

Integrated Water and Sanitation Project

Redington's Approach to CSR

Key Anchors



Aligned to business

Leverage business processes, key partnerships and business expertise to create maximum value in focus areas



Social cause

Solve specific problems within thematic areas such as education and livelihoods basis the most critical needs



Stakeholder

Develop strategy anchored on target segments such as youth, women, children with disabilities



Geography

Determine strategy based on geographic needs or in alignment with needs in priority states

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At Redington,

We are committed to uplifting underserved communities through Redington Foundation, a trust formed to drive various CSR initiatives and aimed at promoting social welfare and sustainability

Portfolio with mix of Breadth and Depth Programs



Flagship

*Skilling programmes in logistics and supply chain management
IT/ITeS training programmes*



Strategic

*Digital inclusion through education programmes
Environment programmes
Integrated village development programmes
Preventive Health*



Contingency

Need-based interventions aligned to disaster relief, innovative healthcare, promotion of art and culture.

Uluberia and Faridabad, key warehouse hubs in India, grapple with educational and health challenges among school children, impeding both community and workforce development

Uluberia and Faridabad - Situational Analysis

Inability to sustain education among marginalised youth leading to deprivation of future employment/livelihood opportunities

Lack of infrastructure for a conducive learning environment in schools

Low attendance and high dropout rates especially among female children

Accrued learning gaps built over years of sub-standard early education among students

Poor health outcomes - Increased risk of waterborne diseases and spread of communicable diseases

Opportunity for Impact

Impact at Scale

15000 students benefitted; > 50 % girl children

Value to Community

500+ admissions to school due to WASH facilities (based on feedback from school)

UN SDG Alignment

Aligned to UN SDG 3 : Good Health & Wellbeing

Sustainability

Aligned to our sustainability goals – Health & Safety – a Material topic

Assessing the Imperative: A Comprehensive Need Evaluation for Improved WASH facilities in schools across Faridabad and Uluberia

Step 1: Need Assessments and Key Findings

Using tools such as In-Depth Interviews, Focused Group Discussions, and Questionnaires, a community-focused need assessment was conducted across 50 schools in Faridabad and 19 schools in Uluberia. Below are the pressing issues came to light as top priorities:



WASH Facilities in Schools: A Critical Issue

Inadequate and dysfunctional WASH facilities in schools is a major reason for low attendance rate, school dropouts, health issues and poor state of cleanliness and hygiene prevailing in the schools

Risks

Poor Health Outcomes

Poor Educational Outcomes

Deprivation of Livelihood Opportunities

A Lack of Knowledge about WASH Facilities and Menstrual Hygiene

B Improper Student to toilet Ratio

C Non-functional toilets and lack of hand wash stations

D Menstrual Hygiene issues

E Lack of change rooms and incineration facilities

Strategic Partnership: Rigorous and Comprehensive Selection Process to Identify The Right Implementation Partner

Step 2: Partner Identification

Exhaustive of list of partner organizations created basis fitment to mission statements and target geographies

