



water for people  
INDIA TRUST  
EVERYONE • FOREVER



# ANNUAL REPORT

2017-18



## WHO WE ARE

Water For People India Trust aims to promote sustainable access to high-quality drinking water, sanitation and hygiene (WASH) services to create a water secure environment, sustained by strong communities, businesses and governments.

## ABOUT THIS REPORT

The Annual Report for the financial year 2017-18 provides a glimpse of the initiatives undertaken by Water For People India Trust in collaboration with the local communities and institutions, partners, government institutions and private stakeholders.

## ACKNOWLEDGEMENT

We thank and acknowledge all our funding partners, government stakeholders, and state team members who collaborated with us in promoting the vision and mission of Water For People India Trust. None of our work would be possible without the generous support of our donors – governments, foundations, corporations and individuals.

## TO FIND OUT MORE ABOUT OUR ACTIVITIES

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# ACRONYMS AND ABBREVIATIONS

CLTS	Community Led Total Sanitation
CSR	Corporate Social Responsibility
EF	Everyone Forever
ESR	Elevated Storage Reservoir
FY	Financial Year
IEC	Information, Education and Communication
IHHL	Individual Household Latrine
MDS	Multidisciplinary Shows
O&M	Operation and Maintenance
ODF	Open Defecation Free
PRI	Panchayati Raj Institution
SABC	Social Art for Behaviour Change
SHG	Self Help Group
SMC	School Management Committee
SWASH	School Water, Sanitation and Hygiene
TCSR	Tata Chemicals Society for Rural Development
ToT	Training of Trainers
VHSNC	Village Health Sanitation and Nutrition Committee
VWSC	Village Water and Sanitation Committee
WASH	Water, Sanitation and Hygiene
WATSAN	Water and Sanitation

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## FOREWORD



**Meena Narula**  
Managing Trustee

We may recall that in December 2016 the United Nations General Assembly unanimously adopted the resolution that declared 2018-28 as the “International Decade for Action – Water for Sustainable Development.” This placed greater global focus on water, as evidenced during numerous mega events that were organized by many international, regional and national agencies engaged with various aspects of water issues. Water directly touches 7 out of the 17 Sustainable Development Goals (SDGs) and influences several others, all of which have been endorsed by UN member countries. Water For People India Trust is specifically committed to reaching the Sustainable Development Goal (SDG) 6, which is dedicated to providing access to reliable water and sanitation services to excluded and vulnerable communities.

As part of the process for developing strategies to reach the goals defined in the *Road Map to Everyone Forever*, we have progressed a lot during the year 2017-18 with programs under Water For People India Trust achieving their proposed targets. The Road Map was further enhanced and updated in collaboration with our stakeholders and funding partners to identify priorities and establish the sequencing of various activities. Needless to say, the action phase has been more challenging than the consensus development phase because actions need resources, both tangible and intangible.

This whole exercise infused a new energy in Water For People India Trust to achieve more through new partnerships and a renewed commitment to deliver transformative and lasting impact through improved WASH services. This new energy led to two new initiatives that Water For People India Trust launched during 2017-18.

With the funding support of the National Stock Exchange (NSE) Foundation, a new project was approved in Rajnagar Block in Birbhum district, West Bengal entitled “*Swaccho Nirapad Parivesh*” (Clean and Safe Environment). The program was successfully launched with three broad objectives: 1) expanding/enhancing school WASH programs; 2) expanding community sanitation; and 3) cross-cutting behaviour change activities to reach the most vulnerable and excluded communities in Rajnagar.

Water For People India Trust – in partnership with Colgate Palmolive (India) Limited – formally announced the launch of “*The Water Initiative*” in Chikhaldara block, Amravati district. The Amravati water initiative has been developed in line with the *Everyone Forever* model to ensure improved quality of life among the most marginalized and excluded communities in Maharashtra through inclusive and sustainable WASH.

With the support of in-country funding partnerships, Water For People India Trust is continuing the ITC supported program in Howrah, Hooghly, Kolkata (Kidderpore) in West Bengal and Ganjam district in Odisha. A new agreement has been signed with ITC for the period April 2018 - March 2019, with special focus on retrofitting and strengthening the operation and maintenance of existing/new infrastructure, improving solid waste management, and expanding access to sanitation through community and household toilets.

In Project Sheohar, the *Everyone Forever* initiative expanded sanitation facilities in communities and in schools. Simultaneously, Social Art activities were implemented to generate awareness and compel behaviour change on specific WASH issues. Consistent with the new SABC strategy, focus was on three key WASH behaviours: safe water handling practices, consistent latrine usage by all members of the household; and handwashing with soap at five critical times throughout the day.

Water For People India Trust’s work mainly focuses on rural latrine building and developing membrane based technology to empty pits. A scaling up program focused on strengthening sanitation supply chains was initiated in collaboration with JEEViKA and its Business Development Service partners in seven districts of Bihar. Water For People India Trust is also working on developing an innovative technology based on a ceramic membrane filtration system.

During the year, Water For People India Trust contributed significantly to ongoing initiatives for the betterment of the WASH sector. Many partnerships were forged, grounded in the common cause of ensuring availability and accessibility of safe WASH for future generations. Though space here does not permit to mention all, I wholeheartedly thank all our funding partners, implementing partners, friends and well-wishers for their continued support and faith in the important work being done by Water For People India Trust.

The Annual Report provides an account of all activities conducted by Water For People India Trust during the period 2017-18, and highlights the milestones achieved so far. I firmly believe that Water For People India Trust will continue this journey with many new milestones achieved in the coming years, to realize the vision and mission of the organization to bring every person with access to safe drinking water and sanitation facilities. And we must do this together to build a stronger and more equitable India.



## ABOUT WATER FOR PEOPLE INDIA TRUST

Water For People India Trust is registered as a tax-exempt entity under the provisions of 12A and 80G of the Income Tax Act, 1961. Established in 2008, the Trust aims to provide universal access to safe drinking water, sanitation and improved hygiene practices, sustained by local institutions, government entities and the private sector.

The primary objective is to design and implement high-quality WASH programs and projects that directly contribute to improved health and overall well-being of vulnerable and marginalized communities.

Over the past decade, Water For People India Trust has emerged as a niche organization with focused water, sanitation and hygiene (WASH) programs that cater to the most vulnerable and marginalized communities, inclusive of public institutions such as Anganwadi centres, schools and health centres.

Water For People India Trust is a direct implementation agency supported by civil societies, local NGO partners, and entrepreneurs.

### VISION

A WORLD WHERE  
EVERY PERSON HAS  
ACCESS TO RELIABLE  
AND SAFE WATER AND  
SANITATION SERVICES

### MISSION

PROMOTE THE  
DEVELOPMENT OF  
HIGH-QUALITY DRINKING  
WATER AND SANITATION  
SERVICES, SUSTAINED BY  
STRONG COMMUNITIES,  
BUSINESSES AND  
GOVERNMENTS



# EVERYONE FOREVER: THE ROUTE TO INCLUSION AND SUSTAINABILITY



Aligned to the United Nations' Sustainable Development Goal 6, *Everyone Forever* (EF) represents Water For People India Trust's commitment to end the water and sanitation crisis by bringing together local institutions, community members, and local entrepreneurs to ensure that every single person – even the hardest-to-reach – has access to safe water and sanitation. *Forever* means water and sanitation services are sustainable, and local districts and communities can maintain them for generations to come.

The EF model is a system-strengthening approach to water, sanitation, and hygiene

(WASH), implemented at the district level with the capacity to scale in other districts of the states, and nationally.

Reaching *Everyone* is just the beginning. Water For People India Trust's initiatives are driven to demonstrate a scalable impact model that emphasizes water and sanitation services that are sustainable. *Forever* means working from ground up and top down to empower communities, engage local governments, and inspire the private sector so that water supplies are protected, managing institutions are functional and funded, sanitation services are available, and communities are self-reliant.

## INTERVENTION MODEL: EVERYONE FOREVER



*Everyone* means that every community, family, school, and health centre in the districts where we work has access to safe and reliable WASH services.

To achieve this goal for drinking water, three *Everyone* milestones must be reached. This means universal coverage with an intermediate or high level of service in at least

90% of communities

95% of public institutions

95% of households

For sanitation, *Everyone* milestones include achieving a basic level of service in at least 90% of households, and a majority of sludge in the district is treated and disposed of safely.

To ensure these services are sustainable, *Forever* ensures that institutions are in place for services to continue without ongoing direct support of any aid. Reaching the *Forever* milestone for water means achieving an intermediate or high level of sustainability for eight indicators:

**SERVICE PROVIDER:** structure, finance, operation and maintenance; water resources management

**SERVICE AUTHORITY:** structure finance, management, and monitoring

Reaching the *Forever* milestone for sanitation means the district government adequately plans for finances, regulates, and monitors sanitation services in the district.





To achieve *Everyone Forever*, four forces must work together to create systems change – community, government, market and technical. Water For People India Trust helps build capacity within each of these forces to promote water and sanitation services that last.

#### CO-INVESTING (OWNERSHIP)

Water For People India Trust never fully funds water and sanitation infrastructure because we want to make sure the service providers and service authorities are invested in their own water and sanitation services. Individuals, communities, and governments become our partners, bringing their support, labour, skills, and money to every project. Blocks/districts own the systems they build and are responsible for their maintenance and functionality.

#### CAPACITY BUILDING (SUSTAINABILITY)

Sustainability is at the core of everything we do. We are creating systems that will last, and to do that we focus on building capacity so communities can finance and maintain the systems when we are gone.

### HOW EVERYONE FOREVER WORKS



#### MONITORING AND REPORTING (ACCOUNTABILITY)

Water For People India Trust trains local service authorities to collect data, monitor operations, and keep systems at high levels of service. This monitoring keeps service authorities accountable to the people the water system is serving.

#### REPLICATION (REACHING SCALE)

We believe that once momentum builds at the block/district level, replication across states becomes easier. We aspire to advise and influence communities and governments to build on the *Everyone Forever* initiatives across districts and states, as well as nationally, in the years to come.

## THEMATIC AREAS



Access to WASH is widely recognised as essential to establish a safe and healthy living environment. A new study — *the United Nations World Water Development Report* — finds that investing in clean water and sanitation is an economic and social winner, but billions of the world's poorest people still lack access to these key services. Access to safe, affordable and reliable water and sanitation is considered a basic human right, and one of the 17 U.N. Sustainable Development Goals (SDGs) governments have pledged to realize by 2030.

The SDGs 2015-2030, a successor to the Millennium Development Goals, include

SDG 6 targeting clean water and sanitation – ensuring their availability and sustainable management.

WASH is important in its own right, and is also necessary for health, nutrition, education and other outcomes for children. Girls and women are particularly affected by poor WASH access and resources, as are people living with disabilities. The 2030 SDG targets not only include universal access to WASH in homes, schools and healthcare facilities, but also include the broader goal to “reduce inequalities between and within countries” (SDG 10).





Aligned with Sustainable Development Goal 6, Water For People India Trust programs focus on the following areas:

### 1. UNIVERSAL AND EQUITABLE ACCESS TO SAFE AND AFFORDABLE DRINKING WATER WITH FOCUS ON SUSTAINABILITY

The *Everyone Forever* model aims to reach *Everyone* in the district/block. This translates to reliable water and sanitation services for every community and public institution. We ensure that every single person in the community, even the hardest-to-reach, the most vulnerable and the marginalized, have access to safe water services. Our programs also empower local communities and institutions to ensure that water services are sustainable and last *Forever*. Through various projects, initiatives to provide safe drinking water to communities are

implemented in numerous states. These newly established community water points are then maintained and managed by the locally formed Water User Committees.



