

# SAFE CENTRES IN COMMUNITIES OF DELHI

Assessing the Effects of PVR NEST run  
Safe Centres on the Lives of Women



A Report  
June 2023

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Department of Development Communication and Extension  
Lady Irwin College  
University of Delhi

**June 2023**

## **Preface**

The association of Development Communication and Extension (DCE) Department of Lady Irwin College and PVR NEST is one that has mutually strengthened both organisations in deepening their programme focus and creativity. This report is an outcome of the joint vision and effort of providing benchmarks for the innovative programs of creating safe spaces for women run by PVR NEST. Innovative impacts are challenging to document as they evolve continuously in their progression. The current report is a preliminary exercise conducted with the students of Lady Irwin College and we hope will pave the way for more such documentation.

We acknowledge the support of Ms Kanika Batra in coordinating and supporting data collection, analysis and report writing. A special thanks to postgraduate and undergraduate students of Lady Irwin College; Anushka, Deergha, Eshita, Ishita, Khushboo, Liza, Meshfree, Noor, Pragati, Reena, Sapna, Somirin, Shivani, Shruti, Shweta, Tannu, Bhavya and Mehak for assisting in data collection process.

The constant unstinting support provided by PVR NEST's team led by Ms Deepa Menon, along with Ms Sarika Negi, and Ms Rajalakshmi has been critical for the completion of this work. We also thank Ms Geetanjali, Mr Sachin and all members of Nest's team for their cooperation throughout the study's process and their assistance in the review of the report. All comments on study report were considered and duly addressed. The team would also like to acknowledge the WASH Champions and Users for giving their valuable time.

Prof Archna Kumar  
Dr Ruchi Kaushik  
Lady Irwin College, University of Delhi

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## SECTION I: OVERVIEW OF THE PROJECT

Women and children are some of the most vulnerable members of societies in India and across the world. Health, safety, and well-being are pivotal facets which get compromised due to lack of accessibility to toilets and Menstrual Hygiene Management (MHM). Women and girls experience and fear various types of sexual violence in public sanitation facilities and reduces women's and girls' freedom of movement. It reduces their ability to participate in school, work and in public life. It limits their access to essential services, and enjoyment of cultural and recreational opportunities. It also negatively impacts their health and well-being. The lack of awareness of MHM, taboos and inaccessibility to toilets have compounded the problem with women and girls taking refuge in open defecation.

PVR NEST has been integrating its on-ground initiatives for the purpose of mitigating the vulnerabilities of the socially disadvantaged communities (especially women and children) residing in difficult terrains with the programmes focused at addressing priority area problems such as women empowerment, protection and development of vulnerable children and making access to safe spaces equitable for everyone in the society.

PVR NEST, the CSR arm of PVR Limited, works in accordance with the Sustainable Development Goals (SDGs). Under its '**Safe City Program**', it strives to establish **safe, inclusive, and equitable** urban spaces for women and children to fetch growth opportunities and improve their standard of living. PVR NEST started the Pink Toilets Program in 2018 in association with the Municipal Corporation of Delhi (MCD), to provide safe sanitation spaces with 'beyond toilet facilities' to women and children. These toilets have been instrumental for improving sanitation infrastructure in the city as well as providing employment and growth opportunities to the workers, especially during COVID-19 pandemic.

Sanitation workers are one of India's most disadvantaged groups, with unfavourable perceptions attributed to them, resulting in a lack of respect from the general public. Pink Centres gave a new identity to the sanitation attendants to a 'WASH Champion' to see themselves in a new light commanding respect from the community for their contribution.

Safe Centres are being oriented and developed as hubs of empowerment, communication, and awareness. Apart from providing safe sanitation services to women and children, these facilities are also unique since they are designed and led by women. A dedicated team of WASH Champs manage the operations and provide services for these facilities. Women attendants have been hired through a customized selection process and identified through a community-based hiring model. Once onboard, they further undertake an enriched training to become WASH Champs.

Garima Grih also bring about a basic change in the health and sanitation habits of the inhabitants of the diverse underprivileged population group. By using organized sanitation facilities of community toilets, it brings about a behavioural change on the community, how they interact with the environment positively being a part of a liveable sustainable community. Garima Grih has been built keeping in mind the SDGs (Sustainable Development Goals) and meets 9 of the 17 SDG Goals.

The programs of PVR NEST are aimed to provide sustainable solutions to the most fundamental problems such as safety, health, education, and workforce participation, faced

by the underprivileged. Such initiatives like Pink Centres and Garima Grih which contributes to the Safe spaces for women and girls.

### **Study Need & Objectives**

A research study was conducted to help funders, grant- markets and collaborating companies/institutes understand and evaluate the impact of their social investments in programmes and projects on their target beneficiaries or society. The findings of the study would also help PVR Nest, other funders, and collaborators to make evidence-based decisions in implementation and identify hurdles, allowing for programme continuity, scale, sustainability, efficiency etc. The study endeavoured to understand the effects of the centres in a holistic manner.

The primary objective of the study was to assess the effects of Safe centres operating in different communities of Delhi NCR.

#### **Specific Objective:**

- To study the profile of persons using the centres.
- To study the perceptions of users about the facilities offered by the safe centres.
- To find out the behavioural shifts among the users and WASH Champions.
- To assess how centres affect WASH Champions and Users' empowerment.

## **Section II: METHODS OF ASSESSMENT**

The assessment was undertaken to assess the effects and benefits of the programme on the users and WASH Champions and map the effect of the programme and changes it is bringing about. The study was carried out at two levels. First with community users and second with WASH Champions. It further segregated users into two types of community users. First the sporadic users and other the regular users. Wash Champions are the women of the community, becoming Wash Champion is a process of their own empowerment as well as agents of change in their community.

Community users were of two types, one is Sporadic users those who were visiting toilet first time or used toilet occasionally. Second are regular users those who are residing or working in vicinity of the toilet and use toilet regularly.

The study used a combination of quantitative and qualitative approaches as it aims to assess the effects of the safe centres in a holistic manner. The study uses a mixed methods approach to understand the impact in various aspects like hygiene and sanitation practices, access to safe spaces, disease prevention, empowerment, dignity to work, inclusion, social security, financial literacy, financial empowerment, and decision making etc. Mix method was chosen to gain quantitative as well as qualitative in depth understanding of the users and WASH Champions. For the study since no baseline data was available to provide a comparison, within group comparison was done to provide a control group. **Group control comparison** between sporadic users vs regular users vs WASH Champions was done. In order to ascertain the differences in effects perceived by users of the toilets a within group comparison, comparing the perceptions, behaviours and practices of sporadic users, regular users and the wash champions was done.

**Group 1 Sporadic Users**  
**Group 2 Regular Users**  
**Group 3 WASH Champions**

The three groups engagement with the PVR Nest programme substantially differed, varying intensity of engagement then providing opportunity for within group comparison and understanding the effects of the programme. The above methodology was adopted to provide a comparative understanding due to non-availability of baseline data of user community groups.

**Locale & Sampling**

The pink centres are centred in the city's crowded areas which has a larger footfall; these centres cater to floating population of market users as well as persons residing and working in the vicinity. The study was carried out in 10 Pink Centres and one Garima Greh centre of Delhi. Delhi is a metropolitan city, and it is said to be hub for employment. As Delhi attracts people from all over the country and several of them came for better incomes and better livelihoods due to this various slum developed in and around Delhi.

To gather a sample of users of the centre without bias, a normal day was selected when no festival or event was scheduled that could affect the footfall of the centre. All the eleven centres were grouped into four clusters and a sample were randomly selected from each of the cluster centres.

| Clusters                                  | Location of Centre              | Sample Selected | Total Cluster Sample |
|---|---------------------------------|-----------------|----------------------|
| <b>Cluster I<br/>South Zone</b>           | 1. PVR Anupam Saket             | 50              | 239                  |
|   | 2. RK Puram                     | 39              |                      |
|   | 3. Vasant Vihar                 | 50              |                      |
|   | 4. Aurobindo Market             | 50              |                      |
|   | 5. Vikaspuri                    | 50              |                      |
| <b>Cluster II<br/>Central Zone</b>        | 6. Central Market, Lajpat Nagar | 40              | 70                   |
|   | 7. Amar Colony, Lajpat Nagar    | 30              |                      |
| <b>Cluster III<br/>CTSPZ</b>              | 8. Maharaja Agarsen             | 30              | 61                   |
|   | 9. Hanuman Mandir               | 31              |                      |
| <b>Cluster IV<br/>Karol Bagh<br/>Zone</b> | 10. Gaffar Market               | 50              | 105                  |
|   | 11. Garima Grih - Jawahar Camp  | 55              |                      |



- Any person visiting the centre on the day and timing of data collection was included in the sample. No bias or specific selection of users was done.
- Face to face interviews were done with users willing to participate in the study and provide responses.
- Twenty wash champions were included in the study and face to face interviews were held with them.
- Based on the data collected on two consecutive days in February 2023, a total of 495 users' data was collected. Out of 475 sampled users, 110 users were found to be the sporadic users, 365 were regular users and 20 WASH Champions.

| Type of Respondent | Sample Size (in numbers) | Sample Percentage |
|--------------------|--------------------------|-------------------|
| WASH Champions     | 20                       | 4.04              |
| Sporadic Users     | 110                      | 22.22             |
| Regular Users      | 365                      | 73.74             |
| <b>Total</b>       | <b>495</b>               | <b>100</b>        |

Centres were divided into 4 zones geographically. Conducted 475 face to face interviews of sporadic and regular users and 20 WASH champions Hence, 495 respondents were selected for the survey by **random sampling** method.

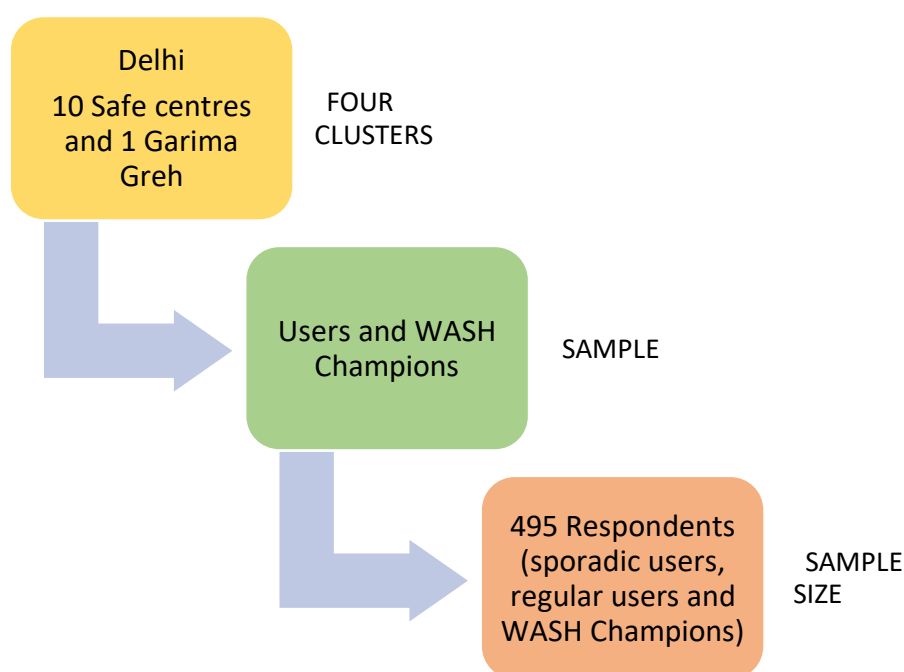


### Inclusion Criteria

- Women of any age group visiting the centre.
- Wash Champions who have been part of the team for at least 6 months.

### Exclusion Criteria

- Persons who did not use any facility provided in the centre.
- Wash Champions who have been part of the team for less than 6 months.



**Figure: Sampling**

### Study Tools

For the holistic understanding at both levels WASH champions and Community Users a combination of tools was used. According to Mikkelsen (1995), objectivity and validity of data can be achieved by triangulation of data that is combining both qualitative and quantitative data. Thus, the following tools were used for data collection.

- **Semi Structured Interview Schedule Questionnaire for Community Users:** The tool had open and closed ended questions which looked at various aspects like handwashing, use of toilets, menstrual health management, Covid appropriate behaviours. The instrument developed to cater to different user groups. While all users were asked questions on aspects like access and usage at the safe centres. Regular users were specifically asked about the behavioural shifts, services, and engagement at the centres.
- **In depth Interview Schedule of WASH champions** to gain in depth understanding on various parameters like handwashing, use of toilets, menstrual health management, Covid appropriate behaviours, hygiene and sanitation shift, behavioural shift, access to safe spaces, disease prevention, empowerment, dignity to work, inclusion, social security, financial literacy, financial empowerment, and decision making etc.

Once the tools were formulated, pilot testing was done with few users and WASH Champions to check the validity and reliability of tools. The sample on which pilot testing was carried out was kept out from the sample to avoid any bias due to sensitization. After pilot testing the questions were edited and some which were not necessary were removed. Some options were not clear, those options were re-phrased to bring more clarity to respondents.

## Data collection & Analysis

From each centre, 40-45 face to face interviews of regular users were conducted. It took 15-20 days to complete the interviews. All persons visiting the centre and agreed to answer all the questions formed the study sample. Hence, 475 respondents were randomly selected. The purpose of the survey was discussed in detail with all the respondents and informed consents were taken. The data was collected in the month of February 2023. Interviews from 475 respondents (sporadic and regular users) and 20 WASH champions were carried out face to face to collect information. Interviews were held in the centres.



The data obtained was analysed both quantitatively and qualitatively. The quantitative data in terms of explanations and reasons given by the respondents were used to strengthen the data. A coding plan was devised for transferring the data obtained on coding sheets. Frequencies of responses against their codes were tabulated, their percentages were calculated and then they were reported and analysed. Microsoft Excel was used for data analysis. To analyse the data, responses to each question was listed down and thematic coding was done to understand the key issues emerging. The qualitative data also were further reported and analysed.

The data obtained was analysed both quantitatively and qualitatively. The quantitative data in terms of explanations and reasons given by the respondents were used to strengthen the data. A coding plan was devised for transferring the data obtained on coding sheets. Frequencies of responses against their codes were tabulated, their percentages were calculated and then they were reported and analysed. Microsoft Excel was used for data



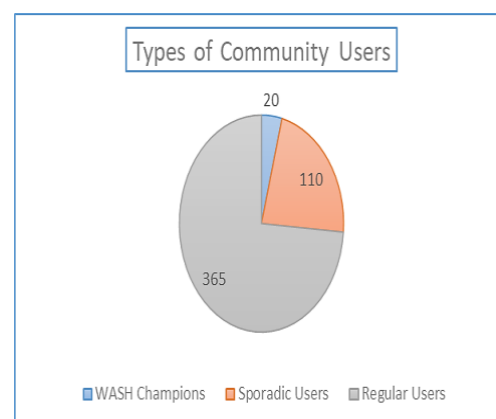
## SECTION III: COMMUNITY OF USERS

The programme was assessed at two levels, first is WASH champions and second level is community users which further comprised of two types of users. Wash Champions are the women of the community. Becoming a Wash Champion is a process of their own empowerment as well as becoming agents of change in their community. These women from the community were selected who had potential and provided intensive concurrent training for building skills and capacity to become change agents and influence to not only use toilets but also nudge behavioural shifts among them.

Community users were of two types, one group comprised of Sporadic users, those who were visiting toilet first time or used toilet rarely. Second were regular users, were those persons who were residing in the community and or were visiting the area for work or other reasons and use toilet regularly. A total sample of 475 respondents were sampled out of which 110 respondents were sporadic users and 365 were regular users. 20 WASH Champions were also additionally interviewed making the sample of 495.

