Working Session
Water, Sanitation and Hygiene

**SPEAKER:**
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But Why Should I WASH My Hands?
A Perspective of WASH

Reaching The Health Millennium Development Goals
The Critical Role of India’s Business Sector
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PUKAR
WASH-Water, Sanitation & Hygiene
Overview

• **MDG GOAL 7:**
  ENSURE ENVIRONMENTAL SUSTAINABILITY

• **Target 7.C:**

  • Halve, by 2015, the proportion of the population without sustainable access to safe drinking water and basic sanitation
  
  • Despite progress, 2.5 billion people in developing countries still lack access to improved sanitation facilities.
Some Frightening Data-WATER

• 75% of India’s population does NOT have drinking water on the premise

• Water collection is a primarily a gender issue
• 13% verses 87%

• Unjust practices for water charges in urban sectors: Rs. 3.24 -4.32- 64.80
Water Poverty of A Mumbai Slum

- WHO Recommendation:
  In KB out of 500 HH interviewed:
  85% HH use < 50 Liters per head per day
  47% HH use < 20 Liters per head per day

People paid 39 times – 180 times more for 1000 liters of water in slums. (INR. 3.24 / 1000 liters)
Some Frightening Data: Sanitation

• 638 Million people defecate in open (>50%)
• Bangladesh? Brazil? China?

• 80% Children’s stools are disposed off in unsafe manner

• Only 6 per cent of rural children less than five years of age use toilets.
An Open Toilet.....

A Playground.....

A Swimming Pool
Toilets in Kaula Bandar

19 Built Seats-10 Functioning

-pay-for use

15,000 Population

1 seat per 1500 pop.

Daily HH Expenditure-
INR 20-30

Daily time spent: Average 60 minutes in waiting
One toilet per 1,500 to 1,800 dwellers (approximate estimate)...

10 Educational Institute and 30+ Religious Centers....?
Some Frightening Data: Hygiene

- 47% of the population DO NOT wash hands with soap after defecation
- 62% DO NOT wash hands with soap before eating
- 70 DO NOT wash hands with soap before preparing food.
Normal Map of the Globe
Global Diarrheal Deaths
India: Diarrhea, Death & Stunting

609,000 Children die annually due to diarrhea and pneumonia

Repeated episodes of diarrhea leads to intergenerational poverty.
Kaula Bandar: PUKAR Health Project
Basic Concept of Barefoot Researchers

Investment in Community Youth Empowerment: With education and training

Knowledge-Building with CBPR
What can Business Offer?

• PPP in building toilet blocks in the slums nearer their factories, business etc.

• Sponsor community education campaigns related to WASH and provisions of materials like soaps etc. from CSR activities

• Create AFFORDABLE safe water storage and water cleaning mechanism
Empowering Communities with Knowledge