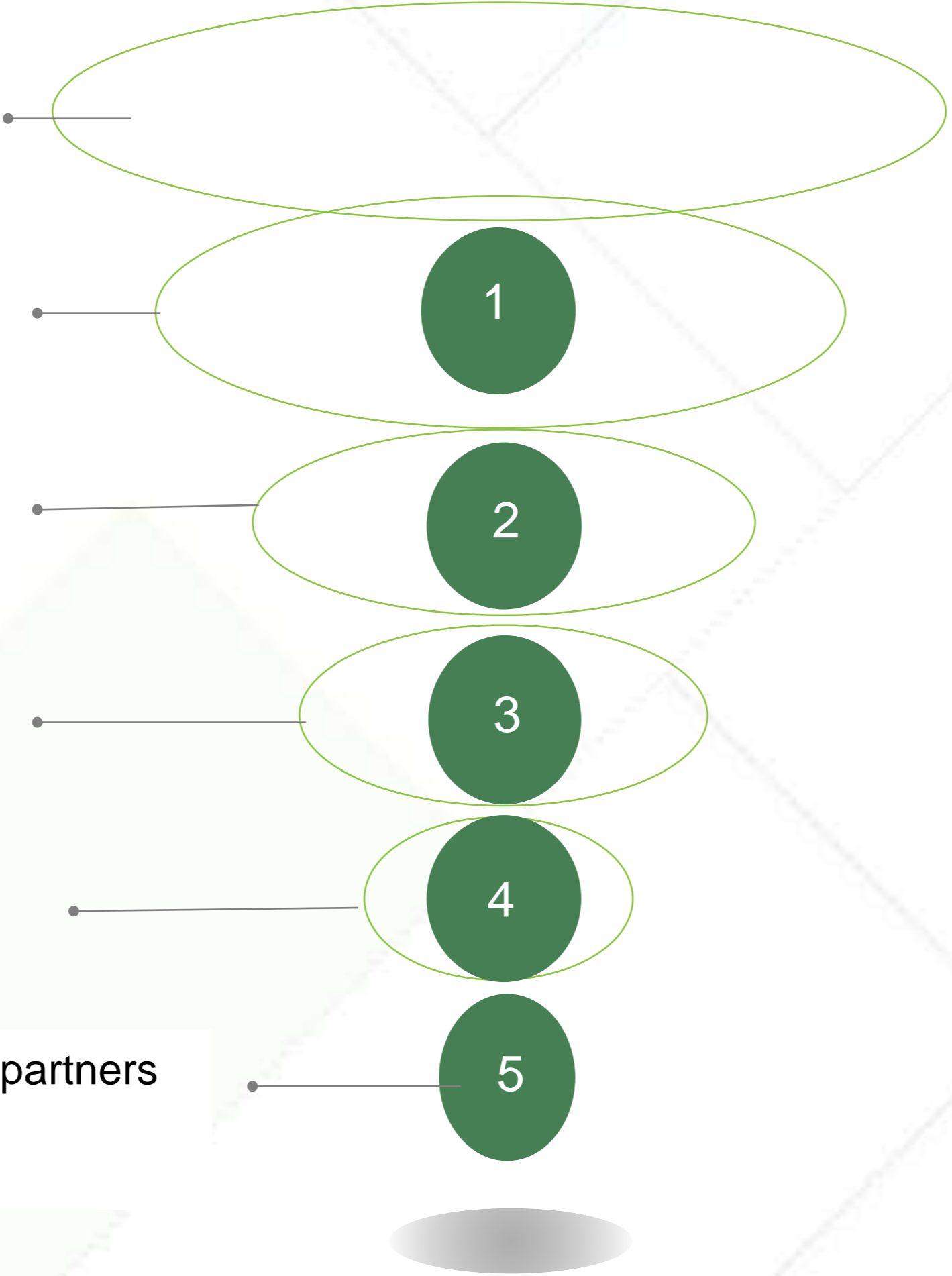
Initiate closed RFP process with selected partner organizations that are aligned to Redington's requirements

First-level evaluation of proposals based on credibility, capability, program theory of change, execution plan, budget, scalability, sustainability, M&E

Short-list of partners shared with Redington for second round of evaluation to ensure fitment to internal criterion for partner onboarding

Due diligence for short-listed partners to ensure compliance, organizational capability and credibility

Final Partner recommendation report for short-listed partners shared and onboarding process initiated.



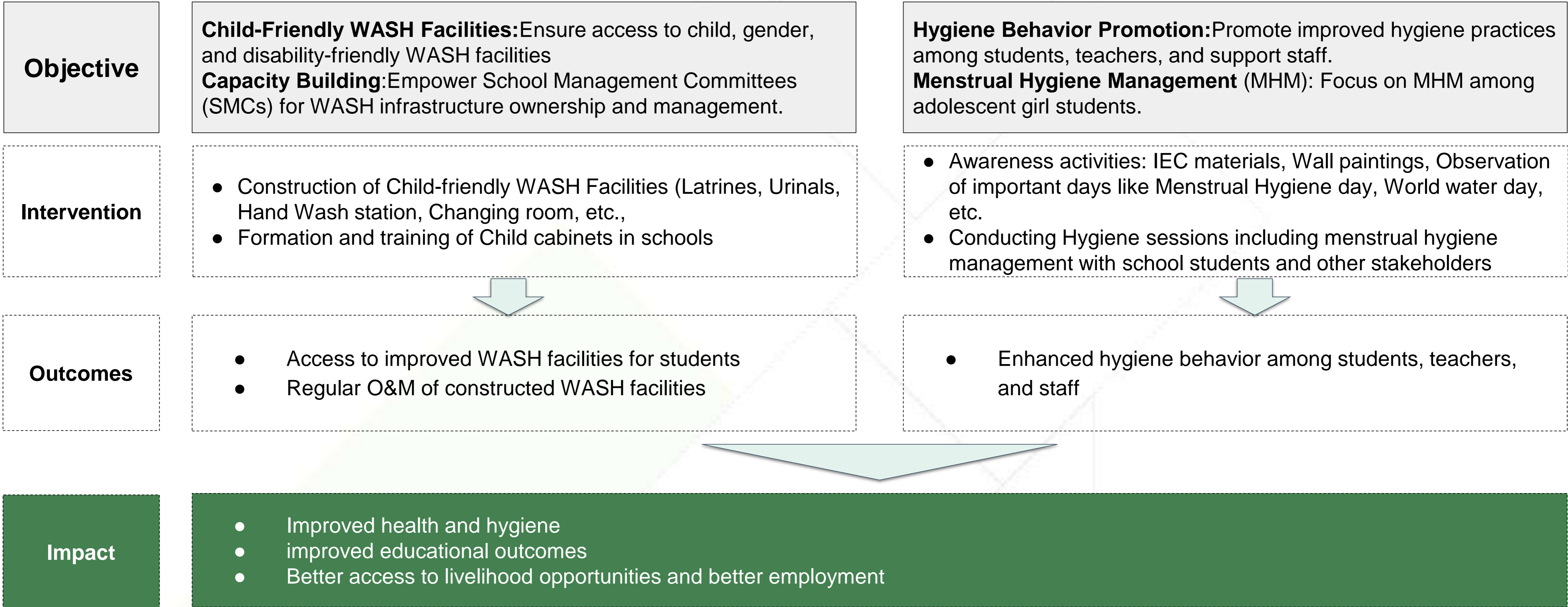
A thorough, rigorous and streamlined partner identification process was followed to ensure alignment to Redington's mission and target geographies.

