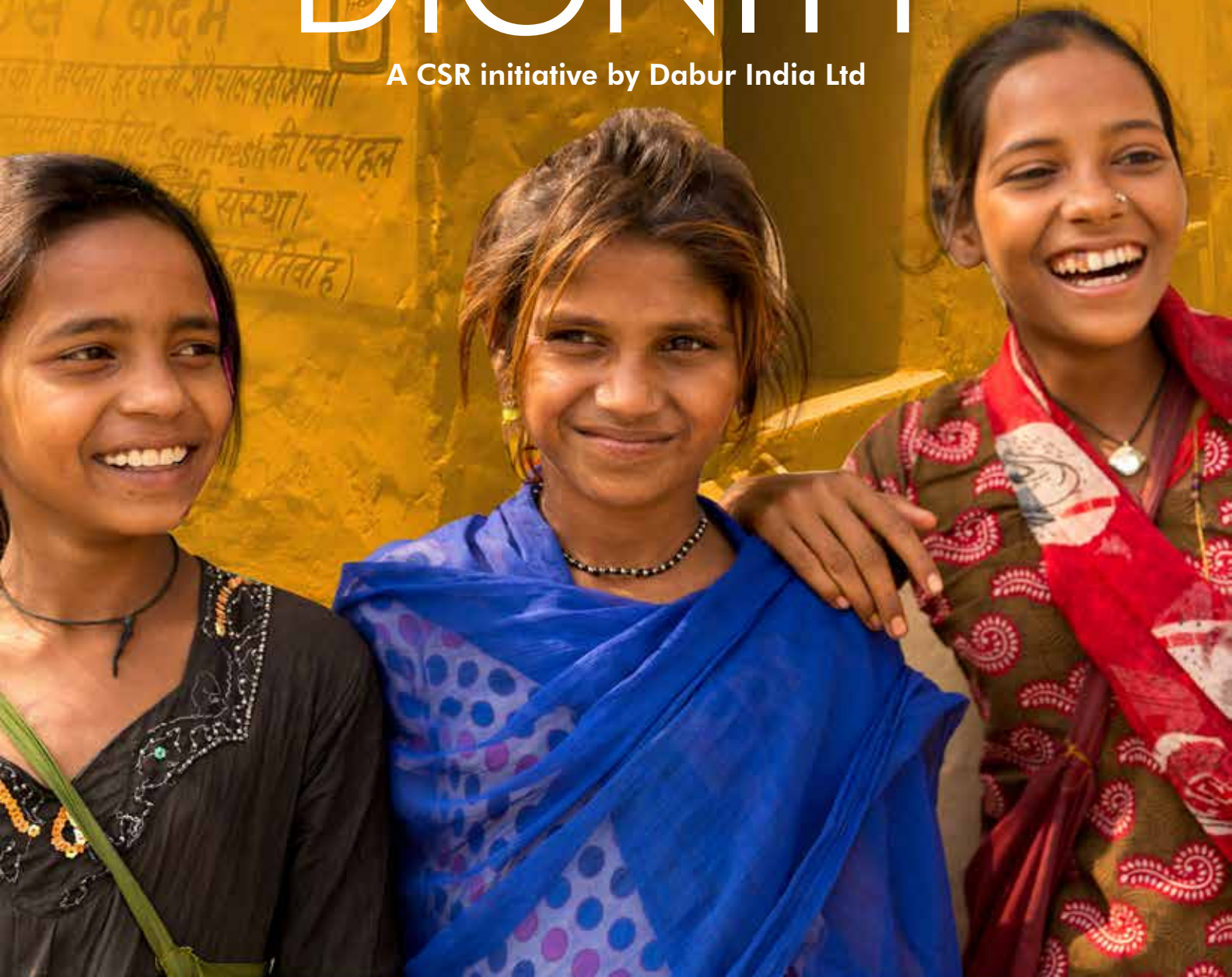


700 se  
7 kadam



# 7 STEPS TOWARDS DIGNITY

A CSR initiative by Dabur India Ltd





700 se  
7 kadam

“What is that life worth  
which cannot bring  
comfort to others”

- Dr. S K Burman, Founder, Dabur India Ltd.

## Contents

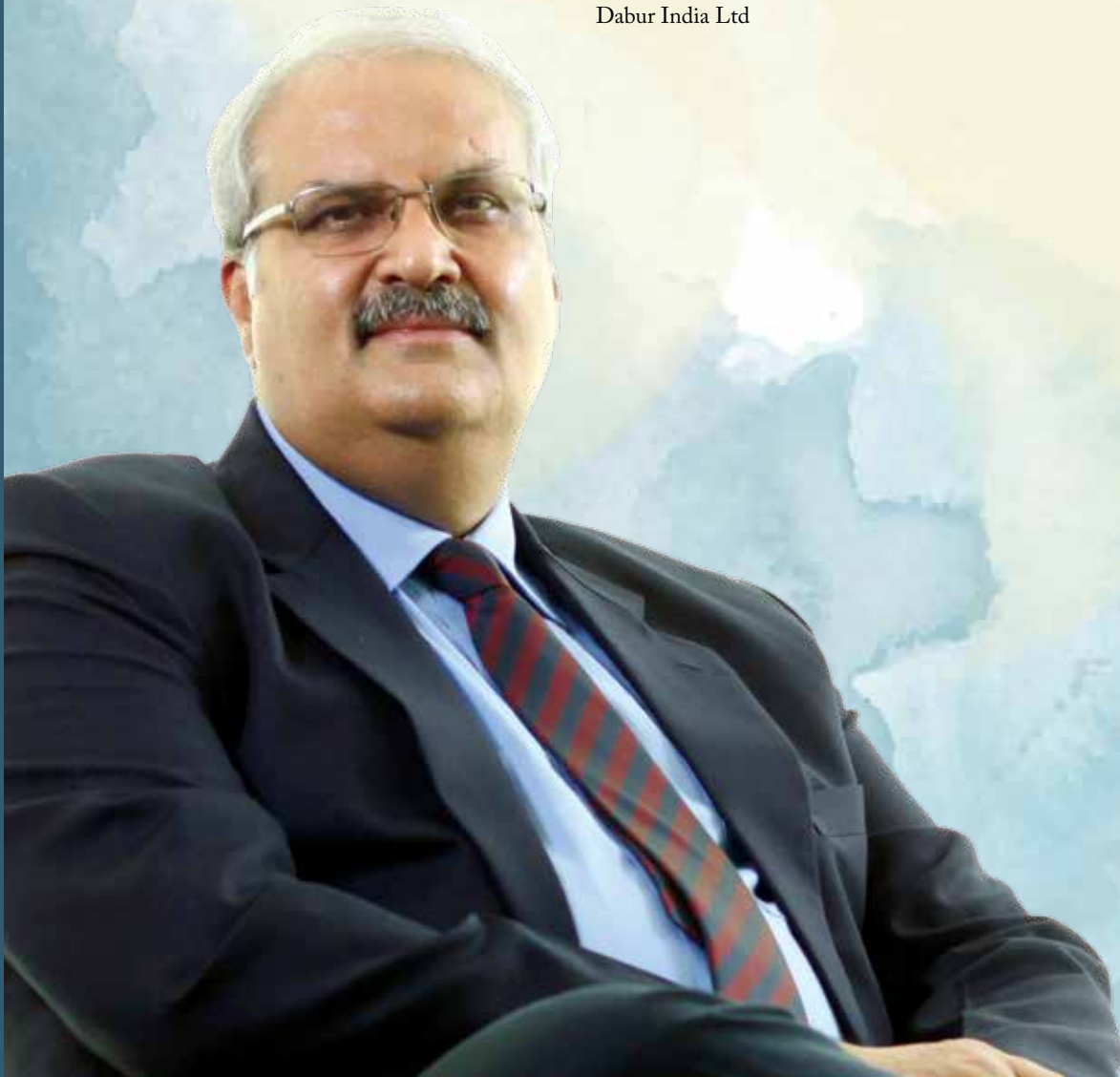
From the CEO's Desk	01
About 700 Se 7 Kadam	03
Introduction	04
Clean India, Clean Villages	08
Our Achievements	16
Our Journey In Uttar Pradesh	18
Impact Assessment	24
Our Journey In Uttarakhand	34
Our Journey In Himachal Pradesh	36
Clean India, Clean Schools	38
Many More Miles To Go	48

## FROM THE CEO'S DESK

Corporate Social Responsibility, for us, goes beyond mandates; it is a part of the Dabur DNA. At Dabur, we believe that an organization's true worth lies beyond its business, and is best reflected by the service it renders to the community and the society.

Our business is committed not just towards profitable growth, but also towards leaving a deeper imprint on the society as a whole. All our actions are aimed towards meeting our corporate motto of being 'Dedicated to the Health and Well-Being of every household'.

**Sunil Duggal**  
Chief Executive Officer  
Dabur India Ltd





HAPUR/DHA  
/SUNDESH/NIDHAN



Dabur



एक कदम  
स्वच्छता की ओर



संदेश

स्वच्छ भारत  
मिशन



700 से 7 कदम

स्वच्छ भारत का है सपना,  
हर घर में हो शौचालय अपना  
महिलाओं के मान-सम्मान  
के लिए Sani Fresh की  
एक पहल।  
सहयोगी संस्था-संदेश स्वयंसेवी  
संस्था (डाबर द्वारा सामाजिक  
उत्तरदायित्व का निर्वाह)

## ABOUT 700 SE 7 KADAM

A large percentage of women in our country do not have access to toilets. They have to walk long distances in search of spots (outside the village or slums), where they can relieve themselves. This often subjects them to unwanted attention.

Take a step towards helping our less fortunate sisters and daughters, Dabur – through its toilet cleaner brand SaniFresh – took the initiative to help construct toilets for them. This, we feel, will not only reduce the risk to their safety but safeguard their dignity as well. The intent was to reduce the distance they walk for relieving themselves from 700 steps to a mere 7. Hence, the campaign was aptly titled '700 Se 7 Kadam'.

A special campaign was also designed for this initiative, powered by a video and a microsite featuring stories of women who face these hardships daily. The message was conveyed through the story of Lakshmi, who has to walk nearly 700 steps just to relieve herself, battling fatigue, snakes, and more. The site featured more such stories about women from the villages of India and the price they pay for not having access to a toilet at home.

The campaign also asked people to do any or all of seven tasks and the brand will contribute Re. 1 from the sale of every pack of SaniFresh towards building toilets. The tasks could be any of these: share the story, take a pledge, notify the brand where a locality does not have a toilet, invite your friends and family on Facebook, tweet about the movement using the hashtag #700se7kadam, share about the initiative on your social networks.