### 2. ACCESS TO ADEQUATE AND EQUITABLE SANITATION AND HYGIENE FOR ALL TO END OPEN DEFECATION

Our sanitation strategy promotes safe sanitation services by developing markets that provide affordable and desirable options for families. We aim to accelerate toilet coverage and reduce open defecation by working with local governments and institutions. These programs are further reinforced by behaviour change activities. Of particular importance, our commitment to equity and inclusion ensures women and other marginalized populations have access to adequate sanitation resources. Water For People India Trust programs focus on community sanitation initiatives with a twin approach of providing facilities and establishing operations and maintenance mechanisms and generating awareness on safe hygiene practices through hygiene sessions and information,

education and communication (IEC) materials. Additionally, Water For People India Trust also mobilizes communities and generates awareness through personal hygiene and menstrual hygiene sessions to women and adolescent groups.



### 3. WATER, SANITATION AND HYGIENE IN SCHOOLS

The provision of safe drinking water, child-friendly sanitation facilities, and hygiene education is key to improving health and educational outcomes of children. Water For People India Trust's school water, sanitation and hygiene (SWASH) program establishes safe drinking water and sanitation facilities for students and teachers in schools, along with the promotion of safe hygiene practices. The key facilities provided include running water facilities, change rooms with incinerators for adolescent girls, and separate handwashing and drinking water stations.



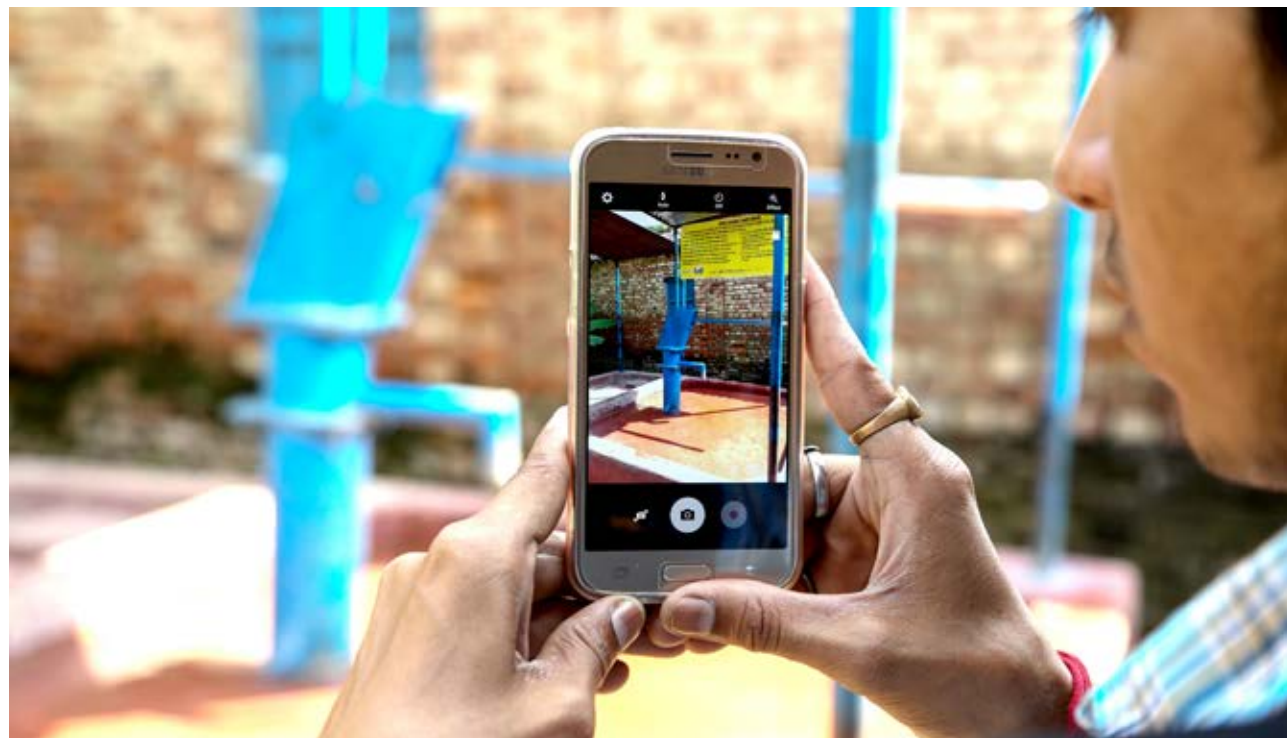
In addition to expanding facilities, Water For People India Trust and its partners conduct sessions on hygiene training in these schools with emphasis on personal hygiene and hand washing, and menstrual hygiene management for adolescent girls. In all the schools reached, school water and sanitation (WATSAN) Committees/Child Cabinets are established and strengthened to promote operations and maintenance of the new infrastructure, encouraging the adoption of hand washing and other hygienic practices. To ensure the success of an intervention, Water For People India Trust focuses on sustained behaviour change through Social Behavior Change Communication (SBCC). Hygiene sessions with special stress on personal hygiene, handwashing and menstrual hygiene management, using appropriate IEC materials form an important component of the SWASH program. WATSAN Committees are trained as peer educators to oversee the operation and maintenance of the school toilet blocks and convey important behaviour change messages on the proper usage of toilets and the importance of personal hygiene. For behaviour change communication, we use traditional media like magic shows and street theatre to both educate and entertain.



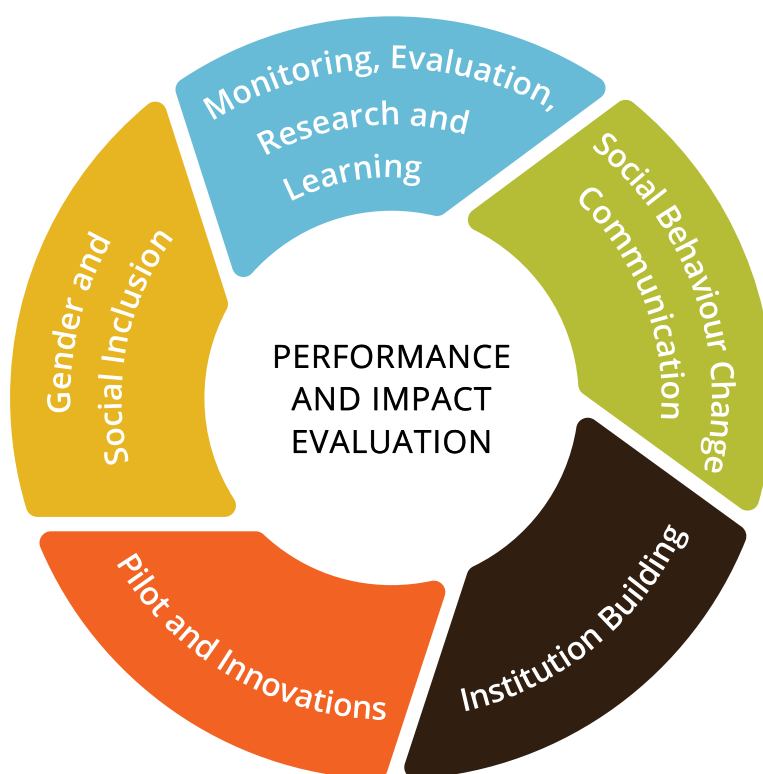
#### 4. RESEARCH AND INNOVATIONS FOR LASTING WATER AND SANITATION SOLUTIONS

Water For People India Trust develops and tests ideas and technologies that help tackle persistent challenges related to water and sanitation. Our work in this realm

primarily relates to sanitation as we strive to develop scalable and commercially viable products and services that are affordable and culturally appropriate. Each of these areas of intervention incorporates capacity building, systems strengthening, and behavior change communication.



#### CROSS CUTTING THEMES



Water For People India Trust focuses on creating WASH models or pilots with the potential to scale up with the support of service providers, service authorities, and/or private players. Innovations are tested and assessed with consideration for local conditions, community focus and cost effectiveness. Building the capacities of community-based institutions while engaging the block and district officials during planning, design and implementation of initiatives ensures co-financing and post project monitoring. Through annual monitoring and reflection workshops, the progress on WASH indicators is discussed to resolve challenges through improved systems.

Social Behaviour Change Communication is a key pillar of all WASH interventions, as these efforts help to identify barriers, drive increased toilet usage, ensure safe water storage and handling practices, and promote handwashing at five critical times throughout the day.

Water For People India Trust initiatives approach WASH through an inclusive lens. While working with girls, adolescents and women, programs also engage with boys and men to build understanding of WASH priorities and change social norms and practices that lead to exclusion, inequalities

and power imbalances. Gender disaggregated data, and data on coverage, engagement and impact on excluded groups will be collected, analysed and used for improved program delivery and impact.

Water For People India Trust will continue to utilize monitoring mechanisms and tools such as FLOW monitoring (using an Android-based application to capture real time data), assessment of service providers and service authorities, tracking hardware progress, and feasibility studies, assessments and evaluations.

## IN ACTION: OUR GEOGRAPHIC COVERAGE

Water For People India Trust implements programs in partnership with local institutions. The programs of Water For People India Trust have covered locations across Hooghly, Howrah, Kolkata, North 24 Parganas and East Medinipur districts in West Bengal, Sheohar and Bihta districts in Bihar and Jajpur, and Ganjam district in Odisha. In 2017-2018, Water For People India Trust continued to work in these areas.

During the reporting year, a new initiative focusing on WASH in public institutions, especially Anganwadi centres and schools, was conceptualized for Rajnagar block in Birbhum District, West Bengal. Also, "The Water Initiative" in Maharashtra entered its implementation phase with primary focus on access to reliable drinking water in households and public institutions (Anganwadi centres, schools and Ashramshalas) in Chikaldhara block, Amravati district. Water For People India Trust programs are supported by corporations under their Corporate Social Responsibility (CSR) commitment. These efforts have focused on drinking water, school WASH, individual household toilet construction, and community

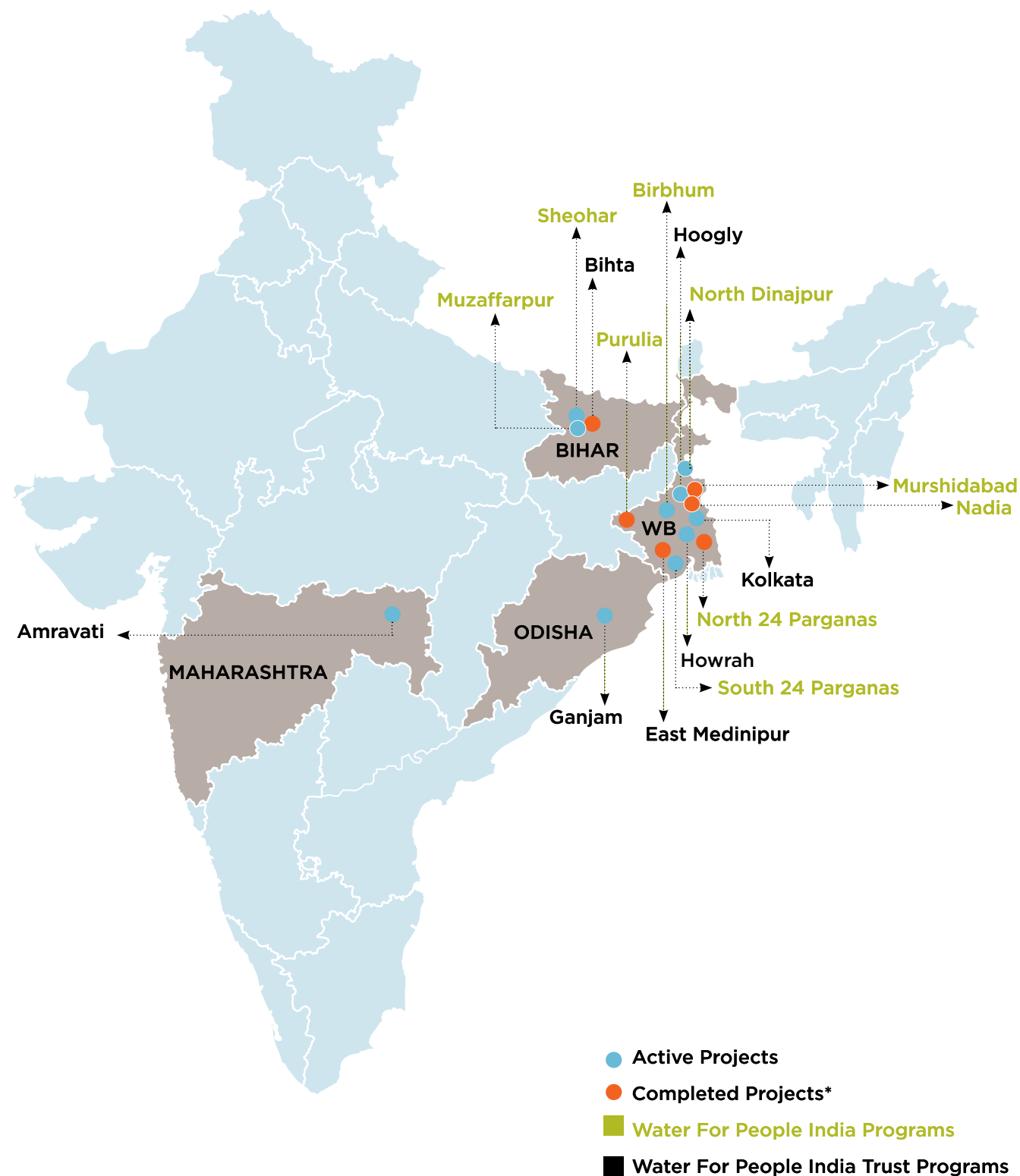
WASH facilities in the urban slums, tribal areas and for floating population. The initiatives in Sheohar with small and marginal farmers to increase water efficiency, sanitation coverage, and market-led approaches to sanitation are supported through international grants from Water For People USA.

