PAN IN THE VAN - AN INNOVATIVE ON SITE APPROACH FOR INCLUSIVE WASH

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1. Introduction

WASH is enshrined in the Millennium Development Goals and is a cornerstone of the fight against poverty. Lack of basic sanitation puts millions of lives at risk and is responsible for a quarter of all child deaths in developing countries every year. Lack of sanitation and poor hygiene also severely limit the impact of other development interventions in education, health, rural and urban development.

Despite numerous programmes (like Total Sanitation Campaign in India) geared towards achieving the sanitation goals, access to WASH especially in the backward areas and disadvantaged groups is far from reality. This can be attributed to passive attitude of the stakeholders towards gap in demand and supply.

It is also a fact that despite the best of intentions the software components aimed at bringing behavioural change do not yield desired results. They fail to motivate community and bring behaviour change due to several factors like ineffective delivery mechanism, monotonous tools of BCC, ad-hoc approach, offsite site events etc. The hardware infrastructures like toilets, drinking water sources and associated ecological sanitation facilities are either not delivered qualitatively in time or fail to address the real needs due to non availability of single window system. The governance part is seldom addressed in synchronized manner. Due to weak decentralized systems of governance, WASH plans are not in place at panchayat levels and therefore it is difficult to monitor the progress effectively.

Often the conventional approaches take a piece meal path & fail to see local needs, comprehensively. There are chances of exclusion of the needy recipient of the message as the most of the strategies are based on the off-site approach. The approaches do not ensure forward and backward linkages at community level.

The challenge of the hour is to bring innovative ways for awareness, capacity building and support systems to transform these stark figures in the light of varying
The community led total sanitation has emerged as a better approach to sensitize community and initiate collective actions. However, it is realized that in want of post trigger support or tackling local governance issues, not much progress is achieved. To address the issues, Energy Environment and Development Society, eeds has introduced an innovative onsite approach for inclusive WASH, known as “PAN IN THE VAN”. The PAN denotes hardware and Van is onsite software. It is a comprehensive basket of IEC tools specially designed to invoke community’s participation and cater the needs of the different actors in a village scenario, particularly for demand generation, capacity development, team building, governance improvement, demonstration of technological options, and strengthening of supply chain. It not only facilitates action planning and community review but also support during the post trigger phase.

The tools and methods are designed to offers opportunity to the community to participate in creative and a joyful way. The approach maintains focus on excluded groups whose access to sanitation is restricted due to social and geographical isolation. It also consciously involves youth/children considering their role as effective change agents. The concept of local WASH enterprises is promoted to address the weak supply chain in WASH.

Traditional approaches mostly adopts off site path where inputs are provided to some select representative with the expectation that they would disseminate the skills/information in their areas/ villages. But it seldom happens. Factors like class room based and monotones training modules, varied levels learning capacity of the representatives, failure to mobilize people’s attention, failure to retain community’s participation and most importantly the lack of support during the during the process or after the trainings limit the effeteness of the off-site TOT approach.

**The entire approach of Pan in the Van has following advantages:**

- It reaches directly in community and also plays special attention towards the women, children and marginalised groups who are generally left out in traditional approaches. It encourages people in seeking their entitlements and access to dignified sanitation by creating space.
- The approach offers a complete package for achieving Total sanitation. Unlike the other approaches it is not only triggers but also extend total support during post triggering phase. On the other hand its components can also be applied in a piece mill way as per the need.
- It is designed on basis of mass education with entertainment. On-site training facilities, exhibition for various options, machine/ method to
produce “eeds pan” help in dissemination and reinforcement of the massages in interesting way.

- The training inputs are provided to all, directly. The days/nights stay of the team and flexible camps schedule encourage the different sections of the society to learn as per their speed and time availability.
- It offers entrepreneurship based and dependable model for addressing the weakness of the supply chain in WASH.

**PAN IN THE VAN has following immediate objectives:-**

I. Demand generation through awareness and triggering:
   - To mobilise/involve key stakeholders e.g. target community, youth, women and children, Panchayat (smallest unit of local self governance in rural India), and Government service providers around the issue of sanitation.
   - To enhance community awareness to accelerate Total Sanitation Coverage programmes/schemes and entitlements.
   - To promote inclusion of marginalised groups in urban/ rural areas in development efforts related to WASH.

