

# PROCESS DOCUMENTATION OF PROJECT SHEOHAR

















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# ACKNOWLEDGMENT







# ABBREVIATIONS

<b>MTE</b>	Mid Term Evaluation
<b>WQS</b>	Water Quality Study
<b>IBM</b>	Integrated Behavior Management
<b>WIMC</b>	Ward Implementation and Management Committee
<b>OD</b>	One Drop
<b>EF</b>	Everyone Forever
<b>FSM</b>	Faecal Sludge Management
<b>ABC</b>	Access-Behavior-Capital
<b>FS</b>	Film Screening
<b>IAS</b>	Inspire Activate Sustain
<b>WASH</b>	Water Sanitation and Hygiene
<b>CSO</b>	Community Service Organization
<b>SEM</b>	Socio Ecology Model
<b>SABC</b>	Social Art for Behavior Change
<b>IEC</b>	Information Education and Communication
<b>FGD</b>	Focus Group Discussion
<b>PHED</b>	Public Health and Engineering Department
<b>RDD</b>	Rural Development Department
<b>DHS</b>	District Health Society



<b>SSA</b>	Samagra Shiksha Abhiyan
<b>ICDS</b>	Integrated Child Development Services
<b>MFI</b>	Micro Finance Institutions
<b>VO</b>	Village Organization
<b>SHG</b>	Self Help Group
<b>CLF</b>	Cluster level Federation
<b>VWSSP</b>	Village water safety and security plan
<b>PRI</b>	Panchayati Raj Institutions





01

CHAPTER

➤ BACKGROUND



Access to water, sanitation, and hygiene remains a global public health concern, as stated in the Sustainable Development Goals 6.1 and 6.2. Availability and access to water, sanitation and hygiene (WASH) services is fundamental to preserve the health and well-being of millions. The 2030 Agenda for Sustainable Development called for 'ensuring availability and sustainable management of water and sanitation for all' under SDG-6, and established ambitious new indicators for WASH services under target 6.1 By 2030, achieve universal and equitable access to safe and affordable drinking water for all and target 6.2 By 2030, achieve access to adequate and equitable sanitation and hygiene for all and end open defecation, paying special attention to the needs of women and girls and those in vulnerable situations and target 6.4 By 2030, substantially increase water-use efficiency across all sectors and ensure sustainable withdrawals and supply of freshwater to address water scarcity and substantially reduce the number of people suffering from water scarcity

Despite substantial increase in access to water, sanitation, and hygiene (WASH) services over the past thirty years, an estimated two billion people worldwide still lack access to safely managed drinking water, 3.6 billion people lack safe sanitation, and 2.3 billion people around the world lack basic hygiene services<sup>1</sup>. Poor WASH services can weaken health systems, threatens health security, and weigh on the economy. Therefore, appropriate WASH services improve the quality of life and fulfill human rights. WASH's contribution is not only in the health sector, but also has implications for livelihoods, school attendance, and dignity and helps create resilient communities living in healthy environments<sup>2</sup>.

Water For People's 'Everyone Forever' approach aligns with the Sustainable Development Goal 6 and aims for lasting access to safe water and sanitation. Its focus is on providing access to water and sanitation services to "Everyone" that includes every Household, Community and Public Institution(schools, health centers) and especially the poorest, most disenfranchised and isolated.

Water For People with its mission to promote the development of high-quality drinking water and sanitation services, accessible to all, and sustained by strong communities, businesses, and governments works towards achieving the targets set in SDG 6. In 2011, Water For People started building on investments and interventions in the district of Sheohar.

Water For People set the target of providing services "Forever" by empowering and training communities to operate, maintain, repair, replace and extend water and sanitation services in sustainable ways, without dependency on governments and other agencies.

Going ahead with "Everyone Forever" approach, Water For People conducted a baseline survey and prioritized the area where immediate intervention was required. The baseline survey was focused on to assess the access of WASH facilities to community and WASH facilities in institutions like Schools, Angawadi centers and Health Facilities. It was found in the baseline conducted in 2011 that only 14% population of the district have access to safe sanitation facilities and only 23% of the population have access to safe drinking water. The Sheohar district is a flood prone district and has high water table because of which there is no scarcity of water, but there is major

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<sup>1</sup><https://data.unicef.org/resources/progress-on-household-drinking-water-sanitation-and-hygiene-2000-2020/>

<sup>2</sup>World Health Organization. *Water, Sanitation, Hygiene and Health*. World Health Organization; Geneva, Switzerland: 2019. p. 31.



concern of safe drinking water - the quality issue. The major source of drinking water for the 77% of the population was shallow hand pumps (Singur Hand Pumps) or open well.

Water For People identified local CSOs having some experience of working on sanitation and water related issues with the community and government as well, for implementation of the program and started working on “Everyone”. The objective was to create visible, noticeable and sustainable models of sanitation facilities with safe source of drinking water in the community and institutions which is replicable and can be adopted by the government.

**The approach “Everyone” and “Forever” were implemented simultaneously using the the “Inspire, Activate and Sustain (IAS)” model. The identified CSO started implementing the program following the below steps:**



*While working for three years, in 2014 it was felt that the project needs to emphasis on “Forever” approach to sustain the behavior and functionality of WASH infrastructure by ensuring robust systems for operation and maintenance. Water For People collaborated with One Drop in 2014 with a common mission to ensure access of WASH facilities to everyone and forever.*







02

CHAPTER

➤ **BUILDING EVERYONE FOREVER ON ABC  
(ACCESS-BEHAVIOR-CAPITAL)**



Project Sheohar began in 2014 as a four-year initiative in partnership between One Drop Foundation and Water For People as Project Sheohar Phase one. 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 adopted 'Access - Behaviour - Capital' (A-B-C) approach to ensure 'Everyone Forever'. Water for People India initiated social arts for behaviour change aimed at facilitating and encouraging positive individual and collective behavioral change, for water sanitation and hygiene. An intensive exercise was done for mapping the scope of social art in Sheohar.

The project adopted two approaches viz. Water For People's 'Everyone Forever' and One Drop's 'Access - Behavior - Capital' (A-B-C) for sustainability approach. Together, both Water For People and One Drop collaborated with the government, Social Art partners, civil society organizations, and private agencies to achieve three specific goals:



01

**Increased use and sustainable management of safe water and sanitation services**



02

**Sustained adoption of targeted WASH behaviors**



03

**Improved market system for WASH products and services**



*Model toilet at PHC*



*Model toilet at AWC*



## 2.1 Everyone has access to improved WASH facilities:

Water For People’s ‘Everyone Forever’ approach aligns with the Sustainable Development Goal 6 and aims for lasting access to safe water and sanitation. Its focus is on providing access to water and sanitation services to “Everyone” that includes families, schools, health centers and especially the poorest, most disenfranchised and isolated. Water for People financial and technical support to build Model Toilet blocks in institutions like Schools and PHC. These model toilets were constructed with 20% contribution by the institutions or by the community. Over the intervention period of 2011 to 2021, Water For People constructed model toilets in 233 Schools, One in AWC, 4 model toilet in PHC and one in APHC. While 1220 community water points and five filtration system were installed. The idea is to create visible and noticeable model toilet and water points in the district so that service authority (State / District Govt) shall adopt the model and replicate in the district.



*Water Point at community*

## 2.2: Realizing SABC as a tool for behavior change:

To realize the goals Water for People is using social arts for behaviour change aimed at facilitating and encouraging positive individual and collective change, towards water sanitation and hygiene. An intensive exercise was done for mapping the scope of social art in Sheohar. Social Art is a creative, participatory process, aimed at facilitating and encouraging positive individual and collective change, especially for social behavioural issues. Social Art uses a variety of art forms to address social issues. Art forms employed in Social Art includes theatre, music, dance, circus, short films, visual arts and/or hybrids of these, integrated with local culture and mythology, popular technology, or traditional mass media. Social Art for Behavior Change goes a step further, by engaging communities in a participatory process that allows for co-creation of messages and content, providing an enabling environment for behavior change from the individual to community level.

