



# SOCIAL IMPACT ASSESSMENT REPORT

2023-2024



**PVRnest**  
A CSR INITIATIVE OF PVR INOX





Dear Readers,

It gives us great pleasure to bring to you the 2nd Social Impact Assessment Report for the WASH Project of PVR NEST, the CSR arm of PVR INOX Limited, through its ten Pink Centres and one Garima Grih.

**Pink Centres:** Pink Centres are free-to-use, women-exclusive sanitation facilities established by PVR NEST in association with the Municipal Corporation of Delhi (MCD) and the National Commission for Protection of Children Rights (NCPCR). The first Pink Centre was established in 2018.

**Garima Grih:** Garima Grih is a multi-utility Public Health Infrastructure. Spurred by the success and popularity of Pink Centres, PVR NEST felt encouraged to take the next step to broaden its scope beyond just sanitation spaces. They set up the first Garima Grih in 2022 at Jawahar Camp, Kirti Nagar which has evolved into a hub of skilling and capacity building for women.

This Social Impact Assessment survey has been designed keeping in mind the needs and aspirations of the most marginalised sections of society to ensure relevance and derive actionable outcomes. The responses have been recorded on a five-point scale to give the PVR NEST Team a valid view of areas for further improvement or further intervention; as may be the case.

While preparing this report, the team has ensured that all inputs gathered from the study have been carefully accounted for and handled with utmost precision to ensure that the correctness and integrity of the final report are upheld.

It has been an enriching experience for the Enduring Value team to work on the design and execution of this survey and evaluation of the findings that have been gathered from the field. We believe that this Project is invaluable as it has at its core, one the most significant nation-building activities that enable women of our country to contribute, decide, and become independent-minded members of society. Thereby helping improve India's ranking on the World Economic Forum's Gender Gap Report 2023, where we currently rank 127 out of 143 countries. The Gender Gap report ranks countries basis their performance on Economic Participation and Opportunity, Education attainment, Health and Survival and Political Empowerment.

Having conducted numerous such grass-root level studies, this has been a refreshing experience for us, conducting this survey under a unique structure where the fieldwork was done by the young and dynamic group of MBA students from Narsee Monjee Institute of Management Studies (NMIMS), Indore (who were undertaking their student internship with PVR NEST ),

The cooperation between PVR NEST and the We Care Committee of NMIMS has been a mutually beneficial alliance, as it has improved programme focus and encouraged hands-on knowledge and understanding of well-designed and implemented CSR programmes.

In addition to conducting the field study through foggy winter days in Delhi and spending hours pouring over reams of sheets, entering rows and rows of data, our young interns from NMIMS have gone all out to bring to the fore their expertise and talents to create this report. In addition to the field survey and desk assessment, they have also helped in creating this lovely report. Credits go out to:

- Mohit Mehra, Ashish Kumar Mishra, Anshul Anand, and Chris Julius for leading their respective teams
- Bhavaya Aggarwal and Bhavneet Singh Photo Selection and Report Design
- Radhika Ahuja for Transcription of stories and report writing:
- Ayush Sinha, Filmmaking
- Priyanka Atwani, Data entry format creation
- Anshika Tyagi: Data Analysis
- Amber Gupta, Voiceover
- Vivek Vishal for coordinating catch-up calls
- Sundry work: Ricky Gupta, Juhi Kulshrestha, Samaksh Manpuria, Siddhant Chaudhary, and Fazil Shah.

A big shout out to the PVR NEST team for supporting the project with background information and facilitating ease of operation for the teams to conduct the field study as well as desk assessment.

Last but not least, we are extremely grateful to the WASH Champions, Trainers and Users for kindly lending their time and wisdom to this research. It has helped the team to deepen their understanding of the Project and provide them with an insightful understanding of critical aspects that make the world a better place for countless women who struggle to claim their share of the universe!

Through this study, we hope to draw on the progress seen since the last SIA and evaluate the way forward for this extremely impactful Project.

Thanking the PVR Nest Team for the opportunity to work on this report.

**Team Enduring Value Advisory & Practice LLP**

( Sister Concern of ANTS SBC Pvt. Ltd.)

# TABLE OF CONTENTS

<b>VISION &amp; MISSION</b>	<b>3</b>
<b>PROJECT OVERVIEW</b>	<b>4-5</b>
<b>ALIGNMENT WITH SDGS</b>	<b>6-11</b>
<b>STUDY OBJECTIVES</b>	<b>12</b>
<b>APPROACH AND METHODOLOGY</b>	<b>13-14</b>
<b>PROFILING USERS AND BENEFICIARIES</b>	<b>15-26</b>
<b>WASH PRACTICES &amp; BEHAVIOUR CHANGE</b>	<b>27-35</b>
<b>PERCEPTION AND PREFERENCES</b>	<b>36-40</b>
<b>ACCESS TO SAFE SPACES</b>	<b>41-48</b>
<b>EMPOWERMENT AND CAPACITY BUILDING</b>	<b>49-56</b>
<b>CONCLUSION</b>	<b>57</b>





# VISION AND MISSION

## VISION

“Aligning with United Nation’s Sustainable Development Goals (SDG-11), PVR NEST’s vision is to build Public Health & Development infrastructures through its Public-Private Partnership model (PPP) for making their access to health, safety and growth opportunities proximity-friendly and more equitable.”

## MISSION

In our mission, we aim to build high-impact programs which cultivate a better understanding of the intersectionality of the problems prevalent in marginalized communities. We aspire to support from the Central and State government, for the sustainability and replication of these programs in future.

# PROJECT OVERVIEW

India continues to grapple with a staggering challenge: an alarming 60.4% of people lack access to toilets (Indian Express)\*. This deprivation not only undermines the basic dignity of the masses but also poses serious threats to their health, safety, and overall well-being. Women, in particular, face significant hurdles when nature calls outside the confines of a safe and hygienic environment.



In the area of public sanitation, women and girls encounter a myriad of risks, ranging from the fear of sexual violence to the limitations imposed on their freedom of movement. These challenges not only hinder their ability to participate fully in education, employment, and public life but also jeopardize their physical and mental health. The absence of proper menstrual hygiene management exacerbates these hardships, pushing many towards resorting to open defecation, further perpetuating a cycle of vulnerability and exclusion.

Recognizing the urgency of addressing this pressing issue, PVR NEST, the corporate social responsibility arm of PVR INOX Limited, has embarked on a mission to provide innovative solutions aimed at mitigating the vulnerabilities faced by socially disadvantaged communities, particularly women, young girls and children. Through initiatives like the Pink Centres Program, launched in partnership with the Municipal Corporation of Delhi and the National Commission for Protection of Children Rights, PVR NEST is pioneering the establishment of safe, inclusive, and equitable urban spaces tailored to the needs of women, young girls and children.

At the heart of this effort lies the creation of Pink Centres, which go beyond the conventional notion of toilets. These free-to-use, women-exclusive sanitation facilities offer a holistic approach to hygiene, including access to menstrual hygiene products and sustainable disposal methods.





Central to the ethos of Pink Centres is accessibility. Led by women, these facilities are equipped with ramps and amenities catering to persons with disabilities, senior citizens, and children, reflecting a commitment to universal dignity and convenience.

In essence, initiatives like Pink Centres and Garima Grih are a beacon of hope in India's quest for inclusive development. By prioritizing the needs of vulnerable segments of society and fostering partnerships between the public and private sectors, PVR NEST demonstrates the power of collective action in building a safer, healthier, and more equitable future for all.

The WASH Champions, whose role is pivotal to the success of this project, bring a semblance of safety, familiarity and care to Pink Toilets; thereby converting it into a movement of empowerment, rather than just a sanitation centre. The WASH Champions have influenced behaviours, critical; not just to the success of this Project, but also to how Public Toilets are seen as a whole.



# ALIGNMENT WITH SDGS

## HOW PVR NEST'S CSR PROGRAMMES ALIGN TO THE SDGS

PVR NEST's Pink Toilets Program, in collaboration with the Municipal Corporation of Delhi and the NCPCR, addresses the pressing issue of inadequate sanitation in India by repurposing non-performing public assets by redesigning and retrofitting them. Under their WASH project named Pink Centres and Garima Grih, PVR NEST is contributing to the achievement of several Sustainable Development Goals (SDGs).

### \* **SDG 1: NO POVERTY**

The Pink Centres and Garima Grih programme by PVR NEST represent impactful initiatives aimed at addressing the needs of socially disadvantaged communities, particularly focusing on women and children. By providing free and hygienic sanitation services, these programs not only alleviate the financial burden but also contribute significantly to empowering these marginalized groups.





By catering to this demographic, the Pink Centres and Garima Grih programmes demonstrate a holistic approach to addressing sanitation needs, ensuring inclusivity and dignity for all.

Moreover, the focus on women and children within socially disadvantaged communities highlights the recognition of their specific vulnerabilities and the importance of targeted interventions to uplift them. By prioritizing these groups, PVR NEST acknowledges the unique challenges they face and works towards creating a more equitable and empowering environment.

Overall, the Pink Centres and Garima Grih programmes exemplify a multifaceted approach to addressing sanitation issues, combining accessibility, hygiene, and empowerment to positively impact the lives of women and children in socially disadvantaged communities.

## **SDG 2: ZERO HUNGER**

The nutrition initiative launched by PVR NEST represents a significant step towards enhancing the health and well-being of underprivileged children across its five project sites. By providing nutritious meals, the program aligns with the Sustainable Development Goal focused on eradicating hunger, ensuring food security, and improving nutrition worldwide.

In addition to offering nourishing meals, PVR NEST goes a step further by conducting educational sessions on various aspects of child health, sanitation, and community well-being. These sessions not only address immediate nutritional needs but also aim to create long-term impacts by promoting healthier lifestyles and raising awareness about important health practices.



Moreover, by integrating education and awareness sessions alongside meal provision, the program takes a holistic approach to addressing the complex factors that contribute to poor nutrition and health outcomes. PVR NEST's nutrition initiative exemplifies a comprehensive and proactive approach to addressing the nutritional needs of underprivileged children, aligning with broader global efforts to achieve sustainable development goals related to health and well-being.

## **SDG 3: GOOD HEALTH AND WELL BEING**

The Project's provision of safe and hygienic sanitation facilities, coupled with facilitating access to menstrual hygiene products, constitutes a significant contribution to public health and general well-being for women and girls. By ensuring access to clean washrooms and menstrual hygiene products, the Project addresses critical health concerns and reduces the risk of infections associated with unsanitary conditions.

Unsanitary washrooms can pose serious health risks, especially for women, as they are more susceptible to urinary tract infections, bacterial vaginosis, and other reproductive health issues when exposed to unhygienic environments. By providing safe and clean sanitation facilities, the Project helps mitigate these risks and promotes better health outcomes among women and girls.

Moreover, facilitating access to menstrual hygiene products is essential for ensuring the dignity and well-being of women and girls. Lack of access to these products can lead to discomfort, embarrassment, and even social exclusion during menstruation. By addressing this need, the Project not only promotes physical health but also supports women's empowerment and social inclusion.

Overall, the Project's efforts to improve sanitation facilities and menstrual hygiene access have far-reaching benefits for public health and well-being. By reducing the risk of infections and promoting dignity and empowerment, it contributes significantly to improving the overall quality of life for women and girls in the community.

Furthermore, the unwavering dedication to inclusivity and accessibility guarantees that a wide range of vulnerable groups, such as women and individuals with disabilities, have access to crucial facilities. Essentially, Pink Centres and Garima Grih are in harmony with the overarching objective of Sustainable Development Goal 3, which aims to ensure healthy lives and well-being for all, irrespective of their socio-economic status or background.







## SDG 4: QUALITY EDUCATION

PVR NEST's Garima Grih serves as a pivotal educational hub, offering a range of opportunities aimed at improving access to quality education for marginalized communities. The provision of computer training for women and educational sessions for children plays a crucial role in this endeavor, especially for those who may face barriers to regular school attendance.



By providing these educational resources, PVR NEST contributes significantly to the advancement of inclusive and equitable quality education for all, in alignment with global development goals.

Furthermore, the skill development programs offered by Garima Grih empower women with essential abilities, including beautician training, computer literacy, stitching, and tailoring. These programs not only enhance their skill sets but also expand their employment prospects and foster economic independence. By equipping women with valuable skills, PVR NEST not only supports their personal development but also strengthens the socio-economic fabric of the community.



## SDG 5: GENDER EQUALITY

PVR NEST's initiatives such as the Women Empowerment Centre and the provision of sanitation facilities exclusively for women exemplify its commitment to championing gender equality and empowering women. These initiatives address the specific hurdles faced by women and girls in accessing essential services like sanitation facilities, thereby fostering a more inclusive society. This is a dedicated space where women can access resources, support, and opportunities for personal and professional development.



This initiative provides women with the tools and skills necessary to participate fully in economic, social, and political spheres of life, ultimately empowering them to lead more fulfilling and independent lives.

Furthermore, the provision of sanitation facilities exclusively for women acknowledges and addresses the unique needs and challenges faced by women in accessing safe and hygienic sanitation services. By ensuring that women have access to clean and private facilities, PVR NEST not only promotes their health and well-being but also contributes to their dignity and autonomy. These are crucial steps towards building a more equitable and inclusive society. By addressing the specific barriers faced by women and girls, these initiatives pave the way for greater participation and representation of women in all aspects of society.

## **SDG 6: CLEAN WATER AND SANITATION**

Access to sanitation is fundamental to public health and well-being, and initiatives by organizations like PVR NEST are essential in ensuring this access for vulnerable communities. By establishing safe and hygienic sanitation facilities and providing menstrual hygiene products, PVR NEST addresses critical needs that are often overlooked but profoundly impact the health and dignity of individuals, particularly women and girls.



The provision of safe and clean sanitation facilities helps prevent the spread of diseases and infections, improving overall public health outcomes. Additionally, ensuring access to menstrual hygiene products is crucial for the well-being and dignity of women and girls, as it allows them to manage their menstruation hygienically and comfortably.

Moreover, PVR NEST's commitment to sustainable disposal methods for sanitation waste further contributes to environmental health and sustainability, mitigating potential negative impacts on local ecosystems and water sources.

By addressing these fundamental needs, PVR NEST's initiatives actively support the realization of Sustainable Development Goal 6, which aims to ensure the availability and sustainable management of water and sanitation for all. Access to sanitation is not just a matter of convenience but a fundamental human right, and initiatives like those undertaken by PVR NEST are crucial in ensuring that this right is upheld for all members of society, especially the most vulnerable.





