



Gramalaya

Water, Sanitation and Hygiene for all

(Gramalaya is an approved key resource centre of
Ministry of Jalshakti, Government of India, New Delhi)



ANNUAL REPORT

2020-2021



Gramalaya

Water, Sanitation and Hygiene for all

(Gramalaya is an approved key resource centre of
Ministry of Jalshakti, Government of India, New Delhi)

ANNUAL REPORT

2020-2021



FROM THE DESK OF CEO

Dear all,

I am really happy to participate in the 35th Annual General Meeting of Gramalaya. I warmly welcome the board of Trustees, the top management team, particularly the Executive Director and all the project management committee members for this wonderful meeting. Last year amidst covid-19, we could be able to work better in reaching more number of families with toilets and also in the schools with the girl's friendly toilet complexes. Our Health Educators and Project Directors and coordinators working in every project areas could able to show their strength by visiting the project communities taking their life at risk, particularly

in Pudukottai District and the in the operational areas of Telangana State. The pandemic situation in Telangana State and the lockdown restrictions little bit affected the fieldwork of the project staff in reaching the communities and executing the project activities. Nevertheless, we could be able to reach the remote villages like Induvasi, a remote and economically backward area in Jogulamba Gadwal District with toilets facilities and hygiene education.

I need to mention here that particularly the villages in Pudukottai District are still not able to take good nutritious food where malnutrition is the major problem because of their economic background coupled with

educational status. They are not aware of good hygiene standards, importance of toilets as well as the importance of having a nutritious food to nurture a healthy society, particularly the adolescent girls and children facing anemic problems and lot of issues associated with menstrual hygiene practices and behaviors. Our trained and well motivated Health educators could reach many of the adolescent girls and women through the Village Poverty Eradication Committees as well as Anganwadi workers teaching everywhere the importance of toilets, health, menstrual hygiene and nutrition importance.

I'm proud to see a number of IEC materials brought up by Gramalaya over the 5 years period and all these all IEC materials developed are used in the field to impart hygiene education in the schools. This shows that the IEC materials are not just printed but it is designed and developed with the input from the communities after a series of consultations among the leaders in VPRC, Self help groups and Anganwadis. Under Samakra Shikha Abhiyan, we could be able to reach around 6,000 schools in Tamil Nadu with our eco-friendly menstrual hygiene products particularly the reusable cloth pads and the training manual on Menstrual Hygiene Management. I'm really thankful to the Tamil Nadu government and the authorities giving such a wonderful opportunity to work with the teachers as well as adolescent girl students in the schools. Though we could reach them through webinar like sessions but at the same time we could create a very good impact among the school teachers and adolescent girls. I'm thankful to those who were involved particularly the senior management team of Gramalaya for making reusable cloth pads familiar among school authorities,

6000 teachers and student volunteers with MHM messages. These trained volunteers and teachers could work in training the other teachers and students reaching more number of women in the villages through peer education.

Gramalaya could able to make a good impact though our sustainable sanitation system by providing a SMART bathroom attached toilets in the project villages where no one has entered; no government program has reached over the past 10 years related to sanitation. Prior to our interventions, the communities are not aware of the Government schemes relating to sanitation or neglected purposefully or deliberately. We could able to reach those communities with the support of volunteers as well as health educators working in the project areas. I need to mention here about the Induvasi village, where people are completely unaware of the hygiene issues and the dangers of open defecation. In those areas, our staff members could reach them, educate them and impart good hygiene behaviors thereby ensuring sustainable household toilet facilities.

Overall I'm really thankful and I'm very satisfied with the performance of Gramalaya in the water, sanitation, personal hygiene, MHM and nutrition impacting the lives of rural and urban poor. I'm thankful to all those who supported our activities in South India in making every village as open defecation free as well as every women are aware of what is menstruation hygiene. Thank you so much for all our donors as well as our stakeholders, funders, Corporates and communities particularly for making every project a successful one. Thank you so much.



