IMPACT ASSESSMENT REPORT

WATER PROGRAM FOR COMMUNITIES, AMRAVATI, MAHARASHTRA

Implementing Partner: Water for People India Trust

SoulAce
Path to Sustainability

SOULACE CONSULTING PVT. LTD.

CONTENTS

ABBREVIATIONS

ACWADAM	Advanced Center for Water Resources Development and Management
CSR	Corporate Social Responsibility
FGD	Focus Group Discussion
GSDA	Groundwater Surveys and Development Agency
ICDS	Integrated Child Development Scheme
JJM	Jal Jeevan Mission
MHM	Menstrual Hygiene Management
NGO	Non - Governmental Organization
NRDWP	National Rural Drinking Water Programme
O&M	Operations & Maintenance
PWSS	Piped Water Supply Scheme
RWH	Rainwater Harvesting
SBM	Swachh Bharat Mission
SDGs	Sustainable Development Goals
VWSSPs	Village Water Safety and Security Plans
WASH	Water, Sanitation, and Hygiene
WUCs	Water User Committees

01. EXECUTIVE SUMMARY

PROJECT BACKGROUND

"The Water Initiative," conceptualised by Water For People India in March 2017, marked a significant partnership with Colgate Palmolive (India) Limited to address water scarcity in the Vidarbha region of Amravati District, Maharashtra. The program's primary objective was to enhance the availability and accessibility of drinking water in villages and provide water facilities for drinking and sanitation in communities, Anganwadi centres, Schools, and Ashramshalas. In addition to infrastructure development, the initiative focused on capacity building, behaviour change communication, and systems strengthening to ensure sustainable access to reliable drinking water. Through collaborative efforts involving local communities, government agencies, and private stakeholders, the program aimed to create lasting solutions.

Before the intervention, women and girls in these villages spent considerable time and effort fetching water, with an average of 150 litres carried over multiple trips covering significant distances daily. The implementation of the program significantly reduced this burden, resulting in collective savings of 1.47 lakh hours spent on water collection over the year. As a result of the initiative, the villages became self-reliant and equipped with village water safety and security plans ratified by gram panchayats, ensuring sustained access to safe drinking water for households and public institutions.

PROJECT ACTIVITIES

- Initiate the program through feasibility assessments and stakeholder consultations, building capacities of local institutions.
- Collaborate with local authorities and stakeholders to implement water safety plans and promote community engagement in maintaining water structures.
- Assess and enhance water accessibility, quality, and conservation measures, addressing operation and maintenance issues.
- Provide tailored water education and implement sanitation initiatives in schools and Ashramshalas.
- Explore innovative solutions and technologies to enhance program efficiency and scalability, fostering stakeholder engagement for sustainability.

PROJECT DETAILS

Implementation year
FY 2022 – FY 2023

Assessment Year
FY 2024 – FY 2025

Beneficiaries
50 villages in Chikhaldara block, Amravati district

Implementing partner
Water for People India Trust

Project location
Amravati district

Budget
01-04-22 to 31-03-23 - ₹1,80,00,000/-

SDG Goals


Alignment with National policies and programs
- National Rural Drinking Water Programme (NRDWP)
- Swachh Bharat Mission (SBM)
- Jal Jeevan Mission (JJM)

Design Snapshot

Project Name
Water Program for Communities, Amravati, Maharashtra

Research Design
Descriptive research Design

Sampling Methodology
Purposive random sampling

Sample Size
400

KHARI VILLAGE

Key Findings

71.0%
of the respondents stated that the distance they previously travelled to fetch water was less than 300 meters.

82.0%
of the respondents said that adult females were the ones most often fetching water.

76.8%
of the respondents reported that the new water source developed by Water or People is a piped water supply scheme (PWSS).

99.7%
of the respondents strongly agreed on having a sense of security regarding a steady and regular supply of water through PWSS.

80.0%
of the respondents reported their household members' participation in training or orientation programs.

85.4%
of the respondents stated that the topic covered in the training or orientation program was the usage and saving of water.

82.0%
of the respondents mentioned their awareness of the authority that supported the program.

Key Impacts

94.2%
of the respondents mentioned that the extent to which water is received for daily needs was more than sufficient.

68.5%
of the respondents said that the change in the quality of water was ready to use after getting the connection.

100.0%
of the respondents reported significant time saved after getting the connection.

58.8%
of the respondents stated that the number of hours saved per day was half an hour.

70.0%
of the respondents mentioned a significant improvement in the health status of the household after PWSS.

71.0%
of the respondents reported a great extent of reduction in waterborne diseases.

95.5%
of the respondents reported being satisfied with the availability of water supply.

85.7%
of the respondents benefited from the information about increasing awareness of health and hygiene and timely repaired water structures.

80.6%
of the respondents rated the piped water supply scheme as good.

CHAPTER 2
INTRODUCTION

Ashram School at Jarida Village

BACKGROUND & NEED OF THE PROGRAM

Maharashtra, a state grappling with water security issues in nearly 15 districts, particularly in the Marathwada and Vidarbha regions, faced significant challenges due to erratic rainfall patterns and a complex geological landscape. With 40,785 villages and 45,528 hamlets, agriculture served as the primary livelihood for 82% of the rural population, heavily reliant on groundwater for irrigation and drinking purposes. Groundwater, irrigating 71% of agricultural land, played a crucial role, yet its distribution depicted a significant allocation towards agricultural needs (85%), with minimal percentages designated for industrial (10%) and domestic (5%) purposes. However, the state's geological composition, predominantly hard rock or Deccan trap basalt, posed challenges due to low storage capacity influenced by weathering characteristics and water-bearing properties.

To address these challenges, Water For People India Trust partnered with Colgate-Palmolive (India) Limited to design a community-driven water supply program consistent with the Swajal scheme. This initiative aimed to strengthen water sources, develop single village mini piped-water supply schemes, and ensure gram panchayats took ownership of the operation and maintenance (O&M) of these schemes. Significant milestones were achieved throughout the project's duration. Forty-four Village Water Safety and Security Plans (VWSSPs) were developed and approved, subsequently integrated into Gram Panchayat Development Plans. Thirty-two Water User Committees (WUCs) were formed to oversee the operation and maintenance of PWSSs. Additionally, efforts were made to ensure the functionality of Water, Sanitation, and Hygiene (WaSH) facilities in schools, which benefit a substantial number of children.

The project's impact extended to public institutions, including Anganwadi centres, schools, and Ashramshalas, benefiting approximately 7,900 children, with a significant representation of girls. Furthermore, mini-piped water supply schemes provided access to clean water for around 13,929 residents across villages. Cumulatively, the program contributed to replenishing 16.84 crore litres of water since its inception. Throughout the reporting period, several key achievements were realised, including the completion of piped water supply connections in households, running water facilities in Anganwadi centres and schools, and the installation of Rainwater Harvesting (RWH) structures. Noteworthy events such as MHM week, Swacchata Hi Sewa campaign, and World Water Day were celebrated at the block and Gram Panchayat levels, engaging a significant audience.

Moreover, the project conducted orientations for teachers, block-level officials, young mothers, and adolescent groups on village water safety and security plans, as well as school WaSH. Social Behavior Change Communication efforts, including puppet shows, were instrumental in fostering positive community behaviour towards water and sanitation. In summary, the concerted efforts of stakeholders have contributed to addressing Maharashtra's water challenges, paving the way for sustainable water management practices and enhanced community well-being.

OBJECTIVES OF THE PROGRAM

Increased access to a more diverse set of safe and sustainable drinking water resources at the community level to strengthen the capacities of the populace and reduce dependency on groundwater.

Access to water for drinking and sanitation in selected Anganwadi centres, schools, and Ashramshalas.

Collaborations with local government and stakeholders to leverage resources and ensure implementation of high-quality projects.

ABOUT THE CSR FIRM

Colgate Palmolive is a caring, innovative growth company dedicated to reimagining a healthier future for people, their pets, and our planet. Renowned worldwide for health and hygiene products, Colgate Palmolive empowers families and promotes cleaner, greener living. Harnessing the power and potential of science, purposeful packaging, and long-trusted brands, Colgate Palmolive builds a brighter future for individuals globally. The company's purpose and the value of its products are deeply intertwined with a commitment to sustainability. Colgate Palmolive recognises the profound responsibility it has to all those it serves and strives to execute sustainability initiatives that positively impact communities and the environment.

