



# Success stories on behavioural change – how to become open defecation free

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Rural Water-Waste Management

# Good sanitation practices even in not-so-prosperous districts



- Districts - Nadia(West Bengal), Churu (Rajasthan), Ganjam (Odisha) have achieved in the success in early phases of Clean India mission (*Swachh Bharat* Mission) irrespective of the fact that they are not the rich districts of the country
- Sikkim was one of the first states to achieve open defecation free state in spite of the fact that it is not counted as a rich state

# Key to success - Sikkim

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- **Strong political and administrative will:** It became mandatory for all village committees to have sanitation as the top priority in their agenda
- **Stringent law and enforcement:** The state government also made amendments in the elections of village councils - the candidates have to construct toilets in their households. If they failed to, their nominations were cancelled in the elections
- **Availability of resources:** Every family possessed enough land for the construction of toilets and used the land accordingly. Water scarcity was addressed through increased access to tap water
- Sanitation officials understood the issue and worked on awareness campaigns: **Information, Education and Communication (IEC)** activities were carried out through booklets, pamphlets, documentaries, multimedia presentations, banners, posters and billboards in English as well as the regional languages of Sikkim
- **Strong advocacy:** People began to value toilets as a mark of dignity  
*Declared open defecation free in 2016*



# Key to success – Taranagar block, Churu, Rajasthan

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- **Strong political and administrative will:** The programme was rolled out in campaign mode under the strong leadership of the district collector
- **Intelligent communication strategy:** The campaign's communication strategy to bring about behaviour change was based on engendering dignity and pride in the community
- **Local choice of toilets:** People in Churu constructed toilets according to their own preferences
- **Easy availability of loans and incentives:** The wealthy in the villages offered loans to construct low-cost toilets
- **Well-planned design of the campaign:** The campaign was designed so that the community took the initiative rather than wait for government support
- **Effective institutional arrangement:** Systems were instituted to facilitate the campaign at the district, block, gram panchayat and village or habitation levels
- **Capacity development** with respect to technology options for Community-led Total Sanitation
- **Effective monitoring**

*Declared open defecation free in 2015*



# Key to success – Tammama village, Ganjam district, Odisha

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- **Strong wills of the village committee** to bring a change: Due to the water crises, the villagers abandoned agriculture in the early 1980s. Waterborne diseases were a regular feature in the village when the village committee wanted an improvement in water and sanitation
- **Involvement of the community**:. The communities were motivated to use local materials and to bear any additional cost
- **Easy fund availability**: A local NGO helped the villagers mobilize funds from government resources
- **Water in toilets ensured**: The village pond was revived and water diverted to a centrally placed 80,000-litre overhead tank. Water was supplied to all the households through piped-water schemes
- **Water supply made sustainable**: Although the piped-water supply was laid with the help of government funding, the village executive council (VEC) also created a corpus to be used for operation and maintenance of the piped-water supply. The corpus was created from contributions by the villagers
- **Effective monitoring**: The VEC is involved in regular monitoring of the toilets and water supply in the village. For maintenance of the systems, the corpus is used

*Declared open defecation free in 2018*

# Nadia district, West Bengal

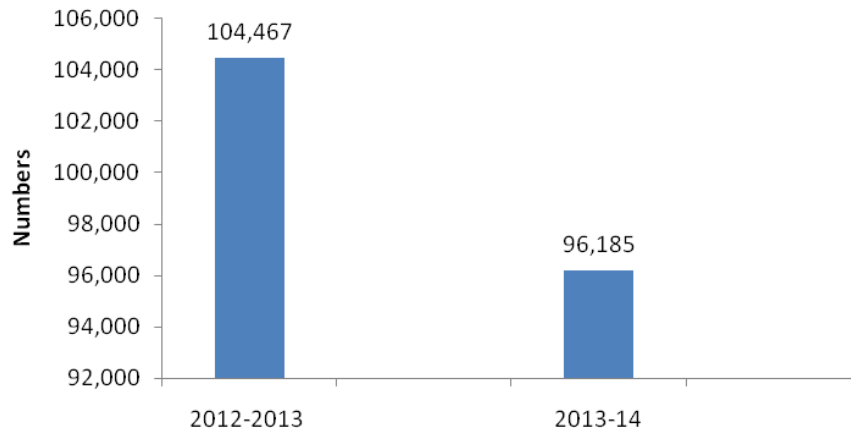
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- District focussed a lot on **information and education communication (IEC) materials**
- **Amount spent on IEC** in 2014-15 is almost five times the amount in 2013-14
- *This shows how well the district had used communication to mobilise the open-defecation free movement*
- *Declared itself open defecation free in 2015*

