approach involving children as change agents can work very well

- Defined process of up scaling the success of BCC is necessary followed by systematic documentation and analysis
- It is necessary to have operational guidelines for RALU
- Equal emphasis should be given on BCC and construction- need change in behaviour of all stakeholders
- Focus should be on collective behaviour change
- Sample behaviour change plan should be developed and presented to GOI

Governing sanitation:

- Mumbai is an example of Basti level interventions, contextualized approach, penal action
- Involvement of *religious- civil servants-police* and community can become effective approach
- Child as messenger, women involvement is vital – events and festivals
- Role of leader is very vital
- Baseline information- plan- monitoring – use of IT tools can be helpful

Annexure

Annexure 1: Detailed schedule of the convention

Annexure 2: Presentations made during the convention by various resource persons
