

— *Project* —
Sheohar

Improved quality of life for communities in Sheohar



- १) साबुन
- २) पानी
- ३) शौचालय



Artist performing Multi-Disciplinary Show (MDS)

बिहार स्वच्छता सप्ताह

दिनांक : 19 नवंबर 2019, स्थ

लोकता स्वच्छ बिहार अभियान
राष्ट्रीय विकास विभाग, बिहार

विश्व शौचालय दिवस

के अवसर पर

बिहार स्वच्छता सप्ताह
20

दिनांक : 19 नवंबर

स्थान : अखिलेश भवन



Dy CM Shri Sushil Kumar Modi inaugurates IEC material of Water For People on the occasion of World Toilet Day 2019

अकल्प - 20

स्थान : अधिवेशन भवन, पटना



Mr. Rajiv Naushan
Addl. CEO, Jeevika

Meena Narula
Country Director, WFT

Dear Reader,

In Bihar, Water For People initiated 'Everyone Forever' initiatives in 2011 in Sheohar district. To achieve 'everyone' (universal access) in district, project installed safe drinking water Points, built Model Toilet Blocks in schools, community, and Health facilities, with community owned mechanisms for sustainability of WASH systems.

The overall goal of the initiative was to improve the quality of life for the people in Sheohar district through access to safe and reliable drinking water and sanitation.

The Project Sheohar initiatives started in 2014 with two approaches viz. Water For People's 'Everyone Forever' and One Drop's 'Access-Behavior-Capital'(A-B-C) for WASH sustainability to achieve the targets set in SDG 6.

A diverse set of communication tools have been co-developed with the help of local artists and community members and implemented at scale to impact key WASH behaviours.

It gives me immense pleasure to share with you a photo book on the learnings and impacts of the project Sheohar. The photo book captures and covers the processes of all the activities undertaken and accomplished under Project Sheohar.

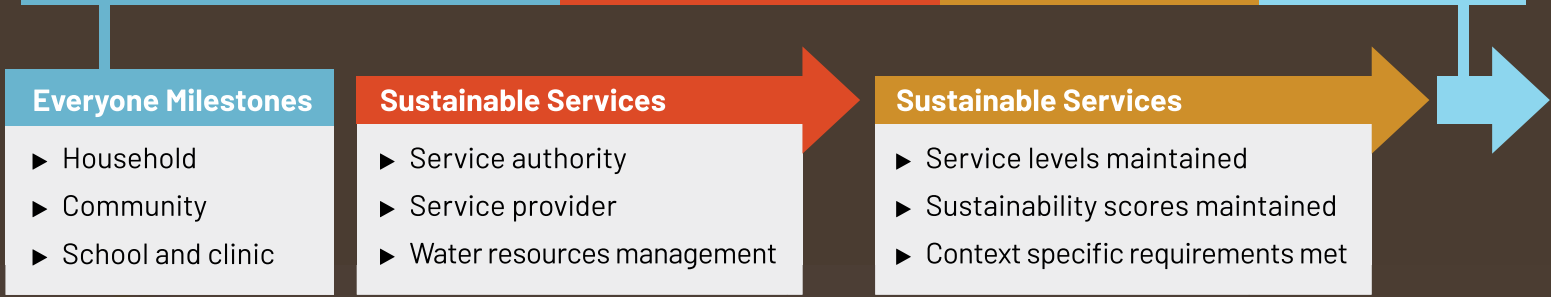
Thank you!

Bishwadeep Ghose
Country Director
Water For People India



Our Approach to Sustainability

Everyone Forever Approach



ABC Approach

A

Provide access to safe drinking water and sanitation

+

B

Use social arts to raise awareness, mobilize communities & impact behaviors

+

C

Microloans to support local production and improve the economic well-being of communities.

TOTAL COVERAGE

SUSTAINABLE BEHAVIOUR CHANGE

ACCESS TO CAPITAL & RELATED LIVELIHOOD



Background

Sheohar is an administrative district of Bihar situated around 150 km northeast from Patna, the capital of Bihar. The district comprises of five blocks. The population density of the district is highest among all other districts of Bihar.

Sheohar has abundance of both surface and groundwater resources. However, infrastructure, awareness, and community practices with regard to clean water, sanitation and hygiene in the district was abysmal.

