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1. FOREWORD:

The perspective and facts articulated in this white paper are based on publicly available information pieces originating from the “Supporting Sustainable Sanitation” endeavour in India. The purpose of this white paper is to document the current status of the issue and provide Corporates with a holistic insight on the topic so that, for example, if they were to take up construction of toilets as a CSR initiative, they would have visibility on various facets of the endeavour.

Sanitation encompasses a wide range of activities, many of which require government policy guidance. In order to make an immediate contribution, this document concentrates on the most pressing issues, namely building the infrastructure and maintaining the same. It is important to bear in mind that however sanitation is not about just building the toilets but putting in place the entire ecosystem which, inter alia, includes facilities of providing with water, disposal of human waste and dealing with cultural biases and age old habit.

2. EXECUTIVE SUMMARY:

Sanitation is the bedrock of public health. India is still struggling with its sanitation targets.

Thirty eight percent of South Asia defecates in the open and India is responsible for 30% , despite the governments' toilet building focus.

Open defecation has been the practice in both urban and rural areas. While it has declined in most urban areas, especially in metropolitan towns, but it has not been eliminated. Open defecation is the highest in the heart land of India in the states of Jharkhand, Odisha, MP, Chattisgarh, U.P & Bihar.

Exhibit (i) Representation of States in Rural India which lack Sanitation Facility as per UNDP (Reference 1):-



As per the last NSSO survey report, 8.9% of urban India and 55.4% of rural India defecate in the open. As per the household survey report, open defecation is largely due to unavailability of toilets.

As per the UNDP report under Millennium Development goals, the target is to reduce the lack of sanitation facility in India. On an All India basis, the target for 2015 was 38.09%, with Urban India at 14.18% and Rural India at 46.77%. Urban India exceeded the target by 3.44% while Rural India fell short of the target by 14.19%. On an aggregation of Rural India and Urban India, the overall target is short by 9.22%. **Rural India is clearly lagging behind in sanitation facility.**

Toilet building in rural India needs to be handled on a war footing and in a time bound manner.

Another aspect which has surfaced in the survey reports is that despite the presence of toilets they are not being used. 5% of Rural India does not use toilets. This could be attributed to poor maintenance, non availability of water and social taboos.

It is evidently clear that open defecation cannot be eliminated only by providing toilets. **Sanitation is not simply a matter of toilet building.** Leaders need also to confront the cultural reasons for bad sanitation.

As per the last NSSO survey report, 8.9% of urban India and 55.4% of rural India defecate in the open. As per the household survey report, open defecation is largely due to unavailability of toilets.

In this context, it is worth examining how Bangladesh has achieved a zero open defecation status. This has been achieved through a Community -Led Total Sanitation (CLTS) approach. This approach mobilises communities through emotions such as “shame” and “disgust”. It finds community leaders to trigger

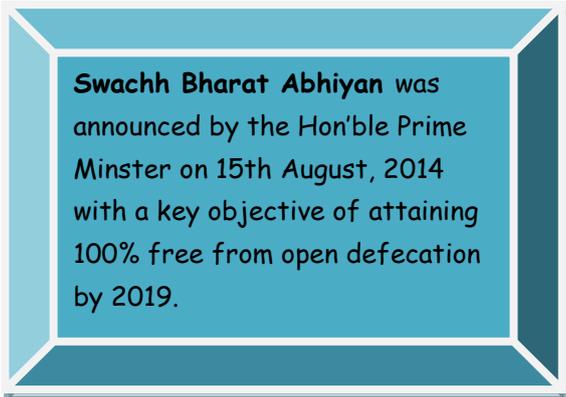
these messages and rouses the community in adopting better hygiene habits. Strong coordination among govt, international agencies and strong civil society organisations at the grassroots is a key feature of this initiative.

The CLTS approach involves systematic and structured Information, Education, and Communication (IEC) and Inter-Personal Communication (IPC). Members of the households are made aware of the need to use the toilets and the benefits of using toilets.

