

INFOSYS FOUNDATION PARISHUDH INITIATIVE

Infosys Foundation Parishudh Initiative in association with Sri Kottala Basaveshwara Bharateeya Shikshana Samithi Sedam is working on increasing of awareness on hygiene and sanitation in North Eastern Karnataka region districts since October 2011. It intends to help 40 villages reach 100% sanitation levels and 10,000 families have a toilet in year 2012. It also intends to educate 100,000 families on the need of toilets and help create new entrepreneurs taking advantage of this Rs.3 Lakh Crore market space in construction of toilets in India.

In the last six months, the Parishudh Initiative has taken a lot of initiatives in regards to sanitation and hygiene. So far it has reached about 120 villages and 50,000+ families of Gulbarga, Yadgir, Bidar and Raichur districts, through various awareness programs like interactive education sessions (IEC) for the villagers, door to door campaigns from Infosys volunteers, competitions for the children, toilet summits, radio campaigns etc.

Interactive education sessions (IEC)

A typical IEC consists of a seasoned speaker educating families about toilets and importance of hygiene and sanitation. Main goal in the IEC is to help families realize that they need a toilet in their homes. Audio visual material like motivational videos, videos explaining the health hazards of open defecation, interviews with people who already have a toilet etc. is played. The IEC sessions are usually held in the evenings. Over 100 to 300 families attend each IEC.

Toilet Summit

On 22nd December 2011, it held a **“Toilet Summit – A firm step towards reaching 100% Sanitation”** at Institute of Engineers Gulbarga to educate the heads of the villagers to take a necessary action to reach 100% sanitation. At the end of the meeting, over 60 village heads committed to making their villages open defecation free within the year 2012 and put their effort in this regard.

World toilet summit

The world toilet summit was conducted in China in the month of Nov 2012. The program manager Vasudevrao M Deshpande attended. Over 100 people from over 25 countries working on building open defecation society attended the summit and exchanged the ideas on achieving 100% sanitation. A presentation on Parishudh Initiative was also made at the summit.

Visit by Infosys Volunteers to villages

January 7th of 2012, 20 volunteers from Infosys Bangalore visited Nandur and Mugul Nagaon villages to educate peoples on sanitation and hygiene. The 2nd visit was on 17th Feb and the team visited Ganwar, Maradagi, Kellur, Parthabad, Rudrawadi, and Jambaga. The 3rd visit was on 17th March and 18th March and the team visited Nandur, Mugul Nagaon, Kusnoor, Nidagunda, Udagi, Yedaga and Taranalli villages. In each of these villages, they went door to door creating awareness on building toilets and held meetings with the heads and key members of the villagers.

Visit by Parishudh College students to villages

To create awareness on sanitation and hygiene, 10 girl students of colleges went door to door in 25 villages convincing the village peoples to construct a toilet. Till now the group has visited around 25 villages and reached 3,500+ families.

Competition for children

'Parishudh' organized a competition for Rural and Taluka high school children. 1,014 high schools located in villages and Taluka places of Gulbarga, Yadgir, Bidar, Raichur and Koppal district were invited to participate in the speech, essay and drawing competitions held related to rural hygiene and sanitation. The zonal level competitions were organized between 27th of Jan till 30th January 2012 at BharatiyaVidya Kendra Sirnoor, Gulbarga. More than 100 students who won the competitions at their Taluka places attended this. The winning children visited Maharastra's Shilkewadi village near Kolhapur that has already achieved 100% sanitation. On 30th January 2012, there was a valedictory function at Institute of Engineers, Gulbarga. Each student went back with a resolve to make its village open defecation free and work with parents and teachers in this regard.

National Consultative Meeting on sanitation

In the month of February, the Parishudh Initiative participated in the National Consultative Meeting on sanitation held at New Delhi chaired by Hon. Minister for Rural Development, Panchayat Raj, Water Supply and Sanitation Mr. Jairam Ramesh and provided detailed inputs. The Program Manager Vasudevrao M Deshpande made a presentation to over 100 attendees from all over India. A memorandum of policy changes required was submitted to the hon. Minister.

Nirmala GramaPuraskar

Parishudh was invited for "Nirmala GramaPuraskar 2011" award function as an invitee. It was held on 22nd March 2012 and presided by Hon. by President of India Smt. Pratibha Patil. In

addition to attending the event, the Parishudh team interacted with others working on initiatives related to sanitation and exchanged best practices.

Toilet Delivery

So far more than 1,000+ families in 26 villages have enrolled for construction of their own toilet and construction of over 750+ toilets is going on in villages like Ganwar, Madyal, Nandur, Ganagapur, Gotur, etc. On 27th of February 2012, 130 toilets constructed by Parishudh initiative were delivered in Ganwar village by His holiness Shri Kadasiddeshwarswamiji of Kanneri Math, Kolhapur and accompanied by Sri Basavaraj Patil Sedam hon. President of Sri Kottala Basaveshwara Bharateeya Shikshana Samithi Sedam. Additional 4,000 families have registered their names for getting a toilet built within next three months. The construction will start once the families pay their part of the contribution and a minimum threshold (100 toilets per village) to begin construction in the village is reached.

