

Gap Inc. and WaterAid India in Madhya Pradesh

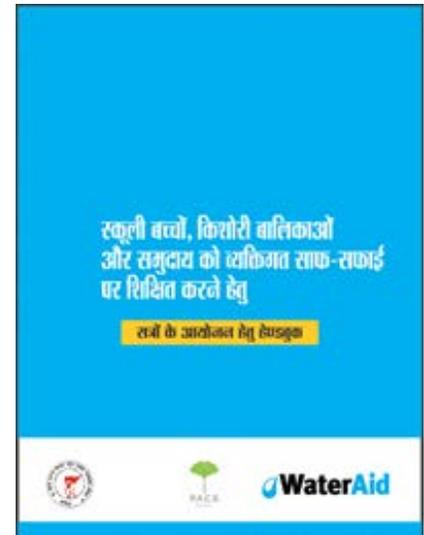
Gap Inc. and WaterAid have been working together since 2015 to improve the health and livelihoods of marginalized communities in Madhya Pradesh. We began our partnership in the Budni block of Sehore district. Our goal was to reach women and families with access to clean water, sanitation and hygiene education (WASH) while creating an enabling environment to ensure that community members are happy and healthy. We aimed to reach the most disaffected households and strengthen the systems needed for sustainable change.

In our first year of partnership we set out to reach a total of 32,000 people in 16 Gram Panchayats. We proudly **exceeded our targets**, reaching over 34,000 beneficiaries through community mobilization, water security, strengthening of local governance and hygiene promotion. As a result of our partnership, Budni has also achieved Open Defecation Free (ODF) status.

In 2018, WaterAid and Gap Inc. renewed our partnership and will apply the lessons learned in Budni and scale up our impact to the district level in Sehore, where there is a growing demand from the communities for access to WASH. Applying lessons learned in Budni, and examples of efficient water management and methods of water augmentation in different settings throughout the district, is a crucial part of creating sustainability.

As we move forward, we will support and strengthen the capacity of the community members. The role of communities is vital for sustaining access to WASH, maintaining ODF status, and working with governmental departments for improved WASH facilities. With Gap Inc.'s support, WaterAid will continue to strengthen local Panchayats and support local representatives to plan, implement, and monitor WASH programs effectively.

We plan to apply lessons learned from our previous project in Budni and replicate our work in neighboring blocks in order to influence change at a district wide scale.



WaterAid and partners reached 9,140 people through hygiene promotion and education activities, including orientation on proper handwashing practices in primary and middle schools and hygiene sessions in Anganwadi centers. We also developed a handbook so that children and the wider community members could easily understand the importance of good hygiene. (Image above: hygiene handbook distributed in Madhya Pradesh, created in conjunction with Gap Inc.'s P.A.C.E. program.)

About WaterAid India

WaterAid strives to make WASH poverty in India a thing of the past. To achieve this, we engage with the most excluded and marginalized communities, empowering and including them in local decision making. We help strengthen local governance and influence those responsible for delivering basic WASH services. Influencing long-lasting change is integral to everything we do. We use our experience, our work with partner organizations and our learning through



research and analysis to influence policy at local, state, national and global levels. We support central government programs like Swachh Bharat Mission and the National Rural Drinking Water Program and work to ensure that they embrace principles of equality, inclusion and sustainability, which are the foundation of all of WaterAid's programs.

We monitor the effectiveness of WASH service delivery, advocate for the essential role of safe water, improved hygiene and sanitation in human development particularly in health, nutrition, and education. WaterAid India facilitates and fosters an enabling environment for collaboration, convergence, learning and growth. In India currently, we directly intervene in 43 districts, and 14 towns/cities across 11 states. In the year 2015-16 we reached 703,925 people with water; 1,123,180 people with sanitation and; 1,887,253 people with hygiene.