CASE STUDY & SUCCESS STORIES FROM STATES

1. **Success Story: Anathasagar TSC**

Anathasagar of Chinnakodur Mandal of Medak District of Andhra Pradesh is the proud recipient of NGP. It was like any other village prior to TSC program, a place where all use to defecate in open, water born disease were very prominent. The Gram Panchyat took a stand that if they find anybody henceforth going in open defecation would be charged penalty.

In order to change the mindsets of the community members IEC activity were taken up. Traditional folk media Kalajathara and door to door campaign, wall paintings, parents meeting in school, rallies and other programs for generating awareness were carried out.

In order to sustain the program school sanitation committee for toilet complex in schools, wash committee, environment and health committees were also formed.

2. **Success story of Bachoda village of District Indore in Madhya Pradesh: a example of Fly changes life of people at Bachoda Village**

Village Bachoda where agriculture is the only source of economy is in limelight in entire Madhya Pradesh for receiving Nirmal Gram Pursakar for TSC. Not far behind just one year before village Bachoda was like any other village in rural India, where due to open defecation in entire village one would find dirt everywhere.

Mr. Manish Bharadwaj took the initiative to solve the problem of drinking water and sanitation. He faced lot of resistance by the community members to construct toilets. Information was disseminated amongst community members through medium of meetings; pamphlets were also distributed to create awareness. But it was a long way to to convince the entire village for the same.

But suddenly transformation could be seen, and that was because of a small example, which was sited to community members during meetings. The example was of a small fly how it goes and sits on excreta, and again it fly and come and sits on what we eat. People were asked to think as to what do they consume now while they eat, the food??? The answer was simple one also consumes excreta along with the food which is transferred by the fly, when she sit on food items. The example was an eye opener people realized and agreed to construct toilets so that system of open defecation can be totally abolished in Bachoda Village.

Few individuals were given the responsibility to become policeman for the cause of cleanliness; there duty was to not allow a single individual to go for lavatory in open defecation. In order to achieve cent percent sanitation target, individuals not constructing toilets were penalized, for some time even they were not given grains from the ration shop and pensions of few pensioners was also stopped for this reason.
After construction of toilets was over, the next target was health and hygiene of community members. The women were explained the importance of hygiene. Individuals, who used to keep themselves dirty, were punished by giving them bath in cold water. In order to keep village clean, the roads were broadened, dustbins were kept on roadside.

3. **Success story of Juvvalapalem of West Godavari District in Andhra Pradesh**

Juvvalapalem, a small village in West Godavari District of Andhra Pradesh having population of 3700, situated near coast of Bay of Bengal. Over decades, the villagers' health has been highly affected due to lack of drinking water facility, poor hygiene due to open defecation and lack of waste disposal system.

The initiatives taken by the selected representatives of Panchyat has not only begged Juvvalapalem “Nirmal Gram Puraskar” but has turned a healthy place to stay.

Initially the Panchyat faced lot of resistance and non-co-operation from different corners of society, but gradually they convinced the masses through sanitary awareness campaigns, and over here children played major role. The villagers were asked to take oath to keep village free from open defecation and also formed human chain to show the unity amongst village to fight against open defecation system. Along with achieving 100% sanitation target the village noticed various other changes like rate of communicable and water born diseases reduced, in order to improve children’s health eggs were distributed periodically in mid day meals in schools.

A unique waste disposable system was developed, wherein everyday from household through medium of cycle rickshaw or bullock cart waste used to be collected and was taken to a common place. Over there it was further classified into recyclable and bio degradable and was properly dispose to safeguard the public health.

The villagers are also provided with mineral water of International standards at a highly subsidized cost i.e. 12 paisa per liter to the public and free to schools and hospitals, in addition to well maintained protected water supply system.

4. **Nirmal Gram Puraskar: K. Rayavaram Panchayat**

K. Rayavaram is a small village having population 1312 with 306 households. The joint efforts of GP and community have begged them honors of receiving NGP for 2005-06.

Like other villages K. Rayavaram also mobilized community members, it had rounds of meeting with the GP and community members to achieve 100% total sanitation.

The GP also imposed fine for small violations. The Panchayat has passed unanimous resolution to keep the village free from mosquito and housefly. They were also successfully in carrying out campaign against the use of plastic bags and
impacting knowledge on solid waste management. The “Sugathara Thiruvizha” sanitation festival is conducted every month.

Another unique feature of K. Rayavaram is that they have not only maintained the individuals toilets properly, but they have a sense of community ownership amongst them which has led to successful maintenance of Women Sanitary Complex.

5. Success Story of Kavateh Piran village of Sangali District in Maharashtra: A Story of modern Walmiki

Kavathe Piran, a southern Gram Panchayat of the block Miraj in Sangli district in Maharashtra located about 13 kms from the district headquarters has a unique feature of having elected the Gram Panchayat body unopposed since its formation and is lead by the Hind Kesari Shri Maroti Mane (recipient of the Dhyan Chand Award conferred by the Government of India). Besides, this all the women members in the Gram Panchayat body are elected unopposed.

The Gram Panchayat has bagged several awards at its possession including the State level award of Rs. 25 lakhs given by the State Government, under the Saint Gadge Baba Village Sanitation Campaign (SGBVSC).

A decade ago, the Panchayat was characterized by its notorious & criminal activities, in fact Kavthe Piran is a story of turning of criminal land into a peaceful land. A simple question raised in Gram Sabha of 2001 by woman to the then young and energetic Sarpanch Bhimrao Mane changed the whole scenario in the village.

She simply asked “If the leader of the village and his associates are addicted to innumerable bad habits, what is the future ahead for the generation to the come?” – the question led to silence in Gram Sabha, but the silence broke and next 2 years gave answer to her question and witnessed a change. The modern Walmiki Bhimrao Mane was in action and nothing could come in way of the development of Kavthe Piran.

Initially the Gram Panchayat faced problems in convincing people for constructing toilets. So the Gram Panchayat adopted policy of mandatory construction of toilets and its use. It also announced that a person found for lavatory in open defecation would be charged Rs. 100/- and the reporter will be rewarded with Rs. 20/- per case. A fake appeal was also made in the Panchayat that families constructing and using a toilet would be given a grant of Rs.7000/- per household. After construction many villagers turned to Panchayat to claim the amount.

A special Gram Sabha was then called to resolve the issue of giving grant. Mr. Bhimrao Mane counseled the villagers and explained them that many of us have luxurious facilitates at our place but we don’t opt for toilets, it is shameful for us to see our females go in open defecation. The appeal made impact and community members got convinced that they owe a toilet for their females, and almost all of them rejected the grant and returned home with a smile for doing something for their families and also getting the Nirmal Gram Puraskar for the joint efforts made by entire community………….
6. **Success story of Mala Grama Panchayath of Thrissur District in Kerala**

Mala Grama Panchayath is situated 40 kms away from the District Head Quarters. The village is equally represented by Hindu, Christian and Muslim community, having its main source of livelihood as agriculture.

Since past 15 years Panchayat is working towards attaining “Open defecation” free status. The efforts have started way back in 1990’s by Kerala Water Authority for construction of two pit latrines, also as part of decentralized planning with the introduction of the Panchayathi Raj System between (1996 to 2003).

On the launch of TSC programme in the district in 2003, people from various walks of life came together including ward level representatives formed Health Promotion Team (HPT) to motivate people for construction of sanitary latrines.

In order to sensitize general public about the necessity of sanitation, health and hygiene sound amplifier mounded vehicles were used to spread the message. Through medium of traditional folk media called as “Kalajatha” a form of street play were also performed to create awareness amongst general public on sanitation issue.

Also since launch of the program participation of community based organizations such as SHG’s, area based development societies and community development societies were ensured. Attractive dustbins are kept on roadsides for collection of garbage. At school level unique program, which targeted the adolescent girls, were undertaken. Active involvement of Parent Teachers Association (PTA), for implementing school sanitation programme.

To ensure the smooth functioning of the project, a committee at Panchyat level was formed and which monitored the progress at regular interval. Targets were also assigned to block level officers and District level officers for monitoring the construction activities. Besides the individual toilets, 15 schools and 27 anganwadis were provided with sanitation facilities. Three sanitary complexes were constructed under TSC.

The authorities of Mala Grama strongly believes that change which they have come across is not overnight, it has come a long way after efforts of committed individuals and in order to sustain hygiene behavior change they formed SHG and school health clubs.

Sighting one example the Sapanch proudly shares that construction of toilets has changed life of villagers. He gave e.g. of Mr. Swamy Kuttan, who was earning his livelihood as coconut climber, he got disabled after falling from coconut tree. He even needed assistance for responding to natures call. Since they had no toilets, family had to face many hardships. To look after her ailing husband his wife Suma cold not go for work and the family had landed in trouble. After constructing a sanitary latrine adjacent to their house, Mr. Swamy Kuttan could manage his personal needs himself and his wife could regularly go to work and earn a decent living.
7. **Nirmal Gram Puraskar: Nallambal Sanuthiraam Panchayat**

Nallambal Sanuthiram Panchayat of Pudukkottai District have achieved remarkable heights in TSC. Their achievement in respect of providing sanitary facilities themselves, up keeping of public places like roads, drainages, drinking water sources, Women Sanitary complexes, ponds are remarkable. For every kind of social action they gather together to take decisions in Grama Sabha and carry out activities without any flaw.

In order to achieve 100% sanitation awareness programmes were conducted with children, meetings with SHG members, and the issue was also discussed in Gram Sabha, cultural programmes, and door to door contact. Early morning watchers use to go round the village to keep watch on people so that they don’t go in open for defecation.

In the entire process the GP machinery played active role. In a very effective way they not only carried the base line survey, but other IEC activities like door to door campaign, wall paintings, street play were also carried out in proper systematic manner.

In order to cultivate habit amongst children to use toilets, a unique system was developed wherein daily during the assembly message by school teacher was read out.

Another unique achievement of Nallambal Sanuthiram is 100% village is covered with rain water harvesting system. Besides this health programme on AIDS, eye check up camps, are also organized for community members. In Economic aspect also this village is noteworthy and is having landmark achievement in “Azhola” cultivation. In a short span the united efforts of people have changed Nallambal Sanuthiram to a ideal village among other Gram Panchayats.

8. **Success Story: Topugonda Gram Panchyat winner of NGP**

Today the villagers of Topugonda are celebrating the success of NGP. The same village a year ago had a different look wherein the entire pathways were dirty with human excreta, various water born diseases prevailed. Old age people and pregnant women faced lot of problems to go for toilet particularly in nights. But the desire for change and, giving a life of dignity especially to women has changed the entire scenario of Topugonda.

After covering the village by 100% sanitation, everyone is feeling comfort and streets are free from unsanitary conditions that prevailed earlier. Adolescent girls and women have no threat of wicked eyes anymore when they used to go for defecation in open.

Not only has this community ownership been improved. Women leadership developed. This all was possible through the IEC campaigns carried out to make the village open defecation free.

The people and the authorities of Topugonda village say that the achievement is possible through the joint efforts. Their experience says that building toilets is easy
but bringing behavioral change is a tough job which they have achieved now and are proud for the same.

9. **Transformation of Vedireswaram Village: A Success Story**

Vedireswaram village is situated in Ravulapalam Mandal in East Godavari District with a population of 6393.

It is a complete transformation for Vedireswaram village in just two years. Majority of the roads are cc roads. It can boast of a beautiful park and an efficient garbage collection system. This small village is at the Gateway of the Konaseema. The village has bid a good bay to open defecation as all houses have individual sanitary lavatory and all the institutions including schools, anganwadi centers.

Vedireswaram village, with under ground drainage system and no open defecation? Sounds unbelievable? But Vedireswaram village achieved what several municipalities in the state are still struggling to envision. The Chairman PRI Sri. Sayyapuraju Ramakrishnam Raju of Vedireswaram village introduced two dust bin garbage collection method in the village and distributed two plastic bins to all the BPL families to control garbage problem.

Major support was given by District Water and Sanitation Committee resource team in Mobilization and Communication they conducted many awareness campaigns, door to door communication on TSC using IEC tool like Kalajathas, Wall Paintings, FGDs.

The success of the village can be seen through the participation of self-help groups and DWSC. According to Smt Katha Lakshmi Animator, (Dwacra) “The past is past, but at least from today we want to see our village open defecation free and have good sanitation facilities for our children, a healthy environment for our families and financial stability so we can live a better life. This will be possible through a cooperative effort between our self help groups and DWSC”.

10. **Success Story: Ausulappaly TSC Project**

Ausulapally, Gram Panchayath of Medak District in Andhra Pradesh is a unique example of standing united for developmental activities. A small village of 2484 population, with agriculture and labour as its main occupation of earning livelihood has set a unique example in Andhra Pradesh, and has the honours of receiving Nirmal Gram Pursaskar for the year 2005-06.

It was the challenge to the District authorities to change the mindset of individuals. The entire village surroundings and pathways were dirty with human excreta, till 2003 no of cases registered for spread of Malaria, Typhoid, GE, Diarrhea were rampant, all the pathways were with cesspools, mosquito breeding. The District authorities not only visited but reviewed coverage and usage of existing toilets and components of Sanitation but motivated the community leaders for using toilets and to adopt best practices.

On massive level IEC campaign was taken up, wherein youth groups, school students and general public were shown documentary films, pamphlets, posters
were distributed for generating awareness. Not only this in order to achieve open-defecation-free status, the Gram Panchayath made resolution that those who go for defecation in open will not be given water supply. The Panchyat also supported those families who were not having space to construct toilet in their houses by providing them land.

The task of brick making, production of RCC rings, procurement and supply of WC pans/pipes and other construction material was taken up in the village itself by the masons of the village. This had not only given employment for 3 months to them but transport cost was not there so beneficiaries got material at cheaper rates.

In order to carry out the operation and maintenance of toilets various committees at village and school level have been formed, which is just a beginning for a new progressive pathway…….

11. Journey towards NGP of Godilanaka village of East Godavari

Godilanaka is situated in Allavaram Mandal in East Godavari District with a population of 1712 individuals as per 2001 census.

In order to carry out TSC program on massive level IEC activities were conducted. In order to create awareness wall paintings were done on both the side where people use to go for open defecation. Rallies were carried out in village involving key leaders, school children, community leaders, DWACRA women and Panchayat members.

The system of tow dust bin garbage collection method was adopted and each household were given two plastic bins to control garbage problem.

Traditional folk media was also used to mobilize people and which has brought the results today when we received the NGP says Shri Gosangi Venkanna Chairman PRI


K. Pallivasal of Pudukkottai District have achieved 100% sanitation in village in a short span. The reason behind the success is the active involvement of SHG members, periodical review by village level committees, efforts of early morning watchers and assistance provided by local bank to construct IHHL.

In the village on weekly basis the SHG and public are cleaning the public places voluntarily. All households are covered with Rain Water Structures. The youth groups and the NGO coordinate together for practice of 100%utilization of constructed toilets, and its operation and maintenance also.

Meetings of various committees like school sanitation committee, village education committee, parent teacher association and other village committee is conducted regularly for smooth functioning.
Besides this they also segregate the degradable waste and non-degradable waste, the solid waste management and conversion of degradable waste into manure is taking place regularly. All the houses are having kitchen gardens.

13. **Success Story: Total Sanitation Campaign: District Water & Sanitation Committee, Karimnagar, Andhra Pradesh**

Karimnagar District consists of 57 Mandals, 1194 Gram Panchayats, 2262 habitations with population of 27.98 lakhs.

Three Gram Panchayats of Karminagar District viz. Rangaraopally of Gangadhara Mandal, Rangapur of Maidpally Mandal and Ramachandrapur of Koheda Mandal have attained the status of 100% open defecation free Gram Panchayats and are selected for Nirmal Gram Puraskar award.

Initially, some difficulties were faced from the community which actually slow down the process of construction of ISLs. But the dedicated and motivated team efforts of this Gram Panchayats made such coverage possible. This was only possible because of the workshop held in December 2005. Nearly 1000 people participated in the workshop, the participants comprised of Sarpanch’s, community health workers, District officials, AWW, ANM, & DWSC members. Through the workshop the people were convinced to construct ISLs at village level. The workshop was conducted in a participatory manner and enthused the participants with motivation and dream to make their Gram Panchayats free from open defecation. This workshop was further supplemented by creatively designed community mobilization process, awareness and demand generation through IEC and capacity building of stakeholders.

The people of Karimnagar have not only ensured full coverage in ISL and school sanitation coverage but also special focus on rural schools has been created with the help of school education committees, which not only made schools the place of “Cleanliness” but also ensured the full community contribution for the installation of water and sanitation system. In schools, physical hardware has been supported with strong IEC to allow children to adopt hygiene practices. This way TSC project has been really struck a balance, which in future is expected to yield far better results in health and hygiene. For the construction of ISLs, all the RCC-Rings and cement bricks were locally made.

Interestingly, this entire sanitation drive has been carried out without any involvement of NGOs. The credit must go to the District Projects Officials, ZP, Village community, Mandal Parishad Committees and Panchyats etc, for this unique and exemplary achievement.

The wordings of Narsamma, a women form Ramachandrapur (NGP selected village) conveys the success which they all have achieved, according to her “Earlier it was really difficult for us to go for nature’s call but now we feel comfortable”.

14. **Success Story: Kozhuvanal Gram Panchayat**

Kozhuvanal Panchayat of Lalam block of Kottayam District is 22 kms away from the District Head Quarter.
With a objective to improve the health and living standard of the people in Kottayam by reducing the incidence of waterborne and communicable diseases which will in turn eliminate to a reasonable extent the morbidity rate and raise the life expectancy, the District Health Hygiene and Sanitation Mission headed by the District Panchayat, carried out certain activities like meeting of voluntary organizations, meeting with political party leaders, workshop for media persons, Lighting of “Sucithwa Deepam”, proclamation rally and Kalajatha.

A unique initiative was introduced to adopt the scientific solid waste management at the household level with community participation. Program on Vermi composting was arranged for all the households to generate positive enthusiasm on solid waste management among the people.

One of the most unique thing of Kozhuvanal amongst the other NGP recipient is the construction of about 400 latrines on a particular day, which was connoted as the Sanitation Day “Suchithwa Dinam”.

15. Success story of Total Sanitation Campaign and its overall impact on society in South Tripura District

Sanitation is one of the basic need and significant indicator prominently reflecting social status. However, this sector was given due alternation in the past. For achieving success, manifold activities were undertaken with the help of GO and NGOs. At present, its results are being shared by the society as a whole after the successful implementation of he project in South Tripura District

Before stating the TSC in the District, some basic works were done as part of R.S.P/C.R.S.P and school sanitation projects. However, demonstrative affect was not palpable. Rural people were reluctant for construction of toilet with their own money. Open defecation was in practice for both men and women health hazard was common feature in the District. Cleanliness was taught to the children of schools, but their implication was not visible in the society.

