Pledge

I hereby pledge to withstand the dignity of my sister, daughter, wife and mother, as long as I am alive, by constructing a toilet in my house, with all members of my family using it, and stopping the practice of open defecation. I, along with my family members, will wash our hands with soap before preparing, serving and eating food, and after using the toilet. I will also transform my house into a clean and hygienic environment by properly disposing off the household garbage and waste water. I, along with my family members, will abide by the sanitation rules of our village. I will voluntarily motivate others in stopping open defecation, constructing and using a toilet and keeping their house clean and hygienic. I will try my best in transforming my village, Block, district and State into a clean and open defecation free living environment.

"Jai Swachhta, Jai Madhya Pradesh"
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In rural areas, Mothers and Sisters have to go outside for open defecation; by doing so they are facing embarrassment on a daily basis, at the cost of their dignity and self-respect. So, in the view of making the State free from Open Defecation, the Government of Madhya Pradesh has launched the “MARYADA” Campaign, to trigger a collective behavior change. The Government has made provisions for incentive amount as per eligibility criteria for the construction and most importantly- the use of toilets. Provisions have also been made under the MGNREGA sub-scheme for solid and liquid waste management, based on the population size of Gram Panchayats.

I hope that by this effort of the Government, a clean and healthy environment will be created in the rural areas of our State, that will ensure the dignity of our mothers and sisters.

I am inviting you all to participate in this crucial social movement for an Open Defecation Free Madhya Pradesh.
Hon'ble Gopal Bhargava,
Minister
Panchayat & Rural Development Department & Social Justice,
Madhya Pradesh Government

Message

In the first phase of Maryada Abhiyaan, 5800 villages having 100% coverage of Piped Water Supply Scheme (PWSS) as well as all villages of Burhanpur district, Badnawar block (Dhar District) and Budni block (Sehore district) are being targeted by Panchayat and Rural Development Department to become Open Defecation Free (ODF) and become Adarsh Gram. Under this campaign, the construction of improved sanitary facilities and most importantly their use, as well as the availability of water in each house and the proper management of solid and liquid waste, would be ensured. Maryada Abhiyaa is a community-led Campaign, with communities being empowered to change their behavior collectively and stop the practice of Open Defecation. Through this intervention, the dignity of women will be secured and villagers will be safeguarded from diseases.

The dream of "Nirmal and Healthy Madhya Pradesh" will come true through Maryada Abhiyaan. We hope for your dedicated and enthusiastic participation in this campaign.
Dear sisters and brothers,

Due to lack of sanitation:

1. Diarrhea, Malaria, Dengue, Polio and other water borne diseases spread because of open defecation.
2. Millions of children in the State are suffering from intestinal infections.
3. Virus, bacteria and other pathogens are present in large quantities in human excreta. These virus and bacteria spread diseases through the oral-fecal transmission route via food, flies and hands.
4. In addition to this, women have to suffer most due to lack of a toilet. They have to wait until dusk and undergo the fear of snake bites, scorpion etc. Having to defecate in the open, is also extremely harmful to their dignity and self-respect.

To address this serious issue, the "MARYADA" Campaign has been launched in rural areas of the State. The program is being implemented with a focus on community-led and people centered initiatives. Community-Led Total Sanitation (CLTS) is MARYADA’s cornerstone. The aim of the program is to bring about an improvement in the general quality of life in rural areas through facilitating a collective behavior change for the construction and use of individual household toilet facilities, school and anganwadi toilets as well as solid and liquid waste management in the villages.

The objective of the “MARYADA” campaign is to create open defecation free (ODF) villages and to provide sanitation facilities in the villages for improving health and quality of life in rural areas of the State. The Maryada campaign will enable the construction and -most importantly- the use of toilets in each household, each school and anganwadi center (within government buildings).

Gram Panchayats will be selected for the prestigious "Nirmal Gram Puraskar" award by Government of India after ensuring their communities are ODF through the use of toilets by all family members, use and proper maintenance of school and anganwadi toilets and proper solid/liquid waste disposal system in the village.

Under “Nirmal Bharat Abhiyan”, Honorable Chief Minister of the State has launched the "Maryada Campaign" for making Madhya Pradesh’s rural areas Open Defecation Free and develop them as model villages. Coordinated efforts are required for changing the behavior of rural communities in achieving ODF status. Under the first Phase of this campaign, 5800 piped water supply villages, Burhanpur District, Budni Block (District Sehore) and Badnavar Block (District Dhar) are selected to become ODF by March 2013.

Government of Madhya Pradesh has done certain innovations for converting this sanitation campaign into a social movement. The Government has started MARYADA sub-scheme under Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGA). In this, convergence has been done between NBA and MGNREGA.

I am inviting you to come together for making the MARYADA Campaign a success.

(Aruna Sharma)
Additional Chief Secretary GoMP
and Development Commissioner
Madhya Pradesh
About Guideline

Madhya Pradesh Government is continuously making the best efforts for the Strengthening and Empowerment of women in the State. To crystallize this process, the State has started "Maryada Abhiyaan". Community’s participation will be the cornerstone to render their respective villages 100% Open Defecation Free and build those villages as "Adarsh Village". Due to open defecation, communities undergo various health problems as well as women suffering with from indignity.

Under Maryda Abhiyaan, we are targeting 100% construction and use of toilets and ensure availability of water in each household. For this, community’s role is key. To change community’s behavior around sanitation practices and to create a sanitized and hygienic environment in the villages, a comprehensive Communication approach and a community level momentum is absolutely key under this campaign. Community Approaches to Total Sanitation are the central element of Maryada Abhiyaan, to bring about collective behavior change and accelerate the progress towards ending open defecation.

To accelerate the availability of improved sanitation facilities in rural areas, Government of India has made provisions to increase the incentive amount under Nirmal Bharat Abhiyaan and Mahatma Gandhi NREGA for Individual household toilets. In addition to this, separate provisions have been specified for solid and liquid waste management (SLWM).

