

Selected Practical Actions shared by participants in the Moradabad workshop, 11-13 September 2017

Throughout the workshop many ideas, tried and tested and others yet to be implemented were shared from across the 9 Districts. The list below is an edited selection of some of the most practical, scalable and/or promising of the experiences Districts had already used. Further details can be sought from the District Swachh Bharat Mission teams as follows:

District name	District magistrate (DM)	Chief Development Officer (CDO)	District Panchayat Raj Officer (DPRO)	Zilla Swachh Bharat Prerak (ZSBP)
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1. How to trigger and follow-up in multi-caste villages

CLTS and related approaches succeed most easily in relatively small and homogeneous villages. Larger and multi-caste villages are more difficult. Two practices that can work in these conditions were identified.

1.1. Pre-triggering

Context: Over attention to the triggering process can lead to neglect of the crucial component of pre-triggering. This involves collecting information about the village and its inhabitants, establishing contacts with them, and preparing for triggering. Often pre-triggering is not given sufficient emphasis and is only skimmed through in training. Yet the success of triggering depends a lot on the quality and thoroughness of preparations taken through pre-triggering.

Actions Taken: In Bijnor pre-triggering was rigorous and systematic in nature. Information was collected related to aspects of health, education and the economic condition of the villages including population, sites of open defecation, main diseases, cost of visiting a doctor, the major religious groups and castes present in the village, popular festivals celebrated in the village etc. Pre-triggering involved ensuring good participation in the triggering event. Triggering itself was then directly related to what had been learnt about the village in pre-triggering.

Challenges faced or to be faced:

- Availability of time to collect crucial information that can be used
- If there is no support from influential people in the village, convincing might be difficult
- Those involved in pre-triggering if unskilled, might lead to failure of the entire exercise

Practical Tips

- Experienced persons should be sent for pre-triggering
- The lead facilitator should not participate in the pre-triggering
- The purpose of the triggering should not be revealed during pre-triggering

Contact Details for further information: District Swachh Bharat Team, Bijnor

1.2. Seeking help from different religious leaders

Context: Most villages have different ethnic/religious/caste groups. Therefore it becomes difficult to address all the groups together since gathering them on the same platform might at times be difficult.

Actions Taken: All the religious gurus (local village pandit for Hindus, maulvis for Muslims, church priest for Christians....) were called in to tell them about the importance of using toilets and the harmful effects of open defecation. Post that, they were told to talk to their followers and communicate the same to them. This resulted in quicker understanding amongst the people since religion is extremely central to most people in the villages. Involvement of religious leaders in triggering exercises has mobilised whole community.

Challenges faced or to be faced:

- Different group leaders might not agree to come to meet on the same platform
- People might not listen to them altogether

Contact Details for further information: District Swachh Bharat Team, Baghpat

2. The Last Mile: persuading all, especially men, to abandon open defecation

Partial usage of toilets is a major problem in parts of India. On the whole it has been found that convincing men to use toilets even when one is available is most challenging.

2.1. Pressure from the medical practitioners in the village

Context: One way to motivate and create pressure to discontinue the practice of open defecation is to take the help of those who practice medicine since what they say usually has a high rate of acceptance in villages.

Actions Taken: Turmat Khedi is an exclusively Muslim village in Saharanpur. Persuading women to stop open defecation was easily achieved. Convincing men to do the same was rather difficult. The pradhan had a discussion with the local doctors and managed to create a pressure group. Every time Doctors met those men who defecated in the open they tried to persuade them to stop by pointing out the dangers of open defecation. Eventually this yielded results and today the village is open defecation free.

Contact Details for further information: District Swachh Bharat Team, Saharanpur

2.2. ODF village pradhans as champions to trigger other villages

Context: In Western Uttar Pradesh pradhans are often well respected and listened to.

Actions Taken: Pradhans and champions from 5 open defecation free villages were selected to go and visit nearby villages where OD was still being practised and to motivate members of the community to **ALL** abandon the practice.

This served two main purposes:

- Those individuals who were selected to go to the other villages felt respected and valued that their actions have actually made a difference thereby further motivating them to participate in the continued fight against open defecation.
- Given they come from the same social context, it was easier for the villagers, men in particular, to understand what these individuals were saying. Also, they could give practical solutions, tips and ways to address the issues in these villages.

Contact Details for further information: District Swachh Bharat Teams, Saharanpur and Bijnor

3. Supporting the Most Disadvantaged

In several districts of Uttar Pradesh the incentive given by the government is provided post toilet construction. Those who are economically better off can construct but those who are poorest find it difficult to construct the toilet without financial assistance. The following two examples present locally devised means to address this issue.

3.1. Providing support through materials required for toilet construction

Actions Taken: In villagers in Rampur some people who were from economically weaker sections could not afford to build a toilet for themselves through their own resources. More prosperous villagers came forward and formed a supply chain to provide the essential materials for toilet construction through a no-interest loan that could later be repaid upon receiving the incentive.

