



**WATER FOR PEOPLE  
INDIA TRUST**

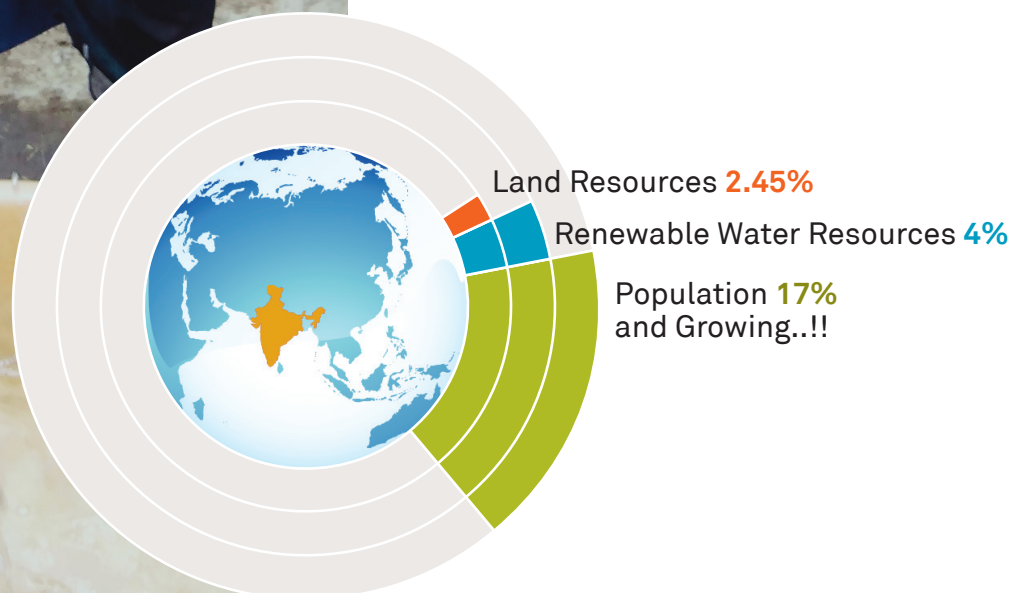




## **WATER, SANITATION AND HYGIENE IN INDIA - A SNAPSHOT**

Home to one-sixth of the world's population, universal access to safe drinking water and sanitation in India is a key priority. The Government of India's key flagship programs - Swachh Bharat (Clean India) Mission, National Rural Drinking Water Program and now the Jal Jeevan Mission - are being implemented to ensure all rural households have access to safe and sustainable drinking water and improved sanitation facilities. Specific programs have been designed to address specific issues such as (i) Urban water supply and sanitation (Atal Mission for Rejuvenation and Urban Transformation) and (ii) Conservation and rejuvenation of the National River Ganga. The Education programs (Universalization of Elementary and Secondary Education) emphasize on clean water, sanitation and hygiene infrastructure facilities; hygiene promotion activities such as group handwashing with soap at critical times; and addressing gender, socio-economic and disability barriers in access to water, sanitation and hygiene in schools.

### **India's Share in World Resources**



Some of the key priority areas, based on data trends are summarized below:

## FACT FILE (2018-2019)

India is home to **17%** of the global population with **4%** of the world's freshwater sources

Only **8%** of annual rainfall is stored due to low per capita storage capacity

**19%** habitations partially covered with water supply

**65,000** habitations affected by water contamination

Post achieving open defecation free (ODF) status, ensuring last mile coverage, sustaining ODF and solid and liquid waste management are key priorities for Clean India

Increased sanitation coverage from 38.7% in 2014 to **78.1%** in 2018 & **99.99%** in September 2019

## Drinking Water



India accounts for 17% of the world's population and 4% of world's freshwater sources. However, owing to the low per capita storage capacity, only 8% of the annual rainfall is being stored. Coupled with this India has high groundwater extraction rates. While the national and state programs have prioritized sustainable access to drinking water, there are slippages in source sustainability, operations and maintenance resulting in 19% habitations being partially covered with water supply. Also, nearly 65,000 habitations are affected by water contamination: iron, arsenic, nitrate, fluoride and biological contamination being most prevalent.

