Project
Sheohar
Improved quality of life for communities in Sheohar
1) साबुं न
2) पानी
3) शौचालय
Artist performing Multi-Disciplinary Show (MDS)
Dy CM Shri Sushil Kumar Modi inaugurates IEC material of Water For People on the occasion of World Toilet Day 2019
Dear Reader,

In Bihar, Water For People initiated ‘Everyone Forever’ initiatives in 2011 in Sheohar district. To achieve ‘everyone’ (universal access) in district, project installed safe drinking water points, built model toilet blocks in schools, community, and health facilities, with community owned mechanisms for sustainability of WASH systems.

The overall goal of the initiative was to improve the quality of life for the people in Sheohar district through access to safe and reliable drinking water and sanitation.

The Project Sheohar initiatives started in 2014 with two approaches viz. Water For People’s Everyone Forever and One Drop Foundation’s A.B.C for Sustainability™ model (Access, Behaviour, Capital) to achieve the targets set in SDG 6.

A diverse set of communication tools have been co-developed with the help of local artists and community members and implemented at scale to impact key WASH behaviours.

It gives me immense pleasure to share with you a photo book on the learnings and impacts of the project Sheohar. The photo book captures and covers the processes of all the activities undertaken and accomplished under Project Sheohar.

Thank you!

Bishwadeep Ghose
Country Director
Water For People India
### Our Approach to Sustainability

#### 1. Water For People's Everyone Forever Approach

<table>
<thead>
<tr>
<th>Building Everyone Forever</th>
<th>Forever Focus</th>
<th>Oversight Only</th>
<th>Exit</th>
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<tbody>
<tr>
<td>Baseline monitoring</td>
<td></td>
<td>No Water For</td>
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<tr>
<td>Capacity building</td>
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<td>People investment</td>
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<tr>
<td>Financial assessments</td>
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<td>or oversight</td>
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<tr>
<td>District planning</td>
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<td>Sustainable water</td>
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<tr>
<td>Water resource management</td>
<td></td>
<td>service delivery</td>
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<tr>
<td>planning Infrastructure</td>
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<td>established</td>
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<tr>
<td>Annual monitoring and reflection</td>
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</tbody>
</table>

#### Everyone Milestones
- Household
- Community
- School and clinic

#### Sustainable Services
- Service authority
- Service provider
- Water resources management

#### Sustainable Services
- Service levels maintained
- Sustainability scores maintained
- Context specific requirements met
2. One Drop Foundation’s A.B.C for Sustainability™ Model*

A + B + C

TOTAL COVERAGE
Provide access to safe drinking water and sanitation

SUSTAINABLE BEHAVIOUR CHANGE
Use social arts to raise awareness, mobilize communities & impact behaviour

ACCESS TO CAPITAL & RELATED LIVELIHOOD
Microloans to support local production and improve the economic well-being of communities.

*The ONE DROP™ name and logo, A.B.C for Sustainability™, and Social Art for Behaviour Change™ are trademarks owned by the One Drop Foundation.
Background

Sheohar is an administrative district of Bihar situated around 150 km northeast from Patna, the capital of Bihar. The district comprises of five blocks. The population density of the district is highest among all other districts of Bihar.

Sheohar has abundance of both surface and groundwater resources. However, infrastructure, awareness, and community practices with regard to clean water, sanitation and hygiene in the district was abysmal.

Water For People initiated Everyone Forever program in Sheohar in 2011, to improve the quality of life for the people in Sheohar district, through access to safe drinking water, and sanitation with a focus on infrastructure creation.

However, looking at the need of behaviour change intervention in communities to address the key behavioural issues, Water For People in partnership with One Drop Foundation initiated Project Sheohar in 2014, an initiative aimed at driving lasting solutions to widespread problem of access and management to water, sanitation, and hygiene practices, through One Drop Foundation’s A.B.C for Sustainability model (Access, Behaviour, Capital).

Water For People’s ‘Everyone Forever’ approach focuses on providing access to water and sanitation services to “Everyone” that includes families, schools, health centers. Water For People’s approach aligns with the Sustainable Development Goal 6 and aims at long lasting solutions of WASH.
Sheohar district is one of the 38 districts of Bihar state situated around 150 km northeast from Patna, the capital of Bihar. The population density of the district is highest among all other districts of Bihar. It was carved out of the Sitamarhi District on 6 October 1994.

