



Impact evaluation of **Harpic World Toilet College**

Programme: Enabling dignified livelihood for sanitation warriors

Ending the inhuman practice - Transforming lives for a better tomorrow

March 31, 2023



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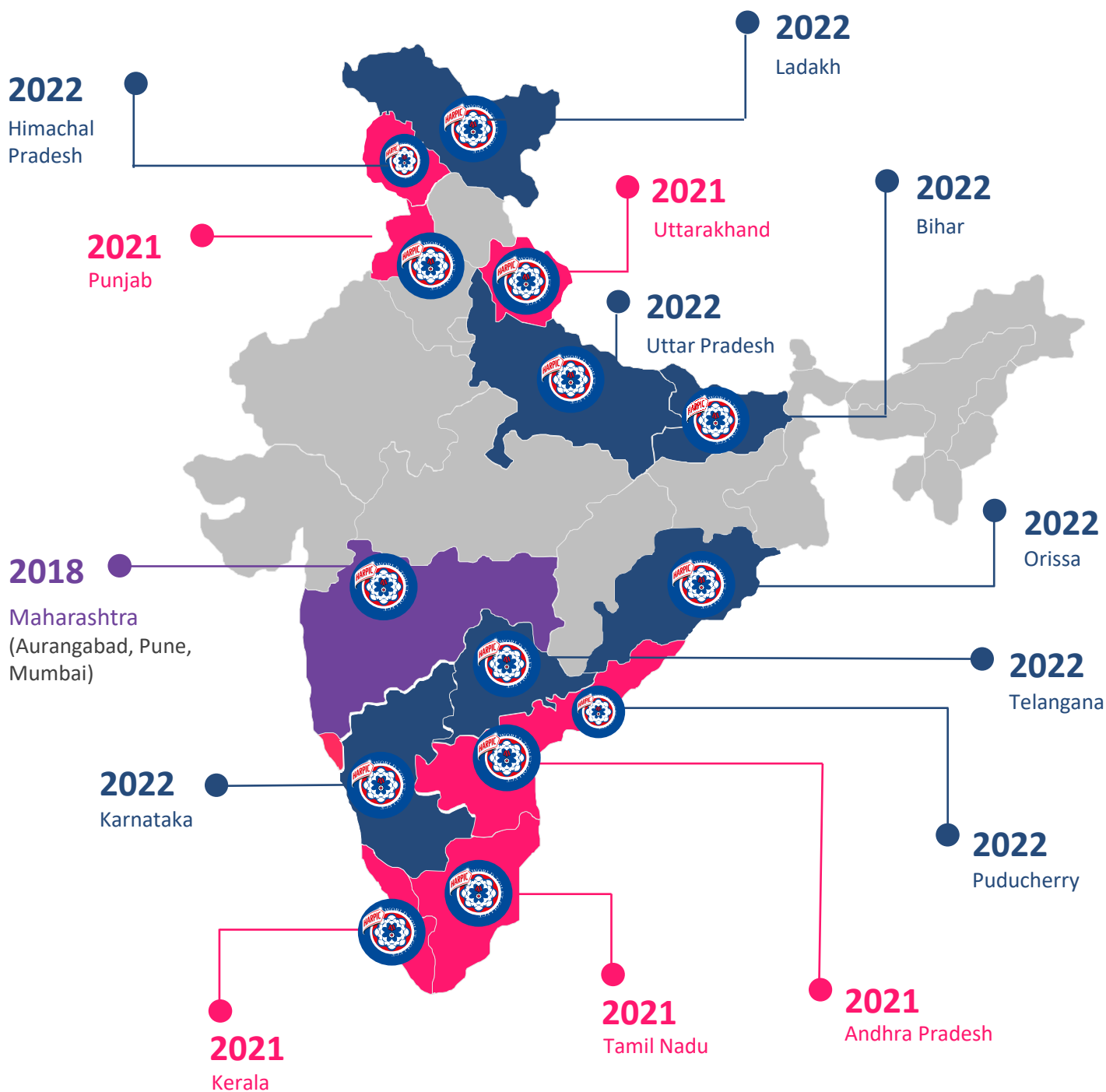
“A JAGRAN CSR INITIATIVE”

Implemented by JAGRAN Pehel



Assessment by
Dure Technologies

REACH AND COVERAGE



2,37,132

Sanitation workers and their families mobilised for training



1,82,972

Sanitation workers and their families applied for WTC training



1,81,586

Sanitation workers and their families trained

ACHIEVEMENTS



35,929

Sanitation workers mobilised



27,723

Sanitation workers applied for training



27,513

Sanitation workers trained

AWARDS AND RECOGNITION

Best performance award on Republic Day Event 2023, Patiala for initiating the Harpic School Sanitation Van.

Ganga Swachchhta Award (2022)

School Sanitation Van tableau participated in the 2023 Republic Day parade/Zhanki in Patiala.

Sanitation workers received awards on international women's day, 2023.

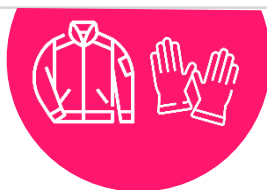


INNOVATIVE ACTIVITIES



60

Government **schools in urban Patiala** received sanitation support/toilet cleaning/urinal cleaning/sink cleaning through sanitation van.



400

Reflector jackets, hand gloves, T-shirts, caps were distributed to Sanitation workers/ volunteers for supporting Sikh religious festival 'Hola Mohalla' in **Anandpur Sahib** from 5th to 8th March 2023



200

Children of sanitation workers were enrolled in government and private schools in Varanasi under the Right to Education Act in the year 2022-23 in **Varanasi**.



1,00,000

People were made aware of sanitation issues by sweepers during the Swachh Bharat Yatra at **Varanasi**



5,00,000

People were made aware of sanitation issues street plays, song, and puppet show by Swachhata Mitra during the Swachh Bharat Yatra, **Varanasi**.



500

Sanitation workers were screened for musculoskeletal disorders, respiratory problems, skin infections, eye, dental, BP, and other occupational hazards at **Varanasi**.



20

SHGs formed in **Nashik**



200

Sanitation workers were awarded during Women's Day celebration, **Varanasi** by Minister of State, UP Government, Mr. Ravindra Jaiswal



12

Sanitation workers/waste workers and social leaders were awarded with trophies, certificates, shawls and shrifals in **Aurangabad**.

ECONOMIC FOOTPRINT

For every Re 1 invested in the programme delivered **Rs 23.2** of social value with overall




Rs 7.9 crores

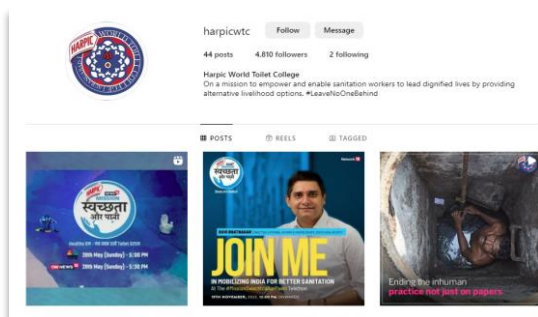
Investment in 2018



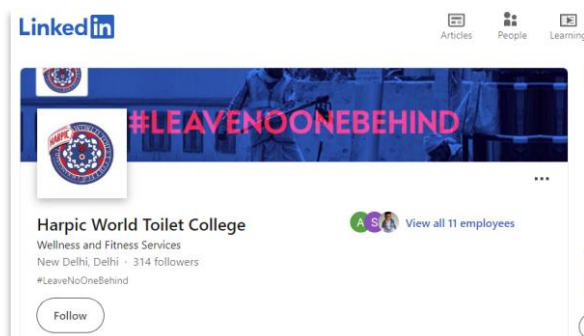

Rs 1,83.7 crores

Social value created
in 2020

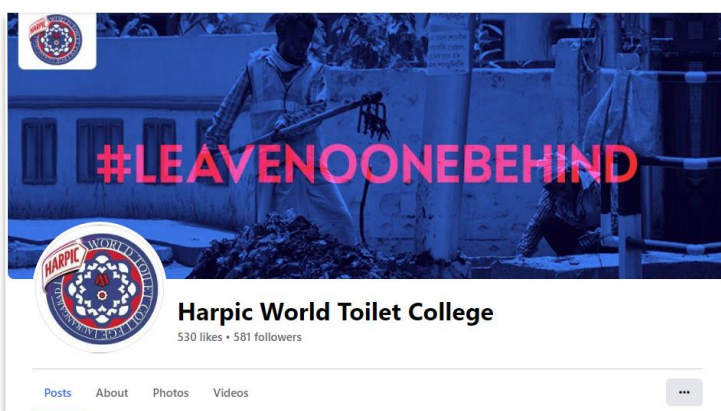
SOCIAL MEDIA REACH



<https://www.instagram.com/harpicwtc/>



<https://www.linkedin.com/company/harpicwtc>



<https://www.facebook.com/HarpicWTC>



<https://twitter.com/HarpicWTC>

EXECUTIVE SUMMARY

Sanitation workers in South Asian countries, including India, face severe marginalization. The stigma attached to their work has resulted in discrimination based on factors such as caste, ethnicity, religion despite government initiatives to tackle the issue. Despite the passing of acts in by Indian government in 1993 and 2013 to prohibit the employment of manual scavengers and provide rehabilitation, the practice persists.