II. Team building for local collective actions:
   - Capacity development of the key duty bearers and (like VLWSCs, SHGs, schools, etc.) to enhance their Knowledge, Skills and attitude so that they can play their roles, effectively.
   - Strengthen the supply chain and enhance skills of service providers (masons, plumbers) and local CSOs
   - Facilitate the action planning to achieve WASH/ Total sanitation targets at the Panchayat level

III. To institute the process of school led total sanitation:
   - Awareness raising and Institute the process of student led sanitation efforts

IV. Mechanism for regular community review:
   - To constitute and facilitate a regular and sustainable community based monitoring system

V. Ensuring Sanitary hard water and O & M services:
   - Ensure timely and affordable sanitary hardware and services (including O & M) in rural areas through initiatives like WASH enterprises
2. Strategy

The approach has following steps;

FOUR STEPS OF PAN IN THE VAN APPROACH FOR INCLUSIVE SANITATION

Step 1
Health Communication
स्वास्थ्य, संचार

Step 2
ON-SITE THREE DAYS
PANCHAYAT CAMP
तीन दिवसीय पंचायत स्तर
शिविर

Step 3A
WASH ENTERPRISES
(Petty Contractor)

Step 3 B
SLTS
(EK PE EK
GYARAH)

Step 3 C
Water Security Plan
& Management

Step 4
Hygiene Day and Community Review / Follow up
(Half-day activity in Every month)
स्वच्छता दिवस और समुदाय द्वारा समीक्षा / अनुश्रवण
(हर महीने में अंग्रेजी दिन की अनुश्रवण)

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### Strategy at a glance - PAN IN THE VAN - approach for inclusive sanitation

<table>
<thead>
<tr>
<th>STEP</th>
<th>Objectives</th>
<th>Strategy</th>
<th>Tools</th>
<th>Highlights</th>
</tr>
</thead>
</table>
| 1. Pre Activities & Orientation | • Rapport - building and preparations for the camp  
• Identification of champions / natural leaders for WASH processes  
• Collection of basic information and Health check with collective situational analysis | • Survey Formats  
• Check up to know the nutrition status (Body mass index/Anemia)  
• Testing of Water for portability  
• KII  
• FDG | • Carry out HH survey and water testing to know the status / issues related to WASH.  
• Health check up of the select population to know the nutrition status.  
• A qualified doctor facilitates the FDG on the finding of the survey and health check up to initiate the though process around the WASH issues. |
| 2. Three Days Panchayat level Camps | • Awareness generation & sensitization for improved WASH status  
• Organization and motivation of the of the local institutions and CBOs (VLWC and SHGs) for accelerating Total sanitation  
• Preparation of WASH action-plan for health | On site camp of PAN IN THE VAN | 12 tools | Camp organised using onsite mobile unit approach PAN in the Van with a proper 3-5 day schedule and clear objectives.  
• Administration of 12 different IEC tools and demos specially designed to sensitise masses, trigger, Team building and technological options  
• Skilled persons from different domains facilitate the process.  
• WASH Action plan preparation  
• Introduction of community monitoring system (WASH) |
| 3. Strengthening | | | | |
### i. Strengthening local institutions

<table>
<thead>
<tr>
<th>Local delivery mechanism / institutions</th>
<th>Intensive on site trainings To by two approach</th>
<th>Training Need identification</th>
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<tbody>
<tr>
<td>Capacity development of VLWC</td>
<td></td>
<td>Intensive capacity development inputs in a planned way to VLWSC and local CBOS in their village</td>
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<td>Capacity development of CBOs</td>
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<td>Subject experts deliver course contents with proper theoretical and practical sessions.</td>
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<td>Inputs to the local NIT/NGOs on technology options and Behaviour Change Communication</td>
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</table>

- **Capacity development of VLWC**
- **Capacity development of CBOs**

### ii. Strengthening supply chain management

<table>
<thead>
<tr>
<th>Ensure timely and affordable sanitary hardware and services (including O &amp; M) in rural areas.</th>
<th>Formation of Water &amp; Sanitation Entrepreneur by Developing/ Strengthening local petty contractors (with annual Business plan and linkages) to act proactively for WASH</th>
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<td>Opportunuity analysis for rural construction</td>
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<td>Business plan preparation</td>
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<td>Formal inputs for Skill knowledge and attitude</td>
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<td>Creation of forwards linkages</td>
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<td>Creation of backward linkages</td>
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- **Formation of Water & Sanitation Entrepreneur by Developing/ Strengthening local petty contractors (with annual Business plan and linkages) to act proactively for WASH**
- **Opportunity analysis for rural construction**
- **Business plan preparation**
- **Formal inputs for Skill knowledge and attitude**
- **Creation of forwards linkages**
- **Creation of backward linkages**

Focuses on the local petty contractors to graduate them as dependable service and solution providers for rural construction.

