Dettol

BANEGA SWASTH INDIA



CREATING THE HYGIENE CULTURE

Impact of the Dettol School Hygiene Education Programme 2014 - 2020

"Cleanliness and order are not a matter of instinct; they are a matter of education, and like most great things you must cultivate a taste for them."

- *Benjamin Disraeli*

CONTENTS

01 Foreword and Messages

06 Appreciation Letters

10 Our Partners

11 Abbreviations

12 Executive Summary

14 Creating the Hygiene Culture

15 The Fallout of Poor Hygiene

18 Hygiene for Life

21 Social Imperative

27 Engaging to Educate

31 COVID-19: The Pressure Test

34 Changing Behaviour by Design

41 Power of Partnerships

47 The Faith That Unites

52 Infusing Arts and Culture

53 The Ripple Effect

85 Building the Future

88 Annexure

FOREWORD



Gaurav Jain
Senior Vice President,
Reckitt - South Asia

COVID-19 has had a devastating impact on our lives over the last year. It has also emphasized the paramount importance of hygiene in daily living. There has been a documented increase in the collective knowledge on the role of hand hygiene in preventing illness, reducing the burden of disease and protecting public health.

There is now greater awareness that the fallouts of poor hygiene, such as an increase in diarrhoeal infections and a loss of educational outcomes at school can be averted. We must redouble our efforts on this path if we are to deliver on the goals for 2030 and uplift the most vulnerable sections of society.

Young children are powerful agents of change. They have the ability to raise awareness in homes that in turn leads to change in communities. Schools contribute to this process by building positive behaviours in a structured, sustainable manner.

Over the last six years, the Dettol School Hygiene Education Programme has inculcated pro-hygiene behaviours in children and supported these behaviours by creating access to sanitation. It has created tremendous social value with the change rippling out to families and communities and positively impacting multiple domains of life. As the pandemic forced school closures in 2020, we were heartened to see these pro-hygiene practices continue. It allowed us to pivot smoothly to a hybrid, modular approach. Hygiene education that is now all the more critical to control the spread of disease, continues to be delivered, uninterrupted over new channels. The shift has opened doors for the use of forward-looking technology in hygiene education. Partnerships with White Hat Junior and Byju's help children problem solve and develop their own technology-based solutions for hygiene.

Reckitt is committed to a world that is healthier and happier. Our purpose-led approach has guided us to forge partnerships with organizations that uphold similar values so that we can create sustainable and positive impact. I am grateful to the state governments, execution partners, media partners and all the children who enthusiastically participate in this programme.

MESSAGE



Dr. Imam Umer Ahmed Ilyasi
Chief Imam,
All-India Imam Organization

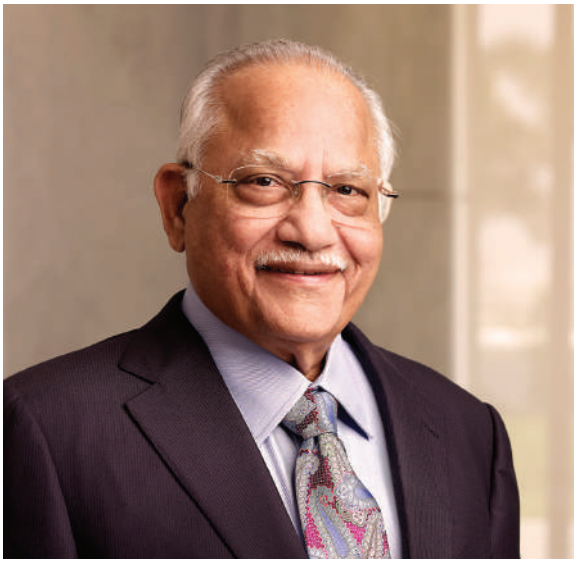
Hygiene and sanitation are foundations of progress. Cleanliness and purity are values enshrined in Islam and the Holy Quran. The Dettol Madrasa Hygiene Education Programme, launched by Reckitt and commendably implemented in madrasas across India by Jagran Pehel, has done an admirable job in translating these values into simple practices that children can imbibe from a young age. When these practices become behaviours, the entire community moves forward. This is faith at work, benefitting the lives of thousands of people, including the many orphans who live in and are cared for by the madrasas and depend on these institutions to learn the skills needed for a healthy, productive life.

In the three years since the programme has been launched, I have witnessed the transformation, not just in children, but in families and neighbourhoods connected to the madrasas, thanks to what the children are absorbing and learning. It strengthens my belief that faith leaders must guide communities towards better hygiene and health. The truth of this has been evident through the COVID-19 pandemic. The Dettol Madrasa Hygiene Education Programme found innovative ways to continue delivering hygiene education to children and families. As the community worked to reduce the spread of disease, this education has been life-saving. Young and old can see the immeasurable value in continuing to spread this knowledge and training and how it helps them to learn better, live healthier and lead more fulfilled lives.

Maintaining our commitment to the mission of Dettol Banega Swasth India, we are confident that this campaign will continue to gather momentum, creating awareness and delivering impact in every community it reaches.

May the almighty Allah grant us his mercy from all kinds of diseases and flaws, whether visible or invisible. Ameen.

MESSAGE



Dr Pratap C. Reddy
Founder and Chairman,
Apollo Hospitals

Access to healthcare is a basic human right. Good health and well-being have been enshrined in the Sustainable Development Goals as one of the fundamentals for a fulfilling life. At Apollo, we strive to make quality healthcare accessible to everyone and focus all our endeavours towards this aim. Our social impact initiatives are directed towards this mission and towards creating a meaningful and lasting impact on people's lives.

Good health and good hygiene practices are intrinsically linked. Evidence abounds on the ability of hygienic behaviours to effectively break the transmission of disease, prevent chronic illnesses and reduce the need for medical intervention, helping millions of people lead healthier, more fulfilled lives. As such, there is a natural synergy between the social impact visions of Dettol and Apollo Hospitals.

The Arogya Rakshak project, under the ambit of Dettol Banega Swasth India, is a partnership between Reckitt and Apollo Hospitals. The project has been conceptualized with the goal of creating an ecosystem in which school children, teachers, healthcare staff, pregnant or lactating women and the elderly, even the most vulnerable sections of society, can adopt safe hygiene and sanitation practices. The value of this ecosystem has been seen through the COVID-19 pandemic.

As a social healthcare initiative, the project unlocks the potential of hygiene in key areas – schools, primary healthcare centres and communities. Apollo Hospitals' intervention in primary health centers aligns beautifully with the Dettol School Hygiene Education programme and leverages the complementary resources, knowledge and expertise of Apollo in healthcare and Reckitt's commendable work in hygiene to deliver sustainable impact.

We are committed to using social investment to jointly create healthier living communities in India through the combined strength of clinical and child-focused interventions.

MESSAGE



Naina Lal Kidwai
India Sanitation Coalition &
Past President, FICCI

As the COVID-19 pandemic has vividly demonstrated, the provision of water, sanitation, and hygiene (WASH) facilities in schools is non-negotiable. It is vital to securing the health and well-being of children. A clean and healthy school environment can protect children from Illness and exclusion, break the transmission of disease and ensure uninterrupted education. When children are healthy, they can participate fully, get the most out of the school curriculum and grow up to contribute to the country.

WASH behavior-change communication activities should now, more than ever before, be a part of the daily routine of all children. Hygiene messages integrated into the textbook curriculum through activity-based learning methodologies are essential as a constant reminder of right behaviour.

I commend Reckitt for fostering an enabling environment in schools, empowering teachers as agents of change and imparting WASH knowledge to students and their families. The intervention has been amplified across media platforms and resonates with communities. The results of the effort are visible in the stupendous social return on investment of Rs. 33 for every Re. 1 spent.

The programme is a stellar example of the change that is possible through corporate action in sanitation. Reckitt has opened the doors for cross-learning and collaboration across the India Sanitation Coalition and for other partners in FICCI to bring in their own strengths to build the hygiene movement in India. It gives us evidence of the large transformations that we can set in motion to benefit generations to come.

MESSAGE



Vipin Yadav
Founder & C.E.O.
Dure Technologies

As the CEO of Dure Technologies, it is our pleasure to release the second edition of the Dettol School Hygiene Education Programme report, an important milestone in the path towards a healthier learning environment in India. The collaboration of different stakeholders has been invaluable in achieving the objectives of the Dettol Banega Swasth India project.

This project was taken up by our team of international consultants to illustrate the work accomplished over the last six years. Dure Technologies is a Swiss-based entity that has long-term partnerships with WHO and other UN organisations to support them in maximising their impact on the ground and to monitor the ways in which this impact makes a positive difference to public health.

Over the last few years, Dure Technologies has collaborated with Reckitt and other partners to concretely improve the health and lives of vulnerable populations with a special focus on children and youth in key areas like health and hygiene, malnutrition and stunting, the environment and sexual health and rights.

Dure Technologies has carried out a thorough impact assessment of the innovative Dettol School Hygiene Education Programme in various Indian states. The assessment has been conducted in a fair and independent process, compliant with the guidelines of the ethics committee and in line with general UN best practices for monitoring and evaluation (M&E).

The result is a detailed and multi-faceted report that shows how the Dettol School Hygiene Education Programme has had a positive impact on a young generation of Indians. The programme is to be lauded for making a mark on multiple aspects of life and for the long-term sustainable benefits it offers, ushering in a brighter future for all.

We, at Dure Technologies, sincerely hope that this report contributes to the realisation of Reckitt's vision of a cleaner, healthier world.

APPRECIATION LETTER

कार्यालयः–जिला बेसिक शिक्षा अधिकारी, गोरखपुर

दिनांकः 18–03–2021

प्रशंसा पत्र

डिटाल बनेगा स्वस्थ इंडिया अभियान अन्तर्गत **"प्राथमिक विद्यालय में स्वच्छता शिक्षा"** कार्यक्रम एड्रा इंडिया एवं रेकिट बेंकिजर के संयुक्त उद्यम से जनपद– गोरखपुर के 700 विद्यालयों में संचालित किया जा रहा है। इस कार्यक्रम के अन्तर्गत बच्चे स्वच्छ व्यवहार सीख कर उसे अपनी आदतों को अपनी दिनचर्या में ला रहे हैं जो कि एक सराहनीय प्रयास है। कोरोना महामारी में जब सभी विद्यालय बन्द थे और बच्चों में स्वच्छता शिक्षा की अत्यन्त आवश्यकता थी, संस्था के कार्यकर्त्ता द्वारा शिक्षक/अभिभावक को व्हाट्सएप के माध्यम से स्वच्छता सम्बन्धित एनिमेशन वीडियो एवं ई–लर्निंग माड्यूल द्वारा बच्चों तक स्वच्छता का संदेश पहुँचाते रहे है। आप द्वारा कोविड–19 को ध्यान में रखते हुये मोहल्ला क्लास में भी बच्चों को स्वच्छता की जानकारी प्रदान की गई इससे वे बच्चे भी लाभांवित हुए जो एंड्रॉयड मोबाइल न होने के कारण ऑनलाइन शिक्षा से वंचित रहे है विद्यालय स्तर पर इनके द्वारा बनवाई गई वाल पेंटिंग भी बच्चों को स्वच्छ व्यवहार सीखने हेतु उपयोगी हैं। संस्था द्वारा स्वच्छता हेतु जनपद–गोरखपुर के कोविड–19 केन्द्र को डिटॉल साबुन एवं हार्पिक भी उपलब्ध कराया जो कोरोना से लड़ने में सहायक रहा। इनके द्वारा 75 विद्यालयों को 3000 डिटॉल साबुन प्रदान किया है जिससे कोविड–19 के बाद जब विद्यालय खुलेंगे तो बच्चे समय–समय पर अपने हाथों को साफ कर सकेंगे एवं 400 विद्यालयों में स्कूल वापसी किट का वितरण किया गया जिसके अन्तर्गत कोविड–19 से बच्चों के स्वास्थ सुरक्षा के महत्वपूर्ण संसाधन एवं तकनीकी दिशा–निर्देष दिये गये हैं जिसका पालन करने से बच्चे इस महामारी से बच सकेगें। जिसे सम्बन्धित विद्यालय के कैम्पस में लगाये गये है जिसे देख बच्चे कोविड–19 के बारे में जानकारी प्राप्त कर सकते है।

एड्रा इंडिया संस्थान के वार्षिक कार्यक्रम में स्वच्छता के क्षेत्र में उत्कृष्ट कार्य कर रहे 30 अध्यापकों को **'स्वच्छता वॉरियर एवार्ड'** से सम्मानित किया गया।

मैं आशा करता हूँ कि एड्रा इंडिया जनपद के सभी विद्यालयों में अपना कार्यक्रम चलाएं जिससे ज्यादा से ज्यादा बच्चों में स्वच्छता की जानकारी हो इस कार्यक्रम हेतु **एड्रा इंडिया एवं उनके कार्यकर्त्ताओं** को हार्दिक अभिनन्दन एवं शुभकामनाएं।

(बी0एन0 सिंह)
जिला बेसिक शिक्षा अधिकारी,
गोरखपुर

APPRECIATION LETTER

डा0 सतीश चन्द्र द्विवेदी
राज्य मंत्री (स्वतंत्र प्रभार)
बेसिक शिक्षा विभाग, उ0प्र0
(प्रभारी मंत्री-सोनभद्र)

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दिनांक.....

18, नवीन भवन, लखनऊ
0522-2238285 (का.)
0522-2213473 (का.)

दिनांक 07/02/2020

Appreciation Certificate

Open defecation has been a serious problem in India, especially in the state of Uttar Pradesh for a long time. However, with the success of **Swachh Bharat Mission**, the picture has become much brighter and most of Uttar Pradesh is now Open Defecation Free.

Since the Government of India has prioritized the agenda to end open defecation through multi-pronged and multi stakeholder approach to tackle this problem, a significant change has been observed in the country. People are now viewing the problem of open defecation as not only a sanitation issue, but also as a behavioral one.

Through focusing on aligning the construction of toilets with behavior change communication, community led interventions and innovative solutions at schools, the **"Dettol Banega Swachh India Program"**, which is currently running in seven districts in Uttar Pradesh, has helped address the issues of **WASH** especially among children, with whom they have worked directly and other community members, who have also been beneficiaries of the knowledge and resource sharing done as part of the Program.

I appreciate the contribution of the Program and also the role of **Mr. Ravi Bhatnagar, Director, External Affairs and Partnership, AMESA, Reckitt Benckiser** in making **Uttar Pradesh** Open Defecation Free.

The program has played a significant role in inspiring behavioral change among citizens of Uttar Pradesh and I see scope of expanding the same in other districts of the state as well.

Taking immense pleasure in the great work which has been done in sanitation in Uttar Pradesh, I welcome other State Governments to visit Uttar Pradesh to see successful on ground best practices and replicate the same models in their states.

Dr. (Satish Chandra Dwivedi)

APPRECIATION LETTER

डा0 नीलकंठ तिवारी
राज्यमंत्री (स्वतंत्र प्रभार)
पर्यटन, संस्कृति, धर्मार्थ कार्य
एवं प्रोटोकाल(एमओएस) उत्तर प्रदेश

16, नवीन भवन, उ0प्र0सचिवालय
लखनऊ
फोन-0522-2239118 (का0)
0522-2213591 (का0)
0522-2205825 (का0)

शुभकामना सन्देश

मुझे यह जानकर अत्यंत हर्ष हो रहा है कि, बच्चों में स्वच्छता के प्रति व्यवहार परिवर्तन के उद्देश्य से, एड्रा इण्डिया और रैकेट बेंकाइजर के संयुक्त प्रयास से डेटॉल बनेगा स्वच्छ इण्डिया- प्राथमिक विद्यालयों में स्वच्छता अभियान की शुरुआत की गई है। मुझे यह बताया गया है कि वाराणसी संसदीय क्षेत्र के करीब 800 प्राथमिक विद्यालयों में डेटॉल बनेगा स्वच्छ इण्डिया कार्यक्रम के अंतर्गत करीब एक लाख बच्चों के भीतर विभिन्न गतिविधियों के माध्यम से स्वछता के प्रति सकारात्मक विचार जागृत करने का सफल प्रयास किया गया है।

इस सराहनीय पहल से जनमानस में सतप्रवृत्तियों का सम्वर्धन एवं दुष्प्रवृतियों का उन्मूलन होगा। इस मुहीम के सफलता के लिए सम्पूर्ण एड्रा इण्डिया और रैकेट बेंकाइजर परिवार को मेरी ढेरों शुभकामनाएं।

(डा. नीलकंठ तिवारी)

APPRECIATION LETTER

GOVERNMENT OF TELANGANA
SCHOOL EDUCATION DEPARTMENT(SAMAGRA SHIKSHA)

To
The Trustee
Collective Good Foundation- Mumbai

7th March 2020.

