

How our efforts Turned Nandlalpura Village (MP) into an Open Defecation Free Zone

The Nandlalpura village of Chattarpur district in Madhya Pradesh with a population of around one thousand had toilet only in one household. The community of Nandlalpura village, like more than 620 million Indians, only few months back, defecated in the open and were often plagued by diseases linked to unsafe hygiene and sanitation. The village was unclean with an overhanging pungent smell of open excreta all around & the Women were exposed themselves at the loss of their self-respect and dignity.

Ramabai vishwa karma, said, *We have to walk for miles ,kids roam here and there during rainy season for defecation & it is really disgusting to go near the main road and defecate there; we have to stand-up every time someone passes by and then sit down again. It's too embarrassing & a matter of shame.*

“I am 95 years old now and i don't have strength to walk 1.5 km for defecation. Many times I defecate in my clothes uncontrollably and spoil them. Nobody is there to care & even I am losing my eyesight but I can do nothing as there is no option at all, said Munnu Patel”

As an ethical organization, we understand the difficulties people have endured due to the absence of toilets. It was not only a question of dignity. It was serious concern for their overall sanitation, health and subsequently their livelihood and productivity. A series of awareness campaigns in the form of audio video, posters & pictorial presentations by the company made the conscious about the hazards of open defecation.

From a village where open defecation was the norm, and water borne diseases were rampant, Fair Farming Foundation led this village's transformation into one of the finest, self sustaining model village. Today, all the households in the village have toilets. The village is now a encouragement for other neighboring villages to use a toilet.

The success of the Fair Farming Foundation approach lies in its ability to effectively mobilize people and make it into a people's campaign. The sanitation revolution in Nandlalpura village is due to people's participation. Efforts like these will have to be replicated across the country considering allocating money to construct toilets for people is not enough, unless and until people actually start developing the habit to use them and remain clean themselves. Success depends on working closely with people to win their trust. Once people are convinced they are willing to contribute in whatever ways required”, said Amit Singh, CEO of Fair Farming Foundation.

*“It shows what we each can do to make a tremendous impact on the lives of others.
Together we can change the world.”*