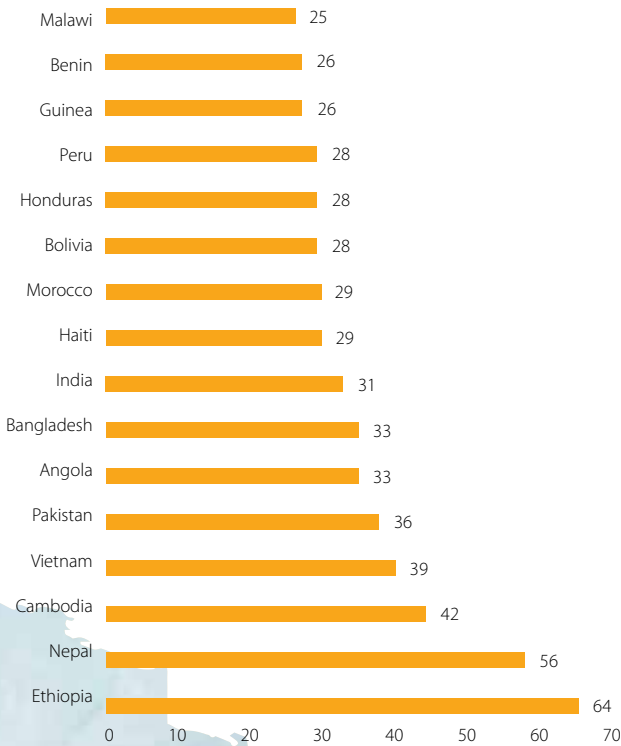
The campaign (<https://www.youtube.com/watch?v=mu1u9yRzyY>) created a huge buzz on social media. In all, over 8 lakh people were engaged across social media platforms and more than 2 lakh people pledged their support to the 700 Se 7 Kadam campaign.

# INTRODUCTION

Universal access to adequate sanitation is a fundamental need and human right. Ensuring and securing access to proper sanitation facilities go a long way in not only reducing illness and death, particularly among children, but also in protecting the dignity of women.

Across the globe, 2.1 billion people have gained access to an improved form of sanitation since 1990. While this is an impressive achievement by any standards, the figure is still far removed from the 2015 Millennium Development Goal target, which has been missed by

**Chart 1: Reduction in the proportion of population practising open defecation, from 1990 to 2015**



SOURCE: UNICEF Update

**60%** of Indians do not have access to safe and private toilets.  
As a result, more than **140,000** children younger than five years die each year in India due to diarrhoea

nearly 700 million people. In 2015, 2.4 billion people still lacked an improved sanitation facility with nearly 950 million of them still practicing open defecation.

Chart 1 shows the list of 16 countries that have reduced open defecation rates by at least 25 percentage points between 1990 and 2015.

The 31% reduction in Open Defecation in India, according to the UNICEF Update, alone represents 394 million people and significantly influences regional and global estimates. While Open Defecation rates have been decreasing steadily since 1990, a lot still needs to be done. India is the second most populous country in the world, with over 1.2 billion citizens. According to a 2015 report, titled 'It's No Joke – State of the World's Toilets' by WaterAid, around 60% of Indians do not have access to safe and private toilets. As a result, more than



140,000 children younger than five years die each year in India due to diarrhoea. And, nearly 40% of the country's children are stunted. The silver lining, however, is that access has improved by 22.8% since 1990, putting India at seventh out of eight countries for improvement in South Asia.

A direct relationship exists between water, sanitation, health, nutrition, air environment and human well-being. Each year, millions of people die of preventable diseases attributed to unsafe water, inadequate sanitation and improper hygiene. Deaths from diseases like diarrhoea, cholera, typhoid, respiratory-skin-eye infections, each year could be prevented by improved water, sanitation and hygiene (WASH). Hygiene, sanitation and water supply continue to have health implications in both developed and developing world settings. The active involvement of stakeholders in hygiene, sanitation, and water supply is crucial to accelerating and consolidating progress for health.

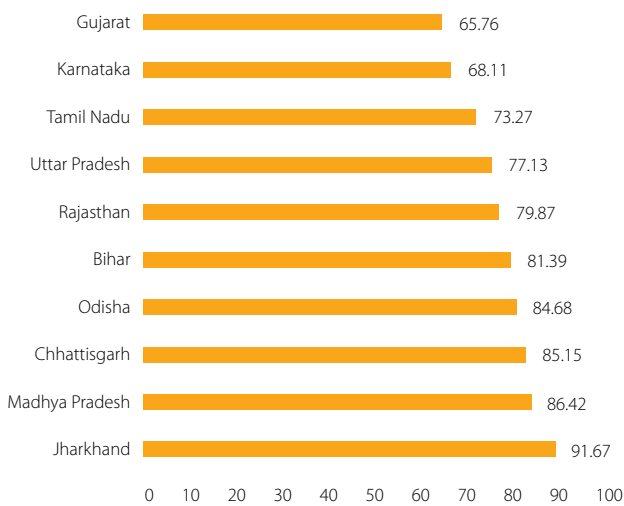
The government's Swachh Bharat Mission (Clean India Campaign), which covers both rural and urban India, aims to make India a clean country by promoting sanitation in its widest sense. While a lot of effort has gone into promoting sanitation in India, a lot more still needs to be done, particularly in the hinterland. According to the government's Swachhta Status Report 2015, over 55% households in rural India contributed to Open Defecation. While Total Sanitation in Rural Areas has been a focus area for successive governments at the Centre, the pace of development has been slow.

With the private sector now joining the Swachh Bharat Mission, the pace has increased and India seems to be progressing on its mission to ensure 100% rural household toilets. However, whether the same can be achieved by 2019 is still highly suspect.



Chart 2 shows the Top 10 states within India with the highest percentage of rural households without toilets, as per Census 2011.

**Chart 2: Rural households without toilets (in %)**



SOURCE: Factly.in

Open defecation is prevalent among all socio-economic groups in rural India, and Children – already vulnerable and marginalized – pay the highest price in respect of their survival and development. The World Bank estimates that 21% of communicable diseases in India are linked to unsafe water and the lack of hygiene practices. Further, more than 500 children under the age of five die each day from diarrhoea in India alone.

The CSR provisions of the Companies Act, 2013, provide the opportunity for industries, corporate houses, private/public limited companies to support the government’s Swachh Bharat Mission. This has led to an increase in spends on constructing household toilets in rural India with individual companies focusing on states where they operate.

Constructing household toilets is just half the battle won. What’s needed in equal measure is a focused approach towards changing behaviour and attitudes towards open defecation. Education and higher awareness are key to bringing about this behavioural change among the rural populace. The community’s behavior also needs to be influenced to ensure that the infrastructure created is appropriately utilized.





# Step 1

## CLEAN INDIA, CLEAN VILLAGES

Access to safe sanitation, and ensuring that everyone in a community uses a toilet, is key to better health and an important measure in addressing undernutrition. It also has a multiplier effect on improving the level of Education in rural India and helps address safety concerns of women.

With no access to toilets, people in rural India have been forced to defecate in the open – in fields, at roadsides or in bushes. Women and girls are forced to wake up in the wee hours of the day and walk several kilometres to the outskirts of their village to defecate. With no toilets in the households, they are forced to hold on to the nature's call during the day and wait for sundown to relieve themselves. Besides being a security concern, this was also a health hazard as these open defecation sites have been turning into harbinger of diseases, a polluted environment in which diseases spread fast.

Also, the absence to proper sanitation facilities in schools in rural India was forcing girls to drop out once they attain puberty. This was affecting the education levels among students, particularly the girl child. In the recent years, the government's Swachh Bharat Mission has played a key role in catalyzing the conversation around sanitation, right from the streets to the boardrooms of Corporate India. While a growing number of companies have joined this mission and are pulling all stops to improve the sanitation standards in the country, a lot still needs to be done. What's needed today is a holistic approach to sanitation, that goes beyond just building infrastructure and focuses on changing ingrained behaviour and social norms.

As the country's largest Ayurvedic and Natural Health Care company, Dabur has decided to take the onus of bringing toilets closer to rural households with its '700 Se 7 Kadam' initiative, which was launched just ahead of the government announcing its ambitious Swachh Bharat Mission. It may be a small step towards making



Dabur took the onus of bringing toilets closer to rural households with the '700 Se 7 Kadam' initiative, which was launched just ahead of the government announcing the Swachh Bharat Mission



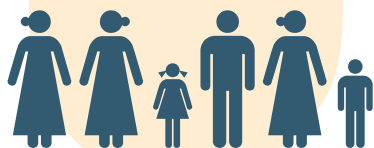
India 'Open Defecation Free' (ODF), but marks a giant leap in our mission to protect the dignity of women. The long-term project impact indicators for this project were identified as:

- Improve health & sanitation standards in the households and villages in rural Ghaziabad, Rudrapur and Baddi
- Bring to an end the practice of open defecation
- Bring down the cases of diseases and malnutrition due to open defecation and unhygienic conditions in villages
- Improve social status of rural women





Awareness sessions were planned in schools and communities about best hygiene practices that also included inculcating the habit of washing hands for maintaining personal hygiene



## Need Assessment

Dabur has been engaged in community development activity in villages of Uttar Pradesh, Uttarakhand and Himachal Pradesh since 1994, through its CSR arm *Sundesb* (Sustainable Development Society). All activities under our community development initiatives are designed following a detailed need assessment and are based on what the community members require.

During our regular interactions with the community members in 2014-15, household toilets emerged as a key need, particularly among the women of the household. Basis this feedback, we conducted a need assessment and baseline survey in two villages in Uttar Pradesh, and it emerged that nearly 50% of the households in these villages did not have household toilets and even the toilets in schools were in a dilapidated condition, rendering them useless.

In view of the results of this survey, we decided to expand our scope and cover more villages within our area of operation. A Baseline Survey was then conducted across districts in Uttar Pradesh, Uttarakhand and Himachal Pradesh, and we selected 18 villages in these 3 states where the issue of lack of proper sanitation was more pronounced.

**Chart 3: Results of the survey in Uttar Pradesh**

S. No.	Village	Total number of households	Number of households that do not have toilets	% of households that do not have toilets
1	Nandpur	260	135	52%
2	Nagla Gajju	204	159	78%
3	Chouna	377	100	26%
4	Naraina	442	250	56%
5	Nidhawali	498	163	33%
6	Tatarpur	287	100	35%
7	Domatikri	191	98	51%
8	Jadipur	178	84	47%
9	Hassanpur	611	176	29%
10	Shaulana	583	200	34%
<b>Total</b>		<b>3,631</b>	<b>1,465</b>	<b>40%</b>

**Chart 4: Results of the survey in Uttarakhand**

S. No.	Village	Total number of households	Number of households that do not have toilets	% of households that do not have toilets
1	Buksaura	494	234	47%
2	Kopa Lal Singh	81	67	83%
3	Kopa Kripali	118	105	89%
4	Kopa Basanta	39	32	82%
5	Kopa Chhidha	77	72	94%
6	Kopa Dhainumber	141	134	95%
<b>Total</b>		<b>950</b>	<b>644</b>	<b>68%</b>



**Chart 5: Results of the survey in Himachal Pradesh**

S. No.	Village	Total number of households	Number of households that do not have toilets	% of households that do not have toilets
1	Akanwali	63	26	41%
2	Jattimajra	54	15	28%
<b>Total</b>		<b>117</b>	<b>41</b>	<b>35%</b>

## Project Outline

The need to construct household toilets emerged universal, across all villages surveyed by Dabur and *Sundesb*. To bridge this need gap, we decided to take the participatory route, involving the community – particularly the women of the household – in the entire exercise.

The intent was to make the beneficiary household an equal participant in the exercise. This would have brought in twin benefits: One, ensured long-term sustainability of the project; and two, contributed towards financial inclusion of the woman of the household as primary beneficiary.

