



Empowering Sanitation Workers
through Entrepreneurial Education.

Foreword

This report encapsulates the introduction and adaptation of a rather novel and global initiative to India, the World Toilet College, under the ambit of RB's multi-faceted Dettol Banega Swachh India (DBSI) campaign. The World Toilet College aspires to provide sanitation workers in India, with a dignified livelihood, by eliminating the inhuman nature of dangers and struggles they face in their quotidian lives.

Over the last few years, especially since the launch of the national Swachh Bharat Mission, India has made significant progress in coming closer to achieving the goal of universal sanitation coverage, under the Sustainable Development Goal of Sanitation for All. This 5-year mission aims to reach out to and improve hygiene and sanitation standards of 100 million Indians by 2020.

Over the years, the campaign has widened its scope to cover varied aspects of the sanitation and hygiene ecosystem, which warrant much-vaunted attention, going beyond the achievement of ODF (open defecation free) and ODF ++ status. One of these include the persistent issue of manual scavenging in India.

Prime Minister Narendra Modi has extensively spoken about manual scavenging and urged that steps be taken to put an end to this exploitative practice. The World Toilet College resonates with the Prime Minister's call for action as well as RB's ethos of Purpose Led Business for contributing to broader social good by transforming the lives of marginalised communities.

Setting up the World Toilet College in Aurangabad is an important first step towards addressing the prevalent issues of human rights violation and exploitation, in the form of manual scavenging, within the sanitation and hygiene ecosystem. However, in order to achieve long-lasting and widespread change, it is critical that every stakeholder in society acts upon the responsibility of eliminating the scourge of manual scavenging from the country.

Under the DBSI campaign, we are constantly striving to build a holistic and sustainable ecosystem as well as a flourishing economy for sanitation and hygiene in India. At the most basic level, this is motivated by the need to create resilient, healthy and inclusive societies, in conformation with globally valued human rights as well as best principles and standards, within the country's sanitation development framework.

We extend our deep gratitude to the commitment and efforts of all our partners, for taking ownership of different areas of focus within this initiative and coming together to collaboratively contribute towards the dehumanizing practice of manual scavenging in India. And once again, grateful thanks to our teams for making the vision a reality.

Narasimhan Eswar

Senior VP and MD
Hygiene & Home, South Asia
RB

Sameer Gupta

Executive President
Jagran Peהל



Editor's Note

Manual scavenging remains a scourge in India and despite the change in the nomenclature from “manual scavengers” to “sanitation workers” and various statutes in the books backed by a Supreme Court ruling, life still remains unhealthy, dangerous and often fatal, with deep personal and societal ramifications.

The generational cycles of deprivation, the inherently widening gap between the sanitation workers and rest of the society and the plight of the manual scavengers are not just detrimental for them, but for society at large. As this report demonstrates, it costs us millions of dollars conservatively, amidst the irreparable loss of human life and equally important dignity. Without addressing their plight, India cannot truly achieve Sustainable Development Goals (SDGs) with improved quality of life for all citizens.

Dettol Banega Swachh India (DBSI), through a wide range of interventions has been bringing to life the credo and ethos of RB “Purpose led Business” with pragmatic applications and improving lives of millions of Indians by enhancing hygiene, sanitation and health, both individual and public. The World Toilet College initiative is no different.

This report lays out how DBSI, in collaboration with the World Toilet College Singapore, is transforming the lives of 5000 Sanitary workers and their households through awareness and healthier practices, thereby replacing manual scavenging with technology to reduce risks and providing them with the dignity of other economic opportunities as entrepreneurs and skilled workers. We explore the why and the how in detail and examine the potential socio-economic impact of the project.

The World Toilet College and this programme are not enough to tackle the scourge of manual scavenging. It needs a collective effort and national mission to not only replace manual scavenging with technology but also rehabilitate the sanitation workers. The World Toilet College (WTC) in Aurangabad has proven that at a microscopic level. DBSI is committed to build on the successes and replicate this model in other parts of the country. This is a model that other actors, across the public, private and developmental sector can emulate too.

My sincere thanks to all the project partners and wider stakeholders for their commitment and valuable support and especially my core team at RB and Jagran. Without the proactive support of the Jagran leadership, provided by Mr. Sharma and Mr. Sameer Gupta, the project would not have been possible. Finally, my grateful thanks to the RB leadership, especially Mr. Gaurav Jain, for the continued trust, support and guidance, which is much valued and appreciated.

Ravi Bhatnagar

Director, External Relations & Partnerships – AMESA
RB



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Acknowledgments



Amitabh Bachchan

'Pratiksha', 10th North-South Road, Juhu-Parle Scheme, Bombay 400 049.

November 24th 2018

TO THE MANUAL SCAVENGERS ASSOCIATION AND THE BMC – BRIHANMUMBAI MUNICIPAL CORPORATION

During the Swachh Bharat Cleanathon co-ordinated by NDTV for over 15 hours on the 2nd of October 2018 in Mumbai I had on coming to learn of the plight of manual scavengers had committed to provide mechanical equipments to these workers in order to prevent them from physically and manually going down the manholes and sewer drainages putting their lives at risk.

My contribution was to prevent the dehumanizing work of these scavengers and to give them the respect and dignity in society.

I was given to understand by manufacturing companies that the price of each machine would be approximately 1 lac. This was the smaller individually operated machines. There were other larger machines valued at approximately 15 lacs which I was given to understand by the manufacturers were made available to the Municipal Corporations in the country. Keeping all this in mind I had during the broadcast made a commitment of Rs. 50 lacs towards the purchase of the machine for the workers. I am today on the 24th of November 2018 donating a large machine to the BMC and with the balance funding donating smaller machines to the individual workers. I wish to receive an acknowledgment from the BMC and the Association looking after the manual scavengers for this equipment contribution to them.

I would also need to have a report consistently on the right and correct usage of these equipments.

Thanking you

Amitabh Bachchan



On 24 November 2018, Mr. Amitabh Bachchan gifted 25 small machines and a large truck to the Brihanmumbai Municipal Corporation (BMC), in order to enable the sanitation workers to do their work with respect and dignity.

