



ISSN Print: 2394-7500
ISSN Online: 2394-5869
Impact Factor: 5.2
IJAR 2015; 1(7): 373-377
www.allresearchjournal.com
Received: 05-04-2015
Accepted: 07-05-2015

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Promotion of Sanitation through participation of NGOs for Clean & Green India

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Abstract:

Recently Indian Government has taken an important initiative towards sanitation through “Swachh Bharat Abhiyan” aim of the scheme is participate each and every person for sanitation of society. Because sanitation is only possible to improve when each and every strata of society will be take sanitation as own responsibility and aspect Providing Safe Drinking water is another major challenge before the government. Apart from the role of government there needs to participate other entity also like Non - Government organizations (NGO) in this paper I would like to discuss different aspect to promote sanitation and how NGOs could play vital role in promoting sanitation. NGOs can help to promote sanitation which could bring a proper road map towards sanitation.

Keywords: Sanitation, NGOs, Clean India, Safe Drinking, Promotion

1. Introduction

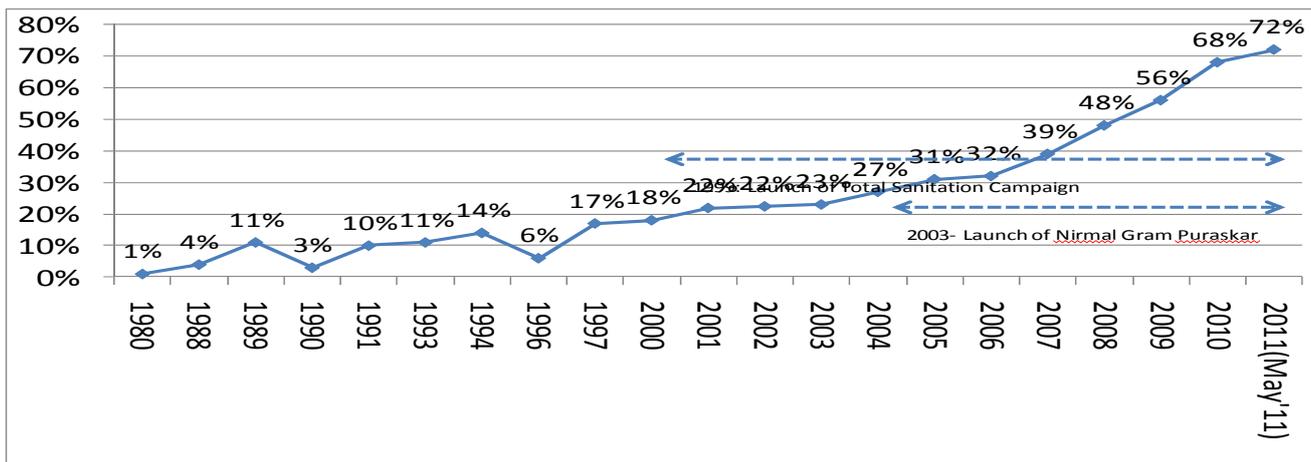
Sanitation is cleanness means promoting good health through prevention of different hazards which generated from different wastes this hazards can be biological, physical or any other hazardous chemical agent which can affect negatively human health, wildlife & environment. But Sanitation is clean, only disposal of human excreta should not consider sanitation it is very wide concept can be divide in 7 aspect 1.clean water 2.proper disposal of human excreta 3. Personal hygiene 5. food free from bacteria germs 6. Personal cleanliness. 7. As well as total environment where human being exist (Singh, 2015) ^[4] In India, 736 million [71.7%] people out of total population of 1027 million, lack basic sanitation facilities resulting in high mortality and morbidity (Kalkoti, January 2013) ^[3]. So currently sanitation is serious discussion for policy makers despite government effort there is need to accelerate involvement of all social worker as well as other entities like NGOs, individual, social worker to take initiative towards sanitation of society the role of NGO s is very crucial increasing awareness and generating effective demand from rural households, planning and implementing the program, follow-up etc. NGOs should have proven and demonstrated expertise and infrastructure for the sanitation (Kalkoti, 2013) ^[3]. Startegy of involvement of all can bring prominent changes in area of sanitation because there is number of success story in different area like child labour and many more achived by NGOs and their role in sanitation can be write one more story towards sanitaion

Review Literture

Willets and Powell (2009) discusses in his paper about the role of NGO in sanitation sector in developing country. They found that NGO make a significant contribution in the sanitation sector. Emphasis should be placed on building better links between NGO activities and the activities of other actors including government agencies and service providers at local, provincial and national level. Willets *et al.* (2008) ^[13] conducted research on NGO partnership and capacity building in sanitation. The research revealed that NGO have widely assisted in facilitating better access for the poor to water and sanitation services and are strongly positioned to continue and expand such work. Tearfund (2007) in paper finds that in Burkina Faso the sanitation coverage is very poor. Poverty was given the basic reason for the poor sanitation in that area. Behailu *et al.* (2010) conducted research on promotion of sanitation in rural areas in Ethiopia. The research concluded that health extension workers and community health promoters are giving more attention to sanitation.