We also realized that construction of household toilets was not enough. What was required in equal measure was educating the household about good hygiene practices, like proper use of toilet, regular cleaning of toilet and the need for proper washing of hands after using toilet.

So, we decided to provide a cleaning kit, consisting of Cleaning Brush, SaniFresh toilet cleaner and Odonil air freshener, as a token of appreciation to the families in whose households the toilets were constructed. In addition, awareness sessions were planned in schools and communities to educate the beneficiaries about best hygiene practices. As part of this exercise, soap bars would also be distributed among school-going kids and community members to inculcate the habit of washing hands for maintaining personal hygiene.

We also set ourselves the target of ensuring that at least five of our targeted villages achieve ODF status within three years of the project's roll-out. This meant that every single household in these five villages should have individual toilets, and even the schools and *anganwadi centres* should be equipped with functional toilet blocks. With the basic project outline in place, Dabur and *Sundesb* set out on their mission to help India become 'Open Defecation Free'.



*Sundesb* representatives spread awareness about the need for household toilets as well as motivating villagers to take up construction of toilets in their households



### Implementation Process

As a first step, a series of village level meetings with Self-Help Group (SHG) and Kissan Club members were organized where the *Sundesb* representatives sought their help in spreading awareness about the need for household toilets as well as motivating villagers to take up constructing of toilets in their households. The target audience for these discussions were the girls and women of the household, who were always the most inconvenienced by the lack of household toilets.

It was also decided that Dabur would not sponsor the entire cost of building a toilet. Instead, households would be encouraged to contribute towards the construction cost, and their contribution percentage can vary depending on the financial health of each household. This, we felt, would bring in a degree of ownership from the household and also help the individual households design the toilet as per their specifications and financial health. The households were also asked to identify the area within their premises for constructing the toilet.



It was further decided that Dabur's contribution towards construction of toilets would not be released as an advance. Instead, the household would be first asked to fund the initial project cost and Dabur would release its share of the payment in two tranches – First, when the pit digging was complete; and Second, when the toilet super structure was ready.

The woman of the household was identified as the primary beneficiary and all payments from Dabur were decided to be made in the form of an account payee cheque, favouring this beneficiary. This also ensured financial inclusion of women in the villages as they were introduced into the formal banking system through an individual account under the *Pradhan Mantri Jan Dhan Yojna*.

After detailed discussions, we identified two options for the type of toilets to be constructed in the villages:

- **Two-Drum Toilet**, with plastic drums fitted in an underground structure
- **Septic Tank Toilet**, with an underground watertight chamber made of concrete
- **Cemented Ring Toilet**, with twin underground cemented ring tanks

The individual beneficiary household was given the option of picking the best solution, basis their individual needs and the area available for construction.

## Project Rollout

With the beneficiary households identified, our representatives set out to motivate the individuals. We met the women beneficiaries of each identified household, seeking their opinion on the need for household toilets. The women in every household spoke about the problems they faced due to lack of sanitation facilities in their homes and supported the idea of constructing household toilets.

The women were then asked to rope in their family members and submit a request letter to Dabur and *Sundesb* for constructing a toilet in their house, along with a government issued Identity Card and Bank Account details. In cases where the beneficiary woman did not have an operational bank account, we helped her open a new savings account. A detailed agreement was drawn up between the household and *Sundesb*, which mentioned the specific layout and our terms of engagement with the household. Each application was given a unique identity number, which would later also be painted on the toilet along with a Sanitation message.

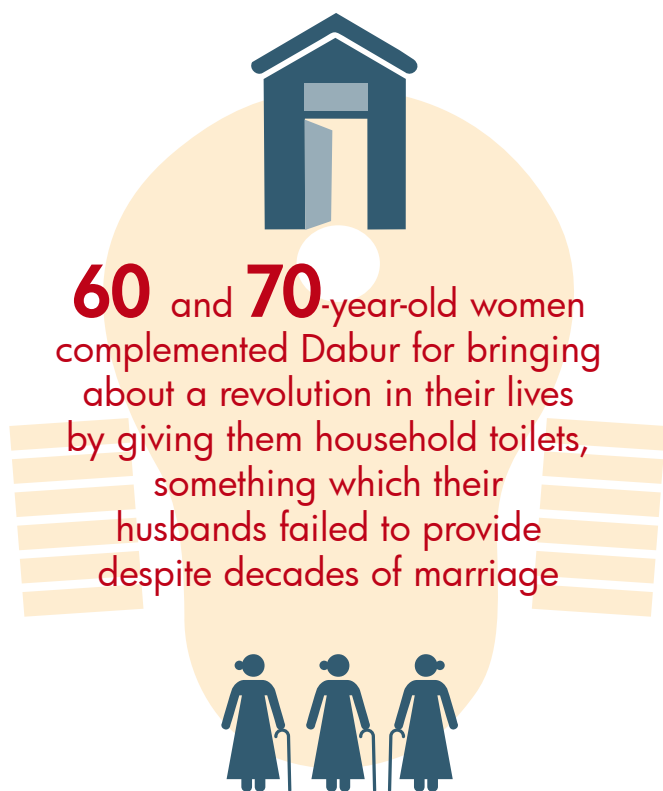
An on-ground survey was also conducted to authenticate the request of the beneficiary regarding unavailability of toilet, post which the construction process commenced. The entire construction activity was monitored at regular intervals by Dabur and *Sundesb* officials, along with representatives from Panchayati Raj Institutions (PRI). We took photographs of the construction process in three stages. These photographic evidences were recorded in the individual files that were prepared for each household, for future reference. Once the toilet construction was completed, a message related to Health and Sanitation with a logo of Dabur India Limited and *Sundesb* was painted on the wall of toilet. Also, a cleaning kit was presented to the beneficiary family to ensure proper maintenance and cleaning of toilets.

During the construction process, our team members visited the households on a weekly basis to oversee the construction activity and also to identify any problems that they may be facing. Once the construction is completed and the toilet handed over to the individual household, the team members visited them once a month to check on the maintenance and upkeep of the toilets, and to understand any issues that they may be facing. Awareness sessions were also organized in communities, wherein benefits of hygiene were explained to the households and they were encouraged to adopt proper sanitation and hygiene techniques, including washing hands with soap, etc.

## Project Outcome

At a broad level, the '700 Se 7 Kadam' initiative has helped improve the health and hygiene standards in not just the target villages but also in the individual households. There has also been a marked change in their mindset as now the residents resent the very idea of Open Defecation and even motivate other neighbouring villages to construct household toilets and use them.

We have seen 60 and 70-year-old women complementing Dabur for bringing about a revolution in their lives by giving them household toilets, something which their husbands failed to provide them despite decades of marriage. The success of this initiative can also be gauged by the fact that several households that were initially reluctant on building individual toilets are now joining in, encouraged by the overall development in households that have constructed toilets. A detailed Impact Assessment was also conducted in villages of Uttar Pradesh, details of which have been shared separately in this report.



Dabur had started working on sanitation in 2014-15, and has over the years joined hands with like-minded organizations to bring about this behavioural change to promote health and hygiene in public places. The key thrust of our sanitation initiative has been towards building an Open Defecation Free India by ensuring that all households and schools in the villages where we operate have access to clean toilets.

This initiative had commenced in 2014-15 covering 18 villages. The scope was soon extended to cover a total of 26 villages in 2015-16 and then to 39 villages in 2016-17. The project is being extended to a total of 42 villages in 2017-18. This covered Hapur, Gautam Budh Nagar and Ghaziabad districts of Uttar Pradesh, Rudrapur in Uttarakhand and Baddi in Himachal Pradesh. Chart 6 shows the number of villages covered in each state over the years under the '700 Se 7 Kadam' initiative.

In the first year, Dabur and *Sundesb* helped construct 67 household toilets. The exercise gathered pace and in the first full year (2015-16), we constructed 1,022 household toilets in the three states. In the year 2016-17, Dabur had set itself a target of ensuring construction of toilets in 1,200 households. We have exceeded this target and have ended the year with 1,254 household toilets. Till date, we have helped construct 2,343 household toilets across these villages. Chart 7 shows our toilet construction activity across the three states.

Our efforts bore fruit with four of these villages – Nagla Uday Rampur, Nagla Kashi and Siwaya (in Dhaulana block of Hapur district of Uttar Pradesh) Jatti Majra (in Himachal Pradesh) – achieving ODF status during 2016-17 financial year. In addition, Fagauta (in Hapur district) achieved Open Defecation Free status in April 2017, taking the total number of ODF villages under our fold to five.

A special function was organized at these villages to celebrate their achievement of ODF status, where government officials and Dabur representatives spread awareness about the need for maintaining hygiene and also encouraged the households to adopt proper sanitation and hygiene techniques. A specially designed toilet cleaning kit was also distributed free of cost to all households at the function.

**Chart 6: Number of villages covered under '700 Se 7 Kadam'**

State	Number of villages covered				No. of villages declared ODF <sup>#</sup>
	2014-15	2015-16	2016-17	2017-18*	
Uttar Pradesh	5	16	21	20	4
Uttarakhand	7	7	7	8	0
Himachal Pradesh	0	3	11	14	1
<b>Total</b>	<b>12</b>	<b>26</b>	<b>39</b>	<b>42</b>	<b>5</b>

**Chart 7: Number of household toilets constructed**

State	No. of households covered in 2014-15	No. of households covered in 2015-16	No. of households covered in 2016-17	Total No. of household toilets constructed
Uttar Pradesh	51	891	1,009	1,951
Uttarakhand	16	105	185	306
Himachal Pradesh	0	26	60	86
<b>Total</b>	<b>67</b>	<b>1,022</b>	<b>1,254</b>	<b>2,343</b>

\* Estimate

<sup>#</sup> Up to 2016-17





Over the next five years, we have set a target to make 26 villages in these three states ODF by ensuring that every single household in these villages have toilets and all schools have properly maintained separate toilet blocks for boys and girls.