In such situation a situation TSC was started in South Tripura District. Since the starting of the project a pragmatic action plan was chalked out. Organization structure for IEC, monitoring and evaluation was craft fully designed.

TSC was successfully launched in Matabari Block comprising of following Gram Panchayats viz. Rajarbag, Gokulpur, Shalgrah, Murapara, Fotamati, Fulkumari Gokulpur, Dhajanagar, Garjeecharra, Khupilong, Indiranagar, Sonamura, Bagabassa and Jowalikhamar Gram Panchayat.

Various software activities were carried out in order to disseminate information on TSC. AT various District, sub Division and block level meetings were organized. Workshops and seminars at zone level and Gram Panchayat level were also organized. Besides this puppet shows, street play, audio – video show were organized for community members.

Wide publicity through hoarding, banners, posters, leaflets, booklets, stickers, news-article, radio talk was done vigorously all over the District in concerted manner.
Besides community schools and Madrassa were also focused and separate activities were planned out for them.

The results don't end with construction of toilet blocks and its usage, it is just a starting for South Tripura District who have besides getting NGP have been able to generate team work and confidence at grass root level. The process also helped them to and by making communication more easy and simple between officers and elected bodies.

16. **Success Story of Survadi village of Satara District in Maharashtra under TSC**

Survadi is 65 kms from district Headquarter Satara & 245 kms away from state capital Mumbai. Initially hardly 47 household had toilets out of which majority of them were used for other purposes like shelter for hens, storage for firewood etc. In the entire village you will find water running on roads and puddles formed due to open drainage. The village payments were always surrounded with bushes and shrubs.

In the year 2000 the villagers got an opportunity and the entire village was reformed under “Sant Gadgebaba Gram Swacchhata Abhiyan”. Involvement of energetic Block Development Officer Mr. Rajendra Kokre not only guided villagers to construct toilets, but along with TSC program they planted some 1500 trees, internal roads were constructed, new system for drainage was introduced, soak pits were prepared, kitchen garden were developed by women wherever it was possible.

This was just a beginning the villagers of Survadi had not to look back once they got united, those who could not afford to construct toilets took loans from bank and together they made the village with 100% toilet construction and its proper usage.

The smile on the faces of women folk and entire houses of Suravadi painted in pink colour depicts the unity and success achieved in a short span.

17. **Nirmal Gram Puraskar: Vembankudi West Panchayat**

The village panchayat is having a population of 970 individuals. The village panchayat president and public are very much keeping village atmosphere clean. They have also planted 200 saplings. The villagers have taken resolution to protect the water bodies like Oarani, Cattle ponds without any encroachments. On massive level IEC campaign was done and awareness was generated amongst community members about utilization of toilets. The contribution of each and every member of the village have not only made them to achieve 100% target of building toilets but have also bagged them the Nirmal Gram Puraskar for which they are proud of.

18. **Microcredit for Sanitation: A quiet revolution leading to permanent behaviour change**

In 1998, MYRADA an NGO, has supported the formation of 24 federations comprising 563 groups with a total of 7568 members in the Talvadi, Andhiyur and TN
Palayam blocks of Erode District. 13 of these federations take part in this UNICEF-supported micro credit sanitation project.

The federations use the fund as not as grant but as revolving fund-individual members borrow money for toilet construction and the repayments are again given as loans to other members. No interest is charged. In the entire cycle once this project gets complete, the original fund remains intact to be used in other sanitation programs.

The unique feature of the project is that entire disbursal of funds is done by the members, no where UNICEF or NGO is involved, only time to time the NGO does audit of the federations. In the implementation process the federation committee first scrutinize the past payment record of the member, the space availability to construct toilet and than on those basis loan is passed.

The motto behind this project is not only to encourage construct toilets and awareness generation on community health and sanitation by discouraging open air defecation, but it is all about empower people by entrusting the implementation and management of the project to institutions run by them.

As of 2002 UNICEF released Rs. 2,00,000 ($ 6667, approx) amongst 8 federations. The federation till date has carried out 650 toilet blocks construction successfully. The success of the project is not based mere on the no of toilet blocks constructed; it is all about the end of the plight which elderly people, women and adolescent girls used to face especially when going for open defecation.

The success of the project have motivated the members to extend their idea beyond toilet construction to build bathing enclosures, rain water harvesting structures, biogas plants run on human and animal waste.

19. **Total Sanitation Campaign - Juvvalapalem**

Juvvalapalem, is a small village with 3700 population, of West Godavari District in Andhra Pradesh. Over decades, the villager's health has been highly affected due to lack of drinking water facility, poor hygiene, open defecation and lack of waste disposal system.

Initially the Panchayat faced lot of resistance and non co-operation from different corners of society, but gradually they convinced the masses through sanitary awareness campaigns, and over here children played major role. The villagers were asked to take oath to keep village free from open defecation. They also formed human chain to show the unity amongst village to fight against open defecation system. Along with achieving 100% sanitation target the village noticed various other changes like rate of communicable and water born diseases reduced, in order to improve children’s health eggs were distributed periodically in mid day meals in schools.

A unique waste disposable system was developed, wherein everyday from household a bullock cart use to collect waste and was taken to a common place.
Over there it was further classified into recyclable and biodegradable and was properly disposed to safeguard public health.

The villager is also provided with mineral water of International standards at a highly subsidized cost i.e. 12 paisa per liter to the public and free to schools and hospitals, in addition to well-maintained protected water supply system.

20. **Marching Towards the Goal of “Sanitation for All”- A Case Study of Chembarambakkam Panchayat showing women endeavor**

**Background**
If water is life, sanitation is surely a ‘way of life’ and access to such facilities definitely has an impact on the quality of human life and health as well as the incidence and the spread of the diseases, needless to mention, the broader human development programme. The programme of sanitation has definitely evolved and moved beyond from top down to bottom approach focusing on community participation both in planning and implementation. There have been numerous efforts, which has strengthened this programme over the years.

**Demography**
Thiruvallur district was bifurcated from erstwhile Kanchipuram district in 1997. It has an area of 3418 sq km distributed over 816 villages spread over 14 panchayat unions in 8 Taluks. It lies in between 12° 10’ and 13° 15’ north latitude and 79° 15’ and 80° 2’ east longitude. Thiruvallur is a coastal district, adjacent to metro of Chennai bounded on the east by Bay of Bengal and Chennai city; on the north by State Andhra Pradesh, on the south by Kanchipuram district, on the west by Vellore district. There are 6 municipalities, 19 town panchayats and 669 villages panchayats in the district.
Population

The district's population has grown over 4 times during the period 1951-91 and it stood at 22.38 lakhs in 1991 as compared to 5.70 lakhs in (1951).

Literacy

The literacy rate in the district Thiruvallur as per 1981 census was 37.9%. In the next decade the rate has increased to 56.8%. (1991 census) Similarly, the estimated figure for 1996 has also been high at 63.3%. More than half of the women in district are literates. Agriculture is the major source of sustenance for a majority of the population. Paddy is the major food crop in the district.


Background

If water is life, sanitation is surely a 'way of life' and access' to such facilities definitely has an impact on the quality of human life and health as well as the incidence and the spread of diseases; needless to mention, the broader human development programme. The programme of water and sanitation has definitely evolved and moved beyond from top down to bottom approach focusing on community participation both in planning and implementation. There have been numerous efforts, which have strengthened this programme over the years. Some of them quite aptly been highlighted during the Nirmal Gram Puraskar Ceremony held in February 2005, by His Excellency Dr. A.P.J Abdul Kalam, President of India who shared his experiences related to sanitation in various places in India including Keerapalayam, Cuddalore district and Gandhi Nagar Town Panchayat, Vellore district of Tamil Nadu. He desired that such cases might be examined with possibilities of replication in other parts of the country.

Department Drinking Water Supply of Ministry of Rural Development, Govt. of India vide letter No. W-11037/8/2005-CRSP-PT dated Jan 2005 constituted a two member study team namely Mr. K. Mazumdar, Deputy Advisor and Mr. Manu Prakash, Consultant, School Sanitation to study the cases of Gandhi Nagar Town Panchayat in Vellore district and Keerapalayam case in Cuddalore district respectively in Tamil Nadu. The latter visited said district from 25th April 2005 to 27th April 2005 along with Mr. N. Gopalkrishna, DRDA, Cuddalore.
Methodology
The backdrop of Keerapalayam case unfolds in an unique experiment where women were mobilized in groups and helped them in acquiring masonry and plumbing skills for constructing the household toilets and repairing of watsan facilities on an entrepreneurial basis which not only provided employment opportunities to the involved women but also enabled the Panchayat area clean, tidy and free from diseases arising out of poor sanitary conditions. Such cases in water and sanitation sector are rare, therefore, needed a detailed study for better replication. The case study methodology was adopted to evaluate using tools of interaction, secondary data review, field visit, etc. The study focused on following points:

- Keerapalayam’s social environment in terms of its institution, structure, social status, and other indicators
- Major achievements in view of watsan interventions in Keerapalayam
- Factors that played important role in the evolution of Keerapalayam as model case in watsan sector and in what form
- Is the model of Keerapalayam model successful? If yes, is it sustainable?
- Can the model be replicated, how?

The team directly reached the Cuddalore district and visited two Panchayat Villages i.e. Keerapalayam Panchayat in Keerapalayam Block and Kanisapakkam in Annagramam Block. The former was obvious place to visit while the latter was visited to study any replication in any form and content. The team adopted the strategy of discussions with the District Magistrate and Project Officer DRDA, NGOs, health and education officers, SHG groups, PRIs, visit to village, visit to HH, School, Community Complexes, RSM Units, and de briefing with Project Officials. The list of persons met is enclosed in the annexure 1. Accordingly, the consolidated report has been prepared and presented focusing on Keerapalayam Panchayat.

3. Physical and Social Environment
With six Talukas, Cuddalore district, which was earlier called South Arcot District, has 15 blocks in which three blocks fall in North Western coast of Tamil Nadu. The district has total 22,80,530 population out of which 14,43,851 are literates. The district has also rich agricultural and industrials base providing employment to both rural and urban population. On rural sanitation front Cuddalore district has 3,74,361 households in which 2,64,885 households do not have toilets. Under TSC, total 97,000 toilets have been constructed out of sanctioned 1,58,623 households toilets since Nov 1999. Keerapalayam Panchayat is an ancient village of Keerapalayam block near the heritage city of Chidambaram of Cuddalore district. Keerapalayam village lies across the bank of Vellar river which is a seasonal river flowing through the district. Keerapalayam Panchayat has population of 5,347 (3012 men and 2335 women) and most of them belong to Schedule Caste. Almost 90% of them are literate. The Panchayat has 1160 households (132 APL and 993 BPL) and 2 habitations namely Thiruppaninatham and Chettikulam. This is fast developing village especially in community infrastructure wise. The Panchayat has two primary schools and one high school with total 897 students along with two Anganwadis. Also, there are a health sub-centre, Panchayat office, post office, agriculture, banks, Weavers’ Cooperative society, etc.
Keerapalayam Panchayat has witnessed many development interventions both Governmental and Non-Governmental as well as individual efforts which need to be underlined that have made this Panchayat a model not only of district but also of the entire State because of its pioneering efforts in the field of sanitation, drinking water availability and assets maintenance, Self Help Groups movement, community participation in development projects, rain water harvesting, greening up activities and efforts in the filed of education and health. But it was the efforts in sanitation that actually distinguished Keerapalayam from other Panchayats when it had got the unique distinction of being declared as ‘First Totally Sanitized Village Panchayat in the whole of Tamil Nadu in September 1998. Since then, Keerapalayam has received many awards. Recently, it was presented the ‘Best Clean Village Campaign Award’-2003-2004 by hon’ble Chief Minster of Tamil Nadu. The Panchayat further came into the limelight when His Excellency, Dr. A.P.J. Kalam, President of India visited Keerapalayam on 8th Aug 2004 and appreciated the efforts being made especially in water and sanitation through SHGs.

Achievements of Keerapalayam in watsan sector
Achievement has no colour but in Keerapalayam case, it is visible in facts. The practice of open defecation has been totally arrested in the village. All the 1,160 houses have constructed their own household toilets and are in full use. One community toilet, which was constructed to cater to individual households of the village, is now being used by the persons visiting to the local market. All the schools and Anganwadis have been provided with water and sanitation facilities. Sanitation of a village did not finish with construction of toilets in the individual houses, schools and other Government buildings only. For a village to look clean its streets should be cleaned and there should be a proper disposal of drainage/sewage in order to ensure cleanliness of the village. This has been ensured by dovetailing the funds available in the Rural Development schemes like PGSY and SGRY schemes; the village Panchayat has so far laid Cement Concrete roads across 12 of its village streets. Due to this, village streets look clean and free from village garbage and slushy. The Village Panchayat has also introduced household collection of garbage within the village. Two separate garbage bins are available in the households. Household collection of garbage is separated as degradable and non-degradable wastes and the villagers themselves collect this by means of tri-cycles. Big garbage pits have been constructed across various parts of the village to compost the degradable and non-degradable wastes and such pits placed both across the National Highways that passes through this village and also by sides of State Highways roads, which also join National Highways in this village. The village Panchayat ensured that the highways road sites, which were earlier, heaped with piles of garbage is now free of any such ugliness. The village Panchayat has also now started conversion of the degradation of wastes into compost by using the composting process.

2 Sanitation movement started during CSRP and DANIDA assisted sanitation programmes, which were phased out in 2002 and 2003 respectively. Both were high subsidy programmes. TSC was introduced in 1999 on demand driven mode and has given new thrust to the sanitation drive.

3 30 such pits have been placed with cost of Rs. 12500/- per GP
4. Its especially designed try-cycle to carry the garbage with cost of Rs. 12000/- which has been given to Panchayats engaged in waste management

**Impact of Watsan drive in Keerapalayam**
- No death due to communicable disease in last three years
- Zero drop out rate in the last three years
- Supply of safe drinking water to all
- Practice of open defecation eliminated
- Clean and green environment

Even on water supply front, the Keerapalayam Panchayat has shown remarkable progress. In 1996, Keerapalayam Panchayat had only two OHTs. The village Panchayat is now a proud possessor of 7 OHTs, 108 public taps and 176 household connections. Safe drinking water is supplied to the villagers regularly twice a day. There are 12 mark-II Hand Pumps and 32 shallow hand pumps. All the water sources work even during the summers due to successful installation of rainwater harvesting, which have ensured that ground water does not deplete even during the summer season. All the Govt buildings along with religious structures have been covered with rainwater harvesting schemes. The average water supply to the villagers is 80 lpcd, which is more than the national average. Keerapalayam Panchayat has also utilized the government scheme to ensure that all village ponds are desilted on a regular basis. In Keerapalayam, there are 6 village ponds, which are the main source of water recharge for bore wells and also the direct source of water for animals, desilting has been undertaken fully to receive maximum rain water. The Panchayat now goes with the vision that not even a single drop of water should go wasted.

5. Factors that played important role in the evolution of Keerapalayam as model
Keerapalayam Panchayat has surely moved ahead in ensuring better water and sanitation services adhering to the principles of community participation. There has been huge support from community in the water and sanitation programme reflected in the form of community cash contribution, participation in programme implementation, monitoring, etc. The participation of women has been commendable; in fact, the real catalysts have been women who have extended full support in this drive under the persuasive leadership of Panchayat President Shri K.P. Panneerselvam. He has been engaged in creating vision to the villagers to make their village clean and green.

But it's the dynamic base of Self Help Groups in the Keerapalayam Panchayat that distinguishes it from other Panchayats, which proved to be the backbone in ensuring water, and sanitation services. But the issue is how, when, why and in what form these groups have played such an important role. Is it sustainable? What are the strengths and weaknesses of these groups? Which are the interventions that have supported these groups? Can such model be replicated? This is our point of study.

In Keerapalayam Panchayat, **there are 25 Self Help Groups** in which 9 are Backward Class groups, 11 are Schedule Caste groups, 1 Schedule Tribe groups and 4 are mixed groups. There are total 459 members in this groups i.e. 10% of the total population is mobilized in these groups. All the SHG groups have their bank account in the nearby bank. They are engaged in many activities like coir rope, coir
and puppet making, milk society, pickles, earthworm manure, herbal medicine production, producing polythene power, etc. Most of the groups have 12 to 20 members. **The focus has been on** since 1996, played major role in mobilizing funds for watsan activity under DANIDA assistance, TSC, SGRY and other Govt funds. **women especially on** married women to ensure sustainable membership within the group.

These groups have been further organized in a federation called **Panchayat level Federation (PLF)** that is again a registered body with maintained bank account, which was formed in Aug 2001. There 50 members of this body with three elected officer bearers amongst them namely Secretary, Joint Secretary and Treasurer. From the 25 SHGs, 2 members from each SHG are elected to represent them in PLF who further participates in the election of these office bearers. The PLF works on subscription as it charges Rs 25 per SHG per month to facilitate its day-to-day activities. The main work of the PLF is coordination among SHGs, support in exploring employment opportunities, etc. Sometimes, it also acts as SHG, for example, in case of Keerapalayam Panchayat, it has been engaged by DRDA under TSC programme as a SHG for manufacturing rural pans. The PLF has received Rs 75,000/- as revolving fund, which in turn has formed an informal group to manufacture the rural pans in which members are drawn from existing SHGs of PLF. The PLF works in coordination of GP6 and NGO working in the village. The another concept of informal group which linked to this model we which we will discuss forthcoming paragraphs.

**SHG Model of Keerapalayam** Village Community 50 member, 2 from each SHG NGOs- support in mobilization, training, work formal SHGs with bank account- 25 such groups, 12-20 members in each group. Gram Panchayat helps in work, motivation, organization. **Informal SHG**-3 such groups, members drawn from others groups, No thrift and credit activity Govt and WDC support through dovetailed programmes such as SGRY, TSC

The evolution of such federation has been supported by many institutions ranging from Govt. of India, State Govt., District, Block and Gram Panchayat level functionaries, 6 Keerapalayam Panchayat has 7 committees. Watsan activities are coordinated by Water and Clean Committee headed by Panchayat President

International agencies such as DNIDA, to local NGOs namely Bless Foundation7. The role-played by Women Development Corporation, Tamil Nadu is really worth mentioning whose technical and funding support to Bless Foundation had helped in mobilizing community members into SHGs. Initially, there only 14 SHGs in 1997-1998 when all such activity began. Later it developed into 25 vibrant groups who now actively participate in many other development programmes. These groups are aware to the fact that continuous work is necessary to eradicate social evils. These groups are now moving ahead and planned to open a Cooperative Bank for women SHG, Super Market, Sales Stall, etc. A market Network PRO is their prime aim. The role of State and District administration cannot be underplayed. The contributions in such cases have been exceptional not only in only in planning and extending funding support but also in implementation and monitoring. The role of DRDA has been rewarding especially in dovetailing the schemes of the SGSY and Total Rural Sanitation, which have strengthened this movement both in terms of credit and market support. The DRDA under SGSY scheme has also opened a sale outlet in
the name of Rural Bazar at Cuddalore where the products of these SHGs are marketed and sold.

