

Success Story of Pilocode Gram Panchayat, Kerala-An Award Winner of First Niramal Gram Puraskar

A PEOPLE'S MOVEMENT FOR TOTAL SANITATION

The Past

Pilocode is a financially backward Gram Panchayat in Nileshwar development block of Kasaragod district. The Panchayat is spread over an area of 26.77 sq.km. with 4083 households and a population of 21,210 as per 1991 census. A vast majority of the people are agricultural labourers, beedi workers and traditional artisans. Due to adysmally low level of income and life style, the use of sanitary latrine has been negligible. It was in this background that the panchayat committee decided to launch a people's movement for total sanitation on the firm belief that the limitation and financial constraints can be overcome by genuine participation of the people .

The lessons from the highly successful total literacy campaign introduced in 1990 gave the Panchayat committee all the confidence to believe that need and motivation can be generated through effective communication

The Preparatory Phase

The panchayat convened a meeting of political parties, voluntary organisation, youth clubs cultural organizations, women's forum and opinion leaders of discuss the idea of carrying out a community based campaign for total sanitation in which the community, more particularly the women and youth will play their full part at all stages from planning to project formation execution, monitoring and evaluation. The meeting resolved to set up ward level people's committees to organize the mobilisation activities. In order to bring in the campaign tempo, the ward committee meeting were held simultaneously in all the wards on December 25,1995. The attendance of the ward level meeting varied from 100 to 200 and 60 % of them were women. A draft plan of action comprising of preparatory activities, mobilisation and health education activities and construction activities was drawn up at the panchayat level by a process of brainstorming and discussions. The Panchayat decided to undertake a house to house survey for preparing the status paper on sanitation and for the identification of beneficiaries.

The Ayalkoottam (Neighbourhood Gathering)

A series of get-together of 30 to 40 adjacent families took place. In the process a new grassroot level organisational set up which came to be known as Kudumba Sadas (gathering of families) emerged. This is forum where 70 to 120 women folk gather in the evening and discuss issues of common interest. The Kudumba Sadas was organised on a compaign mode and 90-100 such neighbourhood meetings were organised during the preparatory stages. These clusters of households were later on converted into Ayalkoottam which was the basic micro functional into of programme implementation.

The baseline survey

The survey squads were identified from among each neighbourhood. The squad leaders were given one day "training of trainers" using a survey format. A pilot survey was conducted on January 21, 1996 with a view to validating the survey methodology. The squad leaders in turn conducted the orientation training for the squad members at the ward level. Concurrently a series of meetings of political parties, youth /cultural / voluntary organisation and women's organisation were held for ensuring community participation in the survey process. The survey was conducted on January 26, the Republic Day, on a festive mood. All together 748 volunteers participated in the actual conduct of the survey throughout the day. The enthusiasm generated by the high voltage campaign was such that as the squad proceeded from one households to the next, more and more people jointed hands, ultimated leading to a large gathering.

Environment Generation

An awareness building process urging upon the people for the upkeep of clean environment was unleashed throughout the Panchayat

Key events

- | | |
|----------|---|
| 15.12.95 | Meeting of the people's representatives, representatives of the political parties, youth, women and cultural organization for the formation of Panchayat development committee. |
| 18.12.95 | Meeting of the cultural/ youth /voluntary organisation. |

25.12.95	Formation of ward development committees
6.1.96	Meeting of the ward convenors
12.1.96	Panchayat level review meeting
30.12.95 to 10.1.96	Kudumabasadassu (Neighbourhood Meeting)
19.1.96	Panchayat level review
21.1.96	Survey training for 150 squad leaders
22.1.96 to 24.1.96	Ward level orientation training
26.1.96	Field survey-Squad consolidation
27.1.96	Ward level consolidation
28.1.96	Panchayat level consolidation
30.1.96	Announcement of sanitation needs as revealed by the survey
Feb 1 to 7	Preparation of the project proposal
Feb 19	Public declaration of the survey analysis and programme of action

Survey Analysis

The findings of the survey are given below.

- * There were 2020 households without sanitary latrines of which 1900 were BPL
- * 24 public institutions did not have and sanitary facility worth the name
- * The 4 main market palces required provisions for basic sanitation and pollution abatement
- * 874 O.D wells did not have parapet wall
- * 1155 km of road required side drains for storm water drainage
- * 3000 km households required soak pit , garbage pit washing platform and kitchen sanitation facilities
- * 21 ponds required protection work

An analytical study of survey result was done by the Committee. Thereupon, the Panchayat Committee posed a project for government assistance.