## SDG 8: DECENT WORK & ECONOMIC GROWTH

The Pink Toilets and Garima Grih initiatives by PVR NEST serve multiple purposes that contribute significantly to women's empowerment, economic growth, and social inclusion. Firstly, these facilities provide safe, clean, and accessible WASH (Water, Sanitation, and Hygiene) facilities, catering specifically to the needs of women in nearby communities. By ensuring access to dignified sanitation facilities, these initiatives promote women's health, safety, and well-being, while also addressing the broader issue of gender inequality in access to basic amenities.

Secondly, the skill development programs offered at Garima Grih play a crucial role in promoting decent work and economic growth. By imparting marketable skills such as beautician training, computer literacy, stitching, and tailoring to women, these programs enable them to enter the workforce or start their own businesses. This not only enhances their economic opportunities but also contributes to the overall economic growth of the community.

Lastly, the employment opportunities provided to WASH Champions and Trainers at these centers are instrumental in creating dignified livelihoods and breaking down the stigma associated with working in sanitation facilities. By offering employment prospects in roles related to maintaining and managing sanitation facilities, PVR NEST empowers women to take on leadership roles and contribute actively to their communities.

Overall, these initiatives contribute to reducing inequalities by enabling women to become financially independent and active participants in the economy. By promoting full and productive employment and decent work for all, PVR NEST's efforts at the Pink Toilets and Garima Grih contribute to fostering inclusive economic growth and creating a more equitable society



## SDG 10: REDUCED INEQUALITIES

The employment opportunities and economic empowerment provided to WASH Champions and Trainers at Pink Centres and Garima Grih by PVR NEST are crucial in addressing inequalities and promoting sustainable development. These opportunities not only provide them with a source of income but also empower them to take on responsibility within their homes and communities. This helps in reducing gender disparities and promoting gender equality, which is a key aspect of Sustainable Development Goal 10.

Moreover, the skill development programs offered by PVR NEST enable women to acquire new skills, further enhancing their economic opportunities and social mobility. By gaining skills through these programs, women can assert themselves in decision-making processes within their households and communities, thus contributing to reducing inequalities at the grassroots level.



## **SDG 11: SUSTAINABLE CITIES & COMMUNITIES**

PVR NEST's Garima Grih and Pink Toilets program aligns perfectly with the objectives outlined in Sustainable Development Goal 11, which emphasizes the importance of establishing universal access to safe, inclusive, and accessible spaces, particularly for women and other vulnerable populations.

By providing safe and accessible sanitation facilities through Pink Toilets and offering skill development opportunities, essential services, and community engagement activities at Garima Grih, PVR NEST's program directly contributes to achieving the targets set for SDG 11.

These initiatives create inclusive and sustainable urban communities by addressing the specific needs of vulnerable populations, including women. The provision of safe and accessible sanitation facilities ensures that women have access to essential services that are crucial for their health, dignity, and safety.

Moreover, by offering skill development opportunities and community engagement activities, Garima Grih fosters social inclusion and economic empowerment among marginalized groups, thereby contributing to the creation of resilient and sustainable urban communities.

Overall, PVR NEST's program at Garima Grih and Pink Toilets plays a vital role in advancing the objectives of SDG 11 by promoting inclusive, safe, resilient, and sustainable urban development. Through its holistic approach to addressing the needs of vulnerable populations, this program contributes to building more equitable and thriving urban environments





## SDG 13: CLIMATE ACTION

PVR NEST's emphasis on informed decision-making, particularly through providing incinerators for sustainable waste disposal, aligns closely with the imperative of taking urgent action to combat climate change and its associated impacts by responsibly managing waste. By advocating for sustainable practices in sanitation and waste management, PVR NEST actively contributes to mitigating climate change and fostering the development of resilient communities.

The provision of incinerators for sustainable waste disposal reflects a commitment to environmentally friendly waste management practices. Incineration can significantly reduce the volume of waste while minimizing environmental pollution compared to traditional disposal methods such as landfilling or open burning. This approach aligns with the goals of reducing greenhouse gas emissions and promoting sustainable resource use, key objectives in addressing climate change.

Moreover, PVR NEST's ongoing awareness programs play a crucial role in altering behaviors related to waste disposal and raising awareness about the harmful effects of careless waste management practices. By educating communities about the importance of proper waste disposal and the benefits of sustainable practices, these programs contribute to building a culture of environmental responsibility and resilience.

Overall, PVR NEST's initiatives in promoting sustainable waste management practices not only contribute to combating climate change but also foster the development of resilient communities capable of addressing environmental challenges effectively. By prioritizing informed decision-making and raising awareness, PVR NEST plays a significant role in building a more sustainable and environmentally conscious society.



# SDG 17: PARTNERSHIPS FOR THE GOALS

PVR NEST's collaborations with government agencies, NGOs, and other stakeholders exemplify the importance of partnerships in achieving sustainable development goals. By harnessing these partnerships between the public and private sectors, PVR NEST demonstrates the effectiveness of collective action in addressing complex social issues and advancing sustainable development.

Collaborations with government agencies allow PVR NEST to leverage resources, expertise, and infrastructure to scale up its initiatives and reach a wider audience. This partnership facilitates the alignment of objectives and priorities, ensuring that efforts are coordinated and complementary, thereby maximizing impact.

Engaging with NGOs provides PVR NEST access to specialized knowledge, networks, and community outreach capabilities. These partnerships enable the organization to tap into grassroots expertise and tailor interventions to local contexts, enhancing relevance and effectiveness.

Furthermore, collaborating with other stakeholders such as businesses, academia, and international organizations brings diverse perspectives, resources, and innovative solutions to the table. By fostering multi-stakeholder partnerships, PVR NEST can leverage collective strengths and mobilize resources more effectively towards common goals.

This approach aligns closely with the objectives of SDG 17, which emphasizes the necessity of strengthening global partnerships for sustainable development. By actively engaging in collaborations across sectors and stakeholders, PVR NEST demonstrates a commitment to collective action and underscores the importance of partnership-driven approaches in advancing sustainable development agendas.



# STUDY OBJECTIVES

## ASSESSING THE IMPACT AND BEHAVIOURAL SHIFT IN THE USAGE OF PINK CENTRES AND GARIMA GRIH

- Examine the user profile of Pink Centers and Garima Grih, including demographics like age, gender, socio-economic status, and location, to understand specific audience needs comprehensively.
- Evaluate the broader economic impact of Pink Centers and Garima Grih on various stakeholders, such as users, WASH champions, and trainers, by examining employment opportunities, income generation, and economic empowerment resulting from these initiatives.
- Explore behavioral changes brought about by the implementation of Pink Centers and Garima Grih, focusing on toilet usage patterns, hygiene practices, and attitudes toward sanitation facilities, to assess the effectiveness of these programs in promoting safe and consistent toilet usage within the community.
- Examine societal shifts and changing perceptions regarding the taboos associated with working in toilet complexes, investigating how Pink Centers and Garima Grih contribute to breaking down barriers and stigma related to sanitation-related occupations; ultimately aiming to empower individuals and foster dignity and social acceptance.
- Study the progress/ regress made from the previous study.





# APPROACH AND METHODOLOGY

This Social Impact Assessment Study 2024 has been undertaken to assess the impact of the Women Empowerment programme of PVR NEST being delivered through 10 Pink Centres ( Sanitation Centres) and 1 Garima Grih (Sanitation Centre cum Skill Development Centre) located in various parts of New Delhi. These are existing sanitation assets owned by the Government that have been repurposed, redesigned and retrofitted to create a completely novel sanitation experience for the women in Delhi.

We have tried to maintain continuity and comparability with the earlier study, so as not to change key data points too much, unless absolutely necessary or beneficial to this study. The study has therefore been conducted at four levels, segregated into:

- First-timers/ occasional users to study how people first come to these centres
- Regular Users, to study what makes them continue to come back and associated behaviours
- WASH Champions, their experiences and impact
- Trainers at Garima Grih to assess their experience and impact.

Wash Champions are women from the community, who work in these centres to maintain these centres. Through regular training and capacity-building efforts, they represent the new-age sanitation workers who are not only viewed with respect and appreciation among their communities but also recognised as agents of change. Wash Champions were part of the earlier study too.

Trainers were introduced into the study for the first time as they too were identified as beneficiaries of this Project, creating employability for a new group.

We used a combination of quantitative and qualitative methodology, which included detailed profiling of each user group and then embarked on habits, perceptions preferences, and benefits so accrued. A five-point scale was used to assess the level of dissatisfaction, satisfaction or delight with various services and facilities provided. The baseline for the study is being considered as the previous year's survey more on a holistic improvement scale.

The total target group of 700 respondents has been divided across Pink Centers, Garima Grih as follows:

- Pink Centers: 50 per Pink Center = 500 users + 20 WASH Champions
- Garima Grih: 222 users +4 WASH Champions+ Trainers.

We did not assign a number to the number of first-time/ occasional users vs regular users but left it to the natural flow of user footfalls to determine that split. At the end of the survey, we found that we interviewed 490 regular users and 182 first-time users across the 10 Pink Centers and Garima Grih. This is representative of the fact that these centres have been around for some time now and have a captive user base from the local vicinity.

Most Pink Centers are located in and around areas with high populace and popular shopping complexes with high footfall catering to both floating users who visit the local marketplaces as well as those residing or working in the vicinity. Delhi being a metropolitan city attracts a very high immigrant population from neighbouring states who are employed primarily in the unorganised sector. These people mostly live in local settlements, unauthorised colonies and slums where rents or the cost of housing is low.

To maintain objectivity in the survey, the interns from NMIMS visited locations from Monday to Saturday of a work week. The centers were divided into 4 groups based on geographical proximity.

Groups	Loaction of Centre	Sample size users	WASH Champions/ Trainers	Total Sample size
<b>Group 1 (South 1)</b>	1. PVR Anupam Saket	50	2	150
	2. Vasant Vihar	50	2	
	3. RK Puram	50	2	
<b>Group 2 (South 2)</b>	4. Central Market, Lajpat Nagar	50	2	150
	5. Amar Colony, Lajpat Nagar	50	2	
	6. Aurobindo Market	50	2	
<b>Group 3 (West)</b>	7. Gaffar Market	50	2	150
	8. Hanuman Mandir, Yamuna Bazaar	50	2	
	9. Vikaspuri Complex	50	2	
<b>Group 4 (North/West)</b>	10. Kashmiri Gate	50	2	272
	11. Garima Grih - Jawahar Camp	222	8	
<b>Total</b>		<b>672</b>	<b>28</b>	<b>700</b>

The 17 interns from NMIMS conducting the fieldwork were divided across the groups based on the size of the cluster sample size.



Caption: Survey in progress

# PROFILING **USERS** AND BENEFICIARIES

In the previous Social Impact study, the classification of occasional and regular users was based solely on whether a user was a first-time visitor or not. Any user who wasn't a first-time visitor was automatically categorized as a regular user. However, upon conducting this survey, we observed a significant number of users who didn't fit neatly into either category. These users, whom we now classify as occasional users, have distinct characteristics.



Occasional users are individuals who neither reside nor work near the centres under study. Instead, they visit these centres occasionally for various purposes such as work-related activities, shopping, or other personal reasons.

What sets them apart is their deliberate choice to visit these centres despite having other viable options available to them. They are not bound by proximity but opt for these centres based on informed decisions.

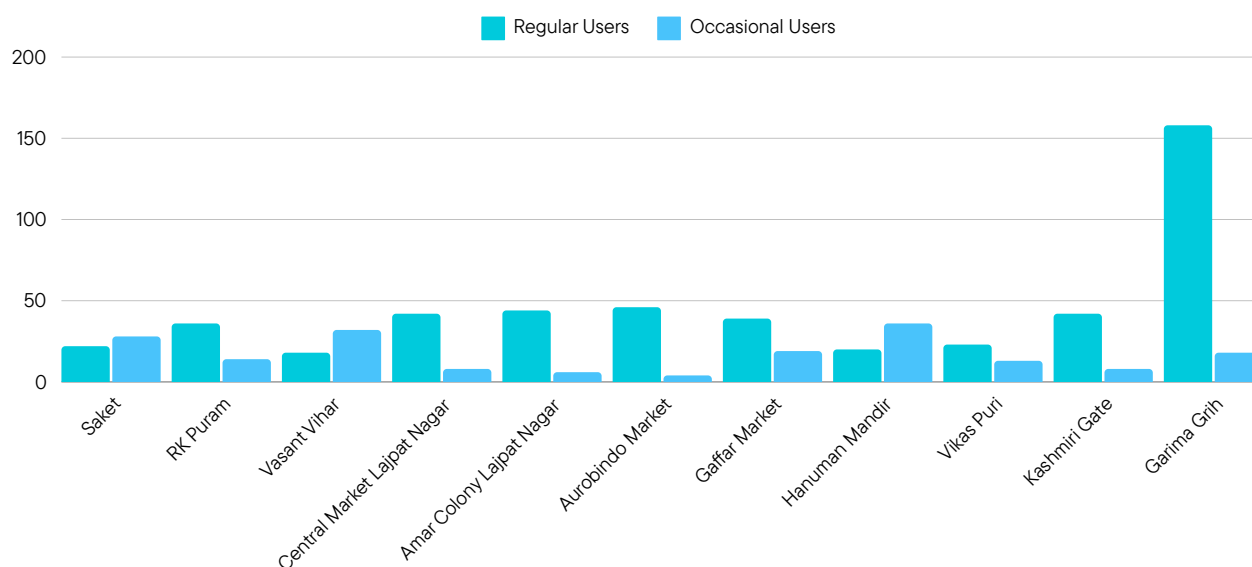
Recognizing the presence and behaviour of occasional users is crucial for a comprehensive understanding of user dynamics and preferences. By studying them separately from regular users, we can gain insights into their motivations, preferences, and the factors influencing their choice to patronize these centres intermittently. This nuanced approach allows for a more accurate analysis of user demographics and behaviours, facilitating better-informed decisions for optimizing the services and amenities offered by these centres.



