

Impact of "No Toilet, No Bride" Campaign

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Introduction:

The word 'sanitation' refers to maintain good and safe hygienic conditions by providing some sort of basic services like garbage collection and wastewater disposal. In general, sanitation is the provision of safe disposal of human urine and faeces. Unfortunately, poor sanitation is a major cause of disease world-wide and it is the high time to improve the current situation of sanitation across the globe for beneficial impact on health both in households and across communities. The World Health Organization defines the term "sanitation" as: Sanitation generally refers to the provision of facilities and services for safe disposal of human urine and faeces.

Sanitation is not an issue related to health and environment alone. It is an issue associated with women's dignity and safety. Being a patriarchy state, Haryana gives more value and importance to men more than women, like any other North Indian state. In 2005, everything changed because of a campaign called 'No Toilet, No Bride' launched by state authorities. It has been initiated as a massive media campaign in 2005 organized to spread the message of respecting the right of women to use latrines in privacy and security. However, the women in the state had to suffer a high risk of violence due to the practice of open defecation.

The Swachh Bharat Abhiyan is the most momentous cleanliness campaign started by the Government of India. "A clean India would be the best tribute India could pay to Mahatma Gandhi on his 150 birth anniversary in 2019," said Shri Narendra Modi as he launched the Swachh Bharat Mission at Rajpath in New Delhi. The campaign is India's largest-ever cleanliness drive which intend to eradicate open defecation from the nation by constructing toilets for individual and community. Since the launch of Swachh Bharat Campaign, the rate of toilet construction has increased significantly.

Objectives of the Study:

Access to water and sanitation is the fundamental right of every human being without any discrimination. Sanitation is an issue of women's privacy, dignity and safety. On the same background this research paper is based on the following objectives:

- To study the current situation of women's sanitation in Haryana.
- To find out the impact of 'No Toilet, No Bride' campaign.
- To find out the impact of ODF campaign in Haryana.

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- To study the role of media in this campaign.

Hypothesis:

The following are hypothesis formulated for testing the problem:

- Condition of women's hygiene and sanitation is very poor.
- It is only after ODF that the state is being able to achieve its motive completely.

Research Methodology:

- **Research Design:** This Paper is focused around a desktop research of literature on the subject by distinctive organizations and open source data accessible at entrances of government of India to analyze the impact of 'No Toilet, No Bride' campaign in Haryana.

This review is based on online information from articles and research papers accessible on online databases, UNICEF/WHO/Planning Commission (India) assessments which are focused around various governments of India sample surveys.

This is an effort made to overview the impact of 'No Toilet, No Bride' campaign in Haryana based on Secondary data, usually this refers to existing documents. The secondary data collected from different sources, like magazines, books, Government's websites, memos, transcripts of conversations, annual reports on sanitation and health and above mentioned open sources.

Study Area:

- **Haryana-Demographic Profile:** Haryana is the 20th biggest state in India by area. According to 2011 census, the population of the state is 27,761,063, making it the 16th most populated state in India and the female-to-male ratio is 879 per 1,000 males.

HARYANA STATE INFORMATION	
Capital	Chandigarh
Date of formation	01/11/66
Governor	Kaptan Singh Solanki
Chief Minister	Manohar Lal Khattar
Size	44,212 sq. km
Population (Census 2011)	25351462
No. of Districts	22
Sex ratio	879 per 1000 males

- **Human Right to Sanitation:** The human right to sanitation provides every human being the right to physical and affordable access to sanitation without discrimination, in all spheres of life,

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which is safe, hygienic, secure, socially and culturally acceptable, which provides for privacy and ensures dignity. *"Sanitation is more important than Independence" - Mahatma Gandhi*

Universally, it is a fundamental need and human right to access to adequate sanitation. It is for the first time in history, The United Nations General Assembly declared in 2010 that access to water and sanitation are human rights, but still billions of people around the world are not accessing these fundamental rights. The declaration calls upon States and International organization's for providing financial resources to help countries, in particular developing countries like India, to provide safe, clean, accessible and affordable drinking water and sanitation for all.

The human right to safe drinking water and sanitation is derived from the right to an adequate standard of living and inextricably related to the right to the highest attainable standard of physical and mental health, as well as the right to life and human dignity" - Human Rights Council

The International Covenant on Economic Social and Cultural Rights has recognized access to water and sanitation as fundamental human rights. The rights to water and sanitation require that these basics are adequate, accessible, safe, acceptable and affordable for all without discrimination, and violations of these constitute a violation of women's rights.