Sir,

Sub :- **Dettol Banega Swachh India-Coverage and the effectiveness in Telangana State –Reg**

& & &

The Samagra Shiksha is happy to know that the Hygiene Education in Schools Project run in the name of Dettol Banega Swachh India in Telangana state for the last four years. This program fully supported by Reckitt Benckiser India Pvt Ltd and is being implemented by Collective Good Foundation Mumbai. This Program has so far covered 12 Districts over 90 mandals within the districts, having over 1000 schools. Effectively, the programme has reached over 1.2 million students studying from 1 – 10th standards across these locations.

This programme is the need of the hour today and we are happy to note that the hand washing and personal hygiene habits have become a way of life for not only to children and through them the families and communities. This has become possible thanks to the efforts of Reckitt Benckiser under the guidance of Sri. Ravi Bhatnagar and the Trustees of CGF, Mumbai.

We are thankful and appreciate the efforts taken by Collective Good Foundation and Reckitt Benckiser India Pvt Ltd and we wish that Your support will continue to increase with the coverage of students throughout the State in coming years.

For Commissioner of School Education
Ex – Officio State Project Director
Samagra Shiksha, Telangana

Copy to
Mr Ravi Bhatnagar, Director, RB India
M Arjun Prasad , CGF – Hyderabad.

OUR PARTNERS

सत्यमेव जयते

सत्यमेव जयते
गुजरात सरकार
Government of Gujarat

सत्यमेव जयते
राजस्थान सरकार
Government of Rajasthan

महाराष्ट्र शासन

बिहार सरकार
समाज कल्याण विभाग

AGA KHAN FOUNDATION

ADRA

Pehel
"A JAGRAN CSR INITIATIVE"

Collective Good Foundation

كل هند تنظيم ائمه مساجد
All India Organization of Imams of Mosques
(A Representative Body of Half A Million Imams of India)

XSEED
FOUNDATION FOR LIFE

Maharashtra Village Social Transformation Foundation
An Initiative of the People of Maharashtra

RIGHT TO EDUCATION
SARVA SHIKSHA ABHIYAN
EDUCATION FOR ALL

Apollo HOSPITALS
TOUCHING LIVES

swades
FOUNDATION

USAID
UNITED STATES AGENCY INTERNATIONAL DEVELOPMENT

Mahindra

TATA
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ABBREVIATIONS

BRC	Block Resource Center
CRC	Cluster Resource Center
BEO	Block Education Officer
BSA	Basic Shiksha Adhikari
ARP	Academic Resource Person
SMC	School Management Committee
PRI	Panchayat Raj Institution
DPRO	District Panchayat Raj Adhikari
CDO	Chief Development Officer
SSA	Sarv Shiksha Abhiyan
DBSI	Dettol Banega Swasth India
FICCI	Federation of Indian Chambers ofCommerce & Industry
ISC	India Sanitation Coalition

EXECUTIVE SUMMARY



Ravi Bhatnagar
Director, External Affairs and Partnerships, SoA, Reckitt

COVID-19, the most widespread public health crisis of our times amplified our need for hygiene. Governments, policy makers, health workers and civil society swiftly ramped up hygiene infrastructure and education in their drive for a disease-free world.

The Dettol School Hygiene Education Programme joined the fight as well. By 2019, the programme had already reached 650,000 schools and madrasas, and was well placed to spread hygiene education widely to communities. However, school closures in the wake of the COVID-19 outbreak demanded that the programme innovate and find other ways of reaching children so that this critical education could continue uninterrupted. Responding to the need of the hour, the progamme leapfrogged into new technologies, partnerships and methodologies that have, fortuitously, added to its robustness and made it future-ready.

MEASURING THE SHIFT

The evidence is out. The Dettol School Hygiene Education Programme has proved itself as a robust intervention with the ability to create sharp shifts in the knowledge, attitudes, practices and behaviours around hygiene. There has been a **57% improvement in the knowledge of handwashing**, and **the practice of handwashing has increased by 54%, matched by a 51% rise in sanitation practice.** The knowledge on safe handling of drinking water has risen by 37%, and attitudes towards healthy sanitation practices by 34%. **All this has led to a tangible impact of a 14.6% reduction in diarrhoea across the states**, with the average prevalence falling from 9.35% in 2016 to 7.7% in 2020. **This has led to a strong link between the programme and educational outcomes, with a 39% reduction in school absenteeism as observed and reported over the course of the last 4 years.**

STARTING EARLY TO CREATE LASTING CHANGE

Reckitt's vision of a cleaner, healthier world aligns and shares purpose with India's developmental goals. For this vision to become reality, hygienic behaviours and practices need to become as instinctive as breathing for every person in the country. The World Bank estimated that the economic cost of inadequate sanitation and hygiene in India was as high as Rs. 2.4 trillion (USD 53.8 billion) a year. Stakeholders agree that hygiene is central to development and that these challenges must be addressed quickly if we are to realise our ambitions of being a healthy, prosperous nation.

The key to driving this colossal change is to start early. By introducing pro-hygiene behaviours in the formative years, integrating hygiene into school curricula and extending this education to every child, we enable widespread transformation. Events around the world are demonstrating the influence that young people and technology have in sparking change.

Children who have acquired hygiene skills and have internalised hygiene as a value are powerful catalysts of change in their homes and neighbourhoods and can hasten behavioural shifts in their communities.

THE DETTOL SCHOOL HYGIENE EDUCATION PROGRAMME: BEHAVIOUR CHANGE AT WORK

The Dettol School Hygiene Programme puts this theory into practice. It was developed as an experiential, activity-based curriculum to build knowledge, attitudes, practice and behaviour around hygiene in children. Launched in 2014 in 2,500 schools in 2014, it has since expanded to reach 13 million children across 40 districts in 8 states. True to its vision, the programme engages with children as collaborators, letting them drive the change. It builds their leadership and critical-thinking skills and enables them to solve hygiene problems in creative, sustainable ways, like solving the problem of access by setting up soap banks, ensuring hygiene through Child Parliaments and more.

As the intervention held ground and proved its ability to shift behaviours, collaborations with governments, educators, medical practitioners and communities helped it scale up.

Partners like the Aga Khan Foundation, Jagran Pehel, Collective Good Foundation, Apollo Health, ADRA, WhiteHat and more have added new dimensions to the programme, deepening the way people understand hygiene and making it an intrinsic aspect of life. Song, dance and artform have taken the narrative forward. Faith leaders in madrasas and gurukuls adapted and included the curriculum into more holistic teaching. STEM and coding help children imagine new ways to solve hygiene problems. While numbers and metrics speak their truth, the most visible sign of success has been the extent to which practices and behaviours inculcated by the programme have continued to sustain through the pandemic while schools were closed, testifying that lasting change is possible.

The numbers tell a story of social transformation, of hygiene slowly seeping into every domain to become a way of life. The impact of the Dettol School Hygiene Education Programme straddles health, education, nutrition, lifespan, economic status and overall well-being and adds up to a staggering 1:33 social return on investment. When extended to faith-based schools, the return was even higher as the benefits cut across entire communities. **The Dettol Madrasa Hygiene Education Programme has delivered a social return on investment of Rs. 52 for Re. 1 spent**. One child, one family, one community at a time, a cleaner, healthier India is emerging. As beliefs and practices shift and a generation grows up to share its values with the nation, the change becomes ever more visible, lending credence to the call - Banega Swasth India.

SUMMARY FINDINGS

Knowledge | Attitude | Behavior | Practices

57% Children show improvement in knowledge on handwashing. 54% improvement in handwashing practice.

37% Improvement in practices around **clean drinking water**. 32% increase in knowledge on handling drinking water

32% Improvement in knowledge about hygiene corners and **maintaining toilets**. 26% increase in SMC participation in hygiene and sanitation

51% Increase in **sanitation** practice.

34% Increase in attitude towards healthy **sanitation** practices.

39% Reduction in **school absenteeism**.

14.6% Reduction in **diarrhoea in schools** since 2020

CREATING THE HYGIENE CULTURE

Let's reimagine the world. Let's put hygiene at the center and start building life, work and play around it. Homes, schools and workspaces, cities and villages, the way we eat, sleep, breathe and even the way we express ourselves in art, culture and relationships, would all look very different wouldn't they?

Reckitt is creating this radical, new world in which hygiene is a right and not a privilege.

COVID-19 has helped us see that hygiene is life. It is the beginning of good health and the end of infectious diseases. It is a child being supported as she grows into a woman, without shame and taboo in her path. It is communities that value their members and collectively aspire for better.

This vision of hygiene as the building block of a cleaner, healthier, happier world requires the commitment of 7.4 billion people. It asks for a profound shift in our beliefs and behaviours.

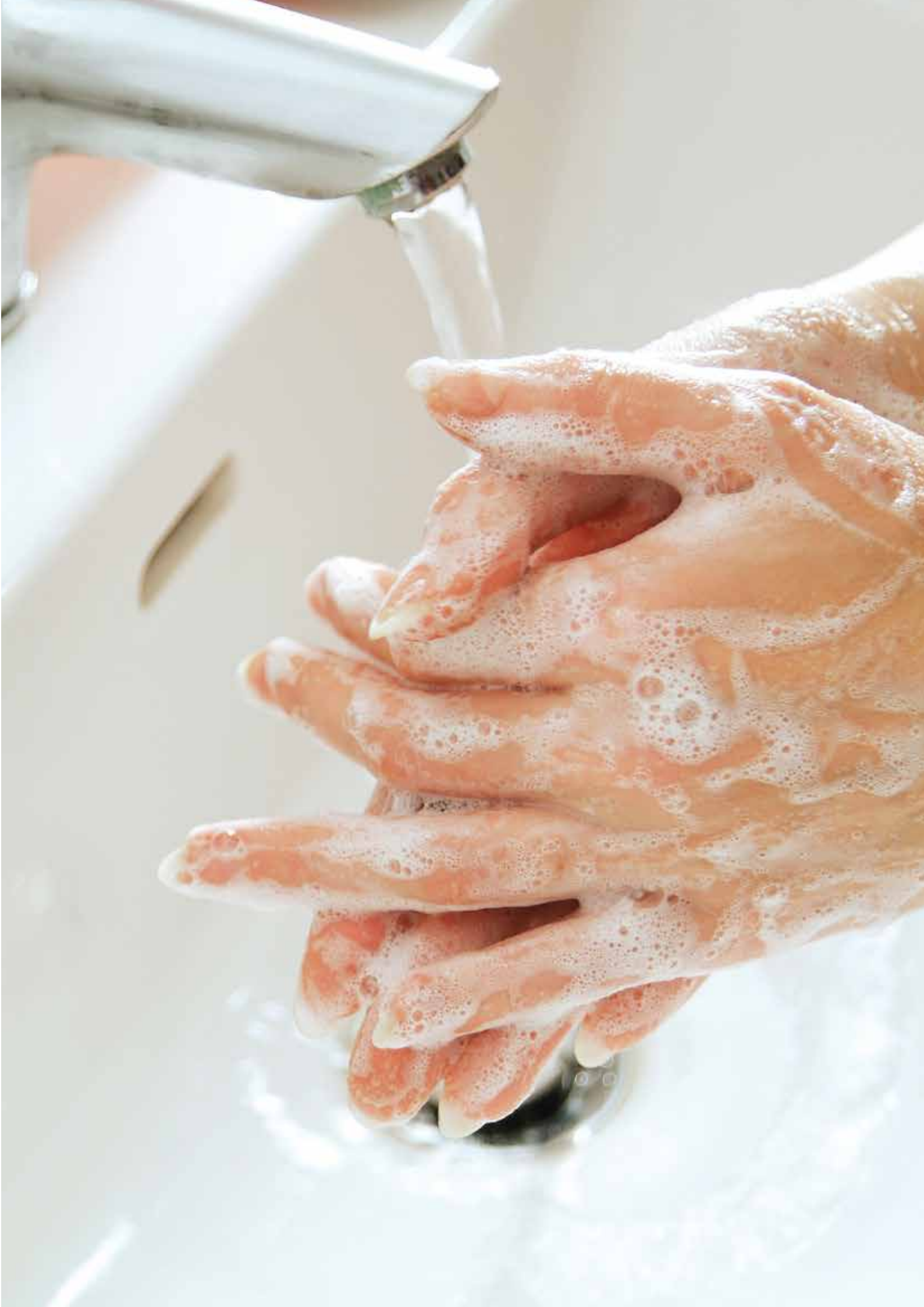
To start this change, Reckitt reaches out to the generation that can embrace hygiene as a way of life

Dettol Banega Swasth India is a programme that started with 2,500 schools in 2014 and now extends to 13 million children across the country. It has grown into a movement, impacting lives from birth through a lifecourse. It has helped community leaders, policy makers and even religious thinkers to accept hygiene as a social imperative that they must collaborate on.

The ripple effects of Dettol Banega Swasth India are being felt as word travels that every rupee spent is generating a 33-fold return in social impact. Towns and villages are reporting a measurable impact on health, nutrition, learning and lifespan. But it is the invisible shift in attitudes and beliefs that is giving rise to a new culture of hygiene that will live on for generations to come.



Reckitt has inspired generations to grow up embracing hygiene.

