







## Out of the Shadows



"Cleanliness is next to godliness."

-Mohandas Karamchand Gandhi







I am happy to know that the Integrated Health and \Vellbeing Council is publishing a coffee table book showcasing '101 Stories of Hope' of individuals whose lives were transformed, from manual scavenging to dignified jobs in the mainstream. This is a laudable achievement and I commend IHW Council and other social organisations involved in this noble task.

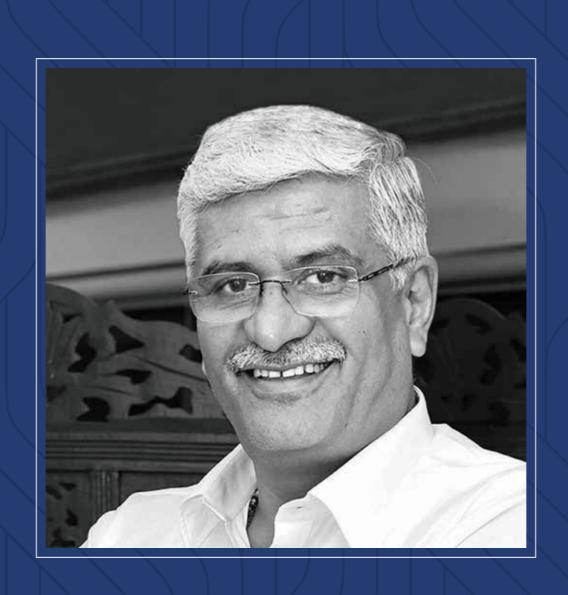
The past seven years have been phenomenal in the way we have seen 'Swachhta' emerge from the realm of obscurity to become a subject of national prominence. 'Swachh Bharat Mission' has turned cleanliness into a nationwide 'Jan Andolan' with active participation of people from all sections of the society.

Mahatma Gandhi, the inspiration behind the Swachhta movement had always emphasised on the 'dignity of labour' and 'Antyodaya' — the rise of the last person. The initiatives like 'Satyagraha se Swachhagraha' and 'Swachhta hi Sewa' are aimed to achieve these noble objectives.

In this Yajna of making India clean, the corporate sector and voluntary organisations also have an equally important role to play along with the governments. I am sure that the IHW Council will continue its good work for the betterment of the lives of sanitation workers through professional training from leading institutions in government, private and NGO sectors.

I wish all the success to the programmes and initiatives started by the Integrated Health and Wellbeing Council. I sincerely hope the Book, containing many motivational stories of individual workers, will inspire many more 'stories of hope' with renewed efforts from all stakeholders.

M. Venkaiah Naidu Vice-President of India





## Ministry of Water Resources, River Development and Ganga Rejuvenation

It is a matter of great pleasure that IHW Council, in association with Jagran Pehel and Reckitt, have come out with a coffee table book showcasing '101 Stories of Hope' of individuals whose lives were transformed, from manual scavenging to dignified jobs in the mainstream. This transformation was undertaken by a host of social organizations in the wake of Hon'ble Prime Minister Shri Narendra Modi's clarion call for restoring the dignity of our sanitation workers as 'Swacchagrahis'.

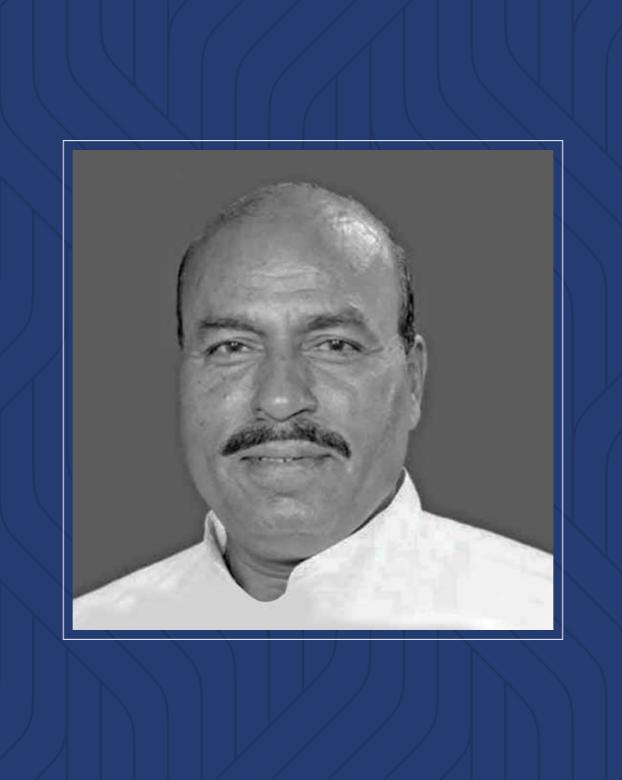
Never ever in the history of the country, sanitation was given the importance it deserved, and it is reflected in Government's initiative like Swachha Bharat Abhiyan. This mission, launched on Oct 2, 2014, has taken the form of a mass movement, and today the entire country is Open Defecation Free. Such Missions are incomplete without the contribution and positive approach of our sanitation workforce and their dedication towards their work.

In this context, the publication of such a coffee table book is very timely and commendable. Such a publication will highlight and propagate the remarkable development in the sanitation sector in India, and also showcase how the lives of these trained sanitation workers have been transformed.

1 convey my best wishes to the publishers of this great collection, which will not only inspire sanitation workers in the country, but will also lead to a change in the behaviour of people towards those involved in sanitation work.

Gajendra Singh Shekhawat

Union Minister of Water Resources, River Development and Ganga Rejuvenation





## Ministry of Social Justice & Empowerment

The clarion call for Swachch Bharat Abhiyaan, by our hon'ble Prime Minister Shri Narendra Modi, has not only changed the demographic of the sanitation sector but has also uplifted the social and personal behaviour of the sanitation workers in India. Sanitation workers manage the most important public service, which is key to our daily lives and the environment.

I salute the spirit of all the sanitation workers for their dedication to the work and highly appreciate the contribution of the organizations involved in training and strengthening these workers for a better future. I also salute their contribution to this massive transformation of the sanitation & hygiene sector in India.

Their role as one of the frontline defences in fighting against the pandemic remains commendable. I welcome and encourage such ideas and thoughts to promote, propagate, advocate the sanitation & hygiene sector and strengthen each and everyone involved in empowering the social structure of India.

Dr. Virendra Kumar

Union Minister for Social Justice & Empowerment

-Mn 3m





## Ministry of Social Justice and Empowerment

Sanitation workers provide an invaluable public service, vital to our daily lives and the environment. They have been working together even during the pandemic, as our frontline of defence against the spread of the coronavirus, but we cannot deny the fact that these are also the most vulnerable amongst the trilogy of societal saviours.

They are real heroes in my opinion. They make it convenient for us to keep our neighbourhoods clean, which prevents chaos and disease. I applaud the contribution of the organizations that bring such a remarkable change to the entire sanitation and hygiene sectors in India and changing the lives of sanitation workers through the professional training programme and helping India to organize the unorganized sector.

I also congratulate the IHW Council, Jagran Pehel and Harpic World Toilet College for these thoughtful initiatives and fully support such ideas with encouragement and motivation.

Ramdas Athawale

Union Minister of State, Ministry of Social Justice & Empowerment

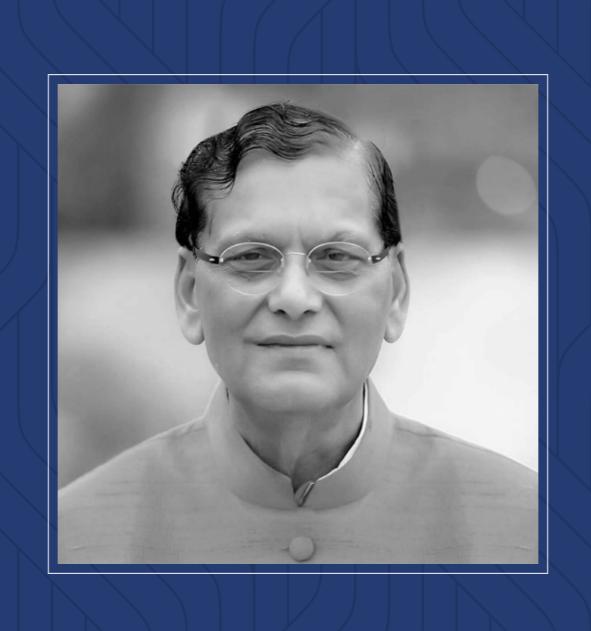




Sanitation workers are the unsung heroes of our society. We cannot imagine what would happen to us if we were without them.