# PROFILING USERS

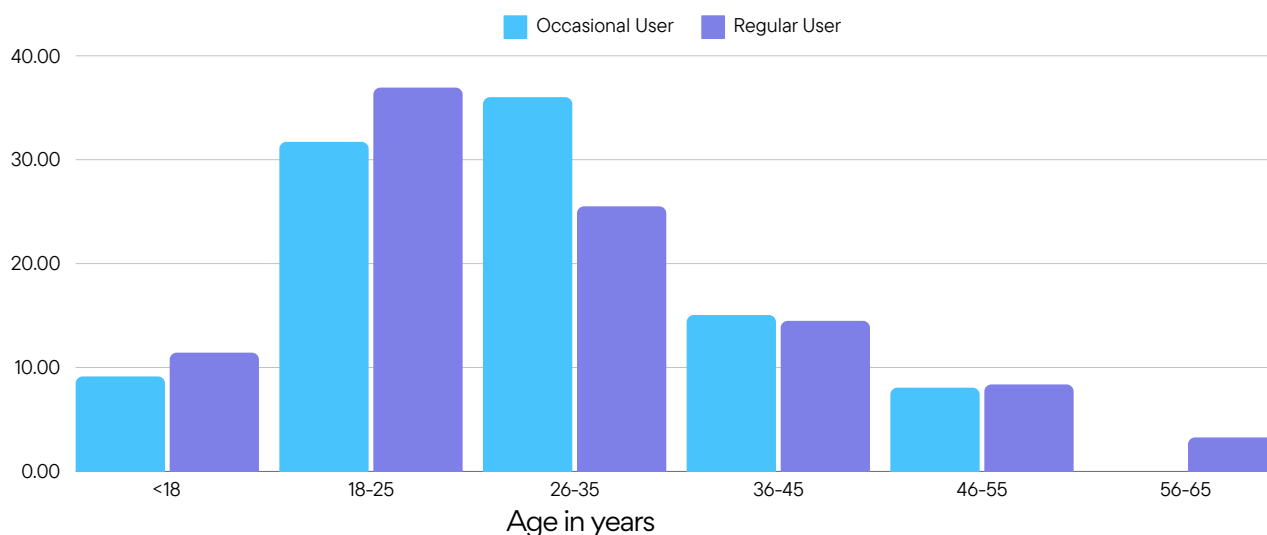
Location of Centre	Regular Users	Occasional Users	Total Users
Saket	22	28	50
RK Puram	36	14	50
Vasant Vihar	18	32	50
Central Market Lajpat Nagar	42	8	50
Amar Colony Lajpat Nagar	44	6	50
Aurobindo Market	46	4	50
Gaffar Market	39	19	58
Hanuman Mandir	20	36	56
Vikas Puri	23	13	36
Kashmiri Gate	42	8	50
Garima Grih	158	18	176
<b>Total</b>	<b>490</b>	<b>186</b>	<b>676</b>

In the survey, we interviewed a significantly larger sample size of users at Garima Grih since the footfall at Garima Grih is much larger as compared to Pink Centres. It is interesting to note that, while Garima Grih had the maximum number of regular users, the percentage of occasional users here was small. On the other hand, Pink Centre-Hanuman Mandir had a large number of occasional as compared to regular users. This is being highlighted to state that the user mix is not the same across all centres.



# AGE DISTRIBUTION OF USERS

Age in Years	Occasional user		Regular User		Total Users	
<18	17	9.14	56	11.43	73	10.80
18-25	59	31.72	181	36.94	240	35.50
26-35	67	36.02	125	25.51	192	28.40
36-45	28	15.05	71	14.49	99	14.64
46-55	15	8.06	41	8.37	56	8.28
56-65	0	0.00	16	3.27	16	2.37
<b>Total</b>	<b>186</b>	<b>100</b>	<b>490</b>	<b>100</b>	<b>676</b>	<b>100</b>



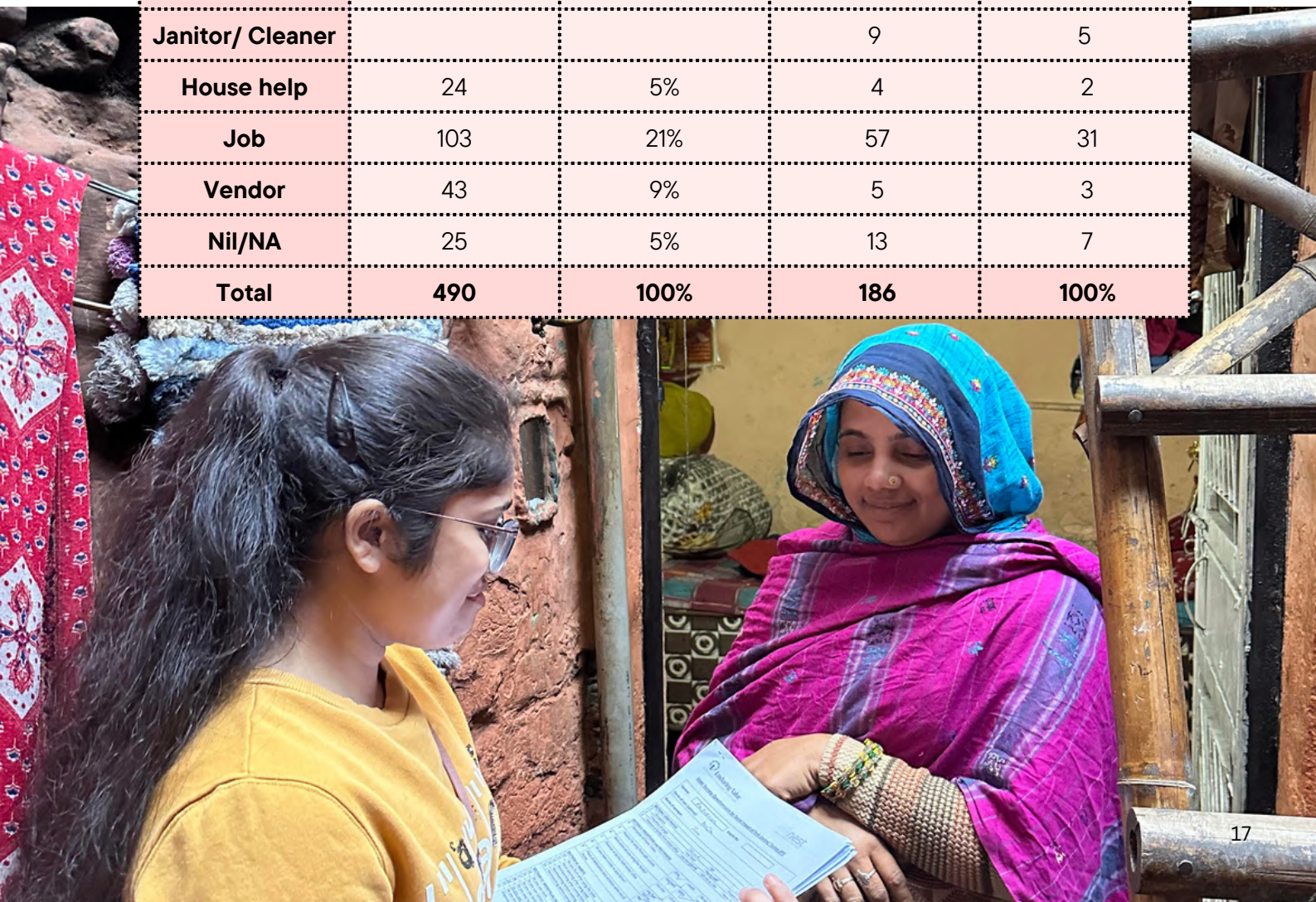
As previously mentioned, in this survey, the number of users was not predetermined but rather determined by the natural footfall throughout the day, thereby reflecting the organic composition of occasional users versus regular users. Among occasional users, the largest demographic falls within the 26-35 years age group, comprising 36%, closely followed by the 18-25 years age group at 32%, collectively constituting 68%. This distribution closely mirrors that of the previous survey. The next significant demographic is the 36-45 year bracket at 15%, followed by children below 18 at 9%, and individuals older than 45 years at 8%.

Among regular users,, the study reveals a notable concentration in younger age groups. The largest demographic among regular users falls within the 18-25 age group, comprising 37% of followed closely by the 26-35 age group, representing 25% of the user base, with the 36-45 age group at 14%, and children below 18 at 11%. While the 46-55 age group constituted 8% of users, a small percentage of older users, particularly in the 56-65 age group, was also observed, indicating a gradual shift in behaviour even among the older population away from traditional habits such as open defecation. The data suggests that younger individuals, driven by aspirations, exhibit a clear preference for clean and safe sanitation facilities.

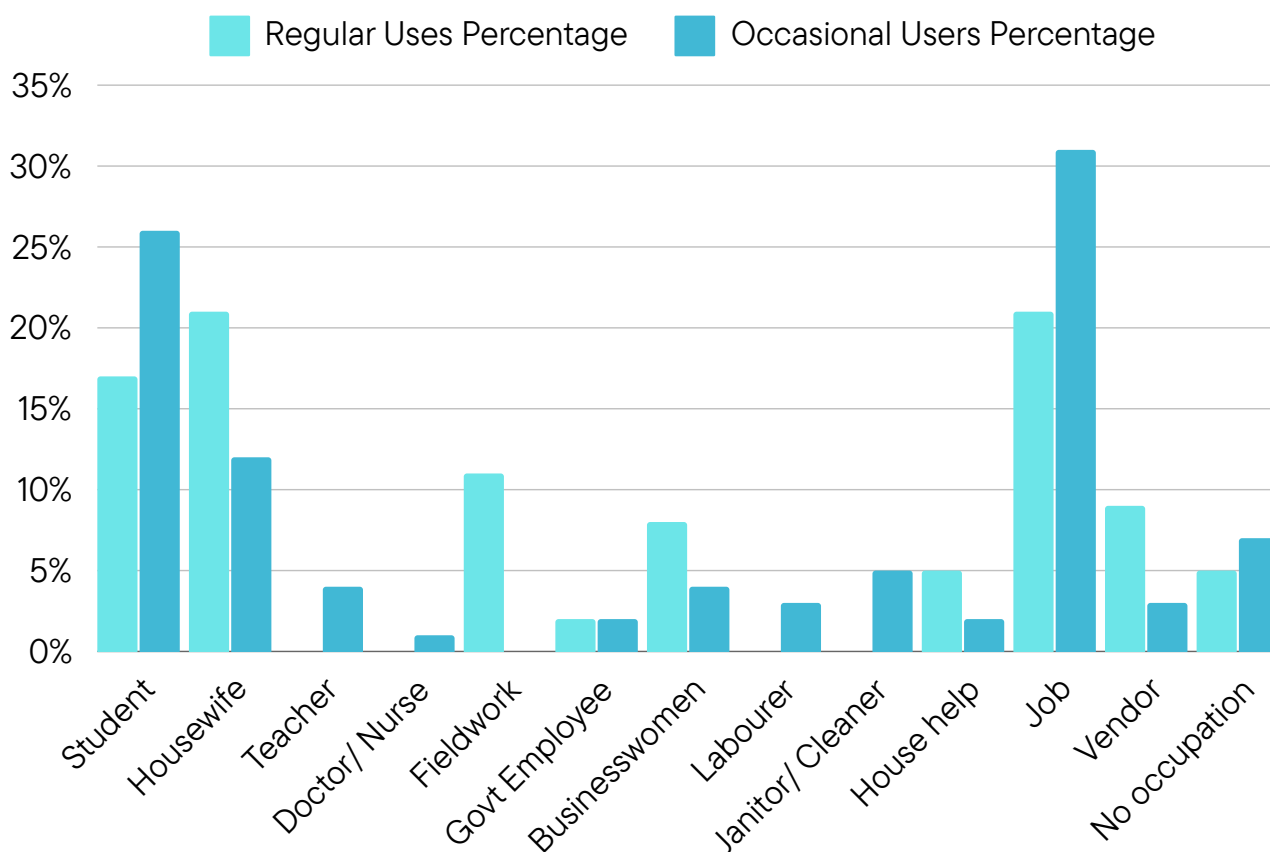
# OCCUPATION OF USERS

Regular users constituted the bulk of those surveyed, representing the natural flow of footfall to these centres. The largest group of users comprise women engaged in a job or business at 56.3% (job+ fieldwork+ Businesswomen+ govt employees+ house helps+ vendor), followed by students at 17%. *Therefore, 73.6% of our total user base represents women who have either already achieved financial independence or are working towards it.*

OCCUPATION	REGULAR USERS		Occasional Users	
	No. of Responses	Percentage	# Responses	Percentage
Student	85	17%	48	26
Housewife	104	21%	23	12
Teacher	0	0	7	4
Doctor/ Nurse	0	0	2	1
Fieldwork	56	11%	0	0
Govt Employee	9	2%	4	2
Businesswomen/ self-employed	41	8%	8	4
Labourer	0	0	6	3
Janitor/ Cleaner			9	5
House help	24	5%	4	2
Job	103	21%	57	31
Vendor	43	9%	5	3
Nil/NA	25	5%	13	7
Total	490	100%	186	100%



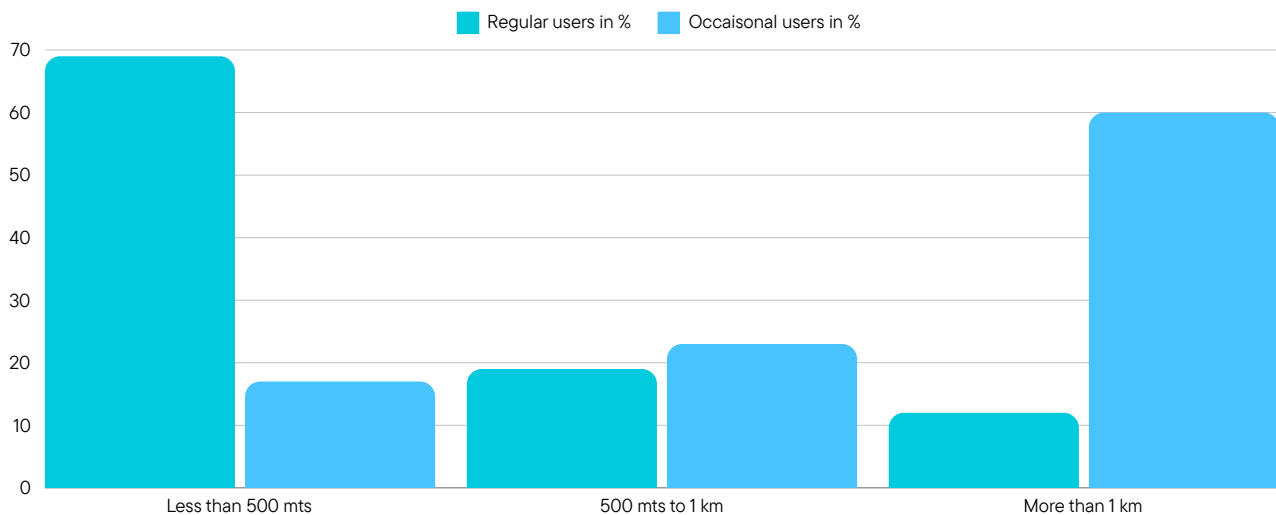




One of the most basic aspirations appears to be access to clean and safe sanitation spaces, which also results in higher empowerment to pursue their job/ profession without inhibition. This group is followed by housewives at 21%. Interestingly, that only leaves a small group of people with no occupation (5%) among our user group. This is an extremely interesting insight which was not available in the previous SIA.