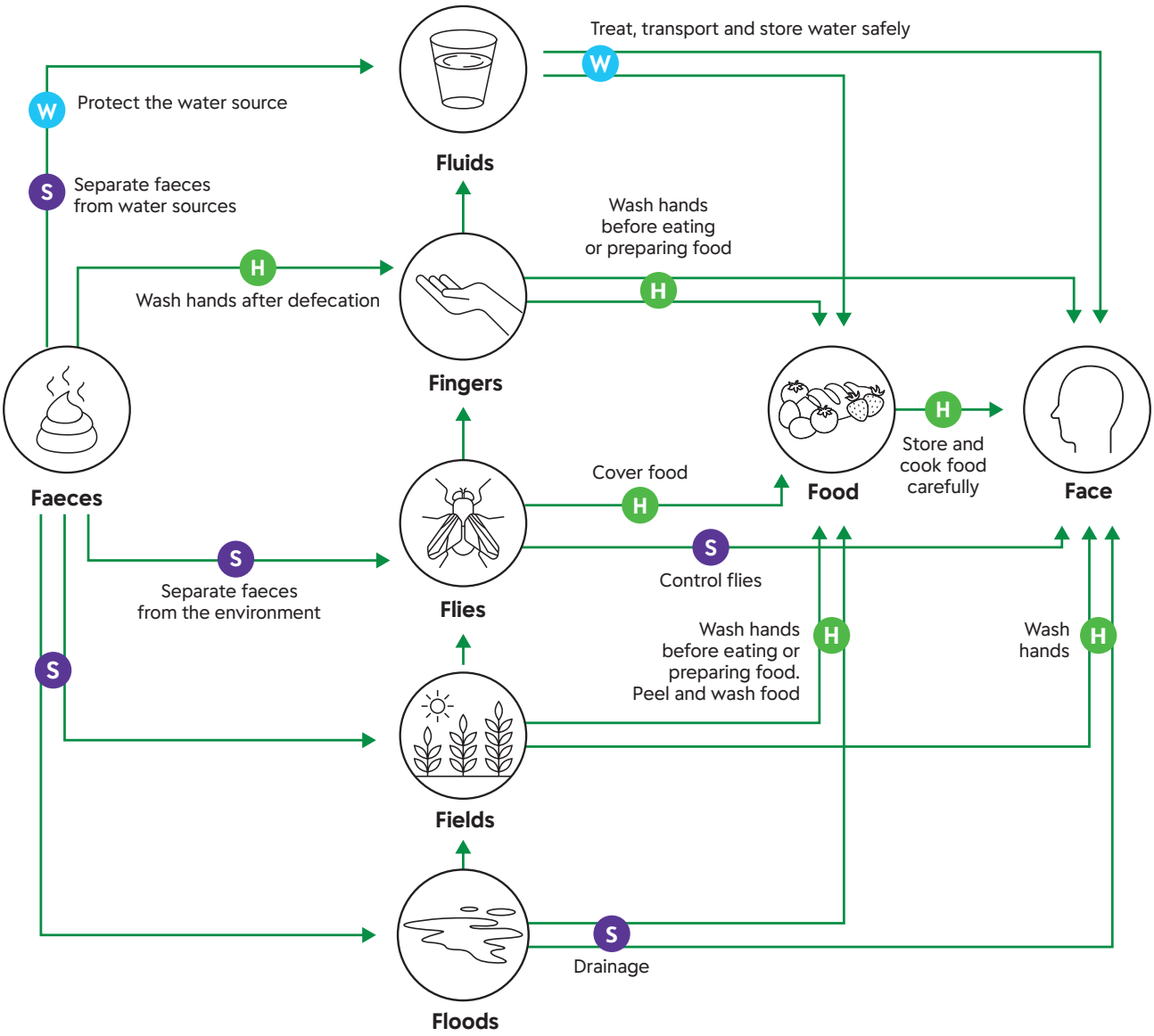


01 | THE FALLOUT OF POOR HYGIENE

Poor hygiene is one of the leading causes of many preventable diseases including gastrointestinal, respiratory, oral and skin conditions. The impact is usually immediate and manifests in diarrhoeal or respiratory conditions. This leads to a lower quality of life, a compromised immune system and a reduction in life expectancy.

The 'F' Diagram

Figure 1. Transmission of infections from faecal matter. The movement of pathogens from the faeces of a sick person to where they are ingested by somebody else can take many pathways, some direct and some indirect. This diagram illustrates the main pathways. They are easily memorised as they all begin with the letter 'f': fluids (drinking water), food, flies, fields (crops and soil), floors, fingers and floods (and surface water generally).



A life-course approach to hygiene: understanding burden and behavioural changes, The Economist Intelligence Unit for Reckitt Global Health Institute

The F diagram shows how small amounts of germ-carrying faecal matter travels through fluids, food, flies, fingers, floors, fields and floods. Even when water or food tastes and looks clean, it may have enough germs in it to pass on a disease to anyone who swallows it.

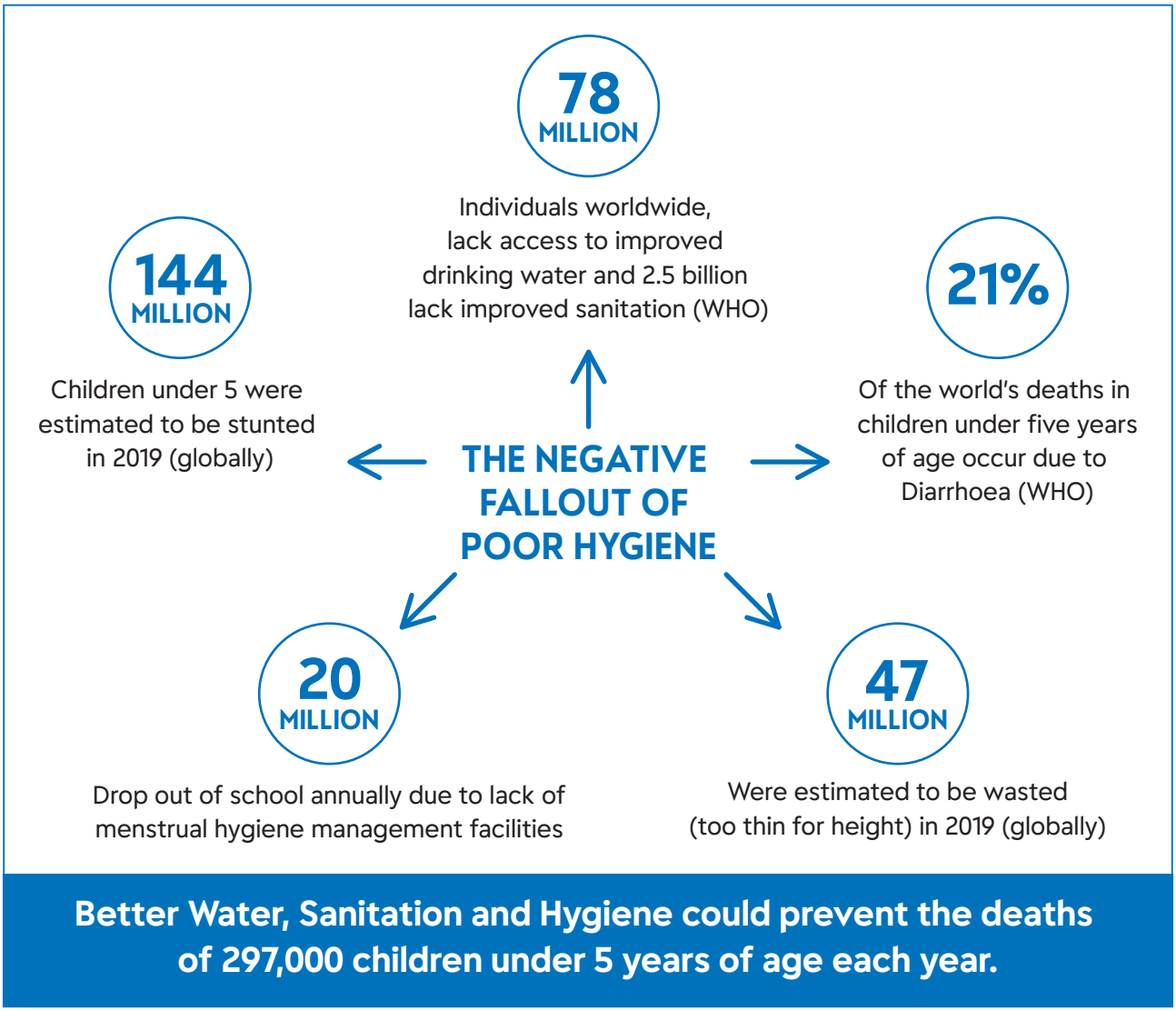
Not everyone who is infected becomes ill; sometimes people can have a disease and show no signs of illness. These people are known as asymptomatic carriers or healthy carriers. The germs grow in the gut of the carrier and pass out in their excreta ready to infect other people.

These preventable diseases have multiple negative consequences on the well-being of families, communities and the nation.

THE COST OF POOR HAND HYGIENE

The annual cost to India from not handwashing is estimated at US $23 billion[1] (16-35) which is 1.2% of the GDP. Diarrhoea prevention through hand washing contributes to US$ 1.7 billion and acute respiratory infections preventable by hand washing contributes to 6.18 billion of the cost.

India loses a child every two minutes to preventable diseases like diarrhoea and pneumonia.[2]



Better Water, Sanitation and Hygiene could prevent the deaths of 297,000 children under 5 years of age each year.

1. https://lemag.ird.fr/en/india-and-coronavirus-lack-access-handwashing-facilities-among-poor-makes-fight-even-harder.
2. International Vaccine Access Centre. Pneumonia and Diarrhoea Progress Report, 2020

FAR-REACHING CONSEQUENCES

The effects of poor hygiene extend beyond health. Illness leads to absenteeism from school, adversely impacting educational outcomes. It also disproportionately affects education and opportunities for girls as the lack of knowledge around menstrual hygiene and inadequate infrastructural support lead to large numbers of adolescent girls dropping out of school.
The lack of hygiene widens existing inequalities, worsening the status of those disadvantaged on other counts: the poor, women from economically weaker sections, marginalised groups, refugees and slum dwellers.





Helping populations shift to more hygienic behaviours is to win half the battle against disease.

02 | HYGIENE FOR LIFE

BREAKING THE CYCLE OF DISEASE

Since the outbreak of COVID-19, every nation in the world has redoubled its efforts towards a common goal: breaking the transmission of disease. Reckitt responds to this critical global need by making solutions for hygiene and disease prevention available to everyone. Dettol Banega Swasth India champions a life-course approach to disease prevention. Multiple initiatives with hygiene education at the center contribute towards a healthier nation.

FIGHTING DISEASE WITH HYGIENE

Health experts emphasise that hygiene is the most critical prevention in the global fight against disease. The simple act of handwashing can break the cycle of diarrhoeal disease that claims 1.24 million lives of children under five every year. Similarly, hygienic living and work environments effectively stop touch transmission, thereby preventing respiratory illness that older adults succumb to.

Even when people understand the need for hygiene, it does not mean that they practice it. Behavioural shifts require hygiene to become a way of life deeply embedded in the public mind. This can only be achieved when we take a long-term view of intervention, beginning as soon as a child is born and continuing to support behaviours through life.

THE LIFE COURSE LENS

Starting early The impressions formed in a child's formative years resonate through a lifetime. The Dettol Banega Swasth India School Hygiene Education Programme sees hygiene in schools as the cornerstone of the life-course approach. Not only does the child have opportunity to frequently practice handwashing, she is also likely to practise at home, helping instil pro-hygiene behaviours for life.

For adolescent girls, hygiene habits learnt early become the starting point for conversations around menstrual health. When these conversations are supported by sanitation infrastructure, like access to soap and water, separate toilets for girls and availability of menstrual hygiene products, young girls are less likely to drop out of school, thereby enhancing their life outcomes.

In adult life, interventions on hygiene must take an intersectional approach, examining the cross-cutting realities of urbanisation, migration, employment and socio-economic status. Migrant communities in India's urban slums have little access to affordable clean water or sanitation solutions. They are at high risk for infectious diseases. Education and innovation can help break the chain of transmission and support hygienic practices to reduce the burden of disease.

The older, or over-70, age group is among the most at risk of respiratory tract infections. Data from around the world tells us how regular cleaning and disinfection of frequent touch points, cough etiquette and washing hands when entering or leaving a different environment can help reduce the incidence of other infectious diseases as well.

In the light of this understanding, we can view hygiene as a continuum of behaviours, responding to different needs at every life stage, with the common goal of a healthier world.

LIFE STAGE: CHILDHOOD



INFLUENCERS

- Parents/caregivers
- Nursery and school
- Wider family and friends
- Maternal and healthcare services
- Public health initiatives
- Society and media

LIFE STAGE: ADOLESCENCE



INFLUENCERS

- Parents/caregivers
- School and university
- Wider family and friends
- Healthcare services and public health initiatives
- Society and media

LIFE STAGE: ADULTHOOD



INFLUENCERS

- Work environment
- Wider family and friends
- Healthcare services and public health initiatives
- Society and media

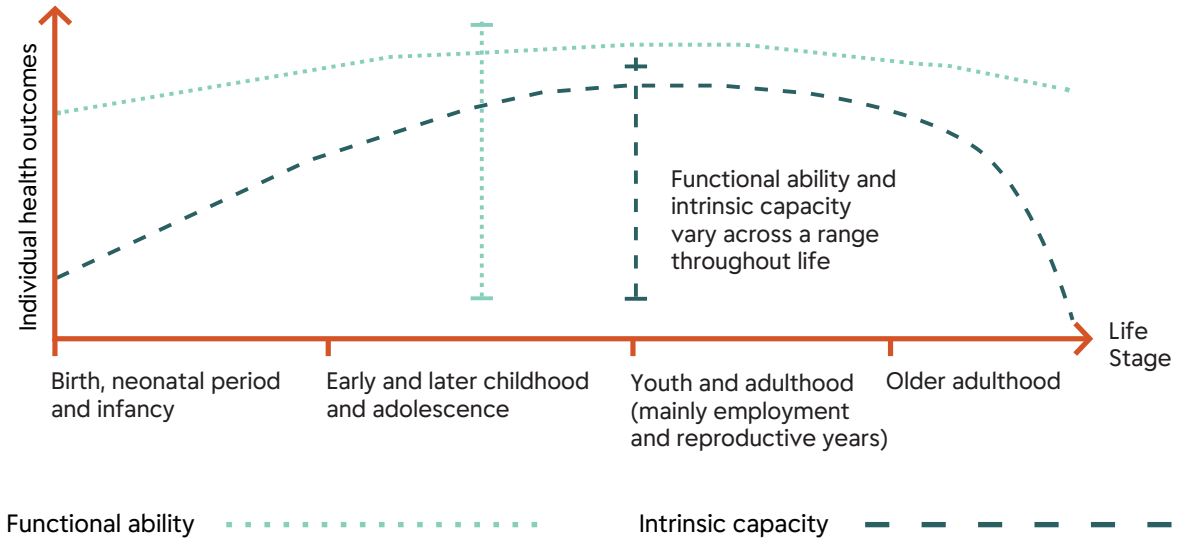
LIFE STAGE: OLDER PERSON



INFLUENCERS

- Wider family and friends
- Healthcare services and public health initiatives
- Society and media

CONCEPTUAL FRAMEWORK FOR A LIFE-COURSE APPROACH TO HEALTH BY WHO



SOCIAL AND ENVIROMENTAL DETERMINANTS OF HEALTH

Families and communities, health services and systems and multisectoral factors related to sociocultural norms, economics, politics, physical enviroments and sustainable development

PRINCIPLES IN PRACTICE FOR THE REALISATION OF RIGHTS

Apply a human rights-based, gender-responsive and equality-driven approach.

Hygiene education in early childhood can lead to better health outcomes over a lifetime, especially if behaviours are reinforced at critical life stages.

DETTOL BANEGA SWASTH INDIA PROMOTES A LIFE-COURSE APPROACH TO HEALTH

1000 days

HEALTH INSTITUTION BENEFICIARIES -

Voucher scheme in partnership with the government enables families to accrue benefits from the public health system.

200 block-chain enabled vouchers

Under 5

NUTRITION SPECIFIC INTERVENTION

Dietary diversity promotion
Exclusive breastfeeding
Diarrhoea management

NUTRITION SENSITIVE INTERVENTION

Kitchen garden
Water, Sanitation and Hygiene
Early childhood development

Adolescents

THE BIRDS AND BEES TALK

Key life-skills programme for adolescents aged 10-19 years

School reopening support via return-to-school kits

Families

HEALTHILY- AN AI ENABLED SELF-CARE APP,

Helps users assess, learn, track and manage all kinds of health conditions. It is the first self-care app registered as a Class I Medical Device



03 | THE SOCIAL IMPERATIVE

As the COVID-19 pandemic continues to rage, people in every corner of the world recognise that hygiene education is now non-negotiable. The developing world continues to be affected by poor or no sanitation and low access to water.

As nations ramp up efforts to find sustainable solutions for WASH and sanitation, the benefits of these efforts are undermined because large populations lack the behaviours and practices to harness these benefits. Knowing how to use available resources for hygiene and then putting this knowledge into practice is at the core of public health and well-being.

The converse is also true. When hygienic practices are adopted widely, the impact shows not just on improved health, but across domains. It reverberates over generations. Like the proverbial beanstalk, the social return on investment in hygiene education is exponential.

Over the last three years the Dettol Banega Swasth India school hygiene programme has created a social value of Rs. 526 crore from an initial investment of Rs. 15.9 crore. That's a staggering SROI of 1:33.

The far-reaching impact ripples out to better sanitation, better child health, better menstrual hygiene, community empowerment, civic engagement and increased dignity, higher employability and much more.

