



TATA WATER
MISSION
A TATA TRUSTS INITIATIVE

ZILA SWACHH BHARAT PRERAK

India's new sanitation warriors



ABOUT TATA WATER MISSION

Tata Water Mission (TWM) is a programme initiated by Tata Trusts to tackle the water crisis with a multi-pronged approach. The three core areas supported by the programme are: technology innovations; improved service delivery through sustainable and integrated development, and through water conservation and water supply; and behavioural change communication models. TWM aims to provide better access to pure water to 6 million people in 7,000 villages across 12 states, within the next three years.

ABOUT TATA TRUSTS

Since inception in 1892, Tata Trusts, India's oldest philanthropic organisation, has played a pioneering role in bringing about an enduring difference in the lives of the communities it serves. Guided by the principles and the vision of proactive philanthropy of its Founder, Jamsetji Tata, the Trusts' purpose is to catalyse development in the areas of healthcare and nutrition, water and sanitation, education, energy, rural upliftment, urban poverty alleviation, and arts, craft and culture. Tata Trusts' programmes, achieved through direct implementation, partnerships and grant making, are marked by innovations relevant to the country.



**JANUARY
2017**

Tata Trusts
collaborates with
Swachh
Bharat Mission



400+

Total number of
preraks deployed
in India



385+

The number
of open defecation
free districts
as on date*

FEATURED IN THIS ISSUE

Badapbiang T Dkhar

Changed lives and attitudes in Anjaw, Arunachal Pradesh, with her satyagraha against open defecation

Mir Anayatullah

Worked through multiple challenges to make Kargil the first open defecation free district in Jammu & Kashmir

Saritha Challuri

Helped fast track the SBM goals in Jayashankar Bhupalapally and Jangaon districts of Telangana

Darshan Kumar

Reached out effectively to villagers in Tamil Nadu's Dharmapuri district and convinced them to build toilets in their homes

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Preface

The Swachh Bharat Mission – Gramin (SBM-G), under the Ministry of Drinking Water and Sanitation, Government of India, focuses on waste management and the elimination of open defecation in India’s villages.

Tata Trusts has partnered with the Ministry of Drinking Water and Sanitation to launch a unique pan-India initiative — the Zila Swachh Bharat Preraks (ZSBPs) programme — to achieve the goals of the SBM-G. The Trusts hires, trains and deploys motivated young professionals as ZSBPs, one in each district, across the country. These young men and women work closely with the district administration on the design, implementation and monitoring of various interventions under the SBM-G.

Zila Swachh Bharat Preraks – India’s New Sanitation Warriors captures some of these success stories from across the country,

and the passion and dedication with which the preraks have been bringing about a new ‘toilet’ revolution in India’s villages. Their experiences provide a ground-level perspective of the physical, cultural and administrative challenges they overcome in this journey of personal transformation and social change.

The second issue features the stories of four preraks — Badapbiang T Dkhar in Arunachal Pradesh’s Anjaw district, Mir Anayatullah in Jammu & Kashmir’s Kargil district, Saritha Challuri in Telangana’s Jayashankar Bhupalapally and Jangaon districts, and Darshan Kumar in Tamil Nadu’s Dharmapuri district — and their unique approaches to helping build toilets, and change mindsets.

We hope their experiences inspire many more talented and committed young men and women to come forward and participate in this nation-wide movement to make India clean and open defecation free (ODF). ●



THE CHANGE WITHIN

“If Mahatma Gandhi had his Champaran, then Anjaw is my Champaran,” says Badapbiang T Dkhar, whose satyagraha against open defecation changed lives in this remote district of Arunachal Pradesh

Anjaw is a remote, yet picturesque district in Arunachal Pradesh with scattered habitation, rich wildlife and vast tracts of open land. The 2011 census ranks it as the second least-populated district in India. Some of Anjaw's villages have as few as four to five households. The terrain is inhospitable with few motorable roads, and the district has only one branch of a bank and one petrol pump. With no access to television, radio, internet, mobile networks or newspapers, most of Anjaw reminds one of a forgotten civilisation.

