

# ANNUAL REPORT 2020-2021



Dear Friends,

The year 2020-21 has been life-changing for all of us. We were caught unawares and unprepared by the novel Coronavirus upending many lives and livelihoods. Coping mechanisms called for changed strategies and methods within the organization and in the

community. The concern that the pandemic could further exacerbate the fault lines of water insecurity, especially for the vulnerable population, was not lost on our part. In keeping with our **'Everyone Forever'** approach, Water For People India Trust decided to re-dedicate its efforts in prioritising the needs of the most vulnerable to ensure that safe water, sanitation, and hygiene services are available and accessible with the active collaboration of communities, local governments, and communities to tackle the various social and economic dimensions of the crisis.

As head of Water For People India Trust for the first year, I am thankful for the loyal and enduring support of our existing and new partners and donors, who allowed us the flexibility to adapt. This is an **abridged version of our Annual Report 2020-2021** presenting the key highlights of the past year. **Readers can also access our detailed Annual Report for more information.** Water, Sanitation and Hygiene are critical to managing this pandemic as well as our general health. Climate changes also indicate the critical need to value and conserve water for the future. Going forward, we will succeed in collaborating to build resilience and progress towards access to safe WASH services and water security for all.

**BISHWADEEP GHOSE, Managing Trustee**

## ABOUT US

Water For People, an international nonprofit, has been working in India since 1996 to provide sustainable solutions to the water crisis. 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 high-quality drinking water, sanitation and hygiene (WASH) services to create a water secure environment, sustained by strong communities, businesses, and governments.

**To achieve sustainable solutions in WASH, the Everyone Forever (EF) approach represents our 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.



**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.

## ALIGNMENT TO SDG 6 AND NATIONAL POLICIES

Water For People India Trust is committed to working towards achieving the main targets set within the overall SDG 6 by 2030 and national policies including *Niti Aayog* WASH indicators; National Urban Sanitation Policy; *Swach Bharat Mission* (Clean India Campaign); *Swajal* - The Aspirational District Program, and other goals set by the new Ministry of Jal Shakti.

## RESPONDING TO THE PANDEMIC

Coping with the widespread novel Coronavirus has meant adapting to new norms of operating, interacting, and sharing knowledge digitally as a 'smart' organization. We rigorously practiced all standard protocols related to COVID-19 prevention and safety of our staff and the communities we serve. Flexibility and innovation guided our activities in communicating public health information, installing handwashing stations and toilet blocks, and distributing hygiene kits while ensuring the needs and rights of the most vulnerable.

Combinations of social media, phone calls, text messages, videos on varied topics for awareness, posters, pamphlets, folk media such as street theatre, wall paintings, street art were used to spread messages on COVID-19 prevention and WASH. For example wall art, IEC materials, and films were used for awareness in schools. The challenges of reduced mobility of staff were overcome by sharing responsibility with volunteers, user groups formed within the projects, and existing local committees.

**Organization staff trained and strengthened these groups to monitor and manage the construction/repairs of water and sanitation infrastructure and hygienic practices.** Both staff and volunteers supported government efforts in reaching out to affected people with hygiene and dry ration kits as well and promotion of COVID-19 prevention norms. For example, we created a model of Tippy Tap to promote handwashing in Birbhum district, West Bengal.

WORKING TOGETHER: OUR PROJECTS



Khoyrasol blocks in Birbhum, West Bengal and WASH scale-up initiatives – *Swaccho Nirapad Parivesh* (Clean and Safe Environment) in Khoyrasol block.



sanitation services to every person, family and public institution in these blocks. The initiatives are supported by **Skoll Foundation** and **Water For People India Trust**.



drinking water and sanitation. The long-term partnership includes **Water For People**, **One Drop Foundation** and **charity: water** collaborating with the government, social art groups, civil society organizations, and private agencies.



in Chikhaldara block, Amravati district, Maharashtra. It 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 Panchayati Raj Institutions (PRI). The focus is on increased access for women and adolescent girls.



by the Government of India in 2019. We aim to build water conscious households. In the initial phase of the project, from April 2020 - March 2023, we will build a proof of concept for the proposed model for Mission Paani, viz. **the “Conserve-Sustain-Transform” model** in two blocks of Amravati (Maharashtra) and Nalanda (Bihar).