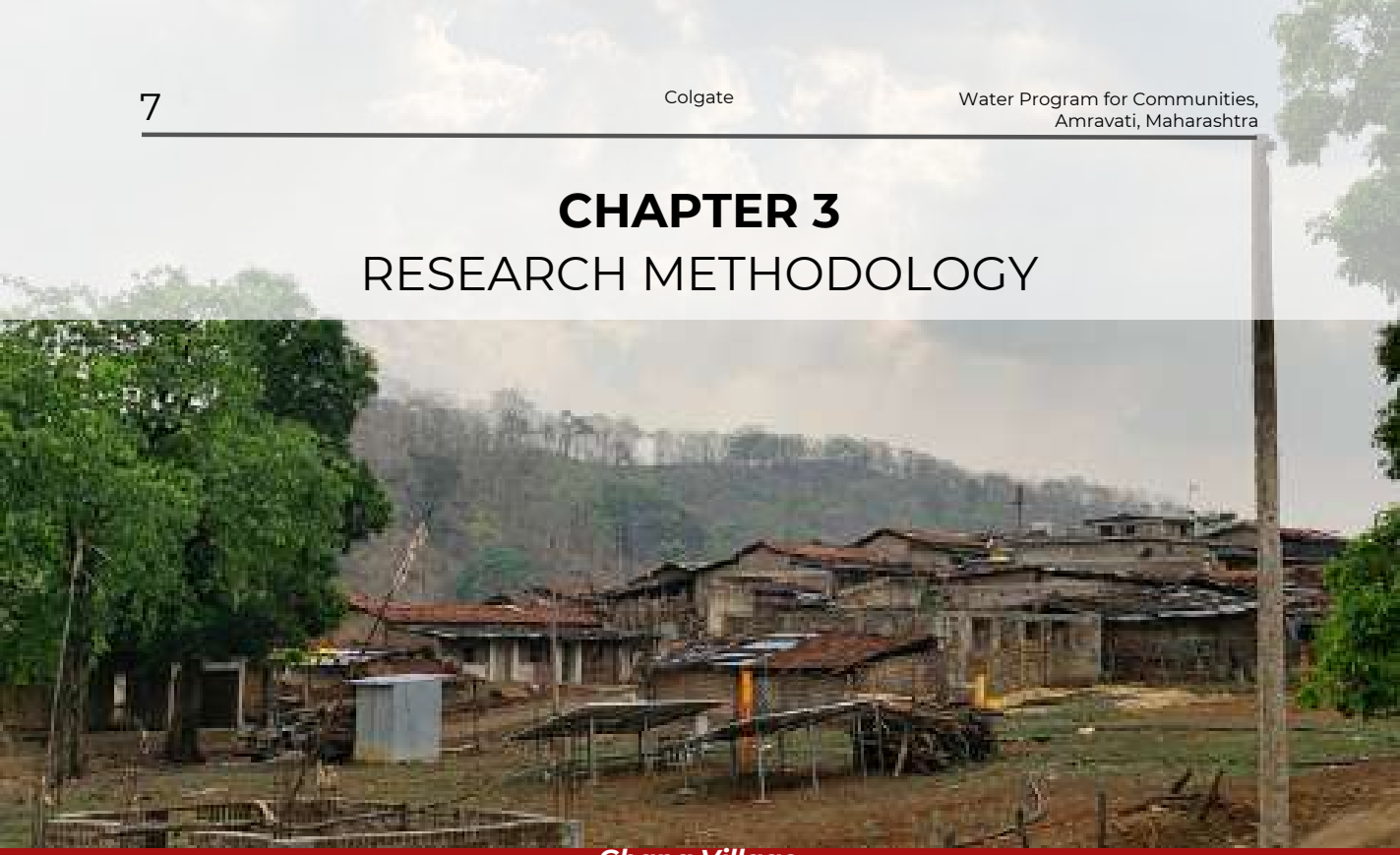
ABOUT THE IMPLEMENTING PARTNER

Water For People India, a public charitable trust, focused on providing sustainable access to high-quality drinking water, sanitation, and hygiene (WASH) services to create a water-secure environment sustained by local communities, businesses, and governments.

Established in 2008, the organisation designed and implemented ground-level solutions aimed at helping marginalised communities, including rural areas and urban slums, access their share of water resources. All efforts were ultimately directed towards uplifting vulnerable and water-deprived communities, including public institutions such as Anganwadi centres, schools, and health centres.

BRANDING OF SOLAR BASED PUMP AT GHANA VILLAGE

CHAPTER 3
RESEARCH METHODOLOGY



Ghana Village

Colgate Palmolive commissioned SoulAce to conduct an impact assessment study to evaluate the immediate and enduring impacts of the program implemented under the theme, "Empowering communities through WASH". The impact assessment study was conducted in the fiscal year 2024-25.

OBJECTIVES OF THE STUDY

To evaluate the effectiveness of interventions aimed at enhancing access to diverse and sustainable drinking water resources within communities.

To assess the extent to which water availability for drinking and sanitation has been improved in targeted Anganwadi centres, schools, and Ashramshalas.

To measure the level of success in establishing collaborative partnerships with local government and stakeholders to support the implementation of impactful projects aimed at addressing water access and quality issues.

To assess the perspective of stakeholders on the program's outcomes and interventions.

To review the sustainability aspects of the program model and formulate strategic recommendations.

MIXED METHODS APPROACH

The assessment adopted a mixed-methods approach, combining qualitative and quantitative research techniques. Qualitative methods were employed to capture subjective experiences and provide detailed insights into participant perspectives. At the same time, quantitative approaches facilitated the collection and analysis of numerical data, offering statistical insights and identifying trends.

Following a descriptive framework, the research design enabled a comprehensive analysis and exploration of various program aspects. Descriptive research, valued for its ability to provide an overview and identify patterns, played a crucial role in understanding the program's current status.

By integrating both qualitative and quantitative research methodologies within this descriptive framework, the assessment aimed to deliver a comprehensive evaluation of the program. This inclusive approach not only illuminated the program's impact but also highlighted areas for improvement. Through the synergy of these methods, the study achieved a holistic examination of the subject, enriching the depth and breadth of findings and bolstering the overall credibility of the study.

QUANTITATIVE TECHNIQUES

To evaluate the effectiveness of diverse CSR initiatives, a structured interview schedule served as a tool to collect quantifiable data.

QUALITATIVE TECHNIQUES

Interviews were undertaken with key project stakeholders to gain a comprehensive understanding of the initiative.

TRIANGULATION

To ensure the reliability and validity of its findings, the study employed diverse triangulation techniques. Data triangulation involved gathering information from various sources, including field notes, beneficiary interviews, interactions with community members, and feedback from project volunteers. Methodological triangulation integrated a variety of research methods such as surveys, interviews, and focus group discussions, facilitating cross-verification of information and reducing the potential for biases. These triangulation strategies ensured a robust and trustworthy analysis, enhancing the credibility of the study's findings.

AWARENESS ON WATER CONSERVATION

DESIGN SNAPSHOT

Research Design used

Descriptive research design

Sampling technique

Purposive random sampling

Sample Size

400

Qualitative methods used

Focus group discussions, case studies, key informant interviews, stakeholder engagement and testimonials

SAMPLING FRAMEWORK

400 village farmers from 19 villages of Chikhaldara block of Amravati district.

KEY STAKEHOLDERS

- School Principals
- Anganwadi Workers
- Water Committee Members

CHOBITA VILLAGE

STUDY TOOLS

Questionnaire for Primary Beneficiaries:
Structured questionnaires were meticulously crafted for primary beneficiaries in each focal area, aligning with project specifications and predefined indicators. This ensured systematic data collection before the survey commenced.

Questionnaires for stakeholders:
Semi-structured questionnaires were tailored for stakeholders, facilitating one-on-one discussions to gather testimonials from beneficiaries and stakeholders across all focal areas. This approach ensured comprehensive insight gathering.

AANGANWADI CENTRE
KHANDUKHEDA VILLAGE

COMMITMENT TO RESEARCH ETHICS

Informed Consent
Prior to participation, participants received detailed information regarding the study's objectives, procedures, potential risks, and benefits. Their involvement was entirely voluntary and contingent upon a comprehensive understanding of the research aims.

