



ANNUAL

REPORT
2020 - 21



CONTENTS

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 2020-2021 presents an overview of the initiatives implemented by Water For People India Trust during the year. It highlights the organization's collaborative efforts at achieving WASH objectives during the COVID-19 pandemic as the team

continued its work with the community, partners, and institutions within the restrictive framework of new norms and strategies.

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.

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ABBREVIATIONS AND ACRONYMS

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
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
MC	Mohalla Committee
MGNREGA/	Mahatma Gandhi National Rural Employment
MGNREGS	Guarantee Act/Scheme
NGO	Non-Governmental Organization
PHC	Primary Health Center
PHED	Public Health and Engineering Department
PLE	Pit Life Extender
PoP	Point of Purchase
PRI	Panchayati Raj Institutions
SABC	Social Art for Behaviour Change
SBA	Swachh Bharat Abhiyan (Clean India Campaign)
SBCC	Social and Behaviour Change Communication
SDG	Sustainable Development Goals
SHG	Self Help Group
SMC /SDC	School Management Committee/School Development Committee
SOP	Standard Operating Procedure
ULB	Urban Local Body
VHNSC	Village Health Nutrition and Sanitation Committee
VWSC	Village Water and Sanitation Committee
VWSSP	Village Water Safety and Security Plan
WASH	Water, Sanitation and Hygiene
WFPIT	Water For People India Trust
WIMC	Ward Implementation and Management Committee
WUC	Water User Committee

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MESSAGE FROM THE MANAGING TRUSTEE



Dear Friends,

The year 2020-21 will go down as a year when a pandemic unified the world due to its impact as well as the response for its prevention and mitigation. It underlined the need for collective action within and between countries for a strong yet sensitive response. The impact of any natural disaster falls disproportionately on the less endowed and this was no different. Its impact on both lives and livelihoods was humongous and managing the trade offs between public health and the economy was a big challenge. Apart from the pandemic, increased incidents of natural disasters like floods, cyclones and landslides across many parts of the country highlighted the need to address issues of Climate Change, even in our work.

Driven by concern for the safety and security of our

staff and the communities we work with, we took appropriate prevention and mitigation measures to keep our staff across all the offices safe and secure. We were shaken and distressed to lose one of our dear colleague, Shri Pritanu Misra, to the pandemic, which strengthened our resolve to protect each and every staff member affected by the pandemic. With no end to the pandemic in sight, we have made the transition to the new normal in which we continue to exist and work. We ended the year with a sense of gratitude to all our key stakeholders that we work with – rural communities, block and district administrations, our many corporate partners, and our Board of Trustees for their unwavering support and cooperation.

The Annual Report for the period 2020-21 thus looks at our work and achievements with a strong focus on the resilience with which the team and community faced the challenges. Readers can also access our [abridged version](#) presenting the key highlights of the past year. It also presents our continued commitment to achieving the Sustainable Development Goal (SDG) 6 **clean water and sanitation for all**; and achieving national and programmatic goals. There was much that we could not do, but we put in our best efforts to adopt strategies that would allow us to continue our normal WASH interventions. We remain true to the universality of coverage, inclusion, and gender equity through our impact model **Everyone Forever**.

Access to water, toilets and good hygiene is essential for every person to survive and lead a healthy and safe life. The challenges of the COVID-19 pandemic have made our work even more critical since water and hygiene are necessary for following protective measures. Despite the challenges, I am proud to report that we have made considerable progress in creating awareness of WASH during the pandemic; supporting Government and corporate initiatives to manage the pandemic at the national and state levels, and ensuring program delivery in WASH in the states during these tough times.

Despite the substantial work that we could do during this challenging year, we need to act with a sense of urgency and at scale, if we are to keep pace collectively with the magnitude of the problem. This prompted us to work on a new Global Strategy that looks at scaling our work at multiple levels if we are to achieve SDG 6 by 2030. It underlines the need for partnerships with Governments, Academia, Civil Society Organisations, and our donors among others. As a part of this, an alliance at a global level is being worked out with IRC, a Netherlands-based organisation that works in 8 countries, including India.

Despite the challenges faced during the year, we will continue to build the resilience of communities and ourselves. And this has only strengthened our resolve to strive harder to ensure universal and sustainable WASH services for all.

BISHWADEEP GHOSE, Managing Trustee

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ABOUT WATER FOR PEOPLE INDIA TRUST



REACHED 1.2 MILLION PEOPLE IN INDIA THROUGH WATER AND SANITATION SOLUTIONS

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. It adopted comprehensive country program models 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 IncomeTax Act, 1961.

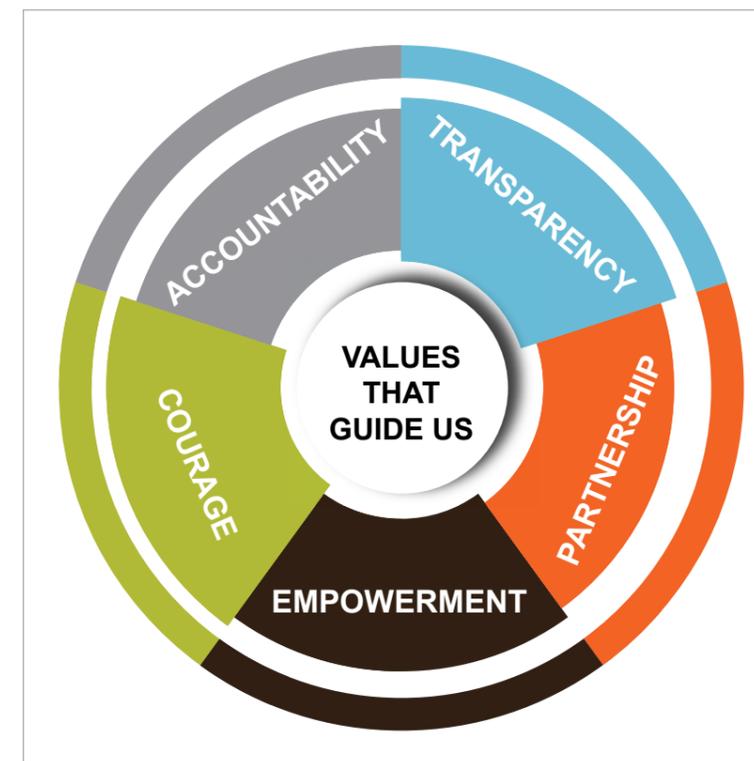
In line with Water For People's global vision and mission, the Trust aims to provide universal access to safe drinking water, sanitation and improved hygiene practices, sustained by local institutions, government entities, Indian corporations, foundations, and individuals.

Everyone Forever, the organization's model focuses on comprehensive service provision while ensuring sustainability through community contribution, health, and hygiene promotion, setting up operations and maintenance systems, and aligning to government schemes and provisions. The organization has long-term programs to achieve this in the states of West Bengal, Bihar, Maharashtra and Odisha.

Over the past decade, we have emerged as a niche organization working with the most vulnerable and marginalized communities at the grassroot level including local government at the

Panchayat and Ward levels, Integrated Child Development Service (ICDS/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.



VISION

A world where every person has access to reliable and safe water and sanitation services.



MISSION

Promote the development of high-quality drinking water and sanitation services, sustained by strong communities, businesses and governments.



EVERYONE FOREVER: TOWARDS INCLUSION AND SUSTAINABILITY

Simply put, the *Everyone Forever* (EF) model aims to reach every family (including the hardest to reach), school, and health centre in a district with water and sanitation services (**Everyone**).

It ensures that the services last and that districts and communities maintain them for generations (**Forever**). It is a system-strengthening approach to WASH implemented at the district level and can be taken to scale in other districts of the state and nationally.

Aligned to the United Nations' Sustainable Development Goal 6, it represents Water For People India Trust's commitment to end the water and sanitation crisis. The model brings together local institutions, community members, and local entrepreneurs who are linked to a common goal – access to safe water and sanitation for all.

CREATING SYSTEMIC CHANGE: THE INTERVENTION MODEL

To achieve *Everyone Forever*, four forces must work together to create systemic 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.

We believe in:

CO-INVESTING (OWNERSHIP)

Promoting ownership by ensuring partial (and not entire), funding by communities and the local government for water and sanitation infrastructure. This is so that the service providers and authorities remain invested in their own water and sanitation services, and are responsible for their maintenance and functionality.

CAPACITY BUILDING (SUSTAINABILITY)

Focusing on building capacities so that communities can finance and maintain the systems when we have exited the project.

