



SWACHH BHARAT: INDUSTRY ENGAGEMENT – SCOPE & EXAMPLES



Confederation of Indian Industry



1.2

ODF COMMUNITIES BY SWADES FOUNDATION

Organising outcomes:
Open Defecation Free
Communities

ABOUT THE COMPANY / BACKGROUND

The Swades Foundation was started in 1984 as a philanthropic venture called SHARE (Society to Heal Aid Restore Educate). In 2012, this was transformed into the Swades Foundation, as a trust registered under the Bombay Public Trust Act, 1950, with a mission to empower people through five pillars – community mobilisation, water and sanitation, education, health & nutrition, and agriculture and livelihood. The foundation receives 90% of its funds from the Screwvala family, and the remainder from donors such as the Tata Trusts, Reckitt Benckiser and Unit Trust of India. It is headquartered in Mumbai and currently concentrates its efforts to develop the Raigad district in Maharashtra.

The focus on sanitation emerged out of initial attempt to provide schools for girl children. On investigating why villagers in the district refused to send their girls to school, fetching water from distant sources was listed as the key reason for their refusal. It was then that the foundation realised that water and sanitation services would be crucial – initially water supply was focused on. Since 2013, the Foundation has focused on sanitation infrastructure towards making villages and blocks open-defecation free.

WHY IS THIS BEING PROFILED?

Swades is working with Gram Panchayats to make one district open-defecation free. At present, the focus is on development of 6 blocks of Raigad district (Mahad, Mangaon, Poladpur, Shrivardhan, Mhasala, and Tala), and therein, on 360 Gram Panchayats, covering 2,000 hamlets in 674 villages. These areas were chosen based on the foundation's estimates that 40,000 households in the area did not have access to a toilet.

OPERATIONAL MODEL

1. Awareness & Demand Creation

There are 36 social workers per community mobilisation team, each in charge of 10 gram panchayats, who go into villages to create awareness of cleanliness and hygiene. The emphasis is on problems of open defecation, improved sanitation practices, proper sewage disposal, based on which communities are mobilized to demand toilet construction in their homes. A *Swachhta Rath* was organised – this involved a toilet prototype mounted on a vehicle that went from hamlet to hamlet as part of the Information Education and Communication (IEC) campaign. Over a period of 45 days, the *rath* travelled to 2,000 villages in the 6 target blocks. Additionally, village health workers called “*Swa Raksha Mitras* (SRM) promoted the importance of handwashing on the Global Handwashing Day. 1,154 SRMs visited schools in target areas, and disseminated the message to 15,000 children.

INITIATOR : **Swades Foundation**
 INITIATIVE : ODF Communities
 TIMELINE : Began in 2013
 ORGANISATION TYPE : CSR/ Foundation
 COVERAGE : 6 blocks of Raigad— Mahad, Mangaon,
 Poladpur, Shrivardhan, Mhasala and Tala



ACTIVITIES/ PROJECTS

Awareness and demand generation

Social workers responsible for 10 Gram Panchayats (GPs) each.

Create awareness about the health impact of open defecation, and environmental sewage disposal.

Design and construction

Design by Swades foundation; actual construction by local partner vendors

Toilet cabin size constructed: 4 x 3 x 7 cubic feet.

Follow-up IEC

Monthly village meetings organised.

Swa-Raksha Mitras (village health workers) promote toilet use and hygiene education.

IMPACT



Individuals contribute Rs 4,500 towards toilet construction.

Constructed 3,026 individual household toilets.



2. Design and Construction

Community mobilisation, and water and sanitation teams carry out field survey to design a suitable toilet taking into consideration parameters such as per land availability and soil strata. Swades Foundation provides a twin-pit latrine per household in the targeted villages. However, in order to create a sense of ownership, each household is expected to contribute between Rs. 4,500 and Rs. 5,000 towards the construction of each toilet. In places with abundantly available land, a standard toilet cabin size of 4 x 3 x 7 cubic feet is designed. It has partnered with 10 vendors who undertake the actual construction; a formal introduction between the vendors and villages is organised where roles and

responsibilities of all stakeholders is decided upon. Monitoring is done by the foundation throughout the process and a completion certificate is issued at the time of handover. The name of the donor contributing towards toilet construction is branded outside the cabin.

3. Follow-up IEC

Post-construction, the social workers and community mobilisation team organise monthly village meetings to review usage and sanitation habits to ensure sustained change. The SRM also go door-to-door to teach hygiene related practices. The foundation staff also work to form a Village Sanitation Committee (VSC) and work with the committee to monitor proper use of toilets built.

(below left) Completed toilet

(below right) Soak pit



Beneficiary in front of his toilet, with Tippie Tap to wash hands.

COSTS / REVENUE

To date the Swades Foundation has spent nearly Rs. 7 crore under this programme.

IMPACT

September 2015, the foundation had constructed 3,026 individual household toilets in those homes that had no toilets, or no functional toilets. Their total target for 2015-16 is 8,000 toilets, and by the end of 2017-18, the foundation aims to construct 25,000 toilets. To date, the foundation has reported an improvement in the lives of villagers in the district – where earlier open defecation was prevalent, and a lot of time was spent on the practice, now the household toilets save time. In particular, the elderly have reported a positive response. The foundation has also tracked attendance of adolescent girls, which they claim has increased post their intervention.

REPLICABILITY & SUSTAINABILITY

The model of the Swades Foundation is replicable and scalable, on condition of availability of funds. To tackle this issue, the foundation plans to leverage the Government's Swachh Bharat Mission (Gramin) subsidy. On agreement between a household and the foundation, the money received by the household after construction of the toilet, shall be transferred to the foundation; these funds would then be used to construct more toilets, elsewhere in the district. Households take full responsibility to maintain their toilets. Through its work in the 6 districts, the foundation is targeting approximately 5 lakh people; over the next year, they plan to target 5 lakh more – over the period of intervention, the foundation plans to target a total of 1 million people.



Swachhta Rath