

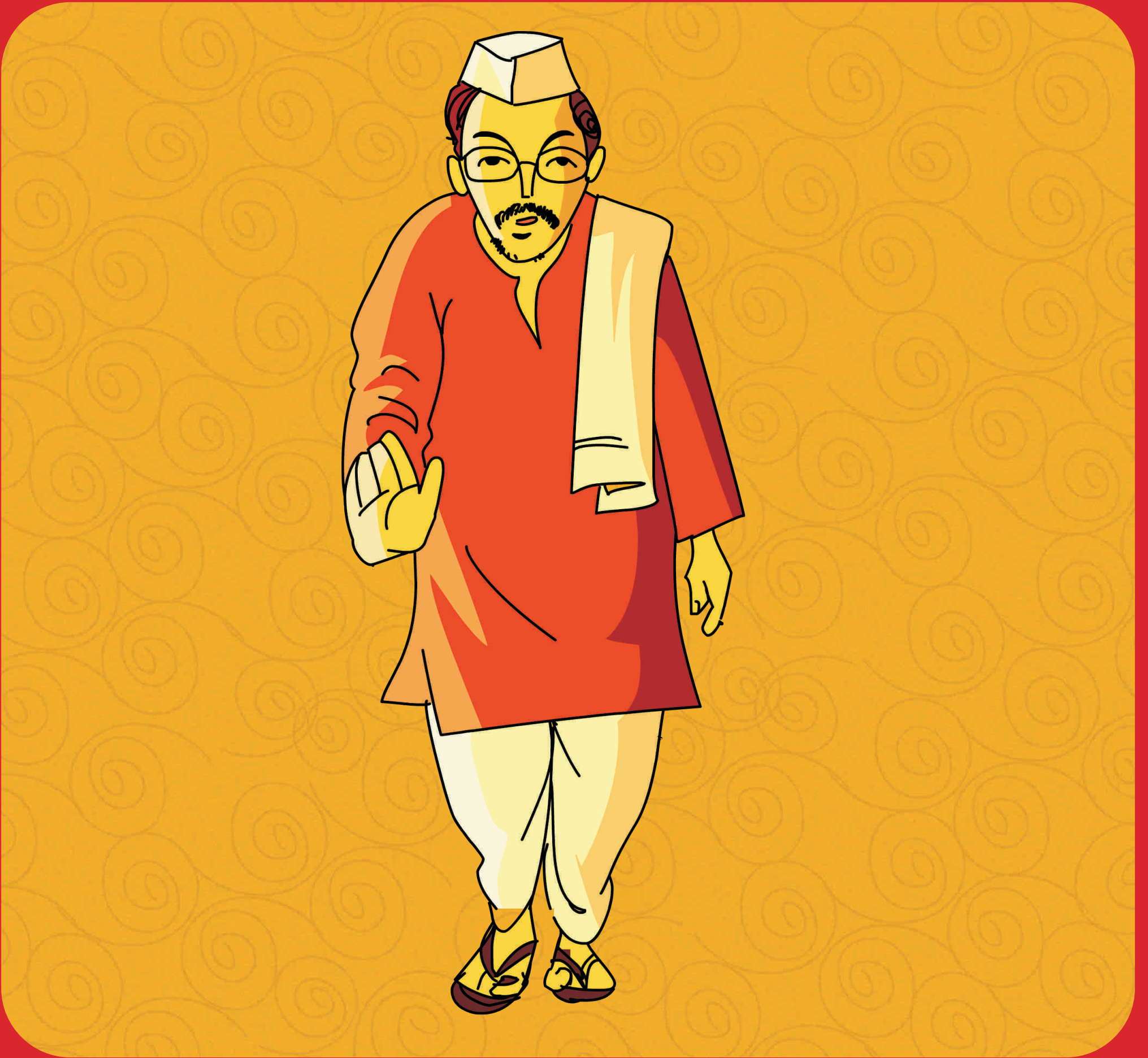
**CHOOSE  
SOAP**



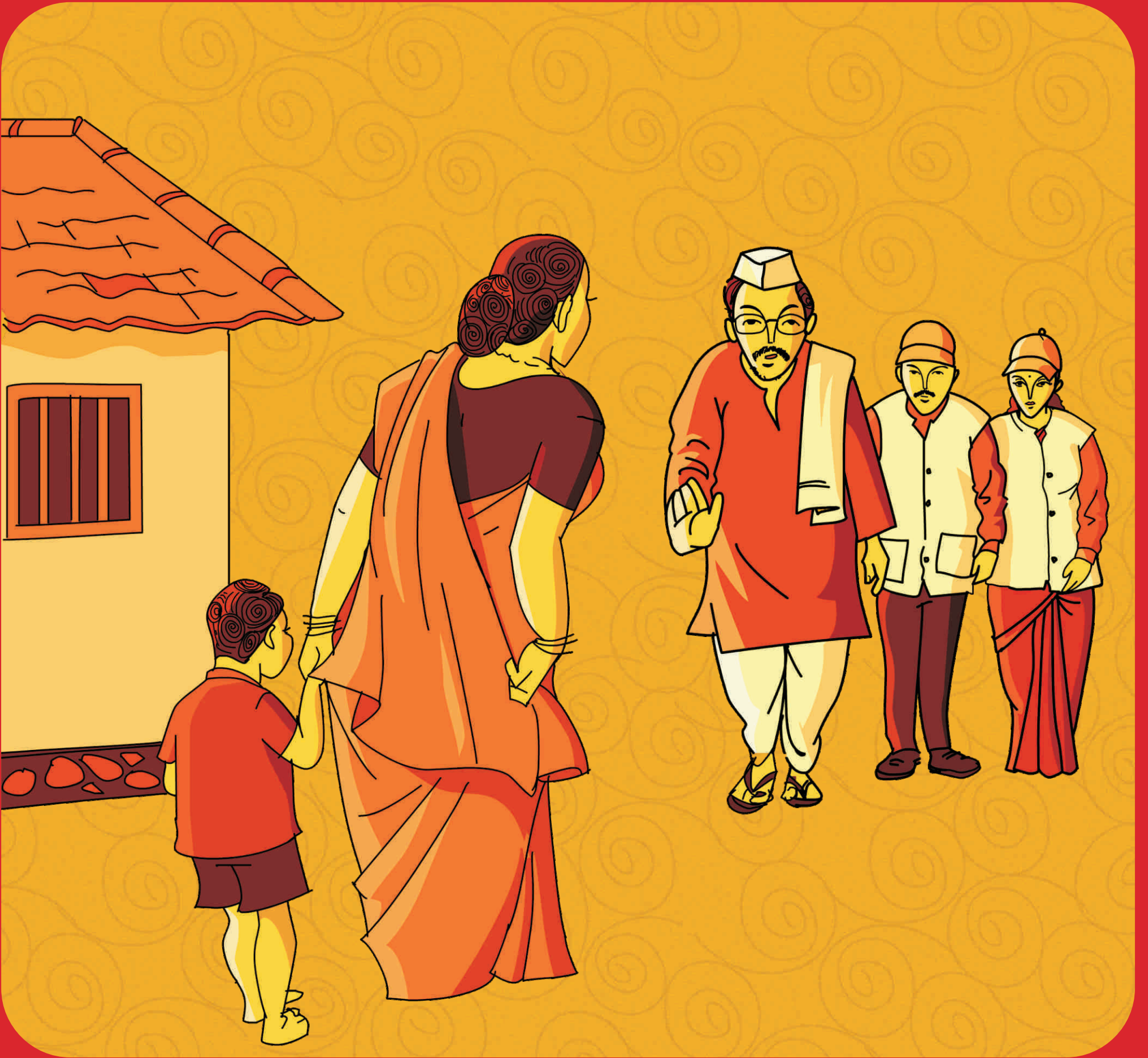
**CHOOSE  
PROGRESS**







You may know this from your own experience. If a sarpanch wants to change something in a village, he or she can really make it happen. A few months ago, we wanted to take this same message to people in a village very much like yours. So, we approached the sarpanch for permission.



Normally, in any village the sarpanch is supportive of our work. But, in this village the sarpanch took a special interest. When we went from door to door spreading the message to people, he would accompany us. Seeing the sarpanch accompany us, the village people felt that "This must be an important campaign, otherwise our sarpanch will not support it."





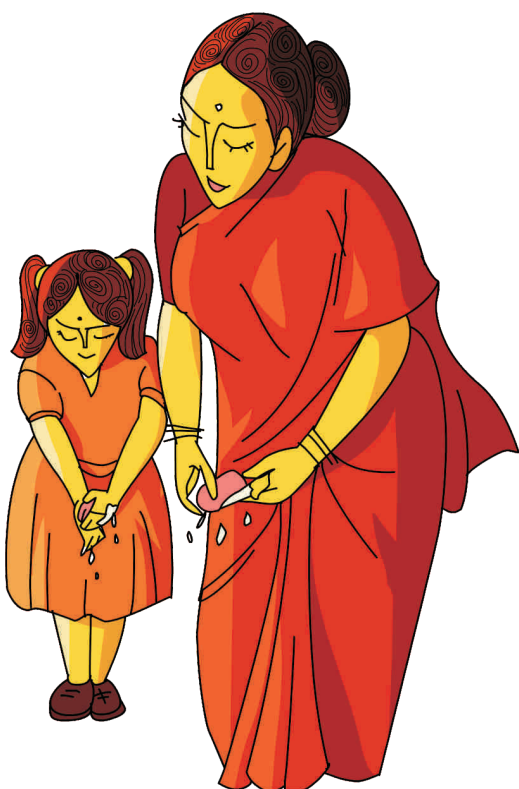
People trusted this sarpanch because he had done a lot of things for them. The village was very clean - there was a dustbin on every road and the roads were swept everyday. He would also organise from time to time health camps and other important Govt. programs that helped improve the lives of the villagers.





He attended our meeting in the evening and even spoke to people directly. Hearing him speak about the importance of washing hands with soap before eating food and after going to the toilet, people really felt that they should change themselves.





While in every village only a few people changed their behaviour, in this village more than 70% mothers changed and started washing hands with soap regularly. Today, we call that village a 'super village' and the sarpanch a 'super sarpanch'. While every sarpanch wants to do good for the village, there are some who do a lot more. Similarly, we would like your support. We know that without your support, our campaign will not be successful. We request you to support this program by accompanying on this door-to-door visit and also come and speak to others in the evening meeting.