



**Maharashtra · Tamil Nadu · Kerala
Punjab · Andra Pradesh · Uttarakhand**

Harpic World Toilet College

**Enabling dignified livelihood for
sanitation warriors**

ANNUAL REPORT 2021-22



About this report

This project is being implemented by Jagran Pehel, as part of Reckitt India's social impact portfolio. Started in 2018 in Maharashtra, the programme has now expanded to 6 states across India.

This 4-year report presents how Harpic World Toilet College has emerged as a transformative idea leading towards dignified livelihood, access to basic rights and attainment of improved self worth for the sanitation workers.



Access more about the programme:



Contents

1. HWTC: Objectives and Journey	08
2. Executive Summary	10
3. Contribution in the sanitation space	14
4. Sanitation worker ecosystem	18
5. Alignment with SDGs	26
6. COVID-19 Efforts	28
7. Social Return on Investment	30
8. Phase IV of the programme	32
9. Way forward of the programme	58

Foreword



Gaurav Jain

Senior Vice President, South Asia
Reckitt

Our government has successfully brought the need of sanitation at the forefront through the programmes being carried out in the recent years. The sector has received ample attention and investment by government, private and development sector and has also shown significant signs of progress, specially since 2014.

However, this progress has only been made on the demand side of sanitation. The "Supply Side" consists of the people who carry out sanitation work. Sanitation workers provide an invaluable service that many of us notice only when confronted with locked, blocked, or filthy toilets; overflowing septic tanks; or beaches contaminated with sewage. These workers are vital to the proper functioning of the sanitation systems that underpin daily life. Yet sanitation workers are often invisible and are subject to conditions that expose them to the worst consequences of poor sanitation: debilitating infections, injuries, social stigma, and even death in their daily work.

Since its inception in 2018, the Harpic World Toilet College has reached out to the most vulnerable workers in the sanitation value chain- the "Manual

Scavengers" and the other types of sanitation workers (sewer cleaners, manhole cleaners etc). Founded by Reckitt and implemented by Jagran Peהל- the programme since 2018 has successfully rehabilitated more than 15,000 sanitation workers across 6 states of the country by providing training, counselling and placement opportunities.

This year, the programme has successfully placed 15,146 sanitation workers- in reputed government and private institutes. As an outcome of the programme, 98% of the workers declared an increase in dignity and 75% a reduction in stigma associated with their work. The programme is now expanding its reach to 15 states across the country with the help of local partners and organizations. In next 5 years, Harpic Clean School programme will be implemented and through this programme, Harpic Masters will reach a total of 14.5 million school children.

As the long-term objective, the programme aims to strengthen the entrepreneurship model for the workers through Self Help Groups.

To enhance sustainability, Alumni Portals are being set up which shall help build a network of HWTC students and provide a knowledge sharing for creating a cross learning environment.



Padma Shri Dr. Indira Chakravarty

Public Health Specialist &
Environmental

Sanitation workers provide a valuable service to society, but are an unseen, unrecognised and invisible labour force, often working in unsafe environments that endanger their lives. The sanitation workforce needs quantification and profiling to clearly define who the workers are, who their employers are and determine their workplace health and safety. However, most of the activities undertaken by sanitation workers are unrecorded because many are only engaged or active in the informal sector. Where information does exist, it is often ad hoc and focused on a limited group of workers, such as the work done by mechanical emptiers with vacuum tankers, or the plight of manual pit emptiers.

Even during the current COVID-19 pandemic, sanitation workers are dealing with waste collection and management, cleaning of toilets, cleaning/disinfection of public places, and maintaining sanitation services. Their work requires them to move across different locations, interact with several people and work in high-risk settings including health care facilities, quarantine centres and containment zones. The lack of personal protective equipment and other safety measures at work puts sanitation workers at a high risk of infection.

The persistent scourge of manual scavenging in India impedes the achievement of multiple Sustainable Development Goals. Its underlying interlinkages and complexities have led to an urgent need to address the issue of rehabilitation of the sanitation workers. The World Toilet College was conceptualised for this purpose, to improve the livelihoods, health and safety for over 15,000 sanitation workers over the period of 4 years and still counting. The Harpic World Toilet College also supported distressed sanitation workers during the first wave of COVID-19 pandemic and followed lockdowns. Around 1,250 sanitation workers were provided with an emergency relief fund of a total of INR 62.5 Lakhs.

The HWTC has enabled the creation of harpic entrepreneurs and successful community-owned sanitation enterprises as well as provided sanitation workers with the necessary soft skills and knowledge to access alternative livelihood opportunities within a flourishing sanitation economy. As part of DBSI's commitment to build on the successes and replicate this model in other parts of the country, the project is now being scaled up to 15 states across the country reaching more than 30,500 sanitation workers.

Messages



Sameer Gupta

Executive President, Jagran Prakashan Limited

Treasurer, Jagran Pehel

Sanitation workers have long been marginalised across South Asia due to stigma around the nature of their work and discrimination based on caste, ethnicity and religion. The COVID-19 pandemic magnified the considerable occupational and health hazards these workers already faced, leaving many of them to continue working with limited protection and almost no formal guidance or support structures. Most of the workers carried on operating during lockdown periods, be it because of civic duty, or fear of losing their daily income or job altogether. This left sanitation workers exposed to contracting the virus.

Harpic World Toilet College is on a mission to create a better world for sanitation workers. Since 2018, The college has been successfully empowering and enabling these workers to lead dignified lives through alternative livelihood opportunities. By the end of March 2022, over 15,000 sanitation workers have been placed in reputed government and private institutions.

The college was first set up in Aurangabad, where a 5 day long classroom training was provided, followed by the placement sessions. After the pandemic hit the nation, the training was shifted to digital app based

modules to ensure seamless learning of the sanitation workers. As part of phase 4 of the programme, in the year 2021-22, HWTC expanded its reach to 6 states in India- Punjab, Uttarakhand, Kerala, Tamil Nadu, Andhra Pradesh & Maharashtra. The app based module was therefore further translated into 6 languages- Hindi, Tamil, Marathi, Malayalam, Telugu and Punjabi for better accessibility.

The programme has been widely appreciated across social media and various other platforms. We are now a community of 2.6k people connected to us via our social media platforms. HWTC has been appreciated by over 15 organizations including Municipal corporations, hotels and hospitals on how its creating a long lasting impact, for generations to come. The programme was also recognized as the "Best Social Mobility Programme" at Future Fluent Global Summit 2019. The college demonstrated excellence and highest standards of ethical conduct, integrity, civic and social responsibility. The programme was felicitated with Mahatma Award and India Sanitation Coalition Award. In its next phase, HWTC is going to scale up 15 states across the country, rehabilitating a total of 30,500+ sanitation workers across the nation.

Messages



Padma Shri S. Damodran

Founder, Gramalaya

The persistence of manual scavenging as an invisible but omnipresent socio-economic reality in India is a blot on the country's development trajectory. There are legal prohibitions in place, but the law enforcement of the 2013 Employment of Manual Scavengers and Construction of Dry Latrines (Prohibition) Act has led to gross misrepresentations in data and maintenance of formal records of the people employed as manual scavengers. Its underlying inter linkages and complexities have led to an urgent need to address the issue of rehabilitation of the sanitation workers.

The Harpic World Toilet College was conceptualized for this purpose, to improve the livelihoods, health and safety for sanitation workers across the country. The World Toilet College was conceptualized to uplift the quality of work of sanitation workers, removed from the inhumane hazards of manual scavenging and provide them with dignified livelihoods.

In 2020, due to Covid-19, HWTC changed their training strategy to incorporate an Online training module, which has helped expand its outreach. Through its digital learning curriculum that has been developed in 6 languages, the programme has been scaled upto 6

states of the country. Gramalaya has been supporting Jagran Peהל for trainings in Tamil Nadu, Kerala and Andhra Pradesh.

Harpic World Toilet college as a programme has created a long-lasting impact on sanitation workers since it is enabling them to live a life of dignity and secure livelihood. HWTC gives these sanitation workers a sense of pride about their work- by eliminating the inhuman nature of the constant struggles and life-threatening circumstances that they are faced with, in their daily lives.

The massive success of the Harpic World Toilet College, one of its kind in India, has given us immense gratitude and conviction towards our on-going efforts. In the coming years, we intend to further expand the ambit of DBSI, to improve the health outcomes of millions of people of our country. Success of this programme has been amplified because of the commitment of all partners who took ownership of different areas of action and came together to collaboratively contribute towards the upliftment of sanitation workers in India.

1. Harpic World Toilet College

Objectives and Journey

Vision

To eliminate inhuman practice of manual scavenging and improve the status of sanitation workers by helping them to lead dignified lives.

Objectives



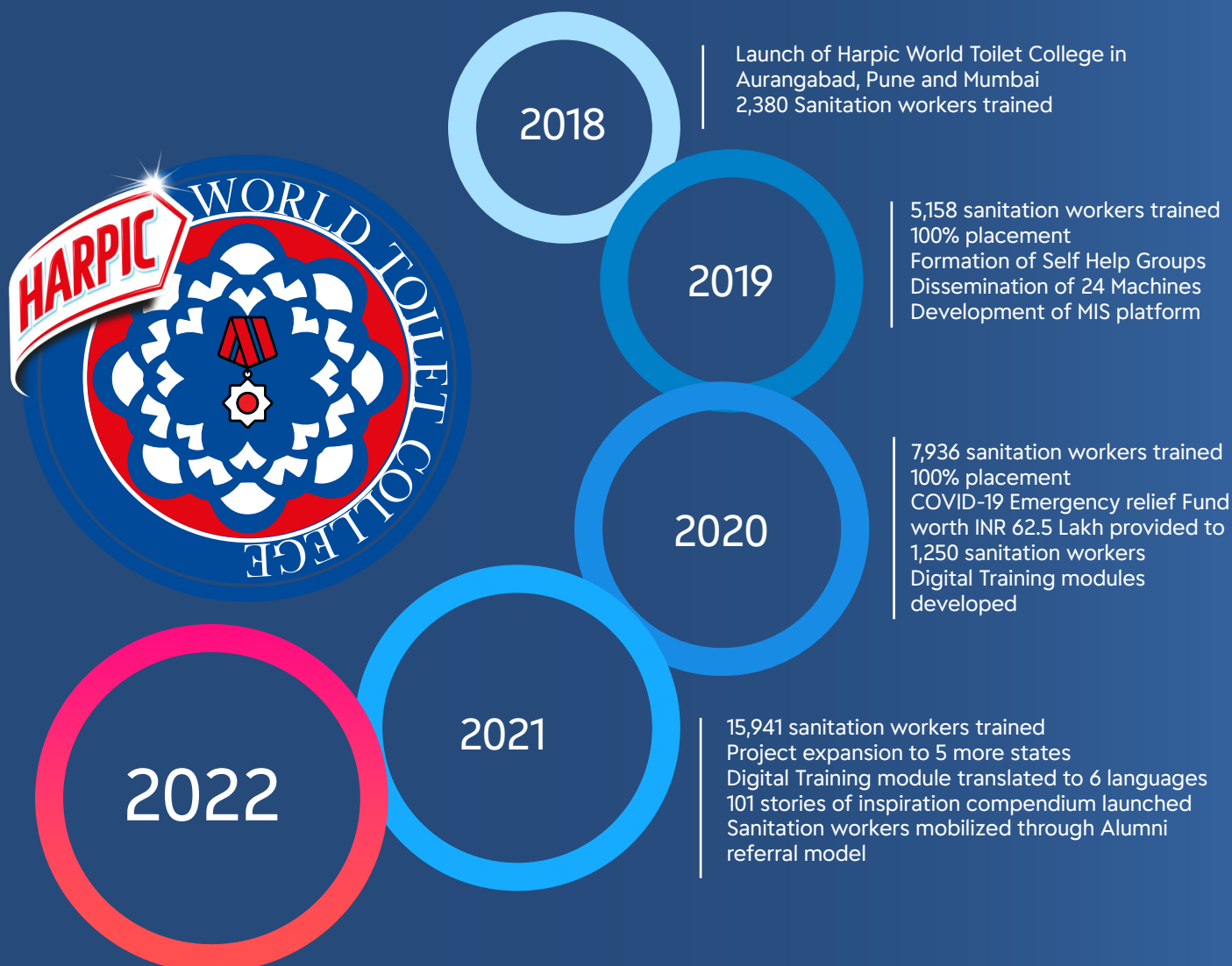
Dignified
Livelihood

Access to
basic rights



Attainment of
improved self-worth

Journey of HWTC



Expanding across 15 states with 1 Women exclusive HWTC



Rehabilitating 30,500+ sanitation workers



Reaching 14.5 million Children through Harpic Clean School Curriculum



Reaching 1.75 million women through Harpic Sahiya programme



Reaching 1.75 million women through Harpic Sahiya programme

2. Executive Summary

Harpic World Toilet College



Ravi Bhatnagar

Director, External Affairs & Partnerships- SOA

"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. Moving away from the standard approaches of community mobilization and focusing on the problem at hand, the project gives the community a power to lead a dignified life by rehabilitating, reskilling and upskilling these individuals.

Sanitation workers provide an essential public service by keeping our cities, towns and villages running and clean – working on the frontline to ensure our sanitation services are continuing to function to protect the environment we live in. The stigmatised caste system in India remains to be the key determinant of the fate of these workers. As a result, people, families and communities mainly 'Dalits' are compelled to perform these tasks which are not just hazardous and stigmatising but also highly underpaid.

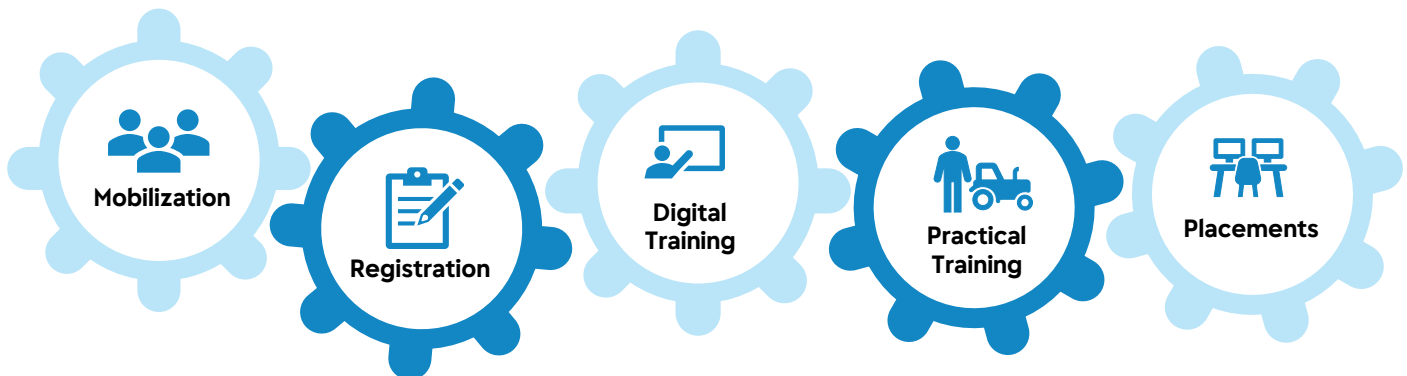
This not only makes their identities confined to sanitation work they are involved in, but also pushes them to accept the burden of inheritance, stigma and exploitation as social norms. Around 5 million sanitation workers were estimated across urban locations in India, by a study conducted by Dalberg Associates in 2018.¹

Sanitation workers are broadly categorized into nine broad types across the sanitation value chain- including those engaged in cleaning sewers, cleaning latrines, faecal sludge handling, railway cleaning, work in waste treatment plants, community and public toilet cleaning, school toilet cleaning, sweeping and drain cleaning, and domestic work. These workers often come into direct contact with human waste, working with no equipment or protection, which exposes them to a wide variety of health hazards and disease. It is estimated that three sanitation workers die every five days in India². Countless more suffer repeated infections and injury, and have their lives cut short by the everyday risks of the job. While there are several forms of sanitation work, one of the most challenging forms of sanitation work in India is that of **Manual Scavenging**.

The Harpic World Toilet College focuses on those at the bottom of the pyramid of society and envisions the provision of dignified livelihoods to sanitation workers across India by improving the quality of their work, **eliminating the inhumane nature and hazards that manual scavengers are exposed to and improve their socio-economic status** by providing them a life of dignity.

Launched in 2018 in Aurangabad, in the 4th phase, Harpic World Toilet College expanded its reach to 5 states in India- Punjab, Uttarakhand, Kerala, Tamil Nadu & Maharashtra. To manage the programme in these states, HWTC on-boarded local partners from these states who are responsible for overall on-ground implementation of the programme- while Harpic World Toilet College acts as an overall facilitator for the programme. Till March 2022, HWTC has successfully trained 15,206 workers and placed 15,146 workers in reputed government and private institutions. In the next year, i.e. 2022-23, the HWTC aims to rehabilitate the lives of 30,500+ sanitation workers, in 15 states across the country.

HWTC Process outline:



Expansion to 6 states

Maharashtra, Punjab, Tamil Nadu, Kerala, Andhra Pradesh and Uttarakhand



#LeaveNoOneBehind

Harpic World Toilet College contributes to **SDG 1, 3, 6, 8, 9, 10, 11 and 17.**

HWTC uplifts most vulnerable and marginalized sections of the society supporting the **LNOB** agenda.