S.DAMODARAN
CHIEF EXECUTIVE OFFICER



Gramalaya

Water, Sanitation and Hygiene for all

(Gramalaya is an approved key resource centre
of Ministry of Jalshakti, Government of India,
New Delhi)

TABLE OF CONTENTS

CONTENTS

1	From the Desk of CEO
4	About Founder
5	About us
7	Vision and Mission
8	Project Overview
9	Project details
18	Financial overview
19	Thanks to donors and CSR Partners

ABOUT FOUNDER

Mr.S.Damodaran, totally devoted his lifetime since 1987 only to promote household toilet facilities to the rural poor, urban poor, people living in the coastal regions, tribal areas and in town panchayats by closely working with Central Government, State Government and international donor organisations including CSR funds. He has been involved in all the Government total sanitation programs like CRSP introduced in the mid 1980s, TSC in 1990s, NBA in 2000s and SBM - Swachh Bharat Mission Program launched in 2014 till date.

The Founder of Gramalaya **S.Damodaran** worked in the water and sanitation sector for more than 3.5 decades and created role model projects in South India and later on spread to different States by more than 100 NGOs working for water and sanitation. Under his guidance, more than 6,00,000 household toilets were promoted through the various Government schemes like CRSP, TSC, NBA, LCS (Low-cost Sanitation cum Scavengers Rehabilitation Program) and SBM Gramin which was sustainable models and working very well till to-day.

The concept of Open defecation free was first experimented in Thandavampatti village in Tiruchirappalli District which was recognised by the World Bank (WSP) as First open defecation village in India with the resolution passed at the Grama Sabha meeting on 26.1.2003 with 100 percent toilet coverage for all the



households in the village including a ban on open defecation. Following this village, he was instrumental in declaring India more than 300 villages and 187 slums in Tiruchirappalli City Corporation as ODF including first slum in Kalmandhai in 2002. In 2006, he developed a Centre for Toilet Technology and Training at the Gramalaya Training Centre in a rural area which was later on replicated in more than 100 places in India showcasing different toilet models appropriate to different terrains and socio-economic status of the communities.

The concept of SHG women managed community pay and use toilets was introduced by S.Damodaran in the year 2000 which was still working successfully in Tiruchirappalli City Corporation on a self-sustainable basis. This was acknowledged in the Five Year plan document 2012 to 2017 as Faster, More Inclusive and Sustainable Growth Volume 1 of the document in page number 164 Box 5.4 by Government of India as one of role model projects in India. More than 2,00,000 SMART Toilets (Sustainable, Maintainable, Appropriate, Recyclable and Technically Perfect - SMART) were built in South India under his leadership.

During the 1990s, with the support of WaterAid he developed girls friendly school toilet complexes and child friendly anganwadi toilets in the rural areas of Tiruchirappalli District. Through the KRC - National Key Resource Centre of Gramalaya as approved by Ministry of Jal shakthi, Government of India, a number of training and orientation program on water and sanitation technologies organised by him including three national-level workshops such as National-level Workshop on appropriate Toilet Technologies at Tiruchirappalli, National-level workshop on Role of NGOs and CSR in sanitation including National-level Summit on Menstrual Hygiene Management at India Habitat Centre, New Delhi during September 2019.

S.Damodaran, having successfully executed model projects in rural, urban, coastal and tribal areas with household toilets, strategies and approaches in the South and scale up operations for making an OD free India. His work through sustainable sanitation initiatives resulted in women and adolescent girls led a dignified life with privacy, safety and security.

ABOUT US



Gramalaya Training Center (NIWAS), *Kaolakudipati*

Gramalaya was established in the year 1987 by S.Damodaran and his team.

» Gramalaya is a registered voluntary organization under the Indian Trust Act of 1882 and has been working in the water and sanitation sector for the past 35 years.

» The Chief Executive Officer of Gramalaya Mr.S.Damodaran is having more than 35 years of experience in the water and sanitation sector, rural and urban development. He is guided by the Board members who include Mr.Manamedu Gurunathan, President of India Awardee, Mr.S.Senthil Velan, Ex. service man, served in the Indian Army for more than 16 years, Mrs.T.Valarmathi, Social Worker, Mrs.T.Navaneedham, Retired School Principal and Mrs.D.Jothi, Social Worker. He is supported by the senior team members like Mrs.J.Geetha, WASH Leader for Women India, WSSCC, Mr.M.Elangovan, Executive Director, Gramalaya and team of retired Government Officials.

