



Indian Chamber of Commerce

Press Release

“Facilitating SWACHH BHARAT”

Towards Enabling PPP Framework

Kolkata, 24th June, 2016: Swachh Bharat Mission should not just be restricted to construction of toilets, but focus should also be toward water supply and drinking water issues to sustain the mission, Mr. H.K. Patil, Hon’ble Minister, Department of Panchayat Raj & Rural Development, Government of Karnataka

Challenges of core developmental issues that are complementary to the problem of sanitation like poverty, and caste and religion based discrimination must be addressed first to increase usage of the constructed toilets, Mr. Chandra Prakash Choudhary, Hon’ble Minister, Department of Drinking Water and Sanitation, Gov of Jharkhand

In the conference titled “Facilitating SWACHH BHARAT” organized by the Indian Chamber of Commerce in Kolkata today, Mr. H.K. Patil, Hon’ble Minister, Department of Panchayat Raj & Rural Development, Government of Karnataka focused on the fact that the mindset of the people are changing gradually in favor of sanitation and the fact that people are not using toilets is not entirely true. Instead, with respect to his state he remained positive stating that coverage has increased to a great extent and has thus motivated to take the state target to October 2018, ahead of the national implementation target. He also highlighted the fact from his findings with respect to Karnataka that challenge for making the constructed toilets functional is adequate water. For this he urged the industry to come ahead for handholding and work toward implementation of technologies like those used in airplanes, airports etc. He noticed that not much importance is given to the water supply and also facilities of proper drinking water. He felt that emphasis should be given to water purification on a war footing to get rid of diseases. He said that government should come forward to keep programmes like NRDWP these running. He pleaded the GOI to impress on state ministers to make funds available to reach targets. He said that after government funding the gap is to be catered by the industry, NGOs, Media, academic institutes and so on to make it an integrated implementation. He spoke that for women in villages, bathroom is a huge problem. This issue can be addressed by the construction of bathroom cum community toilets and urged the GOI to allocate funds for the same. For proper maintenance of these community toilets he suggested a strategy of also incorporating amenities like washing space apart from just bathroom attachments as mentioned earlier. This would motivate rural population to not just use them but keep them clean. Another issue pointed out by Mr. Patil was that every household in the rural area have cow dung pits which also contribute to the unhygienic environment. Proper processing of those wastes to convert to eco friendly manure can address this issue.

Mr. Chandra Prakash Choudhary, Hon'ble Minister, Department of Drinking Water and Sanitation, gov of Jharkhand stated that in his state around 8 zillas are targeted to be made Open Defecation Free (ODF) by 2017. He emphasized that not just construction of toilets but the focus should be on generating awareness. Extensive awareness generation can start from schools according to him as this would not just educate children about the best practices but these students can also spread the awareness among elderlies in their house who might lack education and awareness. He felt that under the SBM, construction of toilets have definitely increased but their usage has not and lack of awareness is the root cause for this. He also stated that other complementary developmental issues should also be taken care of for the SBM to succeed. Particularly in many villages there is still discrimination in terms of caste or religion which debar the ones with lower stature to use a toilet that are used by ones belonging to the so called higher stratum of the society. This issue must be resolved for extensive use of the constructed toilets in villages.

Dr. Bindeshwar Pathak, Founder, Sulabh International Social Service Organization highlighted that safe water provision is imperative to the eradication of diseases like diarrhea and other water borne ailments. In this regard, he felt close co-operation of the government in taking initiatives of resource mobilization, monitoring and implementation is crucial. Also, NGOs and civil societies should help in taking responsibilities implementation of the programme. He stated that there should be unison of mind apart from unison in purpose to make realize the SBM by 2019.

Mr. Shiv SiddhantKaul, President, Indian Chamber of Commerce (ICC) spoke about the states' capacities in accessing citizens that can help expedite the mission of Swachh Bharat. Mentioning about the hazardous experience of India with respect to diseases he felt that the target of achieving an ODF status is a very important first step to not fall victim to illnesses. He also focused on generating public awareness from not just states but at a much narrowed down level of zilla parishads and gram panchayats to make the mission a success. He felt, on how far corporates sector can participate will determine the success of the mission.

Ms. Nayantara Pal Choudhury, Director, Washbarie Tea Company Pvt Ltd. Offered the formal vote of thanks.

Other eminent dignitaries who attended the session were **Mr. ArumugamKalimuthu, Program Director, WASH Institute, New Delhi, Mr. Abhijeet Sinha, India Manager- USLP, Hindustan Unilever Limited and Dr. Francis Odhiambo, WASH Specialist, UNICEF.**

Plenary Session: Importance of PPP projects in developing India's sanitation sector, transforming sanitation system through introduction of new technologies, impact of sanitation on society

Prof. Kumar JyotiNath, President, Institution of Public Health Engineers, India stated that the impact of sanitation on society is huge. Not just health, lack of sanitation affects productivity. He mentioned sanitation to be a social commodity so not just hardware investment in terms of construction of toilets will serve the purpose, but needs to be integrated with social parameters like female literacy, child immunization etc.

