



GLOBAL INTERFAITH WASH ALLIANCE

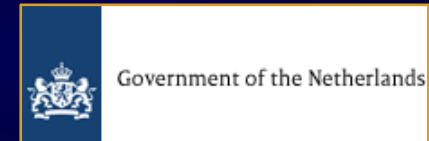
Water, Sanitation and Hygiene for Everyone, Everywhere

The Global Interfaith WASH Alliance

With its Secretariat in India, the Global Interfaith WASH Alliance (GIWA) was launched in collaboration with UNICEF at UNICEF World Headquarters under sponsorship of USAID and the Government of the Netherlands. It is the world's first initiative that is engaging the planet's many faiths-- as well as partners across multiple social sectors-- as allies to create a world where everyone, everywhere has access to improved Water, Sanitation and Hygiene (WASH).



The Global Interfaith WASH Alliance's Launch Partners





GIWA Co-Founder, Pujiya Swami Chidanand Saraswatiji, with HE the President of India, Shri Pranab Mukherjee ji



Pujiya Swamiji is warmly greeted by the Hon'ble Prime Minister of India, Shri Narendra Modiji

IN PROUD SUPPORT OF THE SWACHH BHARAT MISSION

PMO India @PMOIndia
Office of the Prime Minister of India
India
pmindia.gov.in
Joined January 2012

Tweets 12.1K | Following 344 | Followers 12.9M

Tweets | Tweets & replies | Media

PMO India @PMOIndia · 50m
This was indeed an innovative effort to spread awareness about cleanliness & contribute towards a Swachh Bharat.

PMO India @PMOIndia · 50m
Faith leaders inspired everyone in an unprecedented & historic Sarva Dharam Swachhta Sankalp (Interfaith Cleanliness Pledge) on the occasion

PMO India @PMOIndia · 50m
The summit brought together faith leaders, media, local stakeholders & corporates. Union Ministers @drharshvardhan & @nstomar also joined.

PMO India @PMOIndia · 51m
"Worship for WASH" GIWA-UNICEF Ladakh Summit initiated a dialogue on key issues of water, sanitation and health in Ladakh region.

PMO India @PMOIndia · 52m
Global Interfaith WASH Alliance (GIWA) India, in association with @UNICEFIndia recently held a 2-day Summit in Ladakh. #MyCleanIndia

PROMOTING POLICIES for Healthy Water, Sanitation and Hygiene in India

GIWA works with leaders and policy makers from across India and around the world to advocate for improved access to safe, healthy and sustainable Water, Sanitation and Hygiene (WASH) for all.

We also produce informative policy papers and publications that delve deeply into pressing issues, such as sustainable development and the rejuvenation of key water sources, including the Ganga and Yamuna Rivers.



Union Minister of Home Affairs, Hon'ble Shri Rajnath Singh and Pujya Swamiji discuss the Encyclopaedia of Hindustani and GIWA's White Papers on the Ganga, Yamuna and Uttarakhand



Hon'ble Minister of External Affairs, Smt. Sushma Swaraj, is presented with a beautiful tree by Pujya Swamiji during a meeting in which they discussed a vision for a greener, more water-sustainable world



Hon'ble Minister of Human Resource Development Shri Prakash Javadekar and Pujya Swamiji discuss a Clean Revolution for India



Pujya Swamiji discusses GIWA's White Papers on the Ganga and Yamuna with Hon'ble Shri Nitin Gadkari, Union Minister of Road Transport, Shipping and Highways



Planting Trees to Restore Watersheds With Hon'ble Union Minister of the Ministry of Environment, Forests and Climate Change, Shri Anil Madhav Dave and Hon'ble CM of Madhya Pradesh Shri Shivraj Singh Chauhhan



Hon'ble Union Minister of Drinking Water and Sanitation Shri Narendra Singh Tomar and Hon'ble Union Minister of Science and Technology, Dr. Harsh Vardhan, perform a GIWA Water Blessing Ceremony at GIWA's Worship for WASH Summit in Ladakh