Clearly, it's possible if we try. And we no longer have the option of not giving every last resource to the effort.

The pandemic has illuminated a stark truth. Hygiene education is non-negotiable.

Every ₹1 invested in the Dettol School Hygiene Education Programme delivers ₹33.05 of social value





The Dettol School Hygiene Education Programme has shown a 33-fold social return on investment.

THE IMPORTANCE OF HAND HYGIENE

Hand hygiene is the single, most effective, inexpensive way of prevention and reduction in preventable diseases that contribute to neonatal and infant mortality.

Hand hygiene alone can contribute to:

23% Reduction in acute respiratory infections (ARIs)

40% Reduction in diarrhea - when hand washing is done at critical times

30% Reduction in diarrhea when hand washing is practiced in primary schools and daycare centres

44% Increase in newborn survival rates when hand washing is practiced by birth attendants and mothers



UNICEF data suggests that while 60% of the population in India has access to basic hand washing facilities, there is a wide disparity between rural and urban India (25.3% to 56%). Hand hygiene practices have also been found to be inconsistent, with only 26.3% of parents washing their hands before feeding their child and 16.7% after disposing of child feces.

THE COST OF POOR HAND HYGIENE

The annual cost to India from not handwashing is estimated at US$ 23 billion (16-35) which is 1.2% of the GDP. Diarrhoea prevention through hand washing contributes to US$ 1.7 billion and acute respiratory infections preventable by hand washing contributes to 6.18 billion of the cost.

DETERMINANTS OF DOMESTIC HANDWASHING WITH GOOD QUALITY EVIDENCE OF A POSITIVE INFLUENCE



Having a young child in the family



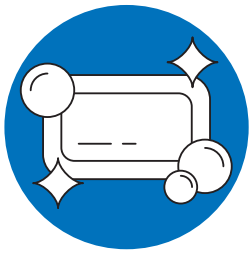
Having an improved latrine



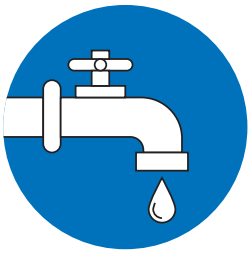
Having soapy water



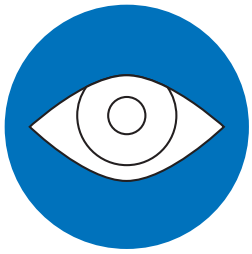
Living in certain geographic regions



Having a handwashing facility with soap and water present



Having piped water or water source close to the household



Having more than one person present in a public bathroom (the feeling that you are being observed)



Having a handwashing facility that is conveniently located close to the kitchen and toilet

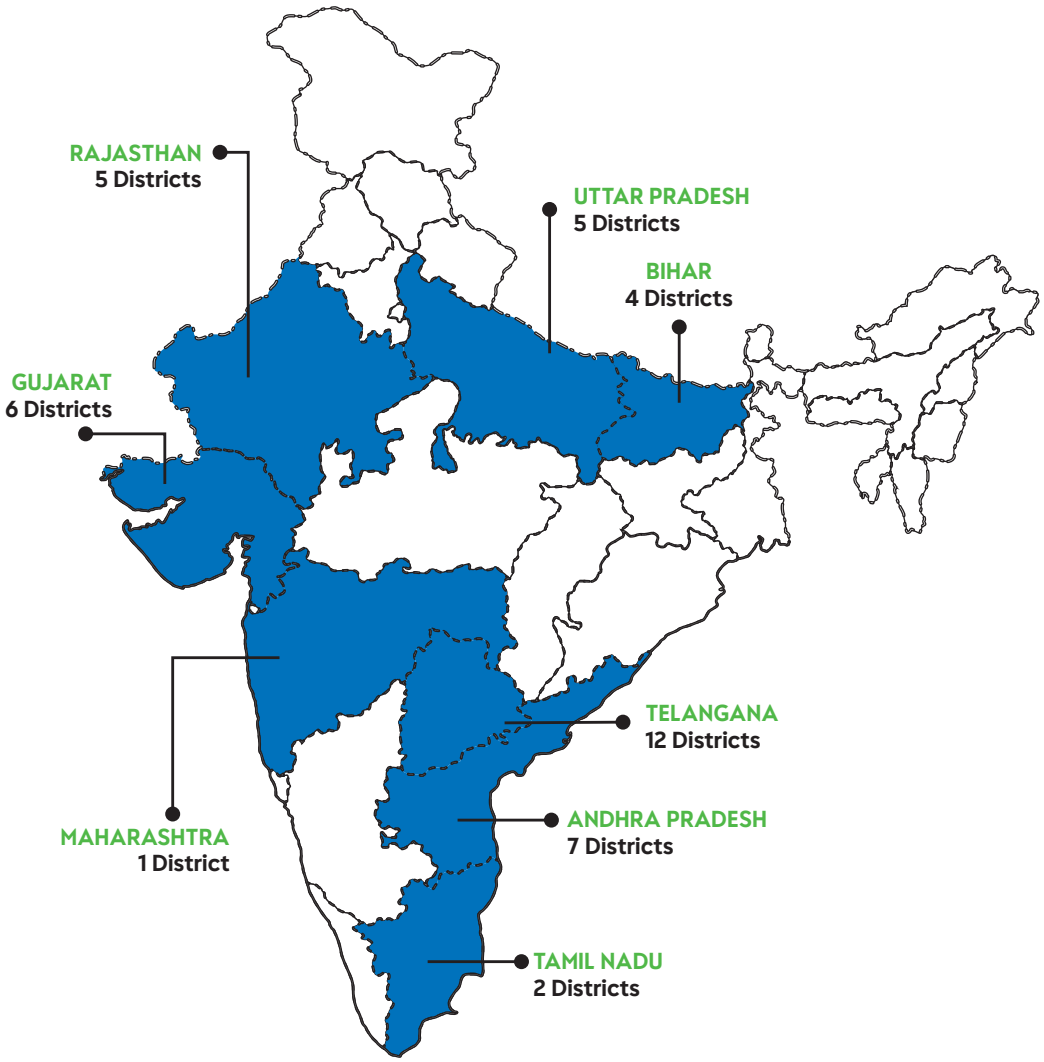


Having handwashing facilities that are desirable and user-friendly (Eg., including a mirror, basin or a nicely-coloured soap holder)

Dettol Banega Swasth India, Reckitt's flagship social initiative, has been championing the cause of hygiene and sanitation in India since 2014. With children as its primary audience, the Dettol School Hygiene Education Programme lays emphasis on hand hygiene.

Delivering hygiene education in a manner that is structured, sustainable and measurable, the programme envisions a rippling out of behaviour change as children take their learning home. Not only do children become agents of change in their communities, the behaviours, reinforced over the years at school, are more likely to stay with them as they mature and influence the ways in which they guide their own children as adults.

DETTOL SCHOOL HYGIENE EDUCATION PROGRAMME IMPACT IN INDIA



ACCOMPLISHMENTS

650,000
Schools reached

10 Million
Households impacted

2.6 Million
Teachers trained

65 Million
People engaged

13 Million+
Students reached

7.8 Million+
Hygiene sessions conducted

2 Million
Student parliaments organized

KEY IMPACTS

14.6% Reduction in diarrhoea among children

39% Reduction in school absenteeism

250+ Schools awarded by PM under Swachh Vidyalaya (clean school) awards

INCREMENTALS

- Curriculum co-designed with **Dr A.P.J. Abdul Kalam**
- Aligned with **NCERT, CBSE** and eight state education boards
- **130,000** School management committees members oriented
- **4,463** Child Parliament clubs strengthened
- **3,000** Soap banks established
- **15** Sessions per year for three years
- **12** Languages and braille curriculum



GROWTH OVER THE YEARS

2014
DBSI launch in **2,500** schools
Inclusion in national curriculum framework

2015
Expansion to **8,000** schools

2016
DBSI expands to **15,000** schools.
E-curriculum introduced in Telangana, Tamil Nadu & Andhra Pradesh

2017
Program reaches **75,000** schools

2018
DBSI launch in **250,000** schools
Inclusion in national curriculum framework

2019
Programme reached **100,000** Madrasas and **550,000** schools

2020
Reached **13+ million** school children
Target: 20 million school children, **250,000** Madrasas. Introduced the return-to-school kit and a sustainable online curriculum
Target 2021:
500,000 Madrasas, 100% Primary Schools

04 | ENGAGING TO EDUCATE

When the Dettol Banega Swasth India programme began in 2014, knowledge and practices around hygiene were dishearteningly low.

Setting out to change habits at scale, Reckitt found that children, as early adopters, could grow up with new habits that sustained over time. They could also carry these practices home and transform entire communities. In partnership with the Aga Khan Foundation, Jagran Pehel, ADRA, Collective Good Foundation and others, Reckitt reached out to 650,000 schools in eight states.

Reckitt incorporated simple but radical ideas to shift behaviours and sustain hygienic practices in an experiential hygiene curriculum in schools that used games, stories, models and audio-visual material.

Learning goals of the Dettol School Hygiene Education Programme:

- Personal socio-emotional development: knowledge of self-care behaviours, self-control and making relationships
- Knowledge and understanding of the world: encouraging exploration and investigation
- Physical development: health and body awareness.





DETTOL SCHOOL HYGIENE EDUCATION PROGRAMME

DRIVING CHANGE

The Dettol School Hygiene Education Programme was designed for alignment and integration with the national curriculum in a three-phased implementation approach.

EARLY-LEARNING GOALS

PERSONAL SOCIAL EMOTIONAL DEVELOPMENT



Self-care: Manage their own personal hygiene
Behaviour and self-control: Consider the consequences of words and actions for themselves and others
Making relationships: Work as part of a group or class, taking turns and sharing fairly, understanding that there need to be agreed values and codes

PHYSICAL DEVELOPMENT



Using equipment and materials: Handle tools and objects safely and with increasing control
Health and body awareness: Recognize the importance of keeping healthy and things that contribute to this

KNOWLEDGE & UNDERSTANDING OF THE WORLD

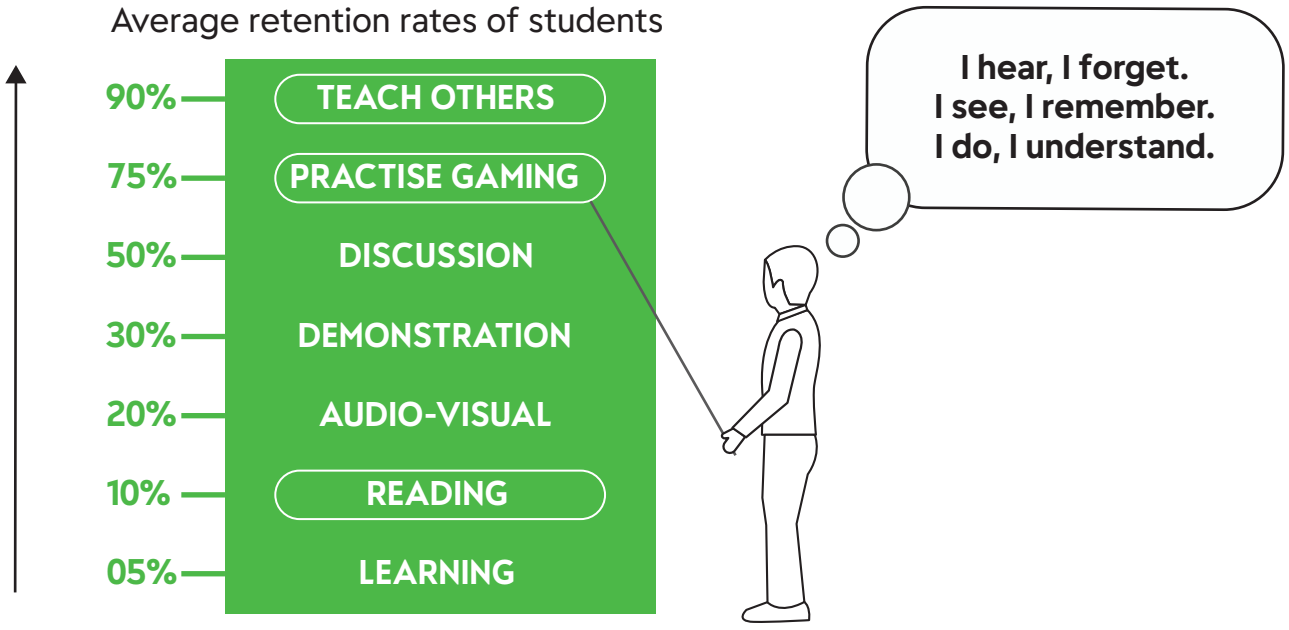


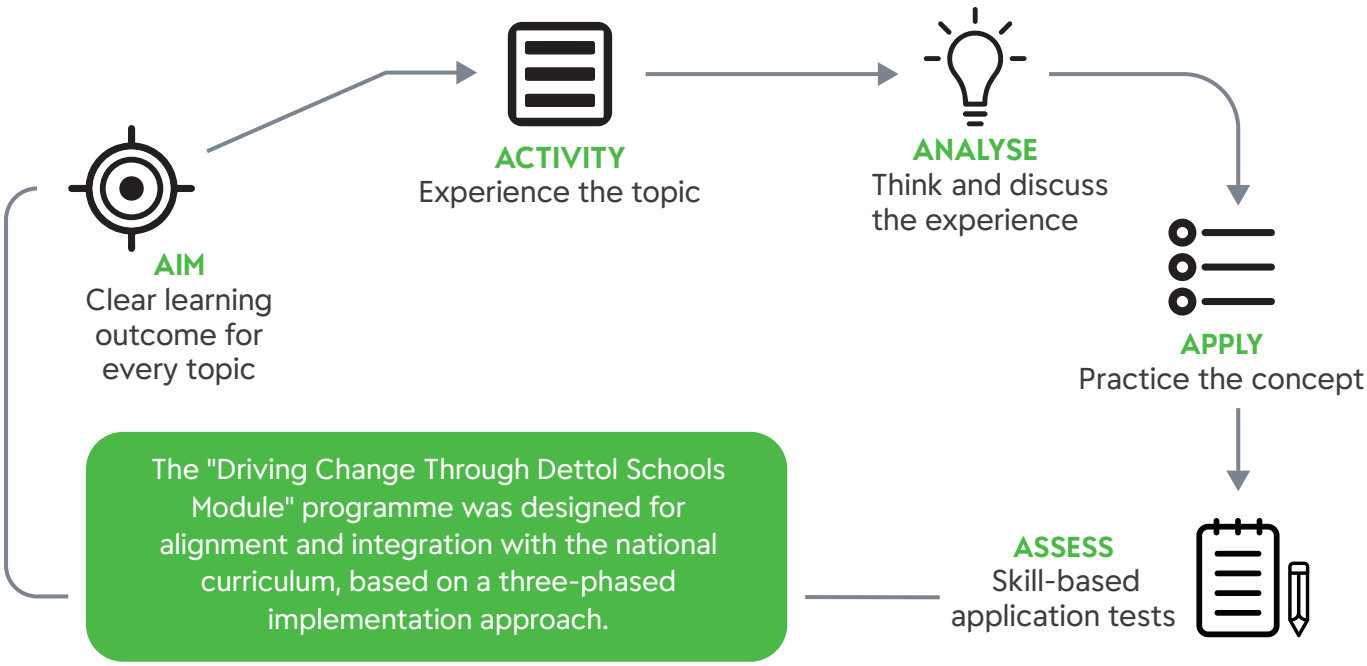
Exploration and Investigation: Ask questions about why things happen and how things work

DETTOL SCHOOL HYGIENE EDUCATION PROGRAMME: THE PEDAGOGY

The programme is envisioned with the aim of transforming simple hygiene and sanitation practices into life-long behaviours among school-going children across India. It follows the recommendations laid out in the National Education Policy, 2020, to promote 21st century skills in children by ensuring holistic, experiential education that fosters creative problem solving in children.

