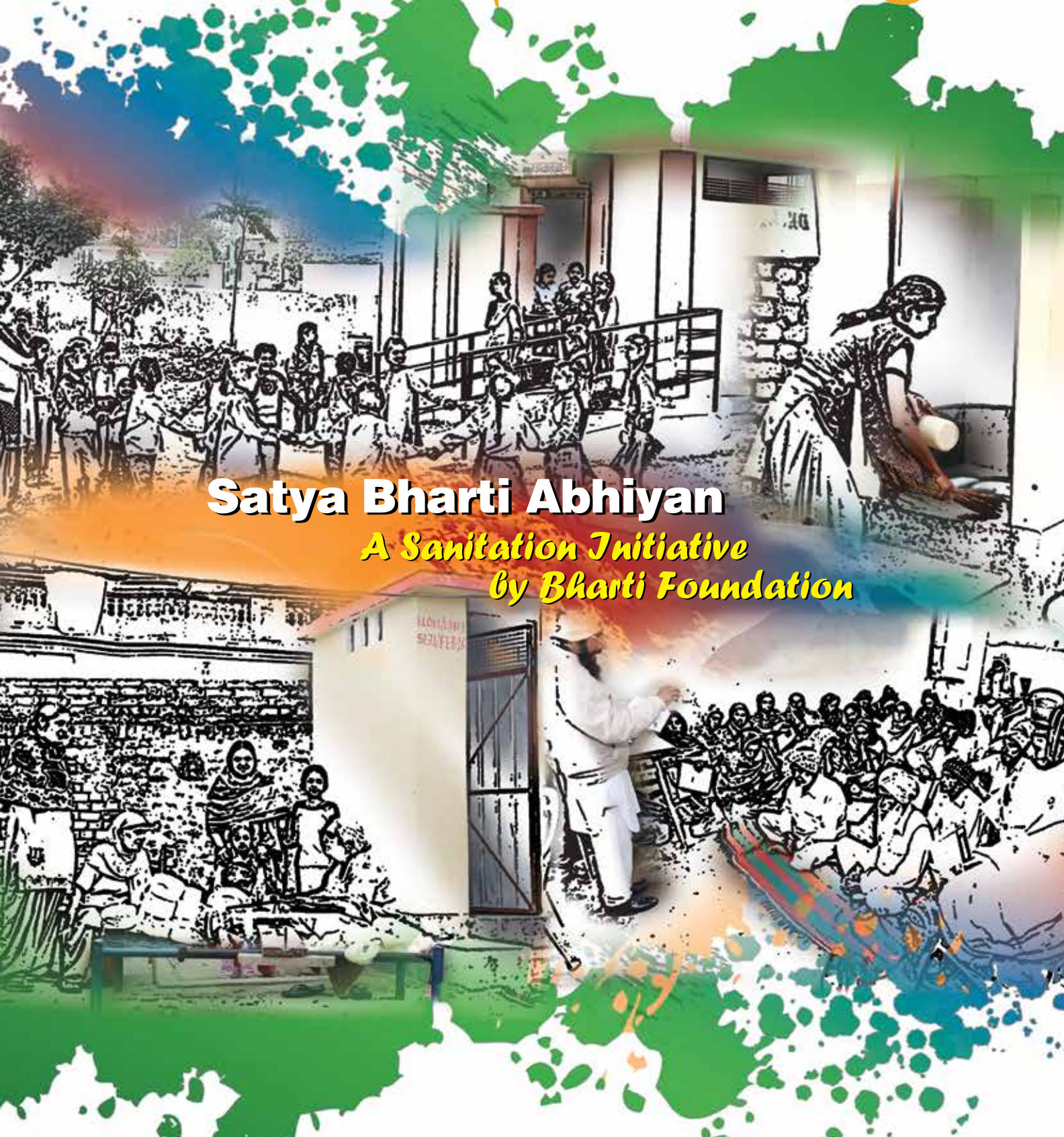


voice of change

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Satya Bharti Abhiyan

A Sanitation Initiative

by Bharti Foundation

From the CEO's Desk

Dear Friends,

It gives me great pleasure to share with you the latest edition of the Voice of Change Newsletter. This issue provides an overview of the Foundation's sanitation initiative – Satya Bharti Abhiyan, initiated in response to our Hon'ble Prime Minister's path-breaking impetus towards a 'Clean India'.

While the Satya Bharti School initiative remains focussed on providing quality education to underprivileged children across rural India, with Satya Bharti Abhiyan, we continue the tradition of supporting the Government's development agenda. Directly benefitting approximately 90,000 community members by providing close to 18,000 individual toilets across rural and urban Ludhiana as well as a separate toilet for girls in 14 Government schools identified by the Education Department of Punjab in rural Ludhiana; our objective of leaving no household in rural Ludhiana without a toilet, stood validated within a short span of two years. Further, in July 2017, the Foundation announced the expansion of the Abhiyan to rural Amritsar in the presence of the Hon'ble Union Minister of Finance & Corporate Affairs, Shri Arun Jaitley and other key dignitaries from the Government of Punjab. Community members across the identified rural blocks of Amritsar (Chogawan, Majitha, Ajnala and Harsha Chhina) have already begun to draw benefit from Satya Bharti Abhiyan, now recognised as one of the largest end-to-end corporate initiatives in sanitation across India.

Over the years, sanitation programs have also been integral to Satya Bharti School processes. The deliverables under Satya Bharti Abhiyan are further strengthened by awareness drives carried out by our schools. Concurrently, these campaigns have led to over 3,000 toilets being built in the homes of Satya Bharti students across India.

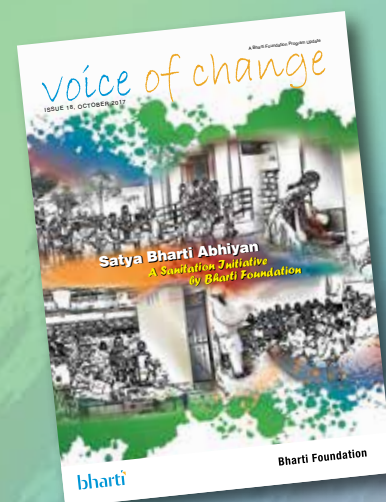
Hope you find this to be an interesting read and I look forward to receiving your feedback.

Jai Hind!



Vijay Chadda

Chief Executive Officer, Bharti Foundation



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An Overview

Open defecation is a challenge at the global scale. It adversely affects many facets of life, like physical and cognitive development of children, sometimes leading to infant mortality. It also reduces the availability of human capital because of diseases, leading to loss of productivity and associated disadvantages. Open defecation affects everyone, a respective of an individual's access or lack thereof to sanitation facilities. About 1.2 billion, i.e. one-sixth of the world population lives in India and nearly half of them do not have a toilet at home.

