

1. **Title of grant:** Technical Assistance to support Government of India for Swachh Bharat Mission (Gramin)
2. **Subtitle (more descriptive title):** To support Gram Panchayats in areas of program implementation, capacity development, strategic behavior change communication and demand generation for sustained safe sanitation practices among rural populations, monitoring, learning and evaluation
3. **Name of lead organization:** Water, Sanitation and Hygiene Institute (WASH Institute)
4. **Primary contact at lead organization:** Mr. Arumugam Kalimuthu
5. **Grantee location:** New Delhi
6. **Developing country where the research is being or will be tested:** India
7. **Start and end date:** 1st September, 2016 and 30th September 2018
8. **Grant type:** Other
9. **Grant size:** USD ... **\$1,981,657.00** (see BMGF grant database [here](#))
10. **Short description of the project:** The Project seeks to Build the capacities of 1,651 Gram Panchayats (GP) around Ganga river across five states namely Bihar, Jharkhand, Uttar Pradesh, Uttarakhand and West Bengal, assist ten pilot “Iconic Sites” on how to best improve sanitation. These Sites (including the Taj Mahal) will act as examples for the 100 Iconic Sites identified under SBM. All are important historical sites that help the Indian public understand and appreciate the importance of Swachh Bharat and the implementation of the Mission and help MDWS to institutionalize and strengthen the Rapid Action Learning Units (RALU) framework to speed up capacity building on sanitation across the country. The Project also support the Ministry to develop strong project management systems and tools for increasing efficiencies in procurement, financial management and project delivery. It also aims at ensuring seamless transition to the government personnel to continue to manage SBM activities longer term.
11. **Goal(s):** To work together with the Ministry to provide sustainable sanitation solutions to rural areas in India by providing Technical Assistance to MDWS’s Swachh Bharat Mission (Gramin).
12. **Objectives:**
 - Improved sanitation status of Gram Panchayats (GPs) along the River Ganga
 - Improved sanitation in Iconic Places (high footfall tourism places) under SBM rural special initiative
 - Comprehensive learning, monitoring and evaluation system for SBM progress through Rapid Action Planning Unit (RALU) across all States established

13. **Research or implementation partners:** KPMG

14. **Links, further readings – results to date:**

15. **Current state of affairs:**

The project has mapped human resource support available at States, districts, blocks and Gram Panchayats (GPs) to understand current capacities and resource gaps. As a result, states such as Bihar, Uttar Pradesh etc. have started to explore the possibilities of engaging Project Management Units (PMUs) and mobilised financial and technical support from Corporates and academic partners to assist the prioritized Ganga districts. Standardized templates were developed for review of Districts and States for both VCs and field visits.

To identify bottlenecks in fund transfer, a financial analysis was undertaken which covers availability of funds, timing of release etc. that led to issuance of advisories by the Ministry to States to follow the models such as Direct Benefit Transfer (DBT) and State Parent-Child account model. An Open Defecation Free (ODF) declaration format has been developed and shared with the states/districts. Now the signed ODF declaration by the District Collector becomes mandatory to get listed in the Ministry website. This replaces the earlier system of cent percent latrine construction oriented declaration. A template was developed for District Swachhta action Plan for each financial year. This plan includes additional set of indicators such as grassroots workers, sustainability plan, SLWM plan.

A questionnaire for carrying out physical inspection in ODF and non-ODF villages was developed to be used on a mobile app. The Project mobilised support from PSU and Corporates for the ten iconic sites. Each iconic site is now supported by a PSU. The idea of RALU has been restructured to a flexible technology-enabled format to collate and disseminate quality knowledge. To enable this, an online portal Swachh Sangraha has been designed and built as a source of scalable, theme based content to be fed in by States/districts. States/districts have been trained on the identification and creation of relevant knowledge assets such as ODF processes, relevant IEC material, interview techniques for IPC, video editing, story writing, etc.

The Project also facilitated in the creation of an enabling overall policy environment. Existing SBM - G guidelines have been revised to incorporate changes, amendments and suggested best practices. In addition, guidelines have been prepared and issued for ODF Sustainability, and Gender Issues in SBM-G; Amendments to IEC guidelines are being made based on inputs from various workshops and consultations organized by the PMU. Weekly Communication with States has been established via VCs; State Specific data analysis is done for each VC and shared with the Ministry for review. Follow ups are done with the States on financial and technical issues. Districts likely to achieve ODF by desired time have been grouped as Phase I and monitored through VCs and close communication. As on April 15, 2017, 134 districts have been declared ODF. The PMU has been instrumental in designing and facilitating key large scale national events such as the INDOSAN 2016, Women's Conclave 2016, National IEC Convention 2016, Swachh Shakti 2017 for a cross section of stakeholders such as Gram Panchayat Sarpanchs, Development Partners, WASH Professionals, etc. to congregate and share successes and areas of improvement. The Project also provided programmatic support in organising a large scale peer learning events.

The Project has helped in **strengthening Monitoring Information Systems.** The project conducted an independent evaluation of MIS which led to enhancing the data integrity MIS data by tracking and

following with States for removal of duplicate entries. Capturing of ODF verification such details to strengthen monitoring and periodic reminders for carrying out verification. Development of mobile app for carrying out the physical verification to validate the data in MIS. Uploading of ODF certificates from concerned authority.

16. Biggest successes so far:

- Increased sanitation coverage which is around 70% presently.
- Around 215 districts and more than 2.5 lakh villages have been declared Open Defecation Free
- All villages on the bank of river Ganga have been declared ODF as part of Namami Gange Initiative
- 20 iconic places selected for Swachhta Iconic Places (SIP) initiative
- All ministries and departments working focused on Swachhta (Cleanliness) as part of Swachhta Action Plan (SAP) and proposed 12000K core for Swachhta for FY 2017-18

17. Main challenges / frustration:

- Existence of multi-layer of decision makers and stakeholders slows down the pace of implementation. Frequent meetings with the decision makers and stakeholders are undertaken to speed up the pace of implementation.
- Striking a balance between the PMU's and Ministry's priorities. Regular dialogue is undertaken with the Ministry to move forward in this regard.