Pujya Swamiji discusses sustainability issues and GIWA's White Papers with Hon'ble Shri Ravi Shankar Prasad, Union Law Minister



Pujya Swamiji and Hon'ble Minister of Tourism and Culture, Dr. Mahesh Sharma, discuss a clean, green and sustainable future for Incredible India



Pujya Swamiji discusses the importance of bringing about an Organic Revolution with Hon'ble Union Agriculture Minister, Shri Radha Mohan Singh



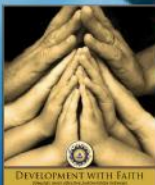
Pujya Swamiji presents a beautiful Rudraksha sapling to H.E. the Governor of Uttarakhand, Dr. Krishan Kant Paul



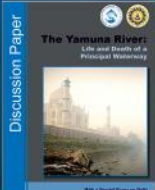
Hon'ble Union Minister of Railways, Shri Suresh Prabhu and Pujya Swamiji discuss the cleaning and greening of India's renowned railroad system



Pujya Swamiji and Shri Bhagwati discuss plans for cleaning the Ganga River with Hon'ble Uma Bharti, Union Minister for Water Resources, River Development & Ganga Rejuvenation



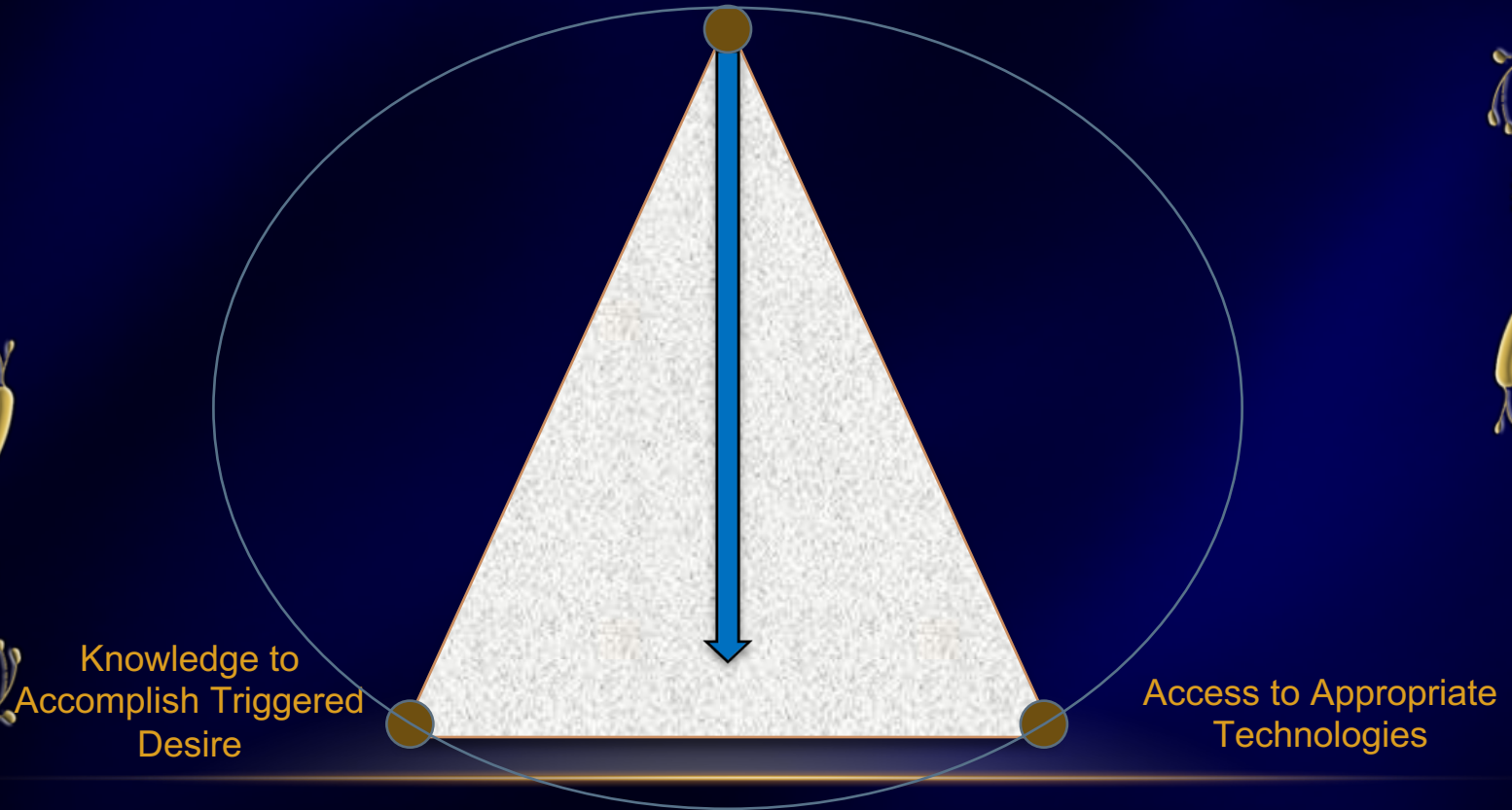
DEVELOPMENT WITH FAITH
 Religion, Spirituality and Sustainable Development



