



water for people
INDIA TRUST
EVERYONE • FOREVER



ANNUAL REPORT

2 0 1 9 - 2 0



WHO WE ARE

Water For People India Trust (WFPIT) 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 2019-20 presents an overview of the initiatives implemented by Water For People India Trust during the year. It highlights the organisation's collaborative efforts in achieving WASH objectives with local communities and institutions, partners, government institutions and private stakeholders.

ACKNOWLEDGEMENT

We thank and acknowledge all our funding partners, government stakeholders, and 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 WRITE TO

Water For People India Trust
C-2/51, Ground Floor
Safdarjung Development Area
New Delhi -110016, India
E-mail: contactus@waterforpeopleindia.org

COMPILED AND EDITED BY

Water For People India Trust Team

Copyright disclaimer: Reproduction of text for educational or non-commercial use is authorized with prior permission from Water For People India Trust and with proper citation.

DESIGN AND PRODUCTION

www.padmasiddhi.com

LIST OF ACRONYMS AND ABBREVIATIONS

ASHA	Accredited Social Health Activist
AWW	Anganwadi Worker
CLAS	Community Led Approach to Sanitation
CLTS	Community Led Total Sanitation
CSO	Civil Society Organization
DWS	Drinking Water and Sanitation
EEM	Education Entertainment Mobile
EF	Everyone Forever
FSM	Fecal Sludge Management
GP	Gram Panchayat
GPDP	Gram Panchayat Development Plan
ICDS	Integrated Child Development Services
IHHL	Individual Household Latrine
JJM	Jal Jeevan Mission
LSBA	Lohiya Swachh Bharat Abhiyan
LWRM	Local Water Resource Management
MGNREGA/ MGNREGS	Mahatma Gandhi National Rural Employment Guarantee Act/Scheme
NGO	Non-Governmental Organization
PHC	Primary Health Center
PHED	Public Health and Engineering Department
PLE	Pit Life Extender
PRI	Panchayati Raj Institution
SABC	Social Art for Behavior Change
SBA	Swacch Bharat Abhiyan (Clean India Campaign)
SBCC	Social and Behavior Change Communication
SDG	Sustainable Development Goals
SHG	Self Help Group
SMC	School Management Committee
SOP	Standard Operating Procedure
ULB	Urban Local Body
VHNSC	Village Health Nutrition and Sanitation Committee
VWSC	Village Water and Sanitation Committee
WASH	Water, Sanitation and Hygiene
WPIT	Water For People India Trust
WIMC	Ward Implementation and Management Committee
WUC	Water User Committee

C O N T E N T S

04

MESSAGE FROM THE MANAGING
TRUSTEE

45

KEY EVENTS

06

ABOUT WATER FOR PEOPLE INDIA
TRUST

50

CHANGED LIVES

11

WHERE WE WORK

32

ON THE ANVIL:
THE WAY FORWARD

12

WHAT WE DO: THEMATIC AREAS

60

FINANCIAL SUMMARY

20

WORKING TOGETHER

MESSAGE FROM THE MANAGING TRUSTEE



MEENA NARULA
Managing Trustee

Water For People India Trust completes another year of growth and learning as a team. I take great pleasure in presenting the Annual Report of our work and achievements during 2019-20. It highlights our continuing commitment to achieving the Sustainable Development Goal (SDG) 6 **of clean water and sanitation for all**. Our projects focused on the universality of coverage, inclusion and gender equity through our impact model Everyone Forever. We are grateful for the enduring support of our existing and new partners, who share our commitment to ensure access to safe drinking water and sanitation facilities for every person.

The Honorable Prime Minister of India announced the Jal Jeevan Mission (JJM) on 15th August 2019 from the ramparts of the Red Fort. Conceived as a people's mission at the grassroots level for a unified goal of sustainable water supply management, the coming years (2019-2024) are set on a path to witness unprecedented community and people's engagement from all walks of life.

Water is not owned by just one discipline of human existence, its multi-dimensionality needs to be put in a holistic perspective facilitated by a dialogue among the stakeholders having asymmetric knowledge contexts, capacities, beliefs, socio-economic backgrounds, cultural and spiritual visions. Access to safe drinking water and sanitation has far-reaching consequences for achieving equality and creating an inclusive society.

Water For People India Trust believes in the strength of working together and thus supports the Government of India in its restructuring of the Ministry of Drinking Water and Sanitation (MoDWS) as the Ministry of Jal Shakti, and its focus on the priority area of sustainability of ODF status in sanitation.

Sustainability remained a key issue, as we focused on strengthening the local government and institutions along with the community to manage drinking water sources effectively. Water safety and security planning through developing village level plans with the Gram Panchayats and Urban local bodies was a strong focus. We strengthened government programs by providing technical support and expertise in operations and maintenance of WASH infrastructure, making communities the ultimate custodians of their water resources. Our organizational Sanitation strategy also informed our interventions as we practiced a market-led approach through the Points of Purchase (PoPs) for sanitary supplies to ensure livelihood of women and men.

In line with the objectives of Swajal and the National Rural Drinking Water Programme (NRDWP), *The Water Initiative* launched in Chikhaldara Block in Amravati district, Maharashtra focused on community participation, operations and maintenance, and capacity building in achieving last mile connectivity to safe WASH services. Establishing Water User Committees (WUCs) and involving women as members is a positive step

towards addressing both women's empowerment and the gendered aspects of Water. Women as part of Self Help Groups (SHGs) are also proactive in management of PoPs in their area.

Committed to implementing programs to facilitate universal access to safe water equitably and inclusively for rural and urban populations, Water For People India Trust continued with its flagship programs - Everyone Forever in South 24 Parganas, West Bengal and *The Water Initiative* in Amravati district, Maharashtra. We reached out to the truly marginalized areas and vulnerable tribal populations in Maharashtra, West Bengal, Odisha, Bihar and Assam in both schools and communities. ITC Limited is our long-term partner in achieving sustainability in WASH in schools and communities.

The year witnessed the looming threat of the pandemic caused by the novel Coronavirus (COVID-19) upending lives and adding to the myriad challenges of a water-stressed country. The implications are clear. Now more than ever, it has become imperative to act on WASH as an integrated domain.

Collaboration in implementation and communication of messages is the key to combating the pandemic, as we prepare to face a drastic change in the normality of our lives. Moving forward, we hope to meet the new challenges ahead with the joint support of our funding partners, implementing partners, friends, and well-wishers.



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.

ABOUT WATER FOR PEOPLE INDIA TRUST

Water For People, an international nonprofit, has been working in India since 1996 to provide sustainable solutions to the water crisis. From working on arsenic mitigation in the districts of North 24 Parganas and Nadia in West Bengal, initiatives later expanded to include integrated water, sanitation and hygiene activities in schools and communities. By 2007, comprehensive country program models were adopted to address sustainable solutions to delivering safe drinking water and sanitation services and promoting hygiene awareness in rural and urban areas. In 2008, Water For People India Trust (WFPIT) was registered as a tax-exempt entity under the provisions of 12A and 80G of the Income Tax Act, 1961. In line with Water For People's global

vision and mission, the Trust aims to provide universal access to safe drinking water, sanitation and improved hygiene practices, sustained by local institutions, government entities, Indian corporations, foundations, and individuals. **To date, we have reached 1.2 million people in India through water and sanitation solutions.**

The organization has long-term programs to achieve Everyone Forever in the states of West Bengal and Bihar. It also has a small presence in Odisha since 2016. In 2017, a drinking water initiative expanded to Amravati district, Maharashtra. Our **Everyone Forever model** focuses on comprehensive service provision while ensuring sustainability through community contribution, health, and hygiene

promotion, setting up operations and maintenance systems, and conforming to government schemes and provisions. For community development, members need to take collective action to generate solutions for common problems. During this process, individuals and groups of people are empowered to take conscious decisions and harness skills to affect change within their community.

The primary objective is to design and implement high-quality water, sanitation and hygiene (WASH) programs and projects that directly contribute to improved health and well-being of marginalized communities.

Over the past decade, we have emerged as a niche organization working with the most vulnerable and marginalized communities at the grassroots level including local government at the Panchayat and Ward levels, ICDS¹ (Anganwadi) centres, schools and health centres.

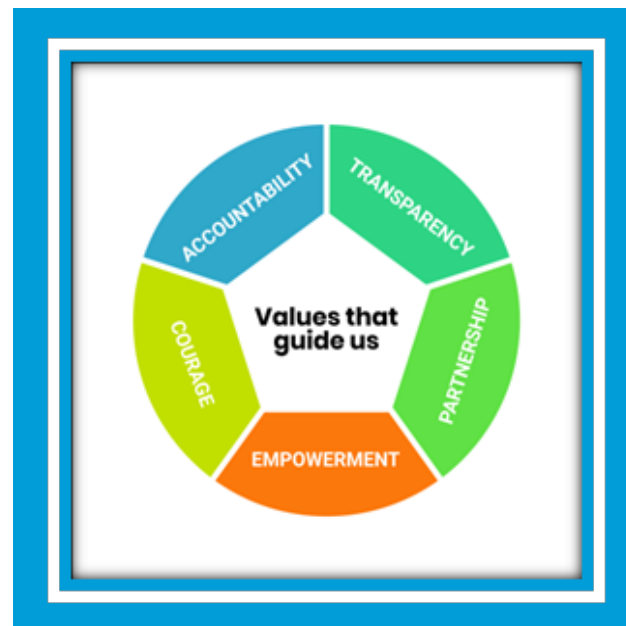
Water For People India Trust is a direct implementation agency supported by civil society organizations, local NGO partners, entrepreneurs and corporate institutions.