It is the smallest district in the State of Bihar both in terms of total population size (656,916 people-2011 Census and 745,461 people in 2016), 96% in rural areas, and 47% are women and total area (349 km² – 0.47% of the total area of Bihar); given this, it is one of the least prioritized districts for development. The district is comprised of one subdivision (Sheohar), five blocks, 53 Gram Panchayats (GPs), 208 villages, and 762 wards.

**Key WASH related issues in 2011**

- Only 14% IHHL coverage
- Only 8% Schools with WASH facility
- Only 17% Health centers with WASH facility
- Only 57% Access to safe drinking water

**Beneficiary reach:**

<table>
<thead>
<tr>
<th>Activities</th>
<th>Number</th>
<th>Reach</th>
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</thead>
<tbody>
<tr>
<td>Water Points</td>
<td>1220</td>
<td>244,000</td>
</tr>
<tr>
<td>School Model Toilet</td>
<td>233</td>
<td>69,900</td>
</tr>
<tr>
<td>Community Toilet</td>
<td>4</td>
<td>4,000</td>
</tr>
<tr>
<td>SABC Activity</td>
<td>2,342</td>
<td>261,000</td>
</tr>
<tr>
<td>Micro Fin &amp; Livelihood</td>
<td>15,912</td>
<td>79,560</td>
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</table>
Access defines access to safe drinking water and sanitation services for community and schools. To achieve everyone in Sheohar, we have installed safe drinking water points, built model WASH blocks in schools, model toilets in community and health centres. Since women are predominantly involved in fetching and handling water, project Sheohar initiated and strengthened community owned mechanisms called ‘Water User Committee’ for the operation & maintenance of the water points.

- Installed **1220** Water Points
- Formed **1220** Water User Committees (WUC)
- Empowered **12,810** women for sustainable water governance in community
Model Toilet Block in Schools

Addressing vulnerability and gender equality is key to Water For Peoples’ strategy. Our infrastructures are by design gender equal and address vulnerabilities. Build separate toilets for girls and boys with ramp for the differently abled person and MHM facility. Constructed High raised platform water points for the flood-affected areas.

“Access to safe sanitation facility has developed confidence among the children especially among adolescent girls who used to drop the schools during their menstruation period. I would say that the attendance has increased by 25%-30% because of safe sanitation facilities.”

Soma Rani
School teacher, MS. Banshi, Sheohar

Gender Segregated Toilet 233
Toilets with MHM facility 233
Piloted model hand washing stations and drinking water points in schools of Sheohar which has increased the number of school children who wash their hands with soap before having mid-day meal by 15% in 2011 to 90% in 2022. The habit of hand washing now become empirical expectation and gradually creating a norm of washing hands with soap in schools.
Children of 233 schools now have access to safe drinking water and sanitation services. This has reduced the cases of diarrhea among the children significantly and has contributed to increase the attendance of children in schools.
Promoted Hygiene Behaviours

WATSAN committees of 233 schools have been capacitated on water, sanitation, and hygiene behaviours. Thanks to WATSAN committees whose continuous efforts lead to the adaptation of safe hygiene behaviours in schools.
Model Toilet in Community & Health Centres

Built 4 community toilets with community managed mechanism

Built 5 model toilets in health centers
Nirmal Bandhu

54 Nirmal Bandhus have been trained and linked with institutions for cleaning and maintenance providing a sustainable livelihood for them.
Provisioning of safe drinking water in the community through installation of 1220 water points in every ward. These water points are managed and owned by the community members through Water User Committee (WUC).
Every water point has a water user committee which comprised of 15-20 community members and have been capacitated on the operation and maintenance of water points. More 80% of WUCs members are women, and efficiently collect the user fee from community and look after the operation and maintenance of the water points.
Jalbandhu

80 Jalbandhus have been trained and capacitated on the technical know-how of handpumps for their maintenance. They have been linked with water user committees and institutions creating a sustainable livelihood for them.
Water For People uses One Drop Foundation's Social Art for Behaviour Change™ approach, which aims at facilitating individual and collective behaviour change, through local arts and stories. Water For People believes that SABC interventions could play a critical role in achieving the sustainable WASH practices in the communities.

The Social Art for Behaviour Change Package works at three level i.e. Inspire, Activate, and Sustain, to uptake desired behaviour change.

Over the period, SABC initiative has successfully built a local resource to work for the promotion of WASH behaviours.