Discussion Paper

Download GIWA's Policy Discussion Papers at www.WashAlliance.org

Behaviour Change Communications



The GIWA Model for Realizing Lasting On-Ground Change

WORSHIP FOR WASH

A WASH Revolution Begins with the Coming Together of Faith Leaders from Across India and Around the World

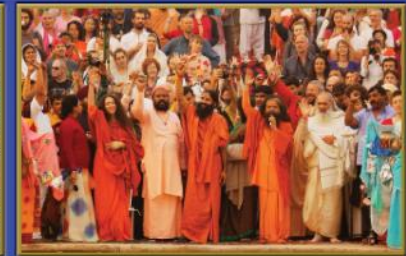


Faith forms a crucial foundation of global society, silently influencing personal choices ranging from the meals we eat, to the people we marry, to the places we live. Given that over 83% of the world's population (and 99% of India's sizable population) is affiliated with a faith, the public sector, in and of itself, is a faith-based community.

Says UNICEF, "With almost 5 billion people belonging to religious communities, their leaders' potential for action is substantial."

That is why GIWA is bringing together the faiths of India--and of the world-- to help trigger and propel forth lasting change.

From our Worship for WASH Summits to large-scale public events and beyond, leaders and communities are now joining forces, and joining hands, to save lives and bring about a healthier, happier, more peaceful world.



THE SWACHHTA KRANTI

GIWA Launches the World's First Faith-Inspired Social Movement
For Water, Sanitation and Hygiene: The Swachhta Kranti (Clean Revolution)

Imagine if all the toilets were taken away from the people of the United States, Russia, England and Australia combined. The resulting mess and rise of disease would be staggering.

Amazingly, this is less than the number of people who are not using toilets in India.

Due much in part to this, India leads the world in the number of children under the age of 5 who die every year. It also leads the world in the sheer number of people who don't have access to clean water. Some 80% of India's waters are contaminated by human waste.

Sadly, much of the reason behind India's open-defecation crisis is that people, quite simply, don't want toilets, due to misunderstandings and a general lack of education.

Because of this, the Global Interfaith WASH Alliance feels that nothing short of a behaviour-change revolution is required in order to ensure healthy, sustainable Water, Sanitation and

Hygiene for nearly half of India's population.

Our compelling faith-based *Swachhta Kranti* (Clean Revolution) campaign has been designed to do just that.

Through the inspirational words of beloved faith leaders, populations that had never dreamed of building and using toilets are being motivated to do just that...

...And as they do so, they join us in expanding the *Swachhta Kranti* campaign amongst their friends, neighbours and others through their own endeavours and by participating in our grand processions, mass pledges, Sanitation & Hygiene Rallies and more.