Voluntary Participation
Participants made a conscious decision to engage in the research without coercion. They retained the freedom to withdraw from the study at any juncture without encountering adverse repercussions, and their choice was honored without reservation.

Confidentiality and Privacy
Stringent measures were implemented to safeguard the confidentiality and privacy of participants' personal data throughout the study. All collected information was securely stored and accessible solely to authorized personnel. Any data shared externally were anonymized to uphold privacy standards.

Ethical Treatment
The study adhered strictly to ethical guidelines, ensuring that participants were treated with dignity and respect. Steps were taken to minimize potential harm or discomfort, with ethical considerations integrated into every facet of the study to uphold the well-being and rights of all participants.

CHAPTER 4
KEY FINDINGS AND IMPACTS

GEOGRAPHICAL COVERAGE

District	Blocks
Amravati	Chikhaldara

PROJECT INTERVENTION

1 District → 1 Block → 50 villages

INCLUSIVITY

Poor, marginalised, and backward communities in Chikhaldara block, Amravati district, Maharashtra, with a particular focus on women and school-going children.

TARGET GROUP FOR INTERVENTION

The intervention primarily targeted the impoverished, marginalised, and socially disadvantaged communities residing in Chikhaldara block, Amravati district, Maharashtra, with a specific focus on women and school-going children.

DRINKING WATER STATION IN SCHOOL AT GHANA VILLAGE

KEY PARTNERS/ STAKEHOLDERS

Government and Stakeholder Collaboration District Collector's Office

- Rural Water Supply Department, Zilla Parishad
- Groundwater Surveys and Development Agency (GSDA)
- Tribal Welfare Department
- District Education Department
- Integrated Child Development Scheme (ICDS)

Technical Partnerships

- Advanced Center for Water Resources Development and Management (ACWADAM)
- Indian Institute of Technology and Local Engineering College

IMPLEMENTATION STRATEGY OR APPROACH USED

CAPACITY BUILDING AND INFLUENCE

Active engagement of the local population at all stages of the program.

Capacity building initiatives for local communities and institutions, including orientation, trainings, skill-building, and operations & maintenance (O&M) training for sustainability.

Advocacy for policy influence and sector reforms through representation and engagement with coalitions, networks, and the local engineering college.

Innovations: Processes and Technology
Implementation of demand-driven, safe, and adequate water systems (household, community, institutions), including:

- Household connections
- Aquifer management
- Surface-based drinking water
- Drudgery-reducing technologies
- Groundwater recharge
- WASH initiatives in institutions
- Wastewater recycling and waste composting (kitchen/school gardens)

AWARENESS ON WATER CONSERVATION

DEMOGRAPHY AND SOCIO-ECONOMIC PROFILE OF THE BENEFICIARY POPULATION

CHART 1: AGE-GROUP DISTRIBUTION

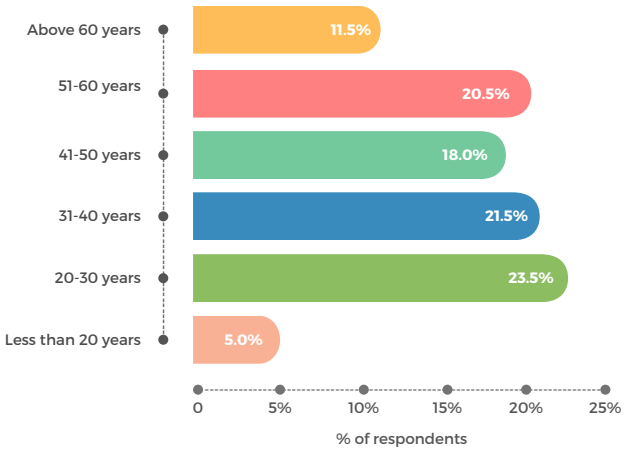


CHART 2: GENDER-WISE DISTRIBUTION

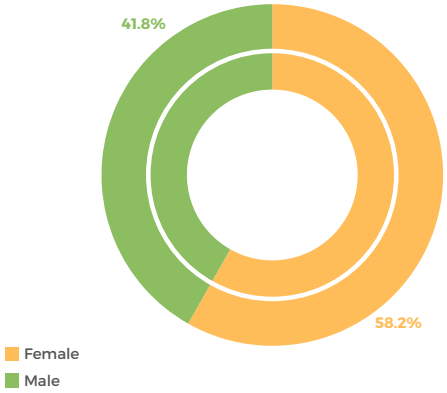


CHART 3: EDUCATION QUALIFICATION

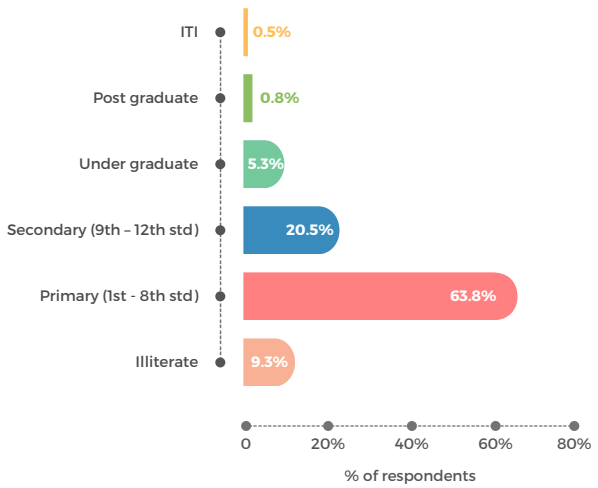


CHART 4: OCCUPATION OF THE RESPONDENTS

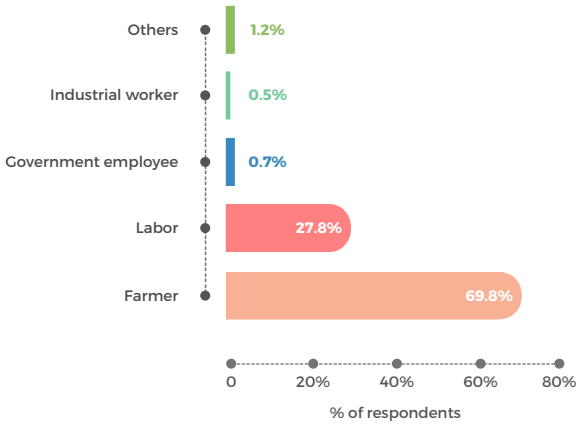


CHART 5: MONTHLY FAMILY INCOME

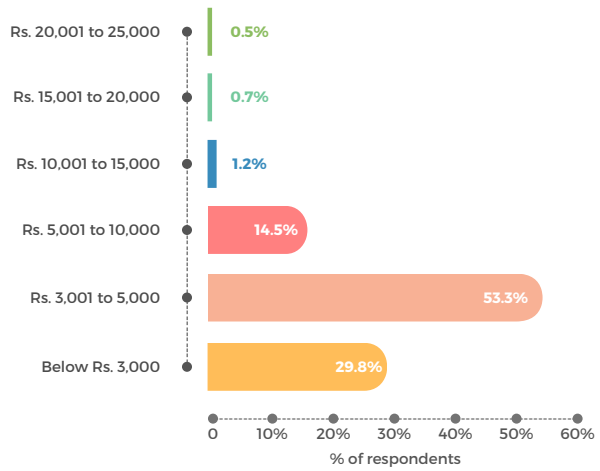
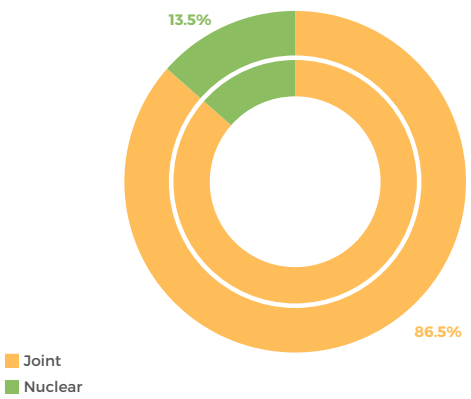


CHART 6: FAMILY TYPE



The majority of respondents fell within the age range of 20-30 years followed by those aged 31-40 years.

Female respondents outnumbered male respondents in the survey.

Most respondents had completed primary education with a significant number of respondents mentioned attaining secondary education.

The predominant occupations among respondents were farming and laboring.

The highest reported monthly family income bracket was between

₹3,001 to ₹5,000 followed by incomes below ₹3,000.