But as Badapbiang T Dkhar (Badap), 27, would soon learn, when she arrived here in April 2017 under the Zila Swachh Bharat Prerak (ZSBP) programme, these were not the only challenges. After graduating from the National Law University, Jodhpur, Badap spent a year with Lawyers Collective, an NGO in Delhi, where she worked on public policy litigations related to citizens' right to health and access to medicine, and issues of poor sanitation. Enrolling as a prerak in the ZSBP programme was a perfect opportunity for her to contribute towards alleviating these problems.

“The rekindled sense of hope among the people of Anjaw has been reward enough for my efforts. I wanted to show the villagers that the country does care for them.”

Badapbiang T Dkhar, prerak
Anjaw, Arunachal Pradesh

A ROCKY START

Most people in Anjaw's villages had been

following unsanitary and unsafe defecation practices. With ample land available, people didn't feel the need to construct toilets in their homes. Even if they wanted to, the absence of motorable roads made it difficult and expensive to transport construction material like bricks and cement to the villages.

With the local Swachh Bharat Mission (SBM) team, Badap launched a door-to-door campaign to educate Anjaw's residents about the need for proper toilets. The exercise was an arduous one. "I used to walk for hours and sometimes slept in the jungles and ate at the houses of complete strangers," she recalls. The women were more receptive to the idea of building toilets in their homes as they faced the most difficulty defecating in the open. Badap knew that educating the villagers wasn't enough; connecting with their lives was equally important. The team joined hands with the Anjaw Women's Welfare Association and the Hali Valley Youth Association to roll out IEC (information, education and communication) activities, which included menstrual health and hygiene programmes for girls and women. It helped change people's attitudes towards open defecation, and they began to come forward to build toilets in their homes.

LOCAL SOLUTIONS

Rather than push for the conventional brick and cement option, the team hit upon the idea of pre-fabricated toilets that were more suited to Anjaw's conditions. These could be quickly assembled using a metal frame and CGI (corrugated galvanised iron) sheets, with locally available stones and rocks used to line



A door-to-door campaign to educate Anjaw's residents about the need for proper toilets yielded results

the pits. Most importantly, the transportation cost for pre-fabricated components was much lower as they were lighter and more compact to carry up from the plains.

By December, Badap and her team had helped build 984 toilets across the district, achieving 100 percent coverage as per the base line survey, making Anjaw open defecation free. She has since moved on, and is now serving as a volunteer with the Indian Red Cross in Meghalaya where she helps with advocacy and training students on International Humanitarian Law. Meanwhile, the work done by her, with the SBM team, has had a profound impact on the lives of Anjaw's residents. After years of isolation, there is a distinct and positive change in their attitudes towards the government.

Badap says the prerak experience was transformative for her as well. Unlike many youngsters who aspire to accumulate wealth, she believes the rekindled sense of hope among the people of Anjaw has been reward enough for her efforts: "I wanted to show the villagers that the country does care for them." ●

IMPACT IN NUMBERS

Coverage:

- Till April 2017: **72%**
- Till December 2017: **100%** (declared ODF)

Number of toilets built:

- Till April 2017: **4,208**
- Till December 2017: **984**



MIND OVER MATTER

An inhospitable terrain, a small team and political turmoil were just some of the challenges that Mir Anayatullah had to overcome during his stint as a prerak in Jammu & Kashmir

Always one to volunteer for social developmental activities, the Zila Swachh Bharat Prarak (ZSBP) programme was just the platform for Mir Anayatullah (Anayat), 30, to serve the community and participate in the local administrative system. After completing his MBA course from the Islamic University of Science and Technology in Awantipora, he taught for three years at a local college before signing up as a prerak. Initially deployed in Budgam in March 2017, Anayat was transferred to Kargil in August to work towards making it the first ODF (open defecation free) district in Jammu & Kashmir (J&K).

