



# Sensitise to Sanitise

A biannual newsletter by Sensitise to Sanitise Coalition  
July – December 2015 | Volume 1

*2.7 million individuals impacted across India from  
July – December 2015 through sanitation*

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## FOREWORD

Every human being has the right to basic services. And having access to safe water and proper sanitation facilities is as basic as it can get. We have known that these basic necessities are not available to lakhs of people in India, for we rank first in open defecation statistics in the world. This is not the government's problem alone. This is a people's issue and we are all a part of the solution.

Habitat for Humanity India (HFH India) aligns with the national mandate of making India open defecation free. We are working in the field of individual household sanitation, school and community sanitation and access to water. In addition, HFH India is focusing systematically on behavior change communication and training.

When we hear from our intervention areas that a 'Geeta in Chennai motivated her entire village to become ODF', a Neelam in Madhya Pradesh convinced her family for a household latrine and thus she and her family no more need to go out to defecate in the open, or a Dwarkabai who builds sanitation units with pride in Aurangabad, Maharashtra; we know we are changing mindsets and lives. And the only way we can explain how a lady from Maharashtra would sell her wedding chain to build sanitation units for her neighbours is that there is a 'heart factor' in the work we do in sanitation and we need to connect our plans, programs, money, time, resources and networks in scaling intervention impact.

It is with this conviction that we reach out to partners in the sanitation sector in India to partner under the 'Sensitise to Sanitise Coalition', initiated in November 2014 and launched in July 2015 as a platform to collaborate and pool in complimentary skills and resources to work towards ensuring sanitation for all and making India open defecation free district by district!

HFH India is happy to be a member of the India Sanitation Coalition launched in June 2015 and promoted by the Ministry of Drinking Water and Sanitation. The Indian Sanitation Coalition is bringing together various stakeholders in dealing with the entire ecosystem of sustainable sanitation. Going forward, we would like to expand the mandate of the S2S coalition to include 'shelter for all', as we believe that everyone must have a decent place to live. We are thus looking forward to a coalition on shelter and sanitation in the near future.

*Rajan Samuel  
Managing Director,  
Habitat for Humanity India*

## INTRODUCTION: SENSITISE TO SANITISE COALITION

Sanitation is gaining prominence as one of the most important development challenges of the 21st century as many people all over the world lack access to adequate sanitation facilities. The sanitation scenario in India too is alarming with 60% of our population lacking adequate sanitation facilities. Latest reports point out that India is heading to become the most populous country in the world by 2022 (UN Reports 2015). Increased urbanization is leading to a massive growth in slums in cities. Rapid urbanization has brought with it problems of overcrowding, land shortage, housing shortfall, congestion and an increased pressure on resources and amenities. Issues of urban poverty and homelessness cannot be ignored. Another associated problem is of open defecation and poor sanitation. A report by Dasra<sup>1</sup> states that in India 1,600 children die every day before reaching their fifth birthday, 24% of girls drop out of school and more than 30% of marginalized women are violently assaulted every year as the lack of basic sanitation forces them to travel long distances to meet their needs.

In order to address sanitation issues in India, Habitat for Humanity India has initiated the Sensitize to Sanitize (S2S) coalition. Its mandate will be to work collaboratively with partners and actively seek ways to enhance the well-being of marginalized communities through providing access to sanitation facilities. This would be a coalition of nation-wide institutions with complementing skills and capabilities, coming together to address the eco-system of sanitation. The coalition will seek to systematically work on projects towards achieving open defecation free (ODF) districts in the country.

### Objectives of the Coalition

1. Enable partnerships between organizations working in the area of sanitation.
2. Offer a knowledge sharing platform for exchange of ideas on technology & innovations.
3. Develop and publish a bi-annual newsletter to provide updates on development to members.
4. Foster joint fundraising initiatives from multiple stakeholders like corporates, foundations etc.
5. Planning and implementation of holistic sanitation projects.
6. Focus and promote Behavior Change Communication (BCC) among communities.