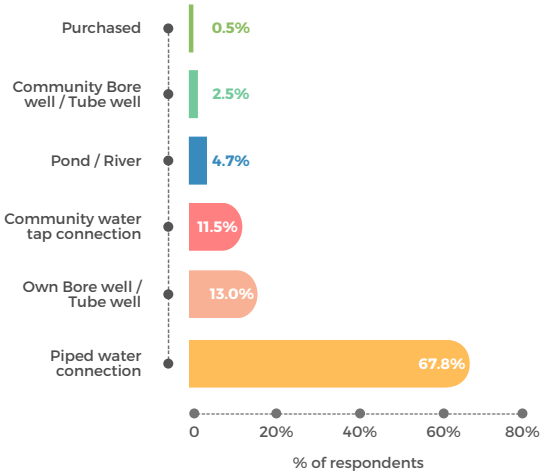
86.5%
of the respondents reported living in a joint family.

KEY FINDINGS

Below is the list of key findings of Self-help group intervention:

- Source of water supply for day to day need earlier.
- Distance travelled earlier to fetch water.
- Time spent on getting water supply every day earlier.
- Member fetching water most often.
- New water source developed by Water for People.
- Duration of water supply connectivity.
- Frequency of water supply.
- Duration of water supply in the location.
- Sense of security of steady and water supply.
- Toilet facility at home.
- Frequency of usage of toilet
- Reason for not using or sometimes using toilet.
- Training received at community level.
- Participation in training program.
- Topics covered in the training program.

CHART 7: SOURCE OF WATER SUPPLY



The majority of respondents relied on piped water connections for their day-to-day water needs while a significant portion sourced water from their own bore wells or tube wells.

CHART 8: DISTANCE TRAVELED EARLIER TO FETCH WATER

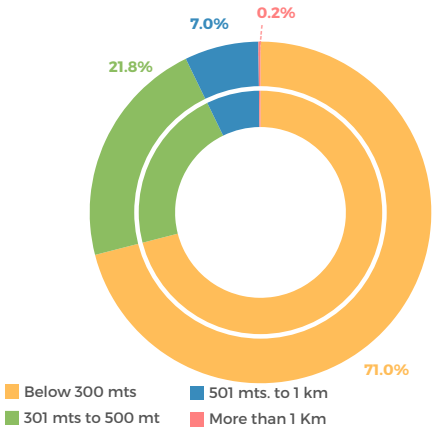


CHART 9: TIME SPENT ON GETTING WATER SUPPLY DAILY

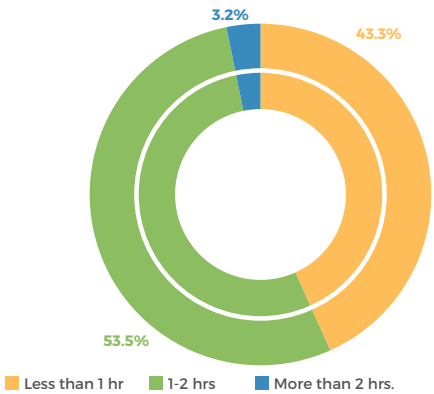
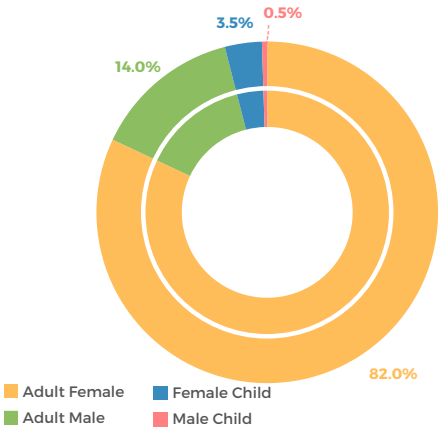


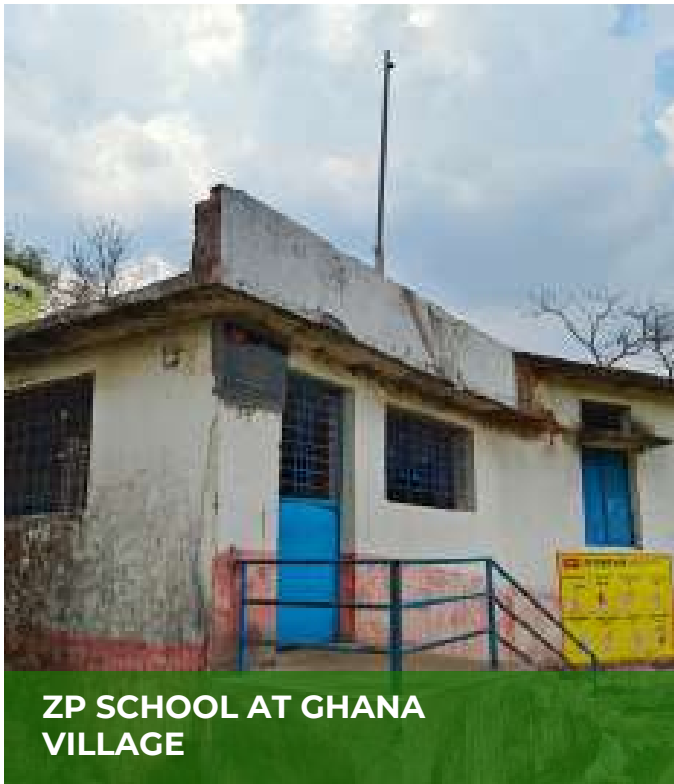
CHART 10: MEMBERS FETCHING WATER MOST OFTEN



The majority of respondents traveled less than 300 meters to fetch water with a significant portion traveling between 301 meters to 500 meters.

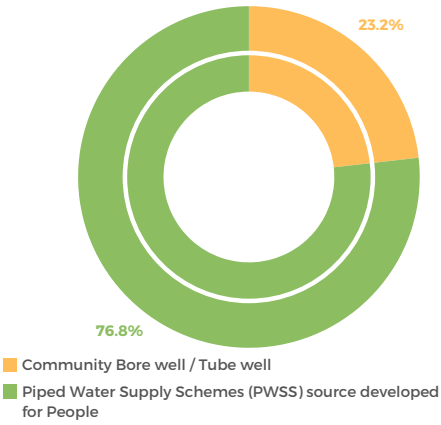
Regarding the time spent on getting water supply water daily earlier, the majority of respondents spent less than 1 hour while a considerable portion spent between 1 to 2 hours.

The majority of individuals responsible for fetching water most frequently were adult females.



ZP SCHOOL AT GHANA VILLAGE

CHART 11: NEW WATER SOURCE DEVELOPED



Water for People developed two new water sources: Community Bore wells / Tube wells and Piped Water Supply Schemes (PWSS).

The duration of water supply connectivity varied with respondents reporting access from 3 months to over 1 year.

SOLAR PUMP AT KHANDUKHEDA VIILAGE

CHART 12: FREQUENCY OF WATER SUPPLY

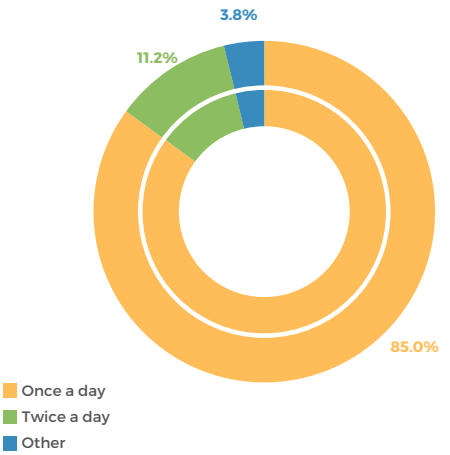
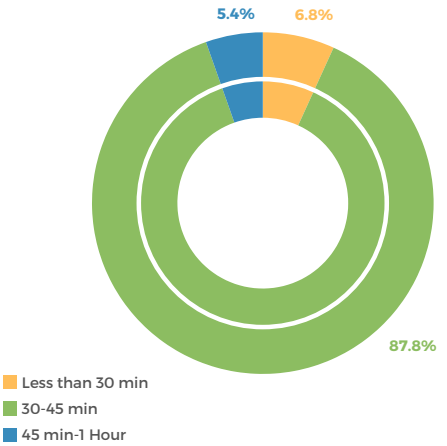


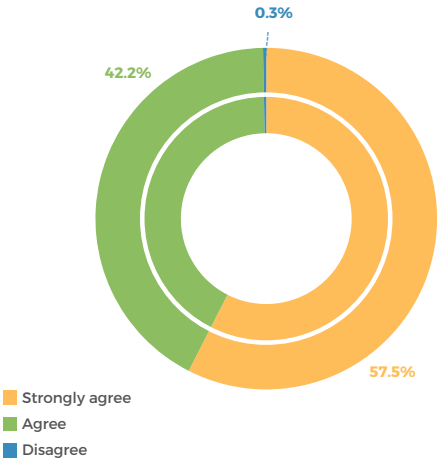
CHART 13: DURATION OF WATER SUPPLY



The majority of respondents received water supply once a day with fewer respondents mentioning twice a day.