- **Business plan, forwards and backward linkages and skill development inputs and practice exposure.**
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<tr>
<th>iii. Preparation of Water Security Plan</th>
<th>mason’s brigade with annual employment plan</th>
<th>agents, finance</th>
<th>Preparation of the village level water security plan using on the site mobile van approach in the village with the entire community</th>
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<tr>
<td>To institute a collective process of management of water to ensure availability for basic needs</td>
<td>• Awareness generation and sensitisation</td>
<td>• Ice braking and understanding water behaviour</td>
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<td></td>
<td>• Participatory planning</td>
<td>• Collective need analysis to understanding water need and gap</td>
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<td>• Role and responsibility</td>
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<td></td>
<td>• Ice braking and understanding water behaviour</td>
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<td></td>
<td>• Collective need analysis to understanding water need and gap</td>
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<tr>
<td>iv. SSHE for SLTS</td>
<td>Develop change agents for the school led total sanitation</td>
<td>Ek pe Ek Gyarah</td>
<td>Kick to Kitanu</td>
</tr>
<tr>
<td>4. Hygiene Day and Community Review / Follow up</td>
<td>To institute a regular, democratic and accountable collective review and follow up mechanism</td>
<td>• Common and transparent process</td>
<td>Periodic community reviews are organized to track the progress and maintain the enthusiasm among the community level and the duty bearers.</td>
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<td></td>
<td>• Bring the element of entertainment for mass education</td>
<td>3 tools for study water balance</td>
<td>• It offers opportunity to the community to meet and discuss the issues in creative and a joyful way.</td>
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<td></td>
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<td>• The process is without any barrier of cast, class or gender. This not only ensures the accountability of the bearers but also inculcate a sense of responsibility and direction at community level.</td>
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I. Pre Activities & Orientation:

This phase covers the initial environment building and collection of baseline information to understand the target groups/ local situation (in WASH) and camp planning. Team of skilled persons visits the village/Panchayat prior to 3-5 days of the camp. After initial rapport building with the local leader and opinion makers, it carry out the HH survey and water testing to know the status / issues related to WASH. Health check up of the select population is also conducted to know the nutrition status. A qualified doctor facilitates the FDG on the finding of the survey and health check up to initiate the though process around the WASH issues. Preliminary planning is also done for the 3-5 days camp.

II. Three Days Panchayat level Camps:

The camp will be organise with help of Mobile unit (normally known as PAN IN THE VAN)

The PAN IN THE VAN is equipped with material technological options and specially designed 12 IEC tools to sensitise masses, impart training, produce sanitary pan and organise on site demos for inclusive sanitation. Skilled persons (local & outsiders) from different domains facilitate the process in the field. It has following tools

1. **Kick to Kitanu (Bacteria/Virus/Diseases)** - A football match between 7 evils and 7 components of sanitation will be played by children in presence of community

2. **Dandi (Sticks/Bamboo)- March** A Shame walk to places including deification areas and use trigger tools

3. **Langdi game** - Mapping of village and mark the places of defecation with yellow colour and invite community to walk with one foot and cross without touching the yellow colour.

4. **Wash your hand with joker** - Invite community members and demonstrate how they wash the hands. Collect water before wash and after wash, demonstrate by Joker.

5. **Ring game** for women and girl -Through the ring on a square of right practices

6. **Seven components chair race** - A race for the women and chairs with cleanliness songs and play related to seven components.