Analysis of Present status of Sanitation in India

Rural Sanitation Coverage



Source: Department of Drinking Water & Sanitation Ministry of Rural Development Government of India

Condition water sanitation is very critical in rural area it major challenge to ensure safe and good quality water to rural people so focus to rural area there is need exclusive policy frame work and initiative for rural area.

% State-wise achievement in Individual house hold latrine

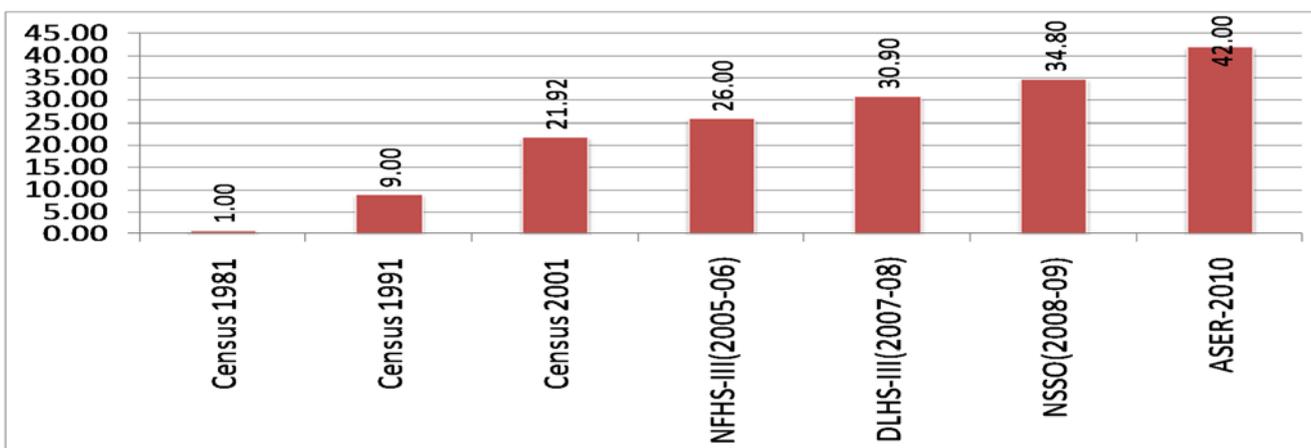


Source: Department of Drinking Water & Sanitation Ministry of Rural Development Government of India

There few states where sufficient latrine facility available or used by household but few states are too much far away while population of these states contribute more in total population of country so for welfare of these states require more attention at moment of policy formulation for

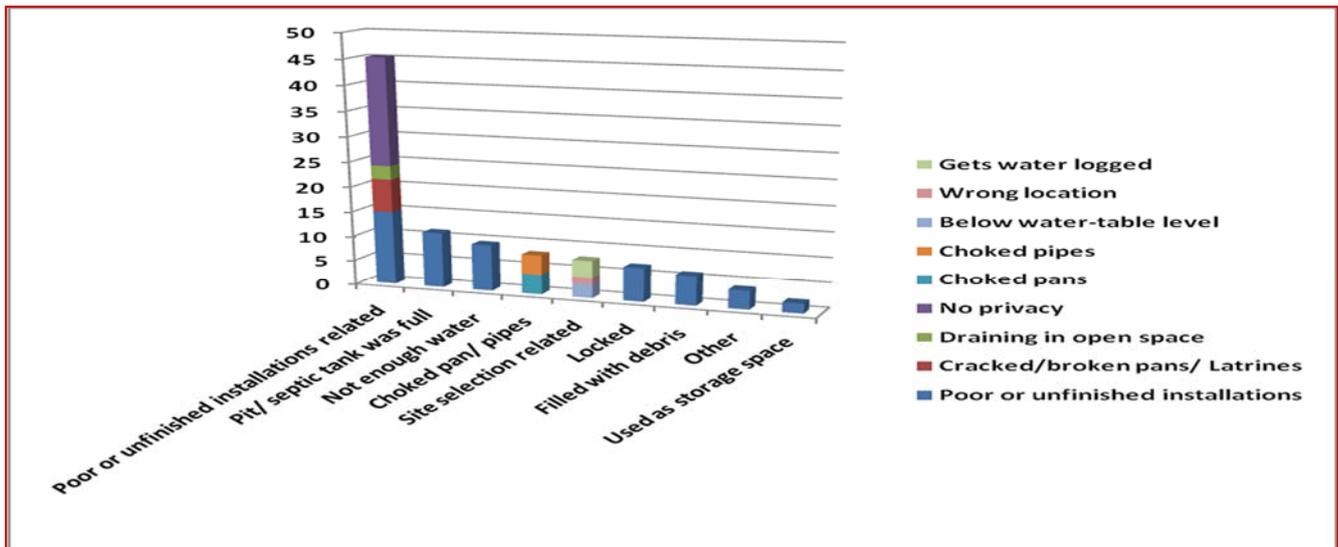
sanitation.