The Components of the Project

SI.No.	Activity	Total Cost	GOI	GOK	Beneficiary
1.	Construction of 1900 two pit latrines	47.50	19.00	19.00	9.50
2.	Practical training of masons	0.15	0.075	0.08	---
3.	Awareness camps and environment creation	0.50	0.25	0.25	----
	Total	48.15	19.325	19.35	9.50

The Ministry of Rural Areas Employment, Government of India in its communication no. W.11023/11/96 CRSP (MV) dt. 8.10.96 conveyed the approval of the project. Government of Kerala provided and amount of Rs. 48.15 lakh vide GO (Rt) No. 423/96/RDD dt. 28.11.96. Out of the above and amount of Rs. 19.325 lakh was central shares , Rs19.325 lakhs state and Rs. 9.5 lakh Panchayat /beneficiary contribution.

Implementation

The Panchayat held a series of brainstorming sessions with a cross section of the community and evolved an implementation strategy as outline below.

- * Formation of Panchayath development committee by cutting across all political affiliations
- * Overall leaders development committee will have a supportive role
- * People's mobilisation and community awareness activity through Ayalkoottams.
- * Organisational structure suited to the programme implementation
- * Focus on the role of women and youth as change agents
- * Orientation to health with emphasis on socio communication
- * Module for health education to be prepared in a creative workshop of doctors, health workers and social activists
- * Sanitation and health intervention, particularly health care of children
- * Training programmes aimed at sensitising and motivating
- * Construction of 1900 sanitary latrines with lot of liberty to the beneficiaries to choose technology
- * Construction of 20 institution latrines
- * Volunteerism

- * Self-set target a location specific IEC which goes beyond extension; IEC will assume the dimensions of conscientisation dialogue; IEC which will lead to social marketing .

Supplementary Activities .

{ Kasaragod Dt.}

1. Drainage mapping
2. People Resource Mapping with the technical support of Centre for Earth Science Studies (CESS), Thiruvananthapuram.
3. Socio- economic survey
4. secondary data collection

Environment Building

As a part of awareness creation the following activities are undertaken during the implementation of the project.

1. Ward level meetings

Ward level meetings under the leadership of ward committee were held for every two weeks. Preparation of the workplan for all the activities within the ward were also planned in this meeting. Proper monitoring and review of the ongoing programmes were done in these meetings. The main activities planned in the ward meetings were carried by !Ayalkoottams!.

2. Awareness Creation

Conducting health classes- Competitions for school children- Mobilising school children for environment building –Conducting poster camps and pasting them in prominent locations- Hoisting banners, stickers –House to house visit; persons to persons interaction.

3. Leadership training to construction workers

4. Helping the Ayalkoottams for procuring the materials.

5. Mobilising voluntary work for helping the weaker sections.

6. Identify the problems and suggesting the remedies.

7. Monitoring .

Meeting of the Beneficiaries

Meeting of the beneficiaries was conducted at the ward level. The Project proposal was discussed in detail in the meeting. This meeting was intended to make them aware of their role in the whole process of programme implementation.

Masons Training Camp

A one day meeting of the masons was held in the month of April. The technical aspects of pit marking was discussed in the meeting. 75 masons attended the meeting. It was decided that the pit marking was done on campaign mode throughout the Panchayat. A three day technical training was conducted. Various technical options were discussed in the training. 96 masons participated in it. They gave proper leadership for the construction work.

Pitmarking

It was decided to commence the construction activity in the month of May 96. pit marking was undertaken as a major health education –cum-environment building process. In every NHG a core team consisting of health worker, trained masons and political leaders-enabled the beneficiaries to mark the pit.

Construction

The NHGs were the functional units of construction management. The materials were procured in bulk by ward sanitation committee.

Banners and Stickers

Banners and stickers were hoisted in the main streets of the Panchayat.

Documentation

Proper documentation was done. The video document named” Nattuvelicham”, was used as an educational tool. Photo documentation was done systematically.

Monitoring

A monitoring mechanism was emerged in the process. The ward convenor and ward member were primarily responsible for the proper monitoring. Forms used for stage certificate, disbursement of money etc., were also developed in order to assess the progress of each individual latrine. The estimated beneficiary contribution was 9.50 lakh. But the actual contribution comes up to an astounding amount of 60 lakh. The actual cost analysis was done by conducting and evaluation survey.

Culmination of the First Phase

The Hon. Chief Minister Sri. E.K Nayanar declared the culmination of the first phase of the campaign on November 17th, 1997. The Panchayat celebrated the days as GRAMOSTAV. The people proudly took out a processions to commemorate their efforts, travails and triumph. After the completion of the first phase the Panchayat decided to launch the second phase without waiting for the formal approval of the project which was submitted to the central government through the state development department. The focus of the second phase was on school sanitation programme and drainage.