Encouraging Entrepreneurs

The initiative is encouraging the local entrepreneurs in masonry work, block making, door making etc. to engage in our toilet construction.

Financial assistance to beneficiaries

The initiative pays up to Rs.8,000 for construction of each toilet. Rest of the construction cost is borne by beneficiary. The initiative has partnered with Sangh Mitra Financial Corporation and Mahindra Rural Finance Corporation to enable beneficiaries take loan to pay for their portion in getting a toilet built at home. So far, over 120 beneficiaries have availed this benefit which was launched in early March 2012.

Policy changes and Research and development

Parishudh is in contact with organization like Ministry of Rural Development and Panchayat Raj in State government, Ministry of Drinking Water Supply and Sanitation in Central Government to ensure necessary policy changes are implemented in taking sanitation to a higher level in the villages. In addition, Parishudh also compiled a document listing the roles of over 20 ministries under Government of India to increase the level of hygiene and sanitation in the country. Parishudh has also approached various premier organizations to come up with newer models of toilets costing less than Rs.10,000 each and can be built with 4 hours each and are infinitely scalable.

Contact

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APPENDIX A

LIST OF VILLAGES WHERE PARISHUDH IS HELPING IN CONSTRUCTION OF TOILETS

Sl. No	Village	Families Enrolled	Construction completed	Remarks
1	Gotur	18	10	Selected for 100% sanitation
2	Madyal	60	45	Selected for 100% sanitation
3	Nandur(K)	30	30	Selected for 100% sanitation
4	Mugulnagon	24	20	Selected for 100% sanitation
5	Gawar	66	32	Selected for 100% sanitation
6	Honnakiranagi	23	10	
7	Rudrawadi	31		Selected for 100% sanitation
8	Madanhipparaga	26	23	Selected for 100% sanitation
9	Rajnal	16		Selected for 100% sanitation
10	Suntnoor	16		
11	Gunjbabalad	42	9	Selected for 100% sanitation
12	Belamagi	23		
13	Jambaga	18		
14	Maradagi(SN)	23	7	Selected for 100% sanitation
15	Parthabad	12		
16	Kanakpur	10		
17	Sharansirasagi	6		
18	Kusnoor	14		
19	Kellur	16		Selected for 100% sanitation
20	ChamnalTanda	125		Selected for 100% sanitation
21	Yalasangi	4	3	
22	Tadkal	55		Selected for 100% sanitation
23	Shukrawadi	21		
24	Ganagapur	23	15	
25	Other villages	300		Additional 10 villages aspiring for 100% sanitation in 2012
		1,002	189	

Most of these villages are in Gulbarga and Yadgir districts of North East Karnataka.

APPENDIX - B

A PARTIAL LIST OF VILLAGES WHERE PARISHUDH HAS CONDUCTED EDUCATION SESSIONS

Seq	Village	Date IEC held	Type	Status	Number of Families	Attended the IEC
1	Thana Shiroor	28-Mar-12	IEC	Completed	1200	100
2	Kanakpur	27-Mar-12	IEC	Completed	500	50
3	Dubalgundi	26-Mar-12	IEC	Completed	2000	70
4	Dhannura(S)	26-Mar-12	IEC	Completed	800	30
5	Halburga	26-Mar-12	IEC	Completed	750	6
6	Siddeshwar	26-Mar-12	IEC	Completed	900	200
7	Bangaraga	15-Mar-12	IEC	Completed	600	200
8	Bangarga	14-Mar-12	IEC	Completed	450	35
9	Dhumansur	13-Mar-12	IEC	Completed	500	100
10	Gadavantri	13-Mar-12	IEC	Completed	400	75
11	Hallikhed	13-Mar-12	IEC	Completed	500	100
12	Madargaon	13-Mar-12	IEC	Completed	200	100
13	Kanganakote	12-Mar-12	IEC	Completed	150	100
14	Mandakanalli	12-Mar-12	IEC	Completed	150	50
15	Byalahalli (k)	12-Mar-12	IEC	Completed	600	100
16	Tadkal	10-Mar-12	IEC	Completed	1200	500
17	Hosalli E J	7-Mar-12	IEC	Completed	250	50
18	Hosalli E J Camp	7-Mar-12	IEC	Completed	250	30
19	Sasalmari	7-Mar-12	IEC	Completed	300	60
20	Roudkunda	7-Mar-12	IEC	Completed	1200	100
21	Hagargundagi	13-Feb-12	IEC	Completed	250	100
22	Kamalapur	12-Feb-12	IEC	Completed	2500	150
23	Khajuri	10-Feb-12	IEC	Completed	2500	250
24	Kalagi	31-Jan-12	IEC	Completed	1200	100
25	Holkunda	21-Jan-12	IEC	Completed	600	200
26	KodlaHangaraga	17-Jan-12	IEC	Completed	450	150
27	HittalShiroor	12-Jan-12	IEC	Completed	500	120
28	Kellur	11-Jan-12	IEC	Completed	250	80
29	Sonna	10-Jan-12	IEC	Completed	250	70
30	MadanHipparaga	9-Jan-12	IEC	Completed	1500	600
31	Ganwar	8-Jan-12	IEC	Completed	1500	120
32	Station Bablaad	6-Jan-12	IEC	Completed	250	150

A total of 120 villages have been visited so far