To date, programs have been implemented in 24 districts in West Bengal, Bihar, Maharashtra and Odisha. Districts with low human development indices, along with poor water and sanitation indicators, have been prioritized in consultation with state governments and select districts. In addition to direct implementation, Water For People India Trust coordinates and partners with the local governance institutions (Panchayati Raj Institutions and their sub-committees), service providers, and block and district officials (service authorities) from the beginning of the design phase.

The Trust is an active member of various state and national committees convened by the Ministry of Drinking Water and Sanitation (MoDWS), Lohiya Swachh Bihar



## GEOGRAPHIC LOCATION OF WATER FOR PEOPLE INDIA TRUST PROJECTS SINCE INCEPTION



\* Projects since 2007 considered

Abhiyan (LSBA)<sup>1</sup>, Sarva Siksha Abhiyan (Universalization of Elementary Education), and Mission Nirmal Bangla (Open Defecation Free Rural West Bengal). We are recognized

widely for our holistic and integrated approach to design solutions for sustainable water and sanitation services and systems strengthening.

## WORKING TOGETHER

Water For People India Trust aims to bring safe water and sanitation to people lacking access to WASH services. For us, it is not just about creating water and sanitation-related infrastructure, but creating long-term, sustainable change. Water For People India Trust engages with the community members, governments and business owners

to mobilize effective responses to the most pressing issues related to water, sanitation and hygiene. We work with various stakeholders in the water sector, most importantly the senior decision-makers in governments, international public organizations, NGOs, corporations and private organizations to help bring long lasting impact.

### OUR ADVISORY ACTIVITIES INCLUDE SIX KEY SERVICES



1. Lohiya Swachh Bihar Abhiyan (LSBA) is a combination of Swachh Bharat Mission-Gramin (SBM-G)-a centrally sponsored scheme and Lohiya Swachh Yojana (LSY)-a state sponsored scheme which aims to make Bihar Open Defecation Free (ODF) by 2nd October 2019. LSBA aims to achieve an Open Defecation Free Bihar by improving the cleanliness index of rural areas with special focus on Behavioural Change Communication (BCC) among the community members. The objective is to make 8404 GPs of 534 blocks in 38 districts of rural Bihar ODF, covering a total of 1.6 crores individual households by 2nd October 2019.





With the support of the National Grants, Water For People India Trust implemented projects in West Bengal, Odisha and Maharashtra in collaboration with corporations like ITC Limited and Colgate Palmolive (India)



Limited. The reporting period for the projects mentioned is from April 2017 - March 2018. Water For People India Trust's sanitation work was executed during the same period.

## ITC Limited



ITC is one of India's foremost private sector companies and a diversified conglomerate with businesses spanning across Fast Moving Consumer Goods, Hotels, Paperboards and Packaging, Agri Business and Information Technology. ITC's vision of sustainable and inclusive growth adopts the Triple Bottom Line approach that simultaneously builds economic, social and environmental capital. ITC believes that embedding sustainability in business

can deliver substantial stakeholder value through innovative development models that simultaneously create livelihood opportunities and a positive environmental footprint. ITC actualizes this approach through its Social Investments programme - ITC *Mission Sunehra Kal*. This programme engages communities, institutions, government bodies, programme partners, technical institutes, and universities to develop and implement sustainable, replicable and scalable models for conservation of natural resources, while ensuring inclusive development.

### COMMUNITY AND SCHOOL WASH INITIATIVES

Aligned to ITC's *Mission Sunehra Kal* and Water For People India Trust's commitment to safe WASH facilities for the most vulnerable

and excluded communities various initiatives were implemented in selected locations of West Bengal and Odisha where unimproved sanitation facilities led to a susceptibility to diseases and serious health hazards.

### WASH TRAINING THROUGH ART AND CULTURAL ACTIVITY, KOLKATA





## WASH TRAINING THROUGH ART AND CULTURAL ACTIVITY, KOLKATA



The objective of the initiative was to ensure access to reliable and safe water and sanitation services at the community, household and school levels – accessible to all and sustained by strong communities and local governance.

The improved sanitation and SWASH initiatives were proposed with the following specific objectives:

1. Improved access to quality WASH facilities for the communities and in schools
2. Improved hygiene promotion leading to behaviour change and reduced incidences of diseases; and
3. Stakeholder ownership over operations and maintenance so that the gains are sustained by the communities and institutions.

### PROJECT LOCATIONS:

28 gram panchayats and 03 wards situated in 03 districts and one urban area.

#### WEST BENGAL

- 03 gram panchayats (Kandua, Beldubi and Joargori) each in Sankrail, Panchla and Uluberia-II blocks in Howrah district
- 04 gram panchayats (Chandrahati-I and Chandrahati II, Mogra I and Mogra II) in Chinsurah Mogra Block in Hooghly district
- 03 wards (79, 80 and 133) in Kolkata Municipal Corporation

#### ODISHA

- 21 gram panchayats in Hinjilicut block and civil works on Individual Household Toilets focusing on 3-4 gram panchayats in Ganjam district.

### PROJECT INTERVENTIONS:

Aligned to Swachh Bharat Mission and Mission Nirmal Bangla the project initiatives focused on improved access to WASH facilities at household, community and school levels.

#### INDIVIDUAL HOUSEHOLD LATRINES (IHHLs)

- **WEST BENGAL:** The initiative adopted capacity building and engagement of a self-help group cluster, utilizing a revolving fund to support the construction of IHHLs and promoting sustained use of household toilets by all members of the household. In the project locations in Howrah, 175 IHHLs were constructed through self-help groups.
- **ODISHA:** A focused sanitation drive in the select gram panchayat of Hinjilicut block resulted in construction of 210 IHHLs coupled with targeted messaging on use of toilets by all members of the household.



### COMMUNITY TOILET BLOCKS

In West Bengal three community toilets were renovated to meet safe sanitation standards to meet the needs of 88 families. In all locations (Hooghly and Kolkata Municipal Corporation), a water and sanitation committee (WATSAN committee) was constituted to monitor the renovations and ensure the operation and maintenance of these community toilets through collecting tariffs from all households and deploying a sanitation worker for the cleaning of toilets at regular intervals.



### SCHOOL WATER, SANITATION AND HYGIENE

Comprehensive school WASH programs were implemented in 10 schools in select locations of Howrah and Kolkata, benefitting nearly 3,000 students.

Water For People India Trust supported the renovation of toilets in five schools (four primary and one high school) in two selected wards in Kolkata. In all, 2,219 (594 boys and 1,625 girls) school students received access to improved water and sanitation facilities.

Also, systems for sustained operation and maintenance (O&M) of these facilities



were established. The school development committees and child cabinets have been strengthened in their roles and responsibilities to oversee school WASH facilities. The Mother Teacher Association (MTA) and parents have also been engaged extending their support for the operation and maintenance of school toilets.

### TRAINING OF TRAINERS (TOT) AND COMMUNITY TRIGGERING ON COMMUNITY LED TOTAL SANITATION (CLTS) AND WASTE MANAGEMENT



In Howrah, toilet blocks at five schools have been renovated and 728 students (379 boys and 349 girls) are now accessing the facilities. In Kolkata, the school management committees and child cabinets have been strengthened to carry out their responsibilities to ensure proper operation and maintenance of the school toilets.

### COMMUNITY/SCHOOL CONTRIBUTIONS TO ENSURE OWNERSHIP AND COLLABORATION

1. Rs. 1,37,891/- raised as a local contribution from five schools in Kolkata for the renovation of school toilets. In Howrah, the schools have contributed Rs. 11,800/- whereas Rs. 259,589/- have been mobilized from the gram panchayats as contribution/co-financing.
2. Rs. 75,000/- funds leveraged from Chandrahati I gram panchayat for the construction of a community toilet for tribal families in Chumulpukur, Hooghly and Rs. 20,000/- from two communities for the construction of a community toilet in Kolkata.
3. Rs. 29,70,000/- and Rs. 1,57,500/- received by Joargori Nari Milan Sangha-SHG Cluster in Howrah as government imbursement from Uluberia-II Block and beneficiaries' contribution, respectively.
4. In Ganjam Rs. 23,76,000/- and Rs. 1,78,000/- received by SHGs as government reimbursement and beneficiaries' contribution, respectively.

In addition, following are the key events that took place during the period 2017-18:

### HYGIENE PROMOTION SCHOOLS

Around 6,134 school students (2,221 students in Kolkata, 2,013 in Hooghly and 1,900 in Howrah) were reached through hygiene training and mobilization events. The topics included (i) personal and menstrual hygiene for high school students, (ii) proper handwashing, (iii) water storage, use, and treatment (including water borne diseases); and (iv) proper use of toilets. The tools used to facilitate the sessions were: (i) hygiene module; (ii) hygiene register in schools; (iii) hygiene kit (Nirmal Kit); (iv) F chart; and (v) IEC materials. Mobilization events included observances and events - Global Handwashing Day, World Toilet Day, World Water Day where magic shows, rallies, quizzes, and art contests were organized in schools.

Capacity building programmes were organized with child cabinets, school management committee, MTA and teachers on the role and responsibilities in ensuring the operation and maintenance of toilet blocks.

### COMMUNITIES

In communities, mass awareness has been generated through the observation of Global Handwashing Day, World Toilet Day and World Water Day with drama shows, magic shows, folk songs, rallies, and WASH training. Approximately 1,528 community people were reached through hygiene promotion activities.

Capacity building programmes were conducted with Mohalla Committees of BB Hall, Sickline and Hooghly Jute Mill Colony on their role and responsibilities in promoting community sanitation and overseeing the operation and maintenance of facilities.





