



water for people  
INDIA  
EVERYONE • FOREVER



# *Project* Sheohar

*Improved quality of life for communities in Sheohar*



१) साबुन  
२) पानी  
३) शौचालय





Artist performing Multi-Disciplinary Show (MDS)



# बिहार स्वच्छता

दिनांक : 19 नवंबर 2019,

स्थ

होस्टिंग स्वच्छ बिहार अभियान  
ग्रामीण विकास विभाग, बिहार

विश्व शौचालय दिवस

के अक्सर पर

बिहार स्वच्छता मंत्रालय

20

दिनांक : 19 नवंबर

स्थ : अधिवेशन भवन



Hon'ble Deputy CM  
Govt. of Bihar

Shri Arvind K. Chaudhary, I.A.S.  
Secretary, Rural Development Dept.

Mr. Sujoy Mazumdar  
Wash Specialist, UNICEF

Dy CM Shri Sushil Kumar Modi inaugurates IEC material  
of Water For People on the occasion of World Toilet Day 2019





भारत 2020

स्थान : अधिवेशन भवन, पटना



Mr. Rajiv Kaushan  
Addl. CEO, Jeevika

Meena Narula  
Country Director, WFP

*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.

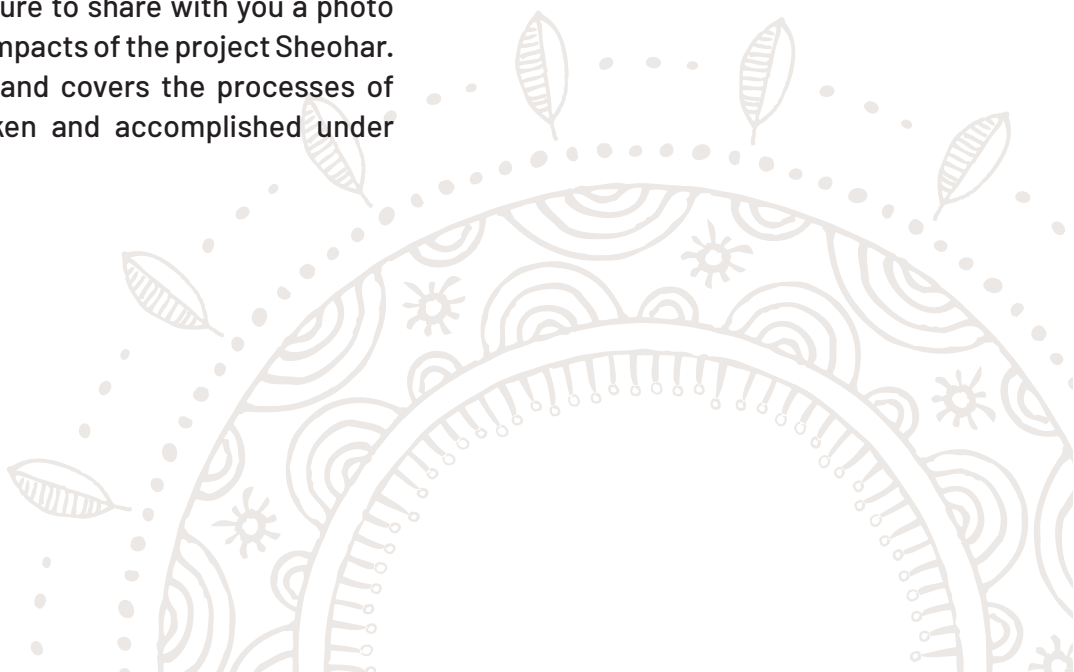
The Project Sheohar initiatives started in 2014 with two approaches viz. Water For People's Everyone Forever and One Drop Foundation's A.B.C for Sustainability™ model (Access, Behaviour, Capital) to achieve the targets set in SDG 6.

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!

