



## About the Total Sanitation Campaign

### The Sanitation Crisis

- Everyday, an estimated 1,000 Indian children under five die because of diarrhea, a preventable disease. The death toll is equivalent to three jumbo jets crashing each day.
- Sanitation related illnesses in both children and adults drain productivity and income, ultimately perpetuating poverty.
- Lack of adequate sanitation forces people the indignity of open defecation, which is an acute problem especially for women and young girls.

### Responses to the Crisis

- India's first national program to increase access to rural sanitation at scale, the Central Rural Sanitation Program, was launched in 1986.
- The CRSP focused on one kind of technology – pour flush toilets – and provided subsidies to generate demand for sanitation.
- This approach failed because people defecate in the open not because they can't afford a toilet without subsidy but because safe sanitation is not a felt need. In the ultimate analysis, sanitation is about habit, not constructing toilets.
- Despite an investment of more Rs. 6 billion and construction of over 9 million latrines in rural areas, the 2001 Census found that 4 in 5 rural households defecated in the open.

### Total Sanitation Campaign

The Total Sanitation Campaign, concentrates on promoting behaviour change by the community, as against the toilet construction focused approach of earlier programs. The main principles underlying TSC implementation are:

- A community led approach where the whole village ends open defecation and achieves total sanitation
- Mobilize and motivate communities for behavior change
- Minimum cash incentives only for poorest households, post construction and usage of toilets
- Different types of technology options so that people can choose according to what they can afford
- Facilitate availability of sanitary products at nearby places at economical prices

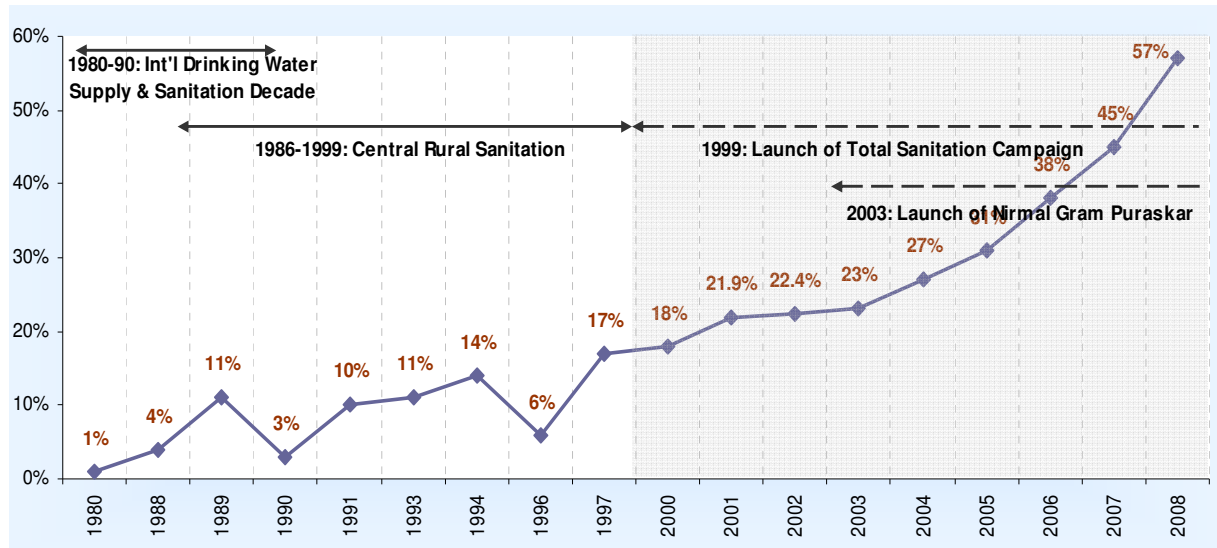
Give fiscal incentives to Gram Panchayats in the form of prize – such as Nirmal Gram Puraskar (NGP) – for achievement of total sanitation by the Gram Panchayat.

