

AACHO AJMER, AAPNO AJMER Dr Arushi Malik DM Ajmer

Ajmer at a glance

Ajmer is the fifth largest city in the Indian state of Rajasthan and is the centre of the eponymous Ajmer District. According to the 2011 census, Ajmer district has a population of around 2583052 with rural population 1547642. Ajmer is surrounded by the Aravalli Mountains. It is a pilgrimage centre for the shrine of the Sufi Saint Khwaja Moinuddin Chishti and is an ancient (Baseline Survey 2012) Hindu pilgrimage city Pushkar, famous for the temple of Brahma. Ajmer district consist of 9 Panchayat Samiti's with holding 282 Gram Panchayat.

č	No. of blocks:	9
•	No. of GPs:	282
! i	Total Population: (2011 Census)	25,83,052
∩ 3	Total Rural Households:	3,64,579





The Three C's

- Challenges-
- Starting from scratch (Aug 15)
 - Hilly terrain /Aravalis,
 - Water shortage
 - Fund 's crunch
- Changing people's attitude to sanitation.
- Creating awareness about linking ODF to dignity of women.
- Calling support of all to join the mission.



Ajmer before SBM (2012-15)

364579

80169

Total number of households Households having toilets

Households remaining

259089

5927

Achievement (2013-14) Achievement (2014-15)

19394

The baseline survey was conducted in 2012 and before the Swachch Bharat mission was instituted.



Ajmer SBM journey so far (2015-16)



52,000

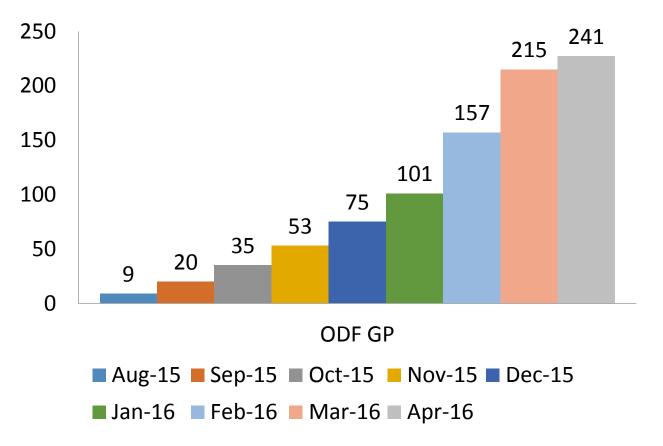
2,44,521

Target toilets (2015-16)

Households covered (2015-16)

Achievement under SBM. Ajmer constructed four times the arget toilets to be constructed, topping the state chart.

SBM Progress in Ajmer District



Achievement under SBM. Progress Still going on.....



SBM Progress in Ajmer District





chievement under SBM. Progress Still going on.....

The three P's

- Passion .
- Public Participation and promoting demand led approach putting people first.
- Public ownership of logo
 Aachho Ajmer ,& Aapno
- A bottom up approach to SBM



Our approach to SBM – Involve the community

Creating awareness among the villagers. Students & women have been the mainstay

- Training and involvement of the local community and public representatives
- Monitoring community using local and district/block level machineries







Community mobilisation







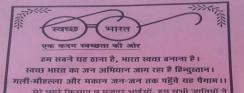


How did we involve the community?

- Students were mobilised
- Women were instrumental
- Rallies /Kalash yatra at village level to involve each and every villager.
- Morning follow-ups and triggering cleanliness drives with village level workers.
- Involving local prestigious people of different socities, Ward wise groups, Acho bhai, Acho ghar



Social media and local competitions to involve community.