## SOCIAL AND BEHAVIOR CHANGE COMMUNICATION (SBCC)

V/S

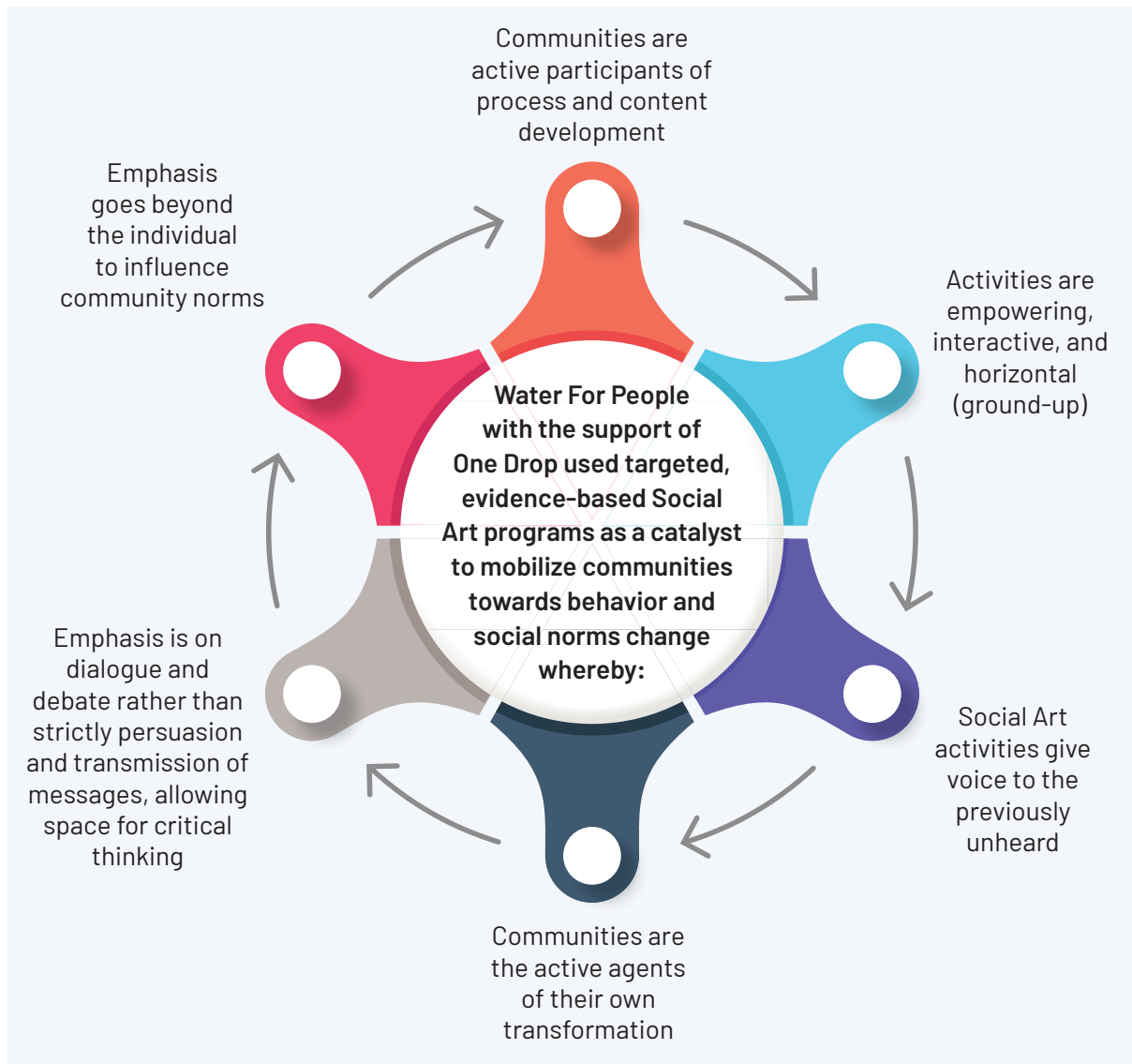
## SOCIAL ART FOR BEHAVIOR CHANGE (SABC)

**Social and Behaviour Change Communication** is a process of interactively communicating with individuals, institutions, communities and societies as part of an overall programme of information dissemination, motivation, problem solving and planning. SBCC uses a variety of communication channels to drive and sustain positive behaviour among individuals, communities and societies. SBCC employs a systematic process that includes formative research and behaviour analysis; communication planning, implementation and monitoring; creating an environment that supports desired outcomes; and evaluation.

**SABC:** Social Art is a participatory and creative process undertaken in collaboration with individuals, groups and communities, to bring about a positive transformation. It is a process that emphasises participation. It means that interventions, including processes and ultimate products, are created for, with, and by the communities. Social Art is inclusive, it touches and reaches everyone: from young to old, women and men, people with disabilities, those who live sedentary or nomadic lives, those who are well-connected or alone, and those who live in rural or urban areas.

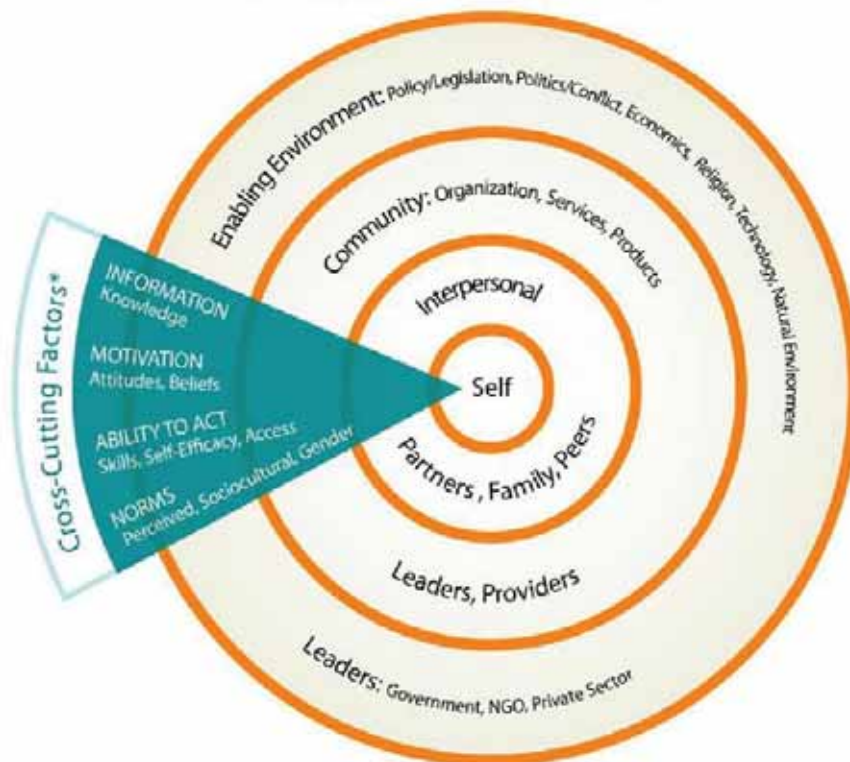






Social Art for Behavior Change is participatory, creative and systematic approach of behaviour change process. The model intends to long lasting change through a participative and creative approach that values local culture and helps empower the communities to be served. The driving force of this approach, the Social Art reaches people emotionally, and mobilizes them towards behaviour change by engaging their hearts and minds in activities rooted in local traditions and in several art forms. Using collective creation as an educational method, these activities inspire and enable whole communities to identify, understand and confront their WASH challenges and initiate a transformation process. The Social Art for Behaviour Change Strategy is guided by the SEM model for behaviour change because WASH behaviour is affected by factors at multiple levels of influence, from an individual's knowledge and attitudes, to social norms, to the availability, accessibility and attributes of key WASH products and services as well as enabling environment. Water For People, produced short films, street play and multidisciplinary shows after recovery of local arts and artists. These are being used as a tool for behaviour change in Sheohar project, for raising awareness, mobilizing communities, triggering behaviour change to sustain habits.

**Figure 1:** Socio Ecological Model for behavior change



\*These concepts apply to all levels (people, organizations, and institutions). They were originally developed for the individual level.

SOURCE: Adapted from McKee, Manoncourt, Chin and Carnegie (2000)

During the period of 2015-2017, Water For People developed “Social Art Package” for Behavior Change which includes ongoing and repeated activities at three levels. Each project includes at least one each out of the following elements as a “minimum package” of delivery; Inspire, Activate and Sustain (IAS). “social art package” was developed in the line of Inspire Activate and Sustain and conducted number of MDS, street play and screening of short films in the community and institutions to bring the desired safe sanitation and hygiene behaviour.



Multidisciplinary Show (MDS) is one among the powerful tools to inspire the community towards adaptation of safe WASH behaviors which is being used in the IAS model of Social Art for Behavior Change. It is mesmerizing and big event for a village community and the message of key behavior get transmitted in the community through art. While street play is a powerful tool to activate the community for adaptation of safe wash behavior.





Water For People developed 4 different street plays on – water, sanitation, operation & maintenance and hygiene. 544 street plays were conducted as a part of “social art package” in the community and institutions to activate the desired safe sanitation and hygiene behaviour.

On the other hand production of short films which screened in the community and schools are used to remember the key messages and will Sustain in the system for long. Water For People produced 4 short films on water, sanitation, hygiene and operation & Maintenance. Water For People conducted 461 screening of short films in community and schools.



## 2.3: Improved market system for WASH products and services

Developing and expanding consumer markets for WASH products and services is a major focus of development efforts in countries with big gaps in WASH services. Sanitation marketing, self-supply, household water treatment and commercial small water supply enterprises all offer potential for huge growth. But the starting point in developing consumer WASH markets is typically a lack of supply and demand. Consumers do not reach out for products they do not know, and private sector businesses find WASH markets challenging and

margins low. Developing markets and transforming the WASH system along the way – are potentially part of the solution to the challenges facing the WASH sectors. Markets are useful because they can scale up as demand grows, and they offer a way of getting users to contribute financially to WASH by buying products or services.

The project effort to establish a viable rural sanitation marketing in the operational area including catalyzing a market, supporting sanitation businesses to get started, and mobilizing community in realizing need of WASH infrastructure and converting into demand. Sanitation marketing sees households as empowered consumers, not project beneficiaries. It focuses on the development of the sanitation marketplace, helping businesses to create and supply demand for low-cost sanitation products and services. Sanitation marketing uses the 4Ps of the marketing mix – product, place, promotion and price – to connect people to sanitation products and services they want and can afford.

The business framework starts from selection from CLF/VO/ entrepreneurs to help them establish a sustainable enterprise. The opportunity for entrepreneurs is huge, as the market share of medium or big companies is currently negligible. But strong business orientation and quality services are essential to tap the market.

## 2.4 Recognizing economic empowerment for sustained WASH behaviors:

In the water and sanitation sector the governments, development agencies and NGOs in different parts of the world are mainly struggling with two issues, first, the need to expand service coverage, particularly for the poor in rural and peri-urban areas and second, the need to recover operation, maintenance and replacement costs of existing systems. Sanitation solutions are not cheap for the poor, who make up the vast majority of those without sanitation. Investing on sanitation infrastructure, always fall at the bottom in the priority list of a household while in poor families creating sanitation infrastructure is never in their list.

The major sources of financing from donors and governments are insufficient to maintain and expand coverage, given the large increases in service provision that are required as a result of population growth, high rates of urbanization and failure to maintain existing infrastructure. Funding limitations and inadequate cost-recovery rank, therefore, as the top future constraints to development in every region in the world.

### *Point of Purchase*

*Under Sanitation as Business (SaaB) intervention, Water For People have identified sanitation entrepreneurs and trained them on different model of low cost toilets and helped them to establish a shop called Point of Purchase, where a customer can get all material related to sanitation like cement, bricks, sand, pipe and toilet seats.*



**One possible solution is to increase flows of local finance through innovative financing mechanisms or increase the flow of income by alternative livelihoods opportunities, reducing cost of production or generating livelihoods for the poor. 5377 sanitation has been sanctioned through JLG. CDOT also supports these JLGs through small loans to start their enterprises or to invest in Agri or Agri-allied activities.**





The challenge is not only to enhance mechanisms that make the money available, but also to make sure that those who most need these mechanisms have access to them .