¹ Centers developed under the Integrated Child Development Services (ICDS), a government program in India, which provide food, preschool education, primary healthcare, immunization, health check-up and referral services to children under 6 years of age and their mothers.

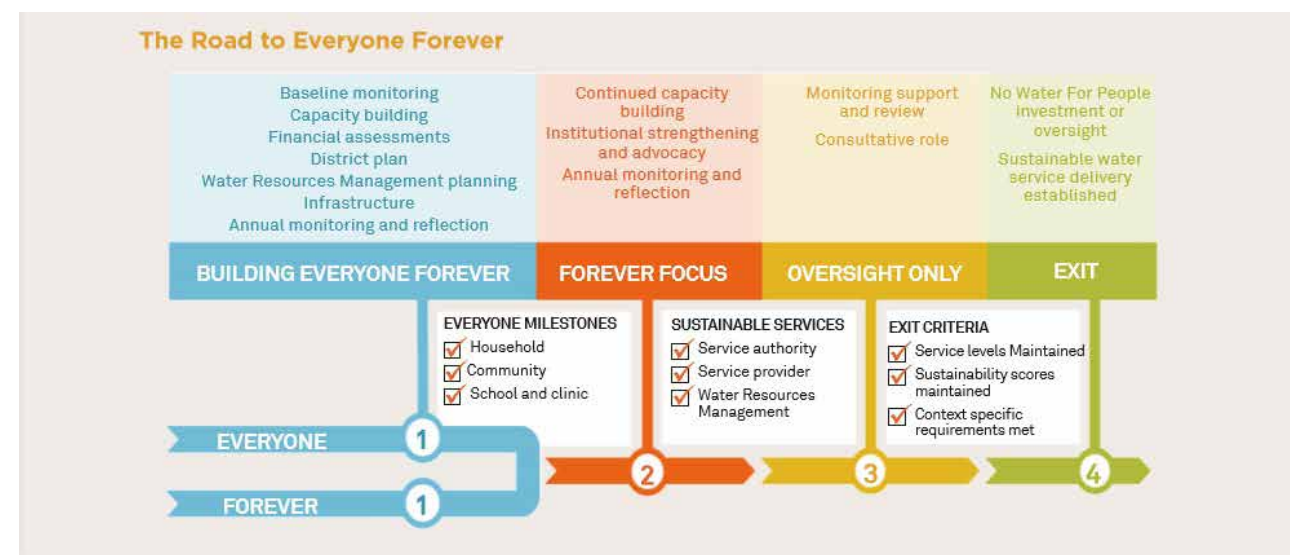
EVERYONE FOREVER: TOWARDS INCLUSION AND SUSTAINABILITY

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 districts and communities can maintain them.

The EF model is a system-strengthening approach to WASH implemented at the district level with the capacity for scaling up in other districts of the states and nationally.



THE INTERVENTION MODEL



- **SERVICE PROVIDER:** structure, finance, operation and maintenance, water resources management
- **SERVICE AUTHORITY:** structure, finance, management, and monitoring

For sanitation, Everyone milestones include achieving a basic level of service in at least 90% of households, and that treatment and safe

disposal of the majority of sludge in the district is treated and disposed of safely. To ensure that these services are sustainable, Forever checks that institutions are in place for services to continue without ongoing direct support of any aid. Reaching the Forever milestone for sanitation means the district government adequately plans for finances, regulates, and monitors sanitation services in the district.

CREATING SYSTEMIC CHANGE: HOW THE EF MODEL WORKS

To achieve Everyone Forever, four forces must work together to create systems change – community, government, market and technical. Water For People India Trust strengthens each of these four forces by building their capacities to promote lasting water and sanitation services.

- **CO-INVESTING (OWNERSHIP)**
Water For People India Trust promotes ownership by partially (and not entirely), funding water and sanitation infrastructure. This is to (a) ensure that the service providers and authorities are invested in their own water and sanitation services; and (b) that Blocks/districts own the systems they build and are responsible for their maintenance and functionality.
- **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 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.
- **CAPACITY BUILDING (SUSTAINABILITY)**
Sustainability is at the core of everything we do. We are creating systems that will last, and to that end, we focus on building capacities so that communities can finance and maintain the systems when we are gone.



OUR STRATEGIC PLAN (2018-23)

Home to 1.35 billion people, India faces myriad challenges including those related to water and sanitation. Hence the domain has emerged as a key priority for India, in alignment with global priorities and SDG 6 of ensuring availability and sustainable management of clean water and sanitation for all. The Government of India (GoI) launched key flagship programs of Swachh Bharat (Clean India) Mission and the National Rural Drinking Water Programme (NRDWP) to fulfill its responsibilities to attaining Goal 6.

Although sanitation coverage has increased drastically with state governments being proactive on the issue, gaps regarding sustainable behaviour change and access to services at the household level and usage of sanitary facilities, remain.

Aligned to the global vision and mission, Water For People India Trust continued its work in WASH for

Everyone Forever according to its comprehensive monitoring, evaluation, research and learning strategic through a five year plan developed in 2018. Strategic priorities for the period October 2018 - 31st March 2022 include:

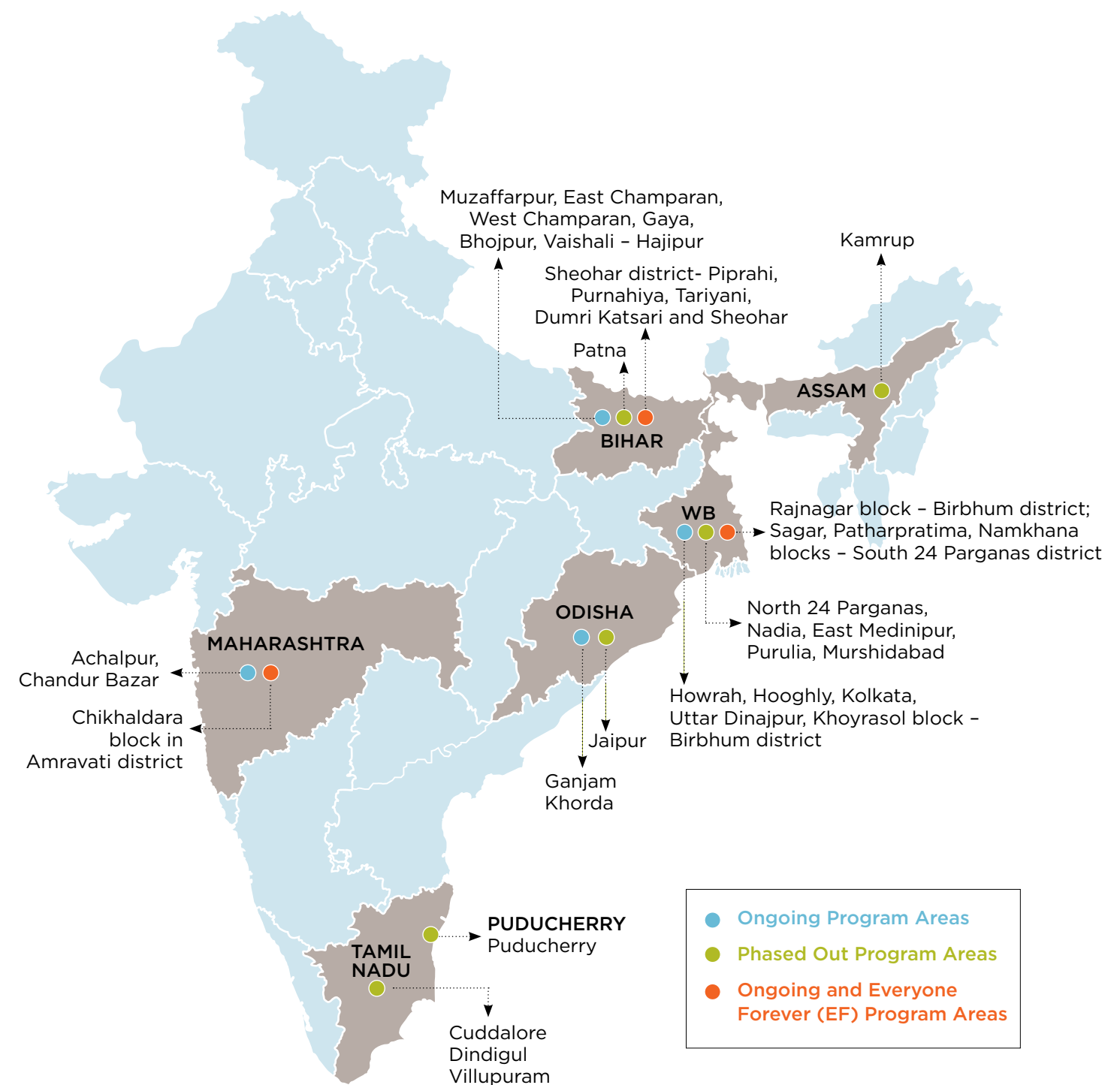
- Everyone Forever at district level
- Safe and Locally Sustained Drinking Water Services (Water Security)
- Safe Sanitation Services and Sustaining Behaviour Change in Sanitation
- Sustainable Sanitation at Scale through Market Systems Development (Rural Latrine Building and Fecal Sludge Management)

Focus on Monitoring and Evaluation: Programs will be monitored according to the global results framework and national indicators committed for SDG 6. Since Water For People India Trust aspires to strengthen its position as a key national player, a strong result based framework and a decentralized program monitoring system will be developed and implemented.