मेरे प्यारे किसान व मजदूर भाईं यों, हम सभी जातियों ने बच्चों से लेकर बुद्ध होने तक कड़ी मेहनत करके सभी के लिए सुविधाएँ उपलब्ध कराते आए हैं। किन्तु अपने लिए सुविधाएँ नहीं बनाते हैं। सभी समाज के मुखियाओं का कर्त्तव्य बनता है कि अपने-अपने समाज के सभी भाईं में को शौचालय बनाने के लिए प्रोत्साहन करे, परिवार का प्रत्येक सदस्य संकल्प को कि अपने घर की बहन-बेटियों को खुले में शौच नहीं जाना पड़े और हम बीमारियों से भी बचेगें।



निवेदक : प्रहत्नाद चौधरी अध्यक्ष धोली हताई बारा गाँव जाटा समाज, देरांठू

<u>''ये बंधन है सम्मान का''</u>



Students as swachta doot









सराधना और मकरेड़ा गाम पंचायतों से हुई शुरुआत

खुले में शौच किया तो बच्चे बजाएंगे सीटी

करता मिला उसके समश्च सीटी बजाएंगे एवं घर तक उसका पीछा कर सीटी बजाते चलेंगे।

कलक्टर ने कहा कि सरकार गांवों में शौचालय बनवाने के लिए 12 हजार रुपए की आर्थिक सहायता दे रही है। ग्रामीण अपने निवास पर शोचालय का निर्माण करवाएं। साथ ही जिस ग्राम पंचायत में शत-प्रतिशत शौचालय बन जाएंगे, वहां केन्द्र व राज्य सरकार की विभिन्न योजनाओं से विकास कार्य भी करवाएं जाएंगे। सरपंच मध् पडौदा ने भी ग्रामीणों की सहायता से खुले में शौच के अभिशाप से गांव को पूरी तरह मुक्त कराने की बात कही। मकरेड़ा में भी युवाओं ने खुले में शौच करने वालों को हतोत्साहित करने का संकल्प लिया।



सराधना गांव में ग्रामीणों को खुले में शौचालय के नुकसान बताती कलक्टर।

में स्कूली बच्चों को सीटियां वितरित की। बच्चों ने कहा कि वह ऐसे लोगों को हतोत्साहित करने के लिए सुबह टोलियां बनाकर निकलेंगे। जो भी खुले में शौच

सामूहिक रूप से प्रयास करने होंगे। स्कूली बच्चे और जागरूक युवा गांवों में खुले में शौच करने वालों को देखकर सीटी बजाए और उन्हें माला पहनाएं। कलक्टर ने सराधना

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गांवों में लोगों को खुले में शौच के प्रति हतोत्साहित करने एवं घरों में ही शौचालय निर्माण के लिए प्रेरित करने के लिए स्कूली बच्चों एवं जागरूक नार्गारकों की टोलियां गठित की जा रहा है। यह टोलियां खुले में शौच करने वालों के समक्ष जाकर सीटी बजाने एवं उन्हें माला पहनाने आदि कार्य करेंगी।

जिला कलक्टर आरुषि मलिक ने बुधवार को सराधना एवं मकरेड़ा गावां से इस नई पहल की शुरूआत की। गावों में आयोजित कार्यक्रम में कलक्टर ने कहा कि खुले में शौच एक अभिशाप है। हमें अपने घर, मोहल्ले, गांव और जिले को इस अभिशाप से मुक्ति दिलाने के लिए

'Women Mason' - Ajmer's Innovation

Asha d/o Bhawar of Kadel Gram Panchayat (Panchayat Sammitti Pisangan) got benefitted by Collector's innovative idea of training interested women labour to work as Mason. This has not only speeded the construction of Latrines but also allowed woman to earn Rs 500 per day which resulted in the betterment of her economic condition.





S CITY

Women push hard for govt's drive to build loos in Ajmer

TIMES NEWS NETWORK

Ajmer: Even today, there are thousands of houses which don't have toilets in rural areas. People living in hamlets have mobile phones and internet, but they don't have toilets. Women have to wait till it gets dark to move out to relieve themselves.

But it is the women only who gave a big push to the central government's drive to construct loos in villages.

By the end of October, 1.45 lakh households in rural areas of Ajmer district had got toilets constructed in their premises. And 52,000 more toilets are to be constructed.

Shanti Devi of Ghughra village said that her daughtersfelt very embarrassing going out in the open for defecation. Her husband, father-in-

brother-in-law have and they also use inut were not ready to



get a toilet constructed in the house. "They said it is a tradition of their family to go out in open. I bore it for long, but decided that I won't let my daughters suffer like this," said Shanti.