Poor sanitation affects the quality of life in many ways. Some of the challenges faced by individuals and communities due to poor sanitation include:

- **High Child Mortality Rate:** About 1.5 million children die each year – 5,000 every day – from diarrheal disease, largely preventable through proper sanitation and improved hygiene. Prevalence of such diseases is much higher in rural areas as seven out of ten people without improved sanitation live in rural areas.¹
- **Loss to Gross Domestic Product (GDP):** According to *The Economic Impacts of Inadequate Sanitation in India*, a report from the World Bank, poor sanitation leads to considerable economic losses for India, equivalent to 6.4% of India's GDP in 2006 at US \$53.8 billion (Rs. 2.4 trillion).²
- **Impact on Education and Development of Children:** Many developing countries are increasing spend on education to meet the Millennium Development Goals' targets for universal primary school completion. For a host of reasons, that spending will have more impact if some money goes towards providing toilets for students and teachers. Worldwide, each year, children lose 272 million school days due to diarrhea.³ Children enduring intense whipworm infections are absent from school twice as much as their worm-free peers. Not only do these illnesses deprive children of school attendance and achievement, they have a negative impact on their development, thereby impacting their countries' development potential and deepening the cycle of poverty. Knowledge on disease transmission indicates that 100% of infections caused by soil-transmitted parasitic worms can be prevented with adequate sanitation, hygiene and availability of water.⁴

Scenario in Punjab and Ludhiana – Government's estimates of number of toilets to be constructed:

As per 2011 Census of India,⁵ the number of rural households in the state of Punjab were 3.3 million and of these, 2.3 million (70%) had reported as having access to toilets.

As per the Census, there were 2,67,046 households residing in the rural areas of Ludhiana District. The estimated number of toilets required to be constructed to achieve 100% access to toilets were:

- **As per Nirmal Bharat Abhiyan (NBA):** The baseline survey done in 2012 had estimated that 10% of households did not have access to individual household latrines (IHHLs), thereby implying that 26,704 toilets were required to be constructed.
- **As per Census 2011:** The baseline survey done in Census 2011 estimated that 13% households did not have access to IHHLs. Thus, according to the Census, there were 34,715 households which did not have access to toilets.

¹ http://www.who.int/water_sanitation_health/monitoring/jmp-2015-key-facts/en/

² <http://water.worldbank.org/news/inadequate-sanitation-costs-india-equivalent-64-percent-gdp>

³ World Health Organization, Report of the Third Global Meeting of the Partners for Parasite Control: Deworming for health and development, WHO, Geneva, 2004, p. 15.

⁴ Bethony, Jeffrey, et al., 'Soil-Transmitted Helminth Infections: Ascariasis, trichuriasis, and hookworm', *The Lancet*, vol. 367, no. 9521, 6 May 2006, pp. 1521–1532.

⁵ <http://social.yourstory.com/2015/06/punjab-open-defecation-free-state/>

Satya Bharti Abhiyan: Addressing Sanitation in Rural Ludhiana

The 'What', 'How' and 'Why' of Satya Bharti Abhiyan

Mandate of Satya Bharti Abhiyan

Satya Bharti Abhiyan was launched in August, 2014 in response to the call of the Honourable Prime Minister, Shri Narendra Modi to the corporates for supporting government's initiative of Swachh Bharat Mission. The Abhiyan adopted rural areas of the entire Ludhiana district with a mandate to:

- Provide a toilet in every household of rural Ludhiana that doesn't have one
- Provide a girls' toilet in every Government school not having a separate girls' toilet
- Bring about behavioural change towards improving sanitation conditions
- Implement the Abhiyan independently, i.e. without taking any funds/resources from the Government or the beneficiary

Implementation

The funds for the Abhiyan are provided by Bharti Group companies and outsourced partners are deployed for the construction of toilets and for IEC. The work is closely monitored and supervised by the Foundation team. The implementation is done in collaboration with all stakeholders, e.g. the Government, the communities, Gram Panchayats and the beneficiaries. Implementation through structured and well-designed processes involves and empowers all stakeholders.

Project Status

To improve the sanitation conditions in Ludhiana district, the Foundation surveyed 1,010 villages; it has constructed and handed over close to 18,000 toilets across rural and urban Ludhiana, thereby directly benefiting approximately 90,000 individuals. In addition, 14 Government schools, identified by Punjab Education Development Board, were provided a separate toilet for girls. For urban areas of Ludhiana district, a list of 493 toilets was shared by Punjab Municipal Infrastructure Development Company (PMIDC). All of the 201 households in this list that did not have a toilet, have been provided one. The Abhiyan has also worked towards behavioural change to promote good practices and has carried out awareness drives on the importance of usage and regular maintenance of toilets. These efforts, leveraged and augmented by the Government, enabled Ludhiana district (rural) to become the second self-declared open defecation free district of Punjab on November 2, 2016. On July 15, 2017, Bharti Foundation commemorated the completion of Abhiyan in Ludhiana and announced the expanded outreach of the sanitation initiative in rural Amritsar.

