
CSR Impact Assessment Report

Refurbishment of Urban Community Sanitation Blocks Erode, Madurai and Trichy, Tamil Nadu

Prepared For



Prepared By



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ABBREVIATIONS

FY	Financial Year
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IHHLS	Individual Household Latrines
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EB	Electricity Board
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Community Office in EB Road, Tiruchy

EXECUTIVE SUMMARY

Background



Project activities

- Renovation of 35 Community Toilets and integrated Sanitary Complexes across 3 cities – Erode, Madurai and Trichy.
- Collaboration with Urban Local Bodies for clean city initiatives and open defecation free environment.



Project year

FY 2020-21



Beneficiaries

7K beneficiaries



NGO Partner

Gramalaya



Project Location

Tamil Nadu (Districts - Erode, Madurai and Trichy)

SDG Goals



Research Methodology



Application of Quantitative Techniques

The quantitative study was used to assess the impact of divergent CSR Activities through the Structured tool of the Interview Schedule. This helped in getting quantifiable information.



Application of Qualitative Techniques

Qualitative Techniques of Interviews with key project stakeholders like school principals, teachers and community members were adopted for a better understanding.



Research Design

Geography Covered (States)

Tamil Nadu

Sample Technique

Purposive & Stratified Random Sampling

Direct Beneficiaries Covered

150

Stakeholders

Community members, Toilet in charge persons, NGO representative

Key Output:



86%

of the beneficiaries reported that the toilets are neat, clean and hygienically maintained

100%

of the beneficiaries reported that there are enough toilets for men and women



100%

said that there is an availability of running water through tap connection

Impact:



100%

of the beneficiaries are using the community toilets only

100%

of the beneficiaries are able to use the community toilet in night time also

100%

of the beneficiaries reported that they have seen awareness materials in the walls of the community toilet

96.7%

said that they had stayed away from infectious diseases after started using the community toilet

99.3%

reported that the neighbourhoods are clean after the community toilet renovation.

CHAPTER 1: INTRODUCTION

Project Background

HDB Financial Services had partnered with Gramalaya and renovated 35 Community Toilet blocks in Erode, Madurai and Trichy Districts in Tamil Nadu. Their main focus is to ensure collaboration with Urban Local bodies for clean city initiatives and open defecation free environment and to put forth effective sanitary models across the cities and add value to respective city's hygiene initiatives under Swachh Survekshan programme by involving different stakeholders like city corporation, civil society organizations, Community based organizations, Volunteers and slum people etc.

Furthermore, the project focuses on health and socio-economic outcomes of the urban slum populace of Districts- Erode, Madurai and Trichy- Tamil Nadu. It also ensures the ease of living to the poor slum dwellers by renovation of Community Toilets specially for women, Children and Adolescent girls with the facilities of incinerators.

The project had improved the health of 7000 slum population by renovating 35 Community toilet blocks in 3 cities. Improved the health of adolescent girls in 35 Community Toilet by attaching incinerators. Elimination of open defecation in the intervention areas.

About NGO Partner

Gramalaya is a non-governmental organization (NGO) based in India that focuses on water, sanitation, and hygiene (WASH) initiatives. The organization was founded in 1987 and is headquartered in Tiruchirappalli, Tamil Nadu.

Gramalaya primarily works towards improving sanitation and hygiene practices in rural and urban areas, with a particular focus on community-led initiatives. The organization aims to promote sustainable sanitation solutions, enhance access to clean water, and raise awareness about hygiene practices to improve public health outcomes.

Some key activities and initiatives undertaken by Gramalaya include:

- 1. Community-Led Total Sanitation (CLTS):** Gramalaya implements CLTS programs to create open defecation-free communities. This approach involves raising awareness about the importance of sanitation, mobilizing communities to build their own toilets, and promoting behaviour change towards proper hygiene practices.
- 2. Construction of Toilets:** Gramalaya constructs toilets in households, schools, and public places to provide access to safe and hygienic sanitation facilities. They promote the use of innovative and cost-effective technologies to make sanitation accessible for marginalized communities.
- 3. Menstrual Hygiene Management:** The organization conducts programs to educate women and girls about menstrual hygiene management, including the use of sanitary products, proper disposal methods, and the importance of menstrual hygiene for overall health and well-being.
- 4. Capacity Building and Training:** Gramalaya conducts training programs to build the capacity of local communities, government officials, and volunteers in WASH-related topics. They empower community members to take ownership of sanitation and hygiene initiatives and facilitate sustainable change.
- 5. Research and Advocacy:** Gramalaya conducts research to understand the challenges and opportunities in the WASH sector and advocates for policy changes to prioritize sanitation and hygiene issues. They work with governments, institutions, and other stakeholders to create an enabling environment for sustainable WASH practices.



CHAPTER 2: RESEARCH METHODOLOGY

Research can be stated as a logical and systematic search for new and useful information on a particular subject matter. Social science research refers to the systematic activity of gaining new understanding by following scientific principles and methods to minimize bias and subjectivity. It is opposed to writing something based on assumptions or speculations. Though information on certain facts can also be gained through common sense based on general observations and hearsay, these facts won't be considered valid until they have been obtained in a methodical manner, which can stand the test of time. The defining characteristics of scientific research are objectivity, ethical neutrality, reliability, testability, and transparency. Identification of the research problem provides the starting point of research. This problem is then defined and redefined through a proper review of the literature on the problem or deliberations with research experts and other subject matter experts. Each research problem has a multitude of perspectives and dimensions; research cannot cover all of these through a single study. Thus, we need to delimit the research problem into a 'measurable' problem and formulate objectives, make decisions on the research design, sample design, type of research instruments for collecting the data, and how these data can be edited, coded, classified, tabulated, and interpreted so that findings and conclusions can be reached. Every research needs to have a proper methodology to foresee the problems that could arise in the course of research and to steer the research process in a proper direction without losing focus.



