



# Shubrata

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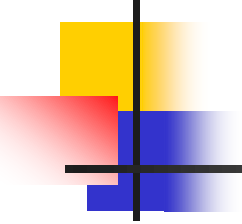
An Ambitious Agenda to construct

**1 LAKH INDIVIDUAL SANITARY LATRINES**

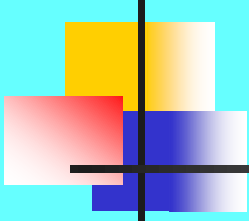
In 6 months

-G.ASOK KUMAR

former Collector, Nizamabad  
asokji@ yahoo.com



Initiative taken in  
**Nizamabad** district of  
**Andhra Pradesh** combining the  
Total Sanitation Campaign  
and Food for Work Program  
for the construction of  
Individual Sanitary Latrines  
(ISLs)



# NIZAMABAD DISTRICT



# Drive of district admin to achieve Higher Quality of Life

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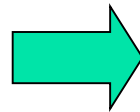
- Formed 1168 habitation drinking water committees in June 2001
- Drastic reduction in GE and Diarrhoea
- Stood first in the state in achieving Family Planning Target in 2001-02 and 2002-03
- First in state in many Health Indicators
- Veilpur in Nizamabad- the 1<sup>st</sup> mandal in AP to achieve 100% enrolment of school aged children
  - Followed by another 8 mandals
- Eliminated the age old barbaric Pothu raju system

# Drive of district admn to achieve higher Quality of Life

- Started the concept of “district tourism festivals” in the state
- Started “Indur Utsav”
- Developed many tourist places



Jankempet, Oct 2001



Asok Sagar, Oct 2002

# Shubrata-

## 1 lakh ISLs in 6 months

- Launched on 3<sup>rd</sup> June 2002, along with the 17<sup>th</sup> Janma Bhoomi (JB) round
- By the end of JB on 11<sup>th</sup> June sanctions for 49,000 ISLs were given in the district
- **1,05,509** sanctions given by 30<sup>th</sup> June, 2002
- As on 1<sup>st</sup> September, 2002 **87,227** ISLs were in various stages of completion
  - **70102** ISLs were totally or almost completed
  - **2059** were at roof level, **2751** at wall level, **3142** at rings level, **7382** at pit level



# Shubrata

## 1 lakh ISL in 6 months

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- Totally **1,05,509** sanctions given
- By on 1<sup>st</sup> January, 2003 over **1,05,000** ISLs were completed



# The Shubrata scheme

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- Open to BPL families
- Rs 750 in cash and 200 kg rice given for construction of ISL by the beneficiary
  - Rice tied up with the Food For Work scheme of GoI
- Cafeteria approach- beneficiaries chose from various models available
  - Bath cum toilet model highly preferred
- Decentralized sanctioning powers, material supply, payments and documentation
- Very pro-active but vigilant monitoring and proper documentation at different levels





# Planning

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- Organized a Brain storming session on June 2<sup>nd</sup>, 2002
- All Senior officers of the district, NGOs and other stake holders attended the whole day workshop on Shubratha
- Various options, obstacles, likely problems, their solutions, different strategies worked out and responsibilities of various stakeholders fixed
- Decided to ensure convergence of departments- RWS, Medical and Health, Education, Women and Child Welfare, DRDA, NGOs



# Strategies identified

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- To Build on the goodwill of drives taken up earlier
- Encash on the **successes** of **School Sanitation Project** and **Drinking Water Committees**
- **Campaign mode,**
- Harp on self pride- **Atma Gauravam** of **women**
- No more "**Guard of Honor**" (stop the practice of women defecating in the open by street side drains. They normally stand up when vehicles pass by)
- Girl students and DoWCRA SHG leaders as Change Drivers



# Strategies identified..

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- To **decentralize** the implementation and documentation but **centralize** and computerize monitoring, procurement and technical support
- Step in for mass procurements to get cost advantages and opening up of bottlenecks
  - Cement and toilet pans supply at village level by calling national level suppliers/manufacturers
- Insitu castings of rings to avoid damages and cost of transportation
- Massive campaign for making behavioral change



# Steps taken

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- Divided Villages between MROs and MDOs for supervision of implementation
- Nodal officer for co-ordination at mandal level
- Delegated Sanctioning powers to Panchayat Secretaries
- Gave Training on technical essentials and to make mark outs to start construction of ISLs
- Involved NGOs, Medical officers, ANMs, Teachers, AWW as motivators by holding their meetings



# Steps taken(2)

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- Conducted Division level meetings with all MPPs, MPTCs, ZPTCs, Sarpanchs, Panchayat secretaries, ANMs, CDPOs
  - About 2000 people attended the meetings
  - Addressed by Ministers, Secretary(PR)
- Explained the program in detail
- Pamphlets and notices printed and circulated
- Models constructed at Mandal offices- cafeteria approach