Key differentiators for the five-year strategic plan at organisation and program levels

- **Focusing on a Unified National Entity with a Common Vision, Mission and Values:** Building on Water For People's global presence and consolidating past gains to strengthen the linkages between international and national governing bodies and senior leadership team.
- **Aligning programs to SDG 6, Global and National goals:** Keeping the Everyone Forever impact model at the center, strengthening of local governing bodies such as urban local bodies (ULBs) and the Panchayati Raj Institutions (PRIs); enhancing behaviour change communication (BCC) action to lead to effective and sustained behaviour change, especially in toilet use; and proactively addressing the challenge of fecal sludge management, which is gaining national recognition rapidly.
- **Mainstreaming WASH in other sectors:** Focusing on skills development and synergies with education and health sector since these are critical for operations and maintenance of drinking water and sanitation facilities, creating business models and integrating WASH in standard operating procedures.
- **Knowledge Management:** Establishing knowledge management processes and systems at the organizational and programmatic level and developing a decentralized monitoring system for greater accountability and transparency.
- **Engaging with the Government and Private Sector Players:** Recognizing national/state WASH priorities, and resources, and focusing on filling the gaps, testing and establishing innovative approaches and creating platforms for wider knowledge sharing of experiences; engaging with the private sector to work towards creating business models and leveraging resources to design and implement local WASH solutions.
- **Establishing New Vertical:** Water For People India Trust will establish the business development and communications function to raise resources and effective communication of programs and voices from the field.

WHERE WE WORK



MAP OF INDIA REFLECTING PROGRAM IMPLEMENTATION AREAS - BLOCK AND DISTRICT

THEMATIC AREAS

WATER SANITATION AND HYGIENE (WASH)

ALIGNMENT WITH SDG 6

All of Water For People India Trust's intervention are specifically aligned to SDG 6 – *to ensure availability and sustainable management of water and sanitation for all*. Our programs strengthen water supply, sanitation, and hygiene to reduce susceptibility to environmental health hazards. Through the *Everyone Forever* model, our work advances the SDG agenda in many ways including Good Health & Well-being (SDG 3), Quality Education (SDG 4), Gender Equality (SDG 5), Decent Work & Economic Opportunity (SDG 8), Climate Action (SDG 13), Life Below Water (SDG 14), and Partnerships for the Goals (SDG 17).

ALIGNMENT TO NATIONAL PROGRAMS

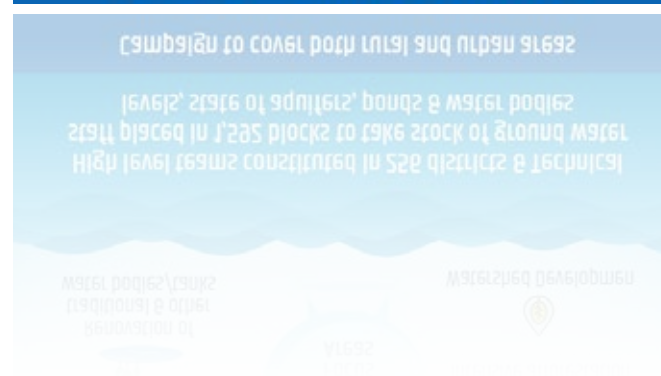
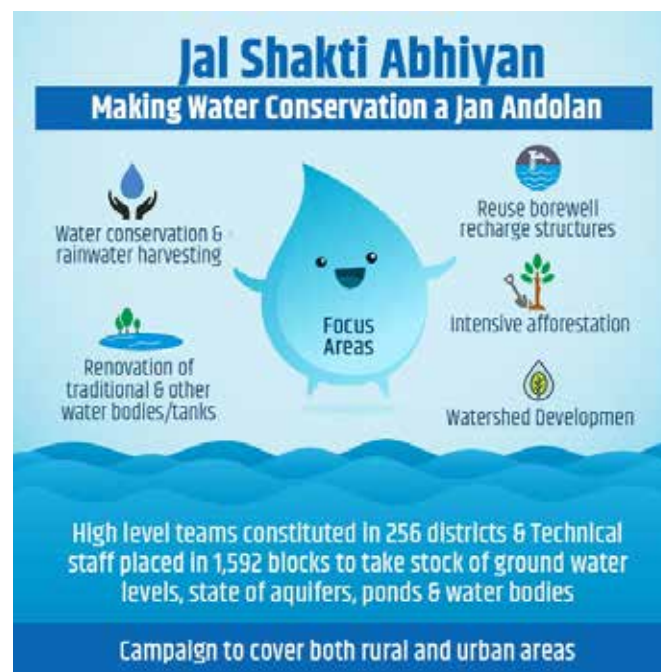
Apart from the SDG, our programs are also in line with national goals and programs such as:

- GoI's key priority areas of drinking water, sanitation and hygiene that includes close monitoring and evaluation of progress and sustainability.
- *Niti Aayog* WASH indicators.
- *Swajal* - The Aspirational District Program that aims to transform 115 districts that have experienced slower progress in key social areas, including availability of drinking water.
- The new 'Ministry of Jal Shakti' that has been formed by merging the Ministry of Water Resources, River Development and Ganga Rejuvenation, and Ministry of Drinking Water and Sanitation, post 2019.
- Most Drinking Water and Sanitation (DWS) initiatives that include other cross-cutting areas such as triggering (part of Community Led Total Sanitation - CLTS), Social and Behaviour Change Communication, and the last mile coverage of vulnerable and excluded groups such as adolescents, women, and tribal populations.



ENSURE AVAILABILITY AND SUSTAINABLE MANAGEMENT OF WATER AND SANITATION FOR ALL





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 household, every community and public institution.

We ensure that every single person in the community, even the hardest-to-reach, and 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 maintained so that they last Forever. 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.



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. The hygiene element in these programs is further reinforced by behaviour change activities. Significantly, our commitment to equity and inclusion ensures women and other marginalized populations have access to adequate sanitation resources. Water For People India Trust programs support:

- Innovative approaches to sanitation solutions and business models that are capable of providing sustainable sanitation services to meet the United Nations SDG 6 target of universal access to sanitation by 2030.
- Development and implementation of sanitation initiatives by experimenting with sanitation services through market systems development, based on the principle that on-site sanitation at scale can only be achieved and sustained through private sector service provision.
- Knowledge management and research about current and sustainable sanitation services.



The focus of the year was on developing the sanitation strategy for 2018-2023 that emphasizes the following:

- **Latrine building in rural areas:** Conducting assessments to understand the status of rural supply chain, sanitation coverage, and financing delivery mechanisms that will inform and strengthen initiatives to increase our investment efficiency further
- **Community latrine building in urban/peri-urban areas:** Conduct a study to identify gaps within the existing approaches and then design and implement an alternative model that is more sustainable and scalable through public-private partnership. Presently, Water For People India Trust has constructed around 25 community latrines and created 'Mohalla Committees' to look after the operation and maintenance of these facilities with financial contributions from the users to cover maintenance and repairing costs.
- **Fecal sludge management (FSM) and ecosystem development focusing on small towns:** Conducting a detailed feasibility study on FSM opportunities in Sheohar district of Bihar and subsequently designing and implementing a core initiative. Safe disposal of fecal sludge means ensuring safety while handling and emptying the sludge from septic tanks/pits and the proper transport and disposal of the removed sludge.