» Gramalaya, so far has trained more than 100 NGOs and MFIs all over India and NGOs from abroad.

» Representatives of NGOs, Government and Visitors from abroad and within India getting trained by Gramalaya on toilet technologies and hygiene promotion works.

» Gramalaya is one of the approved national Key Resource Centres of the Ministry of Drinking Water and Sanitation, Government of India for Water and Sanitation for South India. Supporting Government of Tamil Nadu for its PVP – Pudhu Vazhvu Project funded by World Bank as its Technical Support Unit in providing training and capacity building program for sanitation.

Gramalaya has been working in the WASH and MHM sector for more than three decades with national-level presence supported by Government, donors and corporate groups under CSR initiatives. Gramalaya have successfully demonstrated models in the field of water, sanitation, and hygiene with various demographic conditions covering rural, urban, coastal and tribal areas. The Government of India has approved Gramalaya as one of the National Key Resource Centre (KRC) for providing training and capacity building support to Government Officials and NGOs working in the sector.

Gramalaya has promoted more than 6,00,000 individual household toilets in India by closely working with State Governments like Puducherry and SBM of different Districts.

By working with SBM program and CSR initiatives, Gramalaya is instrumental in declaring several villages and slums in urban areas as open defecation free zones. During the last six years, Gramalaya has been promoting MHM among adolescent girls studying in schools by promoting reusable cloth pads, and girls-friendly toilet complexes with hand washing station and conducting MHM education sessions in the schools.

The MHM concept developed by Gramalaya is being recommended for case study and replication by other institutions across the country. So far, Gramalaya has imparted MHM education among 6,50,000 women and girls studying in schools in the rural and urban areas. With the rich experience in the space of WASH, MHM and Nutrition, Gramalaya has delivered a noteworthy attempt in declaring 5 villages including two town Panchayat wards as 100% cloth pads using women and adolescent girls and ODF zones. More than 5,00,000 reusable cloth pads are distributed by Gramalaya through social marketing in India and prevent water, land and environment pollution by stopping single use sanitary pads made with hazardous chemicals among the intervention communities.

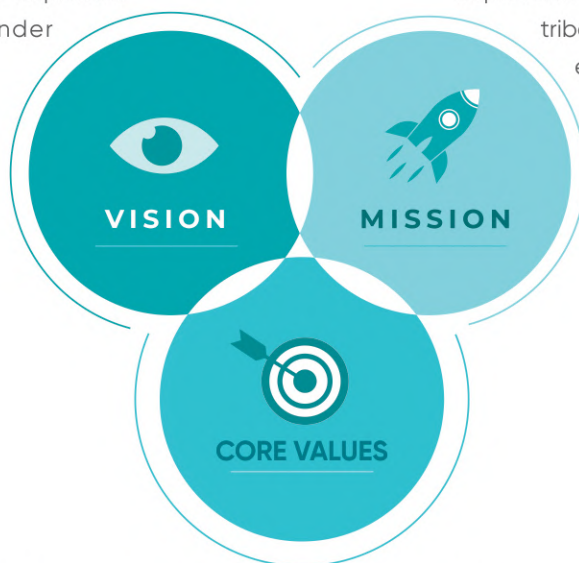
Gramalaya has also conducted India's first of Menstrual Hygiene Management Summit, in New Delhi (2019), where 180 plus delegates including 46 speakers, and other stakeholders and supporters of Menstrual Hygiene Management Movement participated. The first largest MHM India Summit resulted in more likeminded organizations joining in the MHM Campaign with a networking concept and making MHM a people's movement in the country. Every day these organizations are sharing successful stories, events and campaigns from different parts of the country.



VISION AND MISSION

Gramalaya envisions a society in which all people will have equal rights and access to protected water, sanitation, health and improved income status without gender discrimination

Gramalaya is an NGO dedicated to promote water, sanitation, hygiene and overall improvement of the rural, urban, coastal and tribal population in India whereby the empowerment of marginalized communities especially the women and children is ensured.