As part of the 'Dettol Banega Swachh India' initiative, Reckitt launched the 'Harpic World Toilet College' (HWTC) in Aurangabad, Maharashtra in 2018 in collaboration with the World Toilet Organization (Singapore) and Jagran Pehel.

The programme has made remarkable progress and grown significantly, expanding its reach to 14 states. Since its launch in 2018, the programme has expanded to three additional districts in Maharashtra and five other states including Punjab, Uttarakhand, Kerala, Tamil Nadu, and Andhra Pradesh in 2021. In 2022, it further extended its reach to seven more states, including Bihar, Ladakh, Himachal Pradesh, Orissa, Karnataka, Telangana, and Puducherry, bringing the total number of states covered to 14.

With a goal to empower and uplift underprivileged communities, the programme aims to nurture their skills and provide them with opportunities to lead a life of respect and dignity. HWTC focuses on training and enhancing the skills of sanitation workers across various levels of the sanitation value chain, with a special emphasis on providing them with dignified jobs in government and private sectors.

To ensure consistent delivery of the programme across the states, the HWTC has established multiple centers and developed an end-to-end tool, referred as 'playbook' for local partners. The playbook covers the entire process from student selection to job placement.

Dure Technologies conducted a thorough evaluation of the programme that included an analysis of the playbook, including its comprehensiveness, standard operating procedures (SOPs), and readiness for local partners. The impact assessment also captured the innovative activities conducted by HWTC during the year 2022-23 for greater reach and better impact of the programme.

The assessment confirms that the playbook has proven to be an effective standard guide for state partners, providing them with a reference and a detailed outline of the processes to be completed from their end. Interactions with sanitation workers and stakeholders have attested to the positive impact of HWTC on their lives through dignified life, confidence, and income. The assessment further noted that HWTC has effectively conducted several events to recognize the efforts of sanitation workers through awards and felicitation during international women's day and world toilet day celebrations. The programme integrated with existing school hygiene programme to create awareness among students on hygiene and sanitation at an early age.

The Harpic World Toilet College (HWTC) has emerged as a promising programme that has transformed the lives of sanitation workers in intervention sites across India. The programme has enormous potential to be scaled up and adopted in areas where sanitation workers are engaged in hazardous activities, providing them with the opportunity to develop their skills and lead a dignified and fulfilling life.



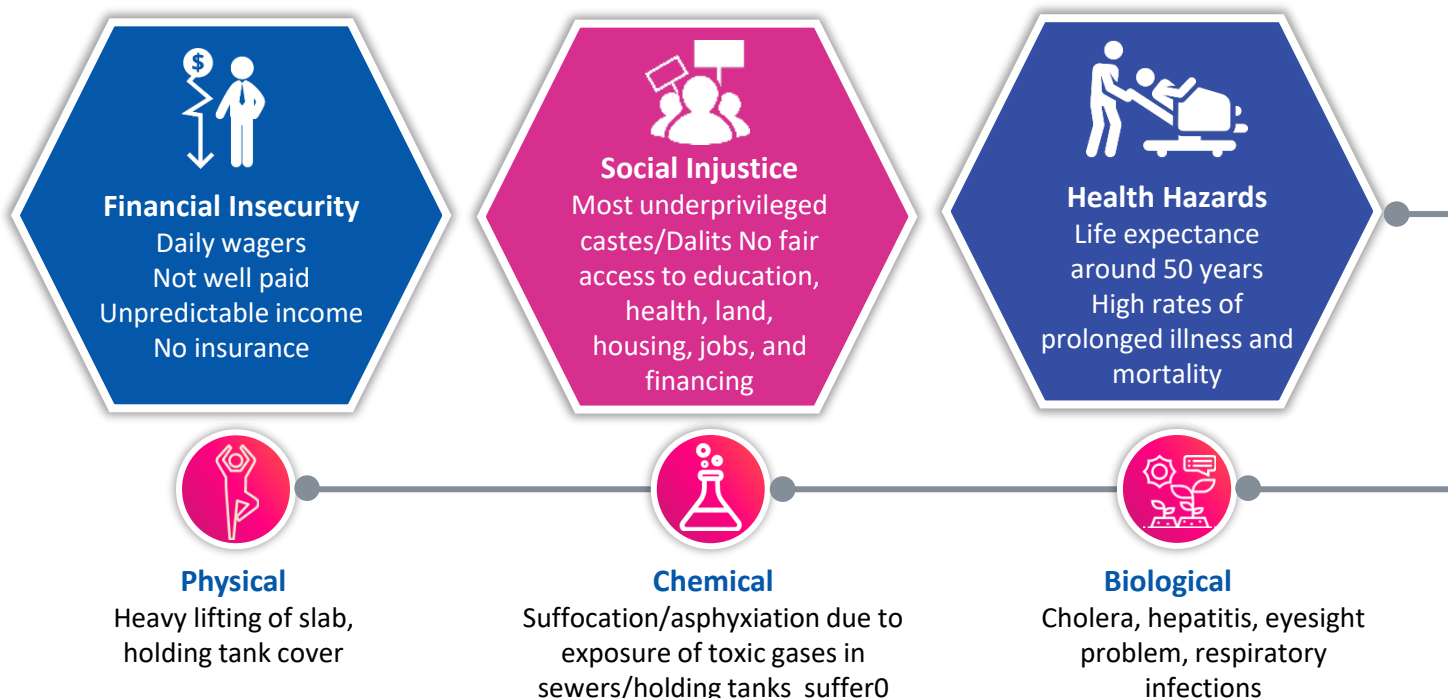
SANITATION WORKERS ACT AS FOREFRONT FOR SANITATION SERVICES ACROSS SEVERAL SECTORS.

"Sanitation Workers" are crucial in keeping our cities, towns, and villages clean and functioning smoothly by providing an essential public service. They are at the forefront of ensuring that our sanitation services operate efficiently, protecting the environment in the process. About 5 million sanitation workers exist in India and are engaged in several activities; of them 40% are working in high-risk conditions¹. They are often stigmatized for their work engagement and face several challenges.