State Partners

Gramalaya, Hari Bhari, GIWA-on-boarded for last mile reach and mobilization of sanitation workers

24,771

Sanitation workers mobilized since 2018 across 6 states

15,863

Sanitation workers trained since 2018 across 6 states

Alumni referral leveraged

Previous students of HWTC incentivised to refer other sanitation workers for larger reach

61.87%

15,827

Sanitation workers placed

38.13%

Government sector

16.28%

Private sector

83.19%

Own business

0.53%

India's 1st Digital training module for sanitation workers

in 2D animation developed in 6 languages- Hindi, Tamil, Marathi, Malayalam, Telugu and Punjabi

1:23

For every ₹1 invested in the World Toilet College delivers ₹23.20 of social value

₹7.9 CRORE
Invested

₹183.7 CRORES
Total Social Value cration

101 Stories of Inspiration

A compendium of life changing stories of sanitation workers, endorsed by the Hon'ble Vice President of India



Social Outcomes

As a result of this project people are more aware and have less health related disorders

98.57%

People are more aware of Manual Scavenging act

99.29%

People are more aware of Government Schemes

Only 11.86%

people spend on health related concerns as compared to 43.41% in the baseline

Only 4.81%

people have skin disease/breathing disorders

Only 8.38%

people consume tobacco/ alcohol/guthaka

Harpic Entrepreneurs

Self Help Groups in Mumbai, Pune and Aurangabad

Swachhata Sainik

Swachhata Mitra

Swachhata Ratna

These SHGs established by HWTC- consist of trained sanitation workers having access to relevant safety gears and cambore machines enabling them to operate as Self Sustained Entrepreneurs. These SHGs have been awarded formal contracts for maintenance work in societies and RWAs



₹62.5 Lakh

Distributed as COVID-19 Emergency relief fund



1,250

Sanitation workers reached through COVID Relief Fund

Digital Campaign

Built a community of

2.6K+ people

organically



Earned

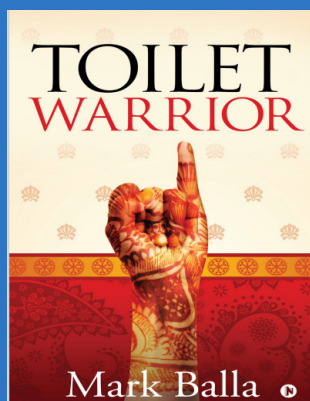


53.9K+ impressions

across social media

Mentioned in Mark Balla's book- "Toilet Warrior"

The book mentions how Reckitt's CSR programmes have been constantly improving hygiene behavior and access to hygiene product in schools and communities as a whole.



things. Partnering with dynamic groups of young people gives us a much better chance of having a dramatic, lasting impact. Siddhant, my hat is off to you for your commitment to the children of Nasik. Keep up the good work, my friend.

Rose George is an English journalist and the author of *The Big Necessity*. My wife, Annie, found this book and gave it to me saying 'I think this might be a really shit book.' She was spot on. The best shit book I've ever read. Rose's book is a crash course in all things toilet. Her research is impeccable, her humour well-tempered and her writing easy to read, as I very much hope mine will be. Rose and I were both inducted to the World Toilet Organisation Hall of Fame at the World Toilet Summit in Melbourne in November 2017. I'm very proud to be in the same company as such an amazing sanitation advocate.

The third inductee to the World Toilet Organisation Hall of Fame in that year was Ravi Bhatnagar, Director of External Affairs and Partnerships, Asia, Middle East and South Africa at Reckitt Benckiser (RB). You may recall that RB is the manufacturer of Dettol. They also own Harpic, AirWick, Clearasil, Durex, Nurofen, Scholl, Strepisils and more. In short, they are a global behemoth.

Ravi must have one of the best jobs in the world, at least if you aspire to a job in the toilet world. RB takes corporate social responsibility very seriously and Ravi is the guy who runs the CSR (Corporate Social Responsibility) programme in Asia, the Middle East and South Africa. He has a huge passion for improving hygiene behaviour and access to hygiene products in schools, and through his efforts, literally millions of children in India and beyond are learning about good hygiene and using reliable and effective products.

This might sound like an advertisement, but I am more than happy to promote any company that is out there helping make the lives of the world's neediest people better. I'm humbled to share a place in the hall of fame with Ravi (and a little jealous of his job).

The last major influence I should touch on is a group rather than an individual, although there are some truly extraordinary individuals within the group to whom I owe so much. You have heard me mention WASRAG a handful of times earlier in my story. Just a reminder, WASRAG is the Water & Sanitation Rotarian Action Group. It is the peak influencing body when it comes to matters WASH within Rotary and acts as a source of advice to Rotarians around the world who are planning WASH projects. It has

Awarded by the Hon'ble President of India



Shri. Narendra Modi
Hon'ble Prime Minister of India

"NDTV has started a campaign Banega Swachh India (Dettol Banega Swachh India), Dainik Jagran too is continuously running a campaign for this cause."

Mann Ki Baat, October 2015

"I appreciate @NDTV & @SrBachchan for the 'Banega Swachh India' campaign, to address aspects related to hygiene & sanitation."

@swachhindia," Tweet by PM, December 2014

Hon'ble President of India
Shri. Ramnath Kovind
Awarded
Dettol Banega Swachh
India (DBSI) for its contri-
bution towards Swachh
Maharashtra 2nd Nov 2017.



Recognition by the Prime Minister

"NDTV" has started a campaign Banega Swachh India (Dettol Banega Swachh India), Dainik Jagran too is continuously running a campaign for this cause"

-Mann ki Baat

I appreciate @NDTV & @SrBachchan for the 'Banega Swachh India' campaign, to address aspects related to hygiene and sanitation.

-@SwachhIndia,"Tweet by PM

Testimonial by Mr. RamDas Athawale

Union Minister of state, Ministry of
Social Justice & Empowerment

Mr. S Damodran awarded with Padma Shree, the fourth highest civilian award

Mr. S Damodran, founder of
Gramalaya was awarded with
Padma Shree, for his
distinguished service in the
field of social work.



“

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.

Ramdas Athawale
Union Minister of State,
Ministry of Social Justice & Empowerment



3. Contribution in the Sanitation Space

Inspiring stories of our leaders



Mohandas Karamchand Gandhi

Mahatma Gandhi had realized early in his life that the prevalent poor state of sanitation and cleanliness in India and particularly the lack of adequate toilets, in the then largely rural India, needed as much attention as was being devoted toward attainment of swaraj. He said that unless we "rid ourselves of our dirty habits and have improved latrines, swaraj can have no value for us. Along with the struggle for India's independence, he led a continuous struggle for sanitation, cleanliness, and efficient management of all categories of wastes throughout his public life (1893 – 30.1.1948), in South Africa and then in India.

He dealt with nearly all aspects of sanitation-technical, social and economic-and its various aspects- personal, domestic and corporate. The Swachh Bharat Abhiyan, inspired by the Gandhian movement for sanitation itself, came as a message of hope and a very timely initiative taken by the Government of India. The first set of goals of the Swachh Bharat mission rightly cover provision of toilets in every home and in public places and treatment of human waste, wastewater and refuse.³



Jack Sim

Jack Sim, Founder of World Toilet Organization (WTO), has been a successful businessman since age 24. Having achieved financial success in his 40s, Jack felt the need to change his direction in life and give back to humanity – he wanted to live his life according to the motto "Live a useful life". Jack discovered that toilets were often neglected and grew concerned that the topic was often shrouded in embarrassment and apathy; talking toilets was taboo! Jack felt this led to the neglect of restrooms island wide. In 1998, he established the Restroom Association of Singapore (RAS) whose mission was to raise the standards of public toilets in Singapore and around the world.

Through RAS, Jack's vision was to put Singapore on the "world map" by taking the initiative to provide clean public toilets. As Jack began his work in Singapore, he realized there were other existing toilet associations operating in other countries. It soon became clear that there were no channels available to bring these organisations together to share information, resources and facilitate change. There was a lack of synergy. As a result, in 2001, Jack founded the World Toilet Organization (WTO) and four years later, the World Toilet College (WTC) in 2005.



Bindeswar Pathak

Dr. Bindeshwar Pathak, the founder of Sulabh International Social Service Organisation, is widely recognized in India – and around the world – for dedicating his life to build a nationwide sanitation movement spanning over five decades. His contribution has made a critical difference in the lives of millions of severely disadvantaged poor who couldn't afford toilets, and those who worked as manual scavengers and hence faced severe discrimination in the society owing to their low caste.

Dr. Pathak was inspired by Mahatma Gandhi; subsequently, his work and ethos have intrinsically contributed to the purposes and principles of the United Nations. In the last 50 years, he has worked tirelessly for the human rights of the manual scavengers who clean dry latrines, come from the lowest stratum of India's caste-based system and are mostly women. His actions aimed at rehabilitating manual scavengers, resorting their dignity by providing alternative employment through skill development presents an inspiring example of promoting peace, tolerance and empowerment by a non-violent means.⁴



Sai Damodran

Mr S.Damodaran founded Gramalaya in 1987 and works towards a larger goal: integrated development of women and children in rural areas through economic and health empowerment. Soon, he discovered that among other problems, open defecation resulted in the pollution of surface water bodies and drinking water sources. Mr S. Damodaran changed the track. Rural intervention was planned to cover safe drinking water supply through hand pumps, piped water supply through individual tap connection and sanitary household toilets in the villages coupled with hygiene education. By switching to the comprehensive approach, Gramalaya has formed SHE (Sanitation and Hygiene Education) Teams and AWASH (Association for Water, Sanitation and Hygiene) Committees so that the community ownership could be enlisted for sustainable sanitation practices and development. His NGO, Gramalaya helped make Thandavampatti, a habitation of 62 homes in Tamil Nadu's Tiruchirappalli district, into India's first open-defecation free (ODF) village in 2003. Now, he runs a successful campaign for total sanitation in villages and slums across South India (excluding Kerala), and has already helped 226 villages and 186 slums achieve the ODF tag so far.⁵



Mark Balla

Mark Balla is the President of the Rotary Club of Box Hill Central in District 9810 in Australia and Vice Chair of the WASH Rotary Action Group (formerly known as WAS-RAG). He was introduced to Rotary around seven years ago by a business colleague in Nasik, India. He joined his club around four months later in March 2014 bringing a small but significant project with him. Mark will tell us about this project and others that have developed since.

In the five and a half years since joining Rotary, Mark has attended and spoken at Rotary International Conventions in Brazil, South Korea, Canada and Germany. Mark's club has many other wonderful projects including Operation Cleft - a project which

provides surgery to children born in Bangladesh with cleft lips and cleft palates. In the 14 years since Operation Cleft was founded, more than 14,000 children have received surgical intervention thanks to Mark's club. Another project of note is Operation End Slavery. Over the past five years Mark's club has become involved in fighting slavery in Cambodia, Myanmar, Lao, Nepal and India.



Usha Chaumar

Usha worked as a manual scavenger for several decades. The horrific job not just made her an "untouchable" but severely affected her life as well. Hundreds and thousands of people like Usha spend their entire lives in such hell. But Usha was not the one to live a life like this. She just needed an opportunity to break free. And when Nai Disha NGO by Sulabh International gave her an opportunity to live a more respectable life, there was no turning back for this lady.

Nai Disha helped her learn different activities like stitching, food processing, henna designing and much more. She soon became a powerful public speaker and raised her voice against the horrific practice of manual scavenging. Usha inspired hundreds of other women like her and travelled across the globe. Not just this, she proudly holds the position of president at Sulabh International Social Service Organisation. Usha, who once could not even stand up for the betterment of her own life is now the voice of hundreds of other manual scavengers in the country. From a feeble, weak and "untouchable" woman to a confident and respectable lady, Usha is now a true example of strong will and empowerment.⁶



Puja Swami Chidanand Saraswati ji

H.H. Puja Swami Chidanand Saraswati ji's motto in life is, "In the Service of God and humanity." Selflessly dedicated to the welfare of all, He leads, directs and inspires numerous, wide-scale service initiatives. Touched by the hand of God at the tender age of eight, Puja Swamiji left His home to live a life devoted to God and humanity, spending His youth in silence, meditation and austerities high in the Himalayas. At the age of seventeen, after nine years of unbroken, intense sadhana, He returned from the forest—under the orders of His guru—and obtained an academic education to parallel His spiritual one.

Puja Swamiji is President and Spiritual Head of Parmarth Niketan Ashram, Rishikesh, India, one of the largest interfaith, spiritual institutions in India. Under His divine inspiration and leadership, Parmarth Niketan has become a sanctuary known across the globe as one filled with grace, beauty, serenity and true divine bliss.

He is the Co-Founder of Global Interfaith WASH Alliance (GIWA), the world's first-ever international interfaith initiative which brings together the world's faiths as allies in ensuring every child around the world has access to safe, life-giving Water, Sanitation and Hygiene (WASH). He is also the founder of Ganga Action Parivar (GAP), a global family dedicated to the preservation of the River Ganga and Her tributaries in their free-flowing and pristine state. GAP work includes everything ranging from solid waste management to wastewater management as well as awareness and educational outreach to make this vision of a clean and free-flowing River Ganga and Her tributaries a reality for all.

Our leaders have extensively spoken about manual scavenging and urged that steps be taken to put an end to this exploitive practice.

The Harpic World Toilet College, resonates with their call for action as well as Reckitt's ethos of a Purpose Led business for contributing to broader social good by transforming lives of Marginalized communities.

Leading a revolution with meaningful organizations..



In association with the World Toilet Organisation (Singapore) and Jagran Peהל, Reckitt laid the foundation for the first World Toilet College in India, in 2018, under the ambit of the Dettol Banega Swachh India programme. The first college was located in Aurangabad, Maharashtra.

This year's report encapsulates how the programme has been scaled up to 6 states with the help of meaningful partner organizations like Gramalaya, Hari Bhari and GIWA in 6 states- Maharashtra,

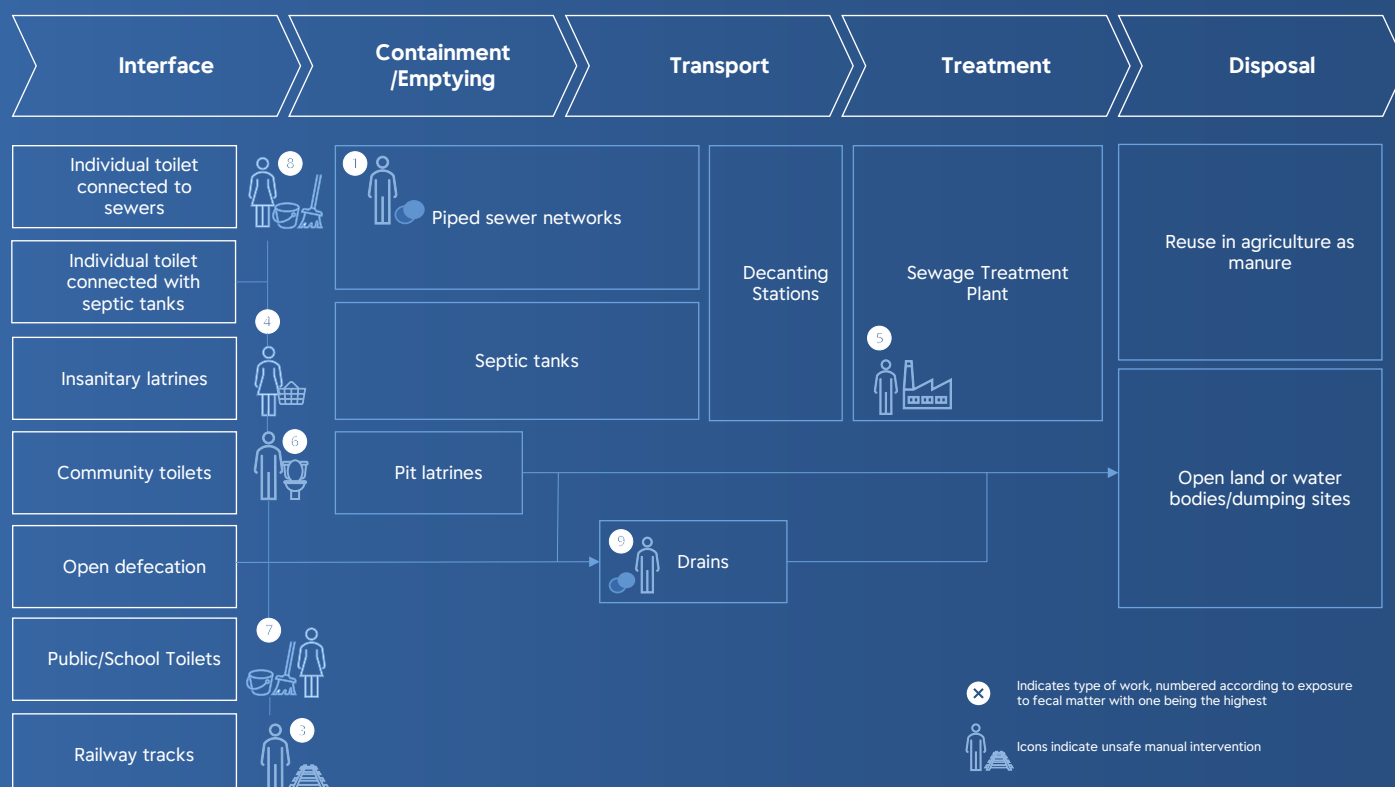


4. The sanitation workers ecosystem

Types of workers and challenges faced








Often considered to be a single entity, sanitation workers can be classified into 9 different categories across the sanitation value chain.

The term sanitation workers refer to all people—employed or otherwise— responsible for cleaning, maintaining, operating, or emptying a sanitation technology at any step of the sanitation value chain.⁷



Out of these specified above, sewer cleaning and faecal sludge handling are the most hazardous tasks.

Type	Description	Hazards associated	Gender	Mode of employment
Sewer cleaning 	<ul style="list-style-type: none"> Clean and repair septic tanks, sewer lines, or drains. Patch walls and partitions of tank, replace damaged drain tile, or repair breaks in underground piping 	<ul style="list-style-type: none"> Direct contact with human excreta. Vulnerable to death by asphyxiation and other life-threatening diseases. 	Men & Women	Daily wage earner or on contractual basis.
Faecal Sludge handler 	Collection, transport, treatment and disposal of fecal sludge from septic tanks	Contact with faecal sludge that contains harmful levels of toxic metals and environmentally persistent chemicals	Mostly men	Daily wage earner or on contractual basis.