### Achievements

- Rural sanitation coverage improved from less than 20 per cent in 2001 to nearly 57 per cent in 2009
- Number of Nirmal Gram Panchayats increased from zero to more than 17,000



## Rural Sanitation Coverage in India

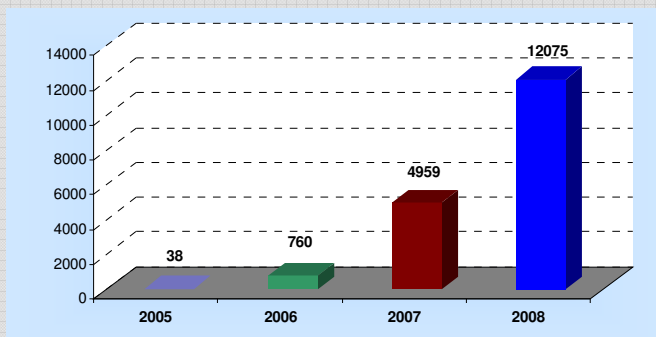


### Nirmal Gram Puraskar

The Nirmal Gram Puraskar of the Government of India, introduced in 2004, is a scheme that offers cash rewards to local governments that achieve 100% sanitation i.e. they are 100% open defecation free (ODF) and have tackled issues of liquid and solid waste management. The award is given by the President of India. The amount of incentive ranges from Rs. 50,000 to Rs. 5 lakhs, based on population of the Gram Panchayat.

Since its launch, the Nirmal Gram Puraskar has been very successful in putting the spotlight on rural sanitation and each year the numbers of Panchayats winning the prize has shown a geometric increase (see figure below).

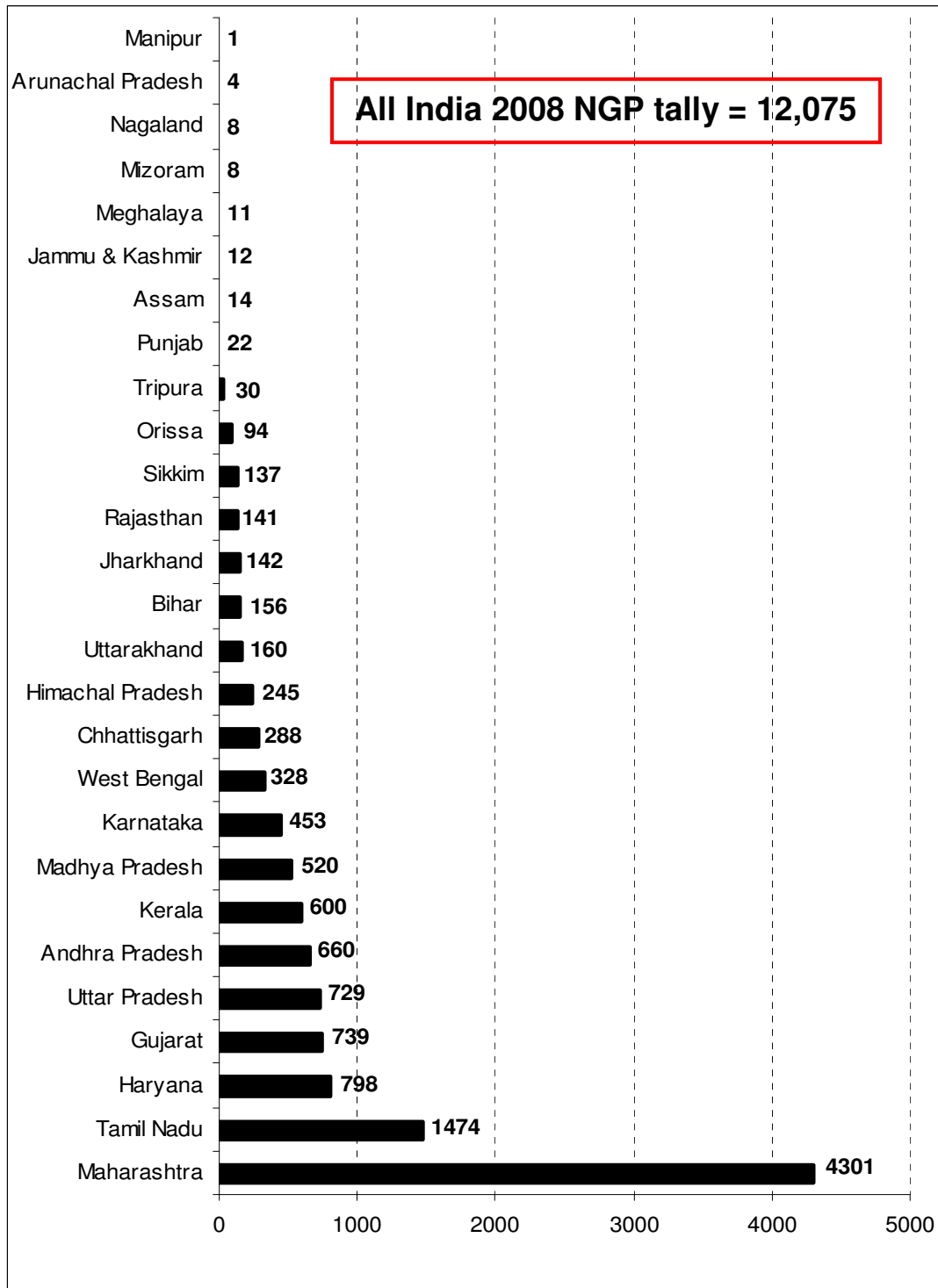
### Year-wise Nirmal Gram Puraskar Achievement