Other dignitaries who graced the session included **Mr. R. Ramesh, Senior VP – Sales, Roca Parryware Bathroom Products; Mr. Sudip Sen, Sr. Vice President (Environment Projects), Stone India Ltd; Mr. Prabir R Bhattacharya, Head-Business Development East, Hindusthan Sanitation & Industries Ltd ; Ms. ArpitaMajumder, Head of Marketing and Brand, Arpita Agro Products (P) Ltd and Mr. GokulVenkataraman, Lead New Business Development Owens Corning India.**

Special Session:Implementing “Swachh Bharat Mission”: Perspective of policy makers

Dimension of Swachh Bharat Misiion is not construction of toilets but the attitude toward cleanliness, Chaudhary Birender Singh, Hon'ble Union Minister, Ministry of Drinking Water & Sanitation, Government of India.

Chaudhary Birender Singh, Hon'ble Union Minister, Ministry of Drinking Water & Sanitation, Government of India observed that people from different sections of the society are coming forward to make India clean. He stated that INR 1,34,000 crore will be spent for 11.11 crore toilet construction, and enhanced use of technology will be done in the form of bio-fertilizers to make SBM (G) a success. He also stated that the first requirement is creating mass awareness followed by proactive involvement of every gram panchayat, panchayat samiti and Zila Parishad in the country. Also roping in large sections of rural population, school teachers and students in this endeavor would be required. He stated to set targets, achieve them and make them operational is not the main motive; the real issue lays in retaining the functionality of the toilets. He pointed out that there are many pocket friendly and innovative technologies that cost as low as INR3500 which needs to be identified and utilized for construction of toilets to ultimately reach the goal of an ODF India. Moreover, he notified that there are 59 technologies for SWM and the states are at liberty to use them; but what needs to be done is at village level– by giving them the choice to select technologies as per their suitability. He mentioned that the government has arranged for incentivisation for ODF and SLWM. But technology adoption choice should be left to village panchayats to decide. He also stated that the reach of the SBM is vast and has much deep rooted implications. Foreign tourists being very particular about cleanliness and hygiene, a cleaner India would imply larger footfall allowing the tourism sector to flourish. This in turn would be beneficial for employment generation as the Tourism sector deploys more than 5% of the population (around 39.5 million) which again will contribute positively to the country's GDP.

Mr. Parmeshwaranlyer, Union Secretary, Ministry of Drinking Water & Sanitation, Government of India stated that over the last 18 months coverage has increased from 38% to 58%, implying increased momentum. He believes behavioral change is gradually happening and usage of toilets is also increasing. He mentioned that private sector can engage in the Swachh Bharat Kosh, can adopt districts for investment, and undertake CSR. Also there should be one Swachh Bharat fellow attached to every collector for quick implementation. Private sector can also participate in Namami Gangey project and the Indian Sanitation Coalition.

Dr. N. Nagambika Devi, IAS, Principal Secretary, Department of Panchayati Raj & Rural Development, Government of Karnataka mentioned that in Karnataka 61% of the rural households are using toilets. Nevertheless she was of the opinion that not quantity but quality is important and thus advocated the benefits of toilet cum bathroom construction which also safeguards the dignity of rural women. She felt if the rural community toilets are provided with sanitation amenities like urban toilets, migration to urban areas and thus other issues like that of urban unemployment or underemployment can be curbed.

Mr. Dibyendu Sarkar, Commissioner, Department of Panchayati & Rural Development, Government of West Bengal stated that the ODF strategy should include flexibility to districts, combination of sanitary mart driven supply chain management and community driven demand generation approaches, construction mostly by marts, and extensive training to stakeholders are the need of the hour. Also, combination of individual and community incentives and awareness programs is required for achieving ODF status. From corporate, he stated that West Bengal's expectation is supporting in achieving ODF Rural Bengal, focus on IHHL in households, assisting initiatives like WASH in school and up gradation in operation and management activities with local partners in community sanitation complexes.

Dr. P. B. Salim, DM, S.24 Parganas mentioned how Nadia succeeded in attaining ODF status. He stated on ICE (information, communication, and education), behavioral changes, mass involvement, skill up gradation are the key to attain ODF status and ultimately make SBM successful.

Mr. Shiv Siddhant Kaul, President, Indian Chamber of Commerce spoke how sanitation is the key impediment to health. He stated that private sector, government – both state and central, along with outreach organizations and NGOs should work closely to implement SBM.

Mr. Sanjay Budhia, Past President, ICC delivered the formal vote of thanks

Other eminent dignitaries who attended the session were **Mr. Chandra Prakash Choudhary, Hon'ble Minister, Department of Drinking Water and Sanitation, gov of Jharkhand, Mr. H.K. Patil, Hon'ble Minister, Department of Panchayat Raj & Rural Development, Government of Karnataka, Mr. A. Dodde, IAS, Deputy Commissioner, Government of Jharkhand, and Dr. Bindeshwar Pathak, Founder, Sulabh International Social Service Organization.**

For further information please contact:

Sreeraj Mitra / Kaushik Chatterjee / Saurav Mukherjee

Sagittarius Communications Pvt. Ltd.

Ph: [9007307884](tel:9007307884) / [8697719310](tel:8697719310) / [9830006528](tel:9830006528)