

**National Conference on
SOCIAL INNOVATIONS FOR IMPROVING URBAN SANITATION:
LESSONS FOR SCALING-UP**

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The Theatre, India Habitat Centre, New Delhi*

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Gramalaya - Tiruchirappalli

Started in the year 1987. Working for water, sanitation and hygiene promotion in Tamil Nadu for the past 29 years.

Gramalaya - Working only for Water and Sanitation Promotion for 3 decades

VISION

Gramalaya envisions a society in which all people will have equal rights and access to protected water, sanitation, health and improved income status without gender discrimination.

**Gramalaya is a National Key Resource Centre
of the Government of India, Ministry of Drinking Water and Sanitation, New Delhi
For providing training to three Southern States covering
Andhra Pradesh, Karnataka and Tamil Nadu for water and sanitation**

Geographical area and coverage

- Working in Tamil Nadu, Pondicherry, Telangana, Andhra Pradesh and Karnataka
- Constructed more than 1,87,000 household toilets in the rural, urban, tribal and coastal areas.
- Recently, released its Strategic plan Directions document for 2015 – 2019.
- Plans to cover 10 priority States in India including Tamil Nadu with the goal of reaching 1 Crore families with sanitation facilities impacting 5 crore lives. Currently working in 5 Southern States in India.
- Supported by Ministry of Drinking Water and Sanitation, Government of India, UNICEF, Water.org, WaterAid, BMGF, Dasra, Arghyam and PVP- World Bank, FSM - TNUSSP project.



सत्यमेव जयते

Gramalaya
Training
Centre – A
National Key
Resource
Centre
approved by
Government
of India –
MDWS, New
Delhi



Achievements of Gramalaya

- Declared India's first village – Thandavampatti as open defecation free village
- Instrumental in declaring India's first slum – Kalmandhai in Tiruchirappalli slum as ODF.
- Established the Toilet Technology Park and Training Centre – NIWAS - National Institute of Water and Sanitation
- Recognition from Government of India as National Key Resource Centre for TN, AP and Karnataka
- Designed and implemented toilet models for Anaganwadi, schools including child friendly toilets urban areas.
- Introduced the concept of Microfinance for Sanitation and successfully proven as replicable models.

Tiruchirappalli City in Tamil Nadu - 3rd Cleanest city in India next to Mysuru and Chandigarh



India's FIRST 100% Open Defecation-free Slum



கல்மந்தை - முழு சுகாதார குடிசைப் பகுதி

இங்கு யாரும் திறந்த வெளியில் மலம் கழிப்பது இல்லை.
நாங்கள் அனைவரும் கழிவறையைப் பயன்படுத்துகிறோம்.

KALMANDHAI-INDIA'S FIRST 100% SANITISED SLUM

WHERE OPEN DEFECTION IS
TOTALLY - ESCHEWED BY THE COMMUNITY
EVERYONE USES THE TOILET

(A COLLABORATIVE VENTURE OF TIRUCHI CORPORATION, WATER AID, GRAMALAYA AND THE PEOPLE OF KALMANDHAI)

National Urban Water Award 2010 for Gramalaya for Health Slums - Healthy City project in Tiruchirappalli City



FOUR PILLARS OF SANITATION

GOOD HYGIENE IS DEFINED AS PEOPLE HAVING ACCESS TO AND USING FOUR ESSENTIAL SERVICES.



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CLEAN WATER

Having access to clean, pathogen & chemical free water for drinking & cooking.

Centralized, community level, or household water treatment solutions.

TOILETS

Having access to & consistently using toilets that are well designed, clean, & disabled friendly.

Sewage management systems that ensure safe disposal of waste generated.

HANDWASHING WITH SOAP

Being aware of the need of and consistently washing hands with soap at critical times - before eating, after defecation, & after handling child feces - to avoid ingesting pathogens.

MENSTRUAL HYGIENE

Being aware of the need for and consistently using safe menstrual hygiene practices including appropriate products (low cost pads, cloth, cups) and other local solutions.



Three pillars of Swachh Bharat Mission - Gramin

Accelerate
rural
sanitation
coverage



Eliminate
Open
Defecation



Improve
solid & liquid
waste
management



Implementation Strategy - Software

Community Mobilisation and Demand generation strategy

Awareness creation (CATS) and demand creation through the trained Health Educators (WSPs)

Social Marketing and Cost sharing strategy

Linking with local trained cement fabricators, masons and technical support with cost estimation and