The Ministry of Jal Shakti is committed to providing household piped water supply to all rural households by 2024. The Jal Jeevan Mission, launched on 15<sup>th</sup> August 2019, aims to ensure sustainable water supply management with a focus on 1500 drought affected blocks falling in 254 districts with water conservation related programs.



Only **8%** of the annual rainfall is being stored



**19%** habitations being partially covered with water supply

## Key objectives

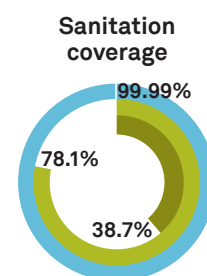
					JAL JEEVAN MISSION
Water conservation and rainwater harvesting	Renovation of traditional water bodies and tanks	Reuse, borewell recharge structures	Watershed development	Intensive afforestation	Bringing piped water to every household

Asset creation and communication campaigns are the key strategy. These solutions for sustainable drinking water supply focus on the most vulnerable and excluded population.

## Sanitation



The sanitation coverage increased from 38.7% in 2014 to 78.1% in 2018 (and 99.99% by September 2019). Post the achievement of open defecation free (ODF), the key priorities that remain are sustaining the ODF status and support the mandated component on sustainable sanitation practices. There is also a continued focus on cost effective and appropriate technologies for ecologically safe and sustainable sanitation, waste treatment and reuse. There are opportunities to demonstrate sustainable and scalable market led approaches to sanitation, especially for rural latrine building and fecal sludge management.





## WASH in Public Institutions



School WASH has a high coverage but poor usage due to operations and maintenance and hygiene promotion. Absenteeism during menstruation is associated with lack of functional toilets and disposal facilities.

**Monitoring** real time information on the implementation and monitoring of schemes and provisions are means to ensure transparency, accountability and informed decision making.



## ABOUT WATER FOR PEOPLE INDIA TRUST

Water For People India Trust (hereafter referred to as Water For People - India) is a public charitable trust registered in 2008 under the Indian Trust Act, 1882. The Trust is recognized as a charitable non-profit institution under section 12AA of the Income Tax Act, 1962 vide registration no. DIT(E)/T-100-8E/124/2008-09 dated 23<sup>rd</sup> April 2008. Water For People - India was set up to enable and deliver universal access to safe drinking water, sanitation and improved hygiene practices that are sustained by local institutions, government and private sector.

**Vision** Every person has access to reliable safe water and sanitation services



**Mission** A leading Indian non-profit known for its lasting impact towards promoting high-quality drinking water and sanitation services, accessible to all and locally sustained by strong local institutions, government and private sector players.