## DISTANCE FROM HOME/ WORK

Distance from Home/ Office	Regular users in %	Occasional users in %
Less than 500 mts	69	17
500 mts to 1 km	19	23
More than 1 km	12	60



While most regular users live or work close to the centre; however, this is completely different (understandably so) for occasional users, most of whom come from a distance of more than a km. However, what is encouraging is that the percentage of regular users coming from a distance of more than a kilometre has increased from 4.9% in the previous survey to 12% in 2024; that too on a larger sample size. *This clearly shows that there is a significant need for such sanitation centres.*

Among occasional users, one sees a huge increase among users coming from beyond 1 km distance. It has jumped from 28.2% to 60%. This is attributed to positive word of mouth and growing awareness. Of course, this as we know, is a floating user group and cannot be targeted with any training or capacity building except better WASH behaviours.



# PROFILING **WASH** CHAMPIONS AND TRAINERS

We surveyed 100% WASH Champions, most of whom are in the 36-45 age group at 46%, followed by those in the age group of 26-35 at 38%. Those in the 18-25 and 45-50 age groups; with 8% each. Since 84% of WASH Champions are between 26-45 years of age, one can correlate that the *burden and pressures of household expenses have spurred their decision to venture out to earn for their family.*

## AGE OF WASH CHAMPIONS

Age Group (in years)	WASH Champion	
	No. of responses	Percentage
18-25	2	8%
26-35	9	38%
36-45	11	46%
45-50	2	8%





## EDUCATION OF WASH CHAMPIONS

Studied till	Number of responses	Percentage
Up to 5th standard	3	13%
Up to 8th standard	13	54%
10th	7	29%
12th	1	4%
Total	24	100%

None of the WASH Champions has studied beyond Higher Secondary, with most of them having studied only till 8th Std.

## DURATION OF ENGAGEMENT

Duration of Engagement	WASH Champion	
	Number of Responses	Percentage
Less than 1 year	1	4%
2 years or more	23	96%
Total	24	100%

It is encouraging to see that 96% of WASH Champions have been with these centers for more than 2 years. *This shows that they are happy with the work environment and their work.* With only 4% of the WASH Champions (1 person) reporting that she had been engaged for less than a year.

# MARITAL STATUS OF WASH CHAMPIONS

Marital Status	WASH Champion	
	No. of responses	Percentage
Married	21	87%
Widowed/Divorced	3	13%
Total	24	100%

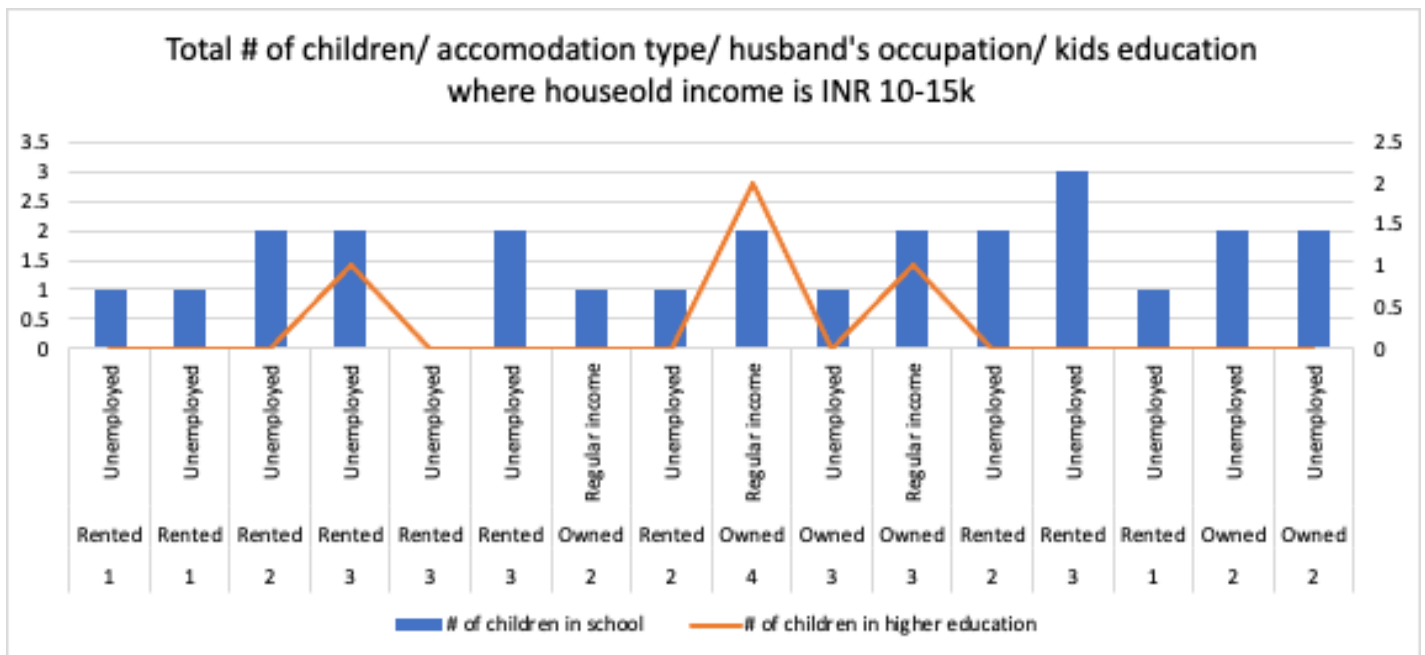
87% of WASH Champions are married while 13% are either widowed or divorced. This makes it pretty clear that these ladies are working due to the burden of circumstances. However, they have chosen to stay because they are happy with their work. There are no unmarried women among the WASH Champions.

# HOUSEHOLD INCOME AND ITS CORRELATION TO CHILDREN'S EDUCATION

**Household income between INR 10-15k:** 67% (16) WASH Champions fall in this category.

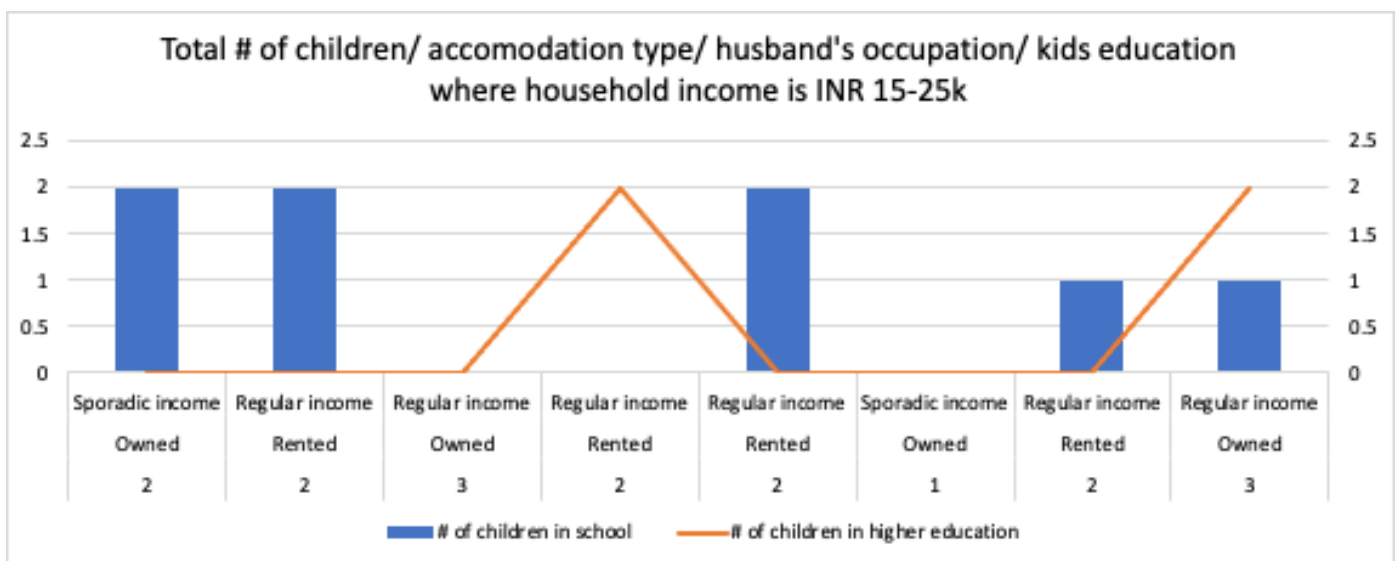
- Of this 62% reside in rented accommodation, the balance 38% in self-owned accommodation
- 81% do not have spouses with any source of income, hence they are single earning members; despite this, 3 of them live in self-owned accommodation. This could be a family home too.
- Among the WASH Champions whose spouses are unemployed, it is encouraging to note that all except one, has children either in school or college.
- 11% of children of WASH Champions in this income bracket are pursuing higher education, 68% are in school and the remaining 12% are not studying (this could include a small number of kids too young to go to school as 15% of this group is aged between 22-29 years.)

# HOUSEHOLD INCOME AND ITS CORRELATION TO CHILDREN'S EDUCATION



**Household income between INR 16-25k:** 33% of WASH Champions fall in this category.

- 50% live in self-owned accommodation and the other half in rented accommodation
- 75% have spouses with a regular income and 25% have sporadic income from casual labour or temporary jobs
- All except one has children either in school or in college
- 24% of children of WASH Champions in this income bracket are pursuing higher education, 47% are in school and disappointingly, the balance 34% aren't studying (this could include a very small number of kids who are too young to go to school as 12% of this group is aged between 22-23 years.)





- The highlights above indicate that the program has the potential to act as a catalyst of positive change by empowering individuals from economically disadvantaged backgrounds to actively participate in initiatives aimed at improving sanitation and hygiene practices within their communities. This data provides valuable insights for program administrators and stakeholders to tailor interventions that effectively cater to the needs and realities of participants from different income strata, ultimately fostering more equitable and sustainable outcomes in the realm of water, sanitation, and hygiene.

## SPACE OF LIVING

Space of living	WASH Champion	
	No. of responses	Percentage
<b>Rented</b>	14	58
<b>Owned</b>	10	42
<b>Total</b>	24	100

58 percent of the WASH Champions live in rented accommodation while 42 percent have their own homes. This figure also correlates to double-income families since 46% of WASH Champions have spouses who have a regular source of income while another 16% have some Occasional source of income. All 24 WASH Champions, whether they are living in rented or owned accommodations, have chosen to have washrooms at home. While many people living in the settlements and bastis like the ones our WASH Champs come from have shared toilet arrangements which cost less. *However, this group has chosen to live in homes with toilets, even if they have to pay more. This is clear that there is a distinct behaviour shift.*

## HUSBANDS' OCCUPATION

The husbands of 38% of WASH Champions are unemployed, 17% work as casual labourers or have temporary jobs while only 46% bring home a regular income.

# PROFILING TRAINERS

<b><i>Parameter</i></b>	<b><i>Trainer1</i></b>	<b><i>Trainer 2</i></b>	<b><i>Trainer 3</i></b>	<b><i>Trainer 4</i></b>
<b>Education</b>	BA	12th	BSC	10th
<b>Age</b>	20	40	19	40
<b>Marital status</b>	Unmarried	Married	Unmarried	Married
<b>No. of Children</b>	0	4	0	2
<b>No. of school going kids</b>	0	2	0	2
<b>No. of children studying beyond school</b>	0	2	0	0
<b>Household Income</b>	16k-20k	16k-20k	Below 15k	21k-25k or more
<b>Duration of engagement</b>	1 Year	Less than 1 Year	1 Year	1 Year
<b>Living space</b>	Owned	Owned	Owned	Owned
<b>Toilet at home</b>	Yes	Yes	Yes	No
<b>Husband's occupation</b>	0	Casual labour/ Temporary Job	0	Regular source of income from job or business

The Garima Grih is a unique centre of women empowerment, which apart from providing a safe and hygienic sanitation space for women also serves as a place for imparting skills, critical information and knowledge relevant to their needs. This model, conceptualised by PVR NEST brings under one roof, several skill-development programmes like cutting and tailoring, digital literacy, beautician's training etc., imparted by skilled trainers. These trainers are women from surrounding areas who have demonstrated the requisite knowledge and expertise required to impart training to other women. There have been multiple batches of women who have benefitted from these training sessions.

While helping upskill the community, the trainers employed at these centres also get a livelihood opportunity at these centres. It was therefore decided to include the trainers as beneficiaries as well, to assess the secondary impact of these centres. Basic profiling of the trainers revealed that 2 of 4 trainers are graduates while one has studied till 12th Std. and the other till 10th Std. Both the older trainers (who have not studied beyond higher secondary) are married and have kids. One of these trainers has 2 children and her husband has a regular income while the other has 3 children; however, her husband does not have a regular income. Notwithstanding, 2 of her children are studying beyond school. The household income of 2 of these ladies is between Rs 16k to 20k, one between Rs 21-25k and one less than Rs 15k. Three of the trainers have been associated for more than a year and one less than a year. All four live in their self-owned homes and 3 of them have toilets at home while one does not.

# WASH PRACTICES & BEHAVIOUR CHANGE

## HANDWASHING REGULAR AND OCCASIONAL USERS

	REGULAR			OCCASIONAL		
	ALWAYS %	SOMETIMES %	NEVER %	ALWAYS %	SOMETIMES %	NEVER %
After using the toilet	98	2	0	99	1	0
After coming from outside	85	11	4	84	11	5
Before cooking	96	3	1	92	5	3
Before eating	95	4	1	93	7	0

While 98% of regular users always wash their hands after using the toilet, 84% wash their hands after coming home from outside, 96% wash their hands before cooking and 95% before eating. Among occasional users, too one sees similar responses. There is a marked improvement in the hand-washing habits of Occasional users from an overall 80.9% in the previous survey to 92% in this one.



# WASH CHAMPIONS

	Always	Sometimes	Never
After using toilet	24	0	0
After coming home from outside	24	0	0
Before cooking	24	0	0
Before eating	24	0	0
Others			
Flushing after Toilet	24	0	0

# TRAINERS

Like Wash Champions, all trainers at Garima Grih have been exposed to excellent sanitation practices and consistently practice handwashing after using the toilet, coming from outside, before cooking, and before eating. This aligns seamlessly with Garima Grih's mission of transforming health and sanitation habits in marginalized communities. The trainers' commitment not only supports the creation of safe and hygienic spaces but also contributes to disease prevention and the overall well-being of the community.