Water For People formed the farmer club to institutionalize and empowering the farmers community through farmers club. The major focus of intervention was to lower the cost of production by adopting advanced agricultural techniques like use of sprinkler, drip irrigation, organic farming and establishing forward and backward linkages through farmer's producer company. It has been observed that portion of the increased income of the farmer's club members is being invested in WASH infrastructure and its operation and maintenance. Economic development approach to water and sanitation by empowering small marginal farmers through access to irrigation facilities, promoting best agriculture practices and enterprise development has been adopted. Capacity building training of small and marginal farmers is provided by Water for people . The training of the farmers Club was given for the introduction of water conservation and ground water recharge technology as well as use of organic compost for better farming practice. Farmers club are now into production of Vermi compost, Kanchan Amrit, mushroom production, production of traditional indigenous variety of paddy and increasing their profit and lowering the input cost through the use of water economizing tools and techniques like drip irrigation, sprinklers and rain guns.

Water For People collaborated with local Micro Finance Institution (MFI), CDOT for sanitation loan and has provided sanitation loan to more than 5377 HHs.

<sup>3</sup>Micro finance for water and sanitation in West Africa E. Kouassi-Komlan, Burkina Faso and C. Fonseca, The Netherlands





03

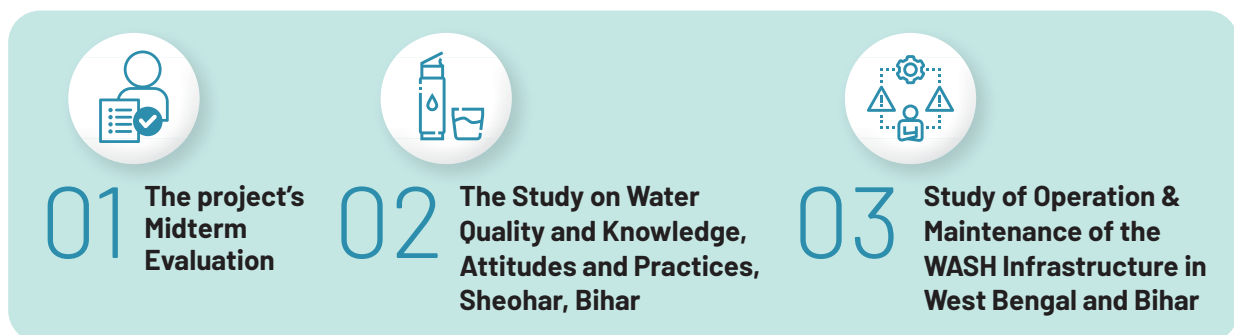
CHAPTER

## > MID-COURSE CORRECTION

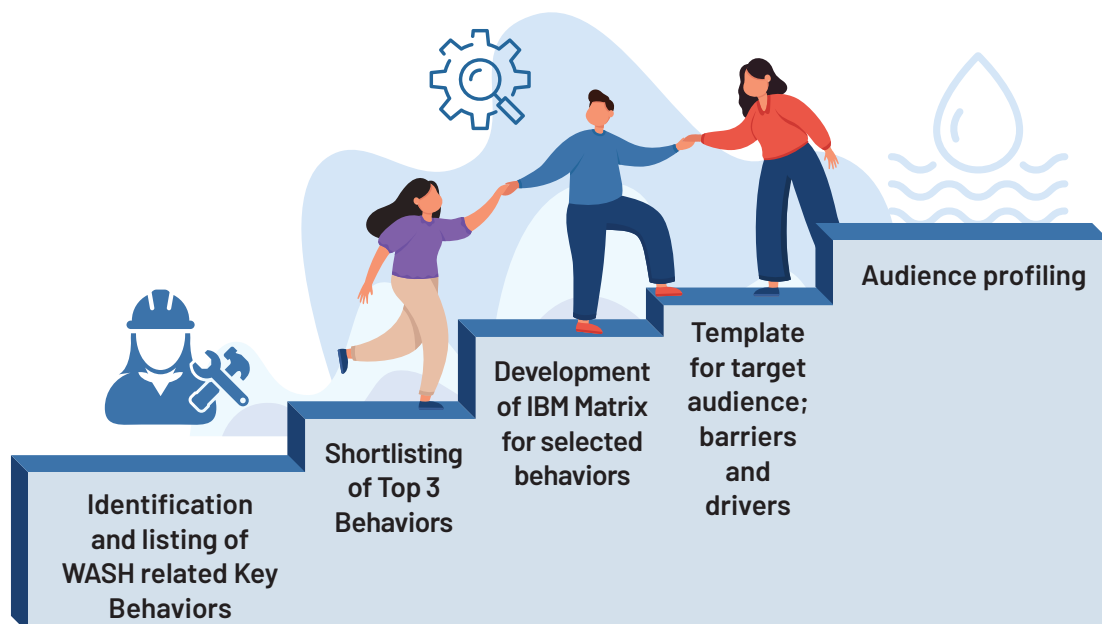


Water For People conducted Mid Term Evaluation (MTE), Water Quality study (WQ), Operation & Maintenance study (O&M) and Feedback from Field Facilitators in 2017, which lead to do the review of Project Sheohar strategy.

In July 2017, Project Sheohar hosted a state-level consultation meeting to (i) review and validate the progress made in facilitating every household, community, school and primary health center in access to reliable drinking water and sanitation and (ii) discuss the achievements and the challenges faced to inform and plan the strategies for the future. The meeting comprised of a multi-disciplinary and diverse group of people from Water For People, One Drop Foundation, partner organizations and associates, selected community representatives, development sector players and government (state and district) officials. The consultation was focused around the findings of three studies conducted by independent agencies, and focused on deliberation, validation and recommendations from these studies:



Based on the findings of the studies and evaluation conducted, Water For People carried a systematic process to develop strategy to achieve “Everyone Forever”. In 2018, Water For People and One Drop Foundation re-strategized Project Sheohar, an initiative aimed at driving lasting solutions to the widespread problem of access to water and sanitation across Sheohar district. This partnership shares the recognition that sustainability and economic empowerment are the foundations of development and that local institutions and partners are critical to the success of program implementation.





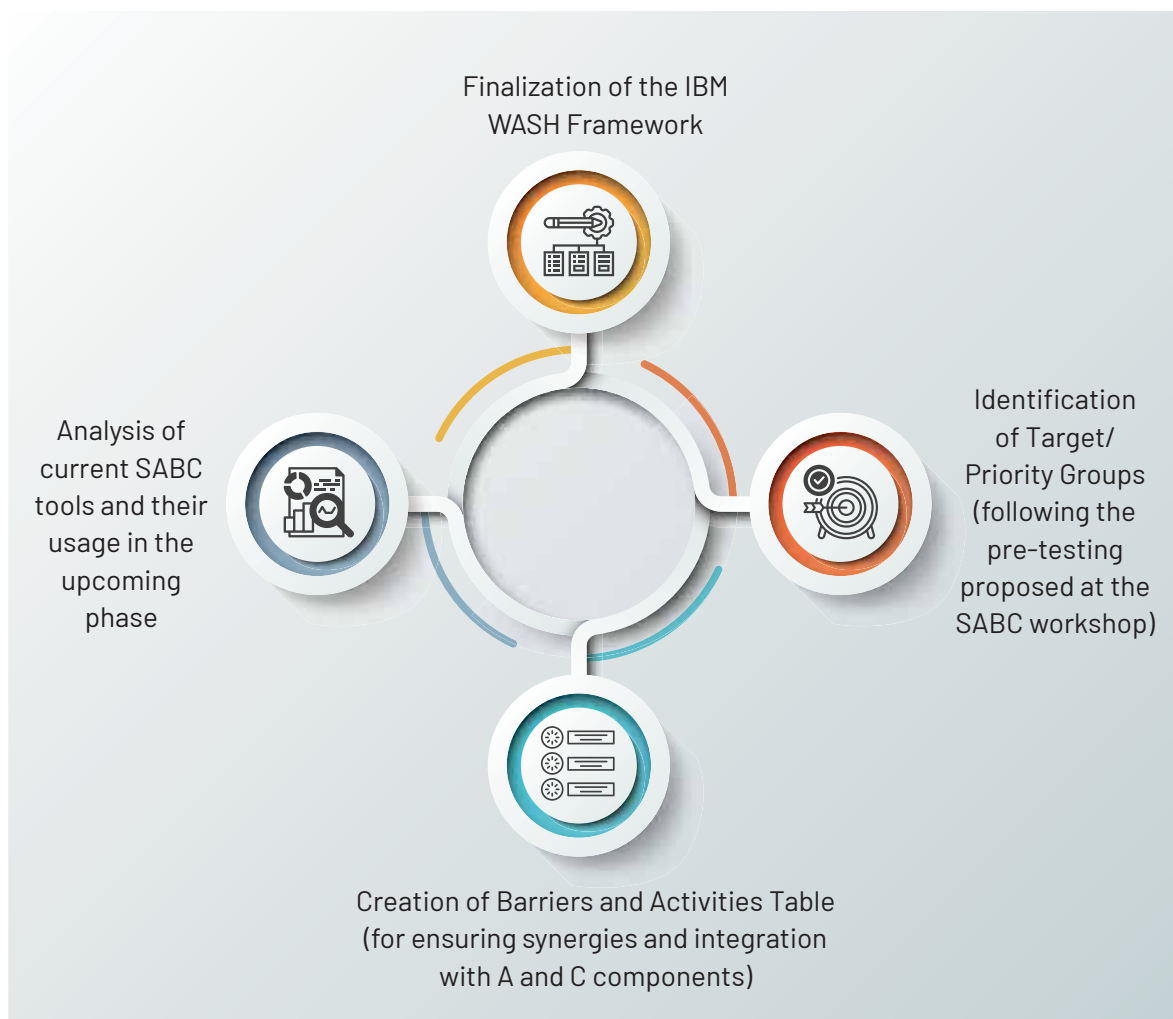
Key Behaviour	Rationale	Target audience		
		Primary	Secondary	Influencers
1. Safe water storage and handling practices	<ul style="list-style-type: none"> <li>As per MTE findings, only 35% of the households were aware of more than two safe water storage and handling practices of drinking water. Whereas, <b>only 10.5% and 17.9% of the households were practicing safe storage</b> and handling practices respectively.</li> <li>Similarly as per WQS findings, only 45.4% HHs cleaned utensil every day, 55% covered utensils and 77.4% of HHs take water through dipping hand in utensil.</li> <li>There is no BCC/IEC activities going on in community on water storage and handling practices (Source : FGDs with community)</li> </ul>	Women	Children	ASHA, SHG, AWW, ANM Mothers in law Teachers (For adolescents and children) Women's Group
2. Usage of latrines	<ul style="list-style-type: none"> <li>As per WQS-qualitative findings, <b>the male folk having toilets at HH and not using it</b> told that, those among them who usually stay in temporary huts made near the agriculture field prefer defecating in open as that is more convenient/ time saving for them instead of going to their HH for using constructed toilets. <b>They also mostly wash hands with mud/ ash after defecation</b> due to easy availability of the same.</li> <li>Male especially elderly is also reluctant to use toilets at their home as reportedly the women and children use it and elderly do not find it appropriate.</li> </ul>	Head of the households	None	Neighbours who have toilets and are using it