Interaction with Community Members, EB Road, Trichy

Use of Mixed Methodology for Maximum Insights

The research problem consisted of understanding the extent of impact created by HDB Financial Services partnered with Gramalaya supported initiatives in increasing awareness and sensitivity of the community towards improving the quality of life by building environment-friendly initiatives. Toward this end, to gain maximal insights, both quantitative and qualitative techniques were used.

Application of Quantitative Techniques

A quantitative study will be required if the focus is on presenting the study problem in terms of numbers, frequencies, percentages, etc. A quantitative study always uses structured tools like questionnaires and interview schedules, in which questions are planned well in advance by the researcher before entering the field. Though the information that is obtained is easily amenable to various statistical measures and tests, quantitative information has its own limitations. It can uncover only the surface phenomena. It is unable to penetrate beneath the surface and identify what is hidden deep beneath. In this study, to assess the impact of the intervention, structured tools like the interview schedule were used. This helped in obtaining quantifiable information.

Application of Qualitative Techniques

It is only qualitative research can unravel the rich and hidden information that may not be evident. The qualitative approach is distinguished by deeper probing and flexibility, and it can yield massive amounts of data that were not anticipated when the research was initiated. Quantitative techniques are used for better accuracy, to ensure anonymity and to cover a larger sample population. Qualitative techniques of interviews with key stakeholders and interviews with community people were adopted for a better understanding of the problem alongside quantitative research.

Ensuring Triangulation

Triangulation is needed to increase the credibility and validity of the research findings. It is also a measure taken to ensure the trustworthiness of the research process. The findings of the quantitative research have been verified with the insights from qualitative research and the reports have also been structured to reflect these points.

Research Design

- **Name of the project** : Refurbishment of Urban Community Sanitation Blocks Erode, Madurai and Trichy, Tamil Nadu
- **Project Partner** : Gramalaya
- **Research Design used** : Descriptive Research Design
- **Sampling Technique** : Random Sampling
- **Sample Size** : 150 Beneficiaries / Users
- **Qualitative Methods used** : In-depth interview of stakeholders (Community Members, Toilet in charge, etc.)

Study Tools

Tools used during the study

SoulAce has developed a mobile application platform for data collection. The field team used this app to undertake the study. This application has real-time data entry and data upload with GPS location details along with a questionnaire for interaction with the project beneficiaries. The application also has a provision to take pictures of each respondent.



Primary data was collected using two types of questionnaires.

Questionnaire for Primary Beneficiaries:

Structured questionnaires were developed reviewing the project details for each of the focus areas, and indicators were pre-defined before conducting the surveys.

Questionnaire for Secondary Beneficiaries & Stakeholders:

Semi-structured questionnaires were developed for each type of sample of this group. Stakeholders were identified across the focus areas. One on One discussions were conducted with beneficiaries to prepare case studies.

Ensuring Commitment to Research Ethics

Anonymity

Anonymity refers to not revealing the identity of the respondents. This research study strictly sticks to not revealing the identity of respondents unless the same is warranted for the illustration of success stories or case studies. After the research was completed, the study did not reveal which individual respondents answered which question in what manner. The results were revealed only as an aggregate, so that no one will be able to single out the identity of a particular respondent. This was required to not break the trust of the respondent.

Confidentiality

Research subjects participate in the process only based on the trust maintained by confidentiality. Hence, the research will not reveal any data regarding the respondents for purposes other than the research study.

Non-Maleficence

The research will not lead to any harm to the research subjects. This study ensured that the respondents were not harmed in any way.

Beneficence

Any research study should lead to some benefits for the respondent. This research study also ensures that individuals, groups, and communities benefit from it and that their well-being is enhanced.

Justice

Justice refers to being fair to all. This research study ensures equal treatment of all its research subjects and harbors no biases or prejudices towards any group based on social stereotypes or stigma associated with being a member of a certain group or class.

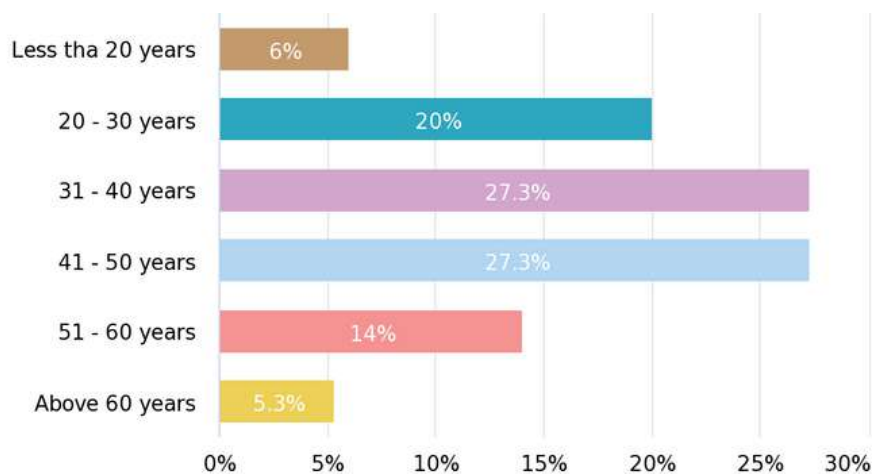
முக்கவசம் ! உயிர்க்கவசம் !!



CHAPTER 3: MAJOR FINDINGS

This chapter contains the major findings from the impact assessment done on the community toilets. These findings mainly reveal to us the population by age group, gender, marital status, educational qualification, occupation and household income. Duration of the usage of the new toilet, condition of the toilet before and after refurbishment, and benefits of the new toilet have also been studied.