**Table : Type Of Users**

| Type                  | Number of respondents | Percentage |
|-----------------------|-----------------------|------------|
| <b>WASH Champions</b> | 20                    | 4.04       |
| <b>Sporadic Users</b> | 110                   | 22.22      |
| <b>Regular Users</b>  | 365                   | 73.74      |
| <b>Total</b>          | <b>495</b>            | <b>100</b> |



Type of Users across different Clusters

| Cluster            | Regular Users | Sporadic Users | Wash Champions |
|--------------------|---------------|----------------|----------------|
| I South Zone       | 179           | 59             | 8              |
| II Central Zone    | 54            | 18             | 4              |
| III Ctspz          | 43            | 18             | 4              |
| IV Karol Bagh Zone | 89            | 15             | 4              |
| Total              | 365           | 110            | 20             |

## Footfall at Centres

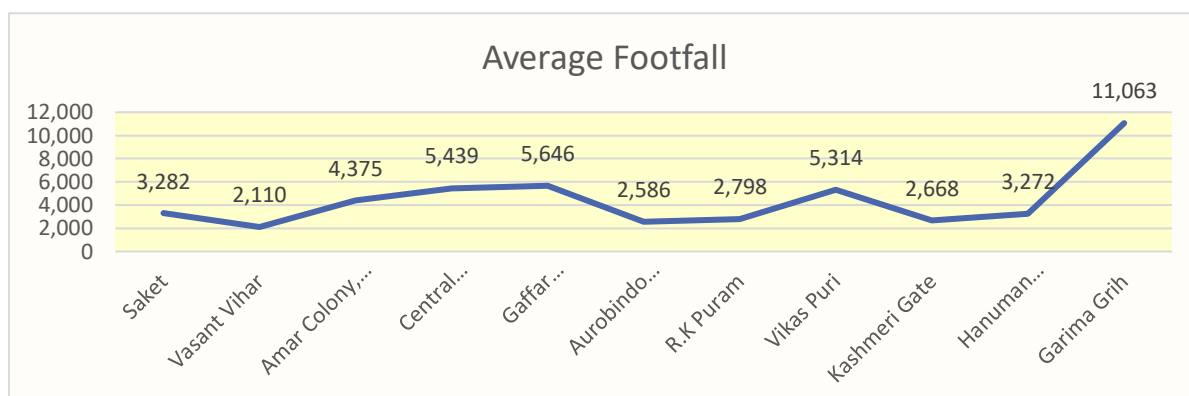
The database was collected from PVR Nest about the footfalls at different centres across all the clusters in Delhi.

Table: Footfall of Pink Toilet Users in Month of February

| S. No. | Centre                       | Users         |
|--------|------------------------------|---------------|
| 1      | Saket                        | 3,282         |
| 2      | Vasant Vihar                 | 2,110         |
| 3      | Amar Colony, Lajpat Nagar    | 4,375         |
| 4      | Central Market, Lajpat Nagar | 5,439         |
| 5      | Gaffar Market, Karol Bagh    | 5,646         |
| 6      | Aurobindo Market             | 2,586         |
| 7      | R.K Puram                    | 2,798         |
| 8      | Vikas Puri                   | 5,314         |
| 9      | Kashmeri Gate                | 2,668         |
| 10     | Hanuman Mandir               | 3,272         |
| 11     | Garima Grih                  | 11,063        |
|        | <b>TOTAL</b>                 | <b>48,553</b> |

Source: PVR Nest 2023

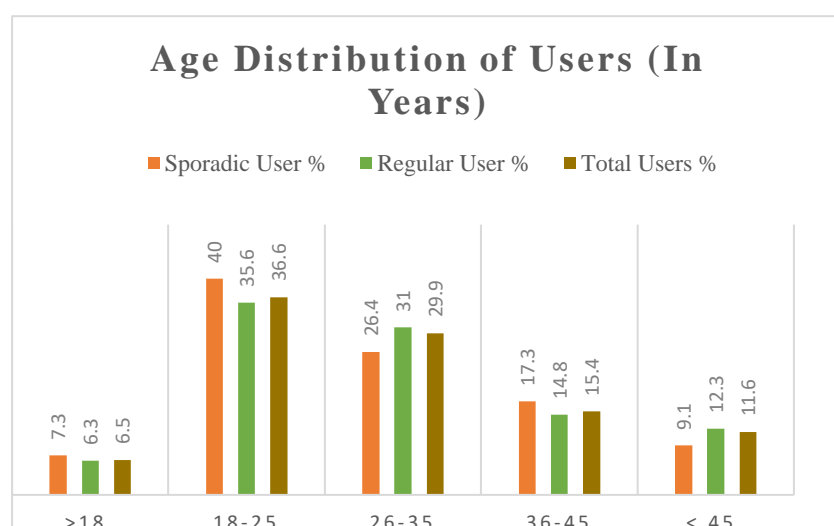
Footfall of persons visting the toilets toilets in the month of February 2023. Total footfall in 11 centres was 48,553 users. Maximum footfall was recorded at Garima Grih which was 11,063 and minimum footfall was recorded at Vasant Vihar which was 2,110 users.



## Age Distribution of Users

The users were enquired about their age to understand the profile of users visiting these centres. The age of users was categorised and discussed as:

| Age (in years) | Sporadic User |            | Regular User |            | Total Users |            |
|----------------|---------------|------------|--------------|------------|-------------|------------|
|                | No.           | %          | No.          | %          | No.         | %          |
| >18            | 8             | 7.3        | 23           | 6.3        | 31          | 6.5        |
| 18-25          | 44            | 40         | 130          | 35.6       | 174         | 36.6       |
| 26-35          | 29            | 26.4       | 113          | 31         | 142         | 29.9       |
| 36-45          | 19            | 17.3       | 54           | 14.8       | 73          | 15.4       |
| < 45           | 10            | 9.1        | 45           | 12.3       | 55          | 11.6       |
| <b>Total</b>   | <b>110</b>    | <b>100</b> | <b>365</b>   | <b>100</b> | <b>475</b>  | <b>100</b> |



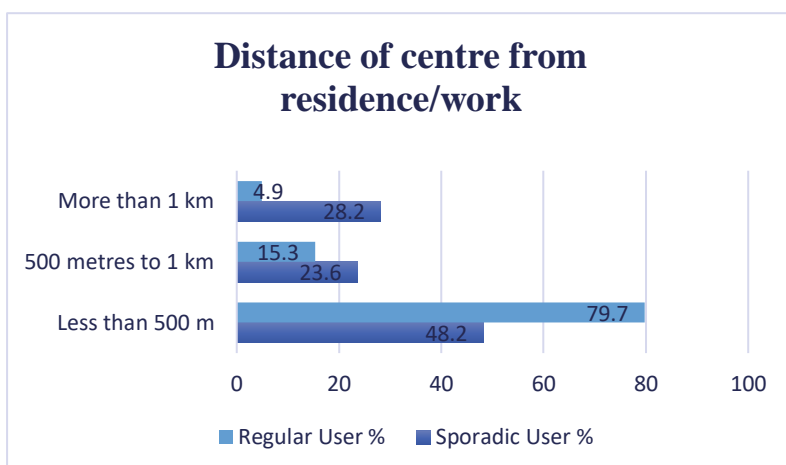
The age distribution of users shows that only 7.3 percent of sporadic user and 6.3 percent of regular user were from less than 18 years of age. 40 percent of sporadic user and 35.6 percent of regular user were found in 18 to 25 years of age group. Users from age group of 26 to 35 years were 26.4 percent sporadic users and 31 percent regular users. Users from age group of 36 to 45 years were 17.3 percent sporadic users and 14.8 percent regular users. Only 9.1 percent of

sporadic users and 12.3 percent of regular users were from more than 45 years of age. Users from age group of 18 to 25 years were the highest with 40 percent of sporadic users and 35.6 percent of regular users.

## Distance of pink centre from residence/work

The users were enquired about the distance they travelled to visit and use the centres.

| Distance of pink centre from residence/work | Sporadic User |      | Regular User |      | Total Users |      |
|---|---------------|------|--------------|------|-------------|------|
|   | No.           | %    | No.          | %    | No.         | %    |
| Less than 500 m                             | 53            | 48.2 | 291          | 79.7 | 344         | 72.4 |
| 500 metres to 1 km                          | 26            | 23.6 | 56           | 15.3 | 82          | 17.3 |
| More than 1 km                              | 31            | 28.2 | 18           | 4.9  | 49          | 10.3 |



The distance of pink centre from residence/work of the respondents that is users (Sporadic user and regular user) is shown. 79.7 percent of regular user and 48.2 percent of sporadic users were within less than 500 metres. 23.6 percent of sporadic user and 15.3 percent of regular user were within 500metres to 1 km. Users having distance more than 1 km were only 28.2 percent sporadic

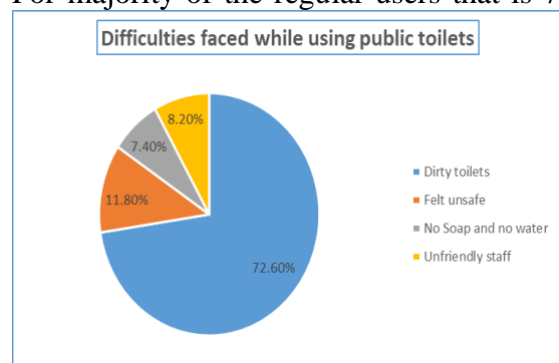
user and 4.9 percent regular user. Hence to conclude, majority of respondents were having distance less than 500 metres, which made the facility easily accessible to the users by being near to them. However, interchangeably 28% of the sporadic users travelled more than 1 km to use the toilet facility and 23.6% nearly 1 km. These findings reiterate the desire of individuals to have clean toilet facilities available when away from home that the safe centres provided. Hence, the centres provided much needed facility that was clean and safe for not only the residents staying in proximity but also to visitors in the area who sought the centres out.

### Perceptions of regular users about public toilets

The perceptions of regular users about PVR safe centre toilets and public toilets in general were also explored. The users narrated a range of challenges they faced while using public toilets.

| Perceptions about public toilets | Number of respondents | %            |
|----------------------------------|-----------------------|--------------|
| Dirty toilets                    | 265                   | 72.6         |
| Felt unsafe                      | 43                    | 11.8         |
| No Soap and no water             | 27                    | 7.4          |
| Unfriendly staff                 | 30                    | 8.2          |
| <b>Total</b>                     | <b>365</b>            | <b>100.0</b> |

For majority of the regular users that is 72.6 percent the main difficulty faced while using public



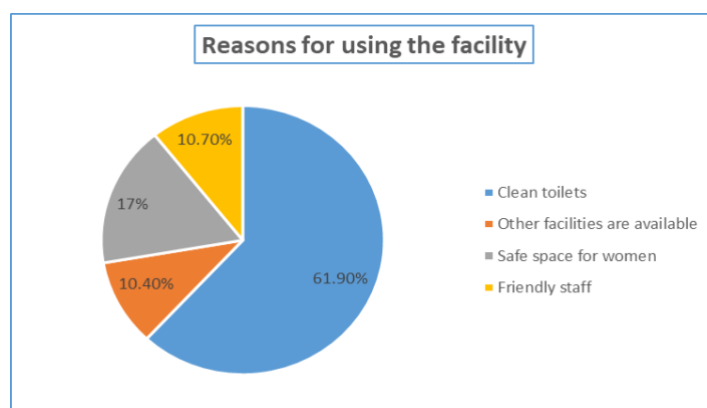
toilet was that the toilets were dirty.11.8 percent users felt unsafe as most of the public toilets had holes in walls, broken latches/ doors. Also, 8.2 percent found staff unfriendly and rude, 7.4 percent users found that the public facilities were not equipped with basic amenities like soap and water.

### Reasons for using the safe centre facility by regular users

Since the regular users have been using the centres' facilities for a while, they were enquired about the major reasons for using these centres.

| Reasons                        | Number of respondents | %            |
|--------------------------------|-----------------------|--------------|
| Clean toilets                  | 226                   | 61.9         |
| Other facilities are available | 38                    | 10.4         |
| Safe space for women           | 62                    | 17.0         |
| Friendly staff                 | 39                    | 10.7         |
| <b>Total</b>                   | <b>365</b>            | <b>100.0</b> |

Majority of the users that is 61.9 percent find safe centres clean to use. 17 percent were of the opinion that the centres made them feel safe and they can relax for a while without any fear. Around 10 percent of the users each found the staff to be extremely friendly and availability of various facilities like resting, sanitary napkins, breastfeeding etc made them choose this facility instead of using other available public toilets.







## PROFILE OF WASH CHAMPIONS

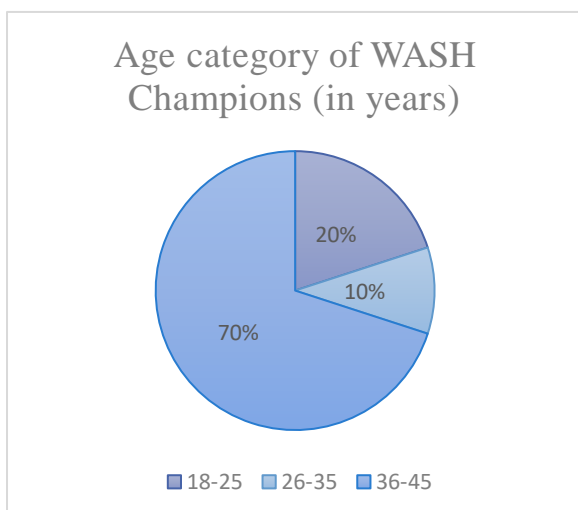
WASH Champions remain the backbone of the safe centre programme. They are selected from the communities near the safe centres and they not only play an important role of being a change agent but their journey has been a learning experience for them.

### Age Distribution of WASH Champions

To understand the profile of WASH Champions, age category of WASH Champions was found out.

| Age Category (in years) | WASH Champion    |            |
|-------------------------|------------------|------------|
|                         | No. of responses | Percentage |
| 18-25                   | 4                | 20         |
| 26-35                   | 2                | 10         |
| 36-45                   | 14               | 70         |
| <b>Total</b>            | <b>20</b>        | <b>100</b> |



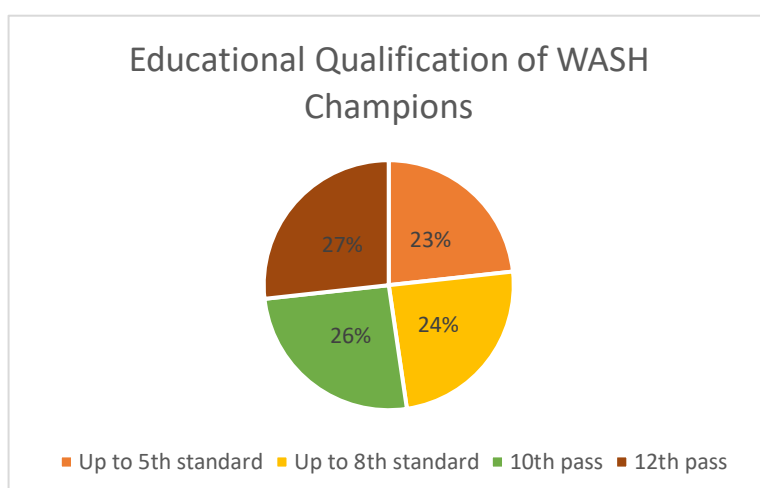


The WASH Champions are appointed keeping in mind their capacity to manage the centre and remain available. It was found that 20 percent were in 18 to 25 years of age group. Only 10 per cent of WASH Champions were from age group of 26 to 35 years age group. Majority of the WASH Champions were from age group of 36 to 45 years that were (70 percent) which highlights the premise of appointing the women as WASH champions to manage and lead the centre with some experience both professional and of community work.

### Education level of WASH Champions

The WASH Champions were enquired about the educational qualifications.

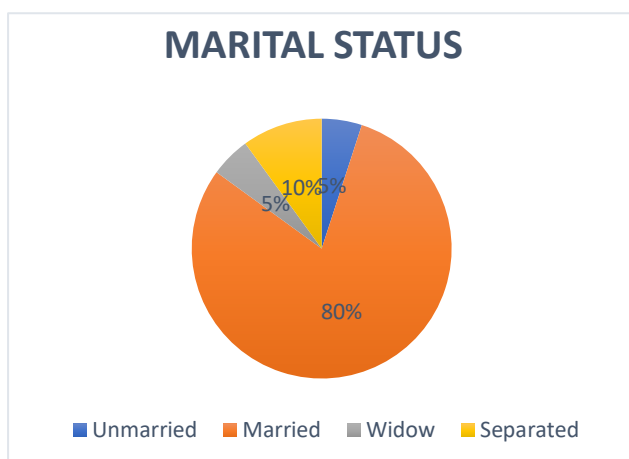
| Education level                | WASH Champion    |            |
|--------------------------------|------------------|------------|
|                                | No. of responses | Percentage |
| Up to 5 <sup>th</sup> standard | 4                | 20         |
| Up to 8 <sup>th</sup> standard | 11               | 55         |
| 10 <sup>th</sup> pass          | 3                | 15         |
| 12 <sup>th</sup> pass          | 2                | 10         |
| <b>Total</b>                   | <b>20</b>        | <b>100</b> |



The education level of the WASH Champion was found out and it was found that none of the WASH champion was illiterate. 10 percent of the respondents were 12<sup>th</sup> pass. 15 percent of the respondents were 10<sup>th</sup> pass. 20 percent of the respondents have studied up to 5<sup>th</sup> standard. 55 percent of the WASH Champions have studied up to 8<sup>th</sup> standard. Thus, almost all had basic literacy skills that helped their functioning at the centres.

