

voice of change

Issue: 27, December 2022



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*Based on the impact assessment study submitted by Sattva



Dear Friends

It gives me great pleasure to share the latest edition of the Voice of Change Newsletter on our sanitation program, Satya Bharti Abhiyan.

Started in 2014 as a response to the call given by the Hon'ble Prime Minister of India, to support the Government's Swachh Bharat Mission, Satya Bharti Abhiyan was initiated. It is also aligned with global priorities (SDG 6 to 'ensure availability and sustainable management of water and sanitation for all', Target 6.2), as well as the states' priorities (Objectives of Punjab Water Supply & Sanitation Department).

Under the Satya Bharti Abhiyan program, over 32,149 toilets were provided in the homes which did not have one, in the villages of Ludhiana and Amritsar. The initiative also focused on fostering behavioral change in the community by making people in rural and semi-urban areas aware of the positive impact of having household toilets. Apart from the homes, separate toilet for girls were made in 14 Government schools and 37 Ladies' toilets in Ludhiana Police Commissionerate. The initiative successfully benefited over 2,19,872 people.

In December 2021, we conducted an Impact assessment study to understand the overall impact of this program by taking a 'mixed methodology approach' in Ludhiana and Amritsar. We were delighted to see the overall positive outcomes of the initiative as outlined in the report. The study showed that 98% of households continue to have toilet infrastructure made by Bharti Foundation. 94% of households have functional toilets of which 93% reported that the toilets are being used by all family members.

The study further highlighted several positive benefits of the availability of toilets at household level. Women from these households now feel safer using toilets since they did not have to travel to distant locations for the purpose of relieving themselves. Apart from saving time of family members, time saved by family, construction of these toilets helped spread awareness about good sanitation practices among households in the villages, that further led to significant reduction in occurrence of diseases.

This project has been successful due to the active support of the State Government, local administration, Panchayats, and village communities and our corporate partners Airtel & Indus.

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

Jai Hind!

Mamta Saikia
CEO, Bharti Foundation

About Bharti Foundation

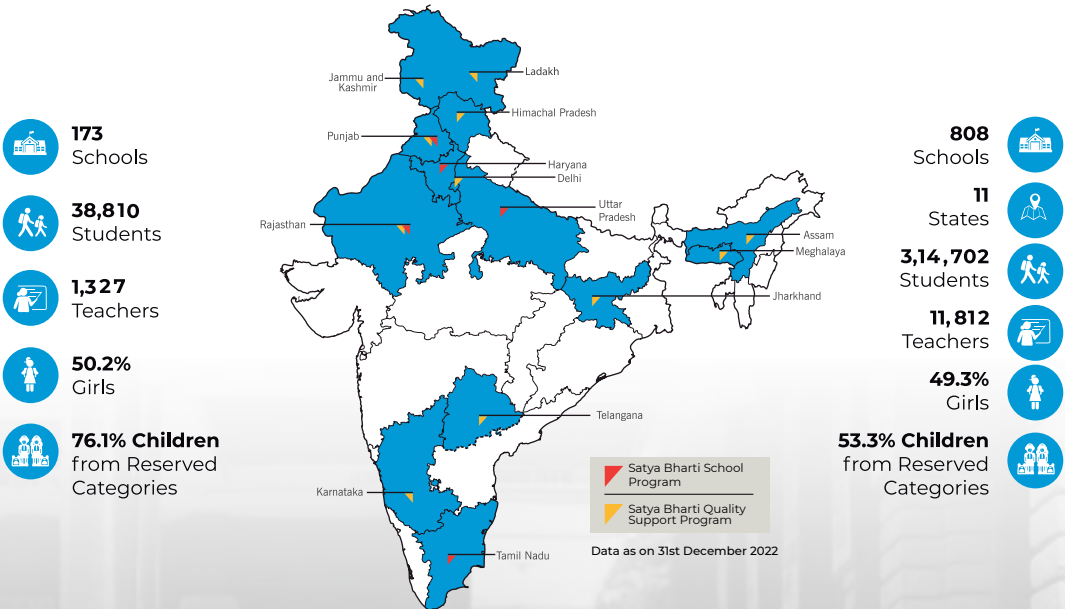
Bharti Foundation is the philanthropic arm of Bharti Enterprises, working to make quality education available to the underprivileged children and to create opportunities for their holistic development, with a special focus on the girl child. Started in 2000, the Foundation implements and supports programs in primary, elementary, secondary and higher education as well as sanitation.