Such PLF type structure is operational in all the blocks of Cuddalore district. In fact, a Block level Federation is also proposed (BLF) to organize all the PLFs in the blocks. In comparison to other Panchayat village visited- Kanisapakkam in Annagramam Block, which has also shown remarkable progress in water and sanitation especially in solid waste management, such structure exists. But it’s the presence of watsan-based groups especially the masonry and plumbing groups that separate Keerapalayam Panchayat from others. In Keerapalayam Panchayat, there many groups, which are engaged in providing watsan services not only to Keerapalayam Panchayat but also to other Panchayats.

**Watsan Services based SHGs**

- SHG engaged waste management through plastic shredding
- SHG engaged napkin making
- SHG engaged in providing masonry services for toilet construction
- SHG engaged in providing plumbing services for hand pump repair
- SHG engaged in drinking water testing
- SHG engaged paper cup making
- SHG engaged in pan manufacturing

7 Bless Foundation has been selected as RSM for two blocks by DRAD under TSC programmes. There are 4 such RSMs in the district and received Rs. 1 lakh as revolving fund.

There are at least seven groups whose activities are water and sanitation related. But the composition and nature of groupings differ from each other. For instance, **SHG engaged in providing plumbing services for hand pump repair has five women members and is actually an informal group** where its members are drawn from different formal SHG groups of PLF. Same case is with **SHG engaged in providing masonry services for toilet construction, which has 10 women members.** No credit assistance has been extended to them from any scheme. The support they have been given in the form of training and toolkits by DNIDA (which trained SHG engaged in providing plumbing services and SHG engaged in providing masonry services through Bless Foundation in 1998, refer annexure 2). Though, the concept of SHG providing plumbing services has been scaled up and now every Panchayat has such trained five member groups. Either Block or GP functionaries arranges the work contracts. But SHG engaged in providing masonry services is only one in this block and associated with Bless Foundation, which informs about the potential villages to be covered and also arranges the raw material to be used in toilet construction. Now, the model is replicated in other blocks as well; one SHG per block is trained under SGSY.

Similarly, **SHG engaged in rural pan manufacturing** is again an informal group having 17 members drawn from different SHG groups. The training has been provided on experiences of Mednipur under SGSY and support of SIRD and Gandhi Gram Rural Institute, Tamil Nadu has been taken. This group works under the flagship, as informed, of PLF, which receives revolving fund of Rs 75,000 from TSC to manufacture the pans. These pan are sold @ Rs 80 to 90. There is huge demand for rural pans mostly supplied to TSC programme. The B.D.O of the block has been
designated to purchase such pans and further make arrangement for its proper utilization by RSMs, SHGs, individuals, etc. A group manufactures almost 60 pans per day and single member earns around Rs 25000-30000 per year. So far, the DRDA, Cuddalore under TSC programme has selected 13 SHGs for pan manufacturing, which have, by March 2005, manufactured 16,691 pans. For proceedings refer annexure 3.

There is one more group engaged in waste management through plastic shredding but this group is formal group with a bank account. The group having 16 women members has changed its activity from candy crafting to plastic shredding. For this activity, they have received Rs 2.5 lakh as credit assistance under SGSY scheme in Sept 2002 for setting up their unit that included the machine and work site; they have already repaid Rs 50,000. But the interesting thing is the increase in their income, which was very low earlier. They as group almost shred 23-30 kg plastic every day collected from villages, scavengers, household, etc @ Rs 3 per kg and sells @ Rs 12 per kg to Rural Development Department which use them for rural road construction under PGSY. Hence, approx. Rs 800 is secured for every member of the group per month as an income. In this regard the case of Kanisapakkam

No thrift and credit activity in such group. Members are still engaged in such activity but in their parent group. Active work participation is restricted to informal group. In Tamil Nadu, it is called Total Rural Sanitation Programme in Annagramam Block is also worth mentioning, which has given new dimension to the concept of solid waste management and its optimal use through SHGs. For instance, the vermicomposting has been introduced in the village with help of women SHG (20 members) with the credit support worth Rs. 2.5 (that includes the subsidy support of 1.5 lakh) from SGRY. It has been very rewarding business as animal waste comes free which after being converted into compost sold @ Rs. 3 per 300gm; almost 10mt is sold everyday. These are remarkable example how wealth can be generated from waste by dovetailing various Govt schemes.

The above equally establishes the potential of SHGs in broader development process providing that enabling and supportive environment exist. But it is also necessary to understand the internal and external issues in the functioning of SHGs for any potential application and replication. The two SHG cases i.e. one SHG engaged in providing plumbing services and other SHG engaged in providing masonry services for toilet construction, as agreed, has been studied in detail to create a micro understanding of SHGs especially in relation to water and sanitation services.

5.1 SHG engaged in providing masonry services for toilet construction
This group is very special as it is the only group in the block, which provides masonry services. The group was formed in July 2003; though an informal group with no regular bank account has managed to survive with great support of Bless Foundation, PLF and Panchayat President. There are 10 women members in the group in which team leader is Smt. A. Susila. The average age of group is 33 and average family size of 3. 40% of the group is illiterate but have an average income of Rs 600/- per month. As informed, Bless Foundation at their training center has trained the group with support of DANIDA. Earlier, they used to work as unskilled worker and get only Rs 40 per day but now they get Rs 80 per day with independent choice of work. In comparison of working day, which was just 10-15
days now they get 20-25 days work in month. In one working day, they construct 20-toilets per day. When there is no work in rainy seasons they work as farm workers. So, all through the years, they are engaged in some employment. The group functions in a unique way. Bless Foundation informs about the potential village to be covered; they first go the village, motivate and mobilize the community for toilet construction. A date is fixed. Bless Foundation (BF), which gets incentive of Rs 50 per toilet construction arranges the raw material; the group hires a tractor and reaches the village and on the tractor itself the materials are mixed. The work is divided among the group on rotational basis. Two members dig the pit, two mixes the raw material, two fix the slab, two fixes the pan and two members plaster and clean. The cost of one toilet comes around Rs 600-650. Govt of India and State gives the incentive of Rs 500 routed through the same RSM (BF) and rest is secured from community as contribution. So far, this group has constructed 625 toilet and 600 more temporary toilets in Tsunami affected areas.

According to Smt. A. Susila, team leader, ‘increase in the incomes have really increased our saving though mostly used in purchasing of jewelry and children’s education. The best thing is that our standing in the work place and in family has increased. Even if the Govt withdraws subsidy support, we will be able to work as there is visible demand from the APL families too’. They feel more training input on construction of superstructure know-how would help them a lot. At present, they are only able to work at the base level.

**Strengths and weakness as perceived by the Group**

**Strengths & Weakness**

1. Unity due to same village and caste
2. Strong leadership
3. Participatory environment
4. Prompt services
5. Survived without any credit assistance
1. Not skilled in constructing super-structure
2. Lack of office and communication facilities
3. Informal grouping
4. No long term saving

**5.2 SHG engaged in providing plumbing services**

This is small informal group of five members, which was formed in 2003. DANIDA facilitated the training and trained one member Smt. N. Sudha of the group on plumbing especially on the repair of the hand pumps. She trained other members of the group. The average age of the group is 34 with monthly income of Rs 1000. All are literate. They are members of different groups of PLF but desire to increase the income brought them together. On an average, they get 10 days of work in a month and earn Rs 325 per hand pump and if there is minor repair, they get Rs150. They repair almost 2 hand pumps in a day. This experiment has been scaled up and now all the Panchayats have such group with same composition. Panchayats and block get them work. They are also engaged in awareness generation programme and get paid around Rs 100 per day depending upon the need of work. Mrs. Sudha, the leader of the group has also been engaged to train women of the other blocks. So far, she has trained 80 such women. She says,'I feel proud when the neighboring panchayat presidents come to my house and invite me for repairing their hand pumps. Whenever breakdowns occur in the hand pumps in my village I need not go
to block office, I myself can rectify it immediately. This training builds in me the confidence that I can earn some money and provide better education to my children”.

**Strengths and weakness as perceived by the Group Strengths & Weakness**
1. Sharing same level of income
2. Unity due to same village
3. Availability of tools
4. Prompt services
5. Capable of water testing
1. No permanent income
2. On site problem –unclear division of work due to nature of work
3. Increasing competition from same type of SHGs
4. Informal grouping
5. Hand pumps are fast replaced by tap water system- more training on this

6. Is the SHG model of Keerapalayam sustainable?
In broader sense the concept and model of Self Help is surely sustainable and replicable. There are glaring examples of such movement across the country (Seva, Anand, etc). But the caution must be taken in view of growing base of defunct SHGs in the absence of clear vision and purpose, lack of sustained inputs from institutions and unity in the group, low skill both in production and management, low market opportunities, misuse or inefficient use of credit assistance, etc. Therefore, the issue is-what makes the model sustainable? For that, we need to understand the meaning of the word "sustainability" which is very important in development process. It refers to the "ability" of something to be "sustained" (carried on) after outside support is withdrawn. For e.g. for the community that builds a water supply, the repairing, cleaning and using the pump after it is constructed, is the desire. For an external donor, it is the continuation of the project or its outputs after the donor withdraws. For mobilizer, it is the continuation of the community strengthening social process after you move on. For environmentalists and ecologists, sustainability requires that an activity can be sustained (e.g. biologically) by the physical environment that non-renewable resources are not used up.

In the context of watsan programming and SHG model, the issue is sustainability of whom–the water and sanitation programme which is our focus or the sustainability of SHG. Is there any difference in the sustainability requirement of these two? If programme adopts the strategy of SHG to implement some of its programme inputs, the sustainability of SHG will surely sustain the programme if it phases out. Therefore, in relation to water and sanitation programme, we need to count those advantages or best practices and disadvantages, which can have critical impact in ensuring its sustainability in relation to SHGs involved in providing masonry and plumbing services and pan manufacturing.

**Advantages/best practices**
The SHG model adopted in the Keerapalayam Panchayat has worked well so far largely because of:
1. Strong leadership in the form of Panchayat President who has not only provided a vision for development but also managed to keep politics out from the development process.
2. Dedicated community participation in the programme which has improved the coverage and awareness
3. Presence of functional SHG in diverse activities organized under PLF which has strengthened their functioning and economic and social outputs
4. Dovetailing/convergence of different schemes has given a new dimension to the development process
5. Coordination among DRDA, NGO, GP, other Govt functionaries which have improved the implementation
6. Focus on women has ensured parity in participation, which has also improved their status in general.
7. Value addition/innovations in programme especially in the form of waste management or Rural Bazar has taken the programme to higher level

Disadvantages
The model adopted has certain weaknesses, which need to be counted for better understanding:
1. Informal grouping and in the absence of no thrift and credit activity with no formal bank account may make group defunct if there is no work. Members may go back to their parent group from where they have been drawn or take up some other activity.
2. Keeping pace with advancements in watsan technologies would be a challenge. Presently, the skill level is not very high which may affect them in future if not improved.
3. High degree of handholding from Govt/NGOs, which may prove deterrent when they take independent assignment.
4. No social security in term of insurance or long term saving
5. Lack of inadequate infrastructure such as communication, office, vehicle, modern tools, etc
6. Low management skills

In cases, we discussed especially in relation to SHGs involved in providing masonry and plumbing services and pan manufacturing, contents of sustainability are partially applicable. Presently, there is, for example, huge institutional support in the form of Govt assistance in terms of credit and training. In fact, we need to examine, how the support is extended to these group in what forms. This has been depicted below:

Support mechanism for SHGs
SHGs involved in providing masonry and plumbing services and pan manufacturing

Training and toolkit support
Skill building in production and management under SGRY and TSC

Programme and market Support
Immediate programme and market support under SGRY, TSC, IAY

Institutional Support
Organized institutional support in the form of PLF, NGO, GP, DRDA, WDC, Bilateral support, etc. As above suggests, the support can be categorized under institutional, programme and market support and training and toolkit support. For example, SHGs group for pan manufacturing, TSC programme itself generates huge demand. There are 2.64 lakh households, which are without toilets and only 97 thousand households have been covered since 1999. It means that there is perceived demand for pan for
another 2 to 3 years before the construction of toilet gets saturated. Toilets are also constructed under IAY, which creates more demand for such pans. Therefore for this group, there is effective market base to sustain their activities but after 2-3 years they will surely need to explore new market base independently. Same trends can be witnessed in case of SHG involved in providing masonry services for toilet construction that is heavily dependent on NGO and Govt to secure their work contracts. Given the informal nature of their grouping with no bank account, and in the absence of improved skill and linkages with free market, the group may become defunct. The formation of their present groupings itself is the result of mobility from other groups. This might be repeated in their present group. In comparison to SHG plumbing services, the case is somewhat different as institutional support works as facilitator in securing work contracts. But decision to have one group in each Panchayat has created huge competition and may reduce the no. of working days which may impact their monthly income. Needless to say, the vision behind such model has been to increase their income and quality of life, which, if affected, will not be able to sustain it.

Thus, it means that there are avoidable weaknesses in the model, which, if corrected, can make them not only sustainable but also replicable. As we discussed, there are three way-support mechanisms, which make these SHG a viable model presently which if continued in future can make them sustainable provided that weaknesses outlined are taken into account. If this is successfully done surely can be replicated. But the issue is if three way-support mechanisms, as we have discussed above, is to be continued in the absence of any Govt programme inputs also addressing the weaknesses, how and with what solutions? Some of them summarized below:

**Institutional support**

a) The institution of PLF has worked well which has organized all the SHGs in the Panchayat. This should be scaled up to the level of Block, District or even at State level. It must act as an institution, which can safeguard the interest of SHG. Such institution must also ensure quality services and products if exposed to the free market norms. This will help SHGs to face competition effectively.
b) No informal grouping should be allowed. All the groups must have initiated thrift and credit activity and opened a bank account.
c) Norms of participation should be followed with regular election of team leader and other functionaries both in SHG and in PLF.
d) Rules adopted should be accepted and adhered by the members groups
e) Govt support should be continued but not to the extent of making them dependent.

The support has helped in effective implementation of SGRY and TSC programmes. For example, in Keerapalayam Block, which has 63 Panchayats, under SGRY 155 schemes were taken up in 2004-2005 and all are completed. Similarly, in TSC against the target of 4382 household toilets, 2089 toilets have already been completed in year 2004-2005.

**Programme and market support**
a) New programmes, for example, if Govt is constructing any hospital or community center, provision of such SHGs' inclusion should be made. All the watsan maintenance contracts, if suited, may be given to such groups.
b) New markets may be explored. Govt or NGOs can facilitate the process of linking these groups to local hardware shops, factories, etc.
c) Local urban market can also be explored via Resident Welfare Association, Schools, Collages, Hospitals, Local Markets, Govt offices, etc for watsan services and maintenance works.
d) Convergence of programme should be continued but the credit assistance should be minimized and sustainable work opportunity to increase the income should be explored. This will strengthen the spirit of independence and ownership.
e) Support can also be sought from watsan related Corporate Houses to engage such groups in their activity.

1. Training and other support
a) One time training is not enough; therefore, refresher training should be organized incorporating upgraded skill know-how.
b) Modern toolkits should be given to them.
c) Group insurance and long term saving facilities should be extended to them.
d) NGOs and PLF itself may be engaged to ensure above.

Replication Potential
The word "replication" means a process of deliberate repeating. Since no two communities are alike and no community is the same at two different points of time, the notion of replicability becomes an ideal rather than something, which can be practiced precisely. This is even true for India who is very diverse and complex. Therefore, any efforts to replicate any model certainly invite some deviation from the original model. In case of watsan based SHG model of Keerapalayam Panchayat, various possibilities on sustainability has been discussed. The model has the potential for substantiability and if it is sustainable, certainly, it is replicable. But keeping the diversity of Indian States in view, a very precise methodology would be inappropriate to be outlined, however, certain steps can be taken which can facilitate the replication of this model:

a) Convergence of Rural Development Programme may be initiated at Govt of India level especially among SGRY, TSC, and ARWSP. On pilot basis, States may be asked to select districts to make project focusing on SHG model dovetailing the programme and funding resource of SGRY, TSC, and ARWSP. Initially 100 districts may be engaged actively as models; later on it can be scaled up. Programme guidelines for the same may be developed and circulated to States. A coordination committee can also be set up to see its implementation and monitor it.
b) In TSC programme, some of the States have focused on SHG model but need to work in coordination with SGRY programme.
c) Exposure visits may be organized to learn from the Keerapalayam Panchayat Model.
d) There is huge base of SHGs across our country, which needs to be activated, energized and involved in these programmes. NGOs, bilateral and international agencies may develop a programme for them on these lines.
e) To ensure supportive platform for SHGs involved in watsan services, public-private partnership may be activated to ensure regular employment to them.
Conclusion
The SHG model of case of Keerapalayam certainly has potential to be replicated. A well-planned programme trusting in the abilities of SHG may help in replicating. The convergence in the various development programme has shown that the benefits can be doubled on sustained basis, if implemented in planned way. Increased income, better empowerment of women, increased coverage of water and sanitation with improved maintenance, low burden of diseases due to clean and healthy environment and so on are just few examples that find a concrete facts in the case of Keerapalayam. Such examples are waiting to become facts in other villages thanks to the efforts of SHGs. Can this be a case of other States?

22. TOTAL SANITATION CAMPAIGN: GUJARAT

The State Government since independence has undertaken programs for overall cleanliness and elimination of open defecation in both rural and urban areas. A state wide sanitation programme was being implemented in the State since 1982 with regular budgetary support.

All 16,800 primary schools without sanitation facilities at the time of project formation have been covered. Simultaneously, 15,412 Anganwadis operating in Government premises have also been covered under the project. More than 1,100 community sanitation blocks at public places such as pilgrimage centers, weekly markets and in the Gram Panchayats are constructed by involving Civil Societies, Charitable trusts and Govt. organizations to ensure sustainable O&M.

There was only one National Nirmal Gram Puraskar winner Gram Panchayat in the year 2005-05 and four in 2005-06. 1640 Gram Panchayats have applied for award during the year 2006-07. This shows the scale of awareness generated in community for need of sanitation by the collective efforts of all.

The TSC implementation and results of total cleanliness in the rural areas encouraged State Government to declare the year 2007 as Nirmal Gujarat. The State Government has also provided additional budgetary support for rural sanitation and cleanliness programme during Nirmal Gujarat year. The Nirmal Gujarat programme of State Government has provided boost to the TSC by exercising it for one-year earlier completion of the TSC project in the State. Estimated coverage of rural sanitation in Gujarat has improved from 22 % (census 2001) to 56 % indicating annual logarithmic increase from 1% to 15%.