WaSH Institute was onboarded with due process to implement the project

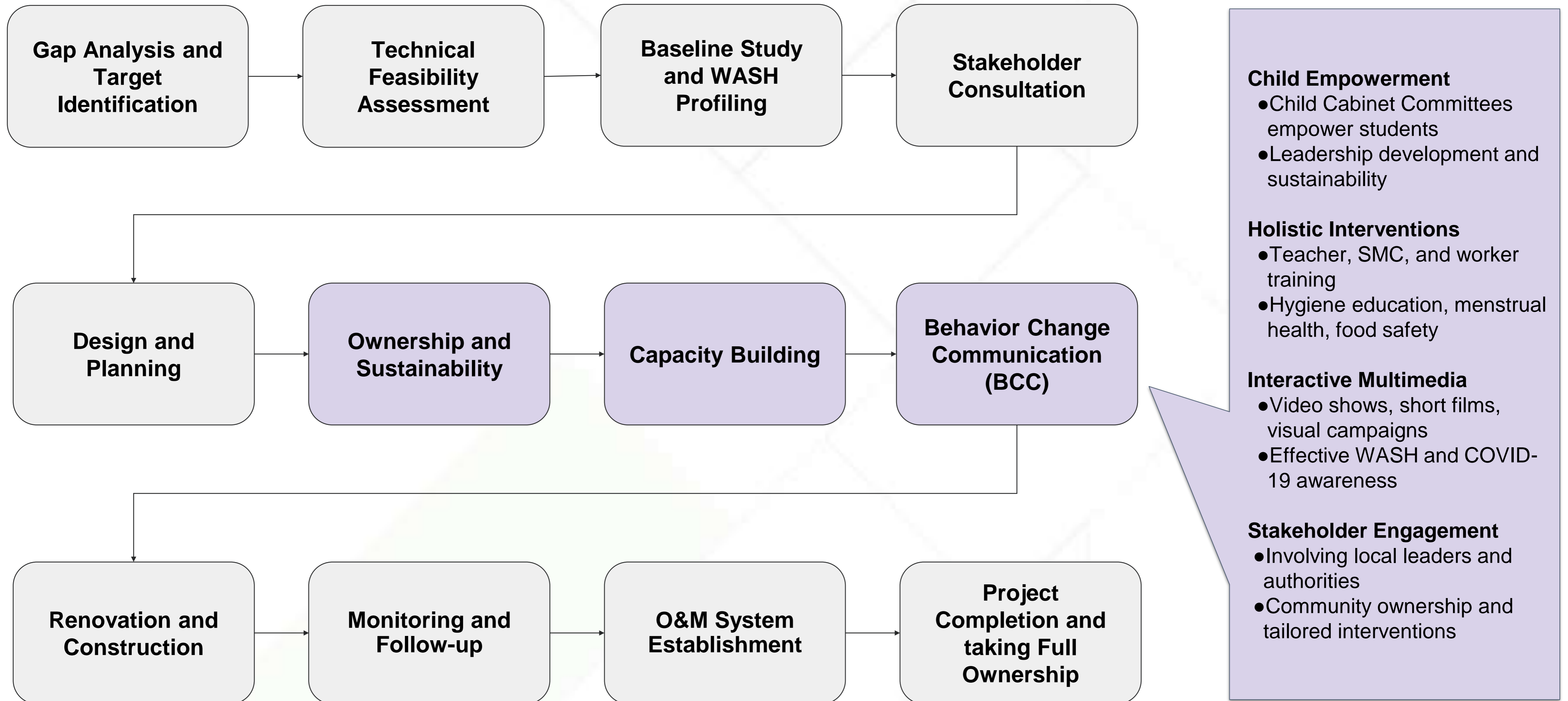
Empowering Uluberia and Faridabad: Improving WASH facilities and Hygiene Behavior for better Health and Educational Outcomes