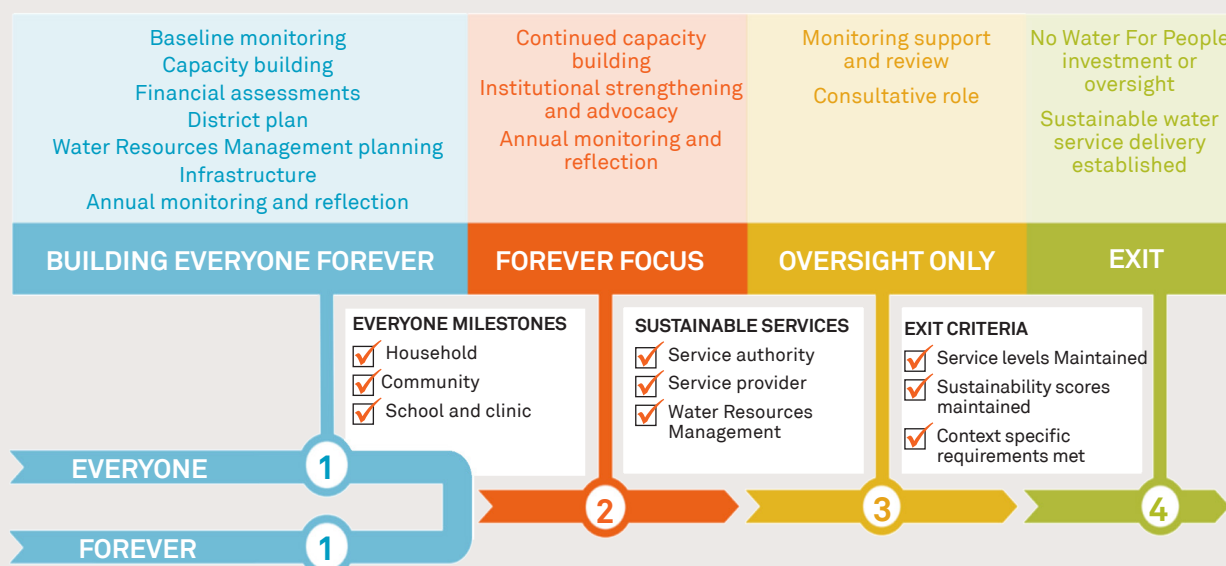


## OUR IMPACT MODEL – EVERYONE FOREVER (EF)

Water For People - India promotes safe water and sanitation services to households, community and public institutions (schools, Anganwadi centers and primary health care centers) on our journey to reach **Everyone** in a district. This means every single person – even the hardest to reach – has access to reliable water and improved sanitation services. Reaching Everyone is just the beginning. Water For People - India

impact model lays distinct emphasis on ensuring water and sanitation services are sustainable. **Forever** means working from the ground up and top down – empowering communities, collaborating with the governments and private sector so that the water supplies are protected, managing institutions are functional and funded, sanitation services are available, and communities are self-reliant.

## The Road to Everyone Forever



## SUMMARY OF KEY ACHIEVEMENTS (2008-2018)



Water For People - India programs have been implemented in 24 districts in the states of **West Bengal**, **Bihar**, **Maharashtra** and **Odisha**. During 2008-2018, 1.1 million people were reached through community drinking water and sanitation, WASH in public institutions and market led approaches to sanitation.

### SAFE DRINKING WATER

Since 2008, safe drinking water services have reached and are sustained by nearly 500,000 people through:

- 82 community based arsenic removal units
- More than 2,364 deep source water points
- One mini reverse osmosis and UV treatment plant with a capacity of 2 cubic meter per hour
- One mini Swajaldhara piped water supply scheme
- 30 piped water extension supplies

Since 2013, water facilities renovated and water sources sustained have contributed to replenishment of 86,20,48,980 liters of water.



### Key strategies for sustainability

	<b>Community Management of Water Services</b>	2,344 WUCs have been formed and strengthened	Overall membership of 27,000, 53% are women
<b>Strengthening Local Institutions</b>	Encourage inclusion of water and sanitation needs in the gram panchayat development plans	Capacity building sessions on water safety and security	
	<b>Skilling Initiatives</b>	235 local youth/people have been trained as <i>Jalabandhus</i> (Friends of water)	Reducing the downtime from 24 days to less than 2 days in remote locations
<b>Block and District Government Engagement</b>	Engagement of the service authorities –the public health engineering departments and Panchayati Raj departments	Using ‘Sustainable Services Checklist’ engagement with the government is planned for an enabling structure (human resources) management (functions), financing (resources for new water resources and their operations and management) and monitoring of all drinking water sources	





### **Community Management of Water**

**Services:** Every community water supply system is operated and maintained by the water user committees (WUCs). In all 2,344 WUCs have been formed and strengthened. With an overall membership of 27,000, 53% are women. The WUCs are involved in the planning and design, implementation, operations and maintenance and monitoring of water supply systems. Water For People - India uses tools such as *AtWhatCost* to help water users determine the capital and operational expense and set both processes and tariffs that help maintain the water source through its life cycle.