Chart 1: Population by age group

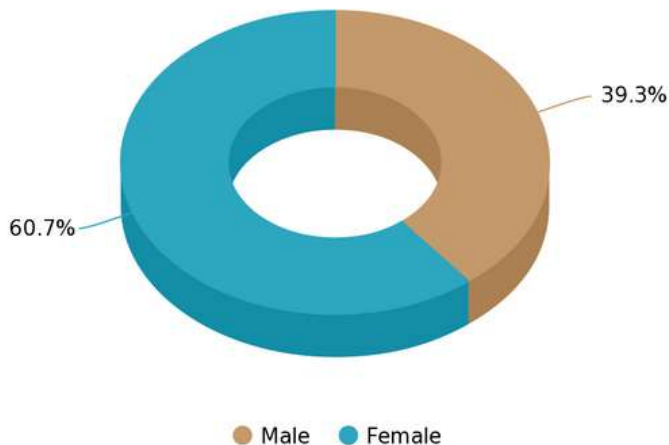


The beneficiaries using the community toilet are as follows. 27.3% of the age group falls between 31 to 40 years. Another 27.3% of the age group is between 41 to 50 years. 20% of the age group is between 20 to 30 years. 14% of the age group falls between 51 to 60 years. 6% of the age group belongs to people less than 20 years. And finally, 5.3% of the age group consists of people above 60 years.



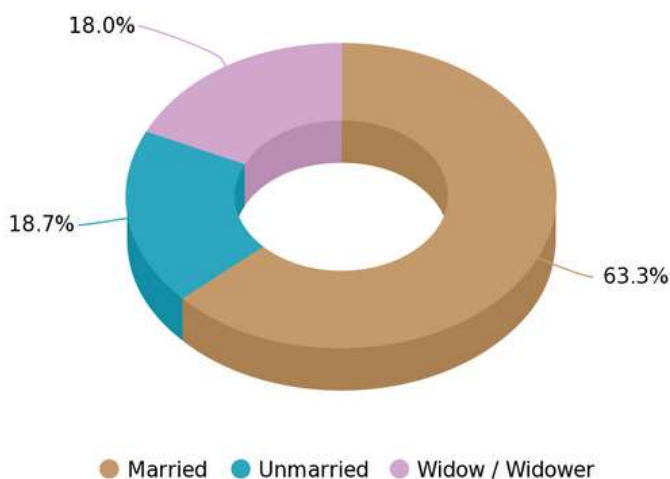
Community Toilets, Kamla Nehru Nagar (Women's Block)

Chart 2: Population by gender



As we can see from the graph, 60.7% of the respondents are female and 39.3% of them are males.

Chart 3: Population by marital status



Among the respondents using the toilet, 63.3% are married, 18.7% are unmarried and 18% consists of widows/widowers.

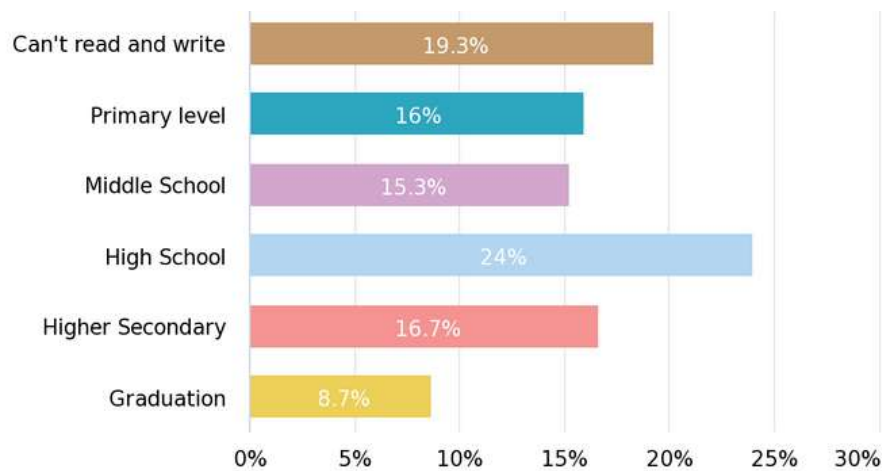
ABANDONED TOILET IN ANNA NAGAR METTU STREET, MADURAI



This toilet was built in Anna Nagar, Mettu street, Madurai. The place chosen for building this toilet was inappropriate. There is a lake running nearby. There are no houses in the surrounding area. There is only a local mechanic shop 200 meters away from the toilet.

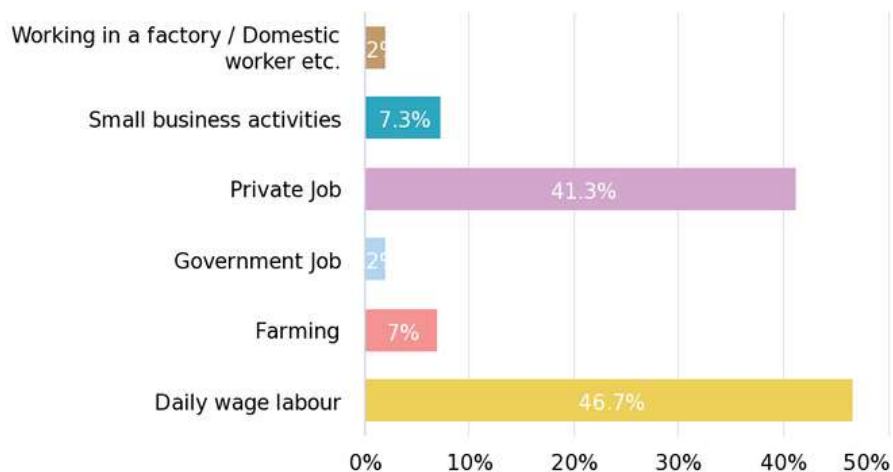
On seeing the condition of the block, it can be observed that the toilet has not been used since day one. The toilets were filled with garbage. Taps and tube lights were stolen from the toilet. There is nobody to take care of the toilet. When interviewed about it, the people of the locality responded that the toilet was not used by anyone since everybody in the area had a pukka house with an attached toilet. No one used to come to this toilet and no one worked on the road as it was in a barren land.