Availability and use of improved Individual household toilet facilities will benefit all population groups in rural areas, especially women, adolescent girls, older members of the family and people living with disabilities. Officers and employees of various departments, Public Representatives, grassroot level workers as well as PRI members and Gram Sabha Swasth, Gram Tadarth Samiti will play a pivotal role for the success of this campaign.

These Guidelines will be used as the key reference material by Officers, Employees, Supportive Public Representatives and PRI members during the strategic planning and implementation of this campaign.

We expect from all of you that your synergetic and best efforts will build the Maryada Campaign as a mega social movement and that you will ensure your valuable contribution in making Madhya Pradesh a Nirmal State.

(Pushplata Singh)
State Programme Officer,
State Water and Sanitation Mission,
Bhopal
1. Background
2. Objectives of Maryada Campaign
3. Planning Phases
1. Background -

Creating sanitized environments is of outermost importance for rural areas of Madhya Pradesh. It is unacceptable for any community and society to go for open defecation. Toilets must be constructed and used in view of providing dignity, health and a clean environment to rural communities. Under this perspective, Madhya Pradesh Government has launched the "MARYADA" Campaign (meaning "DIGNITY" in hindii), with the main focus to prioritize dignity and safety of women while providing them with safe and appropriate sanitation facilities in their homes. In the first phase of this campaign, the State has set itself the target to achieve 100% Open Defecation Free (ODF) status of 5800 Piped Water Supply Scheme (PWSS) villages, as well as all villages of Burhanpur district, Badnawar block (Dhar District) and Budni Block (Sehore district) by the end of March 2013.

The Total Sanitation Campaign is being renamed as "Nirmal Bharat Abhiyan" (NBA), implemented by the Ministry of Drinking Water and Sanitation, Government of India. It is essential to provide basic facilities to rural communities in the view of bringing about an improvement in the general quality of life. While having a quality Pakka toilets is important for everyone, access to safe and clean toilets brings particular benefits to women and girls. Freed from the need to defecate in the open they no longer have to suffer the indignity of physical and verbal abuse or humiliation when relieving themselves. This practice will also enhance their sense of identity as a part of society and to have in-house sanitation facilities will help to create an Open Defecation Free (ODF) environment in rural areas. In addition, ODF status will decrease pollution in rural areas, reduce the disease burden among rural community and decrease Child mortality and morbidity.

Under Nirmal Bharat Abhyaan with a view to provide quality and improved sanitation facilities, Government of India has increase the incentive amount and also convergence to utilize appropriate contributions out of Mahatma Gandhi National Rural Employment Guarantee Scheme (MNREGS). Government of India has also amended the provision for Solid and Liquid Waste Management.

Along with this provision, the State will also ensure to achieve targets through Collective Behaviour Change, accelerate sanitation coverage and community participation activities all accross the rural areas of Madhya Pradesh.
2. Objectives -

1. Break the Oral-Fecal Route by encouraging communities to adopt the concept of “Open Defecation Free Environment” encompassing construction and regular use and maintenance of hygienic latrines along with the other key hygiene behaviours, namely handwashing with soap before eating or touching food and after using the toilet, the safe disposal of child faeces and the safe handling and storage of drinking water.
2. To enhance community participation in the selection and design of their sanitary facilities, and preparing action plans for ODF status, ensuring their O&M.
3. To provide access to sanitation facilities to all at all times.
4. To ensure running water facility in each family toilet.
5. To empower the rural women and ensure their self-respect and dignity.
6. To minimize dropouts of Girls from school by providing suitable sanitation facilities in the school.
7. To reduce incidence of diseases (leading to child mortality/morbidity) due to non-sanitized behaviours and environment.
3. Planning Phases -

Maryada Campaign will be implemented to achieve 100% ODF status all over the State in three phases:

First Phase:- 5800 villages having 100% with Piped Water Supply Schemes (PWSS), as well as all villages of Burhanpur district, Badnawar block (Dhar District), Budni block (Sehore district).

Second Phase:- Under second phase, all villages will be covered where Piped Water Supply Schemes can be made functional through necessary repair work.

Third Phase:- All remaining villages will be covered.
It is key to change the sanitation behavior of people in order to guarantee the success of the Maryada Campaign. The Maryada Campaign is a program of collective behavior change and community participation, not a toilet construction program. It is thus crucial to organize comprehensive information education and communication activities to fulfill this vision.

4. Main Components
A. Information Education Communication and Behaviour Change Communication
4. Main components -

(a) Information Education Communication and Behaviour Change Communication

- Strategic communication is paramount to ensure community mobilization and participation in the view of achieving community behavior change and create fully sanitized villages. Before starting the construction of sanitary facilities, it is thus important that people's behavior changes. Community members must stop the practice of open defecation, must be keen to build and use toilets and render their village open defecation free. Tadarth Samiti (VHC) must motivate women to fulfill this vision and also select Swachhata Doot (Sanitation Ambassador) to implement comprehensive communication in villages.

- Every village will have a Swachhata Doot. They will be carrying out interpersonal communication (IPC) at household level and motivate people for the construction and use of toilets. They will also ensure the participation of community members in various motivation programs and meetings organized at village level.

- Interpersonal communication should be given primary importance to increase demand for sanitation facilities and adoption of sanitation behaviour in community. For this, the Swachhata Doot, ASHA worker, Members of VHC, Anganwadi workers and teacher etc. will visit households as a group. Financial provisions are also made available as incentives for Swachhata Doots and ASHAs, after the construction and use of toilets in households, where they provided IPC.

- The proposed IEC activities will not only focus on creating awareness before toilet construction is initiated but also focus on regular use and sustainability of the community’s Open Defecation Free status. IEC activities will be implemented in following 3 stages:
  
  Stage-1 – Awareness building and IEC before construction of sanitary facilities.
  
  Stage-2- IEC during construction of sanitary facilities.
  
  Stage-3- IEC for use, maintenance and cleanliness of sanitary facilities.

