

14.1 Salient features of Clean Village Campaign

Rural Development (P.1) Department

G.O. (Ms) No. 82

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ORDER

The Hon'ble Chief Minister's Programme for Construction of integrated Sanitary Complexes for Women has sown the seed and created the momentum to bring about a Sanitary Revolution in the State. In continuation to the above novel scheme for women empowerment, the Hon'ble Chief Minister has announced a new approach too environmental Sanitation and protection through community empowerment, rightly called "Clean Village Campaign".

The clean Village campaign is an umbrella which will encompass all activities taken up in the village for environmental sanitation such as management of solid and liquid waste including human and animal excreta, effective implementation of ban on plastics along with Water Conservation and Rain Water Harvesting, converting bio-degradable waste into vermi-compost, collection and removal of plastic and safe disposal of non-biodegradable wastes and it can only be successful when every member of the village community participates, and the community recognizes that there are negative externalities from non-participants, and that 100% participation is essential for success.

The short term objectives are :

- (i) To more awareness of the community on the adverse consequences of current open defecation practices.
- (ii) To recognize the special needs of different categories of people and promote sanitation needs of specific groups like children, women and adolescents, aged people, disabled etc.,
- (iii) To promote environmental sanitation in all institutions like anganwadies, schools, health facilities, public places etc.,
- (iv) To develop and promote technology options for different geographic locations and conditions of water availability, depth of water table etc.,
- (v) To promote the hygienic behaviour through change in knowledge – attitude practices and skills for improving environmental sanitation.
- (vi) To empower the community and local governments in planning implementation and strengthen their managerial capacity and responsibility on all aspects of environmental sanitation.
- (vii) To enable networking, co-ordination and better convergence of various agencies and groups working in the sector with a view to optimizing efficiency of implementation and ensuring sustainability of systems.

The strategy will focus on mobilizing community through intensive IEC activities; with involvement of the gram panchayats and all the various departments working for the improvement of the quality of life in rural areas through a participatory approach. The detailed strategy and approach, baselines, indicators, monitoring, awards and rewards for best panchayats are clearly given in the annexure.

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Components of clean village campaign

The clean village campaign has already been kick started by the Hon'ble Chief Minister's integrated women and children's sanitary complex programme. The foundation for the campaign has been IWSC. Total sanitation campaign programme and its components of school and anganwadi sanitation. The components are;

- a) Stop Open Defecation
- b) Water Conservation and Waste Water Reuse
- c) Solid Waste Management – Systems Improvement
- d) Bio-gas Linked with Night Soil.

State Rural Sanitation Society

The SRS society, at the state level, should develop, appropriate operational guidelines, a framework for programme implementation, develop a system for monitoring and evaluation and a system for selection of best villages. The SRSS should undertake periodic reviews of the progress and guide the district administration, arrange for knowledge share and disseminate the learning's.

The way forward

Every Grama Sabha to adopt Resolution for the following

- i) Ban on Open Defecation.
- ii) Total Rain Water Harvesting.
- iii) Total Water Conservation and Waste Water Disposal.
- iv) Ban on Littering of wastes and use of disposable plastics.
- v) Imposition of penalty with punitive action against the offenders.

Monitoring Indicators;

The monitoring of the entire process will be taken up by the independent agencies selected at the district level and state level. The indicators will emphasise on physical appearance and health benefits which is reflected in the over all quality of life.

Funds for the Campaign

Funds available under "Total Sanitation Campaign" General Funds of Local Bodies including 11th finance commission, Sarva Sikhsha Abiyan (SSA) and Public Contribution can be utilized wherever necessary for achieving the objectives of the Clean Village Campaign.

Awards and Rewards

As this new strategy hinges on the concept of triggering "Collective Community Action, the participating communities should be rewarded through 'Cash and Recognition incentives' directed at the community. All the habitations that eliminate the practice of open defecation and adopt improved personal hygiene behaviour, effective waste management and water conservation should be rewarded and the incentive should go to the village development fund.