### Member Profile

The S2S coalition will bring together various organizations and institutions with complementary skills including practitioners, technology providers, research agencies, donors and funding agencies, international NGOs and micro finance institutions.

We aim to partner with more organizations who share our mission to improve the sanitation scenario in India and align objectives and interventions in achieving an ODF India with proper sanitation facilities for all.

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<sup>1</sup> [http://www.dasra.org/pdf/SquattingRights\\_Report.pdf](http://www.dasra.org/pdf/SquattingRights_Report.pdf)

## THE S2S COALITION MEMBERS

PARTNER DETAILS	
<p><b>ERAM SCIENTIFIC SOLUTIONS</b> KEK Towers, 5th Floor, Opposite. TRIDA, Vazhuthacaud, Tower A - 6th Floor, Khobar Business Gate, Thiruvananthapuram - 695 010, Kerala PB No 4955, Al-Khobar 31952</p> <p>Phone: +91 471 4062125 / 4068127 Email: <a href="mailto:info@eramscientific.com">info@eramscientific.com</a> Website: <a href="http://www.eramscientific.com">www.eramscientific.com</a></p>	<p><b>LEAF SOCIETY</b> 10/134, Trichy Main Road, Periyaveppanatham Village, Vasnathapuram Post, Namakkal, Tamil Nadu: 637001</p> <p>Phone: 00-91-4286-230010 Email: <a href="mailto:leafsociety@gmail.com">leafsociety@gmail.com</a> Website: <a href="http://www.leafsociety.in">www.leafsociety.in</a></p>
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<p><b>WORLD VISION</b> No. 16, VOC Main Road, Kodambakkam, Chennai - 600 024.</p> <p>Phone: Toll Free (India): +1-800-425-4550   Tel: +91-44-24807070, 42287070 Web: <a href="https://www.worldvision.in">https://www.worldvision.in</a></p>	

## ABOUT S2S PARTNERS

### 1. ERAM SCIENTIFIC SOLUTIONS

Eram Scientific Solutions (ESS) is a Private Limited company started in 2008 and a Research & Development social enterprise operating primarily in the water and sanitation sector based out of Thiruvananthapuram, Kerala in India. Eram Scientific has introduced the revolutionary concept of technology integrated toilets to address the challenges associated with public sanitation in India.



**Eram Scientific has developed EToilet which is India's First Electronic Public Toilet.**

ETOILET converges electronics, mechanical, web-mobile technologies thereby controlling entry, usage, cleaning, exit, and remote monitoring capabilities with multiple revenue options. The insertion of a coin opens the door of the eToilet for the user, switches on a light—thus saving energy—and even directs the person with audio commands. The toilets are programmed to flush 1.5 liters of water after 3 minutes of usage or 4.5 liters if usage is longer. It can also be programmed to clean the platform with a complete wash down after every 5 or 10 persons using the toilet.



Eram Scientific has been part of the Swachh Bharat CSR project of Tata Consultancy Services, wherein they have deployed over 600 school eToilets in 490 schools in Nellore, Andhra Pradesh and Thanjavur-Pudhukottai in Tamil Nadu. This project was completed in a span of less than 3 months. They have received the Safaigiri Toilet Titan Award for this project from the Honourable Prime Minister. **Till date, Eram Scientific has deployed over 1500 eToilets across 19 states**, covering the whole of Kerala and major locations in Tamil Nadu, Karnataka, Andhra Pradesh, Telangana, Chattisgarh, Maharashtra, Gujarat, Bihar, Uttar Pradesh, Assam, New Delhi, Haryana, Punjab, Himachal Pradesh, Tripura etc.

## 2. FINISH SOCIETY

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. The vision is to make a visible change in sanitation, hygiene conditions and living standards in India with a holistic approach by integrating sanitation with financial inclusion, waste management and health care. More than 60 partners including Micro Finance Institutions, NGOs and Cooperatives are associated with them to implement the project.