- In parallel of organizing IEC activities, it is essential to ensure a sound supply chain management, to meet the communities’ demand generated through IEC activities and maintain the level of motivation in triggered communities.

- Youth organizations like National Cедак Core (NCC), Nehru Yuva Kendra (NYK), Bharat Scouts and Guide (BSG), etc. should be used for IEC activities. This will also accelerate the progress of school sanitation and hygiene promotion activities amongst school children. Schools children are potent change agents for awareness generation in communities about Maryada and sanitation.

- A Nodal officer from the block is to be deputed for each Gram Panchayat. The Nodal officer may be Panchayat Circle Organizer (PCO), Additional Development extension officer (ADEO), Rural Agriculture extension officer (RAEO) or Sub-engineer. He will be responsible for the regular monitoring of village level activities such as communication and construction.

- A Nigrani samiti (Monitoring Committee) is to be constituted in selected villages, with a majority of women members. The committee members will be responsible for monitoring the progress towards ending open defecation. They will motivate people to stop open defecation practices and if required also enforce rules with support of the Gram Panchayat.
At village level, before starting construction, during construction and after construction of sanitary facilities, the following IEC activities are to be done:

- Triggering/orientation of the community through CLTS, passing of resolution for stopping open defecation and formation of Nigrani Samiti.
- Community meetings with Women and Adolescent groups.
- Formation of Nigrani Samiti and Weekly meetings.
- Action plan development meeting of members of Nigrani Samiti, PRI members, Swachhata Doot and their orientation on technical aspects, division of roles and concurrent monitoring.
- Screening of sanitation films and Nukkad Natak.
- Formation of Sanitation club in each school. Wall painting of name of school sanitation club members.
- Sanitation education in Anganwadi and Schools.
- Release of appeal by Gram Panchayat to community members for rendering their village ODF and support in Maryada campaign.
- Village contact drive in the families without toilet by members of adolescent groups, Tadarth samiti, natural leaders, PRI members and frontline workers.
- Placing of hoarding at Gram Panchayat about components of Maryada during initiation stage and ODF declaration, once the village is fully sanitized.
- Visit of Political and Religious leaders in the villages, organization of sanitation meetings and pledges for ODF.
- Wall writing of incentive and disincentive rules.
- Regular monitoring and counseling by Nigrani Samiti for stopping open defecation.
- Celebration of ODF ceremony in the village after achieving ODF status.
- Monthly meeting of Tadarth Samiti for reviewing and monitoring progress.
Hon. Shivraj Singh Chouhan, Chief Minister of M.P. providing winning leadership to “Clean Hands” team in a football match against the “Evil Germs” Team during Global Hand Washing Day (GHD) -2010 celebration.

Global Hand washing Day Celebration, M.P.
4. Main Component
B. Construction of Individual household toilets and Complete Use
4. Main components -

(b) Construction of Individual Household Toilets and complete use:

There is a provision for the construction and use of toilets in all households under the MARYADA campaign. For this, convergence with MGNREGA has been established from 1st April 2012. Under "Nirmal Bharat Abhiyan", incentive for toilet construction is Rs 4600/- in which Central share is Rs 3200/- and State share is Rs 1400/-. Contribution of the beneficiary is Rs 900/-. The total contribution for toilet construction under "Nirmal Bharat Abhiyan" is thus Rs 5500/-. Following are the eligible beneficiaries for receiving the incentive under the NBA:

- Scheduled Caste – BPL/APL
- Scheduled Tribe – BPL/APL
- General/OBC- BPL
- Small and marginal farmers
- Landless laborers with homestead
- Physically handicapped
- Women headed households

The above beneficiaries must be job cardholders for receiving benefits under NBA and MGNREGA. If the beneficiary is not an job cardholder, then application will be taken from him/her as per the guidelines and benefits will be provided to him/her after issuing an job card.

(1) Provision: Description of convergence between MGNREGA, NBA and beneficiary share as well as payment system:

<table>
<thead>
<tr>
<th>SI No</th>
<th>Structure</th>
<th>Unit Cost</th>
<th>MGNREGA</th>
<th>NBA for cost of material</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Household toilet with two leach pits and one water tank</td>
<td>Rs 9900/-</td>
<td>- Rs 2640/- for 20 unskilled man days @ Rs 132/- per day - Payment will be provided to Job cardholders through muster roll system</td>
<td>- Rs 1760/- for 06 man days (Mason/Plumber/MATE) - 05 days labor for Mason/plumber @ Rs 290/- per day up to a maximum of Rs 1460/- - Wage amount for MATE is Rs 300 - Wage amount to MATE will be paid after use of toilet - Payment will be done through Voucher system</td>
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Re-construction of toilets constructed earlier under Total Sanitation Campaign but damaged and unused at present: through convergence of MGNREGA and Beneficiary share.

<table>
<thead>
<tr>
<th>SI No</th>
<th>Structure</th>
<th>Unit Cost</th>
<th>MGNREGA</th>
<th>Material head</th>
<th>Beneficiary share for cost of material</th>
</tr>
</thead>
</table>
| 2     | Household toilet – Constructed earlier under TSC but damaged and unused at present. Two leach pits and one water tank | Rs 9900/- in which no contribution will be provided from Nirmal Bharat Abhiyan. Contribution of Rs 4400/- will be provided from MGNREGA in case the beneficiary is an job card holder. | • Rs 2640/- for 20 unskilled man days @ Rs 132/- per day  
• Payment will be done to job cardholders through muster roll system | • Rs 1760/- for 06 man days  
(Mason/Plumber/MATE)  
• 05 days labor for Mason/plumber @ Rs 290/- per day up to a maximum of Rs 1460/-  
• Incentive amount for MATE is Rs 300  
• Incentive amount to MATE will be paid after use of toilet  
• Payment will be done through Voucher system. | Rs 5500/- to be deposited by the beneficiary and Gram Panchayat will purchase the materials as per the purchase rules with vouchers maintained properly. OR Beneficiary will purchase all the materials themselves and make them available at the construction site. |