Eligibility :

Gram Panchayats, with 100% sanitation coverage in terms of 100% sanitation coverage of individual house holds, (b) 100% school sanitation coverage (c) free from open defecation and (d) clean environment through solid waste management, water conservation and (e) 100% rain water harvesting in individual houses.

Selection Process

To ensure that the best and cleanest villages are selected without bias and in the most transparent manner possible, committees should be constituted at different levels to visit and inspect the villages and evaluate their performance. At the micro level, a Block Level Committee to visit all the village in the constituency and select all eligible villages. This is to be followed by visits by the District Level Selection Committee to all the villages recommended by the Block Level Committee to select the Best Villages in the District. The State Level Committee will select the Best Village for the Cash Award. The money will be directly released to the village Panchayat, exclusively to be utilized for development of the village Panchayat as per guidelines issued by Director of Rural Development.

Funds for the awards

In the first year an amount of Rs.5.00 Lakhs will be awarded to the selected clean villages at the state level from the provision of Rs.75.00 Lakhs for the Clean Village Campaign in the Budget for 2003-2004. In subsequent years the cash amount to be disbursed as Awards to the Village Panchayats will be decided by the State Level Rural Sanitation Society under the Chairmanship of the Minister of Local Administration.

The Campaign comes in to effect from July 2003. The campaign villages will be ready for assessment from 31.12.2003. The teams for assessment and monitoring will start visiting the district from January 2004. Three separate assessments in phases will be taken up in the village Panchayats short listed by the District administration and sent to the chairman of the core committee. The annexure to the GO may be referred for further details.

(By order of the Governor)

SANTHA SHEELA NAIR
SECRETARY TO GOVERNMENT

14. CLEAN VILLAGE CAMPAIGN

Annexure – Clean village campaign

The Hon'ble Chief Minister's Programme for Construction of integrated Sanitary Complexes for Women has sown the seed and created the momentum to bring about a Sanitary Revolution in the State. In continuation to the above novel scheme for women empowerment, the Hon'ble Chief Minister has announced a new approach to environmental sanitation and protection through community empowerment, rightly called "Clean Village Campaign".

The need to internalize the public good dimension of what is generally considered a private behaviour makes the involvement of the community central to the strategy. A complete mindset change can be achieved through the use of appropriate participatory techniques. Therefore there is a need to institutionalize the approaches that can facilitate and sustain the efforts required for achieving this behaviour change.

The clean village campaign is an umbrella which will encompass all activities taken up in the village for environmental sanitation such as management of solid and liquid waste including human and animal excreta, effective implementation of ban on plastics along with water conservation and Rain Water Harvesting, converting bio-degradable waste into vermi-compost, collection and removal of plastics and safe disposal of non-biodegradable wastes and it can only be successful when every member of the village community participates, and the community recognizes that there are negative externalities from non-participants and that 100% participation is essential for success.

The short term objectives are

- (viii) To raise awareness of the community on the adverse consequences of current open defecation practices and the implication of poor disposal of faeces, and switch to use of single toilets and adoption of improved hygienic practices.
- (ix) To recognise the special needs of different categories of people and promote sanitation needs of specific groups like children, women and adolescents, aged people, disabled etc.,
- (x) To promote environmental sanitation in all institutions like anganwadies, Schools, health facilities, public places etc.,
- (xi) To develop and promote technology options for different geographic locations and conditions of water availability, depth of water table etc.,
- (xii) To promote the hygienic behaviour through change in knowledge – attitude practices and skills for improving environmental sanitation.
- (xiii) To empower the community and local governments in planning implementation and strengthen their managerial capacity and responsibility on all aspects of environmental sanitation.
- (xiv) To enable networking, co-ordination and better convergence of various agencies and groups working in the sector with a view to optimizing efficiency of implementation and ensuring sustainability of systems.

