



**GOVERNMENT OF ANDHRA PRADESH**



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# Promoting Peoples Movement through Jan Bhagidhari SBM (Gramin)

**Presented by**

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West Godavari, AP**

# District Profile

West Godavari district is situated in coastal Andhra region of Andhra Pradesh state. District can be divided into 3 natural regions Delta, Upland and Agency area. The District has 41 lakh projected population and has geographical area of 8506 sq.km. It has 48 mandals, 908 GPs and 1088 revenue Villages.

**Declared as ODF district on 16th September, 2017**

**First ODF District in Andhra Pradesh**

No. Of IHHLs Constructed : 265205

No. Of CSCs Constructed : 1262

No. of SWM sheds constructed : 865



# Challenges for sustainability of ODF status

## 1. Agency areas:

- i. Availability of vast tracts of open areas and unwillingness to defecate in closed space
- ii. Low awareness on usage of IHHs
- iii. Behavioral change requires time and extra effort
- iv. Availability of Water supply during Summer
- v. Improper cleaning of toilets leading to bad smell which is causing non-usage by other family members

## 2. Toilets are being converted as store rooms:

- i. Implies presence of open defecation
- ii. May be due to reasons like non availability of water, incomplete IHHs ( lack of doors, lack of power supply)
- iii. Requirement of Behavioral change

# Challenges for sustainability of ODF status

## 3. Operation and Maintenance of CSCs:

- i. Initially done by Gram Panchayat
- ii. Turn wise by the beneficiary families

## 4. Usage by elderly and children

## 5. There are instances where men are not using IHHs in the early morning when they are going to fields for Agriculture work

**All these challenges are addressed with the active involvement of the community. Now the public are leading the programme.**

# Initiatives taken to overcome the challenges

- ✓ Involved participation of public from the beginning. 13.55% Toilets were constructed with their own funds.
- ✓ Involvement of all departments viz., Rural water supply, Health, Panchayati Raj, Education, Women and Child Welfare, Revenue, Police, etc.,
- ✓ Involvement of all sections of people viz., school children, Self Help Group women, Village Volunteers, NGOs, Retired employees, Village Secretariat employees, MGNREGS wage seekers, etc.,
- ✓ Continuous Monitoring through 1088 Nigha committees.
- ✓ Awareness creation through 2200 Swachhagrahis.





# Initiatives taken to overcome the challenges

## ✓ Effective implementation of Gol programmes:

- i. Swachh Survekshan Grameen    ii. Swachhatha Darpan III
- iii. Swachh mahotsav                      iv. Swachhatha hi Sewa
- v. IEC 4+1 activities                      vi. Swachh Radhas .



**Launching of Swachhta Hi Sewa**



**Hand Wash Activity with School Children**

# IEC 4+1 Activities





# School Hygiene

- ❑ School Children participated on Global Hand Wash Day.



- ❑ Creating awareness an importance of washing hands with soap to affordable way to prevent diseases and save lives.



# District Specific Initiatives

- ✓ Night halts by Collector, Joint Collectors and District officials:
- ✓ Early morning walk in the village along with villagers
- ✓ Visit to OD areas along with NIGHA COMMITTEE members.
- ✓ Interaction with villagers: collecting grievances
- ✓ Meeting with NATURAL LEADERS



**“Walk of shame” with community to Open Defecation sites**



# REACHING UNREACHED POPULATION

- ❑ There are 5 Mandals in Agency area covering population of 97029. District administration taken special awareness camps in agency area.



- ❑ Swachhagrahis creating awareness among villagers of agency mandal Buttayegudem.



# District Specific Initiatives

- ✓ Wednesday is declared as Field day:
  - ✓ District Officers who are mandal special officers conduct field visits
  - ✓ Priority to villages where OD is reported
  - ✓ Interaction with natural leaders





# District Specific Initiatives

- ✓ Adoption of villages by Mandal special officers and Mandal level officers where open defecation is reported.
- ✓ 21 Days Atma Gaurava Deeksha
- ✓ SMS contest to finalize Slogan for SBM(G)
  - ✓ “Chembu Chachchindhi – Atma Gauravam Gelichindhi”  
: “Lota Margayaa – Atmagaurav Bachgayaa”
  - ✓ Performed last rites to LOTA duly conducting processions involving huge gatherings