1 Satya Bharti School Program

The flagship program of Bharti Foundation, Satya Bharti Schools, initiated in 2006 provides free quality education to underprivileged children in rural India, with a focus on the girl child. Students are also provided free uniforms, text books, note books, stationary and mid-day meals etc.

2 Satya Bharti Quality Support Program

The Satya Bharti Quality Support Program, initiated in 2013, engages school leadership, teachers, students and communities for enhancing overall schooling experience in partnering government schools by incorporating good practices from Satya Bharti Schools.



Overview: Sanitation

Basic sanitation is described as having access to facilities for the safe disposal of human waste (feces and urine), as well as having the ability to maintain hygienic conditions, through services such as garbage collection, industrial/hazardous waste management, and wastewater treatment and disposal. Without improved sanitation facility that safely separates human waste from human contact, people have no choice but to use inadequate communal latrines or to practise open defecation. In the immediate environment, exposed faecal matter is transferred back into people's food and water resources, helping to spread serious diseases such as cholera.

Beyond the community, the lack of effective waste disposal or sewerage systems can contaminate ecosystems and contribute to disease pandemics.

In global context, sanitation has a dire impact on families, communities and society. In total, around 1.6 million people die every year due to poor sanitation and hygiene – that's more than 4,500 people every day.

'In 2015, 91% of the global population was using an improved drinking water source as compared to 76% in 1990. However, 2.5 billion people lack access to basic sanitation services, such as toilets or latrines.

For sanitation alone, the death toll is nearly 900,000 people per year, or around 2,460 people every day. For households, there can be tremendous economic impacts from a lack of sanitation, including time spent looking for a safe space 'to go' or queuing at public toilets, impact on productivity due to sickness, and long-term impact on health, especially for children.

In India, 21% diseases are water related. Around 99 million people have no access to safe water and 500 children in each day cannot survive through their fifth year on the earth due to diarrheal disease. A research conducted for the rural population of North India suggests that even in rural households with toilets or latrines, some of the household members prefer open defecation because they believe it is more pleasurable and desirable compared to the use of available toilets.



Satya Bharti Abhiyan with Global, National and State priorities

Global Priorities:

The United Nations (UN) Sustainable Development Goal 6 is to 'ensure availability and sustainable management of water and sanitation for all'. Specifically, the program contributed to the achievement of target 6.2 i.e. 'By 2030, achieve access to adequate and equitable sanitation and hygiene for all to end open defecation, paying special attention to the needs of women and girls and those in vulnerable situations'.

National Priorities:

To accelerate the efforts to achieve universal sanitation coverage and to put the focus on sanitation, the Prime Minister of India had launched the Swachh Bharat Mission on 2nd October 2014. The Satya Bharti Abhiyan contributes to the Government's initiative in this aspect, by adopting Ludhiana (urban and rural) and Amritsar districts (rural) as its focus area for the improvement of sanitation facilities.

State Priorities:

The Punjab Water Supply & Sanitation Department (earlier known as Public Health Department) is primarily entrusted with the responsibility of providing safe drinking water to the rural population, execution of Sanitation works apart from the water supply, sewerage and sanitation. The objectives of the department are 'to improve rural hygiene by providing individual toilets and sewerage systems' and 'to encourage the rural population to properly manage water supply and sanitation facilities to make villages Nirmal Gram'.



Satya Bharti Abhiyan Journey

A third party impact assessment study of Satya Bharti Abhiyan was presented to the Department of Water Supply and Sanitation recently. The impact assessment study covered a sample size of 1,104 toilets and was undertaken during 2021-22.

August:

The call of the Honourable Prime Minister to the corporates for supporting government's initiative of Swachh Bharat Mission.
Bharti Foundation announced 'Satya Bharti Abhiyan' to support 'Swachh Bharat Mission'

2014

October:

Commenced construction of toilets in rural Ludhiana

October:

Completed construction of all 17,628 individual household toilets and 14 separate toilets for girls in govt. school in rural Ludhiana.
Expanded to urban Ludhiana

November:

Enabled rural Ludhiana to become second self-declared open defecation free district in Punjab.

2016

July:

Expanded to rural Amritsar in collaboration with Department of Water Supply & Sanitation, Govt. of Punjab

2017

October:

Punjab declared as fourth state of India to be complete open Defecation Free.