- ◆ Emancipation through Entrustment, Entitlement and Empowerment.
- ◆ Gramalaya ensures that all its projects reflect the above core values that encourage people to be emancipated from the cycle of poverty and deprivation through participation. Thus, communities are entrusted to work on the project by being part of its implementation process and its continued success.

GUIDING PRINCIPLES

- 01 Encouraging innovativeness and creativity
- 02 Enabling a learning environment
- 03 Evolving exit strategy and sustainability
- 04 Encouraging community ownership
- 05 Ensuring Accountability and Transparency
- 06 Enhancing people's co-operation and participation



Gramalaya

Water, Sanitation and Hygiene for all

Five Pillars of Sanitation

Water, Sanitary Toilets, Personal Hygiene, Nutrition and Menstrual Hygiene management for all..



Safe drinking water



Sanitary toilets



Hand washing and personal hygiene



Menstrual Hygiene management



Nutrition

PROJECT DETAILS

Comprehensive Washman Approach In Pudukottai District supported by Bank Of America, Mumbai

Beneficiaries

1,46,365 people including men, women and adolescent girls of 499 Gram panchayats in 13 blocks of Pudukottai District in Tamil Nadu

Objectives

- ◆ To promote sustainable sanitation by constructing SMART household toilets.
- ◆ To create awareness among the communities on toilet and hygiene habits including women and children in the target areas.
- ◆ To ensure preservation of environment by eliminating open defecation
- ◆ To ensure safe drinking water supply, sanitary latrines, MHM -- Menstrual Hygiene Management and Nutrition approach.
- ◆ To enrich the knowledge on Menstrual Hygiene Education among the school students.





Impact

- ◆ 750 Smart Toilets constructed under this project are being consistently used and maintained by all 750 families
- ◆ 100 % Zero waste toilet and provided nutritional vegetables are being cultivated through these kitchen garden
- ◆ Hygiene Education to all villagers have been provided by staff, it created major changes in their hygiene habits.
- ◆ WASHMAN involvement in the project was so helpful and supported for their village development.
- ◆ Open defecation has been reduced considerably
- ◆ The unused toilets are now in used condition after hygiene education.
- ◆ Panchayat and WASHMAN committees are supporting to identify the toilet beneficiaries.
- ◆ People prefer the SMART toilets because of facilities for bathing, washing, hand washing etc.
- ◆ Toilet beneficiaries are keeping hand washing soap / liquid inside the toilet and they are following hand washing after defecation.
- ◆ Most of the bathrooms waste water connecting to the kitchen garden.
- ◆ Adolescent girls are educating their parents, sisters and relatives on personal hygiene behaviours.
- ◆ Increasing of cloth-pad users instead of sanitary napkins.
- ◆ Women and adolescent girls realised the problems of disposal of sanitary napkins and health hazards.
- ◆ Good MHM practices are being following by women and adolescent girls in the intervention areas
- ◆ School health education creates good person among the school children

Menstrual Hygiene Management, Nutrition and WASH Initiatives for Women and Adolescent Girls in Karaikal District, Puducherry supported by CAF India-Oracle, New Delhi

Beneficiaries

90,000 people including women and adolescent girls of Karaikal District, Puducherry , Union Territory

Objectives

- ◆ To empower the poor rural women and adolescent girls by providing Re-usable Sanitary Pads to 15,000 families & to revamp 100 Individual Household Toilets (IHHLs) damaged under SBM schemes
- ◆ To create awareness among the communities on WASHMAN reaching women and children in the target areas
- ◆ To educate the adolescent girls in Schools on Menstrual Hygiene Management and Nutrition
- ◆ To develop innovative IEC materials on MHM and nutrition for the betterment of rural women
- ◆ To work for sustainable hygiene promotion through WASHMAN Committees.