Key to the SABC approach is to work with local artists, recover folk arts and mainstreaming them through capacity building trainings, and link them with employment opportunities.
Community Led Approaches to Sanitation (CLAS)

CLAS is one of the pillars of SABC activity at community as well as individual level. It has been piloted by Water For People India in collaboration with the One Drop Foundation in Sheohar in 5 selected panchayats, to support SBM-G and achieve ODF status. 220 CLAS activities has been done in more than 207 villages of the district and reached to more than 44000 people. Result had been tremendous so far. Under CLAS activity, Pre-trigerring, Triggering, Community meeting, morning and evening follow-up and inter-personal communication (IPC) of household members have been done.
Multi-disciplinary Show (MDS) is one among the powerful tools of social art activities to inspire the community towards adoption of key WASH behaviours. It is mesmerizing and a big event for a village community and the message of key behaviours get transmitted in the community through different art forms.
Project Sheohar has promoted local artists to sustain the social art activities. Four thematic groups are trained on four key behaviours water, sanitation, hygiene, and school OM. Since social art groups were not in the form of team initially, Water For People in collaboration with the One Drop Foundation helped them to registered with govt. of Bihar so that they get business from Water For People, Govt. of Bihar, and other development partners.
Short films were made on water, sanitation, hygiene, and operation & maintenance of school WASH facilities. Films were produced by engaging local villagers as lead actors and shot in the local villages in the natural environment. These short films are not only informative but also entertaining and have been helpful in raising awareness to sustain the key WASH behaviours. 811 film screenings of short films have been organized in communities and school and reached to more than 40000 people.
Facilitated a pilot initiative storytelling to explore the potential of folk art in shaping behaviours on toilet usage among male members of the community. Employing SABC approach, the initiative provides a unique opportunity and methodology to work with context-specific art traditions and socio-cultural practices as a way to catalyze behavioural change in the communities.

A storytelling team was formed through a systematic process of identification, selection, capacity building training, recovery of folk stories and production workshop. Finally, out 20 folk stories recovered, selected ‘Netua Dayal’ a popular local folk story for the adaptation and final performances. So far, completed 80 storytelling performances in 80 villages and reached about 9,600 people.
A group of 10 village mural artists mostly women, were identified from the villages who has some sketching and painting exposure for their domestic purposes. Water For People has capacitated village mural artists to use their mural art to promote and trigger key WASH behaviours.

Murals were painted by local artists in 10 villages in an interactive and partially improvisatory way with the goal of being relatable, locally relevant, and easy for a large and diverse audience to engage.
Under the capital component, Project Sheohar aims to work with small farmers to optimize water uses in agriculture, and increase their average household income, which in turn help in adoption of sanitation behaviours and thereby improve the quality of life with access to safe sanitation services.
Farmers Club

Water For People intends to increase the income of small and marginal farmers by reducing the cost of production and water conservation activities. Water For People promoted linkages of the farmer’s clubs with the government schemes and provisions for financial support to adopt techniques for efficient use of water and abstain from flood irrigation. Water For People facilitated the farmer’s club to avail the government schemes for borewells, rain guns and drip irrigation.

Capacity building activities with 185 farmer’s clubs focused on use of water efficient tools and technologies, agricultural practices that enable efficient use of water, organic manure and organic pesticides. These farmer’s clubs have been capacitated on the enterprise development.
- Formed 185 farmers club
- Trained 5550 farmers on water economic tools and sanitation behaviours
- Helped farmer clubs in establishing 3 FPOs
- 4,800 toilets were built with the help of farmers club
- 5,377 sanitation loans were disbursed for the construction toilets
- 5 PoPs have been formed in 5 blocks of Sheohar
Step Towards Organic Farming

Members of farmers club have been trained on production of vermicompost, Kanchan Amrit, mushroom farming, organic farming and use of water economization techniques.

Water For People has also linked the farmer producer organizations with government departments such as the district agriculture department, Krishi Vigyan Kendra and Agriculture Technology Management Agency (ATMA) for further support.
Linking sanitation with market, project Sheohar has initiated the idea of Point of Purchases (POPs), the one-stop shops for all sanitation needs. Local youths have been encouraged to open these shops with some seed money from MFIs. This becomes good livelihood support. Even the MFI provided a loan for household toilet construction which helped the district in getting the ODF status.
Promoting Entrepreneurship

Initiatives of project Sheohar also serve as the livelihood opportunity for the local youths such as Nirmal Bandhu, Jalabandhu, and local artists and folk artists. These cadres of trained youths and artists are working as a sustainable solution for the local problems and also earning their livelihood.
Liaisoning and Advocacy

Project Sheohar has always worked in close collaboration and coordination with the District and local government and received all the supports such as issuing letters, co-branding of IEC materials and its dissemination support. Recently, we have signed an MoU with Panchayati Raj Department of Government of Bihar for providing the Technical Support in Piped Water Schemes and sanitation services which may be a pathway for scaling these initiatives to other locations in Bihar.
Project Sheohar: Pathways of Change

