



Swachhta Bharat Mission : A Case Study on Social Marketing Campaign for Shauchalaya Banaye

Abstract

Total Sanitation Campaign is one of the most prominent social marketing campaigns undertaken by the Government of India under the Swachh Bharat Mission. Gujarat has taken it up fervently and provided the Nirmal Gram awards for the village which has functional toilets in all the houses and institutions of the village.

This paper takes up a case study of 5 villages of Gujarat and notes the challenges faced by the authorities in making the villages free from open defecation. The study encompasses interview of village Talatis giving a detailed note on the challenges faced by them in creating the required infrastructure for a Nirmal Gram. Most of the times infrastructure is put in place but usage remain a problem. At other times it is financial or even availability of water becomes a problem.

There is huge emphasis on the behaviour change through training with the help of Self Help Groups for the mission and focus remains quality and sustainability. Shifting the behaviour towards usage of toilet is influenced by a lot of cultural and social factors apart from economic factors. Hence a systematic effort was put in for people participation and need generation for successful results of the programme. Through a successful partnership with development partners like World Bank, UNICEF and Tata Trusts more than 6000 villages in Gujarat have been declared as Open Defecation Free (ODF).

Key Words: Social Marketing; Swachh Bharat; Open Defecation Free; Nirmal Gram.

Introduction

The Census 2011 showed that in 4,041 statutory towns, close to eight million households do not have access to toilets and defecate in the open (7.90 million). Weak sanitation has significant health costs and untreated sewage from cities is the single biggest source of water resource pollution in India. This indicates both the scale of the challenge ahead of the Indian cities and the huge costs incurred from not addressing them.

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People in general across the country, particularly women, have been used to unhealthy practices of holding their bladders to relieve themselves in fields till it is dark while remaining cautious to protect themselves from wild animals and snakes. A recent case in Kerala where an old lady was attacked by stray dogs while she was out near a community toilet to defecate proves the point of having a secure toilet in one's own home, beyond any debate. There have been many such cases reported from other

states too. But the foremost cause admitted is affordability of a personal toilet for a vast majority of under-privileged communities in the rural areas in particular. India leads the world in open defecation with 7.90 million people lacking this basic requirement.

The current government took up the initiative to enable constructing toilets in every household of the country. The Ministry of Urban Development decided to give every household without a toilet ₹ 4000 to construct a toilet, with additional incentive from state government under the Swachh Bharat Mission. The most appreciable part of the scheme is that assistance is being given to all households without toilets in India irrespective of their location including even those who live in unauthorised colonies and notified or non-notified slums. But a serious problem still remains because despite having built a good number of toilets, people still prefer defecating in the open.

The Scheme

The Swachh Bharat Mission (SBM) emanates from the vision of the Government articulated in the address of The President of India in his address to the Joint Session of Parliament on 9th June 2014:

“We must not tolerate the indignity of homes without toilets and public spaces littered with garbage. For ensuring hygiene, waste management and sanitation across the nation, a “Swachh Bharat Mission” will be launched. This will be our tribute to Mahatma Gandhi on his 150th birth anniversary to be celebrated in the year 2019”

The estimated cost of implementation of SBM only in the urban area based on unit and per capita costs for its various components is ₹ 62,009 Crore. The Government of India share as per approved funding pattern amounts to ₹ 14,623 Crore. In addition, a minimum additional amount equivalent to 25% of Government of India funding, amounting to ₹4,874 Crore shall be contributed by the States. The balance funds proposed to be generated through various other sources of fund which could be the following and many more other sources:

- a. Private Sector Participation
- b. Additional Resources from State Government/ULB
- c. Beneficiary Share
- d. User Charges
- e. Land Leveraging
- f. Innovative revenue streams
- g. Swachh Bharat Kosh
- h. Corporate Social Responsibility
- i. Market Borrowing
- j. External Assistance

Methodology

This paper takes up a case study of 5 villages of Gujarat and notes the challenges faced by the authorities in making the villages free from open defecation. The study encompasses interview of village Talatis, which gave a detailed note on the challenges faced by them in creating the required infrastructure for a Nirmal Gram. For a more forthright interaction with the interviewees, the names of villages and administrators have been kept anonymous. Most of the times infrastructure is put in place but usage still remain a problem. At other times it is financial reasons or even availability of water that becomes a problem.

