



NATIONAL CORPORATE SOCIAL RESPONSIBILITY HUB, TISS

Impact Assessment of GAIL-Sulabh International Total Sanitation Campaign

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GAIL-Sulabh International Total Sanitation Campaign

1. Introduction

1.1 About GAIL-Sulabh International Vision

The Sulabh Sanitation Mission Foundation (registered in 2006) has been established to expand the Sanitation activities. GAIL and Sulabh have entered into an MOU since 2011 to engage in a total sanitation drive across seven main villages in Guna, Madhya Pradesh. The primary objectives of the project are:

1. Increase awareness of stakeholders health, gender equity, education, sustainable development, economic and environmental issues
2. Construction of Individual toilets (386)
3. Construction of Community toilets
4. Discuss existing government programmes to various stakeholders
5. Change dry latrines into pour flush toilets
6. Meet with the goals of Nirmal Bharat Abhiyan, a total sanitation campaign to eradicate open defecation by 2017

1.2 Villages and beneficiaries

Primary Stakeholders

- Children –Education and health
- Parents and community – Hygiene, awareness and health
- Women- nutrition for pregnant and lactating mothers ; information to set-up home enterprises
- Men- Awareness of general information about sanitation and hygiene

Secondary Stakeholders

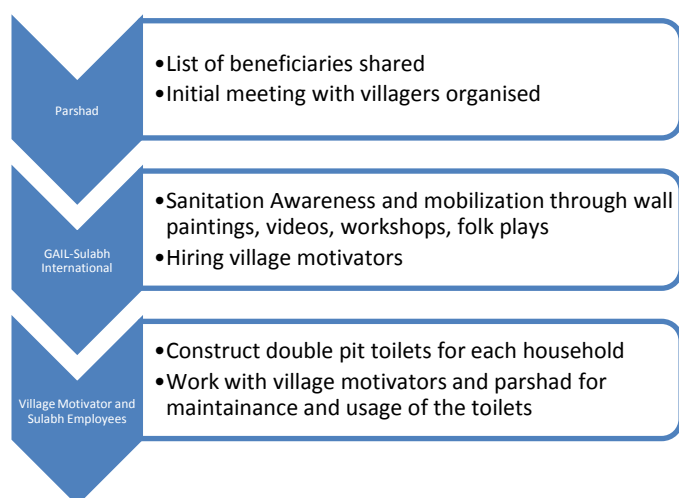
- Teachers
- Government Officials
- District & block level officials
- Media
- NGOs

1.3 Infrastructure Constructed

Table 1: Infrastructure Constructed

Village	No. of toilets June 2012- June13 Total construction (no completed)	No. of toilets 2011-12
Ahmedapur	89	64
Bhoomlakhedi	25 (24)	50
Bawrikheda	34 (32)	50
Dongar	25	
Padarkedi	75	
Chainpura	3	36
Awan	3 (Community toilets)	50
Sada Colony & Raghogarh	2 (Community toilets)	

1.4 Implementation Strategy /Process



Village Motivator's Role

- Helps in improving awareness about using toilets by approaching local people on a door-door basis
- They visit houses, inspect the facility and talk to people on a daily basis to ensure that they continue using the toilet
- Maintains daily and monthly reports of activities and log sheet of people they have met
- Processes requests and feedback from people, working as an important local linkage. Most such requests are about constructing additional toilets in a house which already has 1-2 toilets
- Provides information on usage and maintenance of infrastructure
- Village motivators focus on having conversations with children about using the toilets to ensure the habit is sustained by the community with the next generation engaged in the initiative

Table 2: Strategy and Implementation Plans

Strategy and implementation plans		
Strategy /Goals 2012-13	Implementation Plan 2012-13	Implementation plan 2011-12
1. Advocate with community leaders to move away from open defecation towards using toilets	Liaison with municipal leaders, construction of toilets	1) Work with district leaders 2) Mass awareness campaign with wall paintings, folk art and puppet shows with a focus on dignity, side effects of unhygienic practices and maintenance of facility 3) Youth (boys & girls) capacity development workshops 4) Individual toilets were constructed
2. Mobilisation strategy and understand local demand for toilets by involving community members in the process ; have internal process	In-house orientation and interactions with the community, format for implementation at the community, village, district and block level Monitoring and information system, reporting structure and monthly action plans	
3. Panchayat members to support sanitation and hygiene promotion	Create linkages with the Panchayat leaders and hire village motivators	
4. Training the community on basic awareness about hygiene	Communities were introduced to awareness material like sanitation film and youth camps	
5. Door-to-door to explain sanitation techniques and regular promotion for using toilets	Village motivator is in-charge of these initiatives	
6. Special Events on hand washing campaign	School teachers and village motivators participated in the mobilisation activities while Sulabh conducted the campaign	
7. GAIL expectation: Impart training to villagers to maintain the infrastructure	Village motivators are responsible for encouraging people to maintain the infrastructure	