If India takes a cue from Bangladesh and tries to implement CLTS, it will have to modify the approach. Given India's diversity in language and culture, India should use nuanced messaging in the local language and find local community leaders to drive change in behaviour.

To accelerate the efforts to achieve universal sanitation coverage and to put focus on sanitation by improving the levels of cleanliness in urban & rural areas, the Prime Minister of India launched the Swachh Bharat Mission with the aim to attain a 100% free from open defecation by 2019. The Mission Coordinator is the Secretary, Ministry of Drinking Water and Sanitation (MDWS) with two Sub-Missions, the Swachh Bharat Mission (Gramin) and the Swachh Bharat Mission (Urban), which aims to achieve Swachh Bharat by 2019, as a fitting tribute to mark the 150th Birth Anniversary of Mahatma Gandhi.

The Ministry of Drinking Water & Sanitation implemented two flagship programmes, namely, the National Rural Drinking Water Programme (NRDWP) and Nirmal Bharat Abhiyan (NBA) between 1999 and 2012. While water and sanitation are State subjects, the Ministry provides financial and technical assistance to State Governments in their efforts to provide safe drinking water and sanitation by way of these two flagship programmes.



Swachh Bharat Abhiyan was announced by the Hon'ble Prime Minister on 15th August, 2014 with a key objective of attaining 100% free from open defecation by 2019.

Main Objectives of the Sanitation Campaign:

- Bringing about an improvement in the general quality of life in the rural areas.
- Accelerating sanitation coverage in rural areas to provide access to toilets to all by 2019.
- Motivating communities and Panchayati Raj Institutions in promoting sustainable sanitation facilities through awareness creation and health education.
- In rural areas, providing schools and Anganwadis, by March 2019, with sanitation facilities and promote hygiene education and sanitary habits among students.
- Encouraging cost-effective and appropriate technologies for ecologically safe and sustainable sanitation.
- Developing community-managed environmental sanitation systems focusing on solid & liquid waste management.

Further, the Government has done well by including a Swachh Vidyalaya and emphasising on building toilets in schools. **Swachh Vidyalaya** is the national campaign driving 'Clean India, Clean Schools'. A key feature of the campaign is to ensure that every school in India has a set of functioning and well maintained water, sanitation and hygiene facilities.

Children are good change agents. They are known to be fast learners and adapt their behaviour more easily than adults. Children are also effective role models. What they learn at school is likely to be passed on to their peers and siblings and to their own children when they become parents. Schools are an established entry point for learning. They present an opportunity to engage parents and community in general, either through knowledge dissemination via children or through direct engagement and demonstration at the school.

Significant investments are being made by the Government as well as Corporates. From Oct 2014 to date, approximately Rs. 7620 Cr has been spent by the Govt. of India (Ref - Ministry of Drinking Water & Sanitation). Corporates have pledged to spend Rs. 2500 Cr approx towards construction of toilets.

For the Swachh Bharat Mission to meet its ambitious goals, India needs to build 1200 lakh toilets by 2019. So far 80 lakh toilets have been built and 11.80 lakh toilets are under construction. Given the run rate, the Government has an uphill task of building 277 lakh toilets each year in the next 4 years.

It is heartening to hear that the toilet building momentum has picked up in India. A 104 year-old woman from a village in Chhattisgarh sold 8-10 goats to construct two toilets at her home. Prime Minister Modi felicitated Kunwar Bai for her efforts to make her village open defecation free.

In the next 4 years it is important to focus on the construction of toilets (Outputs) and usage of toilets (Outcomes). Monitoring of toilet usage is crucial and needs to be reviewed year on year and corrective action, if any, should be part of the review process to reflect the learning's as India goes along in the journey of universal sanitation.

3. SANITATION AND ITS IMPORTANCE :

What is meant by the term "sanitation"?

Sanitation can be defined in different ways depending on the circumstances. However, it is generally acknowledged that it includes a range of elements such as:

- a. physical infrastructure,
- b. hygiene-related behaviour,
- c. Disposal of wastewater, excreta and other solid wastes.