FINISH has its footprints in more than 50 districts in 10 states of India, improving millions of lives. FINISH has also expanded its work globally by starting interventions in Kenya and Bangladesh. **FINISH Society has been able to reach 8,000,000 people with the message of safe sanitation and have been able to facilitate access of safe sanitation system to 2,000,000 families.**



More than 50 villages have achieved ODF status under their various projects and they have implemented WASH awareness program in 100 schools for more than 10,000 children. They have added 495,197 safe sanitation systems in ten states across India till September 2015.

### 3. GRAMALAYA

Gramalaya was established in 1987 with a group of committed youth in the field of rural development. Gramalaya is registered under the Indian Trust Act of 1882. Gramalaya envisions a society in which all people will have equal rights and access to protected water, sanitation, health and improved income status without gender discrimination. Health, hygiene education, promotion of women Self-help Groups among rural, urban and tribal villages, construction of cost effective household latrines, and microfinance for sanitation, school health intervention, child friendly toilets, and community managed pay and use latrines are the major programs of Gramalaya.



Gramalaya through its community based organizations provide accessible sanitation to every household. They assist families by promoting low-cost technological option and availing financial assistance from lending institutions. Gramalaya is currently working in five southern states covering Tamil Nadu, Andhra Pradesh, Telangana, Karnataka and Pondicherry.

Gramalaya has field tested several rural and urban sanitation models for individual households and schools and so far **Gramalaya has constructed more than 1,00,000 toilets**. Some of the successfully field tested models are the Twin pit pour flush leach pit models designed by UNDP in the hard soil areas, SMART toilets, dry pit latrines, eco-san toilet, community latrine, individual and child friendly toilets. **Gramalaya played an active role in declaring India's first slum Kalmandhai as open defecation free (ODF) slum in Tiruchirappalli City Corporation in the year 2002 followed by 168 slums as ODF announced with the support of Trichy City Corporation and donor agencies.** They have also established the Toilet Technology Park with 24 models in a rural setting at the Gramalaya Training Centre.

#### 4. GUARDIAN

Gramalaya Urban and Rural Development Initiatives and Network (GUARDIAN) is a micro finance institution (MFI) and a not for profit organization, registered under Sec. 25 of Companies Act 1956. GUARDIAN came into existence in 2007 and it was promoted by Gramalaya, which is a pioneer NGO in the field of water and sanitation for more than two decades in Tiruchirapalli District, Tamil Nadu. GUARDIAN is the first MFI in the world engaged in micro lending to the community who lack access to credit for the creation of individual household toilets and water connection facilities. With the support of nationalized banks, communities, NGO and donor agencies, Guardian has started 'lending' to the poorer communities for the promotion of water and toilet facilities through women self-help groups (SHG) and women joint liability groups (JLG) since March 2008.



Guardian currently operates in 22 blocks and one City Corporation in Trichirapalli, Pudukottai, Namakkal, Perambalur, Karur and Salem district of Tamil Nadu, India and is likely to cover the adjacent districts in the near future. Guardian provides credit for water connections, toilet construction, renovation, rainwater harvesting, water purifier and bio gas plants. **As of December 2015, Guardian was able reach 81,474 women clients with total loan disbursement of INR 76.24 crores to have easy access to household water and toilet facilities.**