Step 3: Project Scoping

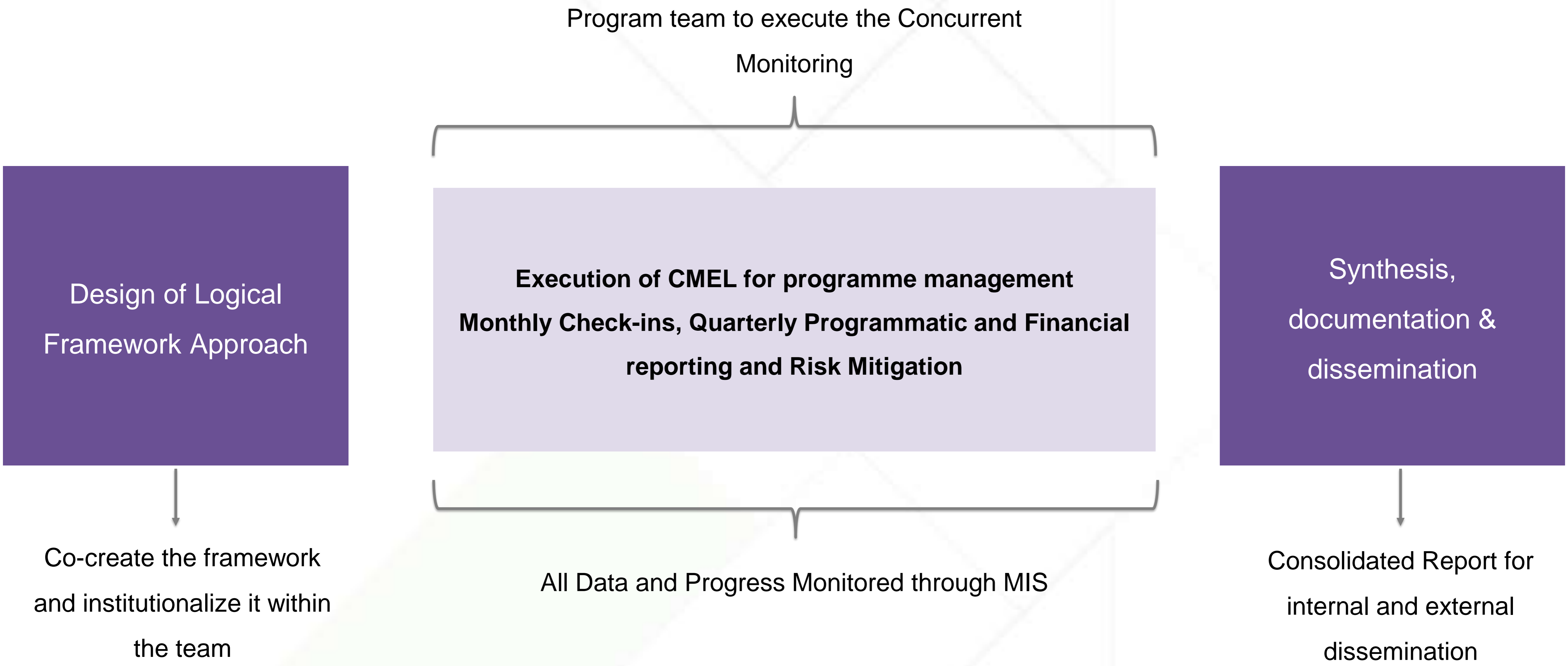
Out of the 69 schools where a needs assessment was conducted, 19 (11 - Uluberia & 8 - Faridabad) schools were chosen for intervention due to the requirements and the dire situation of the communities