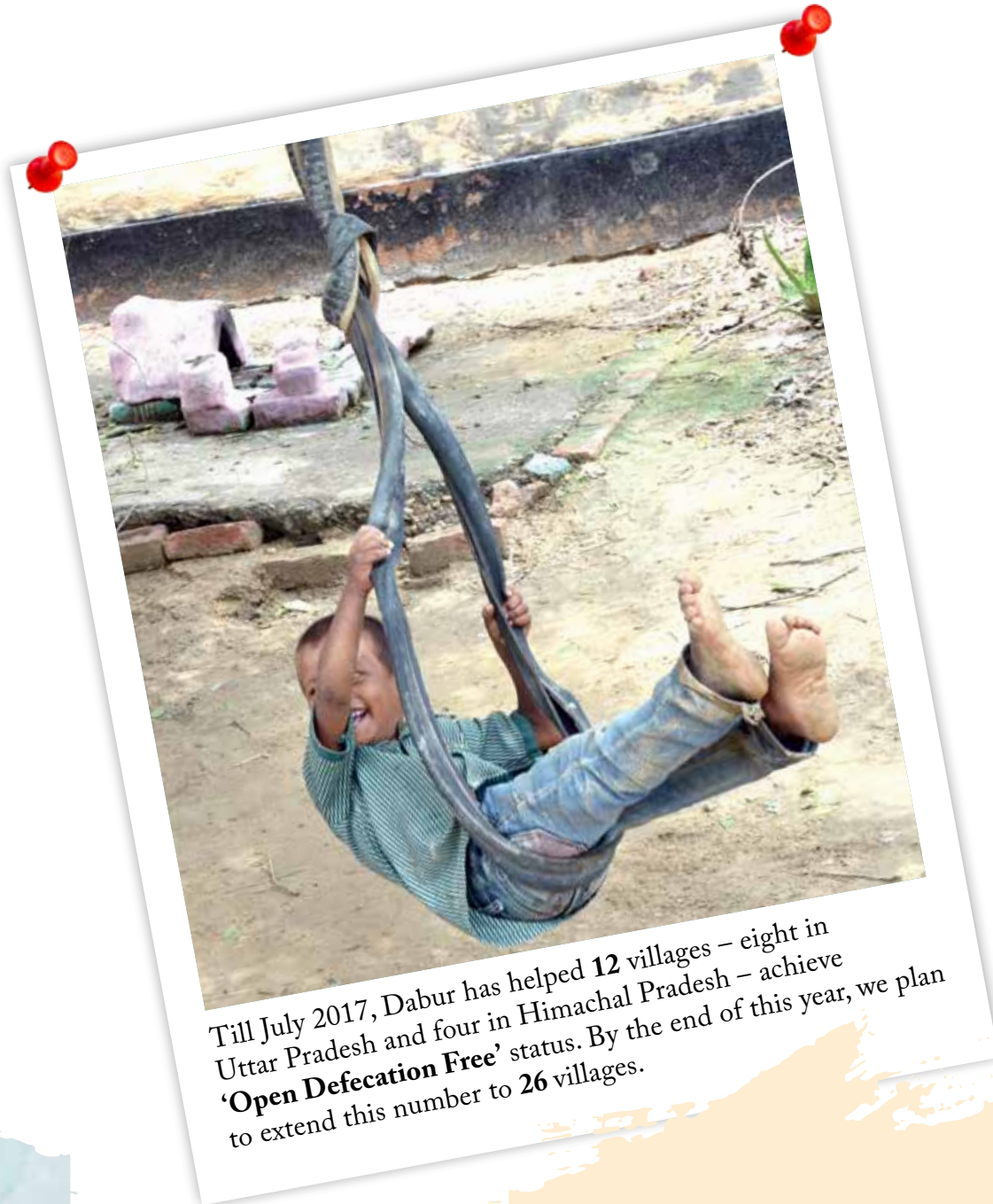
### The Extra Mile

In addition to constructing household toilets, several programmes and cleanliness awareness drives were organized in several villages of Uttar Pradesh, Uttarakhand and Himachal Pradesh. Awareness meetings were held in villages in Uttar Pradesh, and street and drainage system cleanliness drives undertaken in the villages as part of efforts to sensitise the villagers to keep their surroundings clean.

In Uttarakhand, *Sundesh* organized goshthi and rallies to sensitise residents and villagers about proper disposal of household waste. Villagers were also informed about the need for washing hands before eating and after using toilet, and cutting nails on a regular basis. Around 5,000 people were covered through such initiatives, where they were urged to adopt appropriate sanitation and cleanliness practices to ensure hygiene in their respective villages and help control the spread of diseases.

Similar programmes were organized in rural schools in Himachal Pradesh. Drawing competitions were also organized in schools as a medium to generate awareness among the school-going kids about the benefits of keeping their homes, village and school clean.

## OUR ACHIEVEMENTS



Till July 2017, Dabur has helped **12** villages – eight in Uttar Pradesh and four in Himachal Pradesh – achieve ‘**Open Defecation Free**’ status. By the end of this year, we plan to extend this number to **26** villages.



# Step 2

## OUR JOURNEY IN UTTAR PRADESH

Uttar Pradesh is the most populous state in the country with over 200 million inhabitants. The state contributes 16.16% of India's population. The population density is 828 people per square kilometre, making it one of the most densely populated states in the country. Around 77% of the state's total population reside in rural areas. The percentage of literacy in the state is 69.72%, out of which male literacy stands at 77.28% and female literacy at 51.36%.

Independent reports point out that the state has not performed well on sanitation. According to census figures

from 2001 and 2011, the proportion of rural UP dwellers with a toilet increased slightly during the first decade of this century. An IOSR Journal of Humanities and Social Science study has stated that there is a serious and pressing need for prevention of open defecation and to find an effective solution to the sanitation woes in the state as a majority of people residing in villages, fringe areas and towns are unaware about basic sanitation, hygiene and cleanliness.

Factors that have held back the state's progress on sanitation include poverty and absence of a robust sanitation strategy. However, there have been signs of improvement in the recent years with the latest government data showing that, over the past one year, toilet coverage amongst rural households in UP has increased from 35% to 45%. This has been made possible by a wave of increasing political will and a strong commitment by the local administration.

### Dabur's Intervention

Dabur strives for a positive impact in the communities where we operate. Community development is not merely a buzzword at Dabur, it is a part of the Dabur Culture; a natural extension of our vision to ensure Health and Well-Being of every household. We take pride in being a business with a heart and soul.





### “What is that life worth which cannot bring comfort to others”

This thought of our founder Dr S. K. Burman has been the guiding light for our community development initiatives. We have been engaged in community development activities since 1994, long before the regulations came into force, with the establishment of *Sundesh*. Over the past over two decades, our focus on social responsibility has only become stronger.

We took our first steps in community development in Ghaziabad district of Uttar Pradesh. Since then, our coverage has been extended to villages in three districts – Ghaziabad, Gautam Budh Nagar and Hapur. The villages in these three districts have also been our focus when it came to rolling out Sanitation initiatives.

As we progressed on our path to motivating villagers and encouraging them to construct toilets in their households, we were approached by the state government departments, seeking our support in filling the need gaps in certain villages. The government officials pointed out that they have been unable to ensure toilets in every household in certain villages due to lack of funds, and sought our support in helping these villages achieve ODF status.

Since we were already running various community development initiatives in most of these villages, Dabur and *Sundesh* decided to include these villages in our sanitation drive. Our joint efforts bore fruit with some of these villages becoming Open Defecation Free.



Chart 8 shows the status of household toilets in block Dhaulana of district Hapur, at the end of 2016-17 financial year.

**Our efforts have helped four villages in Hapur – Nagla Udayrampur, Nagla Kashi, Siwaya and Fagauta – achieve ODF status by the end of 2016-17. Four more villages – Nandpur, Nidhawali, Nagla Gajju and Daulatpur Dikri – have achieved the ODF status by July-end 2017.**

Chart 9 shows the status of household toilets in block Dadri of district Gautam Budh Nagar, at the end of 2016-17 financial year.

**Chart 8: Status of household toilets in Hapur**

Village	Status of individual households			No. of toilets constructed by Dabur in				No. of toilets constructed by Block Office	No. of households without toilet at the end of 2016-17
	Total No. of households	No. of households without toilet	%age of households without toilet	2014-15	2015-16	2016-17	Total		
Nagla Gajju	204	159	78%	26	52	54	132	24	3
Nandpur	260	135	52%	8	58	63	129	0	6
Nidhawali	498	163	33%	0	76	57	133	0	30
Naraina	442	250	57%	6	191	50	247	0	3
Jodapur	178	84	47%	0	32	43	75	0	9
Nagla Udayrampur	191	41	23%	0	17	24	41	0	0
Hassanpur	611	176	29%	0	40	29	69	0	107
Domatikri	191	98	51%	0	42	39	81	0	17
Nagla Kashi	352	147	42%	0	47	8	55	92	0
Siwaya	318	163	51%	0	43	46	89	74	0
Fagauta	663	284	43%	0	44	169	213	71	0
Shaulana	583	200	34%	0	56	54	110	20	70
Parpa	324	195	60%	0	0	110	110	0	85
Daulatpur Dikri	298	108	36%	0	0	93	93	0	15
Karimpur	470	88	19%	0	0	21	21	34	33
Bhaipur Milak									
Iklehndi	678	491	72%	0	0	0	0	0	491
Basatpur	476	317	67%	0	0	0	0	0	317
Kakrana	747	259	35%	0	0	0	0	91	168
<b>Total</b>	<b>6,261</b>	<b>2,230</b>	<b>38%</b>	<b>40</b>	<b>698</b>	<b>860</b>	<b>1,598</b>	<b>406</b>	<b>1,354</b>

**Chart 9: Status of household toilets in Gautam Budh Nagar**

Village	Status of individual households			No. of toilets constructed by Dabur in				No. of toilets constructed by Block Office	No. of households without toilet at the end of 2016-17
	Total No. of households	No. of households without toilet	%age of households without toilet	2014-15	2015-16	2016-17	Total		
Chouna	377	100	27%	7	32	26	65	0	35
Tatarpur	287	100	45%	0	44	16	60	0	40
Siddipur	231	90	39%	0	32	7	39	0	51
Pyawli	883	450	51%	0	85	1	86	0	364
<b>Total</b>	<b>1,778</b>	<b>740</b>	<b>71%</b>	<b>7</b>	<b>193</b>	<b>50</b>	<b>250</b>	<b>0</b>	<b>490</b>



Chart 10 shows the status of household toilets in block Bhojpur of district Ghaziabad, at the end of 2016-17 financial year.

Our efforts have helped improve the overall sanitation and hygiene levels in the villages where we operate.

Our interventions have touched the lives of not just the backward communities from the villages but also the excluded communities like *Saperas* or snake charmers, who, despite being residents of a particular village for over 40 years, have never been part of any development activity undertaken by the Gram Panchayat.

**Chart 10: Status of household toilets in Ghaziabad**

Village	Status of individual households			No. of toilets constructed by Dabur in				No. of toilets constructed by Block Office	No. of households without toilet at the end of 2016-17
	Total No. of households	No. of households without toilet	%age of households without toilet	2014-15	2015-16	2016-17	Total		
Atrouli	830	248	28%	0	0	89	89	76	83
Abalpur	41	24	59%	0	0	10	10	7	7
<b>Total</b>	<b>871</b>	<b>272</b>	<b>31%</b>	<b>0</b>	<b>0</b>	<b>99</b>	<b>99</b>	<b>83</b>	<b>90</b>

## CASE STUDY

# CHARMING THE SNAKE CHARMERS

Shaulana village has been one of our target areas for constructing household toilets since 2015-16. Over the past two years, *Sundesh's* concerted efforts have helped bring this village with 583 households closer to becoming Open Defecation Free. Continuous meetings with the households and PRI representatives have helped motivate every single household in this village to construct individual toilets.

But attaining the ODF status remained a pipedream for the village. The reason: a group of 12 migrant families from Rajasthan who have been living on Panchayat land near the village's cremation ground for the past 40 years. These migrant snake charmers from Rajasthan, despite living in the village for over four decades, were not part of any development activity. They had government issued Voter IDs, but were still not considered a part of Shaulana village and their names did not feature in their register of families residing in Shaulana. With no regular source of income and no access to development activities, the families did odd jobs and lived in makeshift thatched huts on Panchayat land. The fact that these 12 families did not have proper toilets meant Shaulana village would not be given the ODF status.

An SHG member from the village Ravindra Kumar Sharma brought this to the notice of *Sundesh* officials and informed us about the hardships being faced by this community. After a series of meetings with the members of this snake charmer community, *Sundesh* representatives urged the Block Development Officer to help the community by constructing toilets for these families. However, the official expressed his inability in taking forward the proposal.