# MENSTRUAL HEALTH MANAGEMENT

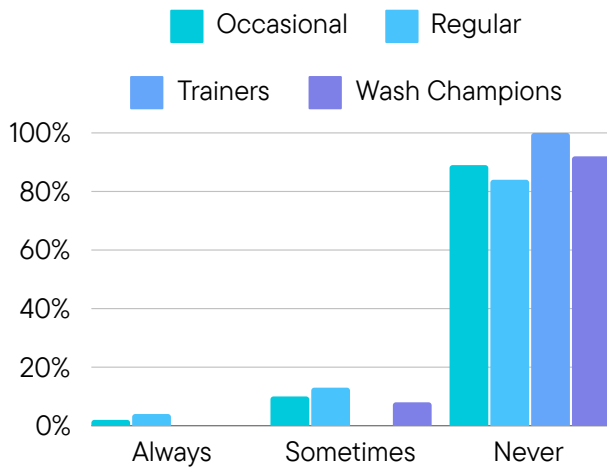
While there are multiple options of MHM Products in the market, we thought it would be good to survey usage patterns. Here's what we found across groups. The usage of cloth, at least among urban populations has gone down considerably, almost to negligible. Cotton is being used even lesser than cloth. Sanitary napkins are the most popular, covering 88% userbase.

As far as Tampons and Menstrual cups are concerned, these are more recent, modern and more costly options. While menstrual cups do not need to be purchased repeatedly, fewer people are comfortable using them. While all other groups have reported extremely low usage of tampons and menstrual cups; both Trainers and WASH Champions have reported awareness of both.

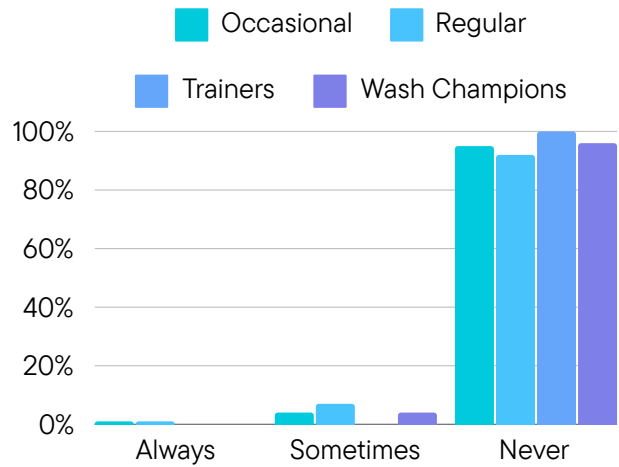
In the previous survey, among occasional users, there was a higher incidence of use of cloth and cotton. However that has come down drastically from 52% and 19% respectively for cloth and cotton to 2% and 1% respectively in favour of Sanitary Napkins. It may be worth exploring further if the Pink Centers and the easy availability of Sanitary Pads have had a role to play in this change.



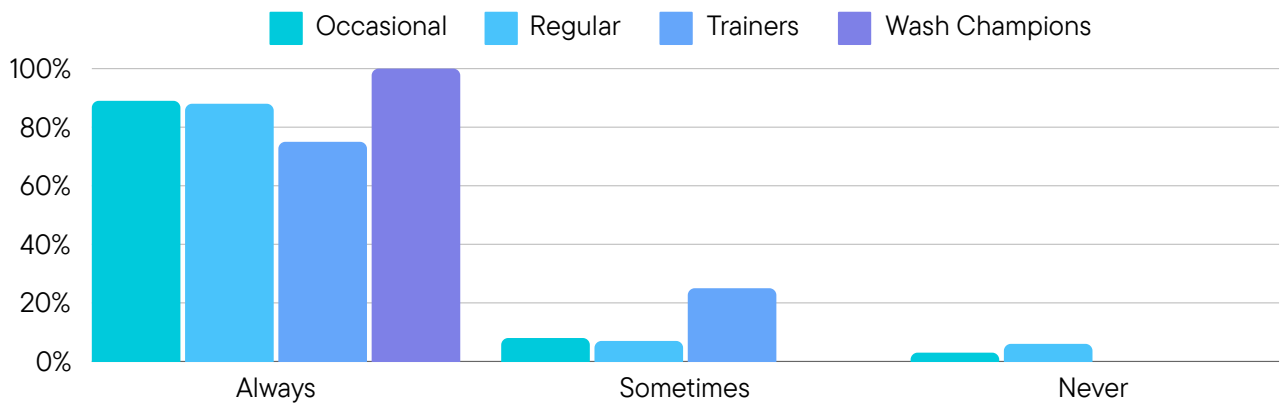
## CLOTH



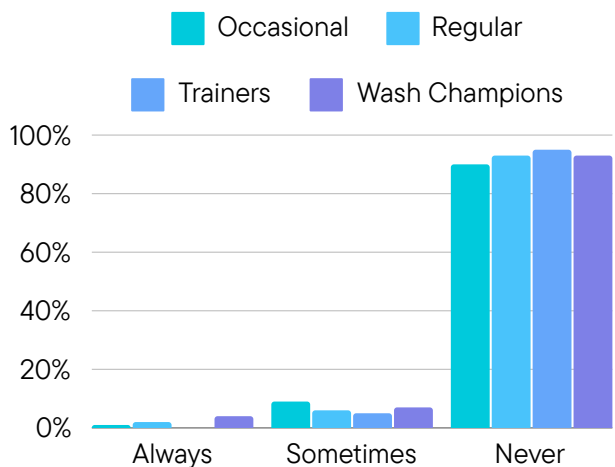
## COTTON



## SANITARY NAPKIN



## TAMPONS



## MENSTRUAL CUPS





MHM Product	Occasional User	Regular User	Trainers	Wash Champions
<b>Cloth</b>				
<b>Always</b>	2%	4%	0%	0%
<b>Sometimes</b>	10%	13%	0%	8%
<b>Never</b>	89%	84%	100%	92%
<b>Total</b>	100%	100%	100%	100%
<b>Cotton</b>				
<b>Always</b>	1%	1%	0%	0%
<b>Sometimes</b>	4%	7%	0%	4%
<b>Never</b>	95%	92%	100%	96%
<b>Total</b>	100%	100%	100%	100%
<b>Sanitary Napkin</b>				
<b>Always</b>	89%	88%	75%	100%
<b>Sometimes</b>	8%	7%	25%	0%
<b>Never</b>	3%	6%	0%	0%
<b>Total</b>	100%	100%	100%	100%
<b>Tampons</b>				
<b>Always</b>	1%	2%	0%	0%
<b>Sometimes</b>	9%	6%	5%	7%
<b>Never</b>	90%	93%	95%	93%
<b>Total</b>	100%	100%	100%	100%
<b>Menstrual Cup</b>				
<b>Always</b>	2%	2%	0%	0%
<b>Sometimes</b>	8%	2%	0%	0%
<b>Never</b>	90%	96%	100%	100%
<b>Total</b>	100%	100%	100%	100%

# AWARENESS OF SANITARY VENDING MACHINE

71% ( up from 23% in the previous survey) regular users were aware of Sanitary vending machines since they are regular users of the Pink Centers; however this number was considerably lower among Occasional users at 52% ( up from 1% in the previous survey). This awareness corroborates the shift from Cloth and Cotton to Sanitary Napkins.

Awareness Sanitary Vending Machine		
Response	Occasional User	Regular Users
Yes	52%	71%
No	48%	29%
Total	100%	100%

On enquiring from the users on how they dispose off used Sanitary Napkins, the responses were as follows:

## DISPOSAL OF SANITARY PADS

Most users ( a higher percentage of regular users) reported that they wrap it in old paper and throw it in the garbage, while 18% and 12% of occasional and regular users respectively said they wrap it in polythene and throw it in the garbage, 3% in both groups said they throw them without wrapping, a very small percentage say that they either burn it, flush it or use any other method to dispose of used sanitary pads.

The percentage of occasional users who wrap in old paper and dispose of used sanitary pads has risen from 36% to 70%, while among regular users, it has gone up from 78.6 to 80%. *So it is evident that the regular users, with whom our WASH Champions are in constant touch, changed their behaviour earlier and that shift is now also being seen among occasional users.*

Disposal of Sanitary Napkin	Occasional Users	Regular Users
Wrap it in old paper and throw in garbage	70%	80%
Put in polythene and throw in garbage	18%	12%
Throw directly in dustbin without wrapping	3%	3%
Burn it	0%	1%
Flush it	5%	1%
Any other way	2%	2%
NA	2%	1%
Total	100%	100%



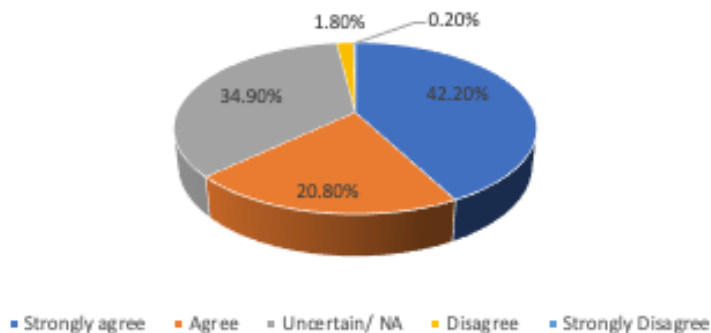


# BEHAVIOUR CHANGE

## REGULAR USERS

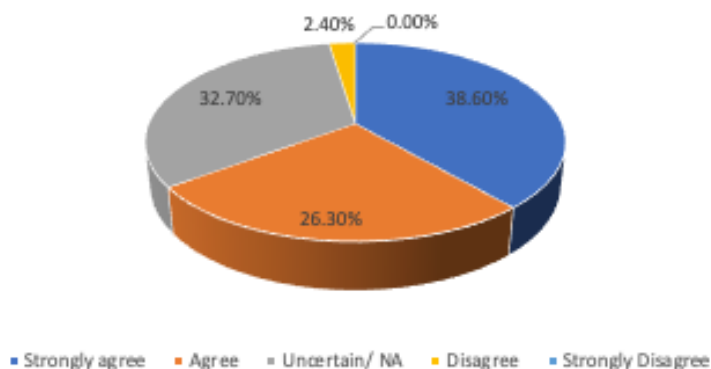
One of the most significant observations during the course of our conversations and the comparison with previous year's report has been that there is a significant behaviour change among users.

I have found that users dispose sanitary pads in the correct manner and don't leave them lying around



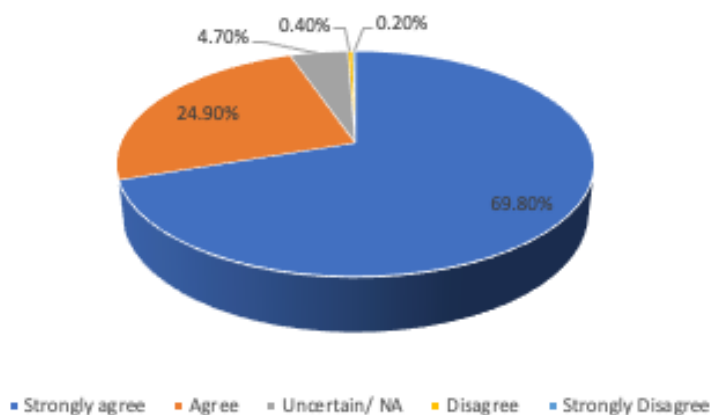
63% of Regular users agree that sanitary pads are disposed of correctly while just 2% disagree. A significant 34% are uncertain, that could be that they have not paid attention. However, if they had seen them lying around, chances are they would have remembered

It is observed that People flush after urinating here



Similarly, when it comes to observation related to flushing after urinating, 65% agree that this practice is followed, 2.40% say it is not and 32.7% are uncertain.

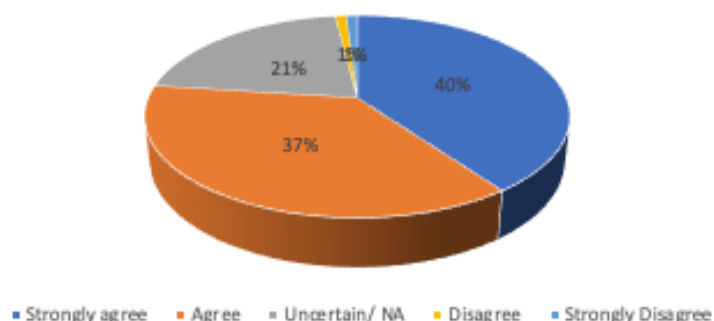
There is no open defecation here



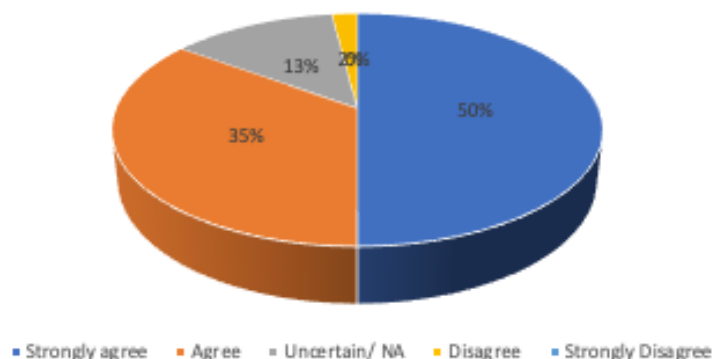
When it comes to open defecation, the responses are clearer since a large percentage of users surveyed may not be nuanced about flushing after urination and proper disposal of sanitary napkins but would most certainly be sensitive towards open defecation. It is therefore seen that 95% vociferously agree that there is no open defecation here while 0.60% disagree and a small percentage of 4.70% is uncertain.

# OCCASIONAL USERS

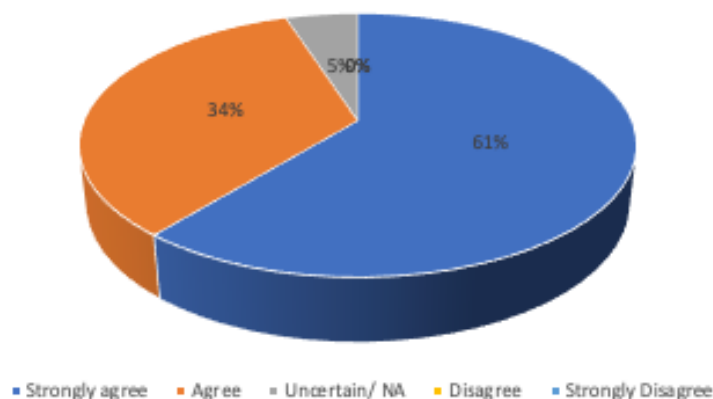
I have found that users dispose sanitary pads in the correct manner and don't leave them lying around



It is observed that People flush after urinating here



There is no open defecation here



The data analysis points to a significant behavioural shift in hygiene and sanitation practices among respondents, reflecting a collective effort towards fostering a cleaner and more hygienic environment. From increased adherence to proper disposal methods of sanitary pads to observed flushing habits after urination and a consensus on the absence of open defecation, it's evident that there's been a notable transition towards more responsible behaviours. These findings underscore the effectiveness of ongoing initiatives and awareness campaigns aimed at promoting better hygiene practices within the community. While the high levels of agreement and minimal disagreement across the surveyed topics indicate a growing understanding and acceptance of the importance of cleanliness and sanitation standards, the varying levels of uncertainty or perceived relevance among respondents suggest the need for continued education and engagement to ensure sustained behavioural changes. Overall, the data portrays a promising picture of behavioural transformation towards improved hygiene and sanitation practices, reflecting a positive shift in community attitudes and behaviours that is vital for fostering a healthier living environment for all.