Most respondents experienced water supply durations of 30-45 minutes while some of the respondents reported less than 30 minutes.

CHART 14: SENSE OF SECURITY OF STEADY AND WATER SUPPLY



The survey indicated that a significant majority of the respondents strongly agree while a substantial number of respondents agree that they have a sense of security regarding the steady and regular supply of water through the PWSS.

99.7%

of the respondents expressed either strong agreement or agreement with feeling secure about the consistent and dependable water supply provided by the PWSS,

WATER TANK AT SOLAMOH VILLAGE

CHART 15: TOILET FACILITY AT HOME

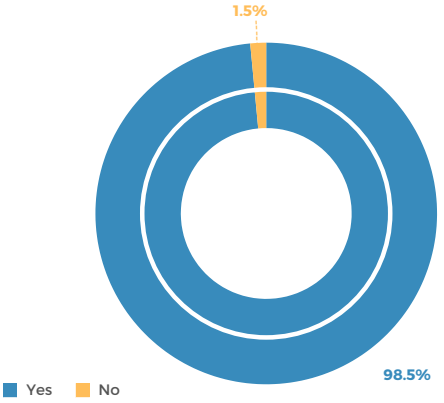


CHART 16: FREQUENCY OF USAGE OF TOILET

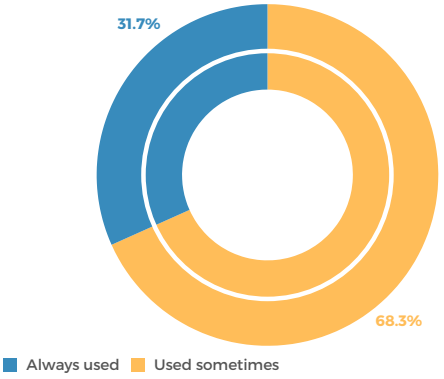
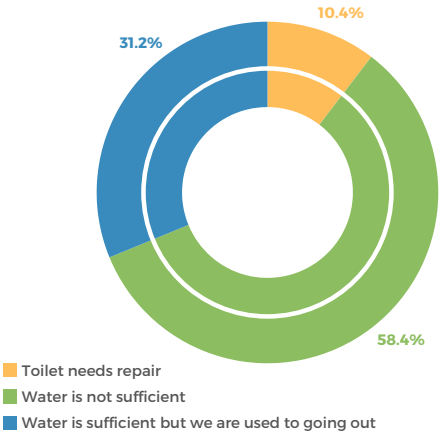


CHART 17: REASON FOR NOT USING OR SOMETIMES USING TOILET



98.5%

of the respondents indicated that they are having a toilet facility at home.

68.3%

of the respondents reported that they are always using the toilet.

Significant majority of the respondents mentioned insufficient water being a reason for not using the toilet.

A considerable number of respondents stated being accustomed to going outside despite sufficient water availability.

WATER TANK IN ANGANWADI AT KHARI VILLAGE

CHART 18: TRAINING AT COMMUNITY LEVEL

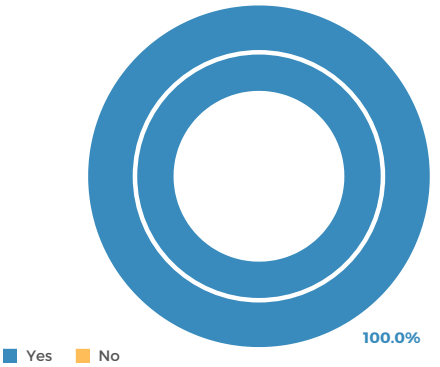


CHART 19: PARTICIPATION IN TRAINING PROGRAM

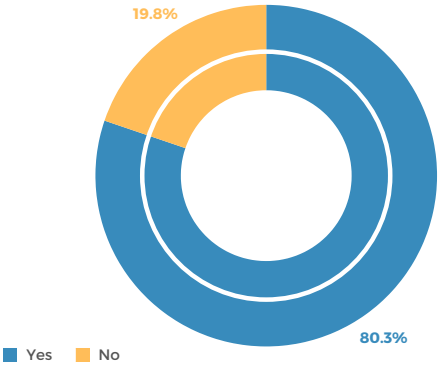
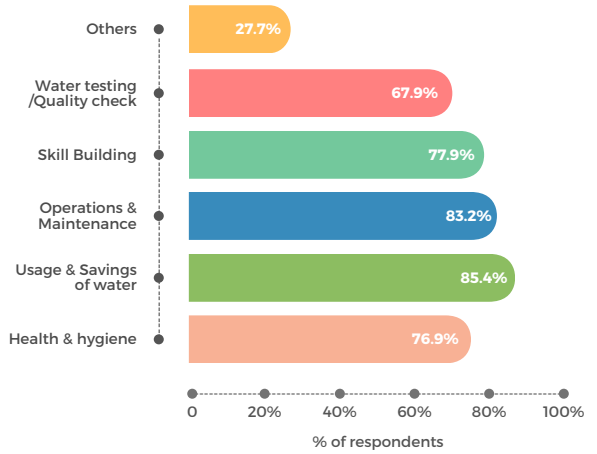


CHART 20: TOPICS COVERED IN THE TRAINING PROGRAM



100.0%

of the respondents reported receiving training or orientation at the community level.

80.3%

of the respondents or their household members participated in the training or orientation program.

Health & hygiene was reported as covered in the training program by 76.9% of respondents.

83.2%

of the respondents reported operations & maintenance topic being part of the training while Usage & Savings of water were mentioned by 85.4% of respondents.

77.9% & 67.9%

of the respondents stated Skill Building and water testing/quality check were the topics covered.

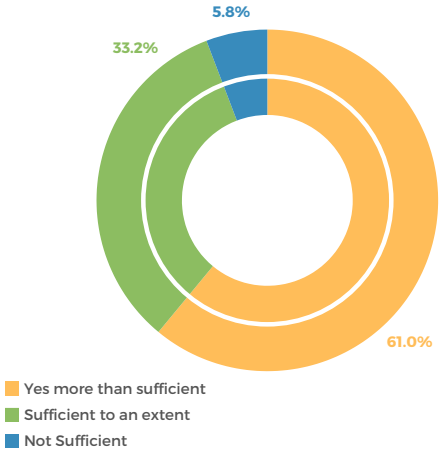
KEY IMPACTS

Following is the list below of key impacts found:

- Extent to which sufficient water is received for daily needs now.
- Change in the quality of water after the connection.
- Change in the time saved after getting the Connection.
- Change in the quality of water after getting the connection.
- Ways to utilize the saved time.
- Change in the health status of the household after PWSS.
- Extent of reduction in water borne diseases/diarrhea after Water connection.
- Satisfaction levels on the availability of water supply.
- Most significant benefits from Piped Water Supply, if satisfied.
- Extent to which benefitted from the trainings.
- Rating of Piped Water Supply Scheme.
- Awareness of the authority who supported the program.

BRANDING AT ZP SCHOOL SOLAMOH

CHART 21: WATER RECEIVED FOR DAILY NEEDS

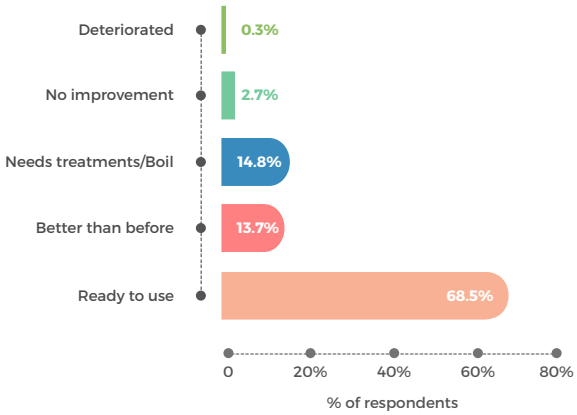


The majority of respondents reported receiving more than sufficient water for their daily needs while 33.2% stated that they received water to an extent that was sufficient.