Process followed for Implementation

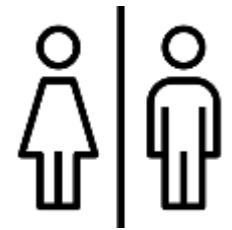


Concurrent Monitoring, Evaluation and Learning



Enhancing WASH Infrastructure and Promoting Hygienic Practices to Enhance Health and Educational Outcomes

Intervention 1: Improving Access to WASH Facilities



98.8% students using toilets in school, compared to **61.8% before**



Average urinal to children ratio has dropped **to 63 from 170 before**



Average latrine to children ratio **is 126 which has dropped from 247**



82.9% of girl children reported accessing toilets during the menstrual cycle. This was low at **62.5% before during baseline.**

Intervention 2: Improving Hygiene Behavior



Importance of water boiling to kill germs and reduce incidence of diarrhea is known by **85% of students**



85.9% children are using pet plastic bottles for storing drinking water **and 96.5%** cleaning them regularly



70% know hand washing is important before and after toilet, before and after eating or after coming home from outside or playing



84.7% students know open defecation leads to food contamination through flies and fingers



96.5% believes toilet flushing after use is must

Way Forward

Assessment & Planning

Evaluate project's impact, strengths, weaknesses
Define clear scaling objectives

Expand Scope

Scale project to reach more remote communities and address other important issues

Strategic Partnerships

Collaborate more with communities and State
Share resources and knowledge

Awareness

Raise awareness about environmental issues
Promote behavior change

Technology & Innovation

Implement more tech oriented innovative solutions

Community Engagement

Communicate with locals regularly
Involve them in decision-making

Funding Strategy

Diversify fund sources (grants, partnerships)
Ensure long-term financial sustainability

Sustainability

Advocate for supportive policies
Align with broader sustainability goals

Glimpse from the Ground: Hardware Activities

Hand wash station at Jagatpur Adarsha Balika Vidyalaya



Before



After

Khajuri High School



Before



After

Sanitary Block at Jagatpur Adarsha Balika Vidyalaya



Before



After

Changin Room and Incinerator



Glimpse from the Ground: Software Activities



Stakeholder Engagement Meetings



Child Cabinet and Menstrual Hygiene Training

IEC Materials



Implemented By



Supported By



Case Study and Testimonial



Sunita Mondal, Class – VIII, Shyamsundar Balika Vidyalaya

“The existing toilet block was so unclean that we had to face a lot of problems. Now, the new and hygienic sanitary block solved the problem. Those students who used to skip school because of unhygienic toilet block, now started attending school every day. Earlier, we had no changing room, but now we have a changing room with sanitary napkin vending machine and incinerator. I have learned how to use the machines and have taught these to other students as well. I want to thank WASH Institute and Redington Foundation for providing WASH infrastructure to our school.



Subhashree Chowdhury Class VI, Jadurberia Balika Vidyalaya (H.S)

Subhashree Chowdhury, one of the brightest students in the school, is a student of class VI, who used to drink as little water as possible during school hours. She was concerned about using of school’s toilet which has poor hygiene, a bad odour, and no privacy. Hence, to avoid using the toilet she forced herself to drink less water and hold urine for extended periods of time. Holding urine for such a long duration can cause bacterial infection in the body. Unfortunately, Subhashree was not the only one, like her many students tended to hold urine during school hours.

WASH Institute provided a child-friendly sanitary block with modern WASH facilities including a changing room, sanitary napkin vending machine. Now, Subhashree and her peers feel safe and relieved while using the new toilets and they can drink as much water as they want.

সরকারী বিদ্যালয়ে বেসরকারী ইংলিশ মিডিয়ামের পরিকাঠামো



সমাজ কল্যাণ সংঘ বালিকা বিদ্যালয়, কোটালঘাটা, হাওড়া

এখানে পাবেন:

- ১) অভিজ্ঞ শিক্ষিকামণ্ডলী
- ২) পরিচ্ছন্ন ক্লাস, আধুনিক ট্যাবলেট
- ৩) সরকারী প্রকল্পের সুবিধা
- ৪) স্মার্ট ক্লাসরুম
- ৫) ট্যাবলেট দিয়ে ক্লাস
- ৬) SPOKEN ENGLISH CLASS
- ৭) COMPUTER CLASS
- ৮) নাচ, গান, আবৃত্তি, আঁকা, খেলাধুলা



আধুনিক ট্যাবলেট



ক্লাসরুম



কম্পিউটার



পরিচ্ছন্ন কম্পিউটার



ট্যাবলেট দিয়ে ক্লাস



সাংস্কৃতিক পরিবেশ

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