### CAPACITY BUILDING

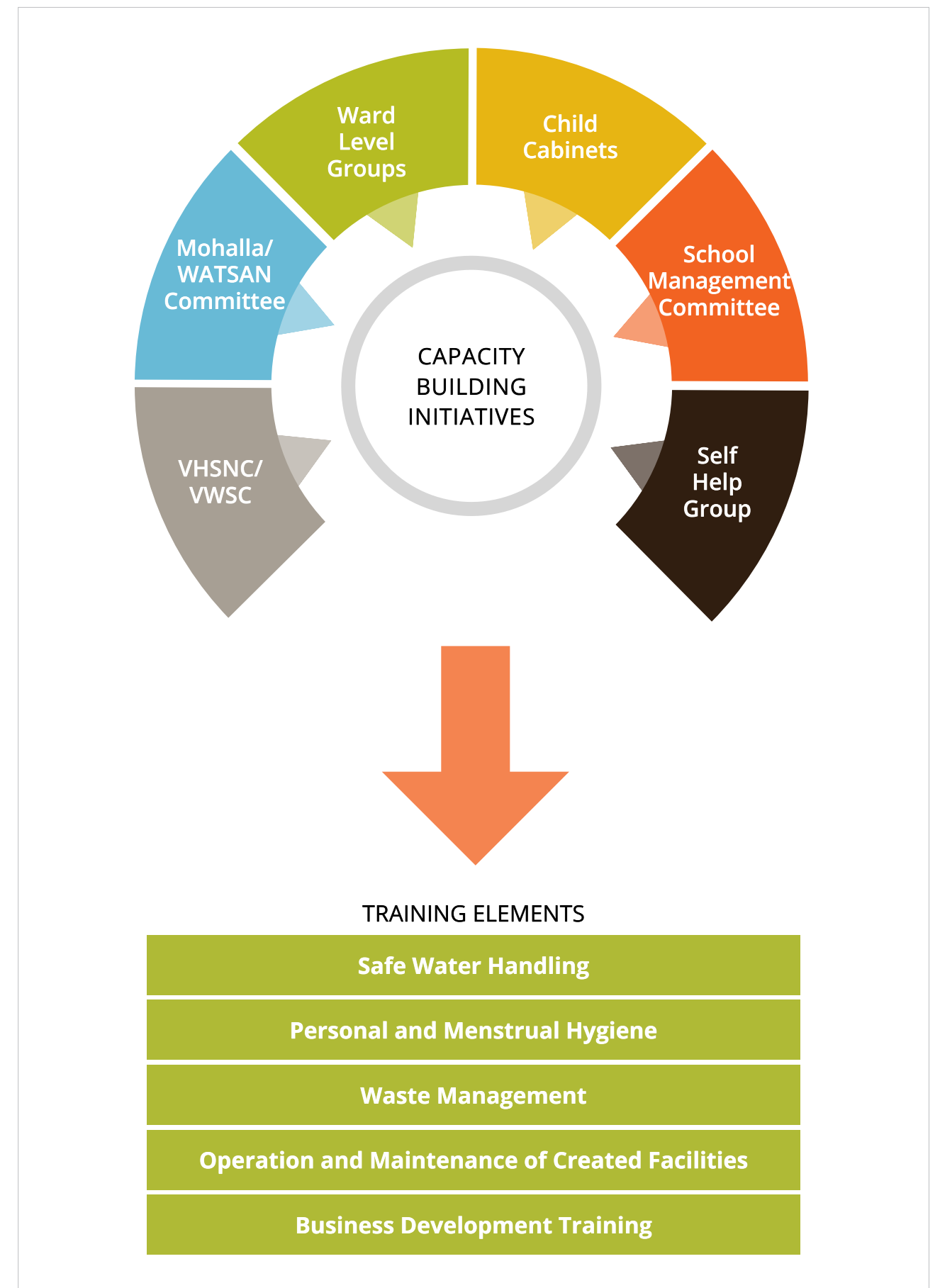
Along with the provision of safe WASH facilities, capacity building initiatives were launched to enable end users to sustain progress. These included activities focused on hygiene promotion and trainings of beneficiaries including students, parents, school management, SHGs, Nazardari

Committees/VWSC/VHSNC, Mohalla committee and ward level groups at institutions and communities across Hooghly, Howrah, Kolkata and Ganjam. Celebration of important observances (World Water Day, World Toilet Day) were also implemented to aid in awareness building.

### TRAINING OF NAZARDARI COMMITTEE, SWACHTA DOOT, VHSNC IN HOWRAH



### CAPACITY BUILDING ACTIVITIES & TRAINING ELEMENTS





## OBSERVANCES

### CELEBRATION OF WORLD TOILET DAY, WORLD WATER DAY AND GLOBAL HANDWASHING DAY IN PROJECT LOCATIONS



### GLOBAL HANDWASHING DAY

To sensitize people on the importance of handwashing, Global Handwashing Day was observed through a rally with 95 community members, handwashing demonstrations and a magic show under Sickline, KMC Ward 80 in Kolkata. In Hooghly, approximately 250 people joined the program with energy and enthusiasm. The most important aspect of this gathering was the participation of mothers along with their children. In Howrah, 41 students and 33 teachers from 11 primary schools and one high school actively participated along with parents. The program was organized as a convergence program where all ITC partner organizations like CINI, Pratham, Bandhan, BITAN and Water For People India Trust actively participated.



### WORLD TOILET DAY

On 21 November 2017, ITC NGO partners CINI, Pratham, and Water For People India Trust observed World Toilet Day in Kolkata at B.B. Hall and Hooghly Jute Mills Labour Colony, KMC Ward no.80. The celebration of the day included a speech on the importance of sanitation by the Ward Councillor, exhibition

stalls on WASH, and mother and child health education facilitated by Water For People India Trust, CINI and Pratham. A street play was performed by "Danpita". Handwashing demonstrations were conducted, various games organized and a karate demonstration to teach kids about self-defence. Nearly, 70 people in BB Hall and 40 people in Hooghly Jute Mill colony participated, including partner NGO representatives.

In Hooghly, the celebration involved 130 participants including primary school students and parents at Bagati Shib Sohagini Primary School under Chinsurah - Mogra Block. A "sit and draw" competition was organized for students from Class 3 to 5 in 30 primary schools under Chinsurah-Mogra Block of Hooghly district.



In Howrah, a rally was organized with the involvement of Pradhan, Upa-Pradhan and members from Joargori Gram Panchayat, students, teachers, an adolescent group from CINI, Water For People India Trust and CINI staff.



### WORLD WATER DAY

In Kolkata, World Water Day was observed with a “sit and draw” competition with the children of Mochikhola Primary School. Additionally, a rally led by 150 community children, Mohalla committee members, and women around the Hooghly Jute Mill colony with slogans on importance of saving water. To support mobilization and awareness, a magic show was held with the use of IEC materials.

In Hooghly, a tableau cum rally was organized in different places under Mogra-I, Mogra-II, Chandrahati-I and Chandrahati-II GPs. Tableaus were designed displaying water related messages for greater sensitization. ITC partners like CINI, Pratham and BITAN supported the programme. Folk songs were performed by Baul members. Three GP Pradhans participated in the program. A “sit and draw” competition on the theme on water conservation was organized in all 30 schools and later the best drawings were awarded prizes.

In Howrah, 10 schools from Joargari GP participated in the event with the theme “Nature for Water.” Students celebrated the program with paintings on water. 34 students

from 11 schools participated in a “sit and draw” competition along with an assistant teacher from each school participated in the prize distribution ceremony conducted in Joargori GP.

In Ganjam, Water For People India Trust team organized a SHG rally in Pochilima panchayat. All SHG members participated in the rally, holding placards reflecting various messages on water usage and management.

### SANITATION AWARENESS CAMPAIGN IN HOWRAH

Howrah district is on the verge of ODF declaration. At the request of the district administration, Water For People India Trust, ITC partner, NGOs and the Block administration have conducted sanitation awareness campaigns in 70 vulnerable pockets from 14-24 March 2018 in Sankrail, Panchla and Uluberia-II blocks in Howrah. During a meeting with the Blocks, GP representatives proposed activities like folk songs, magic shows, handwashing demonstrations and street plays. Awareness campaigns utilizing IECs were organized on sanitation, ODF and personal hygiene. 19,891 school students, adolescent girls, community people were reached.



### ODF CELEBRATION EVENT IN BALAKRISHNAPUR VILLAGE

Balakrishnapur village was declared ODF. Senior Officials from ITC and Water For People India Trust were present at the event held on 21 March 2018. To honour the event,



the Assistant BDO, RWSS JE 1 & JE 2, village Sarpanch of Balakrishnapur presided over the celebration. The guests were welcomed by the local kirtan group. Self Help groups from various villages also participated in the event.



### BLOCK MONITORING TEAM VISIT IN HOOGHLY

A Block level monitoring team comprising PRI members/Block officials was formed to encourage their involvement in the school monitoring process. The team visited all the 30 intervened schools on 16 February 2018 to observe the operation and maintenance status based on the monitoring checklist. 06 schools were selected in the categories of first, second and third for best maintained O&M practices and were presented awards during the teachers' training on 19 February 2018.

### REVIEW AND RESEARCH

Out of the total 53 schools intervened in the district of Hooghly and Howrah, a quick assessment was done in 09 schools serving 72 students in four gram panchayats (Chandrahati I, Chandrahati II, Mogra I and Mogra II) in Chinsura Mogra Block, Hooghly district and 08 schools serving 81 students from 03 gram panchayats Beldubi, Joargori and Kanduah Panchayats in Howrah district. The sample size was 30% of the intervened schools and

5% of the students from each school. The selection was randomized. The assessment generated findings: 82% of the students knew about critical times of handwashing; 76% of the students could completely demonstrate all the steps of handwashing; 25% of the students could say at least three names of water borne diseases/illnesses including Diarrhoea, Jaundice, Cholera, Dengue, Malaria and Dysentery; 82% of students replied that they wear shoes when using toilets; and 75% of the students brush their teeth twice a day.

In Howrah, the findings indicated that 95% of the students knew about critical times of handwashing. All of the students shared that soap is required for proper handwashing; 96% of students could demonstrate handwashing steps accurately; 86% of students brush their teeth twice a day, and the rest brush once in a day; 89% of students wear slippers/shoes while going to the toilet; 57% of students know about diseases related to water and sanitation; 37% of the students know about water handling; and 81% students had knowledge on toilet usage.

## National Stock Exchange Foundation



NSE Foundation's vision is to enhance the well-being of underprivileged and marginalised communities. NSE Group has been working to improve the financial well-being of people at large by offering investment products that suit the varied needs of people. NSE Group further understands that the economic and social well-being of the community is closely

interlinked to their habitats and their surrounding environment. Consequently, NSE Foundation strives to improve the quality of life of its identified beneficiaries, thereby creating inclusive societies while meeting the social and environmental responsibilities of the NSE Group. NSE Foundation implements its activities in seven core focus areas with emphasis on three key areas - Primary Education, Elder Care, Sanitation and Safe Drinking Water.



### SWACHHO NIRAPAD PARIVESH (CLEAN AND SAFE ENVIRONMENT)

The year 2017-2018 was a significant milestone for Water For People India Trust, as a three-year partnership was forged with the National Stock Exchange Foundation to implement the "Water, Sanitation and Hygiene Initiative" in Rajnagar Block, Birbhum district, West Bengal. The project aims to impact the lives of 77,979 people in Rajnagar with improved and sustainable WASH services in communities and institutions, strengthening the local government in 05 gram panchayats across the block.

The project intends to facilitate Anganwadi and school WASH facilities (including tribal schools) as per norms; improve WASH

infrastructure, including operation and maintenance; strengthen local institutions; implement hygiene promotion and promote menstrual hygiene management to align with the Government of India's guidelines under the Integrated Child Development Services, Swachh Vidyalaya Programme and Tribal department. Key components will focus on school facilities targeting school children, school staff, school management committees and gram panchayats. For operation and maintenance and institutional strengthening, the program will focus on work with the education department at the block and district level for sustainability and create a path towards an exit strategy. An agreement was signed in March 2018 and work will commence thereafter.