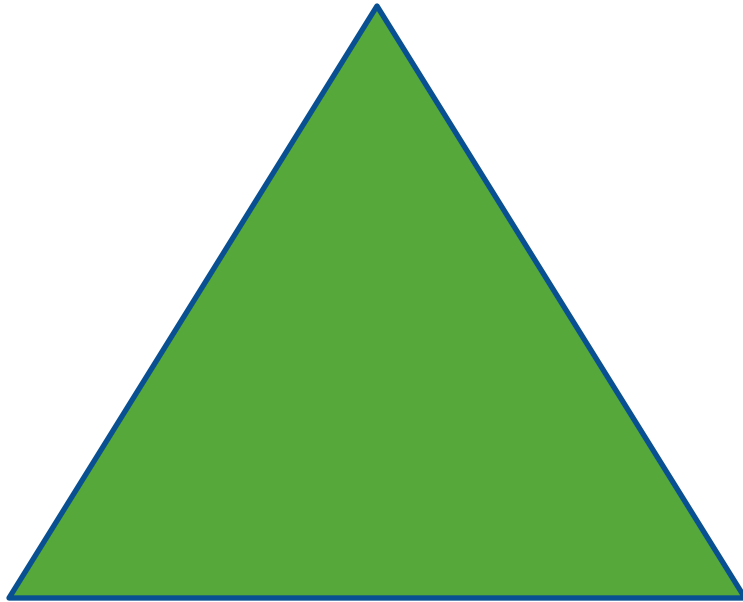
Microfinance for Sanitation and bank linkages.

BCC Strategies

Inter-personal communication, door-to-door visits, FGDs and hygiene education using flip charts, post cards and other IEC Materials to be designed under this project.

The strategy for Demand creation and hardware

**Access to
Information**



**Access to
Technology**

**Access to
Financial
Resources**



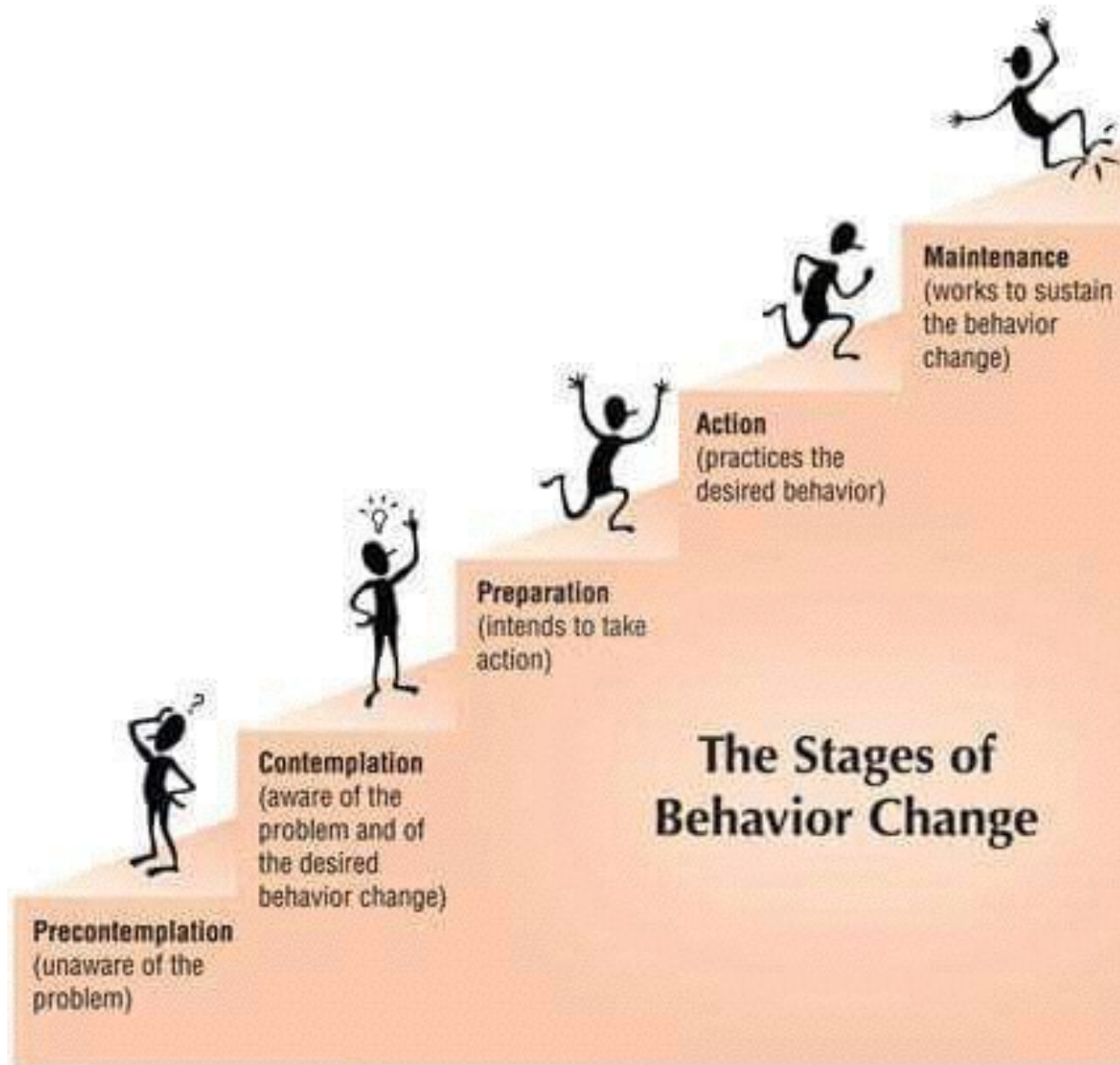
Fecal Oral Transmission (F-Chart)