Every human being has the right to access to safe drinking water and sanitation which is central to living a life in dignity and upholding human rights. Unfortunately, billions of people still do not enjoy these fundamental rights. The right to water and sanitation need to be precisely focused on the most disadvantaged and marginalized sections of the society, as well as an emphasis on participation, empowerment, accountability and transparency.

"Women and girls disproportionate face risks of sexual violence when they have to walk long distances to sanitation facilities, especially at night," argues Catarina de Albuquerque, UN expert on the human right to safe drinking water and sanitation. "In addition to the risk of physical and sexual violence, women and girls who defecate in the open, especially in the bush, face the risk of animal attacks," said the expert. It is not only about open defecation that women and girls need toilets but it is much greater need for privacy and dignity while menstruating as well.

Millions of people do not have access to safe, sufficient and affordable water, sanitation and hygiene facilities that are accessible and within easy reach for all. Lack of sanitation facility has a devastating effect on the health, dignity and prosperity of these people, especially for the most disadvantaged. This lack of access also has significant consequences for the realisation of other human rights.

The lack of access to sanitation and the means of good hygiene is an assault against human dignity. As the right to water and sanitation facilities is essential for human life, its improvement is also related to respect and dignity for human being. Poor sanitation is a major cause of disease throughout the world and the current situation of sanitation need an instant improvement to have a significant impact on health both in households and across the globe. To reduce the illness and death, especially among children every nation need to provide proper sanitation facility to all.

Certain programs have been launched worldwide to achieve some goals like gender persisting inequalities between women and men, promoting the human rights principles of equality and

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guarantee the right to water and sanitation for all without any discrimination.

WASH is an acronym adopted by the UN in 2007–8, the International Year of Sanitation. The W of WASH stands for Water, specifically access to safe water for drinking – that is, water free from chemical and biological pollutants. The S stands for Sanitation, specifically access to a toilet (latrine) that safely separates human excreta from humans. The H stands for Hygiene, specifically focusing on public health and the transmission of faecal-oral diseases.

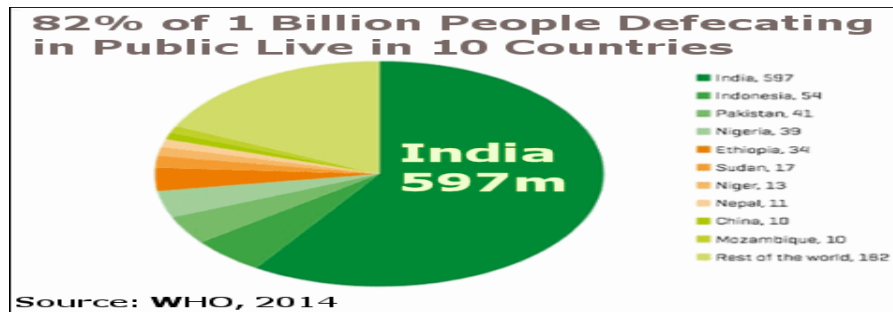
Inadequate access to water, sanitation and hygiene (WASH) affects women disproportionately, due to both biological and cultural factors. The motive of WASH is not just to realize women about their rights but it is also essential to develop the women on social and economic development grounds, contributing towards gender equality.

In 2013, the United Nations General Assembly officially designated November 19 as World Toilet Day. To tackle the global sanitation crisis, World Toilet Day came into being. It is a movement to save lives because human waste spreads killer diseases. However, 4.5 billion people live without a household toilet that safely disposes of their waste. By 2030, the [Sustainable Development Goals](#)' aim to reach everyone with sanitation, and halve the proportion of untreated wastewater and increase recycling and safe reuse.

Sanitation in India:

It is estimated that around 2.6 billion people do not access to proper sanitation worldwide. Over 1.1 billion people do not have any access to sanitation facilities at all and practice open defecation in one way or other like they go to the toilet behind bushes, in fields, plastic bags, and ditches or along railway tracks. The statistics is shocking and gives sufficient proof of the threat to public health globally.

India being the second most populated country of the world has a population of almost 1.2 billion people. According to the World Health Organization (WHO), 2010 report, almost half of India's population, 55% of this population (nearly 600 million people and about 300 million women and girls) has no access to toilets.