July:

Completed construction of toilets and provided over 700 individual household toilets in urban Ludhiana

2018

July:

Completed construction of 37 separate ladies toilets in police stations, posts offices that did not have one (On request from Ludhiana Police Commissionerate)

2019

2020

March:

Over 7000 toilets completed and paid for rural Amritsar.

December:

Completion of the initiative

2021

Supported by

Airtel
Indus Towers Limited
(Earlier known as
Bharti Infratel Limited)

Individual Household Latrine (IHHL)

Sanitation Numbers	No. of toilets handed over	No. of beneficiaries	Unique villages covered	Urban local bodies covered	Remarks
Phase I Ludhiana (Rural)	17,628	86,085	792		Actual Household members
Phase II Ludhiana (Urban)	774	4,289		11	Actual Household members
Phase III Amritsar	13,696	72,970	559		Actual Household members
Total	32,098	163,344	1351	11	

In addition to IHHL

Sanitation Numbers	No. of toilets handed over	No. of beneficiaries	Unique villages covered	Urban local bodies covered	Remarks
Phase I Ludhiana (Govt. Schools)	14	497	14		Girl students enrolled that year
Phase IV Women Police Toilets	37	56,031			List of visitors for one qtr (13966) x 4 + 167 staff members
Total	51	56527	14		

*construction as on 31st December 2021

Bharti Foundation worked with section AFHTAC, Humana, Sintex, Sulabh International, Turnstone Global and the Department of Water Supply and Sanitation (Punjab) on this project.



Key interventions

The Satya Bharti Abhiyan aimed at improving sanitation conditions in large geographic areas by fostering access to toilets to all these households as well as creating awareness through Information, Education and Communication (IEC)

1. Construction of Toilets

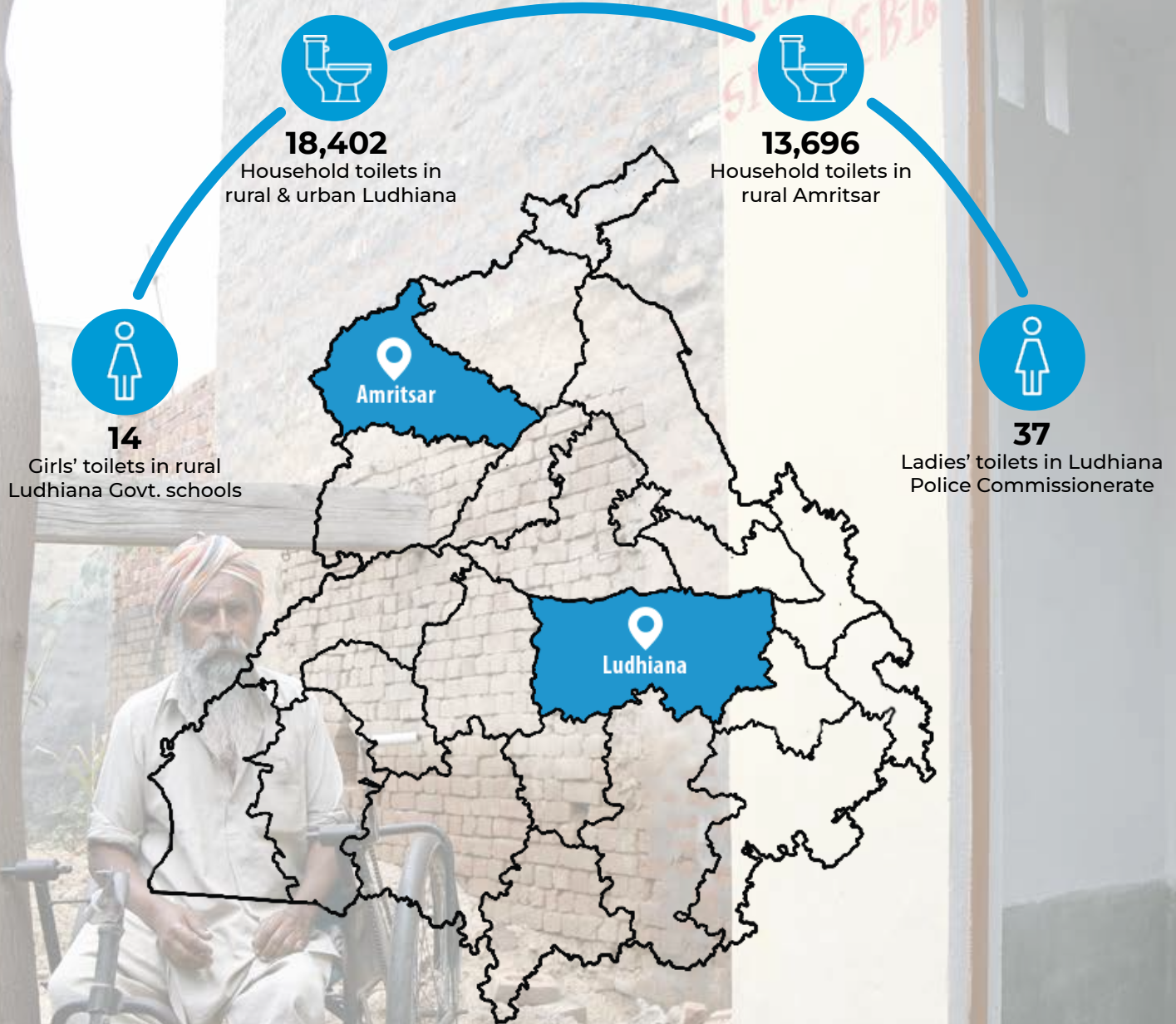
The individual toilets built under Satya Bharti Abhiyan follow the twin-pit-pour flush technology. These easy-to-maintain toilets are ideal for the rural households.

