



Kids



Love



Talking



Pee-Poo



Catch them at the  
Right time!



For suppressed interests  
turn into taboos..

## The 4 steps to 'EH!?!' in Sanitation:

1) A large chunk of our population are kids..

2) They WANT to talk about Pee-Poo!

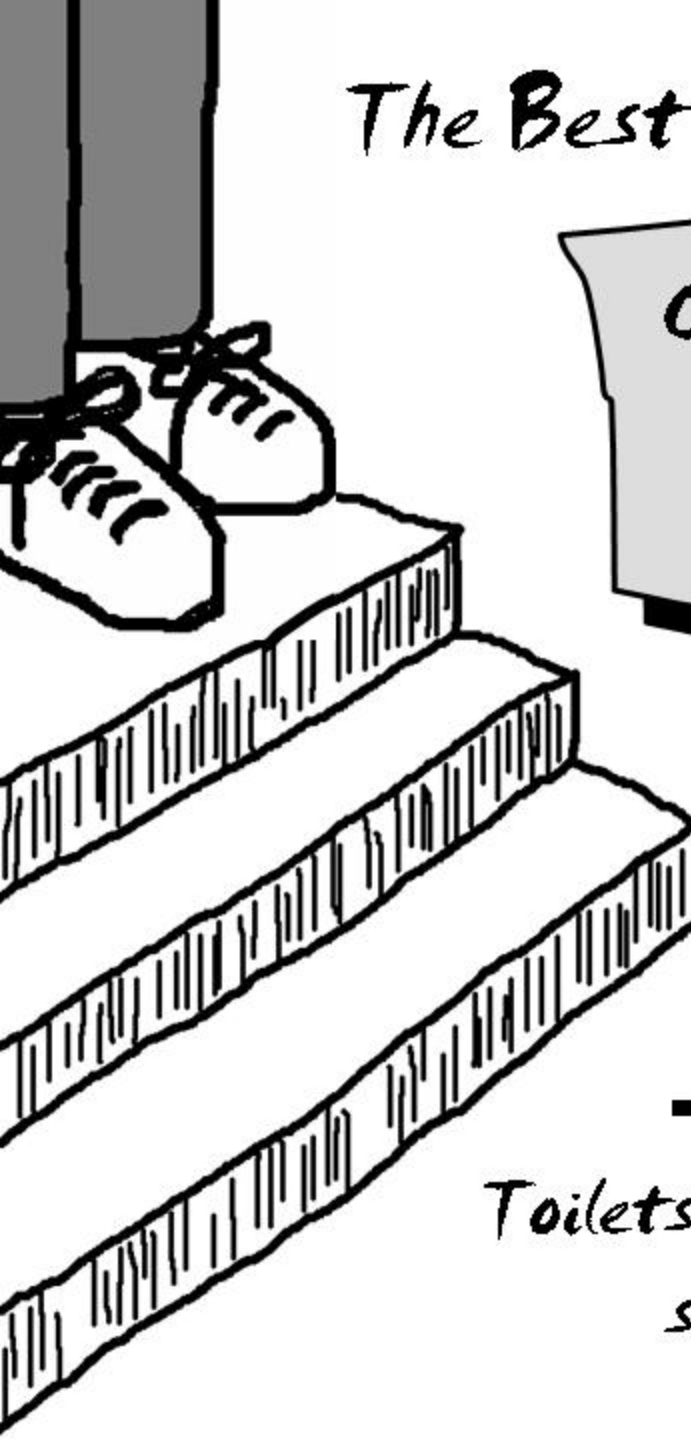
Instead,

3) We shut them up (for that's too uncultured..)!

4) And run behind adults who have no interest nor time for 'frivolous' things like sanitation!

EH!?!

## The Best route..

A pair of sneakers is shown on a set of stairs, suggesting a path or journey.

One of the best ways to reach adults is through kids. Completely Non-controversial and 'cute' too!

To take root!