Sanitation is not a new concept in India. Since ancient times, importance was attached to cleanliness and, resultantly, there evolved systems of sanitation and drainage. The Indus Valley Civilization is an example. Also, the chapter on administration pronounced by Chanakya, in the "Arthashastra" during the 4th Century BC, contains details on maintaining hygiene and cleanliness. This message has been carried forward from century to century. In recent times, the example of Tukadoji Maharaj, the great saint of Maharashtra, is a shining example. He did pioneering work in village development. In his book 'Gramgita', while emphasizing the need for hygiene, he said,

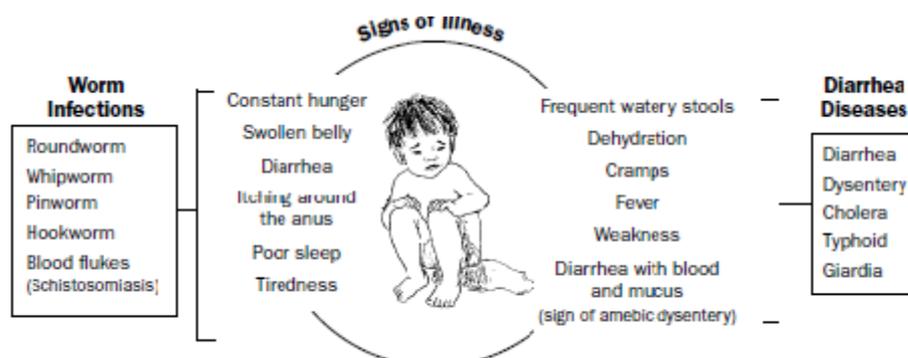
गाव व्हावया निरोगी सुंदर ।
सुधारावे लागेल एकेक घर ।
आणि त्यातूनही घरात राहणार ।
करावा लागेल आदर्श ॥

India cannot achieve real development if majority of its people live in unhealthy and unclean surroundings due to lack of access to safe water and sanitation.

Which means:- "Every house in a village will have to be transformed to make the town or village hygienic, healthy and beautiful. This will require each and every member of a household to strive for highest moral values and righteousness."

Sanitation and its impact on health:

Poor water and sanitation facilities have many other serious repercussions. A direct link exists between water, sanitation health, nutrition and human wellbeing. Consumption of contaminated drinking water, improper disposal of human excreta, lack of personal and food hygiene and improper disposal of solid and liquid waste, have been the primary causes of many diseases in India. It is estimated that about 30 million people suffer from water related illnesses such as diarrhoea, worms, cholera, and bladder infections.



Lack of sanitation has a threefold impact:

Health impact - the impact of inadequate sanitation on the health of the poor is significant in terms of the quality of life and the development potential of communities;

Economic impact - poor health keeps families in a cycle of poverty and lost income. The national cost of lost productivity, reduced educational potential and curative health care is substantial; and

Environmental effects - inadequate sanitation leads to dispersed pollution of water sources. This in turn increases the cost of downstream water treatment, as well as the risk of disease for communities who use untreated water.



Open defecation poses a serious threat to the health of children in India. The practice is the main reason India reports the highest number of diarrhoeal deaths among children under-five in the world. Every year, diarrhoea kills 188,000 children under five in India.

India cannot achieve real development if the majority of its people live in unhealthy and unclean surroundings due to lack of access to safe water and sanitation.

4. SANITATION AND CHALLENGES IN THE INDIAN CONTEXT:

Open defecation refers to the practice where people go out to fields, bushes, forests, open bodies of water, or other open spaces rather than using the toilet to defecate. The practice is rampant in India and the country is home to the world's largest population of people who defecate in the open.

Society does not view the lack of a toilet as being unacceptable. Building and owning a toilet is not perceived as aspirational. Construction of toilets is still seen as the government's responsibility, rather than a priority which individual households should take responsibility for. The challenge is to motivate people to see a toilet as fundamental to their social standing, status and well-being.