To help this neglected community enter the mainstream, Dabur and *Sundesh* decided to take up the construction of toilets within the community. We have since constructed seven toilets for the 7 houses (home to the 12 families) in this community. This step has not only given these families access to clean and hygienic sanitation facilities, but also added some charm to the lives of the 60 individuals that make up this community of snake charmers.







# Step 3

## IMPACT ASSESSMENT

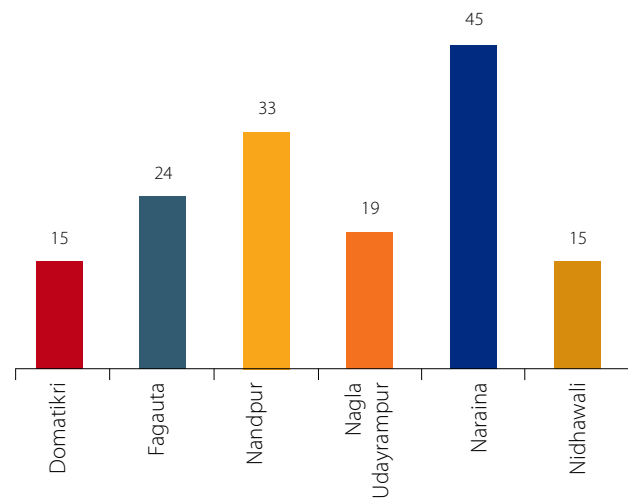
Three years into the Sanitation initiative, Dabur engaged Association for Stimulating Know How (ASK) to conduct a detailed evaluation of the programme to check its impact and effectiveness, as also identify any course corrections. The evaluation was carried out in a participatory manner, with active participation and engagement of the project and organization team members and the community.

### Introduction

For the survey, 151 households were selected by ASK in villages of Hapur. In addition, the survey was also conducted among 25 households in a non-intervention village where sanitation activities had not been undertaken by Dabur and *Sundesb*, besides members of Self-Help Groups formed by *Sundesb*.

The evaluation team Visited six villages: Domatikri, Fagauta, Nandpur, Nagla Udayrampur, Naraina & Nidhawali. Of these, two villages had achieved ODF status. The team also visited Iklendi, the non-intervention village in Hapur District, and interacted with a number of stakeholders, including PRI Heads,

Chart 11: Total number of respondents



Ward Members and local village leaders, village Anganwadi workers and Government officials like the Block Development Officer (Dhaulana), Village Development Officers, Panchayat Secretary etc. Chart 11 shows the number of respondents in each of the six villages identified for the survey.



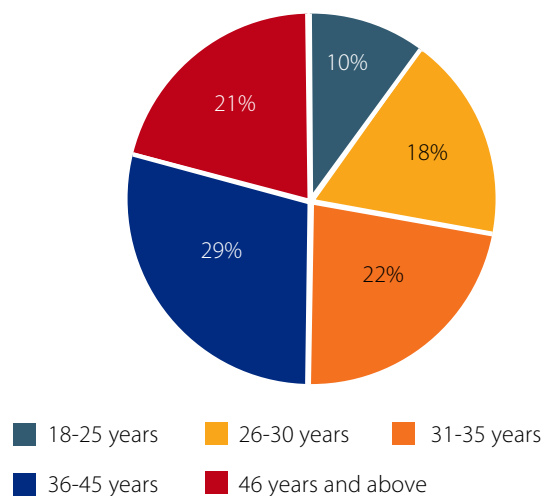


## Profile of Respondents

### Age Profile

In the villages under Dabur and *Sundesb's* intervention, a majority of the respondents were in the 26-45 year age group. Chart 12 shows the detailed age profile of the respondents in the intervention areas.

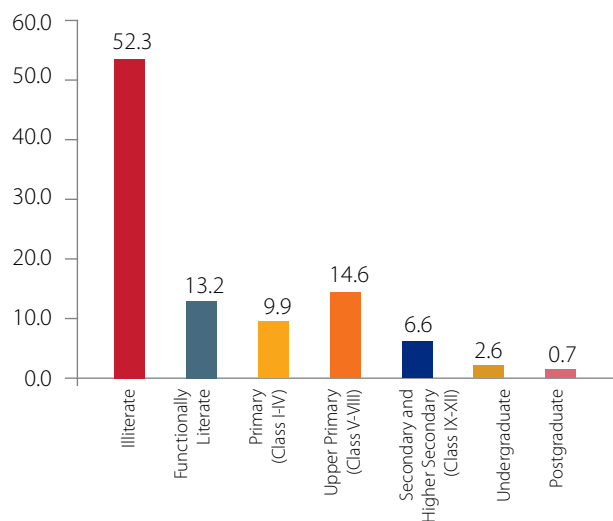
**Chart 12: Number of respondents according to age groups (in %)**



## Education Status

In the intervention areas, a majority of the women respondents were either illiterate (52.3%) or just functionally literate (13.2%), which shows the low education level among women in these households, leading to their vulnerabilities and lower level of awareness. Chart 13 shows the detailed Education status of the respondents in the intervention areas.

**Chart 13: Education status of respondents (in %)**



### Marital Status

In the intervention areas, 91.4% of the respondents were married and remaining 8.6% were widow. In the non-intervention village, 88% respondents were married and remaining 12% were widow.

### Religious Status

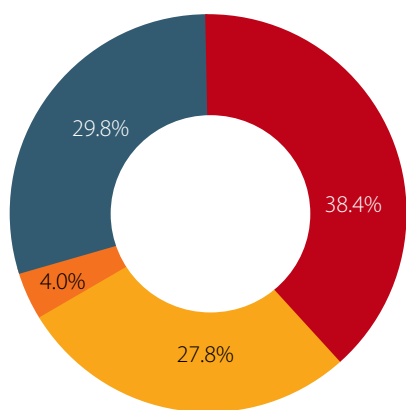
In both the intervention and non-intervention areas, maximum respondents were Hindus, whereas some belonged to the minority community.

### Caste Profile of Respondents

In the intervention areas, 29.8% of the respondents belong to the General category, whereas a majority (remaining 70.2%) are from the underprivileged caste groups like Scheduled Caste, Backward/Most Backward/Other Backward Castes. The project has been implemented in those villages which have a large concentration of the Scheduled or Backward Castes, considered as socio-economically vulnerable communities. Chart 14 shows the detailed Caste profile in the intervention areas.

In the non-intervention area, only 28% respondents were from the General category whereas 40% were from Scheduled Caste & remaining 32% from Other Backward Castes, showing a similar caste composition and vulnerability status as in the intervention areas.

**Chart 14: Caste status of respondents (in %)**



- Scheduled Caste
- Most Backward Caste/Backward Caste
- Other Backward Caste
- General

## Impact Report

The survey found that the initiative has resulted in several positives both in the target villages and in the lives of the beneficiaries. Following are the key findings of the evaluation study:

### Functional toilets:

**99.3% of the respondents in the intervention areas reported that they have a 'functional toilet' in their homes.**

Over 36% of the households had the toilet facility in their home for less than one year, while over 62% have it for the past 2 years while the balance had the same for past 2-3 years. A majority (over 80%) have Single-Pit toilets whereas the remaining (nearly 20%) have Double-Pit toilets. Around 99% households have Septic Tank as the waste disposal mechanism for the toilets whereas the balance has Piped Sewerage System.

### Usage of toilets:

**95.3% of the toilets constructed by Dabur and Sundesh were being used by households for toilet activities.**

Amongst the respondents in the intervention area, 98% said all their family members now use the household toilets regularly. A little over 80% respondents said the use of toilet does not vary according to season. From physical examination and observation of the toilets by the evaluators, it emerged that over 95% of the toilets were being used for defecation and urination purposes. In seven cases out of the total sample of 151, it emerged that the toilet was not being used for the intended purpose with a some of these households converting the toilet into a bath area of a storeroom. A couple of households are in the process of rebuilding the toilets as part of an overall reconstruction of their homes.

On the other hand, in the non-intervention village, 92% of the respondents continue to urinate in open areas and 88% defecate in open areas.



### Proper maintenance of toilets:

**86.1%** of the super-structures and **92.7%** toilet pots were found to be well-maintained during the observation with the user families maintaining them.

Three out of 8 respondents whose toilets showed signs of breakage had repaired the structures by themselves. Nearly 82% respondents stated that recurring maintenance cost is involved and they spend between Rs 45 and Rs 900 a year for maintenance of toilet structures. Close to 61% funded it from their earnings, while nearly 9% used their savings and another 12% borrowed from others for maintenance activities like draining of pits, cleaning of toilets, maintaining the drainage line, sewage system etc.

Close to 79% of the toilets have proper doors, and nearly 91% have facility of water inside or outside the toilets by way of basin, hand pumps, bucket/tub of water etc. Over 71% toilets were found equipped with toilet cleaning supplies and soap/hand-wash material.

### Better Hygiene practices

**98.70%** of the respondents said they wash hands after defecation.

The survey revealed that 98% of the respondents were aware that not washing hands with soap after defecation is unhygienic. They were also aware that they may fall ill and spread infection if they do not wash their hands with soap. Nearly 71% respondents flush their toilets. In over 82% cases, no faeces was found inside the toilet; and in over 86% cases, there was no presence of foul odour emanating from the toilet. No flies were found in over 85% of the observed toilets. Nearly 99% families have Septic Tank as the waste disposal mechanism for their toilets.

### Ease of access:

A total of **1,950** toilets have been constructed in the past 3 years in 22 selected villages.

Construction of household toilets has ensured ease of access to sanitation facilities for women, adolescent girls and children, ensuring privacy and protecting their dignity. Women said that prior to constructing toilets, they had to get up early and walk a long distance to relieve themselves. Over 93% of the respondents shared that they used to go to open fields or other places for relieving before Dabur helped construct toilets in their households. Doing this, they were compromising safety, dignity and privacy while facing the risk of accidents. Also, nearly 2% respondents used to go to neighbourhood or relative's toilets earlier while another 5% used kachcha toilets or old toilets, which also posed several health risks.

Besides increasing convenience, women and adolescent girls feel individual household toilets are more hygienic, have enhanced safety and increased privacy.

### Open Defecation Free:

**4** of the 22 villages have been declared ODF as of **March 31, 2017**.

Open defecation or unhealthy defecation has stopped in almost all households that were interviewed during the evaluation. This has been one of the major impacts of the '700 Se 7 kadam' initiative. Dabur has helped four villages achieve ODF status by the end of the 2016-17 financial year, and a number of other villages are in the process of becoming ODF in the near future with a proper plan and timeline for the same already in place.

**Change in pattern of urination or defecation:**

**In 52.3% households, the pattern of urination or defecation has changed.**

The respondents stated that there has been a change in the urination and defecation pattern of their family members in more than half of the households since the construction of household toilets. The family members, particularly women and adolescent girls, now do not have to wait for sun-down and are no longer forced to control themselves for urination or defecation, which was earlier affecting their health. Since construction of toilets in their households, the frequency of urination has increased.

**Improved cleanliness in the neighborhood:**

**96.7% respondents felt that cleanliness in their neighbourhood has increased since household toilets were constructed in their villages.**

The respondents felt that the village and neighbourhood are now cleaner. Previously, the entire village felt unhygienic and filthy due to open defecation by residents.