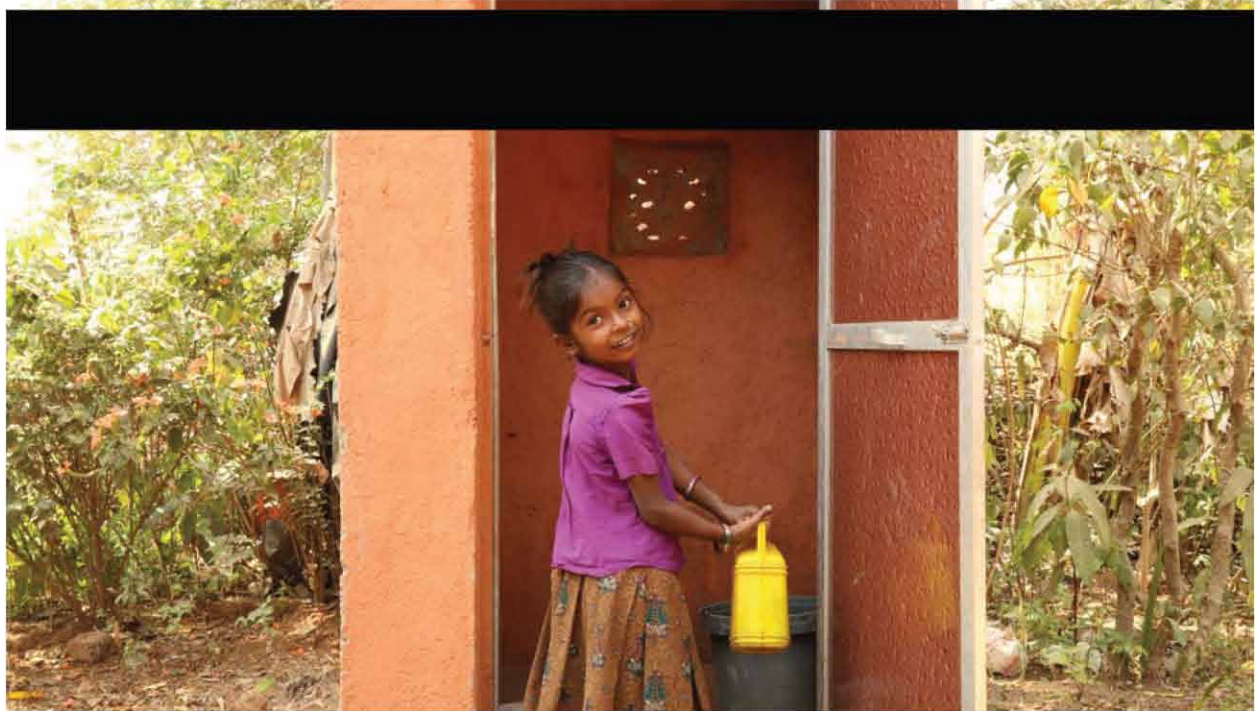
**In line with Honorable Prime Minister's call, GUARDIAN has set a goal to address 10,00,000 households in Tamil Nadu to have easy access to toilet facilities through loan component by the year 2019-20 and would like to promote 2,00,000 household toilets per annum. Thus, Guardian could reach 10,00,000 families for easy access to toilet facilities by the year ending 2019 - 20 and 50,00,000 members would be benefitted indirectly.**



## 5. HABITAT FOR HUMANITY INDIA (S2S COALITION SECRETARIAT)

Habitat for Humanity (HFH) India is a non-profit organization that builds homes and sanitation facilities and provides housing-related services to low-income, marginalized families across India. HFH India began operations in 1983 and is today one of Habitat for Humanity International's largest programs in the Asia Pacific region. Habitat's vision is "A world where everyone has a decent place to live."

HFH India works in partnership with local, grassroots, non-governmental organizations, and micro-finance institutions throughout India. HFH India has its presence in 18 states in India. It operates through four Programme Implementation Offices (PIOs) – Mumbai, Delhi, Bangalore and Chennai. HFH India's intervention verticals include shelter, sanitation, disaster response, volunteer programme and the school programme. The shelter intervention verticals include new house construction, housing repairs and improvements, incremental construction and housing support services. The sanitation verticals include individual household latrines (IHHL), school sanitation and sanitation hygiene education, community toilets, behaviour change communication (BCC) and access to water.