Challenges Faced: Study of 5 villages

From the study it was noted that in the year 2010-11 (under a different scheme) every village household received ₹2200 for constructing a structure made out of tin to be used as toilet in their homes. In the very first monsoon storm, these structures fell off and got destroyed. Ironically the names of all these households got registered as people who had received assistance for building toilets & consequently they were rendered ineligible for further assistance. For all official purposes, the toilets were very much in place. But the fact is that they still do not have any functional toilets. Under the SBM an assistance of ₹ 12000 could be given but those who have received the assistance of ₹2200 under the earlier scheme could not avail the new scheme. After great deliberations, a midway was found out by the officials so that benefits could be passed on to the poor villagers. The solution to this problem could be that these households may be given assistance of ₹12000 under the MGNAREGA scheme. Under such circumstances one witnesses the highest commitment of government officials towards administration of government schemes by putting their heart out to plug the holes in implementation at the grass root level.

In another village, a vast majority of the population is indigenous or people from margin. Most of them keep migrating for work. The difficulty for government in delivering the planned benefits of the scheme is that the names of these people do not appear in the Revenue Survey List while many a times people whose names appear in the list are not alive and their dependents have not bothered to update the lists. Plus there are many residents in the villages stay in temporary settlements. There are many cases where the list does not have names of all eligible households and it is mandatory to attach this document along with the application for assistance under the *Shauchalaya* scheme. It is very difficult to provide assistance in such cases. The government officials in these cases may choose to construct community toilets in the interest of the larger sections of the population.

In one of the villages many houses do not have enough space to abide by the clauses set for constructing the toilet as per the scheme. Under this scheme each toilet is required to have two sewage pits but most houses in the villages have very little space available for such plans. This prevents the household from availing the benefit under the scheme. Despite of the deadlock, a solution was worked out and a very huge pit enough to accommodate two compartments within the same is constructed with two different connections and thereby the benefit is ultimately passed on to such houses too.

In some villages situated at the banks of rivers, water from the rivers flow into the sewage pits of the toilets constructed and makes it practically non-functional and unhygienic to use. It was decided in such villages that the sewage pits should be made extremely broad instead of digging it deeper into the ground, thereby fixing the problem for usage.

While the most important problem apart from financial and infrastructure remains the willingness of people to use the toilets even after getting them constructed with government aid. Many villagers tend to use these toilet structures as a store house and store grass-fodder and firewood for their requirements. In such situations the role of a social marketing campaign assumes prime importance.

Social Marketing

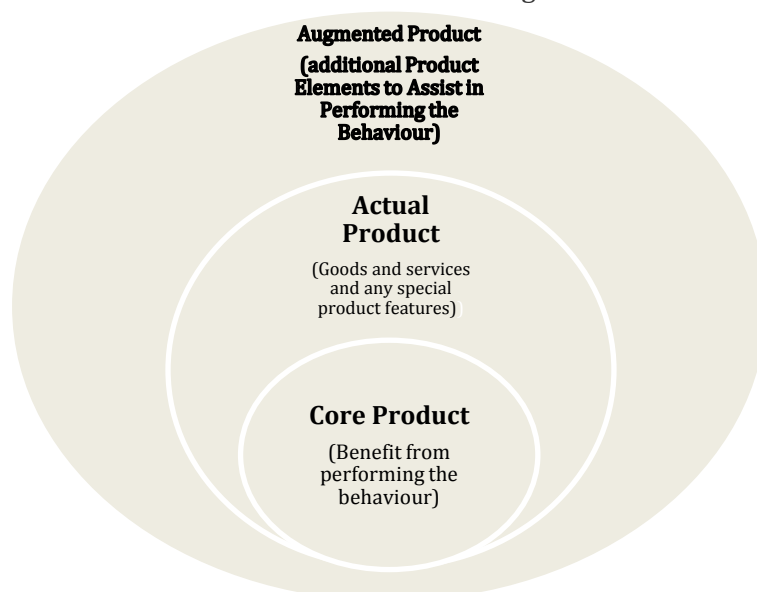
There is a great push which needs to be given from administration and create awareness among villagers towards keeping hygiene and cleanliness for one's own health. Committees are formulated in

this regard so that people are educated regarding using toilets in their homes and also to discourage defecating in the open so that the surroundings of the village remain clean.

The social marketing is a process of changing the behaviour of the target audience into a desired social behaviour. When the products are being offered in conventional marketing campaigns there is a tangible product or a service which is to be exchanged for value. The most significant in social marketing is the achievement of the behavioural objective of the campaign and this is influenced to a great extent by the knowledge and the belief objectives. Thus, there has to be a planned intervention by the government or civil society organisations to increase the knowledge about the harmful effects of open defecation and work on changing the beliefs of the households regarding toilet habits. There is a huge emphasis on the behaviour change training with the help of Self Help Groups for the mission and focus remains quality and sustainability. Shifting the behaviour towards usage of toilets is influenced by a lot of cultural and social factors apart from economic factors. Hence a systematic effort was put in for people participation and need generation for successful results of the programme. Consequently the desired behaviour of not defecating in the open could be achieved.

