FINISH Society Newsletter
Let’s Make It Right

MY TOILET MY PRIDE
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An Innovative Toilet Tour of Northern India

Post Sarphati Sanitation Awards 2017, 70th year of Indo Dutch diplomatic relationship was celebrated by the Netherlands India Chamber of Commerce & Trade (NICCT). NICCT organized a gala evening with leading Indian and Dutch companies and His Excellency (H.E.) Mr. Venu Rajamony – Ambassador of India as the Chief Guest. The Ambassador felicitated FINISH and gave a India-Netherlands to and fro tickets which was sponsored by KPMG.

FINISH Society chose to invest this opportunity and planned a toilet tour for a common man travelling all the way from The Netherlands, to understand the hygiene & sanitation needs and practices of people living across Northern India.
Harmen Leijnse, a Dutch man, embarked on a 14-day power packed toilet tour. An Indophile he has studied Sanskrit for two years signs Mukesh songs and loves Bollywood! Boxer by profession, he had huge inclination for Indian wrestling. He had thoughtfully planned a toilet-inspired itinerary, that includes field visits to cities where Finish Society is actively engaged in. Some of the cities he visited include Udaipur & Dungarpur, in Rajasthan, Agra, Varanasi & Lucknow, in Uttar Pradesh, and Darbhanga in Bihar.

The idea behind this out-of-the-box initiative was to get an outsider’s perspective on what local people think about Finish Society’s sanitation and hygiene programmes, how does it affect them (or not!), and that too, from a people-to-people perspective.

In an intense multi-level engagement, he planned to make mobile-based films based on his daily interactions and uploaded them daily on various social media platforms like WhatsApp, Facebook, Twitter as also the Finish Society website (www.finishsociety.org).
Training Program on Solid Liquid Waste Management

FINISH conducted an in-house training program on SLWM for its project managers, program officers and field staff in the month of December, 2017. The program was organized by FINISH sister concern 3R Waste Foundation, at the Haryana Institute of Public Administration, Gurgaon. The program was designed in two parts - Part 1 comprised Generic Modules on Waste Management which was conducted for a period three days while Part 2 was designed for senior team members of the Society.

Objectives:
- To provide comprehensive information and knowledge on SLWM;
- To provide vital information for planning and executing a project;
- To prepare concept notes to raise funds;
- Help the Teams to connect with different key stakeholder groups including city/district administration, Corporates and the Communities for working on SLWM; and
- To familiarize with various technologies.
When you think innovation, think out of the box! This was the central idea behind forming a child cabinet in Chankapur Shaskiya Ashramshala, in Nashik. Students gathered here were in for surprise when they were asked if they were interested in becoming ministers. Among the handful of students present there, one who got elected as Health & Sanitation Minister happened to have long and unkempt nails. When the role and responsibilities of the minister was explained to him, he realised he needed to set the right example. In this moment of realization, he asked the facilitator to spare some time. And everyone was in for a pleasant surprise, when he returned with clean and cut nails. He also said he will always maintain his personal hygiene before asking others to follow good grooming habits.

Since the student minister is made responsible to check if others of his community are following sound grooming and hygiene standards, he needs to lead by example. Thus, by running a personal reality check, he ensures behaviour change and follows healthy hygiene practices.
The child cabinet was given a training session on good hygiene practices such as proper hand washing, taking bath with soap every day, keeping toilets clean after use, among other issues.

The School Management Committee, the sanitation worker, cook and superintendent, too wholeheartedly supported this initiative, in order to usher in behaviour change.

The end result made for a win-win situation. The students of this Ashramshala have learnt to be neat and clean, and better still, they teach their parents and relatives about the need to develop this habit. The students make for ‘clean ambassadors’ to ensure that good sanitation and safe hygiene practices are followed all around, including schools, home and communities.
Show it, Don’t Say It!

Communicating a small but significant change like washing hands, calls for sustained effort. At the Shaskiya Ashramshala, Sarad, it was a case of ‘don’t say it, show it, instead.’ While interacting with students it was found that, at times, they skip hand washing for various reasons. While each one of them were highly aware of its benefits, but they were not practicing it. So, the animator decided to weave the message in the form of a play to drive him his point. Select students were given the task to participate in a small skit. The storyline went like this. A guest comes home and sits down to have food without washing his hands. The students were then asked to observe and ask questions about what happened in such a situation. Does it look familiar? Does it remind them of their own daily habit? Then, the boy playing the guest was asked to wash his hands. The water was then collected in transparent glass. The boy was then asked to wash his hands with soap and then again with plain water, which too, was collected in another glass. The result was then shown to the students and they were made to realize how many germs they consumed on daily basis because of skipping a simple habit like washing hands. This skit helped students to realize the importance of hand washing. Soon enough, with the help of the child cabinet and school staff, this has become a daily habit.
An Inspiring Toilet Tale!

This is the story of a change agent who decided to use a toilet once he was convinced. Manohar Lal, who belonged to Pidawa Sunel Block of Himmatgarh Gram Panchayat in Dungarpur district, did not want to construct a toilet despite constant follow-up by the Gram Panchayat. When this was brought to the notice of FINISH Society, they found that Manohar’s three brothers too did not have a toilet, and defecated in the open.

The FINISH team then engaged Manohar in an open discussion. They subtly showed Manohar Lal and his family how using toilets ensured healthy hygiene practices. They told him that this habit will also ensure safety of women of the house. Manohar Lal then shared his apprehensions about non-availability of money. The Sarpanch informed him that ITC Limited company’s Mission Sunehra Kal program was giving Rs. 12,000 to each of the villagers without charging interest. He also told him that FINISH Society will make sure that he constructs the best quality toilet in the given amount of money.
The FINISH team then educated him about the benefits of using Leach Pit Toilet that can be constructed with little expenditure and told him that it does not emanate a foul smell. The faeces that once goes into the pit comes out in the form of useful manure that can be used in agriculture, he was told.

Now convinced, Manohar Lal got constructed a leach pit toilet as a gift for his family (especially daughters, wife and mother) and this motivated his three brothers to construct the same in their houses as well. With the advent of toilets in their houses, Manohar Lal’s family members and his brothers are very happy. The females of his family proudly claim that this the best thing that could have happened to them.
Encouraging Trends

✓ Safe Sanitation Systems facilitated: >6,00,000
✓ WASH for Children: >20,000
✓ No of School Toilets Built: >200
✓ Sanitation Density >75% in 4000+ Villages
✓ Facilitated Livelihood for >10,000 People
✓ Supported 120 ODF Villages/GPs
✓ Partner network across the country
✓ Waste to wealth technologies for waste management
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