WASH IN SCHOOLS

Access to safe drinking water, child and adolescent-friendly sanitation facilities and awareness regarding hygiene practices including menstrual hygiene is the key to improving health and education outcomes of children and young people. 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 hygiene practices. The range of facilities include running water facilities, separate toilets for boys and girls, change rooms with incinerators for adolescent girls, and separate handwashing and

drinking water stations. Wherever existing facilities are expanded, Water For People India Trust and its partners conduct hygiene training in these schools with emphasis on personal hygiene and handwashing, and menstrual hygiene management for adolescent girls. For sustainability, school water and sanitation (WATSAN) Committees/Child Cabinets are established and strengthened to promote operations and maintenance of the new infrastructure. Sustained behaviour change is facilitated through Social Behaviour Change Communication (SBCC) that includes hygiene sessions using appropriate IEC materials and traditional/folk media such as street theatre and talking dolls.



RESEARCH AND INNOVATIONS FOR LASTING WATER AND SANITATION SOLUTIONS

Water For People India Trust continually tests ideas and technologies that help to overcome 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.

Innovation in Fecal Sludge Management: In most developing countries, removing fecal sludge involves some form of manual handling that is unhygienic, illegal and exposes both the operators as well as the public to considerable health risks. Earlier work 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.

Membrane technology provides an avenue for solid/liquid separation and its integration into Fecal Sludge

Management (FSM) is now a commercially feasible option. Jadavpur University in Kolkata, West Bengal and subject matter specialist Dr. Sibdas 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. The PLE has to be scientifically optimized for further effective use among community with acceptable effluent standards.



CROSS-CUTTING THEMES

Apart from the major thematic areas, there are others that are critical to all programs of Water For People India Trust (highlighted in the graphic representation). These themes are reflected in all our initiatives throughout the program cycle.





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.



ACHIEVING TOTAL WASH COVERAGE FOR EXCLUDED COMMUNITIES

National Stock Exchange (NSE) Foundation's vision is to enhance the well-being of underprivileged and marginalized communities. It achieves this through its activities in three key areas of Sanitation and Safe Drinking Water, Primary Education, and Elderly Care. Its philosophy of inclusive growth and development and being both socially and environmentally responsible is closely aligned to the SDGs and national goals. It supports Water For People India Trust's goals of achieving access to water and sanitation for all, water conservation, and creation of sustainable business models in WASH with a focus on inclusion and gender diversity.

Water For People India Trust partnered with NSE Foundation to focus on 100% WASH coverage in Rajnagar and Khoyrasol blocks, in Birbhum district of West Bengal. The objective was to ensure WASH services for the most vulnerable and excluded communities in these areas where Water For People India Trust also implements the Everyone Forever program. The initiative covers three major components: (1) Retrofitting of WASH infrastructure in schools, Anganwadi centres, Primary Health Centres (PHCs) and communities (2) Enhancing

SNAPSHOTS OF IMPACT

- 231,227 intervention beneficiaries
- VWSC members activated
- 30 Jalabandhus trained

WASH RETROFITTING (RAJNAGAR BLOCK)

- 869 mothers
- 2165 students /teachers
- 20 Anganwadi Centers
- 28 schools

WATER INFRASTRUCTURE (RAJNAGAR BLOCK)

- 3 Communities
- 515 people
- 3 AWCs / 88 mothers
- 8 schools/ 462 students

WATER INFRASTRUCTURE (KHOYRASOL BLOCK)

- 18 communities reaching 5368 people
- 5 schools reaching 492 students
- 7 AWCs reaching 453 mothers

awareness, knowledge and behaviour change on the aspects of WASH by students, teachers, government officials and sanitation workers; and (3) building or improving systems around operations and maintenance (O&M) through capacity building.

OPERATIONAL METHOD AND STRATEGY

Water For People India Trust's innovative approach looks beyond mere facility creation and seeks to establish sustainable solutions. We achieve this by establishing effective O&M systems; conducting need based hygiene promotion and strengthening the local government and community based institutions.

Capacity Building: Water For People India Trust strengthens the local government – PRI/ULB at the ward/GP levels and their sub-committees such as VWSC/Paani Samiti /User Groups to enhance their effective involvement in provision of WASH services.

Developing capacities of ULB/PRI to work towards better sanitation in their areas, through engagement in program planning, implementation and monitoring activities is one of the strategies followed.

Convergence: Water For People India Trust approach involves agencies and departments implementing the various national and state programs related to water. Collaboration extends to local community and the local governing bodies such as ULB/PRI at GP, district and state levels.

Leveraging Resources: For all interventions for facility creation, co-financing is a mandatory term of engagement and contributions are raised (either in cash or in kind) for operation & maintenance.

Since Water For People India Trust works in convergence with government departments, funds are leveraged from existing schemes such as MNREGA, NRDWP, and Mission Nirmal Bangla wherever possible.

Funds are also leveraged through government human resources to add value to the programs. In the first-year of intervention, leverage of funds has been facilitated through the Gram Panchayat Development Fund in five Gram Panchayats.





INNOVATIONS

Innovative approaches include formation and involvement of Mother Teacher Associations (MTAs) and Child Cabinets in schools for sustaining WASH initiatives. Home and community based (among farming community) methods for water recharge, solid and liquid waste management;

the Standard Operating Procedures (SOP) for installation of water points and sanitary surveillance; operations and maintenance mechanisms, community management of piped water supply schemes and water filtration systems and their management are some of the key innovative pilots in the project.

SUSTAINABILITY

Apart from ensuring sustainability, continuous training and handholding support provided by technical officers counters the challenge of lack of availability of skilled labour in the area. For site selection in the selected areas especially for water points/piped water, focusing on using a community participatory approach and local government



involvement is a pre-requisite for successful implementation of programs and their sustainability. Community mobilization and strengthening of all local institutions and service providers such as *Jalabandhus*, *Nirman Sahayaks*, school teachers and Anganwadi staff in all GPs are also effective in progress towards sustainability.





MISSION SUNEHRA KAL: REACHING OUT TO COMMUNITIES AND SCHOOLS

ITC Limited is one of India's leading private sector companies which envisions sustainable and inclusive growth, achieved through innovative development models that create both livelihood opportunities and a positive environmental footprint. ITC actualizes this approach through its social investment program – ITC Mission Sunehra Kal. Water For People India Trust is supported by ITC Limited to implement “Community and School Level Initiatives for Sustained Water Sanitation and Hygiene Promotion” in West Bengal, Odisha and Assam. It engages multiple stakeholders to develop and implement sustainable and scalable models for conservation of natural resources in inclusive development. Thus, we are able to collaborate in engaging communities in achieving WASH goals in a sustainable manner.

Sanitation status in schools is an area of concern in all three states. Hence, the initiative reaches out to selected schools and communities in this area with improved and sustainable sanitation services.

Interventions have been done in six districts and 10 blocks. The overall objective is to ensure and/or facilitate access to reliable and safe water and sanitation services at the community, household and school levels that is sustained by proactive communities and local governance.

SNAPSHOTS OF IMPACT

Kolkata

- 13 community toilets renovated for 2889 users (KMC Wards 79,80)
- 1376 students participated in hygiene sessions
- 15 school toilet blocks renovated benefitting 5206 students in 6 KMC Wards

Howrah

- 1 community toilet block renovated for 239 users
- 8 school toilets renovated benefitting 4381 students
- 298 students reached through hygiene sessions

Hooghly

- Extra work on retrofitting done in 10 schools
- 934 students and 331 parents reached in WASH programs

Odisha

- 10 school blocks renovated for 1766 students in 2 blocks under 2 districts
- 52 household latrines constructed
- Engagement of 4 local SHG and 2 PoPs

Assam

- 5 school blocks renovated for 551 students in 2 blocks of Kamrup district

OPERATIONAL METHOD AND STRATEGY

Water For People India Trust operates directly with a trained team to improve sanitation at community and school level through gender and child friendly approach. Provision of separate water closets and urinals for boys and girls, change rooms for adolescent girls during menstruation, sufficient drinking water sources, attractive cartoons to encourage kids to use toilets, and personal hygiene messages has been done. Apart from this, renovation and construction of individual and community toilets as well as increasing awareness of the need to end open defecation in the community is also addressed.

Education Officer (BEO), and the Sub Inspector of Schools. They shared information about the school and community sites where Water For People India Trust and the government can jointly collaborate to improve the infrastructure of the school and community toilets as well as strengthen the operations and maintenance mechanisms.

Meetings were held with the GP and block officials to share the process and also learn from their experiences. These interactions inform the team's understanding of existing WASH practices and to help overcome the challenges faced in the field.

Throughout the intervention period, a participatory approach was followed with the team involving the local communities, PRI/ULB and school authorities to discuss their feedback regarding the implementation process and functioning of School WASH and community toilet systems.

COLLABORATIVE AND PARTICIPATORY APPROACH

A series of consultations were also conducted with the government representatives including GP Pradhan, Block Development Officer (BDO), Block



LEVERAGING OF RESOURCES

For all intervention about facility creation, co-financing is a mandatory term of engagement and contributions are raised (either in cash or in kind) for operation and maintenance. Revenue generation systems such as monthly user cards/ users fee and pay-and-use model were introduced to make the community pay for the services being provided which would help in sustaining the initiative in the end.