### Marital status

The WASH Champions were enquired about the marital status.



Majority, 80% of the WASH Champion women were married and around 15% were either widow or separated. Only one of the respondents was not married.

### Number of children

The WASH Champions were enquired about their number of children and it was found that 65% of them had 2-3 children, 20% had 1 or less than one child. and 15 percent each were having 4 and more children.

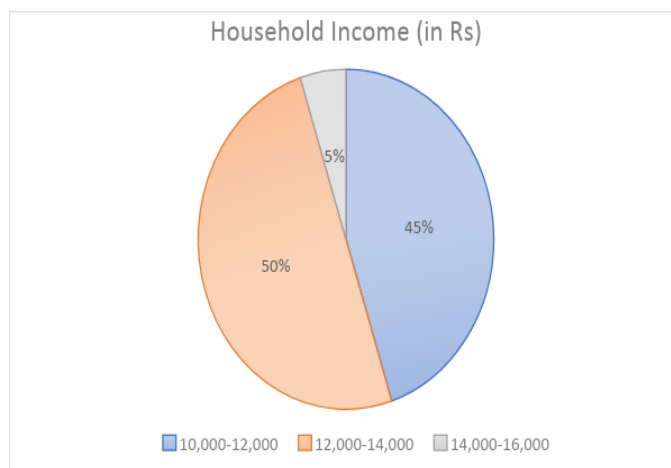
| No. of Children | WASH Champion    |            |
|-----------------|------------------|------------|
|                 | No. of responses | Percentage |
| ≤ 1             | 4                | 20         |
| 2-3             | 12               | 65         |
| ≥ 4             | 3                | 15         |
| <b>Total</b>    | <b>20</b>        | <b>100</b> |

### Household Income

Household income level of WASH Champion was found out to understand their profile.

| Household income (in Rs) | WASH Champion    |            |
|--------------------------|------------------|------------|
|                          | No. of responses | Percentage |
| 10,000-12,000            | 9                | 45         |
| 12,001-14,000            | 10               | 50         |
| 14,001-16,000            | 1                | 5          |
| Above 16,100             | 0                | 0          |
| <b>Total</b>             | <b>20</b>        | <b>100</b> |

It was found that 5 percent of the respondents were having household income between Rs 14,000-16,000. 45 percent of the respondents had an income between Rs 10,000-12,000. Also, half of the respondents were having household income between Rs 12,000-14,000.



### Space of living

The WASH Champions were enquired about their living spaces i.e. whether they were living in their own house or rented accommodations.

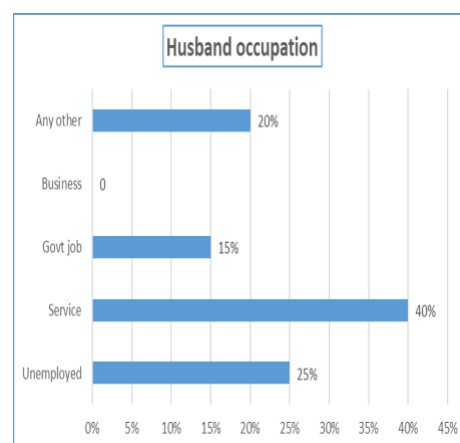
| Space of living | WASH Champion    |            |
|-----------------|------------------|------------|
|                 | No. of responses | Percentage |
| Rented          | 9                | 45         |
| Owned           | 11               | 55         |
| <b>Total</b>    | <b>20</b>        | <b>100</b> |

It was found that 55 percent of the respondents owned their place of living whereas 45 percent of the respondents were living in rented spaces.

### Husband's occupation

The WASH Champion's husband occupations were found out to understand their family's economic profiles.

| Husband Occupation | WASH Champion    |            |
|--------------------|------------------|------------|
|                    | No. of responses | Percentage |
| Unemployed         | 5                | 25         |
| Service            | 8                | 40         |
| Govt job           | 3                | 15         |
| Business           | 0                | 0          |
| Any other          | 4                | 20         |
| <b>Total</b>       | <b>20</b>        | <b>100</b> |



Majority of the respondents husband's that is 40 percent husband were working in factories as semi skilled or unskilled labour. A few worked as drivers, peons in factories, 15 percent had government jobs with MCD, and other Delhi government offices. 25 percent were unemployed

*Thus, the community of users comprised of women across all age groups with around 40% from 18 to 25 years group. They were using the centres since it provided them the essential facility that was both clean and safe for those who lived nearby and for visitors who sought out these locations. The other public toilets which they used earlier were dirty, unsafe, and had broken doors and windows. The idea of choosing women as WASH champions to manage and lead the centre with some experience that comes with age is highlighted by the fact that the majority of the WASH Champions were in the age range of 36 to 45 years. All had basic literacy skills that contributed in their work efficiency at the facilities.*

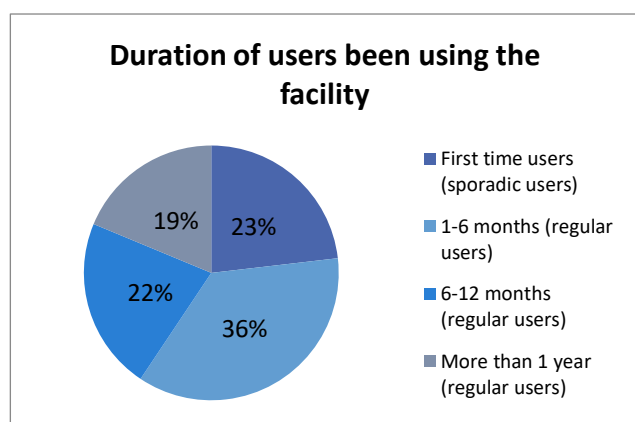
## SECTION IV: TOILET USAGE PATTERN

Toilet usage by the different category of users as well as the wash champions was explored to understand the pattern and other determinants.

### Duration of usage of the centre facility

The users were enquired about the time duration since when they have been using the centres.

| Duration of users been using the facility | No.        | %            |
|---|------------|--------------|
| First time users (sporadic users)         | 110        | 23.1         |
| 1-6 months (regular users)                | 172        | 36.2         |
| 6-12 months (regular users)               | 104        | 21.8         |
| More than 1 year (regular users)          | 89         | 18.7         |
| <b>Total</b>                              | <b>475</b> | <b>100.0</b> |

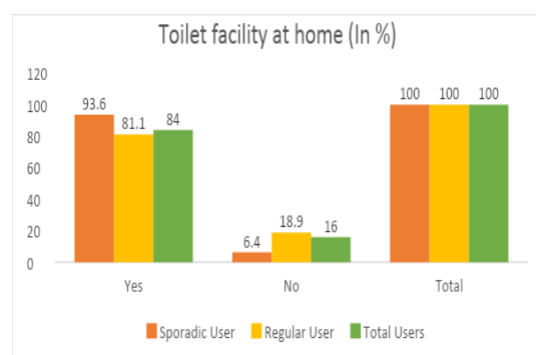


The time period since using the safe centre facility used by the was sought. It was found that majority of regular users being using the pink centre facility that is 36.2 percent from last 1-6 months. 21.8 percent regular users using from past 6 to 12 months and 18.7 percent of regular users using from more than a year. Only 12 percent users have started using the facility in the last month. 23.1 percent of sporadic users were using the facility for the first time.

## Toilet Facility at home

The users were enquired about the toilet facility at their homes, this was done to understand the toilet usage pattern at the centres.

| Toilet facility at home | Sporadic User |            | Regular User     |            | Total Users      |            |
|-------------------------|---------------|------------|------------------|------------|------------------|------------|
|                         | No.           | Percentage | No. of responses | Percentage | No. of responses | Percentage |
| Yes                     | 103           | 93.6       | 296              | 81.1       | 399              | 84         |
| No                      | 7             | 6.4        | 69               | 18.9       | 76               | 16         |

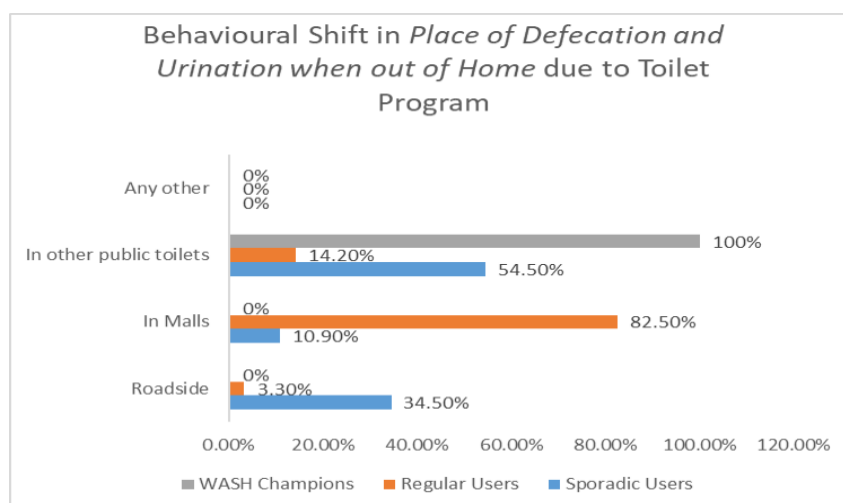


It was found that majority of the respondents were having toilet facility at home that is 93.6 percent of sporadic user and 81.1 percent of regular user. Only 6.4 percent of sporadic user and 18.9 percent of regular user were not having toilet facility at home. Since 18.9 percent of regular users were not having toilet facility at home, they were found to be using safe centres several times during the day.

## Place of defecation and urination when out of home

The users were enquired about the place of defecation and urination when out of home, this was done to understand the place used for defecation.

| Aspects  | Sporadic Users     |            | Regular Users      |            | WASH Champions     |            |
|--|--------------------|------------|--------------------|------------|--------------------|------------|
| Place of defecation and urination when out of home | No. of Respondents | Percentage | No. of Respondents | Percentage | No. of Respondents | Percentage |
| Roadside   | 38                 | 34.5       | 12                 | 3.3        | 0                  | 0          |
| In Malls   | 12                 | 10.9       | 301                | 82.5       | 0                  | 0          |
| In other public toilets                            | 60                 | 54.5       | 52                 | 14.2       | 20                 | 100        |
| Any other  | 0                  | 0.0        | 0                  | 0.0        | 0                  | 0          |

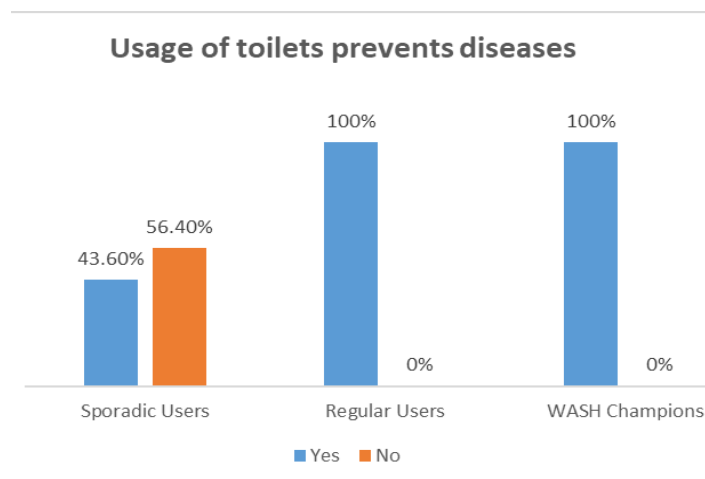


Place of defecation and urination when out of home for 34.5 percent of sporadic users was roadside whereas only 3.3 percent of regular user defecate or urinate roadside. Majority of the regular users that is 82.5 percent used malls and only 10.9 percent of sporadic users used malls. All the WASH Champions used other public toilets, whereas 54.5 percent of sporadic users and 14.2 percent of regular user used other public toilets. It clearly showed that sporadic users are more engaged in open defecation. Hence, behavioural shift in terms of place of defecation can be seen in regular users and WASH Champions.

### **Awareness about toilet usage and health**

The users were enquired about toilet usage, this was done to understand the awareness about toilet usage and health.

| Aspects                            | Sporadic Users     |            | Regular Users      |            | WASH Champions     |            |
|------------------------------------|--------------------|------------|--------------------|------------|--------------------|------------|
| Usage of toilets prevents diseases | No. of Respondents | Percentage | No. of Respondents | Percentage | No. of Respondents | Percentage |
| Yes                                | 48                 | 43.6       | 365                | 100.0      | 20                 | 100        |
| No                                 | 62                 | 56.4       | 0                  | 0.0        | 0                  | 0          |

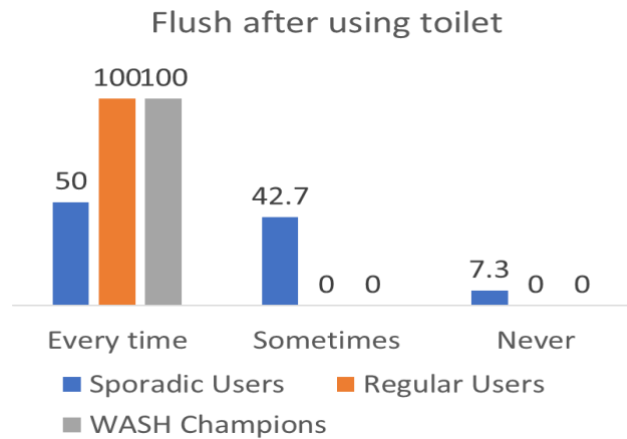


Perception about usage of toilets prevents diseases among sporadic users, regular users, and WASH Champions. 43.5 percent of sporadic users felt that usage of toilets prevents diseases whereas 56.4 percent don't feel that. It clearly showed that they lack awareness about advantages of using toilets. On the other side all the regular users and WASH Champions felt that usage of toilets prevents diseases. It brings out that Regular users and WASH Champions were more aware about the usage of toilets in terms of disease prevention than sporadic users. Behavioural shift can be clearly seen in regular users and WASH Champions in terms of perception of usage of toilets in disease prevention. Hence, Regular users and wash champions have a firm understanding of how using the bathroom avoids infections and ailments like UTIs, stomach-ache as they tend to control their bladders and dehydration as they limit their water intake to avoid frequent urination.

### Flush after using toilet

The users were enquired about flush after using toilet, this was done to understand their practices about toilet usage.

| Aspects                  | Sporadic Users     |            | Regular Users      |            | WASH Champions     |            |
|--------------------------|--------------------|------------|--------------------|------------|--------------------|------------|
| Flush after using toilet | No. of Respondents | Percentage | No. of Respondents | Percentage | No. of Respondents | Percentage |
| Every time               | 55                 | 50.0       | 365                | 100.0      | 20                 | 100        |
| Sometimes                | 47                 | 42.7       | 0                  | 0          | 0                  | 0          |
| Never                    | 8                  | 7.3        | 0                  | 0          | 0                  | 0          |



Half of the sporadic users flush every time after using toilet whereas 42.7 flush sometimes and 7.3 percent never flush. All the regular users and WASH Champions flush every time after using toilet which shows their awareness on importance on health and hygiene and behaviour of regular users and WASH Champions. Sporadic users showed lack of awareness on importance of hygiene. Hence, Regular users and Wash Champions demonstrate safe and hygienic behaviour by flushing the toilet after every use.