Type	Description	Hazards associated	Gender	Mode of employment
3 	Cleaning faecal matter from railway platforms, toilets and tracks	Direct contact with faecal matter, specially for women challenges like work timings, lack of female supervisors etc.	Men & Women	Contractual
4 	Emptying of dry/single-pit latrines primarily in rural areas; daily collection and transport/emptying of fecal matter	Contact with faecal sludge that contains contain harmful levels of toxic metals and environmentally persistent chemicals.	Men & Women	Generally practiced in rural areas-Daily wage earners
5 	Operating and maintaining faecal sludge and sewage treatment plants.	<ul style="list-style-type: none"> • Contact with noxious gases. • No protective gears provided to undertake the task. 	Mostly men	Contractual
6 	Cleaning open drains and road sweeping, encountering faecal matter due to insanitary latrines connected to drains and open defecation.	Contact with faecal matter	Mostly men	Generally practiced urban areas. Contractual or on daily wage basis.
7 	Maintaining community toilets.	Contact with noxious gases	Both men and women	Contractual or on Municipal body's payroll
8 	Cleaning toilets in middle-high income households/institutions.	Social stigma faced at houses where they are employed. At times- remuneration is in kind.	Women	On informal basis. Can be dismissed at the whims of the employer
9 	Operating and maintaining school toilets.	Social stigma attached	Both Men Women	A regular job employed either by private or public institutions

Harpic World Toilet College is reaching out to these types of sanitation workers, starting from the sewer cleaners to the domestic workers who directly come in contact with human excreta and risk their lives on a daily basis.

Launched in 2018, the Harpic World Toilet has now expanded to 6 states across India. The programme expands to reach out to the underprivileged sections of the society with an aim to nurture their skills to enable them to live a life of dignity.

4.1 Dimensions to sanitation workers ecosystem

01

1. Behavioural

- Family legacy seems to influence entry into sanitation work
- Workers operate without formal contracts, unaware of terms of employment
- Workers are fragmented and lack a unified voice
- Baseline of normal safety very low
- Workers perceive occupational health risks to be personal
- Risk averse and value assured wages more than potentially higher entrepreneurial income or personal safety
- Dead-end jobs without any pathways for growth

02

2. Social

- Due to underemployment, workers perceive themselves as disposable
- Limited exposure to other types of work- caste labels prevent from finding employment
- Low awareness of livelihood schemes and are systematically denied access
- Women entry compelled by the need to supplement or replace spousal income
- Women workers also exposed to unfriendly and unsafe work env
- Lack 'empathetic' supervision at work place

03

3. Infrastructural

- Poor use of sanitation systems by end users and the lack of public resources exacerbates the problem for sanitation workers
- Legacy sanitation systems unable to handle increasing & changing nature of waste and break-down frequently
- Machines not designed for full range of cases and necessitate human interventions
- Safety equipment is primitive and an impediment to workers- there is a lack of formal safety culture

04

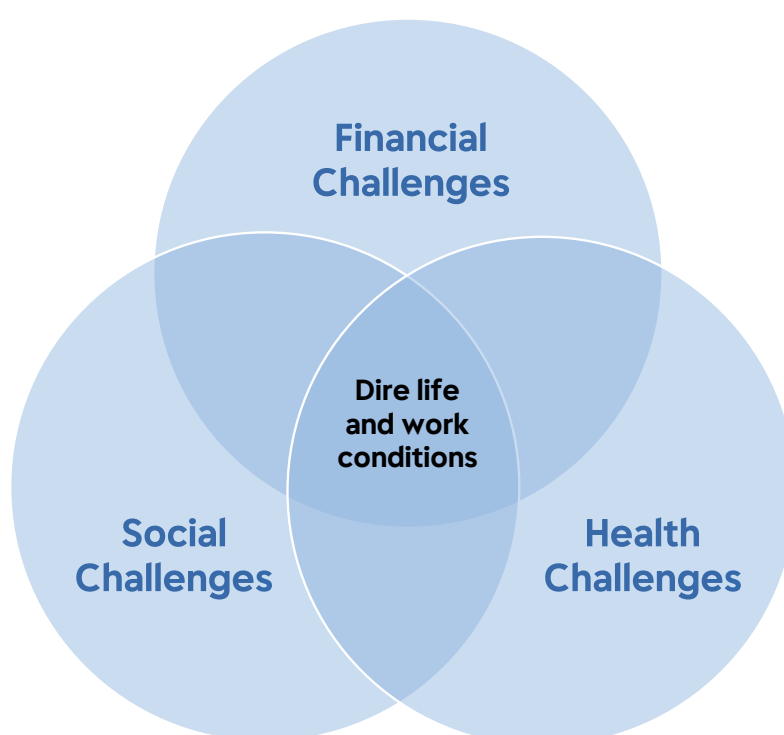
4. Governance

- Government agencies are disinclined to acknowledge and address the problem of unsafe sanitation workers
- ULBs don't have adequate budgets for sanitation worker safety
- Ministries employing sanitation workers are operating in silos
- ULBs are increasing their use of sub-contractors- inefficient processes, opaque and ignore worker safety
- Data & monitoring are weak and lack oversight
- Processes to avail schemes arduous and come at a significant cost to workers

4.2 Sanitation workers face severe financial, social and health challenges

1. Financial Challenges

Sanitation work is not well-paid work and most workers are daily wagers or contractors whose incomes are unpredictable, making them highly susceptible to financial shocks. Monthly salaries of these contractual workers are often low than the minimum wages. Often, their savings go into tackling health issues and diseases caused by occupational hazards. Uncertain financial shocks thus result into debt for life.



2. Social Challenges

Sanitation workers, who typically come from the most underprivileged castes, Dalits and de-notified tribes — are socially ostracised and often not given fair access to education, health, land, housing, jobs and financing. A recent study conducted by WaterAid, World Bank and the WHO found that a third of sanitation workers experience violence and half of them still experience untouchability and discrimination.

3. Health Challenges

The average life expectancy of sanitation workers is approximately 50 years, significantly lower than the national average of 68 years. They experience high rates of prolonged illness and mortality because of the work they do. COVID-19 exacerbated problems for sanitation workers as many didn't receive any training or PPE for COVID-19 safety. Even though they are categorized as frontline workers and played a critical role in making sure waste was being managed adequately, the focus on their health, safety and dignity was absent⁸.

4.3 Government stakeholders and efforts in this space



The government has undertaken various successful initiatives by means of policies, schemes, laws and programs to ensure safety and dignity to our sanitation workforce.

The **Swachh Bharat Mission** launched on the 2nd of October 2014, in particular, focused on ensuring a dignified and safer source of livelihood for sanitation workers and other vulnerable communities by integrating them into the formal workforce through a convergence scheme with the National Urban Livelihood Mission (NULM). The prime objective of the mission is to improve the socio-economic status of the urban poor and vulnerable sanitation workers by providing access to employment opportunities in sanitation based livelihoods like operations and maintenance

of community/public toilets, faecal sludge treatment plans and desludging/cesspool vehicle operations.

The National Faecal Sludge and Septage Management (NFSSM) Alliance member Urban Management Centre (UMC) has been instrumental in mobilizing sanitation workers to form community platforms like Self Help Groups, area level federations and slum level federations in various states for dignified and safe sanitation livelihoods through this programme. Health and safety of the sanitation workers is also ensured in these livelihoods through the provision of PPEs, awareness building and usage of mechanized technologies for carrying out their work with their dignity and safety uncompromised.



COVID-19 adding to the challenges¹⁰

- Lack of awareness of COVID-19 preventive measures
- No Personal Protective Equipment provided by the employers
- More than 40% of respondents lacked access to handwashing stations at places of work
- Less than 20% sanitation workers reported undergoing thermal scanning or medical examination of COVID-19 at work places
- Increase in working hours without any increase in compensation for addition of responsibilities
- Livelihood & financial implications in terms of loss of jobs, reduction and delays in income during COVID-19 lockdowns
- No insurance coverage because of informal nature of employment for most of the workers
- Increased challenges for women sanitation workers in terms of lack of public transportation, lack of operational public toilets during lockdown
- Many informal workers were excluded from welfare measures such as compensation in case of death, cash assistance and ration support, paid leaves etc.

According to the 4th edition of **Swachh Sarvekshan**, over 84,000 informal sanitation workers including desludging operators were integrated into the formal workforce with several urban local bodies providing medical insurance and facilities for regular health check-ups for sanitation workers.

In 2018, standard operating procedure (SOP) were introduced by the Government of India for cleaning of sewers and septic tanks detailing the plan of action for the job. It also gave out clear directives for the urban local bodies for engaging sanitation workers. In 2019, this was complemented by **Emergency Response Sanitation Units (ERSU)** which mandates systems for immediate response for related emergencies.

It is commendable to see initiatives emerge in a bid to reverse the effects of this generational discrimination and social stigma that sanitation workers have faced and have become accustomed to.

At present, the government continues to create several livelihood opportunities across the sanitation sector for the empowerment of the vulnerable groups, however **public consciousness still remains a very important yet unattended aspect to uplift our sanitation workers⁹.**

4.4 Reaching out to the most vulnerable- Harpic World Toilet College

In association with the World Toilet Organisation (Singapore) and Jagran Peהל, Reckitt as part of the Dettol Banega Swachh India programme laid down the foundation of the first Harpic World Toilet College in Aurangabad, Maharashtra. With more than 63,713 sanitation workers alone in Maharashtra, the Harpic World Toilet College in 2018 focused on those at the bottom of the pyramid of society. The programme envisions the provision of dignified livelihood to be provided to sanitation workers throughout India by improving the quality of their work, eliminating the inhumane nature and hazards that sanitation workers are exposed to.

Harpic World Toilet College (HWTC) began its program in the city of Aurangabad in Maharashtra and then moved to Pune and Mumbai providing training to sanitation workers for three years before the pandemic. During the pandemic, the training was shifted to online mode to not hamper the learning of the sanitation workers. Till phase 3 (2020-21), Harpic World Toilet College successfully trained **more than 5,000 sanitation workers** and helped to secure sustainable employment opportunities for 100% of the candidates looking for jobs post training. This includes jobs in reputed and recognised national and local organisations. Harpic World Toilet College engages with a diverse group of stakeholders across different areas such as community mobilization, counselling, skill development, placement, knowledge creation and dissemination etc.

As part of phase 4 of the programme, in the year 2021-22, Harpic World Toilet College expanded its reach to 6 states in India- Punjab, Uttarakhand, Kerala, Tamil Nadu, Andhra Pradesh & Maharashtra. To manage the programme in these states, HWTC on-boarded partners for each of these states, who are responsible for overall on-ground implementation of the programme. These local agencies helped in mobilizing and reaching out to new sanitation workers from the last mile- while Harpic World Toilet College acts as an overall facilitator for the programme. Training is provided to the sanitation workers using a web-based module which can be access in 6 languages- Marathi, Hindi, Punjabi, Telugu, Malayalam and Tamil.



#LeadingaSilentRevolution

MAHARASHTRA मराठी

PUNJAB ਪੰਜਾਬੀ

KERALA മലയാളം

ANDHRA PRADESH తెలుగు

UTTARAKHAND हिंदी

TAMIL NADU தமிழ்

Launched in 2018, with Jagran Pehel in Aurangabad, the Harpic World Toilet College (HWTC) programme strives to reach out to the under-privileged sections of society with an aim to nurture their skills, to enable them to live a life of dignity.

Harpic World Toilet College upskills the sanitation workers, operating at different levels of the sanitation value chain-specially focussing on the **most vulnerable of them all- the Manual Scavengers**.

Across the sanitation value chain, manual scavengers are engaged in one of the most hazardous, dehumanizing, and toxic work. This unsafe practice is still prevalent in many parts of the country. The Harpic World Toilet College enables improvement of socio-economic status of these workers in 6 states across the country, to help those who put their lives daily at risk to provide us a cleaner environment.



5. Alignment

with Sustainable Development Goals

The 17 SDGs and 169 targets are part of the 2030 Agenda for Sustainable Development adopted by 193 Member States at the UN General Assembly Summit in September 2015, and which came into effect on 1 January 2016.

The Government of India is strongly committed to the 2030 Agenda, including the SDGs, as evidenced by the statements of the Prime Minister and other senior Ministers at national and international meetings. India's national development goals and its "Sab ka Saath, Sab ka Vikas" or "Development with all, and for all," policy initiatives for inclusive development converge well with the SDGs, and India will play a leading role in determining the success of the SDGs, globally.¹¹ Yet, **the prevalence of manual scavenging in the**

country undermines the achievement of Sustainable Development Goals (SDGs) related to clean water and sanitation (**Goal 6**), decent work and economic growth (**Goal 8**), reduced inequalities (**Goal 10**), and peace, justice and strong institutions (**Goal 16**). The Danish Institute for Human Rights notes that 156 of the 169 targets defined under the SDGs are linked to human rights and labour standards, underscoring the importance of measuring progress of excluded communities and rights-holders such as those engaged in manual scavenging and sanitation work.¹² The below table presents the status of critical SDGs related to sanitation workers & manual scavengers and how Harpic World Toilet College is contributing and aligning with the global targets.

SDG	3 GOOD HEALTH AND WELL-BEING	6 CLEAN WATER AND SANITATION	8 DECENT WORK AND ECONOMIC GROWTH
Status	Sanitation workers face adverse health consequences due to hazardous work environment, absence of safety gears and equipment, and standard operating procedures for cleaning septic tanks and sewers. Other health hazards include drowning and asphyxiation in poorly maintained latrines and contracting infections from cuts in the skin caused by sharp objects thrown into pits.	Progress has been made on sanitation coverage under Swachh Bharat Mission (SBM), yet issues of manual scavengers and sanitation workers are still to be prioritized and addressed. With more than 965 million toilets constructed under SBM (Rural), the sanitation value chain has been overlooked having implications for manual scavengers and sanitation workers. ¹³	Contractual nature of sanitation work undermines safe working environment, decent pay and employment benefits. When faced with a paucity of alternative employment opportunities and continued caste discrimination after rehabilitation, workers either continue with sanitation work, or risk unemployment. ¹⁴
Alignment	HWTC enables good health and well-being of the sanitation workers enrolled as part of the programme by providing them with safety kits-which consists PPE, gloves, boots etc along with a training on how to use it. Regular health check-ups are conducted by doctors on-board and workers are also sensitised about diseases they are exposed to and prevention for the same.	HWTC has enabled the formation & registration of 3 Self Help Groups in Aurangabad, Mumbai & Pune. KAMGR-grabbing machines have been provided to these SHGs so that the de-silting tasks can be carried out without entering into the manhole. These machines are ideal for cleaning of sewer lines & manholes in narrow lanes where septic trucks are unable to reach.	SHGs formed in the previous phases have been registered with ULBs and are also getting formal work contracts. HWTC has successfully placed more than 7,300 sanitation workers with ULBs, Municipal Corporations, hotels-leading to a decent and dignified livelihood for these workers and thier families.



At the core of this global agenda for 2030 is the principle of universality- **'Leave No One Behind'**. It is critical to the implementation of these targets that they should be relevant to all governments and actors.

Development in all its dimensions must be inclusive of all people, everywhere, and should be built through the participation of everyone, especially the most vulnerable and marginalised.

#LeaveNoOneBehind

10 REDUCED INEQUALITIES



A Survey carried out as part of Manual Scavenging act 2013 indicates- 97% of the scavengers belong to Scheduled Castes category.¹⁵ The caste-based nature of this job reinforces the social stigma. Poor access to government schemes further perpetuates this inequality. Women scavengers are vulnerable as they experience inequalities in terms of wages, work, and face violence from employers.

The programme promotes equality by providing dignified livelihood to the sanitation workers who majorly belong from marginalized communities. The programme provides opportunities to workers who have been stuck in this vicious loop for generations to shift to a more decent, safe and secure livelihood.

11 SUSTAINABLE CITIES AND COMMUNITIES



Under the Swachh Bharat Mission, millions of septic tanks have been built in the states lacking 100% sewerage coverage. Fecal sludge and septage management needs to be taken up as a priority, to avoid manual scavenging of these tanks. Structural problems too force workers to enter septic tanks as they are badly designed and have engineering defects.

Training provided to even a single member of the family can create a ripple effect across generations, families and communities- which can lead to complete eradication of this heinous practice of manual scavenging from the country, thus making it more sustainable for future generations.

1 NO POVERTY



9 INDUSTRY, INNOVATION AND INFRASTRUCTURE



17 PARTNERSHIPS FOR THE GOALS



Other than those elaborated in detail, HWTC also aligns with:

SDG 1 (No Poverty): By providing sustainable livelihood opportunities.

SDG 9 (Industry, Innovation & Infrastructure): By encouraging entrepreneurship and involvement with SHGs

SDG 17 (Partnership for the goals): by partnering with various local organizations for better reach and other partners of the programme.

6. COVID-19 efforts

Research study and supported extended as part of the programme

Reckitt with the implementation partner Jagran Peהל and Vihara conducted a research study under flagship programme of Reckitt, Dettol Banega Swasth India. The research was focussed upon understanding COVID -19 prevention in low resource urban informal environments by bolstering the uptake of WASH and hygiene. This study explores emerging perceptions in times of COVID-19 around the use of shared WASH infrastructure and protective measures such as social

distancing, and shifts in risk perception around the use of shared toilets and open defecation in Mumbai around targeted geographies.

The report also gives an insight on the struggles and hardships of various Front-line Workers, which are not hidden from anyone. In times of such a health emergency in the country, these struggles became multi-fold and hardships increased.

Supply Side Context



No Lockdown

Sanitation workers and manual scavengers had to work during the entire lockdown period- becoming more responsible for maintenance and sanitized services/facilities, being at the thick of things and thus, a sense of putting oneself and their families at risk grew amongst them.

Increased workload

COVID-19 added onto their existing workload - multiple times of cleaning and extra care into sanitation and then maintenance of facilities and services - all for the same incomes as before.

Fearful Sentiments

Workload and income issues were only two of many issues the supply side workers were facing. One of the major concerns was the fear of contracting the disease themselves. While they came to terms with putting themselves at risk- fear of it reaching home was much bigger.

Drivers for Motivation



- Work continues as before
- More risk: dealing with medical waste, domestic garbage, fecal matter, etc.
- Fear is more in terms of taking the virus home or being out of work.
- Thus, they seek aids more in the form of assurance i.e regular or subsidized testing for self and family, job security and salary-over aids in terms of protective gears.