Testimonial

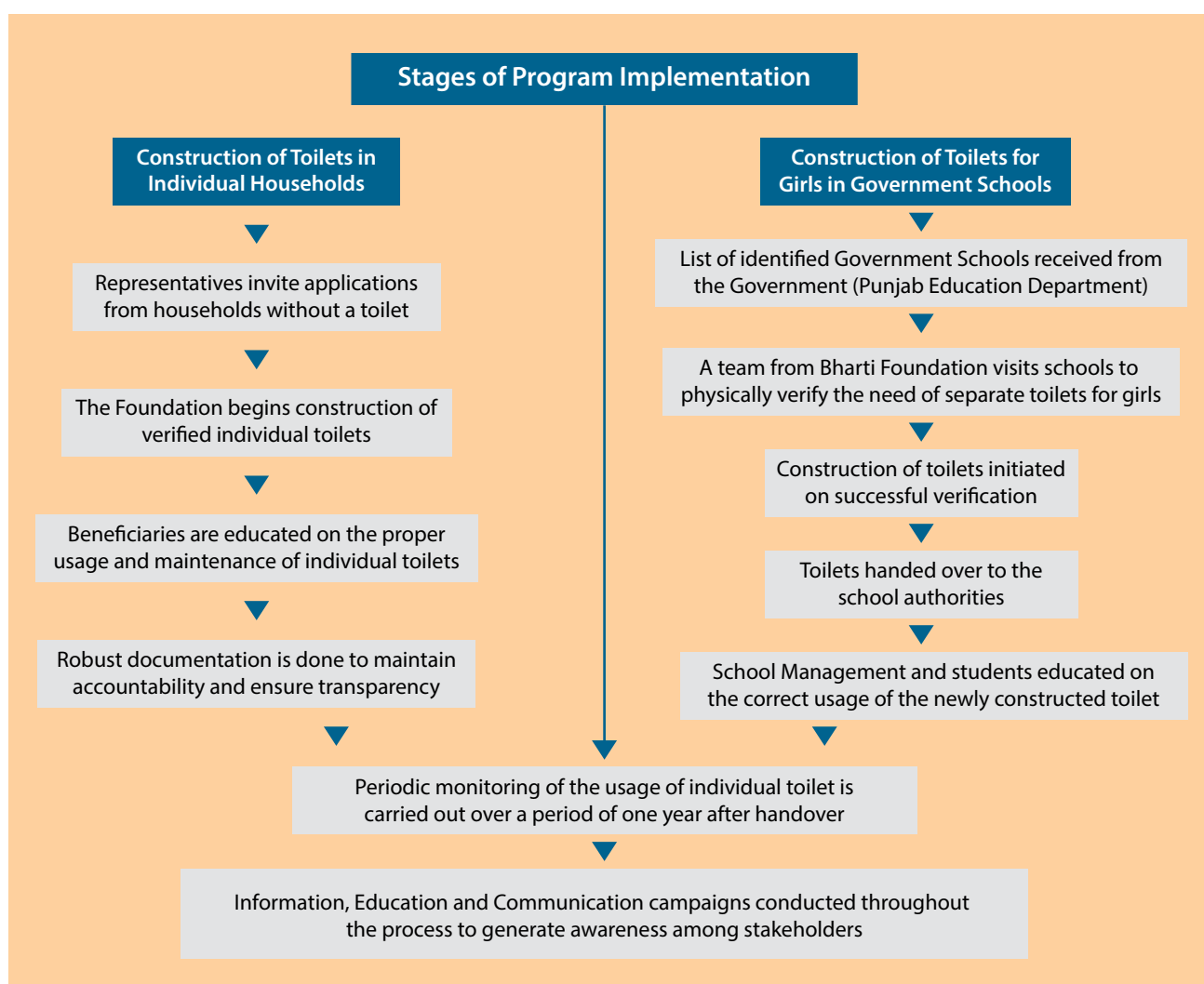
“Bharti Foundation has constructed a toilet block for girl students in our Government Primary School, Ramgarh Sardara, District Ludhiana. We are happy with the quality of work carried out by the Foundation. The toilet is fully equipped including electrical lights, water tank and easy-to-maintain sanitation facilities. On behalf of the entire school, we thank Bharti Foundation for enhancing the schooling experience for girl students and ensuring their comfort.”

*Mr. Mela Singh, Headmaster, Government Primary School
Ramgarh Sardara, Ludhiana*

Key Performance Indicators of Satya Bharti Abhiyan – Ludhiana (Rural and Urban)

Particulars	Rural	Urban	Total
Number of Villages/ULBs surveyed	1,010	10	1,020
Numbers of Villages/ULBs where IHHLs constructed and handed over	792	10	802
Numbers of IHHLs handed over	17,628	201	17,829
Numbers of Girls' toilets handed over	14	N/A	14
Numbers of beneficiaries	86,582	1,165	87,747

Data as of September 30, 2017



Testimonial

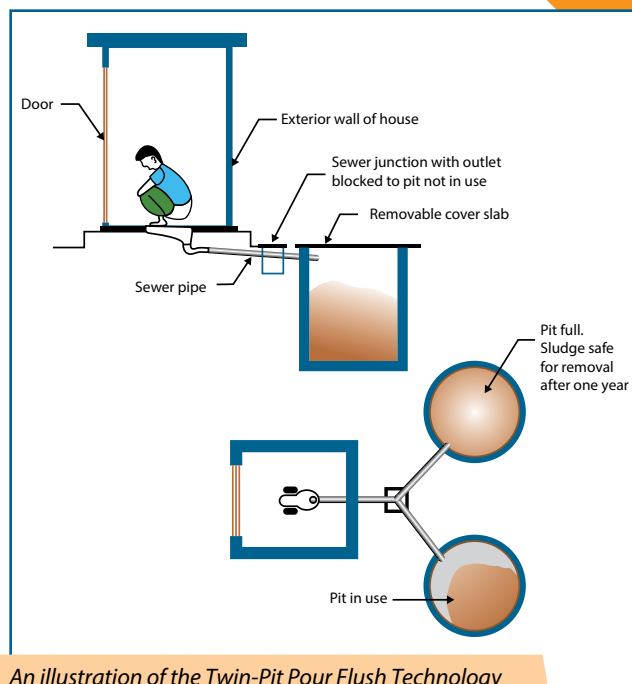
“Bharti Foundation’s Satya Bharti Abhiyan has brought in resources and technical expertise to address the problem of sanitation in Ludhiana (rural). It is commendable to cover more than 12,000 households to provide facility of individual toilets within a span of just 18 months. The initiative is an example of true corporate commitment and I am sure with increasing coverage the district will soon become open defecation free.”

Mr. Ravi Bhagat, then Deputy Commissioner, Ludhiana

Twin-Pit Pour Flush Toilet Technology

The individual toilets built under Satya Bharti Abhiyan follow the twin-pit pour flush technology. These easy-to-maintain toilets are ideal for rural households and have several contextual advantages:

- Require 1-2 liters of water against 10-15 liters in conventional toilets
- High convenience level
- Virtually zero maintenance
- Matured feces can be used as soil manure
- Can be repaired with locally available materials
- Needs less space as compared to a septic tank toilet system
- No or low operating costs when self-emptied



An illustration of the Twin-Pit Pour Flush Technology used for the construction of individual toilets by Bharti Foundation under Satya Bharti Abhiyan



Toilet under construction



Toilet constructed under Satya Bharti Abhiyan

Testimonial

“ Satya Bharti Abhiyan is a great endeavor. The program has shown a significant progress in terms of coverage of toilets and coverage of area of district Ludhiana. Being District Nodal Officer of SBM (G), I have visited all the blocks covering various villages for carrying out Information, Education and Communication activities. I am impressed with the efforts of the Satya Bharti Abhiyan team. They are working with amazing inspiration and enthusiasm, utmost dedication and missionary zeal to make Abhiyan a great success by working day and night and in odd weather conditions. ”

Mr. J.S. Chahal, Executive Engineer-cum-District Nodal Officer,
Swachh Bharat Mission (Gramin)

Provision of a Separate Toilet Block for Girl Students in Government Schools



In addition to providing individual toilets, through Satya Bharti Abhiyan, Bharti Foundation improved sanitation facilities in Government schools of rural Ludhiana by building a separate toilet for girls, where no such facility existed. The Foundation has completed the construction and handed over separate toilet blocks for girls in the 14 Government schools. These schools were identified by the Department of School Education, Government of Punjab.