I applaud the effort of this book, *Out of the Shadows*, with its 101 inspiring stories of sanitation workers. We need to take a moment to celebrate the great contribution they make towards ensuring our lives are so liveable.

Jack Sim
Founder, World Toilet Organization & BOP HUB, Singapore





Sanitation workers are an indispensable part of our lives. It is their hard work that ensures we are able to live in a clean environment. However, through the ages, their work has lacked recognition. They've been stigmatized and discriminated against in our society. Even now, they continue to work in hazardous situations, often putting their lives at risk.

Sanitation workers have been at the frontline during the Covid-19 pandemic. I congratulate IHW Council for compiling a coffee table book on sanitation workers. It is a great way to recognise our real heroes, who deserve so much recognition and respect for their invaluable work in keeping us safe, healthy and happy.

**Dr. Bindeshwar Pathak**Founder, Sulabh International Social Service Organisation





Sanitation workers are among the most underprivileged group of workers who struggle against an inter-generational cycle of poverty, discrimination and ill-health. It is heartening to see the 101 stories of hope from the Harpic World Toilet College Programme, which provide skills and employment opportunities to sanitation workers.

With urban women constituting over 50%, of the total estimated 5 million sanitation workers , UN Women is delighted to partner with the Programme to create decent jobs for women in the sector.

Susan Ferguson Country Head, India, UN Women





At Reckitt, we take pride in our purpose: To protect, heal and nurture in the relentless pursuit of a cleaner, healthier world. It is our fight, 'to make access to the highest quality hygiene, wellness and nourishment a right and not a privilege'. These principles are embodied in our social impact programmes, which demonstrate our purpose and fight. Launched in 2018, with Jagran Pehel in Aurangabad, the Harpic World Toilet College (WTC) programme strives to reach out to the underprivileged sections of society with an aim to nurture their skills, to enable them to live a life of dignity.

The stories this programme has generated are inspiring and humbling. They showcase the message of the Mahatma: A small group of determined and likeminded people can change the course of history. Through the efforts of the teams that support WTC, the lives of 7,000 individuals and their families have changed for the better. These 101 stories weave a tapestry of hope that showcases the potential of these individuals.

Gaurav Jain Senior Vice President, South Asia, Reckitt





'Give a man a fish, and you feed him for a day. Teach a man to fish, and you feed him for a lifetime.'

This quote embodies the ethos of the Harpic World Toilet College programme. Right from the start, the Harpic World Toilet College (WTC) programme has been unconventional in its vision, approach and model. This initiative has moved away from the standard approaches of community mobilization and focuses on the problem at hand: Breaking intergenerational poverty in the community of sanitation workers and giving them the power to lead a dignified life. By rehabilitating, reskilling and upskilling these individuals, the WTC programme run by Jagran Pehel has helped these individuals find jobs that give them a life of dignity. Seven thousand sanitation workers and their families have experienced the power of a focused mission that has transformed their lives for the better.

These 101 stories celebrate the triumph of the human spirit and are testament to what is possible when the right system levers are engaged. In its third year now, the programme has expanded to six more states and is employing modern tools to widen its reach. These stories are proof that there is much more to come!

Ravi Bhatnagar
Director, External Affair & Partnerships, South Asia, Reckitt





The Harpic World Toilet College embodies ours and Reckitt's ethos of purposeled business for broader social good. When we first launched the Dettol Banega Swasth India (DBSI) campaign, in 2015, we were striving to build a holistic and sustainable ecosystem, based on a flourishing economy for sanitation and hygiene standards, with an aim to reach 100 million Indians by 2020.

To incorporate the resolution of issues like manual scavenging, lack of a bottom-up sanitation economy and misinformation around best practices, the Harpic World Toilet College (HWTC) was established in 2018, as a collaboration between Jagran Pehel, Reckitt and World Toilet Organisation. HWTC provides training to sanitation workers, with the need to eliminate the inhuman nature of the constant struggles and life-threatening circumstances they are faced with, along with the prevalent issues of human rights violation and exploitation.

In 2020, due to Covid-19, HWTC changed their training strategy to incorporate an online training module, which has helped expand its outreach. We intend to further expand the ambit of DBSI to transform the sanitation and hygiene ecosystem in India. Our successes would not have been possible without the commitment of all our partners or the stories of the people.

This book is an ode to all, the stakeholders who have collaborated with us to work towards eliminating the scourge of manual scavenging, and those who have fought to rise above their circumstances and affect long-term change, making our fight worth the cause.

S.M. Sharma Founder, Jagran Pehel





Through my career as a health journalist and enthusiast, I have been passionate about the health and wellbeing of the underprivileged. Over the last two decades that I have been at it, I have never seen as massive a transformation in the sanitation sector and among the sanitation workers, in India, as I have in the last 7 years. I believe this to be the combined impact of leadership in the country and of purpose-led corporate houses that ensure social transformation is integral to their corporate ethics.

We, at IHW, were delighted to work on this meaningful project along with the Harpic World Toilet College, Jagran Pehel and Mission Paani teams, to highlight and promote the transformation our sanitation workers have experienced over the last few years, with the thoughtful contribution of initiatives such as Harpic World Toilet College, Sulabh International and other organisations in India.

Each and every story in this book is so inspiring and motivating, it makes me realise just how this underprivileged community struggles against poverty, discrimination and critical health conditions. And yet, they continue to work hard, changing the mindset of those around them, transforming the sector with the help of professional institutions.

Enjoy reading these inspiring experiences of our sanitation heroes!

Kamal Narayan CEO, IHW Council



The Prohibition of Employment as Manual Scavengers and Their Rehabilitation Act 2013 bans the employment of individuals as manual scavengers. However, as a 2018 survey by various local authorities revealed, the practice—though muted—is still very much prevalent, and precious lives continue to be lost. According to the National Commission for Safai Karamcharis, 941 people have died, so far this year, while cleaning sewers and septic tanks.

According to the Manual Scavengers Act, the employer who engages workers for cleaning the sewers or septic tanks is obliged to provide the requisite PPE, safety gear and devices, and ensure prescribed safety precautions. However, most employers neglect to follow any of the aforementioned, while the employees are ignorant and, more often than not, desperate for any kind of employment.

In 2018, 58,098 identified as manual scavengers were given a one-time cash assistance of ₹40,000 to enable rehabilitation, and 16,057 were provided with skill development training, along with their dependents, by the Ministry of Social Justice. While this is but a drop in the ocean, every drop counts, as the stories in this book will reveal.

*Out of the Shadows* brings to you 101 stories of sanitation workers who have been rehabilitated through the efforts of organisations such as Harpic World Toilet College, Gramalaya, Sulabh International, Centre for Development, Hari Bhari Patiala, Navsarjan and Human Research and Development Centre. These are stories of grit and perseverance, but these are also stories that demonstrate how change begins with but one idea. The idea of a woman who gave her land to build toilets so the women of her village wouldn't have to go into the fields, or the idea of a 5-day online programme that gave so many courage of conviction and a belief in their own abilities, or the idea of educating sanitation workers on proper nutrition and healthcare. We hope you are as inspired reading this book as we were creating it!



In line with the UN Sustainable Development Goals (SDGs), this initiative seeks justice for and the empowerment of the most essential section of our society, the sanitation workers.