61.0%

of the respondents stated that they received an ample amount of water to meet their daily needs.

CHART 22: CHANGE IN THE QUALITY OF WATER AFTER THE CONNECTION



68.5%

of the respondents found the water quality to be ready for use without any further treatment.

Some of the respondents reported that the water quality had improved compared to before they got the connection.

"Reflecting on the challenges I faced before Colgate and Water For People intervened, I recall the daily struggle of fetching water from a distant well, enduring hours of effort under the scorching sun. During the relentless summer heat, when the wells ran dry, I had to lead my oxen to a far-off dam for water.

Since Colgate and Water For People intervened, our village has undergone a positive transformation. The water quality has significantly improved and I would like to thank the organisation for providing safer water for consumption and also significantly reducing the prevalence of waterborne diseases in our community.

I am sincerely grateful for their assistance. Their intervention has alleviated the health burdens we once faced and brought newfound ease to our daily lives."

-Mangal Hirelal, Kale village, Beneficiary

FGD WITH VILLAGE AND VWC MEMBERS, SOLAMOH VILLAGE

During the focus group discussion (FGD) with beneficiaries and Village Water Committee Members, several key points were raised regarding the healthcare and water accessibility situation in the village.

Members highlighted the challenges faced in accessing healthcare facilities with the nearest Sub-Health Centre located 6-7 kilometers away in Gol Khera Bazar village. The transportation cost, ranging from 50-60 rupees per seat, posed a significant financial burden for villagers, particularly those with limited resources. Additionally, the Primary Health Centre at Salona village was situated 35 kilometers away while the Rural Hospital in Achalpur village was 20 kilometers distant. Notably, the absence of private clinics within the village compounded the healthcare accessibility issue. Transportation emerged as a major concern, with members noting that only tempo and private vehicles were available for transportation and buses operated primarily when schools were open. Limited access to transportation posed significant challenges for villagers in accessing healthcare services and other essential amenities. Regarding common health issues, members cited cold and flu, diarrhea, and joint pain/arthritis as prevalent ailments. Notably, diarrhea was identified as a recurring problem, particularly during the rainy season, before the intervention by Colgate.

During the discussion faced significant water accessibility challenges, with only three community taps available, located 100-200 meters away from households. Additionally, villagers relied on wells situated 300-500 meters from their homes for water supply. The scarcity of water often leads to health issues, such as diarrhea, especially during the rainy season. Villagers spent considerable time, ranging from 1.5-2.5 hours, fetching water from external sources.

However, with the intervention, significant improvements were observed. Villagers contributed labor assistance for the pipeline extension and awareness about the initiatives by Colgate and Water For People increased among the community. Presently, water is supplied daily for one hour from 6 AM to 7 AM and the water quality is reported to be clean and satisfactory. Pipeline connections have been established in all households and water stations and tanks have been installed in the school and village. Moreover, the implementation of pipeline connections has enabled villagers to access water conveniently within their homes. The annual water bill now stands at 1080 rupees, a manageable expense for most households, ensuring continued access to clean water.

CHART 23: CHANGES IN TIME SAVED

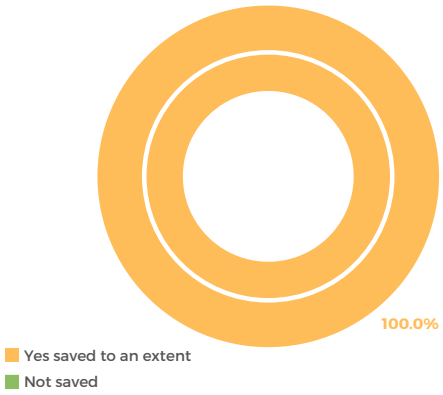


CHART 24: NO OF HOURS SAVED PER DAY

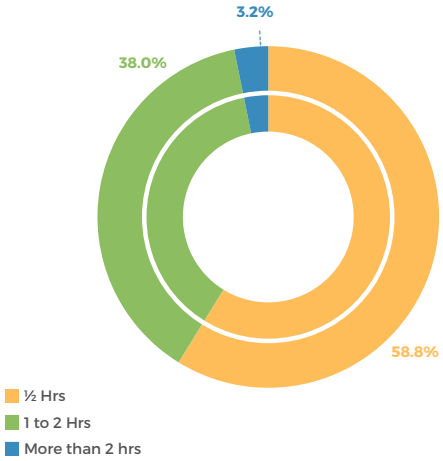
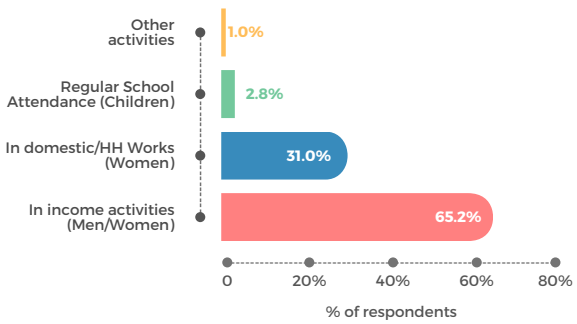


CHART 25: WAYS TO UTILIZE THE SAVE TIME



All respondents reported saving time to some extent after obtaining the connection.

58.8%

of the respondents reported saving half an hour per day while 38.0% of respondents reported saving between 1 to 2 hours per day.

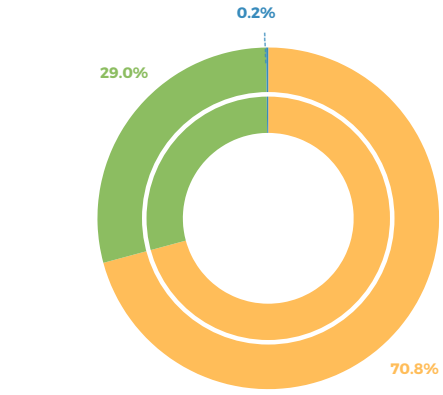
65.2%

of the respondents utilized the saved time towards income-generating activities which benefited both men and women while 31.0% of the respondents mentioned using the time for domestic or household works.

WATER CONNECTION IN HOUSEHOLD AT SOLAMOH VILLAGE

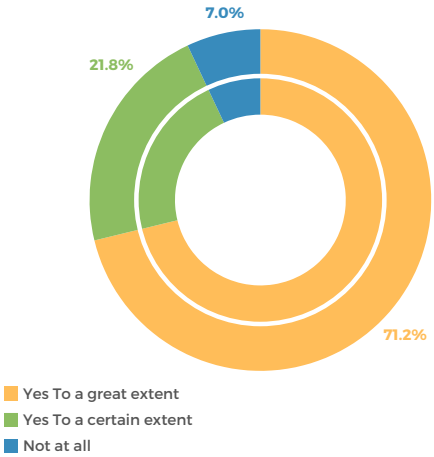
WATER STATION IN ZP SCHOOL AT DOMA VILLAGE

CHART 26: CHANGE IN THE HOUSEHOLD HEALTH STATUS AFTER PWSS



After the implementation of the Piped Water Supply System (PWSS), 70.8% reported improvement in the health status of households.

CHART 27: EXTENT OF REDUCTION IN WATER BORNE DISEASES



71.2%

of the respondents reported a great extent of reduction in waterborne diseases and diarrhea after water connection.

21.8%

of the respondents noted a certain extent of reduction in waterborne diseases and diarrhea post water connection.