Source: Govt. of India, Dept. of Drinking Water Supply



## State-wise Nirmal Gram Puraskar Performance - 2008





## Total Sanitation Campaign in Himachal Pradesh

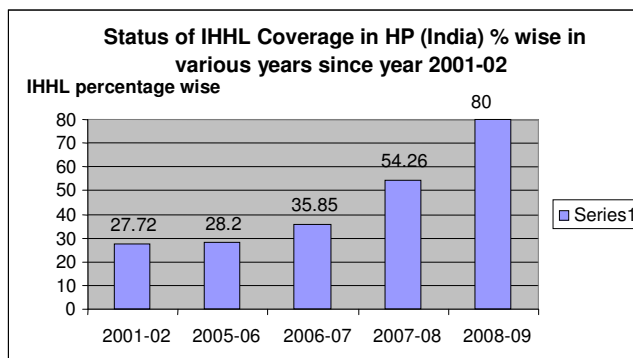
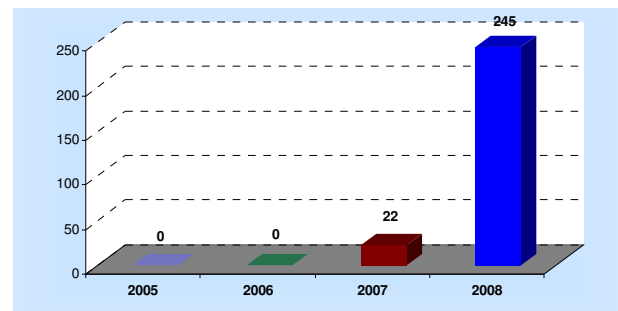
### Status

- Himachal Pradesh has done well on most developmental indicators. For example, it has a high literacy rate (77 per cent) as per 2001 census and per capita income of Rs. 40000)
- However, despite this progress, open defecation is a behavior practiced even now in rural areas of the state
- The Census of 2001 found that only 1 in 3 rural households in HP has a toilet
- Field studies estimated that usage of toilets built under government programs was less than 50 per cent
- Beginning with two pilots in 1999, all 12 districts are currently implementing the Total Sanitation Campaign supported by the national and state governments.
- There has been a remarkable increase in rural sanitation coverage from less than 30 per cent in 2001 to over 80 per cent in 2009
- By focusing on behavior change it is anticipated that the State of Himachal Pradesh will achieve the target of Nirmal Himachal by the year 2010.

- The number of Nirmal Gram Puraskar prizes won by HP has also increased from nil in 2005 to 267 in 2008



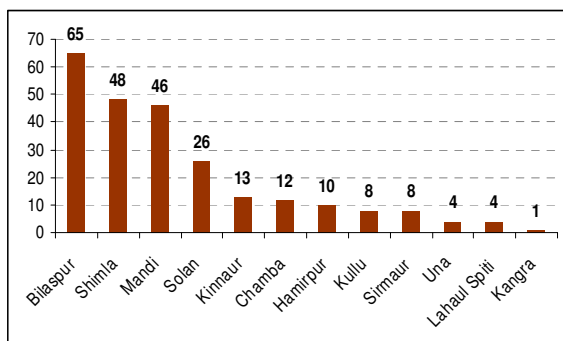
### Year-wise NGP Won by Himachal Pradesh



- But some districts have performed better than others



### District-wise NGP Performance in 2008



Presently more than 1200 Panchayats of the State have become Open Defecation Free (ODF) Panchayats out of a total of 3243.

