



Creating Demand for Sanitation and FSM through Exposure Evidence from Bihar, India

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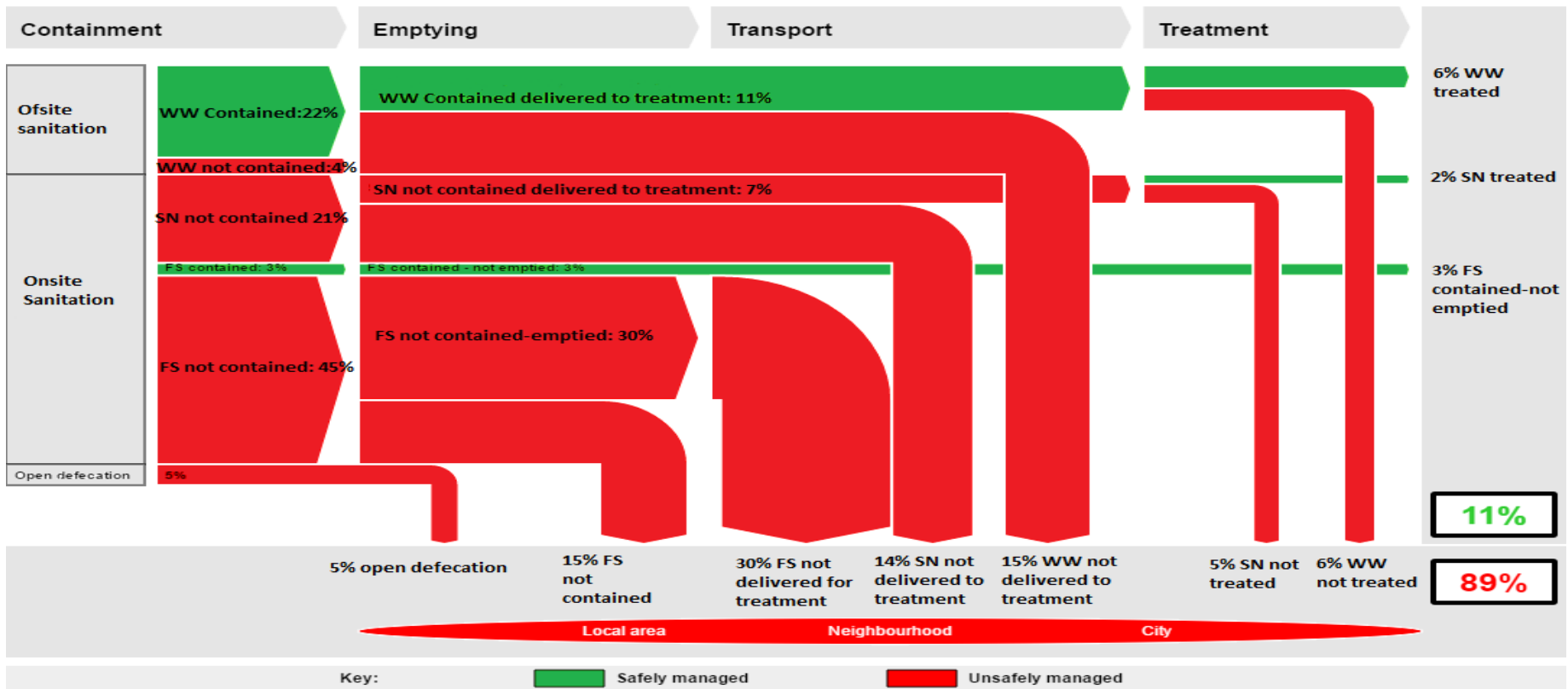
Population Services International



The Problem Context

A shit flow diagram for Patna (*Draft Version)

Patna, India
 Date prepared: 10 Jan 2017
 Version: Draft



Barriers

Uptake (construction/Purchase)

Recent Evidence - What do we know MORE about the target audience?