CHART 28: SATISFACTION LEVELS OF WATER SUPPLY AVAILABILITY

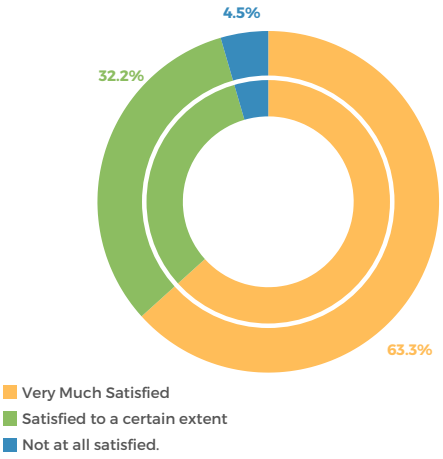
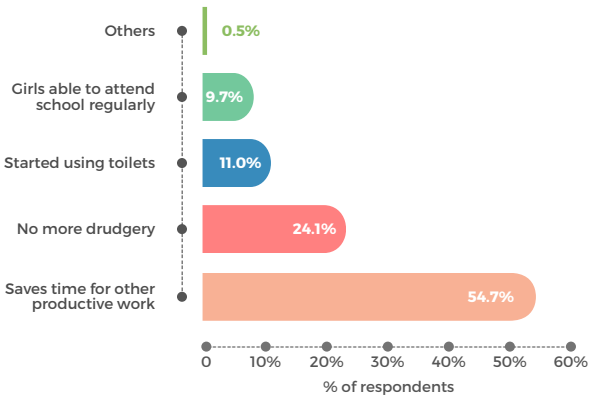


CHART 29: BENEFITS OF WATER SUPPLY



Large majority of respondents reported being very much satisfied with the availability of water supply.

32.2%

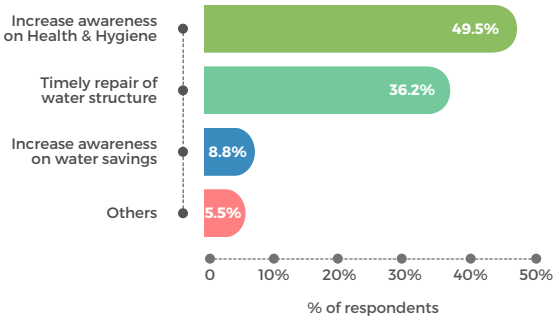
of the respondents expressed being satisfied to a certain extent with the availability of water supply.

More than half of the respondents who were satisfied with the water supply that piped water supply helped them in saving time for other productive work.

24.1%

of the satisfied respondents mentioned that the most significant benefit is no more drudgery.

CHART 30: BENEFITS FROM THE TRAININGS RECEIVED



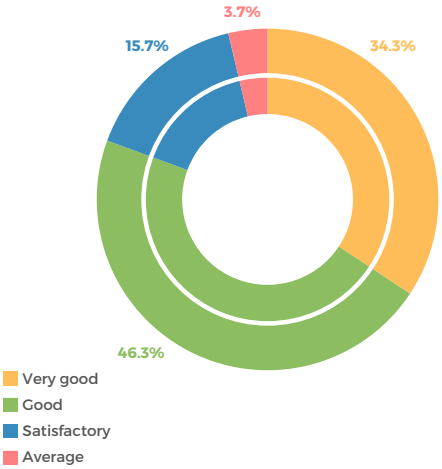
49.5%

of the respondents reported an increase in awareness on Health & Hygiene as a result of the trainings while 36.3% of the respondents stated timely repair of water structures as a benefit.

Smaller portion of respondents mentioned increase in awareness on water savings.

RAINWATER HARVESTING TANK IN ASHRAM SCHOOL AT JARIDA VILLAGE

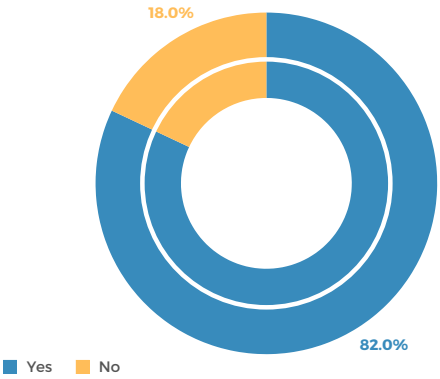
CHART 31: RATINGS OF PIPED WATER SUPPLY SCHEME



34.3%

of the respondents rated the Piped Water Supply Scheme to be very effective while significant majority rated it as good.

CHART 32: AWARENESS OF AUTHORITY WHO SUPPORTED THE PROGRAM



Large number of respondents were aware of the authority that supported the program.

82.0%

of the respondents were informed about the authority that supported the program.

SOLAR PLATES FOR PUMP

OVERALL IMPACT CREATED

INCREASED COMMUNITY TAPS AND EXTENDED PIPELINE

Earlier, there were only three community taps available. However, with the extended pipeline connections to households, villages now had a sufficient water supply which ensured better access and convenience for all residents.

REDUCED DISTANCE FOR FETCHING WATER

Villagers previously had to fetch water from 300-400 meters away. The formation of local water bodies through new initiatives significantly saved time and energy, making daily life much easier.

IMPROVED HEALTH OUTCOMES

Villagers had faced health issues like diarrhea during the rainy season, but the availability of clean water significantly reduced the prevalence of water-borne diseases, leading to improved overall health.

INCREASED AWARENESS OF INITIATIVES

Initially, there was no awareness about the initiatives. Now, community members are well-informed about the efforts by Colgate Palmolive which has led to higher and increased community participation.

UNIVERSAL PIPELINE CONNECTIONS

Every household in the village was equipped with pipeline connections which ensured a consistent and reliable water supply. This universal access significantly improved daily water availability.

ENHANCED WATER FACILITIES IN SCHOOLS

Schools had no water facilities earlier and now are provided with water stations and tanks facilities. This improvement has greatly enhanced the learning environment and hygiene for students which helped in contributing to better educational outcomes.

EFFICIENT WATER FETCHING AND AFFORDABLE BILLING

Fetching water became significantly less time-consuming. Additionally, at present, the annual water bill comes at around 1080 rupees which was a manageable expense for most households and made clean water access both practical and affordable for community members.

KEY STAKEHOLDER SATISFACTION

School Principals

(STAKEHOLDER SATISFACTION: VERY GOOD)

Village water committee members

(STAKEHOLDER SATISFACTION: EXCELLENT)

The initiative focused on the renovation of water tanks, pipeline connections, and the installation of drinking water stations and water tanks at schools. This comprehensive approach was highly appreciated by the community. The improved infrastructure ensured a reliable water supply for all households and educational institutions. As a result, residents no longer faced frequent water shortages and students benefited from better hygiene and access to clean drinking water. The initiative significantly enhanced the quality of life in the village. Stakeholders expressed gratitude for the thoughtful and effective solutions implemented. Overall, the renovation efforts met the critical needs of the villagers.

ZP PRIMARY SCHOOL AT KHARI VILLAGE

In April-May 2022, a rainwater harvesting system was developed. Stakeholders noted the significant benefits of the rainwater harvesting tank, stating that it allowed for the storage and use of rainwater for toilets, particularly during the rainy season. They mentioned that a pipeline was connected from the well to the RWH tank, enabling them to use this water to fill plastic water tanks for the toilets and bathrooms of the hostel. This intervention was especially beneficial for the Ashram School, as it facilitated the opening of a nearby hostel for students.

FGD WITH BENEFICIARIES AT KORDA GAVLI DHANA VILLAGE

The stakeholders explained that they needed a water tank structure, and with Colgate constructing the RWH tank, they were able to use it for multiple purposes: rainwater harvesting during the rainy season and as a water tank connected by a pipeline from the well. They expressed their satisfaction with the implementation, highlighting its positive impact on the school's infrastructure and functionality.

KEY CHALLENGES AND BARRIERS

The challenges and barriers during the program implementation are listed and explained below:

LANGUAGE BARRIERS

Effective communication was challenging due to the diverse languages spoken in the region, leading to misunderstandings and misinterpretations of important information.

LACK OF AWARENESS ABOUT PROGRAMS

Many villagers were unaware of the benefits and procedures of new programs, resulting in low participation and underutilization of available resources.

LOW INCOME IN RURAL AREAS

Low income levels in rural areas limited families' ability to invest in basic necessities, education, and healthcare, hindering overall development.

POLITICAL CHALLENGES AMONG VILLAGERS

Political divisions and power struggles among villagers obstructed the implementation of community projects and created conflicts that stalled progress.

INEFFICIENT WATER MANAGEMENT

·Local water management personnel often neglected their duties, leading to irregular water supply and maintenance issues, frustrating the community.

CLIMATE CHALLENGES

Unpredictable weather patterns and extreme climate conditions, such as droughts and floods, adversely affected agriculture, water supply, and overall livelihoods.

DIFFICULTY PAYING WATER BILLS

Due to financial constraints, many villagers struggled to pay their water bills on time, causing interruptions in water supply and additional financial penalties.

