

7 DECEMBER
2021



SOUTH ASIA SBCC CONVERSATION



एक कदम स्वच्छता की ओर

*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



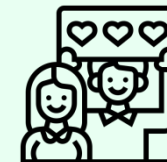
Impact



4371 cities of Urban India declared ODF
Sustainable sanitation in focus



Rise of a people's movement
Participation of over **200 mn** citizens



SBM-U established as a **brand** with a strong recall value

Making Sanitation everyone's business through constant communication with 'each person, all the time'

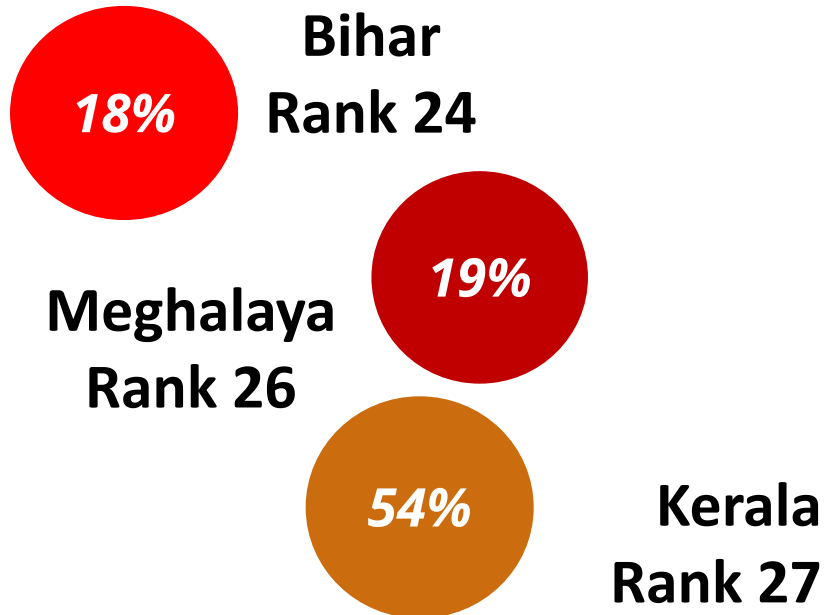
Strategy and Budget for Behaviour Change in SBM-U



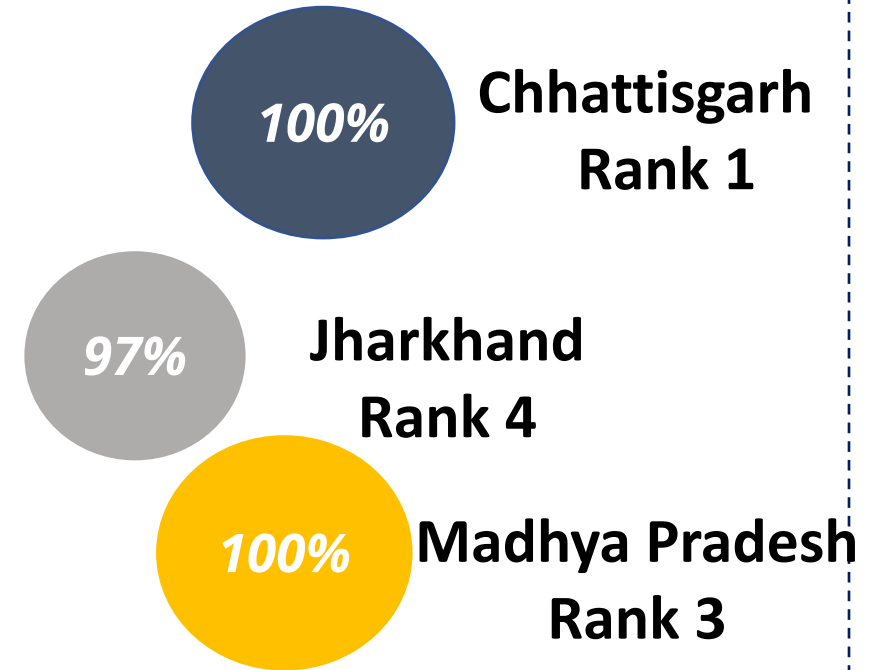
Effective IEC Spends Separate the Leaders from Laggards



Poor Performing States



Top Performing States



% Allocated IEC Budget Spent by State

*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

Making The Invisible, Visible: Malasur- A Campaign on FSM



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

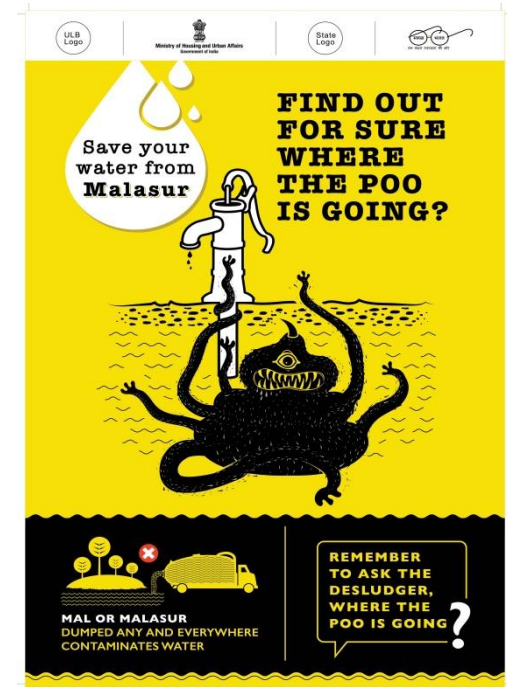
2019



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



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

Effecting behaviour change through '*Education, Persuasion & Action*'

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**



Thank

#KPMGjosh

you

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