During winters, temperatures dip to sub-zero levels in Kargil and the terrain is covered with snow. This posed some unusual challenges. Conventional toilets do not work in winters as the water in the pan freezes, which doesn't allow faecal matter to pass into pits. Local residents use 'dry latrines', which do not fit into the idea of modern sanitation, but are suitable for Kargil's harsh winters. Another challenge for the Swachh Bharat Mission (SBM) team was that while 80

percent of Kargil's households are concentrated in a small area, the rest are spread over large distances across formidable terrain.

BRAVING THE ELEMENTS

Anayat had the support of village-level workers and a committed district panchayat officer to create awareness around core SBM objectives — emphasising on health, hygiene and social problems related to open defecation. But this wasn't getting desired results. Anayat sought the help of Roots, a local sustainable tourism enterprise that creates livelihoods through guided tours and homestays for tourists. Together, they convinced villagers that their unsanitary methods were demeaning to their guests, and reflected poorly on the Kashmiri culture and heritage. The approach worked well, and more people came forward to build toilets.

Geo-tagging of built toilets under extreme weather conditions was another difficult task, "On a single day we geo-tagged 21 homes, many at over 15,000 feet," remembers Anayat. Kargil became 100 percent ODF by October 2017.

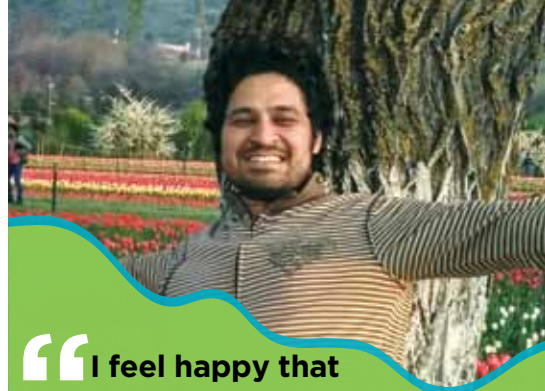
Though its people continue to use dry latrines in winters, they also have regular toilets in their homes for use during the rest of the year.

A DIFFERENT STRETCH

Back in Budgam in October 2017, Anayat was confronted with a different set of problems. The local SBM team wasn't motivated enough, and had been functioning without direction. Two out of five households in the district hadn't been included in the list of beneficiaries for the incentive due to anomalies in data during the 2012 baseline survey. To make matters worse, many village Sarpanchs had resigned en masse due to growing political unrest and volatility in the state, leaving a vacuum in the village administration across the district.

Anayat galvanised educated youth to help convey SBM goals to Budgam's residents. Since the locals were more comfortable with Urdu, messages were modified accordingly: Swachh Bharat was re-coined as Saaf Shafa Bharat (neat and clean India) and a slogan 'Safai aadha imaan hai' was created, (roughly translated as, cleanliness is next to godliness). Anayat also took the help of the Imams (clerics) to spread the message of good sanitation habits.

All this created a wider impact, with over 58 percent households in Budgam's villages now having toilets. There is a shared sense of purpose with the local community contributing financially to those who can't afford to build toilets or were excluded from the BLS list. "I feel happy that we could build toilets for those who



“I feel happy that we could build toilets for those who were not even included as beneficiaries.”

Mir Anayatullah, prerak, Kargil, Jammu & Kashmir

were not even included as beneficiaries,” says Anayat. On a personal level too, the experience has been empowering; Anayat says he has learnt a lot about how government machinery works, and about subjects like rural sanitation and solid waste management. He has shared his knowledge with other departments of the district administration.