Sanitation worker's engagement as categorized by Dalberg study report, 2017²



SANITATION WORKERS FACE MULTIFACETED CHALLENGES ^{3,4}



¹Understanding the Problems of India's Sanitation Workers (thewire.in)

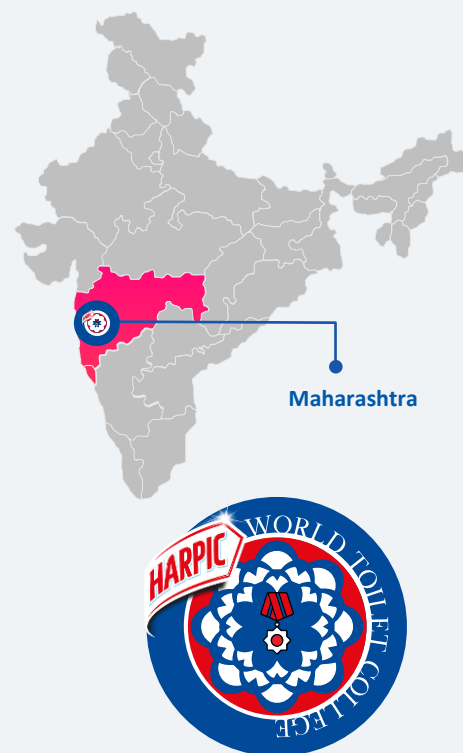
²The Nine Kinds of Manual Scavenging in India (thewire.in)

³5 Hidden Dangers Sanitation Workers Face - Borgen (borgenmagazine.com)

⁴Health, Safety and Dignity of Sanitation Workers (who.int)

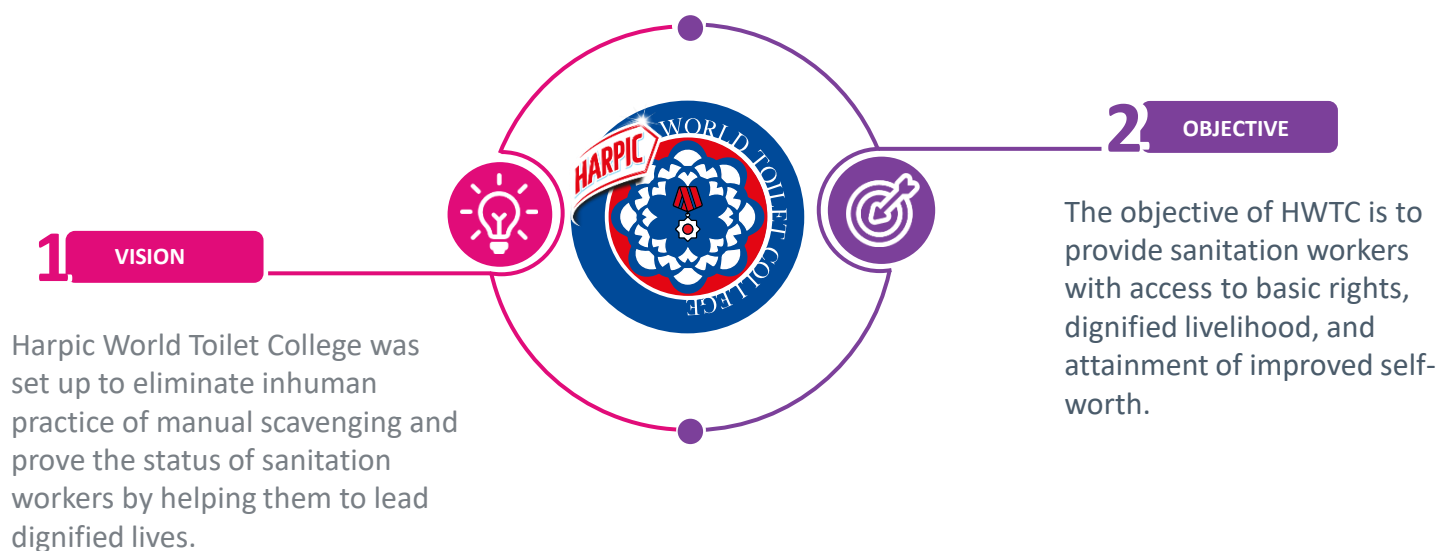
As per SECC-2011, Maharashtra alone has recorded more than 65,000 rural households (35% of the total) engaged in manual scavenging⁵.

Reckitt, as part of the ‘Dettol Banega Swachh India’ programme laid down the foundation of the first ‘Harpic World Toilet College’ (HWTC) in association with the World Toilet Organisation (Singapore) and Jagran Pehel, in Aurangabad, Maharashtra in 2018.



The programme has further expanded to Pune and Mumbai in Maharashtra (2018) and to five other states including Punjab, Uttarakhand, Kerala, Tamil Nadu, and Andhra Pradesh in 2021. In 2022, the programme extended its reach to seven more states, including Bihar, Ladakh, Himachal Pradesh, Orissa, Karnataka, Telangana, and Puducherry.

PROGRAMME VISION AND OBJECTIVE



⁵<https://pib.gov.in/newsite/PrintRelease.aspx?relid=133286>

HWTC HAS CREATED AN ALL-INCLUSIVE PLATFORM TO OFFER END-TO-END SOLUTIONS FOR THE SANITATION WORKFORCE, FROM STUDENT SELECTION TO JOB PLACEMENT.

- ❖ HWTC on-boarded local partners for on-ground implementation in each of the intervention states. The process includes mobilization of sanitation workers, registering them at the center, providing training and placing them to private and government sectors for a dignified livelihood.
- ❖ HWTC has developed web-based training module in state specific local languages.
- ❖ HWTC has partnered with 'Goodera', now known as 'Saathire Social Impact Solutions' for developing monitoring and evaluation dashboard to capture real-time data reporting.



We take them to the demonstration room, training room. Once they see the training center, their interest arises. **We counsel them for social security** and make them aware of the difference between monthly salaries versus daily wagers. **We also convince them they will get PF and gratuity through their company and get health insurance through ESIC.**

Ganesh Patil, Chief Mobiliser, Aurangabad

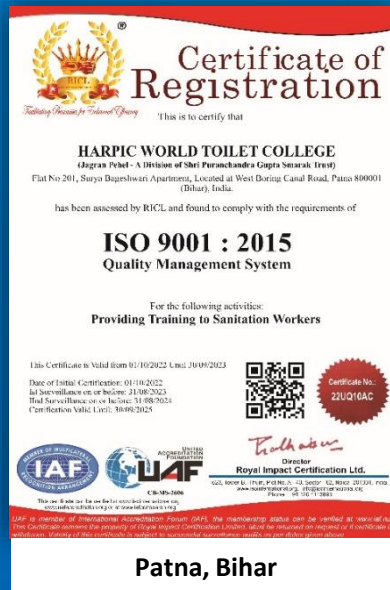
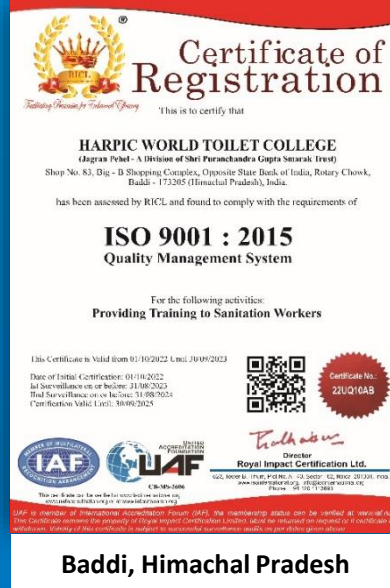
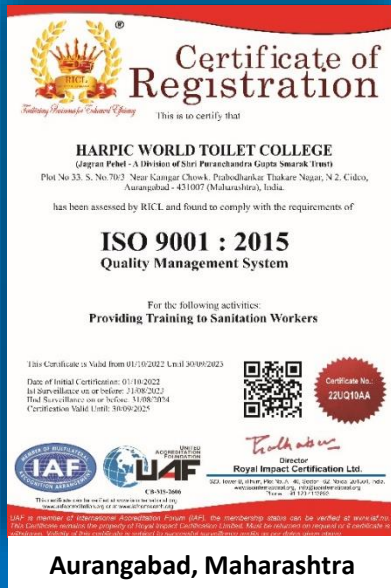
"We have a medical room, where all sanitation workers are facilitated with health check-up by medical doctors from government hospitals. Doctors conduct a few checkups like BP, weight, and provide medication for cough, cold, and advised to take care. If any serious medication is required, we refer them to use Ayushman Bharat card and connect them to hospitals.

Sanjay Kumar Palai, State Manager, Bhubaneswar

the agency is using a mix of qualitative and quantitative research methods to measure the project's performance and outcomes. And to make live data entry easier, Jagran Peהל has partnered with Goodera now known as saathire social impact solutions since 2018, its monitoring and evaluation dashboard, real-time reporting dashboard, technical support, and dedicated team have been instrumental in helping us achieve our goals.