Chart 4: Population by educational qualification



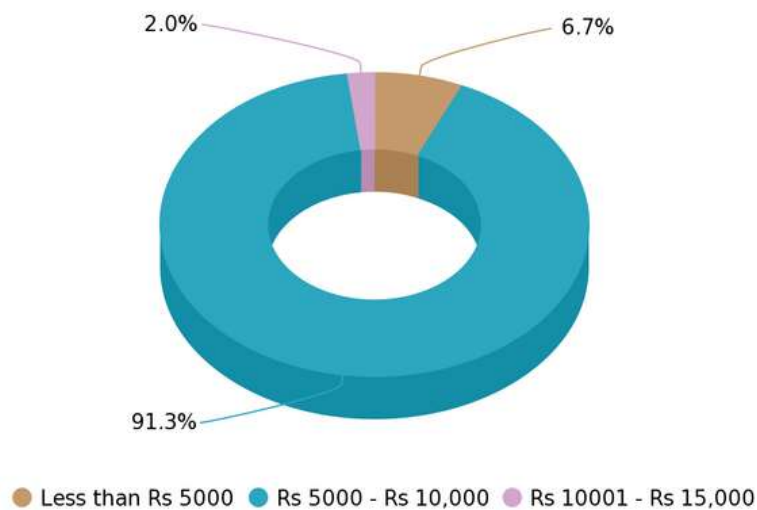
The study found that 24% of the respondents have completed high school. 19.3% of them are illiterate. While 16.7% of them have studied up to higher secondary, 16% are qualified only up to primary level. 15.3% of them have studied till middle school, and 8.7% have completed graduation.

Chart 5: Population by family occupation



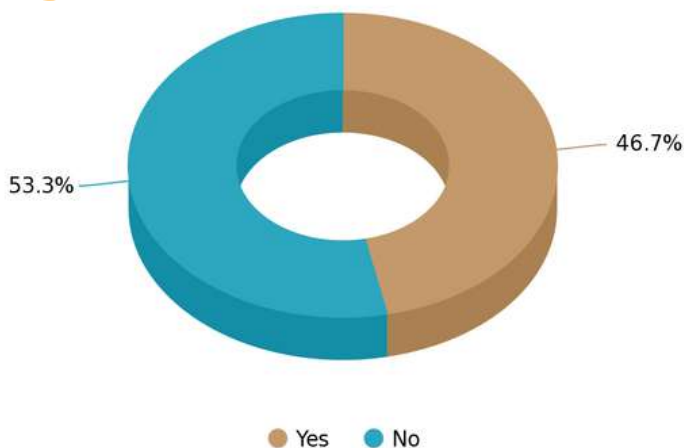
Among the community of people interviewed, 46.7% of them are daily wage laborers and 41.3% earn through private jobs. 7% are into farming. 2% have small jobs and another 2% have government jobs.

Chart 6: Population by monthly income



The majority of the respondents have a monthly income of Rs. Rs. 5,000 to Rs 10,000 (91.3%). Some of them (6.7%) earn less than Rs. 5,000 while a few of them (2%) earn between Rs.10,001 to Rs 15,000. It can be observed that 98% of the respondents have a monthly income less than Rs. 10,000/-, which is well below the poverty line and interactions with them revealed they do not have household toilets and are dependent only on community toilets. It can be inferred that the community toilets are serving the deserving population.

Chart 7: Population by house ownership



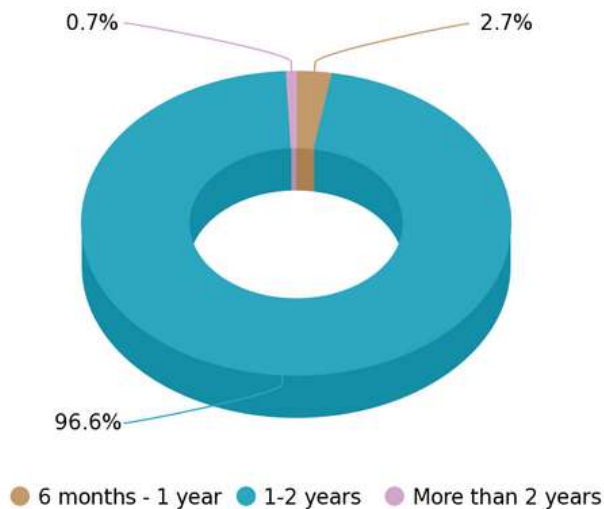
The members of the community were interviewed on whether they owned a house or not. On a majority, 53.3% responded that they don't own a house and stay in a rented house, and 46.7% responded that they own a house.