*Thus, the section clearly brings out that majority of respondents and WASH Champions had toilet facilities at home. The regular users used malls to relieve themselves when they were away from home. This demonstrates how the centres have encouraged women to utilise hygienic toilets and refrain from open defecation. Regular users and WASH Champions were better informed than sporadic users regarding the proper use of toilets in terms of disease prevention. This is being significant with WASH Champions who have the mandate to spread this message getting percolated amongst the regular users of the community. Therefore, a clear behavioural shift in regular users and WASH Champions can be observed in their assessment of the role that toilet use plays in disease prevention as well as their understanding of importance of hygiene and health. The WASH champions were women of the community who had fully internalised the message and their job of advocating behavioural change amongst the community.*





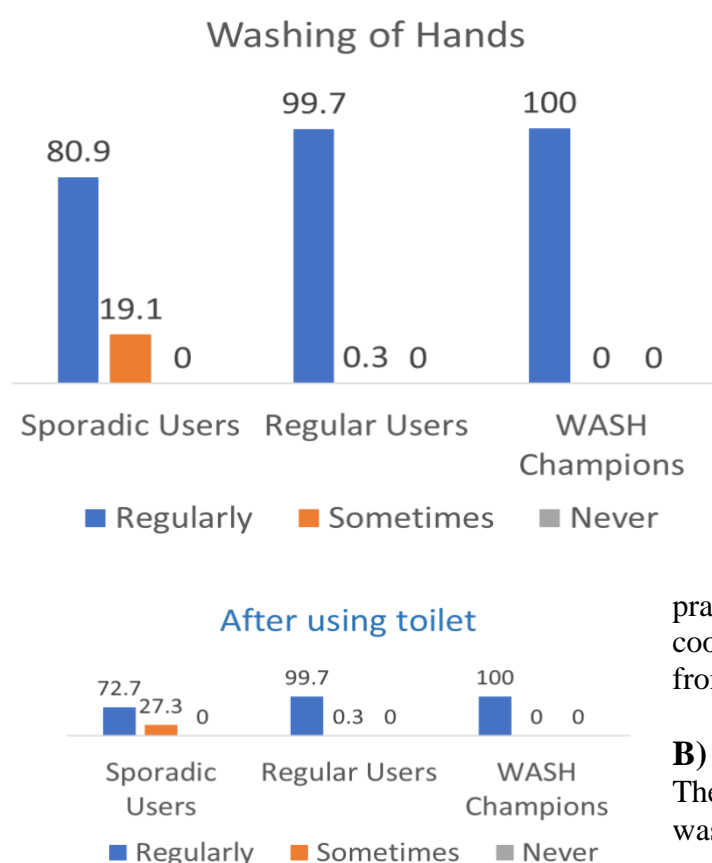
## **SECTION V: HANDWASHING BEHAVIOURS**

Since there was no baseline data available, within group comparison was done between sporadic users, regular users, and WASH Champions to understand shifts in key hygiene and sanitation related behaviours of the respondents. Sporadic users were used as control group as they have little to no experience of the facilities in pink toilets as they were mostly first-time users. The regular user having used the facilities regularly were exposed to the pink toilets facilities and used the infrastructure available routinely hence has a deeper link with the centres and consequently the response to the programme activities and facilities. Wash Champions were women of the community selected as key change agents facilitating the program. Intensive training and inputs were given to them by the PVR team. Hence the three groups provided a continuum of previous exposed to the program and its facilities offering possibility of comparison to understand ranging shifts in their behaviours. Handwashing has remained an important behavioural shift the centres have always focused upon. Users were enquired about how frequently users (both regular and sporadic) and WASH Champions handwash.

### **A) Generally, in a day**

Washing hands is a key behaviour advocated by the pink toilets to all its users. Wash Champions encourage users to wash hands as well as posters and other campaigns held have also emphasised the washing of hands.

| Aspects          | Sporadic Users     |      | Regular Users      |      | WASH Champions     |     | Total              |       |
|------------------|--------------------|------|--------------------|------|--------------------|-----|--------------------|-------|
| Washing of Hands | No. of Respondents | %    | No. of Respondents | %    | No. of Respondents | %   | No. of Respondents | %     |
| Regularly        | 89                 | 80.9 | 364                | 99.7 | 20                 | 100 | 473                | 95.33 |
| Sometimes        | 21                 | 19.1 | 1                  | 0.3  | 0                  | 0   | 22                 | 0.04  |
| Never            | 0                  | 0    | 0                  | 0    | 0                  | 0   | 0                  | 0     |



Majority of the sporadic users that is 80.9 percent, maximum of the regular users i.e. 99.7 percent and all WASH Champions wash hands regularly. Hence, the fact that almost all regular users and Wash Champions wash their hands after each usage emphasizes the important role that Wash Champions have in encouraging people to do the same.

Frequent handwashing prevents infections and controls the spread of many illnesses. The respondents were also enquired about their handwashing practices specifically after using toilets, before cooking, before eating and after coming home from outside.

## B) Washing hands after using toilets

The habit of washing hands after use of toilet was also studied amongst the users.

| Aspects            | Sporadic Users |      | Regular Users |      | WASH Champions |     | Total |       |
|--------------------|----------------|------|---------------|------|----------------|-----|-------|-------|
| After using toilet | No.            | %    | No.           | %    | No.            | %   | No.   | %     |
| Regularly          | 80             | 72.7 | 364           | 99.7 | 20             | 100 | 464   | 93.73 |
| Sometimes          | 30             | 27.3 | 1             | 0.3  | 0              | 0   | 31    | 6.26  |
| Never              | 0              | 0    | 0             | 0    | 0              | 0   | 0     | 0     |

Majority of the sporadic users that is 72.7 percent, regular users that were 99.7 percent and all WASH Champions wash hands regularly after using toilet. Only 27.3 percent of sporadic user and 0.3 percent

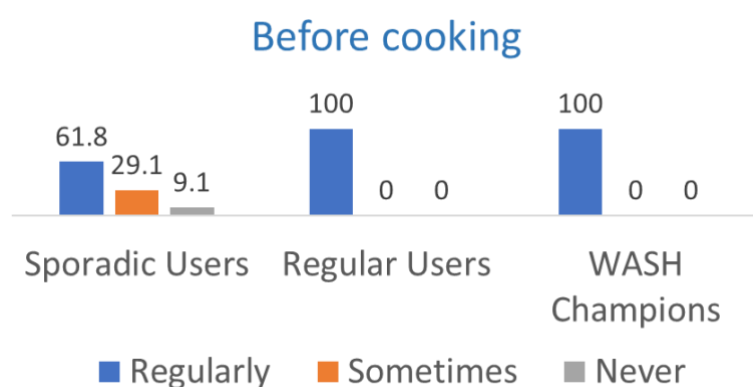
of regular user sometimes wash hands after using toilet. This highlights the role of WASH champions in encouraging women to do the same at the centres.

### C) Washing Hands Before Cooking

The users were enquired about washing hands before cooking, this was done to understand the handwashing behaviours.

| Aspects        | Sporadic Users     |      | Regular Users      |     | WASH Champions     |     | Total              |       |
|----------------|--------------------|------|--------------------|-----|--------------------|-----|--------------------|-------|
| Before cooking | No. of Respondents | %    | No. of Respondents | %   | No. of Respondents | %   | No. of Respondents | %     |
| Regularly      | 68                 | 61.8 | 365                | 100 | 20                 | 100 | 453                | 91.51 |
| Sometimes      | 32                 | 29.1 | 0                  | 0   | 0                  | 0   | 32                 | 6.46  |
| Never          | 10                 | 9.1  | 0                  | 0   | 0                  | 0   | 0                  | 0     |

Sporadic users that were 61.8 percent, and all regular users and WASH Champions wash hands regularly before cooking. Only 29.1 percent of sporadic user sometimes wash hands before cooking. 10 percent of sporadic users never wash hands before cooking which is a matter of concern in terms of health and hygiene.

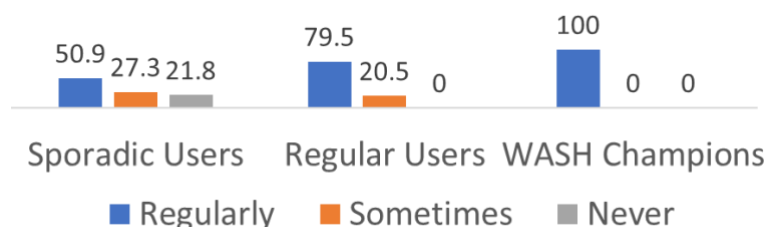


### d) Washing Hands Before eating

The users were enquired about washing hands before eating, this was done to understand the handwashing behaviours.

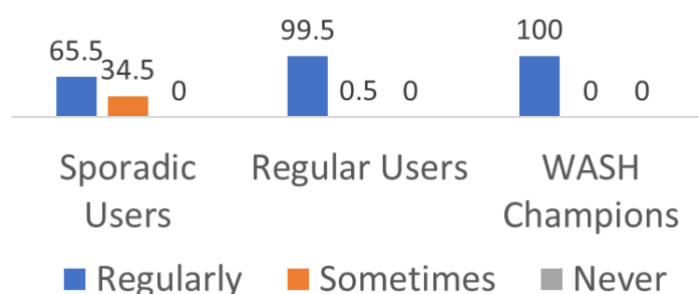
| Aspects       | Sporadic Users     |      | Regular Users      |      | WASH Champions     |     | Total              |       |
|---------------|--------------------|------|--------------------|------|--------------------|-----|--------------------|-------|
| Before eating | No. of Respondents | %    | No. of Respondents | %    | No. of Respondents | %   | No. of Respondents | %     |
| Regularly     | 72                 | 65.5 | 363                | 99.5 | 20                 | 100 | 465                | 93.93 |
| Sometimes     | 38                 | 34.5 | 2                  | 0.5  | 0                  | 0   | 40                 | 8     |
| Never         | 0                  | 0    | 0                  | 0.0  | 0                  | 0   | 0                  | 0     |

### On coming home after going outside



It was found that 65.5% of the Sporadic users, 99.5% of the regular users and all WASH Champions wash hands regularly before eating. Only 34.5 percent of sporadic user and 0.5 percent of regular user sometimes wash hands before eating. Most of the regular users expressed that the WASH champions have been talking to them about importance of hygiene and suggested them to handwash before cooking for avoiding infections at home that might get transmitted while cooking.

### Before eating



### e) On coming home after going outside

Women were enquired about washing hands after having gone out of the house and washing hands on returning home. This habit was observed in all the users.

| Aspects                                   | Sporadic Users     |      | Regular Users      |      | WASH Champions     |     | Total              |      |
|---|--------------------|------|--------------------|------|--------------------|-----|--------------------|------|
|   | No. of Respondents | %    | No. of Respondents | %    | No. of Respondents | %   | No. of Respondents | %    |
| <b>On coming home after going outside</b> |                    |      |                    |      |                    |     |                    |      |
| Regularly                                 | 56                 | 50.9 | 290                | 79.5 | 20                 | 100 | 366                | 92.6 |
| Sometimes                                 | 30                 | 27.3 | 75                 | 20.5 | 0                  | 0   | 105                | 26.5 |
| Never                                     | 24                 | 21.8 | 0                  | 0    | 0                  | 0   | 24                 | 6    |

A little more than half that is 50.9%, almost 80% of the regular users and all WASH Champions washed hands regularly on coming home after going outside. Only 27.3 percent of sporadic user and 20.5 percent of regular user sometimes wash hands on coming home after going outside. 21.8 percent of sporadic users never wash hands on coming home after going outside which is a matter of concern in terms of health and hygiene.

*The section emphasises how WASH champions have been crucial in promoting the need of hygiene and encouraging women to wash their hands frequently to prevent illnesses that are spread at different levels.*

## SECTION VI: MENSTRUAL HEALTH MANAGEMENT (MHM)

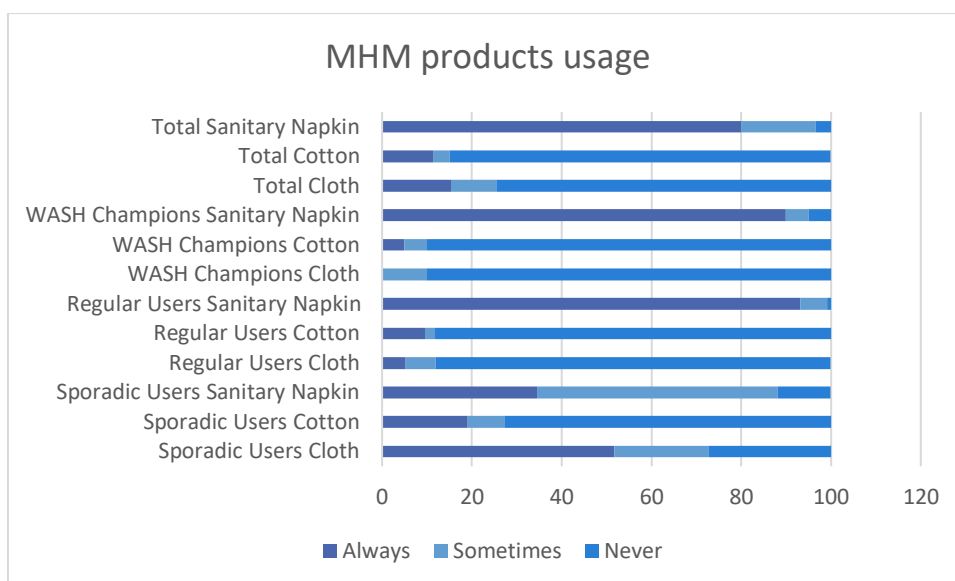
Menstrual Health Management is vital to the empowerment and well-being of women and adolescent girls. Access to sanitary pads and appropriate toilets ensures women and girls live in an environment that values and supports their ability to manage their menstruation with dignity. Additionally, lack of proper menstrual hygiene products increases risk of reproductive and urinary tract infections. The MHM component of users and WASH Champions was understood to assess how these centres played a role in better MHM practices.



### MHM products used by users and WASH Champions

The users and WASH Champions were enquired about the type of MHM products used by them; cloth, cotton and sanitary napkins were found to be the most commonly used products among them.

| Aspects                | Sporadic Users     |      | Regular Users      |      | WASH Champions     |    | Total              |      |
|------------------------|--------------------|------|--------------------|------|--------------------|----|--------------------|------|
|                        | No. of Respondents | %    | No. of Respondents | %    | No. of Respondents | %  | No. of Respondents | %    |
| <b>Cloth</b>           |                    |      |                    |      |                    |    |                    |      |
| Always                 | 57                 | 51.8 | 19                 | 5.2  | 0                  | 0  | 76                 | 15.4 |
| Sometimes              | 23                 | 20.9 | 25                 | 6.8  | 2                  | 10 | 50                 | 10.1 |
| Never                  | 30                 | 27.3 | 321                | 87.9 | 18                 | 90 | 369                | 74.5 |
| <b>Cotton</b>          |                    |      |                    |      |                    |    |                    |      |
| Always                 | 21                 | 19.1 | 35                 | 9.6  | 1                  | 5  | 57                 | 11.5 |
| Sometimes              | 9                  | 8.2  | 8                  | 2.2  | 1                  | 5  | 18                 | 3.6  |
| Never                  | 80                 | 72.7 | 322                | 88.2 | 18                 | 90 | 420                | 84.8 |
| <b>Sanitary Napkin</b> |                    |      |                    |      |                    |    |                    |      |
| Always                 | 38                 | 34.5 | 340                | 93.2 | 18                 | 90 | 396                | 80.0 |
| Sometimes              | 59                 | 53.6 | 22                 | 6.0  | 1                  | 5  | 82                 | 16.6 |
| Never                  | 13                 | 11.8 | 3                  | 0.8  | 1                  | 5  | 17                 | 3.4  |



It is indicated that 51.8 percent of the sporadic users, 5.2% of the regular users used cloth as menstrual product. 20.9 percent of sporadic user, 6.8 percent of regular user and 10 percent of WASH Champions sometimes used cloth as menstrual product. 27.3 percent of sporadic users, 87.9 percent of regular user and 90 percent of WASH Champions never used cloth.

72.7 percent of sporadic users, 88.2 percent of regular user and 90 percent of WASH Champions never used cotton. 19.1 percent of the sporadic users, 9.6 percent of the regular users and 5 percent of WASH champions always used cotton as menstrual product as they found it comfortable than any other product. Only 8.2 percent of sporadic user, 2.2 percent of regular user and 5 percent of WASH Champions sometimes used cotton as menstrual product.