From a social marketing perspective the product associated with any campaign could be divided into core product, actual product and augmented product. It is very tough to convert the stubborn target audience in this particular case to use the toilets since they are used to defecating in the open for many long years. Therefore it is important to provide them with augmented product benefits for shifting to the desirable behaviour. For the case in hand the core product is clearly to construct toilets and also use of these toilets constructed in their own houses or the community toilets in some cases. To encourage this practice there could be some actual products distributed like hand wash or toilet soap or buckets for toilets. In addition there could be augmented products that may not be directly connected but do assist in performing the desired behaviour of defecating in the toilet. One of the most prominent examples of the augmented product to the community as such is the Nirmal Gram award for being an 'Open Defecation Free' village which encourages a whole group shift towards the desired behaviour. Apart from which the workshops/camps arranged to educate the local residents to change their behaviour and use toilets at their homes itself, is an augmented product under such campaigns. Unless there is an integrated planning of such product offerings it is not easy to convince target audience to change their behaviour.

Three Levels of Social Marketing Product:



Source: Social Marketing in India pg.212

Content Analysis of Advertisements

Positioning

Positioning is the act of designing the organisation's actual and perceived offering in such a way that it lands on and occupies a distinctive place in the minds of target audience (Deshpande, Lee & Kotler, 2013). The desired positioning for this offer is then supported by promotional elements including messages, messengers and media channels. Positioning is capturing the mind space of the target audience and therefore a very prudent crafting of a positioning statement is required in all cases of social marketing. There could be either **behaviour focused positioning; barrier focused positioning; benefits focused positioning; or competition focused positioning**. In this case on analysing the contents of the messages under the campaign one gets to know that there is an attempt to capture all sentiments of positioning particularly focusing on the benefits of using toilets in their own houses and also a fear has been generated through various campaigns that ill-health will engulf the villages which are subject to open defecation.

Stages in Behavioural Change: (from ODF point of view)

Those audiences were targeted who were particularly in their earlier stages of pre-contemplation and contemplation where individuals are mentally prepared to shift to the desired behaviour by focussing efforts in giving them the right kind of knowledge and beliefs. It could be a waste of efforts and resources with no real results in targeting other audiences.

Advertisements:

There is a very integrated approach to communication of the message which is undertaken by the government. All the major media - print, radio and television advertisement focussed on the same message for motivating audience to use toilets.

Summary of advertisements for Swachh Bharat Mission:

- One of the advertisements targeting males questions the belief or cultural values of the males of household in trying to be very protective otherwise but letting the females go out in the open for defecating.
- Another advertisement targeting females, aims at changing towards the desired behaviour by challenging the intellect of the target audience by talking to a fly rather than giving the message directly to the target audience. This is a strategy that stimulates the conscience of the audience and forces them to change the behaviour into the targeted desired behaviour.

Branding

In using the brand image as a pair of spectacles that represent Gandhiji, the father of the nation, the image is a very encouraging one since the entire country reveres Gandhiji as a person who encouraged cleanliness and self-reliance.



Source: SBM guideline, Annexure V

Tagline

The tagline says '*ek kadam swachhta ki aur*' which means 'one step towards cleanliness'. This is a simple and catchy line which gives a sense of a humble but strong initiative taken in the right direction and is used in all the programmes and products related to the Swachhta Abhiyaan.

Brand Ambassador

Using a strong and persuasive brand ambassador is common in commercial marketing but it is even more substantial in social marketing as it helps create visibility and ensure memorability. Swachhta Abhiyan has hired a very successful and resilient lady actress Vidhya Balan who is a symbol of liberation and empowered woman to recommend the behavioural change to the target audience. In addition, one of the greatest Indian actors and ambassadors of this century Amitabh Bachan is also a brand ambassador for the mission. This shows the significance that the government attaches to this mission.

Conclusion

Through a successful partnership with development partners like World Bank, UNICEF and Tata Trusts more than 6000 villages in Gujarat have been declared as Open Defecation Free (ODF). The Mission will be in force till 2nd October 2019. The ministry of drinking water and sanitation will monitor the use of toilets in real time and more importance will be given to the use of toilets than merely their construction. It was agreed that the State will put in place an independent concurrent evaluation system. With systematic follow up the State will succeed in its mission of achieving 100 per cent Open Defecation Free villages by 2019.

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