In December 2017, Anayat, along with the other preraks in J&K, was invited by the Chief Minister's Office to suggest solid waste management solutions in Gulmarg. In February 2018, Anayat was deputed to the SBM's Jammu office, and has been working as a 'state prerak' overseeing the Mission's progress for J&K. While he misses ground-level action, Anayat is happy that this has brought him closer to his dream of being a change-maker for his state. ●

IMPACT IN NUMBERS

Coverage:

Kargil

- Till August 2017: **80%**
- Till October 2017: **100%** (declared ODF)

Budgam

- Till March 2017: **27%**
- Till February 2018: **58%**

Number of toilets built:

Kargil

- Till August 2017: **12,880**
- Till October 2017: **16,100**

Budgam

- Till March 2017: **25,423**
- Till February 2018: **54,275**



WINNING AN UPHILL BATTLE

Saritha Challuri's efforts helped fast track the Swachh Bharat Mission goals in Jayashankar Bhupalapally and Jangaon districts of Telangana

As the daughter of a village aanganwadi teacher, Saritha had grown up seeing the problems of open defecation and activities to create awareness about its ill-effects. Later, armed with a PG diploma in liberal studies (Young India Fellow, 2016) from Ashoka University, Sonapat, she went on to work with SEWA and the Genpact Centre for Women's Leadership, and had been looking for a full-time opportunity in socially-driven projects.

Through the Zila Swachh Bharat Prerak (ZSBP) programme, Saritha finally found a platform that would allow her to contribute to the Swachh Bharat Mission's (SBM) goals, and realise a personal wish too. "My main motivation is to see my own village, Gaddiganipally, become ODF one day," she says.

After enrolling, Saritha, 22, was deployed as a prerak in Jayashankar Bhupalapally district in March 2017. She was in for a tough initiation. Jayashankar Bhupalapally is among the most economically backward districts in Telangana, and it wasn't surprising that only 19 percent

of identified households had toilets. With the government incentive (protsahan rashi) coming in only after the toilets were built, funds required to begin construction was a problem.

MISSIONARY ZEAL

Saritha quickly got down to work. The first step was to engage with villagers on a regular basis to learn about their concerns, and win their trust. Convincing people wasn't the only challenge; she had to find ways that would reduce the upfront construction cost of toilets as well. The team came up with the idea of using fly-ash bricks instead of the regular red ones. These were lighter and hence less expensive to transport, which helped bring down cost of procurement. Leading fly-ash brick manufacturers like Nagarjuna Cements and Kamakshi Cements were roped in to supply these at a subsidised price for the programme.

To better convey the grave health risks of poor personal hygiene and sanitation habits, the SBM team took the help of schoolchildren. In

Gram Sabhas, the children were given a message to read that they don't have toilets in their home and want their parents to build one. Saritha was also closely associated with a Mega Hand Wash Campaign conceptualised by the District Collector with support from UNICEF. This included a unique event where around 130,000 children from across more than 1,200 schools of Jayashankar Bhupalapally district washed their hands between 12.00-12.10 pm on a single day.

These efforts started bearing fruit. By October 2017, when Saritha moved out, 32 percent households in the district had toilets, up from 19 percent in March. Meanwhile, the local SBM team at Jayashankar Bhupalapally continues to work passionately towards its goal of making the entire region ODF soon.

A DIFFERENT CHALLENGE

The situation in Jangaon district was slightly better — toilet coverage stood at 33 per cent and awareness about the SBM was higher too. This could be explained by its proximity to the state capital of Hyderabad, and the fact that Jangaon is economically progressive with better infrastructure than most other districts in Telangana. But there were other unique challenges here. Many of Jangaon's residents believed that toilets didn't fit into the vastu (a traditional approach to architecture that promotes harmony with nature) of their homes. A more urgent issue was that many who had built toilets were still waiting for their protsahan rashi or incentive, as new toilet numbers weren't being recorded regularly in the MIS software. In fact, when Saritha joined, she found that around 70,000 new toilets hadn't yet been geo-tagged. No wonder, barely seven out of 222 villages in Jangaon had been declared ODF so far.

The first step was to ensure that these toilets were geo-tagged and the data updated on the portal. It was a massive exercise that eventually helped classify 148 villages as ODF.