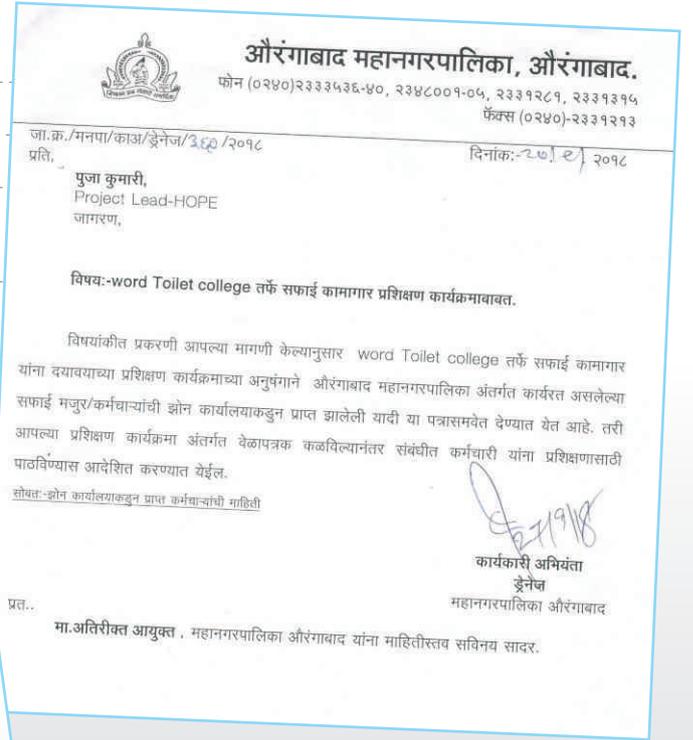
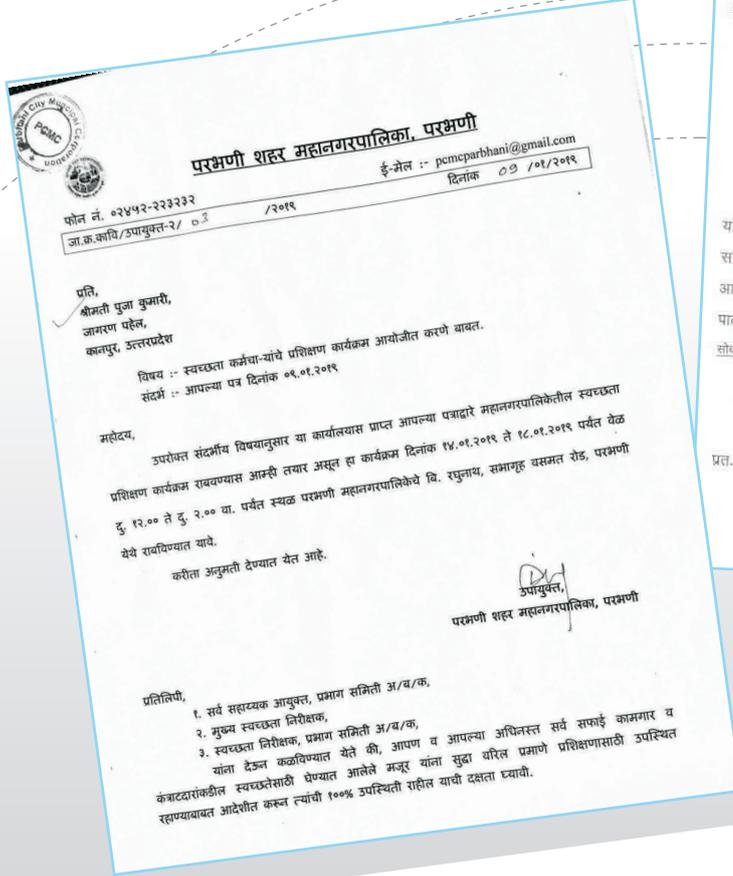




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These letters are from the municipal corporations of **Aurangabad** and **Parbhani** for partnership to train their sanitation workers at the Harpic World Toilet College.

After being trained at the Harpic World Toilet College, the sanitation workers were accorded recognition by **Red FM in Aurangabad**, on November 19 2018, recognised by the United Nations as World Toilet Day. They were invited to talk about the realities of the sanitation sector, how their lives changed after the training and what message they would like to convey to society about their presence.





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Launch of the Harpic World Toilet College in Aurangabad

The Harpic World Toilet College (HWTC) was launched in Aurangabad on August 18, 2018 amidst widespread conventional and social media coverage.

#WorldToiletCollege

Trended at No. 5
with 1,819 Tweets
after topics like Kofi Annan's death
and the 2018 Asian Games.

Reached **2,13,604 users**
and generated **1.5+ million**
impressions across
social media

Received approx.
2,800 mentions on
social media from **395 users**

 <p>With an aim to help sanitation workers with a dignified livelihood, access to basic rights & improve their self-worth, @swachhindia has launched India's first #WorldToiletCollege in association with @WorldToilet in Aurangabad. @discoverRB</p>	 <p>So @swachhindia laid the foundations of India's first #WorldToiletCollege in Aurangabad, Maharashtra today. Good, can't stress enough on the importance of cleanliness.</p>	 <p>Sanitation workers involved in manual cleaning, disposing and handling of sewerage often suffer from hazardous health related issues. #WorldToiletCollege by @DiscoverRB & @swachhindia will provide them a platform to learn about newer methods and tools of cleaning.</p>	 <p>In a first of its kind approach to educate, train and enable sanitation workers, The #WorldToiletCollege has opened up in Aurangabad today! @swachhindia 🙌🙌</p>
<p>Name: Pritam Sharma Bio: Product Manager, Sportskeeda Followers: 9.3 K+</p>	<p>Name: Nikhil Bio: Senior Sub Editor, Cricket Next Followers: 14.6 K+</p>	<p>Name: Saravanan Hari Bio: Twitter Influencer Followers: 25.5 K+</p>	<p>Name: Deepak Bio: Social Media Influencer Followers: 2.7 K+</p>

Video coverage

A video was created and published, which captured the highlights and key quotes of spokespersons from the launch event.





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Print coverage



An exclusive interview with Narasimhan Eswar and Ravi Bhatnagar conducted with The Hindu Business; resulted in a five column story on World Toilet College.

The Story talks about

- World Toilet College (WTC) and its vision
- Designing of the curriculum and its relevance to the sanitation workers
- RB's role in setting-up the infrastructure or facilitation of the programme



Executive Summary

The scourge of manual scavenging has persisted as an invisible social reality in India, despite the existence of legal provisions that prohibit the practice. The illegality of this dehumanizing job, coupled with the lax enforcement of the 2013 Employment of Manual Scavengers and Construction of Dry Latrines (Prohibition) Act has led to gross mis-representations in data and maintenance of records of the people employed as manual scavengers. There is a severe lack of formal data available for the same.

Manual scavenging poses multiple dangers to the sanitation workers as well as the society at large. These include violations of principles of human rights and social justice, as members of the Scheduled Castes are traditionally delegated to this job and are subsequently ostracized for the work they do i.e. physically handling human feces and other forms of waste. This loss of dignity of labour further impacts their mental health. Moreover, prolonged exposure to pathogens and noxious fumes causes disease (long-term neurological, cardio-vascular, gastro-intestinal and dermatological impacts) and death (injury, illness).

The Swachh Bharat Mission has renewed some degree of focus on the plight of manual scavengers. However, systematic factors like challenges in law enforcement, lack of awareness, persistence of entrenched behaviours and attitudes, lack of incentive to change, availability of cheap labour due to absence of alternative livelihood opportunities as well as lack of appropriate technology and development of innovative products as substitutes or effective business models and financial incentives, have continued to drive the manual scavenging problem in India.

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 5,000 sanitation workers over the period of 2 years (2018-2020).

The WTC 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. This is being achieved through a well-developed and comprehensive rehabilitation package that includes: capacitating the community to access rights and entitlement as well as moving towards a discrimination-free and secure livelihood for self-reliance.

Based on an overview of the different sanitation ecosystems and local market opportunities, the project has attempted to demonstrate contextualised livelihood models and solutions, across the sanitation value chain, in three geographies: Urban, Semi-urban and Rural. WTC has also developed a well-structured “theory of change” strategy for the program.

Executive Summary

While a high-quality consortium is responsible for the implementation and potential success of the World Toilet College, the ultimate aim is to ensure sustained, continuous and long-term impact by securing opportunities for scalability, via partnerships with the government as well as other organisations. A robust monitoring and evaluation system has been developed to ensure that real-time data is collected at every stage, the successes of the initiative are documented and implementational challenges are immediately identified, analysed and resolved.