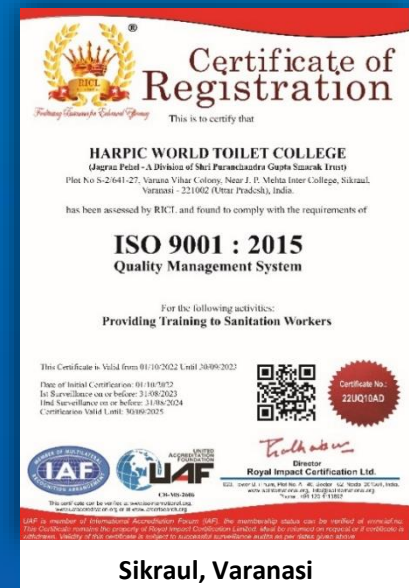
Jitendra Sali, Programme Manager, Aurangabad

HWTC HAS IMPLEMENTED A ROBUST QUALITY MANAGEMENT SYSTEM TO ALIGN WITH INTERNATIONAL STANDARDS BY OBTAINING ISO 9001:2015 CERTIFICATION.

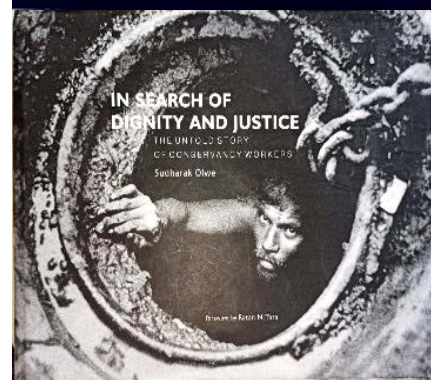
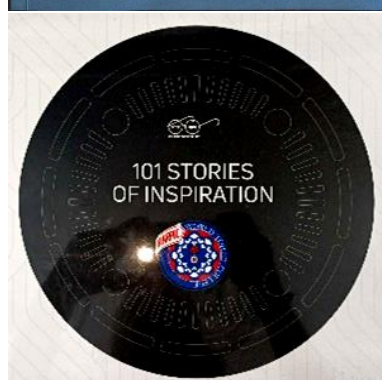
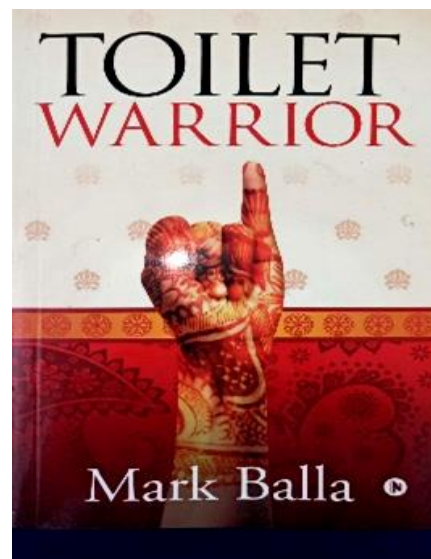
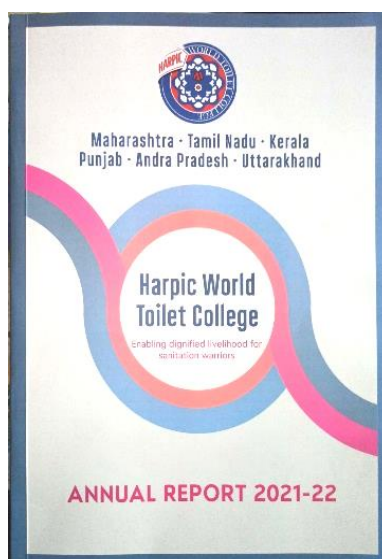


7 of 14 centers are certified with ISO.

ISO certification has demonstrated HWTC's commitment in delivering high-quality training to sanitation workers and ensuring that its processes and systems are effectively managed and continuously improved.



HWTC HAS DEVELOPED ADVOCACY AND IEC TOOLS TO FOSTER UNDERSTANDING, COLLABORATION, AND PARTNERSHIPS WITH GOVERNMENT STAKEHOLDERS TO FURTHER ADVANCE ITS GOALS AND EXPAND ITS REACH.



Sanitation preamble was launched by Speaker of Lok Sabha, Mr. Om Birla and its copies are placed at Rajghat, New Delhi.

They are published in 9 local languages:

English, Hindi, Marathi, Punjabi, Oriya, Tamil, Telegu, Kannada and Malayalam.

These advocacy and IEC tools are designed to communicate the evidence and outcomes that have emerged from the ground reality of HWTC's effort for transforming the lives of sanitation workers. They are shared with officials at the state and district levels, as well as other stakeholders, to highlight the positive impact and effectiveness of HWTC's initiatives. The tools provide evidence-based information, data, and success stories of sanitation workers to support HWTC's claims and demonstrate the tangible benefits that its training brings to individuals, communities, and the broader society.

HWTC HAS SET-UP A LIBRARY AND AWARD DISPLAY AT ALL CENTERS AND FACILITATED KNOWLEDGE PRODUCTS.

For sanitation workers, IEC materials, books on social welfare and health and safety are available in local languages at all centers. HWTC also understands the importance of inclusivity and offers a diverse collection of story and activity books to engage and inspire children of sanitation workers.



HWTC HAS PUBLISHED A BOOK TITLED '101 STORIES OF INSPIRATION' TO SHOWCASE A SERIES OF REAL-LIFE SUCCESS STORIES OF SANITATION WORKERS WHO HAVE OVERCOME CHALLENGES AND ACHIEVED REMARKABLE MILESTONES.

The book includes stories of 101 sanitation workers who have transformed their lives from unsafe environment to dignified livelihood through HWTC. They are HWTC alumni. Their stories include how HWTC helped them to get a dignified job, regular salary and beat their addictions to lead better lives. The book was launched on 'World Toilet Day, 2022'. This book is first of its kind where sanitation workers have shared their experiences. This book is to honour them and inspire others who are engaged in similar activities. The book is also dedicated to all those sanitation workers who have effortlessly served the community risking their own lives during COVID-19.



INNOVATIVE STRATEGIES AND SPECIAL EVENTS

HWTC has been proactively inviting government stakeholders and influencers to its center to enhance visibility and garner greater endorsement of the programme.

- Inauguration of the demonstration room at Rishikesh was done by Pujya Swami Chidanand Saraswati ji and Sadhvi Sarsawati Bhagwati in September 2022.
- Ms. Aanandi Ben Patel, Honourable Governor of Uttar Pradesh visited Rishikesh centre and lauded the efforts of the programme.
- Inauguration of HWTC Varanasi centre was done by Mayor Mridula Jaiswal along with other invitees from Municipal Corporation, Varanasi.



“

Public relation officer, environment and sanitation experts from Municipal Corporation, senior surgeons from reputed hospitals, the Commissioner of Police, sanitation officers and local corporators have visited our center and appreciated us.

**Sanjay Kumar Palai, State Manager,
Bhubaneswar**

This collaborative approach highlights HWTC's commitment to working closely with relevant authorities. This has amplified the impact of its initiatives and created a more conducive environment for the betterment of sanitation workers and their families.

HWTC INTEGRATED WITH DETTOL SCHOOL HYGIENE PROGRAMME IN PATIALA, PUNJAB TO INTRODUCE HYGIENE AND SANITATION AMONG CHILDREN AT YOUNG AGE

Problem recognition: During mobilization of sanitation workers for training, HWTC realised that their children are going to government schools where toilets were not cleaned and were in unhygienic conditions. There were hardly any toilet cleaners in schools or were untrained. As a result, dropout rates were high especially for girls as they lacked menstrual hygiene in school.

Steps taken by HWTC: Under Government of India initiatives 'Swachh Vidyalaya Puruskar (2016)', HWTC supported the cause to provide safe hygiene and sanitation in schools. HWTC has partnered with Green Sparsh Foundation for providing sanitation facilities to government schools through dedicating a full time Sanitation Van. .

60 School Sanitation Vans arranged.

>500 Toilets, urinals and sinks get cleaned every month.

DC, Patiala, granted permission to Green Sparsh Foundation to include 'school toilets cleaning' in monthly route map.

Sensitize students on importance of sanitation by providing demo sessions on maintaining cleanliness in toilets.

The Sanitation Van got an opportunity to participate as a tableau in the 2023 Republic Day Parade/Jhanki at Patiala.



“

The sanitation van is equipped with all necessary sanitation tools, machines, safety equipment and cleaning material. Through this initiative, we have created a livelihood opportunity to sanitation workers and employed 4 HWTC alumni. There is one driver, one supervisor, and 2 cleaners in van.