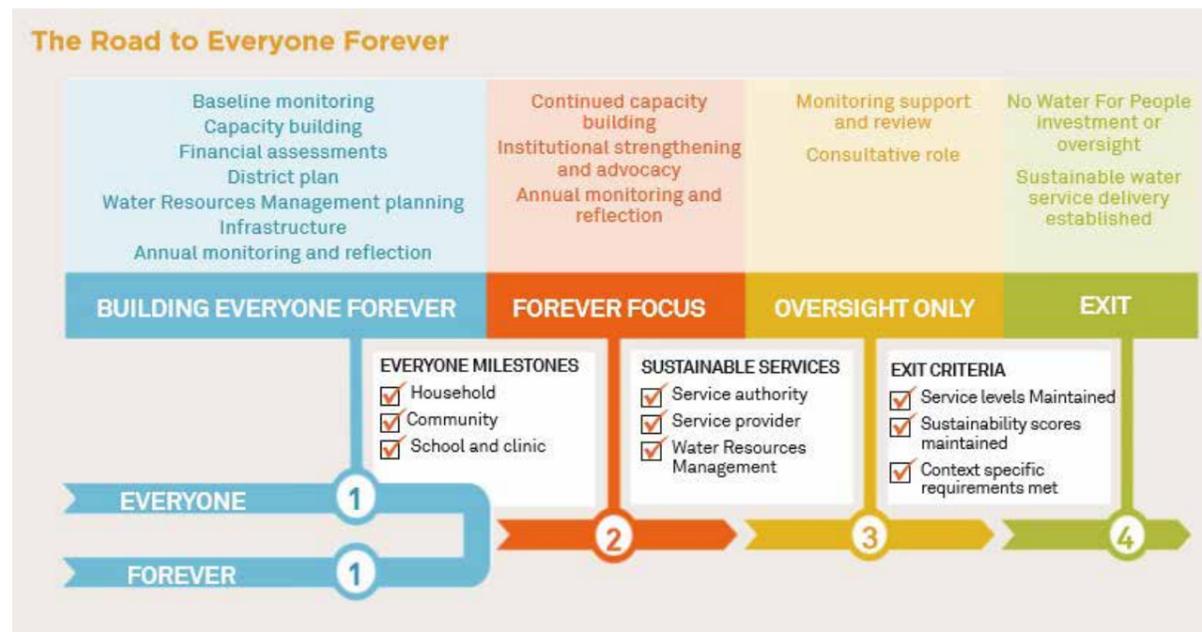


MONITORING AND REPORTING (ACCOUNTABILITY)

Training local service authorities to collect data, monitor operations, and keep systems at high levels of service to remain accountable to the people the water system is serving.

REPLICATION (SCALING IMPACT)

Advising, influencing, and supporting communities and governments to build on the *Everyone Forever* initiatives across districts and states, as well as nationally, and take the model to scale.



OUR STRATEGIC PLAN FOR SAFE AND SUSTAINABLE WASH

It is evident that the thematic domain of WASH is critical to the prevention and containment of COVID-19 and its variants. 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 (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 Mission* (Clean India) and the Jal Jeevan Mission to fulfill its responsibilities related to the goal. Although sanitation coverage has increased drastically with state governments being proactive about the issue, gaps regarding sustainable behaviour change, access to services at the household level, and usage of sanitary facilities remain.

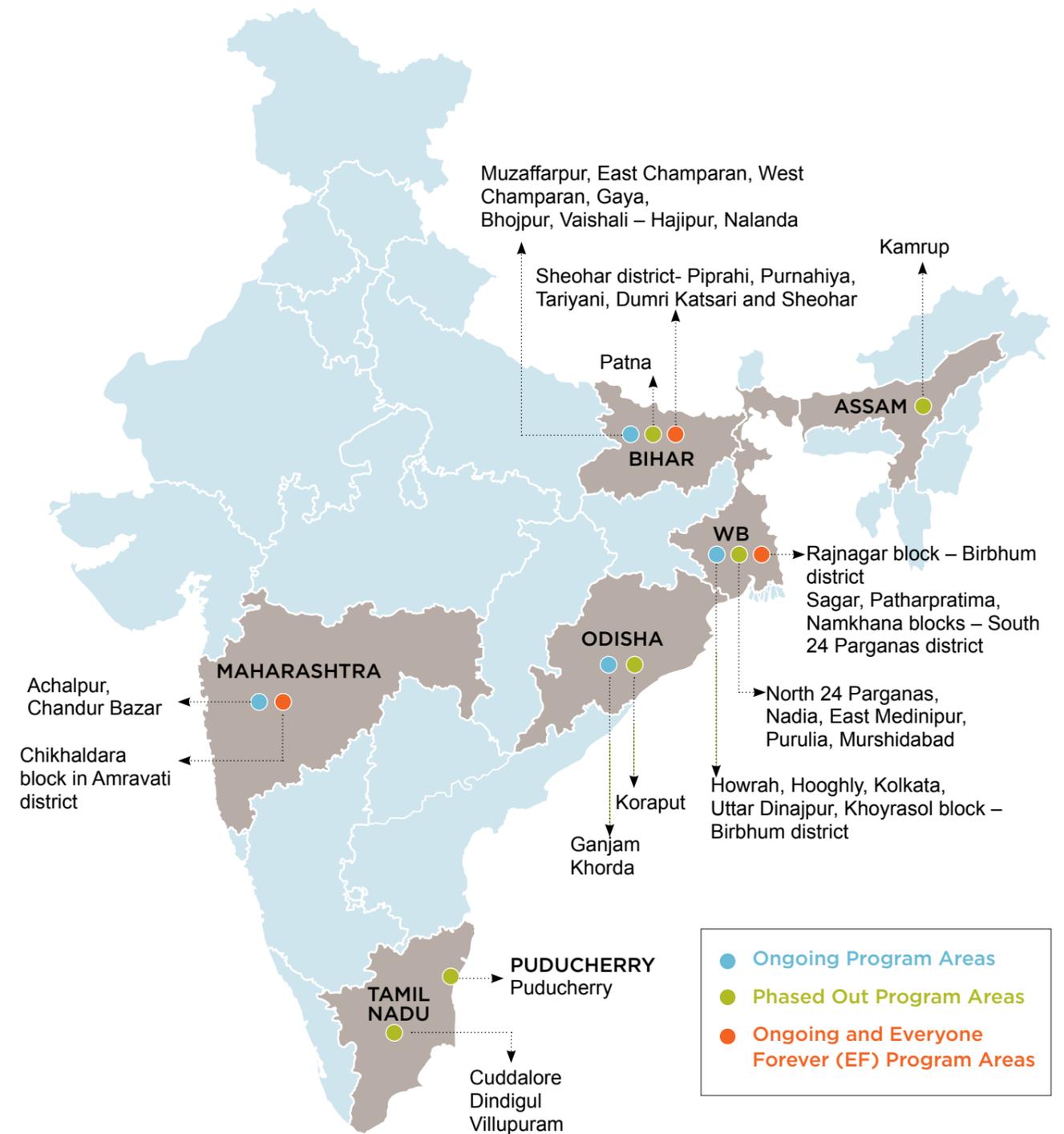
Hence, aligned to the National Government's vision and mission, Water For People India Trust continued its work in WASH following a strategic 5 year plan developed in 2018. Priority areas include:

- Everyone Forever at the 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 System Development (Rural Latrine Building and Fecal Sludge Management).



Key Focus Areas of Strategic Plan

3 WHERE WE WORK



Map of India reflecting program implementation areas – block and district

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THEMATIC AREAS



CLEAN WATER, SANITATION AND HYGIENE (WASH)

A COMMITMENT TO SUPPORT GLOBAL GOAL SDG 6

Water For People India Trust is committed to working towards achieving the main targets set within the overall SDG 6 by 2030. The interventions focus on universal and equitable access to safe and affordable drinking water for all; strengthening the participation of local communities in improving their management of water and sanitation services; access to adequate and equitable sanitation and hygiene for all while ending open defecation, improving water quality; increasing water-use efficiency, and protecting and restoring water-related ecosystems and more. There is a strong focus on the needs of women and girls and those in vulnerable situations.





AVOID WASTING WATER.

Water scarcity affects more than 40% of the world's population.

WORLD WATER DAY 2021



2021 Valuing water



ENSURE AVAILABILITY AND SUSTAINABLE MANAGEMENT OF WATER AND SANITATION FOR ALL

BEFORE COVID-19

DESPITE PROGRESS,
BILLIONS STILL LACK
WATER AND SANITATION SERVICES



2.2 BILLION PEOPLE
LACK SAFELY MANAGED
DRINKING WATER
(2017)



4.2 BILLION PEOPLE
LACK SAFELY MANAGED
SANITATION
(2017)



TWO IN FIVE
HEALTH CARE FACILITIES
WORLDWIDE HAVE
NO
SOAP AND WATER OR
ALCOHOL-BASED
HAND RUB
(2016)



COVID-19 IMPLICATIONS



3 BILLION
PEOPLE WORLDWIDE
LACK BASIC HANDWASHING
FACILITIES AT HOME

↓ ↓ ↓
THE MOST EFFECTIVE METHOD FOR
COVID-19 PREVENTION



WATER SCARCITY
COULD DISPLACE
700 MILLION PEOPLE
BY 2030



SOME COUNTRIES EXPERIENCE
A FUNDING GAP OF 61% FOR ACHIEVING
WATER AND SANITATION TARGETS

ALIGNMENT WITH NATIONAL WASH GOALS AND PROGRAMS

- Niti Aayog WASH indicators
- National Urban Sanitation Policy
- Swachh Bharat Mission (Clean India Campaign)
- Swajal - the Aspirational District Program to transform 115 districts that have experienced slower progress in key social areas, including availability of drinking water
- The Jal Jeevan Mission under 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
- 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 last mile coverage of vulnerable and excluded groups such as adolescents, women, and tribal populations.



PRIORITISING WATER: SAFETY, SUSTAINABILITY AND ACCESSIBILITY

Water For People India Trust supports individuals and the community to access water by listening to their needs; building the water points and systems; ensuring facilities to test and treat the water for safety, and creating user groups such as Water User Committees to manage and operate the systems so that they last. Using the Everyone Forever model, we follow a participatory approach, working in partnership with governments and communities, to develop village development plans according to local needs and facilitate approval of the plans.

