

स्वच्छ भारत
एक कदम स्वच्छता की ओर

Triggering for Behavior Change towards Open Defecation Free status

A ready-reckoner for Urban Local Bodies



सत्यमेव जयते
Ministry of Urban Development
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The Swachh Bharat Mission, launched on 2nd October 2014, has one of its stated objectives the achievement of Open Defecation Free (ODF) status in all the 4041 Urban Local Bodies (ULBs) in India, by October 2019. This is probably the best tribute the country can pay to the father of our nation, Mahatma Gandhi.

While 5929 wards and 115 cities have already become ODF, 681 cities, 8000 wards, three states (Andhra Pradesh, Kerala and Gujarat) and one UT (Chandigarh) are poised to become ODF by March 2017. Obviously, we still have a long way to go in terms of achieving the goal of an ODF Urban India. As we all appreciate, this would be possible not only through creation of infrastructure (individual, community and public toilets, and urinals), but also through a change in attitude and mindset towards safe and sanitary habits, along with mass scale participation from all stakeholders.

In a bid to step up the pace of ODF achievement, our Ministry is now monitoring outcomes (number of ODF wards and cities) in a focused manner, rather than outputs (numbers of toilets built). In this regard, I am happy to see this manual on Triggering for Open Defecation Free cities which can be a very useful ready reckoner for all Urban Local Bodies that are working towards their ODF goals. ULBs can follow the guidelines provided in the pages to trigger communities and educate the citizens on the harmful effects of Open Defecation. The manual also provides for appointment of “Swachhagrahis”, who will support the ULB in achieving ODF status.

It is my firm belief that this will go a long way in building the capacities of our municipal bodies, in our collective journey towards a “Swachh Bharat” by 2nd October 2019.



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Background, Objectives & Scope

Background

India's urban population has sharply increased from 19.9% in 1971 to 31.2% in 2011. This unprecedented growth, along with high economic growth, has resulted in a severe challenge for Urban India, in terms of addressing the incremental infrastructural needs of a fast-growing urban population. One of the major challenges arising out of increased migration of the populace from rural areas to cities and towns in search of an improved quality of life has been the issue of access to sanitary facilities, and the attendant menace of open defecation, especially in areas housing economically weaker sections of society, where OD spots are more likely to be found.



The Swachh Bharat Mission – Urban aims to fulfil the objective of 100% Open Defecation Free status in all 4,041 Urban Local Bodies in the country by October 2019. This will entail providing access to toilet facilities (i.e. construction of sanitary latrines – individual household toilets, community and public toilets). In parallel, it will also entail operation and maintenance of these facilities to maintain their functionality, along with behavior change initiatives through intensive participation of key stakeholders – self-help groups, students and youth, corporate organizations, to ensure that these sanitary facilities are used regularly.

Objectives

The purpose of this manual is to provide a guideline for cities and towns that are working towards achieving Open Defecation Free status, for community triggering. Addressing the issue of open defecation from a process as well as outcome point of view, the manual provides a detailed compilation of the ODF triggering protocol, and ODF protocols. It also describes the roles and responsibilities of, and how to use, “Swachhagrahis”.

Scope

This ready reckoner can serve as a readiness manual for all Urban Local Bodies to prepare themselves and their concerned stakeholders for triggering exercises for achieving Open Defecation Free.

Triggering Behaviour Change towards ODF status

During the initial months following the launch of Swachh Bharat Mission (Urban) on 2nd October 2014, the focus was on making available sufficient infrastructure / toilet facilities in the long term journey towards achieving Open Defecation Free status. However, it is well accepted that mere provision of toilet facilities might not be sufficient for a city / ward to become Open Defecation Free. In-depth engagement and behavior change interventions with communities are necessary to ensure that the toilets constructed are actually used for the purpose they are being provided, and not for any other purpose.

A variety of Information, Education and Communication (IEC) initiatives have been taken till date (through posters / banners, nukkad nataks, citizen engagement through thematic drives and brand ambassadors' engagement, social media engagement etc), the combined impacts of them being heightened awareness about adverse impact of Open Defecation, and demand for toilet facilities. To capitalize on the momentum generated, it is now necessary to begin longer- term investments in engaging communities, especially in the slum communities, and OD-prone localities.