Impact

- ◆ Empowered Adolescent Girls and Women in Karaikal District on MHM and WASH
- ◆ Increased hygiene practices on WASHMAN among the target communities
- ◆ Ensured and sustained status of Open Defecation Free in Karaikal Dt., by retrofitting SBM toilets



COVID '19 Response Project- Distribution of 50,000 Hygiene Kits to the poor slum Dwellers of Tiruchirappalli and Puducherry supported by CAF America

Beneficiaries

50,000 people in Tiruchirappalli, Tamil Nadu and Puducherry, Union Territory

Objectives

- ◆ To ensure "**Prevention is better than Cure**" from Covid -19
- ◆ To provide freely the following materials " one pair mask, (Washable), 125 gm soap, - 1 No., ,100 ml sanitizer, - 1No., and COVID 19 IEC material – 1 Booklet ,as a hygiene kit
- ◆ To ensure dignity of Women and Adolescent Gilrs by providing 11000 Reusable cloth pads (Each cover consisting of 4 pieces)
- ◆ To provide 50,000 Hygiene Kits for Adolescent Girls and Eligible women in the slum areas of Tiruchirappalli, Tamil Nadu and Puducherry, Union Territory

Voices from the Community

- ◆ Very useful
- ◆ Sanitizer is good
- ◆ No one gives this kind of support
- ◆ Timely given
- ◆ Need-based
- ◆ Cotton is good.
- ◆ It is no different
- ◆ There is no leakage – Good
- ◆ IEC is very informative
- ◆ Your bag is now used for purchasing vegetable purposes. The bag is good.
- ◆ Currently wearing your mask only.
- ◆ The kit is better than food
- ◆ Everyone received the kit.
- ◆ Now practicing sanitizer and handwashing every day.
- ◆ Cloth pad is best.



Swachh Ghar Mission Program for preservation of Environment supported by VST Industries Ltd., Hyderabad

Beneficiaries

3875 people of Telangana State, Jogulamba Gadwal District District Details of villages in Gadwal District

Villages

Undavelly, Thakkasila, Shabad, Gorkhandoddi, Linganwai & Bhairpuram,

Objectives

- ◆ To create awareness among the communities on toilet and hygiene habits including women and children in the target areas on usage and maintenance of Individual Household Toilets
- ◆ To initiate community actions for construction of 775 SMART household latrines in the selected villages using the SMART toilet model of Gramalaya for preservation of environment.
- ◆ To work for sustainable hygiene promotion through Community Based Organization.
- ◆ To ensure the families in the operational areas to avail sanitation facilities for maintaining clean environment and healthy habits.

Impact

- ◆ Elimination of Open defecation in the intervention areas.
- ◆ Enriched behavioural change communication among the target communities on WASH
- ◆ Increased knowledge and behavioural change among adolescent girls and women in the rural areas.



Sustainable and safe school sanitation in six districts of Tamil Nadu supported by HDB Financial Services Ltd., Mumbai

Beneficiaries

25,000 school students in Tiruchirappalli, Tanjore, Pudukkottai, Madurai, Namakkal & Salem

Objectives

- ◆ To construct School Toilet Complexes with incinerator at the selected 50 schools Tiruchirappalli, Tanjore, Pudukkottai, Madurai, Salem and Namakkal Districts in Tamil Nadu for preservation of Tamil Nadu
- ◆ To enhance personal hygiene with focusing on hand washing with soap among the school students by the Health Educators of Gramalaya.
- ◆ To empower school girls children by using re-usable cloth pads during menstruation and thereby enhancing their personality and leadership.
- ◆ To enrich the basic knowledge on sanitation, menstrual hygiene management and nutrition among the school students
- ◆ To ensure the sustainability of hygiene and sanitation facilities and behaviours through school-community partnership.



Impact

- ◆ Increased Knowledge on WASH- MHM – Nutrition among the Adolescent Girls
- ◆ Enhanced Behavioural Change Communication among the school children and adolescent girls.

Sustainable Community ODF Program in Mandapam Block, Ramanathapuram District, Tamilnadu supported by NSE Foundation, Mumbai

Beneficiaries

30,000 people in 28 Grama Panchayats, Mandapam Block, Ramanathapuram District

Objectives

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

Impact

- ◆ 20 villages have been declared as Role model villages where in 100% usage of Toilets, SWM and WASHMAN Committee formed for sustainability 30,000 people are newly using their renovated Household toilets in the block with acceptance of twin pits technology
- ◆ 40 School toilets are adhering SUMO concept namely – Sustainable, Usable Maintainable, and Operation – have been renovated under this project
- ◆ 30% of community contribution has been leveraged by Gramalaya and NSEF Team at the field.