Water For People initiated Everyone Forever program in Sheohar in 2011, to improve the quality of life for the people in Sheohar district, through access to safe drinking water, and sanitation with a focus on infrastructure creation.

However, looking at the need of behaviour change intervention in communities to address the key behavioral issues, Water For People in partnership with One Drop Foundation initiated Project Sheohar in 2014, an initiative aimed at driving lasting solutions to widespread problem of access and management to water, sanitation, and hygiene practices, through ABC-access, behaviour, and capital approach.

Water For People's 'Everyone Forever' approach focuses on providing access to water and sanitation services to "Everyone" that includes families, schools, health centers. Water For People approach aligns with the Sustainable Development Goal 6 and aims at long lasting solutions of WASH.



District Sheohar



Key WASH related issues in 2011



Only **14%** IHHL coverage



Only **8%** Schools with WASH facility



Only **17%** Health centers with WASH facility



Only **57%** Access to safe drinking water

Access

Access defines access to safe drinking water and sanitation services for community and schools. To achieve everyone in Sheohar, we have installed safe drinking water points, built Model WASH Blocks in schools, Model Toilets in community and Health centres. Since women are predominantly involved in fetching and handling water, Project Sheohar initiated and strengthened community owned mechanisms called 'Water User Committee' for the operation & maintenance of the water points.



- ▶ Installed **1220** Water Points



- ▶ Formed **1220** Water User Committees (WUC)



- ▶ Empowered **12,810** women for sustainable water governance in community



Model Toilet Block in Schools

Addressing vulnerability and gender equality is key to Water For Peoples' strategy. Our infrastructures are by design gender equal and address vulnerabilities. Build separate toilets for girls and boys with MHM facility with Ramp for the differently abled person. Constructed High raised platform water points for flood-affected areas.



“

Access to safe sanitation facility has developed confidence among the children especially among adolescent girls who used to drop the schools during their menstruation period. I would say that the attendance has increased by 25%-30 % because of safe sanitation facilities.

Soma Rani

School teacher, MS. Banshi, Sheohar

”



233

Gender Segregated Toilet



233

Toilets with MHM facility



Model Drinking Water and Handwashing Station in Schools



Piloted Model hand washing stations and drinking water points in schools of Sheohar which has increased the number of school children who wash their hands with soap before having Mid-Day Meal by 15% in 2011 to 90% in 2022. The habit of hand washing now become empirical expectation and gradually creating a norm of washing hands with soap in schools.

Model Water Point in Schools

Children of 233 schools now have access to safe drinking water and sanitation services.

This has reduced the cases of diarrhea among the children significantly and has contributed to increase the attendance of children in schools.

■ Promoted Hygiene Behaviors

WATSAN committees of 233 schools have been capacitated on water, sanitation, and hygiene behaviors.

Thanks to WATSAN committees whose continuous efforts lead to the adaptation of safe hygiene behaviors in schools.



Model Toilet in Community & Health Centres



Built 4 Community Toilets with community managed mechanism



Built 5 Model Toilets in Health Centers





■ Nirmal Bandhu

54 Nirmal bandhus have been trained and linked with institutions for cleaning and maintenance providing a sustainable livelihood for them.



Water Point in Every Ward

Provisioning of safe drinking water in the community through installation of 1220 water points in every ward. These water points are managed and owned by the community members through Water User Committee (WUC).

Water User Committee



Every water point has a water user committee which comprised of 15-20 community members and have been capacitated on the operation and maintenance of water points. More 80% of WUCs members are women, and efficiently collect the user fee from community and look after the operation and maintenance of the water points.



Jalbandhu

80 Jalbandhus have been trained and capacitated on the technical know-how of handpumps for their maintenance. They have been linked with water user committees and institutions creating a sustainable livelihood for them.



Behaviour

Social Art for Behaviour Change

Water For People uses Social Art for Behaviour Change (SABC) model, which aims at facilitating individual and collective behaviour change, through local arts and stories. Water for People believes that SABC interventions could play a critical role in achieving the sustainable WASH practices in the communities.

Over the period, SABC initiative has successfully built a local resource to work for the promotion of WASH behaviours.



Key to the SABC approach is to work with local artists, recover folk arts and mainstreaming them through capacity building trainings, and link them with employment opportunities.