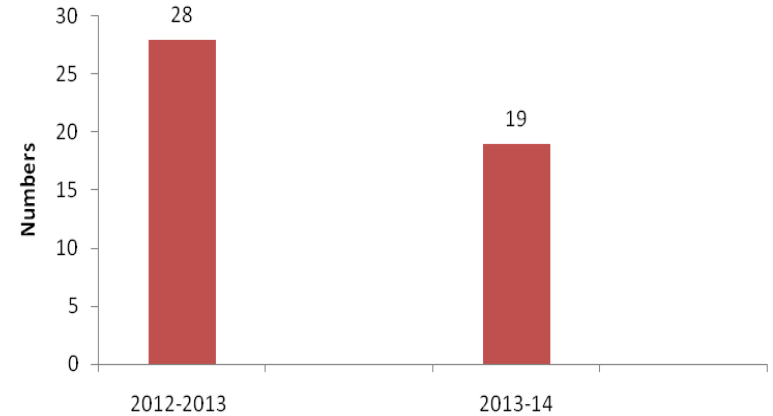


# Impact – Nadia district

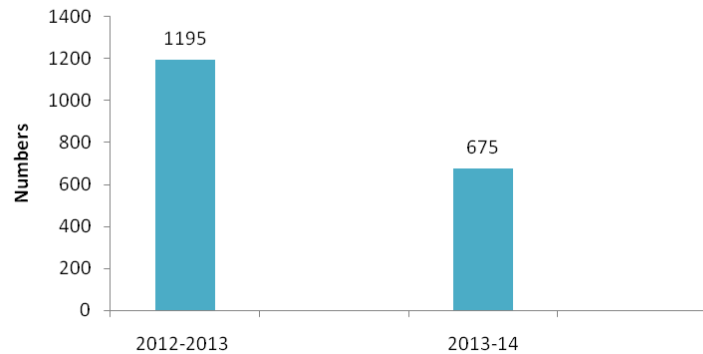
## Diarrhoeal Diseases



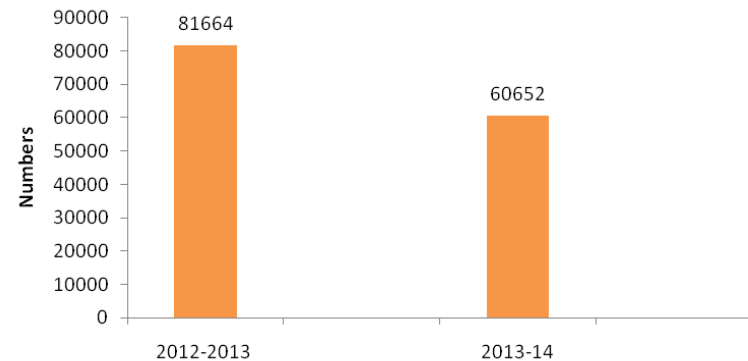
## Diarrhoeal Death



## Severely malnourished ( under 5)



## Moderately malnourished ( under 5)



# Common points between the success stories

- Political and administrative will: Strong, credible leadership
- Awareness and education programmes through a decentralized community-centric approach
- Strong implementation plan
- Outcome-based monitoring