23. TOTAL SANITATION CAMPAIGN: JHARKHAND

Embracing of Total Sanitation Campaign in Jharkhand has been rather very painful exercise during the formative years since the creation of the new state due to various bottlenecks like absence of any legally elected PRI system, low priority of Sanitation at different levels & any institutional mechanism in early days.
Till the period of 2000-02, there were only six TSC districts we had and by 2004-05 the remaining 16 districts formally embraced the programme and started implementation through establishing DWSMs in their respective districts and by 2004-05 the programme has gained momentum in the state.

Progress trend of Total Sanitation Campaign (TSC)
The state in unison with UNICEF has established District Support Unit in all the districts with a concern to coordinate the overall planning, implementation of programme and strengthening the requisite data base for continued monitoring of progress by all its stake holders. The DSU acts as continued supporting link among the DWSM programme implementing mechanism & partner rural communities to ensure the wholesome smoothness in programme operation.

The achievement of Total Sanitation Campaign in Jharkhand during 2006-07 is remarkable in so many ways. In terms of financial achievement while the expenditure during 2005-06 was Rs. 748.70 lakhs – this year during 2006-07 it is Rs. 4742.88 lakhs, which is about 7 times up. In terms of physical achievement, The Total IHHL (BPL + APL) constructed during 2005-06 was 63,094 nos. –

The total amount released during 2006-07 was Rs. 2747.69 lakhs from GOI and Rs. 1264.70 lakhs from the State – the corresponding expenditure Rs. 3254.77 lakhs (Central) and Rs. 1269.57 lakhs (State) respectively – in terms of percentage it is 120% and 100% respectively. In 2006-07 twelve Gram Panchayats are being awarded NIRMAL GRAM PURASKAR and for 2007-08 the state has planned for 571 Nirmal Gram Puraskar.

24. TOTAL SANITATION CAMPAIGN: MAHARASHTRA

Rural sanitation has always been on priority for Government of Maharashtra. Till 1997 the rural sanitation policy in the State was confined to the construction of physical infrastructure i.e. toilets and drainage with a large subsidy component. The huge investments made by the Government of Maharashtra under various schemes resulted in rural sanitation coverage to 19% in 2001 from merely 6 % in the year 1991.

The State has been able to scale up the TSC Government of Maharashtra became the first State towards pioneering the implementation of community driven approaches through a unique peoples movement called “Sant Gadge Baba Village Sanitation Campaign”.

The campaign propagated the demand driven approach and educated and motivated rural communities for undertaking overall village development and particularly to prioritize the sanitation agenda in competition mode. As a part of the campaign every year the villages participate in the competition and implement various works that lead to an environmentally clean and sustainable village development. The villages through its’ own resources and voluntary labor undertakes all the works. The villages are then evaluated by independent committees as per criterias and three villages with maximum marks are awarded ‘prizes’ at different administration levels - block, district, region and the State.
Award money is given as a token of appreciation of the community’s collective action for building a positive physical and social environment in the villages. Since its’ inception the program has gained momentum & at the moment is working as a backbone of the success achieved in increasing the sanitation coverage in the State. The award winning villages under Sant Gadge Baba Campaign are recognized as resource centers & Yashwant Grams for motivating other villages for attaining sanitation standards. In the later stage the open defecation free villages aspires for becoming “Nirmal Grams”.

At the village level, the Village Panchayats, Village Water and Sanitation Committees (VWSCs) plan, execute and manage activities of the Total Sanitation Campaign. The State Government constantly mobilizes the support of various international agencies like UNICEF and WSP-SA and also the State level agencies like YASHADA, Pune and identified NGOs as Key Resource Centres (KRCs).

To scale up the Total Sanitation Campaign the GoM conceptualized the ‘Open Defecation Free Village Campaign’ in the State. Under this approach the focus shifted from: (a) households to community as a unit (b) from construction of latrines to elimination of the practice of open defecation (c) from household subsidy to ‘community rewards’ for collective achievement of goals. This concept has now gained rapid popularity in the state. In a short span of 4 years about 3500 Villages Panchayats have achieved the status of ‘Hagandari Mukt Goan’ (Open Defecation Free Village) and many more are in the process.

To accelerate the sanitation movement the department has devised a comprehensive communication strategy for awareness generation and demand creation. The districts have developed
the strategy as per the local needs. The initiatives include mass & inter-personal communication campaigns through news-letters, TV programs, talk shows, hoarding at public places, messages posted on the state transport buses, Swachhata Melaws, Swachhata Yatras, Rath Yatras across the state, posters, pamphlets, audio-visuals and collective oath.

For capacity building large no of training programs for the para-professionals, masons, district & block level functionaries including teachers, anganwadi workers, NSS volunteers Ex-servicemen etc. have been conducted. The training programs focus mainly on role of the facilitators, technological options, IEC strategies etc.

25. **TOTAL SANITATION CAMPAIGN: ARUNACHAL PRADESH**

Kaba is small village in Lohit District of Arunachal Pradesh located at three Km away from Namsai town. The population of the village is 118 of which 63 female and 55 male. The entire population is schedule tribe and belongs to Adi community; out of 40 household of the village 13 are above Poverty Level (APL) and 27 below Poverty Level (BPL). The village is very much scattered. Earlier the people had been collecting water for their domestic needs from the shallow dug wells, which were exposed, to the risks of bacteriological contaminations. Except few APL families no household were having any latrine and all were defecating openly. Besides health hazard, the dignity of the girls and women were seriously in stake. Only primary school of the village was neither having dependable water source nor any sanitation facilities, which was causing serious inconvenience to the small boys and girls.

The trained village level motivators played key role in persuasion to village community. Realising the positive potentiality of reform approach the Gaobura, the elected members of PRI and women community of Kaba village took a lead role to enhance the quality of life in the village availing the benefit of the pilot project and the reform programme.

Combining the subsidy amount of Rs. 500/unit from Govt. the substructure has been constructed with offset pit and plastic pan and trap. Each of the beneficiary household of BPL constructed their superstructure by themselves with locally available materials like bamboo/ timber/ split bamboo with mud plaster. All the latrines are at present in use. The villagers made a radical change in their earlier habit of open defecation.

In school also toilet facilities for both boys and girls are being created. The behavioural change and their change of mindsets helped them achieve better quality of life. Thus,Kaba village where all the households are having hygienic latrines against 5.7% of the state.

Kasu village with population of 120 mostly Buddhists, located in the same block (Namsi), Lohi district, realized from benefits of having individual household sanitary latrines in Kaba village. The villagers came forward and involved themselves in sanitation programme like village of Kaba and attained 100% sanitation along with the school maintaining separate toilets for boys and girls properly.
26. Creating Niche in Sanitation- Tamil Nadu:

Tamil Nadu has shown significant progress in sanitation, not only in implementing the programme successfully but also making value additions in the sanitation programme. This is reflected in the involvement of Self Help Groups (SHGs) in awareness generation and production of sanitary materials. These groups’ activities are integrated with other development programmes. The State has also taken steps to prioritize the School and Anganwadi sanitation programme with proper school based monitoring system. In schools and community sanitary complexes, incinerators have been set up for proper disposal of sanitary napkins and other wastes. Kitchen garden and biogas plant are also promoted in sanitation programme.

In addition, focus has also been on proper disposal of solid waste management in the villages managed by SHGs, which has on one hand made the villages clean and on the other hand provided employment to them. The State has given ample focus on participation of community specially women in IEC and monitoring which has led to overall increase in the coverage of sanitation facilities in the state. The output is well reflected in the fact that in the first year of Nirmal Gram Puraskar itself, there are 12 GPs and 1 block who have been awarded. No doubt, the case of Tamil Nadu presents us a good model for promoting sanitation.

27. A Successful RSM in Sahid Matangini Block, West Bengal

RSM in Sahid Matangini Block was established in 1992. It is run by Tamralipta Guchha Samity, a local NGO, supported by Ramkrishna Mission Lokasiksha Parishad. The RSM is built over one acre land and the expenditure involved in building the office and work sheds was Rs.33 lakh. Four blocks and a part of another block are serviced by the RSM. Sanitary wares are produced by 27 masons employed by the RSM and marketed through 75 motivators associated with it. Water filters are also manufactured and marketed by the RSM and a water quality testing laboratory is located in the premises.

During 1992-93, only 941 household toilets were installed by the RSM. The number peaked at 15,526 during 2003-04. Thereafter the number has come down. Only 3,526 toilets were installed in 2006-07, which may be an indicator of saturation. The RSM has the technical expertise to build toilet linked biogas plants. Last year 12 plants were built.Marketing of water filters was taken up in the year 2005-06. Only 48 of them could be sold in the first year. Last year 237 filters were sold. The number of water samples tested last year was 2,180.

Of late, the RSM has achieved financial sustainability. Last year the total turn over was Rs.55,96,874, against an expenditure of Rs.55,70,821. Thus, the surplus stood at Rs.26,053. However, income and expenditure statements from the year of inception show that there is a net deficit of Rs.14,43,803. Since 2003-04, the RSM has succeeded in avoiding deficits.
28. **Case Study II: Nirmal Dhalhara GP – A Feat, which Remains Incomplete**

Sanitation programme was launched in Dhalhara GP, Sahid Matangini Block, East Medinipur district, West Bengal, in 1990. Hard work and determination of the local administration and the supporting NGO succeeded in mobilising communities and generating awareness on the importance of eradicating open defecation. All households in the GP have toilets and people do use it. Government of India recognised the achievement made by the GP by awarding NGP last year.

However, an interaction with Mr. Sasanka Ray, a 70 year old small time farmer in Astara village, has given a different perspective to the open defecation free status achieved by the GP. Mr. Ray has a large family of 12 members (six men, four women and two children). As the family size is big, he built two toilets in 2004. Both are on-pit latrines with pits having 4ft depth and an equal diameter. All members of the family use toilets and are happy the way TSC is implemented. When he was asked about the problem of pits getting filled up, he casually remarked that it happened last year. Interestingly he removed the excreta and used it as manure in the field without getting it sanitised through composting.

Further enquiries revealed that around 85 per cent of the households in the GP have on-pit latrines. This implies that in those many per cent of households in the GP safe disposal of excreta is not a reality. Reason cited for not promoting double-pit latrine is that on-pit model is positioned at the entry level. Once people are accustomed to using toilets, they would go for upgradation and start using double-pit model. This argument does not hold much water as the programme has been under implementation since 1990.

It appears that the IEC programme has ended up conveying the wrong message that all that matters is using a toilet for defecation and washing hands after that. Safe handling of excreta is not given the importance it deserves. Enquiries with the water testing laboratory revealed that nine per cent of samples tested from Dhalhara GP had bacteriological contamination. So, there is a need to take proactive steps to upgrade the existing toilets and convey the message that safe handling of excreta is as important, if not more important than avoiding open defecation and hand washing.
Tamil Nadu is one of the leading states in the success of TSC and Nirmal Gram Puruskar specially in the role of Women leading this mass movement and initiating innovative sanitation models. Smt. Varalakshmi Vijayakumar the President of the Thirukalukundram Panchayat Union is one such dynamic woman leader of a small remote village of Tamil Nadu who has made a lifelong commitment to make her village and Panchayat Union a role model of Best Sanitation technology and practices in the country.

Recognizing that women are the ones who understand both the problems and the practical solutions for providing safe sanitation in their home and village community, Varalakshmi made the women’s Self Help Group the forefront of the sanitation movement in her village. In order to tap the Panchayat funds for her sanitation mission she contested and won the reserved seat for women as President and decided to transform her dirty village with almost no sanitation facilities to an ‘Open defecation Free’ Clean and Healthy village through the Nirmal Gram Puraskar Awards scheme under TSC. Through door-to-door meetings and intensive and sustained awareness programmes she motivated and mobilized all the women’s groups, village community members, elders, Principals, teachers, youth, Health workers, Anganwadi workers and other Panchayat members to take up the construction of toilets in each and every individual household, schools and Anganwadis. The Panchayat members and the Self help group members meet every month to discuss all development programmes and schemes for the village including pooling and maintenances of funds, skill building of SHG members in financial and administrative management.

Thus within a short period of one year all the 104 households, all schools and Anganwadi in village were provided with toilets. The significant aspect was the huge amount of community contribution, a total of Rs. 49400 through individual contribution and Panchayat and SHG funds that was generated for construction of toilets - Rs. 26400/ for household construction, Rs. 2000/ for schools and Rs. 1000 for Anganwadis, Rs. 20,000 for Mini Power Pump. In addition 10 Solid and liquid waste management initiatives and 3 liquid waste management projects, rain water Harvesting systems in houses, segregation of biodegradable and nonbiodegradable in separate bins in streets have made the village clean and self sustaining in its water and sanitation needs. The village also has a Women’s Sanitary Complex built with a Government grant of Rs. 2,40,000 the operation and maintenance of which is done by the Women’s Self Help group. Special attention is focused on the Health and Hygiene awareness activities in schools and Anganwadis and children spread the messages on sanitation through the 10 commandments of maintaining personal hygiene.

Proudly displaying the Momento Varalakshmi received from the President of India in the NGP awards function held in 2007 in Delhi she says “I dedicate this Nirmal Gram Puraskar to the Women’s self help group members and all the villagers for making my village Clean and Healthy and they together will not only maintain this status but will start several new ventures like Solar Electricity, Bio gaslinked toilets. Women’s enterprises thus becoming a role model for all other villages in India”.

29. **NIRMAL GRAM PURASKAR – WOMAN SARPANCH LEADS THE WAY**: Tamil Nadu
30. **Case Study: EMPOWERED WOMEN**

Women in India are now so much empowered if they desire for something they make it point to achieve it. Here we have a story of one of the village Gaharpur with the population of 2347. It is 27 Kms away from the district Varansi head quarter. Most of the households are engaged in agriculture and daily wage labour. The village has one primary school, and two anganwadi centers. The school has 7 teachers and 2 Shiksha Mitra. Public Health Centre (PHC) is 10 Kms away from the village. Women in this village were not outgoing two-year back, but suddenly with the wind of total sanitation campaign everything changed.

Mrs. Sunita Patel one of the simple housewife from the village not only changed the looks of her own home but also of her village. She is one of the ideal model for the villager especially for women who learned the skills of communication and constructive ideology from Mrs. Sunita Patel, Pradhan of the village.

During the interaction with Mrs. Sunita Patel she stated, “It was very challenging job for me to change the mind set of the people. Initially I had lack of manpower to motivate the villager, but slowly with the help of my husband who is a village motivator we were able to gather people. We motivated the villager by showing them the number of people dieing on railway tracks during the open defecation in early hours of the day especially during wintertime when it is very dark. We still have difficulty in availing health service facility because PHC is 10 Kms away from the village, although we have one private clinic in the village, but during emergency it becomes problematic. I felt very proud when Honorable President of India for NGP awarded my village this year. Government has also provided us all the support. We have three ASHA in our village who worked very hard in promoting sanitation message across the villagers.”

With lots of challenges and opposition from the elderly people to achieve full sanitation coverage, Mrs. Sunita Patel was able to push back all the hurdles and she moved ahead with her dreams, which came true. It took around 6-8 months to reach the end. Pradhan along with the villagers succeeded in achieving open defecation free status and her village awarded Nirmal Gram Purshkar (NGP) award by the Honorable President of India this year. The struggle is still on for the Pradhan because now she dreams to sustain open defecation free status and also making other nearby villages also open defecation free soon.

31. **Case Study: WHEN THERE IS A WILL THERE IS A WAY**

Hasanpur is NGP awarded village. It is 30 Kms away from the district head quarter. The total population of Hasanpur is 2148, most of the household are engaged in agriculture and wage labor. There is one hamlet in the village. The village has one primary school, one upper primary school and two anganwadi centers. The school has 3 teachers and 2 Shiksha Mitra. Public Health Centre (PHC) is 10 Kms away from the village, with one Community health center located at ½ Kms distance from the village.
The road of the success to achieve the open defecation free status was not easy for Mr. Laukush Ravishankar Singh. He had to struggle in convincing the villager. **According to Barkat Singh one of the village motivator** to initiate the programme it was essential to have more number of people involvement, thus some of active members of the village were identified and explained about health and hygiene by the pradhan. Thereafter with the help of village motivator the journey continued.

During one of the panchyat meeting Pradhan placed the issue of open defecation among the women group. Some of the ladies from the village shared their difficulties due to unavailability of sanitation facilities at home. With the involvement of ladies and self-group member, the task of generating awareness in the village became faster. ASHA workers from the village also came in front and started spreading awareness about the link between health and sanitation, especially to the female population. One of ASHA worker Mrs. Usha Kiran stated that:

**“Bachho ko saaf rakhe aur bimari se door rahe”**

**“Jivan rakshak dhol piyo diarrhoea se bache raho”**

Pradhan wrote one poem, which he used to sing during awareness generation during the early morning rounds in the village. Gradually as the drive took shape, it took around 8-9 months to achieve complete sanitation coverage. Mobilizing the community was difficult task for the pradhan, but one’s people are motivated no body can stop them from constructing toilet.

At the end, the Pradhan along with the villagers succeeded in achieving open defecation free status and his village awarded Nirmal Gram Purshkar (NGP) award by the Honorable Psresident of India this year. The struggle is still on for the Pradhan because now he dream to sustain open defecation free status and also making other nearby villages also open defecation free soon.

32. **Case study: Rajasthan integrated fluorosis mitigation programme**

The Rajasthan Integrated Fluorosis Mitigation Programme was launched by the PHED, Government of Rajasthan to address the problem of fluoride in groundwater in Rajasthan in 2004. 12 districts are being covered under RIFMP with UNICEF, PHED and NGOs as partners under the tripartite agreement. The programme is planned in three phases:

- **Phase I (2004-05)** in which 2643 habitations were included where fluoride level > 5mg/l
- **Phase II (2005-07)** in which 5056 habitations are included with fluoride level 1.5-3.0 mg/l
- Phase III (2007-10) in which 15598 habitations are to be included with fluoride level 1.5 - 3.0 mg/l

The RIFMP has the Domestic Defluoridation Units (DDU) as its primary options during phase I. The DDU uses activated alumina (AA) for adsorption of fluorides from the water. Over a period of time the granules of activated alumina gather fluoride salts on their surface and thereby lose the capacity to remove fluoride – referred to as Fluoride Uptake Capacity (FUC). In order to renew the FUC of the activated alumina the material has to be treated with chemicals – a process known as regeneration.

About the habitation
Oda Banjaron ki Basti is in Railmagra block of Rajsamand district. It is a small habitation of the village Oda with about 40 households and a population of 250. Handpump water is the sole source of drinking water in the village and it has a high concentration of fluoride. At the start of the project there was 6.1 ppm of fluoride in the ground water. 16 BPL and 15 APL families of the village have given the DDUs. The NGO-SARITA is working in this village and is carrying out an intensive IEC campaign through its village level motivators.