SUSTAINABILITY

Sustainability of program interventions was ensured through the operation and maintenance management systems established through

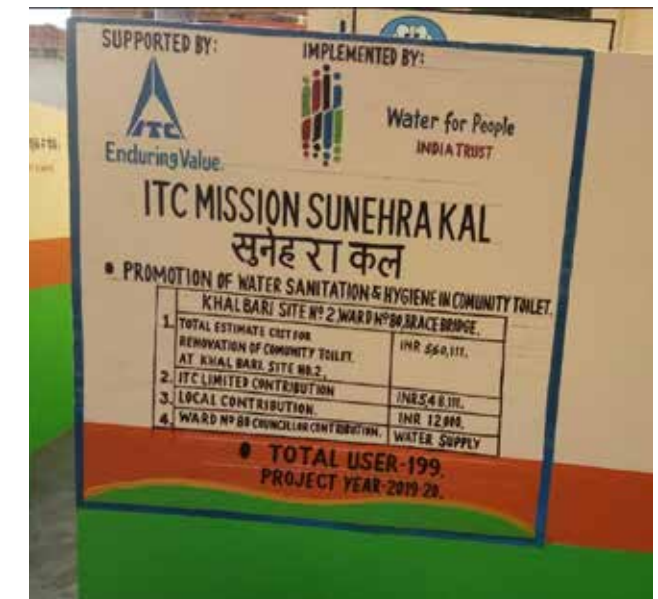
community and school user groups. This included formation and strengthening of child cabinets, School Management Committee (SMC), and Mother and Teacher Associations (MTAs) in the schools along with Mohalla committee members in communities and involvement of local self-government. The child cabinet members in one of the schools were the leading agents in motivating their parents and community towards contributing for operation and maintenance of school WASH facilities.

During the last phase of operations, Water For People India Trust applies a systematic exit strategy by handholding the community/school

committees to take over and continue operations in a sustainable way. We also encourage community members to make a nominal contribution for the renovation of the toilets to ensure their stake in the renovation work and make them feel responsible for the upkeep of the facilities. School sanitation units are handed over to the respective schools as per agreed exit indicators suggested by ITC and the school management is responsible for the maintenance. Sustainability is therefore built in all the project components. Challenges in operation and maintenance and introducing tariff systems are addressed to a great extent by involving local government and interaction with all the stakeholders involved.

INNOVATIONS

- Establishing Wash Corners/Cleaning bank in schools for encouraging parents and teachers to contribute materials for toilet block maintenance has promoted their ownership of cleaner facilities for their children.
- The PoPs in Ganjam district also have been instrumental in leading the household sanitation drive ensuring the construction of IHHLs through capacity building and branding with low investment by Water For People India Trust.
- Water For People India Trust, initiated the 'Cleanliness Drive' in one of the slums in Kolkata engaging community people to actively participate in keeping their surroundings clean.





WASH FOR EVERYONE FOREVER PROGRAM IN SOUTH 24 PARGANAS

Water For People started operations in South 24 Parganas District in West Bengal in 2007. The **Everyone Forever program** started in 2012 in Sagar and Patharpratima blocks and from 2019 in Namkhana block, located in the Bay of Bengal deltaic region. The key objective of the 'Everyone Forever' model that continues to be implemented is to ensure safe and reliable water and sanitation services to every person, every family and every public institution, reaching out to the entire population of 740,885 people in all the three blocks.

OPERATIONAL METHOD AND STRATEGY

The program is being implemented through Water For People India Trust and its partners (local NGO's, private sector, civil society and local government) who have a good rapport with the community people as well as the local government along with expertise in WASH operations in the geographical areas. We provide technical, financial and monitoring support to our partners.

SNAPSHOTS OF IMPACT

- 224,788 people provided safe and reliable water through installation/renovation of 1172 water points in 3 blocks.
- 1172 WUCs have been formed in 3 blocks who are handling minor repairs of the hand pump on their own of minor repairing of hand pump by their own.
- Intervened in 96 High schools and 230 Primary schools; students benefitted by access to improved and gender friendly toilet blocks with running water facility, drinking water station, hand washing station, and special arrangements for adolescent girls in schools.
- Women WUC members empowered to take decisions regarding O&M of handpumps
- 41 Jalabandhus have been trained to develop their skills in repairing of hand pumps and ensure prompt services.
- 2215 people are getting safe water in their homes through implementation of a piped water supply unit
- Capacity building of 30 GPs, 30 VWSCs and 466 VHSNCs

Specific programmatic areas of work include:

- Repair, renovation and rehabilitation of existing water points
- Installation of new water points
- School Water, Sanitation and Hygiene (SWASH) Education Program
- Community and school water and sanitation (WATSAN) committees training
- *Training of Jalabandhus* (mobile handpump mechanics)
- Sanitation as a business development

COLLABORATIVE AND MARKET-LED APPROACH

A community managed operation and maintenance management system was established in the community water points through formation of water user committees (WUCs). The sustainability of WASH services is ensured through a community based management system, following a business model approach and strengthening of the PRIs. Improved and hygienic child friendly water and sanitation facilities are created in schools to ensure a healthy environment during school hours for the students. Promotion of hygiene awareness on personal and menstrual hygiene is also a very important part of the program.

Jalabandhus, selected by the GPs, have received intensive technical training from Water For People India Trust on handpump repairing and maintenance and the piped water schemes so that they can address the repairing needs of water systems and reduce breakdown period to 2-3 hours. They are promoted as individual entrepreneurs enhancing business opportunities for their livelihood.

CAPACITY BUILDING

- Training of *Jalabandhus* on technical aspects of repairing, operations and maintenance of handpumps and piped water supply
- Capacity building of WUCs
- Capacity building of GPs, VWSCs and VHSNCs that are involved in WASH planning and implementation in their respective areas. Resultant, GPs, VWSCs/VHSNs are ensuring functioning of WUCs in all water points.



SUSTAINABILITY

To increase water sustainability in the project area, the *Everyone Forever* program builds and strengthens technical and management skills for adoption of locally relevant technology and opportunities for ensuring sustainable water services. The focus is on developing local water resource management (LWRM) plans. LWRM is a collaborative effort between local stakeholders which focuses on local investment, motivation, and resources to help build sustainable resources. Simultaneously, involvement of the local government (Service Authority and Service Provider) is also ensured at every stage of development. Stakeholders include district and block administrations, Public Health Engineering Department (PHED), Education and Health Department in addition to NGO partners, Committees – VWSC, VHSNC, WUC -, local entrepreneurs, communities, school students, teachers and management committees.

Development of Village Water Safety and Security Plan (VWSSP) is envisioned to build capacities of local institutions to manage existing water infrastructure effectively and also increasing awareness of the community regarding saving water to ensure their participation in using water resources in a responsible manner.

A community managed operation and maintenance management is established in each water point to ensure their sustainability. Operation and maintenance system is also ensured in schools by building the capacity of school authority towards sustainable WASH services.

INNOVATIONS

- Rooftop rainwater harvesting units have been piloted in schools on Namkhana block to reduce the groundwater pressure.
- A piped water supply unit has been initiated in Digambarpur GP of Patharpratima block with household connection and metering system.
- Water points in disaster prone areas are built on with high raised platforms so that they are functional during floods.





COLLABORATING TO IMPROVE QUALITY OF LIFE IN SHEOHAR

One Drop Foundation is a Montreal based international non-profit organization that supports water initiatives. The Foundation's Social Art for Behaviour Change™ (SABC) approach emphasizes participation and implementing action plans that are adapted to target groups, influencers, desired behaviours and local contexts, thus resulting in sustainable WASH behaviour. It also supports infrastructure creation for better water, sanitation and hygiene.

charity: water is a non-profit organization bringing clean and safe drinking water to people in developing countries. The organization supports Water for People India Trust in reducing the gaps with regard to access to water, sanitation and hygiene by the community and sustainability of the community programs.

Project Sheohar reaches out to everyone residing in Sheohar district, Bihar to improve their quality of life through sustained access to safe drinking water and sanitation. Women, children and vulnerable and excluded communities are the direct beneficiaries. It envisions that every household, community, and public institution (health centers and schools) will have reliable access to safe water, sanitation and hygiene for generations to come. The long-term

SNAPSHOTS OF IMPACT

- 53 Gram Panchayats reached, building on collaboration with the communities, local governments and private players
- 36807 people reached through basic drinking water facilities sustained by local communities
- 159 Water User Committees (WUCs) formed and
- 1087 trainings organized to strengthen the Water Users committee
- 12 POPS entrepreneurs supported in creation of 2151 latrine constructions
- 15 schools provided with WASH facilities benefitting 7381 students and teachers
- Reinforced positive behavior reaching 36807 people through community drinking water and sanitation,
- WASH in public institutions, and market-led approaches to sanitation.
- 1,96,460 people have been reached through SABC activities in the project area during this period.
- 644 soak pits constructed

project partnership includes **Water For People, One Drop and charity: water** who are collaborating with the government, social art partners, civil society organisations, and private agencies to achieve three specific goals:

- Increased use and sustainable management of safe water and sanitation services.
- Sustained adoption of targeted WASH behaviours.
- Improved market system for WASH products and services.