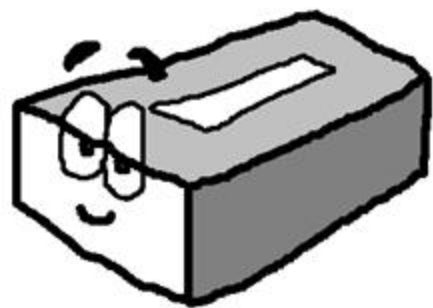
A row of four small buildings of increasing size is shown, with roots growing from their bases, symbolizing growth and taking root.

The buildings are simple structures with doors and windows, arranged in a line from left to right, increasing in size. Below the ground line, roots are shown growing from the bases of the buildings, particularly from the largest one on the right.

Toilets and sensibilities shall grow slowly.. With the kids!



*Kids are gifted adults..*



They see Life  
everywhere!  
(Characters!)



Love to listen to  
stories (Processes  
behind products!)

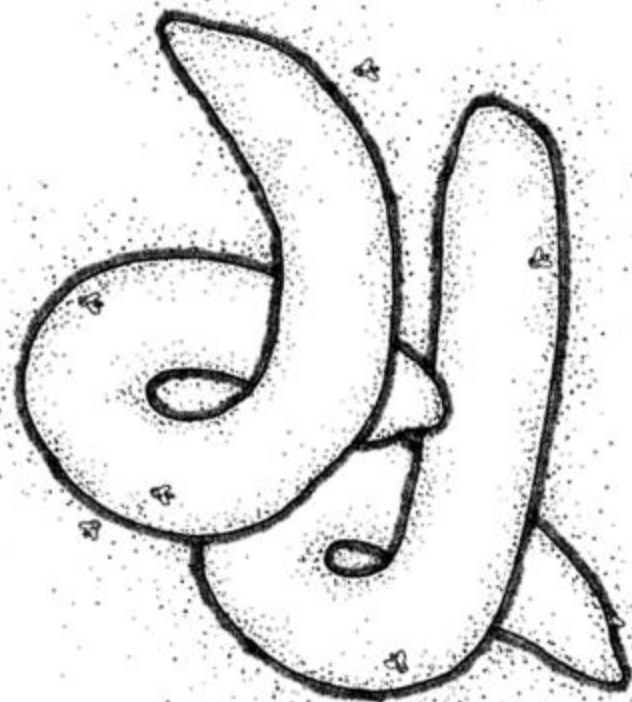
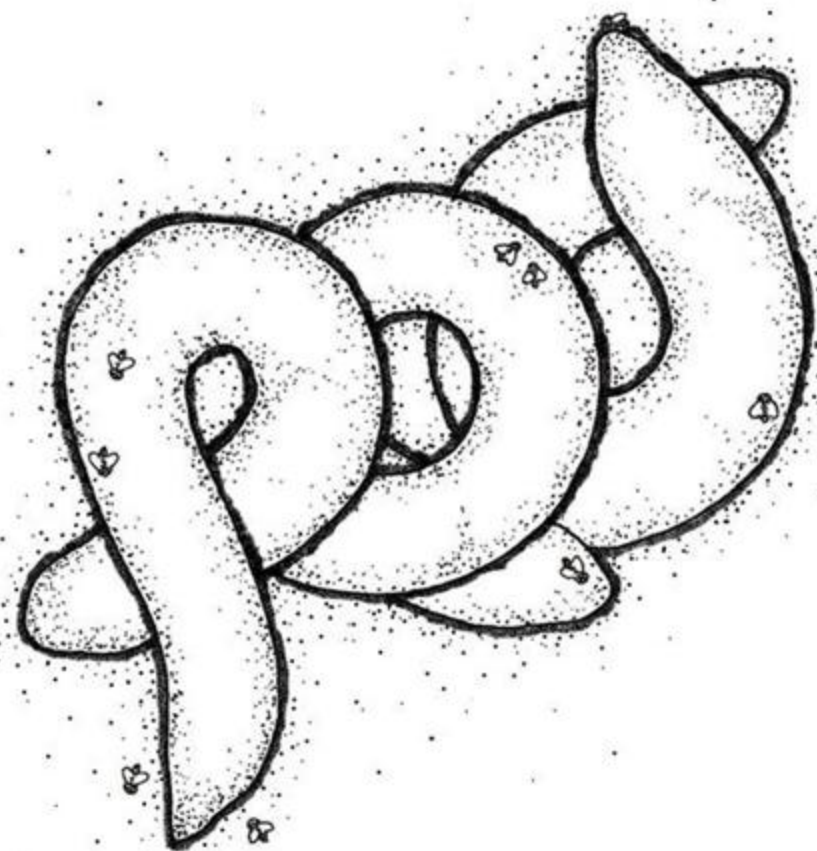