Interpersonal communication (IPC) and techniques using community participation for collective mobilization, empowering SHGs to take the lead in driving collective behavior change, and using 'swachhagrahis' to trigger and lead behavior change have been found to be very effective in bringing about sustained and long term collective behavior change towards sanitary habits.



In order to speed up the attainment of ODF status, and to complement the regular efforts of ULBs to address the menace of open defecation, MOUD has scheduled a quarterly calendar of triggering exercises, to be undertaken once a quarter, on a particular day and time, across all 4041 ULBs in the country. While the first such exercise was conducted on 19th April 2016, the other dates for triggering have been scheduled for:

-  22nd July 2016
-  21st October 2016
-  20th January 2017



Following the 19th April triggering exercise, nearly 19,300 “**Swachhagrahis**” have been identified across 23 states, and are currently working as community motivators, inspiring their allotted communities and following up with them daily towards ODF status. However, a lot more remains to be done, many more OD sites remain unidentified and unattended. Hence the need for repeated triggering exercises across the country, in an effort to cover all vulnerable hot spots in a time bound manner.

This booklet details out the preparatory activities to be undertaken by ULBs for the scheduled triggering days, the activities to be undertaken on the day of triggering itself, and post-triggering activities expected. The booklet also provides a detailed contact list of top 75 ULBs (Million plus cities and state capitals), in case NGO partners wish to participate in the triggering activities along with ULB officials, or enter into any other longer-term associations with particular cities around community engagement activities towards ODF status.

Triggering Timelines

3 weeks prior to Triggering Day

- Formation of teams by each ULB, comprising of sanitary inspectors, engineers, citizen and NGO volunteers, SHG members, and other municipal staff, to carry out community participation and mobilization exercises on the appointed day at every identified OD spot in the city (number of teams should be at least equal to number of OD spots).

2 weeks prior to Triggering Day

- Self-training of teams on triggering techniques through community participation, to demonstrate the 'fecal oral transmission route'.
- The following video will be a useful training tool for teams to watch and learn / understand the method of demonstration:
<https://www.youtube.com/watch?v=uHKxU307zFM>
(especially between 6.5 – 11.4 minutes)
- In parallel, for ODF wards, **swachhagrahis** are to work with communities proactively to keep these declarations ready for formal handover, wherever applicable.

1 week prior to Triggering Day

Reconnaissance visits to be undertaken by above teams to OD spots, and allocating one team per OD spot; SHGs, citizens, NGOs are to be involved in the process, and briefed about the proposed activities on the event day.

Day before Triggering Day

- Preparatory meeting materials to be prepared and kept ready for each team:
- Refer checklist later in this document.




On Triggering Day

- ULB teams to visit allocated OD spot and carry out the participatory triggering activities, between 5 – 8 am.
- Following the completion of the exercise, swachhagrahis are to be selected (based on self-nomination) from among the SHG members. (In case functional SHGs are not available, swachhagrahis may be selected (based on self-nomination) from among ASHA workers and Anganwadi workers).
- In case some wards in the city have become ODF, self-declarations (in the prescribed formats already shared with you) to be collected from SHG members and school children
- On completion of the activities, all teams along with the selected swachhagrahis will assemble back at the ULB office for debriefing. The reports from each team are to be consolidated and sent to MoUD in the format given (refer annexures)

Checklist for Pre-Triggering Activities

Preparatory meeting:

(NGO Partners may please check with commissioner / nodal person about the following readiness parameters:

-  Teams have been formed to visit every Open Defecation spot on the morning of the main triggering exercise
-  Teams have representatives from SHG groups, NGOs, citizen volunteers
-  All teams have completed the self-training on demonstration of fecal-oral transmission route, based on the video shared;
(<https://www.youtube.com/watch?v=uHKxU307zFM>)



The Trigger Hindi



The Trigger Hindi



- 👤 Communities around each OD spot have been informed about the triggering meeting scheduled between 5:00 AM to 8:00 AM.
- 👤 Visit plans for each team on the main triggering has been finalized
- 👤 All teams have been given sufficient numbers of IHHL application forms
- 👤 All teams to carry a bottle of water and an empty glass for the demonstration during the triggering exercise
- 👤 All teams are given the reporting format as per Annexure 1 (a).
- 👤 SHG members, NGOs, citizen volunteers to be a part of the preparatory meeting
- 👤 In case SHGs are not available in the city, ASHA workers or Anganwadi workers may be included in the community meetings. These workers will have to be notified beforehand and included in the triggering teams.