Sanitation coverage in rural areas over years (Independent Assessment)



Source: 103 million new users as per WHO-Unicef Data since the year 2000, against population growth of 88 million in rural India prepared by J.S.MATHUR JOINT SECRETARY Department of Drinking Water & Sanitation Ministry of Rural Development Government of India

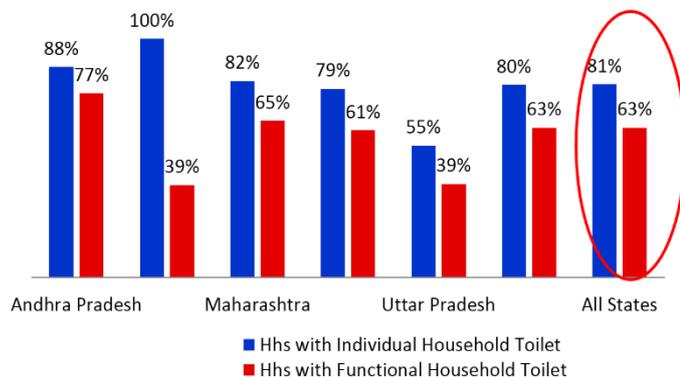
Reasons for Dysfunctional Toilets



(As per preliminary findings of CMS study 2010 conducted in 664 NGPs in 12 states and perpered by J.S.MATHUR JOINT SECRETARY Department of Drinking Water & Sanitation Ministry of Rural Development Government of India)

- In government scheme does not make provision at all aspect to perfect and totally functional toilets it need regular meeting at village level, block level and district level to review and take corrective action towards clean village.

Usage Lags behind Access and use of household toilets in Naya Gram Panchayat Village



(Source As per TARU- Unicef Study-2008 conducted in six states and 162 GPs)

Note: Even NGP in its present form has not been a solution to ensure Open Defection Free communities

Due to lack awareness and understanding importance people does not use toilets which need proper sensitization of people towards sanitation.

Key issues and challenge or Gap

1. Participation of local level authority and policy makers.
2. Nonprofessional approach because different government scheme focus only in quantities rather than qualitative approach.
3. Absence of dynamic leadership approach at various levels in administrative authorities.
4. Involvement of each and individual for sanitation like NGOs, training institution self-help group.
5. There is no any policy to change attitude or behavioral changes for sanitiaon.
6. Lack of proper approach for demand generation like

7. Sustaining the habit and changed sanitary behavior with proper monitoring including post-NGP

How NGOs can contribute in sanitiaon

At the root of many failures is the lack of public participation, including participation of organized forms of the public such as NGOs. Some would argue it is the 4th pillar of Sustainable Development. Participation is not happening due to governance failures, but also due to lack of awareness. People still do not understand the concept of sustainability and do not know how they can contribute to its achievement. Perhaps the lack of focused attention in the education systems is a factor here. This leads to gaps and divergences in governments and NGO efforts to raise awareness among citizen groups. Governments need to support and reinforce the efforts of the NGO community in this respect. This would lead to greater participation of the public to promote sustainable development at local levels especially. In the United Kingdom, issues of sustainability are now being included in the school curriculums via for example, the Sustainable Design Awards for 16-18 year olds and the Sustainable Technology Education Project for 11-16 year olds. Such programmes should be encouraged, replicated and amply funded to raise awareness.