Laxman Singh, a resident of Rasulpura village, said, "Usually, people in villages go out in the open to relieve themselves. Women face problems as they have to wait for the dusk to go out in the fields."

But the drive to construct toilets in houses succeeded just because women of the dis-

By the end of October this year, over 1.45 lakh households in rural areas of Ajmer district had got toilets constructed in their premises. Some 52,000 more toilets are to be constructed

trict took the initiative and also because the district collectorhere is also a woman, Arushi Malik. "She came and had meetings with us. She made us understand the importance of toilets," said Vimla, a resident of Masuda village.

A team of whistleblowers was formed and even teachers of government schools were asked to help in the drive. "The whistleblowers went out early in the morning and blew whistle and those who went out in the open had to run back to their houses," said Malik. Meanwhile, Tara and her mother-in-law Bano of Ajaba Ka Baria village in Nasirabad block took this drive as a mission. "My house is a kutcha construction but when we came to know about this drive, we vowed to have a toilet in our house. Now we have a pucca toilet in our kutcha house," said Tara.

In Jivana village, residents vowed that no one will be allowed to organise marriages till they have a toilet in their house.

In ward four of Ganhada village near Pushkar, 75 toilets were constructed in just 15 days. The ward is populated with Kalbeliya community. The major problem which people faced while using toilets was scarcity of water.

"We got instructions from the district collector and are now installing a hand-pump," said Sunil Singhal, superintending engineer, PHED.

Women lead the way



'Women Motivator - Norti Devi'

Norti Devi W/o Sh Bajrang Lohar resident of Village Panchayat Nandsi, Block Panchayat Bhinay belongs to a very poor family. The Family is totally depended upon M.G.NREGA & unskill labour work

The family decided to construct toilet to get rid of the vagaries of going outside for loo and to save their self respect. After constructing her own toilet, she started motivating ladies of her community & near by people to construct toilets to make Village Open Defection Free.





Hon'ble Governor signing the SBM pledge







How do we achieve this scale?

- Participation, Transparency
- Ownership of Achho Ajmer, Apno Ajmer.
- PRI involvement, targeting the GP, small step towards the big leap of Ajmer district becoming ODF
 Nigrani committee at every village level to track the progress.
- Creative monitoring at the village level using local department staff & community.





How do we make this sustainable?

- Gaurav Yatra at every village level to involve people as well as Swachta Rath & Rallies.
- GP took pride in ODF status and didn't want to roll back.
- Awards and recognition for the most clean households,Swachta doot.
- Swachchta Doot and I.E.C. activities.
- District Resource Group







Sharing of best practises/GP example











Follow up







Implementation of SBM

- Individual himself got the toilet constructed, his choice of design with attached bathroom.
- Keystone for mobilisation of community has been PRI, gram panchayat.
- Village saturation would essentially involve handholding /assistance of the poor households.





What did Ajmer do differently?

- Bathrooms were created along with toilets improves and ensures usage.
- Roll of honour.
- Paintings were done on toilets to educate local people.
- Swachta champions
- Success stories were published and displayed at Pushkar Fair.







Roll of honour Bathroom – Toilet set













Contribution of SHG in Toilet Construction

Lady Bibi wife of Ismail, village Shyamgarh, Masuda, Ajmer is issueless widow, member of SHG who deposits 100 Rs Per month and has taken advance of 20000/- from her SHG to Construct Toilet.



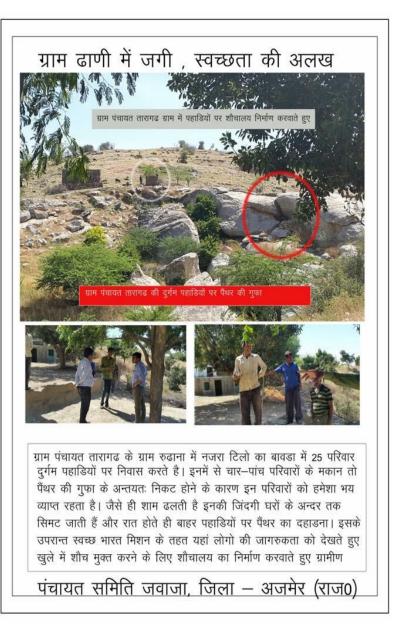




Unique problems, Unique solutions/innovations.

