

Sanitation and Hygiene With Equity in Tribal Areas (SHWETA)

Hygiene Programming

**“Hygiene Matters” - 7th WATER, SANITATION AND HYGIENE (WASH)
CONCLAVE from 2nd to 4th December, 2020**

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National Civil Society Organization, Established in 1967, registered under the Karnataka Societies Registration Act, 1960, Based in New Delhi and working in 14 states in India. Involved in thematic areas of Disaster Management, MCH&WASH, Livelihood, Urban Resilience, Training and capacity building.

Vision:

Working towards a just, responsible & compassionate society

Mission:

- ❖ **Influence and educate for justice and good governance**
- ❖ **Facilitate communities towards transformation**
- ❖ **Converge and collaborate for responsible social action**

- WASH as strategic priority Area
- Partnership with UNICEF since 2017 to promote equity in WASH among Tribal Groups

Sl. no	Year	Districts	Population
1	2017	Kurnool	4,500
2	2018	Kurnool, Guntur, Prakasam	21,311
3	2019	Kurnool, Guntur and Prakasam (AP); Bhadradri (TS)	36,000
4	2020	Kurnool and Prakasam (AP); Bhadradri (TS)	4,13,515

SHWETA PROJECT

Target
group:
CHENCHU
Tribal group

States:
Telangana ,
Andhra
Pradesh

Districts:
Bhadradi,
Guntur,
Prakasam,
Kurnool

Target
Population:
4,13,515

Hygiene Programming: Approaches

- Social and Behaviour Change Communication to promote Hygiene practices
- Pressure Groups to advocate for Equity in WASH services
- Children as change agents-teaches parents on hygiene
- Collaborate with with the local government for convergence and ODF sustenance (GPDP)

Hygiene Programming : Achievements

- 45000 people from 200 villages of 4 districts (Bhadradi Kothagudem, Kurnool, Prakasam and Guntur) reached through **culture specific** key hygiene messages to promote behaviour change
- 300 teachers & 250 Anganwadi staff from 300 villages with increased knowledge on WASH promotion among tribal population.
- 100 Swachh Paryavekshana pressure committees (Nigrani Committees) formed in Chenchu and Koya villages to advocate for WASH equity
- 30 model villages are created.

COVID-19 RESPONSE

- As a response to COVID-19, UNICEF and EFICOR has reached **407 migrants** with the relief kit in Bhadrachalam
- **3.55 lakhs soaps were distributed to** vulnerable and poor Chenchu and Koya families with the support from Hindustan Unilever Ltd,
- **Awareness Creation** in 200 villages (IEC materials and Mic canvassing) in AP and TS
- **Nigrani committees advocated** for government schemes and services

Hygiene Programming: Concerns

- Wages for sanitation workers including green ambassadors
- Low participation of tribal leaders in Gram Sabha
- Need for left out HH for toilets and new toilets
- Composite and soak pits for villages through MGNREGA
- Post-ODF Operations and Management
- Water availability in tribal pockets
- Retrofitting challenges post-ODF declaration

Hygiene Programming: Way Forward

- Facilitate convergence of line departments for promoting behavioural change
- Consolidation of community-led WASH initiatives and incorporate into GPDP development
- Advocating the inclusion of WASH plans in GPDP through the issue of letters to MDO/MRO by PO of ITDA
- Ensuring dumping yards availability and creation of community composting sites through MGNREGS
- Soak pit creation in each HH through MGNREGS.

Children as Change Agents



FOCUS GROUP DISCUSSIONS



Swachh Volunteers Meet



Menstrual Hygiene Management



HAND WASHING DEMONSTRATION



INCLUSION IN ACCESS TO HYGEINE PRODUCTS



Awareness Creation: IEC Materials



Awareness Creation : Mic Canvassing



Promoting Social Distancing



Thank you