Several approaches inform the project such as Water For People's 'Everyone Forever' model and One Drop's 'Access – Behaviour Change – Capital' for Sustainability model. Our intervention areas include building local governance and capacity, market

strengthening for private sector engagement and partnerships, pilots and innovations, SBCC, gender and social inclusion, and strong monitoring systems for supporting ongoing systems development.

OPERATIONAL METHOD AND STRATEGY

Our partner Civil Society Organizations (CSOs) implemented this project directly, with our support. Other associates also sustained us along with private players like *Jalabandhus* and PoP owners who contributed to the successful implementation of the project.



CAPACITY BUILDING

- Block and district officials and PRI /ULB members were oriented on developing the Village Water Safety and Security Plan (VWSSP), Waste Water Management, and Integrated Water Resources Management (IWRM).
- Capacity building for initiation and management of 'Point of Purchase' (PoP) –the one stop shop for sanitation utilities was conducted.
- Training of *Jalabandhus* ('Friends of Water') to provide timely repair of water systems for a fee paid by the community

CONVERGENCE AND LINKAGE

The team facilitated convergence with various state government departments and is working in close coordination with them to complement their efforts. For example, the Rural Development department of Government of Bihar, especially with their JEEViKA and Lohiya Swachh Bharat Abhiyan (LSBA) programs, and PRIs for Sanitation and drinking water infrastructure development and management.

The aim was to garner support for implementation and to ensure government's involvement and ownership in the long term. Additionally, co-branding of IEC materials developed by Water For People India Trust with logos of Government and our organization has been released. This is to help and support the state in achieving ODF sustainability and will be used by the government for the entire state. Developing linkages to government schemes (MNREGS) has helped create livelihood opportunities for the community people.

After the orientation on VWSSP in Pilot GP in Purnahiya block, Basant Jagjivan under the leadership of ward member community members, collected INR 2250/- for constructing waste water disposal cum recharge soak pit and initiated the construction of one soak pit which benefitted around 150 people. Subsequently Water For People India Trust and ward/ community members facilitated construction of 644 soak pits and 3595 feet of drainage cum recharge channel with support from Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS).

SUSTAINABILITY

- To achieve WASH goals and ensure sustainability of the initiative, Water For People India Trust strengthens local governing bodies of ULB/ PRI along with their sub-committees and community based organizations. Engagement

with both government and private bodies is the key to successful scaling up and sustainability of WASH services. Sub committees and other groups include Village Water and Sanitation Committee (VWSCs), Village Health Sanitation and Nutrition Committees (VHSNCs) and Ward Implementation and Management Committees (WIMCs), WUCs and student groups, who have been trained on operation and maintenance (O&M) of the WASH infrastructure as well as promoting behaviour change.

- Trained *Jalabandhus* are linked to the GoI MGNREGA scheme as skilled mechanics to negotiate higher wages and continued livelihood support when they are hired by the government agency for repair and maintenance. The linkage will help *Jalabandhus* to get business both from the existing handpump repairs and also the upcoming mini piped water scheme.
- A tariff system was introduced to build an O&M fund. Each family who uses the water point pays tariffs varying from Rs. 5 to Rs. 20/- per month for upkeep and maintenance.

INNOVATIONS

- Conducted Sanitary Surveillance** for the installed water points for review of water systems to assess its capability to supply safe drinking water to all.
- In collaboration with One Drop, new associates for **Social Art** were involved as per the revised **Social Art for Behaviour Change (SABC) strategy**. A team of technical experts including local artists group was engaged to facilitate the Multi-Disciplinary Shows, and an IEC agency for Information, Education and Communication (IEC) materials. Partnership with Akshara Arts Society for implementation of street plays was renewed.
- ICT innovation on a pilot basis through an app-based **Entertainment Education Mobile (EEM)** toolkit is under process. An E-Catalogue (app based and toolkit version) to be used by PoPs has also been finalized.







GENDER AND INCLUSION: THE WATER INITIATIVE

Water For People India Trust partnered with Colgate Palmolive (India) Limited in 2016 to design a community demand driven water supply program along the lines of Swajal scheme.

Colgate is one of India's leading provider of consumer products that imagines a healthier future for people and the planet and is committed to supporting several community programs in oral health, hygiene awareness, education and water conservation. Water is a key pillar of its sustainability initiatives and thus Colgate partners with Water For People India Trust and other local and global organizations to bring clean water to underserved communities.

The **Water Initiative** aims to ensure last mile coverage with safe drinking water through strengthening water sources; piped water supply systems and functional household tap connections that are operated and managed by the communities. With an overall goal of improving the quality of life for vulnerable and excluded communities, the Water Initiative aims to reach out to 36 villages (22,000 people) in Chikhaldara block in Amravati district, Maharashtra. The focus was particularly on women and adolescent girls, who are most affected and have to make five-to-six trips

SNAPSHOTS OF IMPACT

- 113,600 people in 30 villages reached in Chikhaldara block
- Safe drinking water sources provided to:
 - 33 public institutions including 12 Anganwadi centers
 - 16 schools
 - 5 residential schools
- 4813 students benefitted
- 6 Piped Water Supply Systems were renovated/ constructed
- 529 households received water connectivity.
- Developed and implemented 18 village water safety and security plans that were approved by Gram Sabha in Chikhaldara

everyday to collect water from sources that are at least two kilometers away.

OPERATIONAL METHOD AND STRATEGY

The project is being directly implemented by Water For People India Trust. Partnerships were forged with technical resource agencies such as ACWADAM, local NGO 'Sanskar Wahini' and engineering colleges in the area. Partners facilitate the conducting of feasibility study, reconnaissance surveys, encourage social mobilization, form/ strengthen Village Water and Sanitation Committees (VWSC) and engage the PRIs in program activities. Additionally, experts and resource persons support

the activities of planning, design, implementation and setting up of community level operations and maintenance mechanisms, water quality monitoring, tariff collection, and management activities. Convergence with the government line departments was strategic in ensuring WASH systems development and indirectly benefitting 113,600 people living in Chikhaldara block.

CAPACITY BUILDING

Water For People India Trust team engages with the block and district level administration to strengthen their capacities related to WASH O&M. All interventions focus on the constitution/ strengthening of Panchayati Raj Institutions and its sub-committees, to develop water resources management plans and their approval and incorporation in the GPDP.

Local masons are trained to provide repair services for piped water supply schemes and toilet cleaning services for schools.

Active participation of the community through *shramdaan* (voluntary labour) for excavation and laying the pipeline ensured community involvement and ownership (JanShakti4JalShakti), which is aligned to the Jal Jeevan Mission (JJM). Additionally, preparation and implementation of community-led Village Water Safety and Security Plans through water budgeting and establishing water tariffs helped in tackling persisting water woes.

SOCIAL BEHAVIOUR CHANGE COMMUNICATION (SBCC)

SBCC activities conveying messages of importance on water conservation, safe water storage and handling handwashing practices at critical times was a crucial element of the initiative. Local art forms and culture were used for effective communication.

SUSTAINABILITY

To ensure project sustainability, the Gram Panchayat (GP), its sub-committees, WUCs, student groups have been oriented through various capacity building efforts for O&M of the WASH infrastructure and behaviour change. The villages are remote,

and the water sources are at distant locations. The drudgery of women walking miles to fetch water was evident. Hence, selecting a source and implementing measures to make it sustainable was vital. The source locations did not have electric connections required for mechanical pumps. Support from the GP helped address this challenge.

LEVERAGING OF RESOURCES

The PRI have already approved 18 Village Water Safety and Security plans (VWSSP) and incorporated commitments in the GPDP. A tariff system was introduced to build an O&M fund. Each family, who uses the water point, pays tariffs varying from Rs. 25 to Rs. 100/- per month for upkeep and maintenance. Developing linkages with government schemes (MNREGA) have helped create livelihoods for the local communities.



INNOVATIONS

- Water quality issues and bacteriological contamination were addressed through a sanitation checklist and on-site water quality testing, including water quality monitoring process. To meet the challenges of remote areas, Pressure issues in the distribution network and pipe bursting were tackled by hydraulic design and elevating the mainline.
- Advanced Hydro-geological Survey for the selection of sources and analysis of reports

by Hydro-Geological experts helped make informed decisions on source sustainability. Hydraulic design of the distribution network and elevating the mainline, helped to ensure equal distribution of water to households and durability of the pipelines.

- The initiative also provided an incubation grant for students from local engineering colleges and management schools to innovate and test their ideas aligned to the project outcomes.