Sanitary napkins were found to be the most preferred sanitary product among the respondents. It was found that 34.5% of the Sporadic users' 93.2 percent of the regular users and 90 percent of WASH champions always used sanitary napkin as menstrual product. 53.6 percent of sporadic user, 6 percent of regular user and 5 percent of WASH Champions sometimes used sanitary napkin as menstrual product. 11.8 percent of sporadic users, 0.8 percent of regular user and 5 percent of WASH Champions never used sanitary napkin.

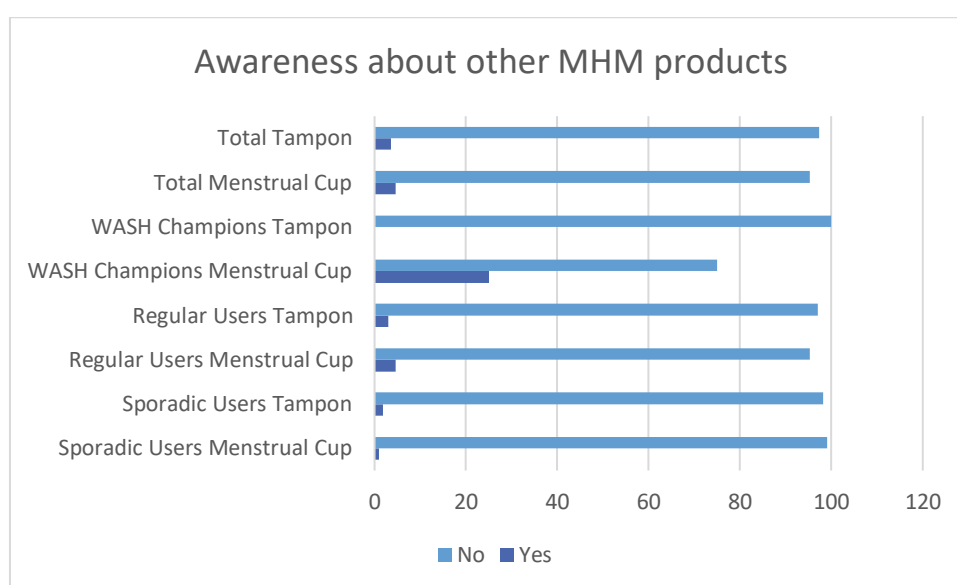
## **AWARENESS ABOUT OTHER MHM PRODUCTS**

The users and WASH Champions were enquired about the type of MHM products used by them to understand the awareness about other MHM products.

### **Menstrual cup and Tampon**

The users and WASH Champions were enquired about the Menstrual cup and Tampon to understand the awareness about MHM product.

| Aspects              | Sporadic Users     |      | Regular Users      |      | WASH Champions     |     | Total              |      |
|----------------------|--------------------|------|--------------------|------|--------------------|-----|--------------------|------|
|                      | No. of Respondents | %    | No. of Respondents | %    | No. of Respondents | %   | No. of Respondents | %    |
| <b>Menstrual Cup</b> |                    |      |                    |      |                    |     |                    |      |
| Yes                  | 1                  | 0.9  | 17                 | 4.6  | 5                  | 25  | 23                 | 4.6  |
| No                   | 109                | 99.1 | 348                | 95.3 | 15                 | 75  | 472                | 95.3 |
| <b>Tampon</b>        |                    |      |                    |      |                    |     |                    |      |
| Yes                  | 2                  | 1.8  | 11                 | 3.0  | 0                  | 0   | 13                 | 3.6  |
| No                   | 108                | 98.2 | 354                | 97.0 | 20                 | 100 | 482                | 97.3 |



Majority of 99.1 percent of sporadic users, 95.3 percent of regular user and all WASH Champions never used menstrual cup. Majority of 98.2 percent of sporadic users, 97 percent of regular user and all WASH Champions never used tampon.

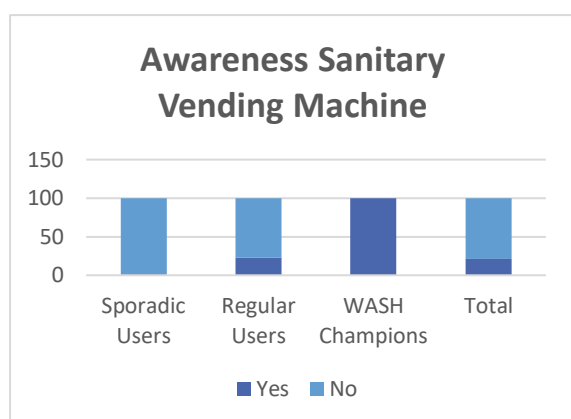
Hence, among all MHM products sanitary napkin was used by majority of regular users and WASH champions. However, newer products like menstrual cup and tampons were rarely used.



## Awareness about Sanitary Vending Machine

The users and WASH Champions were enquired about the Sanitary Vending machine to understand the awareness about Sanitary Vending Machine.

| Aspects                            | Sporadic Users     |      | Regular Users      |      | WASH Champions     |     | Total              |      |
|------------------------------------|--------------------|------|--------------------|------|--------------------|-----|--------------------|------|
| Awareness Sanitary Vending Machine | No. of Respondents | %    | No. of Respondents | %    | No. of Respondents | %   | No. of Respondents | %    |
| Yes                                | 1                  | 0.9  | 83                 | 22.7 | 20                 | 100 | 104                | 21   |
| No                                 | 109                | 99.1 | 282                | 77.3 | 0                  | 0   | 391                | 78.9 |



Majority of the sporadic users that is 99.1 percent did not know about sanitary vending machines. Regular users that are 77.3 were aware about sanitary vending machine. All WASH Champions were aware about sanitary napkin vending machines. Lack of awareness about sanitary vending machine was seen among sporadic users.

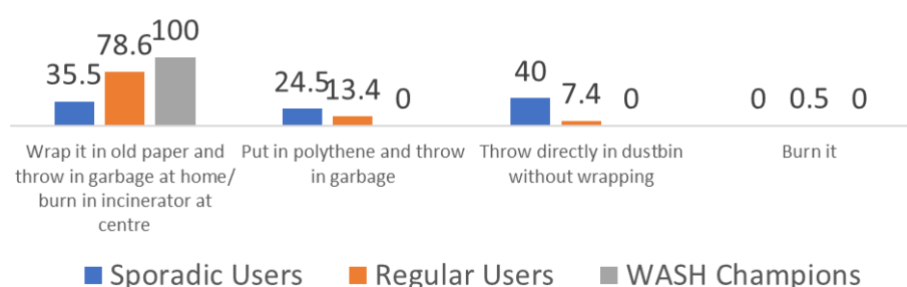
## Disposal of Sanitary Napkin

Proper disposal of sanitary products is key to hygiene and safe disposal thus, information about disposal of sanitary napkins was sought.

| Aspects                                    | Sporadic Users     |      | Regular Users      |      | WASH Champions     |     | Total              |      |
|--|--------------------|------|--------------------|------|--------------------|-----|--------------------|------|
| Disposal of Sanitary Napkin                | No. of Respondents | %    | No. of Respondents | %    | No. of Respondents | %   | No. of Respondents | %    |
| Wrap it in old paper and throw in garbage  | 39                 | 35.5 | 287                | 78.6 | 20                 | 100 | 346                | 69.9 |
| Put in polythene and throw in garbage      | 27                 | 24.5 | 49                 | 13.4 | 0                  | 0   | 76                 | 15.4 |
| Throw directly in dustbin without wrapping | 44                 | 40.0 | 27                 | 7.4  | 0                  | 0   | 71                 | 14.3 |
| Burn it                                    | 0                  | 0.0  | 2                  | 0.5  | 0                  | 0   | 2                  | 0.4  |
| Flush it                                   | 0                  | 0.0  | 0                  | 0.0  | 0                  | 0   | 0                  | 0.0  |
| Any other way                              | 0                  | 0.0  | 0                  | 0.0  | 0                  | 0   | 0                  | 0.0  |



## Disposal of Sanitary Napkin



Majority of the sporadic users that is 40 percent throw sanitary napkin directly in dustbin without wrapping, whereas 35.5 percent of sporadic users wrap it in old paper and throw in garbage and 24.5 percent put it polythene and throw in garbage. Majority of regular users that is 78.6 percent and all WASH Champions dispose sanitary napkin by wrapping it in old paper and throw in garbage. 13.4 percent of regular users put in polythene and then throw in garbage, whereas 7.4 percent of regular users throw directly in dustbin without wrapping. 0.5 percent of regular users burn the sanitary napkin and no user flush.

*Thus, sanitary napkins were found to be the most preferred sanitary product among the respondents. Newer products like menstrual cup and tampons were rarely used. Regular users were aware about sanitary vending machine and were able to use the same when required. However, the sporadic users lacked awareness about sanitary vending machine and its use. The regular users were found to be indulging in proper disposal of sanitary napkins. Thus it is highlighted that easy access to sanitary pads and appropriate disposal ensures regular users of these centres to live in an environment that values and supports their ability to manage their menstruation with dignity.*

## SECTION VII: COVID Appropriate Behaviour (CAB)

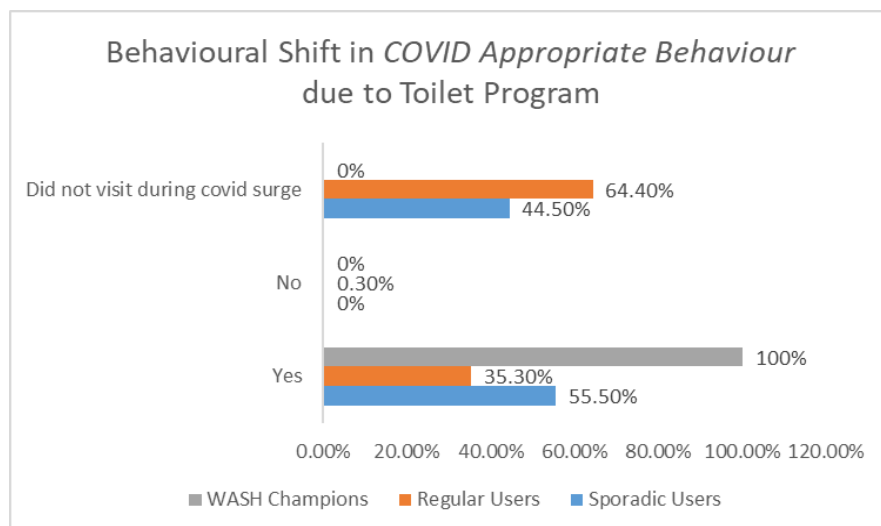
Covid Appropriate Behaviour is following three measures mainly wearing of masks, washing hands, and maintaining social distancing. Awareness about these three helps was sought post relaxation of Covid protocols. Awareness about CAB was comprehended to lower covid positivity rate. Government and other mandates were removed. Hence knowledge about CAB was found.

### Awareness about CAB

The users and WASH Champions were enquired about the COVID Appropriate Behaviour to understand the awareness about CAB.

| Aspects              | Sporadic Users     |      | Regular Users      |      | WASH Champions     |     | Total              |      |
|----------------------|--------------------|------|--------------------|------|--------------------|-----|--------------------|------|
| Awareness about CAB  | No. of Respondents | %    | No. of Respondents | %    | No. of Respondents | %   | No. of Respondents | %    |
| Yes, correctly aware | 61                 | 55.5 | 129                | 35.3 | 20                 | 100 | 210                | 42.4 |

|                                  |    |      |     |      |   |   |     |      |
|----------------------------------|----|------|-----|------|---|---|-----|------|
| Not correctly aware              | 0  | 0    | 1   | 0.3  | 0 | 0 | 1   | 0.2  |
| Did not visit during covid surge | 49 | 44.5 | 235 | 64.4 | 0 | 0 | 284 | 57.4 |



55.5 percent of sporadic users followed COVID Appropriate Behaviour that is wearing of masks, social distancing and washing of hand, whereas 35.3 percent of regular users and all WASH Champions were fully aware of CAB. On the other hand, 44.5 percent of sporadic users and 64.4 percent of regular users were not aware.

## SECTION VIII: PERCEPTIONS ABOUT THE CENTRES

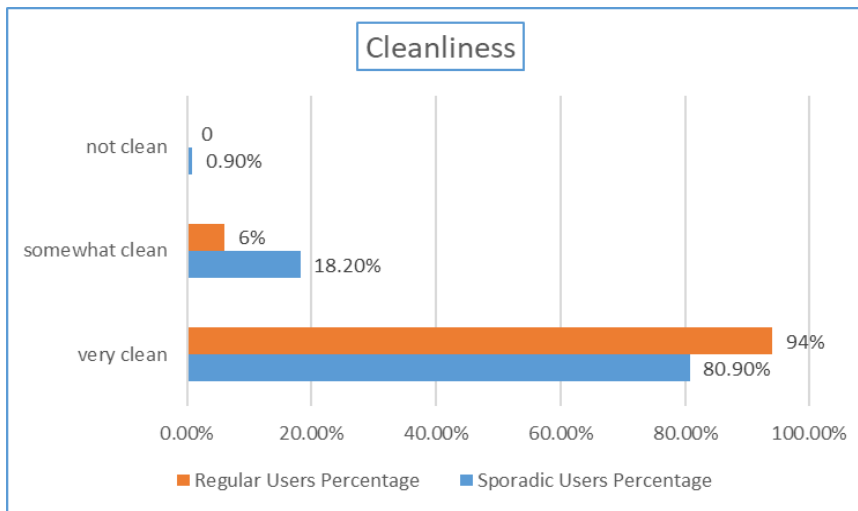
The perceptions of users have been discussed under separate heads for all users and regular users.

### OVERALL PERCEPTION OF ALL USERS

#### a. Cleanliness

The users were enquired about the cleanliness maintained at the centres.

|                | Sporadic Users   |              | Regular Users    |              |
|----------------|------------------|--------------|------------------|--------------|
| Cleanliness    | No. of responses | Percentage   | No. of responses | Percentage   |
| Very clean     | 89               | 80.9         | 343              | 94.0         |
| Somewhat clean | 20               | 18.2         | 22               | 6.0          |
| Not clean      | 1                | 0.9          | 0                | 0.0          |
| <b>Total</b>   | <b>110</b>       | <b>100.0</b> | <b>365</b>       | <b>100.0</b> |

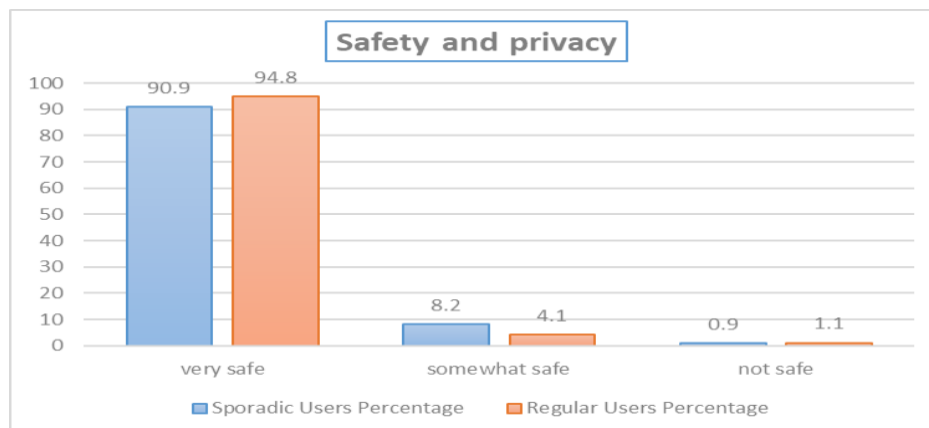


Majority of the users found the facility very clean that is 80.9 percent of sporadic users and 94 percent of regular users. No user found facility not clean which is good sign for good health and hygiene.