Stigmatization



- The experiences of the Manual Scavengers were the opposite of what Front Line Workers experienced
- Subjected to forms of discrimination for being lower caste and doing the 'dirty' work even before the COVID-19 and
- COVID-19 just amplified the ostracization

Institutional Support



- Sanitation workers were not provided with trainings on how to work around COVID-19 other than the generic messaging of 'wear mask and wash/ sanitize hands'.
- No distribution of any gears for protection
- Manual Scavengers were also being refused testing on account of complains of minor symptoms.

Support extended by the programme

During the curfews and lock-downs imposed by states across the country, many sanitation workers lost their jobs and faced severe economic crisis. This forced them to start their previous work of manual drain cleaning, sewer cleaning etc.

Hence, in order to help the distressed sanitation workers during pandemic, and especially those who lost their jobs and daily source income, Harpic World Toilet College (HWTC) extended monetary support as an "Emergency Relief Fund" to help these workers.

1,250

Sanitation workers reached

INR 5,000

provided to each worker

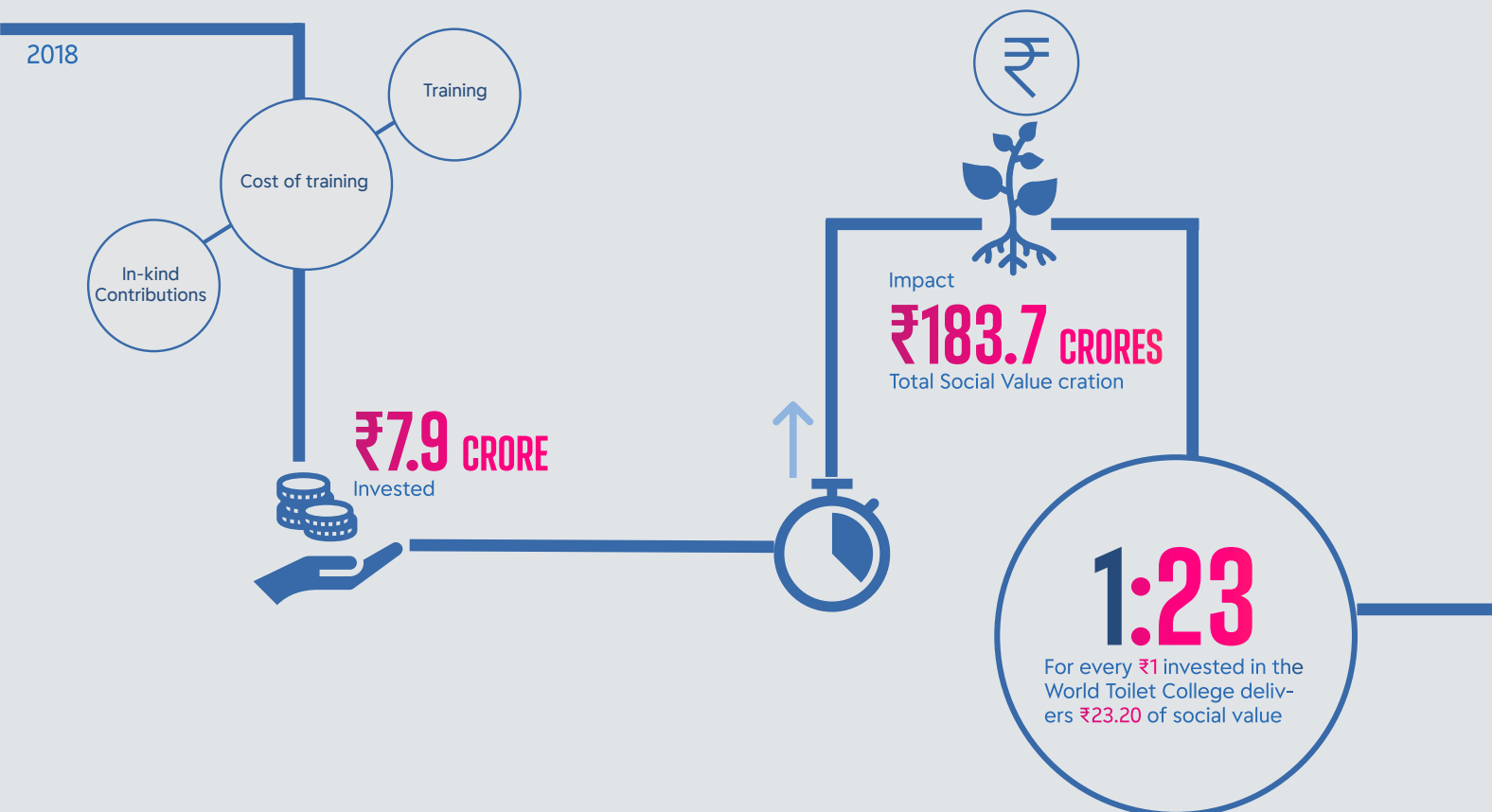
INR 62.5 Lakh

Total amount given through the fund

The financial support was only extended to the workers who were unemployed and single earning member of their families, to reach the ones most in need. Priority was given to workers who had high number of family members dependent on him/her.

7. Social Return on Investment

An independent study conducted on HWTC



The Harpic World Toilet College is trying to bring about a mentality shift in view and reality of the sanitation industry in 6 states across the country. The primary purpose is to reduce discrimination towards marginalized manual scavenging communities by giving them a voice and creating a sense of self respect and communal dignity.

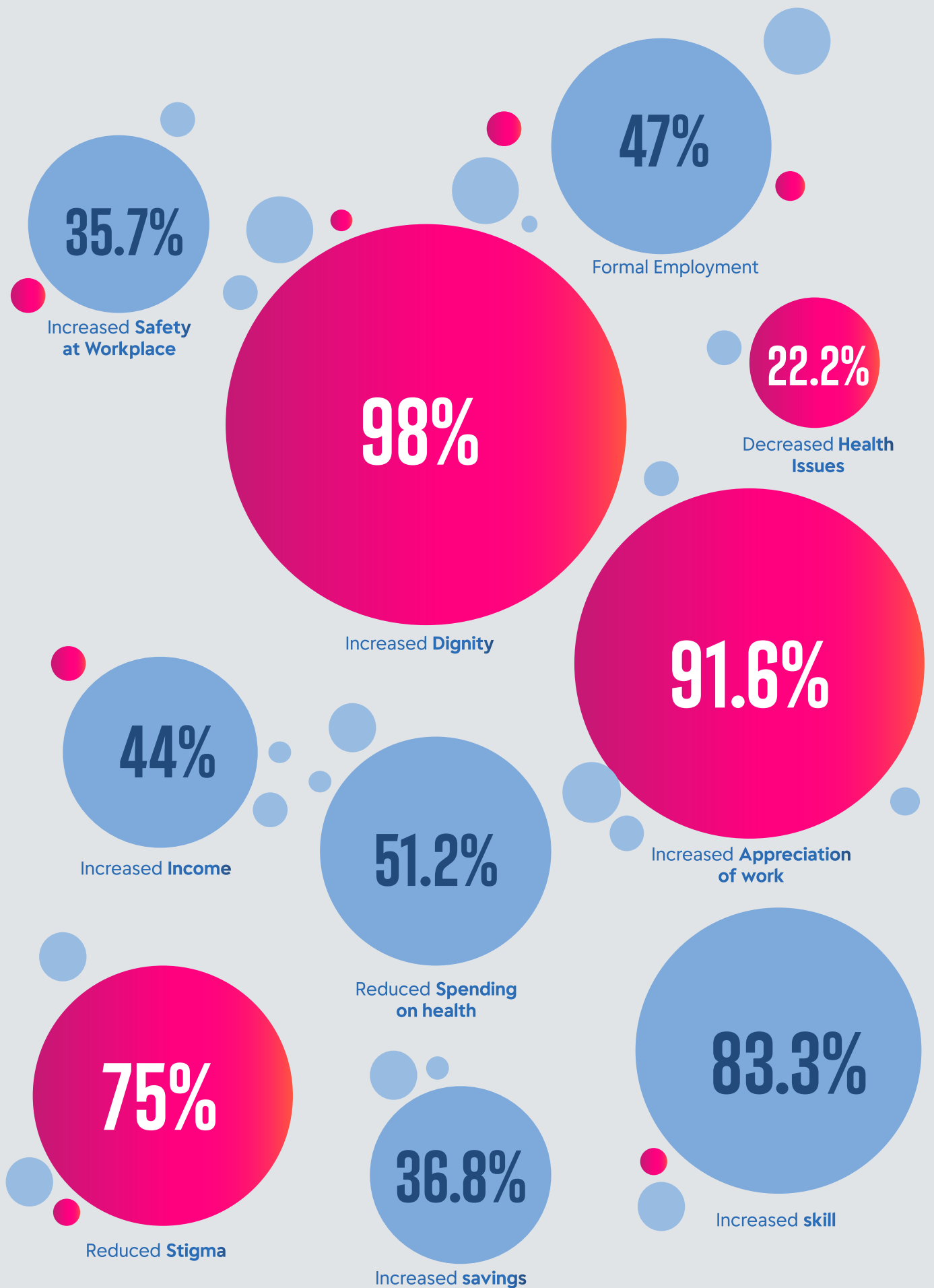
The programme also ensures better financial stability, health, safety and social respect. The Social Return of Investment study was conducted to:

- Demonstrate to government agencies to ensure safety of both formal and informal sanitation workers in India
- Suggest to programme partners performance indicators and provide data based recommendations

- Act as an additional platform for promoting dignity and awareness of sanitation workers

Summarily, this study lends context and insightful supporting evidence to inspire the expansion and duplication of efforts undertaken by the Harpic World Toilet College from 2018- 2020.

Since this study was conducted in the last phase of the programme, 2020, the scope of evaluation was limited to 3 locations- Aurangabad, Mumbai and Pune. Out of 5,000 candidates that were trained till then a sample of 361 candidates were taken (201 Male and 160 female). These candidates were reached through remote & telephonic interviews due to avoid the risk of COVID-19 transmission. The responses of candidates were converted into quantities of change which are presented on the next sheet.



8. Phase IV of the programme

Highlights and achievements

Expansion of the programme

Programme in
Maharashtra 2018-20

Programme in 6
states in 2021-22

Maharashtra

Aurangabad
Mumbai
Pune

Punjab

Patiala

Uttarakhand

Rishikesh

Maharashtra

Aurangabad
Mumbai
Pune

Andhra Pradesh

Kurnool

Jagran Pehel

Gramalaya, Purpose Holding

GIWA

Hari Bhari

Kerala

Kochi

Tamil Nadu

Tiruchirappalli



Uttarakhand (Rishikesh)
GIWA



Punjab (Patiala)
Hari Bhari



Maharashtra (Aurangabad, Mumbai, Pune)
Jagran Peהל



Andhra Pradesh (Kurnool)
Gramalaya, Purpose Holding

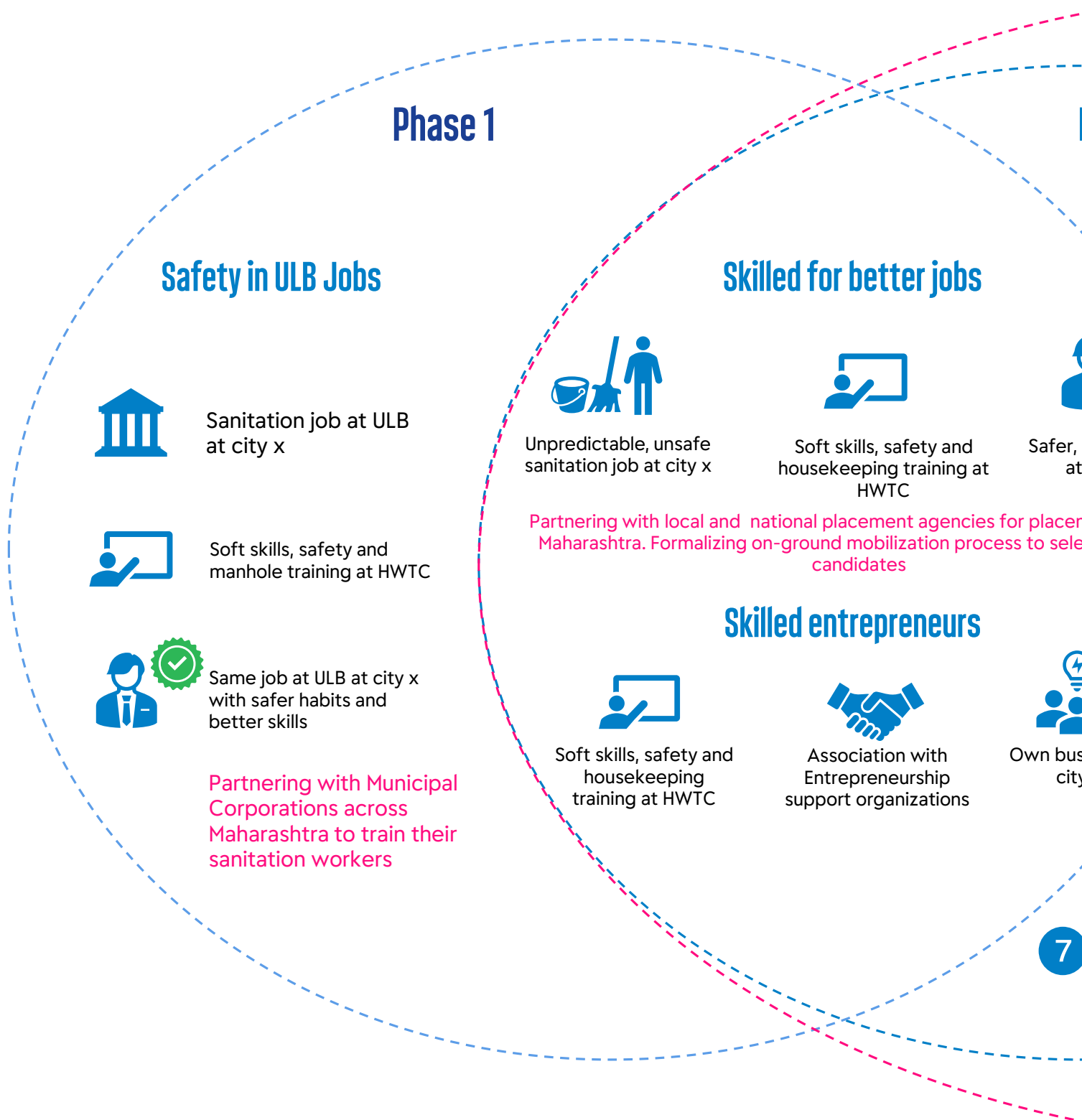


Kerala (Kochi)
Gramalaya, Purpose Holding



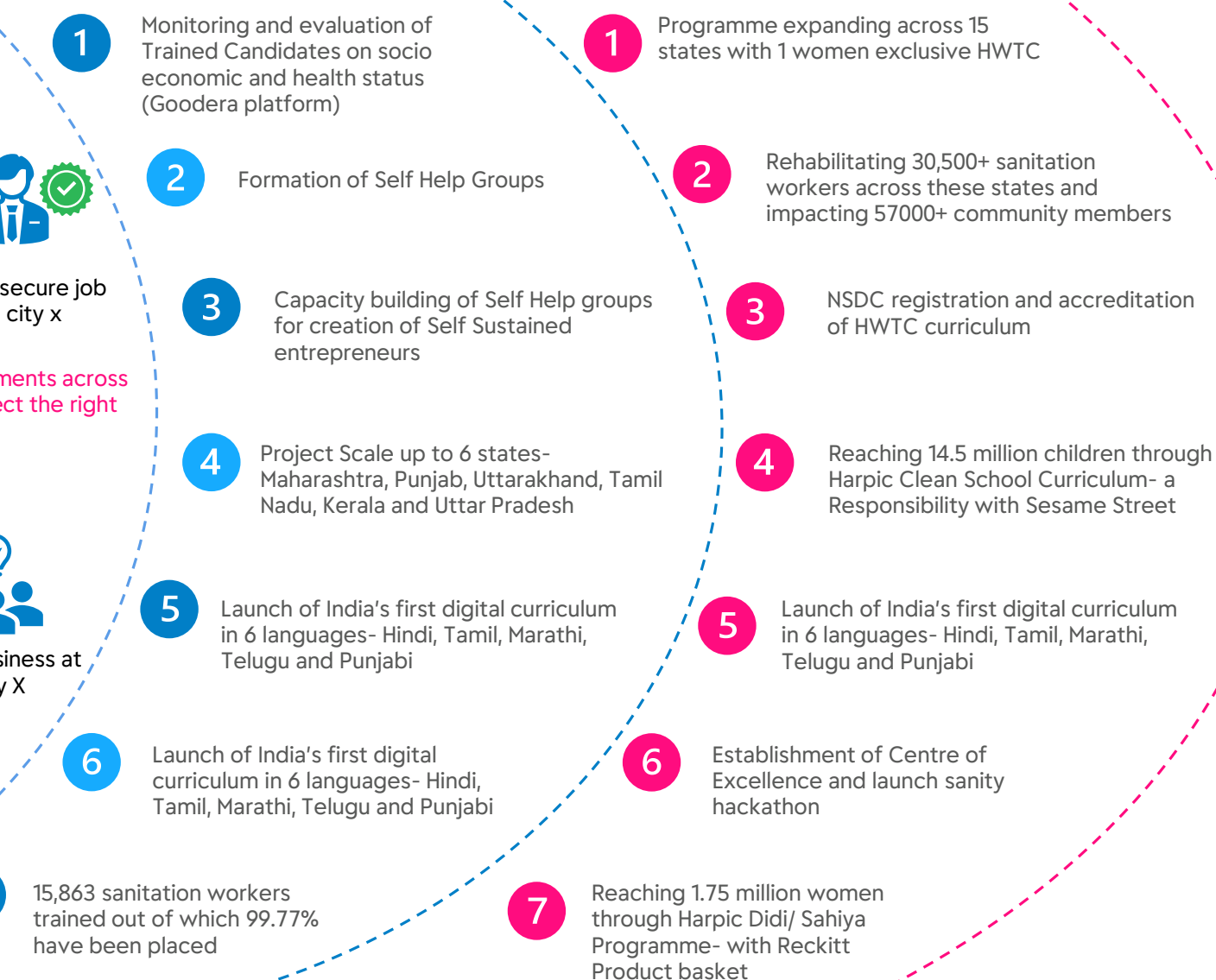
Tamil Nadu (Trichy)
Gramalaya, Purpose Holding

8.1 Transition of the programme



Phase 2,3,4

Phase 5



8.2 Partner roles and profiles



1. Reckitt (Founding Partner)

Reckitt is a diversified business conglomerate with operations in around 60 countries and a strong presence in almost 200 markets around the world. It has several power brands like Dettol, Harpic and others in its portfolio spanning health, hygiene and home products. Together, Reckitt is driven by our purpose to protect, heal and nurture in the relentless pursuit of a cleaner, healthier world. Reckitt has founded the Harpic World Toilet College as part of its 5-year ambitious programme- "Dettol Banega Swachh India". The firm has made a commitment to invest a sum of INR 100 crores towards this initiative, which aim to drive behavior change towards hand hygiene, through numerous awareness initiatives.

