Total Sanitation Program: Karela Village, Gujarat
A Joint Initiative by TATA AIG General Insurance Company (TAGIC) & FINISH SOCIETY

Project Report
January 2016
1. Introduction

FINISH society (Financial Inclusion Improves Sanitation and Health) is a multistate not-for-profit NGO registered in 2010 under the Societies Registration Act 1860. FINISH society was born out of FINISH programme initiated in 2009 by an Indian-Dutch consortium comprising financial institutions, insurance companies, NGOs, academic and government institutions from India and the Netherlands. Its objective is to support and facilitate construction of safe sanitation systems for communities in rural India through mobilizing demand and supply related measures including financial incentives for development.

Vision: To make a visible change in sanitary, hygienic conditions and living standards in India with a holistic approach by integrating sanitation with financial inclusion, waste management and health care.

Mission: To create a conducive and sustainable environment for sanitation, health care & waste management for enabling communities to have an improved life.

2. Background

As a part of FINISH Society’s aim towards promoting safe sanitation and sustainable WASH, a program was undertaken in a village “Karela” located in District Bharuch in Gujarat with support from TATA AIG General Insurance Company (TAGIC) under their CSR initiative.

Aim of the project was to make Karela village open defecation free by creating awareness and providing access to safe sanitation facilities. The objective was to not only provide toilets but to create knowledge and awareness about total sanitation. The project also included creating awareness, refurbishing sanitation facilities and establishing hand wash stations, for sustainable sanitation in 5 selected schools from the project areas.

Project summary:

Supporting Agency: TATA-AIG
Project Duration: March 2015-March 2016
Project Area for total sanitation: Karela Village, Bharuch District, Gujarat
Project Area for sustainable sanitation: 5 schools of Bharuch Block, Bharuch District, Gujarat (Karela, Juna Tavra, Osara, Thikriya, Sindhot)
Implementing Agency: FINISH Society
3. Program Activities

Detailed activities undertaken under this project to achieve the aims & objectives are presented below:

1. Baseline Studies:

In the first phase baseline assessment was done under which discussions were held with the gram panchayat of Karela village followed by meetings with the community, schools, and households to develop an understanding of the current situation and planning the implementation. In the study it was found that 303 families are there in Karela and out of them 176 do not have a toilet in their household. Majority of the population without toilets were families under BPL (below poverty line). The study also reflected lack of awareness about the need and importance of safe sanitation due to which even people having toilets were practicing open defecation. Accordingly, the program was planned in way to first start an intensive awareness campaign and mobilize the community. Five volunteers from TAGIC also participated in the activity with a pre designed questionnaire and interviewed 35 Households. Following institutions were available in the village;

- Primary and pre-high school
- Community hall
- Panchayat House
- Aanganvadi

Below is the summary of activities jointly done by TAGIC & FINISH Society:

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>OUTCOME</th>
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<tbody>
<tr>
<td>Meeting with Village Panchayat representative and other local representatives.</td>
<td>To introduce and brief each other about intention of the visit Karela village including activities which is to be carried out at what time and who is the expected target group.</td>
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<tr>
<td>Brief TAGIC volunteers about questionnaire and techniques of interacting with households.</td>
<td>Understood volunteer’s expectations and explained them each question on the questionnaire. Split team into three groups to cover three different areas of the village.</td>
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<tr>
<td>Interviewed household and administer questionnaire</td>
<td>Through interaction and counter reaction, volunteers have managed to understood household’s personal, family and financial background; socio-economic and financial status; sanitation and health status as well as their awareness and status of insurance.</td>
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2. **Community Mobilization:**

   It was evident from the baseline study that there is a huge gap in awareness level amongst the target community members and thus an intensive awareness campaign was started with Community Led Total Sanitation Approach (CLTS). CLTS is a triggering process where people being hammered about the issue by series of activities like village mapping, walk of shame, morning follow up when they are going for open defecation, community meetings, and local volunteer speech. This tool is very useful to sensitise people for their bad practice of open defecation. Regular community meetings, film shows, rallies, discussions etc were done to sensitize the community. Leaflets were designed and distributed among community, to generate awareness on safe sanitation. As a result of various such programs, community also together took ownership to remove ODF practices from their village.