Rashid, State Manager, HWTC Patiala

HWTC COMMEMORATES 'WORLD TOILET DAY' TO HONOUR, FELICITATE AND ACKNOWLEDGE THE REMARKABLE EFFORTS AND CONTRIBUTION OF SANITATION WORKERS

- Sanitation workers received felicitation award and appreciation by Hon. MLA Puri at Bhubneshwar, Orissa.
- NEWS 18 covered the World Toilet Day programme 2022 at Bhubaneshwar where Sand art was prepared by sanitation workers and was inaugurated by the MLA of Puri at Bhubaneshwar, Orissa.
- Varanasi centre marked the occasion by creating a vibrant rangoli at Namo Ghat, featuring messages promoting cleanliness.



Jack Sim

Globally known as 'Mr. Toilet', founded the World Toilet Organization in 2001 and declared its founding day 19th Nov as 'World Toilet Day'. He also found 'Base of the Pyramid' (BoP) Hub to create an ecosystem of abundance by working with social entrepreneurs and businesses to through a social systems innovation lens.



This thoughtful celebration of World Toilet Day has served as a powerful reminder of the invaluable role played by sanitation workers in maintaining public health and hygiene. Through this meaningful gesture, HWTC not only highlighted their selfless service but also raised awareness about the vital work they undertake each day.

HWTC HAS CELEBRATED INTERNATIONAL WOMEN'S DAY (IWD) 2023, UNDER THE GLOBAL THEME #EMBRACEEQUITY AND FELICITATED THE WOMEN CONTRIBUTORS TO "SWACHH BHARAT MISSION"

HWTC organized one day event at all centers and invited role models/ women idol as chief guest at the HWTC Center to honour and felicitate female sanitation workers.

IWD 2023 celebrations at HWTC centres:



Varanasi



Nashik



Puducherry



Patna



Trichy



Patiala

Two HWTC female alumni have shared their inspirational stories on Radio City 91.9 FM, Varanasi.



Mrs Geeta Devi and Ram Dulari HWTC alumni at Radio City Interview
(Change you life Journey)

HWTC has organized health check-ups of female sanitation workers and distributed free glasses through Sarvangini Sanstha, an SHG formed through Municipal Corporation at Aurangabad.

HWTC USED THE CELEBRATIONS AROUND THE SIKH RELIGIOUS FESTIVAL OF HOLA MOHALLA, AT ANANDPUR SAHIB AS AN OPPORTUNITY TO CREATE MASS AWARENESS ON HYGIENE AND SANITATION.



HWTC organized 4-day Sanitation Campaign and spread awareness on hygiene and sanitation.



Sanitation



Toilet cleaning



Hand washing



Drinking clean water

Municipal Corporation of Nashik, in partnership with HWTC has promoted SHG formation for sanitation workers to empower women financially and socially.

- ❖ HWTC supported the process for forming SHGs that includes opening bank accounts, online registration of SHGs, getting PAN card for SHGs, getting loan from Nationalised banks for entrepreneurship and setting up businesses.
- ❖ 22 SHGs were formed by HWTC alumni and were provided an opportunity for entrepreneurship for financial enhancement.



SPECIAL INITIATIVES AT HWTC VARANASI

HWTC's has been addressing the holistic needs of sanitation workers and their families, aiming to create opportunities for a brighter future through enrolling their children in schools for quality education.

- During 2022-23, 200 children of sanitation workers were enrolled in government and private schools under the right to education in Varanasi.
- HWTC has convinced sanitation workers to enrol their children in schools as well has coordinated with school management for admissions.



“

We try to understand the hurdles in the life of sanitation workers. If someone is around 18-20 years old, we try to support them in their passion and dreams and support them through our center. If someone is having small kids, we try to get them enrolled to government schools for free education.”

**Sanjay Kumar Singh, State Manager, HWTC
Varanasi**



HWTC CONDUCTED 'SWACHH BHARAT YATRA' FROM NAMO GHAT TO ASSI GHAT AND ORGANIZED STREET PLAYS.

- Chief Minister of Uttar Pradesh flagged off the Yatra.
- Mr. T. Ram, MLA, and officers of the Municipal Corporation attended the yatra.

1 lakh people were made aware of cleanliness through street plays on boats.

>5 lakh people were made aware of cleanliness through street plays, songs, and a puppet show during the yatra.



HWTC HAS SET-UP A DEMONSTRATION ROOM AT THE MUNICIPAL CORPORATION BUILDING AT VARANASI TO CREATE GREATER VISIBILITY OF THE PROGRAMME.



Municipal Commissioner (IAS Pranay Singh) inaugurated the Demonstration Room of HWTC which has been set up at the Municipal Corporation, Varanasi.

THE MUNICIPAL CORPORATION OF VARANASI HAS TAKEN A COMMENDABLE STEP TOWARDS PRIORITIZING HEALTH AND SAFETY BY REWARDING 'THE 5 BEST' SANITATION WORKERS.

The awards are based on the adherence to essential safety protocols such as wearing masks, gloves, shoes, and other necessary protective equipment while carrying out their sanitation work. This initiative not only emphasizes the importance of maintaining high health standards but also serves as an encouragement for fellow sanitation workers to prioritize their own safety. As a token of appreciation, the awardees are presented with a certificate, a memento, and thoughtful gifts.

This programme not only reinforces the quality of health measures but also fosters a culture of safety among the sanitation workers.

Municipal Commissioner Shipu Giri, IAS honoring sanitation workers.



HWTC HAS BEEN ORGANIZING HEALTH CAMPS FOR SANITATION WORKERS TO IDENTIFY HEALTH NEEDS AND FACILITATE ACCESS TO CARE AND TREATMENT.

Medical doctors and physiotherapists were invited to health camp to facilitate health check-ups of sanitation workers. Screenings were done for conditions like musculoskeletal disorders, respiratory problems, skin infections, eye, dental, BP and other occupational hazards.



500 patients availed the health screening through camps organized by HWTC.

These health camps play a crucial role in identifying the health needs of sanitation workers and ensuring that they have access to the necessary care and treatment. These initiatives serve as a testament to HWTC's commitment to prioritizing health and welfare of sanitation workers by facilitating timely and appropriate healthcare services to meet their unique needs.

CASE STUDIES

TRANSFORMATION OF A WASTE COLLECTOR TO BECOME 'TOILET UNCLE' IN SCHOOLS.

Twenty-year-old Aman Kumar lives in Patiala. Aman dropped out from school after 8th standard due to financial constraints. He started out as a waste collector in very unsafe conditions and earned Rs.100 - 150. a day.



Aman attended a two day training programme at 'Harpic World Toilet College' in Patiala and acquired knowledge on multiple activities on sanitation and hygiene. He learnt about on housekeeping and cleaning work with safety measures during COVID19. He has also developed soft skills and learnt safety measures to be followed at workplace. Aman has completed his training programme and received a certificate.

Aman was selected as a cleaner in the 'Sanitation Van's School Programme' after the completing the training at HWTC. He now cleans 20-25 toilets per day across 2-3 government schools following due precautions and using safety gear at workplace. His life is now transformed, earning a livelihood with respect and dignity.

Accomplishments of Mr. Aman Kumar

1. Aman met the famous film star Akshay Kumar on the World Toilet Day event at Mumbai and shared his experiences as a cleaner in a 'School Sanitation Van'. He was delighted to receive high praise for his achievements from the star of the film "Toilet, ek prem katha".
2. Aman was Honoured at 2023 Republic Day Event at Patiala by the District Administration and from a Cabinet Minister of Punjab.



In his words,

"I feel happy and glad about working for children and maintaining sanitation at schools. My contribution will help reducing drop-outs from school and reduce illnesses among school students. This will also increase awareness on importance of toilet cleaning and behavioural changes... In schools, students call me 'toilet uncle'. I feel so happy that people respect me now."

INTERNATIONAL BODY BUILDING WORLD CHAMPIONSHIP AT PATTAYA-THAILAND



Kuku Ram, 53 years old from Patiala.
Winner of the international body building championship at Pataya, Thailand (2022).

Reckitt provided Rs 2 lakh as financial award to Kuku Ram and Mukesh Kumar (a follower of Kuku Ram) and a body builder champion.