PEDAGOGY - THEORY AND PRACTICE OF EDUCATION







FEATURES OF THE DETTOL SCHOOL HYGIENE EDUCATION PROGRAMME:

1. A unique, fun and interactive curriculum that can be integrated as co-curricular or extra-curricular activity in schools

2. Innovative approaches like audio-visuals, games and use of technology enable higher engagement

3. The modular curriculum is easily integrated into both government and private school structures

4. The modules are levelled to makes them age appropriate for elementary, intermediate and high-school children

5. Promotes and encourages learning in the mother tongue. The curriculum has been translated into 12 regional languages

"Learning through games is very enjoyable and has a long-lasting impact. We love these sessions."

Mansi Gautam
Class IV, Bhagalpur

Children can learn life-saving behaviours when they are taught through fun and games.

05 | COVID-19: THE PRESSURE TEST

The outbreak of COVID-19 has been the biggest pressure test for The Dettol School Hygiene Education Programme. As the pandemic upended lives all over the world, 91% of the world's student population has been impacted by closures. According to UNESCO estimates, 32 crore students in India have been out of school or college over the year.

In India, despite relatively low rates of infection among young people and varied evidence, it is a growing concern that children and adolescents be protected from COVID-19 as they constitute a large proportion of the population. Hearteningly, Reckitt found that the pro-hygiene behaviours instilled by the Dettol School Hygiene Education Programme since 2014 continued to sustain despite lockdowns. But there was an urgent need for more. Hygiene education was a critical requirement across families and communities to stop the transmission of disease.

GOING DIGITAL

In a swift pivot, and in close collaboration with partners across the country, the entire Dettol School Hygiene Education curriculum has been converted into audio-visual modules that can be easily shared even over a smartphone. Children, and entire families, continue to learn about hygiene and how to practice it, even through school closures.

6.7 million children could suffer from wasting due to COVID[1]

1.68 million children have been out of school[3]

370 million children have missed out on free meals[2]

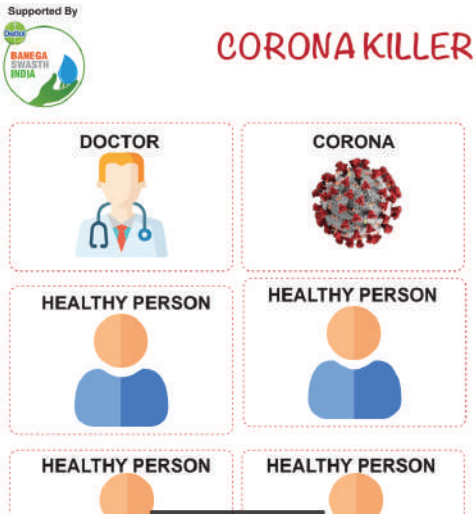
80 million children under the age of 1 are under threat due to the lack of immunization programs[4]

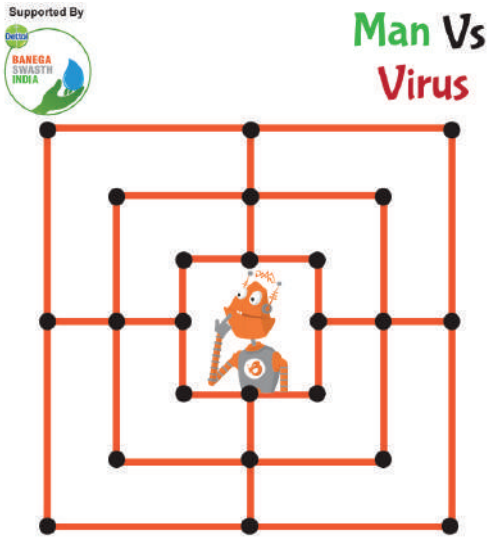


1 UNICEF: www.unicef.org/press-releases/unicef-addition al-67-million-children-under-5-could-suffer-wasting-year-due-covid-19. July 2021
2 Website: www.unicef.org/press-releases/nutrition-crisis-looms-more-39-billion-school-meals-missed-start-pandemic-unicef, UNICEF, 28 January, 2021
3 UNICEF, March 2021
4.Website:www.who.int/news/item/22-05-2020-at-least-80-million-children-under-one-at-risk-of-diseases-such-as-diphtheria-measles-and-polio-as-covid-19-disrupts-routine-vaccination- efforts-warn-gavi-who-and-unicef

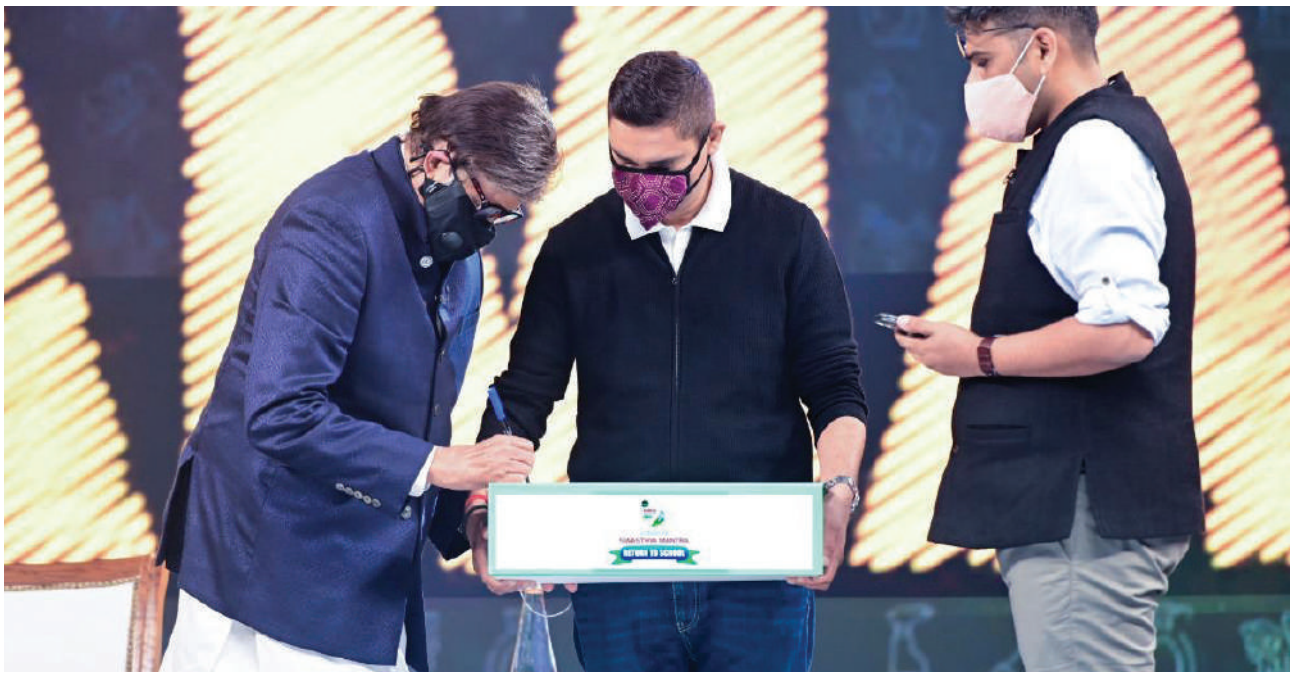
EMBRACING TECHNOLOGY

COVID-19 also brought to the fore the increasing role of technology in human life. Recognising that this influence would only grow in the years to come, Reckitt has entered into partnership with the children's coding platform, White Hat Jr. The partnership gives children a technology-based platform to demonstrate creativity and problem-solving skills. Children code their way to new hygiene solutions for themselves and their communities, demonstrating how technology is the new medium for social change.









RETURN TO SAFETY

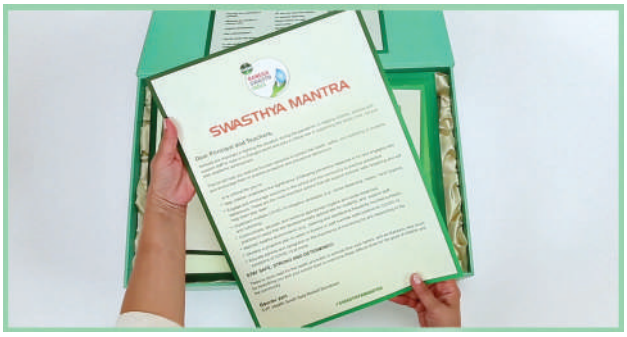
As the pandemic continues to play out, students, families, educators and governments share a concern over the growing gaps in learning and the imbalances created by unequal access to technology. Since large numbers of children depend on school for nutrition, closures are also likely to have a long-term impact on their physical health and well-being.

Recognising the need for a safe transition back to physical learning spaces, Dettol Banega Swasth India has developed the 'Swasthya Mantra' School Reopening Kit. The kit offers training and tools to help schools, children, parents and staff plan and prepare for school reopening. It offers practical strategies to help children feel safe and protected in the school environment. It also guides schools on how to stay open for a sustained period of time.

This kit is a compilation of resources that help keep the school ecosystem safe, reinforce preventive guidelines for children in age-appropriate ways and support the school staff in ensuring strict adherence to preventive measures. Each school is given one kit with resources for administrative staff, teachers and children with clear instructions of use specified in the resources.







06 | CHANGING BEHAVIOUR BY DESIGN

Design thinking is an empathetic, constructive and experiential way to help people overcome the challenges they face in their interactions with products, services and infrastructure. Reckitt and its consortium of partners recognise that only by applying design thinking and human-centred innovation can one arrive at creative solutions that deliver lasting, meaningful change. Innovative problem-solving has been the winning ingredient in the Dettol School Hygiene Education Programme.

It isn't easy to change deep-rooted habits. It takes education, infrastructural support and a healthy dose of engagement to sustain good hygiene. By using games as educational tools, the programme engages children and aids the understanding of concepts around hygiene.

Similarly, soap banks offer a creative solution for low-resource schools that lack access to soap. Children, families and communities contribute to school soap-banks to ensure that hand washing continues unabated. This initiative is led by children as are the Child Parliaments that monitor hygiene and sanitation and reinforce behaviours.

The Dettol School Hygiene Education Programme is both radical and replicable.



SOAP BANKS: A SUSTAINABLE MODEL

A soap bank is an innovative, collection-based model developed in partnership with the Aga Khan Foundation. It addresses the lack of resources by creating a repository of soaps through voluntary contributions from school children, their parents and the wider community. Ongoing dialogue and advocacy ensure that the banks have a steady supply of soap. Simple and child-centric, the innovation engages young children in the process of hygiene. To sustain the effort, the Aga Khan Foundation continuously sensitises parents and school management committees on the importance of handwashing and the need to keep soaps in schools through rallies, door-to-door campaigns and community meetings. The effort has resulted in increased voluntary soap donations to schools.

Local innovations like the soap bank solve the problem of access and are a replicable model for the rest of the world.



"To ensure that the soap bank at school sustains beyond students' contributions of soap, we have set up a donation box. Anybody visiting the school, be it SMC members, community members or school department officials, can contribute. The box is opened once a month and the donations go towards buying soap. As SMC members, we maintain dialogue with both students and teachers on the soap bank. We ensure that soap is available at user points and monitor handwashing, especially during the mid-day meal."

S Sima Devi - Housewife, (SMC member),MS Kurkuri, Kurkuri cluster, Phulwari Sharif block



INSTITUTIONALIZING HAND WASHING BEHAVIOUR IN SCHOOLS

School Hygiene Education Programme

Demand Generation

Spreading awareness on hand-hygiene in schools

Estimating demand for soap per school per month

Estimating budget for consumables under O&M funds

Demand Identification

Creating communication and outreach strategy for targeting key stakeholders

Stakeholder consultation on feasibility of various models

Mobilizing resources at the school, community, and district level

Soap Bank Model

Launch of Soap Bank

Stock maintenance, tracking supply and utilization by student sanitation club and teachers



District
Promoting soap collection through district and block administration participation in hygiene initiatives in schools



Community
Mass awareness drives on marquee events to mobilise shop collection through voluntary contribution for schools



Schools
Celebration of special occasions such as student birthdays, school admission days, and marquee days to motivate soap donation at the school level

Linking Communities with Hygiene Awareness

The regularization of hand washing through the introduction of school hygiene education empowers active students to emerge as school hygiene ambassadors to take forward hygiene messages beyond their schools and into their neighbourhoods - motivating households to adopt and practise good hygiene habits and transform into healthier communities

Strengthening of student sanitation clubs to lead daily monitoring of group handwashing with soap at critical times

Inventory Management

Regularization of Hand Washing



Guiding Principles to Establish and Scale Soap Banks

Hygiene Education	WASH Security	Evidence Based	Capacity Building	Inclusive	Scale
Adoption of hygiene linked behaviors through delivery of a dedicated hygiene education curriculum in schools	Enabling access to functioning wash facilities and ensuring maintenance of facilities	• Assessing need, demand and supply • Generating evidence through robust monitoring by student cabinets	Empowering children, teachers, SMCs and the wider community on hygiene awareness and management of soap banks	Co-creating models through multi-stakeholder consultations enabling a participatory approach and programme ownership	Strengthening government systems to adopt and upscale soap banks in schools as part of a state-level policy on O&M of WASH facilities



CHILD PARLIAMENTS: NURTURING CHAMPIONS OF HYGIENE

To encourage children to lead the change by driving shifts in attitudes, the Aga Khan Foundation fostered Child Parliaments or 'Bal Sansad' in every school. Elected through a voting process, the nine-to-thirteen-member committee has children from Grade 5 and above, elected to posts like Prime Minister, Education Minister, Health Minister and so on.

These Child Parliaments organise soap collection and ensure that soap banks are given a dedicated space called the hygiene corner. The committee oversees the usage of soap, ensures that school facilities are repaired, maintained and well-stocked and conducts checks on handwashing and personal hygiene during mid-day meals and morning assembly.

A platform for children to develop their leadership and problem-solving skills, Child Parliaments convene regular meetings with school teachers and staff to represent students and share concerns.

Child parliaments make the programme sustainable by letting children lead the way.

CHANGEMAKER

Anchal, as Swachhta Mantri, led the way in ensuring that girls always used a toilet. As the existing toilets at the school were defunct, students went out into the open. Pushing for facilities to be repaired and driving behaviour change took some time, but Anchal and her team worked relentlessly to ensure that every student developed the habit of using a toilet and not the open area outside.



"We learn about hygiene here and also take this knowledge to our families. Now, girls here are not confused or afraid at the onset of periods." - Anchal

Anchal Kumari, age 14, Class VIII, Rajkiya Madhya Vidyalay (RMS), Ranipur under ward 28 in Phulwari Sharif Nagar Parishad.

HYGIENE CORNERS AND TALKING WALLS

One of the simplest and most effective innovations of the Dettol School Hygiene Education Programme has been the setting up of hygiene corners. A hygiene corner is a designated place in every school where the school displays all the material related to the practice of hygiene provided by Dettol Banega Swasth India. The material includes students' workbooks, the teacher's manual, buckets, water mugs, towels, posters, a first-aid box, soap and more. Every student is informed about the use of WASH materials displayed and the significance of hygiene in schools. This corner promotes hygiene practices in students as it is a constant, visible reminder of best hygiene practices. Efforts are underway to standardise the format for hygiene corners with the representation of local artforms.





Wall paintings are an aesthetic, permanent form of hygiene communication, especially in rural and peri-urban areas. Typically placed close to handwashing stations, frequented by children before meals and after using the toilets, they offer colourful reinforcement. The Dettol Banega Swasth India programme has created beautiful wall paintings in the states of Uttar Pradesh, Bihar and Gujarat in collaboration with local artists. Traditional art forms of tribal Tharu from UP, Maldhari from Gujarat and the famous Madhubhani from Bihar were used for wall paintings with COVID-19 appropriate messaging.