Key features of Sanitation Campaign in Himachal Pradesh :

1. Make the people understand that the Sanitation Campaign is their own.  
Focus on behavior change with less reliance on subsidy.
2. Purposeful focus on Schools/ Anganwari Sanitation.
3. Capacity building of all sections of society through trainings.
4. Technical support for IEC and Technological Options through support organizations.
5. Primacy to Panchayati Raj Institutions.
6. Emphasis on inter-personal contact.
7. Banning of use of Polythene bags in the State.

In Himachal Pradesh following initiatives has taken up for scaling up Sanitation Campaign:

- 1) Mahila Mandal Protsahan Yojna: Mahila Mandal Protsahan Yojna which deals with awarding active Mahila Mandals has been suitably restructured to incorporate the aims and objects of TSC in their ground level working.
- 2) Provision for incentives to Gram Panchayats which generate resources for Sanitation : Any Gram Panchayat generating additional resources for Sanitation will be entitled to an incentive double the amount of the resource generated. Gram Panchayat will be free to incur following expenditure out of the Grant : -
  - Purchase of Machinery required for Solid Waste Management.
  - Recruitment of personnel for sweeping and Sanitation purposes.
- 3) Public honouring of NGP winners at the District and the State level.
- 4) Individual award for meritorious contribution in Total Sanitation Campaign.
- 5) Institution of reward schemes like ;
  - Maharishi Valmiki Sampurn Swachta Puruskar
  - Nirmal Gram Puruskar

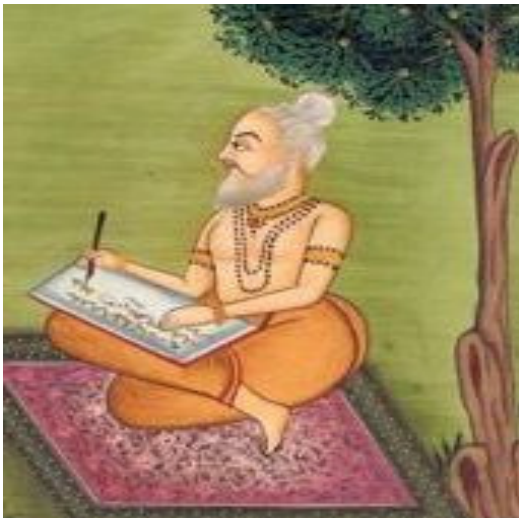


## Maharishi Valmiki Sampurna Swachata Puraskar

### About the Puraskar

In addition to the Nirmal Gram Puraskar given by the Govt. of India, Government of Himachal Pradesh has introduced *Maharishi Valmiki Sampurna Swachata Puraskar* as an annual competition to select the cleanest Panchayat in the state. The key principles of the MVSSP are as follows:

- Rewards community level efforts and achievement
- Gram Panchayats compete against each other to be judged the best GP at block, district and divisional levels.
- Community tries to achieve total sanitation and goes beyond to achieve other developmental indicators.



### First prize winners will receive:

- |                  |          |
|------------------|----------|
| • State level    | 10 lakhs |
| • Division level | 5 lakhs  |
| • District level | 3 lakhs  |
| • Block level    | 1 lakhs  |

### Process of Selection

- The competition is held each year from 23<sup>rd</sup> April, to 15 August, Independence Day
- The competition takes place at different levels – block, district, division, state – and winners from each level are eligible to participate at the next higher level
- For example, the first step is a competition among all the Panchayats in a block. The winning Panchayat, i.e. cleanest Panchayat in a block, goes on to compete for the prize of cleanest Panchayat in a district, and so on, until the cleanest Panchayat in the State is selected.
- Verification is based on a common marksheet (see next page)
- To ensure impartiality, verification at each level is undertaken by a team from outside the area e.g. each block/district/division is assessed by a team from another block/district/division in such a way as to avoid reciprocal verification
- The winners is announced on 15 August, Independence Day and at state level the prize is given by senior dignitaries at state and central levels.

### MVSSP – A Brief History

A competition to select the cleanest Panchayat was launched in 2007 and that year it took place in only one district – Mandi – and Keeling Panchayat was awarded the first prize at district level for its excellent work in sanitation.



## Keeling panchayat receives honour for sanitation project

HT Correspondent  
Mandi, June 29

KEELING PANCHAYAT under Gohar block was felicitated today for doing best work under the total sanitation project. Nahan MLA Tek Chand Dogra was the chief guest of the function.