As a result, countless thousands of people have already participated in this burgeoning movement to help ensure that everyone, everywhere has access to clean, healthy and sustainable water, sanitation and hygiene *as an act of faith*.



CHANGING BEHAVIOURS AT THE WORLD'S LARGEST GATHERINGS OF HUMANITY

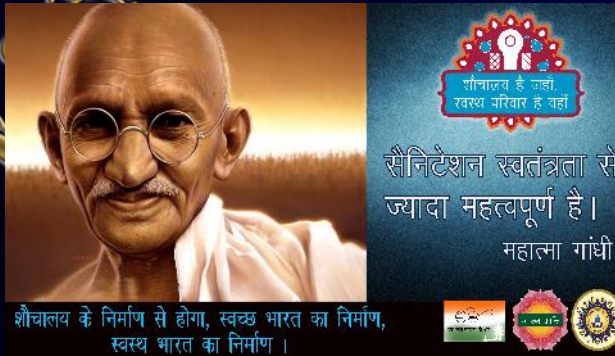


BEHAVIOUR CHANGE COMMUNICATIONS FOR LASTING IMPACT



कितनी पावन हैं ये नदियाँ,
चाहे गंगा हो या यमुना ।
खुले में न शौच करें,
शौचालय का प्रयोग करें ।

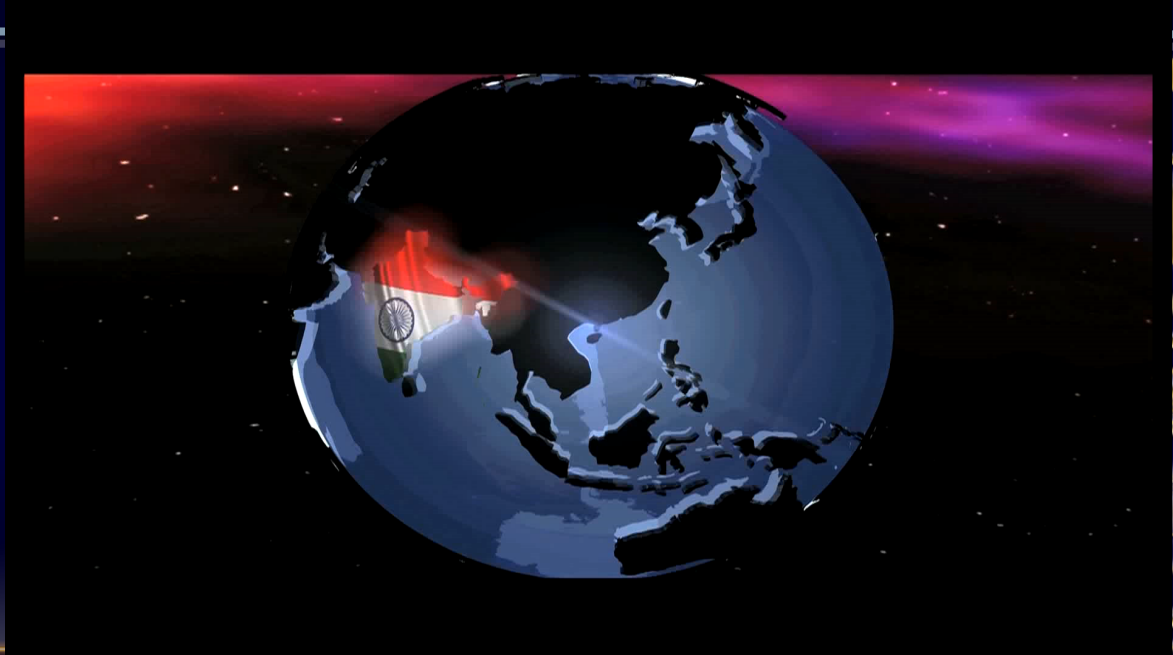
स्वच्छता क्रांति



शौचालय है जहाँ
स्वस्थ परिवार है वहाँ

सैनिटेशन स्वतंत्रता से
ज्यादा महत्वपूर्ण है ।
महात्मा गांधी

शौचालय के निर्माण से होगा, स्वच्छ भारत का निर्माण,
स्वस्थ भारत का निर्माण ।



Founded on the strengths built upon nearly three decades of interfaith advocacy and network development activities, GIWA's core strengths in India include:



Meetings with HH Pope Francis and HH the Dalai Lama

1 A LARGE NETWORK OF LEADERS REPRESENTING ALL OF INDIA'S MAJOR FAITHS: Among the faith leaders GIWA came together with in the past year were: HH Pope Francis, HH the Dalai Lama, Giani Gurubachan Singh (Sikh, Chief Jathedar of the Golden Temple) Sri Sri Ravi Shankar (world-renowned Hindu leader), Swami Ramdev (world-renowned Hindu leader), Anandmurti Gurumaa (Sufi/Hindu, world-renowned female leader), Imam Malik Mujahid (Chairman, Parliament of the World's Religions), Maulana Luqman Tarapuri-a-Deobandi (Muslim, National President, Global Imam's Council), Archbishop Dr.

Kuriakose Bharmikulangara (Catholic Archbishop of Faridabad), Rakeshbhai Jhaveri (world-renowned Jain leader), Diwan Zainul Abedin Ali Khan (Muslim, Head of the Ajmer Sharif Shrine), Imam Umar Ilyasi (Muslim, President, All-India Association of Imams of Mosques), Sant Morari Bapu (world-renowned Hindu leader), Bishop William Swing (Anglican, Founder/President, United Religions Initiative and Archbishop of San Francisco), Swami Avdhesanand Giri (Hindu, Acharya Mahamandaleswar of the Juna Akhara), Rameshbhai Oza (world-renowned Hindu leader), and many others.



2 EXISTING WASH-RELATED FIELD PROGRAMMES IN CORE AREAS of behaviour change communications, education, disaster relief and more.

The Tremendous Force of the Joining of All Faiths

THE IMPACT of GIWA

According to a recent study of GIWA's Swachhta Kranti (Clean Revolution) campaign, an estimated

17,47,800 people were exposed to GIWA's messages during just the month-long Ujjain Kumbha Mela alone (one of GIWA's many recent Swachhta Kranti initiatives)

• Over **85%** of participants surveyed found GIWA's messages useful

• **54%** of the participants could recall the message ("using toilets is beneficial") spontaneously

• Over **80%** could recall the message when aided

• There was an **increase** in the awareness levels of respondents who were exposed to GIWA's campaign activities versus those who were not exposed.

• Participants who didn't have toilets were **more likely** to construct a toilet in their household, than those who were not exposed to any activity.



WASH ON WHEELS

GIWA Hits the Road to Educate and Inspire the Masses

GIWA's WASH on Wheels Programme is a historic first to unite the behaviour-influencing power of faith with conventional educational methods to educate, trigger and empower the masses- village by village, region by region- so that they may be compelled to build and use toilets, wash their hands and conserve our nation's dwindling and increasingly-polluted water resources.

Using our two beautiful trucks, WASH on Wheels opens up to become a travelling, self-contained theatre, which delivers fun, interactive and very inspiring programmes where ever it goes: from enormous gatherings to small villages.

Its innovative approach harnesses the powerful voices of the leaders of India's

major faiths alongside interventions developed to inspire and mobilize entire communities for lasting change. In so doing, WASH on Wheels' on-board social worker and outreach team leads community and school programmes towards embracing the importance of toilets and other WASH essentials. Activities include beautiful live puppet and street theater shows, the screening of videos featuring motivational messages by faith leaders, WASH-Centric Games, Community Forums, Sanitation Walks and more.

During follow-up programmes, other important WASH topics, such as the importance of washing hands, are also discussed, to help ensure the well-being of the entire community.