# Lota Margaya - Athmagaurav Bach gaya





# District Specific Initiatives

✓ Wall Paintings of IHHLs by owners





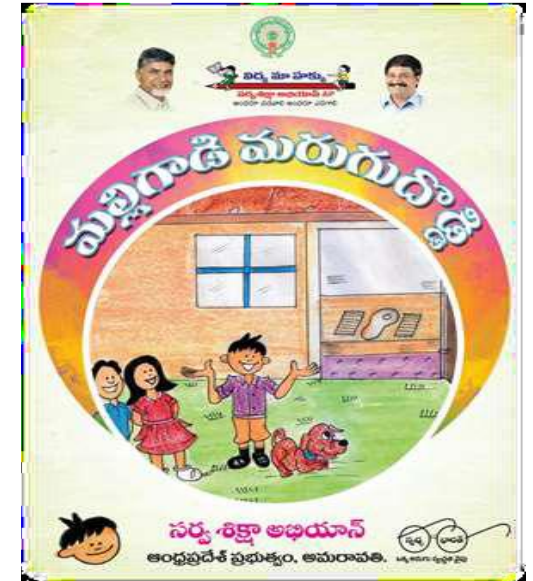
# District Specific Initiatives

- ✓ Green Flags on Houses where all members of the family are using IHHLs



# District Specific Initiatives

- ✓ Effective IEC activities (making ad films, telecasting at theatres cum local media channels, Kalajathas, Posters and Paintings)
- ✓ "Malligadi Marugudoddi" comic book.
- ✓ Everyday Pledge in schools and taking attendance "YES" if the family is using IHHL and "NO" if the family is not using the IHHL.





# Swachh Rathas

- ❑ Creating awareness through digital videos on usage of toilet and hazards of Open defecation in all 1088 Villages.





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# CSCs Maintenance by Public

- ✓ 1256 Community sanitary Complexes are there in 1088 villages.
- ✓ CSCs are being maintenance by local public on turn basis.



CSC at Pedatadepalli, T .P Gudem Mandal



CSC at Mandapaka, Tanuku Mandal



CSC at Velpur, Tanuku Mandal

# Summary of Achievements

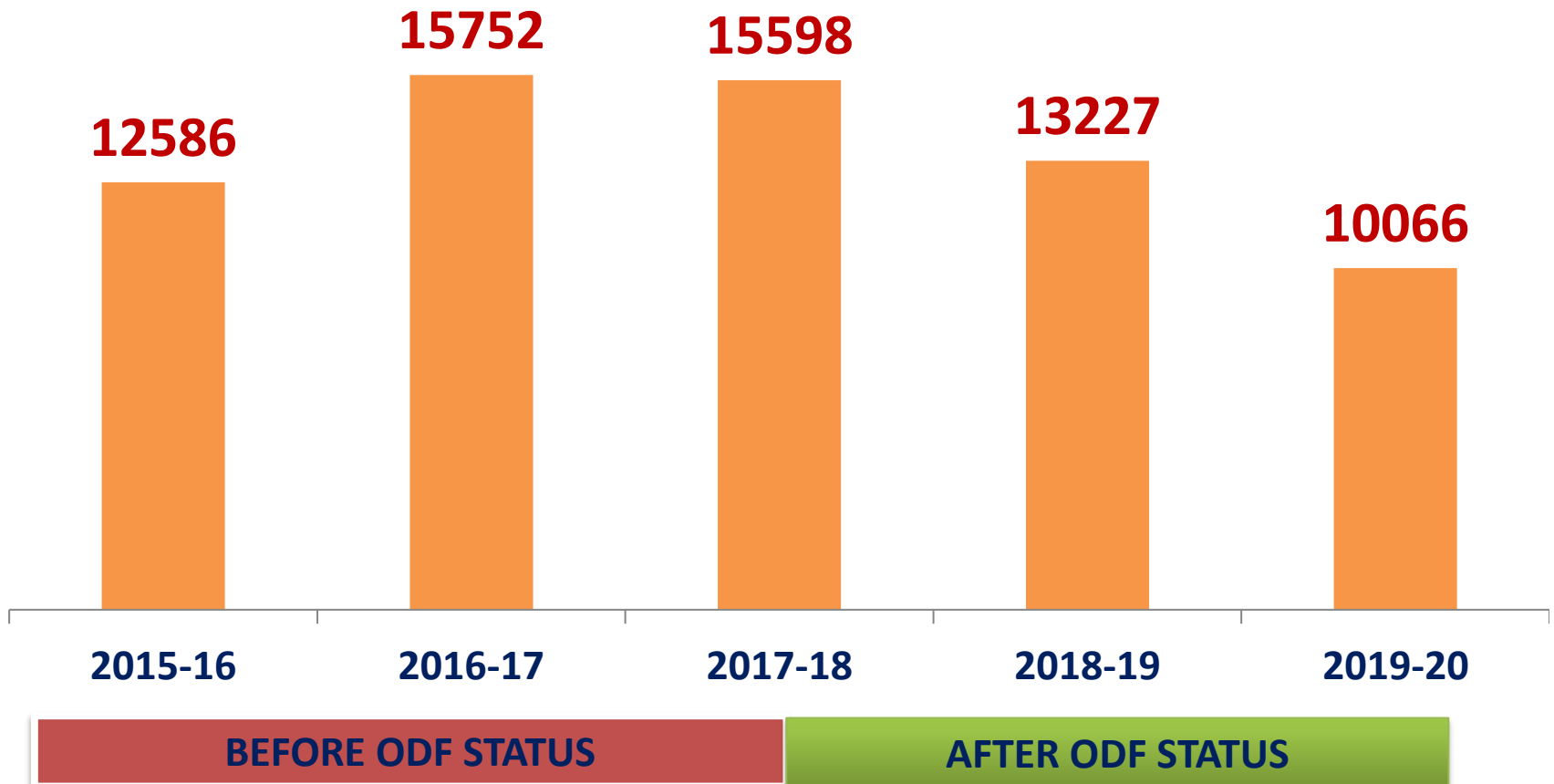
No. of CSCs Constructed	No. of IHHLs Constructed	No. of SWPCs Constructed	Assets of SWPCs					
			Green Ambassadors	Power Autos	Polythene shedders	Mist Blowers	Bush cutters	Incenerators
470	48517	865	2168	1639	48	338	338	436





