

A young boy with dark skin and short black hair is crouching on the ground. He is looking directly at the camera with a serious expression. He is wearing a black necklace with a small silver pendant. In front of him is a large, silver, textured metal pot filled with water. The background is a plain, light-colored wall. To the left, there is a blue plastic bottle and a colorful, abstract sculpture made of clay or mud in shades of orange, red, and blue.

PRATHI MANEGE SHAUCHALAYA:

“A Clean Toilet
for Every Home”



An Anti-Pollution Drive (APD) Foundation Initiative

ACCESS TO A CLEAN TOILET, A WISH FOR EVERY INDIAN CITIZEN

With 1.35 billion people, India contains 18% of the world's population and a vast majority of its sanitation and health problems. According to the last WHO-UNICEF joint monitoring report, **a staggering 1 billion people in the world still defecate in the open, 59% of these people live in India.** The problem of open defecation is so large, that it is estimated to cause a death of a child every two and a half minutes.

Anti-Pollution Drive (APD) Foundation has established itself as a foundation making effective, progressive and quantifiable changes to public health and the environment. In the past four years, we have worked on improving the SWM profile and ensuring clean air quality in major cities of India. Now, influenced by the United Nation's call to end open defecation by 2025 and the Swachh Bharath Abhiyan, APD initiates project **Prathi Manege Shauchalaya: A Clean Toilet For Every Home.**

Project Prathi Manege Sauchalaya (PRMS) will focus on constructing clean and functional toilets for underprivileged families below the poverty line in Dakshina Kannada and other parts of Karnataka. Working alongside local authorities we have identified beneficiaries in Dakshina Kannada and have begun construction of individual toilets for these families. When beneficiaries do not have land or space for the construction of a toilet in their home, public toilets will be constructed. Beneficiaries will be educated on the importance of sanitation and use of toilets.



INDIA'S STAGGERING REALITY ON OPEN DEFECATION

"I am moved by the fact that a child dies every 2 and a half minutes from diseases linked to open defecation. Those are silent deaths – not reported on in the media, not the subject of public debate. Let's not remain silent any longer"

UN Deputy Secretary-General, Jan Eliasson (May 2014)

A WHO-UNICEF Joint Monitoring Report in 2012 declared that roughly 1 billion people in the world still practice open defecation. Of these, **626 million people practice open defecation in India, which accounts for 90% of the population in South Asia.** These staggering numbers assign to India twice the number of people practicing open defecation compared to the next 18 countries combined.

From an economic perspective, the burden of poor sanitation hits countries like India the worst. **According to Oxford Economics, the lack of access to sanitation wiped off US \$106.7 billion from India's GDP in 2015.** This accounted for approximately 5% of India's GDP. However, the losses are not limited to economics alone.



WHY IS OPEN DEFECACTION PREVALENT IN INDIA?

Most open defecation in India occurs in its villages, with a prevalence of 65%. In urban settings, the prevalence is much lesser, at 16%. The aetiology is multi-factorial. There are a lack of toilets that people would like to use, with toilets being dimly lit, broken or clogged. However, the larger problem is the mindset of people practising open defecation, with age-old practices being propagated. Most children who defecate in the open grow up watching their parents and grandparents practice the same. Most farmers practising open defecation believe that waking up early and defecating in the field, adds natural fertiliser to the soil and rejuvenates the bowel and the mind. To many living in the slums, open defecation is a daily morning ritual.

Thus, building accessible toilets may not be a simple solution to preventing open defecation in India. Since most people in the community practise it, the mindset of communities need to be changed over time. With the right policies and attention, there is a hope that this change will soon occur.

Eliminating open defecation by the 2nd of Oct 2019, Gandhi's 150th birthday is one of the key aims of the Swachh Bharat Abhiyan. According to reports, approximately 84 million toilets have been constructed as part of this mission, reducing the number of people practising open defecation to less than 150 million.



ELIMINATING OPEN DEFECACTION IN Dakshina KANNADA

Dakshina Kannada was declared **open defecation free** in 2017. However, a social audit report conducted around the same time stated that **4590 households** in Dakshina Kannada still had no toilets.

The social auditing was carried out in all 230 Grama Panchayats and 366 villages in the district.

As per the report:

- 1. MANGALORE:**
Has the most toilet-less households,
- 2. PUTTUR**
Follows with 875 Households,
- 3. BELTHANGADY**
836 toilet-less Households,
- 4. SULLIA**
852 Households and,
- 5. BANTWAL**
579 Households respectively.

The report further stated that 350 of the constructed toilet remains unused and 795 are shared among households. Thus, the problem lies not only in providing sanitation facilities to those without, but also ensuring that newly constructed toilets are utilized appropriately.

At Anti-Pollution Drive (APD) Foundation, we have studied the problem of open defecation in Karnataka and Dakshina Kannada closely.