**Strengthening Local Institutions:** Water For People - India works with the sub committees of the gram panchayats (service providers) to encourage inclusion of water and sanitation needs in the gram panchayat development plans. The local institutions are capacitated on water safety and security, to promote water resource management.

**Skilling Initiatives:** Water For People - India encourages and imparts trainings to local youth and people for repair and maintenance of water systems. In all, 235 local youth/people have been trained as *Jalabandhus* (Friends of water) for repair of water systems, thereby reducing the downtime from 24 days to less than 2 days in remote locations.

### **Block and District Government**

**Engagement:** All programs are designed and implemented with the engagement of the service authorities – the public health engineering departments and Panchayati Raj departments. Using the 'Sustainable Services Checklist' engagement with the government is planned for an enabling structure (human resources) management (functions), financing (resources for new water resources and their operations and management) and monitoring of all drinking water sources. The strengthened systems at the district and block level help Water For People - India move into a role of technical support and eventual exit.



## SUSTAINED WATER, SANITATION AND HYGIENE PROMOTION (WASH) IN PUBLIC INSTITUTIONS

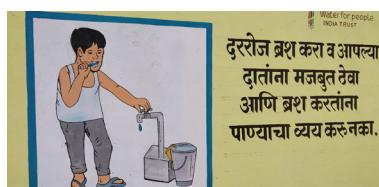
Water For People - India's engagement for WASH in public institutions involves working with government schools, WASH facilities for community, and primary health centers. Since 2008, Water For People - India has engaged with the education and health departments, and with the urban local bodies for improved WASH in public institutions.



**Schools:** In all 1,160 schools have been covered, benefitting 522,147 students and teachers in addition to providing child friendly drinking water and sanitation facilities and amenities for menstrual hygiene management. In each of these schools, capacity building of child cabinets, school water and sanitation committees and school education/management committees have been ensured for sustained use and management of WASH facilities. Local people/youth have been trained as *Nirmal Bandhus* (57) to offer their services for a fee for maintenance of these facilities.



**Community Toilets:** Reaching out to the most excluded and marginalized communities living in the urban slums, 32 community toilets with gender and child friendly facilities, have been renovated in Kolkata Municipal areas and its vicinity in collaboration with the local *mohalla* (neighbourhood) committees, local councilors and urban local bodies. These facilities are fully operational as pay and use facilities, benefitting nearly 10,000 people. In 2019, Water For People - India proposes to undertake a study for exploring business models for renovation, use and upkeep of community and public toilets.



**Primary Health Centers:** In Sheohar, Water For People - India has supported three primary health care centers for inclusive WASH facilities. The efforts are to promote best WASH practices and to ensure inclusion of WASH as a quality assurance parameter in the routine inspection of primary health care centers.

## MARKET LED APPROACHES TO SANITATION

The key 'scale goal' for rural latrine building is to facilitate construction of 50,000 latrines each year using robust and sustainable supply chains. The vital approach is to ensure that the growth in latrine construction is matched by an increasing investment efficiency. This is measured by the unit cost per latrine considering the investment in facilitation and market building processes.

Water For People - India has been strengthening the rural sanitation supply chain through the development of 'point of purchases.' (PoPs).





The cluster level federations, farmer producer organizations, rural sanitary marts and self-help groups are encouraged to start their sanitation one stop shops (PoPs). More than 100 enterprises have been supported till date. These enterprises have been instrumental in construction of nearly 45,000 toilets in select districts of Bihar, West Bengal and Odisha.

A training and capacity building module for support to sanitation enterprises for expanding their services and businesses has been developed so far. This would be rolled out in collaboration with various government and private sector partnerships.

An E-Catalogue has been developed in partnership with the Ministry of Drinking Water and Sanitation, Government of India to promote locally appropriate sanitation technologies.

Water For People's fecal sludge management (FSM) initiatives are in nascent stage and presently in a testing and modification stage. Water For People India Trust is collaborating with national level universities like Jadavpur University and other subject matter specialists to develop low-cost FSM related technologies.

