



AGRO-ECONOMIC RESEARCH CENTRE
Ministry of Agriculture and Farmers' Welfare
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VISVA-BHARATI
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Abstract: Despite the Swachh Bharat Mission successfully addressing the open defecation problem by supporting the construction of household latrines, in Gujarat, people with access to latrines do not always use them. While this could be due to incomplete latrine construction, inadequate water and electricity supplies, or, in some instances, misinformation about how to use latrines, behavioural aspects and preferences for open defecation also play an important role in shaping sanitation behaviour.

Drawing on fieldwork in villages in Gujarat in 2025, we argue that behaviour-science-based nudges, beyond conventional interventions, may be useful for improving toilet usage and sanitation outcomes in rural contexts. Using a Sanitation Index, we highlight the different approaches and types of interventions warranted across rural districts in Gujarat.

Further, we suggest tentative nudges that can be designed within a Quintuple Helix Model of public policy to achieve better sanitation outcomes in villages.

EXPERT'S TALK

on

***"Rethinking Rural Sanitation in Gujarat, India:
Behavioural Nudges beyond Swachh Bharat
Mission "***

by

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Agro-Economic Research Centre**

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