#handwashadaykeepsdoctorsatbay
FINISH Society Newsletter
Let’s Make It Right

DCM Shriram
- Implanting the seeds of Swachagrah in the lives of children across 144 schools in Kota (Rajasthan)

ITC Limited
- Creating glorious future for little champs in Kapurthala, (Punjab) & Pune, (Maharashtra)

Water Aid
- Making incredible change in the lives of Tribal Schools children in Dhule (Maharashtra)

PwC India
- Pioneering concepts of WASH & waste mgmt. in Schools in Jodhpur (Rajasthan)

Hero MotoCorp
- Developing WASH friendly infrastructure in Schools of Jaipur (Rajasthan)
Little Minds at Work

School students practicing and sending out Solid Waste Management messages through their creative paintings.

Students learning while playing games on hand wash practices.

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Moving Towards Circular Economy

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ITC
Fostering a PPP model for waste mgmt. in Guntur, Andhra Pradesh

ITC
Steering change through innovative SWM in 2 Villages of Shirur Taluka, Pune, Maharashtra

DNP
Heralding a new era of waste mgmt. with Dungarpur Nagar Parishad (DNP), Government of Rajasthan
Going The ODF Way

❖ Felicitated by Gov. of Madhya Pradesh for three GPs becoming ODF in Morena.
❖ First block of Darbhanga was declared ODF followed by several other GPs of Luckisarai, Bihar
❖ GPs of Rajsamand, Rajasthan declared ODF
❖ Active participation in Satyagraha se swachhagraha programme initiated by GOI in Bihar
Breaking The Glass Ceiling

Let's Make It Right

Gida bids adieu to plastic

Women of Gida Block spread message of plastic ban by making bags from waste cloth materials.

Creativity at its best

Beautiful handicrafts made by SHG women of Gida Block

Interested in purchasing, please call: 9829513974
FINISH female flocks broke the glass ceiling by talking to restaurateurs for using alternatives to plastic bags.

Under the STRI programme, FINISH female encouraged waste pickers children to express their thoughts on World Environment Day.
Unsegregated waste is a menace for residential schools of rural tribal areas of Maharashtra. Students as well as teaching and non-teaching staff collect all types of waste bio-degradable and non-degradable and dump it in the Ashramshala school premises. This is making them prone to various types of diseases like viral infections, malaria, skin diseases etc. This problem aggravates during the rainy season.

National Stock Exchange (NSE) took cognizance of this situation and with the help of WaterAid and FINISH Society planned to implement WASH Complaint Ashramshala project. It is aimed to create a model institutional arrangement to promote safe sanitation and hygienic behaviour in Ashramshalas by adopting some of the unique processes to improve a sustained behavior change in students and teachers.

KAP Study-
It was revealed that teacher as well as non-teaching staff have fairly good knowledge of sanitation and hygiene because the government gives them proper guidelines and training session on it. We came to know that despite having good knowledge, their narrow mindsets came in the way of putting them in practices.

Root cause analysis-
Having identified the root cause, we plan action to tackle this attitudinal problem.
Impacting Lives

Behavior change activity/ session-
FINISH team regularly visits this school and conducts various types of sessions related to behavior change like attitude toward poor cleanliness levels of teacher, conduct motivation session for sanitation worker, unity/ team work session of the child cabinet

Capacity Building-
Carry out waste management session for non-teaching as well as child cabinet, hand-wash demonstration for students as well as non-teaching staff. Personal hygiene session for student, cleanliness awareness session

Outcome:
Our intervention inspired a sanitation worker Mr. Goyar, who dug a compost pit to manage wet waste with the help of Ashram school students. Now all the bio-degradable waste is being converted into compost which is being used as a soil conditioner for growing plants in school premises. This has reduced the problem of pollution and has improved the health condition of ashram school students. The average attendance has also increased.
Redefining Norms for Inclusive Development

And then there was one—who showed the way!

The dice was always loaded against Aashish Charnu Chavan. He hails from the Scheduled Caste Pardhi community in Yavatmal district, which is known for its deviant ways. While he is among the select young males to have completed his education till class 12 but that didn’t excite him at first. Education is clearly not an aspiration for Pardhi children nor is health, hygiene and sanitation, for that matter. Most families eke out a living from daily wages, and the bread-winners are mostly women. They can be seen preparing illicit liquor in their houses, playing cards, laughing, loitering around or even fighting. While this kind of lifestyle may seem normal for the Pardhis, for others it is ‘taboo’ territory. Government schemes either do not reach them or when they do, the beneficiaries don’t have the foggiest idea as to how they can benefit from them. Aashish grew up in this background but his father possessing a progressive bent of mind, made him study.
For over five decades, the Pardhis are dispersedly staying in Kalamb city which in local parlance is known as Pardhibeda. This area has been undertaken for a sanitation and hygiene program by Hong Kong Shanghai Banking Corporation (HSBC) and implemented by RDO FINISH.

As a part of the program, the team of community workers spread awareness about constructing toilets, using them regularly and adopting good hygiene practices. The experience in Pardhibeda posed a major challenge, to begin with. As Snehal, one of the community workers recalls: “During my initial visits I was scared by their knee-jerk reactions and even made up my mind to quit. After a few visits with team lead Shrikant Rathod, it was decided to induct one of the Pardhis in the program so that he or she could work for their own community.”

This was easier said than done. Few came forward and the ones who did were not fit for the challenge. During one such interview session, Shrikant came across Aashish. He could hardly communicate, was very shy and the job profile needed him to be otherwise.
On the positive side, he showed an inclination to learn and more importantly, wanted to do something to better his life. Shrikant decided to take a risk and give him a chance. That was ten months back! Aashish is very much a part of the team now, conducts awareness sessions, follows up with individuals, shares his progress as well concerns in the meetings, much like other team members. As a result of rigorous follow-up and awareness drives, out of 65 households from Pardhibeda, 45 households constructed toilets in their homes. He confidently shares that he can now change people’s behaviour and bring about a positive change in their lives.

Being the youngest in the team, he is also pampered by others. He wants to continue working in the development sector and wants his community to progress, especially the young ones. His family is now worried that he might be over qualified to find himself a wife in his community. But that is least of his concerns, for the present!☺.
Encouraging Trends

**Safe Sanitation Systems facilitated:** >6,30,000

**WASH for Children:** >20,000

**Sanitation Density >75 % in 5000+ Villages**

**Facilitated Livelihood for >10,000 People**

**Supported 140 ODF Villages/GPs**

**Partner network across the country**

**Waste to wealth technologies for waste management**
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