Creating sustainable community ODF Program in Mandapam Block, Ramanathapuram District, CSR Fund – NSE Foundation

• 100% Providing sanitary facilities.
• 100% making the family members to use the available toilet facility.
• 100% following the hygiene practices.
• 100% preventing open defecation.
• 100% using and maintaining the toilets.
• 100% use of toilet in Schools, Anganwadis.
• 100% using reusable cloth pads during menstrual days.

Date: 30.09.2019
Sustainable Community Open Defecation Free (ODF) program in Mandapam Block, Ramnad District, Tamil Nadu

Gramalaya in association with NSE Foundation, Mumbai has been implementing a Sustainable Community Open Defecation Free (ODF) program in Mandapam block, Ramnad District for the period of 3 years from 1st October 2018. NSE Foundation has extended its support under its Corporate Social Responsibility (CSR) for ensuring sustainable ODF initiatives. Ramnad District which is an aspirational district in Tamil Nadu identified by Niti Aayog. The WASHMAN programme is being undertaken in Mandapam Block covering 28 Panchayats and eventually scaled up to other Blocks in the districts of Tamil Nadu depending on the gaps at the community level. The total budget sanctioned for this project is Rs.3.17 Crores for 3 years.

Objectives

1. To ensure Clean village initiatives through hygiene education to the villagers and students through comprehensive WASHMAN approach.
2. To promote WASHMAN volunteers in the intervention areas for sustainability of the project.
3. To retrofit / renovate the Community / School/ Anganwadi / Individual Household toilets to declare the block as sustainable community Open Defecation Free.
4. To advocacy with the SBM officials to roll out the deliverables effectively towards Sustainable community ODF Program at Mandapam block

Direct Beneficiaries : 50,160 (includes School Students, Adolescent Girls from Schools and villages and women in the rural communities)

Indirect Beneficiaries : 1,00,310 (includes Villagers and stakeholders)

Major Deliverables under this project for 3 years project:

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<tr>
<th>Sl. No.</th>
<th>Software Activities</th>
<th>Hardware Activities</th>
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<tr>
<td>1</td>
<td>Base Line Survey / End Line survey</td>
<td>Renovation of Panchayat Union Primary Schools toilets -30 Schools</td>
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<td>2</td>
<td>Training to School Teachers</td>
<td>Renovation of Panchayat Union Middle Schools toilets - 10 Schools</td>
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<td>3</td>
<td>Community Approach for Total Sanitation</td>
<td>Renovation of Government High &amp; Higher Secondary Schools – 15 Schools</td>
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<td>Meeting With Different Stockholders</td>
<td>Renovation of Anganwadi School Toilets - 20</td>
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<td>5</td>
<td>Mass Awareness on WASHMAN in Schools &amp; Community</td>
<td>Renovation of Individual Household Toilets IHHL – 4000 Toilets</td>
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<td>6</td>
<td>Sustainable Community ODF Meeting at villages</td>
<td>Renovation of Integrated Women Sanitary Complex – 10</td>
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<td>Promotion of Cloth pads for MHM</td>
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<td>8</td>
<td>IEC materials development for Behavior Change Community</td>
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<td>9</td>
<td>Advocacy with Govt., departments</td>
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Sustainable Community Open Defecation Free Program

DIAGRAMMATIC FLOW CHART

Sustainable Community ODF Project
NSEF & Gramalaya
2019-2022

IEC Activities
11

Training of School Teachers
10

Renovation of IWSC
9

Renovation of Anganwadi Toilets
8

Renovation of School Toilets
7

Renovation of IHHLs
6

Implementing Org. Gramalaya
1

DRDA Ramanad
2

WASHMAN Committees
28 Panchayats
3

Hygiene Education
4

MHM Education
5
Brief Methodology and approach:

Gramalaya is implementing the Project with the involvement of WASHMAN Committees (Water, Sanitation, Hygiene, Menstrual Management and Nutrition) which is a CBO – Community Based Organization formed, trained and involved by Gramalaya for both software and hardware activities. Apart from this committees, Gramalaya has recruited 28 volunteers as WASHMAN Volunteers to motivate the rural community members for Behavioral Change Communication towards achieving the deliverables.

All these 28 WASHMAN volunteers who are closely monitored by 4 Health Educators of Gramalaya with the Technical supervisors of 2 Staff under the co-ordination of 1 Project Co-ordinator. Under this project, different stakeholders are involved to roll out the project initiatives, such as District Rural Development Agency, Educational Department, Health Education and others.