ARCHANA

VARSHA

SHAMUVEL

RATAN

AVINASH

BALU



PRAMOD

SATISH

SATISH

RADHA

VILAS







LAKSHMANAN



















SARAVANAN











BHARTIBEN









PRAKASH



SELVA



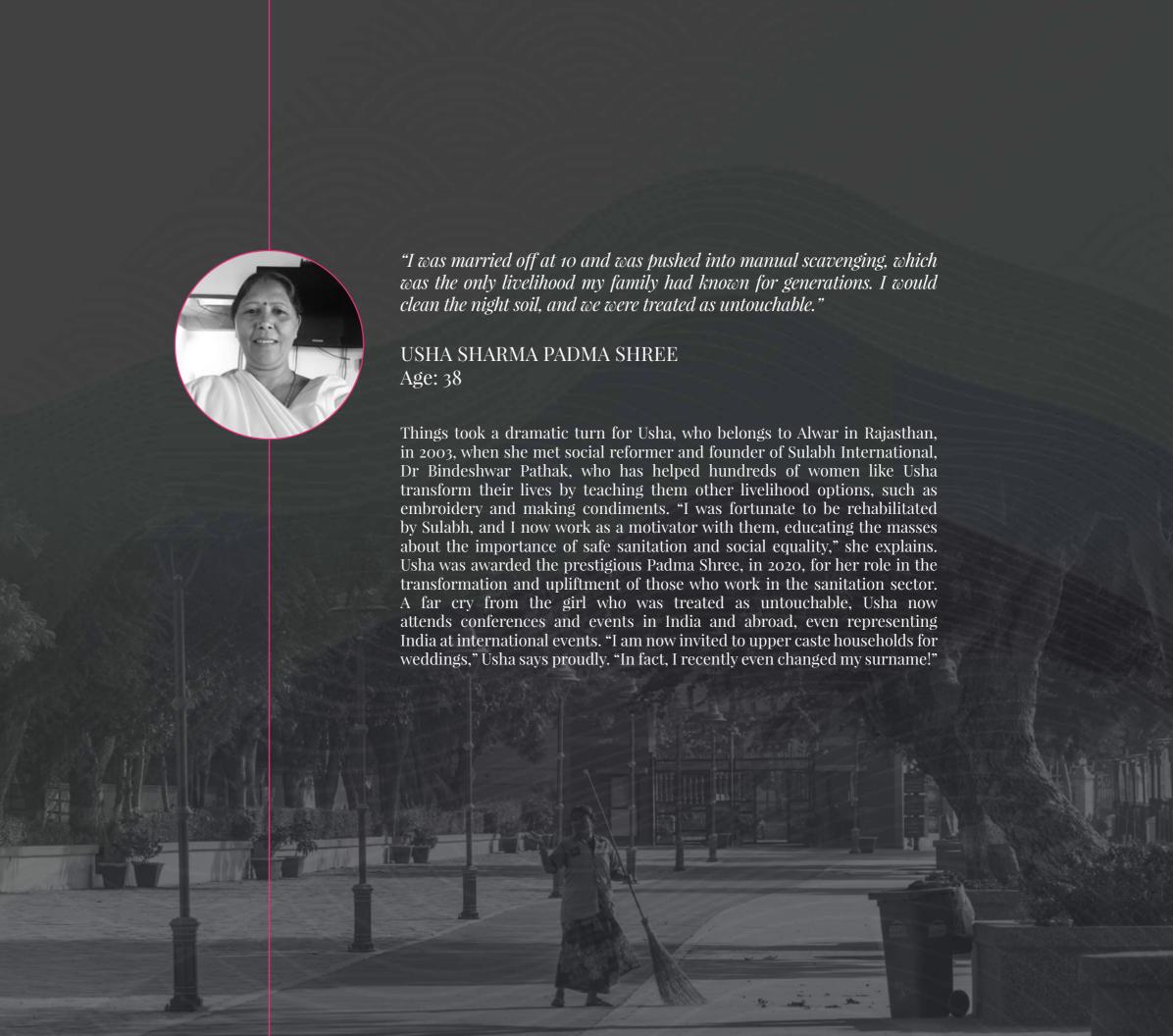




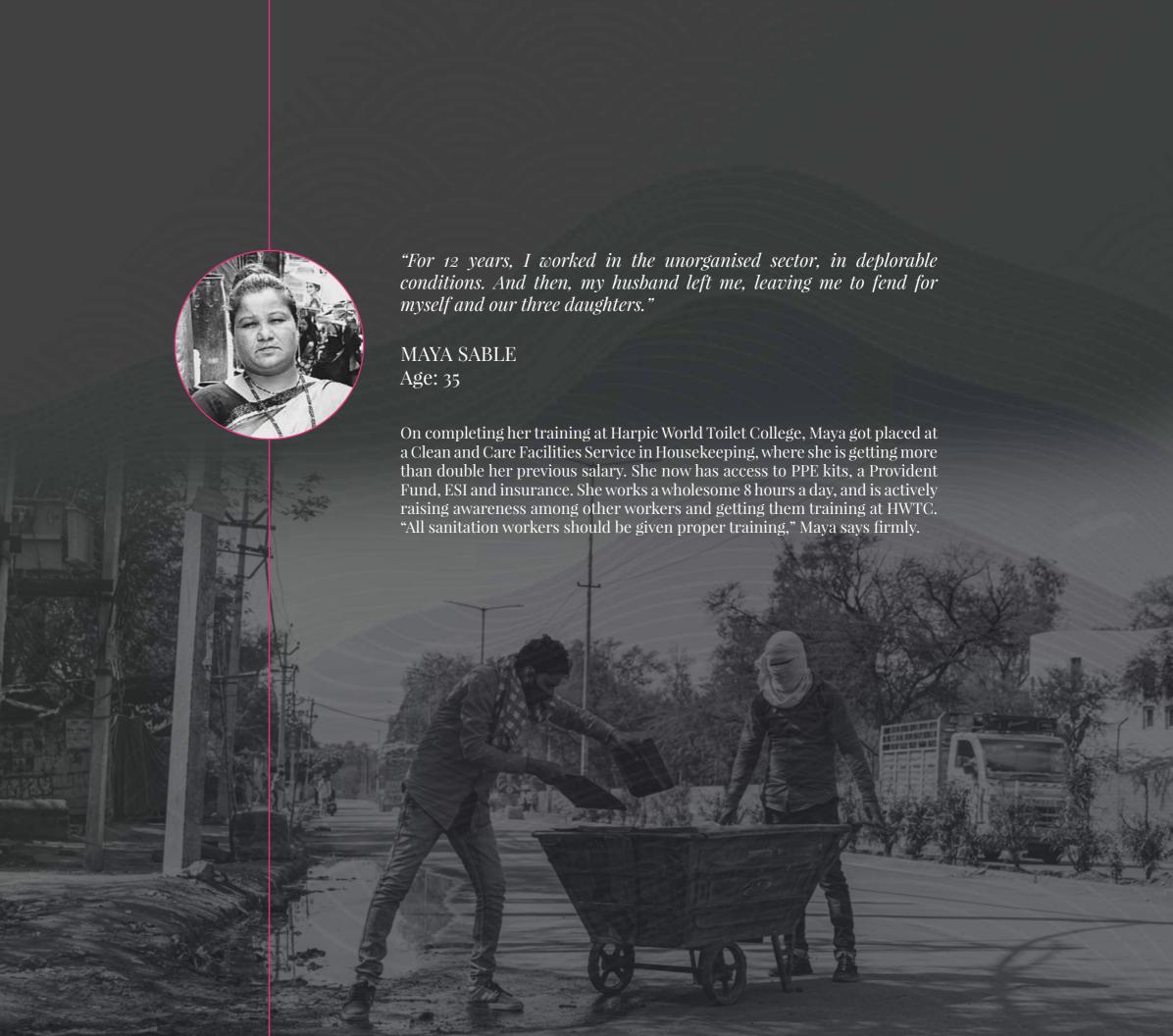


"Everyone must be his own scavenger."