7. **Produce Your Pan** - Micro concrete sanitary pan production machine is provided and women are invited to produce their pan and demo of toilet options by the community, **Calculations Best House Awards** - Invite Community role players selected on the parameters fixed by the local groups and film show
8. **Incants sticks and pan** - Demo of P trap and Pan and water lock, co pan and other quality parameters
9. **Magic Stick** - Demo of One Stick can be use for construction of Complete toilet
10. **Mallusur Ki kahani** (Story of the evil created by faecal matter) Story play of MALLASUR (Evil) created by I gram faecal matter and walk in village
11. **Cultural evening** and calculations -faecal route and barriers and Action plan for clean village
12. **Evening show** and sharing by local groups with discussions on various issues, calculation of waste and faecal matters, medical expenses yearly etc

Awareness generation and WASH action plan preparation camps are organised for environment building and accelerate the total sanitation. It is organised using onsite mobile unit approach PAN in the Van with a proper 3-5 day schedule and clear objectives in a Panchayat. The process includes administration of 12 different IEC tools specially designed to sensitise masses, and on site demos for inclusive sanitation. Skilled persons from different domains facilitate the process. A typical camp covers following:

- Create community awareness / triggering for WASH action
- Capacity development of institutions like VLWSC, SHGs, & masons
- Action plan preparation and introduction of community monitoring system (WASH)

III. **Strengthening local delivery machine ism / institutions**

i) **Strengthening local institutions**: It is a known fact that the village level water & sanitation committees formed by the government were dormant in most of the cases. In the 3-5 days Panchayat camps efforts are made for their activation and orientation. In this step capacity need identification and providing inputs is done intensively, in a planned way. Subject experts deliver course contents with proper theoretical and practical sessions.

To tackle the demand side issues capacity development at community level is also made. To promote participation and ownership 5 groups of community members are formed during the Panchayates camps i.e. Mahila toli, Yuva dal, mason brigade, school groups, & field actors. In this phase the community groups are provided detailed inputs to mange self and the stakeholders. In "two by two" approach each group member took responsibility of motivating at least two families adopt desirable hygienic practices like daily bating, cleanliness, storage of drinking water and construction of toilet, etc.

Local NIT/NGOs working in the Panchayates provided inputs on technology options and Behaviour Change Communication.
ii) **Strength of supply chain management:** Imparting skills to the masons alone cannot provide the solution in the rural areas. In want of linkages or failure to realise the business potentials, the local entrepreneurs avoid the WASH sector. This phase focuses on the local patty contractors to graduate them as a service and solution providers for rural construction with an emphasis on WASH hardware and services. For the purpose business plan, forwards and backward linkages and skill development inputs are proved with practical exposure. This helps to create dependable WASH services with livelihood promotion. The phase also tries to graduating the semi-skilled mason, so that they can become dependable service providers, in rural areas.

iii) **Preparation of Water Security Plan:** Generally the process of water management is done by experts, with no or limited local involvement. As a result the solutions provided seldom work and villagers always look towards the outsiders for support and inputs. To address the issue this phase cover the aspect of preparation of village level water security plan with the help of onsite mobile van approach. As the plan is prepared with the entire village keeping the ground realities in mind there is more likelihood of sustainability of the actions.

iv) **SSHE for SLTS:** Introduction of School sanitation and Hygiene education and follow-up processes for school led total sanitation with the help of tools like “Kick to kitanu” or ek pe ek gayrah using on site mobile van approach is found quite effective. Children are more receptive to new ideas and schools are appropriate institutions for changing the behaviour and mindset through motivation and education. The knowledge gained by children through SSSH using mobile van approach reaches to home and influence parents and community to adopt good sanitary habits.

IV. **Hygiene Day and Community Review / Follow up:**

The onsite approach provides solution and facilitates a sustainable community based monitoring system for total sanitation. It as a half day review/ follow-up by the community using concept of “eek pe eek gayarah”, “Kick to kitanu” and celebration of Hygiene day, etc. It is an opportunity for the community to meet and discuss the issues in creative and a joyful way. The Panchayat level WASH plans are prepared with roles and responsibilities, during the initial the onsite mobile unit camp. Periodic community reviews (ideally in every month) are organized to track the progress and maintain the enthusiasm among the community level and the duty bearers. To initiate the review process tools like “kick to kitanu (a foot
ball based game), extempore on sanitation, cases stories, song, poetry etc. are used mainly to reinforce the messages and also to attract the community to participate in the review.

