

LUPIN HUMAN WELFARE AND RESEARCH FOUNDATION

• Background

The sanitation condition of Juraila village in Rupbas block of Bharatpur district in Rajasthan was very bad before Lupin intervened in the village. Only three households in the village had toilets. But usage of those toilets was limited to the guests whenever they visited the houses. At other times they remained locked. The schools were also no different. Access to the toilets was limited to the teachers and staff. Toilets were no-go area for the students. The village was like most other villages in the region where open defecation was the standard practice. Looking at this scenario, Lupin intervened into the village to make it ODF.



• Location, Date

Rajasthan (Juraila village in Rupbas block of Bharatpur district), 2015

• Areas

Rural

• Stage/Scale

Pilot

• Objective of the assignment

To make the village open defecation free

• What was done

- Lupin Human Welfare and Research Foundation assessed the situation carefully before deciding to make this village open defecation free. No villager was willing to construct a toilet and avail the financial incentive of INR 12, 000 under the government's Swachh Bharat Mission (SBM). Poor financial condition of the villagers was a major deterrent. They were not confident that a toilet can be built with INR 12, 000. They did not have the capacity or the motivation to contribute some more amounts to have a good toilet. Complicated process to avail the incentive amount was another problem that distracted people away from building and accessing toilets.
- The Lupin Foundation developed a careful strategy to involve people from the beginning. The foundation representatives held numerous meetings with the villagers to create awareness among them about the need to construct toilets at home.
- Such meetings started with raw knowledge and dissemination and then progressed to motivate and involve people. After the foundation achieved a desired level of community participation, it suggested that it would help all the households of the village have high

quality twin-pit toilets but with a condition that all households will contribute INR 2,000 each, preferable in kind through their labour and other contribution.

- **Impact**

- All the 102 households not only have sanitary toilets at home now, the whole village has taken a firm pledge to ensure zero open defecation. So motivated are the villagers that they are taking regular action to clean their roads and lanes every day.
- All the schools also got toilets.

- **Challenges and Issues**

Getting people to construct and use toilet and stop defecation in open was very challenging.

- **Innovation**

Lupin Foundation has taken utmost care to not only ensure better infrastructure but also substantial communication and motivation at the individual and community levels to fully ensure use of the toilets and adoption of better hygiene practices.

- **Lessons learnt**

Building infrastructure alone will not achieve the desired results. It has to be combined with capacity building and awareness activities to ensure better results.

- **Financials**

In Juraila alone the foundation has spent INR 20 lakh on toilet construction in partnership with Habitat for Humanity of India.

- **Economic sustainability/Revenue Model**

The company has invested this money in the village as a part of their CSR mandate.

- **Implementer Contact Persons**

- **Sita Ram Gupta**
Executive Director
cso@lupinfoundation.in

- **Sources and References**

- Company Website
- Business of Change, Corporates in Sanitation - Report