## Tata Chemicals Society for Rural Development



The Tata Chemicals Society for Rural Development (TCSRDR) was established by Tata Chemicals Limited (TCL) in 1980 to fulfill

the social responsibilities of TCL to communities neighbouring the company's manufacturing plant in Mithapur (Gujarat). It later extended its operations to Uttar Pradesh, West Bengal, Tamil Nadu and other locations to reach marginalised sections of the society.

TCSRDR collaborated with Water For People India Trust in 2016-2017 by providing improved water and sanitation facilities in 08 high schools of Sutahata block in East Medinipur district.

These efforts reached 4,902 students. The program provided for separate toilets for boys and girls with running water facilities, change

rooms with incinerators for girls, and separate handwashing and drinking water stations.

Though majority of the work was completed in the previous year, project completion activities such as information, education and communication materials and official handover of the facilities to the schools were completed in September 2017.





## Colgate Palmolive (India) Limited



Colgate Palmolive (India) Limited is India's leading provider of oral care products with multiple benefits at various price points. The product line includes toothpaste, toothpowder, toothbrushes and mouthwash under the Colgate brand, as well as a specialized range of dental therapies under the banner of Colgate Oral Pharmaceuticals. The company

also provides a range of personal care products under the Palmolive brand name. Colgate has been ranked as India's #1 Most Trusted Brand across all categories from 2003-2007 and again for seven consecutive years from 2011-2017 by Brand Equity's Most Trusted Brand Survey.

To know more about Colgate, please visit [www.colgate.co.in](http://www.colgate.co.in)

### THE WATER INITIATIVE

In 2016, Water For People India Trust partnered with Colgate Palmolive (India) Limited to design a community demand driven water supply program consistent with the Swajal scheme. The program focused on strengthening water sources, developing single village mini piped-water supply schemes, and ensuring that gram panchayats take ownership of the O&M of these schemes.

A two-step feasibility analysis was undertaken by Water For People India Trust in collaboration with the Advanced Center for Water Resources Development and Management (ACWADAM) to finalize the district and block implementation activities.

A participatory approach was followed, including consultation with key stakeholders to finalize the indicators for the feasibility study. The two-stage feasibility study comprised of:

1. **DISTRICT SELECTION:** From among 36 districts in Maharashtra, 15 districts

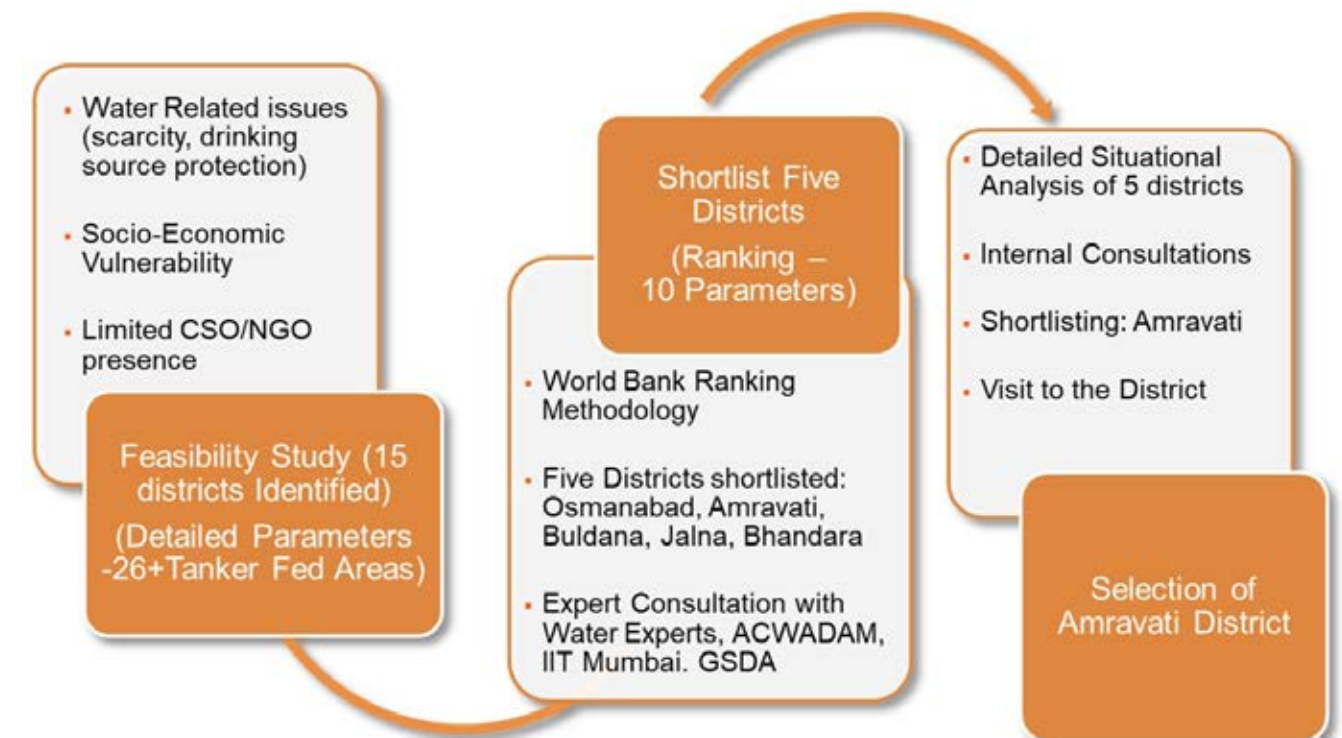
were shortlisted based on vulnerability to water related issues: water scarcity, source protection, etc. The key criteria for shortlisting the 15 districts were as follows:

- Dependency on decentralized drinking water scheme: Dependency on groundwater-based drinking water supply
- Drought prone: Number of blocks under Drought Prone Area Program
- Availability of drinking water: Percentage of habitations covered under piped water-supply scheme
- Quality of drinking water: Contaminated habitations (Fluoride, Iron, Nitrate and salinity)
- Population Composition: Concentration of vulnerable and excluded groups
- Sanitation Coverage: Percentage of open defecation free gram panchayats in the district.

### HYDROGEOLOGICAL TESTING OF THE WELL



### STEPS TO FEASIBILITY STUDY





### LIGHTENING OF THE LAMP



**MR. ABHIJIT BANGAR, DISTRICT COLLECTOR, AMRAVATI (CENTRE) WITH DIGNITARIES AND WATER FOR PEOPLE INDIA TRUST TEAM AT THE LAUNCH EVENT**



From among 15 shortlisted districts, 10 parameters were considered, and the World Bank ranking methodology was applied to further shortlist five districts based on key hydrological parameters - Osmanabad, Amravati, Buldana, Jalna and Bhandara. Based on discussion with technical experts (IIT Mumbai, Groundwater Surveys & Development Agency, ACWADAM and individual consultants) Amravati was selected as the district for program implementation.

2. **BLOCK SELECTION:** Based on a series of consultations with the various district departments (Office of the District

Collector, Zilla Parishad, Tribal Welfare Department), Water For People India Trust developed the program for Chikhaldara block, which experiences acute water scarcity during the summer months.

On 20 September 2017, Water For People India Trust formally announced the launch of "The Water Initiative" in Amravati district. The event was presided over by Mr. Abhijit Bangar, District Collector, Amravati, who launched the program. Mr. Isaam Bachaalani, Managing Director, Colgate Palmolive (India) Limited was the Chief Guest at the event.

### COMMUNITY MOBILISATION AT KALAPANI VILLAGE







#### GOAL

Improved quality of life among the most marginalized and excluded communities in Maharashtra through inclusive and sustainable WASH.

#### OBJECTIVES

- O1. Increase access to a more diverse set of safe and sustainable drinking water resources at the community level to strengthen the capacities of the populace and to reduce dependency on groundwater.
- O2. Establish access to water for drinking and sanitation in select Anganwadi centres, schools and Ashramshalas (schools for tribal children).
- O3. Forge collaborations with local government and stakeholders to leverage resources and ensure implementation of a high-quality project.

In 2017-2018, the Amravati program initiative in Chikhaldara block was developed using the *Everyone Forever* approach. The following are the objectives of the activities undertaken during the period April 2017- March 2018:

O1: INCREASED ACCESS TO A MORE DIVERSE SET OF SAFE AND SUSTAINABLE DRINKING WATER RESOURCES AT THE COMMUNITY LEVEL TO STRENGTHEN THE CAPACITIES OF THE POPULACE AND REDUCE DEPENDENCY ON GROUNDWATER

During the period, implementation of drinking water schemes in five villages (Kalapani, Bhandri, Pachdongri, Kohona and Koylari) was planned. For the implementation of the village water supply schemes, permission from local government and hydrological assessments were sought. Based on the hydrological assessment, implementation of the village water supply system was undertaken in Kalapani village. Installation of a pump, renovation of an Elevated Storage Reservoir (ESR), and construction of household level taps was performed by Water For People India Trust. The village water supply pipeline from the source to individual households was installed in collaboration with the community,

#### LAYING OF WATER PIPELINE BY THE VILLAGERS





### INSTALLATION OF PUMP IN THE SOURCE WELL



### RENOVATION OF ELEVATED STORAGE RESERVOIR



who undertook the excavation of pipeline. Collaboration with the local government and community mobilization formed an important part of the implementation.

#### O2: ACCESS TO WATER FOR DRINKING AND SANITATION IN SELECT ANGANWADI CENTRES, SCHOOLS AND ASHRAMSHALAS

Water supply connections were established in the Anganwadi centre and the Zilla Parishad primary school in Kalapani village. Handwashing and drinking water stations have been renovated in the school. Planning for implementation of the supply scheme in Anganwadi centers and primary schools of Bhandri, Pachdongri, Kohona and Koylari village has been initiated and the implementation will be undertaken.

The project is being implemented in the Doma ashramshala (a residential school for tribal children). Necessary approvals

### PRE-CONDITION OF THE DRINKING WATER STATION AT KALAPANI PRIMARY SCHOOL



### DURING THE RENOVATION OF THE DRINKING WATER STATION AT KALAPANI PRIMARY SCHOOL



### CONSTRUCTION OF DRINKING WATER STATION IN GIRL'S HOSTEL AT DOMA ASHRAMSHALA



were provided from the Assistant Tribal Commissioner office. Meetings with the Doma Ashramshala Management Committee, hostel

management, and the hostel warden were held to understand the needs of the students and teachers. Based on the discussions,



construction of drinking water, handwashing and cloth washing stations along with an incinerator have been initiated. A school WATSAN committee comprising girls and boys has been formed in Doma Ashramshala.

### O3: COLLABORATIONS ESTABLISHED WITH LOCAL GOVERNMENT AND STAKEHOLDERS TO LEVERAGE RESOURCES AND ENSURE IMPLEMENTATION OF A HIGH-QUALITY PROJECT

Meetings were held with local administration at district and block levels (District Collector, Chief Executive Officer Zilla Parishad, Assistant Tribal Commissioner, Executive Engineer, Rural Water Supply Department, Senior Geologist, Groundwater Survey and Development Agency) to seek collaboration on the implementation of the project. In addition, a partnership was forged with a local NGO *Sanskar Wahini* to facilitate Water For People India Trust's implementation of a village survey, village meetings and community mobilization.

"The Water Initiative" aims to ensure last-mile coverage and access to safe drinking water by: strengthening water sources; developing piped water supply systems; ensuring functional household tap connections

that are operated and managed by the Panchayati Raj Institutions; building of strong community engagement; and ensuring strong coordination and collaboration with the Groundwater Surveys and Development Agency, Zilla Parishad and Tribal Welfare Department. With an ultimate goal of improving the quality of life for vulnerable and excluded communities, the initiative aims to reach out to 36 villages (22,000 people) to support the development of water resource management plans and provide safe drinking water in 20 of these villages.