Key Behaviour	Rationale	Target audience		
		Primary	Secondary	Influencers
	<ul style="list-style-type: none"> <li>Male avoid using it as they think that by using the tank / pit will fill up quickly and then toilet will not be usable for women and children</li> </ul>			
<b>3. Handwashing with soap and water at 5 critical times</b>	<ul style="list-style-type: none"> <li>In MTE, overall, two-third of respondents (67.6%) reported washing their hands with soap and water.</li> <li>However during observations of toilets in sanitation sites, only 35.7% HHs had soaps near toilet.</li> <li><b>Only 5.3% of respondents were aware of the five critical times</b> based on guidelines of the Hygiene Improvement Project (HIP) of USAID health investments.               <ol style="list-style-type: none"> <li>After contact with faeces (defecating/ handling child's feces)</li> <li>Before touching food (food preparation/ eating/ feeding a child)</li> <li>After contact with germs (coughing/ sneezing/ touching a sick person)</li> <li>After contact with an animal</li> <li>If hands are visibly soiled</li> </ol> </li> </ul>	Mothers	Adolescent	Elders ASHA/AWW/ ANM School Teachers Peers Husbands



**In May 2018**, a workshop on Social Arts For Behaviour Change (SABC) was conducted. This workshop was an important step towards redefining the SABC component using the IBM WASH framework. Keeping in view the barriers and drivers, focused behaviours were identified for the upcoming phase of the initiative. The process has resulted in ensuring synergies of SABC with access and capital related components.

In addition, the synergies among the Inspire, Activate and Sustain activities of SABC have been ensured. The engagement of One Drop, Water For People team, partners and potential associates for SABC was central to this process of redesigning the SABC approach. The workshop concluded with:



Water For People and One Drop summarized the key directions to formulate a revised program strategy focusing on possibilities of convergence and synergies of EF & ABC approach, robust monitoring, evaluation, research, and learning framework, and an efficient program management framework at all levels.





04

CHAPTER

## > BUILDING SYSTEMS AND SUSTAINABILITY



१) साबुन  
२) पानी  
३) शौचालय

The experience and learnings from the implementation of first phase and evaluation studies, a Social Art for Behaviour Change (SABC) workshop was conducted in May 2018, and subsequent consultations with the government, and existing partners and associates supported in redesigning the project and start the Project Sheohar phase two from October 2018 to March 2022. The second phase of the Sheohar Project was mainly focused on development and strengthening of systems to sustain the WASH infrastructure created since 2011.

## 4.1 Building systems for School Water and Sanitation and Hygiene (SWASH) Intervention

Water For People through its unique program 'Everyone Forever' aims to provide safe drinking water and sanitation for every school, every family, and every health center.



To reach maximum number of children and adolescents, Water for People implements its program in schools through a specific Forever approach. In this strategical approach, ownership is being developed in the educational institution from the beginning of its intervention. The intervention begins with the survey, institutions facing WASH problems and need assessment of the institutions. Once the need of WASH infrastructure established, the institution request for construction of WASH infrastructure with handwashing, drinking water and hygiene facilities.



Once the requisition received from the school, a feasibility study is done by the Water For People and implementing NGO to know the strength of children (on gender basis), for viability of construction of the WASH infrastructure in the school. After the study, a joint meeting used to conduct with Water For People team, School administration, School Education Committee members, students and representatives from community to discuss the terms and conditions on Co-finance and other norms. The process gets initiated with the preparation of MoU/ agreement on terms and conditions with the school afterwards.

It is ensured that children and teachers participate in the whole process of construction. Their views are taken about the basic amenities/ facilities that they think to be included and in site selection for the sanitary infrastructure. Then the design and estimate prepared by the technical team of the Water For People. Then the construction gets done under the close observation of the school administration and supervision of technical team of WFP & Lead NGO.

For the operation and maintenance of the constructed WASH infrastructure, and promotion of WASH in schools, a WATSAN committee, comprising of 15 students is formed. The committee has three groups, namely, Water, Sanitation and Hygiene with five members in each group. These members are oriented about operation and maintenance of the infrastructure, adapting and promoting of WASH behaviors in school. Once they are oriented, they become peer educators to convey hygiene messages, key WASH messages among other students of the school. It has been observed that the messages also gets percolated into the community via the children of these schools.

After the completion of the WASH infrastructure, the said infrastructure is handed over to the school with the formal inauguration done in the presence of school team, SEC members, students and BEO/DEO/SSA officials/PRI members.

For sustainability and O&M of the infrastructure, a handholding support is given by Water For People through the linkage of Nirmal Bandhu and Jalbandhu with schools. Nirmal Bandhu and Jalabandhu work in close coordination with school authorities in providing their service. Parents and children are motivated to contribute a meagre amount annually, as an alternative source to meet the expenses of O & M. The teachers are also motivated to contribute on their own.



**54 people community members have been trained on hoe to maintain clean and maintain institutional toilets, they have been given dress and have been linked with schools, Anganwadi and PHCs. They have now steady income from this activity.**

***80 members from the local community were trained on repairing of India Mark-I and II hand pumps and have been linked with water user committees for regular maintenance and repairing work. They are being paid by the water user committee.***



To address the Menstruation Hygiene Management (MHM) issue among adolescent girls and female teachers, changing room attached with incinerator facility and sanitary box has been built in girl's toilet.

## IMPACT:

Access to safe WASH facilities at school has improved the attendance of children in the school by 15% in the last 5 years, especially girl students due to the facility of changing room. It has been also observed that the continuous messaging on safe sanitation and hygiene behavior has contributed in overall development of children like children do care for their personal hygiene, hand washing with soap at 5 critical points, safe handling of drinking water, overall cleanliness of the premises etc. Few parents also reported that their children have taught them how to wash hands with soap, how to handle safe drinking water, what are the source of safe water and personal hygiene. Water For People has also promoted WATSAN committee in which on an average more than 80% are girls. Because of availability of sanitation facility and attached changing room ensuring their privacy, girls are now not hesitant in attending schools even during their menstruation period. The hygiene committee of WATSAN committee arrange periodical sessions to cater the issues related to menstrual hygiene management. The smiling face full of self-confidence are now become the synonyms of these government schools.

233 model toilets have been constructed in the district, 233 WATSAN committee have been formed, more than 200 water points installed reaching directly to more than 1 lakh children and more than 3 lakhs children and families indirectly.





## 4.2 Community Water Point

To reach maximum number of population and following the government of Bihar concept of ward-based implementation of pipe water scheme (Mukhya Mantri Peyjal Nischaya Yojna), Water for People implements its community water point strategy at ward level. Once the requisition is given by the community and ward member of that particular community, a feasibility study is jointly done by the Water For People and lead NGO to know the actual situation of the existing govt. community water point for viability of safe drinking water in the community.



### IHL coverage

**14%** to **62%**  
in 2011 to in 2017



### Schools with WASH facility

**8%** to **92%**  
in 2011 to in 2017



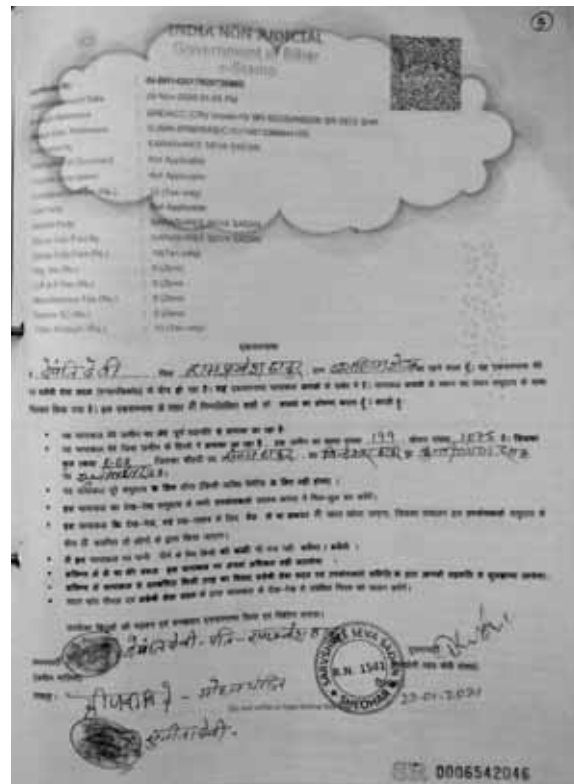
### Health centres with WASH

**17%** to **45%**  
in 2011 to in 2017

After the study, a joint meeting is conducted with Local implementing partners, ward members & community people, to discuss the terms and conditions on co-finance and other norms and starts the process of preparation of MoU/ agreement. Site selection jointly made by community as well as ward member, community people and implementing partners with the close guidance of Water For People representative. Once community is agreed Water User Committee (WUC) is formed among the target beneficiaries for operation and maintenance (O&M) and sustainability of the water point.