**SWACCHO NIRAPAD PARIVESH**  
**NSE Foundation** supports **Water For People India Trust** in implementing the provision of water services and systems strengthening in Rajnagar and

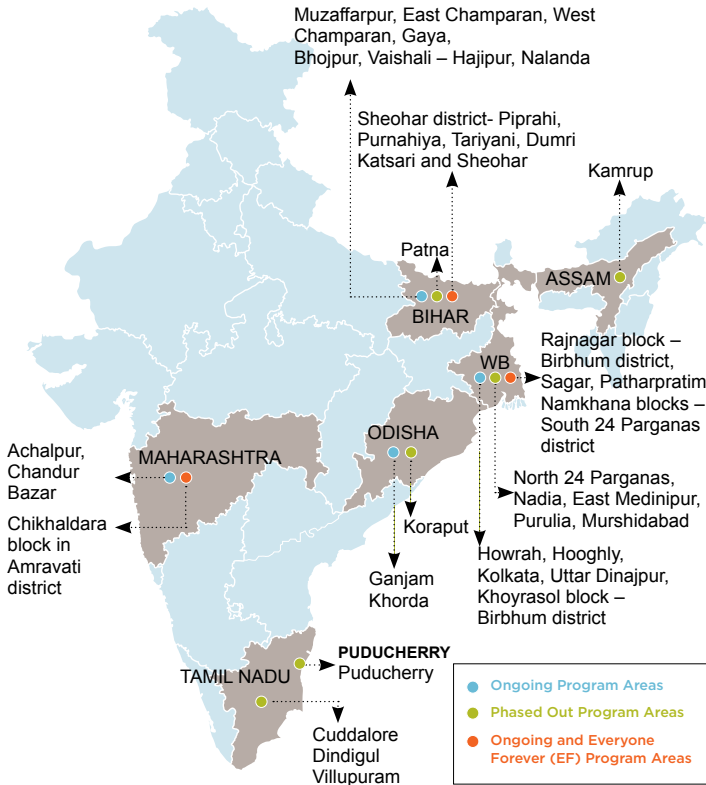
**EVERYONE FOREVER PROGRAM**  
The program operates in Sagar, Patharpratima, and Namkhana blocks in South 24 Parganas district, West Bengal. It ensures safe and reliable water and

**PROJECT SHEOHAR**  
The program reaches out to every household, community, and public institution (health centers and schools) in Sheohar district, Bihar to improve their quality of life through sustained access to safe

**THE WATER INITIATIVE**  
**Water For People India Trust** partnered with **Colgate Palmolive (India) Ltd.** to design and implement the program, ‘The Water Initiative,’ along the lines of the Swajal scheme based

**MISSION PAANI**  
The initiative is a collaborative effort by **Reckitt Benckiser** and **Water For People India Trust** in alignment with the two initiatives of Jal Jeevan Mission and Jal Shakti Abhiyan launched

OUR GEOGRAPHIC COVERAGE



WHAT WE DO: THEMATIC AREAS

**WATER:** Supporting individuals and the community to access water; building water points and systems; facilitating testing and treatment of water for safety and forming institutions such as Water User Committees (WUCs) and Child Cabinets (CC) to manage and operate the systems so that they last.

**SANITATION:** Providing affordable and functional sanitation for families by facilitating access to skilled contractors, waste management including menstrual waste and strengthening the rural supply chain through sanitation shops to build self-reliant communities.

**HYGIENE:** Promoting key practices for good health such as using toilets, handwashing at critical times, storing and handling water safely, and conserving water. We leverage social art creatively to reinforce messages and ensure sustained positive WASH behaviours.

**WASH in Schools (SWASH):** Facilitating access to safe drinking water and sanitation facilities in schools, enabling to stay in school by provision of facilities for menstrual hygiene management (MHM), promoting positive WASH practices; and strengthening Child Cabinets and School Development Committee to monitor management of facilities and behaviour change.