2. Jagran Peheh (Lead partner)

Promoted by Jagran Prakashan Limited, Peheh has been actively involved in awareness generation aimed towards behavioral change and advocacy on social issues through innovative means of mass communication throughout the country. Peheh works across a diverse spectrum spanning sustainable livelihood, hygiene and sanitation, health, education and gender. Jagran partners with multilateral/bilateral agencies, Government and Non-Government Organizations, to create synergistic effects by building upon the existing strategic approaches for the partners.

3. World Toilet Organization (Technical Partner)

WTO has tirelessly campaigned to break the taboo around sanitation since it was founded in 2001. WTO started the World Toilet College (WTC) in 2005 in Singapore. Initiated Urgent Run for UN World Toilet Day in 2014 and since then the advocacy initiative has grown to 63 events held in 42 countries. In 2015, WTO launched floating Community Toilet Project in Cambodia and Rainbow School Toilet Project in China. WTO is providing its technical expertise for the programme.

4. Gramalaya (State Partner for trainings across Tamil Nadu, Kerala and Andhra Pradesh)

Gramalaya was established in 1987 with a group of committed youths in the field of rural development. Currently, Gramalaya is working in five Southern States including Tamilnadu, Kerala, Andhra Pradesh, Telangana, Karnataka and Pondicherry. The organization has been working in the WASH and MHM sector for more than three decades with national-level presence supported by Government, donors and corporate groups under CSR initiatives. It has successfully demonstrated models in the field of water, sanitation, and hygiene covering rural, urban, coastal and tribal areas. Health and hygiene education, promotion of Self-help Groups among rural, urban and tribal women, construction of low-cost latrines are the major activities of Gramalaya.

5. Global Interfaith Wash Alliance (GIWA) (State Partners for Uttarakhand)

The Global Interfaith WASH Alliance (GIWA) is world's first initiative that is engaging the planet's many faiths as allies in efforts to create a world where every human being has access to safe drinking water, improved sanitation and proper hygiene. GIWA envisions a water-secure world in which safe and sustainable drinking water and improved sanitation will be accessible for everyone everywhere.

6. Goodera (Monitoring and Evaluation Partners)

Goodera-as a platform is being used globally by corporations, foundations, governments, non-profits and employees to fulfil their most ambitious CSR, Sustainability and Volunteering goals in a simple, transparent, measurable and engaging manner. Goodera enables non-profit partners to gather high quality primary data from the ground in real time based on measurable KPIs through our web and mobile based applications.

7. Red Panda Entertainment (Digital video associate)

Red Panda Entertainment is associated with Harpic World Toilet College for making 2-D animation videos for digital platform. Red Panda entertainment one of the leading entertainment agency in making short film and films.

8. Purpose Holding (State Partner for training across South India)

Purpose Holding is a business solutions organization conceptualized to cater to the needs of purpose driven initiatives for non-profit and corporates. It provides a range of solutions like- infrastructural support, innovative ideas solutions, branding, products and technical expertise on health, nutrition, hygiene and education. The organization has been engaged in designing, developing and curating products, content and spaces to meet the health, hygiene, educational needs of beneficiaries. Their work includes renovating Anganwadis to turn them into playful learning spaces, upliftment of NRCs to help them provide nurturing treatments etc.

9. E-tech (Digital Platform associate)

E-Tech was on-boarded for development of online platform and digital training application. Founded in the year 2000, E-Tech today is among the premier IT consultancy firms delivering online and onsite – end to end solutions dedicated to pharmaceutical, healthcare and development sector.

10. Hari Bhari (State Partner for Punjab)

Hari bhari is an organization working in Patiala City on Door-to-Door Garbage Collection, Waste Management, Waste Segregation, and pit composting in partnership with Patiala Municipal Corporation. Haribhari Patiala has been working for sanitation workers training and skill development across the domain of waste management, segregation and Health safety at workplace etc.

8.3 Approach of the programme

Before the onset of COVID-19, Harpic World Toilet college successfully trained 5,000 sanitation workers across Maharashtra (Aurangabad, Pune and Mumbai) through Classroom training at HWTC centres. In the last phase of the programme, Digital App based modules were launched, for seamless virtual training of sanitation workers. In this phase, as the programme expanded to 6 states, the digital training module was translated into 6 languages- Hindi, Tamil, Marathi, Malayalam, Telugu and Punjabi. The application is easily accessible on mobile and desktops and can be downloaded from Android Play store.

The training course module was developed after thorough research on 89 topics and it covers content on newly developed water modules, technical aspects of sanitation work and safety aspects in COVID-19 as well as associated soft skills.

In the first 3 phases of the programme, target population was identified through HWTC mobilizers by mapping zones, wards and slums. In these slums, the mobilizers reached out to the local cooperatives, community leaders, Youth Mandal representatives-

followed by the sanitation workers. Once the workers were identified, the mobilizer visited their families and convinced the workers to visit the facility and attend the training. These workers then helped identifying other sanitation workers in the community.

In this phase of the programme, Alumni referral model was adopted through which a network of 12,000+ alumnas was leveraged. These previously trained workers were asked to refer other workers from their network for the training, and get incentives per referral.

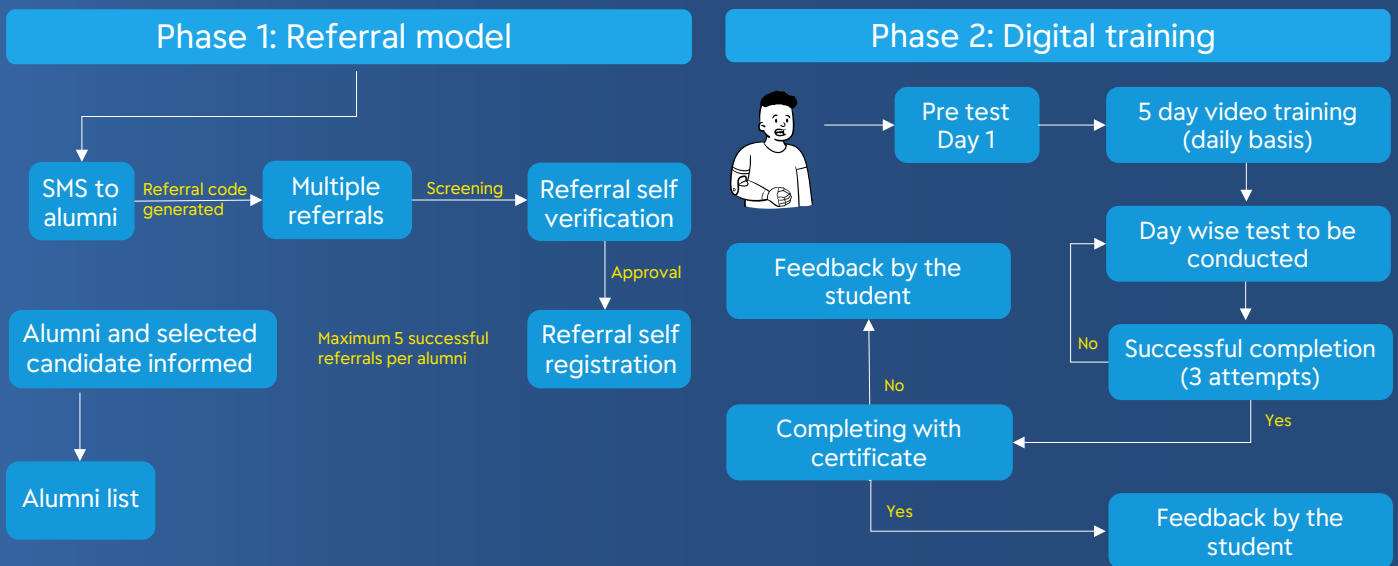
This model was adopted in Maharashtra-where previous students of the college were present. In other states where the program has recently expanded, state partners helped in mobilization through their networks.

This phase of the programme consists of a blended approach for training- online trainings combined with offline orientation and placements. The infographic below indicates the process of alumni referral and digital training module.

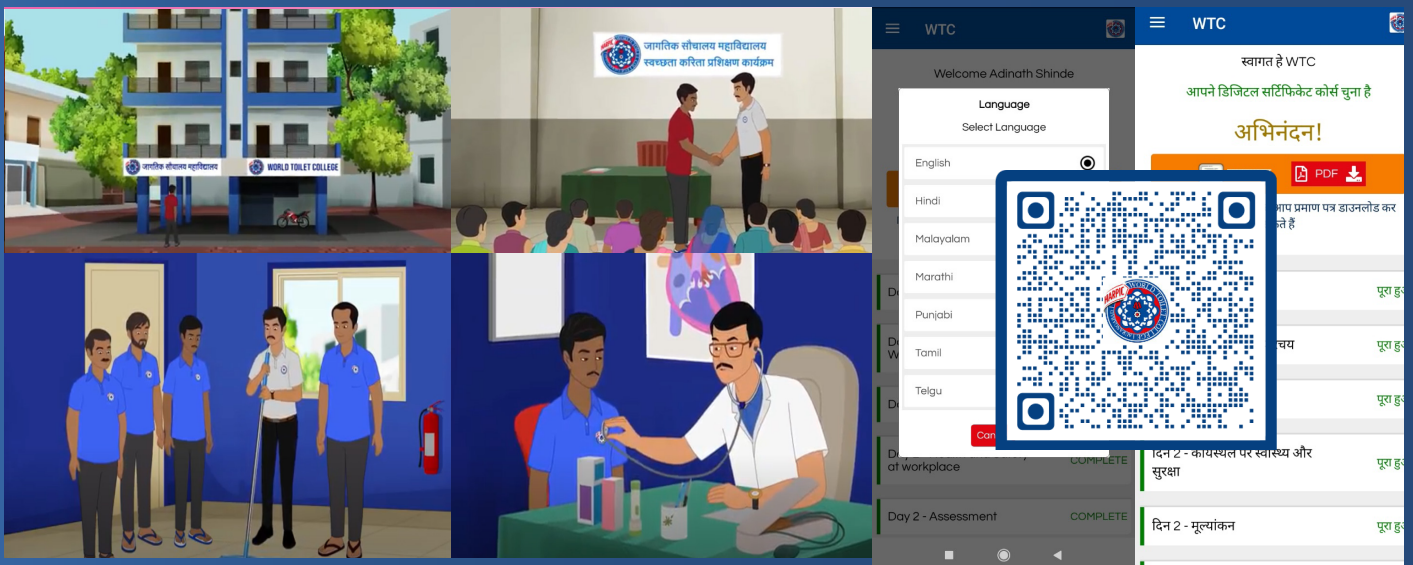
Alumni Referral Model for identification of target population








Digital training process: Flow chart



2D animation videos in App based solution



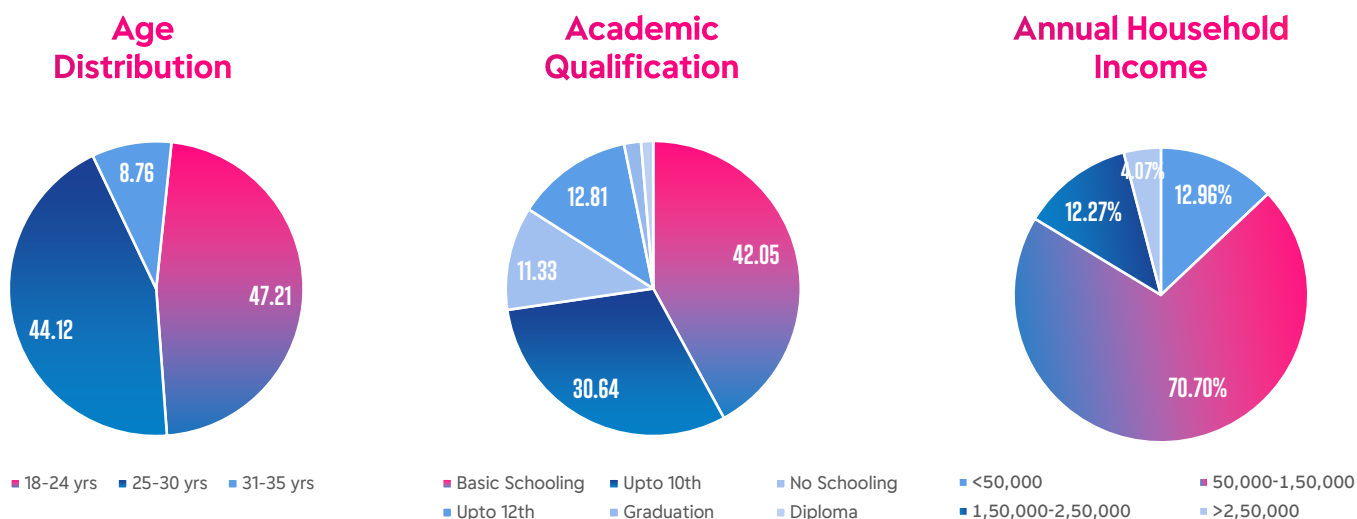
To increase the retention and to make videos more interesting, 2D animation videos were made in 6 languages.

Day 1	Day 2	Day 3	Day 4	Day 5
 <p>Introduction to HWTC, Vision and Highlights of HWTC, Definition of Manual scavenging, The Prohibition of Employment as Manual Scavengers and their Rehabilitation Act, 2013, Changes in life of Sanitation workers due to COVID-19</p>	 <p>COVID-19 information, precautions, Symptoms and Preventions; Arogya Setu App, Nutrition diet, Occupational Health Hazards-Physical, Biological, Chemical and Psychological Health Hazards, Biomedical Waste Management, Machines and Equipment, Safety at Workplace i.e use of PPEs</p>	 <p>Introduction to toilet, sanitation and waste management, opportunities in sanitation sector, Importance of house-keeping, types of cleaning, Standard Operating Procedures, importance of surface disinfectant & fumigation protocols, cleaning products and its uses</p>	 <p>Water, sanitation and health, sources of water, use of water, water crisis, water conservation, liquid waste management, faecal sludge management.</p>	 <p>Introduction to soft skills- self analysis, positive attitude, body language, motivation, stress and anger management, teamwork, leadership, written and communication skill, mental health, interview preparation, employee disciplines and benefits</p>

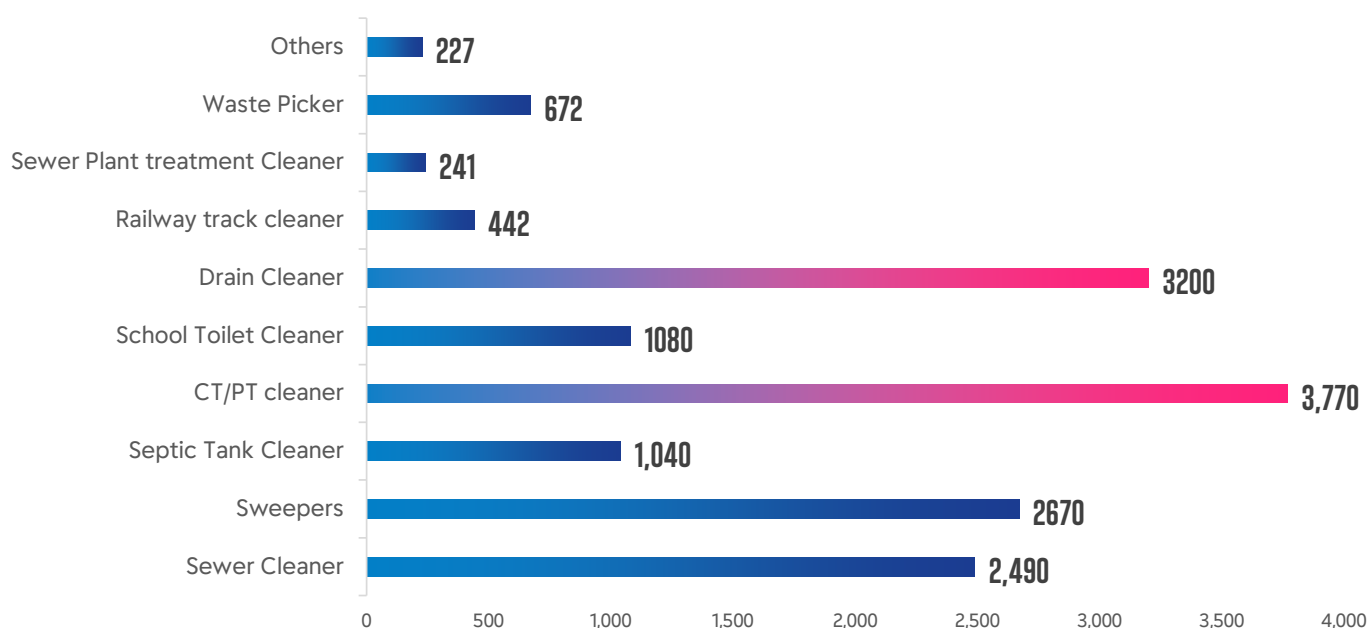
8.4 Outcomes of the programme

Harpic World Toilet College has reached out to different communities of sanitation workers across 6 states of the country- Maharashtra, Punjab, Tamil Nadu, Kerala, Andhra Pradesh and Uttarakhand. All these workers come from different backgrounds in terms of age, academic qualifications, Annual Household Incomes, Gender etc. Barring all the differences, Harpic World Toilet College has been consistently rehabilitating these sanitation workers and SHGs by up-skilling them and linking them with dignified alternative livelihood options through enterprise formation or employment/placement. This section presents the background of the sanitation workers vis-a-vis the outcome of the programme till now in terms of mobilization, workers trained, awareness regarding manual scavenging act, awareness regarding government schemes and benefits, soft skills, technical skills and health and hygiene skills.