- Carrying construction material in Aravalis Soln—camel carts
- Charagah –Bastis settled in Charagah /pasture land for years had issue of land title dispute for constructing toilets. Solution--Gram sabha resolution that toilet does not entitle land title to user.
- Water scarcity –water usage for bathing, washing clothes, cooking.
- Masons –women masons trained.





Our monitoring and evaluation approach

We adopted a three tier approach:

- Community based monitoring: Social media, whatsapp, and Swachchta Doots.
- Ground level monitoring ICDS, ASHA, School Teachers and FPS Dealers were involved. Each GP had a prabhari, cluster a supervisor, regular meeting with these
- District/block level monitoring District Resource Group, Block Verification Committees





Swachta champions –the cascading effect

- With a passion and zeal to make their village ODF swachhta champions surfaced from amongst the common rural populace.
- Each swachhta champion had a story where he delivered against all odds inspiring all of us to emulate his success and passion

Commitment to Cleanliness made him CHAMPION

"I'll remove my moustache if I'll not be able to construct the Shochalayas of each and every family of my Kalbeliya Basti."

This was not just a comment when Collector Dr. Arushi Malik heard from Sh Madan Nath Kalbeliya during her visit in October 2015. There was a deep rooted commitment behind the statement. In spite of poor financial background of himself and the whole community of 75 families. It was not an easy task. Kalbeliya Basti was surrounded by open Jungle and Sand dunes. It was difficult for him to convince people to construct latrine in their houses. But he made the mammoth task possible and became 'Sawachta Champion'.







Stubbornness of Gudia- For a good cause

 On his inspection visit SDO Nasirabad saw a family constructing a latrine on their own. With a curiosity when he asked the Head of the family Sh Gopal Kumhar, the reply was a surprise for him. Family was poor and daughter Gudia, a school drop out has decisively ask her father to have their own latrine. She convinced each family member about the benefits of having a latrine in their home.





Mindset can be changed even after age of 80

- Where there is a will there is a way.
- Poonam singh of Mal ka chura ,Taragarh gave his camel cart for free
- Its hard to believe that at an age of 80 a person can change his habit of open defecate.
- Sh Ramsingh of village Rudana Gram Panchayat Taragarhconstructed latrine, realising the need for himself and his wife.





Differently abled against all odds achieved ODF status

- Ratan Lal Lohar of Gram Panchayat Para (Panchayat Samiti Kekri) lives with his 70 year old wife. He has no children
- He had to go daily 1 km for easing himself which was very tiresome and painful.
- Now with the assistance of SBM he has constructed a latrine and he along with his wife are now free from their agonies and very much thankful to the Government.





Kutcha house, Pucca toilet



Mangilal Nayak ,village Ghooghra built a pucca toilet , has a kutcha home @Thal GP ,Kishangarh another pucca toilet being built where house is kutcha by Niraj chunnilal

Sarpanch who pledged to stay unmarried till GP became ODF

 Jiwana sarpanch at Masuda ,Panchayat samiti Mr. Bhoma Ram pledged not to marry till his Gram Panchayat became ODF





Story of Kachru

Kachru resident of Shyamgarh village is a labourer. Family had been defecating in the open all their lives. When persuaded he built a toilet with a fancy bath tub, stating why should I not build the best for my family.