Checklist for Main Triggering Exercise

Main triggering event: 5:00 AM to 8:00 AM

- ULB officials / SHG members / NGO representatives to carry out the triggering, demonstrating the fecal-oral transmission route, and methods of safe disposal



- Swachhagrahis are to be identified (based on self-nomination from the SHG members present) once the triggering gets over.
- In case SHGs are not available in the city, Swachhagrahis may be selected from among ASHA workers or Anganwadi workers in the community. These workers will have to be notified beforehand to be present in the community meeting.

 On returning to the Corporation office, a consolidated report is to be prepared in the format given in Annexure 1(b) by the ULB based on reports from each team.



Post Triggering Activities

Following completion of the triggering, the number of *Swachhagrahis* selected are to be consolidated, and Open Defecation spots allocated. One *Swachhagrahi* will be allocated one (or more, depending on discretion of Municipal Commissioner) particular OD spot in a city / town to convert to Open Defecation Free status in a span of 4-6 months.

Photographs of triggering activities are to be uploaded on the swachhbharat.mygov.in portal.

The Annexures provide supplementary details that will be required for preparing for and participating in the triggering activities.



Remuneration for “Swachhagrahis”

A consolidated amount of Rs 5000 may be paid to a “Swachhagrahi” to convert the allocated OD spot to ODF. The payment however may be made in phases:

- ₹ 25% of the amount to be paid upfront on selection as “swachhagrahi” (to support his/her daily commutes and expenses).
- ₹ 50% of the amount to be paid when the spot becomes ODF (no visible faeces in the spot, nobody found defecating in the open at the spot)
- ₹ Balance 25% to be paid 3 months after the spot becomes ODF, subject to the ULB conducting an inspection to evaluate whether the ODF status is being sustained.

Going forward, the training schedule, roles and responsibilities and engagement of “Swachhagrahis” will be decided by the respective municipal commissioners. If required, a guideline may be issued from MoUD at a later date.



Roles and Responsibilities of “Swachhagrahis”

On accepting the responsibility from the ULB, each *swachhagrahi* is expected to conduct daily morning and evening follow-ups (including retriggering, if required) among the allotted community households, on the following (indicative) topics:

- 👤 Awareness and education about negative impact of OD,
- 👤 Information regarding government assistance / subsidy available for constructing IHHL
- 👤 Process of applying for and receiving IHHL subsidy
- 👤 Technical issues such as mason’s training,
- 👤 Technological inputs about construction of safe, sanitary toilets.
- 👤 Various options for communities to take charge of Operation and Maintenance of Community toilets constructed for their use
- 👤 Technical inputs about maintaining functionality of Community toilets
- 👤 Continuous liaison with the ULB / municipal officials for seamless integration between demand generated for toilets, and supply of infrastructure / construction of IHHL or CT/PT


Once the OD spot becomes ODF, *swachhagrahis* will need to collect self-declaration forms from SHG members and schools as part of the protocol for ODF declaration, set down by MOUD. The formats for self-declaration are available with each ULB.