Detailed Narrative on quantitative and qualitative outcomes:

Quantitative outcomes:

I. 16583 people who were reached through One to one interaction by Gramalaya.
II. 2500 no., of IHHLs have been renovated by Gramalaya by which 11500 people are benefitted.
III. Due to renovation of these toilets, 605 people who have been using the renovated toilets consistently and concurrently, avoiding open air defecation
IV. 10 no., of Anganwadi Toilet which has been renovated, due to this effort, more than 255 Students who have been using the Anganwadi toilet.
V. Renovation of Panchayat Union Primary Schools toilets -10 Schools has been completed.
VI. 2000 rural women who have been distributed Re-usable cloth pads by Gramalaya.
VII. 12,822 no., of students and rural women who have been educated on Menstrual Hygiene Management (MHM) by WASHMAN volunteers.
VIII. 20 no. of CATS program have been conducted to create the awareness among the rural population and through which, 1658 population have been reached for triggering exercise.
IX. 4 batches of Teachers training were organized by Gramalaya and 105 Teachers were trained on WASHMAN
X. We have created 560 volunteers out of 212 villages
XI. We covered 15000 thousand students through Hygiene Education out 134 Schools in Mandapam block

Qualitative outcomes:

I. Proper usage toilets have been ensured by beneficiaries of IHHLs / Anganwadi Toilets due to renovation of such toilets.
II. It has ensured for proper maintenance of the renovated IHHLs by the beneficiaries themselves.
III. It has Increased the knowledge level of Adolescent Girl students on MHM and Nutrition.
IV. Cleanliness of villages and anganwadi schools were ensured due to our intervention works.
V. Children who are presently becoming as sanitation ambassadors to carry forward the Sanitation messages towards their peers.
VI. WASHMAN committee volunteers who are involving in close monitoring of project in the intervention areas.
VII. These volunteers who are also insisting on proper implementation of SWM and personal hygiene behaviors.
Overall impact in brief:

This project has enabled the poor and unreached rural communities to get the usable, maintainable and sustainable Individual household toilets (IHHLs) renovated and supported by NSEF and Gramalaya. Further, the adolescent girls of the Mandapam block and villagers who could get the reusable cloth pads by washing it on need basis. This has resulted in considerable reduction in spending their money on purchasing of commercial sanitary pads and improved Solid Waste Management in the rural areas. The school attendance and confidence among the school children has considerably gone up due to implementation of the project.

Innovative tools or approaches adopted:

➢ An alternative to Commercial Sanitary Pads, Giocare Reusable / Washable Cloth pads which is designed by Gramalaya for the benefit of Women and Adolescent Girls.
➢ Now, in the rural areas of Mandapam block, the poor community people who are using this re-usable cloth pads.
➢ The project activities are implemented by the involvement of CBOs – WASHMAN Committee only from the beginning of the project and not by any contractors.
➢ Transparency is ensured for implementation of the project by involving the village – WASHMAN committees at all aspects of the project.
➢ People participation in the execution of project is ensured by Gramalaya.

Outcome of the Project in First year:

Declaration of 10 Villages as Sustainable Community ODF Program

1. Vadakadu
2. Kadarkari chatiram
3. Manthoppu
4. Mettukaran
5. Valangapuri
6. Usalakattu valasai
7. Kirushnapuram
8. Chinnudaiyar valasai
9. Servaikaranyurani
10. Poomalai valasai

Totally 4346 Community People were participated in the Programme.
1. Gramalaya had given employment to 14 batches of masons for past one year in mandapam block
2. 11500 people were directly benefited for last one year
3. Indirectly more then 50000 people are practicing hygiene practices
4. Global Hand Washing day was celebrated in the 90 Government schools of Mandapam block.Around 15,000 students from the government schools demonstrated correct hand washing methods using soap.
Monthly review meeting of WASHMAN volunteers

The Mandapam block Gramalaya Team with our CEO Mr. Damodaran
Villagers actively participate in the Mass Awareness program

Villagers participate and learn the hand washing technique in the Mass Awareness program
Villagers actively participate in the CATS program

Adolescent girls actively participate in the CATS program and learn about hygiene
During CATS exercise the facilitator from Gramalaya explains the dangers of OD

Villagers actively participate in the CATS program
At community level, Reusable cloth pads are promoted by Gramalaya and NSEF