CROSS-CUTTING THEMATIC AREAS

- Social Art for Behaviour Change
- Monitoring, Evaluation, Learning and Research
- Gender Equity and Social Inclusion
- Institutional building
- Pilots and Innovation

Directly reached <b>836,979</b> men, women and children (including students) in communities	Toilet block retrofitting at <b>13</b> Anganwadi centres	Safe water supply sources/points provided at <b>135</b> Anganwadi Centres	<b>121</b> Child Cabinets formed and strengthened in schools	<b>2</b> Points of Purchase (PoPs) entrepreneurs supported
<b>26</b> Village Water Safety and Security Plan approved in the Gram Sabhasv	Drinking water stations and toilet blocks constructed in <b>86</b> schools	Safe water points provided to <b>59</b> schools and <b>5</b> Ashramshalas or residential schools	<b>20</b> Mohalla Committees (MC) formed and <b>59</b> strengthened	Worked with <b>55</b> Farmers Clubs on economic use of water and agriculture based livelihood activity
<b>6</b> rainwater harvesting systems set up in schools	<b>2571</b> individual household latrines constructed through sanitation loans	<b>53</b> Community water points developed ( <b>15</b> in convergence with PRI)	<b>167</b> Water User Committees formed /strengthened	Chlorinators installed in <b>7</b> villages
<b>75</b> vermi-compost units completed as part of solid waste management	<b>35</b> community toilet blocks constructed/ renovated	<b>15</b> piped water supply systems renovated	<b>110</b> Jalabandhus (mobile handpump mechanics) trained	<b>12</b> farmers provided drip irrigation units
<b>124</b> soak pits constructed foe wastewater management	Conducted large no. of events and campaigns to advocate on WASH	Water quality testing kits distributed in <b>10</b> Gram Panchayats	<b>15</b> Farmer clubs formed	<b>20</b> observation wells installed

Despite pandemic-related restrictions, we adapted our strategies to the new norms and continued to establish sustainable solutions.

WE ENHANCED KNOWLEDGE AND BUILT CAPACITIES

Along with in-house training, the team enhanced the knowledge and skills of community based groups such as WUCs, MCs, Child Cabinets, and sub-committees under the PRI; frontline workers such as AWWs and Government officials (PRI/ULB) to increase their efficiency in the provision of WASH services. This year, information related to hygiene practices and prevention of COVID-19 was added to the usual WASH sessions. Apart from the local CBOs and government, farmers and school teachers were included and trained on developing the Village Water Safety and Security Plan (for approval and inclusion in the Gram Panchayat Development Plan), Wastewater Management, organic farming, and Integrated Water Resources Management.

We trained *Jalabandhus* to repair water systems for a fee and local masons on repairing piped water and providing Nirman Bandhus for toilet cleaning services in schools. For water initiatives, the team built capacities of stakeholders on water conservation methods and devices to measure water usage and record water levels.

WE FACILITATED CONVERGENCE

Our organisational models are designed to involve all stakeholders –communities, local governing bodies at Gram Panchayat, district and state levels, agencies, and departments implementing programs and schemes related to water and sanitation. Apart from consultations

with government officials from departments involved i.e. education, drinking water and sanitation, agriculture and livelihood, we also worked with the health department and police force for COVID-19 prevention and management.

Convergence is critical to building strong water governance using a collaborative, participatory management approach among key stakeholders. This includes the government administration, service providers, and private players who play a transformational role in managing water budgeting, conservation, and regulation of water needs. For example, the Education Department issued a letter for the development of Rooftop rainwater harvesting system in 09 schools in Bihar and the PRI supported the installation of community water points.

WE LEVERAGED RESOURCES

In facility creation, co-financing is a mandatory term of engagement and contributions are raised for operation & maintenance (O&M). Convergence facilitated such leveraging of funds from existing schemes and the PRI/ block budgets, wherever possible. Positive examples include, approximately 18.79% co-financing from GP and Block level departments in Birbhum district and co-financing for each site (Schools & Community Toilets) in West Bengal. In Sheohar, the PRI has already approved 18 Village Water Safety and Security plans and incorporated commitments in the Gram Panchayat Development Plan.