-Mohandas Karamchand Gandhi

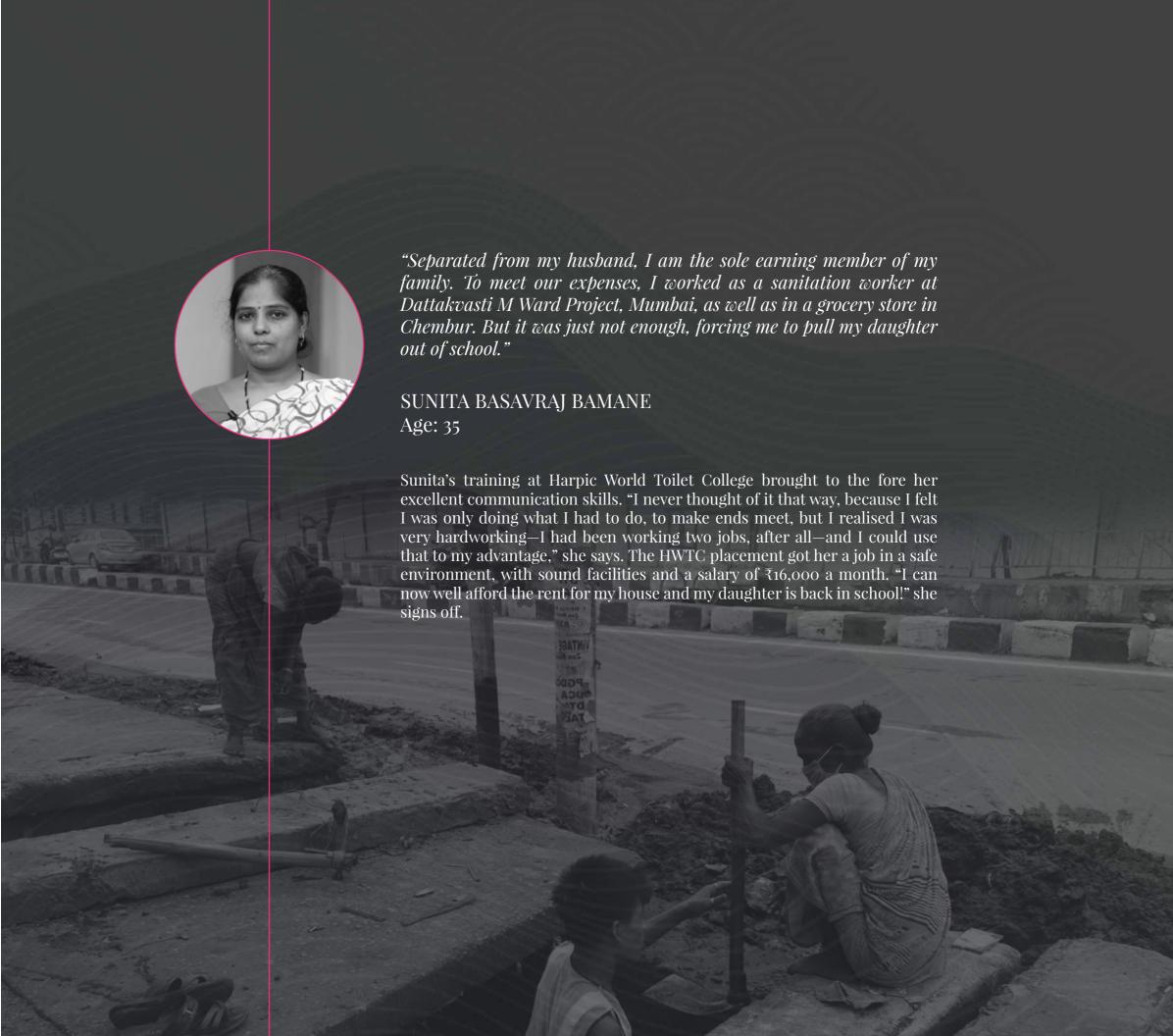


















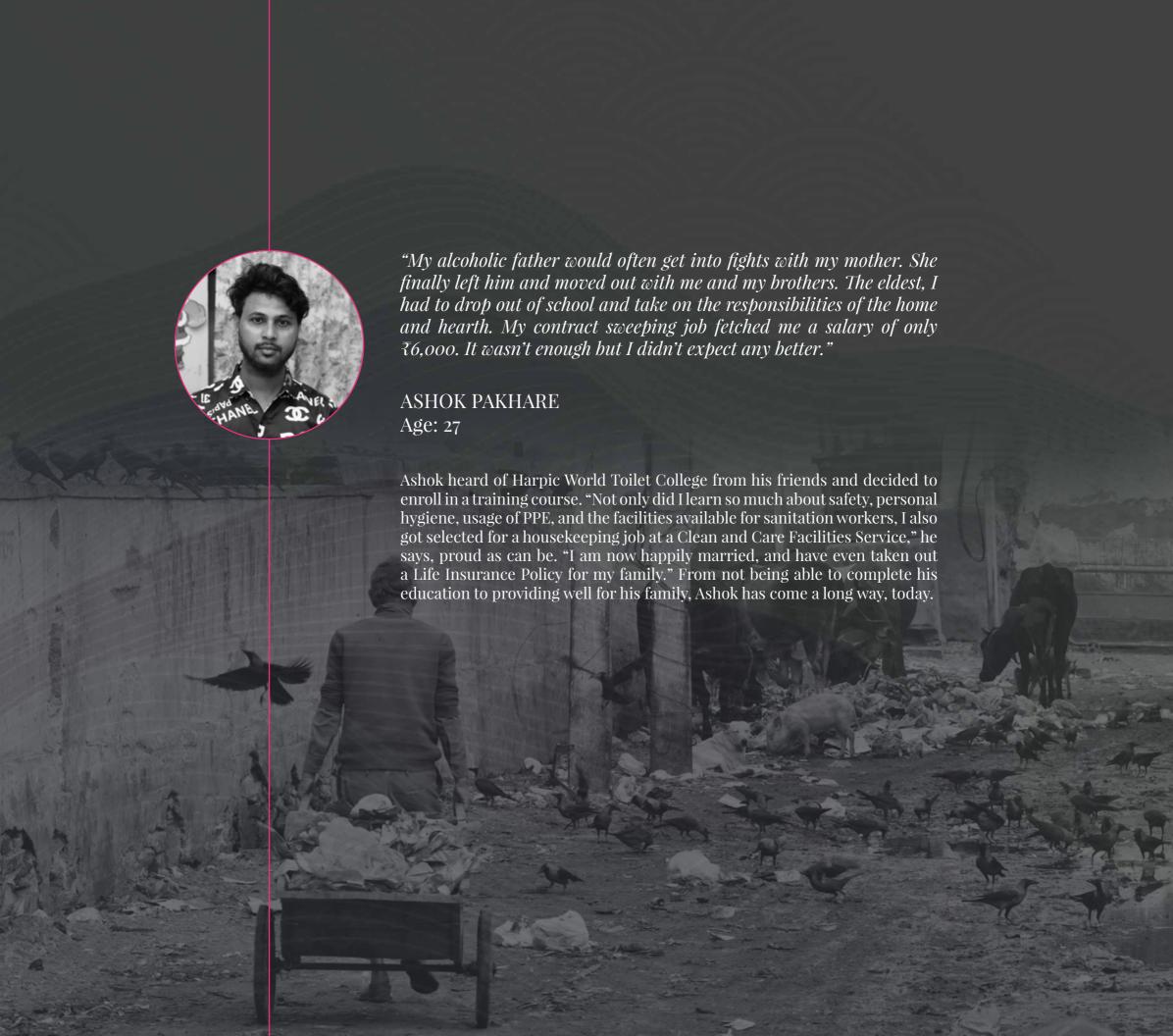




"Conservation of national sanitisation is Swaraj work, and it may not be postponed for a single day on any consideration whatsoever."