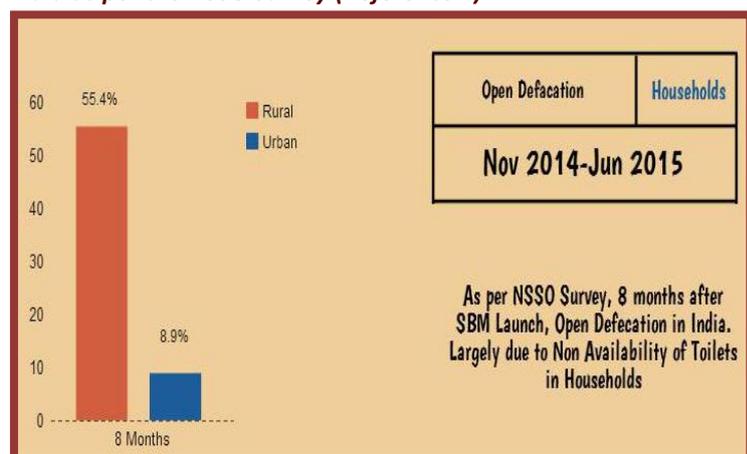
Defecation in the open has been the practice in both urban & rural areas. It has declined in most urban areas, especially in metropolitan towns, but not vanished.

As per the latest NSSO (National Sample Survey Organisation) survey report, 8.9% of urban India & 55.4% of rural India defecate in the open.

Open Defecation is prevalent due to:-

- Non Availability of Toilets
- Poor Maintenance
- Lack of Water
- Age old practices

Exhibit (ii) Representation of Open Defecation in India as per the NSSO Survey (Reference 2):-



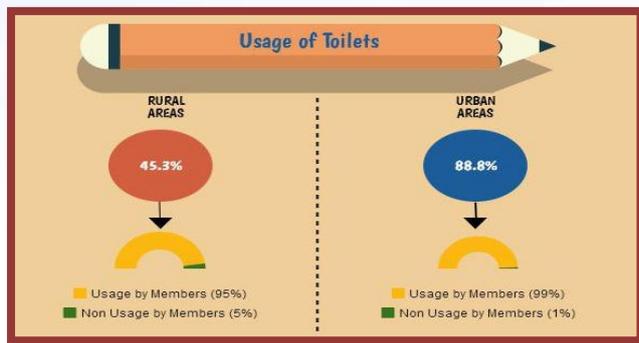
- ❖ As per the household survey report, open defecation is largely due to unavailability of toilets. Open defecation is the highest in the heartland of India in the states of Jharkhand, MP, Chattisgarh, U.P & Bihar.

	PER CAPITA (INR)
Tamil Nadu	1,12,664
Rajasthan	88,876
Karnataka	84,709
Jharkand & Bihar	58,593
Madhya Pradesh	88,876
Uttar Pradesh	96,976
Odisha	1,03,349

- ❖ Coincidentally these are also the states which have the lowest per capita incomes

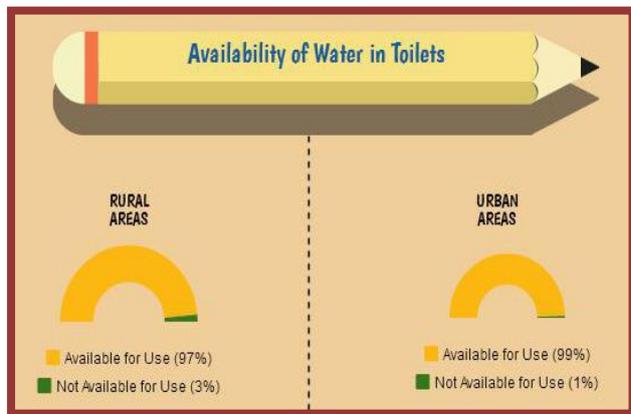
Source: per capita census –“Census of India, 2011.Poverty line data: Hand book statistics on Indian Economy 2013-14;

Exhibit (iii) - Representation of Toilets available & not being used, as per NSSO Survey (Nov 2014 – Jun 2015) after 8 months of SBM Launch (Reference 2):-



❖ It is also found that despite having toilets, they are not being used. 5% of Rural India does not use toilets.