2. Activities to promote behavioural change

Engaging with beneficiaries and community members across the region to increase awareness on the importance of adopting healthy sanitation practices.



Key indicators



Key insights from the impact assessment

- 98% of the households surveyed still have the toilets infrastructure intact; while 94% households have functional toilets.
- 84% of the respondents said that the program benefitted women by helping them feel safer.
- 78% households noticed a decrease in the frequency of falling sick after construction of the toilets; expenditure on health reduced from an average of Rs. 4,788 to Rs. 3,249 a year.



Households have adopted good sanitation practices such as using the toilets and making efforts towards sustaining the same.

- 93% of the HHs who had functional toilets, reported that the toilets were being used by all family members, whereas 7% HHs reported that at least some of their family members use the toilet.
- 97% HHs highlighted that they use soap/liquid hand wash after using the toilet.



Households have taken the effort to maintain their toilets and some of the households have also added features to the base toilets.

- Deep cleaning (83%) and scrubbing of grim (72%) are some common activities that majority HHs are undertaking to sustain their status of having a toilet.
- 1 out of 3 respondents have upgraded their toilet by adding features to it.



Positive benefit of the availability of toilets at household level is that time saved by family members is being used to generate additional income and help with household work.

- 98% of the respondents from the study highlighted that their time was being saved as a result of toilets in their HHs since the respondents do not have to travel to far distances for the purpose of relieving themselves.
- 39% of the respondents used the extra time to help with household work whereas 48% of the respondents engaged in productive work.



Construction of toilets in the village along with awareness about good sanitation practices has led to significant reduction in occurrence of diseases.

- 78% HHs noticed a decrease in the frequency of them falling sick after construction of the toilets.
- There has been a fall in health expenditure of about 32% before construction of toilets vs after the intervention from an average of Rs. 4,788 to Rs. 3,249 a year.



IEC activities have successfully translated into behaviour change in the community leading to 94% HHs continuing to have toilets that are still functional.

- Rallies/School march (56%) and Gram Sabha (51%) are major IEC awareness activities that HHs recall.
- 68% of the total respondents recalled receiving information on good sanitation practices.
- 94% HHs highlighted that the toilets were currently functional.



Women now feel safer using toilets since they did not have to travel to distant locations for the purpose of relieving themselves.

- › 84% respondents believe that the program helped women and had an impact on them.
- › 93% respondents believed that safety was the major issue that the program helped with.
- › 48% of the respondents said that women had more time for their personal activities.
- › 42% of the respondents said that confidence level among women has gone up.
- › 93% of the respondents believed that the program helped with children's safety.
- › 46% of the respondents felt that their girl child had more time for hobbies, studying etc.



The provision of a separate toilet for female Police Officers has helped them feel safer while using toilet facilities

- › Feeling unsafe while using the toilet was a challenge before the toilet was constructed by Bharti Foundation.
- › Female Police Officers reported saving time and feeling more comfortable at work after the construction of the toilet.
- › Toilets in all police stations where surveys were conducted were functional and clean. The toilets are checked and repaired regularly.