The entire process of community review is lively, constructive, promotes transparency, dissemination information and encourages the questioning and thought a process without barriers of cast, class or gender. This not only ensures the accountability of the duty bearers but also inculcate a sense of responsibility and direction at community level.
3. Process details

**A. Orientation and baseline:**

The activity has two objectives; rapport building with the key duty bearers and village gate keepers, and to collect the status of some key WASH parameters and initiate collective thought process at community level. Understand the situation. Side by side planning for the camps is also done.

**B. Panchayt level Camps:**

On site awareness generation and action planning camps are organised at the *Panchayat* level for environment building and to accelerate the TSC. The event is organised using on site mobile unit approach PAN in the Van with a proper 3-5 day schedule and clear objectives. A typical camp conducts following activities;

- **Day-1:** after inaugural session, the programme starts with a “Dandi March” (village walk) by the community (and students) which helps in environment building.
This followed by community group’s visits to different places in village and interaction, status analysis, discussion on history of disease, etc. This exercise helps in identifying clean and dirty places, open defecation locations and village sanitation map preparation. The team also interacts with teachers and makes preparation for school events.

Village mapping is facilitated to sensitise the women and girls on the cleanliness. For the instance “Langdi” game is conducted to explain the aspects like seven components and how the excreta reach to mouth.
A film show and discussion on the WASH status takes place in the evenings to identify groups and active champions among the children, youth, and women.

- **Day-2:** The day begins with a central program for the community where all the exhibits are displayed. The team share various social and scientific aspects of sanitation. Plays, stories, songs and a range of edu-entertainment aids like story, Fly, Jokers, Mallasure, etc. are used for the purpose.
It followed by the training of VLWSC/ field functionaries to motivate them to work collectively for a common goal. Interaction is also organised with women separately to ensure their free and fair participation in the entire process.

The post lunch sessions are conducted in schools where lectures and competition are organised for the students. The concept of SLTS is also introduced. Selection and training of the team for 'Kick to Kitanu' is also made.
Evenings are full of enjoyment and education. Quiz; experience sharing and cultures events are conducted. Children also play a game of MALLASUR (one gram Fecal -how it become an evil)

Technical sessions are also organised as per the convenience of the community during the camp covering following aspect;

- Produce your pan: For those who want use production machine and produce the sanitary pan for their toilets

- P trap fitting: To inform mason about the technical aspects of the toilet seat fitting and water efficient pans
- Option and life of leach pit: For masons and community to learn how to make a toilet

**Day -3:** Day three begins with “Kick to Kitanu” a foot ball match between student teams “Kitanu” (bacteria) V/S “Swachata” (cleanliness). Villagers are invited to watch the mach. It is full of information and action. Commentary of various massages related to sanitations is broadcasted during the mach. The match creates a solid ground for preparation of collective sanitation action plan.

After the mach the VLWSC with the help of the community and stakeholders discuss and prepare an action plan to achieve a Nirmal gram. The plan is shared with community and feed back is collected.
The programm is concluded with an oath taking ceremony by community. In this event opinion leaders share the views. Best houses, clean family and active children, best mason and youth team are honoured to steer the process in a right direction.

C. Community led Total Sanitation:
D. Community review:

Monitoring of the developmental actions is always a challenge in large scale rural interventions. Often the methods used are quite academic, lacks space for community’s participation or encouragement and fails to provoke community's interest as the tools applied are complex or expensive. Therefore; sustainability and utility of the monitoring system is always in question.

On site approach, PAN IN THE VAN provides solution and facilitates a sustainable community based monitoring system for total sanitation. It offers opportunity to the community to meet and discuss the issues in creative and a joyful way. The Panchayat level plans are prepared with roles and responsibilities, during the initial the onsite mobile unit camp. Periodic community reviews (ideally in every month) are organized to track the progress and maintain the enthusiasm among the community and the duty bearers.

To initiate the review process tools like “kick to kitanu (a foot ball based game), extempore on sanitation, cases stories, song, poetry etc. are used mainly to reinforce the messages and also to attract the community to participate in the review.

KICK TO KITANU (Bacteria, Virus, and sickness) is a football game designed to encourage community to be a part of the inclusive sanitation enevouers. This games is an occasion for the spectaters for enjoyment ,motivation, adoption of hyginic practices and participation in the review, regulery .

