

REPORT

As part of the Sanitation behavior change project targeting improving toilet usage, a 4 member FinalMile team comprising of Tapasi Mittal, Sonia Saraf, Mothi Prasad and Alok Gangaramany visited villages in Gulbarga from 4th - 7th June 2013. We were accompanied by members of Parishudh team - Santosh Maka, Mahesh, Sanjeev Reddy, Shivkumar and Sharanu.

As part of the visit, 5 experiments based on behavioral science principles were implemented across 4 villages including an experiment carried in the school.

Experiment 1: Familiarity & Likability

Village: Sangwar, Yadgiri district

Familiarity of a place reduces the anxiety associated with usage and increasing Likability mitigates negative emotions such as Disgust. Interventions focused on both the exterior and interior of the toilets that provides suggestions on what people can do with the space to make it their own.

The door was modified to improve the overall light & ventilation, people painted their houses and also their names on the toilet, plants were placed outside the toilet, shelf and mirror was installed inside the toilet along with Door hooks.



Original Door



Modified Door



View from Inside



Plants



Shelf and Mirror



Door Hooks

Experiment 2: Managing Uncertainty

Village: Sangwar, Yadgiri district

Experiment was designed to managing the uncertainty around toilet maintenance. For example - time it takes in filling up of septic tank etc.

Intervention provided a specific time and cost associated with maintenance related issues. Each household was provided with a cleaning coupon with specifications like maintenance number to call in case the septic tank fills up and expected cost of cleaning. This coupon was stuck on the external side of the door.



Experiment 3: Habit

Village: Gunjablad School, Gulbarga district

Experiment was designed to create toilet usage a habit in school kids. Experiment was carried out in a school with students from 8th -10th standard.

A timetable with mandatory toilet breaks after every 2 hours was formulated for the kids.

In addition, the toilets were cleaned up with a cleaner appointed to clean the toilets every morning.



Toilets Before



Toilet After

Experiment 4: Commitment & Consistency

Villages: Gunjbablad & Adkee, Gulbarga district

As part of this experiment, we asked the “Male Head of the Family” to commit to being part of the group that follows good sanitation practices by going through a series of questions. After that committed, they were given an option to pay Rs. 1 per day (Rs. 30 per month) to get their toilet cleaned everyday. Those who agree to pay were provided with a payment receipt.

Picture of the “Male Head of the family” was taken and put up on honor boards that were stuck in common areas of the villages.



Commitment sticker & Receipt



Photo of the Head of the Family taken for the honor board.

Experiment 5: Shame

Villages: Melkhunda, Gulbarga district

The experiment aimed at creating a context of shame associated with the act of Open Defecation that could be monitored at the community level.

Offender posters that the features of an Open Defecation offender (like carrying a lota) were installed in multiple sites across the village.



Next Steps

The experiments are being monitored with the ground support provided by Parishudh team members. The monitoring activity will be carried out for about 1 month.

Based on the behavior outcomes of the villagers, further iterations may be carried out for the experiments.