# Steps taken(3)

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- Pamphlets and notices printed and circulated
- Massive IEC campaign and publicity drive
- Placed rice exclusively for ISLs in the villages with Panchayat Secretaries to gain confidence of the villagers –to assure them about rice availability
- **CONVERTED IT INTO A PEOPLE'S MOVEMENT.** ISLs became the main topic of social discussions in the district for the next 6 months



# Steps taken--PANs

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- Called country wide tenders from manufacturers of ceramic Pans and cement to get good rates
- After negotiations standard companies agreed to deliver at villages pans at very low rates— Rs 148 for orissa pan costing Rs 220-250 in market
  - 8 shortlisted models from 5 companies kept on display at MDO offices for selection by beneficiaries
  - Pans delivered at villages, no payment to damaged pans— big advantage to beneficiaries as they were saved of transportation costs and breakage losses
  - Cost cut from the cash component at mandal level



## Steps taken—PANs(2)

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- Beneficiaries free to purchase from market also
- Intervention only to prevent hike in market prices due to increased demand
- Helped to stabilise the prices of pans in the district





# “Smallest bottleneck”-the rings

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- Six lakh rings required
- Shortage of masons, moulds, materials
- Held meeting with all tapei masons to ensure insitu rings at “normal” costs
  - Stern steps against jacking up of prices
- Supplied 72 moulds @2 per mandal to each MDO offices
- Rings cast in the villages to avoid breakage losses and transportation costs
- Housing department supplied moulds
- DWCR/CMEY groups motivated to make rings



# Steps taken—documentation

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- Names of all beneficiaries computerised
- List published in gram panchayats
- Register opened @ one page for each beneficiary giving all details such as social and economic status, cash & materials given
- Photos of beneficiaries pasted
- Two photos of the ISL- one at the pit stage and after completion- to make payment



# Steps taken—monitoring

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- Started with tele/wireless conferences on every alternate days by Collector with MROs MDOs and Nodal officers
- Daily progress reports with
  - social status wise breakup of beneficiaries
  - Stage wise break up of groundings – pit/wall/roof level and total completed
- Cross checking of numbers by publicizing them in news papers and local TV channels and during “Dial your Collector” program



## Steps taken—monitoring(2)

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- Nodal officers inspected the works and reported the progress
- Ten special officers were appointed to do super checking of data
- Organized Press reporters tours and immediate action on their suggestions and adverse reports
- Mid course corrections, wherever required
- Transparency and willingness to correct ensured positive reports from the press

# A model of bath cum latrine



# Response of the Press

## Good response to Centre's sanitation programme in Nizamabad district

By Ravi Reddy

**NIZAMABAD, SEPT. 29.** A silent revolution, by the way of construction of one lakh Individual Sanitary Latrines (ISL) in record time, is sweeping across the rural areas of Nizamabad district in Andhra Pradesh, particularly the highly naxalite-affected villages.

Thanks to the tremendous effort put in by the officials, hundreds of villages in the district today have individual sanitary latrines under the Central Government's Total Sanitation programme. Nizamabad is on the verge of achieving yet another milestone and is set to become the first in the country to have accomplished such a task. No other Government-sponsored programme like the ISL scheme has succeeded even in the naxalite-infested areas.

A very ambitious programme, named 'Shubratha', was launched during the 17th round of Janmabhooni, to improve the quality of life of the rural people by constructing one lakh ISL units to the people living Below

the Poverty Line (BPL). The component of each unit included disbursement of Rs. 750 and two quintals of rice for the construction of latrines.

Though the administration initially faced a tough time convincing the villagers to go for the scheme, the officials eventually won over the rural people.

The panchayat secretary was made responsible for the implementation of the programme. The villagers were requested to take up construction of bathroom-latrines as per their choice. Models were constructed and displayed at every mandal office to give the villagers an idea.

Before embarking on the programme, a detailed action plan was prepared working out the resource and technical requirements and also identifying the bottlenecks that were likely to crop up during execution of the works. The biggest bottleneck was the shortage of rings and skilled masons. The masons within the district and outside were mobilised and asked to come to the villages and start the

works.

Apart from this, the rings from Nirmithi Kendras, were also used. To overcome shortage of moulds to make rings, the Rural Water Supply wing was asked to prepare 72 moulds at the rate of two to each mandal. These moulds were kept at the mandal offices and the villagers were free to take it to cast the rings. The programme has evoked tremendous response. So far, 1.05 lakh units have been sanctioned, with 31,203 units earmarked for the SC and ST beneficiaries. Of this, Nizamabad division got 42,314 units, followed by 36,207 in Kamareddy division and 26,684 in Bodhan division.