Swachh Vidyalaya

The Indian Sanitation Crisis in Numbers



47%

Schools in India without separate girls' toilet



23%

Girls in India leave school when they start menstruating



Girls without access to toilets are vulnerable to sexual violence



Unhygienic conditions lead to significant health risks

Source: Annual Status of Education Report (ASER) 2013 and WSSCC, a partnership run by government, non-governmental organisation (NGO) members and a United Nations-hosted secretariat



Girl Students from Government Primary School, Khatra-chuharm (Punjab) celebrate their freedom to attend school after the provision of a separate toilet under Satya Bharti Abhiyan



The field team of Satya Bharti Abhiyan educates girl students of Government Primary School, Ghawaddi (Punjab) on the proper usage of toilets and the importance of adopting healthy sanitation practices

Testimonial

“ Not having access to separate toilet has been a major deterrent in ensuring quality and continuous education for girls. With construction of separate toilet blocks for girls in 14 schools of Rural Ludhiana through Bharti Foundation, the long felt need has been addressed. I am happy that the girl students in these schools have received a great respite. I am pleased to say that the quality of construction is very good. ”

Shri Gurjot Singh, then District Education Officer (Elementary)
District Ludhiana, Punjab

Process-Driven Approach to Manage Size and Scale: A Road-map to Providing Individual Toilets in Rural Ludhiana

The implementation of Satya Bharti Abhiyan can be broadly divided into three steps which are as follows:

1. Informing the community about the program and encouraging them to participate
2. Provision of toilets
3. Activities to promote behavioural change among people and to encourage good sanitation practices as well as regular use, proper operation and maintenance of toilets

1. Informing the community about the program and encouraging them to participate:

A village meeting is organized to share information about the program, and details of the toilets to be provided under Satya Bharti Abhiyan, and to also invite applications from households requiring a toilet.

In addition, announcements are also made at public places e.g. in Panchayat Bhawans, Gurudwaras etc. to inform the community about the Abhiyan and to invite applications from households without a toilet.

2. Provision of toilets:

The strategy adopted to provide a toilet to every household is based on four pillars:

- a. Process formulation and strict adherence to the process for each activity
- b. Transparency in each activity and process with all stakeholders
- c. Social audit
- d. Systematic sample checking of activities for quality assurance



Community members attend awareness sessions

Testimonial

“Bharti Foundation deserves felicitation for adopting Ludhiana district for construction of toilets in rural households as well as in the Government schools where separate girls’ toilets are required. How foundation under Satya Bharti Abhiyan has taken up the task of raising the awareness levels of masses in sanitation and hygiene is also not less appreciable. I personally endorse your initiative as a transformational Private Sector Programme in coming up to such a philanthropic cause.”

Mr. Sarvesh Kaushal, Ex-Chief Secretary
Government of Punjab

3. Activities to promote behavioural change among people and encourage good sanitation practices

■ **Information, Education and Communication (IEC):** The field team engages with direct beneficiaries and also with the community members across the region to increase awareness on the importance of adopting healthy sanitation practices. A well-structured IEC campaign comprising elements listed below are used to encourage regular use and proper operation and maintenance of toilets:

- One-on-one interaction with beneficiaries
- Display of posters
- Distribution of booklets
- Village meetings/Gram Sabha
- Rallies/road marches across the village



Sanitation rally in villages

■ **Students as change agents:** While the Abhiyan was rolled out in Punjab, the impact of the program was felt in all six states of India where Satya Bharti Schools are present, including Rajasthan, Haryana, West Bengal, Tamil Nadu and Uttar Pradesh. This is due to the powerful campaigns run by the students and teachers of the 254 Satya Bharti Schools. These campaigns have resulted in the construction of over 3,000 toilets in the homes of students.



Students of Satya Bharti Schools generating awareness in the community

■ **Random sample checking of usage at various intervals as well as after one year of handing over of toilets:** Survey for verification of the usage of toilets in Ludhiana revealed very encouraging results. A total of 6,423 IHHLs (approximately 36% of the total toilets constructed) were checked in 140 villages, and the results were as follows:

- 98.54% being used
- 0.88% not being used (primarily because of renovation going on in those houses)
- 0.58% could not be checked as the houses were locked

The checking of toilet usage also brought forth some gaps which were addressed through targeted IEC.



Beneficiaries of all age groups draw benefit from the initiative

Testimonial

“Satya Bharti Abhiyan is a true reflection of corporate sensitivity on the pertinent issue of poor access to sanitation infrastructure in Rural Ludhiana. It’s remarkable to note that the initiative has built close to 18,000 toilets and has been able to motivate people to use them. This endeavor has helped the Department’s efforts to declare Ludhiana district Open Defecation Free.”

*Er. Mohd. Ishfaq, Director Sanitation
Government of Punjab*

Reaching Out: Fostering a Sense of Ownership among Community Members



Rakesh Bharti Mittal, Co-Chairman, Bharti Foundation welcomed by community members and beneficiaries



Rakesh Bharti Mittal, Co-Chairman, Bharti Foundation addresses community members



Rakesh Bharti Mittal, Co-Chairman, Bharti Foundation being honored by community members with a memento



Rakesh Bharti Mittal, Co-Chairman, Bharti Foundation being honored by community members with appreciation certificate



Beneficiaries of Satya Bharti Abhiyan show their appreciation



Vijay Chadda, CEO, Bharti Foundation interacts with community members



Vijay Chadda, CEO, Bharti Foundation reviewing the processes followed by the field team of Satya Bharti Abhiyan



Senior officials of Bharti Foundation engage with community members to understand their needs



Vijay Chadda, CEO, Bharti Foundation meets beneficiaries of Satya Bharti Abhiyan



Vijay Chadda, CEO, Bharti Foundation; Atul Bakshi, Program Head and other senior officials of Bharti Foundation interact with community members

Challenges, Learning & Sustainability

Mitigating Challenges:

1. Large Scale and Size of the Abhiyan: The geographic spread of the Abhiyan in Phase one was Ludhiana district, the most populated district of Punjab comprising more than 1,000 villages spread over 3,767 sq. kilometres. Monitoring and controlling the quantity and quality at such a huge scale was a major challenge.