Community Led Approaches to Sanitation (CLAS)

CLAS is one of the pillars of SABC activity at community as well as individual level. It has been piloted by Water for People India in Sheohar in 5 selected panchayats, to support SBM-G and achieve ODF status. 220 CLAS activities has been done in more than 207 villages of the district and reached to more than 22000 people. Result had been tremendous so far. Under CLAS activity, Pre-triggering, Triggering, Community meeting, morning and evening follow-up and inter-personal communication (IPC) of household members have been done.



Multi-disciplinary Show (MDS)

Multi-disciplinary Show (MDS) is one among the powerful tools of social art activities to inspire the community towards adoption of key WASH behaviours. It is mesmerizing and a big event for a village community and the message of key behaviours get transmitted in the community through different art forms.



Street Theatre



Project Sheohar has promoted local artists to sustain the social art activities. Four thematic groups are trained on four key behaviours water, sanitation, hygiene, and school OM. Since social art groups were not in the form of team initially. Water For People helped them to registered with govt. of Bihar so that they get business from Water for People, Govt. of Bihar, and other development partners.

Screening of Short Films



Short films were made on water, sanitation, hygiene, and operation & maintenance of school WASH facilities. Films were produced by engaging local villagers as lead actors and shot in the local villages in the natural environment. These short films are not only informative but also entertaining and have been helpful in raising awareness to sustain the key WASH behaviors. 811 film screenings of short films have been organized in communities and school and reached to more than 40000 people.

Storytelling

Project Sheohar has been piloted this activity with an objective to revive the dying folk arts and artists and adapt the local folk art for WASH messaging. It has been a unique tool of the message delivery in an entertaining way. So far, completed 80 storytelling performances in 80 villages and reached about 9,600 people.



Mural Art Initiative



A group of 10 village mural artists mostly women, were identified from the villages who has some sketching and painting exposure for their domestic purposes. Water For People has capacitated village mural artists to use their mural art to promote and trigger key WASH behaviors.

Murals were painted by local artists in 10 villages in an interactive and partially improvisatory way with the goal of being relatable, locally relevant, and easy for a large and diverse audience to engage.

IEC Materials

अगर कोरोना से रहना है दूर तो सामाजिक दूरी रखना ज़रूर

कोरोना को अगट बढ़ने से रोकना है तो उसे एक व्यक्ति से दूसरे व्यक्ति तक फैलने से रोकना होगा।
कोरोना के खतरों को फैलने से रोकने के लिए सार्वजनिक स्थानों पर भीड़ ना लगाएँ और सामाजिक दूरी का पालन करें।

सार्वजनिक स्थानों पर आपस में 3 फीट की दूरी बना के रहें।

अगर कोई व्यक्ति खांस या छींक रहा हो तो उससे दूर रहें।

आपमें यदि कोरोना के लक्षण हैं तो घबराएँ नहीं, इन्फेक्ट से सलाह लें और अपने आप को दूसरों से अलग कर लें।

water for people

पेयजल स्रोत से जुड़ी जल्दी बातें

जल को पीने से पहले अच्छे से छानना और जल को उबालना है।
जल को पीने से पहले अच्छे से छानना और जल को उबालना है।
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कोरोना से बचना है तो बार-बार हाथ धोना है

कैसे धोएं हाथ!
साबुन और साफ पानी से 20-30 सेकंड तक निम्न तरीके से धोएं

1. हाथ को साफ पानी से सींचें करें
2. निचो टुक पर साबुन लगाकर घुंटा करें
3. उंगलियों से सींचें करें
4. हाथों को अपने पीछे रगड़ें
5. अंगूठों और उंगलियों को रगड़ें
6. उंगलियों को उंगलियों से साफ करें
7. साफ पानी से हाथ धोएं
8. हाथों को साफ पानी से पीछे का पिरा घुंटा से सुखानें

इन खास समय पर अपने हाथ ज़रूर धोएं!

बाहट से आने के बाद • खाना खाने से पहले • सीप के बाद अपना पैदा, नाक वा आँख को छूने के पहले • खांसने वा छींकने के बाद • जमानवटों को छूने के बाद

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खुले में शौच से संक्रमण का सफर

यहां आप जायते हैं!