Strategy and Approach :

- IEC campaign launched through various media to kick start the campaign highlighting the strategy, approach, processes and the desired impact.
- Integration of different programmes implemented by various agencies through convergence of efforts within the water and sanitation sector and also between related sectors like education, health, nutrition, social welfare etc.,
- Recognise the definite and important role of NGO's and other academic and research institutions in capacity building and training of various stakeholders, like panchayats, VWSCs, VECs, SHGs etc.,

- Participatory rural appraisal tools should be used for creating awareness in the community to expose the prevailing unsanitary practices and other undesirable practices and their implications.
- Communities must be assisted in internalizing the fact that every household should adopt hygienic sanitary practices and made to understand that the benefits of individual behaviour change has a collective impact in the entire community.
- Approach will drive home the point that adoption of sanitary practices is cost effective and improves their physical capacity to earn more, reduces expenditure on illness and ailments and in the long run makes better economic sense.
- Peer pressures and community dynamics should be recognized to facilitate the process of community action.
- Local government's engagement in the process for managing and monitoring the program is crucial.
- The gram sabha should resolve to take up all the components of the clean village campaign with support of the local people guided by the district administration.
- Baseline indicators for various sectors like health, education (especially that of girls) nutrition, women's participation, pollution, water quality depth of water table, etc., will be assessed at the beginning of the project and systematically monitored on a regular basis.
- Enforcement and punitive action will also be a part of the campaign through public health department and the local bodies;
- The best panchayats will be recognized for the achievement of short term goals and encouraged to move towards the long terms goal by providing fiscal incentives and awards.

Components of Clean Village Campaign

The clean village campaign has already been kick started by the Hon'ble Chief Minister's integrated women and children's sanitary complex programme. The foundation for the campaign has been IWSC. Total sanitation campaign programme and its components of school and anganwadi sanitation. All the components of the campaign supplements and complements these programmes and builds on the achievements of these to make the campaign broad based through the involvement and empowerment of communities.

a) Stop Open Defecation

The first step in achieving the objective of the Clean Village is to ban open defecation in rural areas. There is need to focus on the excruciating practice of open defecation and the resultant loss to human life, child morbidity, malnutrition, women's dignity and security, innumerable diseases draining energy and time. The economic loss due to expenditure on health and loss of working days of affected individuals is also enormous. This excruciating human behaviour can be eradicated through appropriate IEC campaign aiming at behaviour change. The campaign and prototype materials developed will be replicated by the Districts and campaigns launched in all panchayats. The Multimedia campaign will be taken up at the state level through the state rural sanitation society.

The goals :

- ✓ Safe disposal of human and animal excreta.
- ✓ All families use toilets – IWSC or IHHLs.
- ✓ All institutions – Anganwadies, Schools, health centres, bus stands, community hall etc., have functional toilets.

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b) Water Conservation and Waste Water Reuse

Water is a public good as well as economic good too. Water scarcity has increased due to recurrent drought and poor water conservation and pollution of available fresh water resources. Water has to be effectively conserved; if more water is available it leads to better sanitation. Water quantity and availability increases due to rain water harvesting and adequate water availability improves personal hygienic practices promotion of toilets with less water use will also promote more household toilets in the rural areas. When waste water is reused, agro-forestry, vegetables can be grown, which is an additional income from the waste.

The goals :

- ✓ All households and institutions have rainwater harvesting structures.
- ✓ All the water collected in open areas and storm water drains lead to percolation ponds / recharge pits.
- ✓ All household waste water is segregated as kitchen and bath water which is used for raising kitchen garden and rest discharged only into soak pits.

c) Solid Waste Management – Systems Improvement

The amount of waste generated per capita per day in rural areas is not far behind of that generated in urban areas. With advent of disposal plastic bags, caps, plates, purchase, ultra packs etc., the management of solid waste has become a great challenge in rural areas. The existing system is inadequate and not geared to take up solid waste management in a scientific manner. Clean village campaign aims at segregating bio-degradable and non-degradable wastes right at the household level, converting bio-degradable wastes in to manure through vermi composting and recycling of non-bio degradable waste. The women's groups in rural areas can take up this venture as a viable economic activity. The campaign will emphasize greatly on saying NO TO PLASTICS. The plastic materials collected have a very good use. The plastics can be collected by self help groups and shredded mechanically. This can be mixed with bitumen and used for black topping of roads. This provides employment to women and at the same time provides a safe way of disposing plastics, while improving road laying.