THE WORLD TOILET COLLEGE

Over the years, despite massive investments by local governments and others, India's sanitation crisis remained alive, with nearly half the population heeding the call of nature in the open. Now, its historic Swachh Bharat (Clean India) Mission is bringing renewed hope for the nation, enabling challenges to be addressed as never before.

Certainly the lack of toilets is one of the key issues. However, where there are toilets, the absence of their proper cleaning and maintenance has proven that the provision of hardware alone is not a sustainable solution. At the same time, in many instances, the use of public and household toilets--regardless of their newness or cleanliness--is simply not accepted by communities that are reluctant to change age-old patterns of relieving themselves in the outdoors. All the while, India is plagued by the additional public health concerns that include policy challenges, the lack of hygiene awareness and the lack of access to clean and sustainable water. Added together, the poor WASH conditions of India result in a stunning loss of \$53.8 billion in economic activity, or about 6.8% of its GDP.

Located within the large campus of GIWA's Secretariat, the World Toilet College was launched in 2015 in partnership with GIWA, the World Toilet Organization and RB. Today, it is providing the knowledge and skills necessary towards directly addressing India's pressing sanitation needs.

It is a primary goal of the World Toilet College to provide gateways towards employing the world's most innovative tools, techniques and technologies towards achieving our mission to inspire, inform and engage the people of India across multiple sectors for a healthy, Swachh Bharat.

Through its many classes and workshops, the World Toilet College is serving to usher forth fascinating discussions covering the gamut of sanitation discourse: from hands-on evaluations of natural and conventional toilet and sewage management systems, to low-to-high-tech cleaning methods, to the latest findings in behaviour change communications and community triggering and beyond.



WATERSCHOOL

On the Banks of the Ganga River

The Global Interfaith WASH Alliance is pleased to announce the launch of the acclaimed Swarovski WaterSchool programme for the first time on the banks of the Ganga River.

This unique programme, to be implemented in the Ganga-Himalayas by GIWA, will train teachers to enable children from the age of eight to learn the principles of sustainable water management, sanitation, and hygiene. Teaching materials will convey related theoretical knowledge through engaging experiments and practical outdoor programs. Children will be encouraged to be ambassadors for the water cause so that they can pass on their knowledge to their families and communities with the aim of achieving important behavioral change. In addition, teacher training sessions will help promote responsible water management by

enabling them to give their own Waterschool classes – supported by specially developed handbooks.

In addition, the WaterSchool programme will provide schools with the toilet, handwashing and drinking water facilities they need in order to ensure the health of all children.

We will also work with schools to implement organic water-saving fruit tree plantations and school gardens that teach the principles of conservation while helping to improve the diets of growing children.

By coming together for WaterSchool, a new generation will be motivated and enabled to become caring stewards of the world around them through the benefits of improved WASH.



WOMEN FOR WASH

Women Lead the Way as WASH Entrepreneurs



The Solution is in an Entrepreneurial

Revolution: A WASH revolution is brewing that will enable disadvantaged women to join forces as cooperative entrepreneurs. Together, they are learning to earn lasting livelihoods by producing household toilets and other life-saving necessities whilst also learning how to help lead entire regions towards realizing the vision of WASH for all.

Through their entrepreneurial efforts, WASH Revolutionaries will work to trigger demand for improved WASH conditions as educators and motivators in their own right, thus growing family incomes, improving community health, and saving lives as their neighbors become customers.

To meet increased WASH demands, Revolutionaries will also be trained to build hand-washing stations and sell other WASH necessities that will reduce the number of children who suffer unnecessarily from deadly WASH-related diseases.

A Model Proven by Past Successes

Case studies have demonstrated that women, when enabled to produce and sell their own WASH provisions, can demonstrate tremendous success in their ventures, triggering community demand for improved WASH through their entrepreneurial drive.