Annexure 1 (a): Report format for each team

(To be compiled by ULB staff)

 Name of OD spot visited :


 No. of team members deployed:

 Time of activity :

 No. of community members present during triggering:

 No. of swachhagrahis selected:

 No. of IHHL applications collected:

 No. of households that gave assurance of constructing toilet on receipt of money from ULB:

 No. of spots identified for constructing Community Toilets:


 In case of ODF wards, number of


- SHG declarations collected:
- School declarations collected:

Annexure 1 (b): Consolidated Report format to be compiled by ULB

(Across all teams)

 Total no. of OD spots in the city:


 Total no. of OD spots visited by the ULB teams on scheduled day :

 Total No. of teams deployed:

 Total No. of swachhagrahis selected:


 List of swachhagrahis and OD spots allotted to each:

 Total No. of IHHL applications collected:

 Total No. of households gave assurance of constructing toilet on receipt of money from ULB:

 Total No. of spots identified for constructing CTs:

 Number of ODF wards:

 For ODF wards, total number of





- SHG declarations collected:
- School declarations collected:

Annexure 2: ODF Definition and Declaration Protocol

Definition of Open Defecation Free city / ward

A city / ward is notified as ODF city / ODF ward if, at any point of the day, not a single person is found defecating in the open.

Necessary conditions to be achieved before declaring a city / ward as Open Defecation Free:

-  All households that have space to construct toilet, have constructed one
-  All occupants of those households that do not have space to construct toilet have access to a community toilet within a distance of 500 meters
-  All commercial areas have public toilets within a distance of 1 km
-  City has a mechanism in place through which they impose fine on the persons who are found defecating in the open

Protocol for ODF declaration

The following protocol is to be adopted for declaring a city / ward as Open Defecation Free (ODF):

- 1) All the above 'necessary conditions' have to be fulfilled by the city / ward
- 2) Following the fulfilment of (1) above, a declaration has to be obtained from all wards of a city, without exception, declaring respective wards as ODF. All wards of a city may make this self-declaration and submit to city municipal administration as per due process. The following sub-declarations are to be obtained by the ward in order to facilitate the above self-declaration:
 - i. Every school in a ward provides self-declaration that all students enrolled in it have access to, and are routinely using toilets at home and at school.
 - ii. Every self-help group active in a ward gives a declaration that all residents of that ward have access to, and are routinely using, toilets at home.
- 3) Once all the above declarations have been obtained from all wards by the respective city municipal administration, the city municipal



administration may pass a preliminary resolution declaring the city to be Open Defecation Free.

- 4) A suitable public announcement may be made for the same as well.
- 5) Following such resolution, public objections/feedback may be invited, with a fifteen day timeline. If no substantial objections are received at the end of this time, a final resolution is adopted by the city municipal administration and the same is communicated to respective state governments.
- 6) On receipt of the said communication, the state government may ensure that the claim of the city is verified through an appropriate third party verification process (in a time bound process) before formally according the city the status of being ODF.

Annexure 3: Contact details of top 75 Urban Local Bodies

While every effort has been made to keep the information correct and up-to date, errors and discrepancies are inadvertent. MoUD does not guarantee the veracity of the information presented in this section, and users are encouraged to check the details on their own as well.

#	Name of City	Name of Municipal Commissioner	Land line no	Email Id
1	Srinagar	Bashir Ahmad Khan	0194-2311373/ 0194-2474499	commissioner@smcsite.org
2	Dehradun	Sh. Nitin Bhadauria	0135-2714074 / 2657884 (FAX)	nitinbhadauria@gmail.com
3	Amritsar	Sonali Giri	0183- 2545155,2535499	cmcasr@gmail.com
4	Ludhiana	Sh Ghanshyam Thori	0161-2454500/ 2750178	commissionermcl@gmail.com
5	Faridabad	Dr. Aditya Dahiya, IAS	0129-2416465 / 2227936 / 2226262 / 2416464	cmc@mcfbd.com;contact@mcfbd.com
6	Gurgaon	Sh. T L Satyaprakash	0135-2657884 / 2714074	commissioner.mcg@gmail.com
7	Delhi-SDMC	Dr Puneet Kumar Goel, IAS	011-23225901 / 23225902	commissioner- sdmc@mcd.gov.in
8	Delhi-NDMC	Sh. Naresh Kumar, IAS	011-23743579	chairperson@ndmc.gov.in
9	Delhi-North DMC	Sh. P.K. Gupta, IAS	011-23225401 / 23225402	commissioner- ndmc@mcd.gov.in
10	Delhi-EDMC	Sh. Mohan Jeet Singh, IAS	011-22144122 / 22165879	commissioner- edmc@mcd.gov.in; commissioneredmc@gmail.com
11	Chandigarh	Sh. B. Purushartha	0172-5021402	comm-mcc-chd@nic.in
12	Kanpur	Sh Devendra Kumar Sinha	0512-2541258 / 2525554	mckanpur@yahoo.com
13	Varanasi	Sh. S P Sahi	0542-2221711 / 2221702	mcvns1@gmail.com
14	Allahabad	Sh D.K. Pandey	0532-2427206	osnagarnigam@rediffmail.com / allahabadnagarnigam@gmail.com
15	Lucknow	Sh Uday Raj Singh	0522- 2202570; 2622440	nnlko@up.nic.in
16	Meerut	Sh Umesh Pratap Singh	0121 - 2660045; 2665809	nnmee@up.nic.in
17	Ghaziabad	Sh Abdul Samad	0120-2790425 / 2792880	gzb.nagar.nigam@gmail.com
18	Agra	Sh Indra Vikram Singh	9358277455 / 5622520616	amcagra@yahoo.com
19	Shimla	Sh. Pankaj Rai	0177-2812899	mcs_shimla@yahoo.com / mcsml-hp@nic.in

