



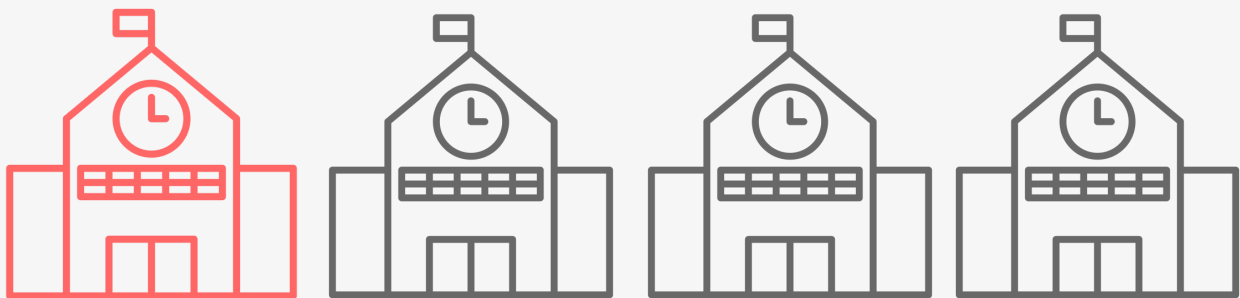
HOW TO LEVERAGE BUSINESS COMPETENCIES TO CREATE IMPACT



THE RECKITT BENCKISER STORY

Children spend a significant portion of their day at school where WASH services (including access to drinking water, sanitation and hygiene) can impact student learning, health and dignity particularly for girls. Most water and sanitation related diseases can only be prevented by improving a number of hygiene infrastructure and behaviours.

In 2019, **1 in 4 schools** around the world had no hygiene service, meaning they either had no hand washing facility or no water.



Despite the importance of hand washing, **only 12% of schools in India** have access to soaps for hand washing.

With a view to harness the potential of India's next generation to become sanitation change leaders, RB and Samhita designed an intervention which recognizes the role of children as key drivers of change and arms them with the right tools to drive change as well as collaborated with the government to scale the impact.



HOW DID WE IMPACT 1 LAKH STUDENTS...

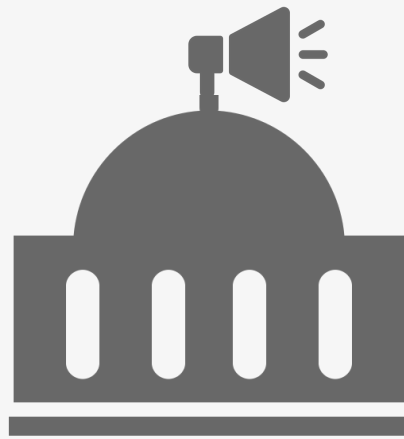
Samhita designed a program with a focus on driving behavior change through community ownership and advocacy at the level of government and the school administration, in addition to imparting education on hygiene practices among children. Our approach to multiply the impact was two fold-

1 Sanitation Champions



This hosted an E-learning based training program for govt. school teachers & principals on school sanitation best practices & established student bodies to create peer relations and leadership for sanitation & hygiene

2 Government Advocacy



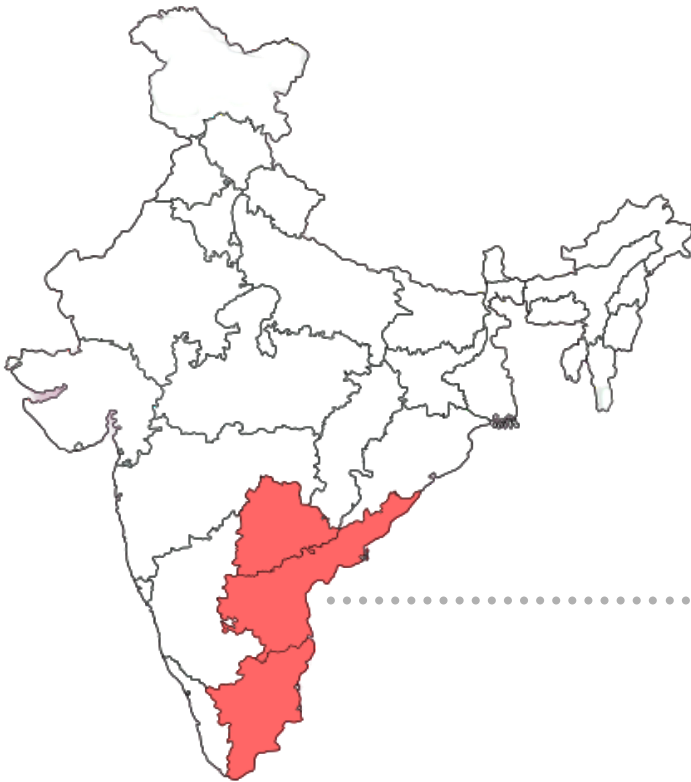
Promoted strong government advocacy, with involvement of DEOs, MEOs in performance reviews and integration of sanitation and hygiene with flagship government programs.

This project has adopted the proven route of community engagement to reach thousands of lives. The Behaviour Change Communication (BCC) plan covers not only hand washing but also the importance of personal and environmental hygiene practices.

Wall paintings, celebration of important international and national events related to WASH were observed in large scale in the states. In addition, students and teachers engaged several community leaders and school management committees in their locations to spread awareness on best practices in the communities.



PROJECT REACH & IMPACT

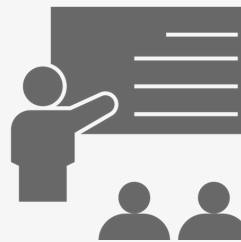


● TELANGANA
ANDHRA PRADESH
TAMIL NADU



1 Lakh

Students Reached



100%

Teachers trained across schools



1500

Schools adopting handwashing as a regular practice



149

Schools with an improved Swachh Vidyalaya ranking, rated 5 stars



ABOUT SAMHITA SOCIAL VENTURES

Samhita solves wicked problems through the power of collaboration, innovation and evidence, to achieve a sustainable and equitable future for all.

We work with companies, foundations, social organisations and governments to collectively bring about change on the ground by consulting them on strategic decision making and overseeing the execution of their programmes.

Companies

Working with companies to positively balance their triple-bottomlines. We help them reimagine business environments where building social value and environmental guardianship are integral aspects of growth.

Foundations, multi-laterals and bilaterals

Elevating thematic priorities of foundations, multi-laterals and bilaterals through creation of collaborative platforms and innovative instruments that augment impact per rupee spent.

Social Organisations

Collaborating with best in class NGOs and social enterprises across the length and breadth of the country, providing them with an opportunity to build capability and capacity through our partnerships and platforms.

For more insights on the project, write to

csr@samhita.org