2. Research Methodology

2.1 Objectives

The **broad** objective of the Impact Assessment Study was to assess the impact of the Total Sanitation project of GAIL which is implemented in association with Sulabh.

The **specific** objectives of the study were as follows:

1. To assess the impact of the sanitation project in the selected villages in overcoming the problems due to Open defecation
2. To assess the impact of the awareness and behavioural change component of the project on various stakeholders
3. To understand the implementation strategy and levels of involvement of both primary and secondary stakeholders.
4. To identify gaps if any in the project cycle and suggest relevant recommendations for Sulabh International (henceforth Sulabh) and GAIL.

2.2 Research Design

The research was a qualitative research and exploratory in nature. No hypothesis was developed before data collection. This was also an **evaluation** research as it *“is designed so that the findings will provide information useful in for decisions about public policy or private issues”*¹.

The **triangulation approach** was used in the research investigation to enhance the confidence in resultant findings. Following types of triangulation were used:

- a. Data triangulation: This entailed gathering of data from various stakeholders.
- b. Investigator triangulation: Two researchers were involved in field to gather and interpret data.

2.3 Methodology

Qualitative and quantitative methods were used for collecting data.

Stakeholders considered for the purposes of study included:

- a. Primary Beneficiaries
 - i. Villagers
- b. Secondary beneficiaries

¹ Online: <http://www.rci.rutgers.edu/~judithjf/kinds%20of%20research.htm>

- c. Village Gram Panchayat/Nagar Parishad
- d. Other stakeholders involved in the project implementation
 - i. Sulabh Team
 - ii. GAIL team

2.4 Study Tools

2.4.1 The research process involved categorization of the primary beneficiaries:

Male beneficiaries

Female beneficiaries

Adolescent girls

Adolescent boys

2.4.2 Research questions for each stakeholder and the tools used for investigation in research

Table 3: Research Questions/Tools

Stakeholders	Research questions	Research methods applied	Tools used for investigation
1. Villagers (Primary Beneficiaries)			
1.1 Female Beneficiaries	i. Knowledge of Sulabh and GAIL ii. Understanding the objectives of the project; iii. Their role and engagement in the project implementation; iv. Need for toilets; impact of toilet facilities on day to day lives; process of adaption to usage of toilets; maintenance; willingness to spend own resources for maintenance of existing toilets and construction of new toilets; v. Impact of the film screening, street plays etc.; whether they have learnt any new things about health and hygiene due to presence of Sulabh.	Qualitative	FGDs
1.2. Male beneficiaries	Same as above	Qualitative	FGDs
1.3 Adolescent boys	Same as above	Qualitative	FGDs

1.4 Adolescent girls	Questions from i.-v. vi. Impact of the counseling sessions on health and hygiene for adolescent girls.	Qualitative	FGDs
Secondary Beneficiaries			
2. Village Gram Panchayat/Nagar Parishad	i. Knowledge of Sulabh and GAIL ii. Understanding the objectives of the project; iii. Their role and engagement in the project implementation; iv. Need for toilets in village; v. Importance of project in overall Total Sanitation objective of the Gram Panchayat. vi. Feedback on the implementation of GAIL's total sanitation project vis-à-vis implementation of the government scheme. vii. Impression/perspective on impact of toilet facilities on day to day lives of people; process of adaption to usage of toilets; maintenance; willingness to spend own resources for maintenance of existing toilets and construction of new toilets; viii. Impact of the film screening, street plays etc.; in village. v. Change brought about by the project on the village.	Qualitative	Structured interview