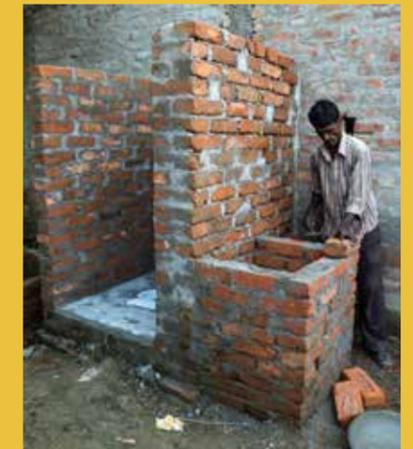
The **UN World Water Development Report 2020** revealed that climate will continue to change and affect societies globally mainly through availability, quality, and quantity of water for basic human needs, thus threatening the effective enjoyment of the human rights to water and sanitation for billions of people. Based on this and its experiential learning and research, Water For People India Trust believes in working for improved water resources management and climate change adaptation and mitigation through water by improving the provision of water supply and sanitation services to households and institutions.

SANITATION: HEALTH AND DIGNITY FOR ALL

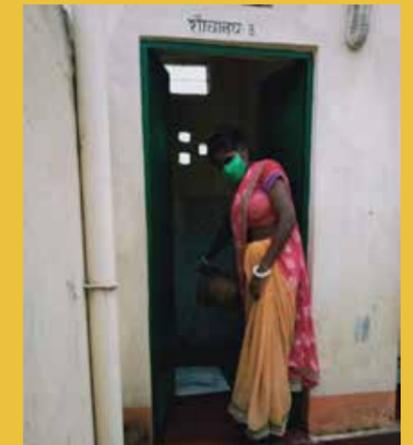
We promote safe sanitation services by providing affordable and desirable options for families by providing access to skilled contractors who can build toilets, and by providing safe ways to take care of waste including menstrual waste. Education and awareness about stopping open defecation to improve community health is part of what we do. Significantly, our commitment to equity and inclusion ensures women and other marginalized populations have access to adequate sanitation resources.



OUR SANITATION STRATEGY EMPHASIZES THE FOLLOWING



Latrine building in rural areas



Community Latrine building in urban/peri urban areas



Fecal Sludge Management and ecosystem development in small towns



HYGIENE: REDUCING DEATHS AND IMPROVING HEALTH

Regular practice of hygiene reduces deaths and enable children and adults to stay healthy. Water and sanitation infrastructure is important. However, it is equally important that people understand the importance of using it. Hence, our organization has always included awareness about practicing handwashing and hygiene across interventions. Social Art for Behaviour Change communication is used in varied and creative ways such as murals and street plays to remove resistance and ensure retention of messages translating into positive behaviour change. This affects the reduction of deaths due to diarrhea and other waterborne diseases.



WASH IN SCHOOLS: EMPOWERING GIRLS TO STAY IN SCHOOLS

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.

Girls often drop out of school when they get their periods due to lack of proper toilets, pads, and changing rooms. So our organization empowers them by ensuring that they have access to water, functional toilets, private changing rooms, pads, and incinerators to dispose of used hygiene products.

Thus, we enable girls to stay in school. Safe drinking water and hygiene also affect their health positively and children act as influencers in their homes and communities.

The team forms Child Cabinets and trains the members to monitor correct and regular adherence to hygiene and usage of toilets.



RECURRING THEMES ACROSS INTERVENTIONS

Gender, Inclusion, Social Art for Behaviour Change are some of the thematic areas that are a part of all interventions done by Water For People India Trust.

These are critical to achieving the program objectives and contribute hugely to reaching Everyone Forever. Most of them are continuous processes such as monitoring, evaluation, research and learning. This informs the team at various stages of the program life cycle regarding the progress of the initiative and changes required.

WATER SANITATION AND HYGIENE (WASH) INITIATIVES

Gender and Social Inclusion

Monitoring, Evaluation,
Research and Learning

Social Art for
Behaviour Change

Institution Building

Pilots and Innovation



5 WORKING TOGETHER



Since the beginning of the reporting period, the novel Coronavirus pandemic changed the way we work. During the long lockdown period and after, we had to adapt to new norms of operating, interacting, learning and sharing knowledge.

This section reflects not only our project related achievements but also provides a brief insight into how we coped – the strategies we adopted to prevent the risk of infection and build resilience among the community and ourselves.

Water For People India Trust partnered with NSE Foundation to focus on water services and system strengthening in Rajnagar and Khoyrasol blocks in Birbhum district, West Bengal, and WASH scale-up initiative – **Swachho Nirapad Parivesh (Clean and Safe Environment)** in Khoyrasol block. Projects are implemented directly.



SWACHHO NIRAPAD PARIVESH (CLEAN AND SAFE ENVIRONMENT)

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 Elder Care. Its philosophy of inclusive growth and development and social and environmental responsibility is in accord with 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.

SNAPSHOTS OF IMPACT

KHOYRASOL

- **14089** people reached directly
- **153248** reached indirectly in **10 GPs/130** villages

RAJNAGAR

- **16591** people reached directly in **5 GPs/89** villages
- **77979** reached indirectly

WASH RETROFITTING (Rajnagar)

- **36** schools covered
- **76** soak pits constructed

WATER INFRASTRUCTURE (Rajnagar)

- **71** AWCs
- **32** child cabinets and **33** School Development Committees formed
- **6701** people reached through **51** events

WATER INFRASTRUCTURE (Khoyrasol)

- **28** soak pits constructed
- **35** community water points,
- **37** AWC water points,
- **29** school water points installed

- Retrofitting of toilet blocks in **17** Schools,
- Retrofitting of toilet blocks in **13** AWCs
- **35** Water User Committees formed
- **30** Jalabandhus trained
- **26** Child Cabinets and **27** Parent Teacher Associations formed.



INTERVENTION STRATEGIES

Water For People India Trust looks beyond mere facility creation and applies various strategies to achieve sustainable solutions.

CAPACITY BUILDING

We enhanced knowledge and built capacities of staff and community based groups to enhance their effective involvement in the provision of WASH services. These include members of Water User Committees, School Development Committees, Child Cabinets, VHSNCs; School teachers, Anganwadi workers, Jalabandhus, and local government – PRI /ULB at the ward/GP /block levels and their subcommittees such as VWSC /Paani Samiti/User Groups.



CONVERGENCE

This year too we followed the collaborative approach and involved departments implementing various national/ state programs related to water, sanitation and education. Convergence extended to other stakeholders such as the community, public institutions, and local governing bodies such as ULB/PRI at GP, block, district, and state levels.

LEVERAGING RESOURCES

For all interventions about facility creation, co-financing is a mandatory term of



engagement and contributions are raised (in cash or kind) for operation and maintenance. Working in convergence with government departments facilitate leveraging of funds from existing schemes such as MGNREGA, NRDWP, and Mission Nirmal Bangla wherever possible. Around 18.79% co-financing from GP and block level departments was arranged during this year.

INNOVATIONS

Innovative approaches include building low-cost handwashing stations in schools, promotion of handwashing through the tippy tap model, and facilitating running water with a metering system at the household level. In Rajnagar, low-cost incinerators (Rs.3000 each) and child-friendly handwashing stations (Rs.13000 each) were installed in schools along with water management initiatives such as rainwater harvesting and recharge shaft facility.

SUSTAINABILITY

A strong operations and maintenance system was established by strengthening the existing structures within the project and building capacities of individuals such as Jalabandhus.

Community mobilization and strengthening of all local institutions and service providers such as Gram Panchayats, Jalabandhus, Nirman Sahayaks, school teachers, and Anganwadi staff in all GPs were also effective in steering the project towards sustainability.



Combating and Adapting to COVID 19: Working Around the Challenges
(Swachho Nirapad Parivesh)

THE CHALLENGE	STRATEGY ADOPTED - RAJNAGAR	STRATEGY ADOPTED - KHOYRASOL
Reduced staff due to infections	<ul style="list-style-type: none"> Other staff took on additional work and were supportive 	<ul style="list-style-type: none"> Planning initiated with available staff
Activities halted due to Lockdown	<ul style="list-style-type: none"> Gradually adapting to working remotely/from home Preparing videos on WASH issues related to project and distributed among stakeholders 	<ul style="list-style-type: none"> Communicating with Government officials and other stakeholders over phone and WhatsApp messages Collecting documents as per availability of officials
Limited field interactions	<p>Conducting virtual awareness sessions on:</p> <ul style="list-style-type: none"> Personal health and hygiene Steps of handwashing Menstrual hygiene Usage of toilets and maintenance Solid and liquid waste management 	<ul style="list-style-type: none"> Facilitating sharing of responsibility by Community Volunteers; SDC, Child Cabinets, VWSC and WUC members, for field level awareness generation Organizing community meetings in small groups
Capacity building during phases of lockdown and reduced mobility	<ul style="list-style-type: none"> Orienting VWSC members and updating them regularly in virtual sessions; they ensured compliance with rules of social distancing and wearing masks VWSC with support of Panchayat/ local administration providing WASH support to the community 	<ul style="list-style-type: none"> Trainers conducting virtual sessions on various topics Using social media - sharing of videos/messages and IEC materials on WhatsApp Conducting meetings in small groups following social distancing norms
Support to the Government	<ul style="list-style-type: none"> Conducting virtual classes on COVID-19 Do's and Don'ts Conducting awareness sessions in communities, market places, AWCs, and schools Distributing dry ration kits, masks and sanitizer to beneficiaries Supporting the Police to ensure social distancing at public spaces Supporting relief work in hard to reach communities 	<ul style="list-style-type: none"> Distributing masks during all physical meetings and sanitizer and soap in quiz sessions Creating a model of Tippy Tap to promote regular handwashing
Monitoring of construction/ services	<ul style="list-style-type: none"> Giving the responsibility to the local committees 	<ul style="list-style-type: none"> Giving the responsibility to local volunteers and committee members
Social Art for Behaviour Change	<ul style="list-style-type: none"> Facilitating street paintings made by local artists on Symptoms of COVID-19; Stay home, Stay Safe; Break the Chain etc. 	<ul style="list-style-type: none"> Facilitating drama performances conducted for COVID-19 awareness



**MISSION
SUNEHRA KAL**

Water For People India Trust is being supported by ITC Limited to implement **Community and School Level Initiatives for Sustained Water Sanitation and Hygiene Promotion** in Howrah, Hooghly and Kolkata in West Bengal; and Ganjam and Khordha district in Odisha.