Exhibit (iv) - Representation of Water availability in Toilets, as per NSSO Survey (Nov 2014 – Jun 2015) after 8 months of SBM Launch (Reference 2):-



❖ Non availability of adequate water is another problem for non usage.

In India, open defecation is well-established traditional practice deeply ingrained from early childhood. Sanitation is not a socially acceptable topic, and as a result, people do not discuss it. Consequently, open defecation has persisted as a norm for many Indians. In addition to tradition and the communication taboo, the practice still exists due to poverty.

In a survey of villages in north India and Nepal, respondents lauded open defecation as wholesome, healthy and social. So this can be attributed to a behaviour issue.

Suffocated inside an enclosed toilet

Toilets were seen as potentially impure, especially if near the home. Men often described them as for use only by women, the infirm and the elderly. In short, demand for latrines is constrained.

In rural areas, surveyors found households using toilets for storing grains or as general storage space and still going to the fields early in the morning to relieve themselves.

Pleasurable & Comfortable in fields

Opportunity to take a morning walk & fresh air

5. INDIA'S PROGRESS ON SANITATION AS PER MDG GOALS:

At the beginning of the new millennium, world leaders gathered at the United Nations to shape a broad vision to fight poverty in its many dimensions. That vision, which was translated into eight Millennium Development Goals (MDGs), has remained the overarching development framework for the world for the past 15 years.

Universal sanitation coverage is a sub goal under point 7. Environmental Sustainability.



Sanitation coverage in India:

As per MDG goals, India is falling far short on sanitation. India faces a much bigger challenge on sanitation where progress is held back by the massive open defecation in the open problem. The sanitation facility available to the households is having a huge impact on the living conditions and it is closely related to the health and hygiene of the members of households.

Exhibit (v) Representation of Target vs. Actuals to reduce the lack of sanitation facility as per UNDP (ref. 1):-

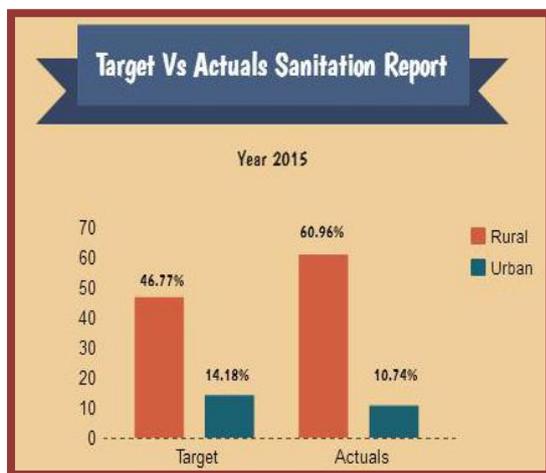
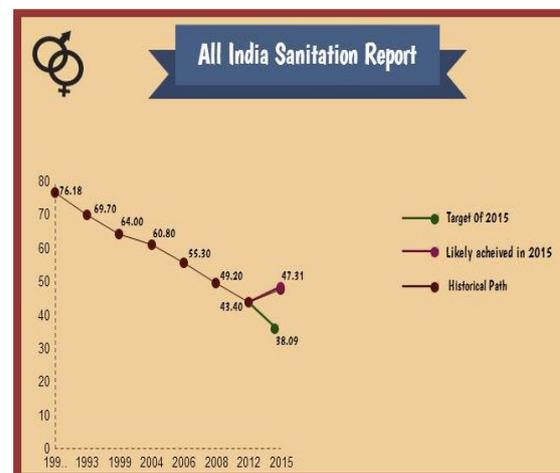


Exhibit (vi) Representation of All India Sanitation Achievement Report as per UNDP (ref 1):



As per Millennium Development goals, the target is to reduce the lack of sanitation facility in India.

