

# CASE STUDY

2016/No. 60



Nandivaya Panchayat  
Podalukur Mandal  
SPSR Nellore District

## ATHMAGOWRAVAM wins Attitude



Photo Credits: ATHMAGOWRAVAM Team

“The Swachh Bharat Mission (SBM) has changed our views and opinions on sanitation. People in our village became aware of the need for prohibition of open defecation. The CLTS triggering activities, regular sensitization & follow-up by Mandal officials and night stays by taskforce officers under ATHMAGOWRAVAM initiative bestowed astounding results. Today, we use the toilets constructed under SBM” Says, Sri. Thulluru, Chenchu Ramaiah, a Natural Leader of Nandivaya Gram Panchayat (GP).

Nandivaya Gram Panchayat in Podalukur Mandal in SPSR Nellore district achieved Open Defecation Free (ODF) status in the month of June 2016 after construction of toilets for 66 households (The total HHLs) under Swachh Bharat Mission.

### The situation before SBM:

The GP is small with 66 households comprising ST (6 households), SC (25), OBC (7) and OC (28). No single household in the village has a toilet before 2014. There is an amicable environment throughout the seasons of a year with open and hilly spaces for open defecation around the village. The small and scattered households used to be comfortable with open defecation. They never thought of, acted upon towards sanitation. Moreover, no constructive, firm efforts were made in relation to sanitation in the village.

### After SBM...

Mandal Officials conducted intensive meetings and did a follow-up with the support from village functionaries. A total 20 households got motivated and constructed toilets during October-14 to April 2016. The remaining households stood stubborn, expressing no need of toilets, as they were much comfortable defecating in the open. Furthermore, there was a great delay in disbursement of incentives to the 20 households that took-up construction. The delayed incentives encouraged the stubborn to show a cause for not willing to construct toilets.



## Concrete efforts under ATHMAGOWRAVAM (Self respect and self dignity of Women)..

An initiative started by the district collector in the month of March 2016 with an aim to gear-up construction of toilets in a phased manner by selecting potential GPs has worked well. Nandivaya was one of the four GP's that district officials selected in the Mandal.

Under the initiative, the Mandal officials who were trained on CLTS approach conducted triggering activities (Example: Door-to Door visits, sensitization on awareness, Village level meetings and Cat method etc.). Identified natural leaders and members for vigilance committees formed vigilance teams with 6 members from the village to watch, monitor and coordinate construction of toilets and usage under the guidance of natural leaders. One of the key responsibilities of vigilance committee members is to humiliate persons practicing open defecation even after having toilets with cat method and imposing a fine of Rs. 50 as agreed in the village level meetings. As per the Cat method, people who continue to practice open defecation must cover the faeces with soil as a cat does after defecation. The method was applied to some of the 20 households who practiced open defecation despite having toilets. The method has really worked and the households stopped doing defecation in the open.

Further, regular visits and follow-up by Mandal officials and night stays in the village by special officers appointed under the initiative-helped mobilization of stubborn and in motivating them for construction of toilets. As an impact, the households one by one showed their consent to have toilets.



Toilet Beneficiary under SBM

Photo Credit: R. Srinivasa Rao, Program Officer, PRIA

## Natural Leader acted as a third party..

The Mandal officials with the active support from Natural leaders and vigilance committees could facilitate construction of 46 toilets during April-June 2016. Out of 46, 32 households constructed toilets themselves by taking support from natural leaders and officials. Sri. Tulluru. Chenchu Ramaiah, a Natural Leader, constructed 14 toilets as a third party agency for those households who expressed inability. The department directly credited the incentives of the households to his account. Sri. Chenchu Ramaiah had borne the excess expenditure over and above the incentive (up to Rs.3000) from his own sources.

## Conclusion:

Sustainability of ODF is closely linked with Post –ODF follow-up. The GP determined to continue vigilance committees and regular sensitization activities with the support from Mandal officials and take up other appropriate measures, which sustains the status of ODF.