Other stakeholders involved in the project implementation			
3. Sulabh team	<p>i. Programme implementation process with respect to assessment of needs; targeting of beneficiaries at village level; strategies for awareness building and behavioural change on health and hygiene issues, engagement with multiple stakeholders; support received and challenges faced; training and orientation of the team.</p> <p>In addition to above research questions clarifications were sought from the implementing agency based on feedback received from various other stakeholders.</p>	Qualitative	In-depth interview
4. GAIL team	<p>i. Assessment of needs; selection of the project; selection of implementing partner; targeting of beneficiaries at village level; involvement of district/state/local administration; process of monitoring; any other role in programme implementation process; strengths and weaknesses of the project; plan ahead.</p>	Qualitative	Structured interview

3. Key Observations/Findings of the Impact Assessment

3.1 Village-wise snapshot of activities

A. Padarkhedi

GAIL and Sulabh have identified Padherkhedi as a new area in 2012-13 for the Sanitation Awareness Programme. Sulabh conducted a survey before selecting the village and a mid-way assessment was conducted (March-May 2010). 50% people in the village have toilets. Padherkhedi has supply of tap water from the tube well supplied by GAIL. This village has a male and female motivator and the Anganwadi Karyakatha has been trained in the awareness measures and it benefits, as outlined by Sulabh. The motivators are residents of the village, with the program providing local employment and salary of Rs. 2500 per month. Women were aware that GAIL was sponsoring the toilets and appreciated other CSR activities providing stationary and tuition for school kids. Initially, people objected to the concept of having toilets in their houses and preferred constructing communal toilets. The village leaders and Sulabh convinced the people about the convenience of having a toilet in their house, which will prevent walking long distances/short distances in the evenings and they do not have to transport water/buckets. Villagers outlined a wide range of impact and benefits of having toilets in the villages. This village has a female and male motivator.

B. Bhawrikheda

GAIL-Sulabh has been constructing toilets at Bhawrikheda since 2011. They have constructed 25 toilets 2012-13 and the construction of 20 toilets remains. Villagers maintained that they were initially not sure or aware of the benefits of having toilets constructed in their village, now with their awareness and knowledge; understand the benefits of having and using toilets. Sulabh's commitment has made a good impression. People have expressed an interest in maintaining the infrastructure if GAIL-Sulabh were to exit the village. According to the village motivator, 75% maintain their toilets and don't require further information, the challenge remain in convincing the remaining 25% to maintain the infrastructure and still need guidance. Some of them are not receptive to advise. This village does not have a female motivator.

C. Bhoomlakhedi

Everyone in the village have toilets. Elderly women in the village maintained since the toilets were built according to the number of male members or sons in the families they essentially did not own a toilet. Toilets instead should be constructed according to the number of family members in the household suggested an elderly women or widows should also get toilets, they said. It becomes essential to streamline beneficiaries going forward. People in the village were promised a kitchen and bedroom by the village motivator if they maintained the toilets, detracting from outlining positive reinforcement and health benefits of maintaining and using the toilets. This village has a male motivator and he maintains that constant counselling is required for people to use

the toilets. Highlighting the need for a female motivator in this village as elderly women had numerous complaints about restricted usage of the toilets. Women, in addition, maintained that they had to travel long distances in the summer months to get water and it will be useful to have tap water facilities in the village.

D. Chainpura

Chainpura has toilets constructed by GAIL-Sulabh since 2011. Various awareness activities have also been conducted. Villagers reported higher hygiene and sanitation awareness levels through their narratives and benefits of the various materials and how it has improved their overall quality of life. This village has provision of water from 1 handpump and 2 wells. In addition, they have a bore-well that has been installed by GAIL. Despite this, women maintained that they have difficulty getting potable water during the summer months. Initially, the villages did not trust Sulabh-GAIL and could not understand the benefits and quality of the infrastructure. People have recognized the importance after using toilets for over a year and the transformation it has brought to the village. Now that they have developed the habit of using the toilets, the village leaders, men and women shared they will construct and maintain toilets according to the needs of the village.

E. Ahmedapur

GAIL-Sulabh has constructed toilets and conducted awareness programmes since 2011. Other than 7 households the remaining houses have toilets. During the summer seasons, women in the village have difficulty in getting water to use the toilets. They have to walk 30 minutes (1KM) to the nearest source of potable water which could be impacting usage, however that point did not receive clarification from the FGDs. However, women highlighted that since they have developed the habit of using toilets they won't relegate to earlier practices of defecating outside. People who have not received toilets in the village do not understand the value of the awareness material. In addition, the number of people with toilets who participated in the awareness activities is very limited. When the movie was screened, people were given one day advance notice. Highlighting the need for additional awareness activities and strategy in this village. The village has a male motivator. He commented that in light of a water scarcity, people still defecate outside, especially if they are working on their farms. Local people stated that a needs assessment should have been conducted to realise that people needed water facilities first and then toilets or a programme which focused on provision of both.