- On an All India basis the target for 2015 was 38.09%; with Urban India at 14.18% and Rural India at 46.77%.
- Urban India exceeded the target by 3.44% while Rural India fell short of the target by 14.19%.
- On an aggregation of Rural India and Urban India, the overall target is short by 9.22%. **Rural India is clearly lagging behind in sanitation facilities.**

6. CHILDREN AS CHANGE AGENTS

Swaach Vidyalaya :

Part of Swachh Bharat, Swachh Vidyalaya is the national campaign driving “Clean India: Clean School” . A key feature of the campaign is to ensure that every school in India has a set of functioning and well maintained water, sanitation and hygiene facilities. Water, sanitation and hygiene in schools refers to a combination of technical and human development components that are necessary to produce a healthy school environment and to develop or support appropriate health and hygiene behaviours.

The Essential Elements for School Sanitation:

- Separate toilets for boys and girls, with one unit generally having one toilet (WC) plus 3 urinals. The ratio to be maintained is preferably one unit for every 40 students.
- Menstrual hygiene management facilities including soap, adequate and private space for changing, adequate water for cloth washing and disposal facilities for menstrual waste, including an incinerator and dust bins.

Schools are an established entry point for learning. They present an opportunity to engage parents and community in general, either through knowledge dissemination via children or through direct engagement and demonstration at the school.

Many children, particularly girls, drop out of school and are denied their right to education because they are busy fetching water or are deterred by the lack of separate and decent sanitation facilities in schools. Women often suffer from lack of privacy, harassment and need to walk long distances to find a suitable place for defecation in the absence of household/ appropriate neighbourhood toilet facilities. Poor farmers and wage earners are less productive due to illness, and national economies suffer. Without safe water and sanitation, sustainable development is impossible.

Along with infrastructure of providing with toilets hygiene behaviour change communication should be undertaken.

Behaviour change activities

- Hygiene messages may be integrated into the textbook curriculum or may be imparted through supplementary reading materials; activity based learning methodologies or even during the morning assembly sessions.
- Girls must be taught menstrual hygiene management by female teachers in a sensitive and supportive manner and also take steps to encourage and support girls during menstruation so they do not miss school.

School sanitation and hygiene depend on a process of capacity enhancement of teachers, community members, SMCs, Non-Governmental Organisations (NGOs) and Community Based Organisations (CBOs) and education administrators. The provision of water, sanitation and hygiene facilities in school secures a healthy school environment and protects children from illness and exclusion.

Corporates are also taking interest to build and develop Sanitation in Schools, especially for girls. Details of some of the projects taken up by Corporates as part of their CSR.

- ❖ **National Aluminium Company Limited (NALCO)**, for instance, constructed 355 toilets in 202 schools of Angul, Koraput and Visakhapatnam districts. NALCO not only achieved the targets in time but also constructed 79 additional toilets.
- ❖ **Tata Consultancy Services (TCS)** has successfully implemented building girls' toilets in about 1041 schools spread across Andhra Pradesh, Telangana and Bihar. To ensure the ongoing maintenance and regular cleaning of toilets built by TCS under the 'Swach Bharat' initiative, TCS has aligned with two maintenance partners across the selected states.
- ❖ **CII** launched the Sanitation of Schools (SoS) programme, which aims to construct nearly 10,000 toilets in schools, in 2015–16. The industry body has constructed over 3800 toilets across the country. CII has undertaken construction of toilets mainly in the states of Chhattisgarh, Bihar and Tamil Nadu.
- ❖ **Airports Authority of India (AAI)** has undertaken construction of 15 toilets in Government Girls schools in the district. The project was completed at a cost of Rs 40 lakh in these schools located at a distance within 80 km of Tiruchirapalli airport.

7. CORPORATES CONTRIBUTION TO THE NATIONAL SANITATION GOAL AS A PART OF CSR:

The major aim of national sanitation policy is to contribute to improving the health and quality of life of the whole population. At present, significant investments are being made by the Government & Corporate. From Oct 2014 till date Govt of India has spent Rs. 7620 Cr.

Contribution of Corporate India towards Sanitation / Swachh Bharat: Corporates have pledged to spend Rs. 2500 Cr approx towards construction of toilets. Status achieved thus far.