# PERCEPTIONS AND PREFERENCES

## CLEANLINESS & FRIENDLY/ TRAINED STAFF MOST IMPORTANT REASONS

On being asked why they come to these centers, here's how regular and occasional users responded:

Reasons for using these safe centres	Occasional Users		Regular Users	
	Responses	Percentage	Responses	Percentage
Cleanliness	161	40%	140	32%
Safety	87	21%	96	22%
Friendly / Trained Staff	91	22%	113	26%
Availability of facilities	68	17%	87	20%
Total Responses	407	100%	436	100%

Note- Among regular users, 54 users considered all the above reasons important for using these centres, this is why we have recorded responses and not users.

It may be noted that among both Occasional and Regular users, the topmost reason is cleanliness ( at 40% and 32% respectively), followed by Friendly/ Trained Staff (at 22% and 26% respectively) followed closely by Safety (at 21% and 22% respectively). In the previous year's survey, while the topmost reason was cleanliness with 73%, it was followed by safety at 12% and friendliness of staff at 8%. Availability of facilities too has been ranked much higher at 17% compared to 7% in the previous survey. This goes to show, now that cleanliness seems to be a 'given' at these centres, the other aspects are gaining importance. *It is commendable that the WASH Champions are seen as one of the factors that people prefer to come here.*

Overall Implications:

- Understanding user perceptions and concerns is crucial for enhancing their experience.
- Prioritizing safety, cleanliness, friendliness, and availability can significantly impact user satisfaction.
- Implementing targeted improvements based on user feedback can create a more welcoming and user-friendly environment, leading to higher satisfaction levels and increased facility usage.



# AVAILABILITY OF TOILET AT HOME

Availability of toilet at home	Occasional Users		Regular Users	
	Responses	Percentage	Responses	Percentage
No	20	11%	181	37%
Shared with others	2	1%	6	1%
Use Toilet complex	4	2%	3	1%
Yes	160	86%	300	61%
Grand Total	186	100%	490	100%

# PLACE OF TOILET FACILITIES WHEN OUT OF HOME

On being asked when they are out of home where they use washroom facilities, most Occasional users (67%) mentioned other public toilets, 33% mentioned Malls. The majority of regular respondents prefer "Other Public Toilets" and "Malls" for defecation and urination when away from home. Of 490 users, 77% chose "Other Public Toilets" and 14% chose "Malls". The balance 9% mentioned a combination of locations, such as malls and other public toilets or roadside and other public toilets. The data emphasizes the importance of accessible and clean public toilet facilities and the need for adequate sanitation infrastructure in public places to meet the needs of individuals when they are not at home.

## DURATION OF USAGE OF THE CENTRE

55% of occasional users are first-timers while the rest have been using the facilities on and off from one month to more than a year, 77% of regular users have been using the facilities from between 1-6 months showing an incremental lot of new users. While 30% were using it occasionally since 0-6 months, followed by 9% (6-12 months) and 6% (more than a year).

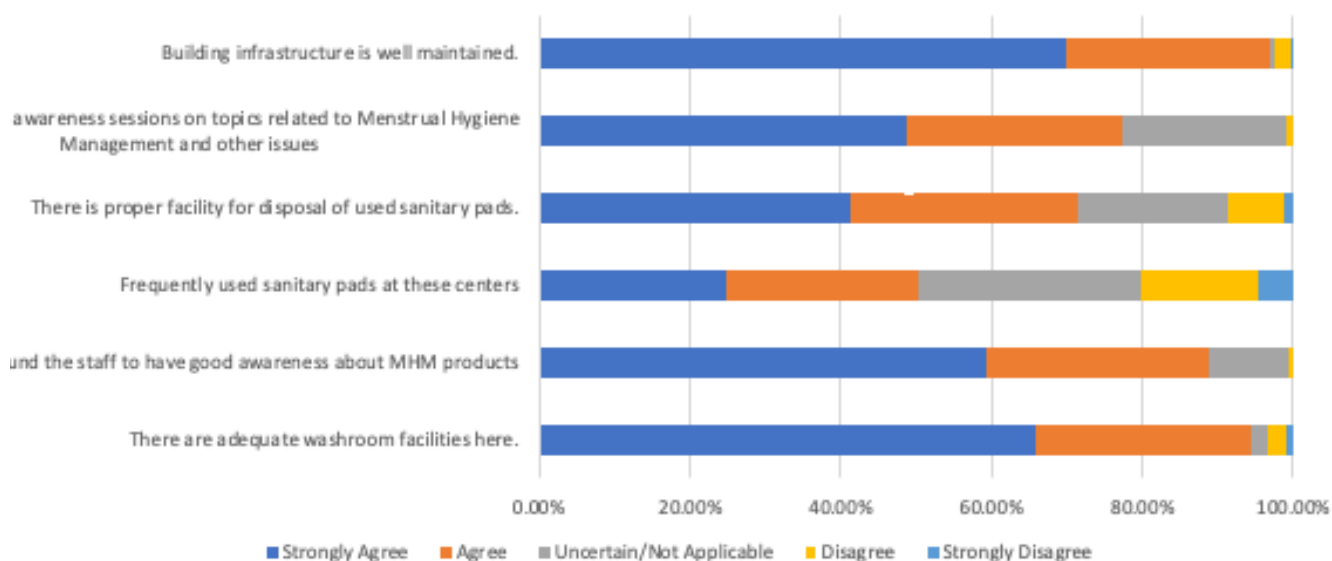
Among regular users, 47% of users are regular, this is an extremely encouraging response as it shows that those who come once, continue to patronize these facilities. Out of 490, 226 have been using the facility for over a year, followed by 29% of users who have been using it for 1-6 months, indicating a steady flow of new users and 22% of users have been using it for 6 months to a year, indicating a significant group of users with moderate usage durations. Just 2% were those who were using these centres for the first time. These numbers differ significantly from the previous report where the number of first-timers was higher.

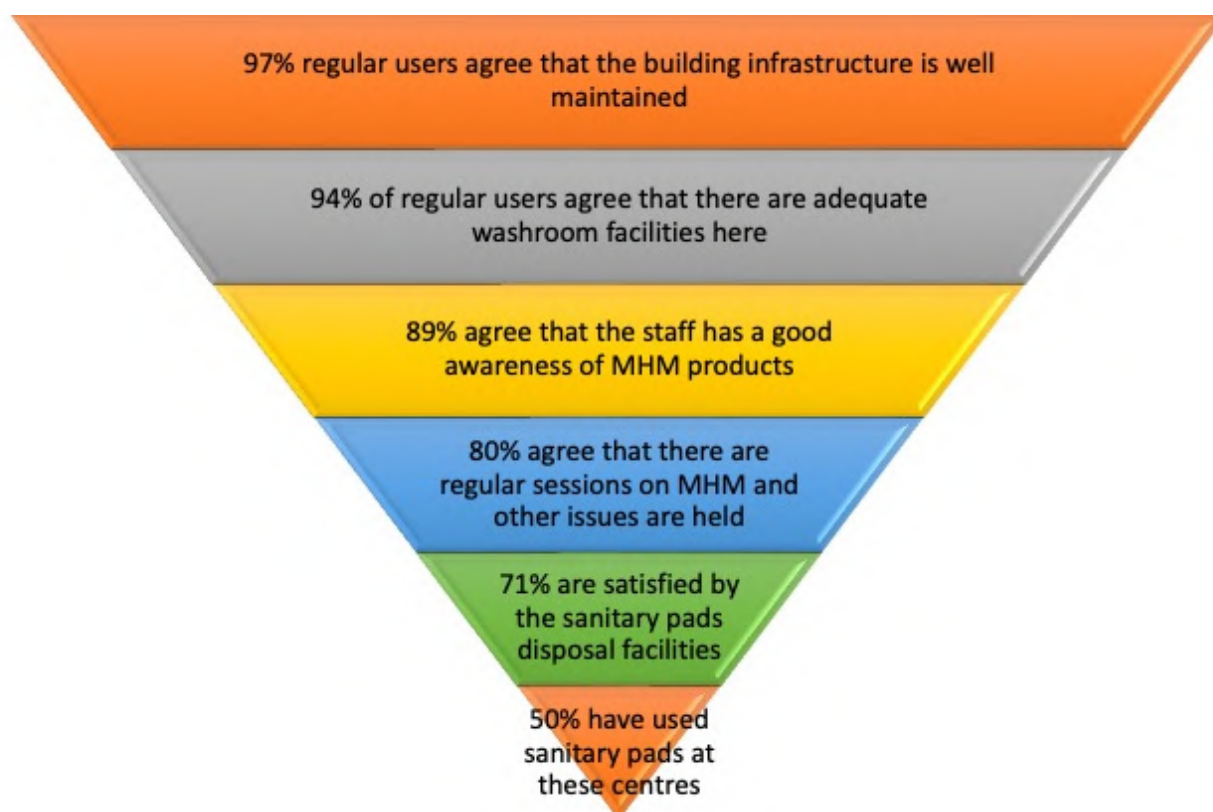
Time Period of using the facility	Occasional User		Regular User	
	Responses	Percentage	Responses	Percentage
1-6 months	56	30.11%	144	29%
6-1 year	17	9%	110	22%
First Time	102	55%	9	2%
More than 1 year	11	6%	227	47%
Grand Total	186	100%	490	100%

# WHAT REGULAR USERS SAY ABOUT HYGIENE AND SANITATION

HYGIENE AND SANITATION	REGULAR USER				
	Strongly Agree	Agree	Uncertain/ Not Applicable	Disagree	Strongly Disagree
There are adequate washroom facilities here.	65.9%	28.4%	2.2%	2.7%	0.8%
Found the staff to have good awareness about MHM products	59.2%	29.6%	10.6%	0.6%	0.0%
Frequently used sanitary pads at these centers	24.7%	25.5%	29.6%	15.7%	4.5%
There is proper facility for disposal of used sanitary pads.	41.4%	30.0%	19.8%	7.6%	1.2%
There are regular awareness sessions on topics related to Menstrual Hygiene Management and other issues	48.6%	28.8%	21.8%	0.8%	0.0%
Building infrastructure is well maintained.	70.0%	26.9%	0.6%	2.2%	0.2%

What Regular Users say about Hygiene and Sanitation





This is reflective of the *standard being maintained as the scores are nearly the same as in the previous report.*

**Friendly Service:** Nearly half of the users (49%) prioritize friendly service, emphasizing the importance of positive interactions with staff. Friendly interactions can foster a welcoming atmosphere and make users feel valued and comfortable.

**Availability of facilities:** Emerges as a concern for 37% of users, possibly due to experiences with closed facilities during off-peak hours or emergencies. By extending operating hours and implementing proactive maintenance strategies, consistent access to facilities can be ensured, addressing user concerns effectively.

To enhance the overall user experience, it is crucial to understand user perceptions and address their concerns. Prioritizing safety, cleanliness, friendliness, and availability can significantly impact user satisfaction levels. Implementing targeted improvements based on user feedback can create a more welcoming and user-friendly environment, leading to higher satisfaction levels and increased utilization of Pink Center facilities.



# ACCESS TO **SAFE** SPACES

1

## EASY ACCESS TO SPATIALLY DISTRIBUTED SERVICES

The data highlights a widespread belief in the accessibility of spatially distributed services among respondents, with 46% agreeing and an additional 46% strongly agreeing with this notion. While only 1% disagreed, and 7% felt uncertain or that the question didn't apply to them, it's evident that a *significant majority perceived easy access to such services*. However, the presence of uncertainty or perceived irrelevance among some respondents suggests varying levels of engagement or awareness regarding service accessibility in their respective areas.

## FACTORS RELATED TO SAFETY

There's a strong consensus among respondents regarding certain factors being related to safety, with 56% strongly agreeing and an additional 41% agreeing. Although a small percentage disagreed, and 3% were uncertain or felt the question wasn't applicable, *the majority's agreement underscores a widespread belief in the connection between these factors and safety*. However, the presence of respondents feeling the question wasn't applicable may reflect differing levels of awareness or engagement with safety-related factors in their environment.

