

India

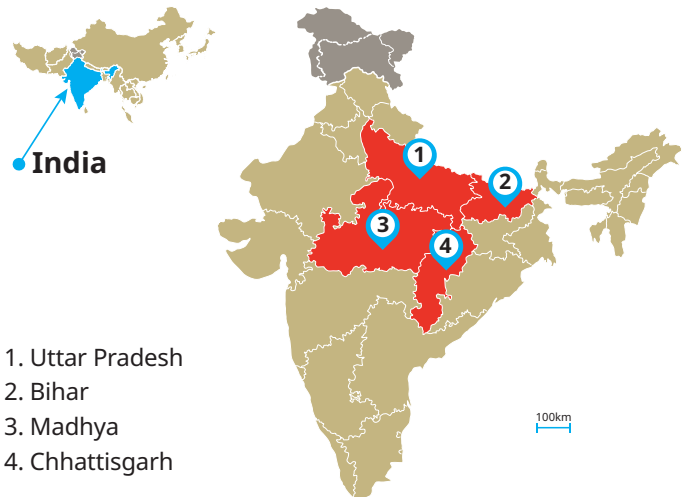
HSBC Water Programme Highlights Report

2017-19

In 2012, HSBC launched its Water Programme to tackle the global water crisis, bringing together the expertise of Earthwatch, WaterAid and WWF.

During its eight years, WaterAid strengthened systems for clean water, decent toilets and good hygiene, changing normal for communities in six countries: Bangladesh, Ghana, India, Nepal, Nigeria and Pakistan.

▼ Women from a business venture in Lalpur, Uttar Pradesh responsible for solid and liquid waste management distinguish themselves with green saris.



1. Uttar Pradesh
2. Bihar
3. Madhya
4. Chhattisgarh

India

In phase one of the Programme (2012-2016), WaterAid India supported vulnerable communities in rural and urban areas to access essential services, lower open defecation rates and strengthen water, sanitation and hygiene accountability and planning.

Phase two (2017-2019) built on these themes to reach the most marginalised and vulnerable people – focusing on research and innovation to address challenges in specific contexts, demonstrating model services, and building local government and community capacity.

This report summarises the achievements from the second phase of the HSBC Water Programme.



WaterAid/Sharbendu De



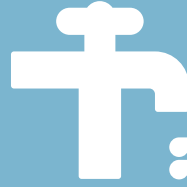
The challenge

India has made immense strides expanding access to clean water, decent toilet and good hygiene services in the last few years, particularly through its flagship sanitation campaign, the Swachh Bharat Mission (Clean India Mission).

However, when phase two of the HSBC Water Programme began in 2017, more than half of the population still did not have access to a toilet. Prolonged drought and reduced monsoons posed serious threats to drinking water security and quality. In India's vast and varied landscape, differences in terrain and climate combine with issues of management, accountability, skills and capacity, creating considerable challenges for services that reach everyone, everywhere.

Our work was implemented over a critical period when the Swachh Bharat Mission was being rolled out. To ensure the scale and ambition of the campaign produced equitable services on the ground, we provided targeted support in six districts across four states. At the same time, our holistic, district-wide approach addressed pervasive threats to drinking water, such as fluoride contamination, and emphasised the importance of hygiene behaviour change alongside sanitation for healthier communities.

Results



More than 26,700 people reached with clean water.



More than 14,500 people reached with decent toilets in communities.



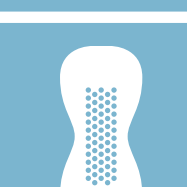
Water and sanitation technologies and monitoring tools replicated by district and state administrations.



Nearly 14,000 local government representatives and service providers trained in water, sanitation and hygiene rights.



280 schools supported with gender-specific water and toilet facilities.



Nearly 12,000 girls trained in menstrual hygiene.



◀ Sanju, 31, stands outside a newly constructed bio toilet in Hahaladdi village, Chhattisgarh.

Supporting the whole district



We took a district-wide approach to strengthening services, providing technical support to government at all levels – from training state and district level officials, to mobilising sarpanchs, the elected heads of village government. We assisted coordination between these levels and across different departments, such as education, health and rural development.

Recognising the importance of comprehensive solutions, we focused on all three services of clean water, decent toilets and good hygiene equally, alongside targeted support of the Government's Swachh Bharat Mission. We worked with district administrations to improve water security, strengthening resource planning in Gaya and facilitating a comprehensive fluoride mitigation in Gaya and Kanker.

We also worked closely with Government officials on technical training and policies to improve the quality and inclusiveness of water and sanitation services. This included developing a training module on disability and accessibility for the Swachh Bharat Mission, and drafting regulations around faecal sludge management for rural areas.

Finally, we encouraged communities and local government to access funding at the national and state level. This created the links necessary between different layers of government to sustain services in the long run.

► Bhuneshwar, 25, from our local partners Samarthan, tests groundwater contamination in Chotepara village, Chhattisgarh.

Coordination is key

Our project locations included small towns such as Kanker and Durg in Chhattisgarh, where the district-wide approach was adapted to an urban context.