-Mohandas Karamchand Gandhi





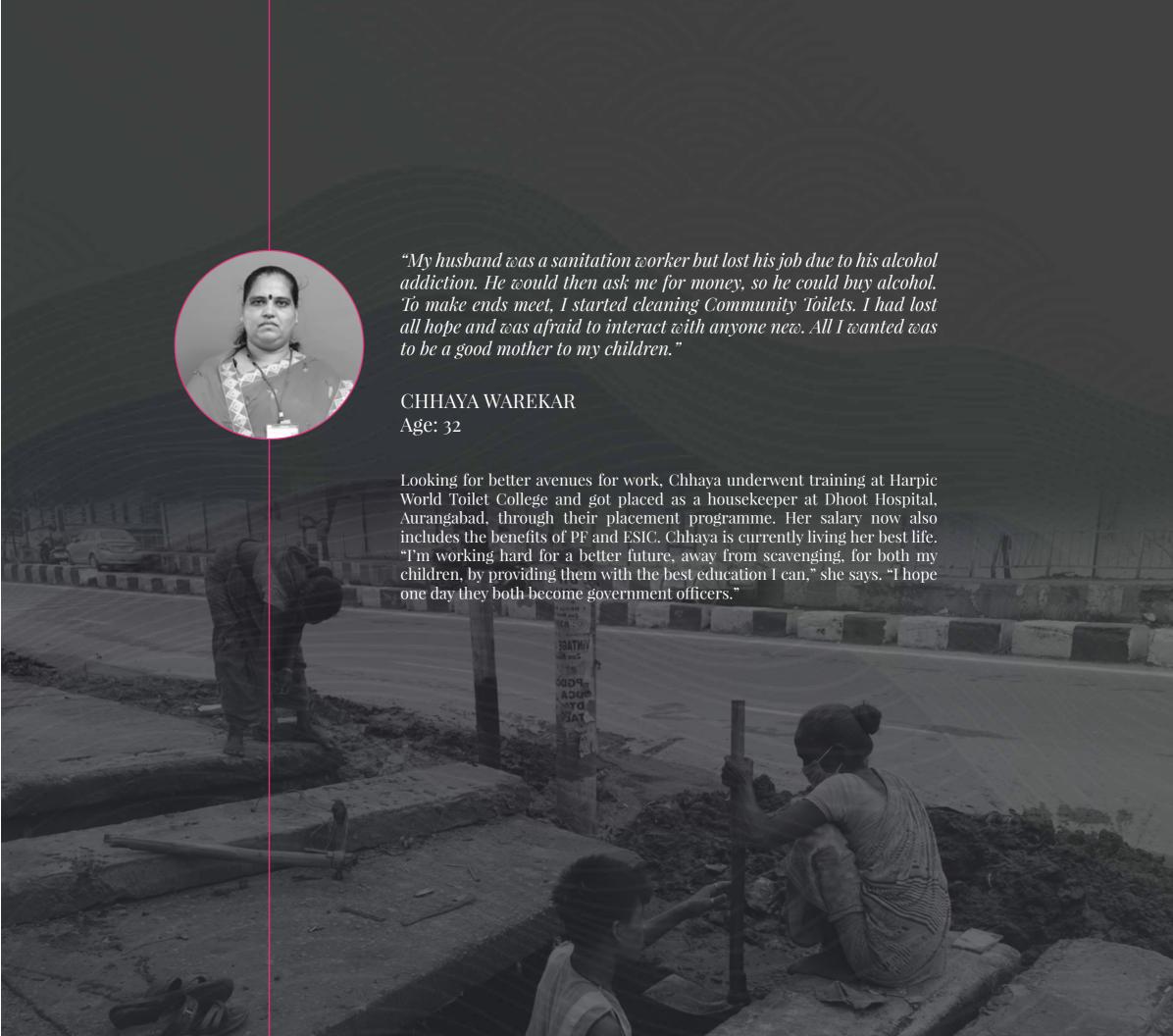


















"It is health that is real wealth and not pieces of gold and silver."

-Mohandas Karamchand Gandhi





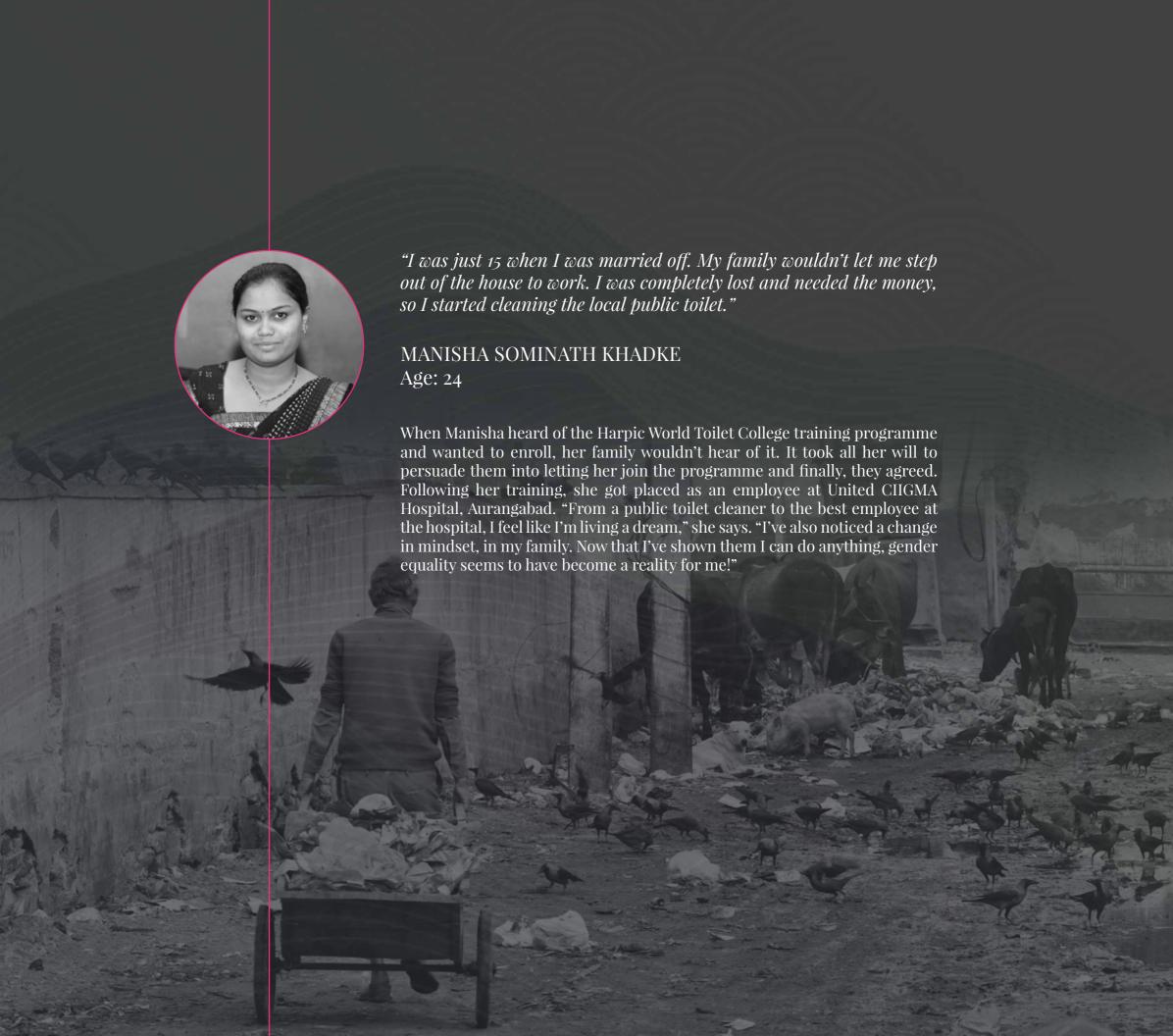


















"We can no more gain God's blessings with an unclean body than with an unclean mind. A clean body cannot reside in an unclean city."

-Mohandas Karamchand Gandhi























"I will not let anyone walk through my mind with their dirty feet."

-Mohandas Karamchand Gandhi























"Sanitation is more important than political independence."

-Mohandas Karamchand Gandhi























"To pass urine anywhere on the street, at any place not meant for the purpose, should be regarded as an offence."