3SI Landscape Study /SQUAT/ Desk review

WANTS a toilet at home.

Hypothesis: Exposure to 'good/positive' toilet use experience would lead to higher uptake and consistent use of toilets

But WANT doesn't translate to action. Barriers to action.

SOCIAL NORMS

Everyone has been doing OD for generations; have had no problems

ATTITUDES AND BELIEFS

- Irrational preference for expensive toilets
- Comes last on list of priorities/expenses; can wait
- Believes it is government's responsibility and therefore, not willing to spend

Liquidity and Affordability

Land/ space for toilet

Postpone decision of a toilet at home. Continues OD.



Usage

- Insights from dipstick study- 'men not using toilets'

per cent based on reporting by neighbours

- Economic rationale feel that the pit will fill up early

PSI Response

THE PORTABLE TOILET CABIN (PTC) MODEL

“Prasaadhan,” (funded by BMGF)

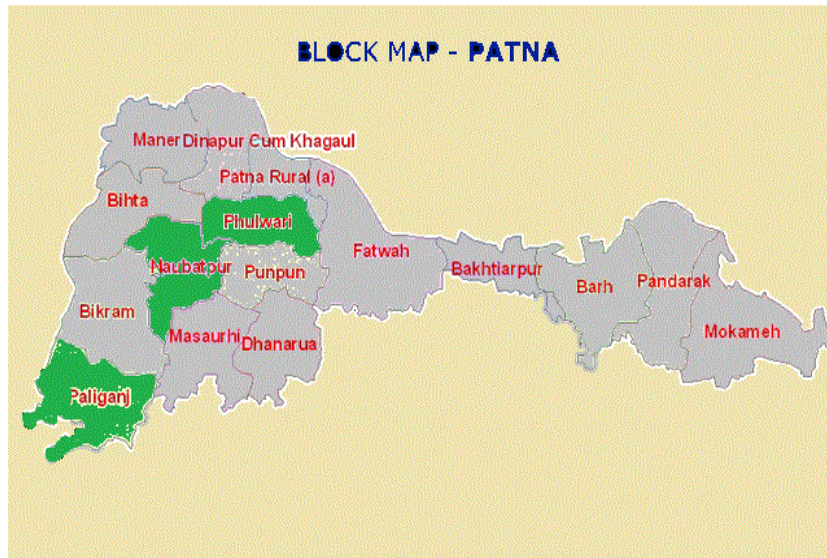
Aims : to increase access and use of quality sanitation and FSM services by:

1. facilitating linkages between a local sewage treatment plant, tanker operators and households
2. creating demand for sanitation and fecal sludge services by exposing households to quality, portable toilets cabins (PTCs) and regular emptying services



Testing the hypothesis

IMPLEMENTATION GEOGRAPHY (PERI-URBAN)



Block	Village	Number of PTCs installed
Phulwari	6	14
Naubatpur	1	2
Paliganj	1	1

- Monthly rental of Rs.500 (~10 USD) by HHs for using PTC
- Cleaning and emptying of pit taken care by Saraplast

METHOD

In Depth Interviews (N=17)

MIS Data Calculation of odds ratio is measure of association between an exposure and an outcome (Using data from the 6 villages in Phulwari block (N=2830)