School Sanitation Programme

The motto of the programme is sanitation in School and sanitation through school. We planned the programme as an education tool for value education. Learning by doing is the approach highlighted in this programme. The programme is envisaged in such a way that the students will realise the importance of clean environment and how the environment affects the health and hygiene of the individual and the society. This environment and how the environment affects the health and hygiene of the individual and the society. This awareness will ultimately reflect in his personal as well as social life.

Meeting of the Panchayat members, school headmasters, members of the voluntary organisation and officials was held in the last week of July 1998 which was followed up by a one day training programme for selected teachers under the leadership of local doctors. The meeting of the parent teachers association and mother PTA were conducted level to chalkout microlevel programmes. Continuous awareness programmes were held from 8th to 12th of August in different modes. The teachers, students and parents of each institute were divided into small groups and they visited the houses of the locality by singing health songs and slogans describing the importance of clean environment to households.

August 15, 1998 marked the beginning of the school sanitation campaign. The community leadership to organise school based activities of cleaning the premises, constructing garbage pits providing drinking water post, waste baskets and brooms in each classroom.

The same week witnessed a voluntary action of imparelled enthusiasm in which 3000 volunteers gathered to construct 6 km road drainage in a single day. This was made possible because of metientous planning and systematic field follow up.

The Present

As per the Census 2001 the total population of this GP is 23338 nos. The GP is declared fully covered since November 1997. The total 5103 house holds have toilets at present in the GP. During the Total Sanitation Campaign drive, convened series follow up activities.

School Health Club

The GP has eleven schools (six government school) which are fully equipped with toilet facilities separeately for boys and girls, exclusively separate toilets for adoloscent girls. Students in rotation clean these toilets. Every school has student health clubs where students are the members. The health club makes the schedule for the students to clean the toilet on time. All the schools provide sanitation and hygiene related education to the student. In addition drama troops by children elocution and essay competition are conducted for students and awareness and discussion programme to PTAs/ MPTAs. There are 21 Anganwadis in the GP. In all the Anganwadis baby friendly tolet facilities are present. Anganawadi helper cleans and maintains the toilets.

Drinking water

More than Panchayts own projects, commissioned 9 drinking water distribution systems and 6nos. are on work under **Swajaldhara –II** (RGNDWM). 981 families (4338) beneficiaries) will be benefited. Proper water recharge facilities are also made with. Using the plan grant- in –aid Panchyat constructed rain water harvesting units in 15 Anganwadie and 2 public places.

Integration

Subsidy given to Kudumbasree (NHG) units to produce paper bags instead of plastic bags and for bio-compost units for which households level separate 'garbage back home' practice have been institutionalized. The organic matters are disposed at the households level. Awareness is created for not to burn plastics which is adhered by all villagers religiously. In 2001 Panchayat convened 'water shed Grama Sabhas' for intergrated development. Also given subsidies to families to construct 'well –almirahs' to avoid pollution of drinking water (sanitary well) from 2003-04. Conducted public awareness programmes against misuse of Plastic materials and total sanitation for total health . Formed Sanitation and Health Unit (SHU) under the baner of youth clubs. The IEC programmes are convened under the auspicious of TSC District Panchayat, Kasaragod.

The Future

Now our motto is "Total Sanitation for Total Health '(including habitat) based on environment sanitation. The changes in land use, life styles, accumulation of dust in air, de-forestation, importance of watershed management in integrated development, need of water re-charge , construction of house hold sockage pits, rain water harvesting units, diseases of epidemic nature etc. are the key identifying marks and we are in the process of an integrative perspective plan.

Swaraj Trophy

The people of Policode Grama Panchayat were honoured by Govt. of Kerala by awarding Swaraj Trophy for the best Grama Panchayat in State level for the year 1997-98.

Nirmal Gram Puraskar

Panchayat has achieved a rare distinction by getting selected of NGP as only GPs (total 40 PRIs) have been selected in the country (only 1 in Kerala) for promoting sanitation and hygiene practices by Department of Drinking Water Supply, Ministry of Rural Development , Govt. of India, in 2005.

Data

No. of wards: 12, Women reservation: 4 SC reservations- 1
Location: 12°12"Lat, 75°10"Long. HQ: Kalikkadavu (Pilicode), Taluk: Hosdurg.
Constituency: Parliament – Kasaragod . Lesgislative Assemby – Trikaripur

Conclusion

The general cleanliness of the Panchayat is excellent with no open defecation or garbage dumping . with the active participation of the community level institutions like clubs, schools Brigades, NGOs, SHG's Senior Citizen club etc. the tempo of cleanliness drive is never down. Every year the Panchayat also gives trophy to the best ward of cleanliness. This maintains a competitive spirit among all for better sanitation.

These types of constructive activities have helped improving the overall cleanliness of the Panchayat and make the programme self sustainable in the long run.