And they come with  
a Conscience  
attached..

Hence, Ecocentric by nature!

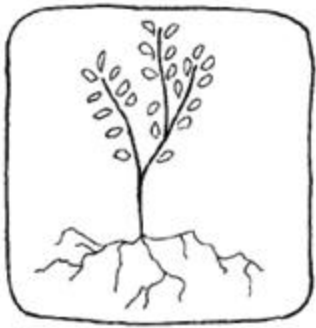


*So how can we get across?*

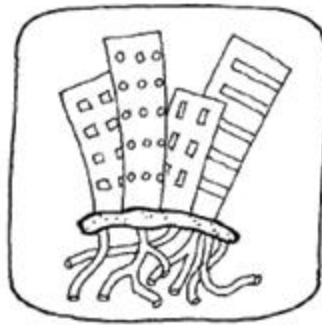


*Through stories!*

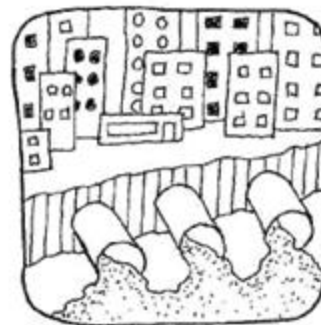




पार्थों की जड़ें हमेशा पौष्टिक तत्वों और पानी को खोजती हैं।



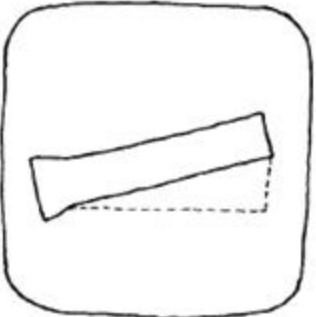
जबकि शहर के सीवर हमेशा इन्हें बाहर फेंकते हैं।



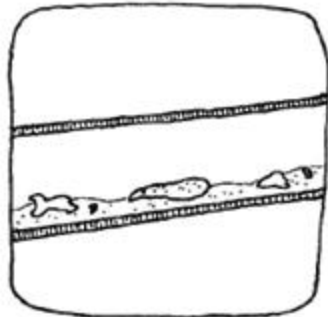
लोगों द्वारा फेंके हुए कचरे की जरा कल्पना करें।



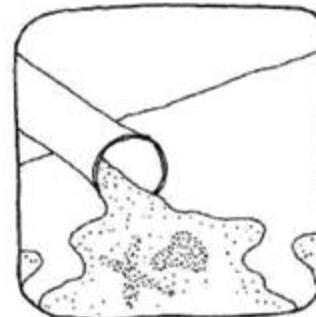
पूरी दुनिया में यही सिलसिला जारी है।



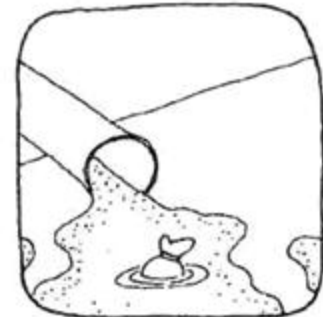
यहां हल्के ढलान पर सीवर पाइपों का एक सघन जाल बिछा होता है।



जिससे कि हमारा मलमूत्र चिपके बिना आगे को फिसलता रहे।



हम विषैले जहर फेंकते हैं।



और उनके साथ-साथ कीमती पौष्टिक तत्व भी!