Addressing the gathering, Dogra asked the public to follow Keeling panchayat. "A Rs 5-crore project would be undertaken in Sunder Nagar and Gohar blocks to protect environment besides maintaining cleanliness," he said.

Speaking at the function, Mandi Deputy Commissioner Subhashish Panda said the work done by Keeling

panchayat would find a place in the history. "This programme was launched 20 years back also but did not get much success since awareness an important component was missing," he said while adding that 4,357 toilets had been constructed in Mandi district under the project and Keeling panchayat had done good work. He also urged the panchayat members to take the benefits of the project to every village and announced a Rs 50,000 grant for other developmental works for total sanitation. Zila Parishad chairman Chandu Ram, ADC R.S. Gupta and Panchayat president Tek Chand Thakur were also present on the occasion.

- In 2008, the competition was renamed the *Maharishi Valmiki Sampoorna Swachata Puraskar* and scaled up with the participation of Panchayats from 10 districts and selection of 66 Gram Panchayats as winners at different levels. Neen Panchayat from Shimla district won the first prize at State level and Kandaur Panchayat from Bilaspur district won the second prize.

### India, Himachal Pradesh: Neen gets cleanest panchayat award, Kandror ranks second

August 26, 2008 • No Comments

Shimla, August 14

Making a significant headway in the state's rural sanitation project, a community-driven campaign, the Himachal Pradesh government has decided to confer Maharishi Valmiki Sampooran Swachhta Puruskar (MVSSP) to Neen panchayat in Basantpur Block of Shimla district.

Chief Minister Prem Kumar Dhumal, who had introduced the reward scheme, will present the cheque to panchayat pradhan Uma Verma tomorrow at the Independence Day function being held at Paonta Sahib in Sirmaur district.

[Read all ExpressIndia.com](http://Read.all.ExpressIndia.com)

- The success of the scheme last year has motivated even more Panchayats to come forward and participate this year. Across the state, preparations are underway to achieve the title of 'cleanest Panchayat' in Himachal Pradesh!

The Gram Panchayat Neen was adopted under Total Sanitation Campaign (TSC) in the Year 2007. At the time of conduct of Base Line Survey held in April 2006, there were 106 Above Poverty Line (APL) Families and 32 were Below Poverty Line (BPL) families who did not have toilets. Serious efforts to make Panchayat Open Defecation Free (ODF) begin in November 2007.

By March 2008 the Gram Panchayat declared itself ODF.

After the Block/ District/ Division level verification the GP on 15<sup>th</sup> August, 2008 the Gram Panchayat was awarded the State level First prize under the MVSSP Scheme.

In addition to the ODF status the Panchayat has taken steps to construction of institutional toilets & safe disposal of Solid and Liquid waste generated in the Villages.

Various National/ International teams have visited the Panchayat and have appreciated the efforts put by the villagers to make it the modal Panchayat not only in sanitation field but also has progressed on development path also.