The Harpic World Toilet College has successfully trained ~2350 sanitation workers and helped 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 or companies. The WTC has also created 3 Self-Help Groups, consisting of 10 sanitation workers each, in Pune, Mumbai and Aurangabad. To achieve its goals of sustainability and scalability, it has partnered with BVG and other placement agencies as well as government bodies like the Aurangabad and Parbhani Municipal Corporations.

The potential economic impact of the WTC has been assessed based on the degree of exposure to and resultant costs of one common disease, amongst sanitation workers i.e. leptospirosis. WTC's training can potentially save an overall cost of \$50,400 for the economy but most importantly, it would help these socio-economically deprived families save lives and precious money. Additionally, the economic cost of sanitation workers having shorter life-spans has been calculated. On an average, the sanitary worker's family loses 10 economically productive years. By integrating 5,000 sanitation workers and their families into the mainstream sanitation economy, the WTC programme can potentially save 54 million dollars for the economy.

RB and the partners are striving to leverage the successes of the WTC in the first year of implementation, to achieve the targeted goal of training 5,000 sanitation workers by 2020.

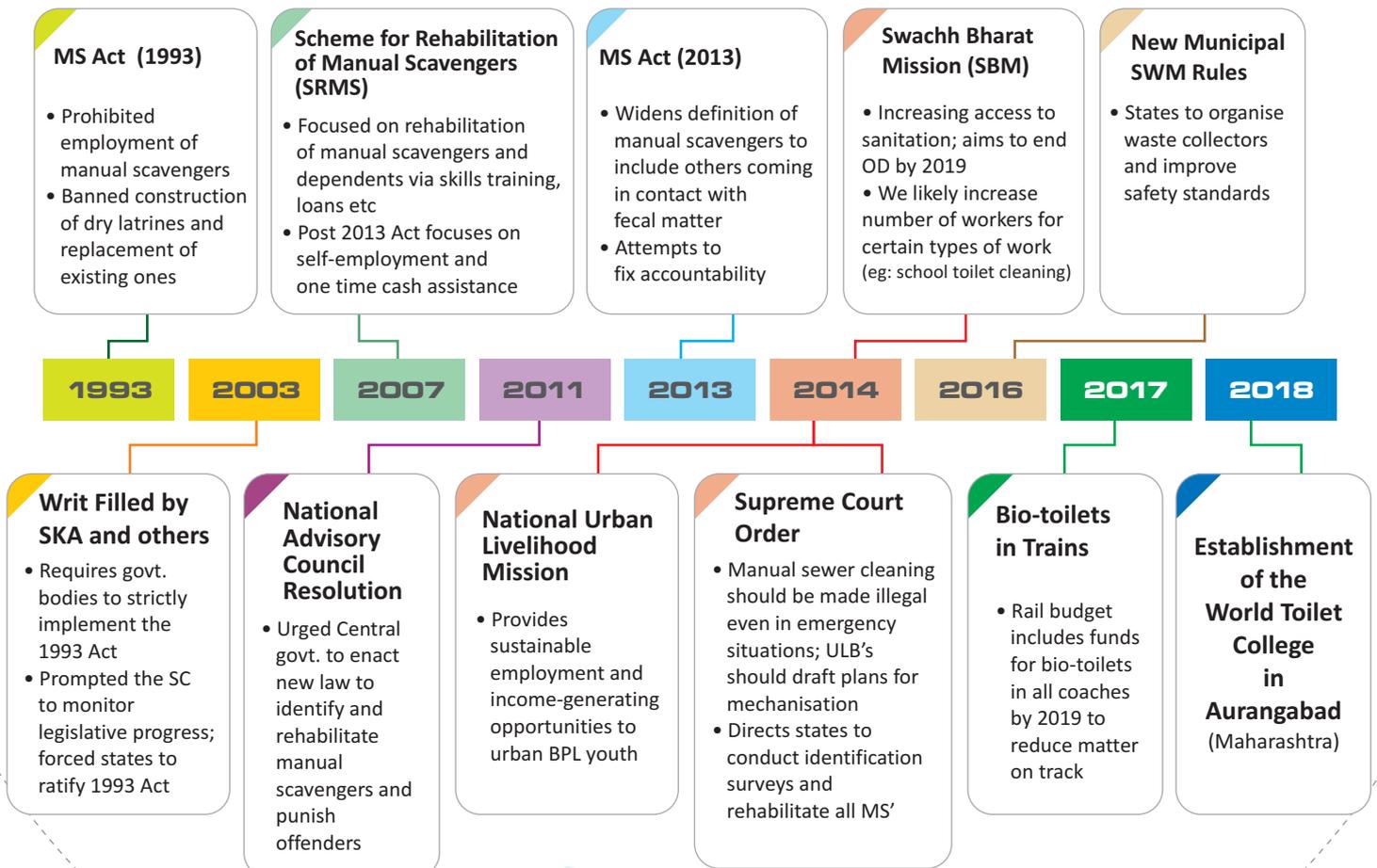


The Context

Manual scavenging is a reprehensible and dehumanizing reality in India that undermines the country's development narrative. The term “**manual scavenger**” is used to refer to people who manually remove untreated human excreta from bucket toilets or pit latrines with buckets and shovels. This involves moving the excreta, using brooms and tin plates, into baskets, which the workers then carry to disposal sites, often located several kilometers away.

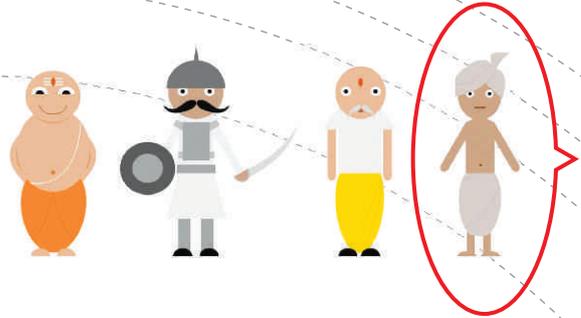
Manual scavenging remains prevalent in society even today, despite the fact that the Employment of Manual Scavengers and Construction of Dry Latrines (Prohibition) Act was passed by the parliament in 1993, a quarter of a century ago. This legal mandate to eliminate manual scavenging was refined under the Prohibition of Employment as Manual Scavengers and their Rehabilitation Act, 2013. After the promulgation of this legislation, 12,742 sanitation workers have been identified in India, thus indicating inadequate enforcement.

However, the official figures of the numbers of manual scavengers in the country and their death rates have been challenged by various organisations, for being grossly under-representative. It is estimated that there are about 5 million full-time sanitation workers in the country, out of which 2.5 million routinely face occupation-based hazards.