KEY EVENTS

As in very year, this year too, Water For People India Trust observed special days related to water and sanitation and participated with the community and key stakeholders in various campaigns. Among them, some of the days that were observed are **World Toilet Day, World Water Day, Global Handwashing Day and Menstrual Hygiene Day**. However, this year Water For People India Trust got the opportunity to participate in a few special campaigns such as **Swachhata Hi Sewa Campaign, the largest human chain event and celebration of 150 years of the Mahatma**.

Swachhata Hi Seva (SHS) 2019 campaign was a mass movement for cleanliness focusing on 'Plastic Waste

Management' launched by the Prime Minister to eliminate single-use plastic by 2022. Collected and segregated plastic waste was effectively recycled and disposed from 3rd-27th October, 2020.

In solidarity, Water For People India Trust teams observed a massive cleanliness drive covering five districts in West Bengal, Odisha and Assam, reaching out to 2500 people. Students and teachers from 17 schools and 300 people from two community toilets came out in support of the campaign. The drive collected 55 kgs of waste for disposal. Quiz and drawing competitions, dustbin making and spreading key messages on cleanliness through a talking doll and magic shows were held in schools.



GLOBAL HANDWASHING DAY 2019



SWACHHATA HI SEWA CAMPAIGN



WORLD TOILET DAY 2019

150 years of Celebrating the Mahatma

On the eve of the 150th birth anniversary of Mahatma Gandhi, nationwide celebrations were held on 2nd October 2019 as part of Swachh Bharat (Clean India) mission to achieve the dream of total sanitation for all. Water For People India Trust celebrated the occasion with its partner organizations in all five blocks (53 Gram Panchayats) in Sheohar district, Bihar by implementing the Everyone Forever program with government functionaries at the block and district levels. We also participated in the launch of 'Jal Jeevan Hariyali' Abhiyan (safeguarding water and nature) to promote water conservation and tree plantation as part of protecting the environment. Construction of model soak pits was demonstrated with huge community involvement of about 300 people.



CELEBRATING 150 YEARS OF MAHATAMA

CHANGED LIVES

SICK LINE COMMUNITY TOILET: A PROMISING PRACTICE IN COMMUNITY SANITATION

The Problem: Sick Line is one of the unauthorized slums under Kolkata Municipal Corporation (KMC) Ward No. 80. The land is under Kolkata Port Trust and therefore the people living in the area did not have access to adequate sanitation facilities from KMC.

Though a community toilet was constructed here 8 years back by KMC, it was inadequate in fulfilling the needs of the community. People did not maintain the toilet block properly due to low awareness regarding the benefits of toilet usage. For more than a year, the toilet unit remained in a defunct condition. The doors were broken, and there was no electricity or handwashing station with water facilities. The walls of the toilet block, roof and floor were badly damaged due to lack of maintenance.

The Intervention: Water For People India Trust with support from ITC Ltd. renovated the community toilet in Sick Line and was successful in changing the lives of people in many ways.

The success story reflects how the sanitation initiative affected not only the health of people, but also provided them with dignity, protection and social acceptance.

The Impact: To increase awareness and bring about sustained behavior change in WASH related habits, activities such as awareness camps, formation and capacity building of Mohalla Committees were conducted.

The committee gradually formalized the operation and maintenance of the toilets. Md. Khurshid, one of the members of the Unit Committee Site-3, expressed gratitude towards Water For People India Trust as the community toilet had given a dignified life to 165 users.

Water For People India Trust is driven by the belief that community contribution by users towards capital costs of developing community assets and regular contributions towards usage of facilities increases ownership and involvement. It also helps to sustain the process of change. Thus, as per policy, project staff leveraged Rs. 10,000/- from the slum residents and the Councillor Mr. Anwar Khan arranged for the provision of water connections to the toilet.

“I have been living here since I was born. Going to the railway tracks to defecate was a habit and a daily routine for us. Women here defecate in open fields, on railway tracks and bushes, in early hours. Never could I have imagined that our community people will have access to a community toilet and that too with running water and separate enclosures for both male and female.”

- Md. Khurshid, 28yrs, a resident of Sick Line who is also a member of the WATSAN Committee.



SOCIAL INCLUSION: ACCESS TO WATER BRINGS NEW LIFE AND DIGNITY

The Problem: In remote rural India, access to water is still dictated by rules caste and class which add to the vulnerabilities of the socially excluded. “Though we hated to fetch water from Daspara, it was the only option we had,” said Sumitra Bagdi. “The other option is a dug well, which is not clean, dries up during summers, and is used for washing and cooking”. Sumitra lives with her family in a small hut in Bagdi Para, in Anandnagar village of Rupuspur Panchayat, in Birbhum District. ‘*Bagdi*’ is a surname associated with a scheduled caste and considered a lower caste.

Four tube wells served 279 households in the village that was spread across an area of 3 kms. With 3 tube wells lying defunct, the whole village of about 1000 users were dependent on the sole operational tube well in Daspara, where the residents are upper caste and economically better.

Bagdi Para residents had to tread 3 kms to Daspara, to fetch drinking water. Pond and dug-well served other needs. “We fetched water, during afternoon, even in scorching summer heat, when the villagers would have their sleep, and we would hurriedly

collect water and leave the place, least they would see and scold us,” shared Sumitra.

The Intervention: The residents of Bagdipara, are poor and earn a living as share-croppers or as labourers. For them a new water point means a new life! The community collected Rs. 6265/-, as community contribution (10%) even though many of them are not economically strong. Water for People India Trust, in partnership with National Stock Exchange, and with support of Rupuspur GP installed a Mark-II hand pump here in November 2019, providing water to 152 users. Rupuspur panchayat contributed Rs. 24, 786/- (42%).

The Impact: “When we learnt of the condition of contribution, to get a tube well of our own, we thought of the offer many times because Rs. 6000/- is a lot of money to us. But we decided to get a water point of our own, for our women, for our children, and contributed.”

“The first day when we saw water flowing, we felt unimaginable joy and relief!”

“Water is not life, water is dignity,” says a relieved Sumitra.



A NEW MARK-II HAND PUMP LEASES A NEW LIFE TO 152 PEOPLE FROM A MARGINALIZED COMMUNITY

ENABLING MENSTRUAL HYGIENE AND EDUCATION FOR TRIBAL GIRLS

The Problem: When Water For People India Trust visited Tembrusonda village in July 2018, they received a special request. It came from a residential ashram school for tribal girls in Chikhaldara block, Amravati district, Maharashtra. The school was lacking basic handwashing facilities. The girls faced various problems during the menstrual period and had to compromise with their hygiene.

The Intervention: In November 2018, Water For People India Trust collaborated with Colgate Palmolive (India) Limited and decided to intervene in the matter. It was found that the water source

“As all students are girls, the water crisis had graver implications. Our day used to start at 6:00 am, but there was never enough water available for our daily needs. As the number of students and staff increased, the situation worsened. We were constantly worried about getting enough water for drinking and bathing. We didn’t have enough water to even keep the school premises clean. To use toilets, we had to carry water in jugs or bottles and sometimes attend classes without bathing for days.”

Neha Sanjay Palve, class XII

was located 4 km from the school. A storage tank was connected to the water storage tank of the school and 22 taps were fitted to the drinking water station. Students and the staff were equally jubilated to access water facilities within the hostel premises. Later, an introductory session was organized to discuss the Water Safety Security Plan with the school children (about 150 girls) during which, Menstrual Hygiene Management (MHM) was discussed with the adolescent girls.

The Impact: Mrs. Mankar, the hostel warden working in the residential ashram school for the last two years witnessed a sea change in the students after the new drinking water tank was constructed with handwashing and drinking water facilities. In her words, “Water facility was not available in the hostel premises, and therefore the girls residing here were facing a lot of problems. Some of them were not even washing hands before taking meals. With the construction of new drinking water and handwashing stations, we now have sufficient water. All the girls now regularly wash their hands before and after taking meals and after using toilets. The wastewater generated after washing utensils is being used to water the plants on the premises. Now the children are also planning to indulge in kitchen gardening from the next academic session.”

After the intervention, girls like Neha are filled with joy to have safe water in their premises round-the-clock. They are more than happy to do their studies and never miss a class.



EMPOWERING GEETA TO PRIORITIZE WASH IN HER COMMUNITY

The Problem: Sanitation (Swacchata) is not an unknown word for Geeta Devi, 35, married with five kids. However, translating that awareness into adopting good sanitation practices is the critical problem for her and other villagers living in Kamrauli in Sheohar district, Bihar.

The problem is further aggravated by limited livelihood options in the area that lead to financial insecurity. Due to a lack of education resulting in a state of being both resource and information poor, many of these families relied on traditional techniques of farming. Low crop yields and subsequent low profits led to a life of constant struggle and poverty. Thus, WASH issues were low on priority for them.