## Maharishi Valmiki Sampurna Swachata Puraskar Marking Criteria

Sr. No.	Activities	Maximum Marks	Marks allotted
<b>1.</b>	<b>Personal Hygiene.</b>		
	a. Personal Hygiene: including hand washing at critical times (post toilet use, after handling infant faeces, before eating), cleanliness etc.	5	
	b. Proper understanding and disposal of child fecal matter.	2	
	c. Home and individual toilets constructed are safe (technology).	4	
	d. Proper upkeep of household toilets and its usage.	4	
<b>Sub Total Marks</b>		<b>15</b>	
<b>2.</b>	<b>School and Anganwadi sanitation.</b>		
	a. Availability of separate and adequate toilets for boys and girls in school and toilets in Anganwadis.	4	
	b. Use and maintenance of toilets in Schools and Anganwadis.	5	
	c. Knowledge about health, hygiene and sanitation among the students.	3	
	d. Anganwadi/water for drinking and other purposes at School Availability of .water storage tank g.Centres for e	3	
<b>Sub Total Marks</b>		<b>15</b>	
<b>3.</b>	<b>Quality of life.</b>		
	a. Preservation of hygienic conditions in the Gram Panchayat and aesthetic maintenance of public property.	4	
	b. Preservation and treatment of public drinking water sources in the Gram Panchayat to ensure water quality and its management.	4	
	c. No significant incidences of water borne diseases reported in the preceding year.	4	
	d. Toilet facilities near religious places and public places	3	
<b>Sub Total Marks</b>		<b>15</b>	
<b>4.</b>	<b>Solid Waste Management.</b>		
	a. Proper system of segregation and collection of solid waste from the household.	5	
	b. Proper system of safe transport and disposal of household solid waste.	5	
	c. Proper disposal of solid waste in the religious and public places.	5	
	d. Institutional structure for the final disposal of solid waste in place: For e.g. engagement of "Kabadi Valas", availability of any vehicle, manpower etc.	5	
<b>Sub Total Marks</b>		<b>20</b>	
<b>5.</b>	<b>Liquid Waste Management.</b>		
	a. Proper disposal and management of household liquid waste including cattle shed liquid waste.	8	
	b. Proper disposal and management of waste water in the public areas and near public water sources.	7	
<b>Sub Total Marks</b>		<b>15</b>	
<b>6.</b>	<b>Community Participation in Sanitation Campaign and Institutional Arrangements at the Gram Panchayat Level.</b>		
	a. General awareness in community on the need for sanitation and personal hygiene.	4	
	b. Any innovation on any of the above marking criterias.	3	
	c. Existence and of water and sanitation committee in the Panchayat.	2	
	d. Water and sanitation committee meets regularly and actively tackles issues.	4	
	e. Number of Gram Sabhas held during the preceding year.	4	
	f. Provision of adequate funds for maintenance of sanitation and civic amenities iv Fund-A and its utilization.	3	
<b>Sub Total Marks</b>		<b>20</b>	
<b>TOTAL MARKS</b>		<b>100</b>	





**Note: In case of GP with 400 or more households bonus marks of 3 will be allotted at the time of verification.**

In order to give boost to the Sanitation Campaign in the State, all the stakeholders have decided to organize a Swachta Week in the 1<sup>st</sup> week of April, 2009 as per the schedule given below : -

Activity	Resp
<b>Pre Launch activities of the Swachta week:</b>	
<i>Possible Activities:</i>	
Meetings at District and Block Level Sanitation Committees which will include participation from all line departments: Discuss plan of activities to mark the Swachta Week.	<b>Districts/ Blocks</b>
Constitution of teams to overlook/implement/monitor activities to mark the Swachta Week at block level. Selection/nomination of nodal officer at district and block level for the week.	<b>Districts/ Blocks</b>
Awareness Generation: Give wide publicity in all forms of media on TSC and the launch of the Swachta Week and Maharishi Valmiki Sampurna Swachta Puraskar Yojana (Newspaper Advertisements, Radio, Kala Jathas, etc.).	<b>Districts</b>
<b>Day 1: Swachta Prehri Divas: School Sanitation Day</b>	
<i>Possible Activities:</i>	
Sanitation Awareness walks by school children with slogans/ banners within the community/ cities.	<b>Districts/ Blocks</b>
Slogan competition, essay competition, debates etc. at School Level.	<b>Districts/ Blocks</b>
Flagging of the Swachta Rath at District level and visit of Swachta Rath in some Schools.	<b>Districts</b>
Use of School Children and NSS (High School) in cleanliness drive in Schools.	<b>Districts/ Blocks</b>
Meeting of PTA to device strategy for maintaining cleanliness in the School premises.	<b>Districts/ Blocks</b>
Pledge for promoting Sanitation by Children - Start of Swachta Doot	<b>Districts/ Blocks</b>

Scheme. Bal Sansad Ka Gathan, allotment of houses & subsequent feedback - Involve Education Department.	
Doctors and Health Workers to organise Health and Sanitation Awareness cum Check up Camps at School Level.	<b>Districts/ Blocks</b>
Latrine Cleaning/Repair/Construction in all Schools.	<b>Districts/ Blocks</b>
Provision of drinking water, handwashing facility and water facility near School toilets - Involve IPH/PRI Department.	<b>Districts/ Blocks</b>
<b>DAY 2: Soochna Evam Shiksha Divas - IEC (Media) Day</b>	
<i>Possible Activities:</i>	
Meetings with media at District and Sub-division level: Drive for enrolment of media in sanitation campaign	<b>Districts/ Blocks</b>
District wise success stories/best practises in Sanitation with the Media and push for its publicity	<b>Districts</b>
Carry out IEC activities such as Organization of Kala Jathas, Slogan Writing on Wall and Poster distribution	<b>District/ Blocks</b>
<b>Day 3: Swach Vatavaran Deviya Vatavaran Divas - Devta Day (Ram Navami)</b>	
<i>Possible Activities:</i>	
Assembling at the religious Institutions and pledge by the community members to promote sanitation - Involve MM/SHGs/YMs and Mandir Communities.	<b>Districts/ Blocks</b>
Village Sweeping and Decoration - Freedom from Garbage, Promote/awareness on segregation and proper disposal of solid waste, Institutionalisation of rag pickers arrangement.	<b>Districts/ Blocks</b>
Promotion of Personal Sanitation behaviour.	<b>Districts/ Blocks</b>
Cleanliness of all drain and water logged areas. Awareness on management of liquid waste.	<b>Districts/ Blocks</b>
<b>Day 4: Swach Pani Swastha Samaj Divas - Water Purification Day</b>	