-Mohandas Karamchand Gandhi





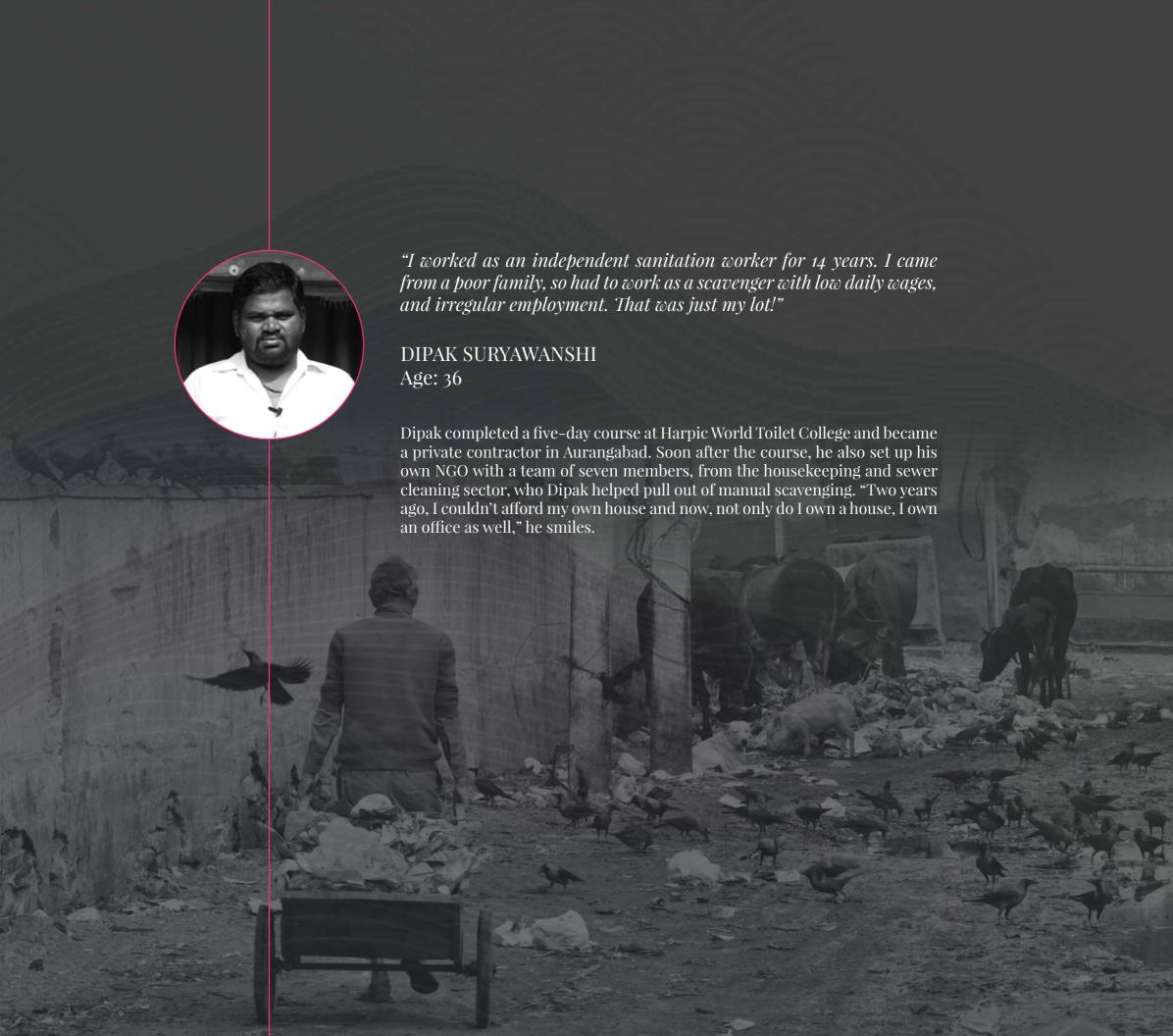












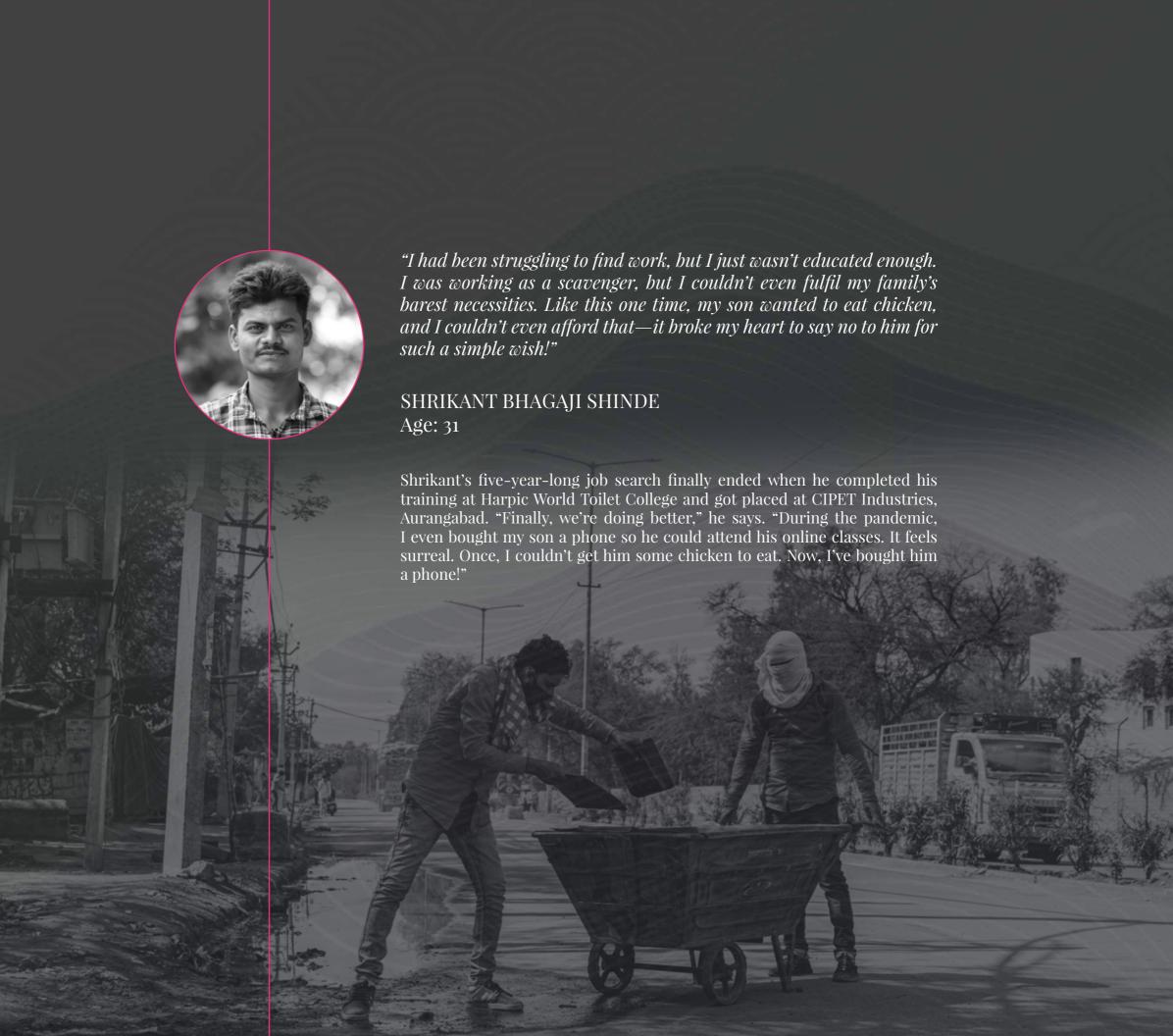






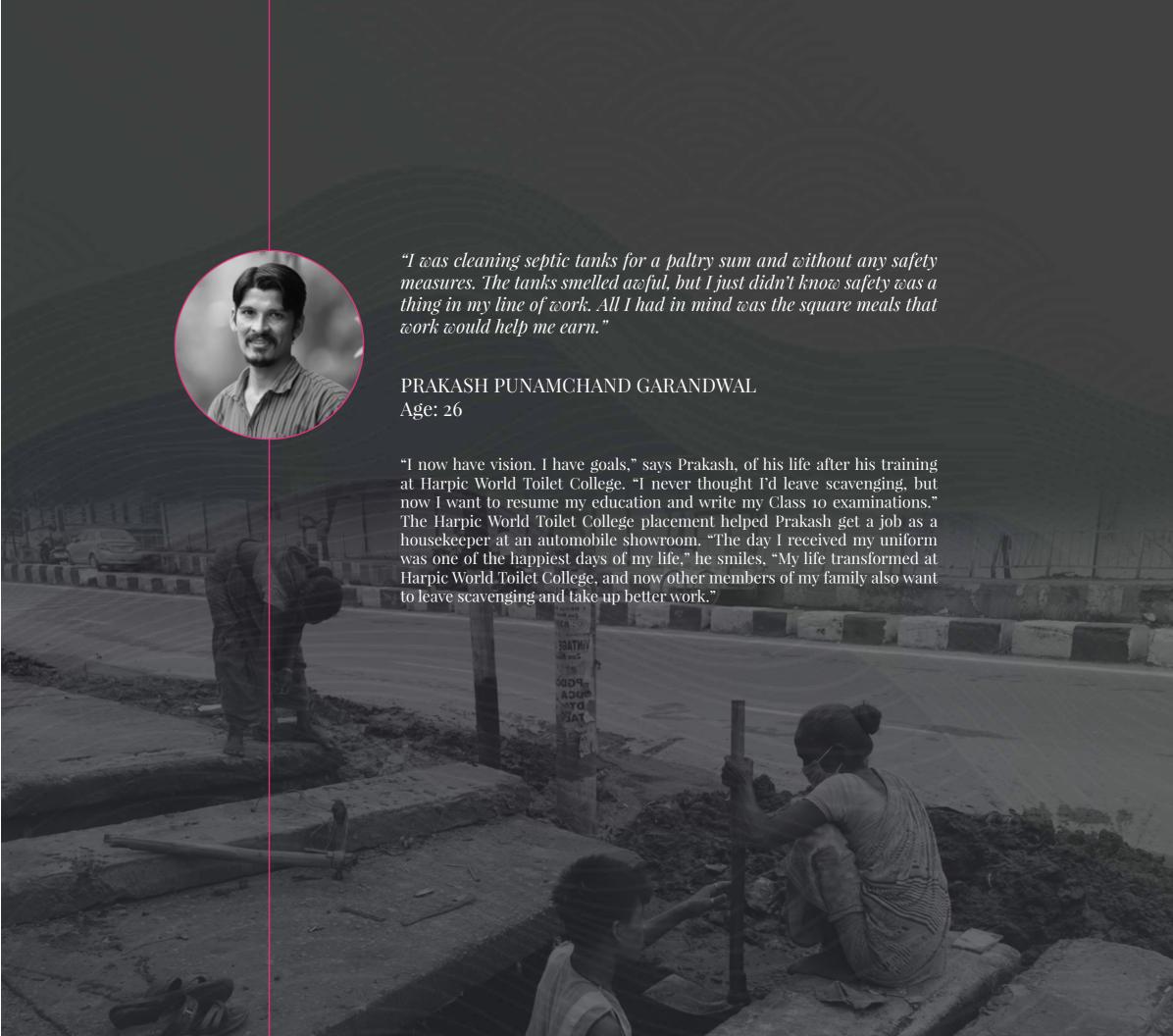
"Those who spit after chewing betel leaves and tobacco have no consideration for the feelings of others."