The goals :

- ✓ All families segregate solid waste at household level.
- ✓ All health facilities segregate their waste and dispose hospital waste safely.
- ✓ All families with enough space compost biodegradable waste at household level through vermi composting or other composting methods.
- ✓ Village Panchayats collect biodegradable waste and takes up composting at ward level.
- ✓ Non-biodegradable waste is segregated and recycled as appropriate.
- ✓ The plastic materials collected to be shredded and mixed with bitumen for black topping of rural roads.

d) Bio-gas Linked with Night Soil.

Human excreta can be a source of bio energy. This source of energy is cost effective and can be used for illumination and pumping water. The women sanitary complexes in rural areas have a great burden of paying for electricity charges for illumination and pumping water. Women Sanitary Complexes linked with bio-gas plants will be eco-friendly and economical and will pave the way for sustainable use and maintenance of facilities. The compost generated will be good quality manure and can be used in kitchen gardens.

Household Biogas plants with the Animal excreta may be linked to household toilets making available fuel for the kitchen and enhanced fertilizer for the farms. Individual beneficiaries can receive subsidy on the bio gas programme, subsidy for the toilet to be linked to the biogas and

subsidy under the Total Sanitation Campaign for the household toilet. Besides, availing of three subsidies under various programme of Government, linking household toilets to biogas plants has several advantages, most important of which, is the safe and hygienic disposal of the household toilet waste. By linking the toilets to the bio gas plants, an energy efficient fuel is available as a by product, free of cost of the individual household. The energy from the toilet linked biogas plants can also be used for lighting the slurry from the plant on removal is a very good enhanced fertilizer available free of cost to the farmer.

Key Principles of Institutional Arrangements :

- Sanitation is a local issue that has to be addressed by the communities residing in a given spatial area. Gram Panchayats are, therefore, the appropriate institution to promote and sustain rural sanitation. Based on this principle, the responsibility of managing sanitation services has been devolved to the local Governments in the 73rd and 74th Amendment.
- Currently village panchayats do not have the necessary capacity to discharge this responsibility suitable capacity support should be provided.
- The state rural sanitation society develops the rules, criteria and systems for providing support to IEC activities, capacity building, monitoring and development best villages.

Based on these Principles the following institutional arrangement is proposed :

- The Village panchayats (VP) should be the Local Government institution responsible for promoting total sanitation within their settlements.
- The capacity of the VPs should be built in appropriate areas for sustainability of all environmental sanitation interventions. Representatives of other institutions/ programmes such as ICDS, Health dept, Social welfare, Education, SHGs, etc could be explored and moulded in to a "Village Resource Team (VRT) if required as internal forces that would work closely with the VP. NGOs can explore those existing local resources as their external aim for operation.
- The District Water and Sanitation Committee (DWSC) should focus on developing an appropriate contracting mechanism, procurement rules and monitoring system would ensure that the program is on track and sustainable.
- The DWSC if deemed necessary should place a nodal officer PO, DRDA, to co-ordinate internally with other departments and also with external institutions and provide one-window service to the VPs.
- The SRS society, at the state level should develop appropriate operational guidelines, a frame work for programme implementation; develop a system for monitoring and evaluation and a system for selection of best villages. The SRSS should undertake periodic reviews of the progress and guide the district administration, arrange for knowledge sharing and disseminate the learning's.