This challenge was met through the following approaches and tools:

- **A structured and process-oriented approach:** In order to remove subjectivity, the processes and formats to be followed for all important activities were defined at the beginning of the project itself. These processes and formats were then fine-tuned from the learnings obtained during the implementation. It is important to note that strict adherence to the laid-down processes was insisted upon during the entire implementation. Some examples of the processes and formats include:
 - a. Process to select a construction/implementation partner
 - b. Format for applying for a toilet
 - c. Process to identify the beneficiary
 - d. Process to display the list of beneficiaries on a poster in the village (the format includes the telephone numbers of representatives of the Foundation, the construction partner and Panchayat)
 - e. Process and format of handing over of the toilet
 - f. Process and format for bill processing etc.
- **Participatory monitoring tools:** The tools used to implement and monitor the Abhiyan encourage participation of all stakeholders (e.g. the beneficiaries, Sarpanches, SMCs etc.) and ensure their empowerment – for instance, the checklist containing specifications of the toilet is shared with the households prior to the start of the construction. Also, the quality of the toilet is certified by the beneficiary on the handing-taking over certificate. This, along with the certificate of satisfaction, is used to release the payment to the construction partner.
- **Sample checks as monitoring tools:**
 - a. **Sample checks by the program implementation team:** The Abhiyan is implemented through sample checks by the Foundation team. The samples are scientifically selected to ensure a representative sample of the work done. The checking is documented and shared with the construction partner for rectification.
 - b. **Sample checks by the Internal Quality Team:** The Internal Quality Department is innovatively deployed to carry out sample checks to ensure proper implementation of the quality standards laid down by Bharti Foundation in



Atul Bakshi, Program Head visits the site of a toilet under construction



The quality team verifies usage of toilets by beneficiaries in the village

the MoU with the construction partner. In Ludhiana, in addition to the Foundation teams, the Quality Department carried out five audits which covered 432 toilets in 34 villages.

■ **Capacity-building initiatives:** Capacity-building initiatives have been incorporated in the implementation process to strengthen the implementation of the Satya Bharti Abhiyan. These initiatives include:

- a. Knowledge sharing on the processes of the Satya Bharti Abhiyan and major strategies adopted
- b. Technical training including following adherence to specifications
- c. Monitoring and control mechanisms
- d. Development of leadership skills of the field team
- e. Inculcating a sense of ownership and accountability among the field team

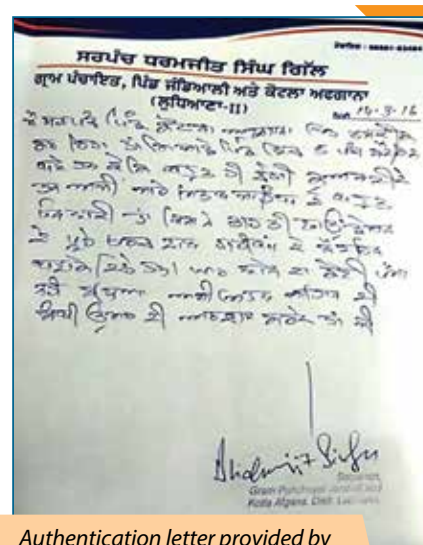


Satya Bharti Abhiyan's team members examine and explain the functioning of a leach pit to beneficiaries

Capacity-building initiatives have helped the Satya Bharti Abhiyan to maintain uniformity of construction design, quality as well as processes during the implementation.

2. Managing expectations: During the beneficiary identification period, a large number of applications are received from households, some of which do not qualify for a toilet. The verification of eligibility of households and managing the expectations, therefore, becomes a challenge. The situation is addressed by wide publicity of eligibility criteria through Gram Panchayats and village leaders. Strict adherence to the identification process also helps in meeting the challenge. Complete transparency with all stakeholders is ensured as well. Efforts are made to share maximum information with all stakeholders repeatedly and at periodic intervals. Some activities and processes where transparency is leveraged and the advantages accrued/ results are mentioned below:

- a. Correct beneficiary identification
- b. Achievement of good quality of construction
- c. Authentication of toilets by a third party i.e. the DWSS, Ludhiana and inclusion in the Government's database



Authentication letter provided by Sarpanch, Village Jhandiali

3. Spreading awareness in the community: Spreading awareness in the community was often a challenge of scale. It was overcome by bringing about behavioural change through structured IEC. Some examples of the same include:

- a. Creating awareness on healthy sanitation practices in rural areas
- b. Changing the outlook of the community of having a toilet within their house
- c. Changing mindsets about the various myths such as "It is healthier to defecate in the open", etc.

4. Illiteracy: With high illiteracy rates among the underprivileged beneficiaries, explaining the operation and maintenance of the 'Twin pit pour flush' technology was a difficult task. To overcome this challenge, IEC materials like posters and booklets carrying pictures and diagrams were designed to effectively communicate the message to beneficiaries.

5. Availability of space for toilet construction: In case of low income beneficiary households, the houses are generally located in cramped areas. The task of providing a toilet in such tight spaces is a challenge which is met by customising the design of the toilet.

6. Availability of resources: The availability of materials like rural pans as well as the availability of skilled manpower for providing a large number of toilets is another challenge. This is met by transportation of materials and capacity-building of manpower.

Learning:

While interacting with the local communities in Ludhiana, the field team learnt that community members preferred the provision of well designed, environment-friendly, fully functional toilets over subsidies or grants. The surveys clearly showed that there were a large number of families who were not in the favour of open defecation, and that they wanted a toilet in their homes but were unable to build one due to their economic situation or the lack of will to build a toilet.

Sustainability:

The success and sustainability of Satya Bharti Abhiyan largely lay on the sense of ownership of beneficiaries and stakeholders. The other sustainability-promoting elements being followed/used under the Abhiyan are as follows:

1. Toilet Design: The Twin-Pit Pour Flush design has the following advantages:

- a. **Long life:** The design allows the use of the two pits alternately, thereby leading to a longer life
- b. **Low cost of operation and maintenance:** The toilet provided is easy to maintain and requires local materials and local tradesmen to repair it. The operation and maintenance cost in terms of material and skills required is therefore, very low in cost.

2. Emphasis on good quality construction: Delivery of good quality toilets reduces the requirement of maintenance and thereby, the need of funds required to maintain them.

3. Do It Yourself (DIY) minimizes the funds required for maintenance: Through hand-holding as part of IEC, the beneficiary households are educated and empowered on the operation (process of usage and cleaning) and basic maintenance of the toilet (e.g. minor repair of cracks, painting, prevention from rust/seepage and navigation between pits). Instruction manuals and booklets which can be referred to in the future are provided to all households as part of the IEC. Toilet maintenance can also be done along with other household infrastructure maintenance by the beneficiary herself/himself, thereby reducing the cost further.



Beneficiaries delivering on their promise of maintaining the toilets provided under Satya Bharti Abhiyan

4. Handing over of toilets to beneficiaries and to schools: The individual toilets are handed over to beneficiaries and toilets for girls are handed over to the School Management Committees who own the toilets and will take care of maintenance costs from their respective budgets/funds.

5. Strengthening of local institutions: The beneficiaries, community and Gram Panchayats are engaged and empowered through involvement in the Abhiyan and through IEC to take care of the project mandate through the Abhiyan and also beyond its completion.

