

# **BEHAVIORAL CHANGE: KEY TO ENDING OPEN DEFECATION – A ROTARY PROJECT CASE STUDY**

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**Rotary**



# Outline of Presentation

- ❖ **Prevalence of open defecation in the world**
- ❖ **Why the prevalence of open defecation**
- ❖ **Rotary Project case study made in the village of Duppada, District: Vizianagaram, Andhra Pradesh, India**
  - ❖ **The conditions prevailing at the beginning of the study in a village community of 400**
  - ❖ **Attempts made to mitigate open defecation**
  - ❖ **Construction and implementation of water supply-sanitation facilities**
  - ❖ **Progress made and lessons learned**
- ❖ **Summary**



# Prevalence of Open Defecation in the World

<b>Country Wide</b>	<b>%</b>	<b>Rural Areas</b>	<b>%</b>
<b>India</b>	<b>48.3</b>	<b>India</b>	<b>65</b>
<b>All South Asia</b>	<b>38.1</b>	<b>All South Asia</b>	<b>52.5</b>
<b>Pakistan</b>	<b>23.1</b>	<b>Pakistan</b>	<b>31.3</b>
<b>Bangladesh</b>	<b>4</b>	<b>Bangladesh</b>	<b>5</b>
<b>Subsaharan Africa</b>	<b>24.9</b>	<b>Subsaharan Africa</b>	<b>34.4</b>
<b>Nigeria</b>	<b>23</b>	<b>Nigeria</b>	<b>31.5</b>
<b>South East Asia</b>	<b>12.5</b>	<b>South East Asia</b>	<b>17.1</b>
<b>Indonesia</b>	<b>21.9</b>	<b>Indonesia</b>	<b>30.7</b>

# Open Defecation in India

- ❖ **1993- 85.8% of rural households do not have access to latrines; 2012 – reduced to 59.4%; 2016- 45.3% ( This may be lower now due to Swacch Bharath campaign)**
- ❖ **Sanitation Quality, Use, Access, and Trends (SQUAT) Survey by Research Inst. For Compassionate Economics reported:**
  - ❖ **40% of households which have latrines have at least one person openly defecating**
  - ❖ **Less than 50% of those that own Govt. latrines regularly use them**
  - ❖ **47% that openly defecate do it because it is pleasant, comfortable and convenient**
- ❖ **Comptroller and Auditor General : Govts. of at least 16 states exaggerated the data on toilets built by over 190%**

# **Open Defecation in India and Its Consequences**

- ❖ 638 million people practice it**
- ❖ 63 million kg of feces indiscriminately disposed**
- ❖ 30% of the women who do OD (generally during dusk), are violently assaulted**
- ❖ 24% of girls drop out of school**
- ❖ \$38.4 million economic losses**

# Open Defecation in India

- ❖ **Comptroller and Auditor General : 30% of toilets built were dysfunctional**
- ❖ **National Institute for Transformation of India (NITI): Visible improvement of coverage of latrines across India undermined by poor quality of operation and maintenance**
- ❖ **BEHAVIOR CHANGE IS A KEY PRIORITY OF SWACHH BHARATH ABHIYAN (CLEAN INDIA CAMPAIGN) .**
  - ❖ **BUT, 97% OF THE MONEY WAS SPENT ON CONSTRUCTION OF TOILETS; BUT, FIGURES SHOW ONLY 1% OF TOTAL EXPENDITURE FOR INFORMATION, EDUCATION, AND COMMUNICATION (IEC) ACTIVITIES.**
  - ❖ **IEC EXPENDITURE REDUCED FROM RS. 170 CRORES (~\$26 MILLION) IN 2013-2014 TO RS. 109 CRORES (~\$17 MILLION)**
- ❖ **As of March 31, 2016 54,732 villages are declared OD free of the more than 600, 000 villages. (Answer to a question in the Parliament of India)**
- ❖ **However, Swacchata Status Report (2016) reported 55.4% and 8.9 % of rural and urban households , respectively, were openly defecating**