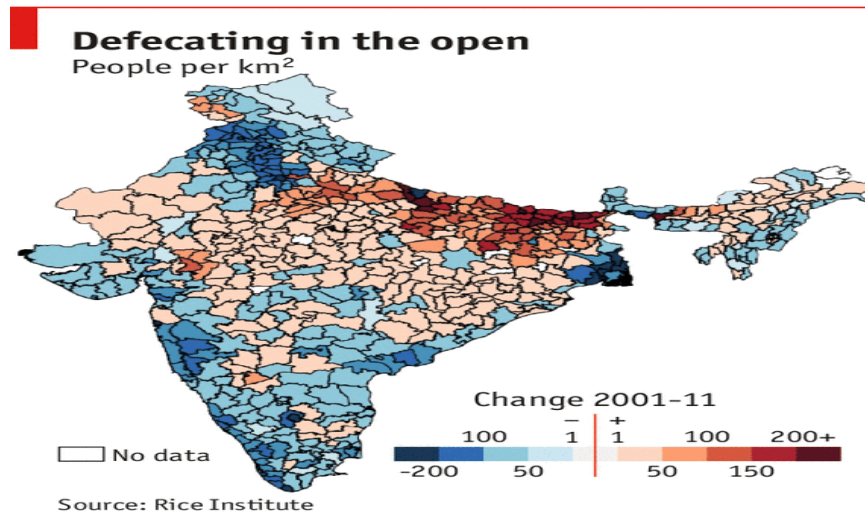


Sanitation and Hygiene are those issues with which India is struggling from a long time and it also has a direct impact on health. According to the UNICEF, water-borne diseases such as diarrhea and

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respiratory infections are the number one cause for child deaths in India. In India, 665 million people, the largest number worldwide, still defecate in the open. Sanitation is the problem of both urban and rural India in nature. According to 2008 statistics from ministry of rural development, around 60% of houses in urban areas have toilet facilities compared with 57% of houses in rural areas (up from 1% in 1981). This figure shows that only 1% has been increased in last thirty years which is not a good sign at all and it also shows the lack of awareness among the people about sanitation and hygiene.



It is a challenge for a country like India with huge neglected population and limited or no access to basic sanitation facilities, to manage the human excreta itself. It is therefore, country is more focused on construction of toilets in both urban and rural areas at individuals and community level as well.

Impact of Poor Sanitation:

Sanitation is not only the need of human being but it is also its fundamental right to access proper sanitation without any discrimination to live his/her life with privacy and dignity. Lack of sanitation has a direct impact on the health but it also effects in other ways too. Let's discuss the impact of poor sanitation.

- **Health Hazards:** Needless to say this has a severe impact on human health. Poor sanitation facilities worsen the condition of health related issues which results in leading high rates of malnutrition and productivity losses. About 48 per cent of children in India are suffering from some degree of malnutrition. According to UNICEF, one of the major causes for increase in child deaths in India is water-borne diseases such as diarrhoea and respiratory infections.
- **Girls' Education:** The National University of Educational Planning and Administration has published a report based on the data from 136 million schools across 35 states and UTs in

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Delhi shows that almost 30 per cent of girls drop out of school even before reaching puberty. However, reports show that 4 out of 10 schools across India still don't have functional toilets while more than 31 per cent of schools have no separate provision of toilets for girls.

- **Violence against women:** Women and children are the most vulnerable section of the society due to poor sanitation. Lack of proper sanitation facilities has been linked to violence against women, conducting their business in the dark, away from their houses, makes women and girls more susceptible to violence and sexual abuse. Women in developing countries increasingly express fear of assault or rape when leaving the house after dark. Reports of attacks or harassment near or in toilet facilities, as well as near or in areas where women defecate openly, are common.

Initiatives of the Government:

In a developing country like India where the population becomes completely dependent on the policy makers to worry about basic sanitation facilities; so the government as well focused more on constructing toilets to manage human feces and urine. In order to achieve the MDG, Government of India has been running many policies like Nirmal Bharat Abhiyan (NBA) and Total Sanitation Campaign. Government of India has been running many schemes since last many years. Let us discuss about these schemes.

- **Central Rural Sanitation Programme (CRSP):** Central Rural Sanitation Programme (CRSP) was launched in 1986 with the objective of improving the quality of life of the rural people and also to provide privacy and dignity to women by providing proper sanitation facilities in rural areas.
- **Nirmal Bharat Abhiyan and Total Sanitation Campaign:** The concept of sanitation was further expanded to include personal hygiene, home sanitation, safe water, garbage and excreta disposal and waste water disposal with the name "Total Sanitation Campaign" (TSC) with effect from 1999. Individual toilets, community sanitation complexes, institutional toilets and solid and liquid waste water systems are constructed under the scheme.
- **Nirmal Gram Puraskar:** To add motivation to this scheme, Government of India launched an award based Incentive Scheme for fully sanitized and open defecation free Gram Panchayats, Blocks, Districts and States called "Nirmal Gram Puraskar" (NGP) in October 2003. Till the date many villages have been awarded to bring in motivation among the people specially PRI functionaries at village level to make NBA a success.
- **Swachh Bharat Abhiyan:** On 2nd October, 2014, "Swachh Bharat" or the Clean India Mission was launched throughout the length and breadth of the country as a national movement. This campaign aims to make the nation open-defecation free and a 'Clean India' by 2nd October 2019

