

CASE STUDY

2016/No. 65



Yerrapalli Panchayat
Pulivendla Mandal
YSR Cuddapah District

Information, Education and Communication (IEC) - key to achieving ODF



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

“I participated in a school campaign conducted in my village and learnt about sanitation and the importance of using toilets rather than open defecation. I conveyed the same message to my grandfather. I reiterated and cried when he said no. I fought for and finally convinced my Grandfather to have toilet at my home when he strongly opposed using the toilet, as he never ever thought of need for it. With great vigor, I could convince him because I told him what I learnt from School campaign about sanitation. Today, my family including my grandfather uses my newly constructed toilet under Swachh Bharat Mission (SBM),” says, a seven years old Shiva Gangadhar S/o Eswaraiah, a 2nd class child from Yerrapalli Gram Panchayat (GP). The child also added expressing that he feels happy and comfortable using toilet and he taught his grandfather on how to use toilet. This is an example of the pivotal role of IEC activities in influencing people upon realizing desired objectives.



Yerrapalli, the first ODF in the Mandal...

Yerrapalli Gram Panchayat in Pulivendla Mandal of YSR Cuddapah district stands the first Open Defecation Free (ODF) in the Mandal under Swachh Bharat Mission. The young leadership of Sarpanch and ward members, Local MLC and MP's moral support by their visits to the GP and the Mandal Officials support in solving hurdles such as providing toilets to migrant households and finally, importantly, the IEC activities conducted to motivate people led the Panchayat to become a first Open Defecation Free (ODF) GP in the Mandal.

Summary of the activities taken -up under SBM...

The district administration has identified the GP in the last week of September 2015 for achieving ODF in the Mandal along with another village. Later, based on the directions from the district, the Mandal officials conducted Gram Saba has and IEC activities to make aware and sensitive the people about Swachh Bharat Mission and ODF during October 2015. Then, a door-to-door survey followed the meetings to identify the number of households in need of toilets. The GP conducted the survey by engaging Sakshara Bharat coordinator.



The total Households in the GP are 140, which include 6 numbers of migrant families who settled in the village 4 years ago and live in rented houses. Of the total 140, 104 households already have access to toilets under various schemes prior to SBM. Under SBM, 36 toilets have been constructed for the rest of the households.

What more has been done apart from the above is that the local Hon'ble MLC, Sri. Satish Reddy and Hon'ble Member of Parliament, Kadapa, Sri. Y.S. Avinash Reddy also visited the GP and sensitized the People. IEC coordinator from district water and sanitation Committee conducted school campaign and other IEC activities availing support from Gram Panchayat.

Issues and resolutions:

1. Lack of Attitude: This has been an issue hindering the objective, was overcome by regular motivation, Campaigns and other IEC activities by the Mandal officials with support from gram panchayat.
2. Lack of finance: 8 households had financial inability to start construction. Sri. D. Vengamuri, a local ZPTC member came forward and constructed toilets for these households as a third party and the problem was solved.
3. Migrant households without ration cards: 6 migrant households settled in the village 4 years ago, who live in rented houses don't have ration cards. Submission of ration card along with application is compulsory for getting toilet sanctioned. The house owners who rented their houses to these 6 households have settled in nearby town some years ago and they have local ration cards in the village. The issue was brought to the notice of the Mandal officials. The officials, with the cooperation from gram panchayat solved the problem by convincing the house owners for construction of toilets at their rented houses utilizing their ration cards. The tenants have got the toilets constructed by the Sarpanch, Sri. Vijaya Kumar Reddy as a third party. This way the problem was solved.

Success factors:

Following are some of the factors that caused for the success in achieving ODF

1. Young & enthusiastic Leadership (Sarpanch and Ward Members)
2. Regular visits by Mandal Officials
3. Political will - Special visits by Local MP and MLC
4. IEC and sensitization activities

Sustenance of ODF:

Towards ensuring sustainability of ODF, the Gram Panchayat is proposing a fine of Rs. 500/- if a person defecates in the open and stoppage of pension etc. GP mentioned this warning in the hoarding displayed near Panchayat building at the entrance of the Village. According to the Sarpanch, frequent sensitization activities would continue to happen.



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

Display of Open Defecation Warning Board