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 Investments program – ITC Mission Sunehra Kal- that is similar to Water For People India Trust's 'Everyone Forever' model. It engages multiple stakeholders to develop and implement sustainable and scalable models for the conservation of natural resources in inclusive development. Thus, we are able to collaborate in engaging communities to achieve WASH goals sustainably.

Sanitation status in schools being an area of concern, the initiative reaches out to selected schools and communities with interventions in five districts and seven blocks in West Bengal.

INTERVENTION STRATEGIES

Water For People India Trust operates directly with a trained team to improve sanitation at community and school level through a gender sensitive and child-friendly approach. We provided separate water closets and urinals for boys and girls, change rooms for adolescent girls during menstruation, sufficient drinking water sources, attractive cartoons promoting toilet usage, and personal hygiene in schools. Additionally, we constructed and renovated community toilets along with spreading awareness regarding ending open defecation in the community.



**SNAPSHOTS
OF IMPACT**

- **5864** students from **39** schools reached directly
- **3730** community people reached directly
- **15** community toilets constructed in Kolkata
- **39** school toilet blocks renovated
- **20** community toilet blocks renovated
- **20** new Mohalla Committees formed & **59** committees strengthened (new & existing)
- **39** child cabinets and MTAs formed
- **2** PoP entrepreneurs supported
- Large number of events observed and campaigns undertaken.



COLLABORATIVE AND PARTICIPATORY APPROACH

A series of consultations were conducted with the government representatives including GP Pradhan, Block Development Officer (BDO), Block Education Officer (BEO), Sub Inspector of Schools, SSM department, Ward office, and the Local councillor.



They shared information about the school and community sites where Water For People India Trust and the government could collaborate to improve the infrastructure of the school and community toilets as well as strengthen the operations and maintenance mechanisms.



Sanitation related work is not included in MGNREGA. However, the involvement of GP officials and assurance for further engagement became possible through rigorous follow up with the officials concerned. The team was able to develop community ownership that was reflected in the spontaneous contributions made, thus affecting the co-finance policy of Water For People India Trust, positively.



LEVERAGING RESOURCES

Regarding the system of co-financing and arranging contributions for operation and maintenance, we ensured this for school and community toilets with community contribution of total INR 156,000 and government contribution of total INR 564,300.

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 long run.

SUSTAINABILITY

The operation and maintenance management systems established through community and school user groups ensured the sustainability of program interventions.

This included formation and strengthening of child cabinets, School Management Committee (SMC), and Mothers and Teachers Association (MTA) in schools and Mohalla committee members in communities.

We also involved the local self-government. Child cabinet members in one of the schools led the process of change by motivating their parents and the community to contribute to operation and maintenance of WASH facilities in the school.



Combating and Adapting to COVID-19: Working Around the Challenges
(Mission Sunehra Kal)

THE CHALLENGE	STRATEGY ADOPTED
Activities halted due to Lockdown	<ul style="list-style-type: none"> Adapting to digital/online communication Conducting online hygiene sessions in collaboration with schools Field teams communicating over phone and social media apps since meetings in person were not possible.
Limited field interactions	<ul style="list-style-type: none"> Taking COVID-19 precautionary measures during construction and the small group sessions at the field level Forming WhatsApp groups under School WASH and Community Sanitation programs Developing and sharing IEC tools through social media, specifically WhatsApp groups
Capacity building during phases of lockdown and reduced mobility	<ul style="list-style-type: none"> Conducting small group discussions instead of large-scale awareness drive Forming WhatsApp groups for capacity building of school teachers and Mohalla Committees, and sharing information/IEC materials
Support to the Government	<ul style="list-style-type: none"> Fighting COVID-19 by reducing risk of infection through facility creation - handwashing stations and toilet blocks in government schools and handwashing basin facility in community toilets Maintaining the distance in between taps during building of facilities keeping in mind the importance of physical distancing Distributing Lizol, masks and dry ration kits Supporting the police in monitoring compliance with COVID-19 norms Distributing N95 masks to frontline workers under 'Breathe Safe' program (ACTS Grant initiative) Distributing tarpaulin sheets in Kolkata and Howrah
Monitoring of construction/services	<ul style="list-style-type: none"> Provided handholding support to 59 Mohalla Committees regarding Operation & Maintenance (O&M) Addressing O&M of Community Toilet Blocks in Howrah and Hooghly in the Gram Panchayat Development Plan.
Social and Behaviour Change Communication	<ul style="list-style-type: none"> Conducting awareness programs through Autorickshaw miking, tableau shows Developing and distributing posters and leaflets among target population groups Producing video capsules to reach out to school and community through online modes of communication



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 in 2019 in Namkhana block, located in the Bay of Bengal deltaic region.

The program that continues to be implemented is to ensure safe and reliable water and sanitation services to every person, family, and public institution in these blocks.

A WASH initiative in Amphan affected areas of Namkhana block of South 24 Parganas was also undertaken for four months (September –December-2020).

The initiatives are supported by **Skoll Foundation** and **Water For People India**.

INTERVENTION STRATEGIES

The program is being implemented by Water For People India with its partner, Development Research Communication and Services Centre (DRCSC). The NGO has a good rapport with both the community and the local government along with expertise in WASH operations in the geographical areas. Specific programmatic areas of work include:

- Expansion of coverage of improved water supply to Amphan affected areas in Namkhana so that vulnerable households get access to drinking water facilities and follow hygienic practices.
- Repair, renovation and rehabilitation of existing water points.
- Safe and improved water

SNAPSHOTS OF IMPACT

- 740,885** people reached (according to 2011 census report) in **7** GPs and **12** villages
- 17** WUCs formed
- 2** schools provided with drinking water facility/toilet blocks
- 2** child cabinets formed
- 2** WATSAN committees formed
- 17** soak pits constructed
- 3012** people reached through SBCC activities.





and sanitation facilities to the cyclone-affected schools.

- Participation of community and other stakeholders in the maintenance of water points to ensure sustainability.

COLLABORATIVE AND MARKET-LED APPROACH

A community managed operation and maintenance management system was established at the community water points through the formation of water user committees (WUCs).

Thus, the sustainability of WASH services was ensured through a community based management system, following a business model approach and strengthening of the PRI.

LEVERAGING RESOURCES

Our partner DRCSC participated in the Gram Panchayat Development Plan (GPDP) meetings at 7 G.Ps. Their involvement led to the GP providing finances for new ones, and renovation of old tube wells from their VWSC budget and their own funds. For each new tube well the GP has given Rs.55000/- and for renovation Rs.5000/- as co-finance amount. We also collected Rs. 5000/- from the community in kind. PRI has included DRCSC members along with VWSC and G.P.F.T committee in the meetings. DRCSC continues to work in convergence with the Block president, Karmadakshya, G.P member, Supervisors, Govt. officials, and other stakeholders.

CAPACITY BUILDING

- Capacity building of WUCs at community water points
- Capacity building of WATSAN committees at schools
- Capacity building of GPs, VWSCs and VHSNCs that are involved in WASH planning and implementation in their respective areas; (resultant, GPs, VWSCs/VHSNCs are ensuring the functioning of WUCs in all water points).

SUSTAINABILITY

The Everyone Forever program builds and strengthens technical and management skills for the adoption of locally relevant technology and opportunities for ensuring sustainable water services. The focus is on developing local water resource management (LWRM) plans and Village Water Safety and Security Plans (VWSSP) to build the capacities of local institutions to manage existing water infrastructure effectively. The process also increases awareness regarding saving water, ensuring community participation in using water resources responsibly. Community managed operation and maintenance systems at water points ensure sustainability. Similarly, capacity building of school authorities regarding WASH services ensures systematic O&M of facilities in schools.

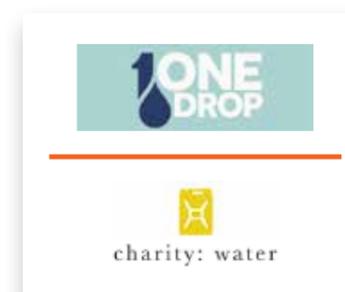
INNOVATIONS

One good practice was building the water points in disaster-prone areas on high-raised platforms so that they remained functional and accessible during floods.