F. Awan

Awan has been a village of focus for the GAIL-Sulabh project since 2011. 50 toilets were constructed last year. While the construction agenda initially was for community toilets (3), the village leaders and the community have expressed a preference for toilets in the households (186). They are happy with the infrastructure and use it. They are also willing to maintain it after construction. The research team's group discussions

revealed that there is no space for constructing new toilets in individual households. However, as the village has an extended list of beneficiaries, GAIL-Sulabh is yet to identify a final strategy for the village. This village has a specifically assigned female motivator who is a graduate and primary school teacher. Adolescent girls in the village outlined the benefits of the screening and mentioned how they adopted some of these suggestions as an integral part of their life. For eg. Adopting suggestions as simple, but essential, like including green vegetables and iron tablets as a part of their diet to prevent anaemia.

Additional impact and benefits outlined in the following section

3.2 General Impact Indicators

Table 4: Impact Analysis

Key Social problems associated with open defecation	Key social benefits of having toilets and greater hygiene awareness
<ol style="list-style-type: none"> 1. Earlier they lacked privacy and had to travel long distances by the farms and roads. Losing more than 30 minutes in walking up and down 2. Women had to wait for the right time to defecate in the open as they had difficulty leaving their children. Many women said they used to wait for their children to sleep 3. When defecating by roadways and open farms, they had to watch out for people, affecting their dignity and safety 4. It was inconvenient during the rainy season 5. The village used to be smelly and dirty 6. Hygiene and Sanitation awareness levels were limited 	<ol style="list-style-type: none"> 1. Privacy and don't have to defecate outside 2. Ability to use the toilets whenever required 3. The village is clean 4. Women have dignity, respect and safety 5. Women maintain the infrastructure (men also maintain infrastructure), as they care more dignity and privacy from using the toilets 6. Reduced teasing and increased safety 7. Knowledge to prevent diseases with greater hygiene standards and awareness 8. Benefits of washing hands has been discerned 9. Nutritional and health benefits of including green vegetables in their diet 10. Less illness in village in the monsoon season 11. Clothes are washed regularly and people are more aware of grooming like cutting their nails with a nail cutter 12. Higher Sanitation awareness levels 13. The roads are clean for walking, cycling and playing

3.3 Evaluation of implementation tools used by Sulabh

Table 5: Evaluation of Implementation Tools, Usage and Sustainability

Stakeholder	Awareness Programmes		Usage	Interest in spending money from their pocket for maintaining /constructing new toilets
	Film Screening 2012-13 (Beneficiaries who attended)	Film Screening 2011-12 (Beneficiaries who attended)		
Ahmedapur	25/11/12 (38)	28/4/12 (70)	Yes	Yes, we will construct and maintain the toilets
Bhoomlakhedi	No screening yet	30/3/12 (55)	Yes	No, will not construct toilets and suggested that GAIL provide cleaning product to maintain the toilets as they can't afford it
Bawrikheda	No screening yet	16/2/12 (71)	Yes	Yes, will construct new toilets if required and maintain the toilets
Dongar	No screening yet			
Padarkedi	15/12/12 (84)		Yes	Yes will construct infrastructure. Men and women maintain and keep the toilets clean
Chainpura	17/12/12 (70)	14/2/12 (46)	Yes	Yes, will construct and maintain
Awan	No screening yet	7/4/12 (3)	Yes	Yes, will construct and maintain toilets

- Youth Orientation on Sanitation on 27/1/2012 (girls); 28/1/2012 (boys)
- Young Women Capacity Awan and Ahmedapur on 18/4/12

3.3.1 Women/Girls

A. Film Screening

- The video was screened at the Anganwadi. Women reported the benefits of watching the film and changes adopted in their lives:
 - Not to litter the toilet
 - Cleaning
 - Nutrition information was communicated to pregnant mothers

-Hand washing and its benefits was explained. Washing of hands before handling food was re-emphasised.

-Drinking boiled water and washing vegetables prevents diseases

-Wash dirty dishes with soap instead of ash as it prevents diseases

We don't have to take buckets and walk long distances these days. Our dignity and safety has been ensured with the construction of toilets.

