

1. Subject Topic: **Community Awakening through Life Cycle triggering approach**

2. This paper is based on the implementation experience followed during Community led movement for making the rural areas of 33 Gram Panchayats of Malda District open defecation free during last 4 months of 2016. In the way of preparing campaign strategies in the villages at that time, the aim was to shortlist the most suitable campaigning tool that will have maximum effects in changing the behavior of an individual as well and the community as a whole. In CLTS mode, campaigning and triggering methods involving the community has always been found effective. But every unit of a community or an individual may be triggered through multiple interaction points by the field functionaries belonging to that community and the cumulative result of such triggering will leave an effect over the society.

3. In classical CLTS approach, the community has always been viewed as the medium where the change of behavior can only be initiated through a series of triggering. In daily life cycle approach of campaign, the Individuals are treated as the bricks of the Community. The idea behind emphasizing individual triggering is that if each individual is carefully painted with the brush of self-awareness, the whole community looks bright and vibrant with the changed behavior. During last quarter of 2016, District witnessed accelerated ODF activities among Forty thousand households residing in 33 Gram Panchayats through interpersonal communication in Life Cycle approach. From this experience, the District is hopeful to achieve maximum community mobilization for achieving sustainable ODF in the left out rural areas.

4. In Community led total sanitation approach, it is aimed to create an empowered, well aware and skilled stakeholders capable of proper planning, implementation, operation, maintenance and management of hygienic sanitation at all levels. During awakening the community, several strategies are adopted with larger participation of people, mostly in the form of groups. Such methods of triggering tools have an impressive effect in changing the Community behavior but it has some limitations also. All aspects of social life and daily activities, interaction points of an individual have mostly remained outside the conventional mode of triggering. But all such cases are completely taken care of in Daily Life Cycle mode of campaign.

5. In life cycle mode of campaigning and triggering, small scale positive discriminations are designed throughout the daily activities of an individual. The catalysts in this process are familiar faces of the society or community- like Postman, Grocery shop owner, vegetable seller, Barbers. Such calculated discriminations trigger the open defecators to think over his / her act. From such triggered thoughts, the person will begin to grow his/her consciousness on why these discriminations are continuously been made with him and would reflect upon the necessity of how he/ she can change his unsafe behavior. Such necessities in individual level are turned into community's desire for collective change.

6. During changing the behavior of people and to make them realize for themselves through their own analysis of local sanitation profile, the key of success lies within the role of the facilitators and choosing the right community. Most of the cases, these facilitators belong to Government, NGO or Project Staff or Natural Leaders from outside community. 2-3 of such community facilitators generally visit the village and start the pre-triggering and triggering through series of activities. But in course of progress of ODF movement in the District, a thought came to our mind that if the Facilitators are raised from the community itself or the well-known faces of any community are made facilitators and if they facilitate people throughout the day in course of their usual daily activities, then the acceptance of the triggering will be far better to the community. Moreover the ratio of communicators to the OD people will be much higher than the conventional method, resulting into more piercing effect of triggering.

In Daily Life cycle mode of triggering, the communicators are first identified from the Community. The Youths, SHG members, tea stall owners, ICDS workers, grocery shop owners, Animal Husbandry field staffs, Agriculture Deptt field staffs, Bank employees, Postman, Transport workers, Health Deptt staffs etc are mainly taken as communicators in this mode of triggering. These people are well known to the community and has greater acceptance than outside facilitators. Moreover they have greater understanding of the community, its behavior, weaknesses and strength. Such communicators are trained through CLTS workshop and given a simple tool of questioning each individual regarding their OD status, whenever the communicator meets them in course of his daily duties or activities. The communication activities begin from the time, the rural people wake up until the time for them to go to sleep. The below table shows the general activities of the rural people occur at different times of the day and behaviour change communication through various Communicators.

Time of Communication	Place of Communication/ Interaction Points	Communicators
6 am	Going to OD area	Youths, SHG members, orchard owners
7 am	Adda at tea stall& reading news articles on Sanitation	Tea stall owners, Media persons
7am	women/ child at ICDScenters	AWW, Supervisors of ICDS
8 am	Marketing or visit to Bazar/ Barber shop	RMC, Hat/Market committee, local businessmen
9 am	News paper reading/ TV- enjoining show on Sanitation and Success stories	Cable media operators, Media presonnel
10 am	Students at school	SI Schools, SikshaBandhu, Teachers, Managing Committees
10 am	Cattle Treatment	Pranibandhu, ARD Staffs
11 am	Ration shop	Food & Civil Supplies Deptt officials, MR Dealers, F&S Inspectors
11:30 am	Visit at Govt Office	All employees of GP, Block Offices and Line Deptt
12 noon	Visit at Bank/ATM	Branch Managers of different Banks, security personnel of ATM
12 noon	Meeting of Farmers interest group	Farmers interest groups, ADA, KPS

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Time of Communication	Place of Communication/ Interaction Points	Communicators
1 pm	Bus stoppage	Transport associations, Drivers, Conductors, Motor vehicle staffs
1:30 pm	Journey on Bus/walk and watching Campaign materials	Transport unions & workers, BDOs
2 pm	For treatment at Hospital. HSC	Field level functionaries like ASHA, ANM, Doctors
2 pm	women at SHG meeting	SANGHA, UpaSangha, CSP, SHG Members
3 pm	Postman at Home/ Electricity Billing agent	Postman of Postal Deptt/ Billing Agent of WBSEDCL
4 pm	Visit of SASPFUW agents	Training of staffs of ALC, Insp Minimum Wages, Agents of SASPFUW
4:30 pm	Afternoon walk and watching Wall Writing/ Hoarding of FajliBabu	Youth Club, GP Staffs
5 pm	Going to Grocery shop	Shop owners
5 pm	EnjoingMela with family	Mela committees, Youth clubs
6 pm	Enjoying TV news	Local cable operators
8 pm	<u>sleep</u>	Triggering effect of day long activities and dreams

During all these interactions, the communicators will ask the person whether they uses toilet or not and also the reason in case of non-user. The toilet user will be appreciated and given a small token gift for his good behavior. At a point of time such approach will encourage people to change their hygiene behavior, empower the household and enable them to get onto the Sanitation Ladder. The Life Cycle approach has recognized the contribution of the unconditional involvement from each Govt. Deptt./Pvt organization/ SHG members etc, and IEC materials are specifically designed for each type of communications. Thus, every department/persons involved with the process becomes a stakeholder in the ODF movement and the herculean tedious task of behavior change is shared within a large number of stakeholders in the team.