**HFH India has served 4.3 lakh individuals comprising of 87,878 households on shelter and sanitation solutions across 17 states in India (as of December 2015). Out of this 20,573 are new houses and 12,985 are sanitation units and the remaining are house repairs restoration and improvements. 90,085 individuals from 18,017 families have been supported by Habitat for Humanity's response in disaster affected areas from 1999 to 2015. Over 8.2 million people have been reached through HFH India's volunteer program!**

## 6. LEAF SOCIETY

Leadership through Education and Action Foundation (LEAF Society) is a not for profit voluntary organization, registered under Tamil Nadu Societies Registration Act 1975. “LEAF Society strives to create equal opportunities for the marginalized and vulnerable communities by bringing them together, recognizing their leadership potential and helping them realize their economic, social and political rights, thus, bringing about positive and long-lasting changes in their lives.”

LEAF Society is currently implementing water & sanitation, Right to Information, income generation & right's based education projects at Namakkal (Erumapatty, Mohanur) of Namakkal district, Chennai and Mangalore. They are working with 176 most deserving villages of Namakkal district of Tamil Nadu on promotion of safe sanitation & drinking water practices, personal hygiene, solid & liquid waste management's, home hygiene and environmental sanitation. Prior to promoting hardware of constructing toilets, they have pledged to bring an attitudinal shift & behavioral change towards safe sanitation & drinking water practice through various innovative campaigns for rural communities.



LEAF is working with evening joyful learning centres in 30 villages; they have also designed a memory game based on safe sanitation practices, a personal hygiene train game, and snake & ladder game on healthy living for children.



## 7. MAHILA HOUSING SEWA TRUST (MHT)

Mahila Housing SEWA Trust (MHT) is an autonomous organization promoted by SEWA in 1994 with the overall objective of improving the housing and infrastructure conditions, especially of poor women in the informal sector. Head quartered in Ahmedabad, Gujarat, MHT works in seven states of India viz. Gujarat, Rajasthan, Madhya Pradesh, Bihar, Delhi, Odisha and Jharkhand. It has recently expanded its sphere of influence to South East Asia in Bangladesh and Nepal.



MHT's programs address water, sanitation, drainage, solid waste management, roads, electricity/energy efficiency and renewable energy, affordable housing and land rights, housing and infrastructure finance, rural housing, shelter based livelihood promotion, skill development programs and promoting democratic governance. To play its role effectively MHT has developed into a hybrid organization combining technical and social skills. **Studies have shown that 100% households facilitated by MHT to access individual toilets report no open defecation.**

MHT is dedicated to the Prime Minister's Goal of Swachh Bharat Mission and all its above major areas of work are closely aligned with its objectives and goals. MHT has been recognised amongst the top 3 organisations for highest potential Not for Profit urban sanitation sector in India by DASRA in 2012. MHT received an award from USAID, UN Habitat, UNDP and Pulse

Lab Jakarta for “Innovation to build Urban Resilience”. MHT was felicitated by Women Change-makers of Switzerland in 2013 for “Women Empowerment in Habitat Sector”.

MHT is a member of Prime Minister Office Task Force on Affordable Housing and steering committee member on Affordable Housing and Poverty Alleviation for 12th Five year plan to Niti Aayog. Recently MHT Team with 18 partners across South Asia has been selected among the 8 winning teams of the Global Resilience Challenge (an initiative spearheaded by the Rockefeller Foundation, USAID & SIDA)

## 8. SAMAGRA

Samagra is a Gates Foundation supported social enterprise dedicated solely to solving the issues related to Sanitation and Waste Management in urban slums and rural India. Samagra's mission is “to enable the poor lead healthier, productive, dignified and empowered lives”. Samagra's team comprises of engineers, architects, designers, social scientists and leaders who have deep seated entrepreneurial spirit and passion for designing appropriate solutions for intractable problems. They use Design, Psychology, Technology and Human Connections to transform community sanitation and waste management services while building successful partnerships with their stakeholders and partners. Samagra is currently operating in 12 Blocks across 4 slums in Pune.