**Dip in ailments and illnesses:**

**73.5% believe that there has been positive impact on their lives with a marked drop in water borne diseases and other illnesses amongst family members.**

Previously, over 77% households used to suffer from stomach illnesses, water-borne diseases, skin diseases and gynecological problems, which was resulting in higher medical expenses and also irregular attendance at work. Construction of household toilets has since helped substantially reduce expenses on medical care for households while improving attendance at work and in schools.

**Improvement in Education levels:**

**38.4% respondents have reported an improvement in school attendance.**

Women and children, particularly adolescent girls, were identified as the key beneficiaries of the '700 Se 7 Kadam' initiative. While household toilets have resulted in added convenience and increased privacy for women, children feel they now have more time to both study and play as they do not have to walk to the outskirts of the village to defecate. They also feel better, healthy and happy. Adolescent girls have reported an improvement in attendance in schools and also in their performance. There is an increase in overall health conditions, leading to better performance in studies and extra-curricular activities. The survey revealed that over 38% respondents feel there is an improvement in school attendance while 12% report an increase in overall health conditions leading to better performance in studies and extra-curricular activities.





### Comparative Status in non-intervention village

As part of the survey, officials met 25 households in a non-intervention village, Iklendi. The survey of households in this village revealed that 84% of them could not construct household toilets because of financial constraints. Also, 84% of them go to open fields/bush/backyard for defecation. Around 48% of them go for open defecation twice a day while 24% go more than twice a day. For urination, a majority (80%) go for open defecation between 3 and 8 times a day. Around 36% of them have to travel 1-2 km for defecation while 8% travel more than 3 km. For 32%, it takes 15-30 minutes whereas for 24% it takes 31-60 minutes per trip. Around 68% of the women go alone for open defecation.

The survey further revealed that 12% of them do not wash their hands after defecation, while 12% use mud & 44% use only water to wash hands. The lack of awareness amongst these villagers can be gauged by the fact that 12% feel that nothing will happen if they do not wash their hands after defecation whereas 16% don't know whether anything will happen or not. As many as 40% of the respondents did not know that people can fall ill if they do not wash hands after defecation. Around 36% of the respondents said they or their family members suffer from stomach ailments, water-borne diseases and skin diseases, which are related to open defecation.

Around 28% suffer on a monthly basis, spending Rs 500 to Rs 2,000 in the preceding year. None of them had ever participated in any awareness programme on health and hygiene issues related to toilet use. Around 36% of the women do not use anything during menstruation while only 8% use sanitary pads.

What emerged was that 96% of the women feel the need for a household toilet as they were facing challenges of inconvenience (64%), security (8%), lack of privacy (16%) and accident risks (12%). Around 52% of the respondents feel that adolescent girls and women are the 'most vulnerable' section due to lack of household toilets.

The disadvantages faced by children in the non-intervention area include time lost while going to & fro for defecation (28%); not attending schools often (4%); drop-out from schools (4%); health problems (4%) and other difficulties (52%).

The disadvantages faced by adolescent girls in the non-intervention area include inconvenience during menstruation (20%); lack of willingness to attend schools (8%) and other difficulties (72%).

When compared to the situation in this village, the positive impacts and changes brought about by Dabur and *Sundesb* through their toilet construction initiative becomes clear.



Financial contribution by households in the construction and maintenance of toilets increased their ownership towards the infrastructure and positively contributed to sustainability



## Sustainability

As per Dabur's strategy, the households were involved as partners in the entire exercise with the families contributing financially towards construction of their own toilets. Dabur provided only partial financial support. Around 69% of the sample households have invested a maximum of up to Rs 30,000 for constructing their toilets. Over 81% have been investing up to Rs 900 a month in recurring maintenance costs.

This financial contribution and active participation by households in the construction and maintenance of toilets increases their ownership towards the infrastructure and will positively contribute to sustainability.

Also, existence of the women Self-Help Groups (SHGs) in each village, coupled with their interest and involvement in ensuring toilets in each household, and providing credit support for construction of the toilets wherever needed, is another positive factor for the programme's sustainability.





## Areas of Concern & Improvement

Dabur's '700 Se 7 Kadam' initiative has resulted in a significant improvement in the households where the Company helped construct toilets. However, physical observation of these toilets did find some issues concerning use and maintenance that need to be addressed by both the households and by Dabur/*Sundesb*. Some of the key findings under the areas of concern are:

- In **7** cases (out of total sample of 151), the toilets are not being used for the intended purposes
- **16** super structures and 8 toilet pots were found not well-maintained or in a dilapidated state
- **30** toilets, which were among the ones constructed in the initial phase, did not have proper doors. Since these houses belong to poor families, they have not been able to put a proper door to these toilets
- **68** toilets did not have adequate ventilation and 96 were not well-lit
- **25** toilets had presence of faeces inside, and 19 had presence of foul odour

Stronger motivation and closer follow-up/supervision, involving Community-

Based Organizations (CBOs), is required in such cases. Dabur can also offer additional financial support to poor families to help put up doors, improve ventilation, lighting and water facilities.

Close to 63% of the respondents said they have never attended any awareness session or programme on health & hygiene related to toilet use. Hence, Dabur can look at organizing similar programmes at the community level to increase awareness.

To ensure that any village achieves ODF status, all schools and Anganwadi Centers in that village also must be equipped with functional toilets. While Dabur and *Sundesb* have already started the intervention for construction of toilets in four schools, a comprehensive baseline of the school and Anganwadi toilets is required and there are opportunities to work on the same in future.

While there is always a concern regarding proper maintenance of the school toilets, *Sundesb* can establish a community-based mechanism for the same given the strong presence of the Self-Help Groups and other CBOs in the villages where it is already working and its strong rapport with the PRI institutions. This will ensure regular cleanliness and proper maintenance of the school toilets.

## Summary

Overall, the project has been implemented well with strong community involvement in project design and implementation; and inclusion of marginalized groups. During the interviews, 150 of the 151 respondents expressed satisfaction with the project interventions, which reflects its effectiveness.

## CASE STUDIES

### LAXMI 27 YEARS VILLAGE: NARAINA

Married at the age of 20, Laxmi was a city-dweller before marriage. Her parental home was equipped with all the necessary sanitary facilities, including a household toilet. She, thus, had the habit of going to a toilet within the household for urinating and defecation. However, her in-laws' place was not equipped with a toilet and she was forced to defecate in the open fields.

Since she had to go to the fields every time, her routine of defecation also changed from 2-3 times a day to only once in a day, given the inconvenience of travelling to the fields alone. She loathed waking up at 4 in the morning and found defecating near the river extremely uncomfortable due to lack of privacy. Harassment of girls and women during such times was a common occurrence as men also passed through that area for open defecation. It became even more challenging when she was unwell and had an upset stomach. On such days, she was forced to use a neighbor's household toilet.

A year back, her younger sister got married to her brother-in-law. Laxmi put her foot down and insisted on getting a toilet constructed in her house before her sister came to live with them. Laxmi was concerned for her younger sister as she did not want her to face the challenges that she had been facing for the past 7 years.

With the assistance of *Sundesh*, Laxmi got a toilet constructed in her house. She describes the convenience with these words: "*Ab kisi bhi time chale jao, apne ghar ka hi toilet hai.*" (Now we can go anytime as it's our own household toilet).



## RUKSANA BEGUM 35 YEARS VILLAGE: FAGAUTA

A resident of Fagauta village for the past 19 years, Ruksana Begum is still teary eyed when she recounts the problems that she and her family had been facing all these years with no access to a household toilet. Ruksana and her entire family of five, including four girls, used to go to the open fields to relieve themselves twice a day. It was a 15-minute walk to the open fields, a routine she had to follow every day, early in the morning and late in the evening. Given the safety concerns, Ruksana had to make sure that her daughters never went alone and that they were either accompanied by either her or went in a group.

Once her eldest daughter entered her teens, the family felt the pressing need to construct a household toilet as it was no more considered safe and ethical to send young girls to the open fields for defecation. It would become more difficult in case they ever felt the urge to defecate late at night. On such days, Ruksana would be forced to wake up her husband for accompanying them to the open fields.

To avoid such instances and to ensure safety of her daughters, Ruksana and her family decided to make a 'Kachha Commode/pot' outside their house. This commode was cleaned by a manual scavenger every alternate day. While it served the purpose, the Kachha commode was seen to be unclean and unhygienic by the family as it used to fill up very fast.

When Ruksana was approached by the *Sundesh* representative to construct a household toilet, they readily accepted the offer despite their weak economic condition. The family invested an amount of Rs 12,000 while a support of Rs 10,000 was provided by Dabur for constructing the toilet. With the household toilet in place now, her girls feel safe and do not have to be worried about their privacy and dignity while answering nature's call.



# Step 4

## OUR JOURNEY IN UTTARAKHAND

Uttarakhand is the 27th state of the Republic of India and was carved out of Uttar Pradesh in 2000. According to the 2011 Census of India, Uttarakhand's population is approximately 1.01 Crore, marking an increase of 19.17% over the past decade. With regards to Sex Ratio, the state has demonstrated that it has the better indicators than the national averages. Uttarakhand has literacy rate of 79.63%, which is also above the national average of 74.04%. It is a predominantly rural state with 16,826 rural settlements, of which 81% have a population of less than 500.

Uttarakhand finds mention in the early Hindu scriptures. Often referred to as the Land of Gods, it is known for its natural beauty and presence of a multitude of Hindu pilgrimage spots. The land has once served as the residence for Rishis and Sadhus. Sage Vyasa had scripted the Mahabharata here, and the Pandavas are said to have travelled and camped in the region.

A National Sample Survey Office (NSSO) survey in 2016 had ranked Uttarakhand amongst the Top 10 cleanest states in the country on the grounds of sanitation. A little over five lakh families were found to lack toilet facilities in the state according to the baseline survey conducted in 2012. Despite the tough terrains and weak economic condition of the rural masses, considerable progress has been made towards making several villages in the state Open Defecation Free. However, a lot still needs to be done as a number of villages still practice open defecation.

### Dabur's Intervention

Dabur initiated community development initiatives in Uttarakhand from Rudrapur in Uddham Singh Nagar district in the year 2008 with *Sundesb*. Our community

development activities today cover 6 villages and urban slums in block Gadarpur of Uddham Singh Nagar district, besides one village in block Haldwani of Nainital district.

Through *Sundesb*, we run Non-Formal Education centres in these villages for out-of-school kids, besides supporting girls through Vocational Training centres and offering literacy courses to women from our Adult Literacy Centres. Extending the scope of our Sanitation initiatives under '700 Se 7 Kadam' to Uttarakhand, *Sundesb* started helping rural households and schools in the region construct toilets to meet the government's mission to making the state Open Defecation Free, beginning 2014-15.

As in the case of our sanitation initiative in Uttar Pradesh, *Sundesb* started with a detailed survey of the six villages in Uddham Singh Nagar. After identifying the households that did not have toilets, our officials met community leaders and women from these households, motivating them to start construction of toilets in their homes, with financial support from Dabur. In Uttarakhand too, as we progressed on our sanitation initiative, we were approached by the state government departments, seeking our support in filling the need gaps by constructing toilets in households and schools in certain villages. A seventh village – Tilpuri No. 1 – is being added to the list and construction of household toilets in this village will commence in 2017-18. Through *Sundesb*, we have already commenced construction of toilet blocks in Government Primary School in Tilpuri No. 1 during 2016-17.