Testing the hypothesis

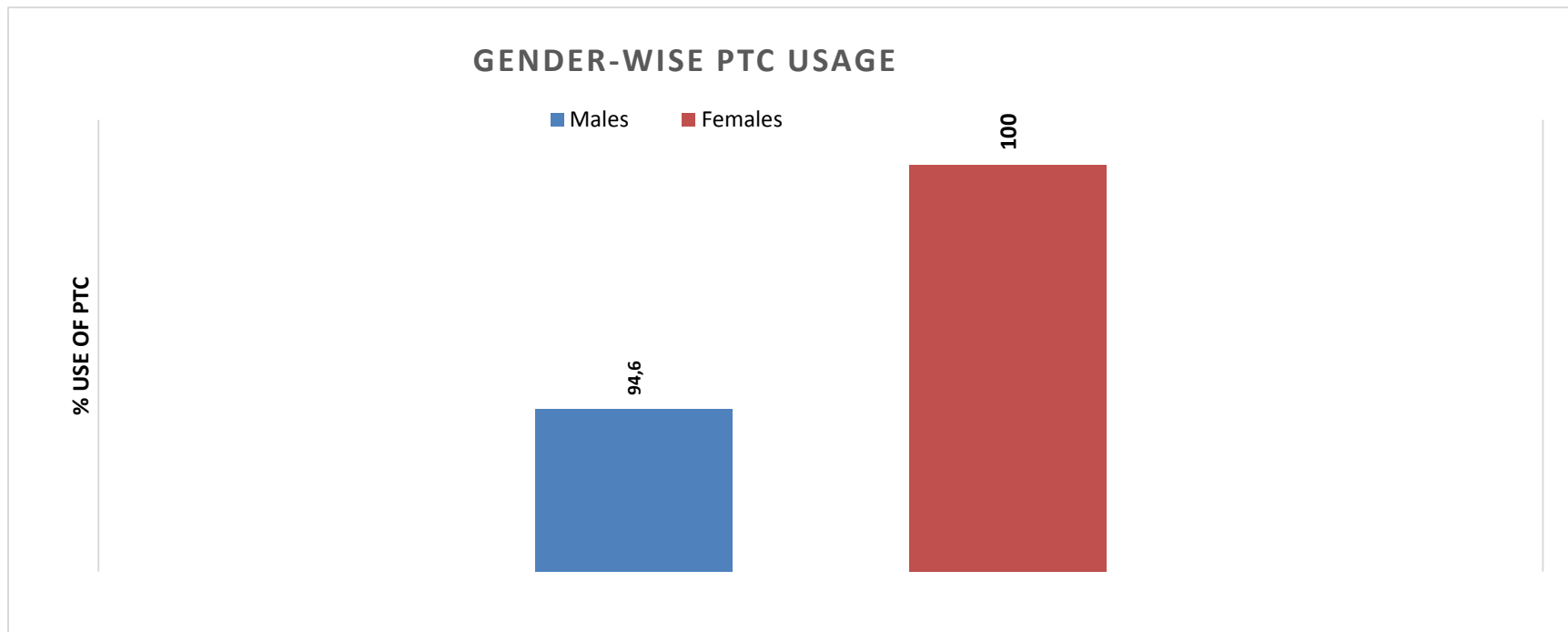
	Toilet Constructed	Toilet not constructed	Total
PTCs given for usage (Exposed)	6	129	136
Not given (non-exposed)	23	2671	2694

N=2830

Odds ratio	5.40
95 % CI:	2.1618 to 13.4956
Significance level	P = 0.0003

INSIGHT1: Directly exposed users, i.e. households that had the free trial PTC and emptying services, were five times more likely to construct a toilet ($p < 0.05$).