Sanitation workers: Before the HWTC training



Job types- before intervention



Training outcomes

Mobilization

Training

Placement



Digital Reference

Peer to peer
information

24,771

Mobilized

15,866

Registered

15,863

Trained

15,827

Placed

16.28%

Placed in government
institutions

83.19%

Placed in private
institutions

0.53%

Started their own business

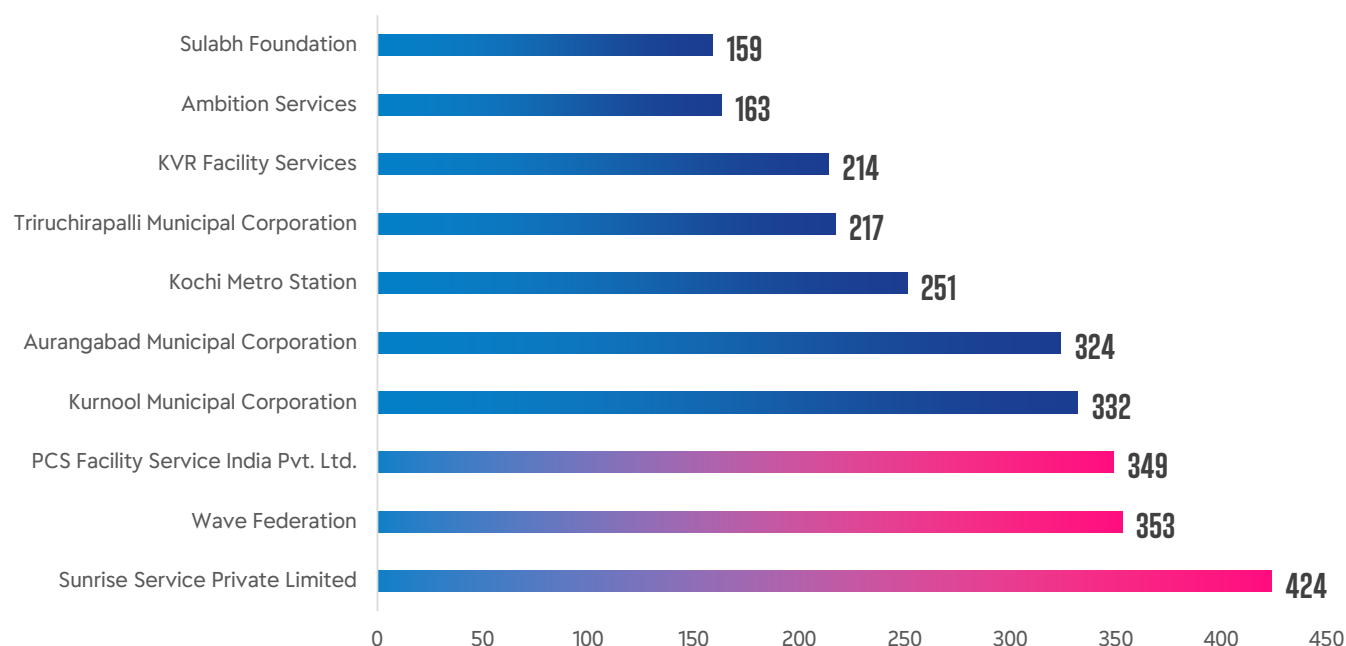
As an outcome of the programme, annual household income of the sanitation workers has increased by 55%.

The programme successfully enabled **99.80%** of the total sanitation workers trained to moved out of manual scavenging with a **99.77%** placement ratio.

Top 10 recruiters for this year

Harpic World Toilet College has been successfully providing skilled workforce to recruiters from both Private and Public sector industries. In the private sector, Sulabh Foundation, Wave Federation and PCS facilities were the biggest recruiters for this year.

In the Public Sector, HWTC has been able to provide Skilled workforce to the municipal corporations- thus, directly contributing to the nation building process. Skilled workforce will increase the efficiency of the corporation, helping them maintain clean and hygienic cities.



Social outcomes

As a result of this project..

98.57%

People are **more** aware of Manual Scavenging Act

99.29%

People are **more** aware of Government Schemes

Only 11.86%

people spend on **health related** concerns as compared to 43.41% in the baseline

Only 4.81%

people have **skin disease/ breathing disorder** as compared to 28.49% in the baseline

Only 8.38%

people consume **tabacco/ alcohol/guthaka** as compared to 44.31% in the baseline



8.5 Programme Monitoring & Evaluation

Robust monitoring and evaluation (M&E) has been critical to success of Harpic World Toilet College, as it efficiently enabled the partners to monitor progress, document successes as well as identify and resolve implementation challenges. The monitoring and evaluation framework of Harpic World Toilet College included the following elements:



Economic

- 3 Self Help Groups set-up to encourage sustainable sanitation start-up and entrepreneurship.
- 15,000 workers linked with dignified livelihood
- 60% increase in household Income



Innovation

- Location and dynamics specific entrepreneurial model demonstrated for upscaling
- Certified ICT tools for skilled up-gradation in latest tech
- Blended resource partners for design for scale (Finance & Tech)



Community

- At least 15,000 workers liberated and rehabilitated
- Community aware on their rights and entitlements under protective legislation

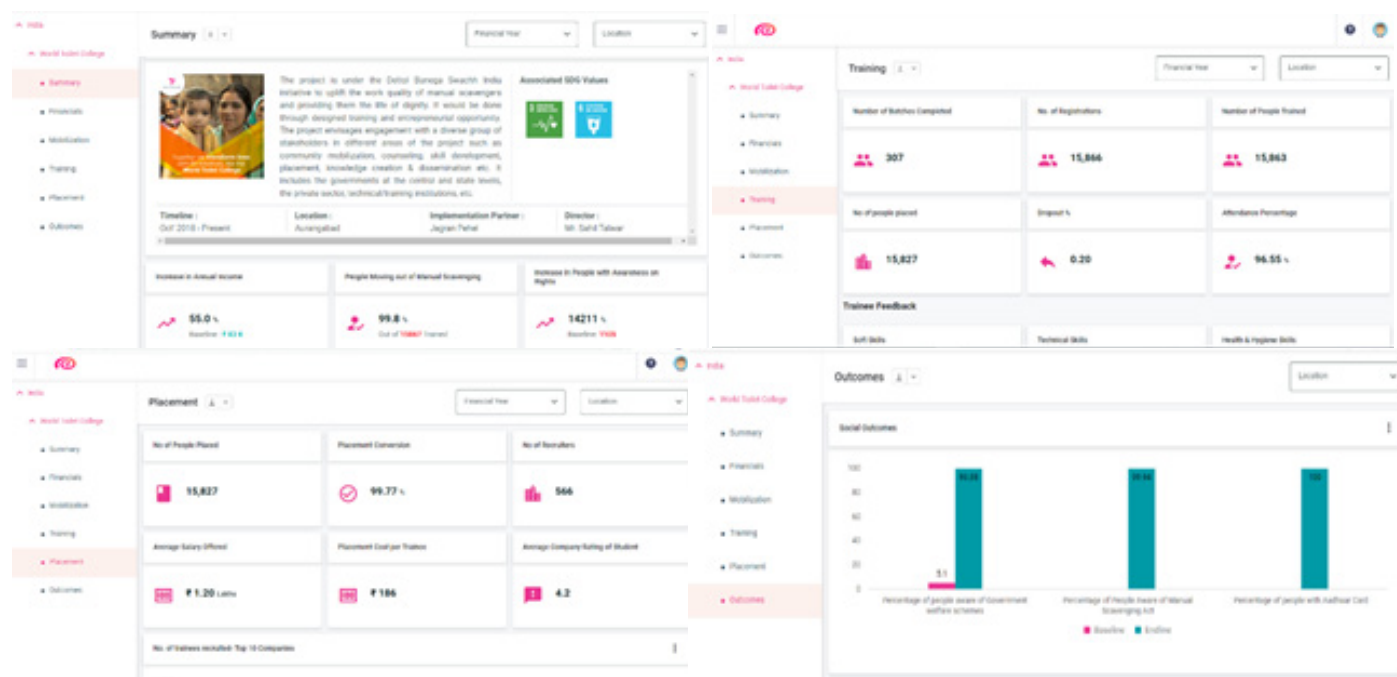


Health

- Decline in profession linked health hazards
- Lowering dependency on substance abuse
- Reduction in expenses on hygiene related disease & health concerns
- Greater penetration and access of hygiene and sanitation products

Basic data from candidates is sourced during enrollment like health and safety, awareness about law, government schemes, substance abuse, income etc. Post completion of training at HWTC (around three months), a follow up on these parameters is taken. A placement follow up system has also been set-up, once candidates are placed, HWTC takes feedback from respective recruiters about placed candidate and monitor his/her work performance.

The MIS has been developed by Goodera and presents data related to training status, monthly drop-out rate, household income, previous jobs and educational qualification. This data is then used for calculating the social outcomes, economical outcomes, health outcomes and overall data management.



8.6 Self Help Groups

The Harpic World Toilet College strives to up-skill sanitation workers and improve their livelihoods. It aims to empower and capacitate the community to access their rights and entitlements and secure a discrimination-free livelihood, characterized by self-reliance. In order to achieve the outlined objectives, the HWTC aspires to transform the manual scavengers into **Harpic Entrepreneurs**.

Establishment of Self Help Groups

Since its inception in August 2018, Harpic World Toilet College has focused on eliminating the inhuman practice and improving the status of sanitation workers in the country. It has formed three self-help groups across Mumbai, Pune and Aurangabad called Swachhata Sainik, Swachhata Mitra and Swachhata Ratna, respectively. These Self-help groups (SHG) consist of trained sanitation workers who have access to relevant safety gear and 22 machines, enabling them to operate independently as **Self-Sustaining entrepreneurs**. While the Mumbai self-help groups (SHG) consist of 12 sanitation workers, the other two SHGs comprise 10 sanitation workers each.

Objectives of Self Help Groups:



To become a self-sustained entrepreneur in sanitation value chain and be a vehicle of change in the way the work is performed with dignity (End to end sanitation management start-up)



Increase level of safety along with providing them with better livelihood and ensure correct and safe usage of machines. Sanitation workers upskilled and linked to dignified livelihood in sanitation value chain

SHG Selection criteria

- Should have a common motivation to form the SHG – to run a profitable sustainable sanitation business using the machines being provided to improve their livelihoods
- Should belong to the same area, preferably the same or close-by ward
- Should be personally involved in independent drainage cleaning/ manual scavenging that will require direct use of the machines being provided; should not be running a business of their own
- Should be doing this work for at least 5 years
- Should not be pursuing (or have plans to pursue) further studies or training for another profession
- Should belong to a similar economic strata/ class (~INR 10,00 -15,000 per month)
- Should not be earning a major part of their annual income through other sources like agriculture or other work
- Should have strong network in the community, market and/ or with government
- Should be from similar cast or background or should be comfortable with the caste or background of others
- Should aim to have (at least a few) women led self help groups (optional)

Journey of SHGs

Oct'18

Contribution of Machines by Mr. Amitabh Bachchan in NDTV cleanathon

Nov'18

Disseminated 2 machines

Jan'19

Mobilization of sanitation workers for SHG formation

Feb'19

Selection of SHGs based on the selection criteria

Mar'19

Formation of SHG in Pune, Mumbai and Aurangabad

Apr'19

Training of Self Help Groups on Machines

Jul'19

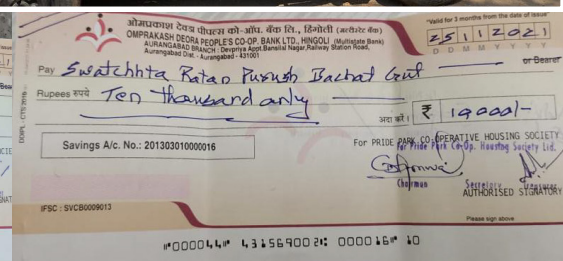
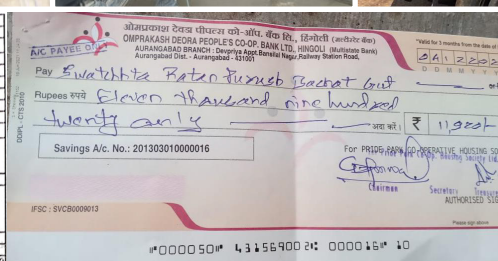
SHG registered in Municipal Corporation and Nationalised Bank

Mar'20

Machine handover to SHG group



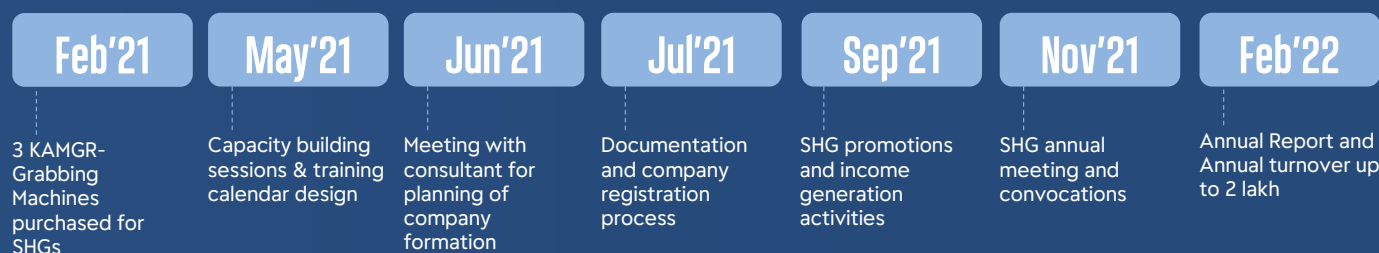
Invoice				
Swachhata Ratna Purush Bachat Gat				
1-3-9 Chota Murlidhar nagar, Aurangabad 431001				
Contact: 9518039486- Sunil kirawal				
Contact: 9725009613 - Rashid Ansari				
Ecosattva Environmental Solution Pvt Ltd.				
B-14 MIDC Railway Station Aurangabad 431005 MH India.				
Contact person: Ms. Renuka Galkwad				
Contact: 9604500290				
Project Site: Open nala Cleaning at Ward No. 26, Hina Nagar, Sadaf colony, Aurangabad- 431001.				
Sr. No.	Description of Goods	Quantity	Unit	Amount
1	Hydraulic cum loader and grabbing machine (Vehicle)	2	Rate/Hour	4000.00
2	(Specially used for grab the mud and waste from the drainage and sewer)	2	Rate/Hour	2400.00
3	Kamroller machine	2	Rate/Hour	1200.00
4	(Specially used for open to blockages of drainages)	2	Rate/Hour	750.00
5	Machine Operator	15	Rate/Hour	2160.00
6	Safal Mitra (Labourers)	15	Rate/Hour	2160.00
Total				11280.00



In pictures: Above (L-R): Mr. Amitabh Bachchan donating 24 Cambore Machines to sanitation workers associated with HWTC; HWTC formally handling over Cambore Machines to Self Help Groups; Sanitation workers receiving Online training for operating these machines; Septic Tank De-sludging truck given to Briham Municipal Corporation.

In pictures: Below (L-R): Self Help Groups entering into **formal contracts** for sanitation work and getting payments via Cheque in their respective bank accounts.

On 2nd October 2018, during the NDTV Cleanathon Season 5, Mr. Amitabh Bacchan expressed how 'Manual Scavenger' was a disheartening term to hear. Their circumstances force them to clean up the sewers filled with filth manually- without any basic equipment. On this note, Mr. Bacchan contributed to the Harpic World Toilet College by providing the sanitation workers with 24 Cambore Machines along with a septic tank cleaning truck to the Briham Municipal Corporation. These machines have already been provided to the Self-Help groups of Mumbai, Pune and Aurangabad.



8.7 Other outreach activities

World Toilet Day 2021

Almost half of the global population lack safe sanitation and every day, over 700 children under age 5 die from diarrhoea linked to unsafe water, sanitation and poor hygiene. Without safely managed, sustainable sanitation, people often have no choice but to use unreliable, inadequate toilets or practice open defecation. Even where toilets exist, overflows and leaks from pipes and septic systems, and dumping or improper treatment, can mean untreated human waste gets out into the environment and spreads deadly and chronic diseases such as cholera and intestinal worms. In a bid to help break taboos around toilets and make sanitation for all a global development priority, the United Nations designated 19 November as World Toilet Day.¹⁶

2021's theme

is about valuing toilets. The campaign draws attention to the fact that toilets – and the sanitation systems that support them – are underfunded, poorly managed or neglected in many parts of the world, with devastating consequences for health, economics and the environment, particularly in the poorest and most marginalized communities.¹⁷



Harpic World Toilet College appreciated on World Toilet Day

Gaurav Jain, Senior Vice President-South Asia, Reckitt presented Reckitt's mission- which is to make access to the highest quality hygiene, wellness and nourishment a right, and not a privilege.

On World Toilet Day 2021, Reckitt reinforced its commitment to create an ecosystem to enable access to water supply and sanitation provision which are essential to eradicate poverty.

Mission Paani has successfully brought the country together to take a pledge to uphold India's first-ever Preamble for safe water and sanitation. Safe water and safer toilets mean a healthier nation; which must emerge as one of the most critical human rights components in the country's development narrative.