Chart 15 shows the status of household toilets in block Gadarpur of district Uddham Singh Nagar, at the end of 2016-17 financial year.



Chart 15: Status of household toilets in Uddham Singh Nagar

Village	Status of individual households			No. of toilets constructed by Dabur in				No. of toilets constructed by Block Office	No. of households without toilet at the end of 2016-17
	Total No. of households	No. of households without toilet	%age of households without toilet	2014-15	2015-16	2016-17	Total		
Buksaura	494	234	47%	0	15	76	91	40	103
Kopa Kripali	118	105	89%	4	32	25	61	12	32
Kopa Chhidha	77	72	93%	3	35	15	53	4	15
Kopa Lal Singh	81	67	83%	1	15	43	59	5	3
Kopa Basanta	39	32	82%	5	6	10	21	4	7
Kopa Dhainumber	141	134	95%	3	2	4	9	39	86
Tilpuri No. 1	80	40	50%	0	0	0	0	0	40
<b>Total</b>	<b>1,030</b>	<b>684</b>	<b>66%</b>	<b>16</b>	<b>105</b>	<b>173</b>	<b>294</b>	<b>104</b>	<b>286</b>

In 2016-17, the sanitation initiative was extended to one village in district Nainital. Chart 16 shows the status of household toilets in the village in block Haldwani of district Nainital, at the end of 2016-17 financial year.

Chart 16: Status of household toilets in Nainital

Village	Status of individual households			No. of toilets constructed by Dabur in				No. of toilets constructed by Block Office	No. of households without toilet at the end of 2016-17
	Total No. of households	No. of households without toilet	%age of households without toilet	2014-15	2015-16	2016-17	Total		
Sastri Nagar, Bindu Khatta	450	122	27%	0	0	12	12	10	100
<b>Total</b>	<b>450</b>	<b>122</b>	<b>27%</b>	<b>0</b>	<b>0</b>	<b>12</b>	<b>12</b>	<b>10</b>	<b>100</b>

# Step 5

## OUR JOURNEY IN HIMACHAL PRADESH

Himachal Pradesh, with an area of 55,673 sq km, is one of the smaller states of India. It has a population of 60.8 lakh. Eight out of every 10 persons in the state are literate, ranking the state 11th in terms of literacy. The state has also been reportedly ranked fourth in the terms of the highest per capita incomes of Indian states. Out of total population of Himachal Pradesh, over 10% people live in urban regions. Himachal Pradesh is the land of lush green fields and vibrant entrepreneurial culture.

The state has a relatively good record on human development indicators and access to public services. However, in 2004, household toilet coverage in rural areas of Himachal Pradesh was estimated at about 28%. This forced the government to adopt a new strategy to

secure better sanitation results. A recent survey revealed that open defecation was still prevalent in the Gram Panchayats that have been declared open Defecation Free. Also, sanitation facilities were poor and inadequate in schools and Anganwadi centres.

### Dabur's Intervention

In the year 2010, Dabur – through *Sundesb* – extended its community development initiatives into Himachal Pradesh. Today, *Sundesb* runs a variety of development interventions in 15 villages in block Nalagarh of district Solan in the state. We have been running School Support programmes and Plantation activities in addition to operating Vocational Training Centres for girls and Adult Literacy Centres for women in these villages.

We commenced the Sanitation interventions in Himachal Pradesh in the year 2014-15. In the first year, we took up the activity in two villages as a pilot project. **The project reaped rich dividend with one of the villages – Jattimajra – being awarded the ODF status in 2015-16.** A detailed survey was carried out in all the 15 villages under our fold and an action plan prepared to ensure that all households in these villages are equipped with toilets. Alongside, a survey of schools in these villages was also conducted to identify the needy schools where the sanitation infrastructure was either not present or was in a dilapidated state.

In the year 2015-16, our '700 Se 7 Kadam' initiative was extended to two more villages. In 2016-17, the initiative covered 12 of the total 15 villages under our fold. In the 2017-18 fiscal, this initiative will be extended to cover all the 15 villages under our fold.

Chart 17 shows the status of household toilets in the villages in block Nalagarh of district Solan, at the end of 2016-17 financial year.

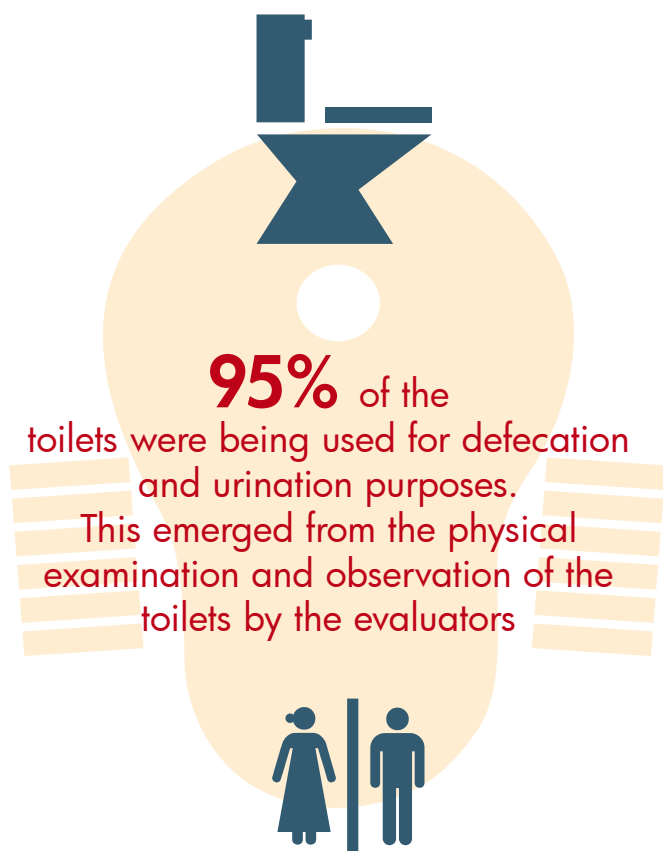




Chart 17: Status of household toilets in Solan

Village	Status of individual households			No. of toilets constructed by Dabur in				No. of toilets constructed by Block Office	No. of households without toilet at the end of 2016-17
	Total No. of households	No. of households without toilet	%age of households without toilet	2014-15	2015-16	2016-17	Total		
Jattimajra	54	15	28%	2	13	0	15	0	0
Banbirpur	92	12	13%	0	0	9	9	0	3
Doduwal	42	1	2%	0	0	1	1	0	0
Simbli	10	6	60%	0	0	6	6	0	0
Kasla	16	13	81%	0	0	9	9	0	4
Khariana	26	24	92%	0	0	1	1	0	23
Akanwali	63	26	41%	0	2	19	21	0	5
Dumanwala (Raipur Jakholi)	32	14	44%	0	0	10	10	0	4
Dharampur	167	42	25%	0	11	1	12	0	30
Daso Majra (Malpur)	27	27	100%	0	0	0	0	0	27
Chunri	40	6	15%	0	0	0	0	0	6
Harraipur	50	10	20%	0	0	0	0	0	10
Chenal Majra	50	8	16%	1	0	2	3	0	5
Gurumajra	50	5	10%	0	0	1	1	0	4
Kishanpura	100	6	6%	0	0	1	1	0	5
<b>Total</b>	<b>950</b>	<b>644</b>	<b>26%</b>	<b>3</b>	<b>26</b>	<b>60</b>	<b>89</b>	<b>0</b>	<b>126</b>

With our efforts, all households in four more villages where sanitation initiatives were introduced in 2016-17 now have individual toilets. These villages – Doduwal, Simbli, Jattimajra and Akanwali – have achieved ODF status by July-end 2017.

# Step 6

## CLEAN INDIA, CLEAN SCHOOLS

Access to basic education is the most fundamental right of any child. But an equally important right is access to basic and hygienic sanitation facilities in schools. At Dabur, we believe that Sanitation and Hygiene in schools creates an enabling environment that not just secures a child's dignity, safety and health, but also plays a catalyst in enhancing literacy levels in our villages by facilitating increased attendance and retention of students.

The impact is most pronounced among girl students, who are often forced to quit schools once they attain puberty. With schools lacking basic and hygienic sanitation facilities, their special needs of adequacy and privacy are often left unmet, forcing the girl students to drop out.

We believe that children are the biggest change agents in our society. A school child educated about the benefits of sanitation and good hygiene behaviour is a conduit for carrying those messages far beyond the school walls, bringing lasting improvement to community hygienic practices. Development of sanitation infrastructural should be combined with higher awareness about the importance of proper hygiene and the various ways of preventing water-related ailments and about conserving water, the precious natural resource.

Ensuring adequacy in terms of number of urinals and latrine units in each school in our area of operation was identified as the key focus area of the intervention. It was also decided to set up hand-washing stations near the toilet block with soap for proper hand-washing. The long-term project impact indicators for this project were identified as:

- Improve health and sanitation standards in rural schools
- Ensure adequate number of separate toilet blocks for girls and boys
- Improve education and literacy levels among girls in villages by reducing the school drop-out rates
- Inculcate in school children the habit of washing hands with soap

### Project Outline

Alongside our mission towards constructing toilets in rural households, we are also moving forward on ensuring that school students in the hinterland have access to proper and hygienic sanitation facilities. Our community discussions revealed that a large number of girls drop out of schools for lack of sanitation facilities, especially once they attain puberty. Even during the normal course of the day, these girls are forced to take a break from school and return home to answer nature's call. So, access to quality toilets in schools will ensure that more girls start going to schools, thereby improving the literacy levels in these villages.

With the household toilet construction activity already underway in villages, identifying schools that lacked the basic sanitation infrastructure was easier. But unlike household toilets, maintenance of school toilets was threatening to be a stumbling block. We realized that while constructing school toilets was an easier task, ensuring proper maintenance of these toilets was a bigger task. Lack of proper maintenance had already led to a lot of existing toilets end up being dilapidated, and we didn't want the new facilities to meet the same fate.

This issue was resolved through detailed discussions with all stakeholders, including school authorities, community leaders, PRI representatives and SHG members. Various models were considered for maintaining school toilets. In some cases, the Nagar Nigam authority took the onus of maintaining the school toilets, while in some cases the SHGs offered to form a profitable community business model for the same. Some village pradhans also offered to help employ a dedicated sweeper for the job, thereby ensuring ensure smooth functioning and maintenance of these toilets.







## Project Rollout

A detailed survey, along with the local community leaders, helped us identify schools in the various villages of Uttar Pradesh, Uttarakhand and Himachal Pradesh where we were already undertaking construction of household toilets. The survey revealed that sanitation facilities were grossly inadequate across most government schools in the villages where we operate. While nearly 95% of the schools were equipped with toilet blocks, many of them were in a dilapidated state rendering them useless.

In some cases, the toilet blocks had been locked down due to poor maintenance, forcing students and staff members to fend for themselves. Due to the lack of administrative facilities, most of these toilets were not exclusively cleaned by sweepers. We decided to take up

the refurbishment of these school toilets only after fixing the maintenance responsibility to ensure that the new toilets also do not meet the same fate as the existing infrastructure.