No Toilet, No Bride Campaign- Haryana:

Haryana is a state with numerous dichotomies. On the one hand, it has the most skewed sex ratios of all Indian states, where veil (ghoonghat) is considered as the symbol of "modesty" and "purity" of

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women which plays an important role in defining the “honour” of a family, community or nation along with other significations. But on the other hand, women have to compromise with their right to live with dignity by defecating in the open fields.

The campaign initiated by the Government of India Beti Bachao, Beti Padhao campaign has improved the condition of sex ratio in Haryana. According to 2011 Census of India, the female-to-male ratio went up only to 879 per 1,000 in 2011 from 861 females for every 1,000 men in 2001, but it doesn't mean that things are going wonderfully for the state. The state authorities of Haryana has launched a new No Toilet, No Bride campaign in 2005, after the former Minister for Rural Development, Jairam Ramesh, infamously declared that India had more Hindu temples than indoor bathrooms. The ‘no toilet, no bride’ campaign has been launched by the government after it emerged that more people have a mobile phone contract than access to a toilet.

No Toilet, No Bride campaign 2005 initiated an awareness wave to empower women that it is their fundamental human right to access to sanitation facility at groom's house and consequently they can deny marrying if they do not get this basic facility of sanitation to live with dignity. It encouraged women and their families to demand the construction of toilet in groom's house as a precondition of marriage.

The state, local authorities started a huge media campaign to spread the message of respecting the right of women to use latrines in privacy and security. This campaign is a part of India's Total Sanitation Campaign, 1999 (TSC), a national initiative of the Government of India whose primary objective is to ensure access and use of sanitation facilities in rural areas. The significance of the campaign was spread through jingles on the radio, advertisements on televisions, billboards, posters and banners. Through media campaigns, the Haryana government disseminates the idea that women shouldn't get married unless the groom's house had a fully functional indoor toilet.

The main motive of this campaign is to ensure that toilets should be built in each individual house and communities. The campaign is a public investment in sanitation, and an initiative to stop open defecation and fecal pollution.

Role of No Toilet, No Bride Campaign:

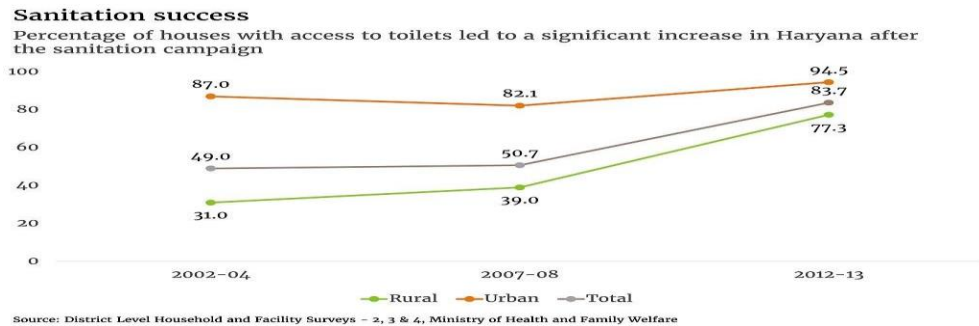
The Haryana government data from the health department suggest a huge increase in toilet ownership in recent years. According to state officials, since 2005, 1.42 million toilets have been built across the agriculture-dependent state that surrounds the national capital on three sides between 2005 and 2009. Among this total, 950,000 latrines were built by families above the poverty line and 470,000 by households below the poverty line.

According to a recent research paper titled *No Toilet No Bride? Intra-household Bargaining in Male-Skewed Marriage Markets*, which was published in the Journal of Developmental Economics, private sanitation coverage in Haryana increased by 21%, specifically among households where men were active in the marriage market. It means that the demand of toilet as a human right of women gets noticed and efforts were made by the groom's house to marry. As per the data available by Ministry of Health and Family Welfare, the percentage of houses with access to toilets led to a significant increase

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from 49% in 2004 to 83.7% in 2013 after sanitation campaign.