#	Name of City	Name of Municipal Commissioner	Land line no	Email Id
20	Patna	Sh Abhishek Singh	0612- 2223791	commissionerpmcbihar.in/ mcpatnamunicipalcorporation@gmail.com
21	Kolkata	Sh Khalil Ahmed, IAS	033-22861234 / 22861011	mc@kmcgov.in
22	Asansol	Sh Sumit Gupta	0343- 2546889, 2546815 2541716	admasansol@gmail.com; asnmccom@gmail.com;
23	Bhubaneshwar	Dr. Kris han Kumar, IAS	0674- 2431403 / 2432895/ 2396124;	commissioner@bmc.gov.in
24	Cuttack	Sh. Gyana Das (OAS)	0671-2308424	mccmc@nic.in
25	Jamshedpur	Sh Deepak Sahay	0657 - 2290858	jnacjsr@gmail.com
26	Dhanbad	Sh Chhavi Ranjan	0657 - 2290858	dhanbadmunicipalcorporationa dm@gmail.com
27	Ranchi	Sh Prashant Kumar, IAS	0651-2211215 / 2206461	ceo@ranchimunicipal.com
28	Gangtok	Sh C.P. Dhakal	03592-280290	gangtokmc@gmail.com
29	Shillong	Sh E. Kharmalki	0364-2224702 / 2224850	smb-meg@nic.in
30	Aizawal	Dr H. Iathlangliama	0389-2352090 / 2350246	amcmizoram@gmail.com
31	Imphal	Sh. N.G. Uttam Singh	0385-2450981 / 262255 / 262184	uttam4bmc@gmail.com
32	Kohima	Sh. Kovi Meyase	0370-2290252	kmc-ngl@gov.in / admn.kmc- ngl@gov.in
33	Agartala	Sh Milind Ramteke	(0381)-2325507/ 2323742/ 2325646/ 2325149	amc.tripura@gmail.com; dmwest.trp@gmail.com
34	Itanagar	Habung Lampung	0360-2350816	imcitanagar@gmail.com
35	Guwahati	Sh Narayan Konwar	0361-2540525 ; 2360470	guwahaticom@gmail.com;
36	Ahmedabad	Shri. Mukesh Kumar	91-7925352828	mc@ahmedabadcity.gov.in
37	Vadodara	Sh. H.S. Patel, IAS	0265-2433344; 25352828;	commissioner@vmc.gov.in
38	Rajkot	Sh Vijay Nehra, IAS	0281-2239973 / 2224133	mc_rmc@rmc.gov.in
39	Gandhinagar	Sh. D N Modi	079-23220440	gmc8gandhinagar@gmail.com
40	Surat	Sh Milind Torawane, IAS	0261-2422244	commissioner@suratmunicipal. org
41	Jaipur	Shri. Hemant Gera, IAS	0141- 2741424/2742823	ceo.jaipurmc@gmail.com
42	Jodhpur	Sh. Hari Singh Rathore	0291-2651464	ceomcp-jod-rj@nic.in
43	Kota	Sh Shivprasad M. Nakate, IAS	0744-2501929	nnkota@gmail.com
44	Navi Mumbai	Shri Tukaram Munde	022-27567171 ; 27710170	commissioner@nmmconline.co m
45	Greater Mumbai	Sh Ajoy Mehta	022-22620525	mc@mcgm.gov.in