The Intervention: In September 2019, Water For People India Trust and its partner organization, Geeta Social Welfare and Development Foundation, visited Kamrauli to organize the Community-Led Approach to Sanitation (CLAS) program. During the program, Water For People India Trust field team coordinated a triggering session on ‘Importance of improved sanitation and personal hygiene for sustained WASH behaviour.’ Representatives from PRI, Accredited Social Health Activists (ASHA), Anganwadi workers and other community members participated in the program. Their roles in mobilizing the community members to build toilets and adopt sustained hygienic practices, was critical. Villagers were informed regarding regular and proper use of toilets on a regular basis.

Impact on Geeta’s life: During the triggering session, Geeta shared the status of her family’s ill health due to a worsening sanitation crisis, and how she had struggled to find solutions to her problems. Though she was aware that open defecation is

dangerous to health, insufficient funds were acting as a deterrent in building a toilet at her home. Subsequently, a field facilitator informed her that she could purchase the construction material to build a low-cost toilet from a rural sanitary mart – ‘Points of Purchase (PoP)’ – that turned out to be a good option.

After Geeta constructed her own toilet, she became a role model for others in the village. Her initiative motivated others to build toilets to make the village open defecation free (ODF). With her active role in generating awareness on sanitation, the village head later appointed Geeta as the ‘Nigrani’ (vigilance) Committee member.

“It was a huge challenge to motivate other villagers to construct their own toilets. I faced stiff resistance during my household visits to educate the male members about the ‘dignity of a toilet’. My husband (Bikau Kumar) was a big support to me in this work.”

-Geeta Devi

What we learned: In the rural community, women lead the agricultural work in the field. Empowering them with information and skills can be a catalyst in achieving WASH related behaviour change and adoption of sanitation and hygiene practices. Geeta’s journey is an inspiration for many other women who wish to participate in the process of change, thus improving their lives and that of others. Involving women and providing them equal opportunities is an effective way to empower them. Counseling communities and guiding them by providing information based on their needs and affordability can yield results in building of assets and adopting of safe WASH practices. It also helps to change the perception that it is the government’s responsibility to provide sanitation.





ON THE ANVIL: THE WAY FORWARD

COLLABORATING TO CONSERVE WATER

- Collaborating with the Government and private sector for interventions under *Mission Paani* – a pan-India campaign to conserve water, that Water For People India Trust has just joined. In collaboration with **Reckitt Benckiser (India) Limited**, we propose a pilot initiative for two blocks in Amravati district, Maharashtra from 2020-2023, with the goal to “Conserve & Respect” water. Through the Conserve-Sustain-Transform model, we shall promote conservation and management of water resources, encourage communities to Measure-Reduce-Reuse water intake, and establish strong governance mechanisms. The framework is a pillar of sustainability under the Jal Jeevan Mission, garnering national and international partnership support. With adaptations, taking the pilot to scale could have positive implications for the sustainability of India’s water resources for future generations.

MODEL BLOCKS SHOWCASING THE ORGANIZATION’S ‘EVERYONE FOREVER’

- Developing the two blocks of Rajnagar and Khoyrasol as model blocks showcasing the ‘*Everyone Forever*’ model in ensuring WASH indicators. There will be renewed focus on strengthening the level of service

and sustainability over the project period. Demonstrated success will enable scaling up of the project in other blocks. Knowledge management and capturing the learning and processes will contribute towards knowledge sharing among partners and other sector players.

- Continuing the interventions in Sheohar with the initiative strengthening key protocols and processes related to water quality and surveillance; Community Management of facilities and regular capacity building of government and local institutions.

APPLICATION OF A MARKET-LED APPROACH WITH SUPPORT FROM THE CORPORATE SECTOR

- Engaging entrepreneurs, enterprises and the private sector and adapting and applying their market led approaches, strengthened supply chain and service delivery mechanisms as the key components for sustained WASH outcomes.

COMMUNICATION AND ADVOCACY

- Applying the SABC strategy to interventions with a strong focus on changing or positively influencing social norms for long term, sustainable behaviour change.
- Advocacy and knowledge sharing highlighting the success stories and good practices with national and international stakeholders.

FINANCIAL SUMMARY

Judicious financial management of any organization is critical to achieving its mission and objectives since it gives confidence to the various stakeholders and members.

It also helps to mobilize the financial resources required to sustain the management and operations of the programs and generates confidence of the patrons who look for transparency and accountability.

This has become increasingly important in the existing challenging environment for NGOs. Therefore, Water For People India Trust follows a transparent financial system with sufficient checks and balances.

The balance sheet for the financial year starting from 1st April 2019 – 31st March 2020 is presented below:



Water For People India Trust			
26/1/1, Gariahat Road (South), Kolkata, West Bengal – 700031			
BALANCE SHEET AS ON 31st MARCH 2020			
Amount in INR			
Particulars	Sch. No.	As on 31st March 2020	As on 31st March 2019
Liabilities			
General Fund	1	4,679,759	4,847,335
Capital Fund	2	1,211,764	1,229,062
Designated Fund	3	-	-
Unspent Grant	4	64,964,553	33,684,439
Other Current Liabilities	5	22,503,482	19,429,685
Total		93,359,559	59,190,521
Assets			
Fixed Assets	6	1,211,764	1,229,062
Cash & Bank Balances	7	91,779,092	54,166,533
Other Current Assets	8	368,703	3,794,926
Total		93,359,559	59,190,521

For Ajay K Sud & Associates
FRN : 03939N
Chartered Accountants

(Ravi Gupta)
Partner
M.No. 086728
UDIN-20086277AAAADS2106

Place : New Delhi
Date : 22-Sep-2020

For Water For People India Trust

Pawan Maini
President
Meena Narula
Managing Trustee

Water For People India Trust			
26/1/1, Gariahat Road (South), Kolkata, West Bengal – 700031			
INCOME & EXPENDITURE AS ON 31st MARCH 2020			
Amount in INR			
Particulars	Sch. No.	Year Ended on 31st March 2020	Year Ended on 31st March 2019
Income			
Grant amount utilized	1	57,924,374	91,376,166
Other Income	9	2,059,744	1,703,890
Total (A)		59,984,118	93,080,056
Expenditure			
Program related Expenses	10	58,962,373	83,208,044
Administrative Expenses	11 & 12	1,514,674	9,817,918
Total (B)		60,477,048	93,025,962
Surplus / (Deficit) (A-B)		(492,930)	54,094

For Ajay K Sud & Associates
FRN : 03939N
Chartered Accountants

(Ravi Gupta)
Partner
M.No. 086728
UDIN-20086277AAAADS2106

Place : New Delhi
Date : 22-Sep-2020

For Water For People India Trust

Pawan Maini
President
Meena Narula
Managing Trustee

Water For People India Trust		
26/1/1, Gariahat Road (South), Kolkata, West Bengal – 700031		
RECEIPT & PAYMENT AS ON 31st MARCH 2020		
	Amount in INR	
Particulars	Year Ended on 31st March 2020	Year Ended on 31st March 2019
Receipts:		
Opening Balance		
Cash in Hand	28,904	39,158
Cash at Bank	54,137,629	34,843,003
Other Current Assets	3,794,926	79,103
Receipts during the year		
Grant Amount Received	89,421,829	99,414,087
Interest Received on Grant Funds	2,023,929	1,703,890
Other Income	21,115	-
Total	149,428,332	136,079,240
Payments:		
Programme Expenses	58,962,373	83,208,044
Admin Expenses	988,451	9,779,798
Less:- internal Bills Transferred	(325,354)	-
Add:- Last Year Provision	19,378,415	3,764,297
Less:- Current Year Provision	(22,466,912)	(19,378,415)
Purchase of Fixed Assets	217,341	695,937
General fund expenses	526,224	38,120
Security Deposit Refund	-	10,000
Other Current Assets	368,703	3,794,926
Closing Balance		
Cash in Hand	40,192	28,904
Cash at Bank	91,738,900	54,137,629
Total	149,428,332	136,079,240

For Ajay K Sud & Associates
FRN : 03939N
Chartered Accountants

(Ravi Gupta)
Partner
M.No. 086728
UDIN-20086277AAAADS2106

Place : New Delhi
Date : 22-Sep-2020

For Water For People India Trust

Pawan Maini
President

Meena Narula
Managing Trustee



JOIN HANDS TO SUPPORT THE POWER OF WATER

A safe water supply is the backbone of a healthy economy. Yet, we have a long way to go before we can achieve universal coverage or achieve Everyone Forever.

Access to safe water is foundational to the development of any community. Safe and reliable water restores hope and unlocks potential. Improved water supply and sanitation, and better management of water resources, can boost countries' economic growth and can contribute greatly to poverty reduction.

Access to safe water improves the health of families and children, keeps girls in school, gives people (especially women and children) 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

STAY IN TOUCH

 facebook.com/WaterForPeopleIndia
 [@Water4People_IN](https://twitter.com/Water4People_IN)



CONTACT US:
Water For People India Trust
C-2/51, Ground Floor
Safdarjung Development Area
New Delhi -110016

Ph: 011- 26564225
E-mail: contactus@waterforpeopleindia.org

Website: www.waterforpeopleindia.org