

DOMEX TOILET ACADEMY

- **Background**

India is faced with a serious health hazard due to widespread phenomena of open defecation. The World Health Organization and United Nations Children's Education Fund (UNICEF) estimate that there are more than 620 million people practising open defecation due to lack of access to proper sanitation. In fact, 60% of all open defecations in the world are in India. As per the 2011 census data the percentage of households in rural India with access to toilets is lesser compared to those with access to telephones.

Lack of access to hygienic sanitation is one of the key causes of high incidence diarrhoea in India, particularly among children. More than 600,000 children in India do not reach the age of five due to diarrhoea and pneumonia - almost 30% of the global total.

Domex Toilet Academy was launched with the realization of the importance of the need for safe and hygienic sanitation practices in India. They believe that they have an important role to play to help make our communities open defecation free. As a brand Domex helps kill all known toilet germs, ensuring that toilets are free of diseases & safe to use; Domex Toilet Academy was launched which has taken up the cause of educating people on the importance of hygienic sanitation and also helping them to get access to improved sanitation. This initiative is part of Domex's mission to reduce diarrhoea deaths in children under the age of 5 by eradicating open defecation in India. The DTA model allows for a virtuous circle of continuously expanding and scaling the project in a win-win manner for all stakeholders and helps provide a self-sustaining long term solution to address the problem of open defecation in India.

Domex is the first ever sponsor of the World Toilet Day, observed internationally on November 19, every year and has partnered with World Toilet Organisation (WTO), a global non-profit organisation committed to improving toilet and sanitation conditions to raise awareness of sanitation and good hygiene worldwide.

- **Location, Date**

Maharashtra, Madhya Pradesh, Bihar and Odisha; 2013

- **Areas**

Rural

- **Stage/Scale**

Domex Toilet Academy has launched a pilot project in Junapani, a village in Wardha district in Maharashtra to make it open defecation free and has already set up toilets benefitting several households in the village. Over 80 toilets were set up by DTA in Junapani in 2013. The programme has expanded to cover 1,200 villages in Maharashtra and Odisha and aims to build 24,000 toilets. The programme was also expanded to Madhya Pradesh, Uttar Pradesh and Bihar.

- **Objective of the assignment**

DTA's ambition is to help eradicate open defecation and thus achieve 100% access to improved sanitation and educates people about the importance of safe and hygienic sanitation practices; and become a sustainable and long-term solution to sanitation that benefits the local community and helps stimulate the local economy.

- **What was done**

The DTA is a market-based, entrepreneurial model that provides people access to sanitation in rural communities. For the Domex Toilet Academy, Domex has partnered with **Population Services International (PSI)** an NGO) and **eKutir Rural Management Services Private Limited** (a well-established social enterprise with strong execution capabilities in the area of sanitation). The project is based on a unique community partnership model to make this project scalable and self-sustainable. DTA and eKutir identify and train local micro entrepreneurs who will help execute the project in their local communities by supplying and installing latrines. The entrepreneurs are provided seed capital by DTA through eKutir to set up a local sanitation centre and help with operational costs for the execution of the project. DTA will work with local self-help groups who educate people on the importance of proper sanitation and provide them access to microloans through micro-finance institutions to buy the toilets from the local micro entrepreneur appointed by DTA.

Domex Toilet Academy is also partnering with the local self-help groups to spread awareness among villagers about the importance of safe and hygienic sanitation. DTA is working with a network of 12,000 women self-help groups across Vidarbha, Maharashtra through an NGO Nageshwara Charitable Trust. The awareness programmes target children, women and community groups to raise awareness on safe and hygienic sanitation

- **Impact**

- DTA is helping households in rural India to get access to a toilet. Everyone benefits from access to a toilet, particularly women who no longer have to walk long distances or risk the shame and harassment.
- Access to safe and clean toilets has a positive impact on people's health, safety and dignity.
- Helped build 70,000 toilets in rural households in impacting 350,000 people
- DTA proudly supports entrepreneurs and help them get the skill they need to build their own sanitation business.



- **Challenges and Issues**

Reaching out to some of the poorest; hard to reach rural areas often proves to be challenge. Yet through the DTA programme they are dedicated to getting the message to some of the most challenging geographies and providing the support they need to make owning a toilet a reality.

- **Innovation**

The program adopted the following innovative model and tools:

- **Models**

- Enterprise model for selling toilets- several enterprises were developed to sell toilet.
- Sanitation financing through fund manager is established and linked to the MFIs to provide sanitation loans to the individual willing to have toilets.

- **Tools**

- Enterprise loan- to encourage tiny enterprise to expand their sanitation business enterprise

- **Lessons learnt**

A community partnership model worked well to make the programme scalable and self-sustainable.

- **Financials**

- 106 lakhs were spent for Madhya Pradesh, Uttar Pradesh and Bihar in 2014-15.

- **Economic sustainability/Revenue Model**

DTA supports entrepreneurs in India to set up a sustainable business that help people gain access to sanitation, while also driving the need to use and own a clean toilet. The program has two components, one supply chain of toilet and its components through enterprise and second sanitation financing.

- For supply chain, enterprises have been developed in different part of the program area and their capacities have been built in terms of production, record keeping and few of them have been linked to MFIs also. These enterprises will remain in business even after the project and continue selling the toilet of toilet components.
- The sanitation financing mechanism that has been developed where 1.2 million is infused is already functioning at its own and it is bringing and linking many MFIs in to the sanitation functioning space.

- **Implementer Contact Persons**

- **Parnil Sarin**

Head of Marketing – Brand Unilever
Parnil.Sarin@unilever.com

- **Sources and References**

- Company Website
- Study submitted by HUL