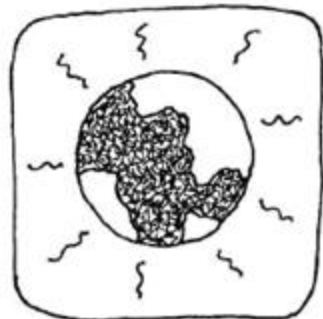
जब तक वो नदी या समुद्र तक नहीं पहुंच जाय।



बस यही सच और असलियत है।



जो जैसा बोता है, वैसा फल भी पाता है।



ज्यादा कहने की जरूरत ही नहीं है।



LOTS of stories!!

So how should  
a toilet be?

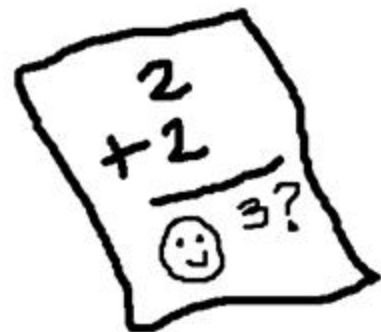




Scalable



Interesting



Error Tolerant



Friendly/ Encouraging



Equity Supportive



Easy to decipher



Cleaner Supportive



Bright and dry



Emergency options





Procure Materials

Interaction with donor/  
funding agency

Construction begins

Workshops/ Interactions

Construction continues

Allied Activities

**FESTIVAL!!**

Toilet Training

Artwork/ Puppets/ Plays

Previous experiences retold

Incognito feedback / suggestions regarding toilet issues

Physical Construction

Picture Tiles

Toilet Paintings

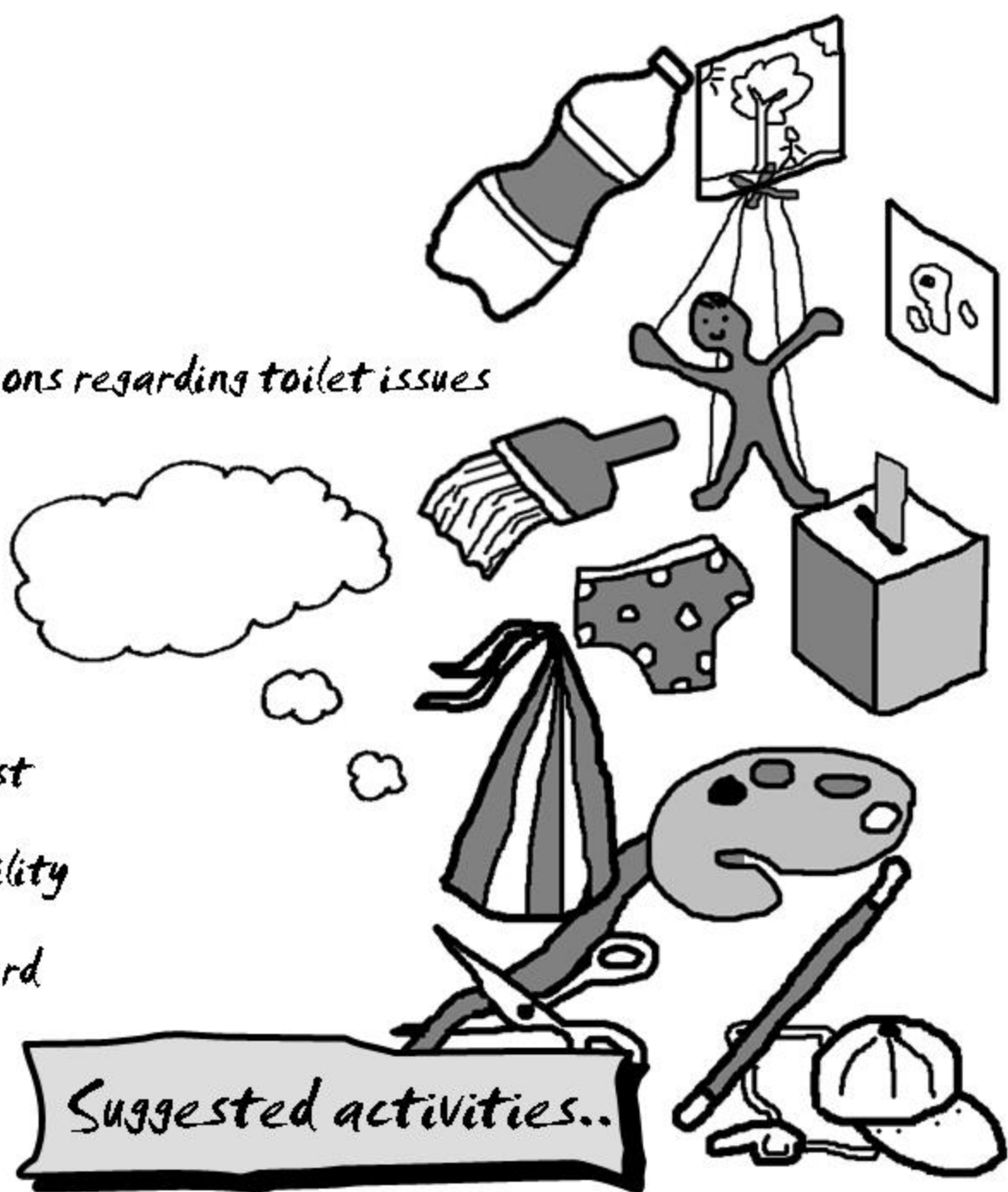
The toilet block slogan contest