Challenges created by Manual Scavenging for Sanitation Workers and Society at large

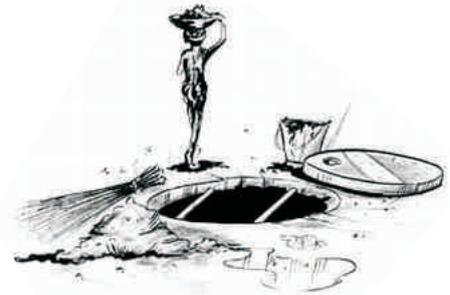
1 Historical designation of Scheduled Castes as manual scavengers, coupled with the traditional legacy and culture of caste hierarchy and discrimination renders them socially invisible, powerless and devoid of basic human rights and social justice



2 The menial and demeaning nature of the job is an affront to their dignity and labour

3 Women are particularly subjugated as a product of multiple societal deprivations

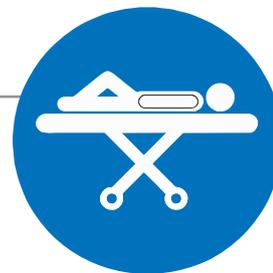
4 The exploitative and dangerous nature of manual scavenging causes irreversible harm to the lives of the workers, in the form of disease and death



5 The workers are compelled to enter underground sewage drains without adequate safety equipment



6 Confinement within oxygen-deficient spaces, wherein the decomposition and fermentation of sewage produces noxious gases, including hydrogen sulphide (known as sewer gas), methane, carbon monoxide, etc., is a leading cause of their deaths by asphyxiation



7 Prolonged exposure to these also causes long-term neurological, cardio-vascular, gastro-intestinal and dermatological impacts, thereby severely debilitating the physical and mental health of the workers





Socio-economic factors driving manual scavenging in India

Since 2014, a plethora of measures, aimed at achieving the sanitation and hygiene goals in India, under the Swachh Bharat Mission, have been set in motion. Prime Minister Narendra Modi had called for the eradication of manual scavenging by 2019.

However, the scourge of manual scavenging persists, as certain systematic factors perpetuate the problem.

These socio-economic factors include

1

Challenges in law enforcement

- Lack of availability of comprehensive databases and records of workers employed
- Inadequate clarity / resources to ensure effective monitoring and imposition of penalties



2

Persistence of entrenched behaviours

- Lack of incentive to change behaviour
- Cultural practices like caste and gender-based discrimination

3

Lack of awareness among workers about the legal mandates

4

Availability of cheap labour due to absence of alternative livelihood opportunities

5

Lack of appropriate technological and development of innovative products as substitutes

- Sub-optimal procurement processes for several parts of the sanitation infrastructure – insanitary latrines, narrow sewage pipes, septic tank cleaning
- Continued reliance on human labour

6

Lack of effective business models and financial incentives

- For the contractors to provide better working environments, employment contracts and growth pathways to workers

Manual Scavenging and Sustainable Development Goals

India as a country has pledged to meet the Sustainable Development Goals. Unless India meets the targets laid out under the SDGs, the world cannot achieve them either on a global level. Importantly, manual scavenging remains a key impediment for India to reach these goals.



The persistent scourge of manual scavenging in India impedes the achievement of multiple Sustainable Development Goals: **No Poverty** (Goal 1), **Good Health** (Goal 3), **Clean Water and Sanitation** (Goal 6), **Good Jobs and Economic Growth** (Goal 8), **Innovation and Infrastructure** (Goal 9), **Reduced Inequalities** (Goal 10), **Sustainable Cities and Communities** (Goal 11), **Partnerships for the Goals** (Goal 17).

The underlying interlinkages and complexities of the problem of manual scavenging in India imply that the issue of rehabilitation of sanitation workers must be urgently addressed. Thus, the World Toilet College was conceptualised to uplift the quality of work of sanitation workers, removed from the inhumane hazards of manual scavenging and provide them with dignified livelihoods.



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Key Partners



BVG is India's largest integrated company, present across more than 20 states in the country. Under this project, it is responsible for providing employment opportunities to trained personnel and is prepared to absorb 500 candidates every month, pan-India.



IL&FS is an NDFC certified agency that has a widespread presence in India for skill development. Under this project, it is responsible for providing soft skills training for personality, etiquettes, anger management and CRM.

KAM-SHALA

Kam-Shala has over two decades of experience in designing and manufacturing machinery, for solid waste management, sanitation etc. Under this project, it is specifically responsible for providing training for the health and hygiene safety procedures/practices, in cleaning manholes.



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Dalberg provides consultancy services and is the technical partner for this project. It will also provide operational strategy and course correction during the implementation of the project.



Goodera has expertise in monitoring tool development. It provides concurrent monitoring and MIS support for this project.



Pehel is the lead partner involved in the overall coordination and implementation. It is also involved in the communication and training, design and printing of collaterals, analysis and corrective action.



World Toilet Organisation is one of the founding partners of the World Toilet College. It provides the curriculum and training material for sanitation and hygiene services.



HEALTH • HYGIENE • HOME

RB is the Founding Partner of the World Toilet College.





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On board

Dr. Amol Sadashiv Jadhav

Consultant,
WTC Aurangabad, Maharashtra



Dr. Amol is responsible for the monitoring and implementation of all activities of WTC.

For the past 15 years, he has been working in the public health ecosystem in diverse roles. He was head of underwriting at “IDBI Fortis Life Insurance” (2007-2011) and also worked with “Reliance Life Insurance” as Head of Medical Support (2004-2007).

He is engaged with reputed developmental organizations as a senior consultant. He is an expert in conceptualizing, planning, and executing community health projects. He has been a board member of “Sunanda Foundation” in Mumbai (Maharashtra) and “NyaySahayak Samiti” in Koraput (Odisha) to provide purpose and vision to their public health programs. Amol Jadhav is a medical doctor by training and holds an M.A. in Health Administration from Tata Institute of Social Sciences Mumbai, Maharashtra in India.



Dr. Swati Maheswari

Health Advisor
WTC Aurangabad, Maharashtra

Dr. Swati is responsible for monitoring and guiding the students of WTC regarding health issues.

For the past 15 years, she has been working in the field of health care and is an expert in strategic development of health care services. Previously, she has worked as Program Director Smart Living at Saket City Hospital, New Delhi (2014-2016). She was a senior consultant in Internal Medicine in urgent care centres Delhi and Gurgaon (2013- 2014) and was also a consultant in Internal Medicine, Fortis Memorial Research Institute Gurgaon (2012- 2013), Internal Medicine, Rockland Hospitals, New Delhi (2010-2012).

She is engaged with a social entrepreneurial project that produces a television series, aimed at developing awareness about common health issues. She is also a Medical expert for Tata Sky Beauty Channel 119, a venture by FTheCouch (production house) and Suneil Shetty.

Dr. Swati holds degrees in Bachelor of Medicine and Bachelor of Surgery (MB BS) Agra, India (1999) and a Diploma in Child Health (DCH) Sydney, Australia (2009). She is a diplomat of the National Board Examination (DNB) General Medicine Delhi, India (2005) and is also trained in Advanced Hormonal Therapies, International Hormone Society, and Belgium, Aesthetic Face Treatment, Monte Carlo and Aesthetic Medicine, Italy.





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Training Faculty

The training is provided by faculty from **Kam-shala** (related to mechanization and compliance to occupational safety standards) and IL&FS (related to soft skills).

They have been certified by the SCGJ-GOI (Nodal agency under the Ministry of Skill Development).