Kukuram could not study due to poverty. He started toilet cleaning job to earn a livelihood. Currently, he is working as toilet cleaner in the Court Complex in Rajpura Tehsil in Patiala.

He was passionate about body building and exercising since a young age.. In 1985 he started exercising for body building. In 1989 he began participating in body building competitions at district and state level in Punjab . He won many body building championships.

Kukuram received Harpic WTC training and understood the importance of health and safety at work place, maintaining sanitation and personal hygiene. He received training completion certificates, dignity kits, toilet warrior book, Mission Paani Preamble.

Meet Kuku Ram: Once bonded labourer, now 'Mr World' at 53

Bharat Khanna
@timesgroup.com

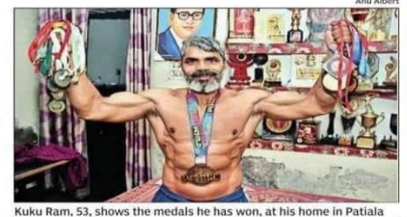
Patiala: At 53, former bonded labourer and second-generation contractual *safai karamchari* (sanitation worker) Kuku Ram, has returned with a gold medal for the country in body-building at Mr World championship in Thailand, while his disciple and colleague Mukesh Kumar of Rajpura took the silver.

The 39th NBBUI (Natural Bodybuilding Union International) Mr and Miss World Bodybuilding Championship 2022 was held at the Thai resort of Pattaya from December 17 to 18, where he competed in the 50-plus category and Mukesh in the 40-plus group. Kuku had dropped out of school to be a dairy farmer's bonded labourer in Patiala for six years to repay a debt of Rs 3,000 and, later, pulled a rickshaw for survival.

The local bodies kept him as *safai karamchari* for more than 15 years and fired him without regularising his job. He got the same job in the court complex of Rajpura, 25 kilometres from home. His victory has gone unnoticed with the sports authorities and the governments, yet his eyes are on more medals despite the dearth of practice hours.

He said: "My body-building journey started with helping my mother tend to cattle and carry dung cakes to the rooftop quarters. To save time, I'd fill a big vessel with dung cakes, and hauling it for years built my strength. My dairy farmer master was kind enough to give me good diet. Rickshaw-pulling in 1992 used to fetch me only Rs 70 a day. At 16, I joined Kesar Palhalwan *akhara* (wrestling academy) for bodybuilding but quit in a few years for being unable to afford the fee."

To go to the world championship, he took a loan, besides some donations from the court employees and advocates of Rajpura. "I am in this cleaning job since 17. It started with the Patiala municipal committee in 1987, and in 2000 they fired me and 15 others who couldn't bribe



Kuku Ram, 53, shows the medals he has won, at his home in Patiala

them for regularisation. For three years, I would do odd-job cleaning for 6 months and work on my body the other six months. In 2004, a company hired me for garbage collection from the Army quarters in Patiala and moved me to Ambala, but my mother's paralysis attack forced me to return. The Rajpura job also doesn't save me much after fuel. My father also cleaned for living."

Mukesh, who won the silver medal, said: "I quit studies after failing to pay the Class-XII examination fee. Bodybuilding was a childhood passion, but it took me 18 years to resume it after I met Kuku Ram. We get more debt than practice time. A regular government job in police or railways will help us."



In his words,

I got connected to HWTC. They have helped me financially to free my wife's mortgaged jewelry and provided me two lakh rupees They also helped me to maintain my diet for competing in body building competitions. Throughout my life, I worked as a sanitation worker, but here I learnt to use mask, gloves, and shoes, sanitize my hands etc. I was not educated, whatever they taught, I learnt thoroughly.



LANDMARK MOMENT: CHILDREN OF A TRADITIONAL SANITATION WORKER ENROLLED IN SCHOOL, BREAKING THE CHAIN OF NO ONE OF THE FAMILY EVER HAVING ATTENDED SCHOOL

Sushil Kumar, a traditional sanitation worker, Varanasi

No one in the family history ever visited school.



Sushil Kumar was born to a family where his parents were sanitation workers. He has four siblings who were also sanitation workers since childhood.

He and his family held the belief that the children of sanitation workers were destined to follow a similar path. They were unaware of the possibility that education could be integrated into their lives. He has four children who never visited school because of this belief and an orthodox attitude.

After receiving training from HWTC, the team further persuaded him to enrol his children in a school by offering the opportunity to lead a life of dignity. As a result of HWTC's efforts, he got his eldest son enrolled in the government primary school at Varanasi. This was beyond his dreams and truly a breakthrough moment in his life. He is thankful to HWTC for transforming his life and helping his children build a better future for themselves.



ALL WOMEN HARPIC WORLD TOILET COLLEGE AT PUDUCHCHERY

In 2022, Harpic World Toilet College was set up in Puduchhery, U.T. Pondicherry in partnership with Gramalaya. Reckitt and Jagran Pehel developed this HWTC center as 'Women Centric' and named it 'All Women Harpic World Toilet College.'

The center is unique in developing a platform for motivating and empowering women of the community by employing them as state lead and other staff. Last year, 712 out of 1,000 women were trained at the center. 100% of the trainees who completed their course found placements. Puduchhery, is a popular tourist destination and therefore urban local bodies (ULBs), hotels and hospitals see great value in employing these trained sanitation workers. They are also engaged in 'beach cleaning'. HWTC training has helped them gain respectable employment to earn a livelihood with dignity.



HWTC training workshops empower these women through capacity building, knowledge building and up-skilling their talents in sanitation, COVID-19 protocols, health and safety, WASH and Waste Management. The training also develops their soft skills and helps them in maintaining good health and personal hygiene at workplace.

The centre celebrated International Women's Day 2023, in Puduchhery and invited HWTC alumni as chief guest of the event.

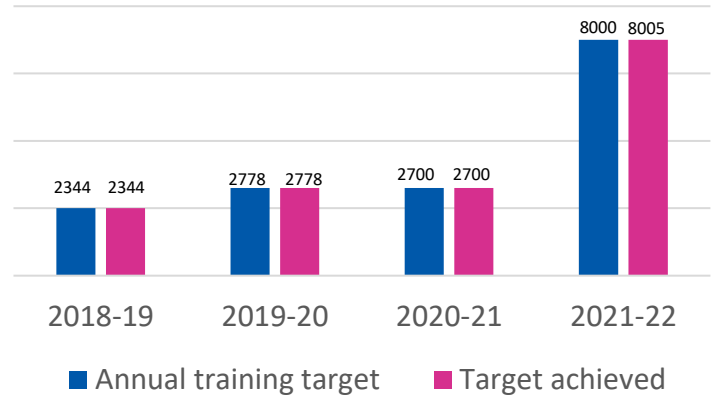
After the success of the first year, 'All Women HWTC' has planned to expand its coverage to mobilise more women for training workshops and help them earn a dignified livelihood. .



IMPACT ANALYSIS

Programme achieved 100% of its target of training sanitation workers consistently from 2018 to 2022.

HWTCs annual target for training sanitation workers was raised every year.



Placement of sanitation workers, 2018-22

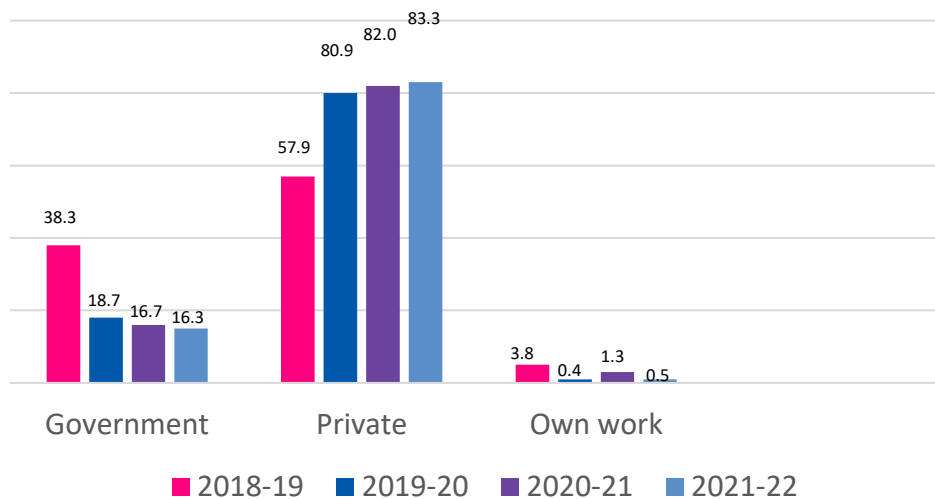
	Sanitation workers trained	Sanitation workers placed
2018-19	2,344	2,344
2019-20	2,778	2,778
2020-21	2,700	2,700
2021-22	8,005	8,005

100%



Sanitation workers who were trained, received job placements after completion of the course.

