

TOTAL SANITATION CAMPAIGN: UTTARAKHAND

With a geographical area 53,485 sq. km spread across 13 districts Uttarakhand is unique in its topography and large rural population 75% of total population. The TSC programme in Uttarakhand involves changing traditional mindset of rural communities for construction and usage of latrines. Intensive IEC activities through interpersonal communication and awareness campaigns were used for motivating people to adopt hygienic practices. Due to peculiar geography and poor economical condition of rural masses, promotion of sanitation services in the rural areas of Uttarakhand is quite tough. Still continuous efforts are being made for the promotion and implementation of this campaign and some positive outcomes have been achieved.

Sector program Institutional system

The State Government is following uniform policy and procedure under Sector Wide Approach(SWAp) in the implementation of water and sanitation programs throughout the state. The institutional setup includes State Water and Sanitation Mission, Project Management Unit, Uttarakhand Jal Nigam and Uttarakhand Jal Sansthan headquarters at the state level, District Water And Sanitation Mission, District Water and Sanitation Committees, District Project Management Units and district level Uttarakhand Jal Nigam and Uttarakhand Jal Sansthan at the district level and Gram Panchayats, User Water Supply and Sanitation Committees and Multi Village Scheme Level Committees at the village level.. In the Sector program, the facilitating agency for all new Single village schemes will be PMU and its district units (DPMUs), the facilitating agency for larger MVS will be Uttarakhand Jal Nigam and for those requiring reorganization the facilitating agency will be Uttarakhand Jal Sansthan. Similarly in case of devolution of existing SVS currently under Operation and maintenance of UJS and UJN to the PRIs, the responsibility will lie on Jal Nigam and Jal Sansthan respectively. According to this setup the three sector institutions i.e. Uttarakhand Jal Sansthan, Uttarakhand Jal Nigam and Project Management Unit(Swajal Project) will be the implementing agencies responsible for simultaneous implementation of rural water supply schemes as well TSC in the assigned sector program villages. Coordination with other departments like Education Deptt, Watershed Deptt. And Health Dept. is also being done to give synergistic impetus to total sanitation campaign in the state and also to avoid duplicity in the work.

Communication and Capacity Development

The CCDU, established during 2005-06, has been involved in enhancing community participation and demand creation through development of strategies with effective combination of mass and personnel communication for different groups. For the promotion of Swajaldhara, TSC and Sector Program in the state various capacity building and IEC activities for all stakeholders at village, block, district and state level are organized regularly. These include orientation workshops, demonstration workshops, training programs, cross visits, exposure visits, training of trainers, observation study tours, awareness Camps, IEC Stalls at local Fairs, Audio/Video Shows, Street Plays, Folk-Media.exhibitions/stalls, designing of Slogans in local dialect for wider and effective impact at village level. Institutional wall writing/wall painting and

putting up hoardings/banners at village, block and district level. Promotion of the program is also being done through broadcast of radio jingles, talk shows and interviews on radio as well as television. Along with this dovetailing with other governmental programs like National Rural Health Mission, Integrated Child development Project (ICDS), Primary Health Centers (PHC) and Education for All project implemented by State Education Department for joint action on training and communication activities is being carried out. For motivating the village communities for construction of toilets, cluster approach has also been adopted.

Two Lead Training Institutes(LTIs), four regional training institutes(RTIs)- two for social and management trainings and two for engineering trainings and several LTOs for providing capacity building trainings to different stakeholders at district level have been identified. It has been observed that for motivating the village community towards adoption of sanitation services, cross visits, interpersonal communications and demonstration workshops have greatest impact. Hence efforts are being made on these lines by planning some cross visits of public representatives to other states in near future, carrying out intensive interpersonal communications and demonstration workshops at the grassroots level.

Special efforts done for ensuring progress of Total Sanitation Campaign –

The Project Management Unit embarked upon widespread IEC activity in the state through series of community workshop at district, block and village level. The participants were shown video films on sanitation aspects and were requested to express their view point about the campaign. This was followed by additional information about the technical, institutional and financial matters. The people were made aware of the benefits to be accrued by adopting better sanitation practices. They were also exhorted to make their villages open defecation free in the interest of their new generation. The cross visits, local demonstrations and frequent supervision and interaction was insured in the campaign villages.

Physical progress

Despite of tough terrains and poor economical condition of the rural population in the state considerable progress has been made in the field of sanitation coverage in the state. Till date (31st March 2007) construction of 1,58,822 Individual Household Latrines, 685 School latrines, 101 Anganwadi latrines, 31 Women Sanitary Complexes, and establishment of 23 RSM/PCs have been done. For generating demand among rural community for sanitation services, Community Led Total Sanitation(CLTs) approach is also being promoted and followed in the state.

Financial progress

Regarding financial progress, the financial requirement of the state for implementation of TSC in the state(as per the revised PIP) is Rs. Rs.9948.31 lakh. The fund allocated for the state(according to original PIP) is Rs.5233.94(out of which Gol share is Rs 3438.39,GoUA share is Rs.1196.78 and beneficiary share is Rs.598.77).A total amount of Rs. 1275.26 lakhs has been released till 31st March 2007(w which Gol share is Rs 957.31 while GoUA share is Rs.317.95) while the release of next installments of other districts is awaited.

Open defecation free status and Nirmal Gram Puruskar

Continuous efforts are being made by adopting various community development and mobilization methods for making more and more villages open defecation free. For the year 2005-06 ,out of 36 proposals sent to the GOI,13 GPs in the state received the NGP award after attaining open defecation free status. For the year 2006-07,185 GPs were proposed for NGP out of which 84 have qualified for the NGP award. For giving pace to T.S.C in the state, along with Gol's Nirmal Gram Puruskar, the state government also plans to introduce in the sector program, awards to habitations and GPs at Block, District and state level for achieving Open Defecation Free (ODF) status.

Conclusion

The progress of TSC in the State has been quite encouraging with an increase in NGP awardees from 13 last year to 84 this year. Despite of tough terrains and weak economical condition of the rural masses in the state, continuous efforts at the village, block, district and state level have shown some positive results in the form of increased physical and financial progress and increased number of open defecation free status villages. Keeping in view the current increase in demand for sanitation services, it is anticipated that the state will achieve full sanitation coverage in near future.