Mr. M. Krishna

Managing Director, Kam-shala
MBA (MKT), IIMS

25 years of experience in
Mechanized Cleaning in Civic bodies,
upskilling of Safai Karamcharis



Dr. Smita Singh

Lead Trainer, Kam-shala
MBA (HR), Safety (SHE),
OSHA, 5S



Mr. Shivraj Jadhav

Trainer, Kam-Shala
B. Tech Agriculture Engg.,
Master of Social Work



Mr. Hari Kumar

Trainer, Kam-shala
Mechanical Engineering



Mr. Parvez Khan

Soft Skills (Value Added Module)

Trainer
M.A. English, B.Ed. English & History

Worked with
Global Talent Track (BARCLAY'S Projects),
Eon vertex Edusystem Pvt Ltd. Aurangabad,
Sankalp Education as Communication Coach and
soft skills trainer IL&FS



Mr. Swapnil Dakhure

Soft Skills
(Value Added Module)
&
CRM BPO Non-Voice Trainer
MCA - (Master in
Computer Application)

Worked with Tech Mahindra, Pune as a
Process Trainer IL&FS





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The logo of the Harpic World Toilet College has been created to inspire dignity and respect for the Safai Karamcharis of India. At its centre, a lotus has been placed. As a flower that blooms in mud, it signifies resilience. A medal has been placed at the heart of the lotus to symbolise deep honour and gratitude.





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About Harpic World Toilet College



In association with the World Toilet Organisation (Singapore) and Jagran Pehel, RB has laid the foundation for the **first World Toilet College in India**, under the ambit of the Dettol Banega Swachh India programme. This is located in Aurangabad, Maharashtra. According to SECC data, the state of Maharashtra has more than 63,713 sanitation workers alone.

The Harpic World Toilet College (HWTC) envisions the provision of dignified livelihoods to sanitation workers in India by uplifting their work quality, eliminating the inhumane nature and hazards that the manual scavengers are exposed to on a daily basis and improve their socio-economic status by providing them with a life of dignity.

The project envisages engagement with a diverse group of stakeholders across different areas of the project such as community mobilization, counselling, skill development, placement, knowledge creation & dissemination etc. It includes the involvement of governments at the central and state levels, the private sector, technical/training institutions etc.

OVERALL IMPACT

Improved livelihoods, health and safety for **5,000** sanitation workers over the period of 2 years (2018-2020)



OBJECTIVES

- Dignified livelihood
- Access to basic rights
- Attainment of improved self-worth



INTERMEDIATE OUTCOMES

- Successful community-owned sanitation enterprises
- Access to well-structured sanitation jobs



Conceptual Construct of the project

Sanitation workers face a double disadvantage due to caste discrimination and the demeaning nature of their jobs. Their rehabilitation demands a comprehensive approach that moves beyond expanding opportunities for income generation or providing loans, by laying focus upon various aspects that can play a crucial role in securing the future of the next generation of liberated sanitation workers.

The HWTC aims to achieve its objectives via:

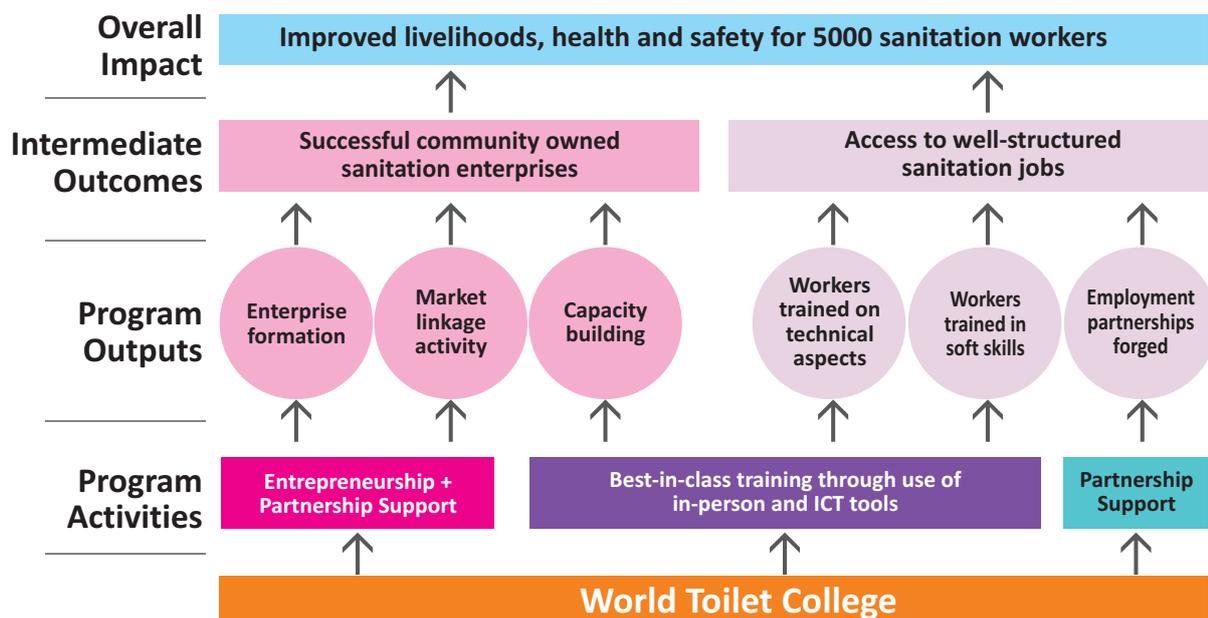
- **Entrepreneurship promotion** in the sanitation value chain through capacity enhancement and market linkages
- **Employment linked vocational training**, using ICT and in-person tools, ranging from technical training to soft skills to career counselling and partnership development

A well-developed and comprehensive rehabilitation package includes the following elements:

- **Capacitating community to access their rights and entitlement**
- **Moving towards a discrimination-free and secure livelihood for self-reliance**

Thus, the sanitation workers must be engaged with, via a continuum approach that liberates them from the practice, while developing further linkages with alternative dignified livelihood opportunities, through skill upgradation and entrepreneurship. A large proportion of the hazardous sanitation work is concentrated in the urban areas as it involves cleaning sewers and handling fecal sludge. Based on an overview of the different sanitation ecosystems and local market opportunities, the project has attempted to demonstrate contextualised livelihood models and solutions, across the sanitation value chain, in three geographies: Urban, Semi-urban and Rural.

WTC has developed a well-structured “Theory of Change” strategy for the program





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Institutional Structure



A high-quality consortium is responsible for the implementation and potential success of the World Toilet College. The **success** of this project will be measured across four categories of metrics:



- 3 sustainable community led sanitation start-ups formed to provide affordable and customised sanitation solutions
- At least 1500 sanitation workers linked with dignified livelihood through upskilling
- At least 60% increase in HH income



- Location & dynamics specific entrepreneurial model demonstrated for upscaling
- Certified ICT tools for skill upgradation in latest sanitation technologies
- Blended resource partners for design for scale (Finance and Technology)



- At least 1500 sanitation workers liberated and rehabilitated
- Community awareness about rights and entitlements under the protective legislation



- Decline in profession linked health hazards
- Lower dependency on substance abuse
- Reduction in household expenses on hygiene and health related diseases
- Greater penetration and access of hygiene and sanitation products



Models of Deployment

Creation of Harpic Entrepreneurs

The World Toilet College (WTC) strives to upskill 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, characterised by self-reliance. In order to achieve the outlined objectives, the WTC aspires to transform the manual scavengers into Harpic Entrepreneurs. Harpic is an RB product used for cleaning toilets.

