



water for people
EVERYONE • FOREVER



INDIA OVERVIEW

Water For People | 2018



India

Home to over 1.3 billion people, India is the world's largest democracy. Separated from mainland Asia by the Himalayas, the country is surrounded by the Bay of Bengal in the east, the Arabian Sea in the west, and the Indian Ocean to the south. India is a country of great cultural, religious, and linguistic diversity. Administratively, there are 29 states and seven union territories.

According to the 2015 Joint Monitoring Programme Report, 49% of people in rural areas have access to safely managed water; 36% of the population in rural areas and 93% in urban areas have access to basic water services. Access to improved sanitation is much lower, with 31% of rural India using safely managed sanitation facilities and 3% of rural and 65% of urban populations using basic services.¹

PROGRAM HISTORY

Water For People began working in India in 1996, with small pilot project to address water quality issues in North 24 Parganas and Nadia districts in West Bengal. In 2007, Water For People established a country program with a liaison office in Kolkata, West Bengal. In 2008, a locally registered arm, Water For People India Trust, was established to work in tandem with the local government and implement initiatives funded by and in partnership with the Indian Corporates, Foundations, and Trusts. To date, Water For People India has worked in 20 districts within five states and reached over one million people through water and sanitation initiatives.

WATER FOR PEOPLE STRATEGY

In 2017, Water For People launched a new 2017-2021 Global Strategic Plan: Increase our Impact X 20. The plan outlines our three strategic goals of Proof, Global Leadership, and Scale. In the next five years, we plan to enter in new districts in India and continue to prove our Everyone Forever model (Proof). In 2017, Water For People India launched a new initiative in Amravati District, Maharashtra, with a plan to implement a full Everyone Forever program by 2021, focusing on the excluded and vulnerable communities, primarily tribal. We continue to prove Everyone Forever in Sheohar district (Bihar) and Sagar Island and Patharpratima (West Bengal).

As a global organization, we plan to accelerate social change through collaboration and sharing our learnings (Global Leadership). We will work with the district, state, and national governments to reach full water coverage in four countries globally and use business approaches to increase sanitation coverage (Scale).

PROVING EVERYONE FOREVER

Aligned to the global strategy of Water For People, Water For People India has developed a five-year country strategy to contribute toward achieving the United Nations Sustainable Development Goal (SDG) 6. This country strategy focuses on achieving:

- Everyone Forever in three districts (nine blocks)
- Safe and locally sustained drinking water services
- Safe sanitation services
- Sustaining behavior change and sanitation at scale through market system development

All of this will be supported by strong monitoring and evaluation.

The Everyone Forever model promotes water and sanitation services in targeted districts, and the first goal of our strategy is to prove this model works. Everyone means every single person – even the hardest-to-reach, the vulnerable, and the marginalized – has access to water and sanitation services. Forever means empowering communities and governments to provide sustainable services and become aid-independent. Everyone Forever provides a model for greater replication, leading to a push for national full water and sanitation coverage – the goal of our Strategy, in alignment with SDG 6: sustainable water and sanitation for all.

¹See where we get our facts: washdata.org

Lasting water and sanitation solutions can only be achieved in coordination and collaboration with the local actors – the private sector, civil society, and local government. As such, Water For People India partners with the District, Block Governments, Gram Panchayat and Panchayati Raj Institutions (community governments in rural areas), local Self Help Groups, community-based organizations, and local non-government organizations.

Everyone Forever Regions

- **Sagar Block, South 24 Parganas District, West Bengal:** Located in the southeast of West Bengal, Sagar is home to 212,037 people (Census 2011)². Most people living in this rural block are subsistence farmers or work in the fishing industry.
- **Patharpratima Block, South 24 Parganas District, West Bengal:** Neighboring Sagar, Patharpratima is home to 331,823 people, and most of the population are engaged in farming or subsistence fishing (Census 2011).³
- **Sheohar District, Bihar:** Water For People works in all five blocks in the Sheohar District (Dumri Katsari, Tariyani Chowk, Piprahi, Purnahiya, and Sheohar). These blocks together are home to 656,246 people, who are primarily small and marginal farmers and agricultural laborers (Census 2011).⁴

In part due to the work of Water For People and its partners in West Bengal, in 2016, **all 164 schools in Sagar Island have reliable water services**. Reaching every school and clinic in Sagar Island is a significant milestone for Water For People's work in India. The challenge now is to sustain those services and replicate the approach more broadly with the district and state. To promote this replication, Water For People India is strengthening the capacity of Gram Panchayats and developing plans for scaling the approach across South 24 Parganas and West Bengal.