In “kick to kitanu” football match is played between two teams known as Kitanu (Bacteria / Virus of diseases) and cleanliness. There are 7 players in each team representing 7 components of sanitation. During the game commentator and referee disseminated the key heath and hygienic messages to the community through a public address system. The community interaction is also facilitated during the mach. The basic information on WATSAN is required to join the team’s therefore; villagers update their knowledge and take active role in implementation of the WATSAN plan through the month.

As the mach proceeds, environment and the agenda is set for a discussion on WASH. The village leaders and PRI members brief the community on the progress of the plan through the public address system. Questions and problems are discussed openly. Cases of success and grievances are also presented. Promises and plans for improvement are also made.

The entire process of community review is lively, constructive, promotes transparency, dissemination information and encourages the questioning and thought process without any barrier of cast, class or gender. This not only ensures the accountability of the bearers but also inculcate a sense of responsibility and direction at community level.
4. Impact of Camp – a case

A formal review was conducted by a team of experts after 6 months of a PAN in the van camp to understand the impact / achievements on-site capacity building camp at Panchayat level. The excerpt of the review is as follows.

A. Stakeholder’s Feedback:

<table>
<thead>
<tr>
<th>Penetration of Messages</th>
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<th>6</th>
<th>7</th>
<th>8</th>
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<tbody>
<tr>
<td>Sporadic</td>
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<td>4</td>
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<tr>
<td>in considerable cases</td>
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<tr>
<td>in most of the cases</td>
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<tr>
<td>In all cases</td>
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- Community identify the message
- Retention of the message (narration)
- Understanding of the concept (related Benefits/harms)
- Behavior change (Sincere Try)
B. **Review at a Glance:**

<table>
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<tr>
<th>Dimensions</th>
<th>Highlights</th>
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<tbody>
<tr>
<td>Governance</td>
<td>• Transparency - role &amp; responsibilities discussed in public / at common places&lt;br&gt;• Team sprite created among VLWSCs&lt;br&gt;• Women got to know their role and powers&lt;br&gt;• Collective problem analysis&lt;br&gt;• Reason and direction to work in collective manner&lt;br&gt;• Hand on experience for planning and analysis (village WATSAN plan)</td>
</tr>
<tr>
<td>Awareness on WATSAN</td>
<td>• Collective deliberation on the “so called dirty issue”&lt;br&gt;• Informed about the details related to TSC and entitlements in details&lt;br&gt;• Informed about the interrelation of the behaviour, hygiene, health and governance&lt;br&gt;• Collective thought process with initiation of action&lt;br&gt;• Students got opportunity to learn on the critical issues like hand washing, school cleanliness, toilet construction etc.&lt;br&gt;• Improved drinking waters storing practices at some places&lt;br&gt;• Improved awareness on the cost effective sanitation models&lt;br&gt;• Community demanding / approaching the duty bearers for the entitlements</td>
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| Capacity development                                                                 | • Capacity development of the various groups leading to sense of action and responsibility  
|                                                                                     | • Community based monitoring system                                                   
|                                                                                     | • Mason trained in new technology and quality aspects                                  
|                                                                                     | • Service providers got new ways of reaching to community                              
|                                                                                     | • Supply chain system for toilet construction in the remote villages                  |
| Effectiveness of Tools/approach in BCC                                             | • Tools provided space contribution and invoked interest                                
|                                                                                     | • Tools promoted inclusion due to designated opportunity to participate for each group  
|                                                                                     | • Customer (target population) friendly as participation can be as per their schedule without affecting their work or livelihood 
|                                                                                     | • The retention of the messages - good to satisfactory                                 |
| Demonstratio n of alternatives                                                      | • The eeds demonstrated its innovative patented design of ECOSAN- without additional cost  
|                                                                                     | • Concept of Sub community toilets provided an alternative approach to address many social issue  
|                                                                                     | • Training by the way of Prepare your PAN (demos) for the community                    |
| Other Benefits                                                                       | • Facility for separate meetings for the women and girls so that they can discuss and learn in privacy  
|                                                                                     | • Visibility of the efforts and invoked public debate on the issue                    
|                                                                                     | • Dissemination of the Bio – fertilizers concept                                       
|                                                                                     | • Programmes implemented by other agencies got new energy                             
|                                                                                     | • Development of capacity of the NIT/NGOs on new approaches of BCC                    |