The incentive amount under Nirmal Bharat Abhiyan will not be provided to those beneficiaries whose toilets were constructed earlier under Total Sanitation Campaign and whose toilets are now damaged and the family members are bound to go for open defecation. The labor component of Rs 4400/- under MGNREGA will be used in those cases and the material has to be arranged by the beneficiary himself/herself.
Implementing Agency:

- The beneficiary can construct their own toilet with the contribution from MGNREGA. Beneficiary ought to participate in the toilet construction. Gram Panchayat will enable the construction of toilets in those households which are approved by the Gram Sabha. Gram Panchayat will only enable the construction work after the approval from the beneficiary. Gram Panchayat will be responsible for carrying out the MIS for Maryada sub-scheme under MGNREGA. Gram Panchayat will also submit UC/CC for the amount released under NBA.

- If the beneficiary (by using his own funds) want to construct a larger toilet or a more expensive toilet, costing more than the approved cost, than the sub-engineer also has to evaluate those toilets.

- In convergence, beneficiaries are to be informed about the construction of bathrooms along with the construction of toilets.

- Provision of water tank for storing water should be included along with the toilet for ensuring the use, maintenance and cleanliness of toilets.

- Gram Panchayats ought to ensure usage of toilets after construction, and Gram Panchayat should also apply incentive and disincentive rules as per need (e.g. through by-laws), to achieve open defecation free villages.

   An incentive amount of Rs 4600/- under NBA will only be provided after verifying the usage of the constructed toilets.

   Contractors must not be involved in any case. Prompt action will be taken against the Gram Panchayat under section 40 and 92 under PRI act in case of irregularities.

- Each Gram Panchayat Secretary is responsible for maintaining and updating the Swachata (Sanitation) Register of the Gram Panchayat on regular basis. It will be regularly verified by the Sarpanch and other officers.

- In MARYADA villages, Gram Panchayat Sarpanch/ Panchayat Representatives and Panchayat Secretary are responsible for providing household tap water connection in those houses where water connections were not provided under PWSS.
4. **Main Components**

- C. Anganwadi Sanitation
- D. School Sanitation and Hygiene Education
- E. Community Sanitary Complex
- G. Solid Liquid Waste management
4. Main components -

(c) Anganwadi Toilets

In order to change the behaviour of children from the early stage in life, it is essential that Anganwadis are used as a platform for behaviour change of children as well as mothers attending the Anganwadis. Promotional information regarding practices of handwashing with soap before eating and handling food, after defecation and anal cleaning of children, as well as personal hygiene shall be provided to mothers and children in the Anganwadi centres. Similarly, anganwadi workers will take care and monitor the personal hygiene and handwashing with soap practices of children. While implementing Sanzha Culaha Programme, it must be ensured that all cooks and members mandatorily wash their hands with soap before preparing and serving food to the children.

Each Anganwadi Centre must have a clean and functional toilet. One toilet unit costing upto Rs 8,000 can be constructed for each Anganwadi or Balwadi in the rural areas. Since there are large numbers of Anganwadis operating from private houses, the following strategy may be adopted:

(a) In all Anganwadis, which are in Government buildings, baby friendly toilets must be constructed with the NBA funds to the extent laid down.

(b) In Anganwadis, which are in private buildings, the owner must be asked to construct the toilet as per design, and he/she may be allowed to charge enhanced rent for the building to recover the cost of construction. Alternatively, the toilet may be constructed from the revolving fund component under the NBA and, suitable deductions made from the monthly rental paid to the owner to recover the cost over a period of time.

(c) For new buildings, which are going to be hired for Anganwadis, only buildings having toilet facilities should be hired.

The following are the roles and responsibilities of the Sarpanch, PRI members and Gram Sabha Swachh Gram Tadarth Samitis for the sanitation related activities under Anganwadi Centres:

1. Ensure that each anganwadi in their Gram Panchayat is provided with a functional baby friendly toilet. Get sanctions from Nirmal Bharat Abhiyan (NBA) and facilitate the construction of anganwadi toilet, if required, in the concerned Gram Panchayat.

2. Ensure availability of water in Anganwadi toilets from available water sources in the village through participatory decision with anganwadi representatives.

3. Anganwadi visits to ensure cleanliness of toilets, availability of soap and water for handwashing with soap before eating food and after defecation, during anganwadi hours and accessibility of safe drinking water. Every component of the sanitary facility in the anganwadi must be functional and the regular operation and maintenance of the sanitary facilities in the premise must be ensured.

4. Issue instructions to the Village Kotwar and Nigrani Samiti to guarantee the sustainability of Anganwadi and its toilets; measures must be taken during Gram Sabha to guarantee the protection of sanitary facilities, since anti-social elements have often destroyed Anganwadi facilities in the past.

5. Hygiene education especially handwashing with soap before eating food and after defecation, proper use of toilet and safe handling of drinking water shall be provided to children as a core component of the Anganwadi activities in all anganwadi centres and these shall be monitored regularly.
(d) School Sanitation and Hygiene Education

The school is the ideal platform for children to get inspired to adopt new behaviours such as hand-washing with soap before eating and touching food and after defecation, using a toilet and stopping the practice of defecating in the open. If children acquire the habit to use toilets during school hours, they can become change agents in their homes and advocate for their parents to construct and use toilets. School Sanitation and Hygiene Education are thus a key components of Nirmal Bharat Abhiyaan, as well as the MARYADA campaign.

All Government Schools (i.e. Primary, Upper Primary, Secondary and Higher Secondary) must have a functional toilet, and MARYADA’s emphasis is also to ensure that girls are provided with a separate toilet. Accordingly, Rs.35,000/- per School toilet unit has been provided by the Government. Funding for School Sanitation under NBA is provided by the Central and State Government at a 70:30.