Monitors rotating responsibility

Message board/ Graffiti board

Inauguration

Festival & parade






A few learnings..




## 'Funny toilet' speak

 Toddlers can't control everything one would like to..

 Accidents will happen. Let them.!


 Every accident is an opportunity to learn and discuss

 An open ash bowl is too tempting

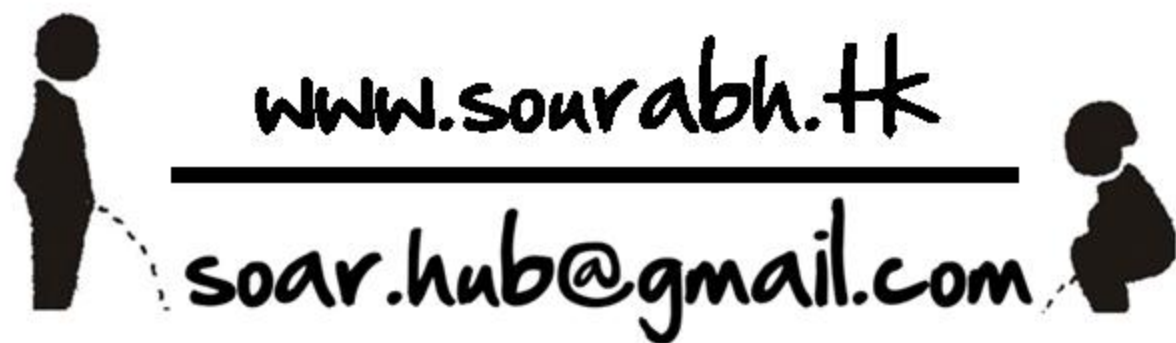
 A convinced child is a great tour guide

 The Urine Bowl outlet needs to be wider

 Urine bowl corners are disastrous

 Adults are a nuisance

 The Funny Toilet is Contagious

A graphic consisting of two black silhouettes of people, one on the left and one on the right, connected by a dotted line. The silhouettes are simple, with circular heads and rectangular bodies. The dotted line starts from the bottom of the left silhouette and ends at the bottom of the right silhouette.

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