After formation of Water User Committee, implementing partners orient & train them for on O&M of Community Water Point. During the installation WUC monitors the quality of work and materials used in construction. The member of the board drafts the bye laws of the committee for the smooth functioning of committee. Committee elect the president, secretary and treasurer for the committee. The secretary of the water user committee keeps the minutes that summarize decisions made during meetings.

All the members of the committee have decided to fix an amount to all HH who are using water from the water points. They collect Rs. 5-10 /- per month from each HH being used for operation and maintenance of water points. Water For People has formed 1220 water user committee in the district. The committee has been capacitated through trainings and periodical meetings to generate awareness about the safe handling (transportation, storage), treatment of drinking water and judicious use of water. The committees have been supported by the art group towards generating awareness among the community.



Agreement of landlord for installation of handpump

Water For People has conducted community meetings and multidisciplinary shows to promote the behaviour of reduce, reuse and recover concept of water management, rainwater harvesting and grey water management.

### The process adopted for formation of water user committee:

- ▶ Discussion on need for formation of water User committee.
- ▶ Discussion on process to be followed to form a water user committee.
- ▶ Discussion on Name of water user committee of the village
- ▶ Discussion on total number of members Male/Female in committee.
- ▶ Discussion on different social group in a water user committee.
- ▶ Discussion on role and responsibility of water user committee.
- ▶ Discussion on regular meeting of the group.
- ▶ Discussion on register maintain during the meeting.



- ▶ Finalization of user fee per household.
- ▶ Development of agenda decided during water user committee meeting.
- ▶ Discussion on advantages of the water user committee.
- ▶ Discussion on different water resources in the village.
- ▶ Discussion on Major source of drinking water in the panchayat
- ▶ Discussion on source of safe drinking water in the village.
- ▶ Discussion on 3R concept of water Management and water governance.
- ▶ Discussion on No of household benefited with community water point.
- ▶ Discussion on operational and maintenance of community water point.

For sustainability, Water For People also assist User Committees for opening a bank A/C for regular tariff deposit. Provide a message board at the water point and wall message to aware the beneficiary on O&M, waste water management, water quality testing, Jalabandhu contact No etc. Before handing over the Water infrastructure to the community, quality of water is ensured by water quality test from district lab and a report on water quality testing of the particular water point is given.



## Capacitating PRI members and its sub-committees on Village Water Safety and Security Plan (VWSSP):



*Block level training of stakeholders on VWSSP*

To improve the capacity of Panchayati Raj Institution and its sub-committees, Water For People organized 14 capacity building trainings on Village Water Safety and Security Plan (VWSSP). PRI members from 15 GPs from five blocks (3 GPs from each Block) of Sheohar was selected and capacitated on important aspects of water resources management such as source sustainability, graywater management, ground water recharge, people's participation in conservation

efforts (water partnership), GP level water management, water sustainability planning and water budgeting. District and Block government officials, Mukhiya (Village head), Ward members, and WIMC members of the GP attended these trainings.

An action plan was prepared for each of the GPs with the participation of community members. The action plan included key challenges related to water management, potential activities to mitigate the identified challenges, responsible person, and budget to execute the action plan.

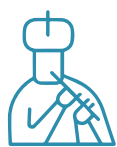
## IMPACT:

The availability of safe drinking water at the proximity of households has marked great impact in reducing time poverty for women who used to fetch safe drinking water from a long distance or forced to consume unsafe water. Water For People has formed 1,220 water user committees in which more than 70-80% are women and one water user committee consist of about 15-25 members. The women of these committees have been capacitated by Water For People about operation and maintenance of water point from the amount collected as user fee from the community. Participating in regular meetings of water user committee has built their confidence. These women have now earned a respect in the community by creating an impact in their social space. Availability of safe drinking water has also benefited pregnant women, kids and children by reducing the case of diarrhea and other water borne diseases in the community.



## 4.3 Social Art for Behavior Change interventions

The implementation of the social art interventions has evolved since 2015. One of the important shifts was to stimulate active involvement and engagement of audience/target groups. As the SABC strategy has been redefined, from October 2018 onwards, one of the strategic shifts is testing the awareness level of audiences and providing information to their involvement that encourages adoption of a new behaviour for them.



**10** folks  
artists

**identified, trained, and mainstreamed.**



**75** local  
street artists

**identified, trained, and mainstreamed**



### 4.3.1 SCREENING OF SHORT FILMS:

An intensive exercise was done for mapping the scope of social art in Sheohar. The team came up with several ideas which were further tested, and consultations were held among the team members. Among these ideas, screening of short films along with street play and multidisciplinary show performances were selected strategically.

Short films were made 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 around issues like water, sanitation, hygiene and operation and maintenance of SWASH facilities. 811 screening of short films had been done since 2014 and reaching out to more than 40000 people. After each session of film screening, volunteers used to take feedback from the audience about the messages they received from the film.



### 4.3.2 STREET THEATRE GROUPS

Water for People India is promoting local artists from Sheohar and nearby, to sustain the street theatre activities. Four street theatre groups were associated with the project Sheohar and did street theatre on four key behaviours i.e. water, sanitation, hygiene and school operation and maintenance. Theatre team members have been trained by Water for People, as they were not from theatre background.

Akshara Arts Society was identified for the technical support in terms of providing training to local artists for street theatre shows. Teams have been received two theatre production training of 15 days each, followed by refresher trainings. This training helped them in building theatrical skills and improve pedagogical skills.

Social art groups were not in the form of groups initially, with the help of Water For People they have been registered with govt. of Bihar, to perform street theater. Now, they are getting business from Water for People as well as govt. projects and other development partners.

Street theater performance has now become the means of livelihood for these artists as they are getting work from different departments. Few of them also getting opportunities to act in regional movies. 1044 street play has been done since 2014 and reaching out to more than 170000 people. After each play, volunteers used to take feedback from the audience about the messages they received from the film.

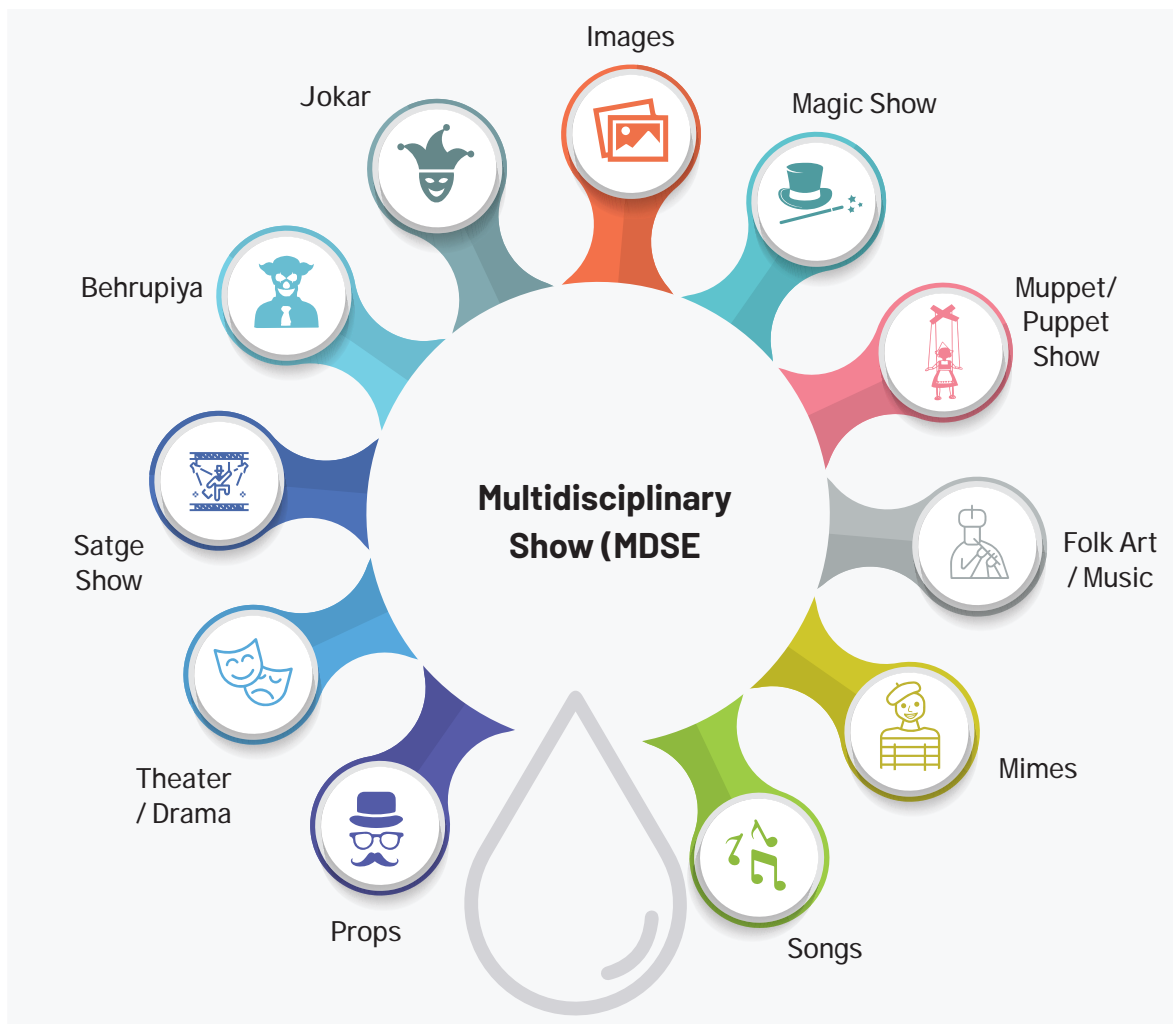


### 4.3.3: MULTIDISCIPLINARY SHOWS

Multidisciplinary Show (MDS) is one among the powerful tools to inspire the community towards adaptation of safe WASH behaviors which is being used in the IAS model of Social Art for Behavior Change. It is mesmerizing and big event for a village community and the message of key behavior get transmitted in the community through art. It has been very effective in pulling audience around 1000-1500, because of its extravagant appearance with lights, sound, music in the rural context. Name itself says 'multi-discipline' which means many more tools and techniques is used in one format, to disseminate message, to target audience. It's a mix of street-stage theater, puppet, magic dance and alternative theater, to ensure participation of audience.