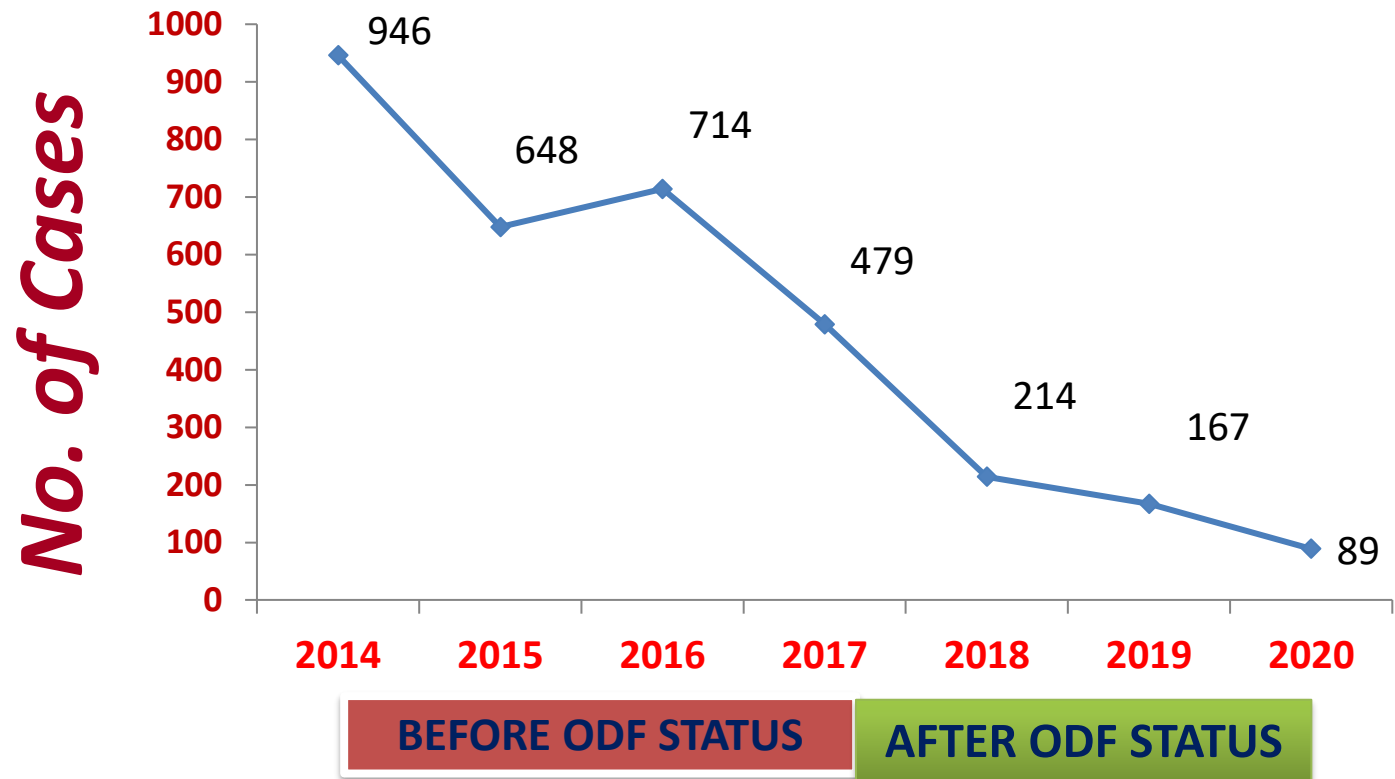
# Outcomes

## Diarrhea cases reported



# Outcomes