State/UT Governments, Parent-Teachers Associations and Panchayats are free to contribute from their own resources over and above the prescribed amount. In addition to the creation of hardware in the schools (toilets, handwashing facilities, water supply), it is essential that hygiene education is imparted to children on all aspects of hygiene (stopping open defecation, use of toilets, handwashing with soap before eating and touching food and after defecation and safe handling and storage of drinking water). IEC funds are earmarked for hygiene education and can be used for this purpose. Furthermore, each school should constitute a child cabinet. Guidelines for this purpose have been issued by the Education Department.

Promotional education regarding practices of handwashing with soap before eating and touching food, after defecation, as well as personal hygiene shall be provided to all school children. Teachers will take care and monitor the personal hygiene and handwashing with soap practices of school children. During Mid-Day Meal, it must be ensured that all cooks and helpers mandatorily wash their hands with soap before preparing and serving food to the children, and that all school children wash their hands with soap before eating.

Roles and responsibilities of the Sarpanch and Panchayat Secretary under Special School Sanitation Programme (WASH-in-School):

1. Panchayat must ensure the availability of functional and separate toilet facilities for boys and girls in each of the school premises of their GP. Sanction for the construction of School toilets must be released for any of the schools in the Panchayat -wherever required- after discussion with the Officials of Nirmal Bharat Abhiyaan and Sarva Shiksha Abhiyaan. Wall painting on hygiene promotion in schools should be undertaken through the "BALA" programme.

2. Discussion with the representative of Teachers / Bal Cabinet and Public Health & Engineering Department must be held to fulfill the requirements of water in school toilets and ensure the accessibility of safe drinking water for all children and school staff. Installation of Force Lift Pumps or Tap water should be provided to ensure the continuous supply of water in the school premise for drinking water and cleaning toilets regularly.

3. The School Management Committee (SMC) must be supported to use the Annual Maintenance Grant for routine repairs and maintenance of School toilets on a regular basis. Support must be provided for the availability of mason, material etc.
4. A "care taker" shall be appointed to look after the regular cleanliness of School toilets. Hiring charges of care takers can be paid monthly from the School Contingency Fund. Panchayat should also coordinate with the School Management Committee to provide untied funds as per specific requirement. It is compulsory to ensure the regular cleanliness of School toilets. For this, the Sarpanch and Village Secretary shall coordinate and facilitate the process with the teacher representatives/Bal Sansad. It must be emphasized that under, no circumstance, children will be requested to clean the school toilets. Children will be educated to use the toilet properly and clean it after their use, but the general/routine cleaning of the school toilet will be undertaken by a professional adult care taker, never by a child.

5. Unannounced spot check visits shall be carried out to observe and monitor functionality of school toilets, and handwashing with soap before Mid Day Meal, handwashing facilities as well as availability of soap and water for drinking and cleaning of sanitation facilities. Repair of facilities must be carried out with no delay and whenever required. For this purpose, Sarpanch / Village Secretary and teachers' representatives/Bal Sansad shall work in close coordination between themselves.

6. School property and sanitation facilities have been destroyed by anti social elements in the past. Village Kotvar and Nigrani Samiti should be instructed to look after and ensure that such acts of vandalism don’t occur, and must be taken by Gram Sabha to protect the school property, sanitation facilities, especially sanitation facilities and force lift handpumps.

7. A major reason of girls’ drop out from school is the lack of proper Menstrual Hygiene Management and adequate sanitary facilities in schools. Menstrual hygiene education must thus be provided to girls, as well as the provision of hygienic toilets for the girl’s to change and clean.

8. To ensure the availability of Sanitary Napkins to adolescent schools girls, along with the provision of an incinerator attached to the girl’s toilet to safely dispose of sanitary pads, both made available from funds under SSA.

(e) Community Sanitary Complex- Community Sanitary Complex is an important component of the NBA. These Complexes, comprise of an appropriate number of toilet seats, bathing cubicles, washing platforms, wash basins, soap and running water. They can be set up in a place of the village acceptable to all women/men/landless families and accessible to them all. Such complexes can also be constructed in public places, markets, etc. where large congregation of people occurs. The maintenance of such complexes is essential and the Gram Panchayat owns the ultimate responsibility or must make alternative arrangements at the village level to ensure their sustainability and functionality. Users may be asked to contribute a reasonable user charge for cleaning & maintenance.

The maximum unit cost prescribed for a community complex under NBA is Rs 2 lakh including Rs. 20,000 share of Community/PRI; 125 unskilled and 42 skilled mandays can be provided from MGNREGA.

(f) Construction of toilets in Panchayat and other Government Buildings- The construction, usage, cleaning, maintenance and functionality of community toilets in Panchayat and other Government buildings must be ensured.

(g) Solid and liquid Waste Management- One of the key objectives of NBA is to improve the overall quality of life and public health in rural areas. Solid and Liquid Waste Management (SLWM) is to be taken up in project mode for each Gram Panchayat (GP) with the financial assistance available for each GP based on the number of households to enable all GPs to implement sustainable SLWM projects. A cap of Rs. 7/12/15/20 lakh is applicable for GPs having respectively up to 150/300/500/or more than 500 households. In the first phase, more than 5800 villages have been taken up for SLWM under MARYADA, identified GPs targeted for Nirmal status and those that have already been awarded as Nirmal Gram Puraskar (NGP). Gram panchayat should hire the services of care taker(s) for the daily cleaning of drains, Government buildings (including schools and Anganwadi centers) and most importantly, their toilets. Under this component, activities like common compost pits, low cost drainage, soakage channels/pits, reuse of waste water, system for collection, segregation and disposal of household garbage etc may be taken up in a project mode.
Step-wise MARYADA village level implementation for Community Behavior Change to stop open defecation
Step-wise MARYADA village level implementation for Community Behavior Change to Stop Open Defecation-

1. Selection of village – At first, the village has to be selected on the basis of priority in the MARYADA campaign and on the basis of enthusiastic leadership, local, social, physical and institutional conditions. Favorable conditions (small, remote, homogenous, less/no toilet coverage, water availability, young leadership, existence of active groups, high incidence of diarrheal diseases and malnutrition) are very important for increasing the chance of achieving Open Defecation Free status the Sarpanch and Sachiv must be on-board before taking up the village. Finally, first select those villages that have another ODF village in their same GP or nearby.