# Why OD is Prevalent in India

- ❖ **PERCEIVED BENEFITS**
  - ❖ **Pleasure and Comfort**
  - ❖ **Get up early, take a walk in the fields in open air, and ease (Healthy exercise)**
- ❖ **UNAFFORDABLE COST FOR CONSTRUCTION OF LATRINES**
- ❖ **LACK OF WATER IN SOME AREAS**
- ❖ **AGE OLD HABITS (FOR GENERATIONS)**

**MOBILE  
TOILET!**



**Rotary Project Site**  
**Duppada Village - 400 Population**  
**District: Vizianagaram, A.P. India**





**This was the kind of a scene that broke my heart when I was 19 and working on a rural sanitation project in a small village in West Bengal, India**

**Rotary**



# **CONDITIONS PREVAILING IN 2007 PRIOR TO PROJECT IMPLEMENTATION**



# **Open Defecation– Rotary Project Site Duppada Village - 400 Population**

**Before the Project Implementation Open  
Defecation in the Community is  
Approximately 100 %**



# Duppada Sanitation Before the Project



# **A State-of-the-Art Koehler Toilet in Duppada Village, A. P., India**



❖ **Before the Implementation of the Project Met with the Villagers Numerous Times and Discussed the Following:**

- 1. Benefits of the Project (Safe Drinking Water , Hygienic Sanitation, Safety, etc.)**
- 2. What they Need to Do and Pledge**
- 3. How Much they are Willing to Contribute**
- 4. Role of Rotarians to Help and Monitor Progress**



# Duppada Villagers: Beneficiaries of the Project



❖ **We got assurances and pledges from the villagers that they will pay a small amount for buying safe drinking water**

**--Got pledges that they will regularly use the bathrooms and latrines, Rotary Clubs of Naperville, IL, USA and Vizianagaram, Andhra Pradesh, India, Partnered.**

**--Built a safe drinking water and sanitation complex consisting of separate bathrooms and lavatories for use by men and women.**

***Villagers agreed to pay Rs. 2 (\$0.03) per 12 liters of drinking water and regularly use latrines*** Rotary 

# Duppada Village – Water-Sanitation Complex



# **BATHROOM AND LAVATORY COMPLEX – DUPPADA VILLAGE**



# R. O. PLANT, DUPPADA VILLAGE



# A CONSCIENTIOUS NGO IS NOW SUSTAINABLY OPERATING AND MAINTAINING THE WATER-SAN SYSTEM LITTLE SUPERVISION BY ROTARIANS



# **PROGRESS MADE AND LESSONS LEARNED**

- ❖ 86% OF OPEN DEFECATION ELIMINATED**
- ❖ REVENUE COLLECTED BY THE SALE OF WATER IS SUFFICIENT TO MAINTAIN AND OPERATE THE WATER-SANITATION COMPLEX**
- ❖ HANDING OVER THE MAINTENANCE AND OPERATION AND THE SALES OF WATER BY A COUPON SYSTEM TO A CONSCIENTIOUS NGO RELIEVED THE BURDEN OF THE ROTARIANS IN VIZIANAGARAM !**
- ❖ I VOLUNTEER TO VISIT THE SITE ANNUALLY TO MAKE SURE THAT THE PROJECT IS WORKING AND SUSTAINING**

# PROGRESS MADE AND LESSONS LEARNED

- ❖ **DO NOT EXPECT TOO MUCH FROM POLITICIANS**
- ❖ **BEHAVIOR OF VILLAGERS CAN BE CHANGED; IMPLEMENT A PROJECT ONLY AFTER ENSURING THAT VILLAGERS WILL COOPERATE**
- ❖ **Success of the project will be assured when ROTARIANS or Other volunteers, WORK WITH A “SERVICE ABOVE SELF” ATTITUDE , AND REGULARLY VISIT THE VILLAGERS TO INQUIRE ABOUT THEIR SAFETY, HEALTH, AND WELLBEING**



# **SUMMARY**

**Dreams can be realized if one does work with**

**PASSION**

**PERSISTENCE**

**PERFECTION**

**--PRAKASH**

**“Be The Change That You Want to See in The World.” - *M. K. Gandhi***