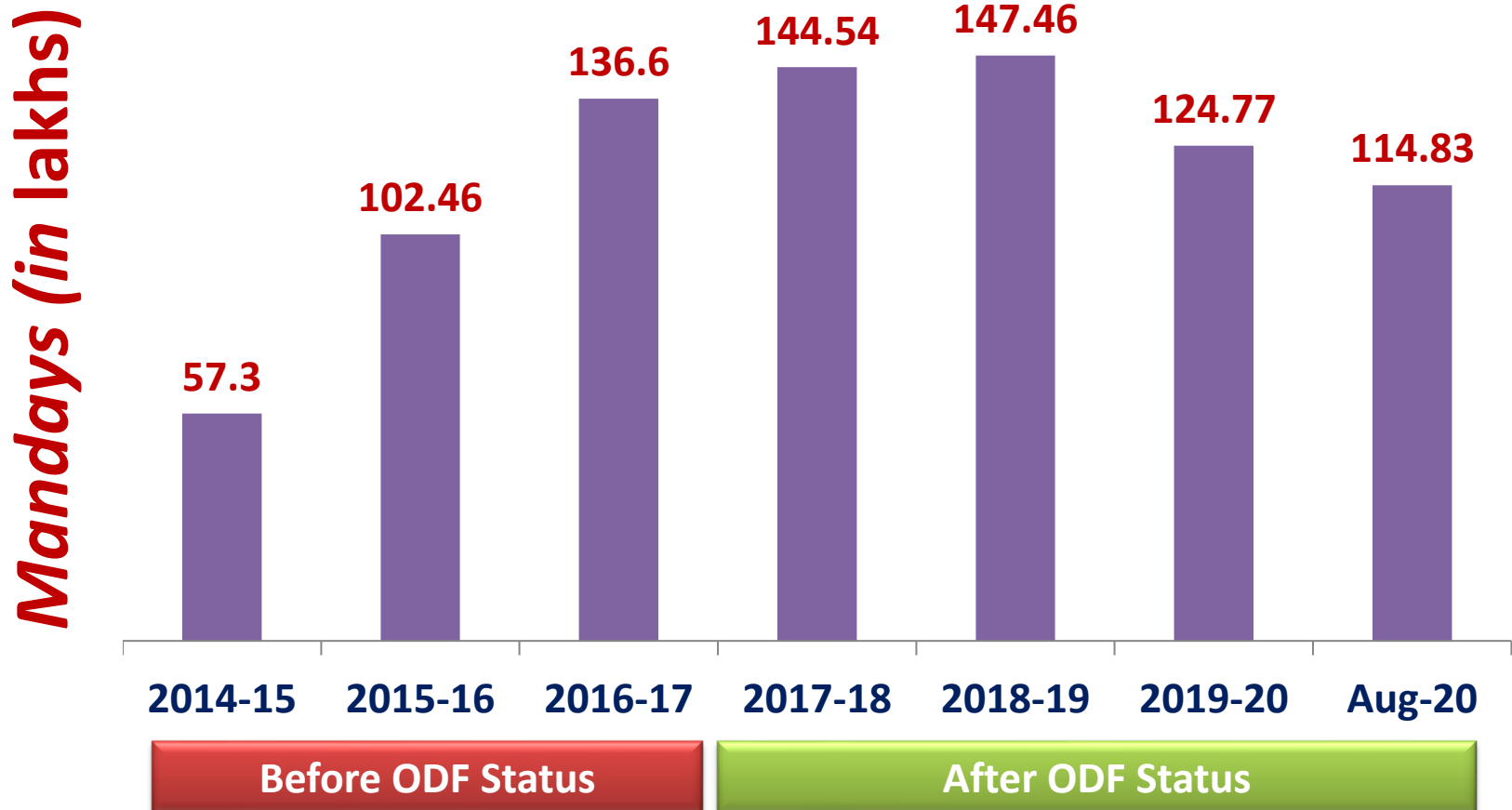
**Dengue and Malaria Cases Drastically reduced**