IMPACT IN NUMBERS

Coverage:

Jayashankar Bhupalapally

- Till March 2017: **19%**
- Till October 2017: **32%** (declared ODF)

Jangaon

- Till October 2017: **33%**
- Till February 2018: **96.5%**

Number of toilets built:

Jayashankar Bhupalapally

- Till March 2017: **33,211**
- Till October 2017: **35,280**

Jangaon

- Till October 2017: **39,620**
- Till February 2018: **116,444** (includes data about 70,000 updated / geotagged toilets)

This also allowed villagers to receive their incentives, and helped create widespread goodwill for the programme. Alongside, the SBM team under Saritha's guidance worked across the district to dispel superstitions and misplaced notions around construction of toilets. They organised Gram Sabhas and with the help of Swachhagrahis (field workers) visited homes and spoke to residents. In just four months, the results have surpassed all expectations, with over 96% villages in Jangaon now seeded with toilets.

Saritha believes that her stint as a prerak is just the beginning of her personal journey to bring about positive change in society. "My field experiences over the past year have taught me new life lessons. I am more confident now about my abilities to bring about change," she says. ●



BLESSING IN DISGUISE

A dengue outbreak helped Darshan Kumar reach out more effectively to villagers in Tamil Nadu's Dharmapuri district on building toilets in their homes

Assigned as a Zila Swachh Bharat Prerak (ZSBP) in two of the most economically disadvantaged districts in Tamil Nadu in May 2017, Darshan Kumar was confronted with a peculiar challenge.

Owing to a long tradition of populist schemes by successive state governments, free benefits and gifts were doled out generously to the poor without any strings attached. Not surprisingly, when the Swachh Bharat Mission (SBM) team reached out to them for building toilets in their homes, Dharmapuri's residents maintained that this too was the government's responsibility. "Everyone has become so used to getting freebies from the government that they wanted toilets without spending their money or making any efforts," says the 27-year-old computer science engineer, who had previously served as a state project manager for rural development in Gandhinagar, Gujarat.

THINKING DIFFERENTLY

Countering this mindset was the first task. It was crucial to educate and convince villagers about the health hazards of open defecation, and the need to take ownership of this change effort. Fortunately, Darshan was supported by a committed team of

“Tata Trusts has given me the opportunity to work at the grass-roots level in a flagship programme like the SBM. This has been a very humbling experience.”

Darshan Kumar, prerak
Dharmapuri, Tamil Nadu

Swachhagrahis who had been visiting villages and conducting Gram Sabhas on this subject for some time.

He galvanised these Swachhagrahis through focused training on IEC (information, education and communication) and IPC (inter-personal communication) activities. Darshan also ensured that the messaging was directed towards children, women and the elderly, since the men in the villages were usually away in Bengaluru seeking work as daily labourers during the non-farming season.

Innovative techniques such as role plays were employed to motivate villagers. In areas where the toilet requirements were low, pre-cast toilets were brought in and erected under a 'One-Day Toilet' campaign. These toilets were inexpensive and could be set up in a day with only components such as pans and pipes to be assembled onsite. The villagers would themselves dig the pits for these toilets and were compensated for the hours worked, under the MGNREGA (Mahatma Gandhi National Rural Employment Guarantee Act). A 'Swachhata Marathon' in Dharmapuri district further helped in building mass awareness for the SBM goals.

TURNING POINT

Around October 2017, rural Tamil Nadu was hit by a dengue epidemic. Villagers were worried and keen to learn how they could protect themselves from the disease. The SBM team saw this as an opportunity to engage with the villagers on how to deal with dengue, and also speak about the dangers that open defecation and poor sanitation were posing to their health and their lives. This worked very well, and people began to come forward to build toilets.