All interventions focus on the constitution/strengthening of Panchayati Raj Institutions and their sub-committees, to develop water resource management plans, and seek their approval and incorporation in the Gram Panchayat development plans. Capacity building efforts also include the training of local masons to provide repair services for piped water schemes, and training on toilet cleaning practices for schools. Behaviour change campaigns on the importance of water conservation, proper water handling and storage, and safe handwashing practices build on local art forms and culture. Collaboration with government departments is key to ensuring that WASH systems development can reach 113,600 people living in Chikhaldara.

## PROGRAM STRATEGIES

### Market Led Approaches to Sanitation

Water For People India Trust supports innovative approaches to sanitation solutions and business models capable of providing sustainable sanitation services to meet the United Nation's SDG 6 target of universal access to water and sanitation for all by 2030.

Water For People India Trust supports the development and implementation of sanitation initiatives by rethinking and experimenting with sanitation services through market systems development, which is based on the principle that on-site sanitation at scale can only be achieved and sustained through private sector service provision.

We begin every sanitation initiative by gathering knowledge and research about current sanitation services. Water For People India Trust's progress in sanitation follows a cyclical process with emphasis on scale from the beginning:

#### PHASE 1 - IDEA TESTING

Providing support for promising technologies and business plans to grow. The key milestones are when the sanitation services and products meet the expectations of households and sanitation products and services are used regularly.

#### PHASE 2 - VIABILITY/MARKET TESTING

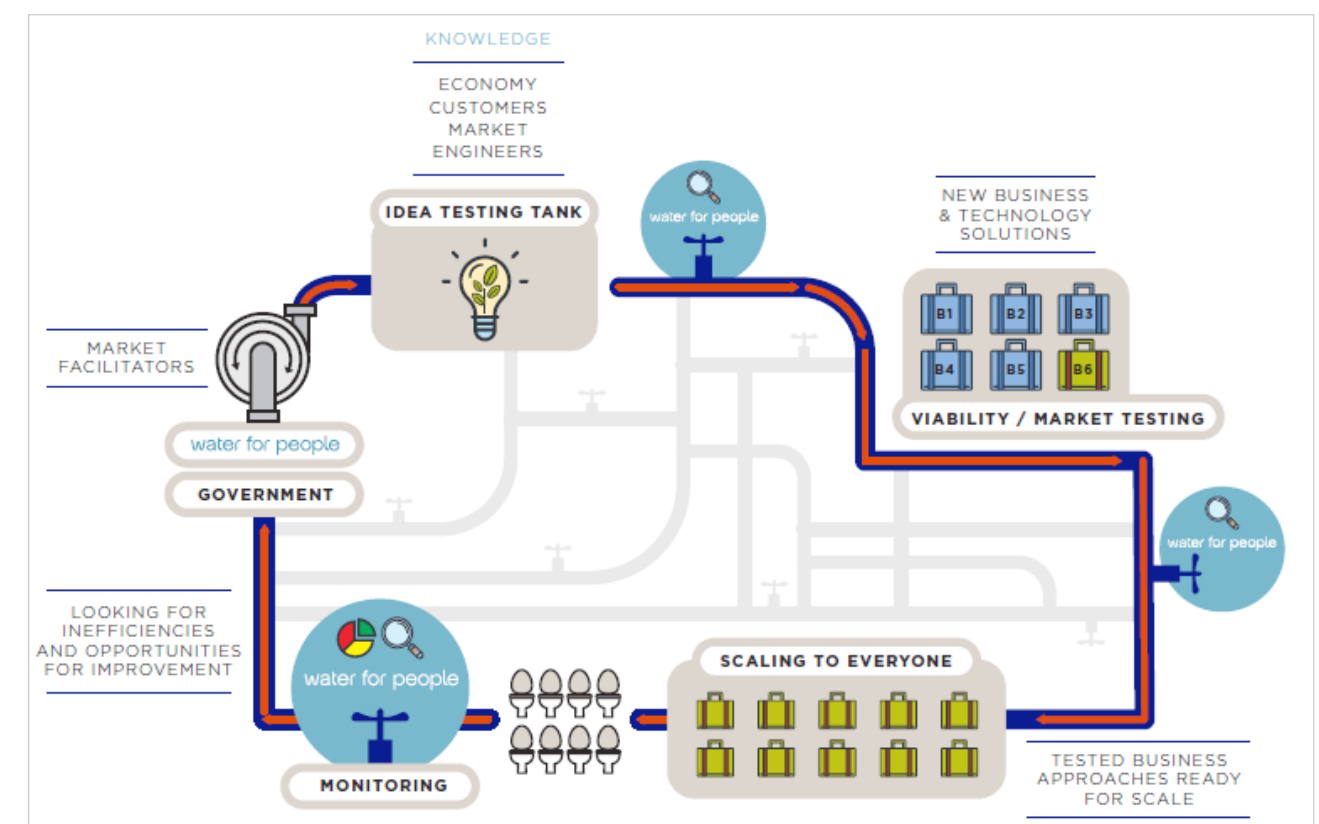
Supporting small-scale, controlled market

implementation with aggregation of successes for sharing, volume and momentum, especially in peri-urban areas with high population density. The key milestones are when businesses that provide desirable sanitation products and services are profitable and scalable.

#### PHASE 3 - SCALE

Facilitating the policy environment, marketing, awareness and financial services, leading ultimately to a marketplace that reaches even the poorest of the poor. The key milestone is achieving our Exit Checklist for sanitation in the districts where we work.

### APPROACH TO SANITATION



#### WATER FOR PEOPLE INDIA TRUST WORK ON MEMBRANE TECHNOLOGY

In most of the developing countries, the primary method of removing fecal sludge from septic tanks or pit latrines involves some form of manual handling. This is an intrinsically

unhygienic process which poses considerable risks to the operators and is usually illegal. The manual pits emptying process always results in highly pathogenic waste being



indiscriminately dumped in the nearest drainage channel or on a piece of open land, causing significant public health risks.

Previous work undertaken by Water For People India Trust on the sludge profiles of septic tanks and pit latrines has shown that a significant portion of what makes up the volume within both septic tank and pit latrines is low solids water. This is due to the combined impacts of poor infiltration into the subsoil, high water tables, excessive use of cleaning water after defecation and excessive numbers of user per latrine. The need to transport this water to a treatment plant after being removed from the tank or pit represents a major inefficiency that artificially increases the cost of pit/tank emptying. Removing water content from the sludge has a beneficial impact to the secondary processing of sludge for composting.

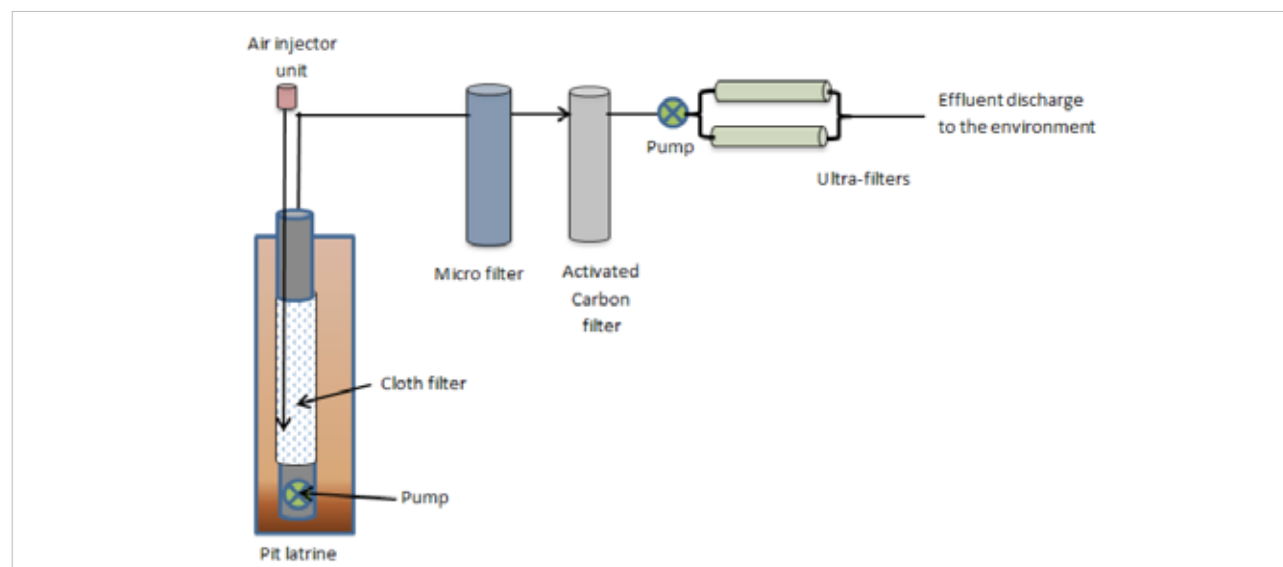
Membrane technology provides an avenue for solid/liquid separation. Initially membrane technology was prohibitively expensive, however the high uptake of under-sink water filters and the subsequent domestic membrane manufacturing within India have brought the costs down to a point that the

integration of membrane technology into Fecal Sludge Management (FSM) is becoming a commercially feasible option.

Using membranes to separate and treat the supernatant part of septic and pit latrine sludge offers a high potential method of improving the way tank and pit latrines are managed, whilst at the same time meeting the needs of the relevant effluent discharge requirements.

The original idea of using filters for the treatment of septic tank waste occurred in 2015 with the initial testing of the concept undertaken by the Water, Sanitation and Hygiene Institute (WASHi) in 2016. WASHi with the active support of Water For People India Trust have developed a Pit Life Extender (PLE) that uses filtration and Granular Activated Carbon (GAC) to treat the water from the pit. The aim was to develop a low-cost option that could be installed at households, giving them the ability to reduce the level of water within their tanks. Now this PLE has to be scientifically optimized for further effective use among communities with acceptable effluent standards.

### THE ORIGINAL PLE, AS DEVELOPED BY WASHi, COMPRISED THE FOLLOWING ARRANGEMENT



Water For People India Trust took the development process in-house in 2017 with the main researchers in Jadavpur University, Kolkata and Dr. Sibdas, a very well-respected specialist in ceramic membranes. The research will follow two avenues, the first to develop and use low-cost polymeric filters with Jadavpur University, and the second to develop a cross-flow ceramic filtration process.

### RURAL LATRINE BUILDING APPROACH AT SCALE

Water For People India Trust is committed to strengthening the supply chain and developing successful business models by promoting sanitation one-stop shops to reach the unreached rural areas. Water For People India Trust, through its existing partner, provides for a package of services. It starts with identifying a potential entrepreneur at the village level and providing business orientation and technical training for that person.

We then facilitate small enterprise development, helping in promotional activities, input supply, financial linkages, and even upto output linkages in a manner that each of the Point of Purchases (PoPs) can become self-sufficient as a for-profit commercial entity. Simultaneously, our partner makes a profit from the supply of raw materials, at lower than existing market costs, to these sanitation one-stop shops.

Water For People India Trust has been creating sustainable, small independent toilet businesses in Muzaffarpur, Bihar since 2012. Since then, we have built our own capacity while building our understanding of supply chains and toilet demand. The expertise gained can be applied to setting up sanitation sales outlets for concrete rings, pipes, ceramic bowls, cement, doors, etc. These small businesses break-even and start making a profit for the owner within months of being set up. A typical margin for such outlets is around 25% to 30%, and some of



the better positioned stores are selling around 150 toilets a month. The demand created by Swachh Bharat Mission’s push for sanitation is no doubt influencing sales figures, but the sales from the sanitation enterprises are not dependent on incentives as only few customers have been able to gain access to the scheme. It is evident that the market will be stable for at least the next 2-3 years as latrine coverage rates are still low and social norms still have to change in many of the villages.

In Sheohar, one of the districts where Water For People India Trust has a long-term commitment and is implementing its Everyone Forever approach, our sanitation initiative focuses on promoting toilet construction through microfinance institutions (MFIs) and Social Art activities. The sanitation initiative focuses on interventions with the private sector and design and implementation of market-based strategies through the development of the supply chain of WASH-related products and services.