Combating and Adapting to COVID-19: Working Around the Challenges
(South 24 Parganas)

THE CHALLENGE	STRATEGY ADOPTED
Reduced staff due to COVID related infections	<ul style="list-style-type: none"> Organizing teamwork, planning and reviewing strategies, finding solutions through mutual support and cooperation
Activities halted due to Lockdown	<ul style="list-style-type: none"> Adopting to digital/online mode of communication; Redistributing tasks among other stakeholders based locally at the sites Conducting fieldwork in compliance with COVID-19 protocol Field team communicating regularly with the stakeholders over phone
Limited field interactions	<ul style="list-style-type: none"> Taking COVID-19 precautionary measures during construction and sessions at the field level Conducting awareness sessions using IEC materials Promoting and facilitating growing kitchen gardens by using wastewater at community water points and household level.
Capacity building in phases of lockdown and restricted mobility	<ul style="list-style-type: none"> Conducting small group discussions instead of large-scale awareness drive
Support to the Government	<ul style="list-style-type: none"> Distributing Lizol pouches, handwashing soap and masks to people in the community and WUCs Collaborating with the PRI members who were a huge support during interventions
Monitoring of construction/services	<ul style="list-style-type: none"> Strengthening the Water User Committees Developing leadership skills among women to take on the responsibility of monitoring operations
Social and Behaviour Change Communication	<ul style="list-style-type: none"> Conducting awareness programs using magic shows Collaborating with Government and DRCSC in organizing awareness programs on health and hygiene



PROJECT SHEOHAR

Project Sheohar reaches out to everyone residing in the district of Sheohar in Bihar to improve their quality of life through sustained access to safe drinking water and sanitation. Women, children, 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 project partnership includes Water For People, One Drop and charity: water who are collaborating with the government, social art partners, civil society organizations, and private agencies to achieve three specific goals:

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

One Drop Foundation is a Montreal based international nonprofit 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 nonprofit organization bringing clean and safe drinking water to people in developing countries. The organization supports Water For People India in reducing the gaps regarding access of the community to water, sanitation and hygiene, and sustainability of community programs.

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.

SNAPSHOTS OF IMPACT

- **44,100** people reached [Water - **30,800** Sanitation (School) - **3,300**, Sanitation (Health) - **10,000**]
- **72,100** people reached directly in **53** GPs and **207** villages
- **28,000** reached indirectly
- **1** PHC covered with WASH facilities
- **140** WUCs formed
- **15** capacity building sessions conducted
- **80** Jalabandhus trained
- **11** schools provided with drinking water facility and toilet blocks
- **15** Child Cabinets formed
- **152** soak pits constructed with community water points and schools
- **2,571** IHHLs constructed through sanitation loan and SBCC activity
- Worked with **55** farmers clubs on economic use of water and various agriculture based livelihood activity
- **28,000** people reached through innovative SBCC campaigns.



INTERVENTION STRATEGIES

We supported our partner Civil Society Organizations (CSOs) in the direct implementation of the project. Other associates also sustained us along with private players such as mobile handpump mechanics or Jalabandhus (Friends of Water) and Point of Purchase (PoP) owners all of whom contributed to the success of the project.

CAPACITY BUILDING

- Training of Water User Committees, WATSAN committees, PRI/ULB members, Farmers, and other stakeholders on developing the Village Water Safety and Security Plan (VWSSP), Wastewater Management, and Integrated Water Resources Management.
- Training of Jalabandhus (mobile handpump mechanics) 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 worked in close coordination to complement their efforts.

The Health Department has provided a letter for the construction of WASH infrastructure in one health center in Sheohar District. We installed 140 community water points in convergence

with PRI. A workshop and orientation program with school teachers, PRI members, government officials, and local institutions on water conservation was organized.

We were successful in leveraging resources from school contributions and the health center budget for development of WASH infrastructure and PRI for the installation of water points.

SUSTAINABILITY

- To achieve WASH goals and ensure sustainability of the initiative, the team strengthened local governing bodies of ULB/PRI along with their sub-committees and community based organizations.

- Sub-committees and other groups who were trained in monitoring of operations and maintenance of the WASH infrastructure include Village Water and Sanitation Committees (VWSCs), Village Health Sanitation and Nutrition Committees (VHSNC) and Ward Implementation and Management Committees (WIMC), School Education Committees (SEC), WUCs and student groups. Additionally, they spread positive messages to ensure and sustain behaviour change.
- Trained Jalabandhus/ Nirmal Bandhus (through the WUCs) contribute to sustainability of the project





INNOVATIONS

- We initiated rooftop rainwater harvesting through construction of School WASH complexes to meet the increasing water demand, reduce the runoff that chokes storm drains, and augment groundwater storage to control the decline of water levels.
- To strengthen the monitoring system for data management and data analysis, the social art team initiated the development of a mobile-based application
- Applying the SABC strategy, we initiated wall writing in schools for ensuring WASH management. Awareness activities were conducted in schools and the community through film shows and street plays to ensure understanding and acceptance of the messages.



Combating and Adapting to COVID-19: Working Around the Challenges
(Project Sheohar)

THE CHALLENGE	STRATEGY ADOPTED
Activities halted due to Lockdown	<ul style="list-style-type: none"> Fieldwork halted during lockdown but continuing activities post lockdown in compliance with government guidelines including social distancing, wearing masks and handwashing/use of sanitizer Ensuring compliance with Government guidelines among all stakeholders
Limited field interactions	<ul style="list-style-type: none"> Increasing human resources at construction sites Supporting community mobilizers and field supervisors in conducting awareness sessions on Covid-19 Communicating via social media – WhatsApp, Facebook and mobile phones Sharing videos in the community via social media
Capacity building during phases of lockdown and reduced mobility	<ul style="list-style-type: none"> Conducting awareness sessions with PRI members, and members of Water User Committees, Farmers Clubs and Self Help Groups to inform them regarding updates on COVID-19 and protocol to be followed as well as importance of hygiene and handwashing Enhancing knowledge and skills of Jalabandhus/Nirmal bandhus in providing technical support
Support to the Government	<ul style="list-style-type: none"> Distributing sanitizer and masks Generating awareness on COVID-19, norms to be followed and hygienic practices to prevent infection Increasing the area of the community water point platforms and initiating provision of stairs on two sides for minimizing physical contact and maintaining distancing during water collection Providing WASH infrastructure including community water points and school WASH complex, along with building disaster resilience
Monitoring of construction/services	<ul style="list-style-type: none"> Conducting regular monitoring of activities through follow up on progress at sites Interacting with local committees who were given the responsibility of O&M
Social and Behaviour Change Communication	<ul style="list-style-type: none"> SABC team using creative ways to make people aware during the pandemic Creating mural art on COVID-19 in the work area Preparing IEC material on COVID Dos and Don'ts and distributing them for display at prominent places in the community



THE WATER INITIATIVE

Water For People India Trust partnered with Colgate Palmolive (India) Ltd. (CPIL) in 2017 to design the program 'The Water Initiative'. It is a community demand-driven water supply program along the lines of Swajal scheme based in Chikhaldara block, Amravati district, Maharashtra.

CPIL is one of India's leading providers 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 hence it collaborates with 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 of water sources; piped water supply systems and functional household tap connections that are operated and managed by the PRI.

With an overall goal of improving the quality of life for vulnerable and excluded communities, the program reaches out to 50 villages, 50 primary schools, 50 AWCs, and 5 Ashramshalas in Chikhaldara block in Amravati district. The focus was particularly on women and adolescent girls, who are most affected and have to make five to six trips everyday to collect water from sources that are at least two kilometers away.

INTERVENTION STRATEGIES

The project is being directly implemented by Water For People India Trust. We forged partnerships with technical resource agencies such as ACWADAM, local NGOs, and engineering colleges in the area. Our partners facilitate the conducting of a feasibility study and reconnaissance surveys; facilitate social mobilization; form/strengthen Village Water and Sanitation Committees (VWSC) and engage the PRI in program activities. Additionally, expert 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 is strategic in ensuring WASH systems development and indirectly benefitting 113,600 people living in the Chikhaldara block.

SNAPSHOTS OF IMPACT

- **6120** people in **36** villages reached in Chikhaldara block
- Safe drinking water sources and water for handwashing and sanitation provided to:
 - **33** public institutions including **27** Anganwadi centers
 - **25** schools reaching **1799** students
 - **5** Ashramshalas or residential schools reaching **2882** students
- **15** Piped Water Supply Systems renovated/constructed
- **24** Child Cabinets formed which include **226** members with **46.9%** representation of girls.
- **18** VWSSP approved in Gram Sabha; activities completed with active participation of community people from **18** villages.



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 strengthening of PRI and its sub-committees, to develop water resource management plans and their approval and incorporation in the GPDP. Local masons are trained to provide repair services for piped water 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. Additionally, preparation and implementation of community-led VWSSP through water budgeting and establishing water tariffs helped in tackling persisting water woes.

SOCIAL AND BEHAVIOUR CHANGE COMMUNICATION (SBCC)

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

SUSTAINABILITY

To ensure project sustainability, the Gram Panchayat (GP), its sub-committees, WUCs, mothers' groups, youth volunteers, mechanics, child cabinets, etc. have been oriented through various capacity building efforts for O&M of the WASH infrastructure and behaviour change.

LEVERAGING RESOURCES

The PRI has 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 (MGNREGA) has helped create livelihood options for local people.