# Outcomes

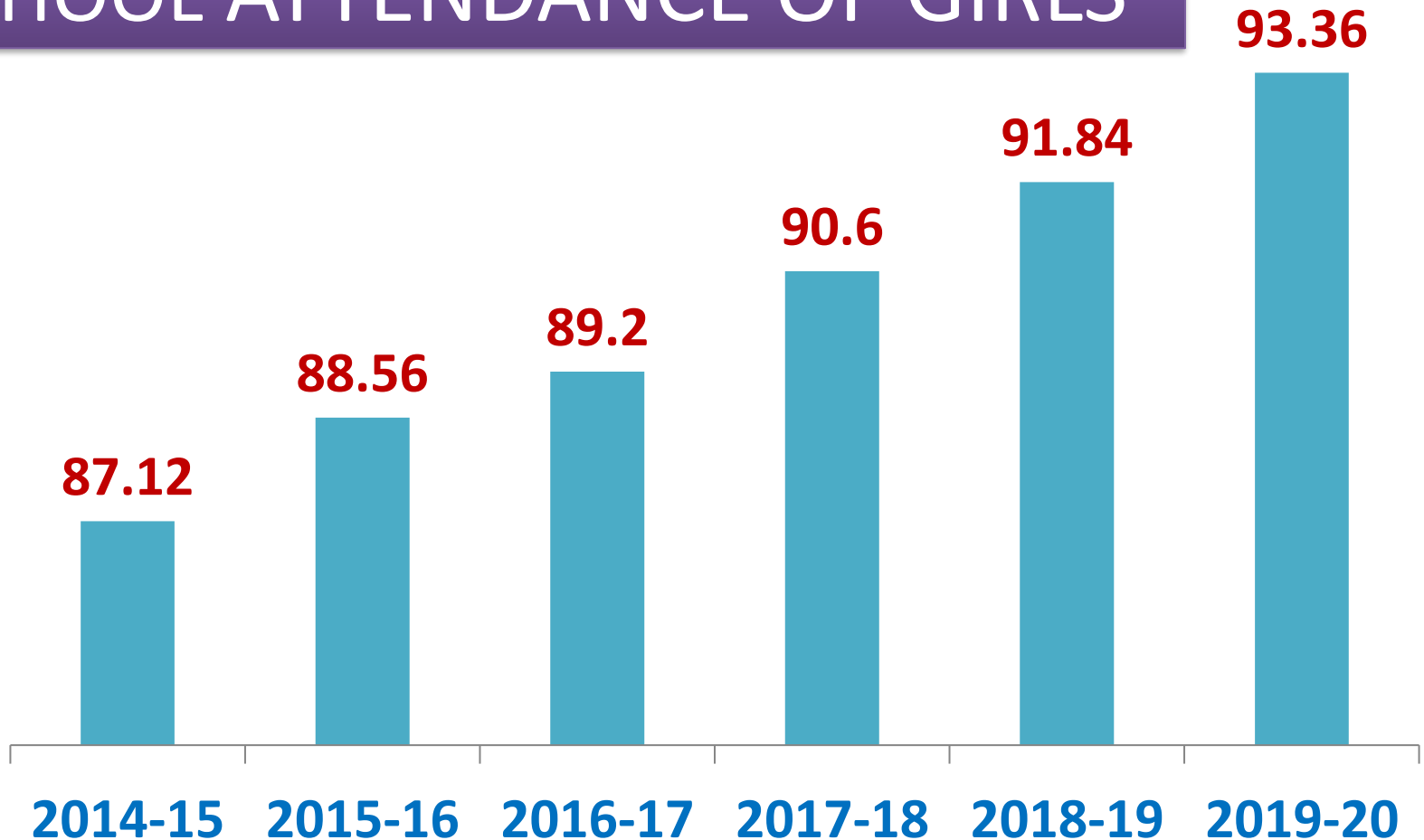
## INCREASING MANDAYS UNDER MGNREGS



# Outcomes

## SCHOOL ATTENDANCE OF GIRLS

ATTENDANCE PERCENTAGE





# Outcomes

- ✓ The Open defecation places turned in to parks and plantation areas.
- ✓ Hygienic atmosphere is prevailed in rural area.
- ✓ Overall cleanliness in villages is improved.
- ✓ Improved usage of Toilets
- ✓ Improved Self Hygiene







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