



Overcoming Stigma and Shame

Ministry of Drinking Water and Sanitation - Government of India



On its way to stellar target achievement Swachh Bharat Mission faced communication challenges, which were addressed between July 2016 and December 2017. Accelerated behaviour-change communication on ground was the focus of Information, Education and Communication (IEC) during this period.

Systems were put in place and processes and policies were framed and set up to bring about a structured approach to both central and local IEC interventions.

Ministry of Drinking Water and Sanitation (MDWS)



CHALLENGE FACED

- In India, stigma is attached to sanitation activities especially cleaning of toilets

FINAL OUTCOMES

- Creation of a dedicated cadre of sanitation volunteers covering all villages is in process. Around 4.2 lakh *swachhagrahis* are working actively on the field to reach 6.5 lakh people by March 2019
- Swachhata Action Plan is now adopted by almost all Union Ministries. Every Ministry makes *swachhata* an integral part of their core activities and separate budget is assigned for that
- During 2017-18, Union Ministries committed ₹17,000 crore under their SAPs





completed the national consultation for formulation of state IEC annual plans for all states in March, 2018. This formed the basis of IEC roll out in 2018-19 at state and district levels.

These IEC innovations are broadly based on three concepts - cleanliness must become our nature, cleanliness should not be the responsibility of one or two departments but everyone's business. Swachh Bharat Mission has to become a jan-andolan in order to succeed.

Innovations like carnivals, Open Defecation Free (ODF) Olympics, Swachhathon, and Swachhata Anthems became mainstay of the IEC interventions. IEC capacities of states with bigger sanitation challenges viz., Uttar Pradesh, Bihar and Odisha were strengthened by deputing two IEC consultants in the Mission Directorates of these states.

Around 1,200 Swachhata Raths were rolled out during a 15-day special campaign. Many continue to run even today. Community members were engaged through inter-personal communication (IPC) and IEC materials, primarily, Audio-Visual clips and printed panels with key messages on various themes.

High-powered media campaigns like 'Darwaza Band' and 'Shaucha Singh' series were telecast through electronic and print media to promote adoption of sustainable sanitation behaviour. Union Minister and senior Government Officers in the Department participated in various activities and celebrity brand ambassadors like Amitabh Bachchan, Akshay Kumar, Anushka Sharma, and Sachin Tendulkar were engaged to counter the stigma attached to sanitation activities especially toilet cleaning and to promote twin-pit as the safest and economic toilet technology. Moreover, innovative IEC campaigns were launched in schools and colleges.

Further, the Ministry of Drinking Water Sanitation constructed a 'Sanitation Park' in its office complex for mainstreaming sanitation issues in public. Construction of such thematic parks is planned in all state capitals and districts across the country.