Rama Bhao Singh is the head of an APL family in Oda. He has bought the DDU for Rs. 280 which covers the cost of the bucket, stand and micro filter. The cost of the 4 kgs of Activated Alumina is borne by the PHED. The total cost of the filter is Rs.600. The DDU occupies pride of place in their modest dwellings and is proudly displayed to us as we enter. They have had the filter for the past month, and say they were motivated to have the DDU when they saw their sister-in-law next door, acquire one. Rama Bhao’s wife Badami is already counting the health benefits to the family. Her two little children have yellow teeth, but she says the children’s teeth appear cleaner since they have been drinking water from the filter. There have been also fewer stomach ailments, and the family has already been reporting a decline in constipation and increase in appetite.

Shikda belongs to a BPL family of Oda. She has had the DDU at her home for the past year. Her DDU is the two container filter which cost about RS. 800. However she has got the DDU free of cost, since the cost of the DDU for BPL families is borne by the PHED. Shikda too claims significant health benefits for the family since they have been using the DDU. The family has been largely free of earlier problems like acidity, constipation, loss of appetite and indigestion. The activated alumina used in the DDU was taken for regeneration a few days back and the family was provided with a spare bag of activated alumina in the interim. On being asked on what motivated her to use the DDU, she said that it was the animator/motivator of the NGO who had told her about the ill effects of having contaminated water. The animator we were told by the representative of the NGO maintained regeneration records for the each household using the DDU. The regeneration centre catering to the village also maintains a regeneration record which is checked with the mobilization register of the village animator. The team was shown the regeneration record which had details like the name of the village with a code no. assigned to it, name of the household, BPL no. date of regeneration.
• The critical role played by a focused, intensive IEC campaign in the impact of any programme. We were shown in Oda the prominent wall paintings on Fluorosis mitigation and the DDU.
• The role of the village level worker in motivating the households to install the DDU was significant. The network of animators, cluster coordinators and project managers of the NGO seemed was effective in Oda.
• The link between the habitations/villages and the regeneration centres through the village level motivator was effective, as was evident from the regeneration records as well as the account of the residents of Oda.
• The role of women as change agents was manifested in our interaction with the households; the women were most vocal about the benefits of the DDU, visibly displaying pride in having the DDU in their households and in case of non-users expressing the desire to have one.
• However the schools in the proximity of Oda did not seem to have fluoride free water for their students. Badami told us that her children did not get safe drinking water in their school. Therefore there is the need to ensure simultaneous benefits of the Fluorosis mitigation programme in both the households as well as schools.

33. CASE STUDY: UPPER PRIMARY SCHOOL-GANGAS

Gangas village is in Railmagra Block of Rajsamand district. It has 174 households and a population of 911. 16 rooftop rainwater harvesting structures have been built in fluoride affected schools of Rajsamand district under the RIFMP. The ground water in Gangas has high levels of fluoride. The Upper Primary School in Gangas is a co-educational school with 150 students. The school has classes upto class eight.

The handpump in the school had high quantities of fluoride (5ppm) and it was decided to build a 60 KL capacity rainwater harvesting structure. This was built by the NGO-Rural Development and Technical Education with support from UNICEF. The school had prominently displayed on its walls and on the walls of the toilet, information on Fluorosis and its mitigation. The headmaster Mr. Devi Shankar Vyas told us that the children were regularly given information on the harmful effects of drinking water with high quantities of fluoride in the school assembly. Fluorosis mitigation is also included in the science syllabus of class eight by the Rajasthan Council for Elementary Education.

The team met the members of the School Development and Management Committee (SDMC) which has PRI representatives, the local Junior Engineer as its members, the headmaster as its president and one of the teachers as the secretary. On being asked as to what had motivated them to have the RWH structure in the school, one of the members of the SDMC pointed to his body affected by skeletal Fluorosis and said that with these kind of problems do we need any reasons and we do not want the children to have similar problems.

Under the RIFMP, schools with a fluoride level higher than 3 ppm have been selected for installing the RWH. The Rajasthan Council for Elementary Education in collaboration with the State Sanitation Mission coordinates the programme, which has two aspects viz. the physical infrastructure and the classroom learning aspect. Under this programme all over Rajasthan 6700 RWH have been constructed.
In the Sarva Shiksha Abhiyan in Rajasthan there is a 20 days training module for teachers. In this training module, three days are allocated for training teachers on hygiene, sanitation and construction.

A School Water Sanitation and Hygiene Education cell has been established with UNICEF support within the Rajasthan Council for Elementary Education

34. **Case Study: Niram Gram Purshkar Women Sarpanch Leads the Way:**

Tamilnadu, one of the leading State in the success of TSC and NGP specially in the role of women leading this mass movement and initiating innovative sanitation models. Smt. Varalaxmi Vijyakumar, the President of Thirukalukundram. Panchayat Union is one such dynamic women leader of small remote village of Tamilnadu who has made a life long commitment to make her village and panchayat union a role model of sanitation technologies and practices in the country. Within a short period of one year all 104 households, all schools and aganwadis in Periakattukam were provided with toilets. In addition 10 solid and liquid waste management initiatives and 3 liquid waste management projects, rain water harvesting system in houses segregation of bio-degradable and non bio-degradable bins in streets have made the village clean and self sustaining in its water and sanitation needs.

35. **Success story: Gram Panchayat Bhutsar:a proud ‘Nirmal Gram, of Gujarat**

“I am very happy that I don’t have to go out into the open for defecation anymore. Even if it is raining, it is not a problem because I have a toilet now in my own house. It’s such a relief!” said Chanchalben, one of the Below Poverty Line beneficiaries of Bhutsar village in Valsad district. The Village Panchayat of Bhutsar has been selected for Nirmal Gram Puraskar award by Government of India. Nirmal Gram means 100% households and institutions, including school or anganwadi, have a functioning toilet. There is cleanliness all around the village. Bhustar also enjoys the unique distinction of being a “Mahila Samras” village, which means it’s an all-woman Panchayat elected unanimously, by virtue of which the village will benefit with a grant of Rs 2.0 lakh from the Government.

Raman Bhai, Head Master of Bhutsar primary school proudly said, “Our school has a separate toilet for boys and girls. Not a single child goes out for open defecation or urination. Also, when the mid day meal is served, they first wash their hands with soap. When enquired about the use of toilet, came the response in one voice from all the children, “we use the toilet and also wash our hands with soap. “It was difficult in the beginning, but later on the Nirmal Gram concept picked up and now I am proud to say that all households, whether APL or BPL, have a toilet” says Deepikaben, a young and vibrant woman “Talati”. Inspired by the initiatives taken by Panchayats like Bhutsar, Government of Gujarat decided to make Gujarat State a “Nirmal Gujarat”.
Kavathe Piran, which was known for being a land of terror with criminals moving around freely in the area, is today not only known for being an absolutely peaceful land but it also strongly believes in total hygiene and sanitation. It is a village in Miraj block of Sangli district in Maharashtra and has the unique feature of having an unopposed all-women gram panchayat. Not just that, it is a land of world class wrestlers. It has also won a state level award of Rs 25 lakhs under the Saint Gadge Baba Village Sanitation Campaign (SGBVSC). The success story of Kavathe Piran rests on Dhyan Chand awardee Marori Mane and Bhimrao Mane who led the village to achieve development through community help.

Initially, the gram panchayat made it compulsory for the public to use individual and community toilets and no open defecation. In fact, a fine of Rs 100 was imposed on those found flouting rules and a reward Rs 20 for those who report about the culprit.

In between, there was confusion over grant of Rs 7000 per household for families that would construct and use toilets. As claims for grant soon started pouring in, sarpanch Bhimrao Mane told the villagers it was shameful that while they splurged on electrical and electronic gadgets, they had no money to spend on constructing toilets, forcing women members to defecate in the open. He made a rule that those having 10 acres of land would have no right to claim any grant. The gram panchayat approached local credit societies to provide loans to those who could not afford a one-time cost of construction.

The stringent rules for open defecation and provisions for access to loans helped the villagers to have individual as well as community toilets. A baseline survey of the village showed the net result: out of 1894 households, 367 were using individual toilets and 70 common toilets under BPL and again, 1385 were using individual toilets and 72 common toilets under APL.

The gram panchayat has undertaken many enterprising activities during the last four years. These activities cost more than Rs 6 crore out of which people contribute about 20 per cent through cash or voluntary work. One such activity has been major a forestation. The total prize money received under the SGBVSC is being used for maintenance of a clean and safe environment in the village.
37. **Case study on use of incinerator for school toilet waste in Tamilnadu**

Both biodegraded and no-biodegradable waste can prove hazardous for health, if proper and complete disposal is not done. Sanitary waste especially the solid, semi-solid waste is more dangerous as it infects rapidly at mass level. In schools especially, disposal of sanitary napkins in girls’ toilets is big problem from the health aspects.

In Tamilnadu, low cost incinerators for waste disposal have already been put to use in many rural schools especially in girls toilets. The cost comes around US$ 27-33 only. Incinerator comprises of primary, secondary chamber and emission control systems with exit doors for ash removal one in each chamber. In each chamber there is a spout in the wall for disposal for soiled napkins and the wire gauze chambers on the other side of the toilet wall is used for the collection of the soiled napkins. These dropped napkins and other waste on weekly basis are disposed by firing from outside box.

The use of incinerator has removed the inhibitions form the girl child and has made them comfortable attending the school during menstrual days. Such technology should be installed in toilets to ensure clean and healthy environment to children especially girl child.

38. **Case Study: The making of a Nirmal menstrual hygiene model village women lead way**

“No more washing, cleaning and missing school every month. I can now use the napkins made by my own village women at just Rs. 2 and what more I get it easily in my own classroom from the vending machine! We even dispose it off in my school incinerator”

Jayanti, Class X student,
NEMILI Village, Kancheepuram District
Tamil Nadu

“We make our own sanitary napkins at such a low cost with simple materials like cotton, cloth from our village in our fully sanitized Sanitary Napkin Production Unit. We have gained respect from not only the women and girls of our village who find them cheap, hygienic and easy to buy and use but even our men! Afterall we also now add money to our family income. How could we do this without the help of our Panchayat and our TVS Group friends.”

SHG group members
Sanitary Napkin Production Unit, Tiruvvidenthai

Prophetic words not spoken by highly educated urban, women but from simple school girls and village women who have proved that through ingenuity, dedication and organization women can best understand their own sanitation needs and lead the way to developing innovative models of addressing them.

These are the achievements of a unique public- private- community partnership between the SSHE programme of the Total Sanitation Campaign undertaken by the Panchayati Raj Members and the State Government, TVS Motors a local Corporate company and the, and the dynamic youth, children, girls, women and village community of Thiruvandidai Panchayat and Nemmeli Village Panchayat of Kancheepuram District of Tamil Nadu.
Background

Thiruvudenthai Panchayat located in Thiruporur Block of Kancheepuram district with a population of 1636 most of whom are dependent on agriculture for their livelihood is as much known for its ancient temple as for it being the Nirmal Gram Puruskar awarded Village-the Open defecation free Clean Village with all its schools and anganwadis and 354 households having toilet and sanitation facilities. The village is self sufficient in its drinking water needs which come from three overhead reservoirs of 30,000 Ltr capacities with 65 public taps.

The most Unique feature of this village is its fully sanitized Sanitary Napkin Production Unit managed by the Womens Self Help Group Members and it being a centre for an innovative Menstrual Health and Hygiene Education Programme with young school going girls and women in several other villages like Neimili. The Womens Self Help Groups also manage Solid Waste Management System with compost shed and an Integrated Women and Children Sanitary Complex.

39. The Making of A Nirmal Gram

These remarkable achievement of becoming a role model in rural sanitation particularly women’s sanitation began when the village community along with the a Doctor couple Dr. Narsimha and Sujatha working with a local private Company TVS Motors realized that their women, young girls were facing the indignity of defaecating in the open, children falling ill frequently with water related illnesses like diarrhoea due to the cesspool of open faeces, waste water and dumped garbage in their village. The Total Sanitation Campaign (TSC) launched by the Government of India provided an opportunity to address these critical sanitation problems and the Panchayat members led by the village community particularly women in partnership with TVS Motors initiated a massive community mobilization and motivation programme in the village to build toilets in all households, schools and anganwadis and adopt good health and hygiene practices. With financial support from TSC for toilet construction financial support for innovative community mobilization strategies like sanitation mapping, womens self help group micro-credit and enterprise formation and technical support for solid and liquid waste management from TVS Electronics, political will and involvement of all Panchayat members under the leadership of women’s Self Groups, youth, students, teachers and of the school and the community the village achieved full sanitation coverage and was awarded the Nirmal Gram Puruskar (Clean Village Award) in 2006.

40. The Making of a Nirmal Menstrual Hygiene Model School and Village- Women lead way

During the implementation of the School Health Hygiene Education Programme of TSC in the village it was observed that while the provision of separate toilets and urinals for girls certainly provided them with a certain privacy and dignity in use of toilet facilities, lack of availability of clean napkins, personal cleanliness during menstruation, and unsafe disposal of sanitary napkins in bins or in open or sometimes in the toilets themselves remained a big problem. The School Principal mentions "Many girls would skip schools for three to four days every month and their interest would also drop in studies. Their academic performance would suffer and some would even drop out".
The traditional method of using cloth and washing it to take care of the menstrual needs of the girls and poor personal health and hygiene during this period also resulted in reproductive tract infections. Sanitary Napkins which were hygienic and affordable were not easily available in these areas. Thus lack of effective mechanism of menstrual hygiene management in schools and community affected the education, health, dignity, self confidence of girls and women.

Therefore instead of being complacent in reaping the fruits of the hard won Nirmal Gram Puruskar, the SSHE programme of TSC was upscaled to initiate an Integrated menstrual Health and Hygiene Education Programme financial and Capacity Building support from both Total Sanitation Campaign and TVS Motors and with the technical support from UNICEF. The trigger was an event organized in the Nemili School of Kancheepuram where in an icebreaker session toilets use was linked to the need for privacy and dignity for girls specially during menstruation and they wondered what safe methods they can use for protection during this difficult period and how can they dispose it without shame.

This set the tem thinking “why not make our very own sanitary napkins in the village in a hygienic way and some way to dispose them off”. This led to the setting up of the Tiruvidenthai Sanitary Napkin Unit as a joint venture Unit with tripartite investments from the Shri Cheema Foundation the Corporate Social Responsibility of a local company- TVS Electronics of Rs. 70,000, the Government of India Rs. 21,000 and Rs. 12,000 from SHG women already formed in the village during TSC implementation. The unit has started in 2007 with a twin objective of providing low cost high quality napkins to the rural women and adolescent girls in their vicinity itself and providing livelihood and income generation opportunities for women. The basic training for the unit was provided by Ms. Nagalakshmi of the Mother Teresa Group, Girumabakkam. Unit set up, managerial and production facilitation is by TVS electronics. The unit has also innovated in producing a variety of models beltless, belt model, maternity special, wings model, and baby diapers all made from simple locally available materials like cotton, cloth etc. The napkins are all produced in a sterilized and hygiene environment with all women wearing uniform, gloves, caps, mask and using clean and sanitized cloth and other raw material.

The cost of the napkin is just Rs. 1.50 to Rs. 2 per pad one tenth of the cost of the napkins available from the market. More importantly the women of the village feel proud to produce, use and market these sanitary napkins in their own and neighbouring villages as one of the mother daughter duo says I started buying the napkins from the group on trial basis after my daughter told me about it .When I started feeling it is very cheap, clean and comfortable I started using it regularly and this way I can chat with the women of the self help group also!”

Saranya, a young girl says, “We had to go to Kovalam (a nearby tourist hamlet ) to buy napkins from the medical shop. There we had to make sure boys were not around before asking for a packet. But bow napkins are available in our own village and that too with our own village women and we feel comfortable.
The napkin is being marketed locally and efforts are underway to market it outside. The enterprise has also diversified into new products like baby pillows, baby beds, hosiery items to cater to the periods when demand for napkins is low. The unit is economically viable and though the profit margin is very low it serves an important social and economic purpose of making the village women self sufficient in their sanitation needs.

To make these napkins easily available in schools and enhance their usage an innovative concept of vending machines were developed by UNICEF and TVS motors and these were set up in secondary and higher secondary schools wherein girls can purchase napkins by dropping a two rupee coin an automatic vending machine as easy as they purchase a toffee or a snack!

Mohana, Class IX student from Nemili confidently says “Now I don’t have to run away home whenever my monthly periods start or feel uncomfortable or scared when they are about to come. I know our class vending machine can give me a ready made napkin whenever I like!”

The next challenge was to safely dispose off the napkin. For this cost effective user friendly, simple manually operated technology of incinerators was developed and installed for composite waste disposal of sanitary waste in schools and women’s sanitary complexes. Set up at the cost of Rs 1200 to 1500/- the incinerator is made by local masons and consists of two chambers an emission control system along with a door for firing and removal of ash and is made from locally available material like country bricks, cement, sand, weld wire mesh etc. The use of incinerators has removed inhibitions among girls attending schools during menstruation and there is no blockage of toilets or disposal in open or mixed with garbage.

The disposal of napkins that came along with garbage in the village is also managed by the Solid waste Management Team. An incinerator with top loading concept has been constructed outside the compost shed and three of them are also napkin producers so they feel that “sustaining their venture means that if napkins are to be produced and sold in the village it should be thrown about. If that happens this being a temple village we will be pushed out of business” Makes perfect business sense!

Apart from the hardware component, a comprehensive Menstrual Health Hygiene Education programme is also being undertaken in not only the schools of this village but several other villages of Tamil Nadu. This includes awareness and counseling on personal health and hygiene during menstruation, myths regarding this so called woman’s problem!, reproductive health, HIV/AIDS etc. Regular health and hygiene womens camps are held in schools and community in coordination with the Doctors and ANMs from the health department and even private hospital like Apollo. UNICEF along with the foundation launched a national level training programme for teachers, women’s groups, NGOs, Government officials on Menstrual Health Management with a focus on education and awareness on problems of menstrual problems and use of hygienic methods of protection like napkins and their safe disposal.
The journey of this unique women led Clean Village Campaign and Model of women’s sanitation has not been without challenges. As the Women’s self help member says “It was very difficult to convince women to shift from traditional clothes to using these napkins. They doubted it advantage, the cost. But through our clean production and persistence specially through the menstrual health awareness programmes in schools and colleges we convinced them to use them” Dr. Narsimha explains that finding donors and developing cost-effective technology was a constant struggle while Sujatha found it difficult for the women and young girls to openly express their special sanitation needs. Building convergence with Capacity building programmes of UNICEF, TSC, Health and Education Departments and pooling funds from the Panchayat and private donors they were able to achieve success. They give maximum credit the children and youth of the schools who became the change agents for up scaling the SSHE programme to other villages and many other districts of Tamil Nadu.

In just a year this innovative and successful women’s enterprise on women’s sanitation needs and integrated menstrual health hygiene Education programme has not only transformed this small temple village of Tiruvidenthai into a women led and women based Total sanitation Village “Nirmaal Gram” but also become a role model for many other villages across several states in India to upscale SSHE programme through public private partnership in order to actively address women’s sanitation needs which have been so far neglected.