“This new toilet has been maintained by the sanitary workers. It is cleaned daily without fail, and care is taken that the toilets are not vandalized. Regular checks are also being done to ensure that the equipments such as incinerators and taps function properly”

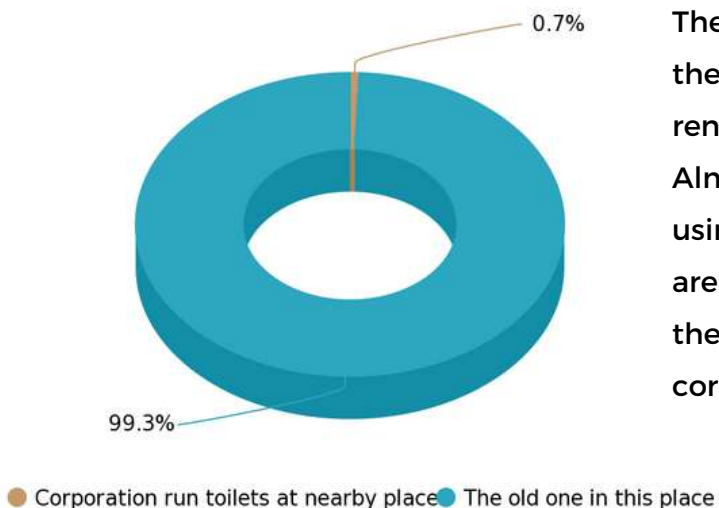
Saranya, Toilet-in-charge head, Jaihindpuram-Madurai

chart 8: Duration of usage of the toilet by the community



The majority of the respondents (96.6%) stated that they have been using the community toilet for 1 to 2 years while 2.7% have been using the toilet from 6 months to 1 year and 0.7% have been using the toilet for more than 2 years.

Chart 9: Usage of toilet before the community toilet



The respondents were interviewed about the usage of toilets before the renovation of the community toilet. Almost all of them (99.3%) had been using the old toilet, which was in the area before the intervention. A few of them (0.7%) said they had been using corporation toilets in nearby areas.

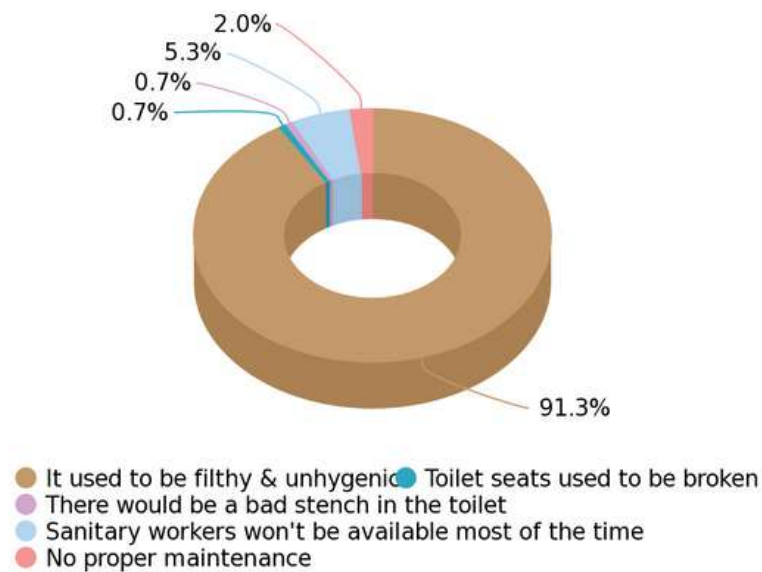
Stakeholders from Iruthaiyapuram street, Trichy



We are extremely delighted to be a part of this initiative by HDB Financial Services. Since the renovation of the community toilet, open defecation has been completely eliminated in our street. All the people in the community are now disease-free and feel healthy and happy. Previously, the government toilet was not used much because of the poorly built facility and bad stench.

Now, the community toilet is neat and clean and has all the basic amenities. People are very much delighted to use this toilet. It is a pay-and-use toilet, and the amount collected goes directly to the maintenance of the toilet and the purchase of sanitation products for the toilet. People can use these toilets for gents and ladies anytime they want in the day.. In simple words, this is the best help that we have received from an organization and an NGO over a long period of time.

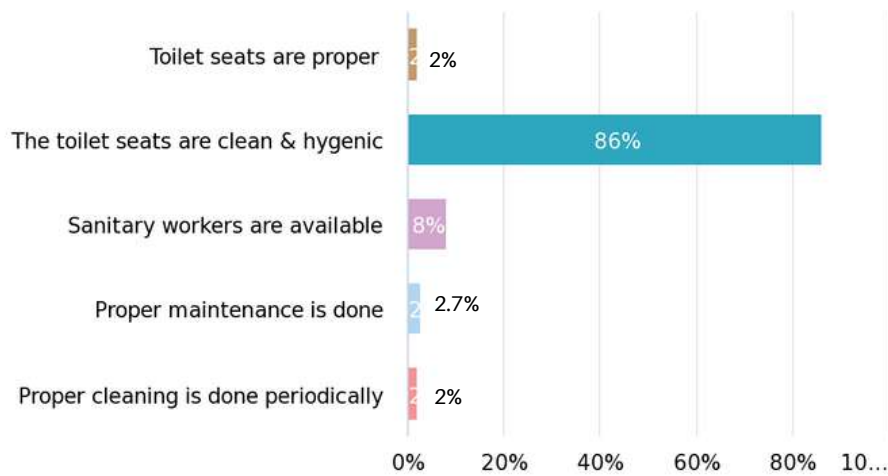
Chart 10: Condition of old toilet



The respondents were asked about the condition of the old toilet before the renovation of the community toilet. The majority of the respondents (91.3%) reported that it used to be filthy and unhygienic. 5.3% said that sanitary workers were not available at that time. 2% said that there was no proper maintenance. 0.7% said that the toilet seats were broken, and 0.7% said that there used to be a bad stench from the toilet.