Harpic World Toilet College's achievements were appreciated and plan for Way forward of scaling the programme to 15 states and training >2 Lakh sanitation workers was expressed.





In pictures: Clockwise (L-R): Harpic World Toilet College Hrishikesh, Patiala and Trichy taking the Sanitation Pledge for Clean water and sustainable sanitation for all.

Mission Paani's contribution

On the occasion of World Toilet Day, on November 19, 2021, **Mission Paani** brought the country together to take a pledge that upholds India's first-ever Preamble for Clean water and sustainable sanitation for all. The message "Safe water and safer toilets mean a healthier nation" was envisaged to emerge as one of the most critical human rights component in the country's development narrative.

Written by renowned lyricist, **Kausar Munir**, the '**Clean Water and Sustainable Sanitation**' pledge calls for the nation to collectively pledge and undertake efforts, at individual and community levels, in cultural and social arenas, in office and at home, to quantifiably promote inclusion systems and mindsets keeping in mind the concerns of under-resourced genders, castes, classes, and abilities. In line with the **Swachh Bharat Mission and the UN SDG 3, 6 and 10**, Mission Paani resolved to drive awareness which ensures that we **LEAVE NO ONE BEHIND**.





सफाई और पानी
आभिर नवाली है (पिंपलवाली)



Department of Drinking Water and Sanitation
Ministry of Jal Shakti
GOVERNMENT OF INDIA

75
Azadi Ka
Amrit Mahotsav

WORLD TOILET DAY | NOVEMBER 19, 2021

THE SANITATION PREAMBLE

CLEAN WATER, SUSTAINABLE SANITATION

We, the people of India, stand together in the relentless pursuit of a cleaner and healthier world.



We Pledge

To protect our communities from disease,



To fight for sustainable sanitation,



To ensure access to safe toilets and water is a right,



And leave no one behind.



We pledge to make every effort to make the 'Swachh Bharat Mission' and the 'Jal Jeevan Mission' successful.



To CREATE a 'Jan Andolan' to educate each other on the use of water, and to move towards sustainable and safe sanitation behaviors.



To STRIVE for the dignity of a billion plus Indians and to leave no one behind.



We pledge to DELIVER our promise of keeping India *Samagra Swachh* with greater responsibility in Covid times, and forever more.





स्वच्छता और पानी
आसित बनाने है मिशन



Department of Drinking Water and Sanitation
MINISTRY OF JAL SHAKTI
GOVERNMENT OF INDIA



वर्ल्ड | 19 नवंबर
टॉयलेट डे | 2021

स्वच्छता संकल्प

हम भारतवासी
एक स्वच्छ और स्वस्थ विश्व बनाने का



हर रोग से
लड़ने का,



समग्र स्वच्छता की
ओर बढ़ने का,



और हर भारतवासी को शुद्ध
पेयजल उपलब्ध कराने का



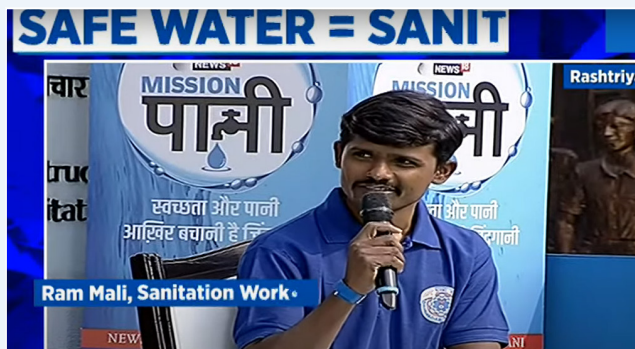
और समग्र स्वच्छता सुनिश्चित
करने का प्रण करते हैं।

हम प्रण करते हैं 'स्वच्छ भारत मिशन' और 'जल जीवन मिशन' को
सफल बनाने का पूर्ण मनोयोग से प्रयास करेंगे

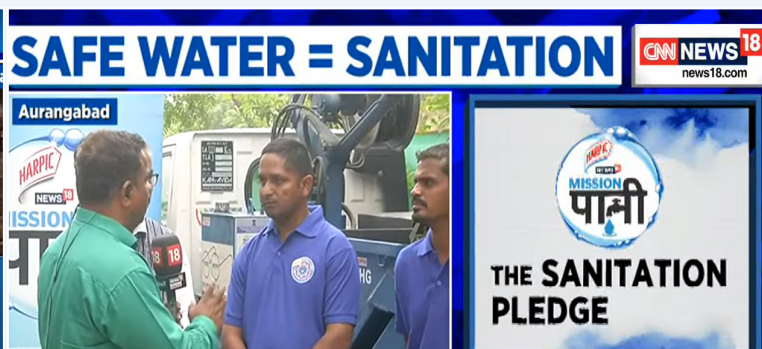
जय स्वच्छता



Experience shared by Sanitation workers

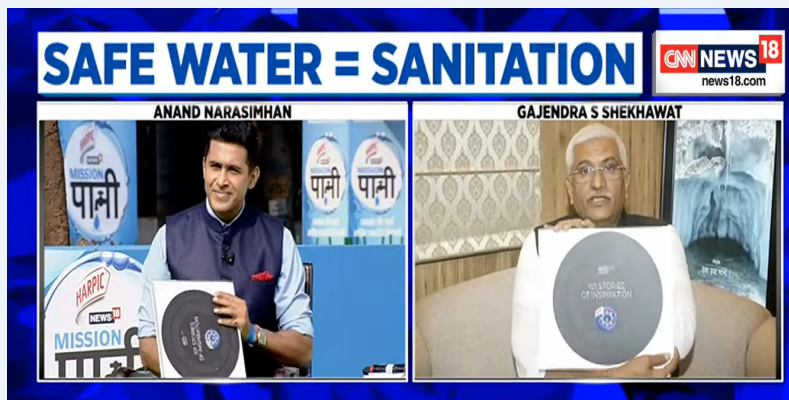


Ram Mali, a sanitation worker associated with Pune's Self Help Group created by HWTC shared his experiences at Rashtriya Swachhata Kendra, on the occasion of World Toilet Day 2021.



Sunil Siraswal, a sanitation worker associated with Aurangabad's Self Help Group shared how he has been able to live a life with dignity and secured livelihood, after he joined Harpic World Toilet College.

101 Stories of Inspiration: Coffee Table Book launched by Mr. Gajendra Singh Shekhawat



101 Stories of Inspiration is a compendium of stories of Sanitation workers who have been rehabilitated through the efforts of organizations 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 one idea.

This book is a compilation of experiences of sanitation workers- whose life was transformed with a 5 day training program- which gave them a courage of conviction and a belief in their own abilities- to come out of the vicious cycle of Manual Scavenging.

This book contains messages of leaders including- Honorable Vice President of India- Mr. M Venkaiah Naidu, Mr. Gajendra Singh Shekhawat, Dr. Virendra Kumar, Mr. Ramdas Athawale, Mr. Jack Sim, Dr. Bindeshwar Pathak, Ms. Susan Ferguson, Mr. Gaurav Jain, Mr. Ravi Bhatnagar, Mr. SM Sharma and Mr. Kamal Narayan.



SHG exhibition at Aurangabad Municipal Corporation

The HWTC Self Help Group- Swachhata Ratna Bachat Gat (based in Aurangabad) participated in "Sonachirraiya" event which was organized by Aurangabad Municipal Corporation's NULM Department.

In this exhibition, 7 members of Aurangabad Self Help Group represented the Harpic World Toilet College and their Self Help Group. Members of the SHG presented the entrepreneurship model developed in association with Jagran Peהל and how they are operating. Mr. Imtiaz Jalil- MP Aurangabad, Additional Commissioner- Aurangabad Municipal Corporation, HOD SWM Wing AMC, other officers from NULM along

with 978 other people visited the HWTC SHG stand in the exhibition. Visiting cards, pamphlets, banners and bill books were prepared for better dissemination of SHG and its work.

The participation of the self-help group in this exhibition gave them scope for direct marketing. As a result, Aurangabad Self Help Group managed to get maintenance contracts of 2 Residential Societies for a period of one year.



Digital Campaign and impact



Key Highlights:

Built a community of
2.6K+ people
organically

Earned
53.9K+ impressions
across social media

Engaged with
3.9K people
through engaging content
formats

Impact through social media activities:



Amplified key messages of Harpic World Toilet College through **different creative formats like Gif, Videos, Carousels and Reels.**

A soft tone was used to make people understand the plight of sanitation workers and how they are now leading a life with happiness and dignity with the help of Harpic WTC

OUR STUDENTS WORK HERE



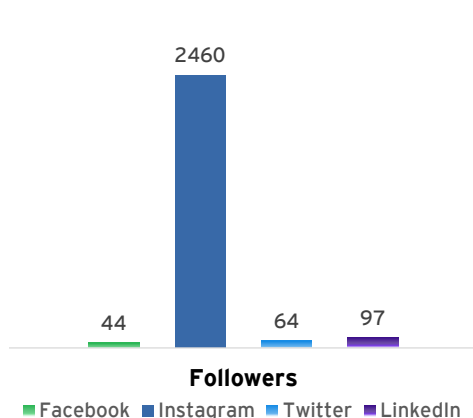
“

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.

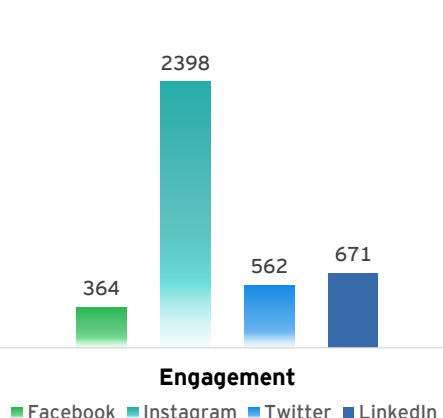
Ramdas Athawale
Union Minister of State,
Ministry of Social Justice & Empowerment

Touched upon different content buckets:

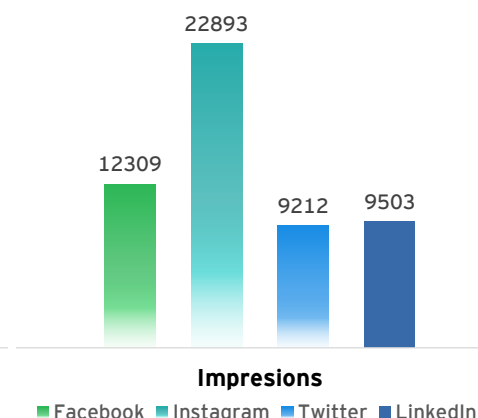
- Highlights and snapshots of work done by Harpic WTC that has helped the sanitation workers uplift themselves
- Coffee table book: 101 stories of inspiration promotion through barcode scanning video, quote creatives, slideshow videos etc.
- Amplification of online and newspaper articles on work done by Harpic WTC
- Statistics on how Harpic WTC is making lives better for sanitation workers
- Success stories of students and families associated with Harpic World Toilet College
- Relevant topical days and trends amplification



Maximum followers increase observed on Instagram followed by LinkedIn and Twitter



Instagram observed highest spike in terms of engagement, followed LinkedIn and Twitter



Highest impressions observed on Instagram, followed by Facebook and LinkedIn

Learnings:

Instagram witnessed highest follower base and engagement

Info-graphic videos and sanitation facts performed best across platforms

To reach out to a larger audience, paid promotion should be done across platforms

KOL videos and sessions should be pushed to build trust among the audience

#LeaveNoOneBehind

8.8 Appreciation, awards & mentions

Awarded by the Honourable President of India

Hon'ble President of India
Shri. Ramnath Kovind Awarded
Dettol Banega Swachh India (DBSI)
for its contribution towards Swachh
Maharashtra 2nd Nov 2017.



Recognition by the Prime Minister



Shri. Narendra Modi
Hon'ble Prime Minister of India

"NDTV has started a campaign Banega Swachh India (Dettol Banega Swachh India), Dainik Jagran too is continuously running a campaign for this cause."
Mann Ki Baat, October 2015

"I appreciate @NDTV & @SrBachchan for the 'Banega Swachh India' campaign, to address aspects related to hygiene & sanitation."
@swachhindia, "Tweet by PM, December 2014"

Shri. Narendra Modi
Honourable Prime Minister of India

"NDTV" has started a campaign Banega Swachh India (Dettol Banega Swachh India), Dainik Jagran too is continuously running a campaign for this cause"

-Mann ki Baat

I appreciate @NDTV & @SrBachchan for the 'Banega Swachh India' campaign, to address aspects related to hygiene and sanitation.

@SwachhIndia, "Tweet by PM"

Recognized as "Best Media Initiative"



Mission Paani recognized as the "Best Media Initiative" at the 3rd National Water Awards by Mr. Gajendra Singh Shekhawat

Mission Paani was launched by Reckitt to create awareness about saving water and sustaining it for the generations to come. The aim was to change attitudes and behaviour to improve water use efficiency through media campaigns across the length and breadth of the country.

Mr. Sai Damodran awarded with "Padma Shree"

Mr. S Damodran, founder of Gramalaya was awarded with Padma Shree, the fourth highest civilian award for his distinguished service in the field of social work.



Recognized by Mahatma Awards & India Sanitation coalition awards

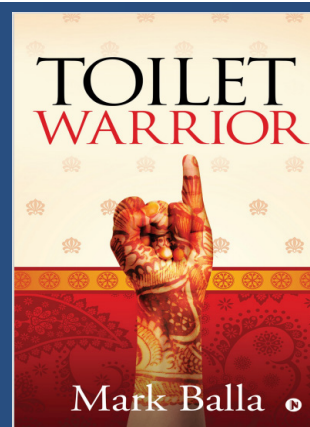


Harpic World Toilet College demonstrated excellence and the highest standards of ethical conduct, integrity, civic and social responsibility and was awarded Mahatma Award and ISC award.

Mentioned in "Toilet Warrior"

Mentioned in Mark Balla's book- "Toilet Warrior"

The book mentions how Reckitt's CSR programmes have been constantly improving hygiene behavior and access to hygiene product in schools and communities as a whole.¹⁸



In Naik. One of Rotary's problems is that our organisation is sometimes stuck in old ways of doing things. Partnering with dynamic groups of young people gives us a much better chance of having a dramatic, lasting impact. Siddhant, my hat is off to you for your commitment to the children of Naik. Keep up the good work, my friend.

Rose George is an English journalist and the author of *The Big Necessity*. My wife, Annie, found this book and gave it to me saying 'I think this might be a really shit book.' She was spot on. The best shit book I've ever read. Rose's book is a crash course in all things toilet. Her research is impeccable, her humour well-tempered and her writing easy to read, as I very much hope mine will be. Rose and I were both inducted to the World Toilet Organisation Hall of Fame at the World Toilet Summit in Melbourne in November 2017. I'm very proud to be in the same company as such an amazing sanitation advocate.

The third inductee to the World Toilet Organisation Hall of Fame in that year was Ravi Bhatnagar, Director of External Affairs and Partnerships, Asia, Middle East and South Africa at Reckitt Benckiser (RB). You may recall that RB is the manufacturer of Dettol. They also own Harpic, Air Wick, Clearasil, Durex, Nurofen, Scholl, Strepis and more. In short, they are a global behemoth.


Ravi must have one of the best jobs in the world, at least if you aspire to a job in the toilet world. RB takes corporate social responsibility very seriously and Ravi is the guy who runs the CSR (Corporate Social Responsibility) programme in Asia, the Middle East and South Africa. He has a huge passion for improving hygiene behaviour and access to hygiene products in schools, and through his efforts, literally millions of children in India and beyond are learning about good hygiene and using reliable and effective products.

This might sound like an advertisement, but I am more than happy to promote any company that is out there helping make the lives of the world's neediest people better. I'm humbled to share a place in the hall of fame with Ravi (and a little jealous of his job).

The last major influencer I should touch on is a group rather than an individual, although there are some truly extraordinary individuals within the group to whom I owe so much. You have heard me mention WASRAG a handful of times earlier in my story. Just a reminder, WASRAG is the Water & Sanitation Rotarian Action Group. It is the peak influencing body when it comes to matters WASH within Rotary and acts as a source of advice to Rotarians around the world who are planning WASH projects. It has around 4000 members around the world.

Appreciated by 25+ Organizations across India

Harpic World Toilet College has been appreciated by more than 25 organizations including Municipal Corporations, Hotels, Hospitals and other private/public bodies.


KOCHI MUNICIPAL CORPORATION
Phone 2369007, 2369196
2369143, 2369149
2369197, 2369069
Fax: 91-484-2369023
Corporation Office
P.B. No. 1016
Ernakulam Cochin 682011
07-03-2022


APPRECAUTION LETTER


I, Congratulate and Appreciate Reckitt, Jagran Pehel and Gramalaya for their initiative Harpic World Toilet College, Kochi towards dignifying the livelihood of sanitation workers. The program is the milestone to up skill sanitation workers and improve their livelihood and safety towards the work.


The training program conducted by " Harpic World Toilet College, Kochi " about the Soft Skills, safety at work, COVID-19 Prevention & Safety, Health and hygiene awareness etc. for Sanitation Workers. This program motivates our sanitation workers towards health, hygiene, safety and good behavior in workplace.

I hope and wish through your efforts to achieve the goal of dignifying livelihood of sanitation workers.

With Appreciation and best Wishes.


HEALTH OFFICER
Kochi Municipal Corporation




भारत सरकार / GOVERNMENT OF INDIA
रेल मंत्रालय / MINISTRY OF RAILWAYS
दक्षिण रेलवे / SOUTHERN RAILWAY

नितिन नोर्बर्ट, आई. आर. सी.एम.
Nithin Norbert, I.R.T.S.
स्टेशन विदेशिक एन क्षेत्र प्रबंधक
Station Director & Area Manager
एरनाकुलम / Ernakulam,
कोच्ची / Kochi - 682 016.