## b. Safety and privacy

The users were enquired about the safety and privacy to understand their perceptions about centers.

|                    | Sporadic Users   |              | Regular Users    |            |
|--------------------|------------------|--------------|------------------|------------|
| Safety and privacy | No. of responses | Percentage   | No. of responses | Percentage |
| Very safe          | 100              | 90.9         | 346              | 94.8       |
| Somewhat safe      | 9                | 8.2          | 15               | 4.1        |
| Not safe           | 1                | 0.9          | 4                | 1.1        |
| <b>Total</b>       | <b>110</b>       | <b>100.0</b> | <b>365</b>       | <b>100</b> |



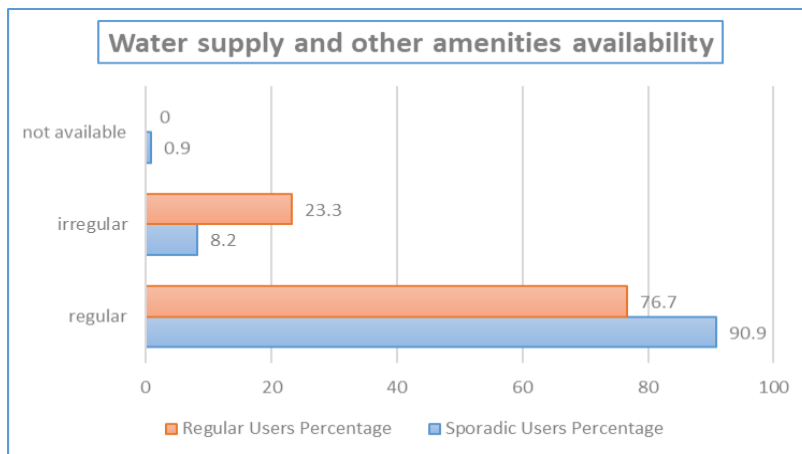
Majority of the users found the facility very safe to use that is 90.9 percent of sporadic user and 94.8 percent of Regular User. Hence, the majority of users acknowledge that the facility minimizes their anxiety induced to harassment and helps them feel safe. The users feeling somewhat safe and not safe highlighted that it was not the centre's infrastructure or staff but the surrounding area i.e. crowded wholesale mobile accessories market (Gaffar market) which made them feel unsafe at times.

## c. Water supply and other amenities availability

The users were enquired about the water supply and other amenities availability to understand

their perceptions about centers.

|   | Sporadic Users   |              | Regular Users    |              |
|---|------------------|--------------|------------------|--------------|
| Water supply and other amenities availability | No. of responses | Percentage   | No. of responses | Percentage   |
| Regular                                       | 100              | 90.9         | 280              | 76.7         |
| Irregular                                     | 9                | 8.2          | 85               | 23.3         |
| Not available                                 | 1                | 0.9          | 0                | 0.0          |
| <b>Total</b>                                  | <b>110</b>       | <b>100.0</b> | <b>365</b>       | <b>100.0</b> |

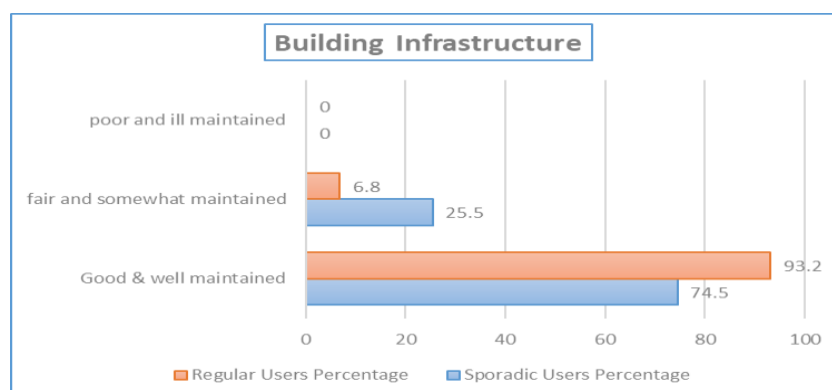


Majority of the users found regular water supply and other amenities available that is 90.9 percent of sporadic users and 76.7 percent of regular users. No user found facility with no water, which helps in maintaining the hygiene.

#### d. Building Infrastructure

The users were enquired about the building infrastructure to understand their perceptions about centers.

|                              | Sporadic Users   |              | Regular Users    |              |
|------------------------------|------------------|--------------|------------------|--------------|
| Building Infrastructure      | No. of responses | Percentage   | No. of responses | Percentage   |
| Good & well maintained       | 82               | 74.5         | 340              | 93.2         |
| Fair and somewhat maintained | 28               | 25.5         | 25               | 6.8          |
| Poor and ill maintained      | 0                | 0.0          | 0                | 0.0          |
| <b>Total</b>                 | <b>110</b>       | <b>100.0</b> | <b>365</b>       | <b>100.0</b> |

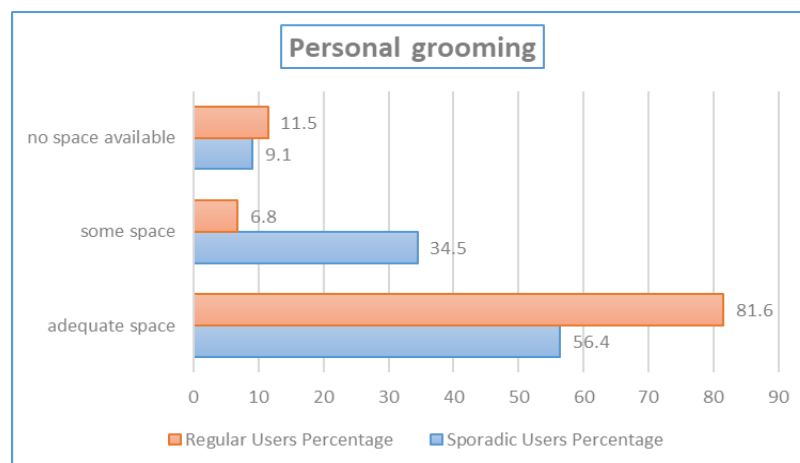


Majority of the users found building infrastructure good and well maintained that is 74.5 percent of sporadic users and 93.2 percent of regular users. No user found building infrastructure poor or ill maintained.

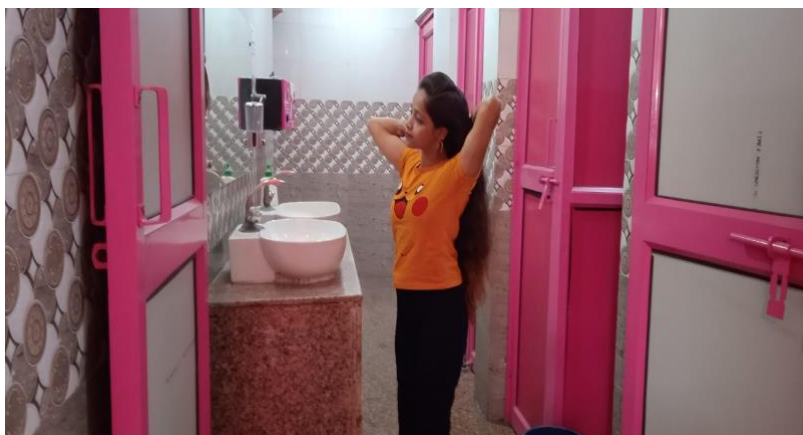
#### e. Personal Grooming

The users were enquired about the personal grooming to understand their perceptions about centers.

| Personal grooming  | Sporadic Users   |              | Regular Users    |              |
|--------------------|------------------|--------------|------------------|--------------|
|                    | No. of responses | Percentage   | No. of responses | Percentage   |
| Adequate space     | 62               | 56.4         | 298              | 81.6         |
| Some space         | 38               | 34.5         | 25               | 6.8          |
| No space available | 10               | 9.1          | 42               | 11.5         |
| <b>Total</b>       | <b>110</b>       | <b>100.0</b> | <b>365</b>       | <b>100.0</b> |



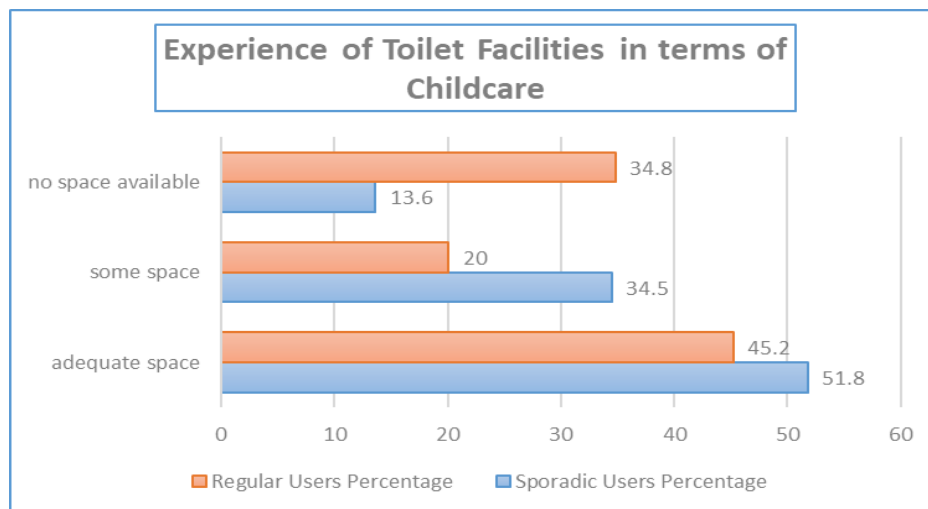
Both the users found adequate or some space for personal grooming that is 90.9 percent for sporadic user and 88.4 percent for regular users. Whereas no space was available for 9.1 percent sporadic user and 11.5 percent for regular users.



#### f. Childcare

The users were enquired about the space for childcare to understand their perceptions about centers.

| Childcare          | Sporadic Users   |              | Regular Users    |              |
|--------------------|------------------|--------------|------------------|--------------|
|                    | No. of responses | Percentage   | No. of responses | Percentage   |
| Adequate space     | 57               | 51.8         | 165              | 45.2         |
| Some space         | 38               | 34.5         | 73               | 20.0         |
| No space available | 15               | 13.6         | 127              | 34.8         |
| <b>Total</b>       | <b>110</b>       | <b>100.0</b> | <b>365</b>       | <b>100.0</b> |



Majority of the users found adequate or some space for childcare whether it is first time user or a regular user, which comprises of 86.3 percent for sporadic user and 65.2 percent for regular users. No space for childcare was available for 13.6 percent of sporadic users and 34.8 percent for regular users.

### Recommend this toilet to other women to use

The users were enquired about the toilet recommendation to other women to use to understand their perceptions about centers.

| Recommend this toilet to other women to use | Sporadic Users   |              | Regular Users    |              |
|---|------------------|--------------|------------------|--------------|
|   | No. of responses | Percentage   | No. of responses | Percentage   |
| Yes   | 108              | 98.2         | 365              | 100.0        |
| May be                                      | 2                | 1.8          | 0                | 0.0          |
| No  | 0                | 0.0          | 0                | 0.0          |
| <b>Total</b>                                | <b>110</b>       | <b>100.0</b> | <b>365</b>       | <b>100.0</b> |

Majority of the users that is 98.2 percent of sporadic users and 100 percent of regular users want to recommend this toilet to other women to use, hence it shows the willingness of users and their good experience that is why they are recommending to other women as well. Hence, almost all users are extremely satisfied with facility and therefore would highly recommend it to other women.

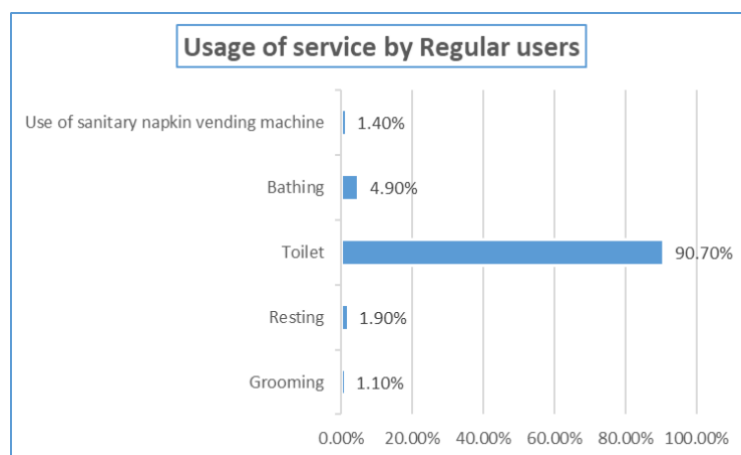
## PERCEPTIONS OF REGULAR USERS

Perceptions of regular users about the safe centres were sought. Since the regular users were persons who were familiar with the toilets and their facilities in-depth insights were gained from them.

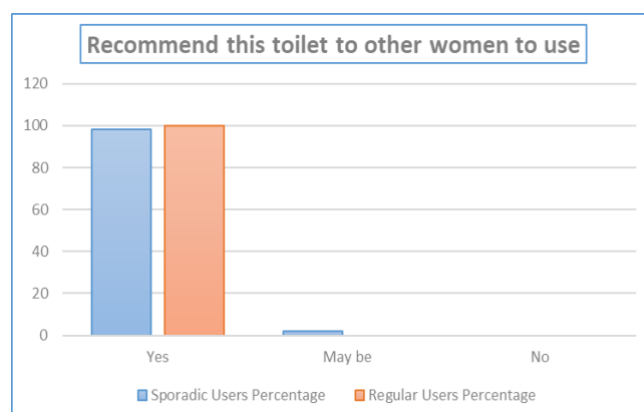
### Services mostly utilised by Regular users (N= 365)

The safe centres apart from providing the basic toilet facility is also a space where women can rest and relax, take a bath, groom themselves and use the sanitary napkin vending machine.

| Usage of service by Regular user       | No. of responses | Percentage   |
|--|------------------|--------------|
| Grooming                               | 4                | 1.1          |
| Resting                                | 7                | 1.9          |
| Toilet                                 | 331              | 90.7         |
| Bathing                                | 18               | 4.9          |
| Use of sanitary napkin vending machine | 5                | 1.4          |
| <b>Total</b>                           | <b>365</b>       | <b>100.0</b> |



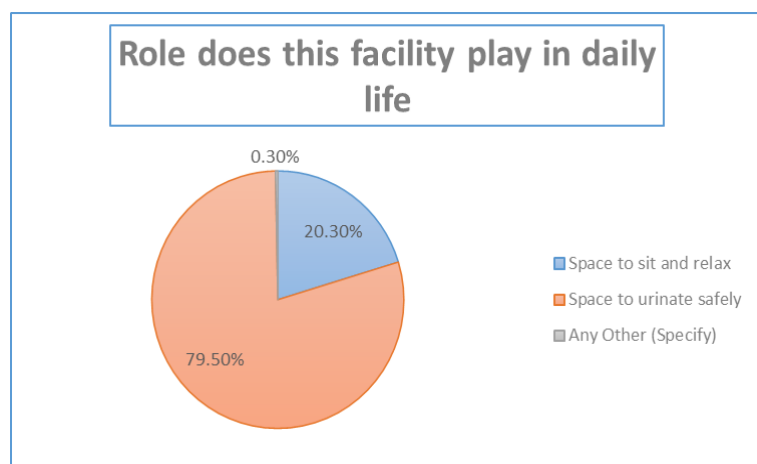
Majority of the regular users use toilet facility the most that is 90.7 percent followed by bathing facility by 4.9 percent of users. Resting, grooming and use of sanitary napkin vending machine by 1-2 percent of regular users.



### Role does this facility play in daily life (N= 365)

The users were enquired about the what role does this facility play in daily life to understand their perceptions about centers.

| Role does this facility play in daily life | No. of responses | Percentage   |
|--|------------------|--------------|
| Space to sit and relax                     | 74               | 20.3         |
| Space to defecate                          | 290              | 79.5         |
| Any Other (Specify)                        | 1                | 0.3          |
| <b>Total</b>                               | <b>365</b>       | <b>100.0</b> |

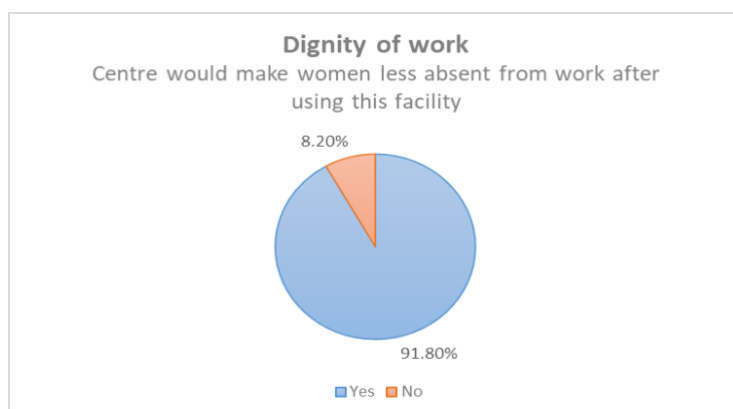


Majority of the users, 79.5 percent, found this facility space safe to defecate, whereas 20.3 percent found that space to sit and relax.