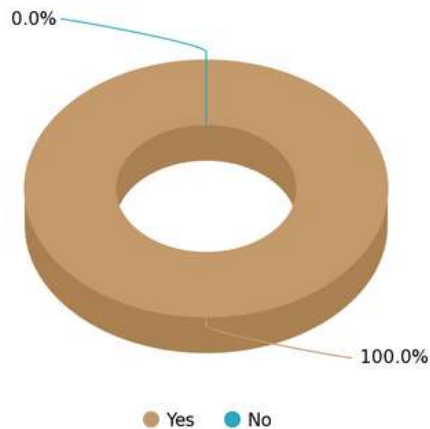
Chart 11: Situation of the present toilet



People in the community are very happy and pleased about the refurbishment of Community toilets; 86% said that the toilet is neat, clean, and hygienic. 8% said that sanitary workers are available. 2.7% said that proper maintenance is being done. 2% said that toilet seats are proper, and 2% said that proper cleaning is done periodically.



Chart 12: Is there a sufficient number of toilets for men and women?



All the respondents replied that there were enough toilets for both men and women.

Stakeholders from EB road, Trichy



We are a group of 5 people and are taking care of the community toilet built on EB road. Before this, there was a toilet built by the government for both gents and ladies. This toilet was not sophisticated, and no sanitary workers from the government approached to clean the toilet on a regular basis. The toilet used to remain dirty and filthy and it gradually turned unusable.

So, people started going to the toilet on the street corner and made a big mess by polluting the environment by producing bad and filthy stench. As a result, our community got infected with malaria and dengue.

HDB Financial Services bank built this toilet in our community a year back and gave us all the general instructions and authority to collect money from the beneficiaries and take care of the toilet. With this money, we are able to hire sanitary workers and buy toilet cleaners, brushes and soaps for the toilet. The ladies' toilet is fitted with incinerators, so that they can safely dispose off the used sanitary pads. In short, the toilet is maintained in a neat, clean and hygienic manner. The community is very happy about this initiative.

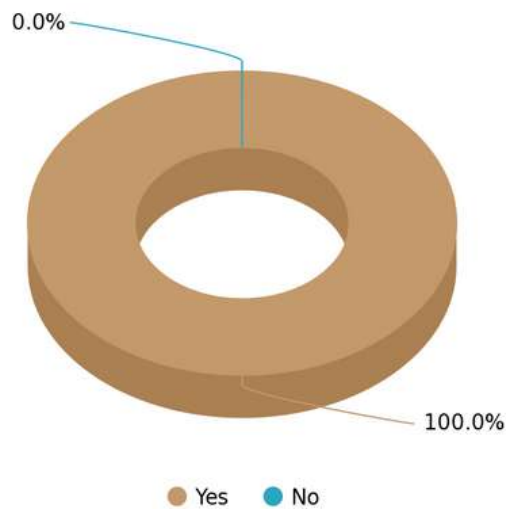


Modern Community Toilet, Pudur. Madurai



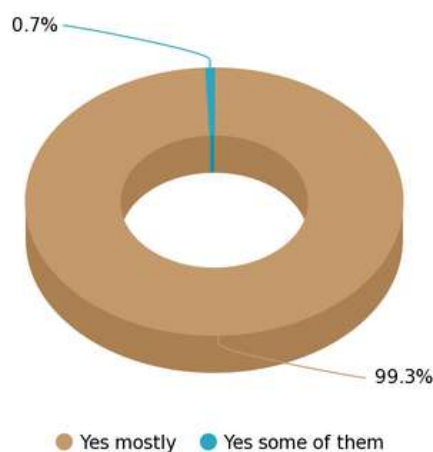
Community Toilet Blocks, Pudur, Madurai

Chart 13: Water availability through tap connection



All the respondents replied that they received a proper supply of running water through tap connection. Availability of running water is essential for personal hygiene following use of Toilet, as well as for maintaining the cleanliness of the toilets. Hence it is gratifying to note that all the respondents, have stated that all the community toilets have running water connection, which is essential for good up keep and maintenance of the Toilets.

Chart 14: Usage of community toilet



The respondents were interviewed about whether most people in the locality used the community toilet or not. 99.3% of people said that they used the community toilet on a daily basis. 0.7% of them replied that they used it only sometimes. This shows that the community toilets are being properly put to use and meeting the intended purpose of the target beneficiaries.

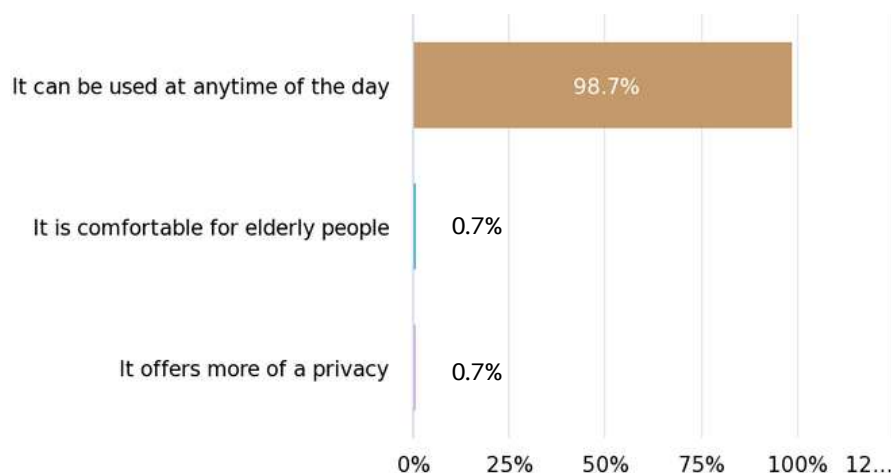


“ The toilet is made accessible to function all the time, even when there is no person to collect the money. The people who use the toilet genuinely give the money the next day morning. Based on their needs and the trust we have in them, we decided to keep the toilet open all the time. The toilet is designed in such a way that it is helpful for the elderly people to access it easily ”