A visit to some villages in Kamareddy, Machareddy and Sadashivnagar mandals indicated the amount of success the programme has evoked. In interior villages like Gudem, Karepalli and Kuprial, there are innumerable success stories. In Gudem, the scheme has evoked such response that the villagers are still asking the administration to sanction more units after 205

units were constructed. A local resident, Anna Reddy, said that initially the villagers evinced little interest but once the construction started there was virtual rush for the programme. The Kamareddy RDO, Veerbrahmam, said it was not an easy task to convince the villagers. The key role was played by the local MROs and the MPDOs who visited the villagers regularly and motivated them to opt for the ISL scheme.

The Collector, G. Asok Kumar, said that perhaps this was the first programme where the scope for irregularity was minimal. He said the credit for the foolproof implementation of the programme was because of the stress on maintaining the records properly. Right from day one, registers were maintained with the photographs of the beneficiaries and the various stages of completion. Only after the unit was constructed was the final payment and rice quota allocated, he added. A whopping 87,442 units have been grounded and 50,096 completed.

The Hindu  
30 Sept 2002

# Loo and behold!

## ANDHRA PRADESH

**A few lakh rural people in Nizamabad district now have the luxury of using a toilet-cum-bath of their own, thanks to the pro-active role of the administration**

**S**OME people can get lucky. In Nizamabad district of Andhra Pradesh, the lucky ones number a few lakhs. For, more than one lakh toilet-cum-bathrooms have been constructed for the poor by the district administration. "A kind of social reversal has been effected by the programme, the poor now have a facility which the better-off do not," said District Collector G Asok Kumar, whose persistence and vision saw the dream come true for several people, the happiest being women and old people. "It is a blessing for us," said Lakshmi of Ugravai village, five kms from Kamareddy in Nizamabad district. "Earlier we had to grab a *loot* and run to the fields or the tank or the jungle, now we have no problems," she said. Shabanti of Kamalapur, barely 13 years old confessed she had to ask a friend to accompany her to the fields as she felt scared to go alone.

Perhaps, it is for the first time in the country that such a large number of individual latrines were constructed under a government scheme. The district officials decided to implement the programme dovetailing several features of other programmes and using their platforms to propagate the sanitation programme. For instance, it was implemented for poor households under the Total Sanitation Programme of the Central government, taken up during the 12th round of the State government's popular Janmabhooni programme in June 2002 and the major incentive offered was two quintals of rice as part of the Food for Work programme and Rs 750 in cash. The beneficiaries were encouraged to take up a "bath cum latrine" structure to get the twin advantage of having a bathroom and a toilet.

District Collector G Asok Kumar confessed that he was enthused by the recognition the district administration got for its earlier efforts to mobilise people for various programmes. For instance, the district stood first in achieving the family planning sterilisation target in 2001-02; it was adjudged first in rankings based on performance indicators of the Medical and Health department in 2002. Then the district's Velpur mandal attracted national attention for eradicating child labour and enrolling the children in schools. Subsequently eight more mandals registered 100 per cent enrolment of children in schools and established a record in retaining the students in school. The administration also equipped 300 schools with compound walls, borewells and latrines while water committees were formed for managing the water scarcity in the drought affected areas. These successes spawned and sustained the latrine programme. A massive awareness-cum-motivation campaign was launched to convince the people of the advantages of the latrines. The entire mandal machinery was



Top: Women and children have been the biggest beneficiaries of the scheme.

Above: The newly constructed and painted latrines have changed the life style of the people

pressed into action; elected leaders were roped into the programme, and models of the latrines built in mandal offices to acquaint the people with the concept. The ground problems too were tackled such as requirement of rings for the pits on a massive scale, the demand for construction workers, bricks and so on. The Collector monitored the progress daily through video conferences and teleconferences. To prevent the usual misuse of the programme by giving fictional names and addresses of beneficiaries he computerised the data and filed case histories of all the beneficiaries. This paid off with almost no report of misuse.

The Individual Sanitary Latrine Scheme, or simply called *Shubhru* or cleanliness, began with the target to construct one lakh latrines within one month. A big chunk of subsidy came from the State and central governments and a small contribution by the beneficiaries. A study carried out by an autonomous research institute, Nisiet, was all praise at the positive impact on rural san-

itation, on the beneficiaries and the overall rural environment. It said, the ambitious scheme had triggered off a mass social empowerment of the poor especially women who are vulnerable and disadvantaged in the basic tasks of moving the bowels and having a bath.