Sustainable Community ODF Program in Ramnad Block, Ramanathapuram District, Tamilnadu supported by NSE Foundation, Mumbai

Beneficiaries

20,000 people in 25 Grama Panchayats, Ramnad Block, Ramanathapuram District

Objectives

- ◆ To ensure clean village initiatives through hygiene education to the villagers and students through comprehensive WASHMAN approach.
- ◆ To promote WASHMAN volunteers in the intervention areas for sustainability of the project.
- ◆ To retrofit / renovate the Community Toilets / School Toilets / Anganwadi Toilets / Individual Household toilets to declare the block as sustainable community open Defecation Free (ODF).
- ◆ To advocacy with the SBM officials to roll out the deliverables effectively towards Sustainable community ODF Program at Ramanad block.



Impact

- ◆ 10 villages have been declared as Role model villages where in 100% usage of Toilets, SWM and WASHMAN Committee formed for sustainability
- ◆ 10,000 people are newly using their renovated Household toilets in the block with acceptance of twin pits technology
- ◆ 20 School toilets are adhering SUMO concept namely – Sustainable, Usable Maintainable, and Operation – have been renovated under this project
- ◆ 30% of community contribution has been leveraged by Gramalaya and NSEF Team at the field.

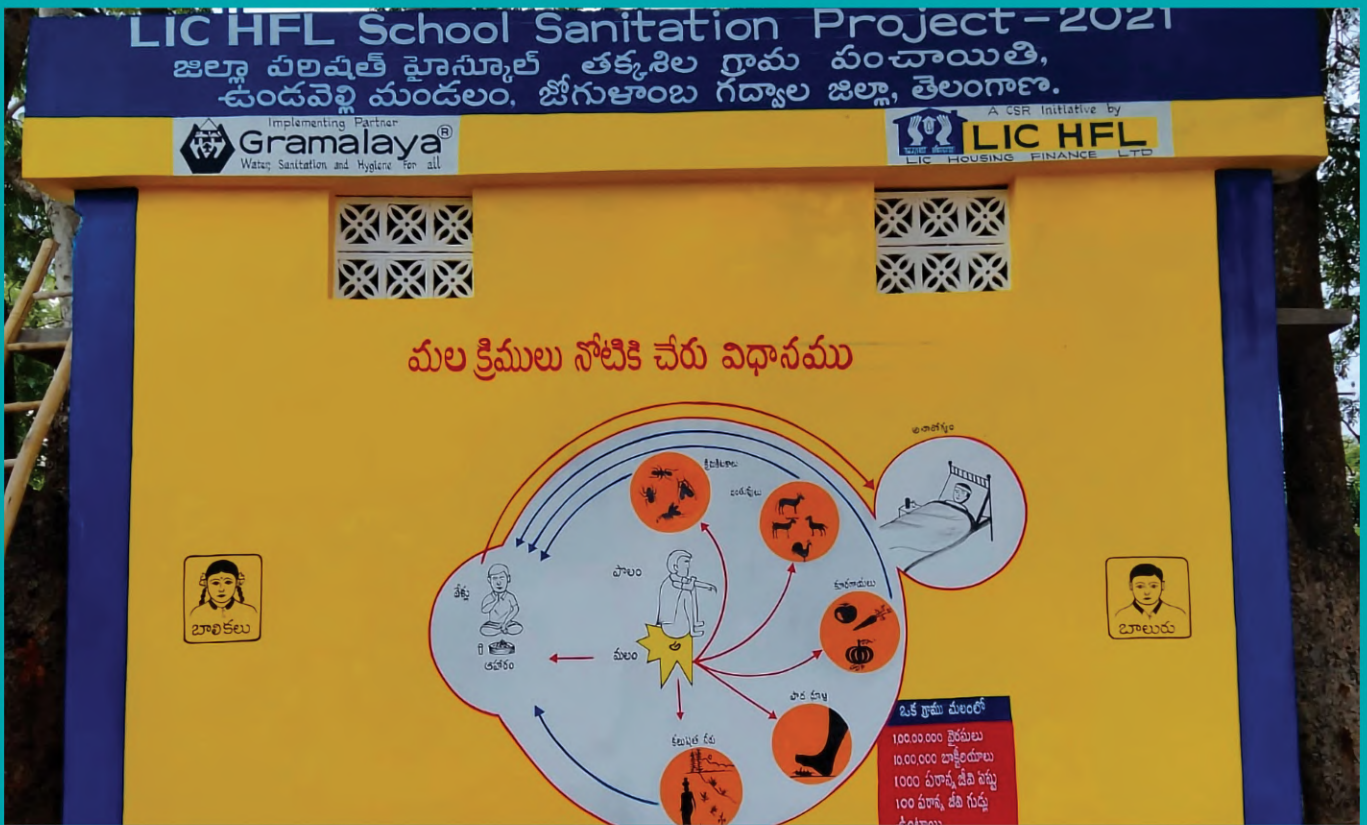
Sustainable school sanitation in Andhra pradhesh, Telangana State supported by LIC Housing Finance Ltd., Mumbai