**S.Ganesan, Toilet in-charge , SBM Toilet,
Thirupurakundram-Madurai**

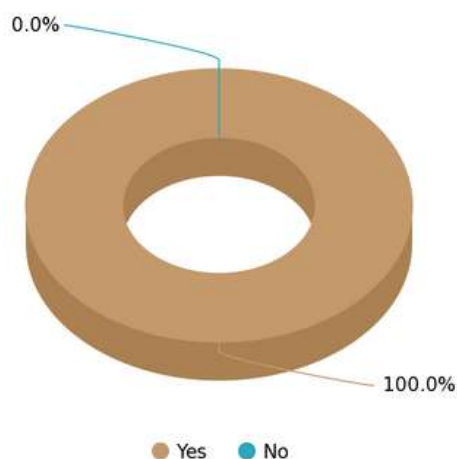


Chart 15: Benefits of using community toilet



The community toilet has served a lot of purposes for the local people. 98.7% of them reported that it can be used at any time of the day. Beneficiaries interacted during the study stated that there used to be lots of discomfort for them if they had to relieve themselves in the daytime. The availability of community toilets have it made it easier for them, to relieve at any point in the day. Elderly people found using the Community Toilet comfortable as it is near their homesteads and 0.7% respondents stated that the community toilets offer them more of privacy.

Chart 16: Awareness materials in the community toilet



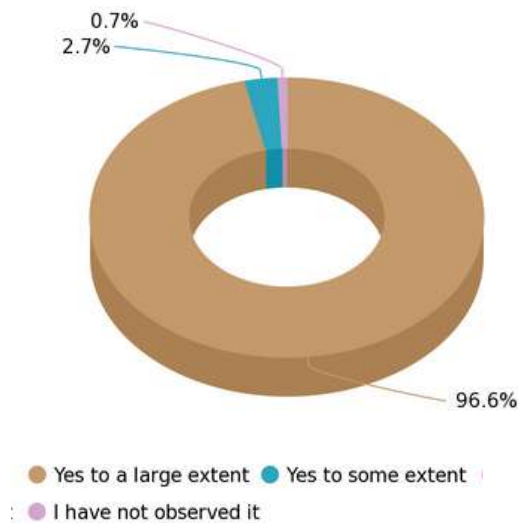
All the community toilets have awareness materials pasted on their walls.



“As the new toilet came into action, the spread of diseases started to reduce rapidly. The people here in our community are living happily now and they are feeling more confident to use this toilet”

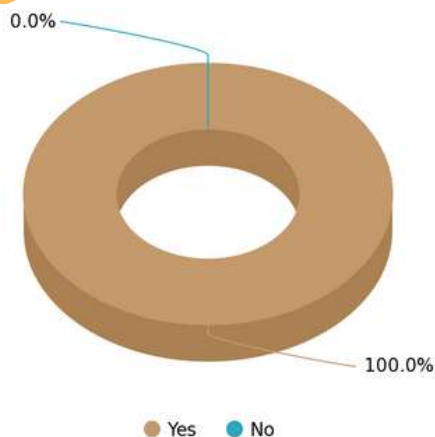
S.Kumar, Toilet in-Charge head, MMC Colony-Madurai

Chart 17: Reduction of communicable diseases after using community toilet



The respondents were interviewed on whether they have been able to stay away from infectious diseases after they began using the community toilet. 96.6% of the beneficiaries reported that there has been a reduction in occurrences of communicable diseases since they started using Community Toilets. 2.7% of them responded that they observed a reduction in communicable diseases to some extent, while 0.7% responded that they had not noticed any such changes since they began using the toilet.

Chart 18: Feasibility of using community toilet during the night



All the respondents were able to use the toilet at night time.

Stakeholders of Padhuvai Nagar, Trichy

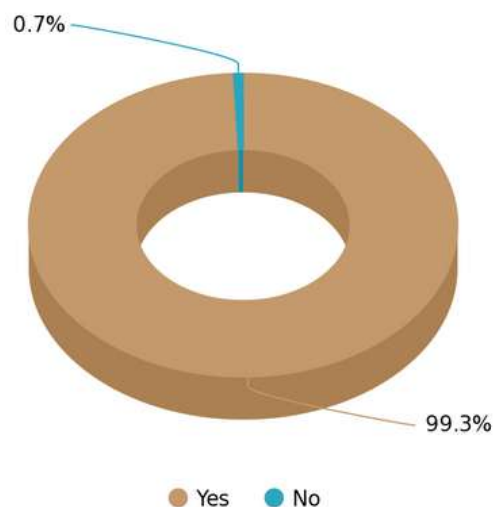


We are a group of old ladies taking care of the community toilet for gents and ladies built by HDB Financial Services in Padhuvai Nagar. The government neglected this area because they found a higher number of pukka houses that have attached toilets in comparison to the kutcha houses which do not have attached toilets.

To use the toilet, people like us had to go to a nearby corporation toilet on the main road, or gents had to urinate on the street corners, causing unpleasantness to the people walking in the surrounding areas. The newly built toilet is a pay-and-use toilet. We collect a small fee from the beneficiaries and let them in. Like others, we utilize this money for cleaning the toilet and helping it last longer. We make sure that no one defecates openly in our areas and ask them to use this community toilet. Ladies feel very safe using this toilet. They reported that they felt secure and that their privacy was restored.