Women, Chainpura Village

B. Youth Camps

○ Information gained /benefits from attending the workshop as explained by the FGD with adolescent girls

- Adolescent girls reported that they attended the 2 hour training session
- Understood basic information about personal hygiene, anaemia and the symptoms and solutions for better hygiene. This includes washing the cloth used for the menstrual cycle in boiling water; taking iron tablets and eating green vegetables to prevent anaemia.
- The training informed them about getting married at the age of 18 years or above and having children only after 2-3 years

C. Benefits of implementation tools for awareness

- Girls appreciated the training session and were happy that Sulabh has taken the initiative in organising the workshop, where issues which improved their life was addressed
- Girls said they would wait till they turn 18 to get married and mothers reported that they are also more aware about the laws after the camp
- Girls have started using sanitary napkins which are distributed by the Anganwadi.

D. Gaps identified by FGD with women

- ❖ Some households have 3-4 toilets, according to the number of sons and some houses have no toilets. People expect a more equitable construction of toilets.
- ❖ Not too many women had attended the screening
- ❖ People in the village stated that it was suggested that would not receive further benefits from GAIL and other government schemes if they don't maintain the facility.
- ❖ People were not given sufficient time to plan their day and mobilise for the film screening
- ❖ The awareness film was screened after school hours, with optional attendance from the students. This reduced the viewership considerably as observed from the FDG in Awan.

3.3.2 Men/boys

○ Benefits of film screening

- Increased awareness about handwashing
- Use toilets
- Keep the toilets clean

- Encourage children to use the toilet
- Benefits of the Youth training
 - Techniques for hand washing, nailcutting
 - Use of toilets
 - Wearing clean toilets
 - The negative effects and potential of diseases if basic sanitation and hygiene standards are not followed

3.4 Feedback/Gaps outlined by Secondary Stakeholders

3.4.1 Village leaders

- Toilets should be constructed for the entire village instead of a phased approach. People left over feel discriminated
- Water facilities should be arranged in the bathroom itself, said the Parshad. Sulabh stated that the water facility cannot be organised in the bathroom itself, as the pit toilets may get flooded. They advised that a tapline can be organised outside
- We recommend that small households should share the toilets
- We are constantly involved in discussion by GAIL and Sulabh

3.4.2 District level officials

- District has village motivators who can be integrated with Sulabh's programme/UNICEF programme can also be linked
- The CEO of the district is willing to work with GAIL-Sulabh.

3.4.3 Village Motivator

- Motivators explained that in villages where toilets were constructed the earlier year, the awareness levels were higher, newer villages require further counselling
- It was challenging to get young boys, especially 15-17 year-olds to use the toilets. It has taken consistent reminding and encouragement to use the toilets.
- Sulabh does not get sufficient viewership for their film screenings. Limited number of people as it coincides with their farming season
- Some families in the village (5-7) are not receptive about the material; these people need to be

*Sana Jain, Village Motivator,
Awan Village*

I was referred to Sulabh by the Sarpanch. The role seemed interesting for me as it results in the overall advancement of the village. My job responsibilities include advising children on the benefits of bathing and coming to school. To achieve this goal, I identified children who needed immediate attention and awareness on basic hygiene standards. I also go door-to-door to advise parents and children about the benefits of using and maintaining toilets. Girls are more aware about the legal age of marriage -18 years. Parents were also not aware earlier. I also counsel and advice adolescent girls about hygiene options during menstrual cycles, they feel comfortable approaching me with their problems. In addition to being a school teacher, I find this new role very satisfying. She suggested that, the school system can be approached by GAIL-Sulabh to help in the wider dissemination and sensitisation of children and adolescents.

approached repeatedly, while the rest of the village is very co-operative in receiving further information about hygiene and sanitation.

3.4.4 Sulabh

A. Monitoring Process

Sulabh prepared monthly work plans and implementation happens along those lines. This was cross-verified with the rest of the team members and village motivators. The plan is implemented and the progress reports are shared with the head office

B. Sulabh has identified a list of secondary stakeholders as an inclusive part of its implementation.

Described below is the realisation of the vision

Table 6: Stakeholder Role Realisation- Sulabh's Perspective

Stakeholder	Realisation of envisioned role
District & block level	Need to engage with them further
Teachers	Welcome our initiative and are actively engaged in awareness
NGOs	Engaged with Smile but have not reached out to other NGOs
Media	Invited them to cover some of our earlier meetings, had brief media coverage