<i>Possible Activities:</i>	
Cleaning of Water Storage Tanks and all other water sources including traditional sources.	<b>Districts/ Blocks</b>
Proper Chlorination of drinking water sources - Involve IPH Department.	<b>Districts/ Blocks</b>
Talks on the virtues of clean drinking water and related diseases - Involve Health Personnels.	<b>Districts/ Blocks</b>
Promote Rainwater Harvesting.	<b>Districts/ Blocks</b>
<b>DAY 5: Sankalp Divas (Gram Sabha Day) - Commitment Day</b>	
<i>Possible Activities:</i>	
General discussion of Sanitation Status of the GP and discussion on Future Action Plan during the Gram Sabha	<b>Districts/ Blocks/ Panchayats</b>
Discussion on various Sanitation Schemes/Awards: State Sanitation Award Scheme (MVSSP), SLWM Scheme, Mahila Mandal Pratsahan Yojana and Penal Provisions.	<b>Districts/ Blocks/ Panchayats</b>
Resolution passed in all GPs to become ODF within a certain time frame.	<b>Districts/ Blocks/ Panchayats</b>
Ensure attendance of all village level authorities of various line departments in Gram Sabha.	<b>Districts/ Blocks/ Panchayats</b>
Preparation for participating in the State Award Scheme in case GP is or proposes to become ODF by 23rd of April, 09.	<b>Districts/ Blocks/ Panchayats</b>
Visit of block/district level authorities to various Gram Sabha's.	<b>Districts/ Blocks/ Panchayats</b>
<b>Day 6: Balgopal Divas - Anganwadi Sanitation (include other public buildings)</b>	
<i>Possible Activities:</i>	
Visit of Swachta Rath in some Anganwadis.	<b>Districts/ Blocks</b>
Anganwadi general cleanliness and beautification (wall painting-cartoon figures, display of relevant poster etc.) and toilet cleanliness. Involve Mahila Mandals/PRIs/Dept. of Social Justice and Empowerment.	<b>Districts/ Blocks</b>

Doctors and Health Workers to organise Awareness Camps: Healthy children competition, mother and child care	<b>Districts/ Blocks</b>
diagnosis of diseases and control of communicable diseases.	<b>Districts/ Blocks</b>
Latrine Cleaning/Repair/Construction in Anganwadis and other Public Institutions including provision of water - Involve IPH Department.	<b>Districts/ Blocks</b>
<b>Day 7: Vayktigat Swachta vaishvik Swastha Divas - Culmination Day (World Health Day)</b>	
<i>Possible Activities:</i>	
Function at District and block level for marking the culmination of the Swachta week. Include Kala Jathas. Return of Swachta Rath to the respective districts.	<b>Districts/ Blocks</b>
Doctors and Health Workers to organise Awareness Camps on Sanitation and Health (Include Personal Hygiene): Check Up camps at community level.	<b>Districts/ Blocks</b>
IHHL Latrine repair/cleaning campaign.	<b>Districts/ Blocks</b>
Distribution of the Mahila Mandal Awards.	<b>Districts/ Blocks</b>
Media publicity on TSC on the culmination of the Swachta Week and Maharishi Valmiki Sampurna Swachta Yojana (Newspaper Advertisements, Radio, etc.).	<b>District</b>
<b>Post Launch - Review Meeting</b>	
Sharing of experience in a meeting to be headed by the DC/SDM with participation of all the line Departments. Review of block/district performance and future action plan.	<b>Districts</b>
Report to the Director of RD.	<b>Districts</b>