Quality work





Positive effects of SBM

Women empowerment

- Trained as Mason
- Handpump mistri

Girl child drop out

- School drop outs joined school
- Pedi bhata –Gujar village.
- Lado at Loharwada

Divyangs as Swachta doot

- take pride
- Shishupal of Arai

PM soil health card

• Devmali, Masuda



Beti Padhao campaign

कलक्टर की समझाइश से लाडो के लिए खुले स्कूल के द्वार

अक्टूबर से पूर्व सभी घरों में शौचालय

निर्मित कराने की कहा।

न्युज सर्विस/नवज्योति, नसीराबाद/लोहरवाड़ा

जला कलक्टर आरुषि मलिक की समझाइश से ग्राम पंचायत लोहरवाड़ा के गांव जसवन्तपुरा निवासी मेवाराम की 10 वर्षीया पुत्री लाडो के लिए स्कूल के द्वार खुल गए। कलक्टर ने बच्ची से आत्मीयता से बात करते हुए परिजनों

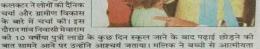
मि यात्रा/उठावना

रहीरिक (उनुजन्म) सुपुत्र : प्रकाशचंद ज आकरिमक निधन 22 सितम्बर 2015 को हो **ठी** अंतिम यात्रा 23 सितम्बर 2015, बुधवार को को हमारे निवास स्थान : स्टेशन रोड से प्रारंभ की बैठक 24 सितम्बर 2015, गुरुवार को तिलक मेरिज हॉल, जयपुर रोड, मवनमंज-र रखी गयी है।

प्रकाश चंद (पिता), शीलल प्रसाद, सुश्रील, सुनील, तमस्त खण्डेलवाल परिवार। मो. 9414012399 डेलवाल, किञ्चनगढ 🔸 एस.एस. हाईवेवर, रूपनगढ मनद 🔶 एस.एस. ऑटो एजेंसीआ, अजमेर सारां ४ से ६ बजे तक रहेगी।

कराने की कहा। उन्होंने निर्माणाधीन शौचालयों का निरीक्षण करते हुए दो

को प्रेरित किया। स्वच्छ भारत मिशन के तहत ग्राम पंचायत लोहरवाडा के सघन दौरे पर पहुंची जिला कलक्टर ने लोगों की दैनिक चर्या और ग्रामीण विकास के बारे में चर्चा की। इस दौरान गांव निवासी मेवाराम



बात सामने आने पर उन्होंने आश्चर्य जताया। मलिक ने बच्ची से आत्मीयता से बात करते हुए पढ़ाई करने की कहा और परिजनों को भी प्रेतिर किया। उन्होंने उपखंड अधिकारी जयप्रकाश नारायण, सरपंच गोवर्धन सिंह राठौड़ तथा आंगनबाडी कार्यकर्ता को बच्ची को नियमित स्कल भेजने की व्यवस्था करने की कहा। इस दौरान मौजूद ग्रामीणों ने भी बच्चों को उच्च शिक्षा दिलाने का संकल्प लिया। इधर, कलक्टर ने गाव का दौरा कर खुले में शौच नहीं करते हुए घर-घर में शौचालय निर्माण

Form R.S. 5.23 Notice to be published in Eocal News Paper



"Divyang"- Swachhta Champs





SBM challenge--Maintaining the ODF GP

• 360 degree monitoring

Calling up beneficiaries to check whether SBM will work or not. Following up from District, Block, and GP level officers and nigrani committee.

Behavioural changes

Bringing about behavioural change by focusing on school level education.

Waste management & drainage facilitation
 Creating a waste management mechanism as a next step to ODF creation.

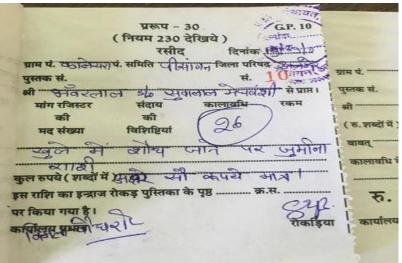
Suggestion: The **motivator** is paid Rs 75 for construction of each toilet ,post ODF for monitoring SLWM works an honorarium can be thought of to be paid to Prerak.

Sustaining ODF, SLWM



ताता सोन्हला







Matter of pride



ओ बीएफ होने पर निकाली गौरव यात्राएँ Carson Handward Road

The road ahead..

- Funds ??
- Education ??
- District /Block recognition at state / national level
- State level workshop (atleast monthly)



Two Divyang in the family join hands to build their toilet