Contact Details for further information: District Swachh Bharat Team, Rampur

3.2. Community donation for economically weaker families

Context: In Saharanpur district, 26 villages were made open defecation free without any money incentive to any of the families in these villages.

Actions Taken: Those who did not have enough money were finding it extremely difficult to arrange the capital for building toilets even after realising the harmful effects of open defecation. In this case, a community consensus was reached in all the villages where the other households who were able and willing to donate money formed a common pool of money that was then used to build toilets.

Contact Details for further information: District Swachh Bharat Team, Saharanpur

3.3. Chair toilet seats for those having difficulty squatting

Context: Many people who are aged or have disabilities have difficulty squatting and need raised seats. Equity, coverage and sustainability can be enhanced by meeting their needs. Many of those with this problem do not know how to access raised seats and/or would find it difficult to afford them.

Action Taken: Respective officers were asked to assess how many people were in need. In the meantime, as a first step, the CDO of Moradabad used IEC funds to purchase 500 Chair Toilets, intending later to obtain funds from CSR to expand the initiative. Designs and quotes from different vendors were explored. In the end a discounted price due to quantity was given, and the design chosen was one which had an excreta collector for extra convenience. An awareness programme is planned in the near future.

Challenges faced or to be faced:

- Finding vendors able to supply good quality chair toilets in the quantities required and at discounted prices
- Ensuring proper usage. From past experience, people may not value anything distributed free
- Distributing chair toilets to the right people

Contact for further information: Chief Development Officer, Moradabad and District Swachh Bharat team, Moradabad

3.4. Community involvement for identifying groups

Actions Taken: People at some places were categorized as those who can construct the toilet and those who can't. Those who can't were then supported with the incentive scheme on priority basis. People were categorized on the parameters of poverty and triggered to work for their own toilets. Identifying groups at different times was valued. In districts during implementation, the best source of information on this was the communities themselves, the village leaders, local social groups (like women's groups) and the government staff involved in CLTS triggering and follow up.

Challenges:

- while the team is on field working, the people tend to give fake details which could make this a failure
- people take it as a government responsibility to build the toilets after the subsidy scheme, so it is difficult to make people work on it unless they get the money from the government

Contact details for further information: District Swachh Bharat Team, Amroha

4. Training masons and ensuring their commitment to twin-pits

Masons are essential for introducing twin-pit technology to villages. It is imperative that they are competent in twin-pit technology and committed to its adoption.

4.1. Educating and training masons in twin-pit technology

Actions Taken: So far 550 masons have been trained in smaller batches at their respective blocks in Saharanpur. They have been given detailed information on the benefits of twin-pit technology, convinced that they are the best option currently available for rural areas in the district and told the advantages of twin-pits over septic tanks. Their consciousness was raised by telling them the important role they are playing in this national mission and how much impact they can make.

Challenges to be faced:

- Providing masons information in a way that is easy to grasp and for them to further communicate

Contact details for further information: District Swachh Bharat Team, Saharanpur

4.2. Requiring masons to construct twin pit toilets for themselves

Actions Taken: Masons have been made to take a pledge to first construct a twin-pit toilet in their houses. This was because only when they had twin-pit toilets themselves would they be credible and able to convince others.

Challenge faced

- Monitoring whether masons have constructed their own toilets

Contact details for further information: District Swachh Bharat Team, Saharanpur

4.3. Convincing masons by invoking their moral values

Actions Taken: Block-wide training was planned and masons were selected on the basis of work experience. A module was designed to target their morals, integrity and the duties towards the nation. For this they were told about the importance of their work and the role they had to play in order to have a healthier communities, villages, districts and ultimately nation. It was also stressed that the quality of their work was connected with their future employability.

Challenges faced:

- Convincing the masons about their critical role in the mission
- Matching up the promised employability to masons into realistic demand

Contact details for further information: District Swachh Bharat Team, Amroha

5. Local IEC Innovations

5.1. Karvachauth Fasting (vrat)- Husband (Pati) Number 1

Actions Taken: On the occasion of Karvachauth, wives fast for their husbands' happiness. Husbands in some areas fast too. A competition was organized in Bijnor that the husbands would receive the title of "Husband No. 1" if they gift toilets to their wives on this festival. The information about this was given with the help of schools, religious places and pradhans. This created a sense of healthy competition within communities.

Contact details for further information: District Swachh Bharat Team, Bijnor

5.2. Rakshabandhan tool – Bhai No. 1

Context: For this competition, using the brother-sister relationship as a triggering tool, it was announced in Bijnor that on the occasion of a festival Rakshabandhan, a brother who would gift a toilet to his sister would get the title of ‘Brother Number 1’.

Actions Taken: Rakhis and certificates were purchased from IEC fund and nigrani samiti, anganwadi, secretaries and pradhans spread the word in villages. The sisters who got toilets as gifts tied rakhis to their brothers at the anganwadi centres creating a healthy sense of competition within community.

