Plan Indonesia ended its Community Led Total Sanitation (CLTS) project in Grobogan District, Central Java, in mid December 2012. After implementing the program for two years, Plan Indonesia succeeded in helping 149 villages in 10 sub districts to become Open Defecation Free (ODF) villages. After achieving this remarkable goal, it is hoped that the government of Grobogan, along with people of Grobogan in those 149 villages, will be able to continue and sustain this condition so that the ultimate goal of making Grobogan an Open Defecation Free district will come true in 2014.

The CLTS project is a part of Plan Indonesia’s intervention in WASH sector in Indonesia. In Grobogan, the project began in 2010, with the ultimate goal was to change people’s habit of open defecation.

To change the people’s bad habit of open defecation, Plan Indonesia developed a program focusing on sanitation, which also involved the local entrepreneurs. There is an association of sanitation entrepreneurs in Grobogan called Papsigro, and this association helps the people and Grobogan government by providing cheap and good quality of toilet packages.

Papsigro gives significant contributions in changing the habit of people in Grobogan, as many of them now do not defecate in the open space anymore. “So far, Papsigro has sold more than 1,246 closet; 2,194 buis beton (a kind of cylinder made of concrete used as septic tank); 335 complete toilet packages; and 22 toilet molds to Grobogan and the areas nearby,” said Eka Setiawan, Program Manager of WASH of Plan Indonesia.

Papsigro has developed into a permanent business. Their products do not only fulfill the needs of people in Grobogan, but are also ‘exported’ to other districts in Java Province, and even to East Nusa Tenggara, a province located far east of Java. Their business has been acknowledged by other WASH stakeholders. The WSP – World Bank from several South East Asia countries and other international organizations, for instance, once had a learning visit to Grobogan to learn more about sanitation marketing carried out by Papsigro.

The locations where human excreta are found are marked in the map made by the community. The mapping process gives an opportunity for the people to agree on the conditions and the problems related to open defecation practice in their areas.

The monitoring on the use of toilet is conducted by the sanitarian from Puskesmas and Plan Indonesia’s staff. This is to ensure that all people in the village will not do the practice of open defecation anymore.

Photos on Parade

Nur Wahid is showing the process of toilet production in sanitation marketing workshop conducted by Papsigro (left). Various toilets produced by Papsigro are ready to sell (right). Photos: © Plan Indonesia.

The monitoring on the use of toilet is conducted by the sanitarian from Puskesmas and Plan Indonesia’s staff. This is to ensure that all people in the village will not do the practice of open defecation anymore. Photo: © Plan Indonesia.

Photos: © Plan Indonesia/Irsyad Hadi.
Building Healthy Toilet = Building Healthy Community

Plan Indonesia took part in the celebration of World Toilet Day, in November 2012. The event - held by the National WASH Working Group, Bappenas (National Plan and Development Agency) and World Toilet Organization – was meant to raise awareness on the importance of healthy toilet to communities. This celebration was the main event of World Toilet Day celebration across the country.

Plan Indonesia participated in this event and delivered a presentation by Nur Wakhid, a representative from Papsigro. Nur Wakhid presented the activities of Papsigro, which produces good quality of toilet packages with economical price.

“Papsigro is ready to provide toilet equipments to anyone who wants to have it. We do not give toilet equipment for free, but the price of our equipment is very reasonable and people can afford it,” said Nur Wakhid.

Nur Wakhid also explained how he and his colleagues produced the toilet packages and sold it at reasonable prices. “The toilet slab, for example, we sell it for IDR 40,000 (4 USD) while in the market the same product reaches IDR 120,000 (12 USD)” said Nur Wakhid.

Pardiyanto, pointing out to some toilets placed in his yard. “They are the results of my experiment,” said he proudly.

In Dorolegi village, many poor people are helped by Papsigro. “I join the association of sanitation entrepreneurs (Papsigro) in Penawangan sub-district. All of us within the association are helping each other in producing toilets to meet the demands from Grobongan people,” he explained.

Pardiyanto now has a nickname: the “Toilet Boss” from Dorolegi. He has been called that way for five months now. The nickname was given once Pardiyanto began to focus on the business of toilet in Dorolegi village. Together with his colleagues in Godong sub-district, pak Yanto (that’s how people call him) dedicates himself in this business. To him, this business is not only for profit. “We want to provide economical toilet for people in Grobogan district,” stated pak Yanto.

The “Toilet Boss” from Dorolegi

Pardiyanto explained that one bag of cement could produce 13 toilet slabs. Other raw materials needed are calcite and acrylic paint. To make his toilet glowing and strong, Pardiyanto would add a mixture of calcium and white cement. Finally, he would paint the toilet with acrylic paint. The result is a strong and shining toilet.

In one day, Pardiyanto could produce two toilets. “They are the results of my experiment,” said Pardiyanto, pointing out to some toilets placed in his yard.

Since he started his business, Pardiyanto has sold more than 300 units of toilet. Furthermore, he also sells buis beton (kind of cylinder made of concrete used for septic tank) and provides latrine package installation. The price of latrine package depends on its size. The cheapest one is IDR 500,000 (50 USD) and the most expensive one is IDR 1,400,000 (140 USD). The price includes the installation service.

Pardiyanto is now very busy with his business. He has orders to work on. “I received orders of 45 units from one village which I need to deliver very soon,” said he proudly.

How does he meet the demands in a very short time? “It’s easy,” said Pardiyanto. “I join the association of sanitation entrepreneurs (Papsigro) in Penawangan sub-district. All of us within the association are helping each other in producing toilets to meet the demands from Grobongan people,” he explained.

The toilets he produces are considered cheap, compared to the similar one in the market. With IDR 30,000 (3 USD) to IDR 40,000 (4 USD), people can have his toilet. “The price of similar product in the market can reach IDR 200,000 (20 USD) per unit,” he explained.

As for quality, he can guarantee that his products can compete with others. “It has been tested and compared with the ones produced by the big factory. Ours are stronger,” said him in a proud tone.

Pardiyanto would have never thought to have such business. He used to work as a construction worker. He began his business when Plan Indonesia ran a campaign on sanitation and open defecation free. One of the activities conducted by Plan Indonesia was to encourage people to build their own toilets.

There was an opportunity for him at that time, when Plan Indonesia facilitated a training on entrepreneurship. Pardiyanto was interested in one of the training programs, i.e the training on toilet production. “When I started my business, I only had a limited capital. It was hard to get loan. Fortunately, I could lend some materials such as cement and sands from the material stores,” Pardiyanto said.

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