Samagra has developed innovative methods to enable behaviour change in the communities where it operates. 'Loo Reward' is one such programme that is designed to:

Improve engagement by rewarding urban poor for making good choices regarding health and hygiene (and related areas like finance).

Create funds for provision and/or maintenance of sanitation services in urban slums.

**Samagra is currently providing sanitation experiences to over 10000 daily users on a daily basis.** Following is a summary of their impact and their scale up strategy:

1. 600% increase in the number of people paying for toilets.
2. 500+ first time toilet users (resulting in reduction in Open Defecation).
3. 92% Customer Satisfaction.
4. 4500+ female users.

## 9. SHELTER ASSOCIATES

Shelter Associates (SA) is a civil society organization established in 1993 to improve the living conditions of the urban poor in India. Their vision is "To address India's urban sanitation crisis which disproportionately affects the health, dignity, and safety of women and girls in urban slums, through the 'One Home-One Toilet' model." They work in slums to facilitate and provide technical support for improved housing and essential services.

Shelter Associates is currently working within Maharashtra. In the past they have worked in Aurangabad, CIDCO, Thane and Solapur to conduct Rapid Infrastructure Mapping. Shelter Associates' 'One Home-One Toilet' (OHOT) model, involves a partnership between Shelter Associates and any one NGO, the urban local body and community members as equal stakeholders. It uses data and maps to design solutions, and then uses this data to overcome people's biases and belief systems that hinder sanitation behaviour through workshops and focus group discussions. They provide individual toilets rather than community toilets and the family bears the cost of construction by employing their own mason.

**Shelter Associates has built over 4,500 household toilets since 2005 and provided 2,000 houses with toilets through their slum rehabilitation project which has directly impacted 45,000 individuals. In all, Shelter has impacted over 50,000 people.** Shelter Associates also conducts BCC2 workshops and Focused Group Discussions with community members to educate and create awareness on issues of sanitation. In fact, their concept of community driven, city-wide inclusive planning approaches influenced the national slum rehabilitation program, Rajeev Awas Yojana. In 2015, the Housing and Urban Development Corporation (HUDCO), Government of India commended their work by presenting them with an award for 'Best Practice in Sanitation.' Their sanitation model has been adopted and implemented by the Pune Municipal Corporation (PMC) to provide individual toilets within the slums in Pune.

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<sup>2</sup> Behaviour Change Communication

## 10. WASH INSTITUTE

The Water, Sanitation and Hygiene (WASH) Institute in Kodaikanal established during the year 2008, is a registered non-profit Technical, training, research and development organization dedicated to providing practical solutions to a wide range of water, sanitation, hygiene and environmental issues across South Asia particularly India. WASH Institute also has its branch offices at Patna, Bihar, Dindigul, Tamil Nadu and New Delhi. Their vision reads as “A world in which all communities have access to safe, protected and sustainable drinking water and sanitation services, with improved hygiene practices.”



WASH Institute was granted the status of National Key Resource Centre (KRC) by Ministry of Drinking Water and Sanitation, Government of India in the year 2010. The status of Key Resource Centre empowered the Institute to conduct Capacity Building & Trainings for government engineers & officials of State and Central Government across the country, designing of course structures & modules, researches and advocate for policy change at different levels. The Institute has also a proven track record of organizing National Workshops on different themes of Water, Sanitation and Hygiene.

Some of their major areas of work have been providing technical assistance support to Ministry of Urban Development on Swachh Bharat, providing capacity building support to PSI, GSF, water audits for corporates, research in the area of faecal sludge management and ecological sanitation.

## 11. WORLD VISION (WV)

World Vision (WV) is an International Non-Governmental relief and development organization founded on Christian principles, with a focus on child well-being and has a presence across 100 nations worldwide. World Vision has had a pan India presence since 1951 and its work impacts 2.61 million children in 6252 communities. WV major areas of interventions are health, water and sanitation, economic development, and emergency response.