2. Preparations for Community Mobilization – 1 or 2 Field staff should visit the selected village 1 or 2 times in advance for fixing the time of the meeting, place and objectives. These Field Staff should meet local leaders, PRI members, Sarpanch, Sachief, village chief, visit all hamlets/sub-hamlets, get an idea of the size of the village, population, locate most dirty and Open Defecation areas, and know about history of subsidy if any. Take time to meet people beforehand, being friendly and interested in their lives, their families, their children, and so on. Show respect to elders, and make sure to involve women from the early stages. Find one or two who can speak in support in the meeting. See if the village is a favorable or challenging village for CLTS triggering. Ensure to avoid overlapping of triggering session with village market day, marriage in the village, condolence meeting etc. It would also be useful to capture some baseline data, like coverage, usage, safe/unsafe toilets, diarrhea prevalence, etc. Finally, since Maryada villages are usually large in size, arrangements of loudspeakers would be often required.

3. Finalization of Date for Community Mobilization – After the preliminary visit of the village, a date has to be decided on which most of the community members will gather at a common place. The date and time of the Community meeting has to be decided in consultation with all the PRI members and influential leaders so that the presence of the community is ensured at the appointed time and place. More than one triggering can happen depending upon size and spread of the village. If the village is large and scattered, it is better to trigger at the habitation level.

4. Community Mobilization and convening the meeting – A team of 5-6 facilitators (at least 2-3 of which must be women) should gather at the common place and meet with the villagers. Request the elected member of the community and/or village leader to ask people to come. Do not mention the subject. Spend sufficient time before the meeting, going round and asking people to join. If possible, the team of facilitators should also include 1-2 natural leaders from another ODF village who can share how they organized the process of becoming ODF in their village and what they have gained in terms of dignity and other benefits.

5. Triggering Session - Facilitators ought to facilitate with an open mind and not in a teaching mode. Their role is to facilitate for the community itself to come up with an action plan of how to render their community open defecation free, not to preach, nor to mandate how to do it. They should start the discussion with informal talks.
The following are the some trigerring tools that can be used:

a) Defecation area mapping: Done on the ground. Colour those households with toilets (positive, pride) and those without. Map out the OD areas. Who have toilets? Who do not? Where do those without a toilet go for defecation? See good as well as bad things, also on transect walk.

b) Calculation of shit: How much shit does the community produce every day, month, year? Children then can take a lead in calculating. They love doing this. Using chart paper and markers. It amounts for a hill of shit. How many rice bags? How many trucks would this all this shit fill?

d) Defecation area transect walk: Ask people to show what they are proud of. Who has a toilet? Who does not? Where do they go? See some of those households with toilets. Go to an OD area. Stand astride some shit and poke it with a stick disturbing flies while discussing.
e) Feacal oral contamination route demonstration: using the shit found during the transect walk, use it to demonstrate how the flies easily travel from the shit to the food and also contaminates the water. This can be best done, by placing a small plate of food next to the shit and letting the flies travel between the food and the shit.

To make this demonstration even more provoking, offer some people to eat from the plate (and also eat from it yourself), before placing it next to the shit, then let the food be contaminated by the flies and shit, and offer the food again to the same people asking them why they don’t want to eat it any more.

Same demonstration can be done with a hair previously dipped into the shit, then dropped into a glass of water and requesting people to drink from it. On longer sessions, one can also use the H2S strip to test the water from the village’s main water sources, and demonstrate how it is contaminated by fecal matter.

f) Dignity and pride: Make the community imagine a young woman defecating in the open. Lead them to think what happens when passers-by stare at the defecating women. Who could that women be? Would she be from their own family? Whose dignity is at stake? Is this to be continued? Women are proven to be great Natural Leaders; to them Sanitation is not only a questions of health, it is also a question of dignity and security. Whenever appropriate, women should especially be promoted as Natural Leaders, and their roles strengthened, for instance by ensuring that they participate and take a leading role throughout the process, from the triggering meeting, to the establishing of the Sanitation Monitoring Committee, follow-up, toilet construction, etc.

Again and again, “the dignity of women”, is being stressed as a most vital aspect and trigger for community behavior change: Daughters-in-law have to cover their heads, and especially in the presence of their mothers-in-law. Question to mothers-in-law: your daughters-in-law shows respect to you by covering their heads – what are you doing sending them out to bare their bottoms?
g) Child and shit eating: Show the example of an infant. Ask the community does this child also eat shit? Does he/she know about it? What makes the child eat shit? Would the parents like to continue this?

**Note:**
1. Always do the triggering sessions as a team. In those sessions, mentoring is very important; ensure there is an experienced and older facilitator present for several triggering sessions, so that novice facilitators can learn.
2. Several triggering sessions may sometimes be needed, in follow up after the first one. These might be smaller groups than at the first triggering.

6. **Triggering Moment:** The triggering moment is the time when the community collectively realizes the dangers of “Open Defecation” and feels disgusted/ashamed about continuing the practice of open defecation for even a single day. This moment is key and must be used to quickly move onto a collective decision by all community members present to stop open defecation right away. Usually the “triggering moment” is reached when there is a collective realization/shock that when open defecation is happening in the village, “we are eating each other’s shit”. Facilitators should encourage for this realization to come up from the community itself; these words should be spoken out by the community, not the facilitators.

7. **Emergence of Natural leaders:** There are always some persons who will voluntarily come forward for making their village open defecation free. They are called Natural Leaders. They should be identified encouraged and empowered. They will present their plans in front of the community after one/two days of triggering.