## Inspire-Activate and Sustain

### SOCIAL BEHAVIOR CHANGE COMMUNICATION (SBCC)

Water For People - India programs promote key behaviors for usage of toilets, handwashing practices at critical times, safe storage and water handling practices and promoting conservation of water. The key approach of '**Inspire-Activate and Sustain**' has been designed for continuous reinforcement of positive behavior towards water, sanitation and hygiene. Key interventions include community led approaches to sanitation, *inspire* activities like multi-disciplinary shows (145), *activate* activities such as street plays (612) and magic

shows and *sustain* activities such as film screenings (461) around water and sanitation, use of information, education and communications (IEC) materials. Implemented through the *swacchagrahis*, local community-based institutions and youth, these activities have reached out and positively influenced behaviors of 12,51,089 people.

Local youth trained as artiste groups are engaged with the state government departments in Bihar for supporting social messages. Also, the IEC materials are being used with the frontline teams and with the government departments to support execution of IEC activities.



## REACHING THE LAST MILE

Water For People - India programs are focused on districts with low human development indices, and includes aspirational district of the Niti Aayog – Birbhum. The geographies to be covered are decided in consultation with the state government and through a collaboration with the districts.

Specific population groups include women and children. With a view to accelerate universal

sanitation coverage, especially among the most vulnerable population groups, Water For People - India has implemented activities to increase the earning capacity of marginal farmers as a means to fast track the focus on water and sanitation. In all, 2,337 livelihood loans and 2,582 sanitation related loans have been disbursed to marginal farmers to increase their livelihood options and encourage them to have individual household toilets.

## MONITORING AND EVALUATION

India played a prominent role in the formulation of SDGs and much of the country's National Development Agenda is mirrored in the SDGs. Niti Aayog finalized the national indicators for ensuring performance against the **17 Goals, 169 targets** and **306 national indicators**.

Mirroring the government's efforts, Water For People - India, measures impact and sustainability through the EF model in our EF program areas in South 24 Parganas, Sheohar, Amravati and Birbhum. The indicators measure the development impact and a pathway towards exit and long term sustainability. In 2019, 8430 households, 4357 community water points and 1338 public institutions were surveyed for measuring water and sanitation service levels.

A periodic external evaluation of all initiatives is undertaken to inform both operational and strategic association with the primary and secondary stakeholders.

## WAY FORWARD: STRATEGIC PRIORITIES (2018-2023)

In 2018, Water For People India Trust reviewed progress and outlined four key priorities for a five year period (2018-2023).



**i. EF at District Level:** The EF program will focus on creating sustainable access to WASH services, at household and public institutional level. The key to this success will be through working with local institutions at community, gram panchayat and district levels mandated to provide those services.

The EF programs will reach out to a population of approximately 1.5 million people in Bihar (Sheohar), West Bengal (South 24 Parganas - Sagar, Patharpratima and one more block) and Maharashtra (Chikhaldara).

**ii. Safe and Locally Sustained Drinking Water Services:** Aligned to the government's focus on comprehensive management of water resources, Water For People - India programs will aim at efficient, equitable and sustainable management of local water resources. Programs will build and strengthen technical and management skills for adoption of comprehensive plans for (i) water facilities creation; (ii) facility management (iii) safe water storage and handling practices; and (iv) water safety and security plans. Comprehensive capacity building programs for effective management of drinking water (select districts/state level) will cover one priority district each in Bihar and West Bengal.

Cumulatively, the initiative has the potential to benefit 14 million people through capacity building and outreach initiatives.

**iii. Safe Sanitation Services and Sustaining Behavior Change in Sanitation:** Program initiatives will focus on sustaining ODF status among the households and communities where Water For People - India is implementing programs and last mile coverage. Focus will also be on pilot ODF+ initiatives such as monitoring and usage of toilets. The program interventions will pay special attention to the needs of women and girls and those in vulnerable situations. WASH in facilities will include a comprehensive initiative to cover Anganwadi centers (with government owned buildings in case of facility provision), School WASH, WASH in health centers and community WASH facilities for urban slums, and floating populations.