#	Name of City	Name of Municipal Commissioner	Land line no	Email Id
46	Nagpur	Sh. Shravan Hardikar, IAS	0712-2567001	shravanhardikar@gmail.com
47	Pune	Sh Kunal Kumar, IAS	020-25501103	kunal.kumar@punecorporation.org
48	Pimpri Chinchwad	Sh R.R. Jadav	020-27425511; 67333333	rr.jadhav@pcmcindia.gov.in
49	Aurangabad	Sh. Omprakash Bakoria	0240- 2331194;	commissioner@aurangabadmahalika.org
50	Kalyan Dombivli	Sh E. Ravendiran	0251-2204065; 2207790	commissionerkdmc@gmail.com
51	Nashik	Sh Praveen Gedam, IAS	0253-2578206; 2575607	commissioner@nashikcorporation.in
52	Thane	Sh Sanjeev Jaiswal	022-25336523; 25336529	mc@thanecity.gov.in
53	Vasai - Virar	Sh Satish Lokhande	0250-2529885	vasaivirarcorporation@yahoo.com;
54	Panaji	Sh. Sanjit Rodrigues	0832-2223339	commissioner@ccpgoa.com
55	Raipur	Dr. Saransh Mittar	0771-2535780; 2535790; 2531014	dc_rmc@rediffmail.com
56	Durg	Sudesh Kumar Sundarani	0788-2322148	durgmc@gmail.com
57	Bhopal	Smt. Chhavi Bharadwaj	0755-2701222	commbhopal@mpurban.gov.in
58	Indore	Sh Manish Singh	0731-2431610	nagarnigamindore@yahoo.com
59	Gwalior	Shri. Anay Dwivedi	0751-2438300	nn.gwalior@mpurban.gov.in
60	Jabalpur	Sh Ved Prakash	0761-2610093; 2611262	commjabalpur@mpurban.gov.in
61	Bangalore	Manjunath Prasad	080-22237455, 080-22221286, 080-22975550	comm@bbmp.gov.in
62	Hubli and Dharwad city	Sh. C M Noor Mansoor	0836-2213800; 2350865	itstaff_ulb_hubli@yahoo.co.in; mansoornoor9@gmail.com
63	Mysore	Dr. C.G. Betsurmamath	0821-2418803; 2418802	comm_mcc@yahoo.co.in
64	Kochi	Sh Amit Meena, IAS	0484-2351211	kochicorpsecretary@gmail.com
65	Kozhikode	Sh T.P. Satheesh	0495 2362100	secretarykkd@gmail.com
66	Thiruvananthapuram	Sh Nizarudeen	0471- 2332085; 2377750	tvpmcorp@gmail.com
67	Chennai	Dr. Karthikeyan	044-25381330; 25619200; 25619231	commissioner@chennaicorporation.gov.in
68	Coimbatore	Dr. K. Vijay Karthikeyan, IAS	0422-2390261; 2396026	commr.coimbatore@tn.gov.in
69	Madurai	Sh C. Kathiravan, IAS	0452-2530521; 2531116	mducorp@gmail.com; commr.madurai@tn.gov.in
70	Tiruchirappalli	Smt. N.S Prema	0431-2412860	commr.trichy@tn.gov.in
71	Vijayawada	Sh. G. Veerapandian, I.A.S.	0866-2421058	ourvmc@yahoo.com; veerapandian.g@ias.nic.in



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73	Hyderabad	Sh Janardan Reddy, IAS	040-23224564	commissionerghmc2013@gmail.com
74	Warangal	Sh. Sarfaraz Ahmad	0870-2562831	ourwmc@gmail.com



सत्यमेव जयते

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