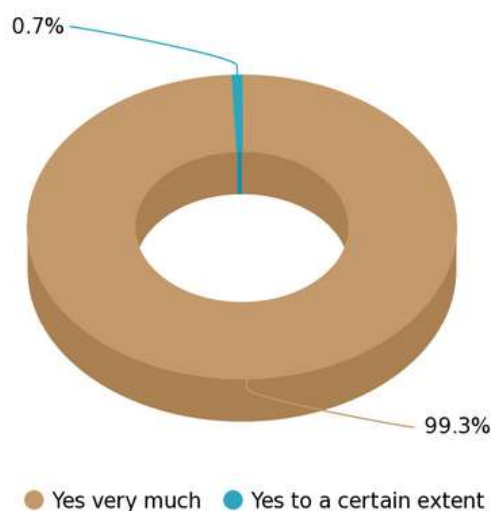


Chart 19: Decrease in open defecation after renovating community toilet



The respondents were asked whether there was any decrease in open defecation noticed after the renovation of the community toilet. 99.3% of the respondents said that open defecation got reduced to a great extent, while 0.7% noted that it was still being practiced in the community.

Chart 20: Cleanliness of the neighborhood after renovating community toilet



A very clean neighborhood has been observed by all the respondents after the renovation of the community toilet. 99.3% of the respondents reported that the neighborhood has been very much clean and 0.7% reported that it has been clean to a certain extent.



“Ours is a market area, so many people will come and go here. We can see a minimum of 500 people crossing the street per day. Many people make use of this community toilet and have given good feedback. They say that the toilet is neatly maintained, well cleaned, and kept hygienic. 2 years ago, there was a government toilet in this place, but it was so poorly maintained that people avoided using it. We now charge a small fee for toilet usage, and this money directly goes into the maintenance of the toilet. To sum up, people are very much satisfied with this toilet.”

-Stakeholders from Sundararajapuram, Madurai



CHAPTER 4: OECD FRAMEWORK

RELEVANCE

RATING ● ● ● ● ●

The program implemented by HDB Financial Services in partnership with Gramalaya is highly relevant in addressing sanitation issues in urban slums and combating open defecation. By collaborating with urban local bodies and engaging various stakeholders, the program aims to create effective and sustainable solutions for clean cities and an open defecation-free environment. The program's relevance is further enhanced as it focuses on improving health and socio-economic outcomes for vulnerable groups, including women, children, and adolescent girls in urban slum areas.

COHERENCE

RATING ● ● ● ● ●

The project shows a robust alignment with the following Sustainable Development Goals (SDGs):

SDG-3 that aims to ensure good health and wellbeing for all.

SDG-5 that aims to achieve gender equality and empower all girls

SDG-6 that aims to ensure access to water and sanitation for all.

SDG-6, Target 6.2 that aims achieve access to adequate and equitable sanitation and hygiene for all and end open defecation, paying special attention to the needs of women and girls and those in vulnerable situations

SDG-10 that aims to reduce inequalities.

SDG-11 that aims to make cities inclusive, safe, resilient and sustainable.

It is also coherent with the goals of the Swachh Bharat Mission.



EFFECTIVENESS

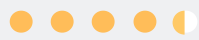
RATING ● ● ● ● ●

The program's effectiveness in achieving its primary goals, as evidenced by the data, can be attributed to its targeted efforts and strategic interventions. By addressing the specific needs of vulnerable groups, including women, children, and adolescent girls in urban slum areas, the program made significant improvements in health and socio-economic outcomes. Through the renovation of community toilets and the provision of essential facilities like incinerators, the program enhanced sanitation practices and hygiene standards, contributing to the overall well-being and dignity of the community. The effective elimination of open defecation further underscored the program's impact in improving public health and fostering a cleaner environment.

Index: 5 Points - Very High ; 4 Points - High ; 3 Points - Moderate ; 2 Points - Low ; 1 Point - Very Low

EFFICIENCY

RATING



The program showcased efficiency by implementing the construction of toilet blocks in a timely and cost-effective manner. Through streamlined processes and effective project management, the program ensured the efficient utilization of resources. Collaboration played a vital role in achieving efficiency as the program successfully involved various stakeholders, including urban local bodies, civil society organizations, and community-based organizations. This collaborative approach optimized the involvement of human resources and fostered effective management, contributing to the overall efficiency of the program's interventions.

IMPACT

RATING



The program has had a significant impact on the community, as evidenced by the findings of the study. All beneficiaries are exclusively using the community toilets, even during nighttime, ensuring improved sanitation practices. The presence of awareness materials in the toilet facilities has successfully promoted hygiene awareness among the beneficiaries. The program has also contributed to a significant reduction in infectious diseases, with a high percentage of beneficiaries reporting improved health after using the community toilets. Furthermore, the renovation of the toilets has resulted in cleaner neighborhoods, as reported by the majority of the beneficiaries.

SUSTAINABILITY

RATING



The program has achieved sustainability through several key elements. Firstly, there is a high level of community ownership and participation, ensuring the long-term success of the initiatives. Secondly, the program has focused on behavior change by promoting hygiene awareness and encouraging sustainable practices. This has led to lasting changes in sanitation behaviors within the community. Additionally, capacity building and training initiatives have equipped community members with the necessary skills and knowledge to sustain and manage the sanitation facilities effectively. Furthermore, the program has established partnerships with various stakeholders, including urban local bodies and civil society organizations, ensuring collaborative efforts and shared responsibility for maintaining the sanitation infrastructure. These elements combined have created a strong foundation for the program's sustainability and long-term impact.

Index: 5 Points - Very High ; 4 Points - High ; 3 Points - Moderate ; 2 Points - Low ; 1 Point - Very Low

CHAPTER 5: RECOMMENDATIONS

- Disinfectants like phenyl, floor cleaners required to clean the toilet.
- Need Exhaust fan for ventilation.
- Adequate lighting to use toilet at night times.
- Railings and Ramps for disabled people to use the toilets.
- Handwash liquid to be provided for washing hands.