Cumulatively, the initiatives will reach out directly to 215,000 people, covering both rural and urban areas in:

- Sheohar and Patna (Bihar)
- One urban local body in Amravati district (Maharashtra)
- Hinjilicut block (Odisha) and;
- Hooghly, Howrah and Kidderpore (West Bengal)





#### iv. Sustainable Sanitation at Scale through Market System Development (Rural Latrine Building and Fecal Sludge Management):

The latrine building and FSM initiatives will be implemented in Bihar, West Bengal and Odisha.

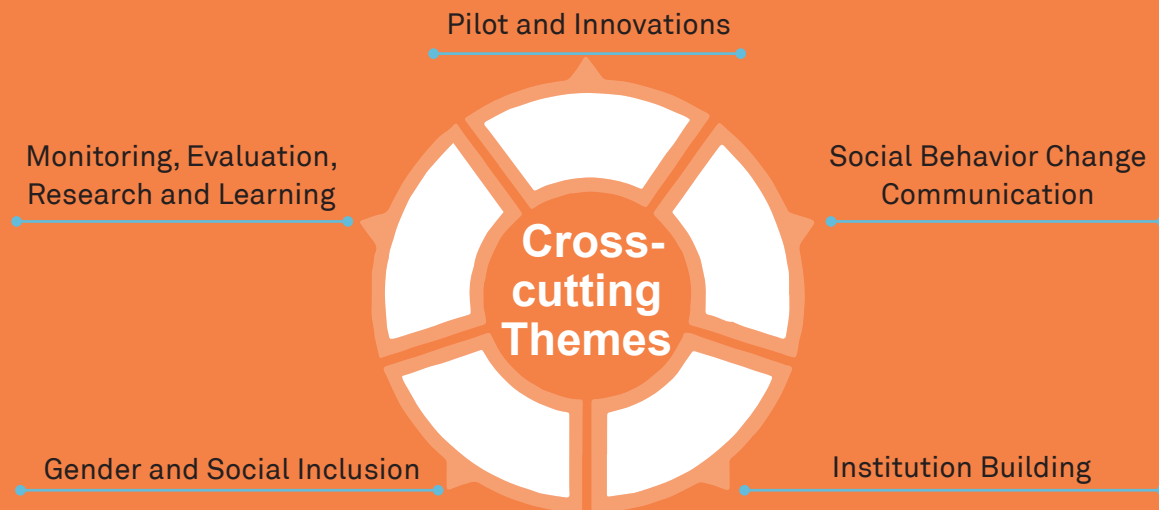
- The latrine building initiative will be implemented in Muzaffarpur and Sheohar (Bihar); North Dinajpur and Birbhum (West Bengal), Ganjam district in Odisha reaching out to 250,000 people through 50,000 toilets promoted through sanitation financing, enterprise promotion and new toilet technologies, focused on rural areas.
- The FSM initiatives will be implemented in Bihar and West Bengal reaching out to 750,000 people, especially focused on peri-urban areas.

During the Strategic Plan period, the programs will be monitored and aligned to national indicators committed to SDG 6. As Water For People - India aspires to strengthen its position

as a key national player, a strong result based framework and a decentralized program monitoring system will be developed and implemented. The decentralized monitoring system will help track the progress against each strategic objective/choice and financial allocations (including resources leveraged from the government and other stakeholders). A comprehensive monitoring, evaluation, research and learning strategy has been developed for evidence building and results measurement.



**v. Cross-cutting Themes:** The key cross-cutting areas while implementing the above strategic choices include:



**Pilot and Innovations:** Pilot and innovations will be implemented for all the four key strategic choices to contribute to social, technical, financial and environmental sustainability. Engagement of civil society organizations, academia, businesses and government will be sought as appropriate.