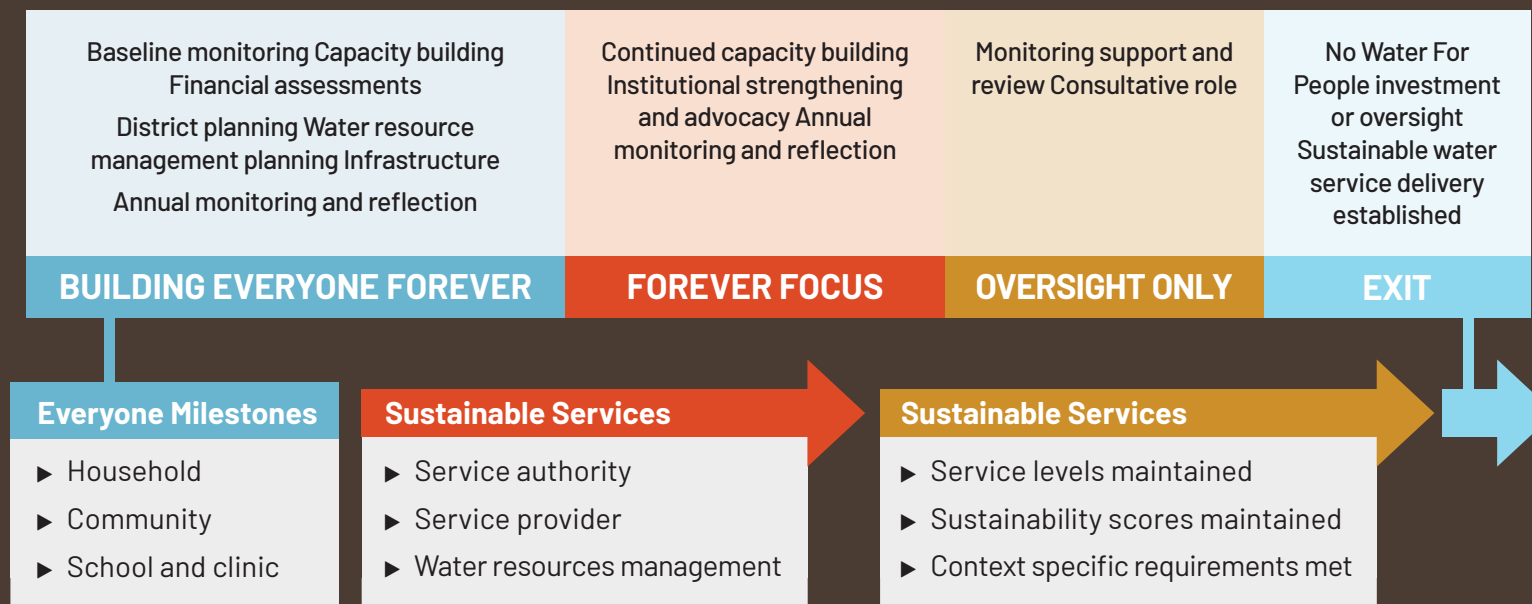
**Bishwadeep Ghose**  
Country Director  
Water For People India





# Our Approach to Sustainability

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



## 2. One Drop Foundation's A.B.C for Sustainability™ Model\*



\*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 Profile



## 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

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 km<sup>2</sup> – 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.

## Beneficiary reach:

Activities	Number	Reach
Water Points	1220	244,000
School Model Toilet	233	69,900
Community Toilet	4	4,000
SABC Activity	2,342	261,000
Micro Fin & Livelihood	15,912	79,560

# Access

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*

”



233

Gender Segregated Toilet



233

Toilets with MHM facility





# Model Drinking Water and Handwashing Station in Schools



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.



# Model Water Point 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.





## Water Point in Every Ward



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).



## Water User Committee



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.**





# Behaviour

## Social Art for Behaviour Change™

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-triggering, Triggering, Community meeting, morning and evening follow-up and inter-personal communication (IPC) of household members have been done.





## Multi-disciplinary Show (MDS)

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.