Schools in the programme are now taking this initiative forward and engaging local artists to build cultural resonance into the messaging. In some schools and communities, the wall paintings have turned digital. 'The Talking Walls,' as they are called, use QR codes to offer useful, interactive health messaging along with the artwork. Viewers scan the codes with their smartphones and gain instant access to information and high-quality DBSI content. It's an innovative way to lead people towards healthy, safe and happy lives.





COMMITTED TO INCLUSION

With the urgent need to include every child in the programme, the Dettol School Hygiene Education curriculum has also been rendered in braille. An estimated 200,000 children in India have severe visual impairments. With an array of tactile materials and audio aids delivered through special schools, Reckitt works to help these children acquire hygiene behaviours that they can practice independently.



07 | POWER OF PARTNERSHIPS

Getting children to wash their hands is an enormous task. It requires the active participation of educators, communities, partners and government.

To extend the benefits of the Dettol Banega Swasth India programme to children across the length and breadth of the country, Reckitt joins hands with Apollo Hospitals, Aga Khan Foundation, ADRA, Jagran Pehel, Collective Good Foundation, Swades Foundation and White Hat Junior. Each partner brings new strengths to the initiative. Continuous cross-sharing of knowledge, innovation, research data and best practices makes for a robust programme that keeps getting stronger. The collective might is changing attitudes and practices and, as proof of reduced disease and mortality pours in, reaffirming that a new culture of hygiene can be created.

Moving forward together, the collective sets its eyes on 2030 and the common WASH targets envisioned in Sustainable Development Goal 6.

AGA KHAN FOUNDATION: LOCAL SOLUTIONS FOR LASTING CHANGE

A long-standing partner of the Dettol School Hygiene Education Programme, the Aga Khan Foundation has focused on building resilience by finding local, sustainable answers for hygiene needs.

• Installation of tippy-taps for hand-washing at large meeting points like marketplaces and harvesting points.

• Building capacity of teachers, front line workers and BRC/CRC members on WASH.

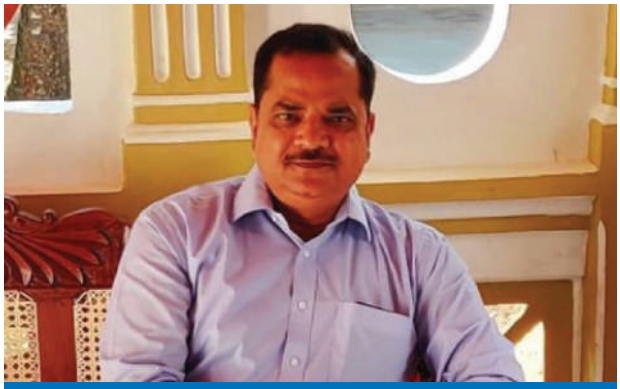


• Reaching over 120,000 children and parents with online and offline messaging.

• Knowledge-building webinars for teachers, SMC members, CRC and BRC in collaboration with development partners like UNICEF, WASH Institute, IIHS, Water for People and Jatan Sansthan.

• Virtual sessions conducted with children, SMC, PRI, ASHA and Anganwadi workers reinforce themes of personal hygiene, hygiene at home, hygiene at school, hygiene during illness and hygiene in the neighbourhood.

• Extensive messaging on COVID-19 through videos, messages, posters, WhatsApp, calls and text messages.



"Our team in Uttar Pradesh is working closely with the Department of Education to disseminate the hygiene curriculum. The government has introduced mobile classrooms which allow sessions to be conducted smoothly with children, families and community members."

Asad Umar
Aga Khan Foundation

In crowded markets, with low access to soap and water, tippy taps offer a creative solution and become a problem-solving model for local communities.

ADVENTIST DEVELOPMENT RELIEF AGENCY (ADRA): FOSTERING ENGAGEMENT WITH COMMUNITIES AND GOVERNMENT

ADRA has helped the Dettol School Hygiene Education Programme roll out a swift COVID-19 response at the grassroots by engaging stakeholders like gram panchayats and district administrations.

• Continuous communication over WhatsApp with parents and students shares videos, pictures and messaging on hygiene.

• Open-air 'Mohalla' classes and small-batch film screenings reinforce the role of hygiene and handwashing in preventing disease.

• Hygiene chariots sensitize communities on how hand-hygiene can keep COVID-19 at bay. Masks, soaps and educational material have been distributed to over 12,500 people. The DM, CDO, BSA, BDO and BEO have participated as chief guests.

• Community handwashing demonstrations help prevent the spread of COVID-19.

Through continuous engagement with government and community stakeholders, and a feedback loop for implementation of shared ideas, ADRA has ensured that project goals are met in time, accelerating development in education and sanitation.



The Dettol School Hygiene Education Programme is a prime model of development-oriented partnership between multiple stakeholders like the District Administration, Education Department (District and State), NGO functionaries and members of Gram Panchayats. Thanks to this close collaboration, messaging and education on hygiene and handwashing continues to extend its reach across the country.

Roleplay and mid-media activities have sensitised communities to the crucial need for toilet hygiene and how to keep their surroundings clean.

Government stakeholders, including Community Development Officers, DPRO, BDO and CMO have participated in the drive. Community members have been able to interact and directly share concerns, leading to speedy resolutions.





By facilitating regular interaction between government stakeholders, schools and communities, the programme has been able to ramp up outcomes. For example, when the Community Development Officer, Lucknow, visited a school and found it lacked electricity, his immediate action restored power. Regular, joint visits like these have helped 80 schools receive water connections. Another 200 schools now have regularly maintained hand-wash units.

COLLECTIVE GOOD FOUNDATION: EXPANDING THE HYGIENE FOOTPRINT ACROSS SOUTH INDIA

The Collective Good Foundation launched the Dettol School Hygiene Education Programme in undivided Andhra Pradesh in 2015 with just 859 primary schools. Optimising cost and multiplying reach, it extended the programme to Telangana by 2016 and to Tamil Nadu by 2018. A unique 'Awards and Rewards' approach and strong partnerships with the government helped build capacity and motivate beneficiaries. In a further boost to the programme, the curriculum was translated into several local languages, easing the path to adoption and engagement across South India.

In another first, Collective Good Foundation introduced digital learning through government education portals. Andhra Pradesh was the first state to upload digital video episodes on their DISHA portals. These videos are accessible to all schools and teachers at the touch of a button and now reach 2.5 million students across 42,000 schools.



"It was important for us to respond to urgent healthcare needs and save lives. We required immediate sensitization on simple, preventive steps that everyone could take. Innovative channels and timely communication helped us share this urgent messaging to the widest audience possible."

Amit Kumar Shukla
BSI National Programme Manager, ADRA



I am a firm believer of working as a supplement to the system rather than substituting the system. The Dettol Banega Swasth India project was conceived on these lines from Day One and that is why today, we are able to scale up reach with a marginal increase in budgets and minimal manpower. The results show that the stakeholders and beneficiaries now own the concept and are able to practice behaviours regularly.

Our mission, which started 5 years ago, looked very simple and routine to many, but has proved to be a game changer in the new normal forced on humanity by the pandemic. We thank Reckitt and the stakeholders for owning this mission and message. It appears that we have prepared the young generation for a new world order of hygiene, health and lifestyle
- **Vaidyanathan Krishnamurthy, Collective Good Foundation**

AWARDS AND REWARDS

Extending the programme to states in Southern India, the Collective Good Foundation has instituted an Awards and Rewards Day to celebrate the Right to Hygiene. The schools with the best hygiene practices are selected by an independent jury to receive awards and accolades from state ministers. This is followed by photo exhibitions, a display of hygiene corners, thematic stalls by students and performances on hygiene for the audience.

As students and their families share their experiences in the presence of dignitaries, the community of students, parents and school staff is bound by pride in the process of change they have participated in.

The motivation continues every day at school, with the selection of a 'Smart Kid' at the morning prayer meeting. The student's name is displayed on a board near the School Head's room, for all to see and be inspired by.



AAROGYA RAKSHAK: THE NATURAL SYNERGIES OF HEALTHCARE AND HYGIENE EDUCATION

The Arogya Rakshak programme is a collaboration between Total Health and Reckitt to bring the message of hand hygiene and sanitation to schools, hospitals and frontline workers and create leaders of change among school-children.

The initiative is an attempt to bridge the gap in hygiene education in rural, vulnerable and marginalized communities. Lack of access to sanitation and hygiene infrastructure and low awareness of good hygiene practices in schools has barred children in rural and vulnerable settings from acquiring life-saving behaviours.

The Aarogya Rakshak project manifests Reckitt and Apollo's joint vision to overcome these challenges. The project leverages Reckitt's experience and success in driving behaviour change through the Dettol School Hygiene Education Programme. Drawing equally on Apollo hospitals' vast healthcare expertise, the project has also developed a marquee 'hospitals and infection control manual' and a 'community nutrition module' for the interventions. The project applies the principles of behavioural economics across the hygiene value chain where catalyst investments are made to increase knowledge, attitudes and practices on hygiene.

"We have learnt the proper way to wash hands through the hygiene education programme at school. My family and I have practiced handwashing through the pandemic and this has kept us safe from the virus."

Anmol Kumar,
Class IV
PS Salempur Pataura, Lucknow

JAGRAN PEHEL: IGNITING CULTURE CHANGE

Jagran Pehel aims at generating awareness and mobilising communities around pressing social issues. In the vast Hindi heartland of Northern India, Jagran Pehel looks at how issues intersect and gaps in health, hygiene and sanitation hold back communities from moving forward. The organisation focuses its effort on creating big shifts in public attitudes and beliefs.

Since cleanliness and purity are underlying tenets of all religions, Jagran joins hands with Reckitt to engage with faith leaders and uses collective messaging and education to drive behaviour change around hygiene, to the benefit and well-being of communities across the country. The Dettol Madrasa Hygiene Education Program, launched in 2018 in partnership with Chief Imam, Dr. Imam Umer Ahmed Ilyasi and the All-India Imam Association, has already reached out to 250,000 Madrasas across the country igniting widespread transformation in hygiene habits for good.

Stronger together: the success of the Dettol School Hygiene Education Programme exemplifies partnership at work.

08 | THE FAITH THAT UNITES

Health is life, health is prosperity. The well-being of each individual is a common goal that every section of society must strive for. With this aim in mind, the Dettol Banega Swasth India programme draws people from all faiths and walks of life into its fold. The programme engages with faith leaders and institutions to jointly reaffirm the need for hygiene to perpetuate good health now and for generations to come.

Through collaboration with the All-India Organisation of Imams of Mosques, the intervention has been extended to over 250,000 madrasas. Contextually relevant audio-visual material nudges children and adults from the community towards behaviour change. Games, worksheets and other learning material reinforce hygiene practices at home.

One child, one family, one community at a time, Reckitt is uniting people in the faith that good health and better life are attainable by all.

DETTOL MADRASA HYGIENE EDUCATION PROGRAMME: WHERE FAITH AND HYGIENE MEET TO CREATE GOOD HEALTH

With an eye on carrying every child on the journey of hygiene and good health, Reckitt initiated the Dettol Madrasa Hygiene Education Program in 2018. In partnership with Chief Imam, Dr. Imam Umer Ahmed Ilyasi and the All-India Imam Association, the programme aims to reach out to 500,000 Madrasas across the country. The intervention enhances hygiene outcomes by leveraging the network of Islamic schools. Intensive training on hygiene and cleanliness behaviours among students is supported by messaging that extends to the entire community. The initiative supports the endowment of children with the expertise needed to improve community health and advocate for disinfection efforts through a human network.



The Dettol Madrasa Hygiene Education Programme unites people of all faiths in the common endeavour towards good health.

The Dettol Madrasa Hygiene Education Programme has used digital tools to reach teachers and students and promote wellness practices. The social return on investment for the programme is Rs. 52 for Re. 1 spent.

Every ₹1 invested in the **Madrasa Hygiene Education Programme** delivers ₹**51.65** of social value.

IMPACT VALUES

2,400,000
Total number of children reached

₹941,034,018
Total cost leveraged through all partners

₹48,605,540,740
Total Social Value created



"64% of all schools globally are faith-related. There are unique opportunities and benefits in linking spiritual lessons with knowledge about water, sanitation, hygiene and the environment, and the improvement of water and sanitation facilities in schools."

Source - Faith in Water - http//www.faithinwater.org/



"Religious leaders, with their established networks of volunteers and community groups, have the capacity to usher positive change in social norms and the actions of their communities to improve development outcomes. Mobilized and equipped Faith-Based Organisations (FBOs) are among the most effective entities to deliver solutions for many of the world's toughest problems."

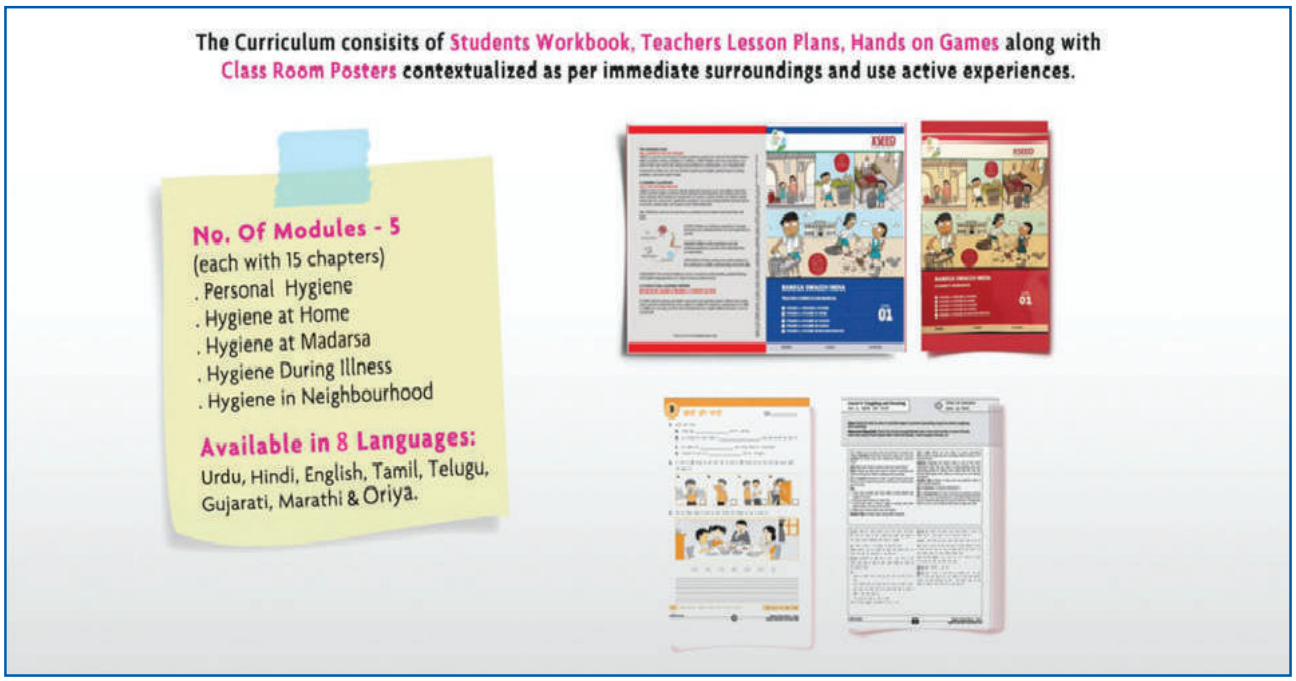
Sahil Talwar
Director, Jagran Pehel





COMPONENTS OF THE PROGRAMME

CONCEPTUALIZATION AND PREPARATION



MADRASAS AND GURUKULS JOIN THE HYGIENE RESPONSE TO COVID-19

As outbreaks of COVID-19 started being reported from across the country, Reckitt and Jagran Pehel joined hands with madrasas and gurukuls in Uttar Pradesh to develop a strong response. Hygiene education was already underway, but messaging, training and monitoring were ramped up. The partnership with faith leaders went a long way in ensuring the use of and adherence to necessary safety protocols, not just by children but by entire communities.