**Social Behavior Change Communication:** Water For People - India will integrate focus on the following key behaviors across

programs: (i) Toilet construction and usage; (ii) Safe water storage and handling practices and; (iii) handwashing at five critical times. A separate thematic strategy will guide the implementation. In addition to integrating SBCC in WASH programs implemented by Water For People - India, efforts will be made to upscale SBCC processes and tools in the corporate social responsibility (CSR) and government WASH programs.

**Institution Building:** All Water For People

- India initiatives will focus on building capacity of (i) local frontline teams; (ii) service providers and; (iii) service authorities on management of drinking water and sanitation services. Systemic interventions will strengthen these processes at the district level, especially in the EF model areas. For sanitation, multiple approaches such as (i) building entrepreneurship models; (ii) engaging with micro-finance institutions for proving a business case for investing in the capital costs, such as for community latrines; (iii) advocacy with the government for key services (such as safe sewage disposal) will be implemented as appropriate.

**Gender and Social Inclusion:** Approaching WASH with an inclusive lens is essential for

achieving universal access. Creating a strong conceptual foundation at the organizational and programmatic level will underpin inclusion and gender equality initiatives. While working with girls, adolescents and women, the program initiatives will engage with boys and men towards understanding WASH priorities and bringing about changes in the social norms and practices and addressing specific forms of exclusion, inequalities and power imbalances. WASH facilities and services will consider gender and inclusion lens, in consultation with the people, local NGO partners and government. Gender dis-aggregated data and data on coverage, engagement and impact on excluded groups will be collected, analyzed and used for improved program delivery and impact.

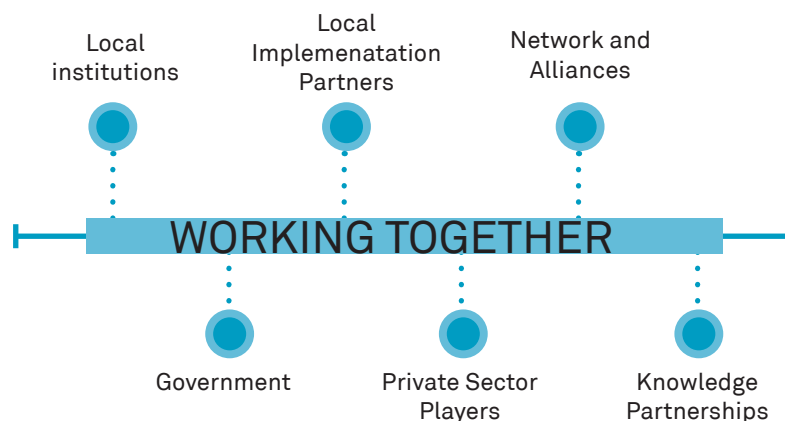




**Monitoring, Evaluation, Research and Learning:** Water For People - India will continue to implement the current monitoring mechanisms and tools such as FLOW monitoring (monitoring using an android based application to capture real time data), assessment of service provider and service authorities for sustainable WASH services, tracking hardware progress and feasibility studies, assessments and evaluations.



## OUR COLLABORATIONS



**Local Institutions:** Water For People - India collaborates with gram panchayats and constituted sub committees of the gram panchayat, government promoted local institutions such as the Cluster Level Federations, Farmers Groups and Producer Organizations.

**Local Implementation Partners:** Water For People - India has a dual model of program implementation. The programs in Kolkata, Howrah, Hooghly (West Bengal), Kamrup (Assam), Ganjam (Odisha), and Amravati (Maharashtra) are implemented directly. Initiatives in South 24 Parganas (West Bengal) and Sheohar (Bihar) are implemented in partnership with seven NGO partners. Also, the sanitation initiative in Bihar across multiple districts is implemented through a business development partner, in collaboration with JEEViKA initiative.