What followed was a series of meetings with village Pradhans, Block Development Officers, SHG members and school authorities to find a sustainable solution for maintaining toilets. Some village Pradhans agreed to shoulder the responsibility of ensure regular cleaning and maintenance of school toilets with a dedicated sweeper. In some cases, the Nagar Nigam authorities assured Dabur that a mechanism would be put in place for maintenance of new toilet blocks that we would construct in the schools falling in their wards. With the assurance in place, Dabur and *Sundesb* set out on its journey to upgrade the sanitation infrastructure in schools.





## Phase 1

In the first phase, we decided to take up two schools in Uttarakhand – Government Primary School Kheda and Government Primary School Block Resource Centre (both in Rudrapur of District Uddham Singh Nagar) – on a pilot basis in 2015-16. A detailed study was conducted in these two schools to identify the exact requirement of toilet blocks in each school. Chart 18 shows the detailed report of these two schools.

While Government Primary School Kheda had existing toilet blocks, they were in a dilapidated state with the super structure crumbling and toilet pots non-existent. Also, there was no separation for girls and boys in the existing structure. Government Primary School Block Resource Centre (BRC), on the other hand, did not have a single toilet resulting in huge inconvenience not just for students but also the teaching staff in the school. Keeping in mind the student population in each school, it was decided that a block of six toilets – three each for boys and girls – be constructed in place of the existing toilet block in Government Primary School Kheda. The existing

super structure was completely repaired with fresh cement and roof, new toilet pots put in place and a boundary wall erected to ensure privacy. Also, a separator wall was erected between the toilet blocks for boys and girls. A separate hand wash area was also set up outside the toilet block. Once the toilet construction was completed, the walls of the block and the hand wash area were painted with messages about hygiene, sanitation and water conservation.

In the BRC school, we decided to set up a block of four toilets – two each for girls and boys. A dedicated area for this block was identified along with the school authorities. Post construction of the toilet blocks and hand wash area, the walls in this school too were painted with messages about hygiene and sanitation. Between these two schools, we have constructed 5 toilets each for boys and girls. The new toilet blocks were handed over to the school administration in July 2017. The Nagar Nigam assured Dabur and *Sundesb* officials that regular maintenance and upkeep of the newly created infrastructure would be undertaken by them. In all, 768 students (covering the 2 schools) have benefited from this initiative.

**Chart 18: Status of schools in Uttarakhand supported in phase 1**

School	No. of Students		No. of Teachers	No. of new Toilets constructed		
	Boys	Girls		For Boys	For Girls	For Teachers
Government Primary School, Kheda	272	314	17	3	3	0
Government Primary School, Block Resource Centre	96	86	6	2	2	0



## Phase 2

Given the success of this pilot project, we have decided to extend this project to villages in three states:

- Uttar Pradesh
- Uttarakhand
- Himachal Pradesh

While the interventions in Uttar Pradesh, Uttarakhand and Himachal Pradesh are being handled by *Sundesh*, our new trust – Jivanti Welfare & Charitable Trust – has been driving the development agenda in Assam and Rajasthan.

In all, eight schools – five in Uttar Pradesh, two in Uttarakhand and one in Himachal Pradesh – were identified. Under this initiative, the existing toilet blocks in these schools would be refurbished, wherever possible, and new toilet blocks constructed, with separate facilities for boys and girls and an independent hand-wash area.

The second phase of this activity commenced in 2016-17 with an assessment and survey of the identified schools across the three states. The upgraded sanitation infrastructure was established in the schools in Rudrapur (Uttarakhand) and Baddi (Himachal Pradesh) within the 2016-17 financial year itself. These schools

are Government Primary School Tilpuri No. 1 and Government Primary School Kopa Kripali (both in Rudrapur), and Government Primary School Manakpur (Baddi). Construction of the new toilet blocks in the five schools in Uttar Pradesh commenced only in the first quarter of 2017-18 after completion of all formalities with the school authorities and the local government bodies. Chart 19 gives the details of students and the sanitation intervention in the schools in Uttarakhand where toilet construction activity was initiated in 2016-17.

After a detailed survey of the two schools in Rudrapur, we realized that while these schools had existing sanitation infrastructure, the same was in a poor state. In the Tilpuri No. 1 school, the toilet blocks were locked away and could not be accessed by students as they were completely run down. In the Kopa Kripali school, students were forced to use the dilapidated toilet due to lack of any other option. The overhead tank of this toilet was completely broken and the toilet block, as a result, did not even have any water supply.

Given the current state of infrastructure in these schools, we decided to set up new toilet blocks for students in both the schools. After identifying the site for the new toilet blocks, along with the school authorities, we commenced the construction activity. In both the schools

**Chart 19: Status of schools in Uttarakhand supported in phase 2**

School	No. of Students		No. of Teachers	No. of new Toilets constructed		
	Boys	Girls		For Boys	For Girls	For Teachers
Government Primary School, Tilpuri No. 1	39	40	8	2	2	0
Government Primary School, Kopa Kripali	24	39	3	2	2	0



in Rudrapur, we have completed construction of a block of four toilets each – two each for boys and girls. These new toilet blocks are now equipped with an overhead tank, proper water supply and a separate hand wash area. A total of 142 students studying in these two schools have benefited from this initiative, which will go a long way in improving their hygiene standards and reducing the drop-out ratio among girl students.

Our survey of the Government Primary School, Manakpur, in Baddi, showed a highly dismal picture with the existing two toilets almost on the verge of collapsing. The old structure had been suffering leakage for several years, which had led to the roof nearly crumbling, putting at risk lives of students using these toilets. We decided to completely raze down this structure and construct new toilet blocks in its place. The new toilet block, construction of which was completed in early 2017-18, now has three toilets – one each for boys, girls and teachers. The toilet for teachers is also disabled friendly and can be used by physically challenged students. Also, all toilets now have a flush system and special awareness sessions were organized with students to educate them about using the flush post urination and defecation.

In addition, two separate areas were created – one for washing hands and another for washing utensils.

Chart 20 provides details of students and sanitation intervention in school in Himachal Pradesh where toilet construction activity was initiated in 2016-17.

A special ceremony was organized after the completion, where the newly constructed toilet block as handed over to the school authorities and dustbins donated to the school to maintain overall hygiene of the premises, benefiting the 80 students in the school, who are mostly residents of nearby slum areas.

Under the sanitation drive, dustbins have been distributed in rural schools and kids educated against throwing garbage in the open. It was also decided that water, sanitation and hygiene behaviour change communication activities be made part of the daily routine of all children. Hygiene messages will be integrated into the daily routine and imparted through the Building as Learning Aid (BaLA) route, activity-based learning methodologies or even during the morning assembly sessions.

**Chart 20: Status of school in Himachal Pradesh supported in phase 2**

School	No. of Students		No. of Teachers	No. of new Toilets constructed		
	Boys	Girls		For Boys	For Girls	For Teachers
Government Primary School, Manakpur	50	30	2	1	1	1



### Phase 3

In the third phase, beginning 2017-18 financial year, we have commenced construction of toilet blocks in the five schools identified in villages of Uttar Pradesh. In addition, Dabur extended its sanitation initiative to schools in Assam and Rajasthan. Four schools – one in Tezpur (Assam) and three in Alwar (Rajasthan) have been identified for upgrading the sanitation infrastructure.

The five schools identified for sanitation intervention in Uttar Pradesh are: Government Primary School, Chouna; Government Primary School, Tatarpur (both in block Dadri of district Gautam Budh Nagar); Government Primary School, Jadopur; Government Primary School, Siwaya; and Government Junior High School, Siwaya (all three in block Dhouлана of district Hapur). Our assessment showed that the sanitation infrastructure in all these schools was nearly non-existent with the toilets choked, septic tanks damaged and walls and the super structure crumbling. In some schools, the

sole operating toilet was reserved for the teachers and the students were forced to use the toilets at their homes or go a nearby school for defecation. In the Government Junior High School, Siwaya, the existing structure did not even have a septic tank. As a result, the toilet block was reduced to a urinal. Also, none of the school had proper water connection in the toilet blocks, resulting in poor overall hygiene standards.

As part of our intervention in most of these schools, the existing structure is being razed and being replaced with separate toilet blocks for girls and boys, all equipped with a flush, water connection and a hand wash area. In a couple of schools where an existing toilet was functional, the same is being refurbished with proper sanitation amenities for use by teachers and staff. In one of the schools, new toilet blocks are being constructed in a completely new area within the school premises.

Chart 21 shows the details of beneficiary students and the sanitation intervention in the schools in Uttar Pradesh.

**Chart 21: Status of schools in Uttar Pradesh supported in phase 3**

School	No. of Students		No. of Teachers	No. of new Toilets constructed		
	Boys	Girls		For Boys	For Girls	For Teachers
Government Primary School, Chouna	69	32	5	2	2	1
Government Primary School, Tatarpur	31	33	3	3	3	0
Government Primary School, Jadopur	35	40	4	2	2	0
Government Primary School, Siwaya	34	40	5	2	2	0
Government Junior High School, Siwaya	28	32	7	2	2	0



In Rajasthan, we have identified three schools – Government Middle School, Gugdaud, Ramgarh; Government Primary School, Haldina Umrai; and Rajkia Uch Madhiyamik Vidhyalay, Bagadh Rajput (all in Alwar). The existing sanitation infrastructure in all these schools were poorly maintained with doors broken, water pipes leaking and toilets choked. As part of our intervention, the existing blocks have been razed and new toilet blocks for girls and boys in each of these schools are being constructed with separate urinals and toilets, all equipped with water connection. Separate hand wash and utensil wash areas are also being created in these schools and new drinking water facilities are also being established. Chart 22 shows the details of beneficiary students and the sanitation intervention in the schools in Rajasthan.

**Chart 22: Status of schools in Rajasthan supported in phase 3**

School	No. of Students		No. of Teachers	No. of new Urinals constructed		No. of new Toilets constructed	
	Boys	Girls		For Boys	For Girls	For Boys	For Girls
Govt. Middle School, Gugdaud, Ramgarh	162	234	14	3	3	2	3
Govt. Primary School, Haldina Umrai	63	39	2	3	0	2	3
Rajkia Uch Madhiyamik Vidhyalay, Bagadh Rajput	254	270	24	5	3	2	3

Dhekidol LP School in Tezpur has been identified as the beneficiary school for our sanitation intervention in Assam. After the initial survey and discussions with the school administration and local authorities, we have commenced a host of development activities in this school, which includes constructing a boundary wall around the school, revamping the classrooms and donating desk-benches for students. Repair and refurbishment of the existing toilet blocks in the school has also been initiated. Chart 23 shows the details of beneficiary students in this school.

**Chart 23: Status of school in Assam**

School	No. of Students		No. of Teachers
	Boys	Girls	
Dhekidol LP School, Tezpur	36	18	2









# Step 7

## MANY MORE MILES TO GO



We have started on a journey to protect the dignity of women and the girl student in rural India by bringing toilets closer to them. A lot of ground has been covered, but there are still miles to do before we make India truly **'Open Defecation Free'**.





DABUR INDIA LTD  
Kaushambi, Sahibabad-201010, Ghaziabad  
Tel: 0120-3962100  
E-mail: [corpcomm@dabur.com](mailto:corpcomm@dabur.com)  
Website: [www.dabur.com](http://www.dabur.com)