- ❖ **Bharti Foundation** has committed to invest Rs 100 crore for the construction of girls' toilets in Ludhiana over the next three years. Called the 'Satya Bharti Abhiyan'. Over 5,000 toilets have been constructed across Ludhiana district by Bharti Foundation. Over 1,500 toilets are currently under construction in 64 additional villages.
- ❖ **NTPC** has built a total of 2,424. 1,072 conventional toilets in schools, more than half of it in girls' schools, 988 pre-fabricated toilets, 302 and 62 toilets under construction with Bihar and Jharkhand government.
- ❖ **Reciktt Benckiser** committed to spend Rs 100 crore over five years to this project. They have partnered with NDTV and Facebook to spread knowledge on hygiene and sanitation. Christened the 'Dettol – Banega Swachh India' programme.
- ❖ **Dabur India Ltd** had announced plans to construct nearly 1,000 household toilets as part of the Swachh Bharat mission. They have already constructed close to 600 toilets under this initiative.
- ❖ **Aditya Birla Foundation**, in the last 5 years has set up over 10,000 toilets in villages in proximity to the company's plants across India. These include community complexes and several schools.
- ❖ **Vedanta Group** has completed construction of 10,000 of the proposed 40,000 toilets in rural villages of Rajasthan. Under Vedanta's 'Maryadaa' campaign, Vedanta Group Company Hindustan Zinc is constructing 30,000 toilets in rural Rajasthan in collaboration with the state government.

(Best Practice Sharing): Corporates have come up with Innovative ideas to get community participation:

Innovative ideas to encourage community participation, especially among women, have been key to the success of these campaigns. As Rohit Gupta, District Collector, Pali, until recently, said, "The localised nature of the campaign caught the imagination of the communities. Every household that constructs a toilet gets a *Phutro Ghar* (beautiful home) nameplate for their home on which the name of the female family member is mentioned ahead the male member. This is a matter of great pride for the women. Through these community-driven campaigns, women have also found a way to voice their concerns. In Pali, for instance, a women-led community service group called Mission Poorn Shakti has been a conducting door-to-door campaign to spread awareness."

- ❖ **ITC:** To promote a hygienic environment through prevention of open defecation in the open and reduce incidence of water-borne diseases, 3,578 individual household toilets were constructed during the year. With this, a total of 8,254 low-cost sanitary units have been constructed in ITC Company's factory catchment areas. In areas with water quality problems, 19 plants providing safe drinking water to about 28000 rural households have been installed in the state of Andhra Pradesh. '

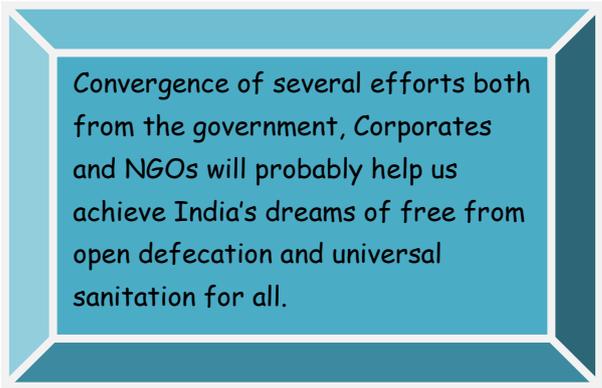
8. FOR CORPORATES ENGAGING IN SANITATION PROJECTS:

Corporates are coming forward to build toilets and engage in sanitation projects as part of their CSR Program. It is important to ensure that the process is looked into holistically.

Points to remember while engaging in sanitation Project are

- ✓ Ensure community involvement in the planning and implementation stages of the projects. Involvement of community will ensure commitment to and ownership of projects, which are essential to achieving sustainability of projects.
- ✓ Involvement of women in the decision making process will also aid in achieving the overall goals.
- ✓ Programmes should consider the full range of the communities sanitation needs (i.e. not just households but also institution and public place.)
- ✓ Schools are a major community focal point for sanitation promotion and health and hygiene education.
- ✓ Toilet designs should be practical and usable by the community.

All water, sanitation and hand washing facilities need to be clean, functional and well maintained to ensure that these are used. Annual Maintenance Contracts can be entered into which will include regular maintenance of facilities, supply of cleaning materials, consumables like soap, disinfectants, brooms, brushes, buckets etc.