Establishing Self-Help Groups for sanitation workers

Manual scavengers often work without any safety gear, using only bamboo/rods. This severely risks their health and safety. There are machines available to do this kind of scavenging and their usage could mitigate the health hazards and indignity associated with manual scavenging. These machines cost up to INR 1 lakh, exclusive of taxes.

In order to facilitate wide accessibility of such machines, Self-Help Groups were established so that the workers could start working in teams and share the equipment. At a later stage, this will help generate savings for the purchase of new equipment in the future.

The concept and processes underlining SHGs have successfully made members independent and economically self-reliant. However, these need to be implemented with specific precautionary measures in place. An SHG must instill amongst its members, **Confidence, Cohesion** and **Cooperation**.

A dignified livelihood | Access to basic rights | Improved self-worth

Soft Skill Training for Manual Scavengers

A 5-day training starting from Monday to Friday is conducted by instructors of Kam-Shala as well as IL & FS. This is intended to help the manual scavengers achieve the following:

Understanding of the safety measures that they need to take

Practical training for using the machines

Soft skills to build entrepreneurship and foster an improved work environment

Some of the activities undertaken at Harpic World Toilet College include:

- Soft Skills to be applied on the job
- Medical check-up for the candidates by Dr. Anmol Jadhav and Dr. Swati Maheswari
- Job Placements in Aurangabad, Pune and Mumbai
- Counselling for the candidates and their family members
- Stipend provided for the loss of pay in day spent learning at college
- Dignity Kit (Bag, Water Bottle, Safety suits, Gloves, Gum Boots)



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Criteria for selection of Self Help Groups

The members of the Self-Help Groups were selected after ensuring genuine need and right motivation to successfully utilise the machines for improving livelihoods. All the group members of the SHG must fulfill the following selection criteria:



Motivation

Should have a common motivation to form the SHG i.e. to run a profitable sustainable sanitation business using the machines being provided to improve their livelihoods



Geography

Should belong to the same area in Aurangabad, preferably the same or nearby villages and should not have plans to move



Professional Expertise

- 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



Professional Expertise

- 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



Network

Should have strong network in the community, market and/ or with government



Socio-Cultural Factors

Should be from similar caste or background or should be comfortable with the caste or background of others



Gender

Should aim to have (at least a few) women led Self-Help Groups (optional)



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Implementation

Mobilisation and Orientation

The HWTC team mobilized people through group meetings and family visits. The candidates were selected based on needs and preferences.

1. Community Visits



2 Meeting with families



3. Registration



4. Orientation led by Program Officer





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Training Material

The training course for the sanitation workers covers content on technical and safety aspects, as well as associated soft skills. All the training manuals have been translated and printed in Hindi and Marathi languages for the candidates.

KAM-SHALA: Manhole and Safety Training



Content:

- WTC foundation course
- Eco-system: from collection to treatment
- Occupational Health Hazard and Manual Scavenging Act 2013
- Field Practicum
- Mechanical Manhole Cleaning with Personal Protective Equipment

Harpic World Toilet Organisation: Facility Management Training



Content:

- Restroom service quality
- Daily cleaning of restrooms
- Periodic cleaning of restrooms
- Specialized cleaning of restrooms
- Minor repair works in restroom

IL&FS Soft Skills Training



Content:

- Dress to impress
- Positive & strong attitude
- Anger and stress management
- Healthy habits
- Safety rules





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Training

The selected candidates are provided both, in-class and on-ground training.

1. Technical training in the class-room



2. Soft skills training in the class-room



3. Facility Management training in the class-room



4. On-ground training on machines



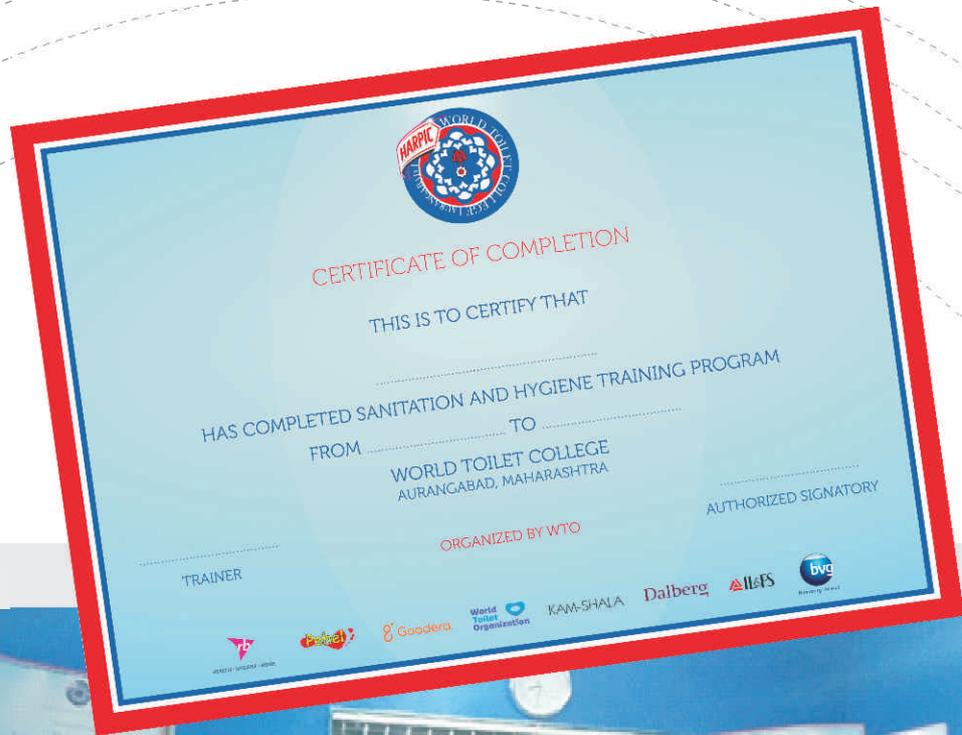


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Certification

After completion of the 5-day training process,
the candidates were awarded **certificates**.





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Health and Safety Training

Other than the training, the Harpic World Toilet College also conducts health check-ups of the candidates and provides them with safety kits. They are also provided with information about the critical-need of taking care of themselves and their health and safety.

Safety kits for all candidates



Teaching the candidates how to use the safety kits



Health check-ups for all the candidates



The candidates are also shown videos, featuring **Dr. Swati Maheshwari**, about the myriad diseases they are exposed to during their work and the requisite steps that need to be taken to prevent them.