C. Challenges faced by Sulabh in implementation

- ❖ The research team was informed that villagers demanded that toilets should be constructed according to the numbers of sons in the family and this request had initially stalled the process of constructing toilets. GAIL-Sulabh stated that they had to concede to the demand of the villagers to implement the project. The demand was **unreasonable as per the** Panchayat authorities, Parshads, Sulabh as well as GAIL. The research observed that the demand was not aligned to the spirit and objective of the project. Granting unreasonable number of toilets without any logical ground but merely to comply with the demand of villagers can defeat the larger purpose of the project with respect to sustainability and value for assets by the community which were provided free of cost.
- ❖ Sulabh was challenged in encouraging men and senior citizens in the villages to use the toilet
- ❖ Limited or marginal number of people attend the screening of the hygiene and sanitation awareness film, voluntary mobilisation becomes a challenge for the village motivators

4. Gaps identified by NCSR Hub team

The research team has identified the following gaps in the entire implementation and monitoring process after interacting with a wide cross-section of primary and secondary stakeholders.

- ❖ The parameters for the selection of beneficiaries needs to more stringent and structured.
- ❖ **Handover of earlier year's activities:** Handover of last year's activities to the current team could have been more detailed. Sulabh should have ensured that a detailed briefing of the earlier year's activities was shared with the current project team. This would have established continuity and more focussed planning in the villages that they already engaged in. In addition, the team should understand the importance of learning/ feedback and how it can significantly improve the outcome and impact of the programme
- ❖ **Linkages with the government :** Sulabh has not created sufficient linkages with the local government and suggested that GAIL can help them in fostering such relationships
- ❖ **Awareness about existing government schemes:** Sulabh has not disseminated existing government schemes with the villages as outlined in their objectives and goals
- ❖ **Integrate schools with awareness strategy:** Since the focus is on Children and youth orientation, the awareness programmes have not been tailored to include additional film screenings and youth camps at the schools
- ❖ ***Film screenings have been sporadically spread through the target villages,*** out of the seven villages, the screenings have happened in **only 3 villages (2012-13)**. This observation was made during the field visit in April, giving two months for this year's agenda to come to an end. Highlighting the fact, that awareness should have been an integral component in the beginning of the project implementation phase itself, which began in June 2012.
- ❖ ***The screenings have low viewership*** as the mobilisation strategy is not adequately structured

5. NCSR Hub Recommendations

The Impact Assessment study captures the success and challenges faced by Sulabh International during the implementation the project. The research team has outlined specific recommendations to enhance the impact and benefit of the overall project.

5.1 Targeting-Identification of beneficiaries: It is important to involve the district administration/block development office/zilla parishad from the beginning of the project. Current approach stipulates that the Gram Panchayat or the Parshad be the authority in charge of listing the names of the beneficiaries. The challenge faced is that there is a demand from the villagers that the toilets are allocated as per the number of families in a particular household and not by the number of household. Thus if a particular household has three families, villagers have demanded three toilets to be allocated to that particular household.

Thus even though **toilets can continue to be granted free of cost and entire village be covered under the programme;** there has to be a strict determining criteria in allocation of toilets. Following recommendations can be considered for selecting the beneficiary:

- a. **The number of family members per household:** Thus if a particular household comprises of more than one family one toilet should be allocated for 4-6 persons. If the household comprises more than 6 members (from one or more families) and demands for an additional toilet, the demand can be considered to facilitate convenient usage of the toilet and to ensure that all family members have access to the same. It should be kept in mind that high pressure of usage on single toilet due to large family size may discourage few members to continue using the same as open defecation will continue to be an easy alternative. Therefore it is recommended that the toilets be allocated on **basis of size of household and not by number of families within the household. One toilet can be shared by six members of household.**
- b. **Engagement of district administration:** Once the list of beneficiaries is prepared by the Gram Panchayat/Parshad the list should be announced in the gathering of villagers/ Gram Sabha as an official notification of the **district administration and not as a list prepared by GAIL and Sulabh.** It is therefore desired that district administration have a greater role in identification of the beneficiaries and announcing the official list to avoid unreasonable demands from certain sections of the community.