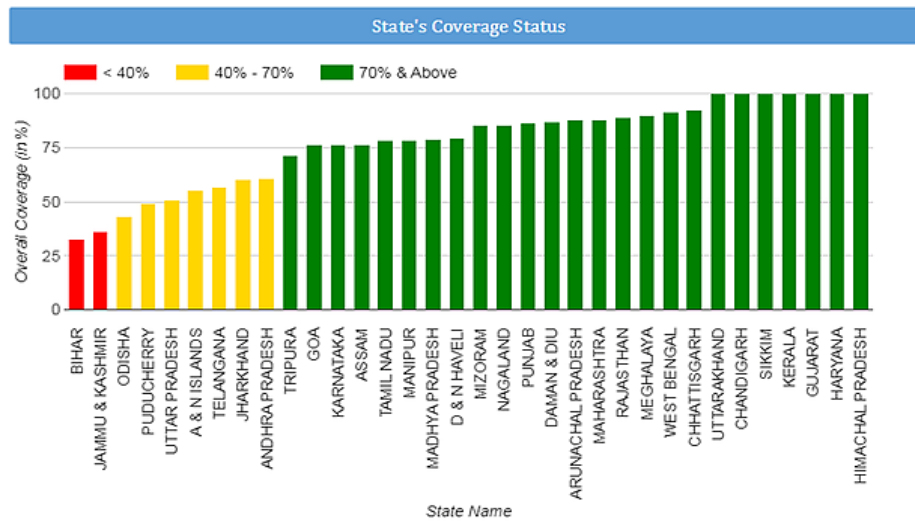
Swachh Bharat Abhiyan: The Swachh Bharat Abhiyan is one of the most momentous cleanliness campaign initiated by the Government of India. On 2nd Oct, 2014 Prime Minister Narendra Modi launched the country’s most aggressive sanitation drive ever, called “Swachh Bharat” or the Clean India Mission. Swachh Bharat Mission was launched throughout the length and breadth of the country as a national movement. The Swachh Bharat project is divided into two categories- Swachh Bharat Mission (Gramin) and Swachh Bharat Mission (Urban), and aims to have a completely open-defecation free and a ‘Clean India’ by 2nd October 2019, which is the 150th anniversary of Mahatma Gandhi.

One of the major promises made by Prime Minister Narendra Modi under Swachh Bharat Mission (Gramin) is building toilets in rural India. It aims at constructing 12 crore toilets in rural India by October 2019 at a projected cost of Rs 1.96 lakh crore. As per the report, India’s sanitation coverage in 2012 was merely 38 per cent which has currently increased to 60.53 per cent under the Swachh Bharat Mission. To encourage sanitation practices, the government has constructed more than 3 crore toilets since October 2014.



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Haryana becomes one of the seven states who declared open defecation free by the Government of India. According to Swachh Bharat Mission report, that after completing three years of the campaign the government has made approximately 2.7 lakh villages, 232 districts and 7 states open defecation free till date.

Conclusion:

In Haryana, a north eastern state of India, the number of rural households with toilets has raised considerably from 29 percent in 2001 to an impressive 98 percent in the last five years. The "No Toilet, No Bride" campaign, launched by the Ministry of Rural Development, has resulted in the construction of approximately 1.71 million toilets across the state. The movement takes advantage of the fact that Haryana suffers from a warped sex ratio, a result of India's cultural preference for boys over girls. The scarcity of brides in the state helps prospective brides use their bargaining power to force their suitors to construct toilets for them before they marry.

"This paper gives the idea that such a pledge is very good. It creates a social norm that creates peers pressure for the greater good." When women are willing to change the situation a real difference is made to the society. Only if women decided to prioritize toilets, the policy makers ensure their demand is fulfilled.

Haryana is one of the seven states who have achieved the status of Open Defecation Free (ODF) state even before the completion of Swachh Bharat Abhiyan's deadline of 2019.

The state has shown noteworthy achievement in up scaling the impact of Total Sanitation Campaign (TSC). TSC has played a major role in achieving the ODF status but we cannot neglect the relevance and efforts made by No Toilet, No Bride campaign which has initiated a great movement towards

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sanitation. It has played a significant role in spreading awareness through mass media about the importance of sanitation for women among the population of Haryana. This achievement cannot be possible without spreading awareness through massive media campaign about sanitation especially among women who suffered from centuries due to lack of sanitation facilities and never realised that access to safe toilet is their fundamental human right to live with dignity.

Movements for Human Right to Toilet like No Toilet, No Bride Campaign, grass-root level of implementation of government policies, ODF plus campaign and media campaigns through posters, advertisements are some of the key factors for this phenomenal act in making an Open Defecation Free Haryana.

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