

Pakistan

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.

▼ Saba Gill, 32, Project Coordinator with WaterAid's local partner AGAHE, conducts a hygiene session in Government Primary School, Jatoi, Muzaffargarh.



1. Muzaffargarh

Pakistan

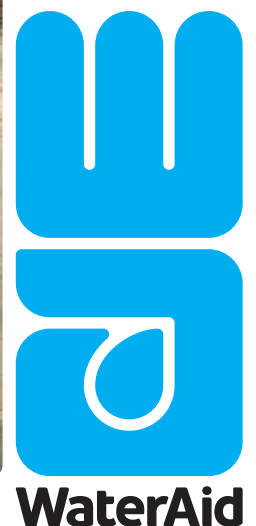
In phase one of the programme (2012-2016), WaterAid Pakistan improved access to clean drinking water, decent toilets and good hygiene in rural areas and urban slums, delivering services and influencing decision-makers to plan and invest in these services.

Phase two (2017-2019) focused on vulnerable rural communities, aiming to end open defecation across Muzaffargarh district, Punjab province, and draw attention to neglected water and sanitation challenges.

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



WaterAid/Sibtain Haider



The challenge

Access to water and sanitation is a human right and is essential to health, education, livelihoods and gender equality. Pakistan has made impressive strides over the past two decades addressing challenges of access to clean water, decent toilets and good hygiene. However, open defecation continues to be a pressing issue in many parts of the country.

Clean drinking water also remains a critical concern, with more than 21 million people lacking clean water close to home.¹

We have been working in rural communities for the past eight years to reach the poorest and most marginalised people with vital water, sanitation and hygiene (WASH) services.

Our three-pronged approach brings together policy, practice and advocacy to make these services normal in vulnerable rural communities. In Muzaffargarh, we supported the district to become open defecation free, mobilised parliamentarians to improve legislation and coordination on WASH, and worked with media to highlight the crisis on the ground.

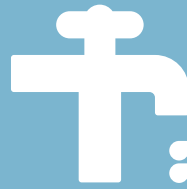
▼ Local people fetch water from a WaterAid installed ultra-filtration plant in Basti Ghareeb Abad, Muzaffargarh.



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1. WaterAid (2018). *The Water Gap – state of the world's water in water security, equality and non-discrimination*. <https://goo.gl/EZ9BR2>

Results



Over 20,000 people reached with clean water in households and communities.



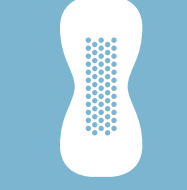
Over 143,000 people reached with decent toilets.



Almost 758,000 people reached with hygiene promotion.



7,321 people supported to claim their rights to clean water and sanitation.



7,252 girls trained in menstrual hygiene management.



Muzaffargarh, home to 4.32 million people, became the first open defecation free district in Pakistan.

Muzaffargarh declared open defecation free



We worked with our partner, the Association for Gender Awareness & Human Empowerment, and the government's Public Health Engineering Department (PHED) in Muzaffargarh district from 2011 to end open defecation through the PATS community-led approach (see box).

This involved working with communities to develop action plans, and training community resource people to encourage families to stop defecating in fields and build toilets. To ensure that proper toilets were affordable and available to poor rural families, we trained local masons and demonstrated low-cost options. We also worked in schools and health care facilities to improve sanitation and hygiene, partnering with government staff, such as health workers, to promote hygiene messages through their community outreach work.

After almost eight years of dedicated effort, Muzaffargarh was successfully declared Pakistan's first-ever open defecation free district under the Prime Minister's Clean Green Pakistan Movement in November 2019. Our collaborative approach and focus on supporting the government with effective community-led approaches has been behind much of this success. Our support of PHED has enabled the department to successfully replicate the model in other villages, adopting proper guidelines to verify and certify open defecation free status.

► **"There are approximately 500 households in this village and around 350 have already built washrooms. This has happened in a period of six months. Before, only 30 to 40 households had washrooms."** Zulfiqar Ali, 31, in his sanitary mart in Kalarwali, Muzaffargarh.

