

SUCCESS STORIES

OF

DWSM, BALASORE

ORISSA

NOTHING SUCCEEDS LIKE SUCCESS

(A SUCCESS STORY IN MAKING)

Village Somonathpur, of Remuna Block, Balasore district, is one of the many villages undertaken for implementation of Total Sanitation Campaign (TSC). The village comprises 487 households including 86 APL households.

The first attempt was introduced way back in January'04 which never progress as desired due to lack of community willingness to withdraw from traditional sanitation and hygiene behaviour, unwillingness to share capital cost or even share responsibility at individual level at desired stage of Programme implementation. Lack of necessary motivational drive by peoples representative at grass root level and a fractured initiative, personal rivalries on political line and last but not the least projection of individual interest by various stakeholders at the cost of the mass benefit. Under such circumstances, the demand responsive approach took the back sheet and thereafter was stagnant far a pretty long time. The concerned RSPC withdrew on this loosing platform.

However firm determination and will to succeed on our part pulled the approach in neighboring panchayats at desired speed resulting in renewal of interest within the target community of village Somonathpur. The projected community interest was adequately reciprocated by changing the RSPC, intensive motivational drive, preparation of pits and mobilizing super-structure materials even before the start of sanitary ware production unit etc.



INDIVIDUAL HOUSEHOLD LATRINE



Hand Pump with Platform and Darin

The approach resulted in enhanced individual household commitment to the cause of sanitation campaign and it is heartening to describe that more than 10% of the total households covered personally purchased 10 to 15 extra rings for construction of upgraded toilets i.e. with excess water soakage pit, main slauge tank and concrete super-structure with ceramic pan. Of these 10% household more than 10 households had already completed structure as desired by them wherein their own share is more than Rs.2,000/- excluding subsidy of Rs.500/-. None the less, the said performance today definitely intimidate left out households to adopt safe sanitation practices with personal toilet facilities, irrespective of being APL or BPL category of living standard.

However a lot of planning, hard work and sharp motivational inputs are need of the hour to sustain and replicate the Programme objectives at Panchayat level, that can ensure another Nirmal Gram i.e in offing.

Lesson learnt: *Selling a unit of Individual Household Latrine (IHL) subsidy and making the household to 100% use and sustain, needs enormous persuasive skill & input.*