மலம் வாய் வழி மூலம் பரவும் தொடர்பு சங்கிலி



ஆர்கியம் - புதுவாழ்வுத்திட்டம் - கிராமாலயா

WASH integration Program ஒருங்கிணைந்த குடிநீர், சுகாதாரம் மற்றும் நலவாழ்வுத் திட்டம்



Sources: Grimley 1997 (75) and Prochaska 1992 (148)



Guardian MFI – The only MFI in the world exclusively providing loans for water connections and household sanitation in the world.

Guardian MFI – A Section 8 Company promoted by Gramalaya as a not-for-profit entity.

Proved WATSAN loans as one of the viable business models for MFIs and banks.

Working in the WASH space for more than 9 years with 97% recovery rate. Reached more than 90,000 households with water and sanitation facilities.

Currently, the sanitation loan model is replicated by more than 25 MFIs/NGOs in India with major support from water.org

For more info about Guardian MFI – www.guardianmfi.org

1. Capacity building and
2. Training Support
3. Human Resource support for community mobilisation
4. Technical and IEC support
5. Financial leveraging support





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THE ANDHRA PETROCHEMICALS LTD.

NORMAL BUTANOL

GROSS WT. : 173 Kgs
TARE WT. : 8 Kgs
NETT WT. : 165 Kgs

06/05/2016 09:56

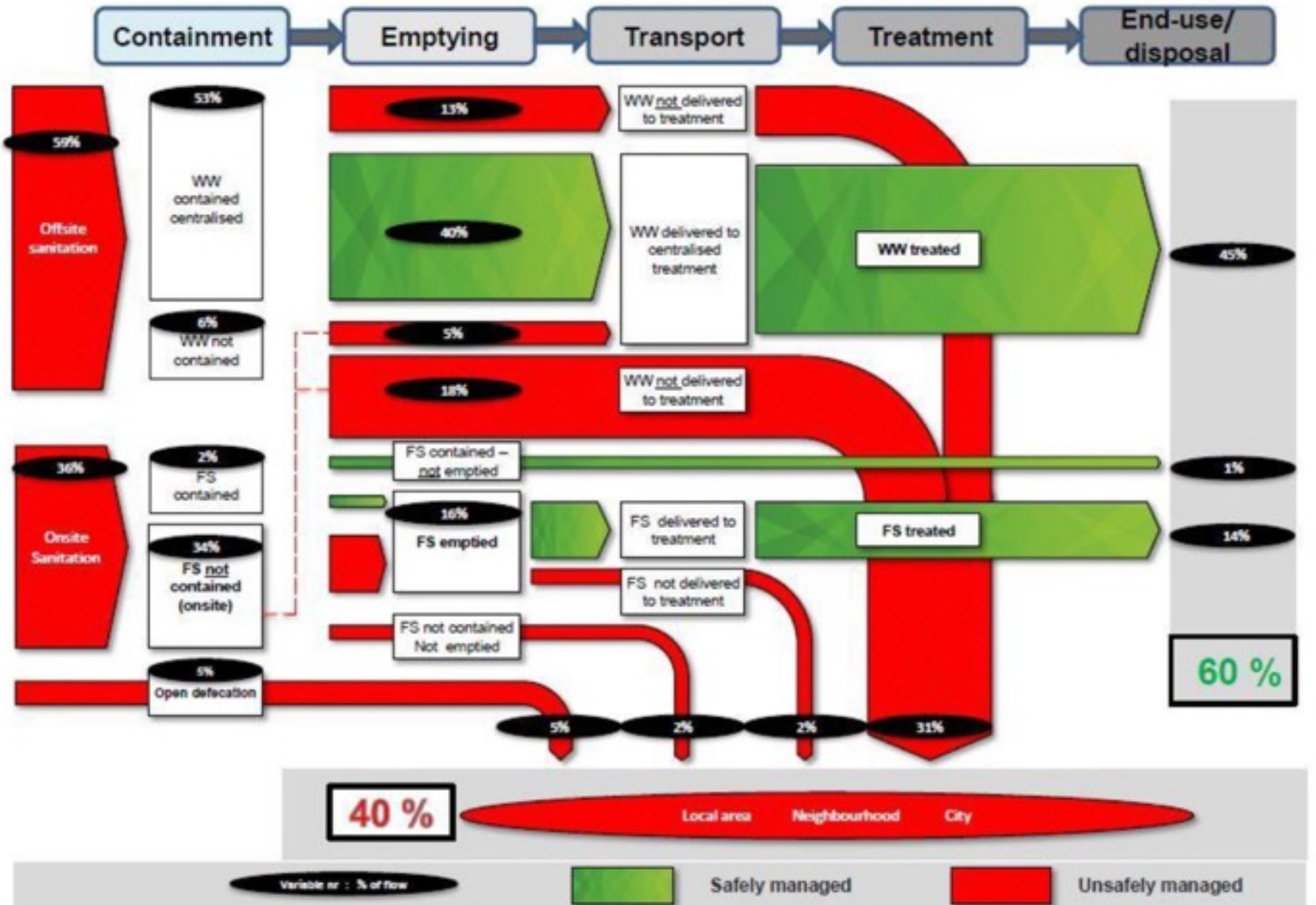
திருச்சிராப்பள்ளி மாநகராட்சி
பொன்மலைக் கோட்டம்
நவீன பொது கழிப்பிடம்
சிறந்த வசதிகள் வந்த கழிப்பகம் ஒழிக்கும் திட்டம் 2014 - 2015 (மொ)
49 ஆய்வுகூடம், கழிப்பகம் நெளசை கு - 10 00 இலாகா