## SATISFIED WITH LEVEL OF SERVICES

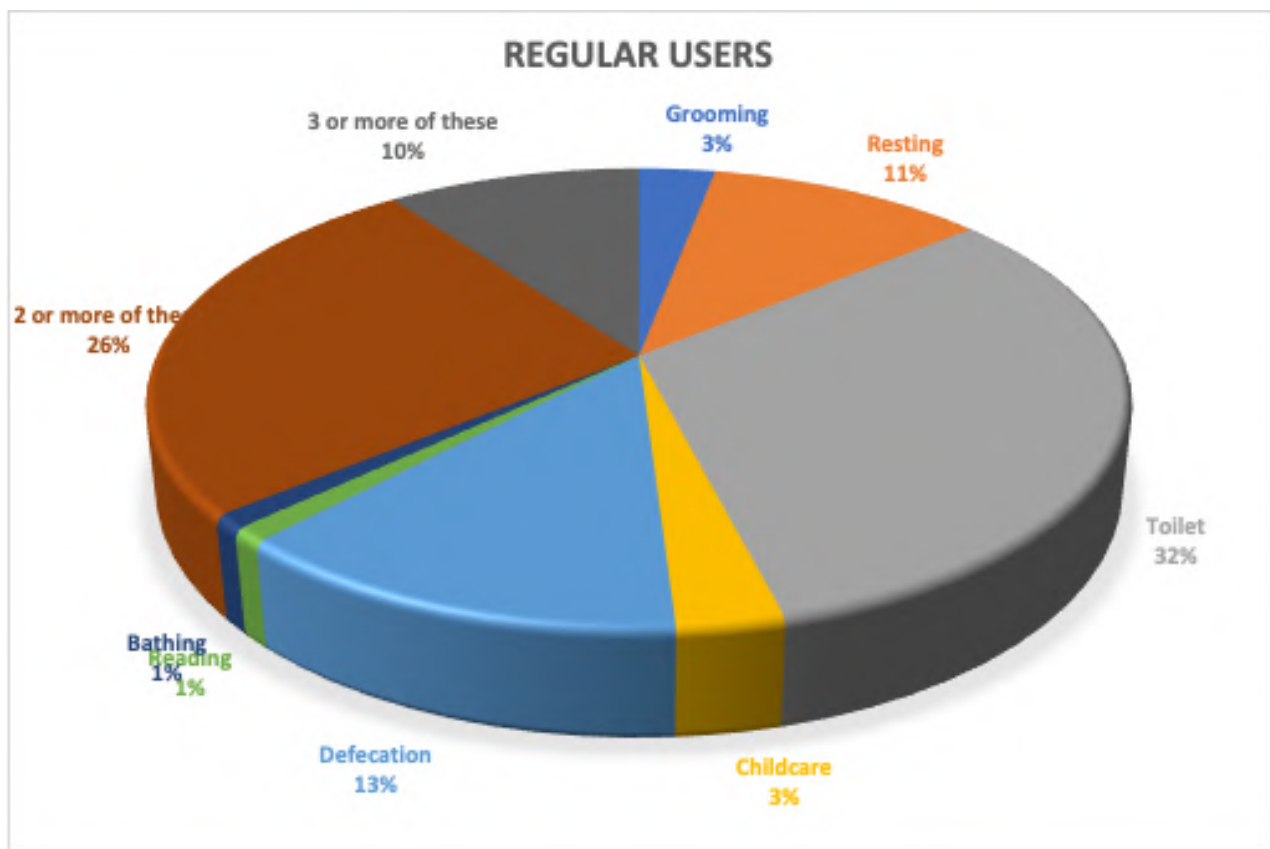
The data reveals a notable satisfaction with the level of services provided among respondents, with 65% strongly agreeing and 33% agreeing. While a small percentage expressed disagreement and 2% felt uncertain or that the question didn't apply to them, the *overwhelming majority indicated satisfaction with the services*. However, the presence of respondents feeling uncertain or perceiving irrelevance suggests potential variations in engagement or awareness levels. Overall, the data reflects a positive sentiment towards the satisfactory level of services provided, albeit with minor variations in perceptions.

- 92% regular users and 93% occasional agree that there is easy access to spatially distributed services
- 97% regular and occasional users feel that safety is taken care of
- 98% regular and 97% occasional users say that the level of service provided is satisfactory.



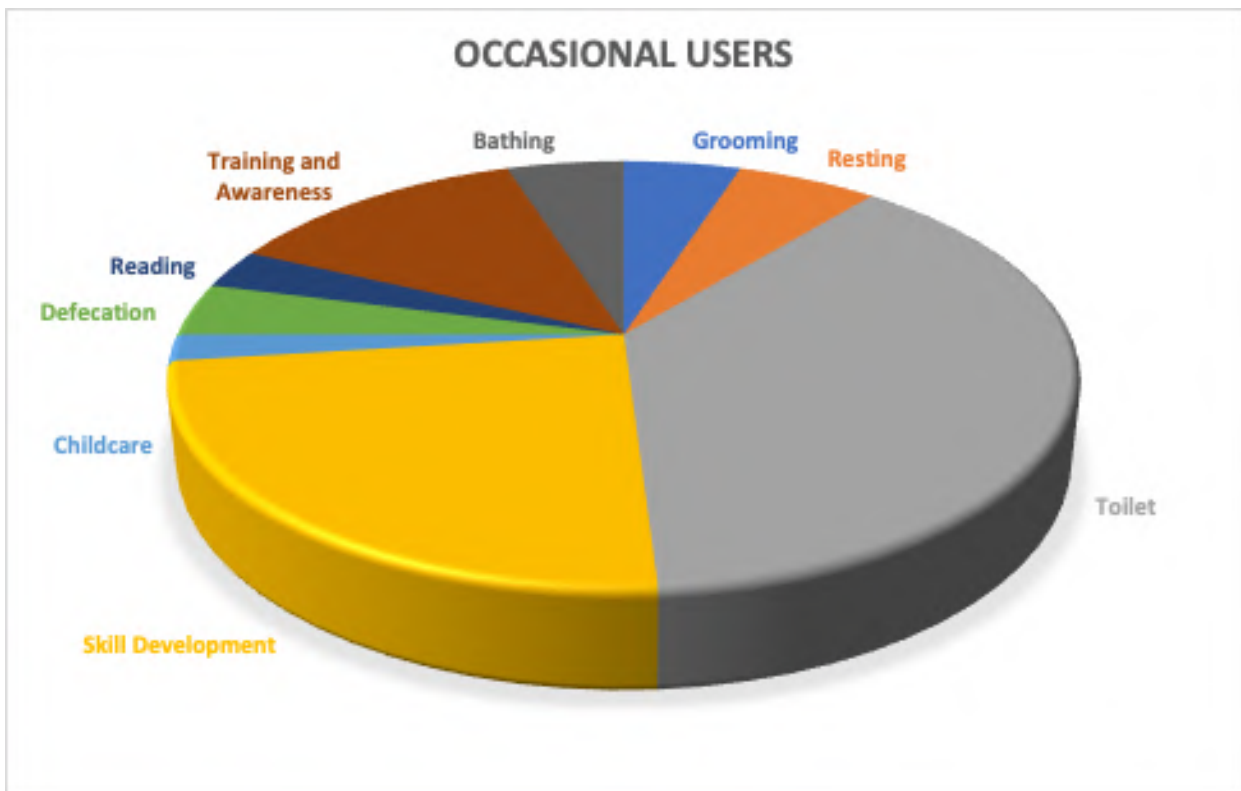
# SAFE SPACES BEYOND TOILETS

Over the years, it has been seen that these centers are not just toilets for the neighboring communities. They have gradually emerged as centers of empowerment, relaxation, skill development and sometimes even to escape from the routine of life. Listed below are some of the reasons why people use these facilities. While the main reason is to use the toilets, for both regular and occasional users, many occasional users also come here to rest, personal grooming, reading, bathing etc. The regular users on the other hand also come for skill development and training apart from these.



This table indicates the total number of times Pink Centres were used across all activities along with the percentage for the same.

- 26% of responses involve two or more activities. This suggests that many users utilize pink toilets for multiple purposes during a single visit or multiple visits.
- Also 10% of responses involve more than three activities, further emphasizing the multifunctional usage of pink toilets for some users.



- The figure indicates that the majority of users, constituting 38%, utilize Garima Grih primarily for accessing toilet facilities.
- A substantial proportion of users (37%) come to Garima Grih to enhance knowledge and skills wherein 24% engage with Garima Grih for Skill Development while 13% of users actively participate in training and awareness initiatives, highlighting the relevance of such programs in meeting the diverse needs of the community.





# **DISEASE PREVENTION**

## **DECREASE IN DISEASES RELATED TO SUB-STANDARD HYGIENE AND SANITATION PRACTICES:**

1

The data presents an encouraging outlook regarding the perceived impact of a specific centre on disease prevention among its frequent users. A substantial majority, comprising 54%, strongly agree that the centre contributes to disease prevention, with an additional 34% agreeing. While a small percentage of respondents (5.57%) remained unsure or did not clearly express a view, and 6.19% found the topic unclear or irrelevant, the overwhelming sentiment among regular users is one of enthusiasm towards the centre's role in illness prevention. This positive perception is indicative of the centre's effectiveness in mitigating diseases associated with sub-standard hygiene and sanitation practices.

## **DECREASE IN OTHER OVERALL HEALTH ISSUES:**

The findings reveal a widespread belief among regular users that a specific centre has played a significant role in reducing general disease rates, including issues like dehydration resulting from decreased water intake to avoid using public toilets. A substantial majority, comprising 44.12%, strongly agrees with this assertion, while an additional 38.56% express agreement. Although a minor percentage (1.86%) disagrees, and 7.01% are unsure or do not apply, with an additional 8.45% finding the question ambiguous or inapplicable, the overall perception is overwhelmingly positive. The majority of regular users perceive the centre as having a beneficial influence on disease reduction, underscoring its positive impact on overall health outcomes within the community.



# DIGNITY OF WORK & INCLUSION

1

## **74% RESPONDENTS AGREE THAT MHM FACILITIES AT THESE CENTRES HAVE A POSITIVE IMPACT ON ABSENTEEISM FROM WORK:**

The data suggests a strong consensus among respondents regarding the positive impact of Menstrual Hygiene Management (MHM) on reducing absenteeism from work, with 74% agreeing or strongly agreeing. Only a small percentage (1%) disagrees, While 25% express uncertainty or feel the question doesn't apply to them, the overwhelming support for MHM's effect on attendance underscores its importance in promoting dignity in workspaces. In the earlier report, however, 92% of regular users unanimously agreed that this initiative has resulted in less absenteeism. However, that has not come out as strongly this time, with 25% of regular users being uncertain regarding the fact.

## **75% RESPONDENTS AGREE THAT THESE CENTRES ARE INCLUSIVE FOR ALL USERS:**

The findings reveal a generally positive perception regarding the inclusivity of services for all kinds of users, with 75% of respondents agreeing or strongly agreeing. While a small percentage (4%) disagree and another portion (20%) feels uncertain or not applicable, the majority (37%) strongly agree with this notion. Despite some uncertainty and disagreement, the widespread agreement on inclusivity highlights efforts towards fostering a welcoming and accommodating environment for diverse users, including those with disabilities and transgender individuals.

## **91% RESPONDENTS ARE SATISFIED WITH ADEQUATE SPACE FOR PERSONAL GROOMING:**

Most respondents (91%) express satisfaction with the availability of adequate space for personal grooming, with an additional 7% feeling the question doesn't apply to them. While a small percentage (2%) disagree and another fraction (0.4%) strongly disagree, the overwhelming agreement indicates general contentment with the available facilities for personal grooming, emphasizing the importance of maintaining dignity in personal care routines.

Overall, the data suggests that there is a small but notable decline in the perception of the adequacy of space for personal grooming from 82% to 56%, particularly among regular users. It could be attributed to the fact that not many people use the facility for personal grooming. It may be pertinent to ask our WASH Champions to observe this behaviour.

## **83% RESPONDENTS FEEL THERE IS ADEQUATE SPACE FOR CHILDCARE:**

The data suggests mixed perceptions regarding the availability of adequate space for childcare, with 38.84% agreeing and 44.63% strongly agreeing. While a small percentage (2.07%) disagrees, a significant portion (14.46%) feels uncertain or not applicable. This indicates varying perceptions or experiences regarding childcare facilities, one reason could be that very few women would be using the facility for this purpose since nursing mothers avoid coming out unless absolutely necessary.

## **79 % REGULAR USERS SAY THEY WOULD RECOMMEND THESE CENTRES TO OTHER WOMEN:**

The majority of Regular Users (79%) express strong agreement in recommending the centre to other women, with only a minor percentage (1%) voicing disagreement or doubt. This positive response indicates a high level of satisfaction and perceived value among users, underscoring the importance of promoting dignified spaces that cater to the needs of women.

In comparison to the previous year's report, the data suggests that occasional users are more satisfied with the adequacy of childcare space than regular users. There is a slight decrease in satisfaction among regular users compared to the previous year, while there is a slight increase in satisfaction among occasional users. This could be attributed to differences in the user mix surveyed. Overall, the score on recommending the facilities to other women has decreased for both regular and occasional users from the previous year to the current year. For regular users, the score has decreased from 100 to 79, while for occasional users, it has decreased from 98 to 67. *This could suggest that now that they are used to the facilities they find them less of a novelty.*

# EMPOWERMENT AND CAPACITY BUILDING

## EMPOWERMENT OF USERS

The Pink Centers and Garima Grih by being sanitation spaces have been facilitating and empowering women by providing free and safe access to sanitation facilities, that enable women to work and go about their activities without discomfort, risk of health issues and fear for their safety. Our previous study showed how it has empowered women. Many other aspects of empowerment have been looked into from childcare to access to inclusion, PVR NEST has tried to accommodate and provide enablers to diverse groups of people.

## REGULAR USERS: DIGNITY OF WORK AND INCLUSION

	Strongly agree	Agree	Uncertain/Not applicable	Disagree	Strongly Disagree
Has resulted in less absenteeism from work in %	41%	33%	25%	1%	0%
Do you find the centers to be inclusive for all kinds of users in %	56%	34%	7%	3%	0%
There is adequate space for personal grooming in %	56%	34%	7%	3%	0%
There is adequate space for child care in %	45%	39%	14%	2%	0
I will recommend this place to other women in %	79%	19%	2%	0	0



- 74% of regular and occasional users agree that it has resulted in reduced absenteeism from work as now they are not worried about having access to a clean washroom during periods etc. 25% of regular users and 26% of occasional users said it did not apply to them.
- 90% regular and 93% occasional users agree that the centers are inclusive for people with disabilities and transgenders etc.
- 90% regular users and 93% occasional users agree that there is adequate space for grooming, only 7 percent of the people and users didn't agree with this statement.
- 83% regular users and 89% occasional users agree there is sufficient space for childcare
- 98% regular and 99% occasional users say that they would recommend these centers to other women.

## OCCASIONAL USERS: DIGNITY OF WORK AND INCLUSION

	Strongly agree	Agree	Uncertain/Not applicable	Disagree	Strongly Disagree
<b>Has resulted in less absenteeism from work in %</b>	37%	37%	26%	0%	0%
<b>Do you find the centers to be inclusive for all kinds of users in %</b>	55%	38%	6%	1%	0%
<b>There is adequate space for personal grooming in %</b>	55%	38%	6%	1%	0%
<b>There is adequate space for child care in %</b>	51%	47%	1%	2%	0
<b>I will recommend this place to other women in %</b>	67%	33%	%	0	0

In addition to being a clean and safe sanitation space, Garima Grih has extended its precincts from being not just a sanitation facility but a centre for empowering women. Garima Grih conducts various training and capacity-building programmes imparting stitching and tailoring, beautician's training, computer courses, and lots more. In addition, they also conduct awareness and capacity-building programs around legal awareness, financial inclusion, digital literacy etc. We wanted to understand from regular users who attend these programs how they are benefitting from them and what they would like us to add in the future.

While we gave them an option to rate on a 5-point scale, none of them disagreed, however, while 25% strongly agreed that these programmes had helped them gain financial independence, another 28% agreed about the same, and 47% were uncertain. Additionally, 61% agreed that they had been empowered with the help of the skills imparted, making their opinion count in decision-making in their homes.