INNOVATIONS

A feasibility study for implementing construction of Rooftop Rainwater Harvesting (RRWH) Structures at Ashramshalas was conducted and the model RRWH system has been planned in three Ashram Schools as per the requirement including the following:

- Building a Rooftop Rainwater collection system
- Construction of Roof Top Rainwater Storage tanks
- Provision of Sedimentation tank



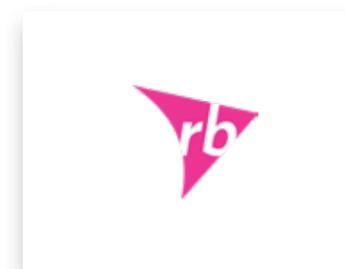


Once the work of Rooftop Rainwater Harvesting structures is over, the Child Cabinet and School Authorities will be trained on the process of operation and maintenance of the structures before they are given the responsibility of O&M.



Combating and Adapting to COVID-19: Working Around the Challenges (The Water Initiative)

THE CHALLENGE	STRATEGY ADOPTED
Activities halted due to Lockdown	<ul style="list-style-type: none"> Resuming work post lockdown following all precautionary norms of social distancing, wearing masks and handwashing
Limited field interactions	<ul style="list-style-type: none"> Conducting sessions in smaller groups and following the norms Planning for initiation of piped water supply scheme for the next phase in 11 new villages
Capacity building during phases of lockdown and reduced mobility	<ul style="list-style-type: none"> Conducting orientation and refresher training of project staff which included developing skills of conducting water quality testing for safety, security and support to PRI and formation of child cabinets and SMCs Conducting orientation and training of plumbing mechanics for trainees working on water supply schemes from 20 villages Orientation of Mothers Groups on WASH issues in Anganwadi centres Developing cadre of youth volunteers for steering the process of change regarding menstruation and hygiene management through training on various issues Line listing of frontline workers to prepare them as change agents
Support to the Government	<ul style="list-style-type: none"> Preparing joint work plans with the BDO of Chikhaldara Working in close collaboration with the government to spread awareness regarding prevention of COVID-19, handwashing, safe drinking water and handling practices
Monitoring of construction/services	<ul style="list-style-type: none"> Strengthening groups and committees to monitor the work in the field area; strengthening child cabinets and SMCs in schools to ensure that children are able to access their rights and entitlements to facilities
Social and Behaviour Change Communication	<ul style="list-style-type: none"> Facilitating observance of events in the block such as World Water Day; conducting activities for children to take the pledge of saving water and conservation of water as a valuable resource



MISSION PAANI: CREATING WATER CONSCIOUS HOUSEHOLDS AND COMMUNITIES

Mission Paani was launched as a flagship program and collaborative effort by Reckitt Benckiser (RB) and Water For People India Trust in alignment with the two initiatives of Jal Jeevan Mission and Jal Shakti Abhiyan launched by the Government of India in 2019. Through this initiative, we aim to build water conscious households.

RB is driven by its purpose to protect, heal and nurture in a relentless pursuit of a cleaner, healthier world. We fight to make access to the highest-quality hygiene, wellness and nourishment a right, not a privilege, for everyone.

In the initial phase of the project, (April 2020 - March 2023), Water For People India Trust will build a proof of concept for its proposed model for Mission Paani, viz. the “**Conserve-Sustain-Transform**” model in two blocks of Amravati, Maharashtra, and Nalanda district, Bihar. The project has identified 20 villages from both the blocks of Achalpur and Chandur Bazar in Amravati and Biharsharif and Rajgir blocks in Nalanda, Bihar. The villages selected are based on the micro-watershed and in consultation with the Groundwater Surveys Development Authority (GSDA) and block officials.

INTERVENTION STRATEGIES

Mission Paani aims to demonstrate a new way of respecting and living with water –creating a water-conscious household, where community awareness and household action result in reduced consumption of water in home and for activities such as agriculture while maintaining the quality of life. This is aligned with the theme of ‘valuing water’ as a resource. The ‘Conserve-Sustain-Transform’ model has been adopted to exhibit water use efficiency and self-sufficiency. Implemented through a partner organization, the key outcomes of the project are:

- Increased litres of water conserved: non-basin and basin at household level.
- Increased percentage of households adopting water conservation and water saving practices, resulting in reduced in-home consumption of water (5-8%).
- Water conscious communities develop, implement and monitor water management plans at the non-basin and basin level.

SNAPSHOTS OF IMPACT

Amravati

- VWSSP completed in **8** villages
- 20** observation wells installed
- Rainwater harvesting done in selected schools, PRI office
- Water quality testing kits distributed in **10** GPs
- Chlorinators installed in **7** villages
- 75** vermi-compost units and **03** NADEP compost units have been completed as part of solid waste management
- 12** farmers received drip irrigation units

Nalanda

- 5,600** people reached directly
- 28,000** reached indirectly in **20** GPs and **85** villages
- 18** community water points installed in convergence with PRI
- 8** WUCs formed
- 15** capacity building sessions held
- 6** rainwater harvesting systems developed in schools
- 3** soak pits constructed
- 15** Farmers clubs formed in **2** blocks



CAPACITY BUILDING

Water For People India Trust has had to build capacities of various stakeholder groups not only on methods of conserving water but also on practice and usage of devices that measure usage and record water levels. We trained the Waterman/ PWS in using the Electronic Water Level Indicator (EWLI) and Digital Water Level Recorder (DWLR).

These are used by the monitoring wells and have been distributed to the GP. In addition, we built capacities of farmers, school teachers, and PRI members on water conservation and organic farming.

SOCIAL ART FOR BEHAVIOUR CHANGE

The 'Sustain' component focuses on behavior change communication that follows the process 'Measure-Reduce-Reuse'. This component is based on people's participation and ownership of their water resources. Key tools of SABC were used to inspire, activate, and bring in sustained change among target groups including farmers, women's groups and families.

The aim is to influence reduced water use for agriculture purposes and in-home water consumption. The team conducted auditions for community videos, puppet shows, and other multimedia shows. They trained the groups, who perform SABC in the villages to create 'inspire' tools.



CONVERGENCE

The 'Transform' component, focuses on building strong water governance that entails using participatory management approaches and collaboration among key stakeholders. These include CBOs, PRIs and their sub-committees (service providers), government and private players who play a transformational role in managing water budgeting, conservation, and regulation of water needs. Convergence is the key to conducting program activities in cooperation with the local government and line departments involved in the project.

For example, the Education Department has issued a letter for the development of Rooftop rainwater harvesting system in 09 schools of Biharsharif and Rajgir blocks. Community water points have been installed in convergence with PRI. Other activities that required the support of the government and administration at the block and GP level include tree plantation, desiltation, rooftop rainwater harvesting, distribution of monitoring devices, water quality testing, and retrofitting work for functional household water connections.

LEVERAGING RESOURCES

In Nalanda, the schools contributed towards the development of Rooftop Rain Water Harvesting (RTRWH) system and PRI contributed for installation of water points.



6 KEY EVENTS



CELEBRATING 50 YEARS OF EARTH DAY (APRIL 22)



Earth Day 2020 marked 50 years of action for our planet. Climate change represents the biggest challenge to the future of humanity and the life-support systems that make our world habitable.

The theme of Earth Day 2020 **'Climate Action'** stressed the need for reducing greenhouse gas emissions, protecting biodiversity, contributing to reforestation efforts of degraded landscapes, and committing to the overall sustainable management of natural resources.

Water For People India Trust observed the day through online platforms by connecting with the communities and local stakeholders through video calls and sharing of text and pictorial messages on environmental protection.

Tree plantation by SHG members and community people were part of the activities in Odisha and West Bengal.

MISSION PAANI SPECIAL SHOW ON EARTH DAY

Water For People India Trust participated in the Mission Paani special show on the 50th anniversary of Earth Day organized by Harpic and News 18. It was an opportunity to express our solidarity with the larger community, which includes the Government; development practitioners, local governing bodies, academia, and funding partners united in a mission to combat COVID-19. It also expressed an ongoing commitment to protecting the environment and natural resources, working on universal improvement of WASH and related behavioural change.

PERIODS IN PANDEMIC MENSTRUAL HYGIENE DAY (MAY 28)

The organization advocates for the practice of good menstrual hygiene management (MHM) and increases awareness about the challenges faced by women and girls. This year, the theme was 'Periods in Pandemic' to emphasize the message that "periods don't stop for pandemics and it's time for action."

The team conducted a discussion among frontline workers and adolescent girls using IEC tools to enhance their understanding of the issues. As part of the ITC Limited *Mission Sunehra Kal*, our team communicated with the WATSAN and Mohalla Committee members as well, by sharing key messages on intimate hygiene and self-care during menstruation and safe disposal of sanitary waste in incinerators in the lockdown phase.



"Since Class-VII, I have been having my periods, and it was a nightmare every month. Many of us stayed at home, missing our classes. Though we had a girl's common room, we were uncertain where to drop our used sanitary pads. Some took them home in their bags. It was so annoying. Thanks to Water For People India, now with an incinerator installed at our school, we feel comfortable with a place to dispose..."