Sanitation workers' placement in private sector increased from 58% in 2018-19 to 83% in 2021-22



“At our institution, we take great pride in preparing our students for job interviews and ensuring they understand the importance of following work discipline and regulations.

Placement officer, HWTC

HWTC ACHIEVED ITS PROGRAMME TARGET FOR 2022-23 FOR TRAINING, CONVERSION OF CONTENT TO ANIMATED VERSION, PLACEMENT, AND CELEBRATIONS OF SPECIAL EVENTS

Head of Activity	Targets Planned	Achievement	Targets Achieved
Training of sanitation workers	27,500	27,513	100%
Setting up center with guided Infrastructure	10 Centers	10	100%
Conversion of Training content in 2d animation	As per requirement		100%
Job Placements	27,513	26,920	90%
ISO Certification	7	7	100%
Organising Medical Health Camp at HWTC	3	3	100%
Celebration of World Toilet Day (2022)	All HWTC centers	All HWTC centers	100%
Celebration of International Women's Day (2023)	All HWTC centers	All HWTC centers	100%
Hola Mohalla Event	1	1	100%
Initiation of Sanitation van to serve government school	60	60	100%
SHG formation and Establishment	3 old + 22 new	25	100%
NSDS registration and Accreditation	All HWTC centers	All HWTC centers	100%
Create HWTC Alumni Portal	All HWTC centers	All HWTC centers	100%
Photo shoot at HWTC	Orissa, Trichy, Leh, Baddi, Patiala, Varanasi, Patna, Rishikesh	Orissa, Trichy, Leh, Baddi, Patiala, Varanasi, Patna, Rishikesh	100%

One of the standout features of the HWTC programme is our unwavering commitment to innovation and responsiveness...during COVID-19 pandemic, we saw an opportunity to digitize our programme and reach even more individuals in need. Thanks to our innovative approach, we were able to expand our reach to 14 states across the country.

Sahil Talwar, Director, Jagran Peheh



Quality Policy
We at Harpic World Toilet College (HWTC) are Committed:

- to pursue standards of excellence in all our activities including Training and it's accountability through the process of training evaluation, feedback and continual improvement.
- towards mobilizing to the sanitation workers across the country by providing them professional training and sharpening their skills for better livelihood.
- towards consistent development of centers, delivery of training either on-line or off-line, placement as per the requirement and monitoring process.

We shall strive to achieve the same by:

- making dedicated efforts for proper implementation of Quality Management System with an objective to meet customer requirement through continual improvement for the effectiveness.
- improving all our processes in line with the requirement of ISO 9001:2015
- promoting continuous learning process of the staff by providing them minimum 6hrs training per year to increase awareness and competency.
- adopting Risk based thinking for Sustainability.
- complying with all applicable Statutory and regulatory requirements.
- reviewing our Quality policy and objectives on regular basis to ensure its suitability.

This Quality Policy will be communicated and applied within HWTC, and made available to relevant interested parties, as appropriate.




SAHIL TALWAR
Digitally signed by
SAHIL TALWAR
Date: 2022.09.22

Name: Sahil Talwar
Designation: Director

SANITATION WORKERS ACKNOWLEDGED THE CENTER ROLE IN TRANSFORMING THEIR LIVES BY GETTING THEM DIGNIFIED LIVELIHOOD AND IMPROVED SELF-WORTH



“

Training was in local language over app. I got a certificate for the training. **Wi-fi and android phone were also provided to me for training.** I was the first person in my community to get onto a flight and this opportunity was provided by HWTC.”

Aman Kumar, Reg no.: 115733, (Patiala)

“

Now I work in JSW corporate office. **My life transformed from a roadside sanitation worker to housekeeper at corporate office.** I feel satisfied that **my children are studying in a famous school.** I am very happy that I was trained at HWTC. Last week, our MD visited the office and appreciated me for the hygiene and cleanliness.

Bijay Naik, Reg no.: 115420, (Bhubaneswar)

“

I was earning around Rs 6000-7000/- and **I was an alcoholic, I often had cough and palpitation issues. I completely quit drinking.** I am earning around Rs 10000/- and I am better in health and not falling sick often.

Karan Kumar, Reg no.: 118720, (Varanasi)

“

I was earning Rs 3600/- as sanitation worker previously, which has increased to Rs 10000/- after joining municipality as community toilet caretaker. I got a room at community toilet to stay, so that I can care for it 24 by 7.

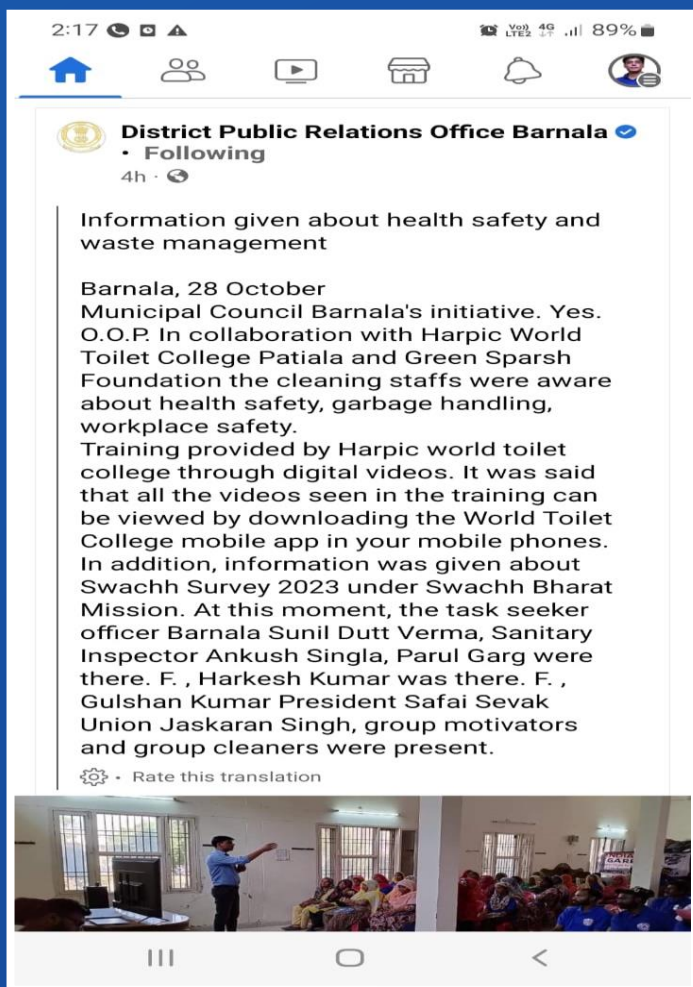
Sushil Kumar, Reg no.: 115981, (Varanasi)

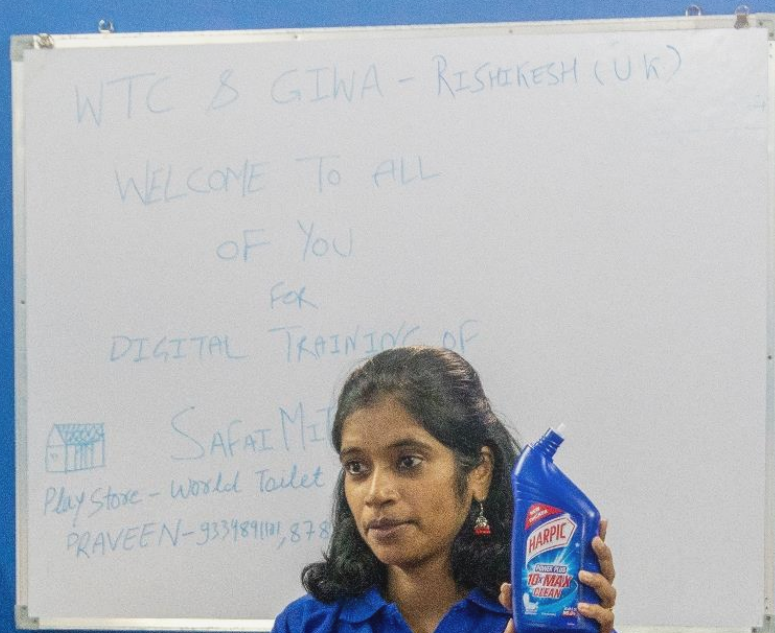
“

I joined HWTC through Gramalaya. **Earlier I was earning around Rs 150 per day, now my income has risen to Rs 250-300/- per day.** Earlier would get drunk and comment on and abuse transgender people. It will improve slowly with the support of Gramalaya and HWTC.