-Mohandas Karamchand Gandhi























"It does not require money to be neat, clean and dignified."

-Mohandas Karamchand Gandhi

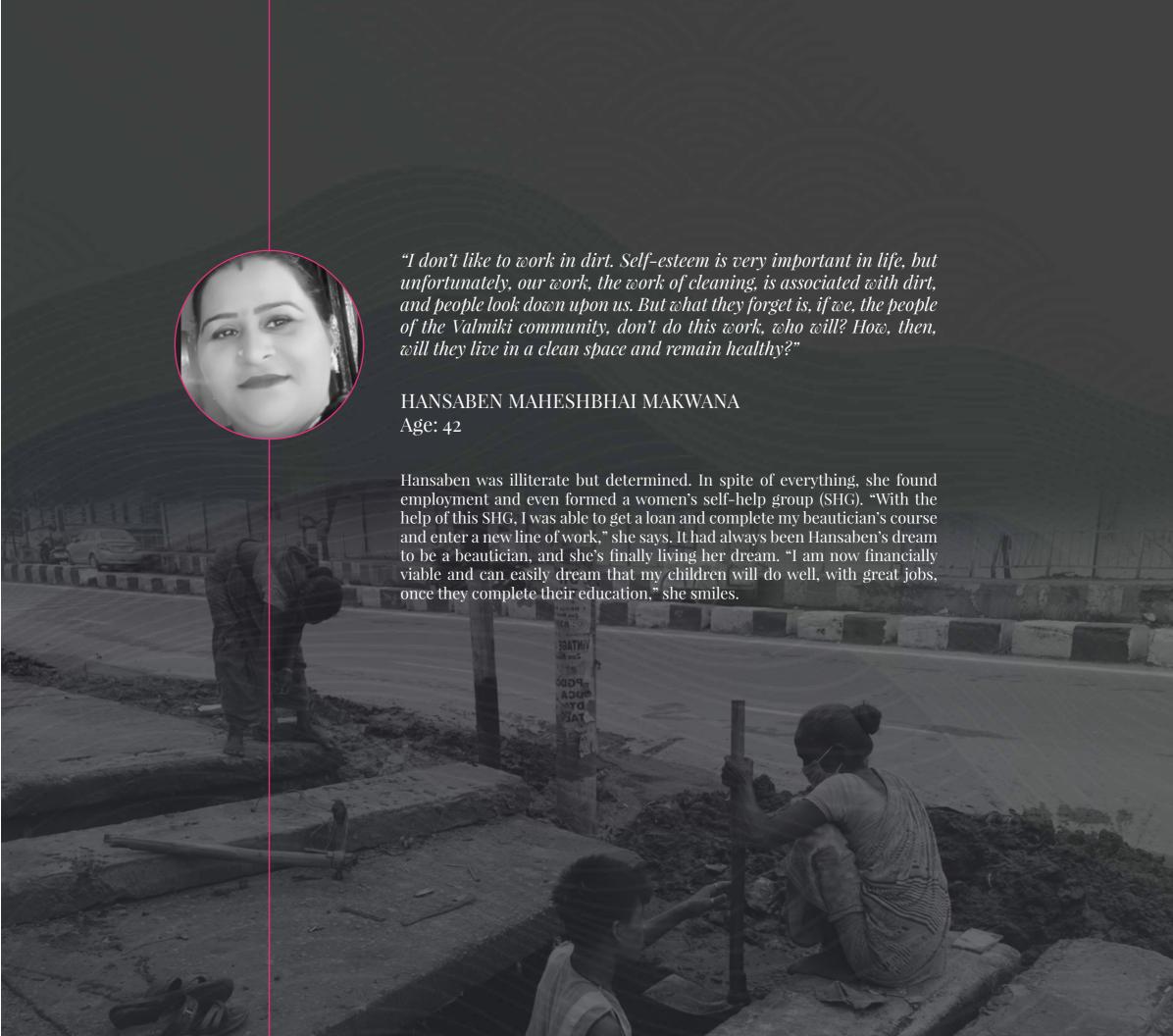




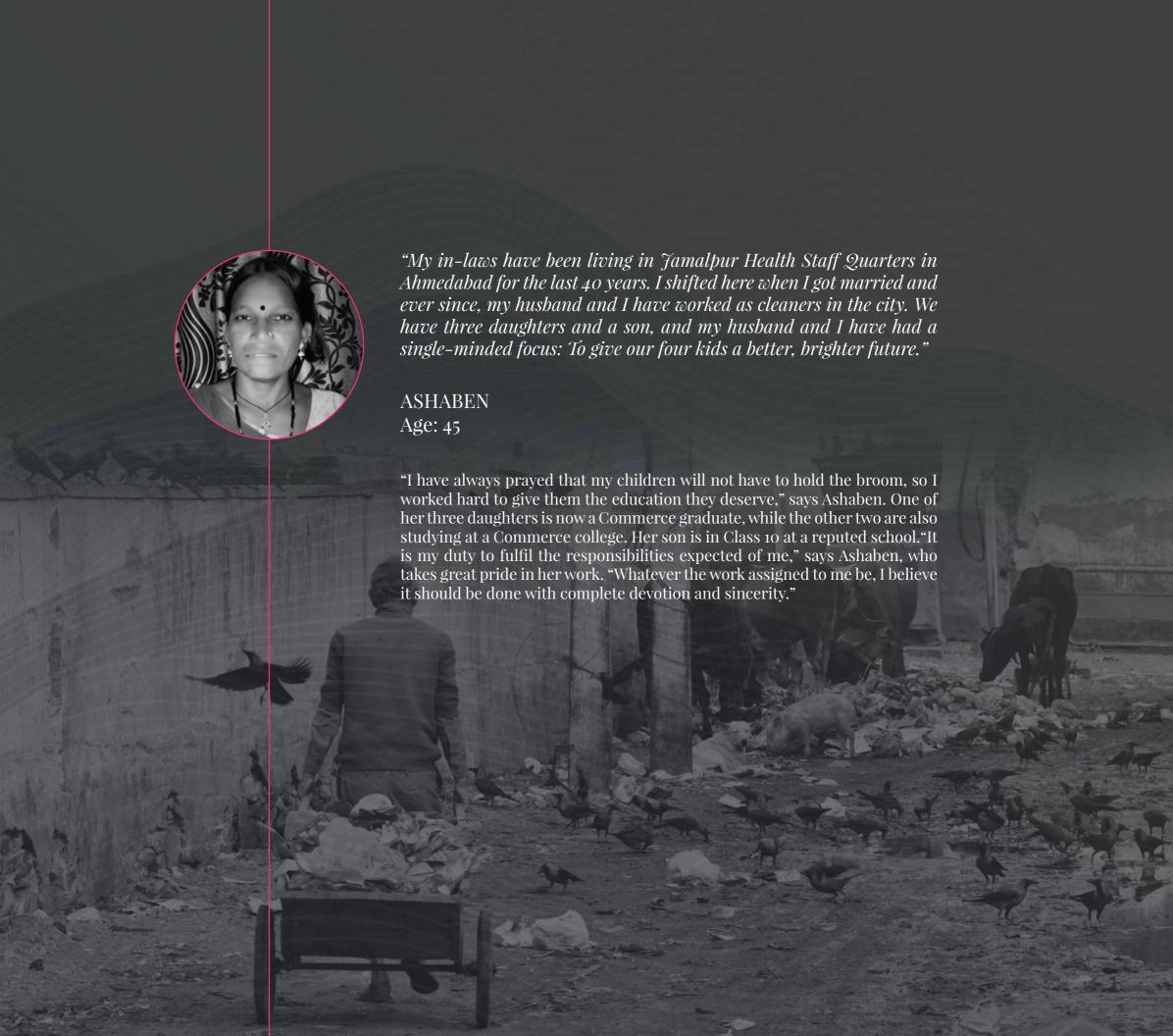


















"Corporate cleanliness can only be ensured if there is a corporate conscience and a corporate insistence on cleanliness in public places."

