



Investments in Sanitation

- India
 - Investments
 - Rural Water in India (Since 1951) - \$ 15.00 billion
 - Rural Sanitation in India (Since 1986) - \$ 1.50 billion
 - Achievements (2009)
 - Rural Water Supply – 90 % coverage
 - Rural Sanitation – 61 % coverage

TSC – Strategies & Principles

- Participatory , decentralised approach
- Active involvement of local elected bodies, NGOs & SHGs
- Demand Responsive Strategy – IEC to generate demand
- Subsidy as incentive only to those below poverty line
- Integration of water, sanitation, health issues
- Supply of sanitary products and services through rural sanitary marts.
- Availability of Sanitary Products
- Effective solid & liquid waste management

Catching them young - School sanitation



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Catching them young - Sanitation in Child Care Centers



- Baby friendly toilets in all child care centers in rural India by March 2010



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Women in Sanitation



Women in Sanitation - Napkin Production



Decentralisation, Convergence and Monitoring

- State, distt and village water & sanitation missions estd that receive funds, plan and implement
- 593 distts out of 608 covered in country Flexibility to districts in implementation
- Local elected Institutions play key role
- Convergence with key deptts –health, school education, woman child development, tribal affairs, water resources thru state, distt and village committees
- Integrated Management Information System for transparency and better monitoring
- Emphasis on hygiene education

Contributions from all Stakeholders - NGOs, International Agencies, Corporate Bodies



Sanitation Park set up by the Jamnalal Bajaj Foundation (JBF) at Wardha



Gandhi Gram Rural Institute



TVS Electronics Ltd.
Innovative Concept Vending Machine



Unicef : Regional level Workshops to support joint planning and linking

Quantum of assistance

- IHHL for Below PovertyLine households : Centre- \$33.33, State- \$ 15.56, Beneficiary- \$ 6.67
- IHHL for Above PovertyLine households : Revolving fund and Bank credit made available
- School toilet : Centre- \$ 311.11, State-\$ 133.33
- Anganwadi toilet : Centre-\$77.78, State-\$ 33.33
- Community Sanitary Complex : Centre- \$2666.67, State- \$ 1333.33, Beneficiary- \$ 444.44
- RSM/PC : Centre- \$6222.22 , State- \$ 1555.56

By the people ...Of the people ...For the people



- Choice of superstructure as per affordability

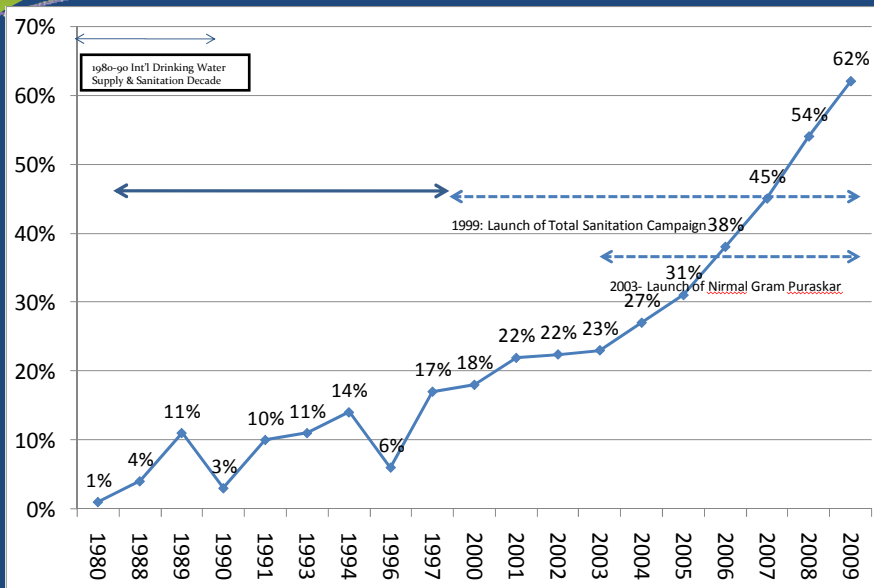


Physical Performance

Item	Project Objective	Achievement
IHHL	153.49 million	94.20 million
School Toilets	1.19 million	0.94 million
Pre-school care centres	4,38,001	2,99,858
Community Complex	32,887	17,302