TABLE 1: PROJECT SHEOHAR (INTERVENTIONS AND BENEFICIARIES)

INITIATIVES	PROGRESS TILL SEPTEMBER 2018 (BENEFICIARIES)
SOCIAL ART FOR BEHAVIOUR CHANGE (SABC)	
Multidisciplinary Shows	50 (145,200)
Street Plays	160 (121,000)
Short Films Screening	200 (65,200)
SANITATION	
Point of Purchases	38
Households Acquiring Sanitation Facilities	24,098 (132,539 people)
Sanitation Loans Disbursed	1880 (10,340 people)

During the period 2018-2021, SABC interventions will reach nearly 125,000 people whilst intensifying the behaviour change component to include IEC materials, ICT tools, storytelling, etc. Also, nearly 5,300 sanitation loans will be disbursed through the joint liability groups.

Water For People India Trust and its partner have also entered into an agreement with JEEViKA which gives access to all their Cluster Level Federations, an aggregation of many Self Help Groups (SHG) and mandated

to create sanitation-based Village-level Enterprises around the SHGs.

SHGs have a high potential to be very successful vendors of toilet components with deep penetration into the communities.

The existing number of such Cluster Level Federations goes into hundreds across Bihar state. Water For People India Trust is trying to leverage this platform for scaling operations throughout the state including our intervention areas.

## Social Art for Behaviour Change



With a commitment to deliver transformative and lasting impact through improved WASH services, Water For People India Trust launched Project Sheohar in 2011 covering all five blocks - Piprahi, Purnahiya, Tariyani, Dumri Katsari and Sheohar - in Sheohar district, Bihar.

The goal of the project is two-fold:

- Expand access to safe drinking water and sanitation for *Everyone*.
- Foster collective behaviour change towards proper WASH practices to improve the quality of life of people in Sheohar, *Forever*.

Water For People India Trust embarked on a collaborative journey with the government, social art partners, civil society organizations and private agencies. The partnership advances integrated WASH solutions that include the creation and sustainable management of water systems, market-based

approaches to sanitation, and access to capital for livelihood improvement in Sheohar. Under Project Sheohar, Water For People India Trust introduced a unique component – Social Art for Behaviour Change (SABC) – to amplify and sustain the positive outcomes achieved through these interventions. The initiative is a joint collaboration between Water For People USA and Water For People India Trust.

Water For People India started using SABC in 2015 to raise awareness, influence behaviour, and sustain habits related to water, sanitation and hygiene practices. An intensive exercise was carried out to map the scope of social art in Sheohar. The team came up with several ideas that were further tested, and consultations were held among the team members and community leaders.

Among these ideas, screening of short films along with street plays and multidisciplinary show performances were selected. Later, a few other activities – story telling and IEC materials - were added to these efforts.



- **MULTIDISCIPLINARY SHOWS:** Raise awareness, mobilize communities, promote adoption of critical behaviours, and create a demand for services that help practice that behaviour.



- **STREET THEATRE PERFORMANCES:** Generate awareness and trigger behaviour change on focused themes, promoting the behaviours within a programmatic matrix.



- **FILM SCREENING:** Disseminate messages, initiate discussions, and explore resistances to sustained change, through films which are educational, entertaining and popular in the community.





The SABC Package contributes to achieving the desired behaviour by accompanying individuals in their progression using different criteria:

1. **INSPIRE:** Activities (multidisciplinary shows) focus on raising awareness about identifying the problem and necessary behaviour change of the targeted audiences.
2. **ACTIVATE:** Activities (street plays and magic shows) focus on representing self and social liberation, where targeted audiences are putting more emphasis on how norms play a role in shaping what one can do and think.
3. **SUSTAIN:** Activities (film screenings and use of IEC materials) focus on stimuli control (nudge) and removing triggers for problematic behaviours. Social support is continued so that target audiences discuss and agree on their capacity to resist temptations (setbacks) and maintain confidence in healthy behaviour.

In 2017-18, Water For People India Trust facilitated the implementation of behaviour change communications using the INSPIRE – ACTIVATE – SUSTAIN model. The model used various tools in communities and schools for generating awareness towards water and sanitation related issues. These tools cover various awareness and behaviour change messages such as demand for toilets and its usage, importance of safe drinking water, hygiene and sanitation, and operation and maintenance of school toilet blocks.

All the above activities are followed by monitoring and feedback sessions, along with interpersonal communication (IPC) meetings with the communities, Field Facilitators and Supervisor. The Field Facilitators are on-ground staff members, professionally trained in conducting social art activities. A basket

of IEC materials has also been developed, which is being used by the Field Facilitators for IPC sessions and other meetings. A Field Facilitator toolkit includes guidelines to conduct Multidisciplinary Shows (MDS), street plays and screening of short films, accompanied by a diary to record feedback and observations.

Water For People India Trust concluded three key studies in 2017: a mid-term evaluation, water quality study and O&M study. Based on these studies, feedback and field observations, the Integrated Behavioural Model for WASH (IBM-WASH) was developed to (i) shortlist key behaviours for change; (ii) identify key barriers and determinants; and (iii) prioritize groups/target audiences. The key behaviours identified for addressing in the present phase includes safe water storage and handling practices, usage of latrines, and handwashing with soap and water at five critical times in a day.

The key achievements implemented across 53 gram panchayats of Sheohar district during the reporting period are summarized below:

- Creation of one MDS, incorporating music, dance, theatre, acrobatics and interactive form, and organizing 50 tours of the show amongst communities in all 53 GPs of Sheohar. This includes 144 street plays organized in both communities and schools in all 53 GPs. Locations for all the MDS and street plays are pre-determined by Water For People India Trust.
- Organized a residential workshop for 25 days for four street theatre groups to create two street plays on the themes: (i) generating demand for sanitation, and (ii) access to safe water and sanitation for Mahadalit village. These street plays would be featured in schools and communities in all 53 GPs of Sheohar. The plays were created in consultation with the artists,

relating to the socio/cultural diagnosis, the economical diagnosis, field visits and living documentation of the project in Sheohar, and also highlighted the popular and local culture of the communities.

- Facilitated the capacity building of the four street theatre groups through speech improvement, acting skills, body movement, props, music, dance, etc., to create and perform plays reflecting

realistic water, sanitation and hygiene issues.

- Additionally, 243 short films screening covering four themes were showcased in the community. The themes were: demand for and usage of toilets; importance of safe drinking water; hygiene and sanitation; and operation and maintenance of school toilet blocks.

## WOMEN AND WATER: A DROP TOWARDS GENDER INCLUSIVE DEVELOPMENT



Safe, accessible water is crucial to preserving life. In an increasingly water stressed world, many countries and regions face the risk of political instability or conflict over water. A community's risk of water stress depends not only on droughts and floods, but also on its ability to govern fairly and be resilient in the face of these natural hazards. For this reason, women's lack of involvement in the water sector is troubling not only for gender equity but for peace and security as well.

When water is not available at home, the burden of collecting, storing and managing it usually falls on women and girls in most families around the world. On average, a woman in rural India walks 5-20 kms a day just to fetch water. Water scarcity has serious implications on women's health. When schools fail to provide adequate water and sanitation facilities, one of the reasons girls drop out is the difficulty in maintaining menstrual hygiene.





In our strategic plan for the coming five years (2018-2023) we have targets for engaging women, specifically in the programs that we do, making sure there is equal access to decision-making and benefits. No water decision should be taken without engaging women. Equal access to the water sector is an important target for us, for our work, for the teams and partners that we work with.

**MEENA NARULA**  
**MANAGING TRUSTEE**







Even in urban settings, women queuing up at taps to fill their buckets is a common sight. It is alarming that a source which can be accessed within 30 minutes (round-trip collection time) is considered an “improved water source” as per the new approach of the SDG indicators tracking progress in drinking water, sanitation and hygiene.

No doubt, poor women may need to make multiple trips like this with heavy water pots. That such a situation is considered acceptable reflects the critical need to ensure that more women are engaged in the decision-making processes when such standards and targets are being set.

It is increasingly accepted that women must play an important role in water management and their position is vital in achieving equitable access to water for all, and for all uses.

Water is not owned by just one facet of human existence. It needs to be put in a holistic perspective, facilitated by a dialogue among stakeholders (including women), in a context that recognizes different capacities, beliefs, socio-economic backgrounds, and cultural and spiritual visions.

Women and water are inseparable. In most developing countries, water is “women’s business.” Women and girls fetch, carry, store, and manage household water. They have intimate knowledge of water sources, water quality, and daily household water requirements. Hence, women have a major stake in water matters and must be part of any decision about water issues.

There is a gender gap in water management leadership at all levels of government—national, municipal and local - and it is present in water utilities, and water supply and irrigation community governance groups. A growing body of evidence shows that water projects can become more effective when women participate.

#### DID YOU KNOW?

A World Bank evaluation of 122 projects found that water projects that included women were six to seven times more effective than those that did not. Yet, women make up less than 17% of the water, sanitation, and hygiene labour force and a fraction of the policy makers, regulators, managers, and technical experts.

Women have been at the forefront of all Water For People India Trust’s interventions. The massive number of hours and the labour that these girls and women spend in simply collecting, providing and managing water for their households/communities distorts their lives and the labour spent is unaccounted for and unremunerated. If these millions of hours could be taken off their hands, new pathways and opportunities would open, helping them lead more productive lives, either through time spent in education or in paid work.

Our programs aim to engage women from local communities to the maximum extent possible. Women and girls have been encouraged to be a part of WATSAN Committees in communities and schools for their proper representation and developing them as future community leaders.

Studies have demonstrated that women are early adopters and apostles for WATSAN services if properly trained and supported and Water For People India Trust’s approach bears this out. Ensuring that women are part of water user committees for the operations and maintenance of water points and community sanitary facilities adheres to this strategy in all WATSAN Committees formed in communities or schools. Thus, involving both women and men in integrated water resource initiatives leads to better sustainability, governance and efficiency.



## KEY EVENTS

### NATIONAL AND INTERNATIONAL CONFERENCES

#### 1. FANSA REGIONAL NETWORK MEETING HELD IN SRI LANKA FROM 14-16 AUGUST 2017

FANSA Regional Strategy Development Meeting was attended by the civil society from South Asian Countries, UNICEF, Sanitation and Water For All (SWA) and Water Supply & Sanitation Collaborative Council (WSSCC) and FANSA secretariat members. The meeting culminated with the drafting of a three-year strategy for FANSA. Water For People India Trust Country Director Meena Narula attended as one of the core members in the strategy development process.



#### HELD IN NEW DELHI ON 20 AUGUST 2018

Water For People India Trust participated in the National Consultation for Convergence and Partnerships and contributed to a panel discussion on “Variability of problems and solutions in addressing water sanitation and hygiene.”

### NATIONAL LEVEL MEETINGS WITH SECTOR PARTNERS

SuSanA Steering Group Meetings have been organized to strengthen the SuSanA India Chapter, which is supported by GIZ and India Sanitation Coalition. In this regard, various meetings were held for Reconstitution of the Steering Group for SuSanA and for e-discussions and insight meetings.

#### 2. EVENT ON MALNUTRITION BY WORLD VISION

A day-long consultation event was held on Malnutrition. Water For People India Trust made a presentation on its key program strategies to address malnutrition through WASH programming.

Three meetings were held during July-September and the Steering Committee was reconstituted to include new representation from India Sanitation Coalition, Dalberg, Ecosan Services Foundation, Water For People India Trust and the media. Water For People India Trust also represented in the Knowledge Management Group of India Sanitation Coalition.

#### 3. SUSANA INDIA CHAPTER STEERING COMMITTEE CONSTITUTION

Water For People India Trust participated in the event and supported the India Chapter. As a part of engagement, a Steering Committee comprising representation from India Sanitation Coalition, Ecosan Services, Dalberg and media was constituted with key engagement from Water For People India Trust to reconstitute the Committee.