We coordinated with town authorities and provided technical support, including mapping water sources, planning solid and liquid waste management, and identifying under-served areas.

Our work led to government support for water connections and sanitation for poor and marginalised families living in urban slums. It also created a cleaner local environment through improved waste management and drainage.



WaterAid/Prashanth Vishwanathan

Researching and demonstrating innovation

Across the six districts, we saw a diverse range of challenges that required innovative, context-specific solutions. We piloted sanitation technologies that were durable, cost-effective and low-maintenance, such as composting toilets and water-efficient ecosan toilets, which are now being taken up more widely at the local level. At the national and state level, we conducted research on toilet technologies across various terrains in India and shared our findings with government stakeholders.

To strengthen water security and improve water quality, we worked with district and town authorities on small piped water supply schemes and community-based rainwater harvesting systems, providing technical support and establishing community-based monitoring schemes.

We also researched fluoride mitigation technologies in collaboration with academic and research institutions, resulting in several low-cost filters that are now being used in districts affected by fluoride contamination.

We supported schools, health care facilities and anganwadis¹, demonstrating models of inclusive and accessible toilets with menstrual hygiene facilities, and portable handwashing stations that are now being replicated by district administrations.

We also brought about significant changes in waste management in the project areas, promoting zero-waste communities where households segregate waste. Women's self-help groups can now earn a livelihood processing waste through small-scale enterprises.



WaterAid/Prashanth Vishwanathan

Women-led solutions

We trained and supported women's self-help groups to promote better waste management in their communities.

Many of these groups are now expanding their role. In Sarona Panchayat, Kanker district, one group is starting production of a natural composting fibre coco-peat after successfully running recycling operations.

We also trained women and young people how to run small-scale piped water systems and test water quality for a small fee.

▲ **“The best part of our work is that we have learned so much to keep the environment clean.”** Sushama, 50, a member of the community led Solid and Liquid Waste Management Centre, collects dry and wet waste separately in a cycle cart. Durg district, Chhattisgarh.

1. Publicly funded child care centres in rural India.

Improving services through accountability



We focus on highly marginalised populations, such as Dalits, tribal groups and people with disabilities, across all our work in India. By supporting their participation, we strengthen services and accountability.

In phase two of the HSBC Water Programme, this prompted community-led actions by people who previously did not interact with government systems, like petitioning district and town authorities for water connections in slums and villages.

To create understanding and dialogue, we trained local government, service providers and communities in their water and sanitation rights and responsibilities. To do so, we established forums and processes where citizens could engage with duty-bearers, such as Jal Chaupals (community-led water consultations) where people participated in village-level water security plans.

We also trained community leaders on Gram Panchayat Development Plans², so they could participate effectively and track whether these plans were addressing community needs.

Community feedback mechanisms that we supported now provide a vital tool to measure the progress of the Swachh Bharat Mission and water, sanitation and hygiene services more generally. Communities used Citizen Report Cards to rate the implementation of government schemes – these reports were then shared with decision-makers to highlight lagging areas, such as households being left behind, or functionality issues.

Swacchata Panji

In Kanker District, Chhattisgarh State, we developed a checklist called the Swachhata Panji to provide an overview of a village's sanitation situation and monitor the quality of Swachh Bharat Mission construction.

The Panji had to be signed by the village head and agreed by villagers before submission to the block office for Swachh Bharat Mission subsidy. It therefore acted as a quality check of the campaign's support from villagers before contractors could receive payment.

The district and state administration later adopted the Panji as a means of verification for Swachh Bharat Mission construction, strengthening quality control across multiple tiers of government.

▼ People gather near a public standpost to discuss water related issues at Kapoti Village in Karanjija, Madhya Pradesh.



2. An annual plan of each panchayat (the lowest tier of local government in India) where villagers decide how funds should be spent.

Future vision

In phase two of the HSBC Water Programme, we worked with communities and all levels of Indian government to find context-specific, long-term solutions that built on local systems and resources. We introduced innovative and practical technologies in challenging contexts, built local capacity and economic potential through training women and young people, and mobilised effective community engagement for greater accountability.

Our focus on connecting grassroots groups to central administration unlocked government funds, helped departments work together and ensured water, sanitation and hygiene solutions addressed the real needs of communities. Together we sparked lasting change in national campaigns to reach those living at the margins.

Over the two phases and eight years of the global HSBC Water Programme, we have reached:

- 1.72 million people with clean water
- 2.7 million people with decent toilets
- 3.5 million people with good hygiene

With the support of HSBC, WaterAid has changed normal for millions of people for good, helping communities, care givers and governments build a prosperous future.

We are an international not-for-profit, determined to make clean water, decent toilets and good hygiene normal for everyone, everywhere within a generation. Only by tackling these three essentials in ways that last can people change their lives for good.

wateraid.org



WaterAid/Prashanth Vishwanathan



▲ Members of the Child Cabinet maintain a kitchen garden growing iron and calcium rich vegetables in Government Middle School, Dumarpani village, Chhattisgarh.