As Amrita, a young college girl who has been at the forefront of the programme since her school days sums up “My dream is to become doctor and to take care of the health of my village women. These simple sanitary napkins made my the self help group women has made me feel confident and helped many girls in my village to continue with their studies without being shy. I wish that all girls in India are able to use these napkins and feel confident both socially and economically.”

41. TOTAL SANITATION CAMPAIGN : BIHAR

In a marked improvement from last year, 51 panchayats and one block from Bihar applied for the Nirmal Gram award this year. Among them, about 37 have been finally selected for the award. This year an entire block of Vaishali district – Desri – has been fully sanitized and is on its way to win the Nirmal Block award.

A Herculean effort was required to make this possible. The Bihar government, NGOs, UNICEF and other supporting bodies worked tirelessly to make gram panchayats fully sanitized. During 2005-2006, 320008 families, including 43769 APL families got toilets constructed.

The total toilet coverage in Bihar in 2001 was 14 percent which increased to 23 percent in 2006. in Bihar, approximately 80 percent population (12 million families) defecates in open as they do not have a toilet at home. Sixty percent of the 53,275 schools have toilet facilities now in Bihar.

Honorable chief minister Nitish Kumar gave voice to his vision of a ‘Nirmal Bihar’ when he flagged off mass awareness sanitation campaign in Bihar on January 10th in
Patna. This was the first time that an effort of this magnitude was made in the field of sanitation to deliver services at the doorstep of villagers. Six lakhs families registered their demand for toilets during the campaign.

The awareness campaign was carried out in all blocks of 38 districts of Bihar for five days. The campaign informed people about the benefits of sanitation and the range of toilet options available. During the campaign, field personnel visited villages and told people about the importance of sanitation and how it can be achieved. Mobile vans with crowns and posters carrying important messages on sanitation and playing informative songs did the rounds of villages. Health workers reached out to villages with the twin objectives of raising awareness as well as recording demand of toilets. The campaign became such a hit that villagers mobbed the sanitation vehicles wherever they went. In some villages, there was cent percent demand for toilets.

Due to the traditional Purdhah custom and their own shame poor women were hesitant in venturing out in search of a place to relieve them during daytime. During dusk most women especially young girls, pregnant women become vulnerable to sexual harassment.

Due to TSC women and other are able to use safe sanitation facilitated in the vicinity of their own homes. A lot of time which could have been utilized for a productive work was wasted going out to the fields and coming back previously.

A vegetable seller, Meena Devi of Gajipur village in Vaishali is happy and relieved that now a lot of time is saved because of her new toilet. Besides, her two daughter-in –laws also have a much easier life just because of this simple addition to their life. They say that dignity has been restored to them.

A women based community organization (Mahila Samkhya) is also making a significant contribution to the total sanitation campaign. They have mobilizes who motivate people through songs and other means to adopt good sanitary practices. The group also has a special team of female masons who help in construction activities. The Mahila Samakhya members adopted ingenuous means like lota snatching (every time a villager was spotted venturing out with the ubiquitous lota), Flashing torches when someone would sit down to ease himself or herself, and whistle blowing.

Another important aspect of the Total Sanitation Campaign is the use of children as agents of change. School children are thought to follow sanitation and hygiene in their lives. These children take the messages home to their family.

42. TOTAL SANITATION CAMPAIGN : ASSAM

Assam, a north eastern state of India, is well known for its rich cultural heritage as well as natural biodiversity. In Assam, maintenance of cleanliness and personal hygiene is an age-old practice and Total Environmental Sanitation is also a part and parcel of rural lifestyle of some of the communities. In rural areas, open defecation is not a normal practice. However, a major section of the community uses a “Kutchha Latrine” for defecation which is constructed by digging an earthen pit and fitting an arrangement into the pit to be used for defecation with a temporary superstructure above it. This “Kutchha Latrine” proposed to be converted into sanitary latrines.
Some of the major challenges in sanitation sector, identified in Assam are as follows:

- Conversion of the “Kutchha Latrines” into Sanitary Latrine.
- To increase the coverage of different sanitation facilities in rural areas.
- To change the mindset of rural population and to encourage wide use of sanitation facilities and proper hygienic behaviour among all communities.
- To apprise the rural population about the desired benefits from proper sanitation facilities like, prevention of water & sanitation related diseases and loss of working mandays and ensuring secured sanitation facilities especially for the privacy for the womenfolk etc.

Till date, TSC projects are sanctioned in 22 districts of Assam. For implementation of TSC in the district, there is an autonomous Governing Body named as “District Water and Sanitation Mission (DWSM)” under the chairpersonship of the President, Zila Parishad. Another committee named as “District Water and Sanitation Committee (DWSC)” under the chairpersonship of the Chief Executive Officer, Zila Parishad, is the implementing authority of TSC Programme in the districts. Being the line department in the field of Water Supply and Sanitation, the Public Health Engineering Department (PHED), Assam, is also involved as nodal department in implementing TSC.

To monitor all TSC projects being implemented in different districts of Assam, there is a State level Water and Sanitation Mission, named as “Rajiv Gandhi Rural Water and Sanitation Mission (RGRWSM)” and the Communication and Sanitation Cell of PHED, Assam, headed by the Chief Engineers, Sanitation, Assam, looks after the works of RGRWSM.

The people oriented Total Sanitation Campaign emphasized more on IEC, HRD, capacity development activities to increase awareness among rural people and generation of demand for sanitation facilities. Focus is also on the School Sanitation and Hygiene Education in all rural schools and anganwadi centers. The IEC module in Assam has been framed based on site-specific applicability for different districts and also keeping an eye on different identified challenges. Accordingly, at present, different approaches are widely being undertaken for dissemination of clear messages on sanitation and health to the rural population, like, home visit by motivators, Group meetings for awareness generation, sensitization of PRI bodies on TSC, Street Drama and other folk media, distribution of Leaflets, posters and erection of hoardings etc.

TSC Programme being implemented in Assam has proved to be very effective in converting the “Kutchha Latrines” into Sanitary Latrines and also to increase the coverage of different sanitation facilities so as to ensure Total Environmental Sanitation in rural areas. While implementing the TSC Programme in different districts of Assam, it has been emphasized more on adoption of low cost options for individual household latrine. Considering different geographical terrains in the state, following models are being adopted by different districts:
- **Latrines in hard soil formation**: In such types of latrines, a Squatting Plate fixed with Pan and Trap is placed directly over an unlined pit and the superstructure is built with locally available suitable materials.

- **Latrines in loose soil formation**: In such types of latrines, a Squatting Plate fixed with Pan and Trap is placed directly over a pit, which is provided with adequate lining with suitable local material to prevent caving of earth and the superstructure is built with locally available materials.

- **Latrines in flood prone / waterlogged areas**: To construct such types of latrines, first the site is raised to a considerable height and then a Squatting Plate fixed with Pan and Trap is placed directly over a pit, provided with adequate lining with suitable local material to prevent caving of earth and the superstructure is built with locally available materials.

In 2006, only one Gram Panchayat, named as Dariduri under Balijana development Block of Goalpara district was selected for Nirmal Gram Puraskar. This year, 3 Gram Panchayats, namely, Bardamal & Mornoi under Balijana and Matia development Block respectively from Goalpara district and Kamarbondha under Goalghat East development Block from Golaghat district, are selected for Nirmal Gram Puraskar. However many GPs in different districts are in the verge of completion and it is expected that next year onward, the No.s of GPs achieving Nirmal Gram Puraskar will be many more.

**Lessons learnt:**

The overall lessons learnt so far while implementing TSC in different districts of Assam are summarized as follows and these lessons will definitely be helpful to pave the way for successful implementation of TSC in different rural perspectives among different communities and locations.

- Local specific low cost model is more easily acceptable.
- Easy availability of hard wares at the doorstep of villages becomes fruitful.
- Womenfolk may be a driving force to ensure people participation to bring about significant changes in the society.
- Acceptance among tribal community is more spontaneous.
- Role of site / community specific IEC module is tremendous.
- The effective co-ordination amongst field level functionaries of Nodal Department, PRI Members and NGOs is a must for successful implementation.

**43. TOTAL SANITATION CAMPAIGN : TRIPURA**

TSC was launched in Tripura in 2001-2002 to ensure reduction in mortality and other disease. TSC in Tripura started functioning with a goal of achieving 100 percent sanitation coverage of habitations, Schools, Anganwadi centre all over the state for improving the quality of life for rural people. The concept of sanitation in Tripura includes not only disposal of human excreta by construction of latrines but also liquid and solid waste disposal, personal hygiene, domestic as well as environmental hygiene.

A base line survey was conducted in the year 2003 to identify the BPL & APL families having no scientific toilets and to verify the health & hygiene condition of the
people of the state. Other institutions like Anganwadi centers, Balwadi centers, Primary Health Centres, Schools having no toilets were also identified through the base line survey. The survey also revealed that awareness regarding health and hygiene in the Districts was also very meager.

Out of the total targeted 361409 Nos. BPL families as per earlier sanctioned projects, all families are already covered and out of 107511 Nos. APL families, 101500 No. APL families are already covered. Out of 3643 Nos. schools targeted, 3541 Nos. schools are covered. Out of 2950 No. Balwadi centers targeted, 3782 Nos. are completed, which is slightly more than the target.

Special attempts have been made to aware masses through IEC activities at schools, community places, ICDS centers. IEC activities like distribution of booklets, leaflets, calendars, posters, banners, signboards in the prominent places, street play, drama, cleanliness and use of pucca toilets – and the HRD activities, like training of masons in the design of squatting plates etc. were taken up. Audiocassettes and video CDs on TSC in Bengali and Kakborak were distributed in the Panchayats. Competitions on various aspects like song, debate, sit and draw, drama etc on TSC among the school students were also organized. Door to door publicity by the block level workers, SHG motivator’s members of NGOs, social workers and others were given special emphasis.

The uniqueness about the strategy adopted under this programme was to make the programme community led and “People centered” along with involvement of PRIS. Government officials, Grass root Level workers and educational institutions etc. During the campaign on sanitation, others related issues like health, hygiene, woman empowerment etc were also carried out. Social mobilization ensured participation of all the families into the campaign.

During 2004-05, one GP of Tripura figured in the list of 38 Nos. NGP awardees. In 2005-06, Tripura received 36 Nos. NGP awards at GP level and during 2006-07, this number have further gone up to 45.

44. TOTAL SANITATION CAMPAIGN IN MIZORAM

Mizoram is a rugged and entirely hilly State situated at the North-East corner of the Union of India. The Mizos traditionally lived in small villages situated on high hillocks in the ancient days. Each village functioned as an independent sovereign unit having its own Chief and his council of ministers. The Chief exerted total authority over his subjects and his word was law within the village. The Mizos, in those olden days practiced open defecation. Though there was no written law, it was forbidden to defecate nearby the water sources, which was proof of the high sense of hygiene and sanitation maintained by the Mizo people even in the olden days.

The arrival of the Christian Missionaries was responsible for changing the way of living of the people to a great extent. The spread of education was one of the beneficial results and the present high percentage of literacy can be attributed to this. Through the Britishers, the Mizos were introduced to the ‘Dry Pit Latrine’ system for disposal of excreta. This system became the most popular mode of excreta disposal for the Mizo people for many years and is still practiced even in the present day. The Dry Pit Latrine system was basically seen as a means of privacy and people were not aware of the need for using it for prevention of transmission of various diseases.
As of now, Mizoram is not having Panchayat System in the villages. Each and every village has its own Village Council, headed by Village Council President (VCP). Village Water and Sanitation Committee (VWSM), comprising of Village council Members, representatives from NGO’s etc. have been formed with the guidance of Public Health Engineering Department to look after Water Supply and Sanitation matters.

In Mizoram, the Public Health Engineering Department started implementing the Total Sanitation Campaign (TSC) in the year 2002. Since most of the households were already practicing Dry Pit Latrine, the main aim of the campaign was to make the people adopt the sanitized ‘Pour Flush Latrine System’, in order to minimize the risk of transmission of excreta-related disease. Various trainings and seminars have been successfully organized to create awareness among the masses about the importance of hygiene and sanitation.

The Department used different methods for awareness campaign by making hoarding boards and wall paintings etc. The programme has had a highly positive impact, especially in the rural areas, and many households in the covered areas are now using Septic Tanks and Pour Flush Latrines.

Women Sanitary Complexes and Community Sanitary Complexes have been constructed along with sanitary toilets for Schools and Anganwadis. Pour Flush Latrines have been constructed for Below Poverty Line (BPL) families. The people have come to know about the effectiveness of the Pour Flush Latrines constructed by the Department after having such facilities. AT present, more than 70% achievement has been made in respect of Lunglei, Lawngtlai, Serchhip and Mamit Districts. It is learnt that all the beneficiaries have gratefully accepted these facilities and are using them with great enthusiasm.

This year three villages, viz. Baktawng, Ngentiang and Rawpui were awarded NGP. It is hoped that the implementation of the Total Sanitation Campaign will have far reaching impact in overall improvement of the people’s health and result in better economic and social living environment for the citizens of Mizoram. The tremendous success rate achieved till today has been highly encouraging and Public Health Engineering Department, Mizoram, is gearing up to meet the numerous challenges likely to be faces for total coverage of the whole of Mizoram. With continued efforts, Mizoram being small and compact is surely on its way to be declared a ‘Fully Sanitized State’ in the near future, so as to become a role model for other State of India.

45. TOTAL SANITATION CAMPAIGN : GUJARAT

Mahatma Gandhi preached and practiced sanitation as a way of life and desired that other follow it. Total sanitation and hygiene was one of the themes of Mahatma during the freedom struggle of India. He also led a movement to free the manual scavengers from job of cleaning bucket type latrines by introducing better sanitation options.

The State Government since independence has undertaken programs for overall cleanliness and elimination of open defecation in both rural and urban areas. A state wide sanitation programme was being implemented in the State since 1982 with regular budgetary support. Till recently, this program was implemented through a network of local NGOs led by a State-level nodal agency. There was an element of high subsidy up to 80% for every toilet units constructed under this program. Simultaneously, Govt. of India also assisted this program under the Central Rural Sanitation Programme (CRSP) in the early nineties.

Govt. of India in 1999-2000 freshly launched the national Total Sanitation Campaign (TSC) in 3 pilot Districts in the State with new guidelines for implementation, giving major emphasis
to awareness building and demand generation through Information Education Campaigns, and local capacity building for community action.

The State Government thereafter evaluated the programme in 2003-04 and realized that the financial subsidy did not help in increasing effective coverage and it was also not possible to provide for the large number of families to be covered (as per Census 2001 only 21-22% used sanitary toilets). Therefore, the rural sanitation program was re-launched in all 25 Districts of the State as per the fresh national guidelines, which emphasized on demand generation through IEC and low subsidy for the PBL families.

The State Government started implementing the TSC project with due emphasis on IEC from the year 2004-05 by developing systematic project proposals for each of 25 districts with approved budget support from the Govt. of India and the State Government. As a result, project funds were released to the districts by the end of financial year 2005-06. Meanwhile, the State Government prepared its own implementation manual and communication strategy for implementation of the project. Critical tasks of conducting district-wise Knowledge Attitude Practices (KAP) studies was done and District Communication Plans were prepared.

This was made possible by the crucial step of establishing a State level Communication and capacity Development Unit (CCDU) under Department of rural Development of State Government.

The State CCDU continues to get technical support and facilitation from the Gujarat State Office of Unicef under the ongoing Child Environment Program (CEP) in the State.

- As part of CCDU activities workshops of State and District level implementing agencies and stakeholders were organized. Representatives from all stakeholders Government Departments like health, Panchayat, rural development, water supply, education, NDDB. NGOs, information and broadcasting, participated in the workshop.
- A three-tiered event including inter-state learning conference, district Stake holder’s workshop and an exhibition on sanitation. The PRI functionaries from Gujarat were specially brought in groups from various districts to the exhibition for advocacy and their capacity building.
- The workshops and trainings on IEC and the process of implementation were organized for State and District level implementers and facilitating NGO representatives at MS University and Vivekananda training institute, Vadodara. More than 400 trainers were trained as Trainer for district and sub-district trainings. About 3-4 representatives from each village were trained. More than 60,000 trainees participated in the above trainings.
- UNICEF supported trainings of Training of Trainer (ToT) on hygiene education in schools and Anganwadis. Representatives from DRDAs, BRC and CRC were trained as trainers, who trained Anganwadis and mid-day meal workers. UNICEF provided Kits for training school sanitation & Hygiene education. The hygienic education at school level is introduced through regular curriculum from 4th to 7th standard in primary schools.
- The physical implementation of TSC was formally launched on 2nd October, 2005 (Mahatma Gandhi Jayanti) in the State. As the project was scaled up for implementation in all districts, it was obvious that there would be need of large
quantity of sanitary pans and accessories for toilet construction. Therefore, a workshop of the manufacturers and implementers was held in October 2005 wherein more than 100 representatives of manufacturers participated.

All 16,800 primary schools without sanitation facilities at the time of project formation have been covered. Simultaneously, 15,412 Anganwadis operating in Government premises have also been covered under the project. More than 1,100 community sanitation blocks at public places such as pilgrimage centers, weekly markets and in the Gram Panchayats are constructed by involving Civil Societies, Charitable trusts and Govt. organizations to ensure sustainable O&M.

There was only one National Nirmal Gram Puraskar winner Gram Panchayat in the year 2005-05 and four in 2005-06. 1640 Gram Panchayats have applied for award during current year (Year 2006-07). This shows the scale of awareness generated in community for need of sanitation by the collective efforts of all.

The TSC implementation and results of total cleanliness in the rural areas encouraged State Government to declare the year 2007 as Nirmal Gujarat. The State Government has also provided additional budgetary support for rural sanitation and cleanliness programme during Nirmal Gujarat year. The Nirmal Gujarat programme of State Government has provided boost to the TSC by exercising it for one-year earlier completion of the TSC project in the State. Estimated coverage of rural sanitation in Gujarat has improved from 22 % (census 2001) to 56 % indicating annual logarithmic increase from 1% to 15%.

46. TOTAL SANITATION CAMPAIGN : UTTAR PRADESH

In the year 1999 Total Sanitation Campaign (TSC) programme was introduced in 4 districts of Uttar Pradesh and by 2004 it was extended to all the 70 districts of the state. As per census 2001, rural sanitation coverage in U.P. was only 19.23 per cent, which also includes some unsanitary toilets. Baseline survey conducted in 2003 under TSC shows that the state’s rural sanitation coverage was only 17 per cent. Current coverage status is 40 per cent and state is targeting for Open Defecation Free (ODF) state by the end of 11th Five Year Plan (March 2012).

Since its inception, TSC projects have been scaled up and till now about 5.05 million families have adopted individual household latrines of which about 2.23 millions are from APL category. To make the State ODF it has been planned to construct about 3.0 million individual toilet units annually at a growth rate of about 12 per cent per annum.