8. **ODF Planning:** Immediately after triggering, some members of the community may spring up and decide to start digging a pit on the same day or the next morning. At this stage, the facilitators encourage early starters and appreciate their urgent action against Open Defecation. Facilitators support the community in developing a week-by-week listing of families willing to start constructing latrines on their own, listing households which may require assistance (elderly widows who cannot dig a pit, physically challenged persons, etc.) and persons who volunteer to help them with the digging of pits, provisions of materials (bamboo, etc.). The experience has been that the organization of construction is improved when people collectively procure material.

In scattered villages or villages with many hamlets/sub-hamlets, subcommittees should be formed and their leaders selected through community consensus. These hamlet leaders should be connected with the central village committee if possible through mobile phones, so that they coordination amongst all hamlets can allow for organizing meetings or ensuring particular tasks.
9. Formation of Sanitation Monitoring Committee: A village Sanitation Monitoring Committee should be formed (or the existing one strengthened) for regular monitoring of the planned activities. The role of the Sanitation Monitoring Committee is absolutely key. The committee members (often these “Natural leaders”) are the ones, which will ensure that the ODF plans are carried out successfully, after the Triggering/Planning session took place, and between the follow-up visits.

The Sanitation Monitoring Committee should be taking regular walks at dusk and dawn around the village and Open Defecation areas, to “catch” people don’t go for Open Defecation and discourage them from doing so. Various technics can be used for this (whistle blowing, covering the fresh shit of others, explaining that as long as the “caught” person, still goes for Open Defecation, everyone else in the village suffers and will eat their shit, etc.). The committee will monitor the progress of Open Defecation stopping and toilet construction/use on the village map.

Other “tricks” can also be used by the Sanitation Monitoring Committee, such as:

a. Signing a pledge- All members of a community have to sign a pledge that they will not defecate in the open. If any member does not sign, the community is not considered ODF. If anyone is not literate, they can thumbprint.

b. Display of names of those doing OD- When children see the names of relatives they are ashamed and ask them to stop. Other relatives also apply social pressure.

c. Garlanding open defecators- Nigarani committee garlands those people who go for open defecation.

d. Whisting open defecators- Nigarani committee whistles at open defecators, when they are seen on their way to go for open defecation.

e. Flagging of the shit- Nigarani committee puts a flag with the name of the open defecator on his shit.

f. Photographed or video’d- People photographed/video’d using mobile phones, with the threat and possibility that the photos might be displayed or the videos shown.

g. Slogans, parodies of popular songs and Popular theatre.

h. Begging for ‘Lota’ which is a symbol for OD- children begging for Lota from households who practiced OD, early morning during the follow-up.

i. Weekly/fortnightly community monitoring map by the committee to monitor progress of ODF and displaying it at public place.

10. Women Sanitation Movement for Dignity: women are proven to be great Natural leaders; to them Sanitation is not only a question of health, it is also a question of dignity and security. Whenever appropriate, especially women should be promoted as Natural leaders, and their roles strengthened, for instance by ensuring that their participate and take a leading role throughout the process, from the triggering meeting, to the establishing of the Sanitation Monitoring Committee, follow-up, toilet construction, etc.

Again and again, “the dignity of women”, is being stressed as a most vital aspect and trigger for community behavior change: Daughters-in-law have to cover their heads and especially when with their mothers-in-law. Question to mothers-in-law: your daughters-in-law show respect to you by covering their heads – what are you doing sending them out to bare their bottoms?
11. Follow-up: Follow-up is an absolutely key element in the way towards achieving ODF status in the community. Very often, too little attention is given to follow-up, which leads to failure of the whole campaign. Ideally, open defecation free status should be achieved any time between 3 weeks and three months. Depending on local situation 1-2 staff/facilitators should visit the triggered community 1-2 times in the first week, and then at wider intervals, but enough to encourage and support progress and achievement of the planned ODF target. Initially, follow-up should be done every day. In order to ensure sustainability, follow-up should be continued for at least 3-6 months post attainment of ODF status. One mantra that should be emphasized here is if one cannot follow up, one should not trigger.

Follow-up activities would be need based. These could include:

i. Meeting with Natural Leaders

ii. Committee formation and action planning

iii. Facilitating vigilance system, with rigorous monitoring for morning/evening open defecators

iv. Discussion of safe disposal of infant excreta focus will be especially on women

v. Passing of resolution by the Community to stop Open Defecation.

vi. Facilitating community monitoring map. This should precede the door to door visit.

vii. Hamlet wise door to door visit along with NC and observation of the toilet made in the community whether those are operational or defunct.

viii. Discussion with and agreement by the community on technology options

ix. Demonstration of technology options in the village

x. Linkage with masons and material supplier

xi. Triggering in all the schools and Anganwadis of all hamlets of the GP

xii. Submitting resolution for repair/construction of school toilets.

xiii. Introduce hand washing with soap practices in the community, school an Anganwadi.

xiv. Monitoring in all the hamlets of the GP and their display at public place.

xv. Facilitating the drafting of a byelaws regarding use of penalty system etc., in the community wide meeting and pass a resolution for that in this meeting for it enforcement.

xvi. Triggering in hamlets, if required

xvii. Demonstration of Technological options

xviii. Ensuring supply chain is accessed by the community and reaches the village

xix. Beginning and continuation of construction of toilets, quality ensured

xx. Facilitating community monitoring chart

xxi. School triggering, if not done during triggering

xxii. Formation of school sanitation club

xxiii. Facilitating children rallies/Gandhigiri

xxiv. Natural Leaders from other villages sharing experience and helping in construction

xxv. Late evening meeting

xxvi. Film show

xxvii. Night halts

xxviii. Exposure Visits

xxix. Follow-up in weekly market
Initial follow-ups should be made in close succession. It is like a child learning to walk with the help of a walker. The walker is necessary in the beginning, but it must be removed as quickly as the child has learnt to walk.

