

people to form self help groups. Now it came forward to take up the responsibility of motivating people to set up toilets and to help them in every possible way to do so. The volunteers of the NGO were briefed about the demand-driven approach of the Campaign. A survey conducted earlier had revealed that the coverage of individual household latrines was more in the districts where TSC was launched than the other districts. The volunteers were now convinced that proper sanitation habits would help reduce the incidence of diseases such as diarrhea and dehydration and the infant mortality rate. They tried to make the programme community-based and people-friendly.

The Village Water and Sanitation Committee was formed comprising PRI members, opinion makers, village elders and the youth. The volunteers of the organization knew it well that it was essential to change people's mindset. In an attempt to motivate people, wall paintings were displayed at prominent places. Rallies, meetings and innovative programmes such as folk plays and audio-visual shows were organized.

NIPS set up a Production Centre-cum-Rural Sanitary Mart at Golabandha, where toilet materials such as rings, pans, etc. were produced. They knew that people would not hesitate to pay a little more if they were offered better material. A conscious attempt



*Sanitary materials transported to households*

was made to provide people with different models of pans such as the ones made of cement concrete, mosaic, ceramic, fiberglass, etc. Similarly, RCC linings, brick linings and stone linings were on display. The user would make the choice, which would suit to his/her requirement and budget. Accessories such as cleaning brush, broom, phenyl and soap were also sold there.

The Campaign is rapidly gathering momentum. More and more families are setting up individual household toilets. In a period of six weeks, from 5th June to 20th July, 478 families, including 424 from those below the poverty line, have installed sanitary latrines. The day is not far off when the villagers will live in a clean surrounding free from the pervading smell of human excreta, and will live with dignity.

## A MATTER OF HABIT

Old habits die hard. The older, the harder. People in our countryside are used to the practice of relieving



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themselves in the open. Men, women, boys and girls go to roadsides, riverbanks, open fields or the backyards of their houses for the purpose. They prefer to sit behind a bush or a tree, pretending that others do not notice them. Sometimes they stand up when they come across a passerby. Lack of privacy causes a lot of embarrassment to women and girls.

An old habit is overcome by a new one. And forming a new habit is not an easy task, particularly for grown up people. However, it may not be all that difficult on the part of boys and girls, who in their tender age, are in the process of acquiring habits. They carry these