**Strategy**

**INPUTS**
- Model toilets and Nirmal Bandhu Water Point in every ward and Jal Bandhu Hand Washing Station, Iron Removal filter

**Institutional Collaboration**
- PHED, RD, DHS, SSA, ICDS and CSO

**COMMUNITY ENGAGEMENT**
- Co-contribution WATSAN committee Water User Committee

**Outcome**
- IHHL coverage: 14% to 62%.
- Schools with WASH facility: 8 to 92%.
- Health centers with WASH: 17% to 100%.
- Access to drinking Water: 57% to 100%.

**Access**
- Inspire
- MDS
- Street play and story telling

**Behaviour**
- Sustain
- Film Screening IEC Materials, CLAS, Mural Art

**Capital**
- Microfinance and Livelihoods Sanitation loan, formation of JLG, Formation of Farmer’s club, formation of FPO, Linkages with government scheme, introduction of advanced technique for agriculture, promotion sanitation entrepreneurs

**Everyone Forever Approach**

**A.B.C for Sustainability™ Model**

**Social Art for Behaviour Change™ Approach**

**CAPACITY BUILDING AND TECHNICAL SUPPORT**
Case Stories

NIRMALA DEVI
Ward No. 12, Dhanhara, Dumri Katsari, Sheohar

"I am very happy to get the knowledge about the importance of toilet usage. Now I have stopped open defecation. The MDS program made me feel responsible towards my village and therefore, I take on every chance to help others. My first ever MDS program was a turning point and an eye opener for me."

MANOJ KUMAR SINGH
MD, Samarpit Farmers Producer Company, Sheohar

"Samarpit FPO has more than 150 farmer members from 125 famers club of Sheohar. Our members have received training from district agricultural department and ATMA with the support of Water For People. Since I am a member of FPO, my income has improved reducing the cost of production by applying new techniques, organic farming and improved irrigation tools."

PROJ ECT SHEOHAR

35
VIJAY SAHNI
Storytelling artist

“I learned the art of storytelling from my grandfather, but I had never done any performance for social cause. I learnt new knowledge on WASH, and storytelling techniques to make it more interesting and entertaining in the Water For People’s training. Now, I have a team and we do many performances for community cause. The storytelling show has now become a means of livelihoods for our team.”
Journey of Change in Sheohar from 2011 to 2022

<table>
<thead>
<tr>
<th>Indicators</th>
<th>2011</th>
<th>2022</th>
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<tbody>
<tr>
<td>IHHL coverage</td>
<td>14%</td>
<td>62%</td>
</tr>
<tr>
<td>Schools with WASH facility</td>
<td>8%</td>
<td>92%</td>
</tr>
<tr>
<td>Health Centers with WASH facility</td>
<td>17%</td>
<td>100%</td>
</tr>
<tr>
<td>Access to safe drinking water</td>
<td>57%</td>
<td>100%</td>
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*Source: Baseline 2011, SSC 2019*

<table>
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<tr>
<th>Indicators</th>
<th>2017</th>
<th>2022</th>
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<tbody>
<tr>
<td>Safe water storage and handling practices</td>
<td>17.5%</td>
<td>80%</td>
</tr>
<tr>
<td>Toilet usage by all the members all the time</td>
<td>54%</td>
<td>62%</td>
</tr>
<tr>
<td>Handwashing with soap at critical times</td>
<td>5.3%</td>
<td>90%</td>
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*Source: MTR 2019, EF Evaluation 2022*

We are delighted to say that Project Sheohar has improved the quality of life of Everyone in Sheohar and build a Forever pathway for WASH sustainability.
Sharing learnings of Project Sheohar with Shri Shrawan Kumar, Hon'ble Minister, Rural Development Department, Government of Bihar

Photobook release by Special guest Dr. Ranjit Kumar Singh, IAS, Director, Panchayati Raj Department, Government of Bihar, and dignitaries.
पानी के रक्षा के लिए लोगों को स्पीकर और नाटक के माध्यम से लोगों को बताए उपाय

बिहार: वाटर पॉर्ट पीपल का अभियान जारी, मंजू अर्जन कुमार बोले- समाज में बिना जागरूकता बदलाव संभव नहीं

जल संरक्षण व जल स्वच्छता को दिया जाये बदावा : श्रवण

पंटिक के माध्यम से ही लोगों को वैक्सीन लेने को किया जागरूक

प्रोजेक्ट शिवहर को बधाई