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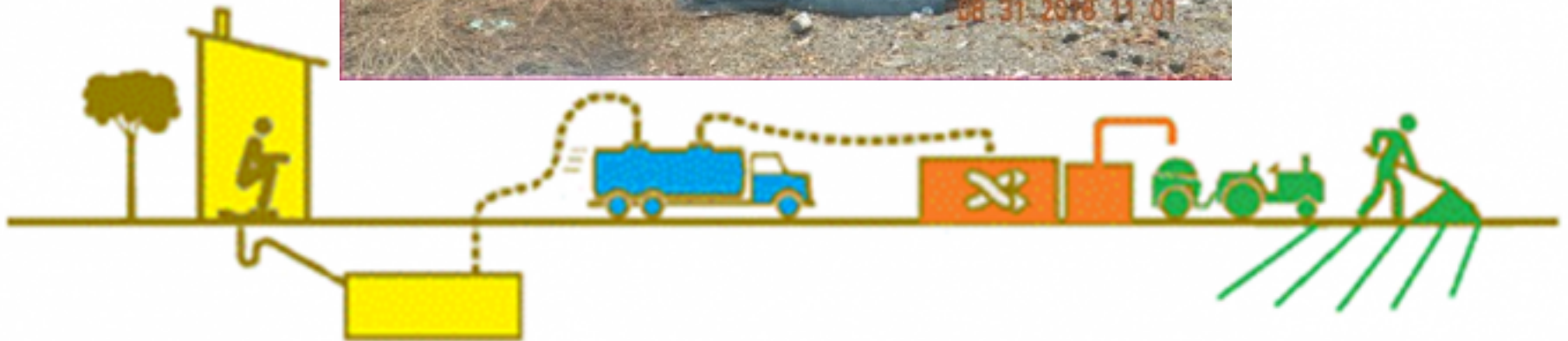
Tiruchirappalli - Shit Flow Diagram



Open Defecation Free and Open Discharge Free Environment - FSM program in Tiruchirappalli City



Faecal Sludge Management under Tamil Nadu Urban Sanitation Support Program with IIHS
Currently establishing a Fecal Sludge Treatment Plant in Tiruchirapalli City Corporation with CDD and IIHS support.



CAPTURE

CONTAINMENT

EMPTYING &
TRANSPORT

TREATMENT

SAFE REUSE OR
DISPOSAL



A toilet with twin pit constructed 25 years ago in 1989 in Rasipuram area by Tamil Nadu still in operation and maintenance by the families. There are around 5,500 such household toilets are constructed in Thiruchengode and Rasipuram areas between 1989 - 1994 still are in usage and maintenance by the families.



The compost from leach-pit where a twin-pit alternatively used by the families. The pit when filled, closed for a minimum of one year period using the diversion chamber in a twin pit toilet will turn into compost.



Eco-San
Toilets with
two
chambers





It makes you and your children ill

2

It puts women and girls at risk

₹

3

It keeps people in poverty



6 ways NOT HAVING SAFE TOILETS affects people's lives

4

It makes it hard to deliver good healthcare



5

It's hard to manage periods



6

It's bad for the economy



A toilet with
bathroom
facility -
Safety,
Privacy,
dignity for
women and
adolescent
girls



Menstrual Hygiene education for adolescent girls



Thank you!