Dt. 15.02.2022

D.O.No.V/AMC/14/Cleanliness

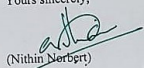
Dear Sirs,

Sub: Appreciation Letter *****

I wish to place on record my congratulation and appreciation to M/s.Harpic World Toilet College, Kochi for the training program conducted, in coordination with the EnHM wing of Southern Railway, at Ernakulam junction railway station on 15.02.2022 for the cleaning contract labours engaged at the station and on board the train about soft skills, safety at work, COVID-19 prevention & safety, health and hygiene awareness etc. The programme was well appreciated by the participants as a motivation to our sanitation workers towards health, hygiene, safety and good behaviour in workplace and will instill a sense of pride in their work.

I hope and wish that through your continued efforts achieve the goal of dignifying the livelihood of sanitation workers.


Once again I congratulate and appreciate your team for your sincere efforts.

With regards
Yours sincerely,

(Nithin Norbert)

M/s. World Toilet College

टेली/फैक्स, Tel /Fax : बीएसएनएल / BSNL : 0484-2375701
रेलवे / Rly. : 85000

ई-मेल / E-mail : amers@tvc.railnet.gov.in
amers@tvc@gmail.com


ALUVA MUNICIPALITY, ALUVA - 683 101
TELEPHONE OFFICE: 2623755, 2623757
E-mail- secretaryaluvamunicipality@gmail.com
07.03.2022


Appreciation Letter.


I, Congratulate and Appreciate Reckitt, Jagran Pehel and Gramalaya for their initiative Harpic World Toilet College, Kochi towards dignifying the livelihood of sanitation workers. The program is the milestone to up skill sanitation workers and improve their livelihood and safety towards the work.


The training program conducted by Harpic World Toilet College, Kochi "about the Soft Skills, safety at work, COVID-19 Prevention & Safety, Health and hygiene awareness etc. for Sanitation Workers. This program motivate our sanitation workers towards health, hygiene, safety and good behavior in workplace.

I hope and wish through your efforts to achieve the goal of dignifying livelihood of sanitation workers.

With Appreciation and best Wishes.


PREMNAVAS K V
HEALTH SUPERVISOR





KUDUMBASHREE
FACILITY MANAGEMENT CENTRE
Vadachira, VSNL Road, Kakkanad -682030

I, congratulate and appreciate Reckitt, Jagran Pehel and Gramalaya for their initiative, Harpic World Toilet College, Kochi towards dignifying the livelihood of sanitization workers. The program is the milestone to up skill sanitization workers and improve their livelihood and safety towards the work. The training program conducted by Harpic World Toilet College, Kochi about the soft skills, safety at work, Covid- 19 prevention & Safety, Health and Hygiene awareness etc. for sanitization workers. This program motivates our sanitization workers health, hygiene, safety and good behavior in workplace.

I hope and wish through effort to achieve the goal of dignifying livelihood of sanitation workers.

With Appreciation and best Wishes


Asst. Manager
Kudumbashree Kochi Metro Project

 
North Paravur Municipality
 Office :0484-2442327, Fax :0484-2446117
 E-mail : northparavurmunicipality@gmail.com

PH4-2408/22

09.03.2022

APPRECIATION LETTER


I, Congratulate and Appreciate **Reckitt, Jagran Peהל and Gramalaya** for their initiative **Harpic World Toilet College, Kochi** towards dignifying the livelihood of sanitation workers. The program is the milestone to up skill sanitation workers and improve their livelihood and safety towards the work.

The training program conducted by **Harpic World Toilet College, Kochi** "about the Soft Skills, safety at work, Covid-19 Prevention & Safety, Health and Hygiene awareness etc. for Sanitation Workers". This program motivate our sanitation workers towards health, hygiene, safety and good behavior in workplace.

I hope and wish through your efforts to achieve the goal of dignifying livelihood of sanitation workers.

With Appreciation and best Wishes




 Ragesh Paleriveetil
 Health Supervisor
 North Paravur Municipality



40-304, Bhagyanagar, KURNOOL - 518 004.
 ☎ : 224999 (10 Lines), 224964, 224965, 224966.
 Fax : 08518-248990, Email : cybercafe_mourya@rediffmail.com
 the_mourya_inn_kol

Appreciation Letter

Date : 15-03-22

To,

Harpic World Toilet College, Kurnool.

Dear Sir,

I Congratulate and Appreciate **Reckitt, Jagran Peהל and Gramalaya** for their initiative **Harpic World Toilet College Kurnool** is the new concept for us. After recruiting the trained Candidates from HWTC are extremely good in their work. They have right attitude in the Housekeeping work. The hotel guests are complimenting on the cleanliness and sober behavior of the Housekeeping Staff.

They are contributing a lot in the developments of our hotel business.

My best wishes in the progress and achievements of HWTC


 With Appreciation and best Wishes.

SriLakshmi Narasimha Outsourcing Security & Services

Cell: 9493802423
 9490185581

* Operators
 * Security Guards
 * House Keepers
 * Hospitals

* Shopping Malls
 * Cinema Theatres
 * Educational Institutes

147, Jagadish Mall, Biria Compound, KURNOOL-518002

Appreciation Letter.

To,

World Toilet College,(South Chapter)

Kurnool.

Dear Sir,

I Congratulate and Appreciate **Reckitt,Jagran Peהל and Gramalaya** for their initiative **HarpicWorld Toilet College Kurnool** is the new concept for us. After recruiting the Candidates trained in HWTC are extremely good in their work. They have right attitude in the Housekeeping work. In the Hospital sector housekeeping is the must to do service. Self-cleanliness and hospital cleanliness is very important in the hospital sector.

The candidates trained by Harpic World Toilet College are well aware of their safety measures they do their work. The other staff & the patients are satisfied & happy on their work.

My best wishes in the progress and achievements of HWTC.

With Appreciation and best Wishes

**PG & RESEARCH DEPARTMENT OF SOCIAL WORK**

BISHOP HEBER COLLEGE (Autonomous)

Nationally Reaccredited with 'A' Grade by NAAC with a CGPA 3.58 out of 4
 Recognized by UGC as "College of Excellence"

TIRUCHIRAPPALLI - 620 017



Dr. A. RELTON, M.A.(S.W.), Ph.D.,
 Associate Professor & Head

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Gramalaya, Tiruchirappalli and HARPIC World Toilet College jointly organised a Training and Capacity Building Programme for the Sanitation Workers, in collaboration with the PG & Research Department, Bishop Heber College on 27/12/2021(Saturday) at the College premises. This programme was initiated by HARPIC World Toilet College and Gramalaya, Tiruchirappalli. The main aim of the programme is to training them on the sanitation aspects thereby improving the livelihood of the sanitation workers. A total of 54 staff members who are involved in sanitation work of the College participated in the programme.

The Programme was truly a 'need of the hour' and was meticulously organised and I hope the Harpic World Toilet and Gramalaya Team would organise many such programs to benefit the Sanitary Workers in particular and their families at large.

I wish them success in all their future endeavours.

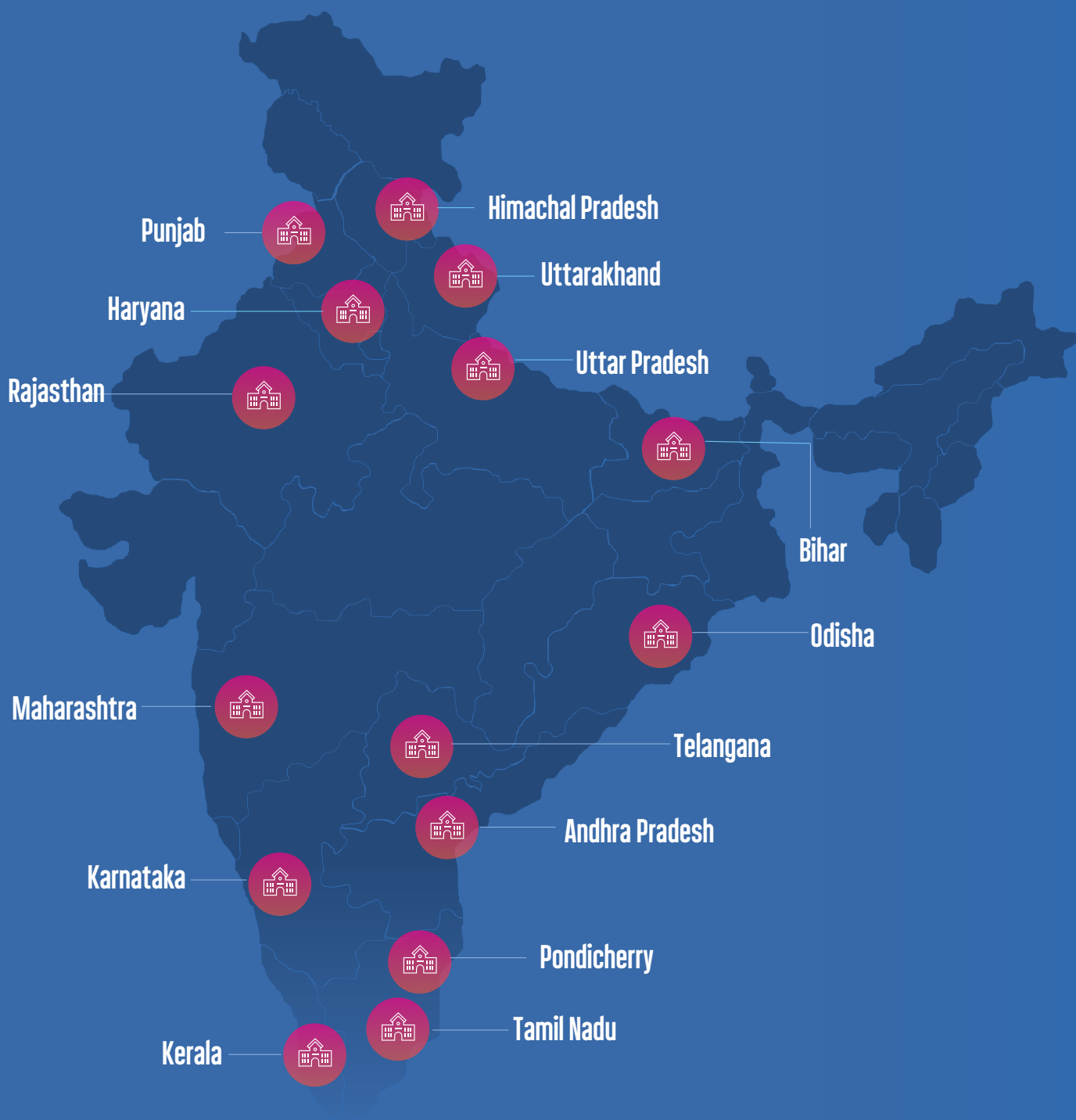

HEAD OF THE DEPARTMENT

Place : Tiruchirappalli
 Date : March 21, 2022



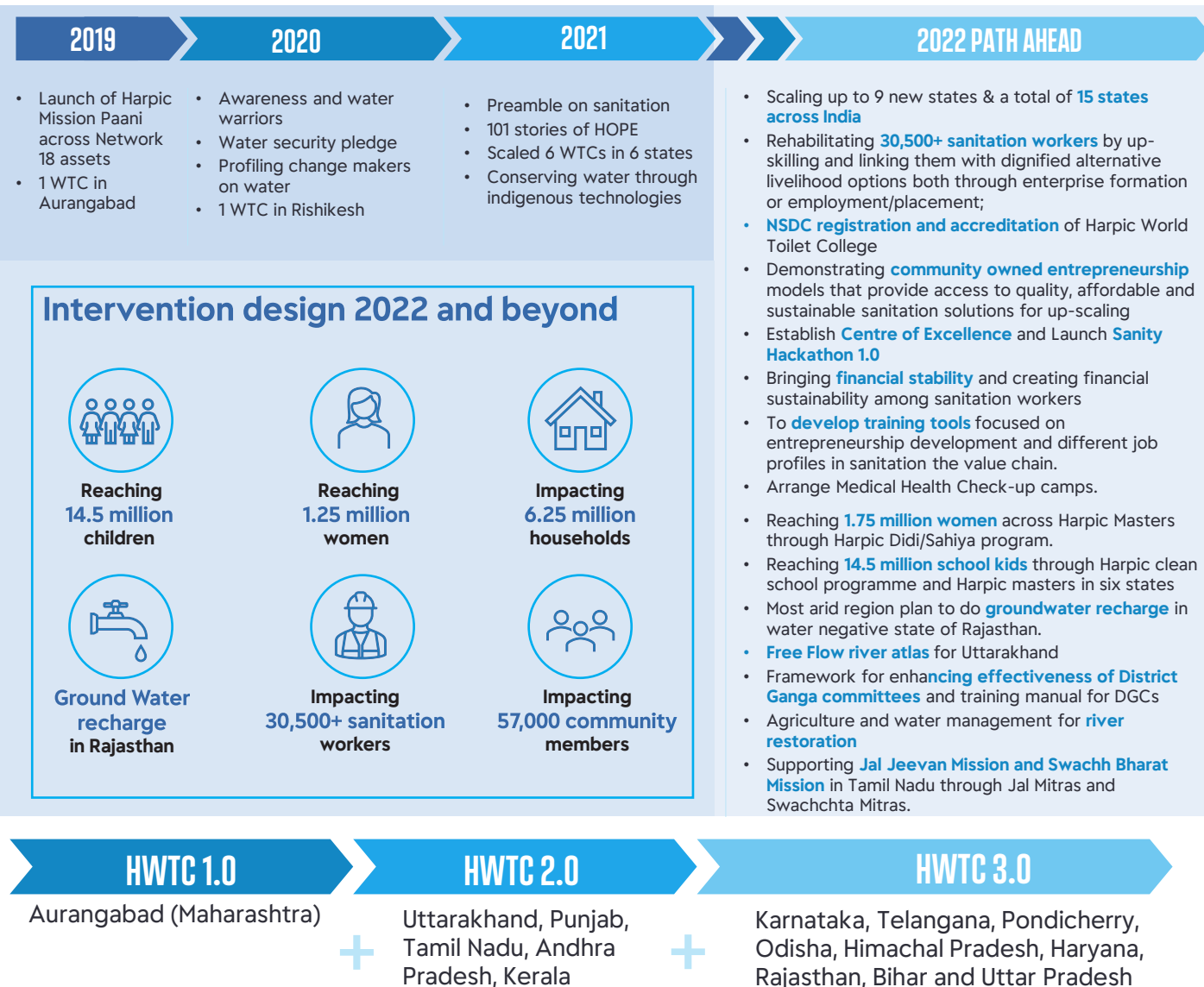
9. Way Forward

Phase 5 of the programme



In the year 2022-23, the programme aims to expand its footprint to an overall **15 states nationally**, rehabilitating a total of **30,500+** sanitation workers.

» Plan for 2022 and ahead



The focus of next phase of this programme is not only to sustain the momentum achieved so far in existing geographies, but also to evolve and upscale the initiative to a higher level in HWTC Centres with a strategic & holistic approach. Reckitt aims to achieve its goal of mutual Health, Hygiene and Partnership by impacting 52 million beneficiaries under Mission Paani.

Harpic World Toilet College was started in 2018 in Aurangabad, Maharashtra under above mentioned initiative. The college was initiated with an objective of Skill building, training, and placement. In 2022-23 and beyond, HWTC has a plan to expand to 15 states with a 5 day training module, which is a blend of online and offline trainings. In next 5 years, the programme also plans to implement Harpic Clean School programme and create Harpic Masters- through which it shall be able to reach a total of 14.5 million school children.

As the long-term objective, the programme aims to form a Cooperative of sanitation workers followed by an Entrepreneurship model for the workers through Self Help Groups. To enhance sustainability, Alumni Portals are being set up which shall help build a network of HWTC and its students. The platform may be used for knowledge sharing and creating a cross learning environment for the alumni for life-long knowledge enhancement.

Endnotes

- 1 Dalberg Associates. *The Sanitation Workers Project*. Available at: <http://sanitationworkers.org/>
- 2 <https://indianexpress.com/article/india/official-data-shows-one-manual-scavenging-death-every-five-days-5361531/>
- 3 <https://www.mkgandhi.org/articles/cleanliness-sanitation-gandhian-movement-swa-chh-bharat-abhiyan.html>
- 4 <https://www.sulabhinternational.org/founders-profile-dr-bindeshwar-pathak/>
- 5 <https://gramalaya.org/about-gramalaya/>
- 6 <https://thestoriesofchange.com/usha-chaumar-manual-scavenger/>
<https://thewire.in/caste/how-to-improve-conditions-of-sanitation-workers>
https://www.who.int/water_sanitation_health/publications/health-safety-dignity-of-sanitation-workers.pdf
- 7 Adapted from Dalberg Advisors-" Sanitation worker safety and livelihoods in India: A blueprint for action" November 2017
- 8 Adapted from Dalberg Advisors-" Sanitation worker safety and livelihoods in India: Phase 1 Insights" November 2017
- 9 <https://timesofindia.indiatimes.com/blogs/voices/sanitation-workers-the-invisible-warriors-keeping-our-cities-clean/>
- 10 Health, Safety and Social Security Challenges of Sanitation Workers during the COVID-19 Pandemic in India- September 2020- Urban Management Centre and Water Aid
- 11 <https://in.one.un.org/page/sustainable-development-goals/>
- 12 <https://www.wateraidindia.in/sites/g/files/jkxoof336/files/status-of-manual-scavengers-in-india-sustainable-development-goals-perspective.pdf>
- 13 <https://www.wateraidindia.in/sites/g/files/jkxoof336/files/status-of-manual-scavengers-in-india-sustainable-development-goals-perspective.pdf>
- 14 <https://www.wateraidindia.in/sites/g/files/jkxoof336/files/status-of-manual-scavengers-in-india-sustainable-development-goals-perspective.pdf>
- 15 <https://www.un.org/en/observances/toilet-day/background>
- 16 <https://www.wateraidindia.in/sites/g/files/jkxoof336/files/status-of-manual-scavengers-in-india-sustainable-development-goals-perspective.pdf>
- 17 <https://pqars.nic.in/annex/255/AU450.pdf>
- 18 https://www.google.co.in/books/edition/Toilet_Warrior/xP-QDwAAQBAJ?hl=en&gbpv=1&printsec=frontcover

Notes