#### 4. ENROUTE TO A KUPOSHAN MUKT BHARAT (MALNUTRITION FREE INDIA)

## CHANGED LIVES

### For Sona Devi, Toilet Brings Safety and Dignity



Sona Devi, wife of Sri Mukti Nath, has four daughters and one son, all of whom are studying. There are seven members in the family including Sona Devi. They own a small patch of land in Bochaha Tehsil of Muzaffarpur district, where they grow maize and wheat. Farming is the primary source of income for the family. As income from farming is not enough for sustenance, they could not afford to construct a toilet at home.

Sona Devi is an active member of a Self Help Group named Rani JEEViKA, promoted by Bihar Rural Livelihoods Promotion Society (BRLPS). It has been three years that she has been working with them. She admitted that going out to relieve herself is shameful and not good for her health as anything

unexpected can happen in the fields. She wanted to construct a toilet in her house, but due to lack of money she felt helpless. The monthly income of the family was not stable, ranging between Rs. 5000-8000/-. Sometimes it amounted to a meagre income of Rs. 2000/- per month.

Sanitation entrepreneur Shyam Babu promoted by Sarva Seva Samity Sanstha (SSSS) - while conducting village meetings and awareness campaigns met Sona Devi and her family.

He helped them understand the entire process of building a toilet at home which she had been denied as all her children were studying and she did not have enough money.



With immense effort, Shyam Babu made Sona Devi rethink her decision. She learned that the incentive amount (Rs. 12,000/-) will be given when the toilet construction is done. And that encouraged her, as whatever she will spend will be refunded by the government with JEEViKA facilitating the process.

Her daughter suggested to build two toilets as they have a large family. Sona Devi took Rs. 30,000/- loan with Rs. 60/- interest per year and constructed two toilets and one bathroom for her family. The water source was the hand pump at 20-25 meters from the septic leach pit tank.

After two months of construction, they are now fully satisfied with the construction and quality. "All my family members are now happy and feel proud to have a toilet at home.

We need not venture out anymore," said Sona with a smiling face.

For the villagers, toilets figure in the top three needs for individual health and security. But it is a much bigger problem with men. They limit their responsibility to building a toilet, not using them. But after reaping the benefits of building a toilet, they are also using it and spreading awareness among the others to do so.

Defecating in the open is known to cause serious health problems and consequently, huge expenses on healthcare. But for many women and girls the repercussions of open defecation go beyond just hygiene. In addition to the shame of going out in the open, it poses greater threat of being harassed, increased violence, stress and stigma which has now vanished for good for Sona Devi and her daughters.

## WASH Monitoring in Schools



Schools play an important role for children, wherein teachers impart hygiene education and subsequent parent teacher meetings link hygiene promotion to school and home.

Needless to say, hygiene promotion in school is limited if water availability and sanitation facilities are inadequate or non-existent. The importance of hand washing with soap cannot be properly demonstrated if water and soap are not available. Thus, both hygiene education and an enabling environment are required for effective hygiene promotion.

Under ITC Limited *Mission Sunehra Kal*, 30 schools were reached by Water For People India Trust and improved sanitation facilities were provided along with hygiene promotion among the students.

To sustain the initiative, an operation and maintenance mechanism was introduced in all schools to address the operating costs of the new facilities. Additionally, regular monitoring was required of the facilities by the school, panchayat and block officials.

Water For People India Trust, in collaboration with Sarva Shiksha Mission officials, has been advocating for monitoring the overall cleanliness of toilet facilities and good hygiene practices in schools.

A monitoring team was formed under the guidance of the CLRC office, Chinsurah Mogra, and a checklist was prepared to facilitate the assessment of the schools visited.

Schools were graded based on cleanliness and personal hygiene of the students. The stakeholders involved in the monitoring

process included block officials, PRI Members, Siksha Bandhu, Anganwadi Supervisor and students.

The Block Level monitoring team comprising PRI members and Block officials visited the schools on 16th and 17th February 2018 to grade them on cleanliness, personal hygiene and good practices amongst students.

A checklist was filled by the team after visiting the schools. Marks were awarded on the following parameters: cleanliness in the classroom, toilet, kitchen, drinking water and hand washing stations, and school premises; personal hygiene of students; operation and maintenance mechanism, documents availability, WASH material corner, and formation of child cabinets and Mother Teacher Association.

Based on the grades, six schools were ranked in the top three with best operation and maintenance practices.

Chandrahati-I and II Panchayat

1. Madhusadapur Primary School
2. Chandrahati Ratanchanmadra Primary School
3. Bishpara GSFP School

Mogra-I and II Mogra Panchayat

1. Pravabati Balika Vidyalaya,
2. Bagati Ramgopal Ghosh High School and
3. Natungram Panchanan Das Primary school

The above schools were awarded at block level program on 19th February 2018. The program was attended by block level officials along with 49 teachers from 29 schools.



## Towards Better Sanitation: Inauguration of Community Toilet Block in Hooghly Jute Mill Colony

Community residents living in the Kidderpore area near Hooghly Jute Mill colony celebrated the joyous inauguration of two toilet blocks on 23 September 2017. These blocks were renovated by Water For People India Trust, with support from ITC Ltd. under *Mission Sunehra Kal*, councilor of Ward 80 and Hooghly Jute Mill. Water For People India Trust played a key role in the renovation by ensuring the active participation of the local community. The inauguration of the two toilet blocks (male

& female) was done by the Branch Manager of ITC Ltd., Kidderpore. Mr. Ranjit Yadav (a local school teacher) facilitated the program attended by the Branch Manager, Regional Manager (EAST), H.R - Manager, Program Manager and Senior Program Officer from ITC Ltd; Labour officer of Hooghly Jute Mill, President, Convener and Members of Mohalla committee along with the Water For People India Trust team.

### COMMUNITY TOILET AT HOOGHLY JUTE MILL COLONY







Mr. Mathur, Branch Manager, ITC urged the Mohalla committee to supervise the overall maintenance of the toilet blocks and ensure awareness generation for its proper utilization. He further thanked everyone involved in making the change towards better sanitation.

Mr. Santanu Bhattacharya, Hooghly Jute Mill expressed his gratitude to ITC, Water For People India Trust and the Local Councilor for renovating the toilet block in the colony.

He stressed that more than 10,000 people used the existing 16 community toilet blocks which were in dire need of renovation.

He shared that the Mohalla Committee has implemented the pay-and-use system for the renovated block and appealed to ITC

and Water For People India Trust to take up renovation of another 15 toilet blocks.

Ms. Afsana Khatoon, a young member of Mohalla committee, in her thanksgiving speech shared her experience.

She expressed how toilet block would help the poor women in the community with much needed cleanliness and privacy – safeguarding the dignity of the women and children.

The renovated toilet block will be maintained by the users and Hooghly Jute Mill by levying a user fee.

A WATSAN committee has been formed that will look after the operations and maintenance of the renovated facilities.

## FINANCIAL SUMMARY

Judicious financial management of any organization is a key to achieve its mission and targets as it provides the required confidence to various stakeholders and members.

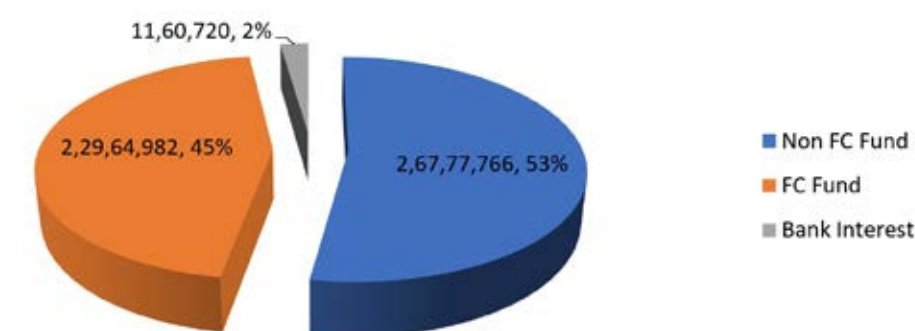
It helps mobilize the financial resources and generates confidence of the patrons in a challenging environment which has become increasingly important. Water For People India

Trust therefore, has put in place a transparent financial system with sufficient checks and balances.

A pictorial representation of the financial statement, which includes fund sources and allocation of expenses for the Financial Year starting from **1st April 2017 – 31st March 2018** is presented on page 61 and 62.

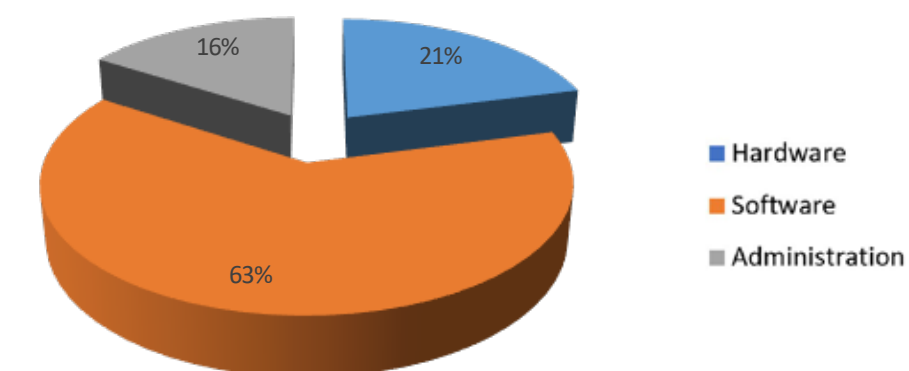
## Funding Sources (Amount in INR)

SOURCE DATA FOR FINANCIAL YEAR 2017-2018		
Non-FC Fund	26,777,766	52.60%
FC Fund	22,964,982	45.11%
Bank Interest	1,160,720	2.28%
<b>TOTAL</b>	<b>50,903,468</b>	<b>100%</b>



## Expense Allocation

PARTICULARS	ALLOCATION PERCENTAGE
Hardware Activities	21%
Software Activities	63%
Administration	16%
<b>TOTAL</b>	<b>100%</b>





Donor Wise Expenses

Amount in INR			
NAME OF DONOR	WATER AND SANITATION INFRASTRUCTURE	COMMUNITY ENGAGEMENT AND SYSTEM STRENGTHENNING	ADMINISTRATION
ITC MSK	48,32,747		42,98,334
Tata Chemical	22,13,359	30,960	3,14,206
Colgate Project	3,76,450	16,56,610	8,17,129
Water For People		2,09,59,063	3,32,247
TOTAL	74,22,556	2,26,46,633	57,61,916

NAME OF DONOR	AMOUNT RECEIVED	EXPENSES INCURRED	
NON FC FUND			
ITC MSK	1,18,90,266	91,31,081	
Tata Chemical	-	25,58,525	
Colgate Project	1,20,00,000	28,50,189	
Water For People	28,87,500		
SUB TOTAL	2,67,77,766	1,45,39,795	-

NAME OF DONOR	AMOUNT RECEIVED	EXPENSES INCURRED	
FC FUND			
Water For People	2,29,64,982	2,12,91,310	
SUB TOTAL	2,29,64,982	2,12,91,310	-

OTHERS/BANK INTEREST			
Interest Received			11,60,720
SUB TOTAL	-	-	11,60,720







water for people  
INDIA TRUST  
EVERYONE • FOREVER



With one billion people living in water scarcity during at least part of the year, and around 600 million living in areas of high to extreme water stress, for many in India access to safe water is a daily and crippling challenge.

Access to safe water is foundational to the development of any community. Safe and reliable water restores hope and unlocks potential.

Access to safe water improves the health of families and children, keeps girls in school, gives people back their time lost collecting water, and empowers the leaders of tomorrow.

Your support can make that true in the lives of people every day, as they are able to access safe water through Water For People India Trust.

**Your support can help us make India's water challenge a problem of the past - for Everyone Forever**



DONATE



FUNDRAISE



VOLUNTEER



PARTNER

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