#MHDAY2020
#ItsTimeForAction



Neha Das
Class-IX Student
Belgachhia Manohar Academy
Belgachhia, Kolkata, West Bengal

TIME FOR NATURE WORLD ENVIRONMENT DAY (JUNE 5)

This day is a call for environmental action to safeguard and protect biodiversity. This year the theme 'Time for Nature' focused on the growing importance of preserving nature amidst climate change and providing essential infrastructure that supports life on Earth and human development. Schools under Project *Mission Sunehra Kal* in Ganjam district, Odisha observed the day with students drawing posters and spreading awareness highlighting "small steps, big change" to safeguard the fragile ecosystem.



SUPPORTED BY 

5th June
WORLD ENVIRONMENT DAY

IMPLEMENTED BY
 water for people
INDIA TRUST



Oshik, Hooghly

Shuvam, Ganjam

Shreya, Hooghly

Kheekshan, Kolkata

Nargis, Kolkata

Arpita, Howrah

5th June

Updates from 5 Districts

ITC MISSION SUNEHRA KAL



GANDAGI MUKT BHARAT ABHIYAN

Coinciding with the historic event of India's 74th Independence Day, the Department of Drinking Water and Sanitation (DDWS) organized a week-long behaviour change campaign 'Gandagi Mukh Bharat' (Clean India) from 8-15 August 2020, to free India of garbage and waste for a cleaner and healthier future. Water For People India Trust along with NSE Foundation under Project *Swachho Nirapad Parivesh* (Clean and Safe Environment) actively participated in the campaign in West Bengal. Around 200 people from schools, Anganwadi and health centers participated in activities that included cleaning, collection of single-use plastics, online painting competition, tree plantation, wall writings, and cleanliness drives in health centers.



"Gandagi Mukh Mera Gaon"

OTHER OBSERVANCES

NATIONAL NUTRITION MONTH (POSHAN MAAH) is celebrated every year in the month of September to create maximum awareness about the problem of malnutrition and reinforce messages of holistic nutrition.



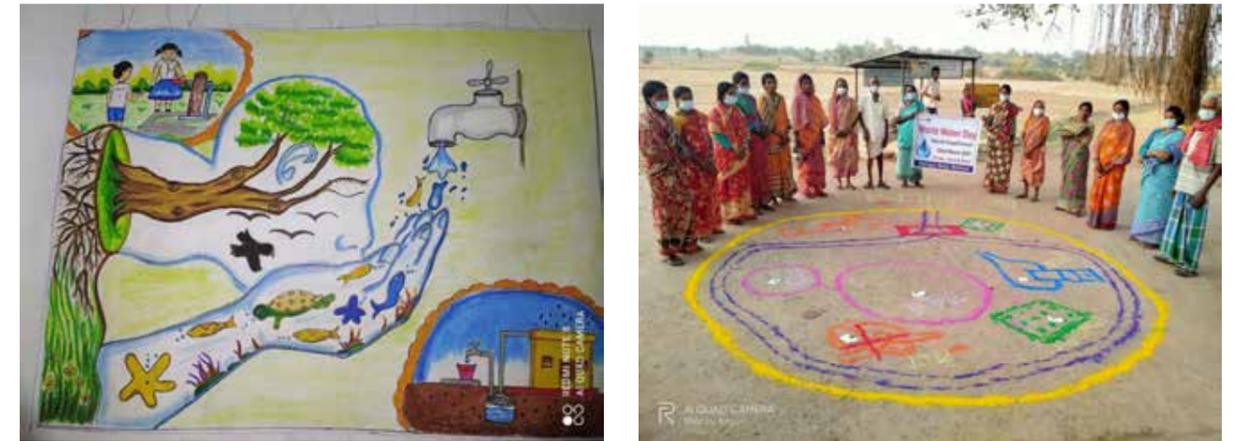
GLOBAL HANDWASHING DAY (OCTOBER 15) to spread awareness about the importance of 'hand hygiene for all'.



WORLD TOILET DAY (NOVEMBER 19) to promote sustainable sanitation and climate change.



WORLD WATER DAY (MARCH 22) to celebrate 'valuing water' and discuss solutions to protect the valuable resource, thus improving access for all to safe water.



Featured in a special news segment **Mission Paani Ground Zero** to celebrate the spirit of water conservation; the NEWS 18 team covered a story from Sakraul Gram Panchayat in Nalanda district, Bihar showcasing the contribution of Water For People India Trust with partner RB in ensuring community participation and making them the ultimate custodians of their water resources.



“MY STUDENTS ARE HAPPY USING THE RENOVATED WASH INFRASTRUCTURE. THEY ARE WASHING HANDS WITH SOAP AND HAVE SHARED THEIR LEARNING WITH THEIR FAMILIES AND WITHIN THEIR COMMUNITY”

Babuswar Soren,
Headmaster



CHILDREN AS EFFECTIVE CATALYSTS OF CHANGE IN THE COMMUNITY

The Problem

Mr. Babuswar Soren, Headmaster of Bansbona Primary School believes it is difficult to bring about behavior change among tribal children. “We follow age-old practices and beliefs, preferring to reside in the ancestral property for generations.” The 70 families occupying the Bansbona village in Birbhum district, West Bengal are all Santhals (tribal).

In 2019, with the support of NSE Foundation, Water For People India Trust team launched the continuing Project Swaccho Nirapad Parivesh (Clean and Safe Environment) in Rajnagar block to renovate schools and AWCs and provide them with improved water and sanitation facilities.

Despite toilets being built under Swachh Bharat Mission, the team found many people in the community practicing open defecation and washing hands with soil instead of soap.

Students were unaware of the health benefits of using soap. The three toilets in the school were dysfunctional with no running water facilities. Students came to school barefoot and returned home whenever they needed to defecate.

The Solution

Water For People India Trust formed a child cabinet among the students and trained them through regular hygiene classes on

health and personal hygiene, handwashing & proper usage of toilets using pictorial IEC materials. The method of training was the biggest challenge since they did not understand Bengali and the trainers did not know the Santhali language. However, the pictures helped to communicate the messages and build rapport with the students.

Subsequently, the children interacted well with the team and were motivated to participate in Nirmal Vidyalaya celebrations, dustbin making, and other hygiene awareness programs.

The Change

Thus, a tribal community that used to keep their homes and community clean by decorating the walls with paint, now also recognizes the need for clean water, sanitation and hygiene at the household level.





USING DRAMA TO STEER BEHAVIOUR CHANGE IN SANITATION AND HYGIENE

The Problem

Tabadumra Junior High School is situated in the remote village of Gurkata village in Birbhum district, West Bengal. Supported by NSE Foundation, Water For People India Trust team intervened in the school in July 2019, under Swaccho Nirapad Parivesh (Clean and Safe Environment),

providing the school with water points and improved water and sanitation facilities. Most of the students who come from poor families walk 1.5 to 2 km to reach school.

The Solution

A 15-member drama group was formed with 10 girls and 5 boys from scheduled caste and tribal backgrounds. Those who had a knack for acting and were interested were selected and they rehearsed for two months. The objective was to facilitate the delivery of key messages on toilet usage, handwashing with soap at critical times, cleanliness, personal hygiene, and safe water through the participatory medium of theatre.

The Impact

The team reached almost 900 people in eight villages in two GPs of Bhabanipur and Tantipara.



"I am very proud of my students. They have become more confident and motivated and are aware that they are doing good for the community. People listen to them."

Biswajit Choudhuri,
Headmaster of Tabadumra Junior High School

"We have requested the drama team to perform in several other locations because it has not only proved to be a popular channel of communication for crucial issues but the entertainment element facilitates acceptance of the intended message(s) on hygiene and sanitation."

Jiyali Kisku,
Panchayat Pradhan, Bhabanipur

CHOOSING A HEALTHIER LIFE: URMILA INVESTS IN SAFE WATER FOR HER FAMILY

Urmila's Problem

Fifty-five year old Urmila Devi, a widow, working as an agri-labourer lived with her nine-member family in Ward 04, Surgahi GP in the district of Sheohar. Her family members were suffering from various waterborne diseases over the last six months. Extremely worried, they visited the doctor who advised them to drink water from the deep tube well and practice handwashing at critical times. Prior to involvement in the project, the family had been unaware of hygienic practices and was using a neighbour's deep tube well for water.

The Solution

One day, Water For People India field facilitator invited Urmila to see a street play, 'Roshni Ka Chashma' – which talked about key messages on safe water storage and handling practices. Actors performed a role play to sensitize the audiences on 'the importance of safe water and handling practices for sustained WASH behaviour' and showed how diseases were related to deep tube well water and the need for storing and handling water safely, on a regular basis.

Urmila listened to the messages very keenly and was curious to get information on safe drinking water. She was beginning to understand the reasons for her family's ill health. The facilitator ensured that all her concerns were addressed and that she was fully informed about the construction of hand pumps and the benefits of hygienic practices. After watching the play, Urmila pondered over her next step and decided to construct her own deep tube well after taking a loan of Rs. 18,000/- from a contractor.

The Change

Urmila is satisfied with her decision. A keenness to learn and lack of hesitation in reaching out for information helped her to invest in a healthier life. At present, Urmila is a role model for others as she shares the knowledge she has gained about safe water and handling practices in the community, free of cost. She motivates the whole village to spread awareness.

Her story reflects the learning that community people can afford to build their own assets and practice safe WASH behaviors if they receive proper information and guidance at the right time. They are able to change their attitude that it is the government's responsibility to provide all assets.

"I am very happy that I learned about waterborne diseases and the importance of drinking safe water and handling practices. The street play made me feel responsible towards my family and village and thus having benefitted from the information, I use every opportunity to help others. The first street play I attended has been an eye opener for me and a turning point in my life."