6. Bringing in ownership and leveraging the same to sustain the Abhiyan:

- a. **Ownership by beneficiaries:** This is ensured by handing over of toilets to the individual beneficiaries who, in turn, accept the accountability to use, clean and maintain toilets.
- b. **Ownership by Panchayats:** This is ensured by involving the Panchayats/Sarpanches in the processes of identifying the beneficiaries, providing toilets, monitoring and certifying the quality and number of toilets constructed and also in the process of release of payments.
- c. **Ownership by the community:** By engaging the community in the program as primary stakeholders, educating them about the ill effects of open defecation and the advantages of using toilets through IEC etc., and also through the grievance redress system, the community members take ownership.

7. Behaviour Change: By involvement and engagement of community in the Abhiyan and through the behaviour change strategy, the Abhiyan works towards changing the mind-sets and behaviour of people. Ludhiana becoming the second Open Defecation Free (ODF) district of Punjab can be considered as an indicator of success of the behaviour change strategy.

8. Capacity-building of construction partners and local tradesmen: To effectively implement the project, structured capacity-building of the construction partners and the tradesmen was organized by the Foundation at regular intervals. These partners and tradesmen continue to work in the sanitation sector beyond the time and geographic boundary of the Abhiyan – thereby benefitting other communities and impacting sustainability.

9. Convergence with the Government:

- a. The Abhiyan team, working in close coordination with DWSS, Swachh Bharat Mission officials and the office of the Deputy Commissioner in Ludhiana resulted in shared learning and leveraging of each other's strengths and efforts. This kind of coordination leads to a force multiplier effect.
- b. This also leads to inclusion of the toilets provided into the government's database, thereby enabling these toilets to be considered for all future schemes – of monitoring, IEC or improvement launched by the Government in future.
- c. The beneficiaries of the Abhiyan get the advantages of community groups formed under Swachh Bharat Mission for ensuring usage and maintenance of toilets. For example, Gram Panchayat Water and Sanitation Committee (GPWSC) and *Nigrani* Committees have been actively participating in the prevention of open defecation.
- d. The strong convergence is evident from the fact that Ludhiana became the second ODF district of Punjab.



Team members of Satya Bharti Abhiyan attending capacity-building session conducted by Bharti Foundation

10. Sustaining ODF: Once the ODF status has been achieved, the same needs to also be maintained. The Punjab Government and the DWSS will be ensuring this in the case of Ludhiana.



The team of Satya Bharti Abhiyan organizes Gram Sabha in the villages to discuss the problem of open defecation and increase awareness on the importance of sanitation

Testimonial

“The sanitation initiative taken up by Bharti Foundation is a remarkable step forward by civil society, which will not only provide toilets to rural people and girls in Government schools but will also ensure good health and well-being of the communities. The Foundation has shouldered a major responsibility by providing sanitation infrastructure.”

Shri Supreet Gulati, then Additional Deputy Commissioner (Development), Ludhiana

Impact

As a result of the successful culmination of the Abhiyan, the most populated district (as per Census 2011) and one of the largest districts in Punjab; Ludhiana District (rural) became the second self-declared 'Open Defecation Free' district of Punjab on November 2, 2016 (much ahead of its original timeline of October 2017)

- **Social Benefits:**

- a. The Abhiyan provides toilets to every household without making any discrimination on the basis of social or economic status. Hence, the weaker and marginalized sections are also included.
- b. In the villages where toilets have been built, the following observations have been reported:
 - i. Women and children of beneficiary families feel more secure and safe as they now do not need to travel at odd hours to remote areas for defecating in the open. In fact, in many families, it was the women members who motivated the family to apply for individual toilets under the Abhiyan
 - ii. A sense of dignity and greater independence and comfort have been reported by the elderly in the beneficiary households
 - iii. The disabled members of the beneficiary households have also become independent and self-reliant

- **Awareness Levels:** A sample survey on the usage of toilets reveals that most people are aware of the proper usage, operation and maintenance of toilets. During periodic checks on the usage of toilets, it was learnt that the community is empowered with knowledge.

- a. The beneficiaries and the community are aware of the twin pit technology and also the proper use, maintenance and operation of toilets
- b. They have also been empowered with knowledge on certain other schemes, like those on water supply etc., being provided by the Government; they are also applying for the same

- **Employment generation:** The implementation of Satya Bharti Abhiyan directly generates livelihoods. The experience from Ludhiana is listed below:

- a. Assuming that the construction of one toilet takes 1 mason and 2 laborers for 4 days, the construction of 17,628 toilets in Ludhiana would have generated employment for a minimum of 2,11,536 man-days of work
- b. Assuming that the human resources engaged in the survey, monitoring and IEC were at least 40 individuals throughout 24 months, the supervision and IEC would have generated 28,800 man-days of employment.

- **Health Outcomes:** In the absence of empirical data, the impact of poor sanitation on health, can be understood from the following data:

- a. As per World Health Organization, one gram of human feces can contain 10 million virus, 1 million bacteria, 1,000 parasite cysts and 100 parasite eggs which is the major cause of many diseases like cholera, diarrhea, hepatitis and typhoid. It is projected that the usage of toilets by every household and safe disposal of fecal would save many lives from such diseases and deaths
- b. As per World Bank, 1 in every 10 deaths in India is linked to poor sanitation and hygiene, and 44 million children under 5 years of age are stunted.⁶
- c. UNICEF child mortality data shows that about half of deaths of children under five occur in only five countries: India, Nigeria, Democratic Republic of the Congo (DRC), Pakistan and China. Two countries – India (24%) and Nigeria (11%) – together account for more than a third of all under-five deaths. Both these countries also have significant populations without improved water and sanitation.⁷

The Abhiyan would, therefore, help reduce the above ill effects to a large extent.

- **Economic returns:** A study conducted by WSP-ESI⁸ reveals that by investing in comprehensive sanitation, India can potentially gain Rs. 1,321 per capita. Applying this calculation, the construction of approximately 18,000 toilets in Ludhiana impacting approximately 90,000 users, would lead to a gain of over Rs. 11 Crore.

⁶ <http://wrlid.bg/R9Eg3>

⁷ https://www.unicef.org/media/media_68359.html

⁸ <http://www.wsp.org/sites/wsp.org/files/publications/wsp-esi-india.pdf>

What makes Abhiyan Different

1. Involvement of beneficiaries, Gram Panchayat and the entire community in the process to select beneficiaries:

- The process of beneficiary identification is carried out with the complete involvement of Gram Panchayat, representatives and the entire community the village
- Applications are invited from the village's needy households
- A consensus is reached with the Gram Panchayat members on the list of households to be provided a toilet
- Posters with this list are displayed at prominent places in the village (like Gram Panchayat office, Gurudwara, bus stop etc.), informing all about the identified beneficiaries
- These posters carry telephone numbers of the representative of the Foundation, the construction partner and the Sarpanch. This empowers all, including the weaker/marginalized sections, to participate and get the names of any left-out beneficiaries included in the list by reporting any discrepancy in the list to the contacts provided on the posters.