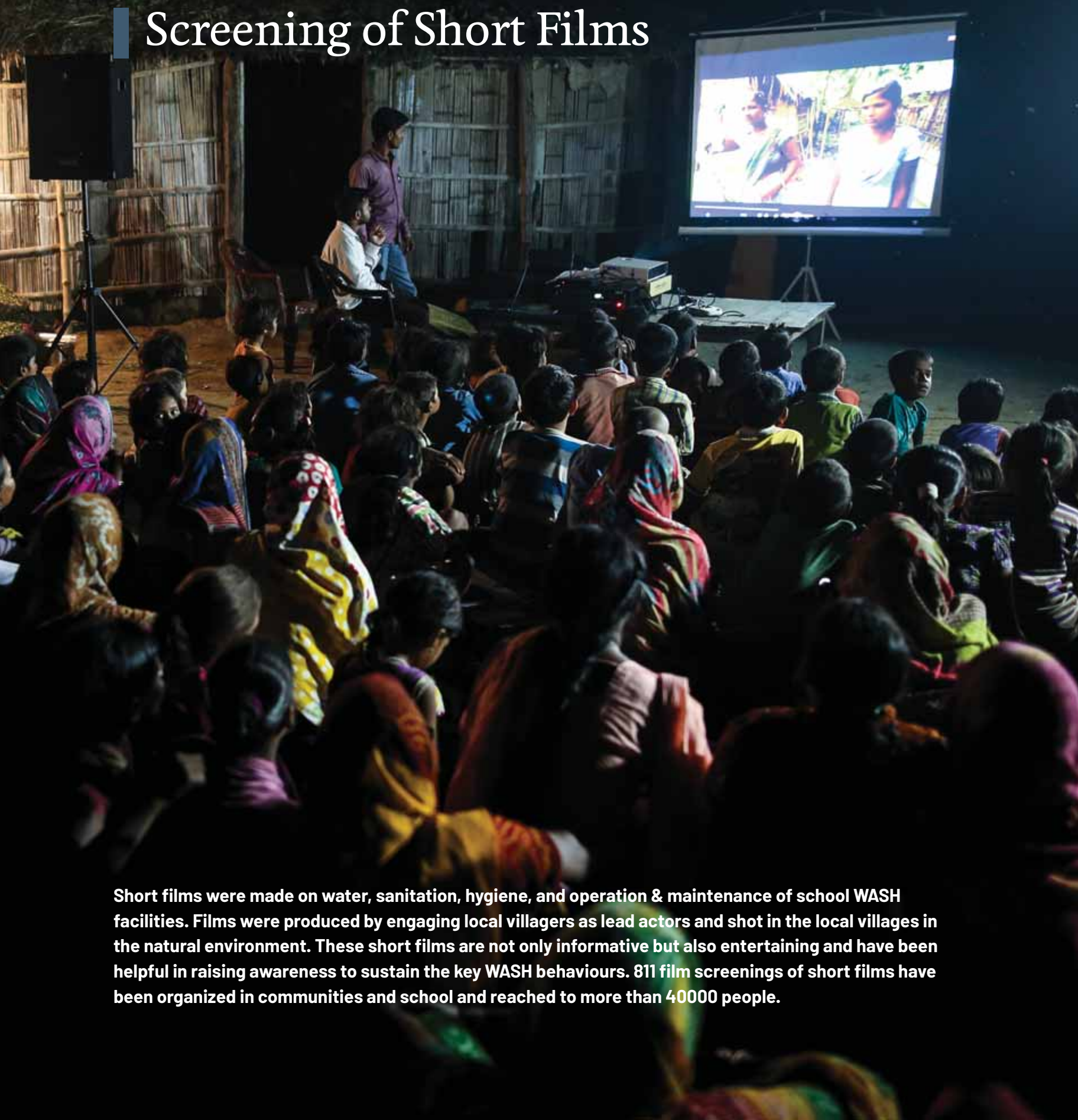
## Street Theatre



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.



# Screening of Short Films



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.



# Pilots and Innovations

## Storytelling

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.





## Mobile App



Water For People, in collaboration with One Drop Foundation, has been piloted ICT innovation-Mobile App for the frontline staffs and target groups. Two mobile apps eBaat and eKHEL have been developed with the help of agencies G. Agency and 2626 creative Studio.

eBaat is a user-friendly app which helps field facilitators to overcome their limitations and challenges such as low educational qualifications and lack of technical skills for counseling and reporting. eKHEL mobile game app has been designed in a manner that speaks to the local environment and socio-cultural background of the communities.



## Mural Art Initiative

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.

# IEC Materials





# Capital

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 there by improves 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 vermi-compost, 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.**





# Point of Purchase (PoP)



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.



