SOUTH ASIA
SBCC
CONVERSATION

7 DECEMBER 2021
The Making of India’s Largest Urban Sanitation Behaviour Change Program

Swachh Bharat Mission-Urban

December 2021
Swachh Bharat Mission- Urban: Laying the Foundation for a Clean Urban India

Eight million households in urban areas defecated in the open – Census 2011
Weak sanitation has significant health costs and untreated sewage is the biggest source of water pollution.

2014
Swachh Bharat Mission-Urban launched

Objectives
- Eradication of open defecation in urban areas
- 100% Scientific Solid Waste Management in urban India

Impact
- Urban India is today ODF
- Percentage of solid waste management has more than tripled since 2014

Government of India is committed to realizing the vision of sustainable sanitation and has launched the second phase of Swachh Bharat Mission-Urban on October 1, 2021
Swachh Bharat Mission is a proof that if 1.3 billion people resolve to accomplish any resolution, then once can overcome any challenge.

Narendra Modi
Prime Minister
**SBM (U)- Largest Urban Behavior Change Campaign**

### Objectives

Mainstreaming sanitation in the nation’s consciousness

Campaigns on key themes such as ODF, Segregation, Home Composting, Faecal Sludge management and Inclusive Sanitation

### Interventions

- **360 degree IEC / BCC Strategy**
  - Mass media + Organic Media Coverage

- **150+ Celebrity Ambassadors**

- **Intensive interpersonal communication**

- **Digital/ Social Media**
  - SBM-U established as a brand with a strong recall value
  - Rise of a people’s movement
  - Participation of over 200 mn citizens
  - 4371 cities of Urban India declared ODF Sustainable sanitation in focus

### Impact

Making Sanitation everyone’s business through constant communication with ‘each person, all the time’
Strategy and Budget for Behaviour Change in SBM-U

- **Leadership across levels**
- **Multi Stakeholder Involvement**
- **Intensive Outreach Programs**
- **Creating Ownership: Education Persuasion Action**

- **237 million USD** (15% of total SBM budget) Earmarked for IEC
- **46 million USD** Retained at Centre for IEC/BCC
- **191 million USD** Released to States for subsequent dissemination to ULBs
Effective IEC Spends Separate the Leaders from Laggards

**Poor Performing States**
- Bihar: 18%, Rank 24
- Meghalaya: 19%, Rank 26
- Kerala: 54%, Rank 27

**Top Performing States**
- Chhattisgarh: 100%, Rank 1
- Jharkhand: 97%, Rank 4
- Madhya Pradesh: 100%, Rank 3

*Ranking as per Swachh Survekshan 2020, the 5th edition of the annual cleanliness survey of urban India conducted by MoHUA*
Prioritizing Construction & Usage of Toilets through ‘Asli Tarakki’ (Real Progress)

A landscaping study by BMGF showed that nearly 50% of households who have access to toilets do not use them, and majority of men use toilets inconsistently, resorting to open defecation far often as compared to women.

The Problem

Practice of defecating or urinating in the open in a country like India are not only a result of the lack of sanitation infrastructure, but due to age old habits.

The Campaign

Through the voice of children, a multimedia communication campaign called ‘Asli Tarakki’ (Real Progress) was launched in December 2016.

Making construction & usage of toilets a priority for people while positioning the idea of having a toilet as a progressive sign of growth & well-being.
A BMGF funded research showed that households have little risk perception regarding faecal sludge & little awareness about post-desludging process.

**2014**
Swachh Bharat Mission-Urban launched

**2019**
Campaign launched by MoHUA in 2019, rolled out across 4,200+ cities across urban India

FSM indicators made part of Swachh Survekshan, promoting faster uptake of campaign

MoHUA-BMGF Collaboration for digital campaign and monitoring impact
Learnings & Success Factors

Effecting behaviour change through ‘Education, Persuasion & Action’

Creating legitimate ownership among citizens is key to behaviour change

Allocation of monetary and non-monetary resources

Involvement of leadership across levels
Political, administrative, community

Creating an enabling ecosystem to sustain the behaviour change
Moving Towards SBM-U 2.0: New Age Strategy for BCC

**Beyond ODF Towards Sustainability**

Pushing citizens to adopt correct *faecal sludge management* practices along with relatively newer and under-addressed themes of *waterbody rejuvenation*, promoting the *usage of treated wastewater and functionality of water supply*.

**Incorporate Design Thinking for Behaviour Change**

Principles of *design thinking* - experimentalism, innovation, and iterative prototyping will bring an authentic, humane lens in the next phase of ‘Swachhata’.

**Engaging Common-Use Digital Platforms**

*Vlogs, influencer advertising, podcasts, interactive games* along with a judicious mix of traditional media can optimize engagement, make it more personal, bold and value for both time and money.

**Private Sector Partnerships for Targeted IEC/BCC**

Private sector expertise coupled with SBM-U brand name can give shape to new age behaviour change campaigns that have appeal & freshness along with formative research & clear-cut performance measures.