



Swachh Bharat Foot Soldiers

Ministry of Drinking Water and Sanitation -
Government of India

The Government initiative, Swachh Bharat Mission-Gramin is finding support from selfless volunteers working at the grass root level. A chartered accountant in Jaipur, Rajasthan, planned capacity building workshops for field motivators and created District Resource Groups from scratch. A lawyer in Anjaw, Arunachal Pradesh, assisted behavioural change towards safe sanitation along with her District Collector on the Indo-China border. A social worker in Rewa, Madhya Pradesh brought together various Self Help Groups for toilet construction in his district.

On September 25, 2016, in his 'Mann Ki Baat' address to the nation, the Prime Minister made an appeal to the corporate world to extend support in making India clean. Responding to his clarion call, Tata Trusts-one of India's leading philanthropic organisations, collaborated with the Ministry of Drinking Water and Sanitation and deployed over 400 Zila Swachh Bharat Preraks (ZSBPs). The ZSBPs form a young cadre that



CHALLENGES FACED

- To provide every individual and family in rural India access of toilets, through positive communication and change age-old sanitation practices
- Attention to sanitation is often piecemeal or inconsistent as the district administration has several developmental goals to meet



FINAL OUTCOME

- Sanitation coverage in the country has increased by 37% and the usage of toilets is about 91%. Over three lakh villages and 300 districts have been declared ODF
- Deployment of quality manpower has helped implement innovative BCC campaigns, ramp up toilet construction and usage, and introduce innovative technologies for waste management
- Through MIS, all work being done under SBM-G is being recorded on online platform open to the public, from toilet construction to budget allocations and expenditure

supports district administration across the country for the implementation of this programme and has contributed to the National Rural Sanitation Programme, a remarkable growth spurt from 39% to 80%.

As a key participant, they were given the challenge of providing every individual in rural India access to safe toilet technology, changing their age-old sanitation practices through positive communication. These young professionals are closely assisting the district administration in strategic implementation of SBM-G which includes preparing District Swachhta Plans, creating time-bound targets in Mission mode, preparing and monitoring evaluation protocols and planning large community-wise interventions.

As foot soldiers of the Ministry of Drinking Water and Sanitation, the ZSBPs receive advisories and devise their action plans in accordance with the Centre, as well as State Governments. The deployment of this quality manpower has helped implement and monitor innovative Behaviour Change Communication (BCC) campaigns, ramp up toilet construction and usage,

and introduce innovative technologies for waste management, thereon improving rural sanitation.

ZSBPs are using social media platforms to share their district's progress, best practices and success stories. They have been revamping different Information, Education and Communication (IEC) campaigns to build more interest, and engage the beneficiaries of the programme. They have been trained in Inter-Personal Communication (IPC), by partaking in Raatri Chaupals, Nigrani Committees, etc.

They also facilitate the selection, deployment and training of *Swachhagrahis* for door-to-door IPC activities. Additionally, the ZSBPs have taken charge of maintaining good housekeeping practices. The Preraks update SBM-G's Management information System (MIS) records real-time progress of the Mission in terms of Individual Household Latrine's constructed, geo-tagging of photographs, ODF villages, updated *Swachhagrahi* details and District Swachhata Action Plans.