Challenges:

- To make sure rakhis and certificates reach to all the villages.

Contact details for further information: District Swachh Bharat Team, Bijnor

5.3.Swachhta deep daan- Sanitation lamp donation

Actions Taken: On the occasion of Deepawali villages and local government workers/officers cleaned up the dirty places and lit a diya along with the community. It created a sense of awareness and ownership among people.

Contact details for further information: District Swachh Bharat Team, Bijnor

5.4.Swachhta ki Ghanti Bajao- 20000 toilets in 1 week (Dig pit mission)

Context: Bijnor wanted to speed up the construction process and thus decided to construct 20,000 toilets in only a week.

Actions Taken: They began with the formation of District level Supply chain committee (Chief Development Officer, Sub Divisional Magistrate, Superintendent of Police, DPRO Zila Panchayat, Khadi Graam Udyog), Block level Supply Chain Committee and Village level supply chain committee. It was decided who would provide the materials in every village.

Contact details for further information: District Swachh Bharat Team, Bijnor

5.5.Toilets renamed as Izzat Ghar (dignity home)’ from Shochalaya

Actions Taken: Bijnor have written ‘Izzat Ghar’ (Dignity House) on every toilet and have beautified them. They also use this term in official documents.

Contact details for further information: District Swachh Bharat Team, Bijnor

5.6.Others local IEC actions shared by participants

- Wall of sanitation 1 km long with different paintings
- Films in local languages

- Celebratory dinner in villages involving ALL community members
- Pictures, cartoons and poems on school walls
- Snake and ladder game in schools
- Use of sanitation festival
- Triggering based on plays and theatre
- Awareness on low cost toilet construction

6. Convergence of District Officers

6.1. Convergence of District Officers

Actions Taken: Convergence of all existing department officers of district in creating an ODF district. All the district level officers from different departments were given ownership of a village to be made ODF keeping in mind the proper CLTS triggering, follow-up and construction of twin-pit technology toilets in the village. For each Nyaya-Panchayat there was included a technical assistant or junior engineer in order to ensure toilet construction and sustainability.

Challenges faced:

- Due to constant transfers of officials it is hard to maintain continuity
- Time constraints
- Overload of work

Contact details for further information: District Swachh Bharat Team, Amroha

7. Use of Incentive

7.1. Compressed demand

Context: The aim was to get people to build their toilets using their own resources, leaving the government incentive for those most in need.

Action Taken: People were motivated to construct their own toilets using their own money to create a feeling of ownership using techniques such as dignity tool, consciousness towards the family health, a feeling of nationalism, as it would be of their own money not government and government money could be used for other developments. The idea was to focus on having a toilet as a matter of pride. As compressed demand is the prime focus; this indicates that the people after the triggering should encourage people to construct toilets with their own resources, so that the effect of the triggering and follow up lasts. The aim is that the resources available can then cater for all those who cannot afford toilets, like widows, disabled, people living in kachcha houses.

Challenges:

- People knew that they might be getting incentive so they are reluctant to build the toilet and instead wait for the money
- A family demands more than one toilet and not everyone uses the single toilet constructed because of family spilt
- They consider the pride is in lavish weddings rather than building toilets.

Contact details for further information: District Swachh Bharat Team, Amroha, Moradabad, Bijnor

7.2. Staged Payment

Actions Taken: Households were given written confirmation that they are entitled to the full 12,000 rupees from the District administration to build a toilet. Households were then required to complete a declaration form stating that they accept that in order to be entitled to the incentive they must have completed their toilet within a 15 day period. A first payment of 5,000 rupees is made after the substructure is complete, a further 5,000 is released after the superstructure is installed and the final 2,000 rupees is released after the quality of the toilet is assessed and households have pledged to promote ODF messages within their communities.

Challenges:

- Finishing the whole process within 15 days

Contact details for further information: District Swachh Bharat Team, Bijnor

8. New Triggering Tools

8.1. Stunting tool

Actions Taken: A photograph was used which shows two healthy children one two years old, the other 4 years and a stunted five year old all standing next to each other. The heights of the two year old child and five year old child are the same. Facilitators asked the community to bring a child in a similar condition to the five year old. Then facilitator describes that this child will do worse in school, will earn less in life, and will live with a damaged immune system.

8.2. Menstruation tool

Context: Menstruation is generally recognised as women's issue and men should not talk about it.

Actions Taken: Menstruation is been used as a triggering tool to stop open defecation. Men were asked 'Do you know about menstruation?' After a long discussion, they replied that menstruation is a common physical process. They were then asked 'Do you know what difficulties a woman faces when she goes for open defecation during menstruation?' Then women were asked to explain what difficulties they face openly defecating during menstruation. A lady how they search for places to open their clothes, remove pads, defecate and rush back to home without the pad. Present male members then realised that they never thought about the problem of their own mother, wife and sisters. They got triggered and took the decision to construct the toilet at home and stop open defecation for the convenience of the women of their own families during menstruation.

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