Convergence of several efforts both from the government, Corporates and NGOs will probably help us achieve India's dreams of free from open defecation and universal sanitation for all.

Other than building the sanitation infrastructure Corporates, Private sector and Foundations can assist in

- ✓ Reviewing the existing facility, from the perspective of the users and user friendliness. Corporates can spend CSR funds on repairing /augmenting the facility, rather than creating new ones.
- ✓ Providing funding for installation of safe drinking water sources, hand washing facilities and supporting hygiene improvements in schools.
- ✓ Providing finances for operation and maintenance of facilities, through Annual Maintenance Contracts.
- ✓ Driving behaviour change through communication campaigns and improvement of capacities through district/state level consultations and workshops.

Given the limited practical experience in the field, Corporates will benefit from partnering with State Government, multinational agencies, leading NGOs and non-profit organisations who have sufficiently long experience and learning in the field of Sanitation and Hygiene.

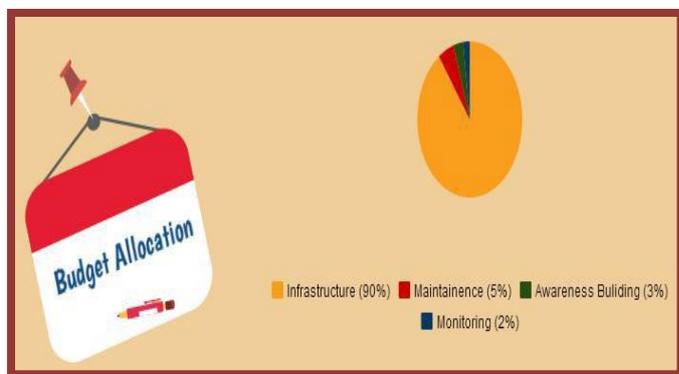
It is also important that Corporates put in place a good monitoring and evaluation practice to ensure that the intended results are achieved and capital investments made in installing these systems are not lost.

BUDGET ALLOCATION:

Further, it is important the toilet building does not become just another infrastructure mission which is constructed and then forgotten. There needs to be consistency in review and in the allocation of substantial funds on the operation and maintenance of the infrastructure and ongoing focus on behavioural change aspects.

Long term success of the mission will largely depend upon the sustenance of such interventions and review processes. Awareness building & Capacity building are the cornerstones of success in building a successful sanitation package.

Exhibit (vii) Representation of Budget Allocation for a Sanitation Project:-



If a corporate allocates a budget of say Rs. 1 crore for a Sanitation Project – then the Corporate should allocate

- ❖ 90% of the budget towards building the infrastructure
- ❖ 5% of budget towards maintenance (i.e. annual maintenance contract)
- ❖ 3 % of budget towards Awareness building/Behavioural aspects and
- ❖ 2% toward monitoring the project.

To achieve a clean India, it will take an effort on various aspects such as psychological methods to change people's attitudes; technologies to achieve suitable toilet designs (for homes, schools and communities); well-thought-out arrangements for keeping them clean; water specialists to arrange water availability in different topographies and climates; garbage management, and public governance to ensure coordinated actions on all fronts.

Convergence of several efforts both from the government, Corporates and NGOs will probably help us achieve India's dreams of free from open defecation and universal sanitation for all.

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6. “Times of India “Article – [dated 12 February 2016.](#)
7. “The Hindu” Article – [dated 10 January 2016](#)

ABOUT SOSTAKES:

SoStakes Services is an advisory firm. The primary objective of these services is to enable a structured approach to social investments. Our services include the identification of impactful social investments, due diligence of implementing partners and third party monitoring of the project.

We also prepare social impact reports.

We have experience in Education, Community Development (Skill Building), Environment (Waste Management).

Our objective is to change the way social investments are made and emphasise on Social Value creation.

Our ethos in treating CSR as a societal investment of time and money into our future and towards this, we believe in driving social value through processes, measuring what matters and mobilizing large capital towards impactful projects.