Grievance Redressal:

The community and the beneficiaries are empowered through a structured grievance redress system, which provides them with a platform at various stages to share their input with the Foundation:

- A poster containing list of beneficiaries and contact details of Bharti Foundation representatives is displayed in every village. Any complaint/suggestion can be reported by anyone directly to the Foundation/the construction partner/Sarpanch.
- In addition, during village meetings and as part of IEC, community members are afforded a chance to submit their grievance/suggestion.
- Periodic contact is made with Sarpanches by the Foundation team - to get input/suggestions from them.

2. Transparency in the process to identify the beneficiaries

The above processes together empower the community (including the marginalized/weaker sections) to get access to toilets and ensure good sanitation practices.



3. Involvement of all stakeholders in the implementation and in the processes to control/ensure the quality of toilets:

a. Involvement of beneficiaries throughout the construction of toilets:

- i. After seven days of displaying the poster/list of identified beneficiaries and addressing the input received, the Foundation initiates construction of the toilets in the identified households.
- ii. The first step is one-on-one interaction with the beneficiary to explain once again the specifications of the toilet that will be constructed and also to encourage regular use, proper operation and maintenance of the toilets.
- iii. Once the construction is completed, the toilets are handed over to the beneficiaries. On a Handing-Taking Over Certificate, a confirmation is obtained from the beneficiary that the toilet has been constructed as per the specifications explained to them, thus nurturing a sense of ownership.
- iv. The format of the Handing-Taking Over Certificate empowers the beneficiary with the opportunity to share their feedback.

b. Involvement of Gram Panchayat/Social Audit:

When the construction of all toilets identified in a village is completed, a Certificate of Satisfaction is obtained from the Sarpanch of the village for the toilets constructed in his/her village. This enhances the Gram Panchayat's ownership towards the toilets.

c. Involvement of School Management Committee (SMC):

In the case of girls' toilets to be constructed in Government Schools, the list of schools is obtained from the State Education Department. Also, the Certificate of Satisfaction is obtained from the Principal of the school and the SMC. This inculcates a sense of ownership of the toilets at all levels.

d. Involvement of beneficiaries, Sarpanch and SMC in the release of payment for construction of toilets:

The aforementioned activities are concurrent with sample checks by the Foundation team that certifies the release of payments after carrying out its own checks and on the receipt of Handing-Taking Over Certificates and the Certificate of Satisfaction. This involves and empowers all beneficiaries, including the marginalized section beneficiaries, the Sarpanch/Panchayat members and the SMC.

Sharing of information and Social Audit:

Information sharing prior to, during and after the construction of toilets, and the Social Audit empower the community to demand quality and specifications.

Use of Handing-Taking Over Certificate and Certificate of Satisfaction from Sarpanch and SMC to release payments:

This empowers them all to control the release of money to the construction partner.

4. Involvement of State Administration and DWSS in authentication of toilets constructed:

In Ludhiana, the Foundation forwarded the list of all beneficiaries to the Deputy Commissioner's office and the Nodal Officer, Swachh Bharat Mission (Gramin), DWSS Ludhiana to upload the same on the Government's Swachh Bharat Mission website. This step ensures an independent check of the number and quality of toilets constructed, also bringing in transparency across all stakeholders.

Testimonial

“I believe that the message of *Swachh Bharat* is being truly delivered by Bharti Foundation through its Satya Bharti Abhiyan in the villages of Ludhiana. We are grateful to Bharti Foundation for providing us access to toilets in our own houses. In addition, the Abhiyan team worked diligently to explain the benefits of adopting healthy sanitation practices among the villagers. This initiative is a sure step towards ensuring the development of our village.”

Ms. Mandeep Kaur, Sarpanch
Bhattiya Daha, Punjab

5. Involvement of communities, Panchayats, State Administration and DWSS in maintenance and operation:

- Input is sought from community members, Panchayat members and the DWSS on the state of toilets constructed by the Foundation at random intervals.
- To identify the gaps, after completion of one year of handing over of the toilets, feedback is obtained from the beneficiary and the Sarpanch/Gram Panchayat members/-School Principal/SMC on the status and usage of toilets constructed. This information is used to release the final payment to the construction partners. In addition, a proper documentation of the above-mentioned activities is maintained to ensure accountability and compliance to processes.

6. Involvement of Women and Marginalised Sections of the Community:

The Abhiyan provides equal opportunities to all and the only criterion for selection as a beneficiary is non-availability of toilet in the household. In Ludhiana, the intent of the Foundation to encourage involvement of women and marginalized sections was translated on the ground through the following processes:

- All persons, including women and members from the marginalized section households, not having a toilet were provided one.
- Women were encouraged to participate in IEC activities and in the monitoring of construction of their own toilets.
- The construction partners, being experienced NGOs, appointed women as their “motivators” to carry out one-on-one interactions with beneficiaries under the IEC and also to check usage.
- DWSS appointed women in the *Nigrani committees* that were formed as a process to help villages achieve ODF status.
- Provision of separate toilet for girl students: in line with the Abhiyan’s mandate, all Government schools, identified by the Punjab Education Board, which did not have a separate girls’ toilet, were provided one. As a result, 14 Government schools were provided a separate girls’ toilet.
- A majority of the beneficiaries are from the marginalized sections: the data uploaded on the Government’s website shows that approximately 88% of the beneficiaries of the Abhiyan were from the marginalized (SC and ST) categories (as against Census 2011 data according to which 26.39% of the total population falls under SC and ST categories). Women-led households stand at 25% of accessing toilets. The data of these 17,138 toilets is summarized below:

Distribution of households based on category

Category	As per Census 2011 data	Households provided toilets under Abhiyan	
	Percentage	Percentage	Numbers
Marginalized (SC & ST)	26.39	88.03	15,085
Women	46.61	25.32	4,340



Women of the village participating in monitoring of toilet construction and IEC activities; Women volunteers involved in usage and maintenance monitoring

Satya Bharti School Students as Change Agents: Promoting Hygiene and Sanitation in the Community

Students of Satya Bharti Schools across Punjab, Haryana, Rajasthan, Tamil Nadu, Uttar Pradesh and West Bengal are reaching out to host villages as well as neighbouring villages to explain the benefits of good sanitation practices. These schools, in collaboration with Government schools and other partners, will ultimately reach out to many more villages. Lack of public awareness is one of the biggest road blocks in the cause of sanitation. In addition to increasing awareness on the need for sanitation, the campaigns have also helped community members to learn about and access the multiple Government schemes that are available, in order to build toilets in their homes.