WASH has been an integral component of WV India's health programs and has worked through five different projects to provide for water and sanitation facilities like Integrated Community-based WASH, WASH in schools, WASH in emergencies and WASH in urban contexts



World Vision Networking successfully implemented a Global Water for Sustainability (GLOWS). The project maximized water retention and improved management of existing water resources for 30,000 direct beneficiaries.<sup>3</sup> World Vision in the fiscal year 2014 and 2015 has achieved some strong outcomes - **208 schools were provided with gender and disable friendly toilets, 16620 individual twin pit pour flush household toilets have been constructed as a result of Community Led Total Sanitation (CLTS) triggering via WV programs and 926 Bio-sanitation toilets were built using aerobic technology in urban settings in unauthorized slums.**

Over the last year, WV India's WASH program has focused on providing sustainable water, sanitation and hygiene services and over 0.6 million people have been sensitized on sanitation and hygiene through demand generation activities.

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<sup>3</sup> WV India IPCH [integrated programming for Child health] Survey

# Impact Matrix

**IMPACT MATRIX: 2.7 million people impacted from July to December 2015**

## Outreach Summary JULY TO DECEMBER 2015

Sanitation Verticals	No. of Units/ Households	No. of direct users	
IHHL	92658	463290	5 per unit
School Sanitation	1406	421800	300 per unit
Community Toilets	175	122500	700 per unit
Behaviour Change Communication		1710794	
Access to Water	11514	57570	5 per unit
<b>Total</b>		<b>2775,954</b>	

Organization	Individual Household Latrines (IHHL)		School Sanitation Units		Community Toilets		Behaviour Change Communication (BCC)		Access to Water (Households)	
	Numbers (From the start to 2015)	Numbers (July- Dec 2015 )	Numbers (From the start to 2015)	Numbers (July- Dec 2015)	Numbers (From the start to 2015)	Numbers (July- Dec 2015)	Numbers (From the start to 2015)	Numbers (July- Dec 2015)	Numbers (From the start to 2015)	Numbers (July- Dec 2015)
Eram Scientific	NA	NA	725	650	775	160	NA	NA	NA	NA
FINISH Society	4,95,157	55,850	280	180	NA	NA	8 million	1.5 million	NA	NA
Gramalaya	1,75,000	11,654	325 schools (13,000 students for School Hygiene Education)	25 schools (1200 students for School Hygiene Education)	8	Nil	5,00,000	18,000	500 villages and slums/ 20,000 Individual Water Connections	50 villages/ 1500 Individual Water connections
Guardian	39,977	13,507	NA	NA	NA	NA	39,977	13,507	17,642	4,290
Habitat for Humanity India	12,985	4,347	NA	26	NA	0	62,328	20,868		500
Leaf Society	3,500	1,200	500	377	0	1	1 million	55,000	500	30
Mehla Housing Sewa Trust	54,548	5,325	NA	NA	NA	NA	NA	NA	42,327	1,694
Samagra	55	NA	0	18	3	9	4,000	15,600	NA	NA
Shelter Associates	6,500	650	NA	NA	16	0	2,655	1,180	NA	NA
Weeh Institute	1,556	NA	NA	10 schools in progress	2	NA	15,711	1,200	NA	10 schools in progress
World Vision	16,620 Individuals	325	208 schools & 181 schools covered under MHM	120	25	5	1481,459	85,431	33,415 - HH, 407 Community based hand pumps - 4,78,915 families benefiting	3,500
<b>TOTAL Jul-Dec'15</b>		<b>92,658</b>		<b>1406</b>		<b>175</b>		<b>1710,794</b>		<b>11,514</b>

\* MHM - Menstrual Hygiene Management

\* HH – Households



## Outreach

(Map – attached separately)

*S2S Coalition partners work in the following areas in India*





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