Urmila Devi





PRACTICING MENSTRUAL HEALTH AND HYGIENE AMID COVID-19

The Problem

COVID-19 pandemic has pushed the world towards not only health but also financial crisis due to loss of work, income and livelihood. This is reflected in the areas of food security and quality of life and a basic need for women – hygiene products during menstruation.

Women who worked as domestic labour were out of work, confined to their homes, and hence unable to afford sanitary products. Those who had stored the products were able to cope but others were unable to procure them because the shops and local markets were closed and mobility of women was restricted.

The Solution

Water For People India Trust team and the community members in Kolkata and Howrah cooperated in various ways to help women and adolescent girls during the period of crisis.

They have been communicating with the WATSAN/Mohalla Committee members and female leaders regarding safe and hygienic practices among adolescent girls and women by removing their

myths and misconceptions related to menstruation. They were informed about safe menstrual hygiene management during the pandemic.

In Kolkata, the team continued to help the community by sharing menstrual hygiene messages through phone conversations and WhatsApp during the pandemic.

The Change

WATSAN Committees were taking the responsibility of cleaning the changing room and burning the used pads and soiled cloth thrown in the incinerator every week. Those being forced to use cloth were disposing them in the incinerator.

Women of Chaturbhujkathi community in Howrah managed to procure sanitary products from the shops by paying a little extra.

The financial crisis has not affected their buying ability regarding sanitary pads so far. They just had to manage their time better to reach the shops on time.



KEY MESSAGES TO TAKE CARE DURING MENSTRUATION IN LOCKDOWN

- Drink lots of water and avoid too much intake of caffeine. Water helps in flushing out toxins and hydrating the body thereby arresting the chances of tiredness, low energy, bloating and headaches.
- Stress can cause disruption in your cycles; consider ways to tackle stress by developing a hobby or revisiting an old hobby, taking good care of your mental health, avoiding too much social media and COVID related news.
- Continue to take your medications (if you have any) and spend time in self-care.



PROGRESSING TO PHASE-II OF MISSION PAANI

In the next phase, Water For People India Trust plans to focus on:

- Raising awareness among stakeholders to promote usage of toilets by using social art innovatively to achieve sustainable behaviour change.
- Facilitating awareness regarding Fecal Sludge Management systems to support safe disposal of waste and advocating at state and district levels to establish FSM systems as a priority.
- Addressing the challenge of inadequate water accessibility in schools leading to lesser usage of WASH facilities in Maharashtra (Amravati) and Bihar (Nalanda district).

UPSCALING THE WATER INITIATIVE

The team will work on taking the initiative to scale moving beyond Chikhaldara to three adjoining blocks viz. Achalpur, Chandur Bazar, and Dharni of Amravati district.

INCREASING EFFORTS TO ACHIEVE EVERYONE FOREVER REGARDING WASH UNDER PROJECT SHEOHAR

The team will achieve this by conducting SBCC activities, strengthening linkages with the government, training the local committees (WUC, WIMCs under PRI and WATSAN Committees) to achieve sustainability of WASH operations and maintenance, and starting FSM as a pilot project.

COLLABORATION WITH AKRSP (I) AND ARGHYAM IN MUZAFFARPUR, BIHAR

In Bihar, we plan to work with INGO Aga Khan Rural Support Programme (India) and Arghyam to strengthen the capacities of WIMCs to achieve an uninterrupted water supply in three blocks of Muzaffarpur district in Bihar. In order to achieve the D30 objective, we will focus on community-led planning and operations and maintenance of the drinking water scheme.

ESTABLISHMENT OF TSU TO ACHIEVE BETTER SERVICE DELIVERY IN WASH

Our Bihar team is also in discussion with the State (Panchayati Raj Department) and District (Sheohar) to establish a Technical Support Unit (TSU) for enhanced technical support regarding improved service delivery in the WASH domain in accordance with SDG 6.

BRIDGING GAPS IN WASH SERVICES IN WEST BENGAL

Water For People India Trust will coordinate with the West Bengal government to build capacities of local institutions, Govt. Departments, service providers, and service authorities to bridge the WASH gaps and ensure access to services in the community and institutions.

Water For People India Trust staff will advocate for the inclusion of need-based WASH budget by participating in the development of GPDP in all project locations.

Aligned to the government's focus on comprehensive management of water resources, Water For People India Trust programs will aim at ensuring efficient, equitable, and sustainable management of local water resources.

The drinking water initiative will focus on water safety and security, led by local institutions (Gram Panchayats and its sub-committees) in all EF locations in West Bengal. We also plan to support government efforts through the establishment of TSUs that will help in the utilization of districts' water and sanitation budget.

9 FINANCIAL SUMMARY



Judicious financial management of any organization is critical to achieving its mission and objectivessince it increases the confidence of stakeholders and members of the organization.

It also helps to mobilize the financial resources required to sustain the management and operations of the programs and generates confidence among 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 summary of the financial statement, which highlights the balance sheet for financial year starting from 1st April 2020– 31st March 2021 is presented on page 65.

Water For People India Trust			
26/1/1, Gariahat Road (South), Kolkata, West Bengal – 700031			
BALANCE SHEET AS ON 31st MARCH 2021			
All Amount in Rupees			
Particulars	Sch. No.	As on 31st March 2021	As on 31st March 2020
Liabilities			
General Fund	A	36,86,490	18,46,574
Capital Fund	B	6,96,310	6,66,938
Unspent Grant	C	6,75,51,880	7,62,62,753
Other Current Liabilities	D	1,99,93,464	1,36,64,709
Total		9,19,28,145	9,24,40,974
Assets			
Fixed Assets	E	6,96,310	6,66,938
Cash & Bank Balances	F	8,32,19,098	9,15,36,267
Other Current Assets	G	80,12,737	2,37,769
Total		9,19,28,145	9,24,40,974

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

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

Place: New Delhi
Date: 31 March 2021

For Water For People India Trust

Balveer Arora Bishwadeep Ghose
President Managing Trustee



Water For People India Trust			
26/1/1, Gariahat Road (South), Kolkata, West Bengal – 700031			
INCOME & EXPENDITURE AS ON 31st MARCH 2021			
All Amount in Rupees			
Particulars	Sch. No.	Year Ended at 31st March 2021	Year Ended at 31st March 2020
Income			
Grant amount utilized		8,21,56,793	5,24,00,300
Other Income	H	30,22,021	20,12,385
Total (A)		8,51,78,814	5,44,12,685
Expenditure			
Program related Expenses	I	8,49,94,430	5,43,77,220
Administrative Expenses	J	2,30,858	5,26,224
Total (B)		8,52,25,289	5,49,03,444
Surplus / (Deficit) (A-B)		(46,474)	(4,90,759)

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

(Ravi Gupta)
Partner
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President Managing Trustee



Water For People India Trust		
26/1/1, Gariahat Road (South), Kolkata, West Bengal – 700031		
RECEIPT & PAYMENT AS ON 31st MARCH 2021		
All Amount in Rupees		
Particulars	Year Ended at 31st March 2021	Year Ended at 31st March 2020
Receipts:		
<i>Opening Balance</i>		
Cash in Hand	30,700	17,670
Cash at Bank	9,15,05,567	5,05,46,466
Other Current Assets	2,37,769	1,19,118
<i>Receipts during the year</i>		
Grant Amount Received	7,36,83,870	8,94,21,829
Interest Received on Grant Funds	30,22,021	20,12,385
Other Income	-	-
Total	16,84,79,927	14,21,17,468
Payments:		
Programme Expenses	8,49,98,690	5,43,77,220
<i>Less:- Internal Bills Transferred</i>	18,86,391	3,25,354
<i>Add:- Last Year Provision</i>	1,36,64,709	92,12,710
<i>Less:- Current Year Provision</i>	1,99,93,464	1,36,64,709
Purchase of Fixed Assets	2,33,690	2,17,341
General fund expenses	2,30,858	5,26,224
Other Current Assets	80,12,737	2,37,769
<i>Closing Balance</i>		
Cash in Hand	32,203	30,700
Cash at Bank	8,31,86,895	9,15,05,567
Total	16,84,79,927	14,21,17,468

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

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

Place: New Delhi
Date: 31 March 2021

For Water For People India Trust

Balveer Arora Bishwadeep Ghose
President Managing Trustee



JOIN US TO END THE WATER AND SANITATION CRISIS!

Every child has a right to grow up in a clean and safe environment with access to clean water, basic toilets, and good hygiene practices. So do adults.

Clean water, toilets and good hygiene keep people, especially children alive, healthy and safe! However, despite COVID-19 putting the spotlight on the importance of hand hygiene for prevention, 3 billion people worldwide (UNICEF Report) including children, do not have access to handwashing facilities with soap.

Access to basic hand hygiene and equitable, sustainable and universal access to integrated WASH services act as first line of defense against COVID-19 and a range of infections. Access for all includes rural and urban households as well as public spaces such as schools, clinics, and health centers that lack proper handwashing and other WASH facilities.

Your support can ensure focused action to meet the WASH challenge and ensure access for all.

Your support can help us find sustainable solutions to sanitation and the way we use and save water and enable a culture of hygiene!



DONATE



FUNDRAISE



VOLUNTEER



PARTNER



water for people
INDIA TRUST
EVERYONE • FOREVER

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