In all there are 1.13 lakh Primary, Upper Primary and Higher Secondary schools in the State. Of which 1.04 lakh schools have atleast one toilet unit up to March 2007. At present about 9000 schools are still uncovered with sanitary facilities.
As per guidelines of GoI, all co-ed school must have separate sanitary toilet units for boys and girls. Keeping this in mind the state has planned to provide extension urinal units in approximately 68,000 school toilets constructed under SSA / DPEP because they are without urinal facilities.

Schools are being treated as main focal point for behaviour change communication. Keeping this in mind special emphasis is being given to make school toilet units more attractive and eye catching. All school toilets were provided with Forcelift Hand Pump, Over Head Water Storage Tank and running water supply in toilets and urinals. Replicating models have been constructed in all the districts for scaling up SSHE through out the state including hygiene education.

In the state Anganwadi Sanitation component was introduced in the year 2005 - 2006. Replicable models for Anganwadi Toilet unit have already been constructed in almost all the districts. State has planned to provide all Anganwadi Centre operating from Government building with a Baby Friendly Toilet (BFT) unit by the year 2008-2009.

IEC in State is mainly focussed on demand generation for toilets and behavioural change especially concentrating on Hand washing at critical times, safe disposal for child excreta and use of toilets. District Specific Communication Plans are already in place. A comprehensive operational guideline from state level has been issued which includes IEC strategy, HRD Activity, Funding patterns for hardware, activities under SSHE and Anganwadi Sanitation, Role of RSMs and different technical options for IHHL, School Toilets, Incinerator, Community Complex, etc. State has developed and effectively using Hygiene Education kit which is having games and tools like Snake n Ladder, Ludo, Pocket Charts, Flash Cards, Flip Books, etc.

Demand generation for toilet in the State is totally based on Behavioural Change Communication (BCC). In BCC State is not only creating awareness about water borne diseases, technological options of toilet but also creating a supporting environment through trained masons at GP level and strengthening the supply chain. IEC activities are mainly operationized at State, District and GP level.

Even though manual scavenging is a punishable offence but it is still very common in rural as well as urban areas of the state especially in the western part. State has made sincere efforts to abolish this inhumane practice. With effective IPC, the scenario changed very fast and people adopted water seal pour flush latrines in almost all the GPs. Of the 2095 Gram Panchayats having practice of manual scavenging more than 15 percent

47. TOTAL SANITATION CAMPAIGN : UTTARAKHAND

With a geographical area 53,485 sq. km spread across 13 districts Uttarakhand is unique in its topography and large rural population 75% of total population. The TSC programme in Uttarakhand involves changing traditional mindset of rural communities for construction and usage of latrines. Intensive IEC activities through interpersonal communication and awareness campaigns were used for motivating
people to adopt hygienic practices. Due to peculiar geography and poor economical condition of rural masses, promotion of sanitation services in the rural areas of Uttarakhand is quite tough. Still continuous efforts are being made for the promotion and implementation of this campaign and some positive outcomes have been achieved.

**Sector program Institutional system**

The State Government is following uniform policy and procedure under Sector Wide Approach (SWAp) in the implementation of water and sanitation programs throughout the state. The institutional setup includes State Water and Sanitation Mission, Project Management Unit, Uttarakhand Jal Nigam and Uttarakhand Jal Sansthan headquarters at the state level, District Water And Sanitation Mission, District Water and Sanitation Committees, District Project Management Units and district level Uttarakhand Jal Nigam and Uttarakhand Jal Sansthan at the district level and Gram Panchayats, User Water Supply and Sanitation Committees and Multi Village Scheme Level Committees at the village level. In the Sector program, the facilitating agency for all new Single village schemes will be PMU and its district units (DPMUs), the facilitating agency for larger MVS will be Uttarakhand Jal Nigam and for those requiring reorganization the facilitating agency will be Uttarakhand Jal Sansthan.

Similarly in case of devolution of existing SVS currently under Operation and maintenance of UJS and UJN to the PRIs, the responsibility will lie on Jal Nigam and Jal Sansthan respectively. According to this setup the three sector institutions i.e. Uttarakhand Jal Sansthan, Uttarakhand Jal Nigam and Project Management Unit (Swajal Project) will be the implementing agencies responsible for simultaneous implementation of rural water supply schemes as well TSC in the assigned sector program villages. Coordination with other departments like Education Deptt, Watershed Deptt. And Health Dept. is also being done to give synergistic impetus to total sanitation campaign in the state and also to avoid duplicity in the work.

**Communication and Capacity Development**

The CCDU, established during 2005-06, has been involved in enhancing community participation and demand creation through development of strategies with effective combination of mass and personnel communication for different groups. For the promotion of Swajaldhara, TSC and Sector Program in the state various capacity building and IEC activities for all stakeholders at village, block, district and state level are organized regularly. These include orientation workshops, demonstration workshops, training programs, cross visits, exposure visits, training of trainers, observation study tours, awareness Camps, IEC Stalls at local Fairs, Audio/Video Shows, Street Plays, Folk-Media exhibitions/stalls, designing of Slogans in local dialect for wider and effective impact at village level. Institutional wall writing/wall painting and putting up hoardings/banners at village, block and district level. Promotion of the program is also being done through broadcast of radio jingles, talk shows and interviews on radio as well as television. Along with this dovetailing with other governmental programs like National Rural Health Mission, Integrated Child development Project (ICDS), Primary Health Centers (PHC) and Education for All project implemented by State Education Department for joint action on training and communication activities is being carried out. For motivating the village communities for construction of toilets, cluster approach has also been adopted.
Two Lead Training Institutes (LTIs), four regional training institutes (RTIs) - two for social and management trainings and two for engineering trainings and several LTOs for providing capacity building trainings to different stakeholders at district level have been identified.

It has been observed that for motivating the village community towards adoption of sanitation services, cross visits, interpersonal communications and demonstration workshops have greatest impact. Hence efforts are being made on these lines by planning some cross visits of public representatives to other states in near future, carrying out intensive interpersonal communications and demonstration workshops at the grassroots level.

**Special efforts done for ensuring progress of Total Sanitation Campaign -**

The Project Management Unit embarked upon widespread IEC activity in the state through series of community workshop at district, block and village level. The participants were shown video films on sanitation aspects and were requested to express their viewpoint about the campaign. This was followed by additional information about the technical, institutional and financial matters. The people were made aware of the benefits to be accrued by adopting better sanitation practices. They were also exhorted to make their villages open defecation free in the interest of their new generation. The cross visits, local demonstrations and frequent supervision and interaction was insured in the campaign villages.

**Physical progress**

Despite of tough terrains and poor economical condition of the rural population in the state considerable progress has been made in the field of sanitation coverage in the state. Till date (31st March 2007) construction of 1,58,822 Individual Household Latrines, 685 School latrines, 101 Anganwadi latrines, 31 Women Sanitary Complexes, and establishment of 23 RSM/PCs have been done. For generating demand among rural community for sanitation services, Community Led Total Sanitation (CLTS) approach is also being promoted and followed in the state.

**Financial progress**

Regarding financial progress, the financial requirement of the state for implementation of TSC in the state (as per the revised PIP) is Rs. Rs.9948.31 lakh. The fund allocated for the state (according to original PIP) is Rs.5233.94 (out of which GoI share is Rs.3438.39, GoUA share is Rs.1196.78 and beneficiary share is Rs.598.77). A total amount of Rs. 1275.26 lakhs has been released till 31st March 2007 (which GoI share is Rs.957.31 while GoUA share is Rs.317.95) while the release of next installments of other districts is awaited.

**Open defecation free status and Nirmal Gram Puruskar**

Continuous efforts are being made by adopting various community development and mobilization methods for making more and more villages open defecation free. For the year 2005-06, out of 36 proposals sent to the GOI, 13 GPs in the state received the NGP award after attaining open defecation free status. For the year 2006-07, 185 GPs were proposed for NGP out of which 84 have qualified for the NGP award. For
giving pace to T.S.C in the state, along with GoI's Nirmal Gram Puruskar, the state government also plans to introduce in the sector program, awards to habitations and GPs at Block, District and state level for achieving Open Defecation Free (ODF) status.

Conclusion

The progress of TSC in the State has been quite encouraging with an increase in NGP awardees from 13 last year to 84 this year. Despite of tough terrains and weak economical condition of the rural masses in the state, continuous efforts at the village, block, district and state level have shown some positive results in the form of increased physical and financial progress and increased number of open defecation free status villages. Keeping in view the current increase in demand for sanitation services, it is anticipated that the state will achieve full sanitation coverage in near future.

48. TOTAL SANITATION CAMPAIGN: ORISSA

The state government organized a state level award “Agarani Parimal Gram Award” ceremony (pioneer sanitation village award) on the lines of “Nirmal Gram Pursakar” on 2nd Octo 2005, on the occasion of the birth anniversary of Mahatama Gandhi, to drive public awareness about sanitation. On the occasion Honorable Chief Minister of Orissa, Sri Naveen Patnaik awarded 16 villages which has become free from open defecation while nine schools were presented with this award for school sanitation and hygiene education programme. Three model districts water sanitation mission (DWSM) were also awarded for accelerating sanitation coverage in rural areas through community participation. Besides nine PRI members (3 Zilla Parisad members, 1 Panchyat Samiti member and 5 Sarpanchs) were awarded on the occasion of their contribution and involvement in the campaign.

As part of this drive hundreds of people in different parts of state were administered oaths by their respective three tire Panchyat body heads to ensure hygiene condition in their respective areas. This was in response to the letter sent by the Honorable Chief Minister Sri Naveen Patnaik to all elected heads of the Panchyat bodies including Gram Panchyat, Panchyat Samiti and Zilla Parisads. Honorable CM has requested them to organize mass ceremonies where people could take oath to keep their villages clean and take active part in making Orissa an Open Defecation Free State. The intention behind the award is to create a sense of competitiveness among the villagers to keep the environment clean.

System of Selecting Awardees:

A state level committee was set up to select villages/ institution/ individuals for different category of awards who have contributed for successful implementation of Total sanitation Campaign in their respective areas. The nominations received from various districts were tabulated and placed before the committee and after the deliberation based on various indicators the committee selected the awardees in various categories.

The cash award for 10 villages form the district where TSC project have been approved during the year 2004-05 was Rs. 20,000/- and Rs. 10,000/- for 5 villages belong to district where TSC project have been sanctioned earlier. Other category of awardees received certificate from honorable CM of Orissa.

49. Nirmal Gram Puraskar success story: Nagapattinam district
Name of the NGP awardee village: Anthangudi Panchayat
Background information:

- Location of the village: 8 kms from Block HQ, 16 kms from District HQ, 0 km from PHC
- Population, number of households, APL/BPL numbers, caste structure

<table>
<thead>
<tr>
<th>No. of Household</th>
<th>Population</th>
<th>BPL Household</th>
<th>APL Household</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>With Toilet</td>
<td>Without Toilet</td>
</tr>
<tr>
<td>590</td>
<td>2318</td>
<td>163</td>
<td>--</td>
</tr>
</tbody>
</table>

- Educational status, average literacy levels of men and women
  - Male – 75%
  - Female – 60%
- Main occupation of the people: Agriculture, daily wage labourers
- Main challenges faced by the village specially health, water and sanitation related:
  - The Panchayat had more than half the households without toilets before the TSC started which was a challenge in itself. The households cited space constraint as one of the primary reasons for not constructing a toilet in their houses.

How did the village achieve Nirmal Gram status

The strategy adopted by the village was to disseminate messages on sanitation through the local media and the radio. Pamphlets were printed and distributed to all the households and appeals to achieve cent percent sanitation were placed in the local newspaper. The Panchayat also observed ‘Sanitation Week’ three times in a year which helped in reinforcing the messages on sanitation among the community members.

Women and men cleaning the streets of the Panchayat

The highlight of the campaign has been the radio interview of the Panchayat President Mrs. S. Davamani. She was interviewed by the Trichy AIR on her Panchayat’s successful campaign on sanitation and was broadcasted twice on AIR in 2005. Moreover the Panchayat contributed programs on the Karaikal FM station about their efforts in achieving complete
sanitation which instilled a sense of responsibility among the community members and motivated them to achieve their goal.

The village has around 8 temples and a slogan linking temples and sanitation enabled to send across the message on sanitation. The slogan goes like this: “Don’t live in villages where there are no temples; Don’t live in houses where there are no toilets”. The community undertook the cleaning of the local ponds which were full of water hyacinth and are maintaining the cleanliness of the ponds.

Moreover kolam competitions and Sugadhara Pongal with sanitation as the theme among school children and communities helped in spreading the message on sanitation. It is interesting to note that the Panchayat celebrated its Golden Jubilee only last year. And it has reasons to be proud of being awarded the Nirmal Gram Puraskar.

50. Shifting Paradigm–Bachhoda Panchayat
Profile
Name of the Panchayat : Bachhoda
Block : Depalpur
District : Indore
State : Madhya Pradesh
Number of House holds : 217
Population : 2891
Institutions : Aanganwadi center
Primary & Upper primary school

HOW DID THE VILLAGE ACHIEVE NIRMAL GRAM STATUS

Convergence activities:
- The meetings were organized by Panchayat
- Message was given for need of better sanitation with example like Fly sits on the open excreta & carry dirt to open food through their legs.
- Started Sanitation campaign with Youths were called & given ASP designation in village and asked to ensure complete stoppage of open defecation.
• Youths were called & given ASP designation in Village and asked to ensure complete stoppage of open defecation
• The person still going for open defecation will be penalized with no distribution of Wheat & Kerosene from Fair price shop
• Further strict action taken like stopping Pension of some defaulters
• It was also decided to give Rs. 500 to every family to construct their own latrines.
• Simultaneously school children were studying one extra period daily about cleanliness
• Pouring cold water as a punishment on those children who did not bath daily
• Women were also taught about cleanliness
• Provision made for additional school in village
• Rewards for cleanliness among the community.
• The Gram panchayat and youth group of same village always monitored the sanitation programme.
• School Teachers and students were involved in this campaign.
• Business generated through Milk production & selling
• To ensure complete stoppage of open defecation was made by the youth club members
• Construction of toilets geared up slowly but taken up in later stages by community participation

Highlights

• All the 217 houses having toilets in village
• Only village under Tehsil Depalpur from State MP so far bagged the NGP award
• School children got 100% result in Board exams
• Some families and Village panchayat is having Computers.
• Exporting Milk in large quantity to District Headquarter

Sustainability features

• Women and children getting regular knowledge on cleanliness through School & involved from the primary stage
• Having better school facility at their village itself
• Panchayat is fully aware and they initiated this campaign from beginning
• Feeling proud with their becoming first in entire State in NGP award list
• Village youths are trained and the personal hygiene promotion activities have been monitored by them under guidance of Village Committee
• Extra classes have been organized for Students on promotion of sanitation and hygiene activities in the schools.
• Self sustained village through Agriculture and Milk produce.

Present Sanitation status

<table>
<thead>
<tr>
<th>Number of Households</th>
<th>No. of Toilets</th>
</tr>
</thead>
<tbody>
<tr>
<td>217</td>
<td>217</td>
</tr>
</tbody>
</table>

EPILOGUE

Use of PLA

• Community were explained on environmental hazards through open defecation with explaining present situation
Learning:

- That campaign should be sustainable
- That villagers should be in the forefront in the campaign
- That PRI representatives should be involved
- That all campaign activities should be monitored by the PRIs, Youth & women groups, Teachers & Students
- Village youth is a force to be reckoned with
- 100% sanitation coverage should be adhered to without any compromise
- Some token money given to all for Individual toilet construction by administration
- Involvement of administration from beginning is a boost in the campaign & supports the motivation

Significant changes

- Quality of life of community has improved
- Children using toilets at home also gaining knowledge on cleanliness in the schools
- People in general feeling proud of the present open defecation free scenario comparing to their previous situation
- Village streets & surroundings are maintained clean
- Today villagers are proud to have been associated with the campaign for total sanitation.

Impact on the neighboring Panchayats

- The campaign will get a momentum that people from other Panchayats could come to know about the toilet construction work and other Sarpanchs will learn to provide support in their Panchayts to make it 100% open defecation free.

51. Life of Dignity – Suravadi Panchayat

Profile

Name of the Panchayat : Suravadi (245 km from Mumbai)
Block : Phaltan
District : Satara
State : Maharashtra
Number of House holds : 412
BPL House holds : 112
Population : 2891
Institutions : Aanganwadi center
              PHC (5 km away)
              Primary school

Main Challenges faced by the villagers:

No community toilet facility in the village. Men, women and children used to defecate in the open. Out of 47 individual toilets 34 are not in use (used only for other purpose). Village was always highly stinking, no drainage, many ill with deseases like Jaundice, Flu, Cholera etc.
Several village meetings were held for stoppage of open defecation. It looked like a Herculean task in the beginning, as people were not coming forward for construction of Toilets.

**HOW DID THE VILLAGE ACHIEVE NIRMAL GRAM STATUS**

**Convergence activities:**

- The meetings were organized by Panchayat
- Sant Gadge Baba Gram Swachhata Abhiyan started in Year 2000 and motivational campaign started by Community.
- Started Sanitation campaign with making a 28 seater Complex and few individual units
- Youths were called & given ASP designation in Village and asked to ensure complete stoppage of open defecation
- The person still going for open defecation will be penalized with no distribution of Wheat & Kerosene from Fair price shop
- Further strict action taken like stopping Pension of some defaulters
- It was also decided to give Rs. 500 to every family to construct their own latrines.
- Simultaneously school children were studying one extra period daily about cleanliness
- Pouring cold water as a punishment on those children who did not bath daily
- Women were also taught about cleanliness
- Provision made for additional school in village
- Rewards for cleanliness among the community.
- The Gram panchayat and youth group of same village always monitored the sanitation programme.
- School Teachers and students were involved in this campaign.
- Business generated through Milk production & selling
- To ensure complete stoppage of open defecation was made by the youth club members
- Construction of toilets geared up slowly but taken up in later stages by community participation

**Highlights**

- Everybody is using toilets in village
- Large group of Community are using sanitary complex together
- Recognition of community is shown by painting all houses in pink colour
- Gained knowledge on Non conventional or alternative energy system for right use & conservation of sources.
- Linked with and benefited through other rural developmental schemes like Yaswant Gram Samruddin Yojna

**Sustainability features**

- Women and children getting regular knowledge on cleanliness through School & involved from the primary stage
• Having better school facility at their village itself
• Panchayat is fully aware and they initiated this campaign from beginning
• Feeling proud with their becoming first in entire State in NGP award list
• Village youths are trained and the personal hygiene promotion activities have been monitored by them under guidance of Village Committee
• Extra classes have been organized for Students on promotion of sanitation and hygiene activities in the schools.
• Self sustained village through Agriculture and Milk produce.