A tariff system was introduced to build an O&M fund with financial contribution from each family that uses the water point. Developing linkages with government schemes (MGNREGA) has helped to create livelihood opportunities.



KEY EVENTS	
50 years of Earth Day	Mission Paani Special Show on Earth Day
	We participated in the Mission Paani special show on the 50th anniversary of the Earth Day organized by Harpic and News 18.
Menstrual Hygiene Day - Periods in Pandemic	World Environment Day
	Schools under Mission Sunehra Kal in Odisha observed the day's theme – 'Time for nature' by drawing posters and spreading awareness highlighting 'small steps, big change' to safeguard the fragile ecosystem.
Clean India Campaign supporting Government efforts	Other Events
	<ul style="list-style-type: none"> <li>• <b>National Nutrition Month (Poshan Maah)</b> celebrated every year in the month of September.</li> <li>• <b>Global Handwashing Day</b> - 15 October</li> <li>• <b>World Toilet Day</b> - 19 November</li> <li>• <b>World Water Day</b> - 22 March</li> <li>• <b>Mission Paani Ground Zero</b> - 22 March</li> </ul>

## WE INNOVATED

Innovative approaches include building low-cost handwashing stations, constructing soak pits, promotion of handwashing through the tippy tap model, facilitating running water with metering system, building water points on high raised platforms so that they are functional during floods, and installation of low-cost incinerators and child-friendly handwashing stations in schools. Water management initiatives such as rooftop rainwater harvesting through construction of School WASH complex was also introduced. The cross-cutting strategy of **Social Art for Behaviour Change (SABC)** was used to generate enhance understanding and retention of key WASH messages creatively in schools and the community. Examples include

wall writing in schools, street plays, community videos, puppet/magic shows, films, and creating 'inspire' tools. The team is working on a mobile-based application to strengthen monitoring and data management.

## WE FOCUSED ON SUSTAINABILITY

Strengthened and trained community and school-based groups effectively conducted operation and maintenance activities during the pandemic. The *Jalabandhus*, Anganwadi workers, School teachers, and water user committees monitored and supervised the operations and also promoted hygiene messages. Revenue generation systems such as monthly user fee cards and pay-and-use model were introduced to facilitate community contributions for service provision and thus enhance ownership. We used a combination of approaches – community based management, system strengthening and a business model approach- to sustain WASH services.

## CHANGED LIVES: VOICES FROM THE FIELD

*"My students are now happy using the renovated WASH infrastructure. They are washing hands with soap and have shared their learning with their families and community."*

**Babuswar Soren, Headmaster**  
**Bansbona Primary School, Birbhum**

*"The first street play I attended was an eye-opener and a turning point in my life. I learned about waterborne diseases and the importance of drinking safe water and proper handling practices. It reminded me of my responsibility towards my family and village. Hence, I use every opportunity to spread awareness and help others."*

**Urmila Devi, Sheohar**

## 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 in 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.

## JOIN US TO END THE WATER AND SANITATION CRISIS!

Despite COVID-19 emphasizing the importance of hand hygiene for prevention, 3 billion people worldwide (UNICEF Report) including children, do not have access to soap and handwashing facilities. Access to safe water, basic hygiene and integrated WASH services for all is our first line of defence against COVID-19 and a range of infections.

**YOU can help change the way we all use and save water. Your support can ensure a focused action to meet the WASH challenge, ensure access for all and help create a 'water secure' future.**

### Contact Us:

Water For People India Trust, Module No. 005C,  
Ground Floor, NSIC Business Park Building, Okhla  
New Delhi -110020, India

**E-mail:** [contactus@waterforpeopleindia.org](mailto:contactus@waterforpeopleindia.org)  
**Website:** <https://waterforpeopleindia.org/>

**Stay in Touch:**  [@Water4People\\_IN](https://twitter.com/Water4People_IN)  
 [/WaterForPeopleIndia](https://www.facebook.com/WaterForPeopleIndia)