The way forward

Every Grama Sabha to adopt Resolution for the following

- (vi) Ban on open Defecation.
- (vii) Total Rain water Harvesting.
- (viii) Total Water Conservation and Waste Waster Disposal.
- (ix) Ban on Littering of wastes and use of disposable plastics.
- (x) Imposition of Penalty with punitive action against the offenders.

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Monitoring Indicators

The monitoring of the entire process will be taken up by the independent agencies selected at the district level and state level. The following indicators will emphasize on physical appearance and health benefits which is reflected in the overall quality of life.

Physical parameters

- ✓ Cleanliness
- ✓ No water stagnation.
- ✓ Greenery.
- ✓ No littering
- ✓ Rain Water Harvesting.
- ✓ Water and Sanitation facilities in schools and Anganwadies.

Health indicators

- ✓ Diaphorreal diseases.
- ✓ Malaria
- ✓ Illness and ailments in children.
- ✓ Worm infestation.

Education indicators

- ✓ School attendance.
- ✓ Drop out of girls.
- ✓ Enrolment of girls.

Quality of life

- ✓ Women's empowerment
- ✓ Girl's education
- ✓ Well being.
- ✓ Economic improvement.

Funds :

Funds available under "Total Sanitation Campaign" General Funds of Local Bodies including 11th Finance Commission and Public Contribution can be utilized wherever necessary for achieving the objectives of the Clean Village Campaign.

Awards and Rewards :

As this new strategy hinges on the concept of triggering "Collective Community Action, the participating communities should be rewarded though 'Cash and Recognition incentives' directed at the community. All the habitations that eliminate the practice of open defecation and adopt improved personal hygiene behaviour, effective waste management and water conservation should be rewarded and the incentive should go to the village development fund. This is the first milestone towards achieving total sanitation, especially the short-term objective of the campaign.

The following minimum points are to be considered for the eligibility of a clean village.

- ✓ Ban on open defecation by the Gram Sabha.
- ✓ Coverage of Individual Household toilets should be between 85% to 100%

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- ✓ Institutional sanitation coverage – Schools, Anganwadies and public places, like Bus stand, Hospitals, Markets etc., to be covered 100%.
- ✓ 100% Rain Water Harvesting in all house holds.
- ✓ Water conservation and waste water disposal promoting agro forestry / Vegetable cultivation.
- ✓ Solid waste disposal by segregating bio-degradable and non-bio degradable wastes at household and village level.
- ✓ Promotion of composting.
- ✓ Physical parameters – no water stagnation, no littering.
- ✓ Greenery.

A village under the Clean Village Campaign will be a Village Panchayat inclusive of all hamlets in the Panchayat.

Selection Process :

To ensure that the best and cleanest villages are selected without bias and in the most transparent manner possible, committees should be constituted at different levels to visit and inspect the villages and evaluate their performance. At the micro level, a Block Level Committee to visit all the village in the constituency and select all eligible villages. This is to be followed by visits by the District Level Selection Committee to all the villages recommended by the Block Level Committee to select the Best Villages in the District. The State Level Committee will select the Best Village for the Cash Award. The money will be directly released to the village Panchayat, exclusively to be utilized for development of the village Panchayat as per guidelines issued by Director of Rural Development. In the first year an amount of Rs.5 Lakhs will be awarded to the selected clean villages at the state level from the provision of Rs.75 Lakhs for the Clean Village Campaign in the Budget for 2003-2004. In subsequent years the cash amount to be disbursed as Awards to the Village Panchayats will be decided by the State Level Rural Sanitation Society under the Chairmanship of the Minister of Local Administration.

How the incentive can be used :

The incentive for Panchayat Raj Institutions can be used for improving and maintaining sanitation facilities in their respective areas.

The Campaign comes in to effect from July 2003. The campaign villages will be ready for assessment from 31.12.2003. The teams for assessment and monitoring will start visiting the district from January 2004. Three separate assessments in phases will be taken up in the village Panchayats short listed by the District administration and sent to the chairman of the core committee.