General infection

Tuberculosis



Personal Hygiene



Skin infection



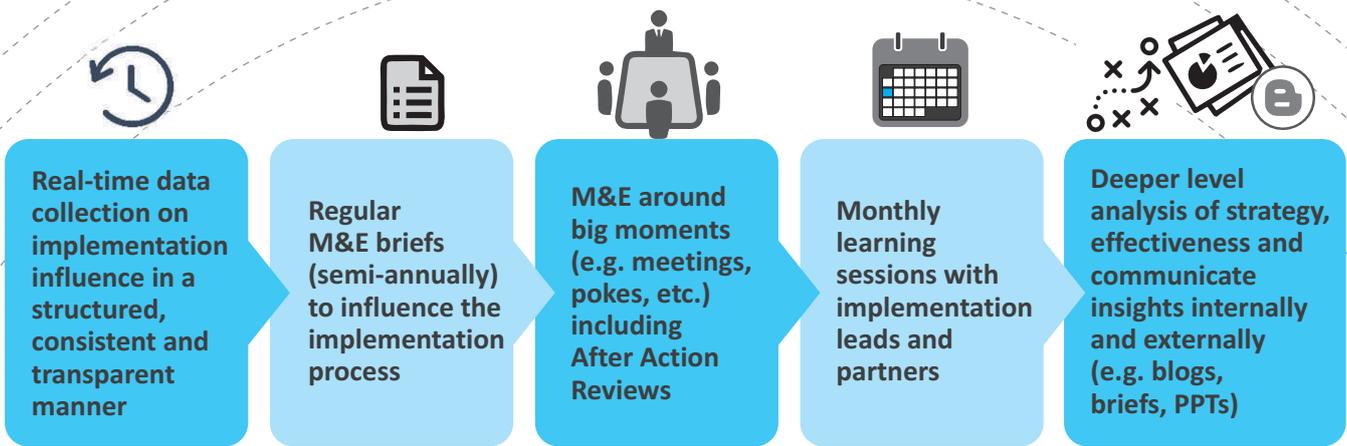
Substance abuse



Monitoring and Evaluation

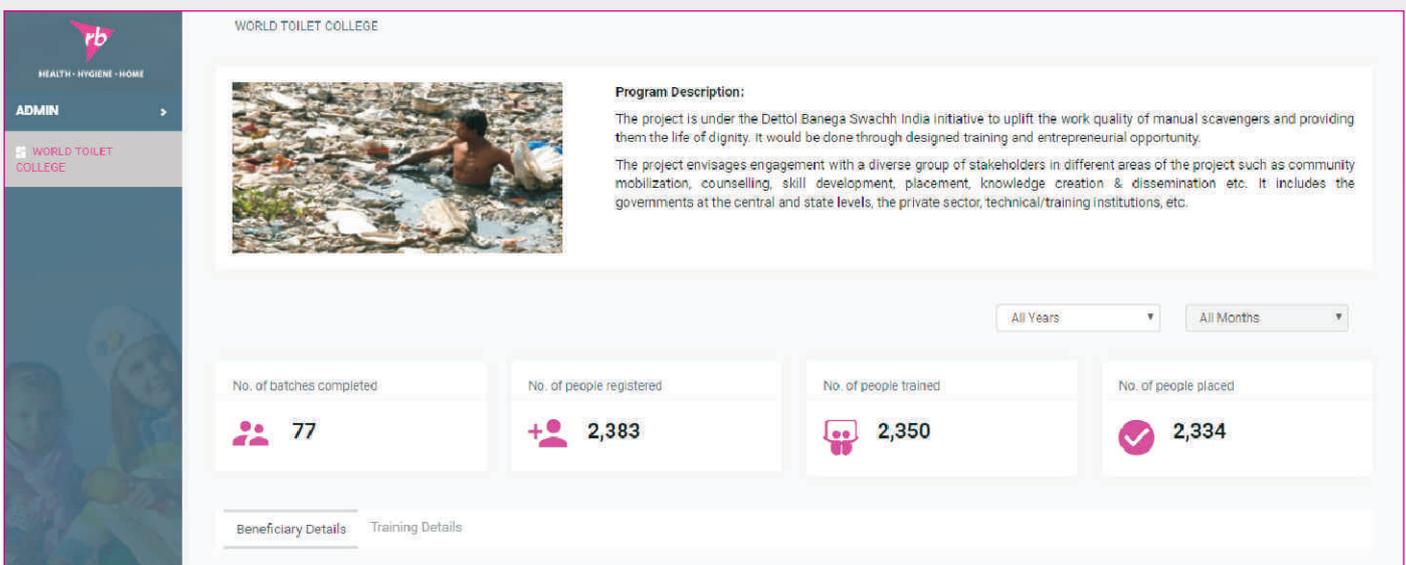
Robust monitoring and evaluation (M&E) will be critical to the success of this project, enabling the partners to **monitor progress, document successes** as well as **identify and resolve implementation challenges**. The ultimate impact of this project will be to empower, elevate and provide employment as well as dignity to 5,000 people involved in manual scavenging jobs.

The elements of the M&E framework will include the following:



For the Harpic World Toilet College, Goodera has developed and launched a live MIS dashboard (<https://rb-wtc.p3fy.com/>) for monitoring and evaluation of impact.

Screenshots of the MIS dashboard



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Program Description:
The project is under the Dettol Banega Swachh India Initiative to uplift the work quality of manual scavengers and providing them the life of dignity. It would be done through designed training and entrepreneurial opportunity.
The project envisages engagement with a diverse group of stakeholders in different areas of the project such as community mobilization, counselling, skill development, placement, knowledge creation & dissemination etc. It includes the governments at the central and state levels, the private sector, technical/training institutions, etc.

Key Metrics:

- No. of batches completed: 77
- No. of people registered: 2,383
- No. of people trained: 2,350
- No. of people placed: 2,334

Beneficiary Details | Training Details

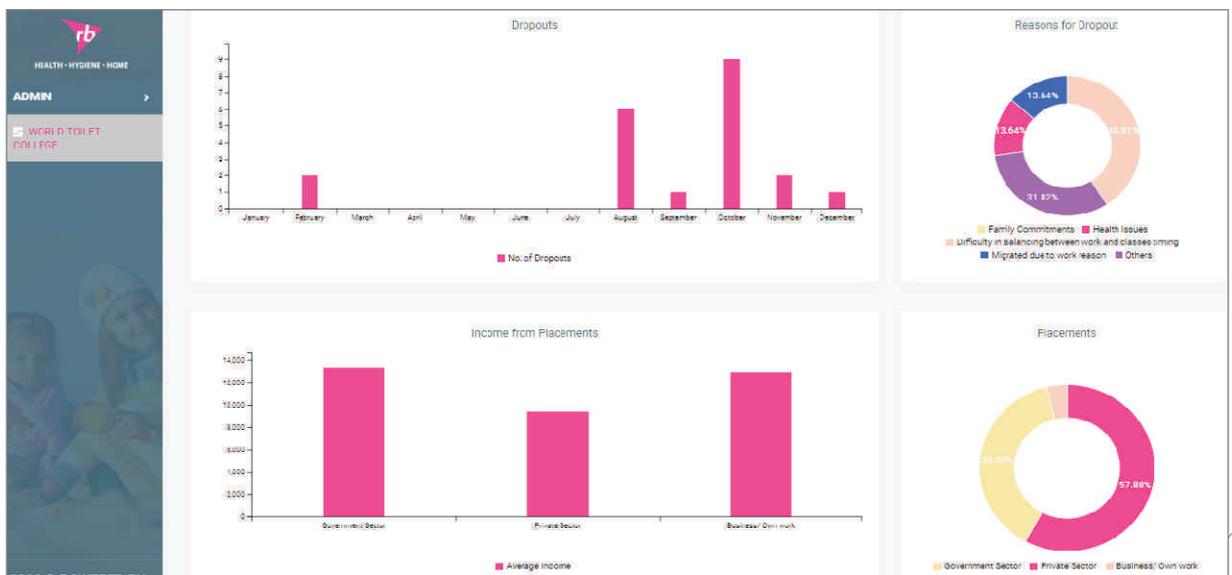
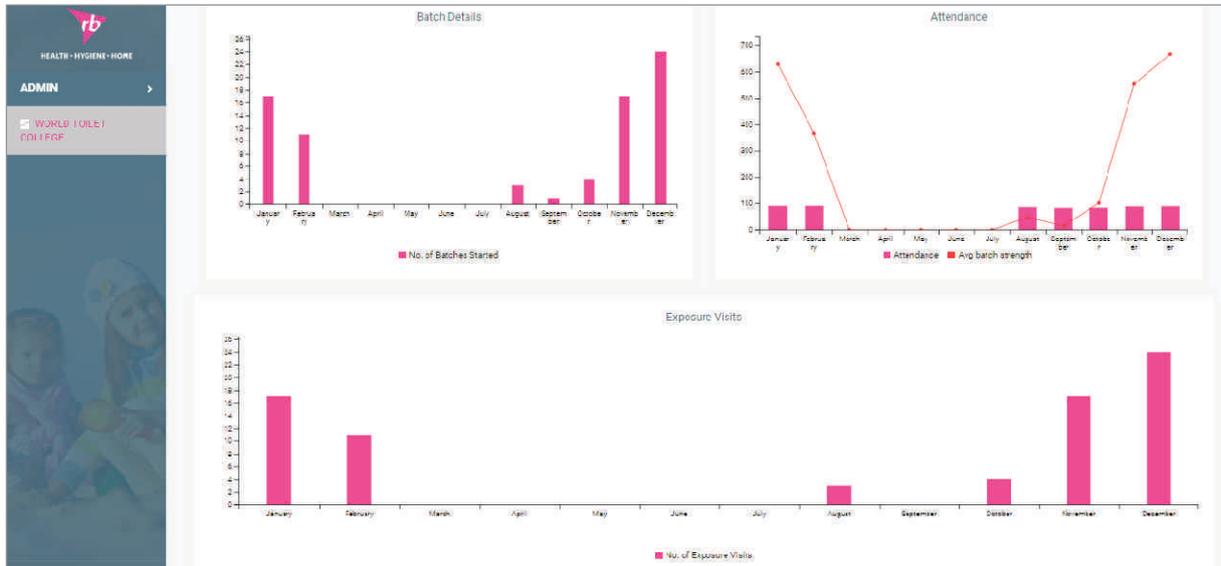
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Screenshots of the MIS dashboard