### MDS Show production process:

- ▶ Identification of folk arts of the targeted area
- ▶ Finalization of key messages to address the targeted key behaviours and targeted stakeholders or audiences.
- ▶ Development of script based on the key messages
- ▶ Field testing of script with community.
- ▶ Incorporating the feedback received from the community in the script.
- ▶ Script given to the artists.
- ▶ Understanding the script with the artist by reading and practicing.
- ▶ Practicing script in different scenes
- ▶ Script analysis and text analysis
- ▶ Character division
- ▶ Exploring the folk art which will be incorporated in the MDS
- ▶ Preparation for first full stage show of the script and first round of feedback.
- ▶ Finalization and development of costumes, props and other elements.
- ▶ Second full stage shows with some props and feedback
- ▶ Third full show adding more props and elements and feedback
- ▶ Fourth and final presentation of final show incorporating all the props and other elements.

## IMPACT:

187 Multidisciplinary shows (MDS) have been conducted and has been proved to very useful in inspiring the community to adopt safe sanitation behaviors. More than 200000 male and female audience mix of all age group attended the shows.

### 4.3.4: STORY TELLING:

Indian culture is thoroughly steeped in storytelling, which takes many ritualized forms. A good and well- presented story is successful in reaching its objective and remembered for long. Reaching its listeners, holding the interest and crossing all age barriers is the impact of an effective storytelling. Knowing and applying the art of storytelling will not only strengthen the stories, but also develop the desired interest in the audience. Target audience of storytelling activity would be head of the households and children and it may change during the identification of local storytelling tools and techniques and their audience engagement.

Story telling had been a famous art in among the community of Sheohar. There used to be artist who used to narrate the story in the community as part of their entertainment activity. The story teller used to mix songs with story to make it more interesting and entertaining. There were a few story tellers who also had skills of mimic known celebrities/ characters and used to make the story more interesting by using different voices of celebrities for the different character of the story. There are only a few artists who are carrying the legacy of story teller from their parents. WPF with its recovery process identified these artists and the local folk stories like vatohiya, nat-natin etc. These artists were trained by the professional theater artists and folk stories in the script form. Water For People has added a few more art like folk song, folk music and Maskhara (clown) into the story telling show to make it mesmerizing. It became more attractive when theater elements are added in the show. It has been seen that the shows were able to attract huge crowd and able to disseminate the key messages effectively.





## Production of storytelling Show

### 1. Pre-production:

- ▶ Procurement of books
- ▶ Screening of stories
- ▶ Identify stories

### 2. Identification of local artistes

- ▶ Screening and shortlisting of local artistes
- ▶ Deciding about story telling format
- ▶ Adaptation of stories in local format

### 3. Production workshop with story tellers Practice sessions

- ▶ Suggested changes
- ▶ Finalization of performance

### 4. Preview and roll out

### 5. Review after 2 shows each performer and modifications

Story telling show has also become a powerful tool of SABC. The storytelling show, which is a composition of local folk story and local folk song become very useful in inspiring and activating the community to adopt desired WASH behavior. 88 story telling shows had been conducted in the district and attended by more than 17,000 male and female of all age groups.

## 4.3.5: MURAL PAINTING

Murals are different from regular Information, Education and Communication (IEC) materials in that the creation and production processes are entirely led by community members (e.g. local young artists), hence addressing community perceived knowledge and gaps in behaviour change. Murals also provide the artists with the opportunity to express themselves during uncertain times and continue producing art that can connect with and motivate their own communities. Finally, murals are income-generating initiatives for young local artists and they contribute to youth economic inclusion.

The programme intervention embraced the use of art and its powerful tool in touching and reaching everyone to promote and trigger key messages of WASH behaviors. All artistic creation and production processes were led by and in collaboration with the target communities.

Murals were painted by local artists 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 with.

Water For People in the collaboration of community, identified Madhubani art for mural art. The community in 10 villages were trained on Madhubani art and were facilitated to draw mural art based on WASH theme on the walls of houses.



### 4.3.6 COMMUNITY LED APPROACH 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 in Sheohar in 5 selected panchayats, to support SBM-G, to achieve ODF status. Results had been tremendous so far.

Finally, Water for People with the support of One Drop has decided to scale up this initiative to other intervention blocks and panchayats as well.

Community Led Approach to Sanitation (CLAS) is basically a sanitation promotion, based on stimulating a collective sense of ownership among community members as they confront the crude facts about mass open defecation and its negative impacts on the entire community.

The term is pioneered by Water for People, which is slightly different approach from CLTS and more of positive and community owned approach. The basic assumption is that no human being can stay unmoved once they have learned that they are ingesting other people's faeces. Generally, communities react strongly and immediately try to find ways to change this through their own effort based on different motivations.

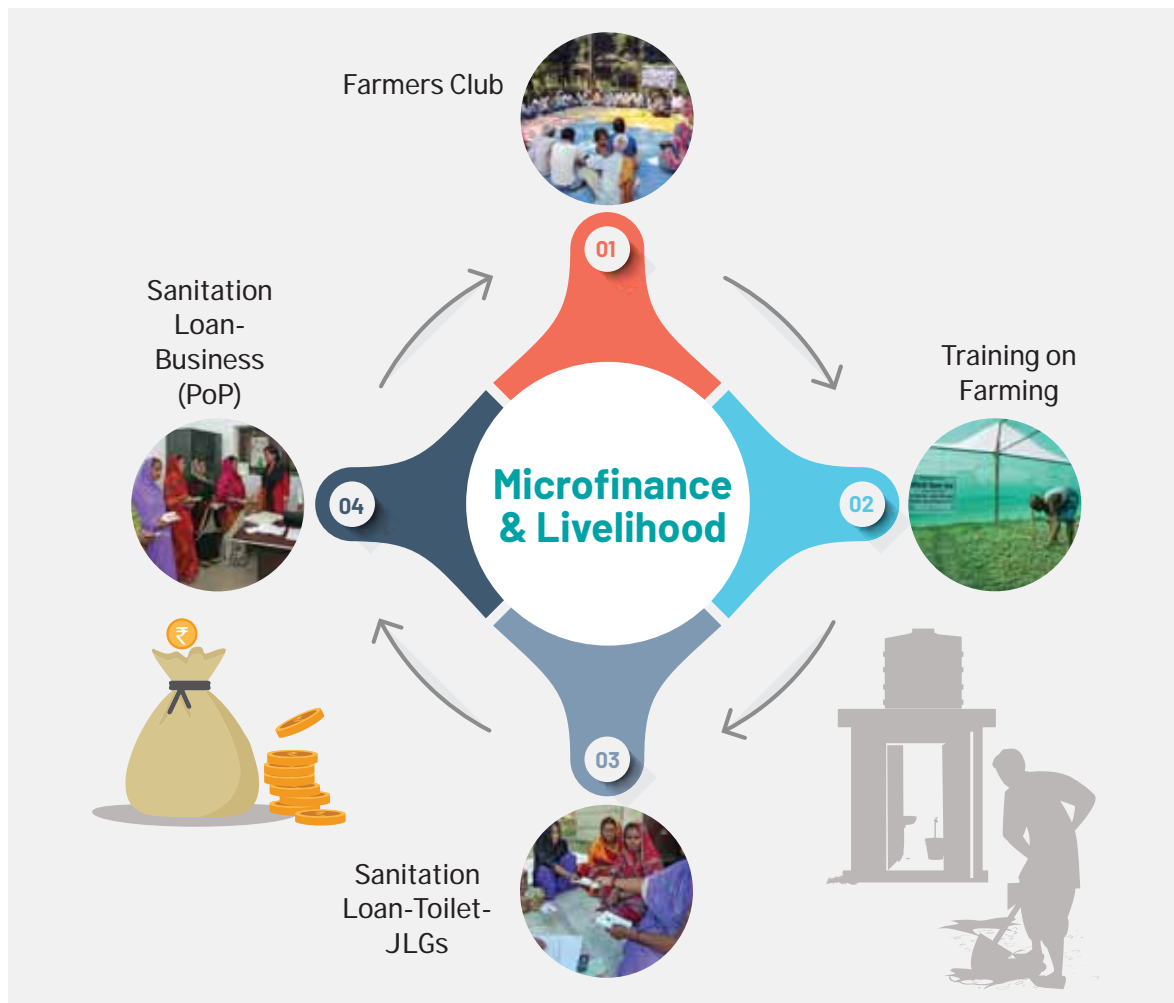


CLAS is being piloted in 5 model gram panchayats (GPs) of Sheohar i.e. Sarsaula Khurd, Mahmadpur Katsari, Salempur, Kamrauli, and Koluhua Thikha.

Under CLAS activity, Pre-triggering, Triggering, Community meeting, morning and evening follow-up and inter-personal communication (IPC) of household members have been done. Water for people conducted 220 CLAS activity in the district and reached to more than 22000 people directly and spread the messages to trigger the community of 207 villages.

## 4.4 Sustainable livelihoods and Microfinance

Till September 2018, 75 Farmers Club and 300 JLG are established under C component interventions, included livelihood promotion through micro-credit, institutional development, training and capacity building, enterprise development and market linkages. In addition to the loan portfolio for agriculture-based activities, there was a provision for irrigation infrastructure to reduce wastage of water by using tools and techniques of low water consumption in irrigation. Technical support and financial literacy program interventions were designed to reduce the operational and entrepreneurial risks. Small land owners were facilitated to access microloans from Microfinance Institutions operating in the district. In addition of Sanitation Loan, other loans were to be granted to the commercial and service sector, for sanitation as business.



