

# TATA-AIG & FINISH SOCIETY

- **Background**

As a part of FINISH Society's aim towards promoting safe sanitation and sustainable WASH, a program was undertaken in a village "Karela" located in District Bharuch in Gujarat with support from TATA AIG General Insurance Company (TAGIC) under their CSR initiative. The project included creating awareness, refurbishing sanitation facilities and establishing hand wash stations, for sustainable sanitation in 5 selected schools from the project areas.

- **Location, Date**

Karela Village, Bharuch District, Gujarat; 2015

- **Areas**

Rural

- **Stage/Scale**

Pilot

- **Objective of the assignment**

Aim of the project was to make Karela village open defecation free by creating awareness and providing access to safe sanitation facilities. The objective was to not only provide toilets but to create knowledge and awareness about total sanitation.

- **What was done**

- In the first phase baseline assessment was done under which discussions were held with the gram panchayat of Karela village followed by meetings with the community, schools, and households to develop an understanding of the current situation and planning the implementation. In the study it was found that 303 families are there in Karela and out of them 176 do not have a toilet in their household. Majority of the population without toilets were families under BPL (below poverty line). The study also reflected lack of awareness about the need and importance of safe sanitation due to which even people having toilets were practicing open defecation. Accordingly, the program was planned in way to first start an intensive awareness campaign and mobilize the community.
- It was evident from the baseline study that there is a huge gap in awareness level amongst the target community members and thus an intensive awareness campaign was started with Community Led Total Sanitation Approach (CLTS).
- Regular community meetings, film shows, rallies, discussions etc. were done to sensitize the community. Leaflets were designed and distributed among community, to generate awareness on safe sanitation. As a result of various such programs, community also together took ownership to remove ODF practices from their village.



- In the CLTS approach, it is very important that once the demand is generated, it gets fulfilled. With this aim, FINISH Society encouraged beneficiaries to build toilets in their home. To ensure construction, beneficiaries were encouraged to dig pits and then construction was completed. The objective was to get beneficiaries contribution in form of labour, as the financial support for construction was fully taken up by TAGIC. This not only helped in ensuring active participation from the end users but also indirectly helped in usage sustainability. Local masons were also trained on basic of technical aspects to facilitate construction of safe sanitation systems where excreta can be disposed-off in safe manner. All toilets constructed under the project were twin leach pit toilets.



- Once, the usage of toilets started, the School led total sanitation (SLTS) activity was initiated, by involving school children and teachers of the village.



### • Impact

- 176 HHs had their own toilets under the program and the whole village achieved open defecation free status.

- Sanitation facilities refurbished and wash stations established in 5 schools. Students are happy using these facilities. Awareness towards hygiene improved and hand washing habit inculcated.
- As a part of IEC activities, an innovative school diary was developed and distributed to all children to make them learn about WASH in a child friendly manner.

- **Challenges and Issues**

Changing mindsets and creating demands towards sanitation facilities was most challenging in the whole program.

- **Innovation**

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- **Lessons learnt**

It is observed that children are the biggest change agents and it is important to inculcate good hygiene practices amongst children.

- **Financials**

Not Available

- **Economic sustainability/Revenue Model**

The program was implemented by FINISH Society under TATA-AIG CSR funding.

- **Implementer Contact Persons**

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- **Sources and References**

- Company Website
- [http://finishsociety.org/projects/Project%20Report-Village%20KarelaBharuch\\_%20TAGIC.pdf](http://finishsociety.org/projects/Project%20Report-Village%20KarelaBharuch_%20TAGIC.pdf)