

## Increasing Sanitation Density

### Daridra Narayan Club (DNC)

In the remote villages of Balasore District, Orissa, open defecation was rampant and awareness levels on the need for household toilets was lacking. Daridra Narayan Club stepped in to tackle the issue and with the help of FINISH masons and animators, many household toilets have



been constructed

### Background

Balasore District is an administrative district of Orissa State in eastern India. It is a coastal district and lies in the northern most part of the state. It covers an area of 3634 sq. kms. A baseline survey conducted in the district revealed that the area was under developed, people were illiterate and a majority belonged to the SC/ST. The survey of toilets was done to assess existing toilets, usage, BPL/APL families, water sources, family members-M/F, SHG members in the family, bank linkages, earning sources, toilets needed and loans required .

3 blocks with 3 Gram Panchayats were selected for the project - Jaleswar, Baliapal, Bhoarai.

### Awareness and demand creation

DNC developed banners and leaflets for creating awareness. The following points were stressed

- Purpose of DNC coming into the village
- Work of DNC
- Benefits of having household toilets
- Cost of the toilet
- How DNC can help financially and technically
- Number of days required for the construction of the toilets

After reading the banners and leaflets, people raised questions. DNC printed 30 banners and more than 3000 people attended the meetings and 5000 leaflets were distributed to the beneficiaries, Gram Panchayat members, *Anganwadi* workers, school going children and teachers. The award winning FINISH movie on sanitation "Let's make it right" was shown in the villages and more than 10,000 people watched the movie.

'Nukkad Nataks' were organized in more than 20 villages on the dangers of not having household toilets. Meetings with animators, Gram Panchayat heads, village motivators, school heads, PRI members were arranged for creating awareness. DNC also provided breakfast/lunch in some meetings through money provided by Bharat Seva Sangh (Rs. 100,000)

Wall paintings were done at appropriate places ( school walls, Gram Panchayat office etc.) in the villages so that more people could be influenced.

Training material developed by FINISH was given to animators for increasing technical knowledge.

### **General response to awareness creation campaign**

- Why should we build toilets?
- Who will finance the toilets?
- What will the pigs eat?
- Where is the space for a toilet?

DNC studied the psychology of the people and then addressed the questions raised. Peer pressure was also used. The challenges were many but DNC persisted in their efforts and the results began to show.

The personnel involved in awareness creation were-

- Animators
- Asha workers
- *Anganwadi* workers
- Health workers
- Ward members
- Sarpanch
- Panchayat Samiti members
- Zila Parishad members
- Ex PRI member
- Literate members of the village
- School children

### **Increasing sanitation density**

DNC animators trained by FINISH visited individual households every week and studied their economic condition and level of understanding on sanitation. If the family members were not aware of the benefits of sanitation then DNC animators educated them.

DNC members played on the emotions and beliefs of the people and stressed the dangers of open defecation especially for women. DNC also encouraged their animators by giving prizes/incentives if they met their targets of convincing households. PRI member and Panchayat members also joined the campaigns.

### **Stakeholder capacity building**

After the campaigns, individual households were convinced to improve status and livelihood. The community became aware of the positive effects of clean environment and improvement in health conditions. The dropout rate of girls from schools decreased. The Panchayat could aim for the Nirmal Gram Panchayat Award and the Panchayat could receive more funds from the Government.

### **Training of Masons and Animators**

Under the FINISH programme, 30 animators (male and female ) and 10 masons were trained in a training hall near the DNC office. All the masons are now working in the field and are earning Rs. 250-300/day.

Animator visits were done periodically for collecting data in the given format on the village condition, conducting meetings with SHGs, to liaison with Panchayat members, *Anganwadi* workers, PRI, health workers, villagers etc. Information was provided to beneficiaries regarding

DNC work on sanitation and how DNC could help them financially by providing loans. Queries of the public were handled.

### **Asset creation and increasing sanitation density**

Masons trained by FINISH constructed the toilets but if needed, local masons with the support of trained masons were also involved in the construction process. Trained masons educated local masons and provided them with technical knowledge on the construction methodology. Households bought construction material from the local market but the rates were on the higher side.

### **FINISH involvement in the process of construction**

The household is informed about the material required and the material is collected from the local market. The household is asked to dig the pit according to specifications. The FINISH trained animator visits the site with the FINISH mason and checks the distance from the water source and the water level. Then the mason constructs the toilet. The animator inspects the usage and instructs the households about the do's and don'ts.

The selection criteria for the beneficiary depends on income source, repayment capacity, whether he is an SHG member. In some cases 30% security in terms of savings is required. DNC requests them to save some money for 2-3 months in DNC cooperatives.

The total cost of building a household toilet is Rs.1200- Rs.4600 of which the beneficiary's contribution is Rs. 500-Rs. 1800. The Government subsidy of Rs.4600 goes directly to the beneficiary. The loan amount varies from person to person. Rs. 2000-Rs.10,000 can be availed of based on their personal capacity. The interest rate is 15% and there is no processing fee and the loan has to be paid back within 2 years. Payback time is a maximum of 2 years. In case of faulty constructions, the sites are visited and the faults are rectified.

DNC inspires people to invest money in the rehabilitation of the defunct toilets and provides them with technical support. Material is available within a 5-10 km radius and rural pans are easily available. Technical assistance is provided by the Master trained under the FINISH Programme.

### **Challenges**

Many residents wanted to construct toilets on their own and they relied on local masons. DNC addressed this by training local masons to follow stipulations. Transporting material to the village sites was a big challenge and involved high labour charges. DNC lists the people who want to construct and by grouping them, they bring bulk material in a vehicle thus reducing costs. In flood prone areas one is required to fill the land with sand and raise it to a higher level.

### **Usage Sustainability**

During and after construction, periodic inspections are carried out by FINISH staff and the behavior change is assessed.

DNC conducts meetings in public places and does live demonstrations of hand washing, how to clean the toilets and upkeep of toilets.

To enforce usage, the Village Panchayat has laid down rules-

- Those who indulge in open defecation will be fined
- BPL card will be taken back
- 35 Kgs of rice will not be distributed at Re. 1 a Kg.

- No employment will be given under MNREGA
- Other fines will be imposed

DNC is always keen to explore the re-use possibilities if proper guidance is provided. FINISH can provide these guidelines.

**Current state of sanitation in selected villages**

Sanitation density has increased but in this process DNC has faced a lot of hardships. For example, in the tribal areas people stated that if they use toilets then their pigs will have nothing to eat. However, after many awareness programmes on sanitation and health, DNC was able to achieve 100% density in the tribal villages.