In July 2015, a sanitation survey was carried out among 35,308 students from 252 Satya Bharti Schools. Baseline and end line surveys show that over 3,000 toilets have been constructed in the homes of students and their families within six months of campaigning. This figure reflects the number of toilets constructed after the launch of the sanitation awareness campaigns carried out by our students.

Leveraging the fact that children can definitely influence their parents and community members, children from Government and other schools were encouraged to participate in the rallies organized under IEC implementation.



Students of Satya Bharti Schools and others conducting campaigns to increase awareness about health and hygiene among community members

Restoring the Independence of Women: A Case Story

Paramjeet Kaur is a determined woman, residing in the village of Salempur (Punjab) with her husband, Surender Singh and their four children. The duo make just enough money to fulfil their basic necessities and the needs of her children. Despite economic restraints, a smile never leaves Paramjeet's face. However, this was not the case just a few months ago.

In 2013, Paramjeet shifted to her own house from a rented accommodation. The joy of owning a small house of her own was short-lived, as unlike the rented house, her own house had no toilet. Not used to defecating in the open, Paramjeet experienced unimagined embarrassment and great discomfort at having to travel long distances to defecate. Her children also began to fall sick often due to open defecation, adding to the strain on their finances as her husband was the only earning member at that time.

However, Paramjeet's struggles soon came to an end when Bharti Foundation constructed an individual toilet in her house. This positive change transformed her life completely. With more time at her hands, Paramjeet started working part-time at a factory to add to the family income. Today, she is happy to contribute to the family income.

"This toilet has truly empowered me, giving me the opportunity to work and give my family a better lifestyle", says Paramjeet.

She was also present at the July 15, 2017 event commemorating the completion of Satya Bharti Abhiyan in Ludhiana. And empowered and confident woman today, Paramjeet also spoke at the event and expressed her happiness over the transformation that her family witnessed upon the construction of a toilet in her house.



A confident Paramjeet shares the positive change in her life during a commemoration ceremony held in July, 2017 in Ludhiana

Helping the Disabled Live with Dignity: A Case Story

A year ago, the field team of Satya Bharti Abhiyan met with a grim-faced but dignified Satnam Singh, during their door-to-door survey to identify homes without toilets in the villages of Ludhiana.

Despite the fact that Satnam suffers from severe mobility impairment, his eyes shine with fierce pride. He has no family and he lives all by himself in a rickety old house on the outskirts of his village. Yet, it is not helplessness that one notices in Satnam's personage, it is his sense of dignity that is most arresting. A flowing white beard partially conceals the deep lines that hardships have etched on his face. Satnam Singh is definitely not your average senior citizen.

A year ago, Satnam Singh's simple home did not have a toilet. With little mobility and scarce financial resources, Satnam struggled to carry out his daily ablutions. All this changed when he was provided with a toilet by Bharti Foundation under Satya Bharti Abhiyan. The toilet provided marked an end to the daily humiliation that this proud man faced, with neighbors fighting with him or shooing him off when they caught him defecating in their fields. Now, he does not have to travel long miles at odd hours to defecate in the open. This daily arduous journey for a man with disabilities is now in the past. On being questioned, whether the provision of a toilet has impacted his life, his fiery eyes soften and he says, *"Bharti Foundation has changed my life by providing this toilet. No one likes their sense of pride being questioned, with this toilet I feel that I have regained my dignity"*.



Satnam Singh at his residence

Satya Bharti Abhiyan in the Media

Launch of Satya Bharti Abhiyan – August 18, 2014



Swift Completion of 5,000 Toilets – August 13, 2015



Completion of 10,000 toilets in Record Time – February 1, 2016



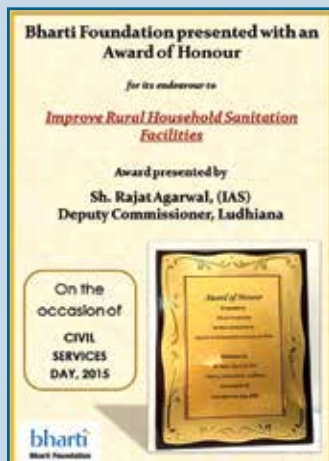
Awards and Recognitions



Bharti Foundation won the 'Corporate Trailblazer' award at the India Today Safaigiri Summit & Awards on October 2, 2017



Satya Bharti Abhiyan was felicitated with the coveted 'Sulabh Swachhata Samman' in September, 2016



The district administration of Ludhiana presented an award of honor to Satya Bharti Abhiyan in April, 2015



Bharti Foundation won the QCI DL Shah National Quality Award for Abhiyan. The award was for the 'IMPACT OF QUALITY AUDIT FOR SUSTAINABLE SANITATION CULTURE'

Bharti Foundation reaffirms its commitment to support the Nation's development agenda



- On July 14, 2017, the Hon'ble President of India, Shri Pranab Mukherjee inaugurated Satya Bharti School, Kanidighi, Murshidabad (West Bengal)
- During a Q&A session, students from Satya Bharti Schools engaged the Hon'ble President in a lively interaction



- On July 15, 2017, Bharti Foundation invited Shri Arun Jaitley, Hon'ble Union Minister of Finance and Corporate Affairs to commemorate the completion of Satya Bharti Abhiyan (close to 18,000 toilets) in Ludhiana
- Joining him were Punjab Cabinet Ministers, Shri Manpreet S. Badal and Shri T. R. S. Bajwa
- The launch of Abhiyan in rural Amritsar, in partnership with the Government of Punjab, was also announced

Bharti Family pledges 10% of their wealth (approx. Rs 7000 crores) towards Philanthropy



(From left): Vijay Chadda, CEO, Bharti Foundation; Rajan Bharti Mittal, Vice-Chairman, Bharti Enterprises; Sunil Bharti Mittal, Founder and Chairman, Bharti Enterprises; Rakesh Bharti Mittal, Vice-Chairman, Bharti Enterprises and Mamta Saikia, COO, Bharti Foundation at the announcement of Bharti family's pledge towards philanthropy

- Bharti Family to set up Satya Bharti University, a world-class University to offer free education to deserving youth from economically weaker sections of society
- Bharti Foundation has carved a strong niche for itself in India's development sector with proven models and large scale execution in the areas of education for underprivileged children, sanitation and legal support for underprivileged undertrials

On November 23, 2017, the Bharti Family decided to pledge 10% of their wealth, including 3% of their stake in group flagship Bharti Airtel, towards supporting the activities of Bharti Foundation, the Group's philanthropic arm, one of the few professionally managed philanthropic bodies in India. With this commitment, the Bharti Family envisions to significantly step up the scope and reach of Bharti Foundation's activities, and further enable the Foundation to develop and execute innovative development models to support the aspirations of India's underprivileged including students of Satya Bharti Schools.

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