

Concept Note: National Workshop on

Community-Led Approaches

In the context of Nirmal Bharat Abhiyan (NBA)

CONTEXT

Government of India's Total Sanitation Campaign (TSC), which was launched in 1999, has been being restructured and renamed Nirmal Bharat Abhiyan (NBA). Currently, NBA provides for incentive money of Rs 9,000¹ for the construction of toilets both for below poverty line (BPL) and above poverty line (APL) households. This is a major shift from the earlier TSC, which was based on a lower incentive and provided incentive money only for BPL households.

The NBA strategy is

‘to transform rural India into ‘Nirmal Bharat’ by adopting the ‘community led’ and ‘people-centered’ strategies and community saturation approach’.

The target is a Nirmal Bharat by 2022. The TSC had a similar strategy and the same target of a Nirmal Bharat by 2012. Despite an increase in the toilet coverage, census data have indicated more households defecating in the open in rural India in 2011 than in 2001. An analysis of reasons for this and a ten point practical strategies for the future are presented in a background paper for this workshop². The challenge is to see what needs to be done to avoid a repeat of the TSC experience and to frame and implement an NBA programme that can indeed achieve a Nirmal Bharat by 2022.

The proposed information, education, and communication (IEC) component of NBA recognises the limitations of conventional IEC and underlines the need to trigger communities for self-analysis and action.

For this, bright and hopeful examples of success have been demonstrated with Community-Led Total Sanitation (CLTS). This was recognised and celebrated in *From Dreams to Reality*, published jointly by the Ministry and WSP. *From Dreams to Reality* was released and well received at SACOSAN 3 in Colombo. The CLTS approach was used in no less than 9 of the 16 cases which it describes. CLTS embodies the spirit of the NBA, being community-led, people centred, and a saturation approach.³ It entails triggering whole communities to collective action and collective behaviour change, with triggering followed up by monitoring, encouragement and support, and most importantly withholding incentive money until a

¹ The breakdown is Rs 3,200 from Central Government, Rs 1,400 from State Government, and a maximum of Rs 4,400 from NREGA, together with a beneficiary contribution of Rs 900

² *Practical Strategy for Rural Sanitation in India with CLTS*, will be provided as a background note for this workshop

³ For sources on CLTS please see www.communityledtotalsanitation.org.

whole community has been credibly verified as open defecation free (ODF). Where CLTS has been combined with a sustained and intensive campaign, with administrative and political champions, as in Himachal Pradesh, the results have been impressive. Other countries like Indonesia, Nepal, and many African countries are moving ahead fast with CLTS.

CLTS in India has been used to varying degrees and with varying success in many States, including Himachal Pradesh, Maharashtra, Haryana, Madhya Pradesh, Odisha, Bihar, West Bengal, Chattisgarh, Meghalaya, Jharkhand, Uttarakhand, Rajasthan, Gujarat, Karnataka, Uttar Pradesh, and others where it has been reported. International support has come over the years from WSP, Unicef, DFID and the WSSCC's GSF program, and a few NGOs like Goal in West Bengal, have been involved. National training and facilitation have been provided by the Key Resource Centre, Nainital, the CLTS Foundation, Knowledge Links, and Feedback Foundation. The Key Resource Centre, Nainital has familiarised over a thousand Government officers from all States through week long trainings on CLTS. Women have been increasingly involved in CLTS, as with Maryada, the women's movement launched last year in Madhya Pradesh, and in sanitation as with Mahila Samakhya and in other contexts.

CHALLENGE AND OPPORTUNITY

Both CLTS and NBA face major challenges. It is not easy for CLTS to go to scale with quality in an environment where there are large incentives. For its part, the NBA faces challenges and bottlenecks. The aim of this workshop is to be realistic and positive in seeking good ways forward with a community-led and people-centred approach finding ways in which CLTS and NBA can support each other in overcoming challenges and maximising benefits.

OBJECTIVES OF THE PROPOSED WORKSHOP

The workshop seeks to provide opportunities for senior policy-makers in Government

1. To learn about CLTS from practitioners, and its potentials, and how they can support and spread it
2. To consider experience with campaigns in which CLTS plays a part, and assess the potential of women's movements
3. To review and seek solutions to bottlenecks faced by the NBA and by CLTS
4. To identify ways forward and an action agenda

5. WHO SHOULD PARTICIPATE

Senior policy-makers from the Government of India and State Governments

CLTS practitioners and champions

NGOs

Specialised resource persons

Unicef, DFID, WSP, GOAL, WSSCC and other concerned agencies

CONVENORS AND ORGANISERS

It is proposed that the Key Resource Centre at the Uttarakhand Academy of Administration will take the lead in organising the event with the support of Ministry of Water & Sanitation, Government of India and the WSSCC (Water and Sanitation Collaborative Council).

Facilitating, resource person and other support will be sought from Knowledge Links, the Institute of Development Studies at the University of Sussex and the CLTS Foundation.

VENUE

Uttarakhand Academy of Administration, Nainital

PROPOSED DURATION AND DATES

It is proposed to be a 3 days' workshop, with arrival and inauguration on Tuesday 16th April and a full day on Wednesday 17th, concluding with practical proposals by lunchtime on Thursday 18th April, 2013

OUTCOMES

Outcomes sought include:

- A commonly shared understanding of CLTS and what it can contribute to NBA
- Identification of bottlenecks in NBA and in CLTS and how they can be overcome
- Shared ideas of options for campaigns with community-led and people-centred saturation approaches
- Commitments to follow-up action

The convenors and supporters of this workshop hope that it will be useful for all participants, and that it will make a significant contribution towards achieving NBA target of an ODF rural India by 2022.

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