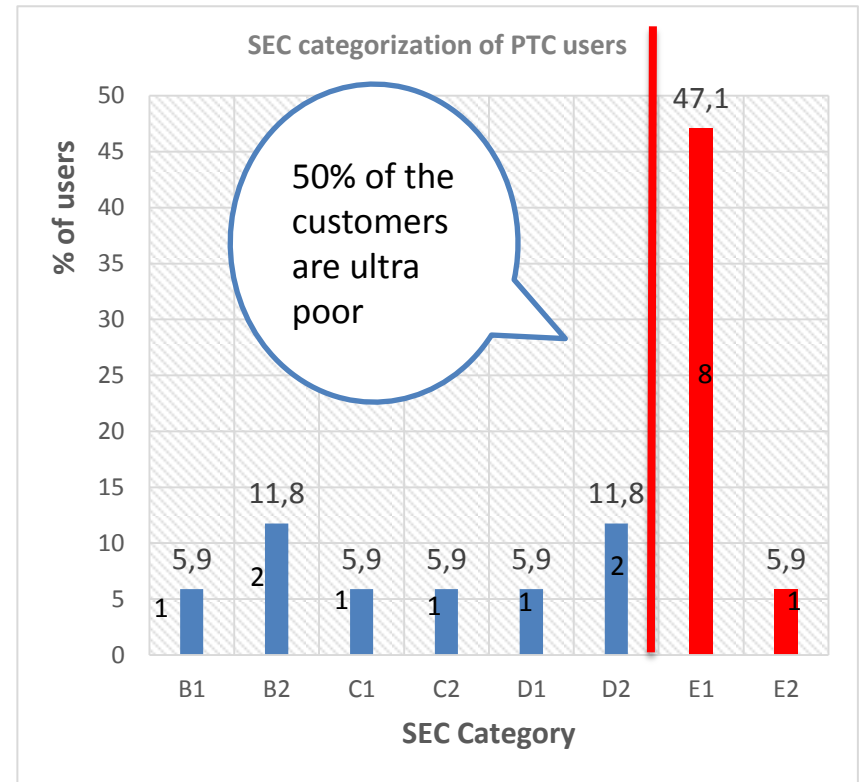
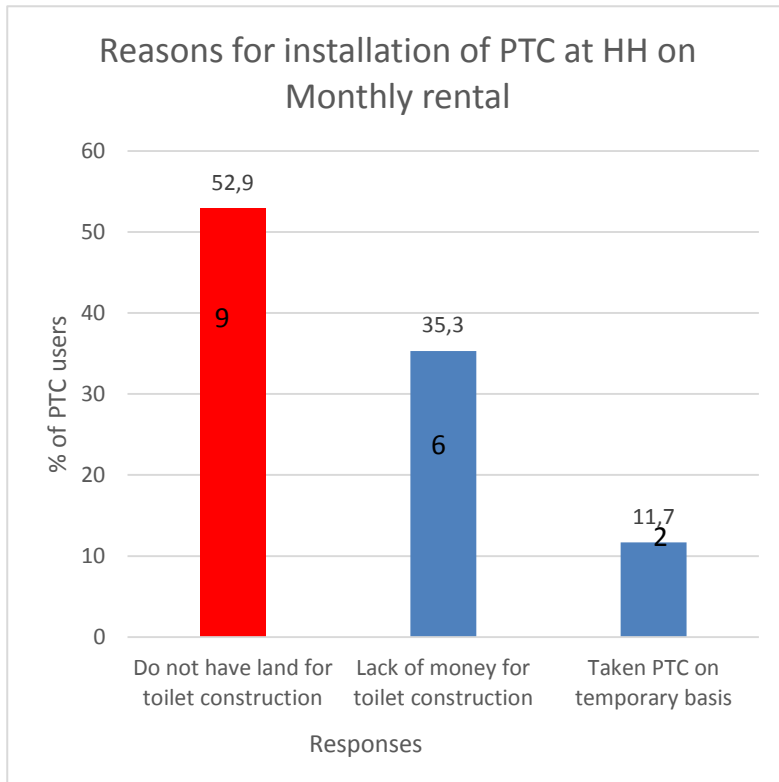
INSIGHT2: PTCs are used consistently, by all members (men and women) of the household



N=17

Source: PSI Study

INSIGHT 3: Land/Space is a key barrier in peri-urban areas towards construction of toilets



N=17

Source: PSI Study



Reflections

- The **experience** of the PTC trials underway provide promising initial results that exposure to positive use of toilet, can be **potentially an effective approach to overcome demand-side barriers to toilet uptake**
- To tap this demand **innovative business models** are required to incentivize private sector engagement
- **Demonstration** of availability of cleaning services is critical for uptake of both toilets and safe FSM services
- Land/space remains a key barrier to toilet uptake

Thank You