Beneficiaries

11,250 students who are currently using the newly constructed 25 School Toilet complexes in AP and TS Anandapur Dt., Karnool Dt., Gadwal Dt and Mahaboob Nagar Dt.,

Objectives

- ◆ Promotion of 100 Smart & Sustainable School toilets which enable the students to concentrate their studies perfectly and for the preservation of the environment
- ◆ Ensuring clean environment in the school campus due to avoiding open discharge of black and grey water from Toilets
- ◆ Construction of school toilets with incinerator facility to enable the girls students to discard the used Napkins in the designated incinerator safely
- ◆ Providing health and hygiene education by the health educators on regular basis.



Impact

- ◆ Increased attendance of the Girls students due to Girls friendly school toilet complexes
- ◆ Ensured O&M of school toilet complexes by the school authorities
- ◆ Enhanced knowledge on MHM among the Girls students

FINANCIAL OVERVIEW

■ BALANCE SHEET AS ON 31.03.2021

LIABILITIES	Rs.Ps	ASSETS	Rs.Ps
Capital Fund	6,90,12,931.91	Fixed Assets	1,35,04,819.56
Vehicle Loan – Yes Bank	20,20,808.39	Current Assets	3,49,138.99
		Closing Balance	5,71,79,781.75
	7,10,33,740.30		7,10,33,740.30

■ INCOME & EXPENDITURE ACCOUNT FOR THE YEAR ENDED 31.03.2021

EXPENDITURE	Rs.Ps	INCOME	Rs.Ps
To Programme Expenses	15,72,34,615.09	Grant Received	16,71,30,197.00
Depreciation	11,95,770.00	Other receipts	69,83,844.90
Excess of Income over Expenditure	1,59,52,557.81	Bank Interest	2,01,936.00
		FD Interest	66,965.00
	17,43,82,942.90		17,43,82,942.90

■ RECEIPTS & PAYMENTS ACCOUNT FOR THE YEAR ENDED ON 31.03.2021

RECEIPTS	Rs.Ps	PAYMENTS	Rs.Ps
To Opening Balance	4,14,42,636.55	By Programme Expenses	16,21,87,732.70
Grant Received	16,71,30,197.00	Closing balance	5,71,79,781.75
Other Receipts	1,05,43,779.90		
Bank Interest	2,01,936.00		
FD Interest	66,965.00		
	21,93,67,514.45		21,93,67,514.45

THANKS TO DONORS AND CSR PARTNERS



VST Industries Ltd.





Gramalaya

Water, Sanitation and Hygiene for all

C62-B, 10th cross west, Further Extn Road, Thillai nagar, Tiruchirappalli – 620 018, Tamilnadu, India

Contact No : 0431 4021563
+91 9443161263

E: gramalayango@gmail.com | cleanupindia2019@gmail.com
W: www.gramalaya.org | www.mhmindiasummit.com