खुले में शौच से संक्रमण का सफर

खुले में शौच से संक्रमण का सफर

खुले में शौच से संक्रमण का सफर

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कोरोना से है बचना तो मास्क ज़रूर पहनना

कोरोना का संक्रमण खांस या छूक के कण से नाक वा मुँह के जरिये शरीर में प्रवेश करता है। इसलिए मास्क पहनकर अपने नुँह और नाक को ढककर रखना ही इस बीमारी से बचने का बेहतरीन उपाय है।

मास्क पहनने से पहले और उतारने के बाद अपने हाथ लुबक धो लें

मास्क पहनने का सही तरीका

water for people

व्यक्तिगत साफ-सफाई हमारी जिम्मेदारी ताकि न हो सके कोई बीमारी

व्यक्तिगत साफ-सफाई हमारी जिम्मेदारी ताकि न हो सके कोई बीमारी

व्यक्तिगत साफ-सफाई हमारी जिम्मेदारी ताकि न हो सके कोई बीमारी

water for people

स्वच्छता के संग, स्वस्थ जीवन में उमंग

स्वच्छता के संग, स्वस्थ जीवन में उमंग

स्वच्छता के संग, स्वस्थ जीवन में उमंग

water for people

Capital

Under the capital component, Project Sheohar aims to work with small farmers to optimize water uses in agriculture, and increase their average household income, which in turn help in adoption of sanitation behaviours and there by improves the quality of life with access to safe sanitation services.

Sanitation loan for IHHL



Farmers Club



Loan for sanitation business



Training on water economization in agricultural



Farmers Club

Water For People intends to increase the income of small and marginal farmers by reducing the cost of production and water conservation activities. Water For People promoted linkages of the farmer's clubs with the government schemes and provisions for financial support to adopt techniques for efficient use of water and abstain from flood irrigation. Water For People facilitated the farmer's club to avail the government schemes for borewells, rain guns and drip irrigation.

Capacity building activities with 185 farmer's clubs focused on use of water efficient tools and technologies, agricultural practices that enable efficient use of water, organic manure and organic pesticides. These farmer's club has been also capacitated on enterprise development.