-Mohandas Karamchand Gandhi











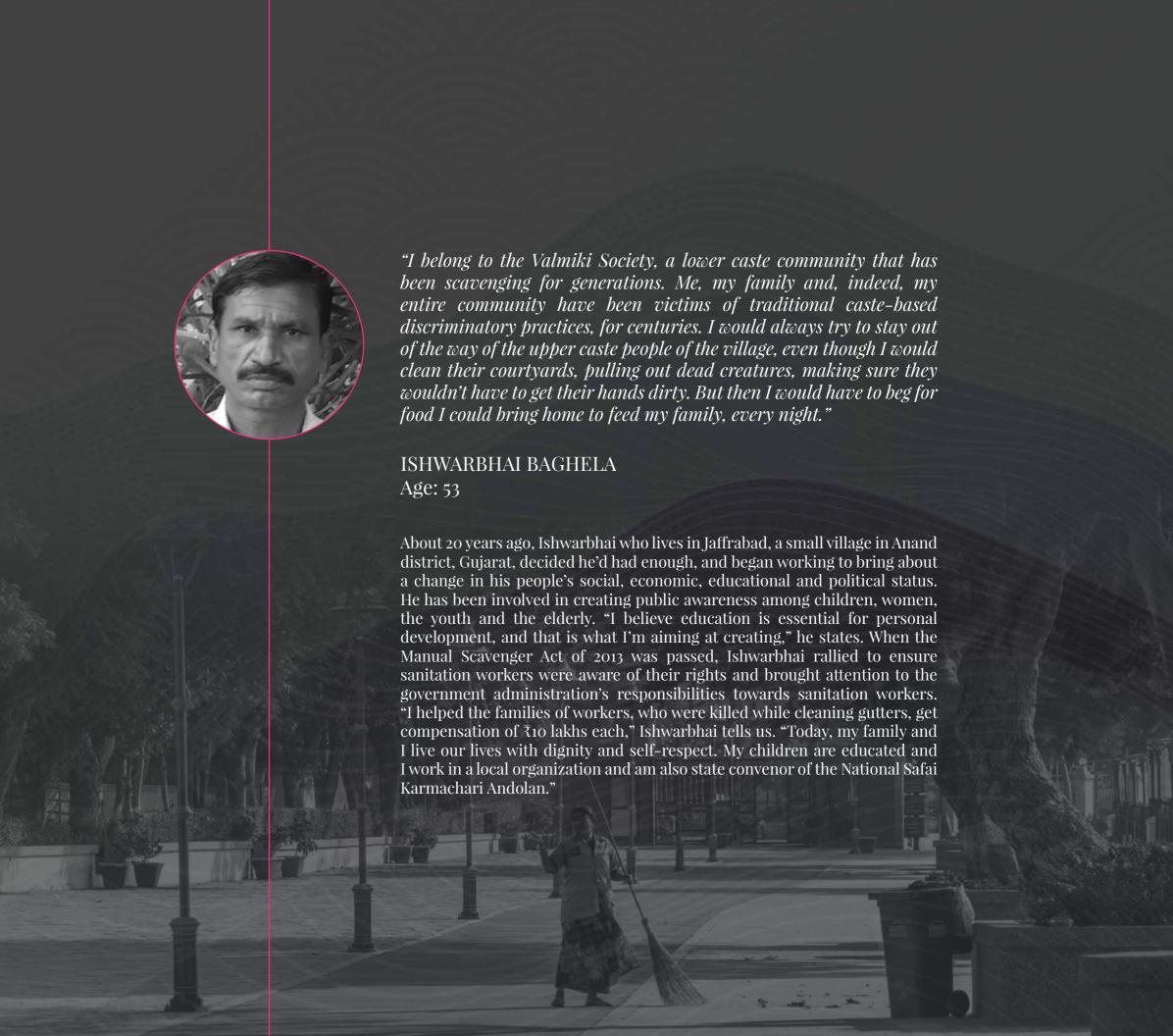
















India is facing a grave water crisis, with nearly half its population living in extreme water stress and major cities heading towards Day Zero. India's rural households do not have access to piped water and rely on sources that can be potentially hazardous to health. According to UNICEF, Open Defecation Free villages have 12 times less groundwater contamination and 2 times less drinking water. The Covid-19 pandemic has had a direct impact on millions of lives and the global economy making water a critical resource. The need to address water, sanitation and hygiene has never been more crucial.

Network and Harpic came together to address this crisis with the launch of Mission Paani in 2019. This Public Private Partnership is aimed at raising awareness and mobilizing action towards water conservation and improvement of hygiene and sanitation, in line with the Prime Minister's appeal towards cleanliness and water conservation. With this natural resource being the biggest enabler of better hygiene and sanitation, this campaign is further aligned with the UN's Sustainable Development Goal (SDG) 6: Clean Water & Sanitation. This focus will enable Mission Paani to provide access to water and sanitation, for safety and freedom from disease.

In addition, Mission Paani will have a clear focus on United Nation's 2030 agenda for Sustainable Development: Leaving No One Behind. This principle ensures the campaign reaches out to those in extreme poverty and the most disadvantaged, and works towards eradicating discrimination and inequalities through our social programmes. Mission Paani has made a start on this agenda by working on improving the lives of sanitation workers, their families and communities, with the Harpic World Toilet Colleges spread across six States in India. The campaign will further be addressing the plight of women in rural India, who face the brunt of fetching water and keeping their homes clean and their loved ones healthy.

Through this collaborative 5-year programme, Mission Paani commits to creating an ecosystem that addresses issues of sanitation, hygiene and water, by driving behaviour change, and by working with Central and State governments, NGOs and other external partners to create a direct and measurable on-ground impact. Mission Paani will reach into small towns and villages to ensure socio-economic development, water availability and better hygiene practices.

The time to act is now, and Network18 Harpic Mission Paani will continue to focus on making a difference towards creating a cleaner, healthier and more hygienic environment that will lead to a 'Healthier Planet, Healthier Future'!



The Integrated Health & Wellbeing Council was founded on the principles of good health, good food, good water, good air and a wholesome lifestyle for all, to create a world where progress can be measured in metrics of wellbeing. Taking inspiration from the land of its north, India, known for some of the most ancient, yet proven, alternative medicines and globally-acclaimed wellness practices such as yoga, IHW has made it their mission to spread the word around health and wellness, taking up passionate environment and health projects, and furthering their journey of health advocacy, in line with the UN's global agenda of holistic approach to Sustainable Development Goals.

Every year, countless lives are lost to non-communicable and lifestyle diseases. IHW strives to draw attention to these oft-neglected issues and build conversations around everyday health and wellness that are often swept under the rug. This has been affected through mutual responsible actions and missions involving global leaders, government bodies, policymakers, medical service providers, academics, infrastructure providers, medical professionals, health enthusiasts and influencers, key stakeholders and grassroots organisations.



Jagran Pehel, a division of Shri Puranchandra Gupta Smarak Trust, registered under Societies Registration Act 1860, began operations in 2002. Promoted by Jagran Prakashan Limited, it has been actively involved in generating awareness, aimed towards behavioural change and advocacy on social issues of livelihood, hygiene and sanitation, health, education and gender as well as water and environment conservation, through innovative means of mass communication.

The good work Jagran Pehel has been involved with has been recognised through several awards, including the President Award for the URBAN ODF Community Program 2017, the Mahatma Award for Social Good WTC 2019 as well as the Healthcare Crusaders Award (Covid-19 Edition) for DBSI 2020. Over the years, Jagran Pehel has collaborated with different stakeholders like The World Bank, UN agencies, various healthcare providers and the State Governments to implement sustainable models of reaching out to people on various social issues.

Besides this, with key focus areas in Swachh Bharat Mission, Corporate Social Responsibility and Sustainable development – economic, environment and social sustainability, Pehel also partners with multilateral/bilateral agencies, Government and Non-Government Organisations to design and implement programs for all towards building an empowered community.

# **Curated & Initiated by:**

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