Poem painted on wall

Flies eat feaces,
taking them back to us, feeding us,
We fall sick due to this.
Toilet is the solution,
Dig a pit, make arrangement for cover, low cost toilet is ready.

12. Toilet construction: It would be pertinent to hold a mason training after the triggering took place (only when the community is truly engaged). One key element is not be prescriptive with regards to design, style, cost etc., as long as the sub-structure is technically sound and complies with the norms and standards to ensure the safe disposal of human excreta, with no possibility of further human/vector contact with the excreta, and the minimum applicable distance to the nearest water source. Septic tank should be firmly discouraged, and technical guidance giving to build a leach pit(s). The superstructure can be as per the household’s needs/wishes/affordability. The idea is to allow a gradual stepping-up the sanitation ladder, first focusing on ending the practice of Open Defecation. Safe technology is one through which shit is being disposed off in such a way that no further human contact with the feaces is possible.
13. ODF Celebration: Once the village declares it has achieved Open Defecation Free status, a walk of pride is to be organized in the presence of officials, people’s representatives, media and community. Once the community has been verified to be ODF, a celebration will be organized and all the villagers should gather at a common place in the village. Community members from other (non ODF villages) should also be invited during the celebration to encourage them to follow the good example set by the ODF community.

Villagers inviting senior officers to participate in their celebration is a good way of ensuring the commitment of villagers for maintaining ODF environment. In this regard, once a village becomes ODF, their representatives can meet the collector, CEO and/or other key officials to inform them that their community has achieved ODF status. The community should then invite these officials to participate in their ODF celebration. Sometimes, they fix the date of celebration according to the convenience of the senior officers.

ODF verification is to be done along multiple parameters:
- No faeces in the environment
- Every household uses safe technology option for disposal of faeces (at least low cost toilet), including safe disposal of child excreta.
- Toilets exist in every school (separate) and Anganwadi and are used by target groups.
- Functional Surveillance system (Nigrani Committee) in place in all villages to support sustaining of ODF status.
- Handwashing with soap practiced at least before eating, preparing/serving food and after defecation and disposal of child excreta., by all members of the families.
14. Distribution of Incentive Amount for IHHL: As per the guidelines of Government of India, a cash incentive can be given to BPL and APL households (as presented under Chapter 4.B of this document) in recognition of construction and usage of toilet. However, it is important to note that the construction of household toilets should be undertaken by the household itself and that the cash incentive will be given only on completion and use of the toilet by the household. The cash incentive can be distributed in the presence of Public representatives/Government officers during the ODF celebration at the village. The distribution could be made in installments with a commitment to strengthen the superstructure, improving the Solid/Liquid Waste Management of the community and/or creating additional facilities such as bath room of the households. Cash incentive must not be given before construction and usage of toilets by the family members is complete.

15. Sustaining ODF: The GP should pass a resolution about sustaining the ODF status, e.g. through a declaration and proposed by-laws for those who revert to Open Defecation.

16. Post ODF follow-ups and Natural leaders from ODF villages for scaling-up: Other aspects of sanitation could be taken up after the village becomes ODF. One of these is to improve School Sanitation (especially focusing on Hygiene Education, and Handwashing with soap, safe disposal of child excreta), Solid and Liquid Waste Management, and in particular the safe disposal of animal excreta. Opportunities for post-ODF follow-ups can be exposure visits organized for neighboring non-ODF villages. Furthermore, an attempt must be made to identify willing skilled Natural Leaders from ODF villages and devise an incentive mechanism to use their services in helping other villages achieve ODF status.
ACKNOWLEDGEMENT

Panchayat and Rural Development Department would like to acknowledge the valuable contribution and inputs provided by UNICEF in the elaboration of this document and the continuous support provided for the elaboration and implementation of NBA and the MARYADA campaign in the State.
I, Anita Narre, am a resident of Village Jhitudhana, Gram Panchayat Ratanpur, Block Bhimpur, District – Betul. I am a tribal woman of a small village. I had experienced good hygiene and sanitation practices in my own house from my childhood. I got to know about good sanitary practices from my home and my school. In my school, I was educated to wash my hands with soap before eating food and after using the toilet; I was also taught that drinking water must be stored in a clean container, served using a long ladle and kept at a height above the ground and that toilets must be used for defecation. Thanks to these practices, I never suffered from illnesses and I attended my school every day. I learnt about the oral-fecal transmission route during a local folk program held at my maternal place. Since then, I adopted sanitation and hygiene practices and also motivated others to adopt the same.

After getting married, when I reached my in-laws house, I was shocked to see that there was no toilet in my new home. After two days, I finally had to go in the open for defecation. I got so embarrassed by this incident. At that moment, I promised myself that “I will not come back to my in-laws house until a toilet is constructed”. After three days, I returned back to my maternal home. I informed my parents about my decision. My parents also supported me. When my husband came to my parent’s house for bringing me back, I refused to go with him because of lack of toilet in his house. My husband returned home and started constructing a toilet. He also requested help for the construction from the Gram Panchayat. The Head and Secretary informed him that support for toilet construction can also be obtained from Nirmal Vatika and the Total Sanitation Campaign. My husband constructed thus a toilet without any further delay. When he informed me about this and came to my parent’s house to take me back with him, my parents saw me go happily. When I returned to my in-laws’, I also became very happy seeing the toilet. The Gram Sabha was impressed with my attitude and awarded me Rs 501/- in cash. Sulabh International, New Delhi also awarded me with a cash prize of Rs. 5.00 lakhs. The Government of Madhya Pradesh has also appointed me as the Brand Ambassador of the Maryada Campaign. The State Government is very serious about improving the dignity of women, which makes me feel proud and empowered.

I am aware of the difficulties a woman has to face while going for open defecation. I would like to request all those women who are going for open defecation to protect their self-respect and use a toilet; this will also prevent them and their children from diseases which spread due to open defecation. Let us come together in making a Clean, Beautiful and Nirmal Madhya Pradesh for the “Dignity of All Women”!