	Strongly agree in %	Agree in %	Uncertain/NA in %
<b>Financial Independence</b>	25	28	47
<b>Voice heard in Decision making</b>	34	27	39

On being asked what brings them to Garima Grih, 84% said they came to use the toilet facility, 48% answered that they came for skill development programmes, 29% for training and awareness, 15% to rest, 12% for personal grooming, 5% for childcare, 11% to bathe and 7% to read.

Why they use these centers	% of Women
<b>Grooming</b>	12%
<b>Resting</b>	15%
<b>Toilet</b>	76%
<b>Skill Development</b>	48%
<b>Childcare</b>	5%
<b>Defecation</b>	8%
<b>Reading</b>	7%
<b>Training and awareness</b>	29%
<b>Bathing</b>	11%



# WASH CHAMPIONS

## CAPACITY BUILDING

All WASH Champions either strongly agree 71% or agree 29% that workshops and training sessions are beneficial for their capacity building. This indicates a positive perception of the effectiveness of training programs in enhancing skills and knowledge among the surveyed group. The high level of agreement reflects the importance of ongoing training and skill development initiatives in empowering WASH Champions to effectively carry out their roles and responsibilities.



## WORKSHOPS & TRAINING SESSION ON SAVINGS

A significant number of WASH Champions either strongly agree 63% or agree 16% that sessions on savings are beneficial. This indicates a positive perception of the importance of financial literacy and savings practices among the surveyed group. While one respondent expresses uncertainty regarding the effectiveness of sessions on savings, efforts to provide such sessions can contribute to financial empowerment and resilience among WASH Champions.

## TRAINING ON OPENING OF BANK ACCOUNT

A significant portion of WASH Champions either strongly agree 50% or agree 29% that training on opening a bank account is beneficial. This suggests a positive perception of the importance of financial inclusion and access to banking services among the surveyed group. Efforts to provide training on financial literacy and banking services can empower WASH Champions with the knowledge and skills necessary to access formal financial services.

## DIGITAL BANKING

A portion of WASH Champions either strongly agree 38% or agree (26% that digital banking is beneficial, indicating a mixed perception of the effectiveness and accessibility of digital banking services among the surveyed group. With an equal number of respondents expressing uncertainty or disagreement with the statement, there are varying levels of familiarity and comfort with digital banking services among WASH Champions.

## **SALARY CALCULATION**

The majority of WASH Champions either strongly agree 63% or agree 37% that training in salary calculation is beneficial, reflecting the importance of understanding salary calculation processes and managing finances effectively among the surveyed group. The unanimous agreement underscores the significance of addressing financial literacy and management skills within the surveyed group.

## **IMPROVED PURCHASING POWER**

The majority of WASH Champions either strongly agree 67% or agree 29% that capacity-building initiatives have resulted in improved purchasing power, indicating the positive impact of training programs on financial empowerment. Efforts to provide capacity-building initiatives aimed at enhancing financial literacy and management skills can contribute to improved purchasing power and economic empowerment among WASH Champions.

## **DECREASED DEPENDENCY ON FAMILY MEMBERS**

A significant portion of WASH Champions either strongly agree 67% or agree 47% that capacity-building initiatives have resulted in decreased dependency on family members, highlighting the effectiveness of training programs in promoting self-reliance and independence. With no respondents expressing disagreement, the initiatives aimed at enhancing financial literacy and management skills empower WASH Champions to become more self-reliant and less dependent on their families.

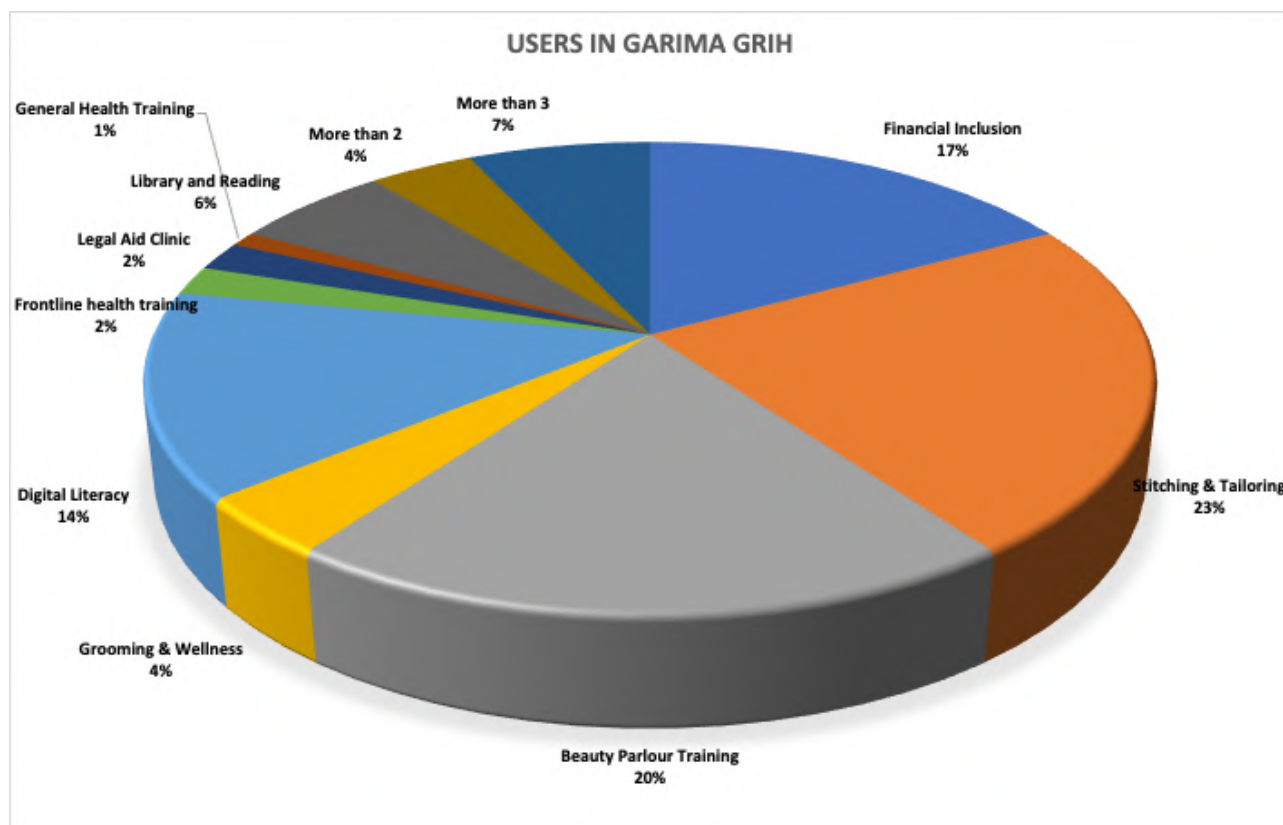


A Cutting and Tailoring class in progress



# POPULARITY OF SKILL DEVELOPMENT PROGRAMMES

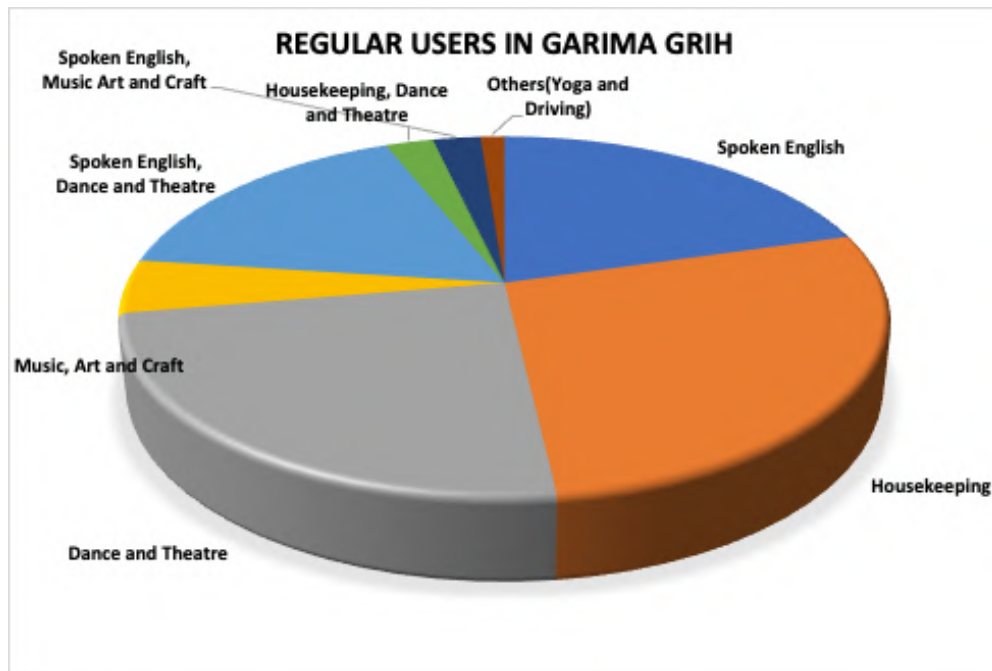
Among the training programmes conducted, the beneficiaries were asked about the ones they found more beneficial. The most popular programme is stitching and tailoring at 23% followed by beauty parlour training at 20% and Financial Inclusion at 17%. *PVR NEST may want to relook at the other programmes, especially those that have received less than 10% rating whether they would like to continue them or replace them with those having higher demand.*



To explore further what kind of programmes are needed we reached out to the same target groups to seek their interest and found that Spoken English was at the top with 32%, followed by Dance and Theatre at 20% and Music, Art and Craft at 19% and Housekeeping at 13%. *Adding these programmes could well take the traction further up at these centres.*

## WASH CHAMPIONS

For the majority of WASH Champions (58%), their involvement in PVR NEST initiatives has brought about economic empowerment, with an additional 42% also agreeing to this. This indicates a positive impact on their financial well-being, likely through opportunities for employment or skill development programs. Notably, there were no responses indicating disagreement or uncertainty, highlighting a strong consensus among WASH Champions regarding the economic benefits of their involvement. On meeting them they are extremely enthusiastic about their work and it shows in the level of engagement and the level of quality they have maintained in their work.



A significant number of WASH Champions (92%) agree that their participation has granted them a voice and decision-making power for themselves and their families. This suggests a profound sense of empowerment among the group. While a small percentage (4%) expressed uncertainty or disagreement, the overwhelming majority's affirmative responses underline the significance of WASH initiatives in providing a platform for advocacy and influence.

## CHANGE IN ASPIRATIONS

A noteworthy proportion (91%) of WASH Champions agree that their involvement has positively influenced their aspirations for themselves and their families, indicating a significant impact on their goals. However, a small percentage (8%) expressed disagreement or uncertainty, indicating varying perceptions among WASH Champions regarding the influence on their aspirations.

## FRIENDLY WORK ENVIRONMENT

A majority (96%) of WASH Champions strongly believe that the organization fosters a friendly work environment, suggesting a positive workplace culture and supportive atmosphere. A small minority (4%) expressed disagreement. This indicates overall satisfaction with the work environment among WASH Champions.

## TRAINING AND CAPACITY BUILDING

The vast majority of WASH Champions (92%) reported receiving training and capacity-building opportunities from the organization overseeing the WASH initiatives. Only a small percentage (4%) expressed disagreement regarding this, suggesting positive perceptions of the quality and effectiveness of the training programs offered. This could attribute to one person who has joined recently and may not have been exposed to a training programme yet.

## PRIDE OF ASSOCIATION

An overwhelming majority of WASH Champions **(96%) expressed pride in wearing their uniform, indicating a strong sense of identity and belonging.** Notably, there were no responses indicating disagreement or strong disagreement, suggesting widespread satisfaction and positive feelings associated with wearing the uniform.

## EMPOWERMENT OF TRAINERS

The responses from the four trainers at Garima Grih gives a positive picture. They affirm their involvement brings economic empowerment, aligning with Garima Grih's focus on skill development and income generation. Trainers express a strong sense of having a voice, reflecting the initiative's commitment to empowering women. While aspirations aren't discussed, positive responses suggest a likely positive impact on goals, aligning with Garima Grih's mission. Trainers report interest in joining Garima Grih, indicating a positive reputation and community impact. There's agreement on a friendly work environment but disagreement on incentives, suggesting room for improvement. Trainers strongly agree that Garima Grih offers training and support and it focuses on skill development of trainers as well as the users they have. Trainers have a sense of Pride in wearing the uniform which signifies a positive association with Garima Grih's mission. Overall, responses affirm a positive impact, with an opportunity to enhance incentives for greater satisfaction and motivation.

## EMPOWERMENT OF USERS

The Pink Centers and Garima Grih by being sanitation spaces have been facilitating and empowering women by providing free and safe access to sanitation facilities, that enable women to work and go about their activities without discomfort, risk of health issues and fear for their safety. Our previous study showed how it has empowered women. Many other aspects of empowerment have been looked into from childcare to access to inclusion, PVR NEST has tried to accommodate and provide enablers to diverse groups of people.

# CONCLUSION

- The majority users are women/ girls with a source of income and students; women who have either already achieved some sort of financial independence or are working towards it. There's a clear correlation between better sanitation facilities being both an enabler for empowerment as well as an expression of it.
- The need among users has been growing, this is demonstrated by the growth in number of regular users coming from a distance of more than 1 km over the previous study. r
- Pink Centres and Garima Grih are the preferred sanitation spaces users like to use.
- A significant difference is seen in the sanitation habits of regular users vs occasional users. Our WASH Champions have inculcated habits like regular flushing, washing hands and wrapping used sanitary napkins in newspapers prior to disposing them in dustbins.
- Users of Garima Grih have benefitted from stitching and tailoring and beautician courses primarily and those on financial inclusion. Going forward, there is a high demand for Spoken English, Dance, theatre and Music, Arts and Craft and Housekeeping.
- Maximum users are in the age group of 18-35 years and either have a source of income or are students.
- Most WASH Champions are aged between 26 to 45 years and all of them exhibit excellent WASH behaviours. All of them are married and have responsibilities; most of them are focussing on better futures for their children and are educating them even if the spouse does not have a regular income. Two of the four trainers are graduates and their children are going to school.
- There is a tremendous difference in toilet usage patterns in Pink Centres and Garima Grih when compared to other public sanitation spaces. More than 90% of users say that the hygiene and sanitation in these centres are very good.
- The stigma related to sanitation jobs is going down and these centres have had a big role to play.
- The awareness about these centres has increased considerably, number of occasional users has increased. Users have been lauding the friendly behaviour of our WASH Champions and this is among the top-rated aspects.