The redesign strategy focuses on access to capital translating into the achievement of results under access component. Use of social art for behaviour change will complement these efforts.

### **The C-Component of second phase of the Sheohar project was primarily focused on**

- (i) Reaching the most vulnerable and excluded (small and marginal farmers, especially women) through improved capacities on water conservation techniques and water use efficiency;
- (ii) Access to sanitation loans as part of the access to credit activities and
- (iii) Access to WASH products and services through the Water For People's sanitation as a business (SAAB) approach.

## **4.4.1 STRENGTHENING OF FARMER'S CLUB AND FORMATION OF FARMER'S PRODUCER ORGANIZATION (FPO)**

The second phase Project Sheohar continues to focus on formation of farmer's club and its strengthening. WPF 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 will focus 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.

All the farmer's group capacitated and federated to form a Farmer Producer Organizations. Three Farmer Producer Organizations has been promoted and are being capacitated on forward and backward linkages. Water For People is continuously extending its support to the FPOs in

- ▶ In registration and capital cost generation, building the capacity of FPOs to liaise with the government
- ▶ Capacity building of FPOs to strengthen as an organization, linkages and promoting safe WASH among members of their groups and influence.
- ▶ Linkages with the Krishi Vigyan Kendras, district agriculture office for inputs, trainings and exposure visits.

- ▶ **No. of Farmers Club formed- 185**
- ▶ **No. of Farmers Trained and associates- 5550**
- ▶ **No. of FPOs formed- 03**
- ▶ **Farmers received agri tools of total amount-1Crore**
- ▶ **No. of toilets built through the farmers club- 4800**
- ▶ **FPO has got Fssai registration for production of powder of spices.**



Water For People has also linked the Farmer producer organizations with local government for irrigation and training schemes with the District agriculture department, Krishi Vigyan Kendra and Agriculture Technology Management Agency (ATMA).

## 4.4.2 POINT OF PURCHASE (POP)

Water For People pursues the development of sanitation services through innovation and experimentation and market systems development, which is based on the principle that on-site sanitation at scale can only be achieved and sustained through provisioning of services by private sector players. In the context of sanitation, the strategy to achieve Everyone Forever is:

- ▶ To develop sanitation services that are commercially viable and self-sustainable
- ▶ To achieve full, permanent, easily accessible sanitation services at scale
- ▶ To transform the sanitation sector

Under Sanitation as Business (SaaB) intervention, Water For People have identified sanitation entrepreneurs and trained them on different model of low cost toilets and helped them to establish a shop called Point of Purchase, where a customer can get all material related to sanitation like cement, bricks, sand, pipe and toilet seats. These entrepreneurs were also supported in developing low cost precast toilets which can be installed easily. Identified mason were identified and trained them and attached them to these POPs. POPs become the single window solution for the beneficiaries to purchase construction material of toilet.

***People willing to construct toilet get all the financial and technical support from the POP. These POP not only improved the easy access of required material of toilet construction but also contributed in converting the need into demand. POP has also marketed toilets in the community to increase their sales. POPs proved to be a catalyst in achieving ODF by accelerating the demand and ensuring the supply of raw materials and masons.***







05

CHAPTER

## > JOURNEY OF CHANGE IN SHEOHAR

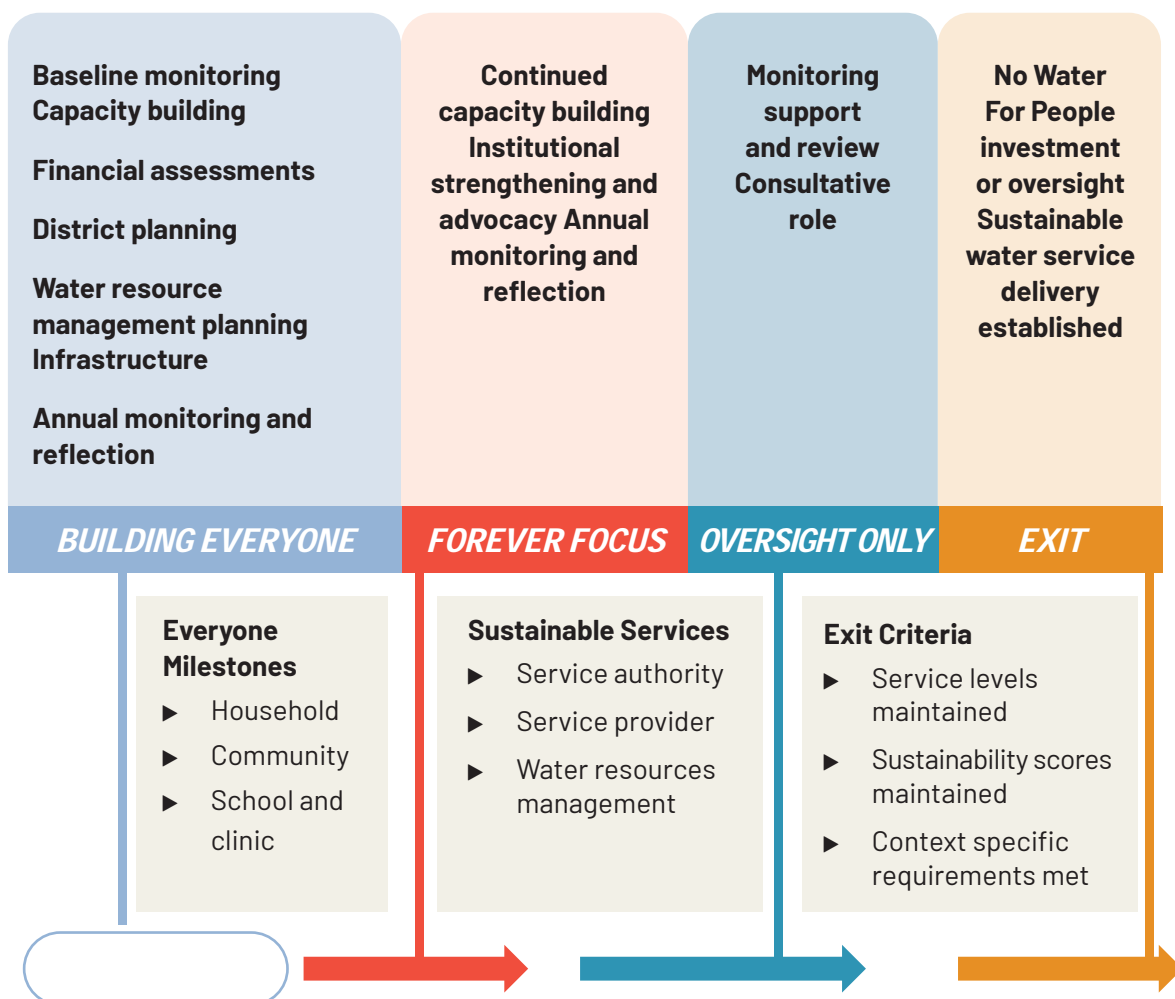


Water For People started its intervention in Shehoar district in the year 2011. The intervention started in the district with a baseline survey to assess the access of WASH facilities in community and institutions like Schools, Angawadi centers and Healthy Facilities. In 2011, only 14% population of the district had access to safe sanitation facilities and only 23% of the population had access to safe drinking water. In 2011, the major source of drinking water for the 77% of the population was shallow hand pumps (Singur Hand Pumps) or open well. In March 2022, access to safe sanitation facilities become 100% while access to safe drinking water become 62%

Water For People has implemented Everyone Forever approach focused on providing access to water and sanitation services to “Everyone” that includes families, schools, health centers and especially the poorest, most disenfranchised and isolated.

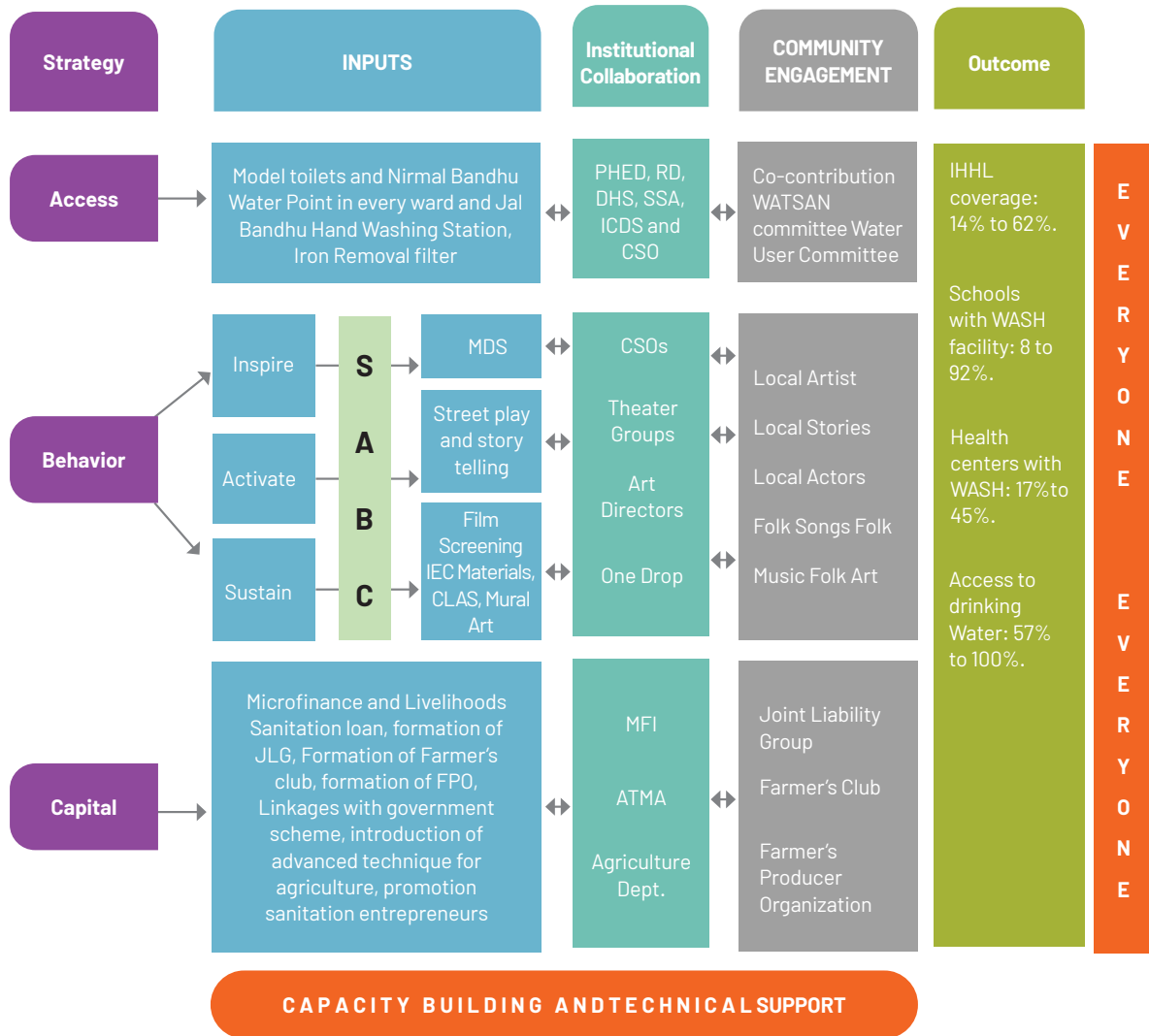
Under its “Forever” Water For People has set the target of providing services by empowering and training communities to operate, maintain, repair, replace and extend water and sanitation services in sustainable ways, without dependency on governments and other agencies