It was now time to ensure that the

IMPACT IN NUMBERS

Coverage:

- Till May 2017: **53%**
- Till Feb/March 2018: **99%**

Number of toilets built:

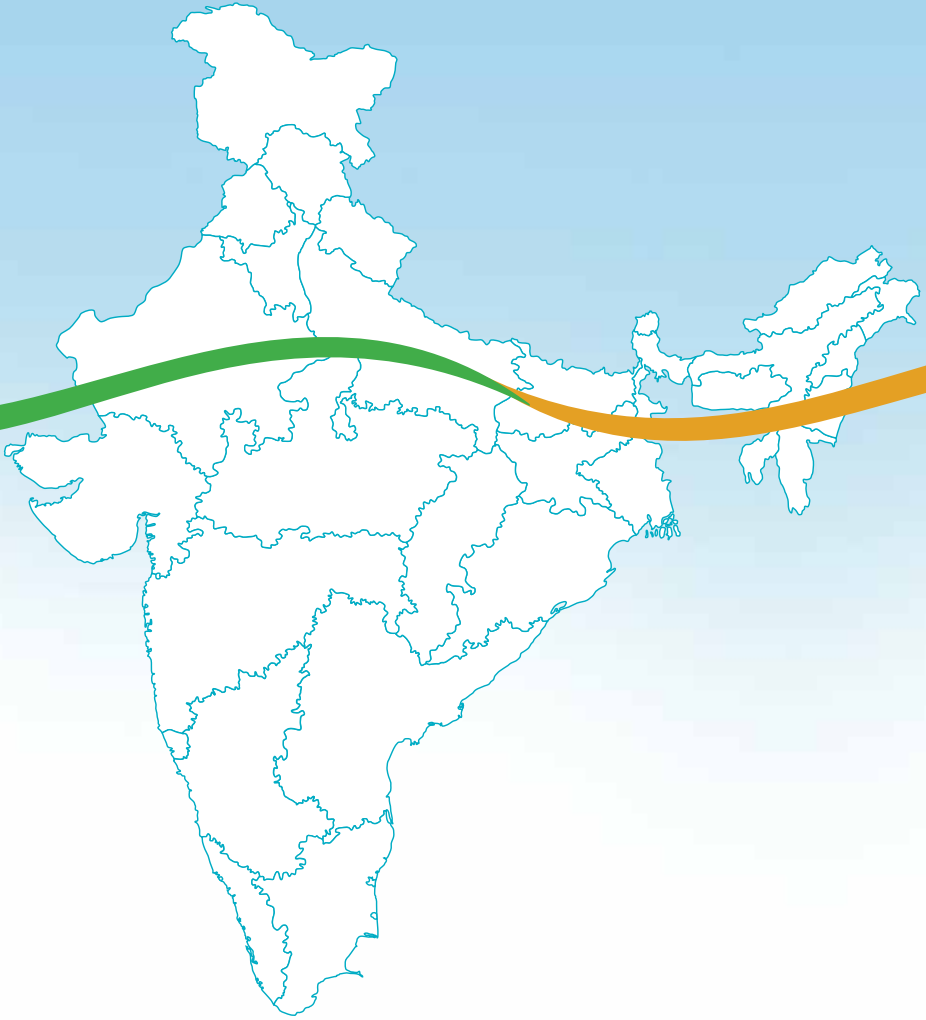
- Till May 2017: **NA**
- Till Feb/March 2018: **112,209**

Number of blocks declared ODF:

- Till May 2017: **0**
- Till Feb/March 2018: **8**

incentive (protsahan rashi) from the Mission came in promptly for eligible beneficiaries. For this, Darshan worked on improving the back-end resources including re-training the MIS operators. With their help, data on built-up toilets was geo-tagged and updated regularly on the portal and shared with the Block Development Officer for timely disbursement of the money.

Today, Darshan is proud of the fact that 99 percent households in Dharmapuri have toilets, and all eight blocks in the district have been declared open defecation free. This is no mean feat in a district which had the worst coverage in Tamil Nadu when he had begun. "Tata Trusts has given me the opportunity to work at the grass-roots level in a flagship programme like the SBM. This has been a very humbling experience as the range, scope and magnitude of activities is very large," he says. ●



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