Safety kits and accompanying training were shared with every campus with the intent of maintaining the campus as an 'infection-free' zone. Frequent and visible messaging clearly demonstrated how to use masks, how to wash hands and how much social distance was acceptably safe.

Infrastructural changes, like the introduction of taps operated by foot pedals, took safety a step further, reducing contact transmission at shared facilities like wash basins. Adequate sanitation material and soap was stocked up ahead, to ensure that hygienic practices continued despite lockdowns.

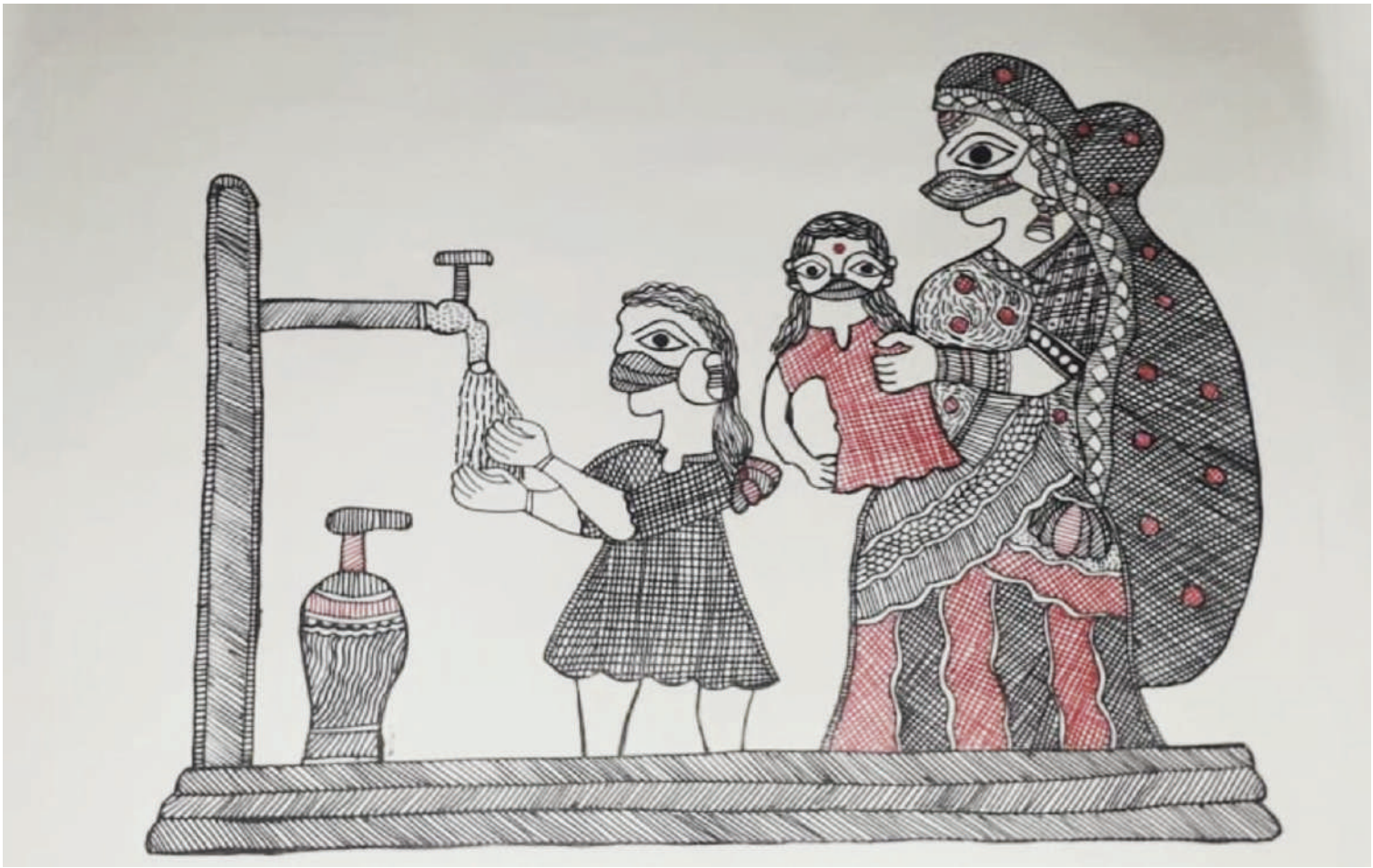
Timely checks with children and their families helped keep entire communities safe, healthy and happy.


TOILET
बार - बार,
उपचार।




Dettol
BANEGA
SWASTH
INDIA





09 | INFUSING ARTS & CULTURE

"In sustainable development, there are multiple stakeholders, all generating and exchanging information. There is a need for building bridges, linking different viewpoints and creating a common language between stakeholders"
- Harvard Business Review

Across cultures, indigenous art forms create this bridge, uniting communities with shared values, history and codes of conduct that help the community survive and thrive. These art forms elicit a deep, emotional response that rises above facts and logic. Art reflects identity and belonging. When used as a channel of communication to spark behaviour change, art has the capacity to create powerful and lasting social shifts because it can seed new ideas around critical behaviours into collective awareness.

In partnership with the Aga Khan Foundation, the Dettol Banega Swasth India Programme harnesses the power of art to ignite cultural shifts towards the adoption of hygiene in daily life.

Artforms that communities have employed for generations to express themselves, like Madhubani painting for example, have been used for compelling visual storytelling around the COVID-19 pandemic and how we can safeguard against illness. Collaborations with local artists in communities across Uttar Pradesh, Gujarat and Bihar have inspired the use of artforms to refurbish schools. The initiative works at multiple levels. It exposes children to local artforms, offers livelihood to artists and creates a rich, cultural context for conversations around hygiene in the community. The effort extends from wall paintings to flipbooks and more, inspiring community understanding about hygiene.

The power of art is sparking a cultural shift towards the adoption of more hygienic behaviours.



09 | THE RIPPLE EFFECT

A journey that began in 2014, with 2,500 schools is now a mission that serves 13 million children across 650,000 schools in 8 states and 40 districts. Each of these children belongs to a family, and that family is connected to a community. This is culture change at work.

The Dettol School Hygiene Education programme reaches beyond communities to engage policy makers, administrators and technical experts, and employs arts and technology to deliver messages backed by science via behaviour change communication. The impact is seen in the definite shifts in the way large populations think and behave.

Coherence among your culture, the strategic intent, and the performance priorities can make any intervention more attractive to its implementers and beneficiaries. Because deeply embedded cultures change slowly over time, working with and within the culture you have invariably is the best approach.

The evidence speaks for itself. The intervention has led to a 14.6% reduction in diarrhoea among children and a 17% drop in absenteeism. Over 250 schools that are a part of the programme have been awarded Swachh Vidyalaya (Clean School) Award by the Honourable Prime Minister of India.

But that's not all. The vision becomes a movement as children step up to take the lead. 4,463 Bal Sansads, or Child Parliaments ensure that the hygiene culture is adopted by communities with enthusiasm and vigour. 3,000 soap banks are a step towards creating access to hygiene for thousands of children and there are more to follow.

Rippling out from schools, a wave of good health



is washing over an entire nation.

PURPOSE OF THE STUDY

The purpose of the study is to understand, evaluate, and prioritize the impact created through the school sanitation program under DBSI. The research has been designed so that the results can enable midcourse correction and enhance the interventions to improve the KABP among target audiences.

RESEARCH APPROACH

Mixed method approach was used for this research including both qualitative and quantitative methods for data collection. The research began with a baseline study to understand the context around water, hygiene and sanitation among school going children, teachers and their families. The baseline findings served as the basis for developing the framework for intervention designs.

The baseline study was done to establish a benchmark before the start of intervention. Baseline surveys are extensively applied in public health programmes in behaviour-change campaigns to assess Knowledge, Attitudes and Practices of the target audience with respect to the campaign.

The baseline was further followed by midline assessments to see the effectiveness and mid-course correction of the intervention in improving the KABP towards hygiene and sanitation practices among the school going children. The assessments captured the progress and improvements required for interventions to roll out in new geographies.

The following table shows the roll out of new geographies in different years.

S. No.	States	2016	2017	2018	2019	2020
1	Andhra Pradesh	Baseline	Midline	Midline	Midline	Midline
2	Bihar	Baseline	Midline	Midline	Midline	Midline
3	Maharashtra	Baseline	Midline	Midline	Midline	Midline
4	Rajasthan	Baseline	Midline	Midline	Midline	Midline
5	Telangana	Baseline	Midline	Midline	Midline	Midline
6	Uttar Pradesh	Baseline	Midline	Midline	Midline	Midline
7	Gujarat			Baseline	Midline	Midline
8	Tamil Nadu				Baseline	Midline
9	Madarasa				Baseline	Midline

AREAS OF ENQUIRY

Based on secondary research and literature review conducted, a thorough list of areas of enquiry was identified and refined to conduct baseline assessment and design implementation interventions. Some of the key areas of enquiries and themes explored through the research are elaborated in the table below:

Themes	Areas of Enquiry
Personal Hygiene	• Understanding the practices around clean hands, dental hygiene, full body bathing • Handwashing practice and toilet practice • Waste disposal • Menstrual hygiene
Hygiene at Home	• WASH practices prevalent in families • Water - source, storage, treatment • Cleanliness around the house • Access to toilets, its cleanliness, status etc • Presence of sewage system • Food - storage and hygiene • Hand washing practices inside and outside home • Eating hygiene and practices
Hygiene at Neighbourhood	• Understanding of the neighbourhood and areas defined • Cleanliness around public spaces • ODF • Hygiene practices around public
Hygiene at School	• Hygiene at school • Importance of hygiene and WASH behaviours • Sanitation as a subject, curriculum design, training • Key stakeholders engaged • Resources allocated for hygiene , sanitation and WASH practices and resources • Classroom hygiene and cleanliness

DATA COLLECTION TOOLS

To assess the effectiveness, efficiency and relevance and long term impact of the program both qualitative and quantitative methods and tools were adopted. The KABP survey, In-depth semi structured interviews with school principals and teachers, and focus group discussions were conducted in a subset of schools, teachers and families of the students. The KABP surveys were used to collect qualitative data whereas focus group discussions, semi structured interviews and interaction were used for qualitative data collection. The survey tools both qualitative and quantitative, were developed in consultation with the Reckitt team and other field experts. All tools designed and developed were pretested.

The hygiene culture is capturing the imagination of 650,000 schools in 40 districts across 8 states. Behaviours have sustained through the pandemic. The change is here to stay.

SUMMARY FINDINGS

Knowledge | Attitude | Behavior | Practices

57% Children show improvement in knowledge on handwashing. 54% improvement in handwashing practice.

37% Improvement in practices around clean drinking water. 32% increase in knowledge on handling drinking water.

32% Improvement in knowledge about hygiene corners and maintaining toilets. 26% increase in SMC participation in hygiene and sanitation.

51% Increase in sanitation practice.

34% Increase in attitude towards healthy sanitation practices.

39% Reduction in school absenteeism.

1. KABP HANDWASHING : A MULTIVARIATE ANALYSIS

Pearson's Correlation test signifies strong correlation between dependent and independent variables:

- **Handwashing**: With **99%** coefficient of Pearson correlation; handwashing depicts strong **correlation between knowledge and attitude**
- With **80%** coefficient, correlation between **handwashing attitude and behaviour is significant**
- With **96%** coefficient, test signifies **strong correlation between handwashing behaviour and practice**

Dependent variables

Independent variables	Handwashing Knowledge	Handwashing Attitude	Handwashing Behaviour	Handwashing Practice
Handwashing Knowledge	1			
Handwashing Attitude	**0.992403**	1		
Handwashing Behaviour	0.799757	**0.809861**	1	
Handwashing Practice	0.662018	0.677728	**0.96539**	1

Table 1.1 : Pearson's correlation test

Figure 1.1 Correlation Between Handwashing Knowledge and Attitude

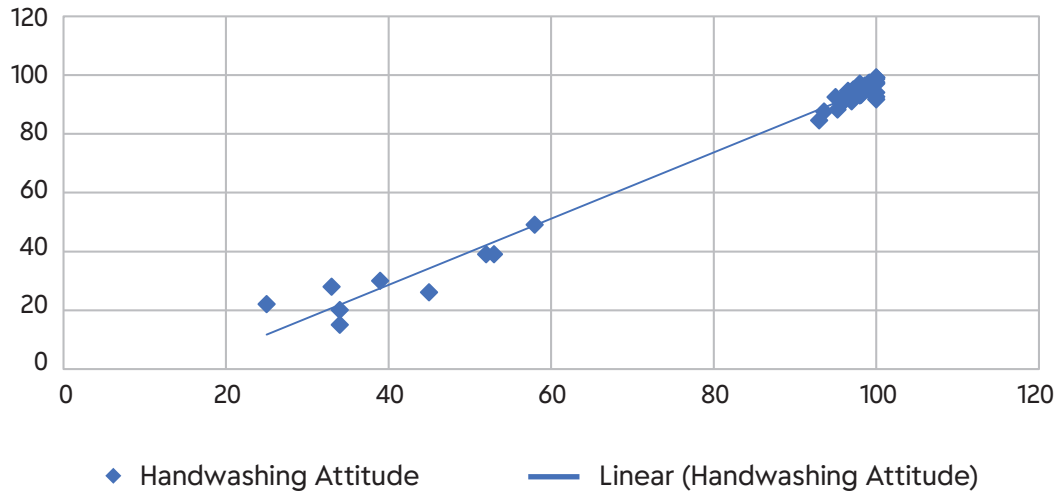
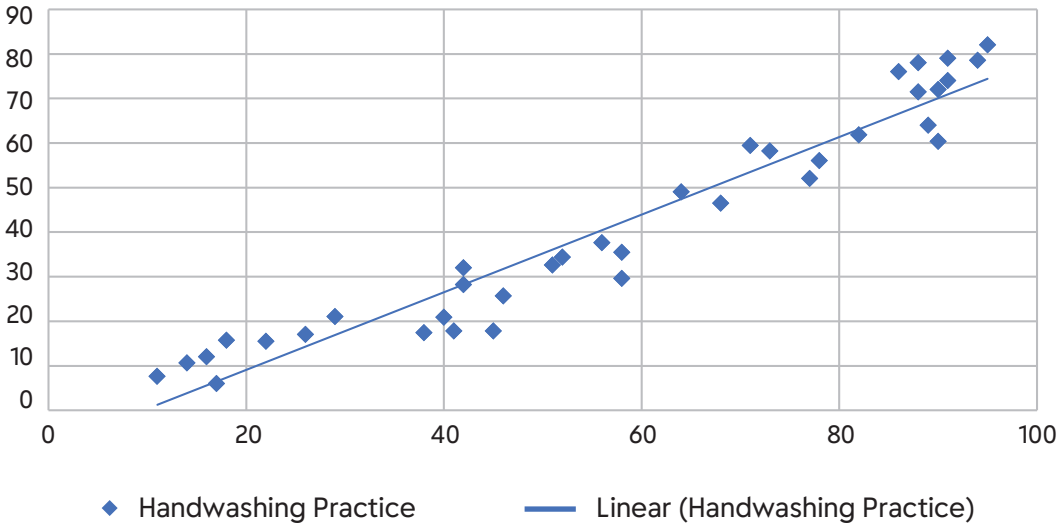
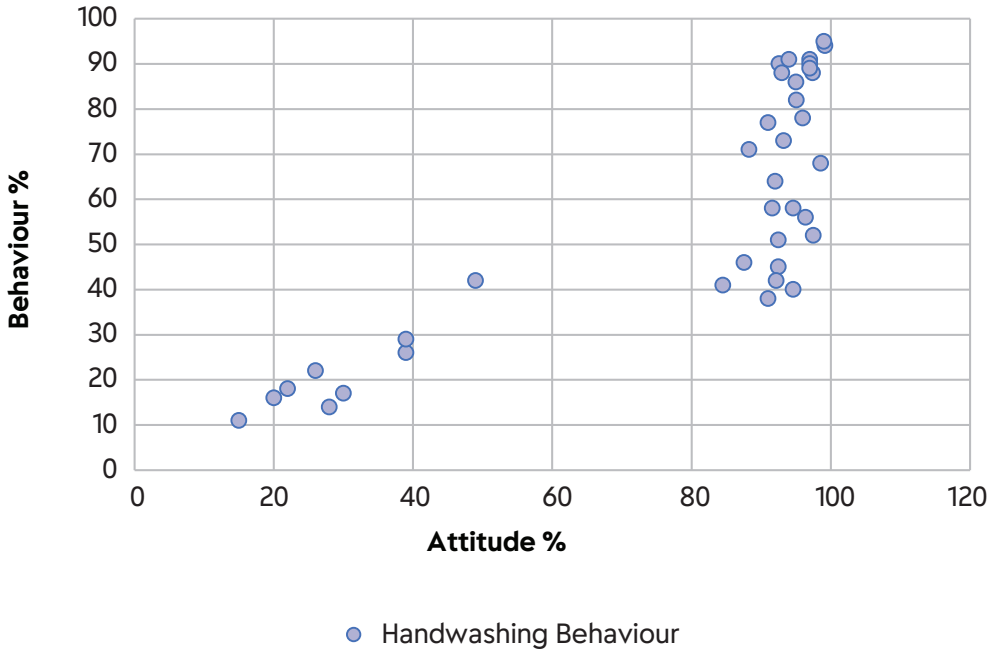