5.2 Implementation of the project:

- i. **Structured handover process:** Annual reports and orientation of earlier years' activities for the new/existing team should be an integral part of the handover process
- ii. There are four major components of the project- a.) Creating Awareness and Behavioural change with respect to health and hygiene. b.) Construction of toilets c.) 100% usage of toilets and d.) Ensuring sustainability of the overall project

It should be noted that components a., c. and d require greater accountability and responsibility from the beneficiaries while component b. which assures them free of cost toilet facility can be the motivator for them to act responsibly. It is therefore recommended **that allocation of free toilets be attached to additional criteria of responsible behaviour** of the beneficiaries to ensure their participation in all aspects of the project. This is viewed important from the sustainability point of view after withdrawal of the implementing agency.

To overcome the challenge of ensuring increased engagement of the beneficiaries following recommendations can be considered:

- Attending the film screening and counseling should be strongly advocated for adult men and female beneficiaries from the household. A transparent process of attendance with community involvement in encouraging attendance of all entitled beneficiaries should be incorporated
- Currently the film is screened only once a year and probably only once in every village. It therefore leads to obvious absence of many villagers for varied reasons. It is important to **make the film screening more frequent (at least 2-3 times per village)** and at regular intervals and at times and days collectively agreed upon by the community. A careful monitoring and attendance of all beneficiaries should also be maintained by the implementing agency
- For student group of the village, film screening and counseling should be done **within the school hours and not after school hours** to ensure maximum attendance
- Notice about screenings schedule should be given a week in advance with a reminder two days ahead of the schedule for all groups of beneficiaries
- Village motivator is challenged in ensuring that people use the toilets through positive reinforcements, however this method alone should be emphasised upon as part of training, including proper information about dissemination of other government schemes

6. Annexure

6.1 Survey for the Impact Assessment

Boys & Girls

Girls

Village Name:

1. Name, age, each participant
2. What do they know about Sulabh and when were you associated with them?
3. How many people have toilets in their house? (Lift your hands)
4. Are there any community toilets in your village?
5. Do you have toilets in your school? (Hand raise)
6. Infrastructure – Do you use the toilet every day?
7. What were the challenges of defecating in the open? Where did you have to go?
Distance, time and place?
8. Does it have or do you carry water? How far away is the water source?
9. Is the bathroom well aired and illuminated to use in the evenings and night?
10. Are you comfortable using the toilets?
11. What information has Sulabh give you about using the toilet facility?
12. Have you been to a screening of Sulabh's video? If so your experience and what did you learn from it?
13. Have you seen one of their folk art or puppet shows on sanitation awareness and hygiene
14. What do know about hand washing?
15. What do you know about personal hygiene during your menstrual cycle?
16. Do you know what your haemoglobin levels are? Have you done a blood test earlier?

17. What do you consider as healthy food? Is it a part of your diet?
18. Did you participate in the discussions about wall paintings?
19. What was your impression/reaction to the video, discussions and awareness on Sulabh's activities?
20. How have toilets in your homes or neighbourhood improved your daily life in any way?
21. Is it more convenient and does it offer more privacy during your menstrual cycle?
22. How do keep the toilets clean?
23. What did you think of Sulabh in the beginning? What is your impression about their activities now?
24. Do you what GAIL is?
25. Do Sulabh's village motivators interact with you?

Boys

1. Name, age, each participant
2. What do they know about Sulabh and when are you associated with them?
3. How many people have toilets in their house? (Lift your hands)
4. Are there any community toilets in your village?
5. Do you have toilets in your school? (Hand raise)
6. Infrastructure – Do you use the toilet every day?
7. What were the challenges of defecating in the open? Where did you have to go?
Distance, time and place?
8. Is the bathroom well aired and illuminated to use in the evenings and night?
9. Are you comfortable using the toilets?
10. What information has Sulabh give you about using the toilet facility?
11. Have you been to a screening of Sulabh's video? If so your experience and what did you learn from it?
12. Have you seen one of their folk art or puppet shows on sanitation awareness and hygiene
13. What do know about hand washing?
14. Do you know what your haemoglobin levels are? Have you done a blood test earlier?
15. What do you consider as healthy food? Is it a part of your diet?
16. Did you participate in the discussions about wall paintings?
17. What was your impression/reaction to the video, discussions and awareness on Sulabh's activities?
18. How do they keep the toilets clean?
19. What did you think of Sulabh in the beginning? What is your impression about their activities now?
20. Do you know what Gail is?
21. Did Sulabh have any discussion with you whether you needed the toilets when they came initially? What did you discuss?