### Reduced work absenteeism

The users were enquired about the reduction in work absenteeism to understand their perceptions about centers.

| Reduced work absenteeism | No. of responses | Percentage   |
|--------------------------|------------------|--------------|
| Yes                      | 335              | 91.8         |
| No                       | 30               | 8.2          |
| <b>Total</b>             | <b>365</b>       | <b>100.0</b> |

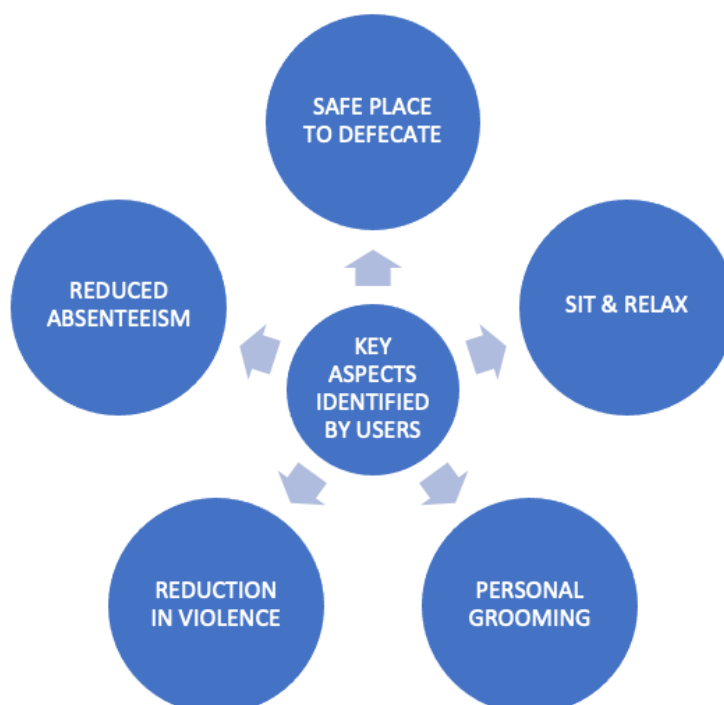


Majority of the users feel that this facility has made a social impact in terms of dignity of work as 91.8 percent of users feel that centre would make women less absent from work after using this facility, while 8.2 percent of users didn't feel so. Hence, most users believe that the facility enhances their ability to do their jobs and protects their wages by preventing time off for illness and menstruation.

Seema (name changed) a user from Lajpat Nagar, working as a salesgirl in nearby shop elaborates how she used to take an off from work while menstruating, she said *"I used to have heavy bleeding during my first two days of period, since the market area had no clean toilet facility, I had no option*



*but to remain at home. This centre has come as a blessing for me, I cannot visit the centre multiple times to change my sanitary napkin without worrying about hygiene and cleanliness.”*



**Figure: Key aspects identified by Regular Users**

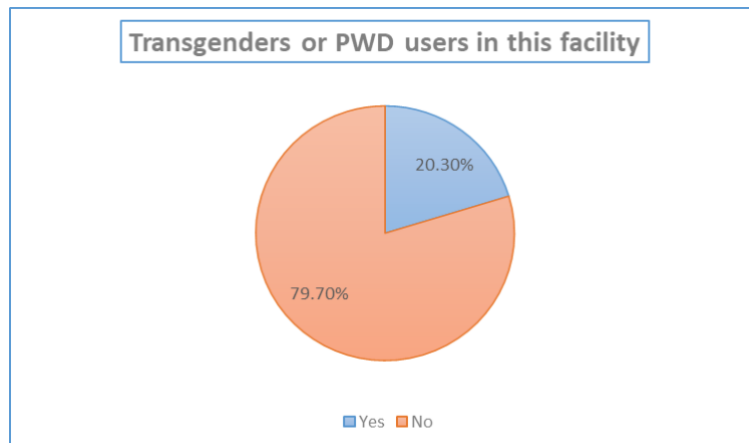
The above figure illustrates the key aspects that were identified by the regular users as how the centres are a safe place for them to defecate, sit and relax when they get tired at their workplace. They often visit the centre for personal grooming. The two other important key factors identified by users includes firstly reduction in violence like molestation, eve teasing as the centres are well enclosed buildings. Secondly, it has reduced their absenteeism from work as they have access to safe, clean toilets during the days they mensurate.

### **Transgenders and PWD as users**

The regular users were enquired about awareness about any transgender or persons with disability using the toilets, it was found that:

| Seen any transgenders or PWD users in this facility | No. of responses | Percentage   |
|---|------------------|--------------|
| Yes   | 74               | 20.3         |
| No  | 291              | 79.7         |
| <b>Total</b>  | <b>365</b>       | <b>100.0</b> |

There is a need to make this facility more inclusive as only 20.3 percent of users has seen any



transgenders or PWD users in the facility, whereas 79.7 percent did not see any transgenders or PWD users in the facility. Hence there is more need to focus to make the facilities more inclusive in nature. Hence, use of the facility by transgender and PWD women demonstrates inclusivity and acceptance among other users. It is to be noted that among the 20.3% users who have seen the transgenders and PWD users using

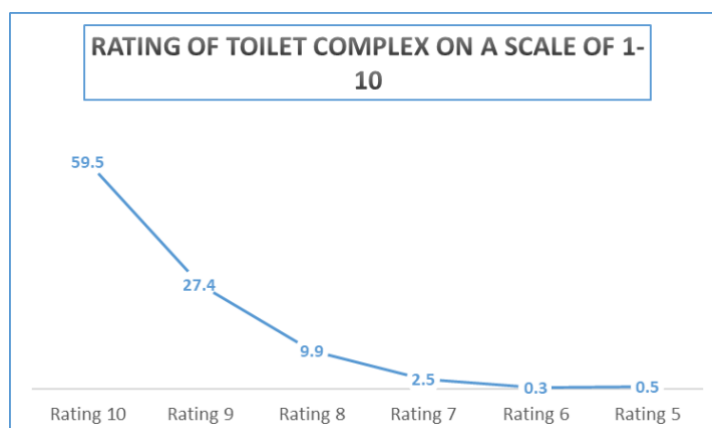
the facility, most of them are from Hanuman mandir, Aurobindo market, Vikaspuri and RK Puram centres. The other centres have not been used by the transgenders and PWD users.

## Rating and Recommendation

### Rating of toilet complex on a Scale of 1-10 by Regular users (N= 365)

The users were enquired about the rating and recommendation to understand their perceptions about centers, it was found that:

| Rating of toilet complex on a Scale of 1-10 | No. of responses | Percentage   |
|---|------------------|--------------|
| Rating 10                                   | 217              | 59.5         |
| Rating 9                                    | 100              | 27.4         |
| Rating 8                                    | 36               | 9.9          |
| Rating 7                                    | 9                | 2.5          |
| Rating 6                                    | 1                | 0.3          |
| Rating 5                                    | 2                | 0.5          |
| <b>Total</b>                                | <b>365</b>       | <b>100.0</b> |



More than half that is 59.5 percent of the users gave 10 on 10 rating to the centre which shows their satisfaction level with all the facilities given, whereas 27.4 percent of users gave 9 rating. 9.9 percent of users gave 8 rating. Around 3 percent users gave rating between 5 to 7. No user gave rating less than 5, which shows that they found the facilities clean, safe, easy to use, free of cost, improved health, and menstrual hygiene products availability, this all lead to good rating to the safe centres.

*Regular users' perceptions were found to differ since they visited the centres frequently and remained in touch with the WASH Champions. They claimed the facility was exceptionally clean and acknowledged that it lessened their worry caused by harassment they faced earlier in other public toilets and gave them a sense of security. They had nothing but praise for the facilities and would strongly advise other women to use it. Most users believed that the facility improved their capacity for work and protected their wages by limiting time off for illness and menstruation, preventing wage reductions.*

## **SECTION IX: STORIES OF CHANGE**

Narratives offer an opportunity to deep drive into understanding ideas and opinions of individuals and gain insights about aspects influencing them. From programmatic perspective, narratives provide an understanding about shifts being informed by their efforts. Especially related to complex abstractions like norms and empowerment. The wash champions were a group of community women identified as agents of change and particularly the program at community level.

Personal narratives shared by WASH champions were analysed to understand the key aspects about the functioning of washing champions in bringing about an impact in the communities and their influence. Stories revealed a range of factors that provided insights about the larger context within which these women are functioning in different parts of Delhi. Further analysis of stories provided a deeper understanding about the nature of change that women experienced due to their functioning as a WASH champion as well as the context of the organization that enables these changes. These factors were classified as:

- a) Socio-cultural context
- b) Program context
- c) Effects of change

### **SOCIO CULTURAL FACTORS OF CHANGE**

These aspects include the socio-cultural context of WASH champions. The various elements that emerged in the stories focused on the context in which the WASH champions are functioning and provided an expanded understanding of them being selected and working as WASH Champion. The contextual factors were woven with the work they did and the effects they perceived.

The wash champions were found to be belonging to communities with varying socio-cultural context the WASH champions. These women working in various geographical areas of Delhi were different yet had certain commonalities in the context. Among all these stories the following aspects were found to be commonly occurring contextual aspects.

#### **a. Low Income**

Low income emerged out to be a cross cutting factors in all stories. Lack of adequate economic resources was a pressing concern in their lives.

A story of Shama (name changed), who is working as a WASH Champion tells about the difficulties she faced before she took up the job of WASH Champion.

*“ I have taken several small jobs earlier but was never able to fulfil my family’s demands, with joint family one needs to have a stable income. My husband has been jobless since a year now. I was in dire need to money as I need money to feed my family of six members.”*

Belonging to low-income group, enhancing the economic base of their families was a constant concern in all the WASH Champions’ lives.

### **b. Fragile Livelihood**

Most of the women and their family members were unemployed or were uncertain about their livelihoods. Those working were paid low which made their lives fragile as they were not sure of each day and the possibility of having an income source and how to meet their daily expenses.

Several WASH Champions mentioned the loss of livelihood due to Covid Pandemic was also an important aspect emerging in the stories.

A story of Sumanti (name changed), highlights how COVID pandemic made her family’s survival difficult. Getting the job of WASH Champion came as a big respite.

*“I was the only earning member of my family since my husband had developed a life-threatening illness 3 years back. I used to work as a cleaner in school but because of COVID, schools were closed for more than a year. After exhausting all my family savings, I got this job after a period of 7-8 months. This came as a ray of hope for me”.*

### **c. Low literacy and low skill base (no skill training)**

WASH Champions were mostly women who had low levels of education, which left them with little or no skills. This directly influenced their possibility of finding livelihood options. They remain entrenched in the vicious circle of low skill, low paying jobs, and economic vulnerability.

A story of Aarti (name changed) highlights low literacy and low skill base left her with no job opportunities.

*“Though I have studied till grade 8 but my knowledge level is extremely low, I looked for jobs but was not able to find any as everyone asked for my skillset, I have never worked anywhere nor taken any training earlier”.*

Low literacy affected their ability to access and comprehend diverse types of information. Women lacked knowledge about crucial information about health or welfare schemes. Also, what they got to know earlier they could not evaluate and use their advantage.

### **d. Family context**

Women came from varied family contexts. One aspect that was common to several WASH Champions was the violence and abuse they dealt with on daily basis. Having little options, mostly did not have courage or alternative options to deal with violence they faced.

Several circumstances that posed huge stress on the work was another receiving aspect. Some women had old or sick family members.

Husbands/male members in family posed several challenges for women. They were either having habits of alcoholism or drug abuse; were unemployed or had migrated for work and hence not able to support the family economically and or otherwise.

A story of Manju Sharma, where she narrates about her husband's condition and challenges faced due to family circumstances. .

*“My husband met with an accident and was not able to get a job anywhere because of his impairment. We had no money, food for few months and relied on free ration from kids' school. After few months, I decided to get a job and support my family. Now, I am the only breadwinner of the family”.*

#### **e. Norms & attitudes**

An aspect resonating in all the stories were the deeply entrenched patriarchal norms and mindsets that women had to negotiate at various levels. These ranged from pressures of having a son, childcare issues, duration of work and control over them to mobility and freedom that the women enjoyed. Women felt that these aspects governed them and their lives and left them with few options and choices.

A story of Geet (name changed), tells about how it was extremely difficult for her to get away with patriarchal mindset in her family.

*“I was married at a very young age by my parents and was not allowed to complete my schooling, my husband was very rigid and harsh man. I got separated and now raising my children all by myself. Even my family members used to look down upon me as I divorced my husband”.*

The contextual factors emerging in the stories highlighted the vulnerability and insecurities in women's lives. They also highlighted the multiple marginalisation women faced and the webs of that influenced women's lives.

#### **PROGRAM CONTEXT**

Also, in the emerging stories were aspects related to program context i.e. the program implementation and execution frameworks that enabled the functioning of WASH Champions. The various elements that emerged in the stories focused on the important program factors that enable smooth functioning of WASH champions and also provided an expanded understanding of how aspects of the programme played a significant role in ensuring better functioning of the WASH Champions and consequently the effects they perceived.



## I. Training & Capacity building

The programme had various capacity building components that was integral to the programme. Training and Capacity building opportunities enabled WASH Champions to develop competencies and skills that led to increasing their latent potential to develop their skills for various programme tasks as well as effectively address the challenges in executing them.

### A. CONTENT

- **Relevant**

The relevance of training programmes emerged as an important aspect in the stories. Several WASH Champions emphasised how the trainings were relevant for them and the communities where they work. The focus of training content being attuned to their content was something several WASH Champions recognised. Be it how to maintain hygiene with low resources or practices that need to be adopted for community like rigid ideas and norms was recognised by them.

A story of Rani (name changed), tells about how the content of WASH Champions' Training sessions were relevant and practical for their work.

*"I got to learn new things from the trainings, these helped me to address issues that me and users were not aware of like; disposal of MHM products, COVID appropriate behavior etc. During my conversations with women, I realized how relevant my trainings were to deal with real ground issues."*





- **Flexible and Need Based**

WASH Champion stories highlighted upon the flexibility and need based content of the training programmes. the content was as per the existing knowledge base of the WASH Champions. Thus the trainings clarified concepts and addressed the inadequacies individuals may have had. The training content hence remained flexible yet focussed. The WASH Champions were conscious of the methodology adopted and valued the possibility of deep learning that they consequently found.

A story of Sonia (name changed), brings out the aspect of flexibility and need approach followed while designing the content of the programme.

*“The issue of domestic violence is very rampant in my community; I highlighted the same to our team during monthly meeting. They were prompt in organizing a session for us which was a great help for almost all the WASH Champions.”*

- **Interwoven & Interrelated**

The stories also brought out that the trainings were conducted on a variety of issues which not just focussed on creating knowledge but also build skills and qualities to take up leadership roles as a WASH Champion. or skills but also creating an opportunity for them to develop leadership skills. The trainings also ensured that they learn life skills which would help them in managing the centres with a lot of confidence and ease. The trainings hence had both horizontal and vertical interrelatedness between issues as the various trainings linked issues and their relevance to become a WASH Champion. Connecting patriarchy to womens’ health and hygiene with violence and empowerment to financial literacy.

A story of Kiran (name changed), highlights how the trainings were interwoven and interrelated, that gave her a good learning opportunity.

*“The best part of been a WASH Champion is that now I am aware about so many issues which not only helped me in managing the center but also helped in my personal life. I feel I know a lot of things now, which gives me a lot of confidence.”*

## **B. DESIGN & EXECUTION**

- **Participation and Voice**

The trainings were planned in a manner that enabled all WASH Champions irrespective of their prior orientation and skills to participate and voice their ideas. Providing an egalitarian environment and

efforts to reduce power dynamics within the WASH Champions; staff and other stakeholders was maintained. The WASH Champions were very conscious of this newfound opportunities to voice their ideas.