In Uttarakhand, India, GIWAK Women for WASH Programme is launching in some of the mountainous state's most disadvantaged areas. Here, women are coming together as never before to not only make an income, but to lead the way towards great and lasting change. Together, through their drive and effort, they will take their messages, and their wares and services, from community to community, home to home and heart to heart, until their local Revolution against pollution, hardship and disease has been won.

WOMEN FOR WATERLANDS

Community Ponds to Combat Water Scarcity: Launching Soon



There is a beautiful recent case study of a family that lived in an agricultural suicide belt. To keep their small farm going, all worked hard, meaning the children couldn't go to school.

It was suggested they build a pond, which was at first solidly rejected, before the family came around and digging began.

The rains came soon after the pond was dug, filling it completely. Tomatoes were planted, and the family made a wonderful profit through four good tomato harvests.

By mid-November, there was water still to a depth of two meters. This encouraged the farmers to sow chickpeas on one acre land. As a result the amount spent in digging the pond was recovered within the first year with chickpea crop still to be harvested.

Earlier, the family members were hiding from the money-lenders and not concentrating on farming. Through enhanced farm income, they could clear all his debts and that restored their self-confidence and dignity. Today, their children are also happily attending school.

Ponds like these are easy to create, using tractors that compact the soil as they dig. Even in drought-prone areas, once the rains come, the ponds quickly fill up

with water, which can be used throughout the year to irrigate crops by using simple water pumps.

The Women for Waterlands Initiative will restore dry and drying regions to a beautiful, natural balance by enabling women to develop their own community ponds, which will form the foundation for rich and thriving gardens of medicinal herbs, food crops and crop-bearing trees. As these grow into forest groves, Women for Waterlands Self-Help Groups will be enabled to profit from their crops, and ultimately, to help neighboring villages follow the same path to prosperity.

All the while, women will learn beautiful lessons as to how their personal faiths are interlaced into the very fabric of the forest they are growing and the water-system they are reviving.

This initiative will rejuvenate water resources, communities, land and livelihoods through a resurgence and intensified appreciation of lost wisdom towards preserving, protecting and propagating the bounties of nature.

Such understanding and true wealth can be passed on through the generations, through the initiative's beautiful new tree-laced ecosystems.



PROJECT HOPE

WASH and Livelihoods in Times of Disaster

Through participation in the Project Hope Programme, GIWA works with partners such as Ganga Action Parivar, IHRF and the Divine Shakti Foundation to bring together civil society, medical professionals and dedicated volunteers as one team to facilitate rescue efforts and inspire long-term green rehabilitation and reconstruction for the affected regions.

Through GIWA, Project Hope's focus includes empowering schools with WASH-friendly technologies and disaster-proofed construction techniques. In so doing, we are working towards enabling the vision for clean water and fruit

plantations in schools, to protect and nurture the health of children in disaster-stricken areas.

In addition, Project Hope is providing vocational skills training and women's empowerment programs, to enable devastated populations to return to self-sufficiency. These include water-saving organic farming training in construction and the production of water filters, vocational classes in schools, a special cow initiative and more. In such a way, livelihoods are being rebuilt in harmony with the local culture, poverty is being reduced, and WASH is improved.



Some 20 buses were sent laden with clean water, medicine, food, blankets, warm clothes and mobile phones to rescue approximately 1,000 stranded pilgrims



Distribution of relief supplies to ease the suffering of people impacted by the Nepalese earthquake



The Brightland School, which was rebuilt as a WASH-friendly school with the help of GIWA after it was destroyed by floods



Women who were widowed by the tragic floods are being granted new hope and new opportunities to earn a livelihood through our Vocational Programme in the high Himalayas



Uttarakhand's Hon'ble Minister of Education plants a tree with Bharat Mitra, Founder President of Organic India, at the inauguration of the newly-rebuilt, WASH-friendly Brightland School



Our volunteers and medical team providing relief and medical care in the wake of Uttarakhand's devastating floods

TOGETHER, IT CAN BE DONE.



THANK YOU



GLOBAL
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