5377

Sanitation loan for construction of individual toilet



15

PoPshave been given financial and technical support

# 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.





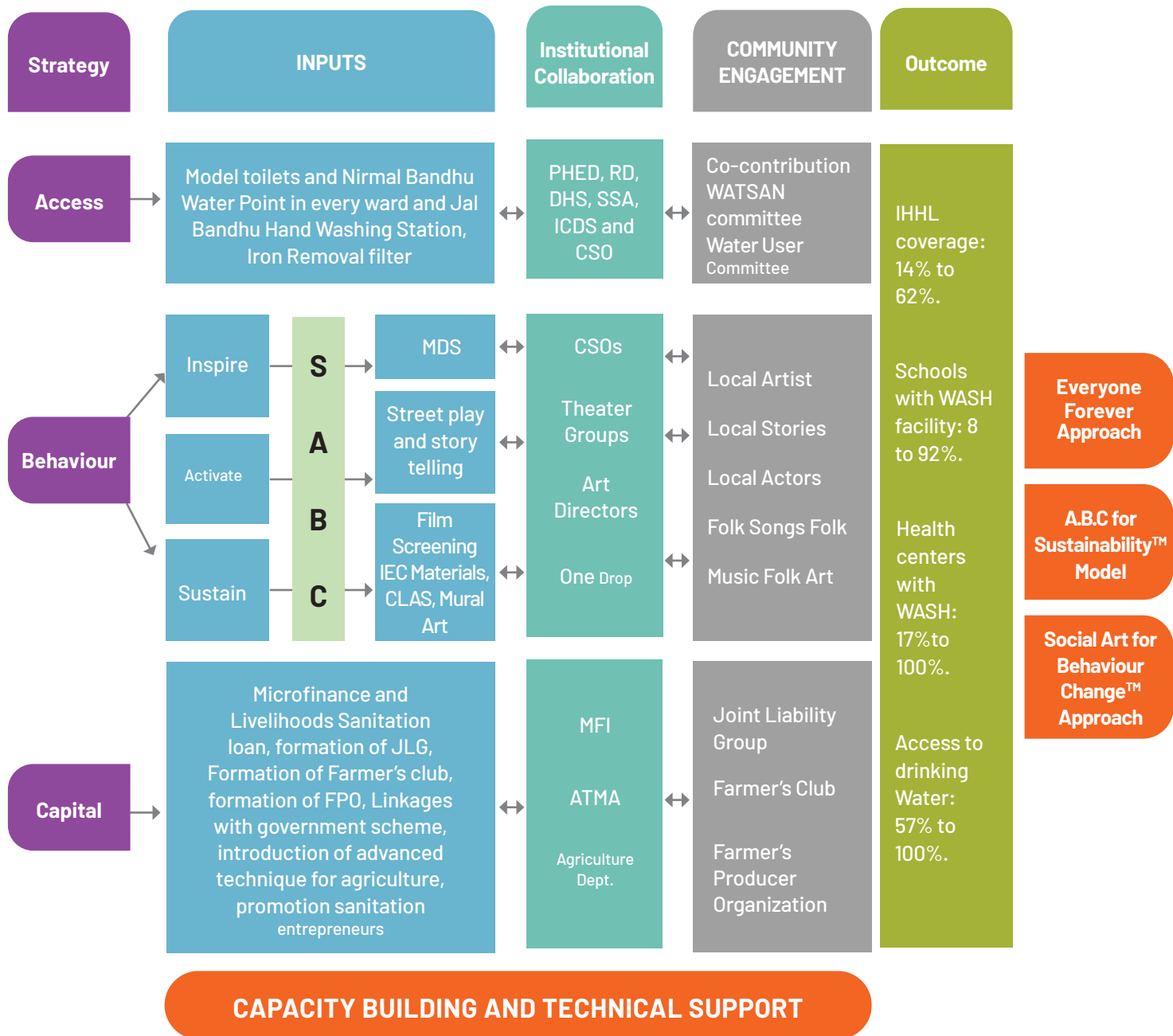
# Liasioning and Advocacy

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





# 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.

”





## 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

Indicators	2011	2022
IHHL coverage	14%	62%
Schools with WASH facility	8%	92%
Health Centers with WASH facility	17%	100%
Access to safe drinking water	57%	100%

Source: Baseline 2011, SSC 2019

Indicators	2017	2022
Safe water storage and handling practices	17.5%	80%
Toilet usage by all the members all the time	54%	62%
Handwashing with soap at critical times	5.3%	90%

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.*



# Media Coverage

11/20/2019  
PATNA  
FAROOQUI TANZEEM  
Wednesday 29.11.2019

## ایم کی ایل پر بیت الخلا تعمیر مہم کو عوام کی ملی حمایت: مودی

پٹنہ میں ایک تقریب کے دوران وزیر اعظم نریندر مودی نے بیت الخلا تعمیر مہم کی حمایت کا اعلان کیا۔ انہوں نے کہا کہ حکومت کی سب سے بڑی ذمہ داری ہے کہ ہر شہری کو صحت مند بیت الخلا کی سہولت ملے۔ انہوں نے کہا کہ یہ مہم صرف ایک تعمیراتی کام نہیں ہے بلکہ یہ ایک سماجی تحریک ہے جس میں عوام کی بھرپور شرکت ضروری ہے۔ انہوں نے کہا کہ حکومت اس مہم کو جلد سے جلد پورے ملک میں لے جائے گی۔

