

Problem – Awareness generation to accord importance and improve sanitation-

- Through the usage of various methods of media and information technology
- Through the usage of games, learning modules, etc
- How to use technology to bring about behavior change for toilet usage

Lack of information and clear understanding of the linkages between sanitation, malnutrition and health is often the reason for lack of demand and the need to improve sanitation. Although information on the impact of poor sanitation and the gains from improved sanitation are available, as it is not internalized, there is no demand for improving sanitation. It is to be highlighted that while the country has been making good economic progress (GDP growth rates in excess of 6%), more than 650 million Indians still defecate in the open. Many communities still consider toilets as taboo, unclean, difficult to maintain and resort to open defecation. As global connectivity increases, all Indians will come to be seen as synonymous with poor sanitation by the external world unless the sanitation situation is improved.

Description of envisioned solution:

Popularize the use of toilets by using various methods of media and information technology.

- It is proposed to develop competitive games for mobile phones and tablets to provide information, raise awareness and create a groundswell of demand for action.
- This solution (mobile device or computer game etc) could also encourage competition among schools and thus promote greater awareness.
- Raise awareness and promote sanitation through quiz on mobile phones/ radio which if answered correctly gets the incumbent a certain amount of talk time / prizes.

Data needed to create this solution:

A sample of the database required is:

- 650 million defecating in the open.
- 450,000 deaths of which 395,000 are children under the age of five and 575 million reported cases of diarrhea.
- Economic loss due to poor sanitation Rs. 2.46 trillion or Rs. 2,200/capita.
- Improvements in sanitation and hygiene could result in gains of Rs. 1.48 trillion, per capita gain Rs. 1331), prevent 338 million cases of diseases and 350,000 deaths.

Intended audience and Device:

The target audience is Households, both rural and urban.

The device could be a mobile (smartphone) /tablet etc.

Idea Development: Frank Odhiambo (UNICEF); Upneet Singh (Water and Sanitation Program – South Asia); Sreevidya Satish (Ecosan Service Foundation).