Men

1. Name, age, each participant
2. What do they know about Sulabh and when are you associated with them?
3. How many people have toilets in their house? (Lift your hands)
4. Are there any community toilets in your village?
5. Do you have toilets in your school? (Hand raise)
6. Infrastructure – Do you use the toilet every day?
7. What were the challenges of defecating in the open? Where did you have to go?
Distance, time and place?
8. Is the bathroom well aired and illuminated to use in the evenings and night?
9. Are you comfortable using the toilets?
10. What information has Sulabh give you about using the toilet facility?
11. Have you been to a screening of Sulabh's video? If so your experience and what did you learn from it?

12. Have you seen one of their folk art or puppet shows on sanitation awareness and hygiene
13. What do know about hand washing?
14. Did you participate in the discussions about wall paintings?
15. What was your impression/reaction to the video, discussions and awareness on Sulabh's activities?
16. How do they keep the toilets clean?
17. What did you think of Sulabh in the beginning? What is your impression about their activities now?
18. Do you know what Gail is?
19. Did Sulabh have any discussion with you whether you needed the toilets when they came initially? What did you discuss?
20. What do they think about women and girls using the toilets? What are the benefits?
21. What is the negative aspects/discomfort in using the toilet?

Women

Additional Questions

1. Did Sulabh do any awareness on pregnancy for pregnant mothers?
2. Did they give you any information on nursing? If so what?
3. Do you encourage your daughter in using the toilet?
4. Do you still defecate in the open?

Village Motivators

1. How long have you worked with Sulabh?
2. How did come to know about them and selected for the job?
3. What has your experience been so far and what is your motivation for continuing the job?
4. What is your job profile?
5. How do engage with the villagers in encourage them on sanitation and awareness?
6. What are difficulties in implementing Sulabh's agenda?
7. What is the visible change of having toilets in the village?
8. What are the awareness levels on hygiene?
9. What are the issues with Sanitation and awareness levels?
10. What were the initial problems when you introduced people to the toilets, videos, wall paintings and what has been the experience so far? How are you received in the villages?
11. How do encourage the community to maintain the facility?
12. After Sulabh leaves how will people continue using the toilets and good practices?
13. Which section –men, women, young boys or girls have difficulties in adapting to the toilets?
14. How do you encourage people to use the infrastructure?
15. Local impression of Sulabh?

6.2 About the National Corporate Social Responsibility Hub

The Department of Public Enterprises (DPE) under Ministry of Heavy Industries & Public Enterprises has introduced the CSR Guidelines in March, 2010 for the Central Public Sector Enterprises (CPSEs) to commit themselves to the concept and practical implementation of Corporate Social responsibility. The revised guidelines pertaining to CSR have been released by the DPE in 2012 which looks deeper into the matter of Sustainability and Corporate Social Responsibility. Under these guidelines, the CSR interventions are required to be thoroughly and scientifically researched and on this basis the intervention programmes have to be formulated and implemented.

In order to accomplish this, a National Corporate Social Responsibility Hub (NCSR Hub) was created by the DPE at Tata Institute of Social Sciences (TISS), Mumbai. As per the revised DPE Guidelines, the NCSR Hub has been mandated to fulfil following broad objectives-

1. Nationwide compilation, documentation and creation of database;
2. Advocacy on concepts;
3. Research on subjects including publishing of research papers/articles/concept papers on specific issues;
4. Preparation of Panels of implementation organization/monitoring and valuation agencies;
5. Promotional Activities, including production of short films, printing of brochures, pamphlets etc.
6. Act as a Think Tank – Being carried out;
7. Organizing Conferences, Seminars, and Workshops- both national and international;
8. Setting up a National Data base;
9. Any other matter pertaining to CSR and Sustainability as entrusted to it from time to time by the DPE

The NCSR Hub has undertaken numerous research studies which include Needs Assessment, Impact Assessment and Proposal Evaluation. The objective of these studies is to fine tune the existing policies and structures in place and also recommend possible areas of intervention with regards to CSR. The Hub has been proactively engaged in empanelling implementing partners and has so far created a database of 150 organizations. To conduct several activities related to capacity building, mind-set changing, empowerment of women and children, health awareness and preventive measures, the Hub recommends credible civil society organisations to the CPSEs to engage with. This helps the PSUs to collaborate with credible partners and undertake CSR activities in needs based areas found as per the respective study.

In fulfilment of its above mentioned responsibilities the NCSR Hub acts as a facilitator to help the PSUs to effectively carry out their CSR projects.