## बिहार: वाटर फॉर पीपल का अभियान जारी, मंत्री श्रवण कुमार बोलें-समाज में बिना जागरूकता बदलाव संभव नहीं

By Amitkumar - June 28, 2022



## जल स्वच्छता एवं साफ-सफाई के लिए SABC मॉडल द्वारा शिवहर जिला ने सफल व्यवहार परिवर्तन का मार्ग अपनाया

7 months ago - by Tanvi Anandgupta

## पानी के रख रखाव के लिए लोगों को संगीत व नाटक के माध्यम से लोगों को बताए उपाय

वाटर फॉर पीपल के तहत चित्रांग शारदे रंग मंच के कलाकरों की ओर से नुकड़ बटक किया गया



## झाक भाग्यशाला लाभुका का मिला उपहार

समारोह  
• विचार प्रकाश को उपन्यास की शक्ति कादूर हो गये लगे की प्रगति  
• समाजशास्त्र में नए नए विचारों में इस उपहार का मिलना

## जल संरक्षण व स्वच्छता को दिया जाये बढ़ावा : श्रवण

पटना (एक्सप्रेस)। वाटर फॉर पीपल ने 2011 से शिवहर में परियोजना शिवहर को शुरूआत की थी। इस परियोजना के अंतर्गत सामुदायिक स्वास्थ्य केंद्रों में पानी, समुदायों में महिलाओं को स्वच्छता के बारे में जानकारी देना और स्वच्छता के महत्व को समझाना शामिल है। कार्यक्रम के मुख्य अतिथि श्रीमती शिवहर कुमारी ने वर्चुअल माध्यम से अपनी उपस्थिति दर्ज की और कहा कि स्वच्छता के बिना जागरूकता बदलाव संभव नहीं है। कोविड भी कार्य लाने सरकारी हो सकता है जब तक कि कार्य को लक्ष्यी और पर समुदाय में जागरूकता पर काम न किया जाए। उन्होंने वाटर फॉर पीपल इंडिया के प्रोजेक्ट शिवहर पर शुभकामनाएं भेजते हुए कहा कि प्रोजेक्ट शिवहर को बधाई और सफलता मिले।

## अफवाहों से बचें कोविड से जंग जीतने के लिए टीका लेना अनिवार्य



विचार - विचार - देश - कुल - समाज बदल - समाज टीका

BREAKING NEWS  
कोविड से जीतने की लड़ाई, बदलाव में लड़ने की लड़ाई को जीतने की लड़ाई

## ग्रामीण विकास मंत्री ने 'प्रोजेक्ट शिवहर' के लिए वाटर फॉर पीपल इंडिया को दी बधाई, कहा हर जिले में हो ऐसी परियोजना

## प्रोजेक्ट शिवहर को बधाई

## पेंटिंग के माध्यम से ही लोगों को वैक्सीन लेने को किया जागरूक

ये रहे किसी तरह से अफवाह पर ध्यान नहीं देने को कहा जाता है

दुसरा शिवहर में जागरूक करती संस्था के सदस्य।

जिला प्रशासन एवं वाटर फॉर पीपल के संयुक्त तत्वाधान में कोविड पर जागरूकता अभियान चलाया जा रहा है। जिसके अंतर्गत अतिथि वीडियो मुद्रांतरण एवं समुदाय के लोगों को कोविड का टीका लेने के लिए प्रेरित किया जा रहा है। जागरूकता से संबंधित वीडियो-संगीत और के माध्यम से जागरूक करने के उद्देश्य से वीडियो मुद्रांतरण का रहा है।

कोविड का टीका लेने के लिए प्रेरित किया जा रहा है। जागरूकता से संबंधित वीडियो-संगीत और के माध्यम से जागरूक करने के उद्देश्य से वीडियो मुद्रांतरण का रहा है।

कोविड-19 से बचाव के लिए टीका लेने के फायदे के अलावा टीका लेने और अलग-अलग लोगों को टीका लेने के किसी तरह की परेशानी नहीं होती है। अफवाहों में विश्वास न करें। टीका लेने के लिए प्रेरित किया जा रहा है। टीका लेने के लिए प्रेरित किया जा रहा है। टीका लेने के लिए प्रेरित किया जा रहा है।





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