One would think the villagers would have welcomed the idea of a toilet in the front yard but there was plenty of resistance. The habit had to be overcome while several fears had to be laid to rest like that the toilet would raise a stink or that they would have to live with the stink from the neighbour's toilet or that the beneficiary might face the wrath of the villagers for bringing 'unhygienic' practices into the neighbourhood. Muthyram Reddy, Mandal Revenue Officer of Kamareddy Mandal said they had to point out the risks women and adolescent girls faced since there have been several reports of molestation of women in the night in the fields, the danger of infection, the implications for young children from water polluted with human excreta. Besides with the villages and suburban areas growing, the disappearing of trees and rocks there would be either no space left or they would have to walk long distances or use the two sides of the road in the night. Or live with the shame of squatting under the sky in the open in broad daylight when it is was inevitable. Not only did doubts vanish but also those left out of the scheme like Babalash of Ugravai are pleading with the officials to sanction them a toilet since they could not avail it for whatever reason. "I keep telling my wife and daughter I will get it at any cost, don't worry," he said. About 500 applications are pending with the administration but it is unlikely they will be sanctioned as the scheme has ended.

The scheme has its drawbacks as pointed out in all the three villages visited for this report. Sooramma, a former sarpanch of Bhavanipet village, pointed out that in the 'open sky' system of toilet only two *loots* of water was needed but the domestic latrines needed at least one bucket of water. As the State is going through unprecedented drought the problem is compounded. As Pochamma of Kisannagar colony of Bhavanipet said, "Some are using the toilet some are not because there is no water," she confessed. If water is there (in the borewell) there is no power (to pump it to the village's overhead tank)."

The return of dignity to some women, the convenience for old people and the safety to kids gives satisfaction to the Collector. He has shown that one committed person in the administration can make a difference to the people. "I always say our system is like an orchestra. If a conductor conducts the orchestra it produces harmony of music; if there is no conductor, only a cacophony of sounds is produced," he said. The leader needs to give direction and orientation, the system does the rest.

R Akhleshwari  
in Hyderabad

Deccan Herald  
March 2003



# The impact of Shubrata

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- Many villages have become 100% covered
  - ST habitations taking the lead
- Healthy competition among villages to complete the construction of ISLs
- To overcome shortage of Masons, villagers invited Masons from neighboring districts
- These Masons were provided free food and accommodation in villages
- Increasing Demand for ISLs





# The impact of Shubrata

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- Social status reversal-
  - Only BPL families eligible under Shubrata
  - 1 lakh BPL families got ISLs/toilets in their houses
  - Above Poverty Line families were forced to construct toilets in their houses
- Some Sarpanchs formed “Lota Bandh” teams to prevent open defecation-
  - “Your problem of not having toilets is affecting us”



# The impact of Shubrata

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- One lakh families with an average of five members each are using the newly constructed toilets
  - Nearly 100 tons of human excreta per day accumulating in the open prevented
- Hence Cleaner drinking water
- Perceivable Drop in diarrhoea cases
- Healthier society - less medical expenses
- Clean villages concept getting acceptability

# The impact of Shubrata



# The impact of Shubrata





# The impact of Shubrata

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- Independent studies have endorsed the success of Shubratha
- Study by NICIET, an independent GoI organization, had shown 87% utilisation of the toilets constructed
- A team from under the leadership of a Director, Ministry of Rural Development visited Nizamabad and appreciated the implementation of Shubrat
- Appreciation from a team of UNICEF



# Total Sanitation Campaign

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- TSC & School Sanitation Program (SSP) laid the foundation for “Shubrata” campaign
- In 2001, toilets were constructed in 789 schools in Phase 1 of SSP
- Total Coverage of 1000 schools by Phase 2
- Trainings given to the teachers and students to use and maintain them
- Used these children to motivate thier parents to construct toilets at their homes



# Total sanitation Campaign

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- In 789 schools of Phase 1, “children’s cabinet” were formed.
- Each “minister” to look after various aspects of sanitation
- UNICEF supported IEC campaign
- Health check up being conducted periodically to monitor health progress
- Health cards printed and given

# SCHOOL SANITATION PROGRAM-UNICEF

- 200 PRIMARY SCHOOLS IN THE DISTRICT IN TWO PHASES
- COMPOUND WALLS, TOILETS, DRINKING WATER, AND WATER HARVESTING STRUCTURES





# SCHOOL SANITATION PROGRAM-UNICEF

- 200 SCHOOLS COMPLETED WITHIN SIX MONTHS FROM OCTOBER, 2001
- TOTAL COST
  - Rs 130 lakhs
  - (UNICEF Rs 73.5
  - ZP Rs 38.5
  - Community Rs 18.0)



# SCHOOL SANITATION

## PROGRAM- UNICEF supported

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- Training program for NGOs, Teachers, ANMs from the second week of October 2001
- School health check ups from the second week of November
- Wall writings and message boards done
- Plantation of Papaya and drumsticks trees
- Involvement of National Green Corps

# SCHOOL SANITATION PROGRAM-UNICEF supported



# SCHOOL SANITATION PROGRAM-UNICEF supported



**THANK YOU**