- **Diversity and Inclusiveness**

With skills, attitudes and qualities, inclusiveness was also something the WASH Champions were cognisant of. The trainings were conducted in accordance with new ideas and skills of the WASH Champions which deeply impacted them. The WASH Champions emphasised that through trainings they got involved with transgenders, homeless, different caste groups and even persons with disabilities. Earlier they had avoided them or had prejudices, the trainings became mechanisms for WASH Champion women to rebuild their ideas and notions.

- **Partnerships**

The WASH Champions in their stories acknowledged the collaborative learning processes adopted in the trainings. The trainings were executed in a manner that utilized the expertise and skills of diverse stakeholders. The sessions were held in collaboration with READ India, Lady Irwin College, National Institute of Fashion Technology, We the change foundation, Plan India, Diversy, IHM, PUSA, Katha and many more. These not only enriched the sessions but also taught the WASH Champions the importance of collaborating for goal achievement.

- **Dialogue and Reflection**

Another aspect WASH Champions focussed upon in their stories was the constant focus on not only articulation but also understanding and remaining receptive to other people's ideas and weighing the pros and cons of diverse viewpoints. Encouraging the practice of listening, reflecting and dialoguing was encouraged that the WASH Champions slowly understood the value of through their trainings.

## **EFFECTS OF CHANGE IN WOMEN'S LIVES**

The stories gave an account of how WASH Champions perceive changes at various levels due to their job at safe centres. To understand and study these changes, Socio Ecological Model was used to understand the complex interplay between individual, family and society. It enabled us to understand the range of factors that have created an effect on the WASH Champions through the Safe Centre Programme. The overlapping rings in the model illustrate how factors at one level influence factors at another level. Among all these stories the following factors were found to be commonly occurring at individual, familial and societal levels:

### **I. INDIVIDUAL LEVEL**

#### **a. Increase in knowledge and awareness**

The WASH champions belonged to marginalised communities having generally low level of awareness and knowledge because of lack of education. becoming a WASH Champion provided them with a platform to increase their awareness level and broaden their knowledge. It gave them an opportunity to learn new things. Learnings ranged from personal grooming to health issues to



financial services. This opportunity to learn was a key aspect that all the WASH Champions acknowledged in their stories.

An excerpt from the story of Jaya (name changed), shares an increase in her awareness and knowledge. She narrates that:

*“I had never imagined in my life that I would reach at this level after becoming a WASH Champion. I am just eight class pass out and I feel I know so much, all because of my trainings and exposure during this job.”*

### **b. Improved Skills & Abilities**

Knowledge that was complimented with building skills and capacities has been a primary focus. The stories emphasise that the WASH Champions were able to improve their skills and abilities to perform their role at the centres. The improvement perceived was not only in their work-related aspects but also in their overall self. The WASH Champions narrated that they perceived changes in their confidence in doing tasks to learning instrumental skills like using a smart phone, google maps and computers. These improvements positively affected their performance at the safe centres and helped them do their work with a lot of confidence and zeal.

An excerpt from the story of Neeta (name changed), highlights how her skills and abilities have improved over a period.

*“When I first thought of my job as a WASH Champion, I thought of it as a conventional cleaner job. But when I look at my skills and abilities, I feel proud. I am able to do my job with lot of confidence and that has come because of my improved skills and abilities”*

### **c. Perception & Norms**

The WASH Champions introspected about the orthodox ideas and gathered courage to change these through their trainings and collective working. Since the WASH Champions belonged to communities having orthodox ideas. Becoming a WASH Champion exposed them to new ideas and norms and the possibilities of changes offered to them personally and for their families. Several WASH Champions went against larger social norms in negotiation of personal spaces for them to work as a WASH Champion.

A story of Kiran (name changed), highlights how the norms and perceptions were challenged and overcome by her.

*“None of the women in my family have ever stepped out for work. I was born in a very patriarchal family with orthodox beliefs. It was tough for me to fight with my family and take up this job role. I am glad I did it, now many other women of my family come to me and ask for job opportunities.”*

#### **d. Networking opportunities**

The stories of WASH Champions highlight the opportunities they found to network with various stakeholders involved with the program. Since various events were frequently organised for the WASH Champions. The WASH Champions were able to build connections.

A narrative of Suman (name changed), explains how she was able to do networking with various stakeholders of the programme.

*“I met so many people during trainings and workshops. I have never met any in my previous job when I was working as a school sweeper. They make us at ease listen and advise us on so many issues. Some even share their contact details for any further advice.”*

## **II. FAMILIAL LEVEL**

Stories also focussed upon the resonating effect of they becoming WASH Champions on the family members and family dynamics.

#### **a. Decision making**

The WASH Champions narrated the increase in their capability to assert their independence in making decisions both related to their family and their work. WASH Champions in their stories told how they redefined their life as they made new, unconventional choices.

The story of Aarti (name changed) brings out her increased capabilities with her ability to take decisions for herself.

*“Earlier I had no say in decisions taken at home, my husband and children use to silence me. I gained so much confidence after becoming WASH Champion that now I take decisions for myself and for my children. I adjust my duty timings as per my choice, don’t ask my family members. This feeling is very empowering.”*

#### **b. Absence of violence**

A few of the WASH Champions also mentioned that they had experienced significant domestic violence in the past. They were considered as a burden who performed all the household duties and were physically abused by their partners. Their job has changed a lot of things since now they earn, have gained confidence and are aware of their legal rights including the laws for domestic violence. Their partners no longer treat them disrespectfully, and there is no violence.

A story of Geeta (name changed), working as WASH Champion highlights how the WASH Champion is living peacefully in her family with no violence.

*“My husband was violent and used to spend all family income on alcohol. One night I called the police and threatened him. I was able to do so because I was not dependent on him for money. My*

*job gave me this courage and one workshop I attended on domestic violence. My husband has stopped physically abusing me and respects me. We now live peacefully.”*

### **c. Respect and Power**

Respect and power remains the strongest motivational effect reflected in the stories perceived by the WASH Champions. They felt that their work enabled them to get respect from their family. The family members realised their potential and worth and looked started respecting them.

A story of Jaya (name changed), explains how she has emerged as an important member in her family.

*“My family members take my opinions while making decisions, they talk to me in a very respectful manner. My daughter says that she is proud of me. I feel elated and overwhelmed at times.”*

### **d. Contribution in household income**

One of the key aspects highlighted by WASH Champions was how their income made a change at the family level. They had been forced to depend on their partners or other family members for their whole lives, but now they were making a significant financial contribution.

A story of Suman (name changed), highlights how she contributes to her family income and is not financially dependent on her husband anymore.

*“It gives me so much satisfaction that I am able to contribute to my household income. I am the first woman in my whole family to do so. My salary is more than my husband, and this is a very big achievement for me that I can’t explain in words”*

### **e. Healthy familial relationships**

The WASH champions narrated that earlier they had unhappy families where everyone complained to one another and barely spent any time together. They were not contented with living with their family owing to poverty, lack of education, and inadequate opportunities for employment. They were able to solve their financial issues after being hired as a WASH Champion, went for work, earned respect, and are now forming good familial bonds.

A story of Jyoti (name changed) explains how she has developed healthy relationships at home and spends quality time with all family members.

*“I was living a life where I cursed myself for been alive. With no money, illness of husband and two children the environment at home was very unpleasant. After my job, with money coming in things started getting better. My husband is now completely fine and children going back to school, I feel relaxed.”*

## **f. Communication & Negotiation skills**

The WASH Champions highlighted that possessing good communication skills was crucial on both personal and professional front. The ability to express yourself with confidence and clarity and negotiating with others was utmost importance to build stronger relationships and be better placed to achieve professional goals.

Geeta (name changed), a WASH Champion elaborates on her improved communication and negotiation skills.

*“I was a very introvert person earlier; I use to lack confidence. After becoming WASH Champion, my training sessions and exposure to so many users at centers have helped me shed my inhibitions with users, I feel so good about myself.”*

## **III. SOCIETAL LEVEL**

Women also highlighted in their narratives , societal level changes that resonated to the larger effects they perceived in their community members and social relationships.

### **a. Acceptance of work**

One significant disadvantage associated with the job of a toilet cleaner is that it is despised by society. This work is mostly performed in India by members of lower castes, and it is frequently associated with the notion of untouchability. However, the WASH Champions believed that their work was appreciated by the community members and that they had not been questioned about it.

A story of Meena (name changed), shares how her community members accepted her work.

*“When I first came across the job opportunity for WASH Champions, I thought how my community people will react as it is for lower caste people but after talking to other WASH Champions and discussing the same with other community members I was able to convince myself to not let go of this opportunity. I am glad I took this job.”*

### **b. Recognition of efforts**

Giving recognition to WASH Champions for their job well done is one of the most important driving forces for them. It also provides an opportunity to them to celebrate their achievements. Most of the stories highlighted how the community members thank them for doing their job diligently and contributing to the welfare of the community.

A story of Kiran (name changed), a WASH Champion, explains how community women recognise her efforts which gives her immense satisfaction and joy.

*“I remember one user who used to fall sick frequently, she once approached me and discussed about her menstrual health. I suggested her to start using sanitary napkins and change it after 4-5*

*hours. She thanked me for my advice and also told other community women about it, they too came and appreciated me. It gives me so much satisfaction that my efforts are being recognized.”*

### **c. Dialogue about larger social issues**

The stories highlighted how WASH Champions have been able to dialogue about larger social issues. They have not only become receptive but also able to voice their opinions at larger forums. They have developed empathetic approach and are able to value and acknowledge community's concerns.

A story of Neeta (name changed), a WASH Champion, explains how she has been able to talk freely with various community members. She feels proud that women share their problems with her and at times request her to voice their suggestions.

*“While I was working in one of the centers, few community women highlighted that women of the community wanted to earn, had time but had no skillset. I suggested them to take up few skilling programme. Community women also frequently discuss other issues related to children and their schools.”*

## **EMPOWERING WOMEN & CHANGING LIVES**

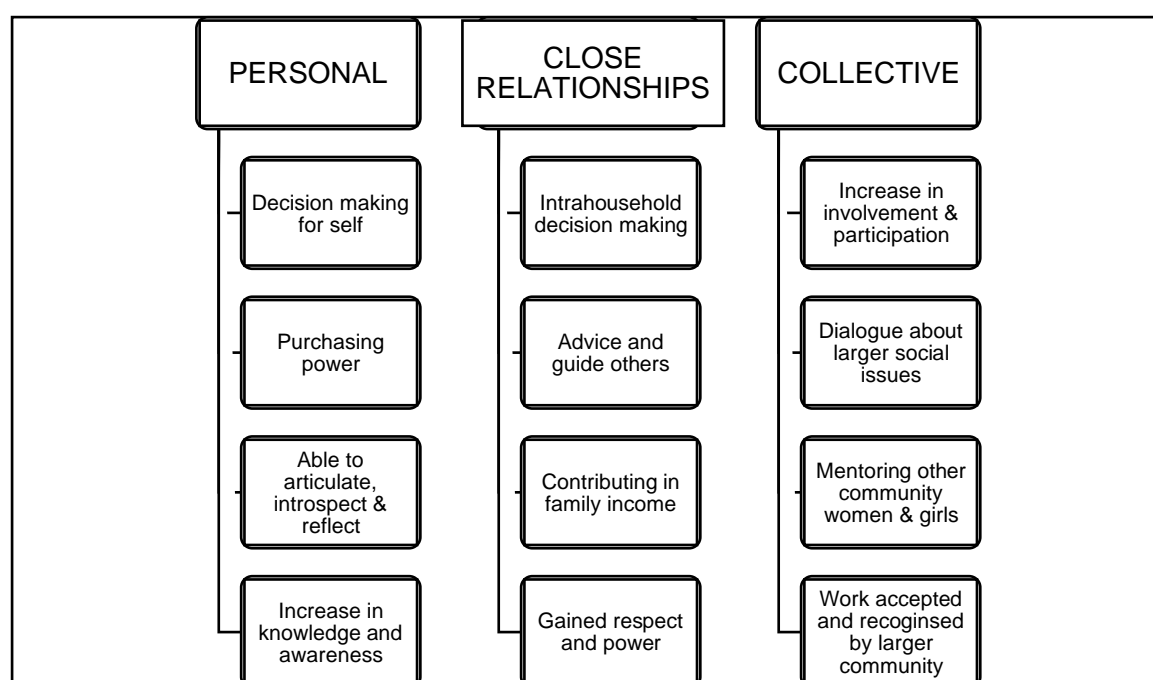
Empowerment refers to the development of one's freedom of choice and action in all realms (social, economic, political, and psychological). It also suggests having authority over resources and choices. According to the World Bank, empowerment is "the process of increasing individuals' or groups' capacity to make decisions and to transform those decisions into desired actions and outcomes." Building individual and collective assets as well as enhancing the effectiveness and fairness of the institutional and organisational environment that governs the use of these assets are key components of this process. Several authors and organizations have tried to define the term 'empowerment' from their own perspectives. It covers everything from empowering women to increasing their productivity. Empowerment of women can be categorized into four aspects: social, educational, economic, political and psychological. Empowerment refers to the development of one's freedom of choice and action in all realms (social, economic, political, and psychological). It also suggests having authority over resources and choices. According to the World Bank, empowerment is "the process of increasing individuals' or groups' capacity to make decisions and to transform those decisions into desired actions and outcomes." Building individual and collective assets as well as enhancing the effectiveness and fairness of the institutional and organisational environment that governs the use of these assets are key components of this process. Several authors and organizations have tried to define the term 'empowerment' from their own perspectives. It covers everything from empowering women to increasing their productivity. Empowerment of women can be categorized into four aspects: social, educational, economic, political and psychological.

- Social Empowerment refers to the supportive factor that improves women's relationships with one another and their standing within societal institutions. Social discrimination based on disability, race, ethnicity, religion, or gender is addressed via social empowerment. Feminism and empowerment as a methodology are frequently linked.
- Economic empowerment can be characterised as a method by which the poor, landless, deprived, and oppressed women can be set free from all forms of exploitation and oppression; they can directly benefit from market and household benefits; they can easily manage a

balanced diet and meet basic needs like a home, clothing, medicine, and clean water, among others.

- Political Empowerment refers to participation of women in the political field and in various decision-making bodies for empowerment. The most pressing requirement of the hour for women's true empowerment is the inclusion of women at all levels of governing organisations.
- Psychological Empowerment enables women to modify their selves and subjectivities in addition to breaking conventional and patriarchal taboos and social duties. Women feel psychologically empowered and build their self-confidence when they join educational institutions, political parties, or decision-making bodies; hold jobs; make decisions; travel to new places; and occupy land and wealth. They also recognise their own self-worth and take control of their own income and physical appearance. They have more opportunity to see and learn about the world and the environment around them.

To understand how the programme has led to empowerment of WASH Champions, Jo Rowlands Empowerment framework provides a useful framework. According to Rowland (1996), empowerment is perceived at three levels. Level I empowerment processes focus on involving women at personal level. Level II highlights women's engagement among close relationships and level III includes the collective aspect. However, the focus remains that empowerment must involve people who are not already engaged in the decision-making process. This puts an emphasis on also people's ability to engage in formal decision-making processes in various realms as well as their ability to access assets and revenues. It is about people being able to take advantage of their chances to the fullest without or in spite of limitations imposed by structure and the government. It is also concerned with how people become conscious of their own interests and how they relate to those of others, so they can participate in decision-making from a stronger position and actually have a say in those decisions.



**Figure: Understanding WASH Champions' empowerment through Jo Rowland's Framework.**

The WASH Champions were engaged in the decision-making process at personal level and among close relationship which clearly highlights their abilities. Apart from decision making at the personal level, they are able to articulate, introspect and reflect because of their improved communication and negotiation skills. There is increase in their knowledge and awareness along with improved skillsets which enables them to do their work with lot of confidence and ease. In intimate connections, WASH Champions are able to give advice to others in addition to making decisions for the family as a whole. They are significant in the family because of their contribution to the household income. They have gained a lot of power and respect, which highlights that they are in a much better position now. The community has seen an upsurge in the engagement and involvement of WASH Champion women. They converse about more important societal concerns and, if needed, mentor other young women and girls. WASH Champions' work is widely recognised and appreciated by society as an outcome of their substantial amount of visibility.

## SECTION X: PHOTO GALLERY