With the help of local government bodies, we have identified those households lacking toilets. We have analyzed if private toilets can be constructed for these families, on their own land or if public facilities need to be built for these beneficiaries. The first toilet we constructed was for a single woman living in Kunja thabail, Mangalore who has lived without a toilet for decades. We are calling this project of providing a clean toilet for every home as '**Prathi Manege Shauchalaya**' or Project **PRMS**.

OPEN DEFECACTION AND ITS IMPLICATIONS ON WOMEN AND CHILDREN

Open defecation and poor sanitation causes severe malnutrition in children, and susceptibility to diseases such as diarrhoea, intestinal worms, typhoid, cholera, schistosomiasis and trachoma, causing severe morbidity and mortality.

Open defecation also poses a severe threat to the safety of women. It easily exposes women to assault. Girls are found to not attend school when menstruating or drop out of school altogether as a direct outcome of no access to clean and safe toilets.



PLAYING OUR PART

Through Project PRMS, APD aims to:

- Analyze if beneficiaries are using toilets built in Karnataka through public schemes.
- Work with local government bodies to identify every low income household without a toilet.
- Construct safe and clean toilets for individuals identified through survey.
- Maintain due diligence and formalities following the laws of TP, TMC, CMC, CC rules and regulations.
- Educate beneficiaries on the importance of toilets and conduct routine follow- ups with beneficiaries to ensure proper usage of toilets.
- Create mass awareness drives through distribution of information about the correct use of toilets among citizens.

WHY BELIEVE IN US?

ANTI POLLUTION DRIVE FOUNDATION (APD) is a not-for-profit organization, which was founded on 2nd October 2014. In these four years, we have worked towards achieving a clean sanitized environment and unpolluted air for citizens of major cities, by working closely with various government and private agencies across the country.

OUR STRATEGIC INTERVENTIONS



This campaign was designed to raise public awareness and understanding of the relevant issues relating to Municipal Solid Waste Management, through Information, Education and Communication (IEC) programme aimed at educating citizens on proper SWM segregation & disposal. This program is supported by the local waste collection contractor Antony Waste Handling Cell Pvt. Ltd. & Mangaluru City Corporation.



The Shuddha Gaali Project was conceived as a means to start a constructive conversation with the state pollution control board about air quality assessment. It was a study initiated and co-ordinated by Anti-Pollution Drive (APD) Foundation and supported by St. Georges Homeopathy Inc. in an attempt to guide further steps towards being able to mitigate air pollution from its sources.

Educating the future is a teach and train initiative to educate individuals, and communities, in transitioning to a society that is knowledgeable of the environment and its associated problems, being aware of the solutions to these problems, and motivated to solve them.



Nudidante Nade is a part of APDF's Smart Swaccha Mangaluru programme and is a focussed set of targeted campaigns, workshops and training sessions to help achieve segregation at source (at generator level). Inspired by the popular idiom 'Practice What You Preach', Nudidante Nade is an initiative program curated by our team and supported by the Mangaluru City Corporation (MCC).



Smart Swachh Mangaluru is a programme to achieve segregation at source, a keystone in enabling success of Mangaluru's ISWM system. SSM integrates a conversion strategy along with APD's ongoing city-wide IEC campaign to influence behaviour change. The program comprises a set of targeted campaigns, seminars, workshops and training programmes to infuse the minds of city dwellers with the Smart Swachh Mangaluru dream.



RecycleIndia.org is website on recycling campaign aimed at improving the environmental standards of Mangalore city. The campaign focuses on every Mangalore to help them learn and implement the process of reducing and recycling the waste, while committing to a sustainable lifestyle for a green planet.

GET INVOLVED

We request your support in our endeavour of ensuring a clean toilet to every citizen.

Donations will go directly towards construction, including labor and toilet parts such as cement, sand, toilet bowl, septic tank and bricks.

Construction of one toilet in Dakshina Kannada costs approximately Rs 25,000 or \$350.

Thanks to you, we have raised lakhs to help those affected on various sanitation fronts and we are not stopping here. **We now request your support in our endeavor of ensuring a clean toilet to every citizen as it is a fundamental right to life (Article 21 of the Indian Constitution).**

Anti-Pollution Drive (APD) Foundation is a registered public trust under the Indian Trusts Act, 1882. Donations made to APDF can be claimed as a tax deduction Under Section 80G of the Income Tax Act 1961.



Avail 50% Tax Relief



YOU CAN ALSO CONTRIBUTE BY:



Contact of individuals with technological know-how of clean toilet technologies



Volunteers for assignments, experts, project ambassadors and active participants.



As recognition of our work towards achieving a clean environment, we have been honoured by the the following awards:



**Young Social Innovator 2016,
India Youth Fund Award**
UN-Habitat & Narotham Seksaria
Foundation



EXCELLENCE AWARD 2017
Karnataka State Pollution
Control Board (KSPCB)
by Ministry of Environment, Govt.
of Karnataka



MSME Award for Best
Social Enterprise 2018
by NITTE & KBL



SKOCH ORDER OF MERIT 2018,
Top Environment Projects in
India, New Delhi



Best Social Enterprise 2019
CanBank Yenfame Award
by Canara Bank & Yenepoya Group



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