Present Sanitation status

<table>
<thead>
<tr>
<th>Number of Households</th>
<th>Status of Toilets</th>
</tr>
</thead>
<tbody>
<tr>
<td>412</td>
<td>100% using toilets</td>
</tr>
<tr>
<td>Comm. Comp. (28 users)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>10 Gobar gass plants linked to toilets</td>
</tr>
</tbody>
</table>

EPILOGUE

Use of PLA

• “Learning by seeing and doing” by all Community members including children
• Participatory approach by all with cash & labor sharing
• Plan & decision making initially on environmental sanitation activities

Learning:

• That campaign should be sustainable
• That villagers should be in the forefront in the campaign
• That PRI representatives should be involved
• That all campaign activities should be monitored by the PRIs, Youth & women groups, Teachers & Students
• Village youth is a force to be reckoned with, Role of Sanitation messenger is effective
• 100% sanitation coverage should be adhered to without any comprise
• Some other confidence building works also helped in this campaign like solar & gobar gas energy utilities by panchayat & administration
• Involvement of administration from beginning is a boost in the campaign & supports the motivation

Significant changes

• Quality of life of community has improved
• Children using toilets at home also gaining knowledge on cleanliness in the schools
• Children’s as Sanitation messanger (Swachhata doot) played a important role in village & school campaign
• People in general feeling proud of the present open defecation free scenario comparing to their previous situation
• Village streets & surroundings are maintained clean
Today villagers are proud to have been associated with the campaign for total sanitation.
Support of men folk and women’s own determination brought back their self respect & Dignity

Impact on the neighboring Panchayats

- Suravadi’s success is a launching pad for Nirmal Gram and Yaswant Gram Samruddin Yojna
- The campaign will get a momentum that people from other Panchayats could come to know about the toilet construction work and other Sarpanchs will learn to provide support in their Panchayts to make it 100% open defecation free.

52. Ayyampalayam Gram Panchayat: Kodumudi Block, Erode Districts: Tamilnadu.

Ayyampalayam Gram Panchayat lies about 50 k.m. District Head Quarters and 10 k.m. from Block Head Quarters. Having a population of 1876 as per 2001 censes, Ayyampalayam Panchayat consist of 641 house holds out of which 99 families belong to APL and the rest 542 BPL. Most of the families are agriculturist and the rest landless labourers. A P.H.C. serving for Ayyampalayam Panchayat is located at Thamaraipalayam, within 4 k.m. from Ayyampalayam Panchayat.

Sri.C.Muthusamy the elected President of Ayyampalayam is very active and enthusiastic and is inspired by the objectives of the T.S.C. Open defecation was one of the major problem faced by the village. After Erode district was selected for the implementation of TSC in the IInd phase, the Panchayat president was given an opportunity to make his village cleaned with the help of this scheme.

The District Coordinator.(T.S.C.), the BDO and the staff approached the president and discussed the strategies to be followed in getting the people involved in the campaign.

Then the president arranged for a mass gathering of the public and most of the S.H.G. members participated. The D.C.(T.SC) and BDO Kodumudi explained about the evils of open defecation which causing many diseases. The health staff, teachers and Anganwadi workers also participated in the meeting.

Awareness Camp at Ayyampalayam

Group discussions were conducted for the construction of toilets and it was extended to a door to door campaign. The Teachers and Anganwadi workers have been trained for teaching Hygiene Education. Now the students are following Hygenic practices.

At last the people came for ward to construct toilets in their houses and the President achieved the goal by covering 100% on I.H.H.L. in Ayyampalayam Gram Panchayat.

The people are also cooperating in the implementation of solid waste management and now the whole Panchayat is neat and clean.
Mass communication of Sanitation Message

All the schools and Anganwadi centers have been provided with adequate Toilet facilities.

Thus the people of Ayyampalayam Gram Panchayat became aware of the evils of open defecation. As a result the village was cleaner and healthier and became eligible for NGP award.

One Mr. Suebramaniyam resident at Sumaithangipudur, a habitation of Ayyampalayam Panchayat when questioned, expressed his happiness about the behavioral change of his men. He feels proud of living in a clean village, which stood as a model for neighboring Panchayats.

53. **Total Sanitation Campaign : In Mizoram**

Mizoram is a rugged and entirely hilly State situated at the North-East corner of the Union of India. The Tropic of Cancer passes through the heart of the State, which spreads through an area of 21,087sq.km. As per 2001 Census, Mizoram has a population of 8, 91,058 with a literacy percentage of 88.94%, standing in 2\(^{nd}\) positioning India next to Kerala State. Mizoram State has 8(eight) districts viz, Aizawl District, Lunglei District, Lawngtlai District, Kolasib District, Champhai District, Mamit District, Serchhip District and Saiha District. Mizoram is having 2(two) seats in the Parliament, one each in the Lok Sabha and Rajya Sabha.

The Mizos traditionally lived in small villages situated on high hillocks in the ancient days. Each Village functioned as an independent sovereign unit having its own Chief with his council members(locally called as “LAL KHAWNBAWL”). The Chief exercised total authority over his subjects and his word was law within the Village. The Mizos, in those olden days practised open defecation. Though there was no written law, the villagers were self conscious to defecate nearby the Water Sources, which was proof of the high sense of Hygiene and Sanitation maintained by the Mizo people even in the olden days.

The arrival of the Christian Missionaries was responsible for gradual change in the way of living of the people to a greater extent. The spread of education was one of the beneficial results and the present high percentage of literacy could be attributed to these beneficial results. Through the British, the Mizos were introduced to the ‘Dry Pit Latrine’ system for disposal of excreta. This system became the most popular mode of excreta disposal for the Mizo people for many years and is still practised even in the present day. The Dry Pit Latrine system was basically seen as a means of privacy and people were not aware of the need for using it for prevention of transmission of various diseases.
In Mizoram, Total Sanitation Campaign (TSC) has been introduced in the year 2002. More emphasis has been laid on IEC components to change the behaviour of targetted population by creating awareness about health education. The programme is being implemented with focus on community-led and people centred initiatives. The VWSC plays an effective role in absorbing new ideas and concepts. The consciousnesses of the community covered by TSC are now being transformed toward health and hygiene practices. They choose from a menu of options for their household latrines for satisfying the felt-needs. The generation of demand for sanitation facilities motivated the targetted audiences and they are willing to pay their share of contribution with full satisfaction. Thus, the physical implementation has made remarkable achievement in converting dry latrines to pour flush latrines. The programme has had a highly positive impact, specially in the Rural Areas, and several households in the covered areas are now using Pour Flush Latrines and Septic Tanks.

Women Sanitary Complexes and Community Sanitary Complexes have also been constructed along with Sanitary toilets for Schools and Anganwadis. Pour Flush Latrines have been constructed for Below Poverty Line (BPL) families. The people have come to know about the effectiveness of the Pour Flush Latrines constructed by the Department after having such facilities. At present, more than 70% achievement has been made in respect of Lunglei, Lawngtlai, Serchhip and Mamit Districts. It is learnt with pleasure that all the beneficiaries have gratefully accepted these facilities and are using them with great enthusiasm.

Some villages in Mizoram have been proposed to receive ‘Nirmal Gram Puraskar’, which is to be awarded by His Excellency, the President of India. Due to stringent criteria made by the Government of India the Department of Drinking Water Supply, Ministry of Rural Development, only 3(three) villages, viz. Baktawng, Ngentiang and Rawpui have been nominated, and the same have been selected by the Government of India to receive this valuable Award. It is hoped that other villages from Mizoram will be eligible to receive this precious award in the near future.

As of now, Mizoram is not having Panchayat System in the villages. Each and every village has its own Village Council, headed by Village Council President (VCP). Village Water and Sanitation Committee (VWSM), comprising of Village Council Members, representatives from NGO’s etc. have been formed with the guidance of Public Health Engineering Department to look after Water Supply and Sanitation matters.
It is hoped that the implementation of the Total Sanitation Campaign will have far reaching impact in overall improvement of the people's health and result in better economic and social living environment for the citizens of Mizoram. The tremendous success achieved till today has been highly encouraging and Public Health Engineering Department, Mizoram, is gearing up to meet the numerous challenges likely to be faced for total coverage of the whole of Mizoram. With continued efforts, Mizoram being small and compact is surely on its way to be declared as ‘Fully Sanitised State’ in the near future, so as to become a role model for other States of India.

54. Gram Panchyat Khandapur: A Clean and Green Village

Located in the Digras Block, Yavatmal District of Maharashtra, Khandapur is a small village of 152 households with majority of people belonging to the nomadic Banjaras tribe. Their major occupation is agriculture and dairy. Before the Total Sanitation Campaign started in the village sanitation situation was very poor and incidences of epidemics like cholera, malaria, and dengue were rampant in the village.

The ZP functionaries motivated the people for improving the sanitation through activities like construction of toilets, management of solid and liquid waste, maintenance of gutter, and plantation of trees. The villagers unanimously decided to make the village free from open defecation. Within 15 days after the resolution by the Gram Sabha, toilets were constructed in all the households. However this initiative faced many problems like fund and material constraint and reluctance of few households to construct and use toilets.

A monitoring committee consisting of men and women from the Gram Sabha was formed to address these problems. They made continuous and sincere efforts to encourage people to stop open defecation. Several unique Cleanliness initiatives were taken like making community gardens and an Oxygen park.

Today Khandapur is proud to be an Open Defecation Free ‘Clean and Green’ Village

55. Total Sanitation Campaign- Karnataka: Sanitation For Self Esteem

REPORT ON TSC, KARNATAKA FOR GOI SOUVENIR ON NGP

We don't need outsiders to clean our villages', said the people of Ira Gram Panchayat firmly. They were happy about the visit of the State team to the GP in relation to Total Sanitation Campaign but were equally determined that implementation of the Campaign was their obligation. Rightly so, because Ira had already set a model in implementing the campaign through 'Shramadan' - Donation of Labor - method, which came to be called as Ira Model.
In response to the call of the Principal Secretary, Rural Development and Panchayat Raj department, to take up cleaning activities on every first Monday of the week, Gram Panchayat Secretaries of a cluster of GPs came out with an innovative idea of cleaning through Shramadan in one GP every Monday, on a rotation basis. This initiative inspired the other staff members - clerks, bill collectors, watermen, librarian - of the GPs to form their own teams to donate labor to the needy, like families with only women, aged and sick members, in digging and constructing toilets, managing liquid and solid waste etc.,. The forum of Presidents and vice presidents jumped into the wagon too, Soon there were many such teams exploring the power of working together for the community. ‘Champion Cricketers’ - the sports loving youth club, ‘Ashwa’ - a team of cousins and friends, women self help groups and many more were in action. They relied on their own strength. Ira already had several positive elements like

1. Proactive and cooperative members and staff of the GP
2. Higher Sanitation coverage
3. Schools with basic infrastructure
4. A Social and cultural inclination towards good Hygiene practices
5. Presence of good CBOs that were conducive for the implementation of the Sanitation Campaign.

Thus emerged 'Soft Target First' approach. Manchi, Kumad, Balepuni, Naringana, Vitia Padnur - the GPs that shared borders with Ira - became the first examples of the 'soft target first' strategy.

The strategy had a ‘snow balling’ effect across the Coastal and Malnad (Western Ghats) districts. In a span of seven months 140 GPs from 12 districts claimed to have achieved 'Open Defecation Free' status.

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Administration coming to the village and for the officers it was hands on experience of the campaign mode.

Sri. Shivashailam, Secretary, RD 8s PR addressing the Divisional Review Meeting in the village school at Kudremani. In a similar spirit all actions moved to villages with the GPs taking the lead. Trainings and Orientations for the Consultants, Swachata doots, village level prerakas, masons, prerakas of Continued Education programme, anganwadi workers, school teachers, NSS volunteers, etc., were conducted at GP level.

POSTMEN DONT JUST DELIVER LETTERS

About 3500 Gramin Dhak Sevaks in Karnataka throw a question along with the post they deliver to the village household - Do you have a Toilet at Home? The discussion that follows leads to toilet construction, better usage and maintenance. Alongside One lakh Meghdoot post cards carried Sanitation message. Similarly there were others who joined hands:

- Department of Information, GOK - Multi Media Publicity Campaign covered 2100 villages simultaneously in all the 27 districts for 40 days.
- Department of Youth Services - State & District NSS coordinators Oriented; Hands on training to 300 NSS officers of teachers training institutes.
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1. Strengthening of GPs
2. Community Ownership
3. Involvement of cross section of People
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5. Opportunity of expressing innate creativity for Rural People
6. A sense of self worth among the officials of the grass root level
7. Reduction of red tapism and
8. Resourceful & Innovative management of Solid and Liquid waste at village level.

INCREASED SANITATION COVERAGE

Finally we see an increase in the Sanitation coverage of the State. It has increased to 36.54% by the end of March, 2006 from 17% in 2001 (Census). competition among the members brought in value additions to the TSC components. And this came to be called as 'Panja Model'. Constructing 100 toilets a day - popularly known as 'Goltamajalu Model' is most preferred model for up scaling the coverage. Similarly
GPs elsewhere in the state too came out with innovative methods of implementation. Satyagrah, Using the Carrot and Stick Policy, Watch Dog Committees, Rounding up the Household without toilet, Mass Cleaning of Toilets etc., have become successful replicable models.

Plastic Parvat and Plastic Houses for collection of plastic for reuse, giving away the incentive to the BPL families as 'Swacha Nagarika Puraskar' etc., are the results of intense peoples participation, flexible and localised implementation strategy. Plastic Parvat in Ira GP in Dakshina Kannada District MAKING FRIENDS OF ENEMIES'

So said the President of Hasudi Grama Panchayat in Shimoga District. In the run up for implementing TSC in toto enemies became friends, Peoples’ representatives and bureaucracy came closer, barriers between the people and officers were broken, marginalized groups joined the mainstream.

ECO SANITATION

SUCCESS OF ECO SANITATION AT SCHOOL AND COMMUNITY LEVEL IS SOMETHING I WOULD LIKE TO CARRY BACK HOME - TOGORO, PO, WESS, BURCHINOPASSO. a member on the International team led by the Unicef in November 2006 Eco friendly toilets, commonly perceived as alternate toilet models for rocky and water logged areas has extended beyond this. The Eco friendly toilets in four Schools and a public toilet in Doddaballapur have proved this. Kenchalagodu & Mosaralla in Mysore District and Aanagalli of Udupi have constructed more than 175 eco-friendly toilets at household level.

Linking toilet pits to Gobar gas units and using the dreid excreta from the water closet toilet pits as manure in kitchen and home garden are picking up.

MY CONSTITUENCY MY RESPONSIBILITY

This belief of the members of Panja GP, situated amidst the valleys of the westernghats, saw them through achieving open defecation free status. Each member ascertained the status of her/his ward in relation to Sanitation and Hygiene and focused their work towards completion of the tasks. One would find the list of house holds with and with out toilets in the members’ pockets at all the time. A third column was for those in the process of construction.

56. STATE AWARD TO PRIS from ORISSA

The state government organized a state level award “Agarani Parimal Gram Award” ceremony (pioneer sanitation village award) on the lines of “Nirmal Gram Pursakar” on 2

Octo 2005, on the occasion of the birth anniversary of Mahatama Gandhi, to drive public awareness about sanitation. On the occasion Honorable Chief Minister of Orissa, sri Naveen Patnaik awarded 16 villages which has become free from open defecation while nine schools were presented with this award for school sanitation and hygiene education programme. Three odel districts water sanitation mission (DWSM) were also awarded for accelerating sanitation coverage in rural areas through community participation. Besides nine PRI members (3 Zilla Parisad
members, 1 Panchyat Samiti member and 5 Sarpanchs) were awarded on the occasion of their contribution and involvement in the campaign.

As part of this drive hundreds of people in different parts of state were administered oaths by their respective three tier Panchyat body heads to ensure hygiene condition in their respective areas. This was in response to the letter sent by the Honorable Chief Minister Sri Naveen Parnaik to all elected heads of the Panchyat bodies including Gram Panchyat, Panchyat Samiti and Zilla Parisads. Honorable CM has requested them to organize mass ceremonies where people could take oath to keep their villages clean and take active part in making Orissa an Open Defecation Free State. The intention behind the award is to create a sense of competitiveness among the villagers to keep the environment clean.

**System of Selecting Awardees:**

A state level committee was set up to select villages/ institution/ individuals for different category of awards who have contributed for successful implementation of Total sanitation Campaign in their respective areas. The nominations received from various districts were tabulated and placed before the committee and after the deliberation based on various indicators the committee selected the awardees in various categories.

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Awards</th>
<th>Numbers</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Pioneer Sanitation Village Award</td>
<td>16</td>
</tr>
<tr>
<td>2</td>
<td>Best Schools</td>
<td>09 (3 Primary school, 4 Upper Primary and 2 High Schools)</td>
</tr>
<tr>
<td>3</td>
<td>Best PRI Members</td>
<td>9 (5 Sarpanchs, 1 Panchyat Samiti, 3 Zilla Parisad Member)</td>
</tr>
<tr>
<td>4</td>
<td>Best NGOs</td>
<td>03</td>
</tr>
<tr>
<td>5</td>
<td>Best DWSMs</td>
<td>03</td>
</tr>
<tr>
<td>6</td>
<td>Best Blocks</td>
<td>03</td>
</tr>
</tbody>
</table>

The cash award for 10 villages form the district where TSC project have been approved during the year 2004-05 was Rs. 20,000/- and Rs. 10,000/- for 5 villages belong to district where TSC project have been sanctioned earlier. Other category of awardees received certificate from honorable CM of Orissa.
‘We don’t need outsiders to clean our villages’ said the people of Ira Gram Panchayat firmly. They were happy about the visit of the State team to the GP in relation to Total Sanitation Campaign but were equally determined that implementation of the Campaign was their obligation. Rightly so, because Ira had already set a model in implementing the campaign through ‘Shramadan’ – Donation of Labor – method, which came to be called as Ira Model.

In response to the call of the Principal Secretary, Rural Development and Panchayat Raj department, to take up cleaning activities on every first Monday of the week, Gram Panchayat Secretaries of a cluster of GPs came out with an innovative idea of cleaning through Shramadan in one GP every Monday, on a rotation basis. This initiative inspired the other staff members - clerks, bill collectors, watermen, librarian - of the GPs to form their own teams to donate labor to the needy, like families with only women, aged and sick members, in digging and constructing toilets, managing liquid and solid waste etc.,. The forum of Presidents and vice presidents jumped into the wagon too.

Soon there were many such teams exploring the power of working together for the community. ‘Champion Cricketers’ – the sports loving youth club, ‘Ashwa’ – a team of cousins and friends, women self help groups and many more were in action. They relied on their own strength. Ira already had several positive elements like

1. Proactive and cooperative members and staff of the GP
2. Higher Sanitation coverage
3. Schools with basic infrastructure
4. A Social and cultural inclination towards good Hygiene practices and
5. Presence of good CBOs

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**RECOMMENDED AND NOT-RECOMMENDED**

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