**Government:** Block Development Offices, District Offices and departments of Public Health Engineering, Panchayati Raj, State Water and Sanitation Mission, State Rural Livelihoods Promotion Missions (JEEViKA), National Ministries and convergence with government departments of Education, Health, integrated child development schemes and rural employment guarantee programme

**Private Sector Players:** Rural Sanitary Marts, Farmer Producer Organizations, Cluster Level Federations

**Knowledge Partnerships:** Key partnerships include

- India Institute of Engineering Science & Technology, Shibpur
- India Sanitation Coalition
- IRC
- Jadavpur University
- The American Center, Kolkata

**Networks and Alliances:** Water For People - India is well represented in state and national level water and sanitation alliances. These include:

➤ **Fresh Water Action Network South Asia:**

The Freshwater Action Network South Asia (FANSA) aims to improve governance in WASH sector. It considers both environmental and developmental aspects as crucial for the realization of the right to water and sanitation for present and future generations.

➤ **India Sanitation Coalition:** The India Sanitation Coalition is a multi-stakeholder platform that brings together the private sector, government, financial institutions, civil society groups, media, donors/ bi-laterals/multilaterals, and experts etc. to work in the sanitation space to drive sustainable sanitation through a partnership mode.

➤ **India Water Week:** Since 2012, the India Water Week, a flagship event, is a regular forum where the Ministry of Water Resources, River Development & Ganga Rejuvenation, Government of India engages with eminent stakeholders through seminars, exhibitions and sessions to build public awareness and get support to implement key strategies for conservation, preservation and optimum use of available water.

➤ **Sustainable Sanitation Alliance (SuSanA), Regional Chapter (India):** SuSanA is committed to achievement of sustainable development goals. Water For People - India in collaboration with India Sanitation Coalition has supported SuSanA to make knowledge products and services in India more accessible “on the ground”.





## PROFILE OF TRUST MEMBERS

**Dr. Pawan Maini**  
Board President

Has over 25 years' experience in infrastructure and civil engineering. He is currently Country Manager, Mace Project and Cost Management India. He holds a doctorate in Transportation Engineering from University of Colorado, Masters in Civil Engineering from North Carolina State University and Civil Engineering degree from IIT Mumbai.

**Mr Vaideeswaran Sivaswamy**  
Treasurer

Has over 15 years' experience in specialty chemicals, water and wastewater treatment, environmental site assessment, water-cooling systems, among others. He is presently Senior RD&E Group Leader, Ecolab Technology Centre, NALCO Water. He holds a Masters in Chemical Engineering from Washington State University and Graduate degree in Chemical Engineering from Coimbatore Institute of Technology.

**Dr. Jayashree Payyazhi**  
Board Member

Has over 17 years' experience in leading key portfolios supporting institutional change through focused and inclusive approach to achieve strategic institutional priorities. Presently is Associate Dean (Education) and Associate Professor (HR) at University of Wollongong in Dubai. She holds a PhD in Organisational Behavior from Delhi University.

**Dr. Balveer Arora**  
Board Member

Is currently Professor Emeritus and Chairman, Centre for Multilevel Federalism, Institute of Social Sciences, New Delhi. He graduated from St Stephen's College, University of Delhi and did his Masters in Politics and Sociology at Institut d'Etudes Politiques, Paris, where he was subsequently visiting professor.

**Mr. Dhruv Prakash**

Has over 45 years of varied industry experience including an extensive period in consulting. Presently he is on several boards in India and overseas. He holds a Master's degree in Business Administration from IIM, Ahmedabad and Master's degree in Chemistry from Meerut University.

**Ms. Meena Narula**  
Managing Trustee

Has over 20 years' experience in program quality and effectiveness, resource mobilization, grants management, capacity building, research and evaluation and building alliances. She is presently, Country Director, Water For People - India and Managing Trustee, Water for People India Trust since March 2016. She completed her Masters in Regional Planning from School of Planning and Architecture, New Delhi, prior to which she did her Masters from Jawaharlal Nehru University.



**Water For People India Trust**

C-2/51, Ground Floor,  
Safdarjung Development Area,  
New Delhi 110016, India;  
Tel: 011-26563699;  
E-mail: [abhowmick@waterforpeople.org](mailto:abhowmick@waterforpeople.org)