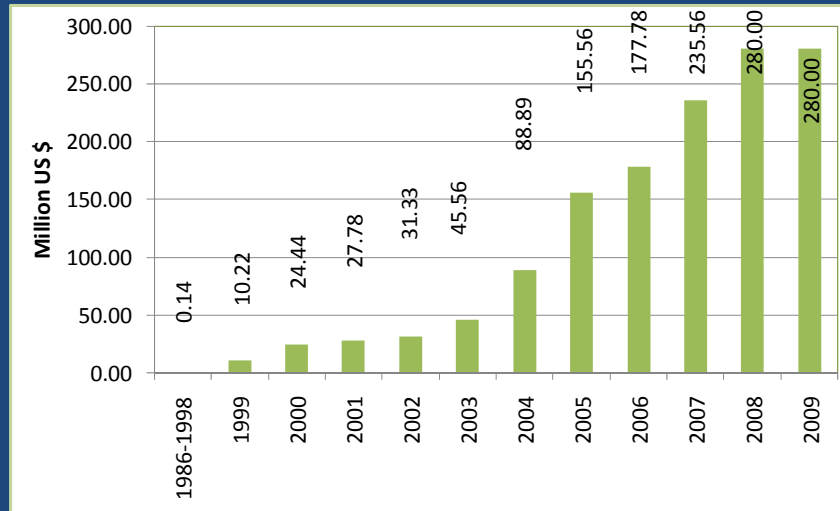
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Rural Sanitation Coverage



But there are issues of usage

Increasing Investment



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Community participation in Individual Household Toilet

Each Individual Household gives contribution of \$ 6 per unit



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Segregation of Waste



Clean and eco –friendly Village

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TSC- Support at State level : WSSO

- Funds provided to State Water & Sanitation Support Organization (WSSO) to provide software activity support in
 - Communications and Capacity Development Unit – Social Development specialists, IEC specialists, development of sanitation trainers, training at State, district and block level
 - Social development aspects and technical support activities of Sanitation schemes
 - Provide hardware and software for MIS at sub-divisional offices
 - Engage State Technical Agency and technical experts for technical inputs
- State Water & Sanitation Mission to Plan and review campaign

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TSC Support at District & Village level

- District Water and Sanitation Mission (DWSM) at district level under District elected body
- Support for District and sub-divisional level Computerization;
- DWSMs can engage services of NGOs, support agencies for training programmes, community mobilization, developmental communication, institutional development of Village Water and Sanitation Committee (VWSC)/Village Elected Body.

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Latest Initiative – Incentives (example from Mussiri)

For the first time in the World
Use Toilet, Get Paid !!



Don't flush the toilet !
No water, no smell !!
Save Water, Save Health !!!

From Pongal (Harvest Festival) 15th Jan 2008

- Those who use the toilets will be paid *Ten paise per visit* to ECCT on the basis of monthly card issued to user.
- The payment will be made to all cardholders who will be using the ECCT



Sweet rice cooked in the Community toilet complex on harvest festival

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Gram Vikas, Orissa, India



Kitchen Garden Patch



Toilet with Baths



Mason training for Women

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Sanitation in Festive moods



- India is a land of Festivals
- We have made achieving TOTAL SANITATION a FESTIVAL



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Honouring Success National Award for Clean Village

- National awards annually given by President of India
- The award recognizes and makes heroes out of ordinary village people
- Has helped increase sanitation coverage to 61%



- Invest in the **Children & Youth** through schools & competitive programmes, and recognition in terms of rewards, awards for individual, household and community level cleanliness – This is a **Programme for GENNEXT** and a **one time Investment**.

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Enthusiastic Participation of Civil Society National Award for Clean Village



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BEYOND IYS

- Reaching the un-reached
- Broadening availability of credit for IHHLs to families not below poverty line
- Establishment of National Resource Centre
- Establishment of Block Resource Centre
- Mechanism for independent evaluation & assessment
- Setting up of Inter Ministerial Council in GoI
- Solid and Liquid Waste Management

BEYOND SACOSAN

- SACOSAN Road map - an indicative guide to member countries on policies, institutional arrangements, programmes, finances, participation required to achieve full sanitation by 2015
- First SACOSAN Inter Country Working Group meeting held in August, 2009



From Sanitation Malady to Sanitation Melody

Thank You

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Urban Sanitation situation in India

About Fifty million people in urban India resort to open defecation.

Sanitation means "Flush and Forget"

As high as 82 percent of urban households may be disposing of human wastes in an unsafe manner

Seventy percent wastewater from sewerage systems not treated and let out unsafely.

Twenty six percent do not have any household sanitation arrangements



URBAN SANITATION

- The poor in general reside in informal/ low quality settlements in slums/ slum like areas
- They resort to using poorly managed public toilets or usually are forced to defecate in the open
- 'Public toilets' not enough with highly skewed ratios of persons/ seats
- Often, slum communities don't have tenant rights and are 'not allowed' to invest in proper sanitary facilities (Slum Acts), even if they have motivation and capacity
- Mindset and Social Biases: Poor status of scavenging workers, and slow progress in eradicating service latrines (more than 0.75 m workers and more than 3 m service latrines remain)
- Caste and community stigma associated with sanitation work:

URBAN SANITATION

- **Urban sanitation policy announced in 2008-09**
- **System of grading of type 1 cities introduced**
- **All cities to finalize plans during current financial year for consideration of funding**