Proof

Total population impacted by Water For People's water-related work in India to date: 1,029,652

District	Year projected to reach every community with reliable water services
Patharpratima	2016
Sagar Island	2016
Sheohar	2022

WATER

In addition to supporting the installation or rehabilitation of community water points, Water For People develops and supports water user committees that oversee the operation and maintenance of these water facilities and the mobile handpump mechanics known as Jalabandhus (Friends of Water). The Jalabandhu program began in South 24 Parganas and has expanded to several other blocks and districts. The Jalabandhus are independent entrepreneurs, and some have even signed annual maintenance contracts with governments and public institutions. This program provides training to entrepreneurs on maintaining and repairing handpumps and connects the Jalabandhus to communities, institutions, and local government. Water For People is also strengthening the village water and sanitation committees at the Gram Panchayat level. These are local government sub-committees that oversee the functioning of water and sanitation facilities, budgeting, and large-scale operations and maintenance.

The Government of India has a renewed commitment under its National Rural Drinking Water Program to provide every household a piped water connection of 70 liters per capita per day by 2022. In Sheohar, Water For People plans to support this program through capacity building of the Ward Implementation and Management Committees to implement, manage, monitor, and maintain the piped water supply scheme. In West Bengal, village water and sanitation committees are being trained to take care of water and sanitation infrastructure.

²censusindia.gov.in/pca/SearchDetails.aspx?Id=378292

³censusindia.gov.in/pca/SearchDetails.aspx?Id=378383

⁴censusindia.gov.in/pca/SearchDetails.aspx?Id=248152

SANITATION

Water For People promotes sustainable sanitation in India through a market-driven, research-based approach. In Sheohar, Water For People India is providing loans to sanitation entrepreneurs for developing their businesses (known as Points of Purchase). Additionally, we support these entrepreneurs through trainings, business planning, and product supply.

Water For People India also partners with local microfinance institutions to provide loans to families and community groups to invest in sanitation facilities. Through loan provision and supporting local sanitation businesses, almost 5,000 toilets were built in 2017, which translates to approximately 26,000 people with access to toilets. This contributes to the Government of India's Swachh Bharat Mission for the country to be open defecation free by October 2019. For households in urban slum areas that do not have the space to build a household latrine, Water For People India co-finance and constructs community toilet blocks, while supporting local committees to maintain the toilet blocks and ensure sustainability.

Water For People India is also researching and market-testing sanitation initiatives to promote safer pit latrine emptying. One method is using of tiger worms, which compost fecal sludge in pits. The other initiative is a household-level pit life extender that separates liquid from solid waste within a latrine or septic tank and treats it to be safe for discharge to the environment. Both solutions could replace illegal and unsafe pit emptying practices.



SCHOOLS

Water For People India works in schools not only to increase access to sustainable sanitation and water services, but also to promote good hygiene practices among students. In partnership with the local NGOs and the education department, Water For People India supports renovation and rehabilitation of school sanitation and water infrastructure and separate toilet blocks for girls and boys that include handwashing stations. To accommodate girls' sanitation needs, facilities for girls include changing rooms that provide the privacy required during menstruation and incinerators for the disposal of sanitary products. Additionally, teenage girls are empowered through menstrual hygiene management trainings and communications.

Water and Sanitation Committees in secondary schools and Child Cabinets in primary schools are formed to oversee the operations and maintenance of the water and sanitation facilities and promote student hygiene. This guarantees the sustainability of the new infrastructure. Schools are also connected to Nirmal Bandhu (trained toilet facility cleaners) who are responsible for the cleaning of toilet blocks on a regular basis.

FUTURE WORK

Water For People India, along with the local partners, will continue water and sanitation programs in communities and public institutions with increased emphasis on building capacity of local governments to manage systems. Water For People India will continue to support community-level water committees as they operate and maintain their water and sanitation systems. As part of our sustainability strategy, we aim to focus on behavior change communication, capacity building of local institutions, and collaboration with the government.

In schools, we will focus on operation and maintenance of water and sanitation facilities and hygiene promotion through the engagement of students' groups and school management committees. While every community in Sagar and Patharpratima has access to reliable water services, the work there is not done. Water For People India is focusing on Forever to improve sustainability of water services by strengthening institutions responsible for overseeing them.

In Sheohar, Water For People will continue working toward sustainable water services and systems. To address the issue of water quality, one deep borehole is planned for every ward, which will be managed by the water user committees. Water For People is also facilitating loans for household sanitation in Sheohar. Social art for behavior change communication will focus on three key behaviors: toilet usage, safe water storage, and handling practices and handwashing.

In Amravati district, a water scarce area, Water For People India will pilot water conservation and promote technologies such as rainwater harvesting. Where piped water systems exist but are in disrepair, we plan to facilitate the rehabilitation of these systems, fully managed by the village water and sanitation committees. Given the large tribal population in Amravati, we have expanded our school water and sanitation initiative to cover state government-funded, residential tribal schools.

Water For People will continue innovating and researching sanitation solutions, while testing successful initiatives in markets.