3. **Construction of Safe Sanitation Systems:**

   In the CLTS approach, it is very important that once the demand is generated, it gets fulfilled. With this aim, FINISH Society encouraged beneficiaries to built toilets in their home. To ensure construction, beneficiaries were encouraged to dig pits and then construction was completed. The objective was to get beneficiaries contribution in form of labour, as the financial support for construction was fully taken up by TAGIC. This not only helped in ensuring active participation from the end users but also indirectly helped in usage sustainability. Local masons were also
trained on basic of technical aspects to facilitate construction of safe sanitation systems where excreta can be disposed off in safe manner. All toilets constructed under the project were twin leach pit toilets. A map was prepared, detailing various areas, in which safe sanitation activities got implemented. This map was presented to CSR head, during field visit. In some of the cases, beneficiaries even got bathrooms built; tiles fitted and did other improvisations from their own contribution. Under a span of three months, all 176 HHs without toilets were provided with a new toilet. Financial aid for these toilets was provided by TAGIC, as their CSR support. A sign board indicating the same is implanted at the approach of the village.

4. School Led Total Sanitation :
Once, the usage of toilets started, the School led total sanitation (SLTS) activity was initiated, by involving school children and teachers of the village. It is observed that children are the biggest change agents and it is important to inculcate good hygiene practices amongst children. One of the SLTS experts from FINISH society Rajasthan was called to take the lead of this program which was held on 24th June in Karela village school. Various activities such as educational sessions on WASH, Hand washing program, IEC etc were a part of SLTS program. School children were provided with time tables, book marks and diaries with WASH messages to enable behavioral change. 935 diaries were distributed in these 5 schools. The school diary also
contains a brief note on insurance, to enhance financial literacy. The students were taught the use of diary and were asked to read aloud the messages, to their parents.

Apart from Hand Washing programs, repair and maintenance of school toilets were facilitated by motivating children, to form sanitation committees.
To reinforce the message of safe sanitation, the F-diagram was printed on ceramic tiles and these tiles are pasted in each school.

4. Program Outcomes:

- 176 HHs had their own toilets under the program and the whole village achieved open defecation free status.
- Sanitation facilities refurbished and wash stations established in 5 schools. Students are happy using these facilities. Awareness towards hygiene improved and hand washing habit inculcated.
- As a part of IEC activities, an innovative school diary was developed and distributed to all children to make them learn about WASH in a child friendly manner.
- A CD was developed capturing all the activities and a copy has been shared with TAGIC.

- All school children are now practicing hand wash practices at critical times in the right manner. Mass hand washing facilities were facilitated in schools to enable hand washing by children.

- The government officials visited the village “Karela”, and appreciated the efforts. “Karela” is now known as a model village for nearby areas and is awarded with Nirmal Gram Award to the village with the photo of “the road that used to be lined up with “human shit” is now a “clean road”!
ANNEXURE- CASE STUDIES

Bhai Lal, Karela Village, Bharuch, Gujarat

70-year-old Bhai Lal is living with dignity today. His wife has got a new lease of life. A modern toilet in his kuccha house has changed their life. Bhai Lal is unable to walk due to chronic arthritis and had been defecating in the backyard of their thatched house in village Karela in the Bharuch district of Gujarat, for more than a decade as he could not walk to the farm where the villagers usually went to defecate. As his self-respect and dignity started slipping away, his sons and daughters-in-law abandoned him and his wife was entrusted with the task of disposing of his feces and cleaning the backyard. "Day in, day out, I would be getting my hands dirty. I lost interest in my work as well", lamented his wife, recalling her days before FINISH (Financial Inclusion improves Sanitation and Health) society constructed a toilet, especially with a western style commode in their house, with financial support from TAGIC (Tata AIG General Insurance Company).

Jyotsna Ben, Karela Village, Bharuch district, Gujarat

"Earlier, if I had to go to the toilet, I used to call my friends, wait for them and only then would be able to go to the farm. Sometimes, I would not go if I had work at home and could not spare time to leave the house. Holding the nature’s call started giving me health problems and would be required to meet the doctor regularly. It was even more difficult for my daughter who has turned 16 this year especially when menstruating. Also, I would be worried till the time she didn’t return home. Now life has changed totally. Ever since FINISH has constructed a toilet in our house, I feel like I am living a new life, like I have been born again. I see to it that I keep my toilet clean. Along with the toilet, we got a bathroom also constructed as we just needed a little more work to be done. I thank TAGIC for giving a new meaning to my life and restoring our dignity and safety."

Ilyas Bhai, Principal, Village Thikriya, district Bharuch

“We are thankful to TAGIC and FINISH for getting the handwashing unit installed. However, we tried to do away with tiles and got a cemented handwashing panel constructed which cost less than 1/3rd of the cost of the handwashing unit. The children are very young in our school, with the senior most student being 9-year-old. They are all learning the benefits of washing hands so early in life and are teaching their parents as well. Some children do not have toilets at home. For them it’s a novelty to use toilets in school and they love using them. Some have toilets at home but are not kept as clean as they are in the school. The children are able to see the difference and like using the toilets in school. They are trained to maintain the cleanliness and the ways on how to use the toilet."