## BUILDING EVERYONE FOREVER





## Process of change



## Activities of project Sheohar

### Community Wash

- ▶ Community water points in every ward
- ▶ Water User Committees for every water point
- ▶ Community toilet blocks
- ▶ Jalabandhus for O&M for community water points
- ▶ VWSSP under WRM

### School WASH

- ▶ Model toilet blocks in schools
- ▶ Drinking water points in schools and health centers
- ▶ Drinking water stations in schools
- ▶ Strengthening WATSAN committees
- ▶ Hygiene classes in schools
- ▶ Nirmal Bandhus for school toilet cleaning

### Social Art For Behavior Change

- ▶ Multi-disciplinary shows (MDS)
- ▶ Street plays
- ▶ Film screenings
- ▶ Community led approaches to sanitation
- ▶ Interpersonal communication (IPC)

### MFI and Livelihood

- ▶ Formation and capacity building of Farmers' Clubs
- ▶ Formation and capacity building of Farmer Producer Organizations
- ▶ Sanitation loans for promotion of sanitation business and toilet construction





## **Salient Features of Sheohar project**

### **Building trust with local communities:**

Dialoguing with people to understand challenges they face in accessing water and sanitation services reassured them of support in finding solutions to chronic problems. Next, installing hand pumps and borewells, repairing existing structures and training community members on hygiene practices played a big role in earning their trust.

### **School water, sanitation and hygiene (SWASH):**

Child and gender-friendly water and sanitation program where facilities are created with strong O&M systems. Hygiene education is stepped up in schools through events, competitions and street plays promoting good hygiene and encouraging students to become change agents and SWASH ambassadors. Menstrual hygiene is an important component under which guidance and counselling is provided to adolescent girls. They are given sanitary napkins and encouraged to use the incinerator and follow proper disposal methods.

### **Creating ownership and ensuring sustainability:**

By creating community structures and educating people on how to access services and ensure healthy behaviors besides acquainting them on O&M, a long-term roadmap has been laid out with them taking pride and a sense of ownership which goes a long way in making the efforts sustainable.

### **Forging strong partnerships:**

Efforts are made to bring on board dedicated partners who can become friends of Water For People, join hands to support the cause and pool resources, thus taking innovations to scale. Working closely with state governments and the district administration helped create strong political will. Support from Panchayati Raj Institutions (PRIs) in Sheohar and Public Health Engineering Department (PHED), Bihar and Sarva Shiksha Abhiyan (SSA) served as a backbone to several initiatives. NGO partners Sarva Shri Seva Sadan, Mahila Vikas Gramin Shilpkala Prashikshan Sansthan, Geeta Social Welfare and Development Foundation, Kanchan Seva Ashram, CDOT and Development Society and Sri Ram Foundation Seva Sansthan gave existing programs a boost.

Social Art partners Karmuk Soyam Sevi Sansthan, Chitransh Sharde Rang Manch, Shri Krishna Kala Manch, Navjyoti Gramin Seva Sansthan and Navya Foundation, have been generating demand for sustainable sanitation. Social Art groups have been identified by Water For People | locally and capacitated to build their pedagogical skills.

### **Strengthening existing social structures with new initiatives:**

As part of its endeavour to provide sustainable solutions that empower people to set up O&M infrastructure independently, Water User Committees and WATSAN committees have been institutionalized. They have been trained to manage community water and sanitation projects.

### **Creating jobs and ensuring regular water supply through Jalabandhus and Nirmal Bandhus:**

As many as 80 Jalabandhus have been trained in Sheohar, helping them earn incomes between INR 4,000-10,000 a month. This has brought significant reduction in downtime of broken hand pumps. Nirmal Bandhus have been trained in Sheohar so far in toilet cleaning work with advanced technology.

### **Making profits from sanitation:**

A whole new approach towards monetizing sanitation has been created through a well-oiled sanitation market that is strengthening supply chain linkages and opening up avenues for providing sanitation credit.

### **Creating sustainable livelihoods:**

The project has promoted entrepreneurs in the form of POP (Point of Purchase) as single window mart where one can get all the required raw materials to construct toilet. The project has also trained mason exclusively on toilet construction and attached with POP from where they are getting regular jobs.

The project has formed farmers club and linked them different govt schemes to access agricultural inputs and equipment like borewell, rain guns, drip irrigation. The farmers have been capacitated on use of these equipment and organic farming which has substantially reduced the cost of production and has increased their overall income. Three Farmer Producer Organization has been formed which is extending the services of forward and backward linkages to its members.

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## ➤ WAY FORWARD AND NEED OF FOREVER ACTIVITIES FOR SUSTAINABILITY AND LONG-TERM BEHAVIORAL IMPACTS

*Achieving sustainability of water, sanitation and hygiene promotion has been always the core of the project intervention. The oversight exit strategy shall be developed in way that the infrastructure created during the project intervention be functional and maintained. The strategy should look forward towards sustained and functional WASH infrastructure and sustained and changed WASH behavior as well. The community structure created should be functional and self-sustained. The project has established the required systems which need to be aligned with the systems being created by the government for promotion of WASH.*





## Leveraging government resources

### WATSAN Committee:

The WATSAN committee formed during the project and capacitated on safe WASH behaviours. The committee may become a part of existing Child Cabinet of the respective schools.

### Water User Committee:

Under Har Ghar Nal Jal Yojna, WIMC has been formed. Few members of water user committee can also be the member of WIMC, as they have been trained on community mobilization, collection of user fee and carrying out operation and maintenance activity.

### Jalbandhu:

Under Har Ghar Nal Jal Yojna, there is Requirement of water mechanics or plumbers for the O&M of the system and reducing the downtime. The Jalbandhus will prove to be the main point person for sustainability of the scheme.

### Nirmalbandhu:

Advocacy with local government to engage Nirmalbandhu for cleaning of toilets of schools and Anganwadi center and can be paid for his services from the schools, panchayat and VHSNC.

### Building institutional capacities at the gram panchayat, block and district level:

PRI members, block level officials and district level officials need to be capacitated to monitor the functioning, operation and maintenance of WASH infrastructure and conduct regular meetings with community to promote judicious use of water, safe WASH behaviors and O&M of WASH infrastructure. PRI members, block level officials and district level officials shall also be capacitated about generating financial resources for WASH.



## Capacity Building of community-based Institutions:

The project shall engage with local intermediate level actors in the project and ensure that communities know where they can go for help if they face any problem. Therefore, in addition to community-based organizations (water user committees, farmer's groups, joint liability groups, farmer producer organizations), Project Sheohar shall engage in building capacities of local governance structures mandated for mobilization, operations and maintenance, facilitation of supply chains, and hygiene education and monitoring (water and sanitation facilities). This also includes strengthening the block and district government departments, for improved coordination and collaboration among village, block and district level. Some of the capacity building efforts include the following components:

- a. IEC materials, modules and materials developed in consultation with the government
- b. Building a pool of master trainers and engage them in upscaling/replication of trainings
- c. Strengthened Block resource centers to provide mandated technical support to the
- d. Panchayati Raj Institutions.
- e. Building the capacity of WIMCs for the sustainability of the water delivery system

## Entrepreneurs, Enterprises and Private Sector Engagement

Market led approaches, strengthened supply chain and service delivery mechanisms are the key components for sustained WASH outcomes. Key program components included are:

- a. Finance: Improved access to loans and credits for investments in WASH
- b. Reduce bureaucracy: Private sector engagement, especially for FSM
- c. Improved Facilities: Engagement of private sector for increased options, solutions and catering to a range of rural customers

### SABC activities:

The SABC interventions will focus on changing or positively influencing social norms in support of long term, sustainable behaviour change. The interventions will work with targeted audiences to improve response to WASH related behaviour change needs. This is coupled with engaging with influencers in increasing adoption of improved WASH behaviors.

### Leveraging the existing community structure of Jeevika:

Jeevika has formed SHGs and Village Organizations in almost all the villages of Sheohar district. These Village Organizations are federated to form CLF. The community structure formed by Jeevika are well trained on WASH and can be tapped for sustained behavior change and sustainability of WASH infrastructure created in the project.

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<sup>4</sup><https://sbm.gov.in/sbmReport/State.aspx>

<sup>5</sup><https://ejalshakti.gov.in/jjmreport/JJMVillage.aspx>









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