BEHAVIORAL CHALLENGES IN TOILET USE AND OPEN DEFECATION

Despite available facilities, traditional practices and reluctance to change resulted in continued open defecation, posing health risks and sanitation issues.

TRAVEL CHALLENGES FOR REMOTE VILLAGES

Villages located within dense forests faced significant travel difficulties, with poor road conditions and long distances making access to services and markets challenging.

NETWORK AND COMMUNICATION CHALLENGES

Limited or no access to reliable communication networks hampered information flow, coordination, and emergency response efforts within and between villages.

COMMUNITY DISPUTES DUE TO PERSONAL RIVALRIES AND POLITICAL AGENDAS

Personal rivalries and differing political agendas led to frequent community disputes, undermining cooperative efforts and hindering collective progress.

DRINKING WATER STATION AT SCHOOL KHANDUKHEDA

IMPACT CREATED ACROSS MULTIPLE LEVELS

INDIVIDUAL LEVEL

- Increased convenience and saved time for individuals due to reduced distance for fetching water and improved water facilities.
- Improved health outcomes for individuals with reduced prevalence of water-borne diseases like diarrhea.

FAMILY LEVEL

- Enhanced quality of life for families with improved access to clean water, leading to better health and hygiene practices.
- Reduced financial burden on families due to affordable billing for water services, allowing for more resources to be allocated towards other necessities.

DISTRICT LEVEL

- Improved infrastructure and water supply systems contribute to overall development and well-being within the district.
- Enhanced community participation and awareness lead to stronger community cohesion and resilience.

STATE LEVEL

- Demonstrated success of the program serves as a model for similar initiatives across the state, leading to broader adoption of sustainable water supply solutions.
- Improved health outcomes and reduced healthcare costs contribute to the state's overall public health objectives.

NATIONAL LEVEL

- Scaling up of successful initiatives like universal pipeline connections and improved water facilities in schools can contribute to the national goal of providing access to safe drinking water for all.
- Increased awareness and community participation highlight the importance of public-private partnerships in addressing water challenges and influencing national policies and programs.

SUSTAINABILITY

The sustainability of the program is ensured through active involvement and maintenance efforts by the Gram Panchayat and local institutions. The Gram Panchayat is responsible for the collection of maintenance and bill charges, ensuring that the financial aspects of the water supply system are well-managed and sustainable. In collaboration with local institutions, the program has established a strong support system to maintain the water infrastructure.

FGD WITH BENEFICIARIES AT KULANGANA BK VILLAGE

A village committee has been formed to oversee the operations, comprising members who are directly involved in the upkeep and monitoring of the water supply. This included a designated water man who is tasked with managing the daily water supply, conducting bleaching to ensure water quality and addressing any maintenance related issues that arise. The collaborative approach between the Gram Panchayat, schools and the village committee ensured that the water supply system remains functional and sustainable, with a clear structure for ongoing support and management.

05. OECD FRAMEWORK

Relevance

The program demonstrated exceptional relevance and aligned closely with the needs of the targeted communities in the Vidarbha region of Amravati district, Maharashtra. By addressing critical water scarcity issues and improving access to safe drinking water, the Colgate-Palmolive initiative effectively responded to the specific challenges faced by these marginalized and backward communities.

Coherence

The program exhibited strong coherence by integrating well with existing local and national policies, as well as other ongoing initiatives in the region. Collaborations with local government bodies, such as the Rural Water Supply Department and the Tribal Welfare Department, ensured that the program's objectives were in harmony with broader water resource management and development strategies. The initiative aligned with several Sustainable Development Goals (SDGs), including SDG 6: Clean Water and Sanitation, SDG 17: Partnerships for the Goals, and SDG 3: Good Health and Well-Being. Furthermore, the program was consistent with national policies and programs such as the National Rural Drinking Water Programme (NRDWP), Swachh Bharat Mission (SBM), and Jal Jeevan Mission (JJM), reinforcing its relevance and strategic fit within the larger framework of water and sanitation initiatives in India.

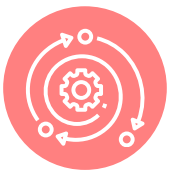
Effectiveness

The program showed significant outcomes and it effectively increased access to safe drinking water and improving sanitation facilities in schools and public institutions. The reduction in waterborne diseases and the enhanced educational environment for school children underscored the effectiveness of the program. It was observed during the study that the minor gaps in the uninterrupted water supply during peak summer months slightly impacted overall effectiveness.

Index : 5 Points - Very High ; 4 Points - High ; 3 Points - Moderate ; 2 Points - Low ; 1 Point - Very Low

Efficiency

The program efficiently and timely utilized resources with substantial improvements in water infrastructure and community health. The participatory approach which involved community labor for pipeline extension helped in enhancing the further efficiency of the program. Occasional delays in water supply during harsh weather situations indicated that there is a scope for improvement in resource management.



Impact

The intervention significantly improved water access and quality in the village. With pipeline connections extended to households, the village now enjoys a sufficient water supply, drastically reducing the time and distance previously spent fetching water. Health outcomes improved, with a notable reduction in water-borne diseases like diarrhea. Awareness of the initiatives increased which led to higher community participation. Schools were equipped with water stations and tanks and enhanced hygiene and the learning environment. The affordable annual water bill made clean water access practical for households. Overall, the initiative ensured sustained impact and reliable access to safe water, benefiting the entire community.

Sustainability

The program demonstrated strong sustainability through active involvement of the Gram Panchayat and local institutions. The Gram Panchayat managed maintenance and bill collection which ensured financial viability. Village committees which also included a designated water man looked after daily operations, water quality, and maintenance issues. This collaborative approach between the Gram Panchayat, schools and the village committee ensured ongoing support and smooth functionality of the water supply system. However, addressing occasional water shortages and maintaining water quality during extreme weather conditions remained crucial for long-term viability.

Relevance

Coherence

Effectiveness

Efficiency

Impact

Sustainability

Index : 5 Points - Very High ; 4 Points - High ; 3 Points - Moderate ; 2 Points - Low ; 1 Point - Very Low

CHAPTER 6
RECOMMENDATIONS

RAISING PUBLIC AWARENESS

Initiate educational campaigns to inform the public about water conservation practices and promote sustainable water use. Collaborate with schools to incorporate water sustainability into their curricula, fostering early awareness. Utilize social media platforms and influencers to widely disseminate practical water-saving tips.

ENHANCING WATER SOURCES

Invest in the restoration and protection of local water bodies to ensure sustainable water availability. Promote rainwater harvesting and groundwater recharge projects to enhance water resources. Support community-led initiatives for effective management and conservation of water sources.

STRATEGIES FOR CLIMATE ADAPTATION

Develop and implement climate-resilient water management plans to address the impacts of climate change. Encourage the use of drought-resistant crops and efficient irrigation techniques to optimize water use in agriculture. Partner with environmental organizations to mitigate the effects of climate change on water resources.

MAINTAINING WATER INFRASTRUCTURE

- Regularly inspect and repair water infrastructure to prevent leaks and ensure efficient water delivery.
- Upgrade aging pipelines to reduce water loss and improve system efficiency.
- Implement smart water management systems for real-time monitoring and prompt issue resolution.

PROMOTING MENSTRUAL AND REPRODUCTIVE HEALTH AWARENESS

- Conduct workshops on menstrual hygiene and reproductive health in schools and communities to enhance awareness.
- Distribute menstrual hygiene products and educational materials to support healthy practices.
- Collaborate with healthcare providers to offer comprehensive sexual health education and services.

CHAPTER 7
CONCLUSION

The comprehensive water initiative implemented by Water For People India, supported by Colgate Palmolive, significantly transformed the water accessibility and health outcomes in the villages of the Vidarbha region, Amravati District, Maharashtra. The extension of pipeline connections and installation of community taps ensured a consistent and reliable water supply, reducing the distance and time villagers spent fetching water. This initiative not only alleviated the burden on women and girls but also improved overall health by significantly reducing waterborne diseases. Enhanced water facilities in schools, including water stations and tanks, contributed to a better learning environment and hygiene, boosting educational outcomes. The program's success in increasing awareness and participation among community members highlighted the effectiveness of collaborative efforts with local government and stakeholders. The establishment of universal pipeline connections and affordable billing further underscored the sustainability of the initiative which ensured long-term access to safe drinking water for all community households in the region.