The program is aligned with national and international priorities

- › The program is aligned with global priorities (SDG 6 to “ensure availability and sustainable management of water and sanitation for all”, Target 6.2), national priorities (Swachh Bharat Mission) as well as state priorities (Objectives of Punjab Water Supply & Sanitation Department).



*Based on the impact assessment study submitted by Sattva

Overall impact of the program

IEC activities have translated into positive behaviour change in the community leading to 94% HHs having toilets that are still functional.

Households are using the toilets provided, they are making efforts to maintain them and they are following the good sanitation practices learned during the behaviour change activities thus proving the effectiveness of the program.

Households are saving time because toilets are installed in their homes. The time saved by family members is being used for productive paid work and to help with household work.

Positive impact on women and children is observed as an outcome of the program activities since 75% of female respondents believe that the program has helped women and 77% of all respondents believe that the program has helped children with 'increase in feeling safe' being the major benefit.

Construction of toilets in the village along with awareness about good sanitation practices among households has led to significant reduction in occurrence of diseases.



Overall sustainability of the program

The impact of the program is likely to continue since there are factors to ensure operational, economic and organisational sustainability.

Households have taken the effort to maintain their toilets and some of the households have also added features to the base toilets helping to sustain and increase the positive impact of the program.

Governance institutions and systems which have been enabled help to ensure the maintenance, use and proper functioning of the toilets.

- Women joined DWSS Nigrani Committees to help track ODF status.
- Sarpanches, Local Government groups have been enabled to understand and lead project activities.
- Women and children have been involved in creating, leading and conducting IEC activities.
- DWSS and Swachh Bharat Mission have been supported and enabled to achieve their mission.



In Police Stations

A police officer in Ludhiana stated that they faced many challenges before the toilet was constructed by Bharti Foundation.

'Feeling unsafe' while defecating or urinating before the toilet was constructed by Bharti Foundation was a major challenge reported by all female police officers.

Some of the problems were:

- ▶ There was one toilet which men and women had to use and the condition was not good.
- ▶ They had to go out to defecate because of which they suffered from infections.
- ▶ Reported feeling unsafe while defecating or urinating.

Having a separate toilet made female officers feel safe and comfortable at work while saving time.



Toilets in all police stations were functional and clean. They are checked and repaired regularly.



In Schools

- ▶ It was reported that the Bharti Foundation Operations Team worked closely with schools to identify the right location for the toilet in the school premises, and to monitor construction.
- ▶ There was no separate toilet for girl child identified in the schools earlier. School Teachers and Principals reported an improvement in the safety and sense of security of girl children after the construction of the toilets.
- ▶ It was observed that the schools have taken ownership of the toilet. Out of the five Schools reached out, all schools reported that regular maintenance activities for the toilets were conducted.
- ▶ A school reported that staff was hired to take care of the toilet.
- ▶ All schools reported an increase in awareness of sanitation related best practices and behaviours.
- ▶ A trickle down effect of the construction and IEC activities was reported.
 - (i) A school reported that children were made aware of good sanitation and practices. And they shared this information with their parents who also became aware.
 - (ii) A school reported that children and parents were made aware of sanitation practices in school meetings.
- ▶ When parents of children saw the toilets in the school, they came forward and requested for toilets to be constructed in their homes as well.
- ▶ Schools reported inviting parents with their children to school meetings, where they were made aware of good sanitation practices.



Paramjeet's grit to keep her family healthy and safe!

Growing up, Paramjeet Kaur always had a toilet, including in the school she attended and her in rental house. When she moved into her own two-bedroom house in Salempur without a toilet, issues started to arise. She lived with her husband Surwinder Singh, daughters - Kushpreet Kaur (10 years old) and Jashnpreet Kaur (7 years old), and son Lovejot Singh (7 years old). She had been asking her husband to build a toilet in the house ever since they moved to Salempur, but their financial situation didn't allow for. She regretted moving there since she would have preferred to continue renting but as there they had a bathroom within the house. Paramjeet faced a lot of difficulties as a result of not having a toilet. She was constantly worried that the owner of the fields would insult her if he saw her defecating openly. Due to the one-and-a-half-hour length of the entire defecation process, her kids were usually late to school. Additionally, they kept getting sick rather frequently, which caused their medical expenses to keep going up and their financial situation to get worsen. She feared the winter because she would catch a cold along with the family.

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.