S. Kamalam, Reg no.:136803, (Trichy)

SOCIAL MEDIA COVERAGE





TESTIMONIALS



JACK SIM, Founder of World Toilet Organization

India, being a vast country with a significant professional workforce dedicated to toilet cleaning, creates a tremendous opportunity for Harpic World Toilet College (HWTC) to make a substantial impact. HWTC has the potential to reach every city and state in India, ensuring that high-quality toilet services are accessible to all. While public toilets have existed for a long time, the availability of comprehensive training for cleaners has been limited. HWTC aims to bridge this gap by providing essential skills and knowledge to sanitation workers across the country. By training more cleaners, India can gradually shed its image of unhygienic environments and move towards becoming a cleaner and healthier nation. HWTC plays a significant role in driving the transformation towards a more hygienic and sustainable future for India.



S. Damodaran, CEO Gramalaya

Reckitt is a purpose-driven organisation, with a primary focus on water, sanitation, and hygiene promotion. Reckitt has made significant contribution through its various flagship programme. We are proud to be associated with Reckitt for both 'Dettol Banega Swasth India' and 'Harpic World Toilet College' programme as our own goal aligns closely with theirs. Along with training and sensitizing the sanitation workers on safe handling of waste and wearing personal safety equipment; HWTC has been emphasizing on welfare of sanitation worker to facilitate them with medical insurance, regular health check-ups and building network to provide educational support for their children. These efforts are both unique and remarkable in their commitment to holistic support for sanitation workers and their families.



Bidhu Bhusan Panda, Chairman, Amar Jyoti Yuvak Sangha

Harpic World Toilet College (HWTC) is actively working to address the challenges of sanitation workers and improve their lives with a focus on dignity. To further enhance the effectiveness of their initiatives, HWTC is exploring innovative approaches for holistic support of sanitation workers and their families. In addition to their existing online training programmes, introducing physical training sessions could be a valuable way forward that can provide a comprehensive learning experience and promote a greater sense of well-being and empowerment.



AWARDS TO HWTC



Date: 19/01/2023


SIRUGAMANI TOWN PANCHAYATH


Appreciation Letter.

I, Congratulate and Appreciate **Reckitt, JagranPehel and Gramalaya** for their initiative through **Harpic World Toilet College**, Trichy 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, Trichy** about the Soft Skills, safety at work, COVID-19 Prevention, Safety, Health and hygiene awareness etc. for Sanitation Workers. This program motivates 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.


Executive Officer
SIRUGAMANI TOWN PANCHAYAT
SIRUGAMANI DISTRICT



Institute of Chartered Financial Analysts of India University,
Himachal Pradesh
 established under the provisions of the Act No. 19 of 1996 of Himachal Pradesh Assembly
 (Constitutional and Regulatory Act) 2011 (Act No. 42 of 2011)



Ref. No.: ICMF/2022/Nov/1744

Dated: November 21, 2022

APPRECIATION LETTER

This letter expresses a special appreciation and gratitude to Reckitts, Jagran Pehel and Green Spanish Foundation's for their initiative "Harpic World Toilet College, Baddi" for enhancing the livelihood of Sanitation workers and improving their livelihood and safety towards the work.

The Training program was organized by "Harpic World Toilet College, Baddi" for sanitation workers on health, hygiene, safety, soft skills and good behavior at work place on November 19, 2022 at the ICFAI IG Institute Campus. In the training program, special awareness was given towards prevention, safety, health and cleanliness etc. from Covid-19.

I hope and wish that through your efforts the goal of dignified livelihood of sanitary worker can be achieved.

With Appreciation and Best Wishes.


 Dr. K. Sanjiv
 Registrar (Officer-in-charge)











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APPENDIX 1.

Mapping of HWTC goals with UN SDGs.

Reckitt's economic and social impact through HWTC programme contributes to 'eight' of the 'seventeen' United Nations (UN's) SDGs.

What Reckitt does through REC	How this meets the UN SDGs	Which UN SDGs does it contribute to
Focuses on improving the working lives of India's frontline sanitation workers by improving overall sanitation and waste management standards in India.	<ul style="list-style-type: none"> • Providing placement opportunities for sanitation workers • Raising COVID-19 fund to support vulnerable sanitation workers • Improving working conditions for sanitation workers for hygiene and the use of equipment and technology • Training sanitation workers • Providing clean water and sanitation • Supporting sanitation workers in local communities • Working with other organizations to achieve goals 	       

APPENDIX 2.

Methodology for impact evaluation

This section documents the methodology adopted by Dure Technologies to assess the HWTC programme through impact evaluation.

Qualitative enquiries from stakeholders and programme functionaries:

Twenty in-depth interviews (IDIs) were carried out during March-April 2023, with programme managers, state leads, placement officer, master mobiliser, community mobiliser, center manager, sanitation workers, and the director of the HWTC programme. We also interviewed founder of World Toilet Organization, CEO (Gramalaya) and Chairman (Amar Jyoti Yuvak Sangha) for their impression and partnership with HWTC. Guidelines were prepared to explore the life of sanitation worker before associating with HWTC, changes that took place after completion of the course and strategies employed by the programme in bringing those changes. Interviews were recorded with consent and transcribed. Thematic analyses were carried out for qualitative enquiries to assess the programme effectiveness after three years of the launch of the programme.

Proposal and 'MoU' signed between 'Reckitt' and 'Jagran Pehel' were reviewed.

ABOUT DURE TECHNOLOGIES

Dure Technologies is a digital innovation enterprise headquartered in Geneva, Switzerland, and its innovation Hub in India. It has Global footprints in more than 40 countries supporting more than 100 digital health projects.

Dure has been implementing digital innovation projects for UN agencies like WHO, UNAIDS, UNICEF, UNOPS, to large donor organization like The Global Fund, USAID, Bill & Melinda Gates Foundation, and to global implementation partners like Save the Children international, FHI 360, to name a few.

Dure is a pioneer in leveraging cutting edge digital innovations and futurist technologies to address the evolving needs of country's health data ecosystem.

Dure has extensive experience in conducting research and evaluations related to COVID -19, TB programme, HIV/AIDS, and malaria in India and other parts of world. Their team has conducted numerous studies in India, ensuring compliance with CSR activities by performing formative studies, mixed method surveys, monitoring, learning and evaluations, and analysis. Dure strives to use innovative approaches in research and evaluations to address varying developmental issues in India.

ABOUT RECKITT

Reckitt* exists to protect, heal, and nurture in the relentless pursuit of a cleaner, healthier world. It believes that access to the highest-quality hygiene, wellness and nourishment is a right, not a privilege.

Reckitt is the company behind some of the worlds most recognisable and trusted consumer brands in hygiene, health and nutrition, including Air Wick, Calgon, Cilit Bang, Clearasil, Dettol, Durex, Enfamil, Finish, Gaviscon, Harpic, Lysol, Mortein, Mucinex, Nurofen, Nutramigen, Strepsils, Vanish, Veet, Woolite and more.

Every day, more than 20 million Reckitt products are bought globally. Reckitt always put consumer and people first, seeks out new opportunities, strives for excellence in all that it does and builds shared successes with all its partners. It aims to do the right things, always.



*Reckitt is the trading name of the Reckitt Benckiser group of companies

March 31, 2023

To know more about the report, please contact:

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Director External Affairs and
Partnership SoA Reckitt – South Asia.

Email id: Ravi.Bhatnagar@reckitt.com