Success story of NGOs at global level: 1. Rainwater Harvesting:

In Africa, the International Rain Water Harvesting Association (IRHA) has been promoting a broadly designed platform to ensure that rainwater harvesting technologies are a fundamental part of sustainable development. Recognizing that the majority of people in Africa suffer from poverty linked to food insecurity and scarcity of drinking water, the IRHA works to mainstream rain water harvesting as a readily available local resource in development agendas for sustained livelihoods and Millennium Development Goal implementation strategies.

The Integrated Slums Development Programme (ISDP)

Pakistan: Also in Pakistan, the Integrated Slums Development Programme (ISDP) of Anjuman Samaji Behbood (ASB) in Faisalabad has been facilitating the laying

of Water and Sanitation systems in low lying areas of the city utilizing the community's own resources in an innovative way of working.

Success story of NGOs in India

1. Churu, Rajasthan's sanitation oasis: *Government efforts success story* The year was 2012. Enter Rohit Gupta, the newly named District Collector of Churu. The 'Chokho Churu' or the 'clean Churu' campaign was launched which focussed on ending open defecation in the district. It also recognized the efforts of villagers and Gram Panchayats by stamping the 'Chokho Ghar' or the 'Chokho Gram' stencils in places with zero Open Defecation Free.

2. Slum-dwellers federations. The Indian NGO, Society for the promotion of area resource center and its alliance with women's co-operatives (Mahila Milan) formed by 'slum' and pavement dwellers and the National Slum Dwellers Federation are working in many different locations in India to improve housing and living conditions and basic service provision and to support savings groups that are reaching hundreds of thousands of low-income dwellers. This Alliance has shown how work in many different areas can contribute to poverty reduction such as community-based and community-managed savings and credit groups, house construction, the development of community-designed, built and managed toilet blocks and community-managed resettlement programmes – but to do so, they have to be based on what low-income groups and their organizations can do for themselves. These federations have some 700,000 households as members and they are active in 52 urban areas. They have managed resettlement programmes involving over 20,000 households and a community-managed public toilet programme serving hundreds of thousands of low-income dwellers.

Examples

Pune

The Alliance began working in a significant way on community sanitation in slums of Pune with the Pune Municipal Corporation in 1999. Within a year, we constructed more than 10,000 seats in community toilet blocks benefiting at least 500,000 slum dwellers. This was the first time an Indian city achieved such scale in slum sanitation.

Mumbai

The Pune demonstration also helped the Municipal Corporation of Greater Mumbai (MCGM) begin its slum sanitation program under the World Bank-assisted Mumbai Sewage Disposal Project (MSDP). In 2001, the Alliance won tenders for constructing 211 toilet blocks with 4000 toilet seats, benefiting at least 200,000 people, under the first phase of MSDP, and in the second phase, the Alliance will construct 150 toilet blocks benefiting over 150,000 people. Of the 150 toilet blocks, 37 have been constructed so far. As a continuation of MSDP, the Alliance has now been contracted to construct 120 toilet blocks under MSDP III. Under the Nirmal Bharat Abhiyan toilet scheme of the central government, where the goal is to make Mumbai open-defecation free, SPARC was contracted to construct toilet blocks in 10 cities of Maharashtra. As of March 2011, 289 toilet blocks have been constructed.

Other Cities Between 1986 and 1996, the Alliance constructed 60 community toilet blocks in Mumbai, Pune, Kanpur, This work evolved into the Zero Open Defecation campaign that the Alliance is promoting across the country. Based on the Alliance's work, a National Task Force for Sanitation was created in 2005 to promote the Zero Open Defecation campaign nationwide.

Conclusion

- 1. Community empowerment:** through different financial activity like SHGs for financial help and some motivational workshop to sensitize people for sanitation.
- 2. Changes of attitude:** Change attitude of people NGOs could direct approach to people for change attitude "*Sab Chalta hai*".
- Motivation to all strata of population through campaign.
- 4. Professional management:** there are 50 lakh NGOs & SHGs and most of NGOs has professional manpower so they can help tackle challenges of sanitation professionally.
- There should be some provision to NGOs and corporate as Corporate social responsibility (CSR) in area of Sanitation
- 6. Integrated communication:** To promote sanitation for mass and wide level in country NGOs can help integrated communication between policy makers to each and every strata of population.
- 7. Coordination and cooperation:** There is a need to strengthen the coordination and cooperation between NGOs and government for the mobilization of both internal and external resources and the wise use of such resources as well as to make increased effort to allocate more budgets sanitation.

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