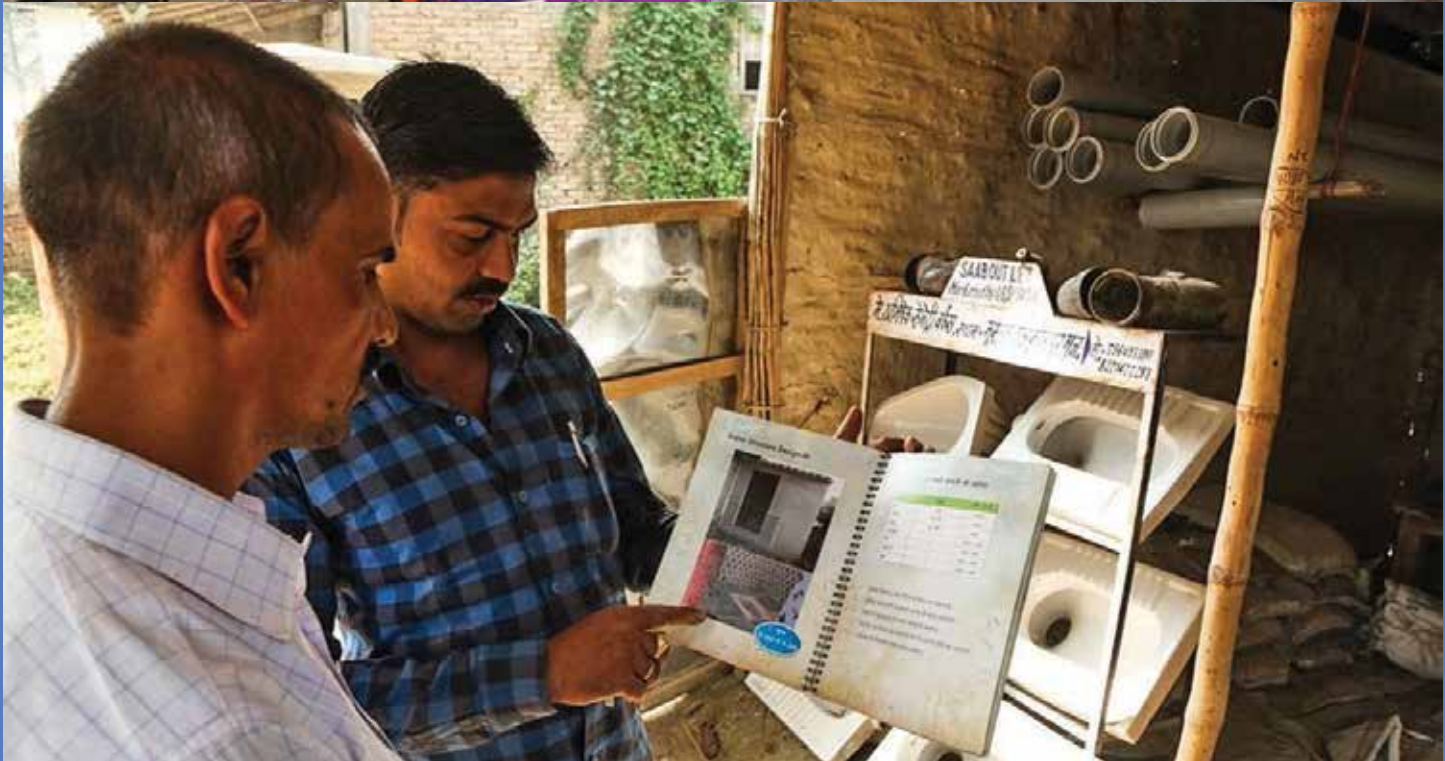
Step Towards Organic Farming

Members of farmers club have been trained on production of vermi-compost, Kanchan Amrit, Mushroom farming, organic farming and use of water economization techniques.

Water For People has also linked the Farmer producer organizations with government departments such as the District agriculture department, Krishi Vigyan Kendra and Agriculture Technology Management Agency (ATMA) for further support.



Point of Purchase (PoP)



5377

Sanitation loan for construction of individual toilet



15

PoPs have been given financial and technical support

Promoting Entrepreneurship

Initiatives of project Sheohar also serve as the livelihood opportunity for the local youths such as Nirmal Bandhu, Jalabandhu, and local artists and folk artists. These cadres of trained youths and artists are working as a sustainable solution for the local problems and also earning their livelihood.

Linking sanitation with market Project Sheohar has initiated the idea of Point of Purchases (POPs), the one-stop shops for all sanitation needs. Local youths have been encouraged to open these shops with some seed money from MFIs. This becomes good livelihood support. Even the MFI provided a loan for household toilet construction which helped the district in getting the ODF status.

