India’s ambitious Swachh Bharat Mission (SBM) campaign the Prime Minster wants to ensure toilet facility to all as to make India open defecation free (ODF) by 2019. To encourage public, the government providing incentive based mechanism and ensuring the sustainability plans along with behavioural change for toilet usage. SBM main aim is not to construct more and more toilets. Rather, they are focusing on usage of toilets, making villages ODF and than keeping them as such. Toilet construction process is running as jet speed, but behavioural change and toilet usage lagging far behind. Once upon a time there was no toilet facility, but now newly constructed toilets are available and they are used as otherwise such as store rooms and cattle shed etc in the villages. Now it’s a big challenge for officials to ensure the toilet usage.

### Highlights of Narasapuram:

- Number of Households: **572**
- Total population: **2640**
- Toilets constructed under SBM: **336**
- Sparsa Trust constructed toilets under SBM: **42**
- Declared as ODF
- Toilets are being used for multipurpose
- Cultural believes, Old behavioural attitudes, Open space leading open defecation
- Need to concentrate on behavioural change
Process initiation:
Narasapuram is a far away village from the Mandal head quarters. Including four small habitation villages the village formed as a Gram Panchayat (GP). Agriculture and labourer works are the main source of income and the surroundings of GP are having huge open place and high chances for open defecation. It’s very difficult to reach the GP as well as transportation. The Mandal and GP level team took initiation and motivated the households for toilets construction.

However, the households are continued to go out to defecate. The beautiful toilet were locked and using as kitchens, living rooms, storing food grains, agriculture instruments and multipurpose by the households apparently because they did not want it to get dirty or spoiled. Most of them are having beautiful toilets with proper facilities, but they are using those toilets as multipurpose.

Everybody aware of the technology and accordingly they are creating their basic necessaries. But while in sanitation matter it’s not working. SBM is playing a massive key role in social media and started motivating public towards importance of sanitation. But still the villagers in rural areas are not changing their sanitation practices due to old behavioural practices. The main reasons for open defecations are...

Reasons for Open Defecation:
- Mainly personal, traditional and cultural habits demanding in rural areas
- Open places are giving chance to open defecation in villages
- Toilets for only women’s/ main preference for women’s usage
- Using in emergency or at night or rainy seasons
- Fear to tank fills, emptying pit linked with finical and challenging issue
- Unaware of usage patterns/health benefits
- Smoking and morning walks attitudes
- No proper monitoring and motivation for behaviour change

The basic toilet requires walls, roof, door with lock, electricity, water, soap, window for ventilation and hanger for clothes. But in rural areas, its completely different toilets are being used for multipurpose. Why the public using such manner is a challenging issue.

An incident reported in local news paper in Guntur District, Andhra Pradesh that the households are storing wood, kerosene and other materials in the toilet. A 13 years school boy went for toilet and he found match box inside the toilet. While sitting on the pan he started playing with match box and the kerosene fuel was leaking and the fire accident happens. The parents and neighbours tried to open the door, but within the minutes duration the boy found dead. So such unexpected incidents may happen due to things storing inside the toilet. Not only this some people are storing wood, gross and paddy things may be chances to snacks and other insects may live.

But in Narasapuram most of the households are using toilets for multipurpose. Now it’s the time for officials to bring the behavioural change in rural areas such toilets can be used only for defecation, not for otherwise. If the officials are unable to bring the behaviour change, then it’s very difficult eradicate the open defecation in rural areas of across the country.