Everything fell into place – her children arrived at school on time, they stopped falling sick, and Paramjeet was elated. She keeps the toilet clean and takes care. In addition to her home, the Bharti Foundation constructed 17 toilets in Salempur.

Source:-

A report of Bharti Foundation in collaboration with Sulabh.

‘सत्य भारती अभियान
लुधियाना जिले के हर घर में शौचालय’



Kapur Kaur's concern for her future daughter-in-law!

The marriage of her two sons was something Kapur Kaur dreaded since she didn't want her future daughters-in-law to deal with open defecation. Her community is located in the Ludhiana area along the 50-foot National Highway. The two-bedroom ancestral home they lived in wasn't in the best of shape and her husband, Mehenga Singh, was a labourer. The three daughters of Kapur Kaur were already married. Her children also advised her to build a toilet, but the home's financial situation wasn't great. Additionally, the debt for the wedding of her daughters was still outstanding. Although Kapur Kaur did not like defecating openly, she was left with no other option. People would be aware that they didn't have a toilet at home if she was seen walking around with a water bottle. So she used to defecate openly and then come back home to clean up. Her spouse was helpless, which made him very unhappy. Kapur Kaur hand-stitches 20 to 22 per sweaters and cardigans for a total of roughly 100 rupees to help support the family. She also lamented the fact that whenever there were functions or weddings at her house, her relatives would go to her sister-in-law's house to use the toilet, warning her that they wouldn't return if she didn't build a toilet.

And Bharti Foundation started the Satya Bharti Abhiyan in her village. She made sure that her house was in the list of households seekers for the program. The toilet in her house was constructed as promised and she is a proud owner of a house with a toilet.

Now that circumstances have changed, Kapur Kaur is incredibly appreciative of the Bharti Foundation for constructing a toilet. She no longer worries about her sons getting married and is happy that her daughters-in-law won't have to defecate in public.

Source:-

A report of Bharti Foundation in collaboration with Sulabh.

‘सत्य भारती अभियान
लुधियाना जिले के हर घर में शौचालय’



Gallery



Testimonials

“

This program was done very well, being a private organisation, Bharti Foundation having their own expertise in management. I found Satya Bharti Abhiyan is one of the best program in my career which has been so successful. It is not only the money they have contributed, but their interventions have also touched the lives of so many people.

- A District Sanitation Officer

”

“

Since the construction of toilets in the school, a change in the behavior has been observed. When there were no toilets, children were unaware of the benefits of using toilets. Now they learnt how to bring good habits to life and at the same time they also tell their parents about the same.

- A School Faculty Member

”

“

When toilets were made in the school and the parents of the children saw those toilets, the houses where toilet facilities were not available, those people approached Bharti Foundation to come and build toilets at their house. In this way, awareness has been developed among the people.

- A Head Teacher

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Media Clippings

Impact of Bharti Foundation's Sanitation program – Satya Bharti Abhiyan



By India Education Diary Bureau Admin on October 16, 2022

Punjab – Bharti Foundation, the philanthropic arm of Bharti Enterprises, commissioned Satya to conduct an Impact Assessment Study of its 'Satya Bharti Abhiyan' program based in Amritsar and Ludhiana districts of Punjab. Launched in August 2014, the program contributed to the Government of India's National Mission of 'Swachh Bharat'. 32,149 households and institutions were provided toilets free of cost, benefiting over 2,19,872 people. Separate toilets for girls in 14

Bharti Foundation to spend Rs 100 cr on rural sanitation in Ludhiana

Bharti Foundation, the development arm of Bharti Enterprises, Monday kicked off a major social initiative - 'Satya Bharti Abhiyan'

Updated: August 19, 2014, 09:33 IST



Bharti Foundation bats for better sanitation, earmarks Rs 100 crore for Ludhiana district

The Bharti Foundation aims to cover over 800 villages across Ludhiana district at a cost of Rs 100 crores under the initiative and construct toilets free of cost in households that have no such facility.

August 16, 2016, 10:30 IST



Satya Bharti Abhiyan a big success, says Bharti Foundation CEO

by INDIA CSR — November 13, 2019 AA





Awards and Recognition



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.



Bharti Foundation won the **QCI DL Shah National Quality Award** for Abhiyan in 2016. The award was for the **'IMPACT OF QUALITY AUDIT FOR SUSTAINABLE SANITATION CULTURE'**



The district administration of Ludhiana presented **An Award of Honor** to Satya Bharti Abhiyan in April, 2015



bharti

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