Pakistan Approach to Total Sanitation (PATS)

- Mobilising communities to tackle open defecation
- Encouraging school children to promote good sanitation and hygiene
- Defining roles and responsibilities across households, community organisations and local government
- Improving supplies of sanitary materials and training local tradesmen and entrepreneurs to create sanitation solutions
- Strengthening disaster response



Engaging with government gets results

In Punjab and Sindh provinces, we helped form multi-party parliamentarian groups called the WASH Legislator Core Groups. These could then advocate for better legislation and more budget to fulfil people's rights to clean water, decent toilet and good hygiene.

To help them make their case, we comprehensively assessed existing policies and legislation on the right to water and sanitation. As a result, parliamentarians tabled two resolutions demanding recognition of WASH rights and adequate legislation.

We also started conversations with various branches of government, including the District Administration, the Planning and Development wing and the Health Department, to encourage discussion and prioritisation of issues around WASH systems. All these efforts contributed to the Pakistan Government allocating a specific water, sanitation and hygiene budget and passing the Punjab Water Act 2019 to better manage and conserve water.

Along with building a strong network of parliamentarian champions for clean water, decent toilet and good hygiene systems, we successfully lobbied all the leading political parties during the general elections in 2018 through meetings, national dialogues, 'call to action' appeals and intensive media promotion to include water and sanitation as a key point in their manifestos.

"As a member of the assembly, it is my target and number one priority to make a law, followed by all governments in the future, for every person to access clean water and sanitation the same way."

Muhammad Nadeem Qureshi, Member of the Provincial Assembly

Clean Green Pakistan Movement

Following our advocacy during the pre-election period, the ruling party (PTI) has taken up WASH as a major governance priority under the Clean Green Pakistan Movement.

This national campaign involves five components: waste management, hygiene behaviour change, safe sanitation and open defecation free status, water safety, and conservation and tree planting.

▼ Members of the Provincial Assembly of Punjab engage in a review session with WaterAid in Lahore.



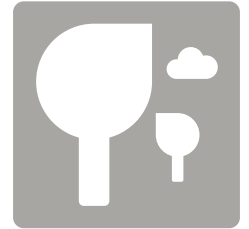
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Mobilising the media and young people

To generate public interest and momentum around water, sanitation and hygiene challenges, we supported journalists to highlight the plight of communities living without decent facilities. We also supported regular radio talk shows, social media campaigns and newspaper articles to raise awareness in the wider public about their rights to clean water, decent toilets and good hygiene.

To further strengthen grassroots momentum, we worked with young ambassadors from different universities and institutes in Punjab and Sindh provinces. These young ambassadors, like their media counterparts, are playing the role of WASH champions who can push the importance of clean water and decent sanitation through events such as youth conferences, and campaigns such as the Prime Minister's Clean Green Pakistan Movement, to influence public opinion and decision-making.



WaterAid/Sibtain Haider

▲ Saadia Sohail (centre), 51, Member of the Provincial Assembly of Punjab, after planting a tree with students at Lahore University for Women.



WaterAid/Sibtain Haider

▲ **“WaterAid introduced me to the whole landscape of water and sanitation in Pakistan. It has played a vital role in bridging the gap between INGOs and media in the country.”**
Aoun Sahi, 42, journalist, in his office in Islamabad.

Media drives action

We developed WASH Media Guidelines to show journalists how they can effectively engage the public on clean water, sanitation and hygiene issues.

We also set up the portal **WASHmediaaction.org** and accompanying monthly newsletters to publicise WASH stories and support media outlets in collaborative reporting.

Future vision

Phase two of the HSBC Water Programme offered a unique opportunity in Pakistan. It allowed us to build on the gains made in earlier years to help end open defecation across an entire district for the first time, while raising the public and political profile of the human right to decent water and sanitation nationally.

The project's strength lies in its systematic approach to building capacity and creating collaborations between local government, communities, parliamentarians, journalists and youth ambassadors. These groups were supported over a long period of time to become active, informed and capable champions for clean water, decent toilets and good hygiene in Muzaffargarh and beyond.



WaterAid/Sibtain Haider

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



▲ Khizar Hayat, 30, singer and musician, fetches water from a WaterAid installed ultra-filtration plant in Basti Ghareeb Abad, Muzaffargarh.