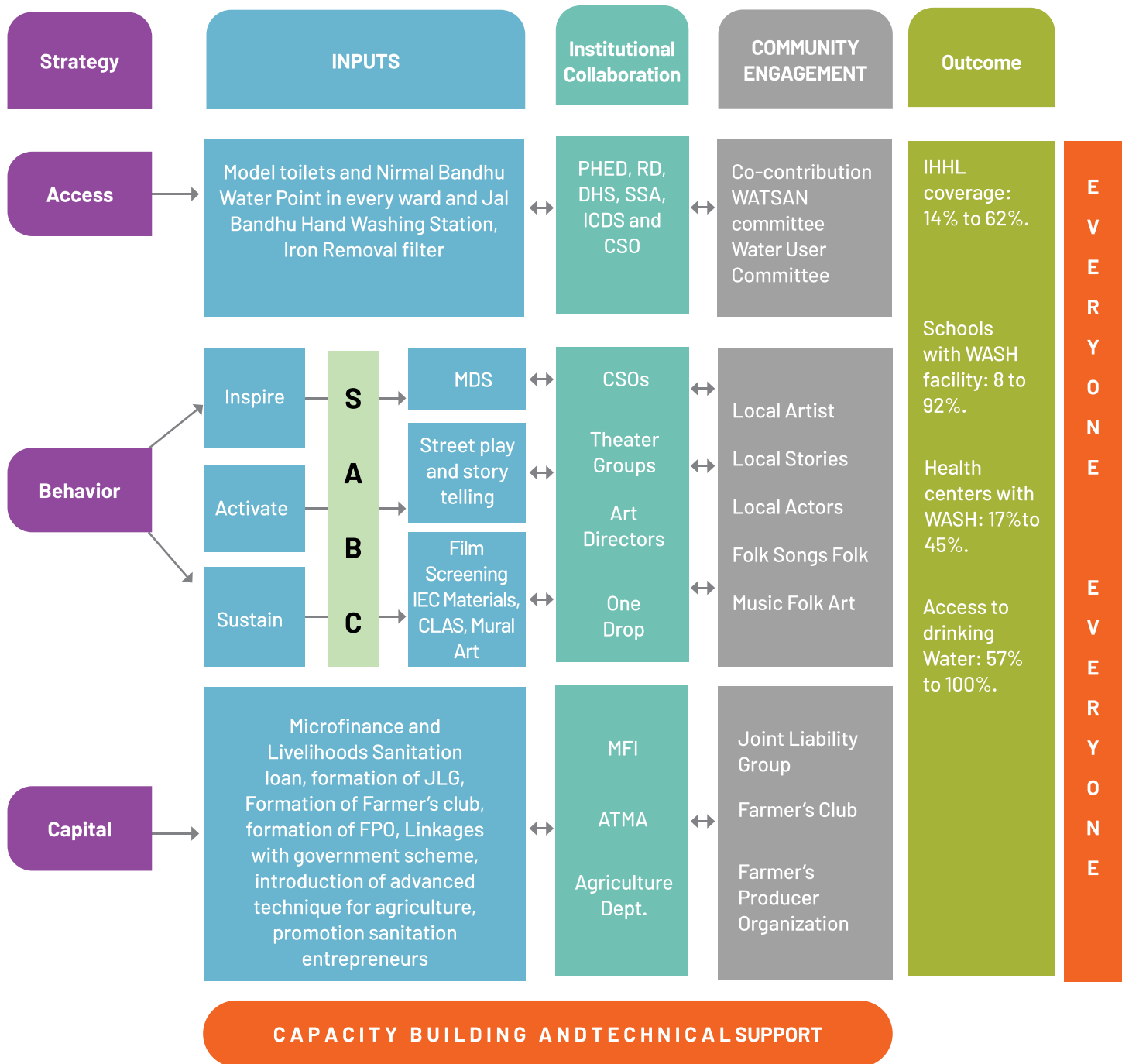


Liasoning and Advocacy

Project Sheohar has always worked in close collaboration and coordination with the District and local government and received all the supports such as issuing letters, co-branding of IEC materials and its dissemination support. Recently, we have signed an MoU with Panchayati Raj Department of Government of Bihar for providing the Technical Support in Piped Water Schemes and sanitation services which may be a pathway for scaling these initiatives to other locations in Bihar.



Project Sheohar: Pathways of Change



Case Stories



NIRMALA DEVI

Ward No. 12, Dhanhara,
Dumri Katsari, Sheohar

“

I am very happy to get the knowledge about the importance of toilet usage. Now I have stopped open defecation. The MDS program made me feel responsible towards my village and therefore, I take on every chance to help others. My first ever MDS program was a turning point and an eye opener for me.

”

MANOJ KUMAR SINGH

MD, Samarpit Farmers Producer Company,
Sheohar

“

Samarpit FPO has more than 150 farmer members from 125 famers club of Sheohar. Our members have received training from district agricultural department and ATMA with the support of Water For People. Since i am a member of FPO, my income has improved reducing the cost of production by applying new techniques, organic farming and improved irrigation tools.

”



VIJAY SAHNI

Story Telling Artist

“

I learned story telling from my grand-father but I learned how to make it more interesting and entertaining in the workshop arranged by Water For People. Now I have a team and we do many stage shows. The story telling show has now become a means of livelihoods for our team

”

Journey of Change in Sheohar from 2011 to 2022

Indicators	2011	2022
IHHL coverage	14%	62%
Schools with WASH facility	8%	92%
Health Centers with WASH facility	17%	100%
Access to safe drinking water	57%	100%

Source: Baseline 2011, SSC 2019

Indicators	2017	2022
Safe water storage and handling practices	17.5%	80%
Toilet usage by all the members all the time	54%	62%
Handwashing at critical times	5.3%	90%

Source: MTR 2019, EF Evaluation 2022

We are delighted to say that Project Sheohar has improved the quality of life of **Everyone** in Sheohar and build a **Forever** pathway for WASH sustainability.





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