Self sustenance and Scalability of WTC

To ensure sustained, continuous and long-term impact, the WTC program needs to be economically viable, socially acceptable, and technically and institutionally appropriate. Ensuring these will enable the WTC program to become a self-sustaining and ultimately scalable project.

There are two clear pathways to scale-up the WTC program beyond the initial support that is being provided, to make it self-sustaining in the long run.

In order to secure economic and technical viability, WTC aims to secure partnership with other organizations:

With CSR focus on sanitation / rural livelihood / skilling

With complementary business or social goals, such as need for upskilled labour

With complementary geographical focus

WTC also seeks partnerships with government programs for social acceptability and institutional appropriateness. These include:

- **The Prime Minister's schemes such as**
 - Pradhan Mantri Kaushal Kendra (**PMKK**): Apex for Training Centres
 - Pradhan Mantri Kaushal Vikas Yojana (**PMKVY**): Training subsidies for underprivileged
- **SBM** (for cleanliness workers), **AMRUT** (for service providers and youth)
- **National Skills Development Council (NSDC)** in their flagship programs such as Smart Cities



Outcomes

Training

Successfully trained
~2,350 sanitation workers

Counselling and Placement

Provided sustainable employment opportunities to **100%** of the candidates looking for jobs post training

Placements made in reputed and recognised national and local organizations / companies such as PVR theatres, Hedgware hospitals, MGM hospital large manufacturing plants and corporate offices



Counselling session with the Counsellor at the College

Candidates interviewing / placed at PVR



Self-Help Groups

The Harpic World Toilet College created 3 Self-Help Groups, consisting of 10 sanitation workers each, in Pune, Mumbai and Aurangabad. They will join hands and work together to become self-sustained entrepreneurs who use machines to do their work with dignity and also, uplift their socio-economic statuses.



Partnerships

- Placement agencies: Partnered with BVG and other agencies
- Government bodies: Associated with Aurangabad Municipal Corporation, Prabhani and in conversation with Pune Municipal Corporation

Learnings and Challenges

After the completion of the first year of the Harpic World Toilet College, multiple learnings and challenges were realised.

Learnings

Sanitation Workers ecosystem

- State of sanitation workers psychology
- Myriad challenges (financial, health, social) faced by sanitation workers
- The key drivers of this problem

Knowledge Graph Pre-training and after Training

- About Safety
- Hygiene
- Personality Development through soft skills
- Awareness about equipment usage
- Government Act and schemes

Employment opportunities available in sanitation sector

- Housekeeping in companies, theaters, factories etc.
- Municipal Corporations
- Government and private schools
- Railways
- Own business
- Saving through Self Help Groups

Challenges

- Lack of awareness and knowledge in sanitation workers about health, hygiene and work ecosystem.
- Lack of knowledge in sanitation workers about work opportunities in the sanitation sector.
- Lack of awareness about the rights of the sanitation workers and laws associated with it
- Lack of awareness about safety measures and equipment usage
- Sustainability in jobs. Working in unorganised sector in flexible hours leads to create challenges in organised sector for the target group
- Mobilizing sanitation workers to leave unsafe work
- Infrastructure needed to reach out to maximum number of sanitation workers
- Habits of Alcoholism and substance abuse while working.

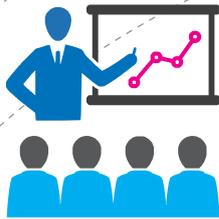


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Way forward

For Phase 2 (2019-2020) of the World Toilet College, certain cumulative solutions have been identified to address the challenges identified during the first year. These include:



Expansion of training locations

In order to meet the envisioned targets, the Harpic World Toilet College seeks to strengthen its reach outside of Aurangabad, vis-à-vis training capacity, target population as well as monitoring, in order to ensure sustainability.

Target: Reach 2,500 sanitation workers

Location: Aurangabad, Mumbai, Nagpur/Amaravati, Pune

Increasing bandwidth

5 community mobilisers, data management executives, team coordinators and SHG coordinators will be hired.

Placement

In-house placement agencies will manage placements across all locations.

Monitoring and implementation of SHGs

In order to ensure sustainability, regular monitoring of the SHGs will take place, alongside regular training for capacity building.

Health

A hospital in Aurangabad will conduct health check-ups and Dr. Amol will visit locations outside Aurangabad for the same.





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Conclusion

The World Toilet College (WTC) has been successful in the first year of implementation by providing secure livelihood opportunities to manual scavengers. RB and the partners are committed to leveraging this success in the second year of implementation as well and achieving the targeted goal of training 5,000 sanitation workers by 2020, by developing their skills and enabling them to pursue alternative livelihoods. This is the first step in the larger endeavour of eradicating the scourge of manual scavenging in India.

Prolonged and widespread change across the country entails that collective interventions be made in a manner that is evolutionary and sustainable. The World Toilet College is just one cog in the wheel of change. It seeks to ensure sustained, continuous and long-term impact by securing opportunities for scalability, via partnerships with the government as well as other organisations.

In the meantime, it is imperative that the immediate challenges of loss of lives be addressed and the economic opportunities and well-being of the workers be improved, for healthier and happier lives of the sanitation workers along with their families.



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