Staff Monthly Review Meeting at Project office, Mandapam Block
Different Stakeholder Meeting
Vadakadu village declared the 1st Sustainable ODF Model Village in Mandapam Block
Totally 10 villages declared as Sustainable ODF Model Villages in Mandapam Block
Renovated IHHL – Mandapam Block by Gramalaya
Integrated Women Sanitary Complex (IWSC) at Alagathanvalasai village - Irumeni Panchayat

Renovation of integrated Women sanitary complex at Kaaran Panchayat
Integrated Women Sanitary Complex (IWSC) at Marakkayarpattinam

Renovation of Integrated Women Sanitary Complex at Irattaiyurani

www.gramalaya.org
Renovation of School Toilet complex at Perungkalam High School
Hygiene education at Schools

Hygiene education through songs at Schools
Renovation of Higher Secondary School Toilet at Vedhalai

Memento presented to Project Director, DRDA Ms. Getsy Leema Amalini at stack holders meeting
Teachers Training on WASHMAN concept conducted

Global Hand Washing day was celebrated in the 90 Government schools of Mandapam block
First Sustaibale ODF Village declaration board at Vadakadu, Mandapam Block

Ms. Rema Mohan, CEO, NSE Foundation, Mumbai and Mr. Veera Ragava Rao, Collector, Ramnad District at MOU signing function
Global Hand Washing day was celebrated in the 90 Government schools of Mandapam block of the aspirational district Ramanathapuram, assisted by NSE Foundation, Mumbai. Around 15,000 students from the government schools demonstrated correct hand washing methods using soap. A pledge of maintaining personal hygiene practices was also observed by all the students and teachers of the school.

Shri. M Pradeep Kumar, I A S, Additional Collector (Dev) of Ramanathapuram, presided over the function as Chief Guest and dedicated the rehabilitated toilet complex of Irumeni government school to the use of the school children.
Case Study 1

I am JyothiKannan. I have 2 children. Though we had built the toilet with the Government subsidiary, the roof of the toilet was damaged by the fallen of the coconut strips and also basin of the toilet was wrongly fixed. So we defecate in the open land.

At that time, I had attended the campaign of sanitation awareness conducted by GRAMALAYA. I have learnt the importance about the usage of toilets. I came to know about the renovation schemes of toilets in GRAMALAYA.

I had invited WASHMAN Volunteers Ms. Selvi and Ms Bagamipriyal to show the repaired toilets of my home. After Visiting, the volunteers had given the technical input and support and accepted to renovate the toilets of my home.

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Now-a-days, I am using the renovated toilet which is done by washman group. I have gained the knowledge about the personal hygiene, usage of toilets but also menstrual hygiene.

In Menstrual hygiene, the volunteers introduced the cloth pad usage. I am using the cloth pads of GRAMALAYA. I could find no itching and rashes. It is comfortable and feel free to use it. I educate the relatives regarding the usage of Cloth pads.

Due to the technical fault of fixing the toilet in the bathroom, I was disheartened to use it, but no fear, no loss."I use toilet"

The usage of cloth pads save the self-esteem as well as prestige of femininity.
Case Study – 2

I am Nivedha 8 years old my Mother is Nathiya. The toilet was repaired due to soil attainment and our family was unable to expend it. My mother had attended the awareness campaign conducted by GAMALAYA.

In the campaign, she came to know about the renovation scheme done by GRAMALAYA. She approached GRAMALAYA, the committee has accepted the petition.

GRAMALAYA has renovated the toilet, by removing the soil attainment, refurbishing the door and roof of the toilets.

Now, myself and our family are happily using the toilet and living healthily.

www.gramalaya.org
Case Study 3

I am Rajeshwari from vedhalai. I had undergone a problem of overflow of septic tank. I had consulted many septic tank cleaners for cleaning but the cost was unbearable for me. So I was not able of using the toilet. At that time, I heard of twin pit promotion of GRAMALAYA by WASHMAN VOLUNTEER Ms.Selvarani. I met the organization and discussed my problem of septic tank overflow. They accepted my request and explained detail about the importance and advantage of twin pit.

Now new pit has been constructed and junction was made with the old pit. The old pit was closed and new pit was opened and kept for usage. It can be under usage for about 15 years. Now the toilet is fully under usage and I am happy about the organization and thanks for the organization.

GRAMALAYA has also given awareness about the cloth pads which is the solution of the main problem of FEMINITY. I have used the cloth pads and discussed to my friends about this. Now every one of my friends are comfortable in using the cloth pads and free from rashes and itching.
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