Figure 1.2 Correlation Between Handwashing Behaviour and Practice



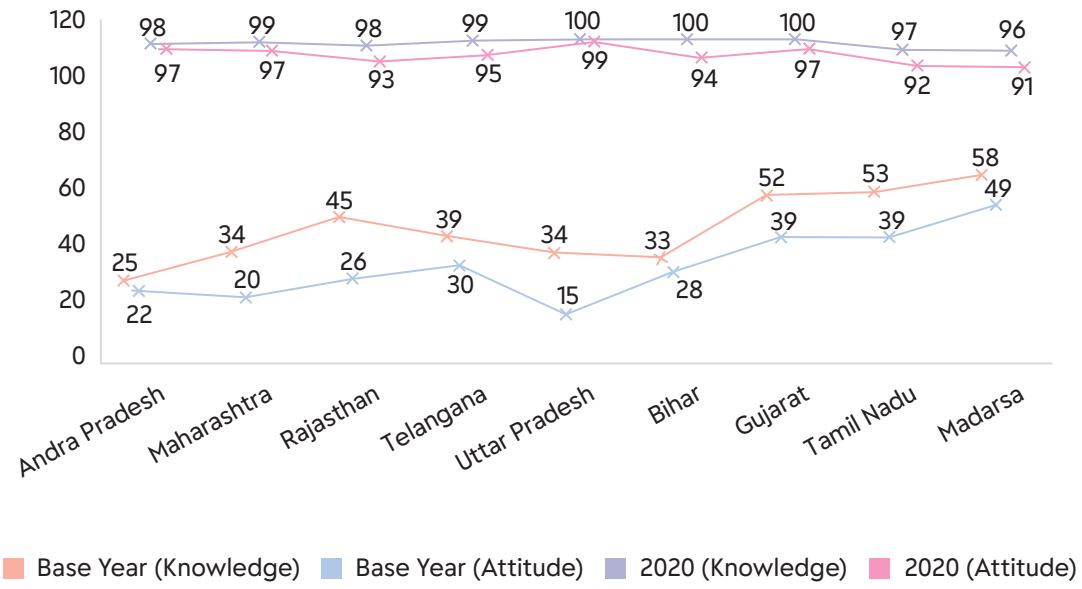
Linear trend line indicates significantly positive association between these variables

Figure 1.3 Correlation Between Handwashing Attitude and Behaviour



Scatter chart for correlation between handwashing behaviour and attitude shows a non-linear trend between the variables

Figure 1.4 Changes In Handwashing Knowledge and Attitude Showing Positive Correlation (%)



Significant improvement in Knowledge and Attitude from Baseline to 2020 in states like Uttar Pradesh, Maharashtra and Gujarat.

Figure 1.5 Positive Attitude Towards Handwashing and Behaviour Base Year (%)

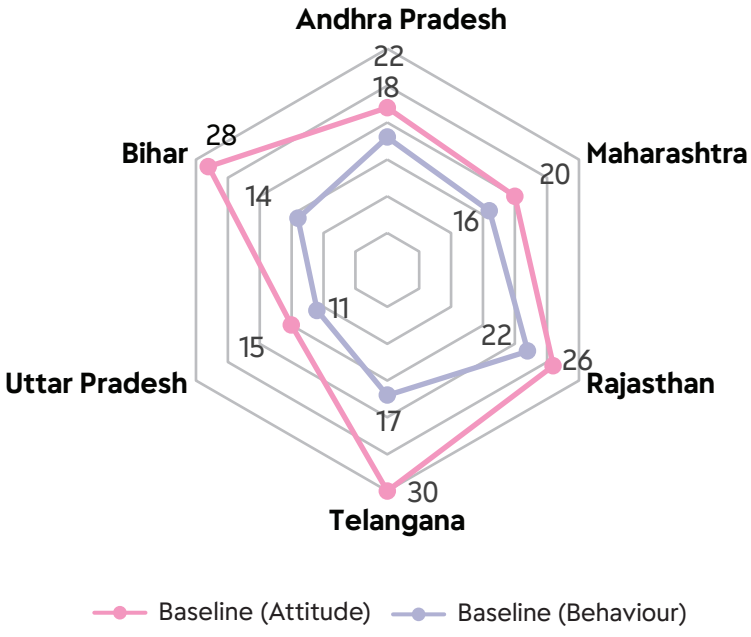
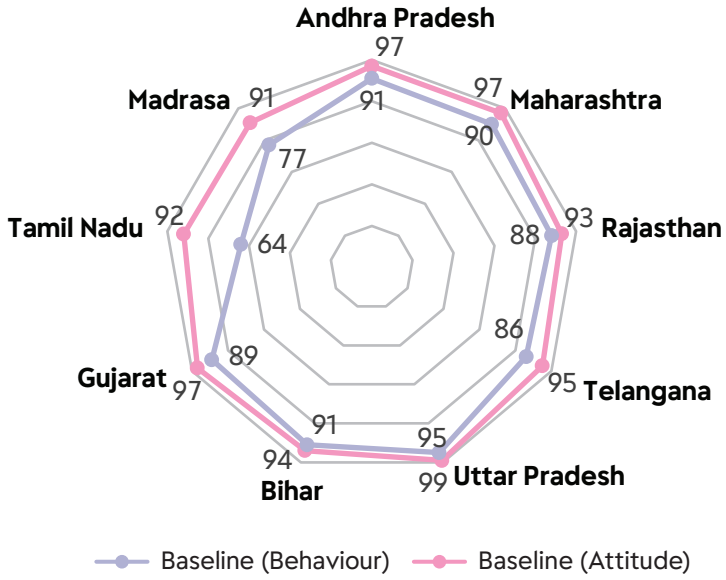


Figure 1.6 Changes In Positive Attitude Towards Handwashing and Behaviour 2020 (%)



Strong positive correlation is being observed between variables from inception year (2016-17) to year 2020. Significant improvement is observed in states like **Bihar, Telangana, Uttar Pradesh, Rajasthan and Maharashtra.**

Figure 1.7 Behaviour Change Towards Handwashing and Practice

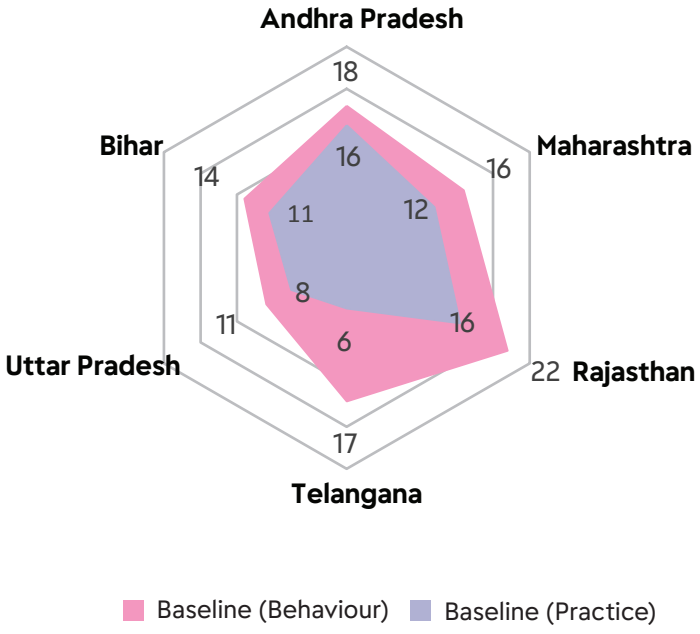
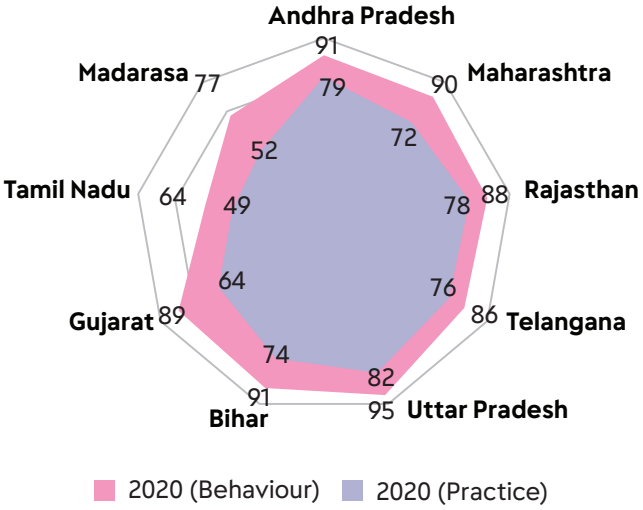


Figure 1.8 Behaviour Change Towards Handwashing and Practice



In the baseline we can see that some states like **Andhra Pradesh, Bihar, Maharashtra** have a close level of practice and behaviour compared to other states. In 2020 the difference between these variables improved significantly in **Bihar and Telangana**.

SUMMARY FINDINGS FOR KABP HANDWASHING

2020 vs Baseline Year 2016-17

Knowledge: Strong correlation between knowledge and attitudes of handwashing. Notable improvement in handwashing knowledge in **Uttar Pradesh, Maharashtra and Gujarat.**

Attitude: Strong correlation of attitude with behaviour and handwashing practices among school children. Significant positive change in attitude towards handwashing in **Bihar, Telangana, Uttar Pradesh, Rajasthan and Maharashtra.**

Behaviour and Practice: Strong correlation between handwashing behaviour and practice. Significant improvements seen in behaviour and practice in **Maharashtra, Uttar Pradesh, Bihar, Rajasthan, Telangana and Gujarat.**

2. KABP CLEAN DRINKING WATER : A MULTIVARIATE ANALYSIS

Pearson's Correlation test signifies strong correlation between dependent and independent variables:

- **Clean Drinking Water:** With **96%, 94%, and 89%** coefficient of Pearson correlation respectively; Clean drinking water activity depicts strong correlation **between knowledge, attitude, behaviour and practice**
- With **96%** and **89%** coefficient, clean drinking water activity depicts **positive significant correlation between attitude, behaviour and practice**
- With **94%** coefficient, test signifies **strong positive** correlation between clean drinking water **behaviour and practice**

Dependent variables

Independent variables	Clean Drinking Water Knowledge	Clean Drinking Water Attitude	Clean Drinking Water Behaviour	Clean Drinking Water Practice
Clean Drinking Water Knowledge	1			
Clean Drinking Water Attitude	**0.960297**	1		
Clean Drinking Water Behaviour	**0.94626**	**0.960541**	1	
Handwashing Practice	0.8933	0.898218	**0.946125**	1

Table 2 : Pearson's correlation test

Figure 2.1 Correlation Between Knowledge Vs Attitude, Behaviour and Practice

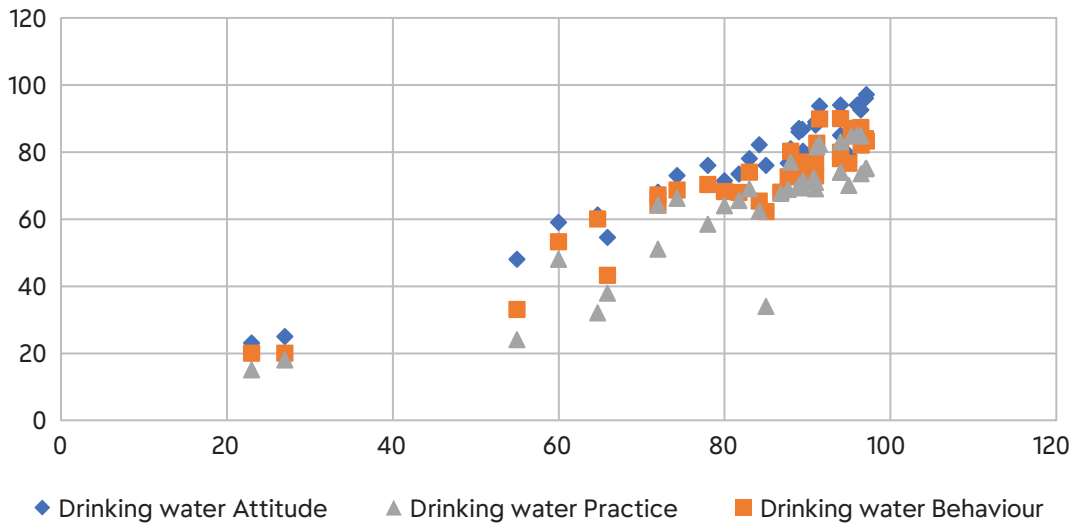
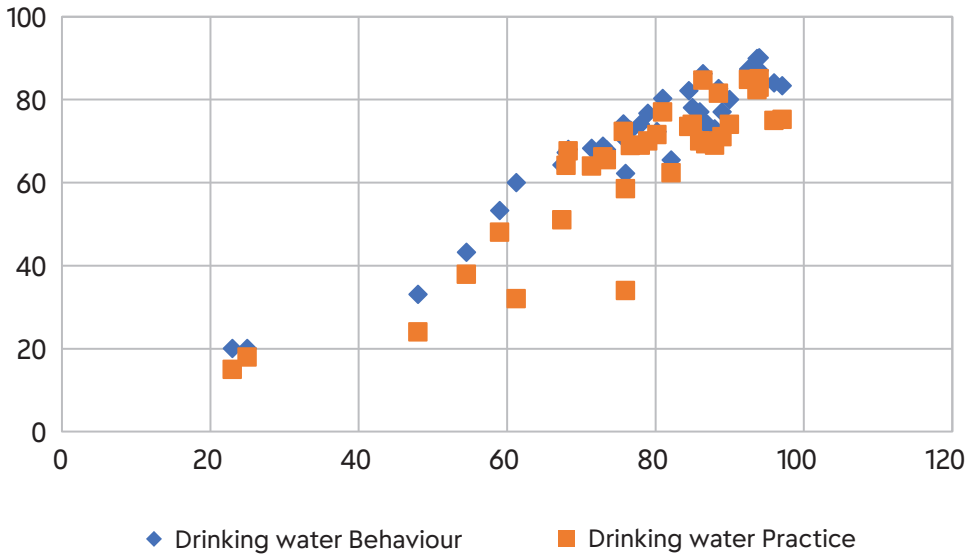


Figure 2.2 Correlation Between Attitude Vs Behaviour and Practice



Scatter charts (fig2.1 & fig2.2) signifies linear trend and depicts strong correlation between drinking water activities around behaviour, attitude and practices

Figure 2.3 Correlation Between Behaviour and Practice

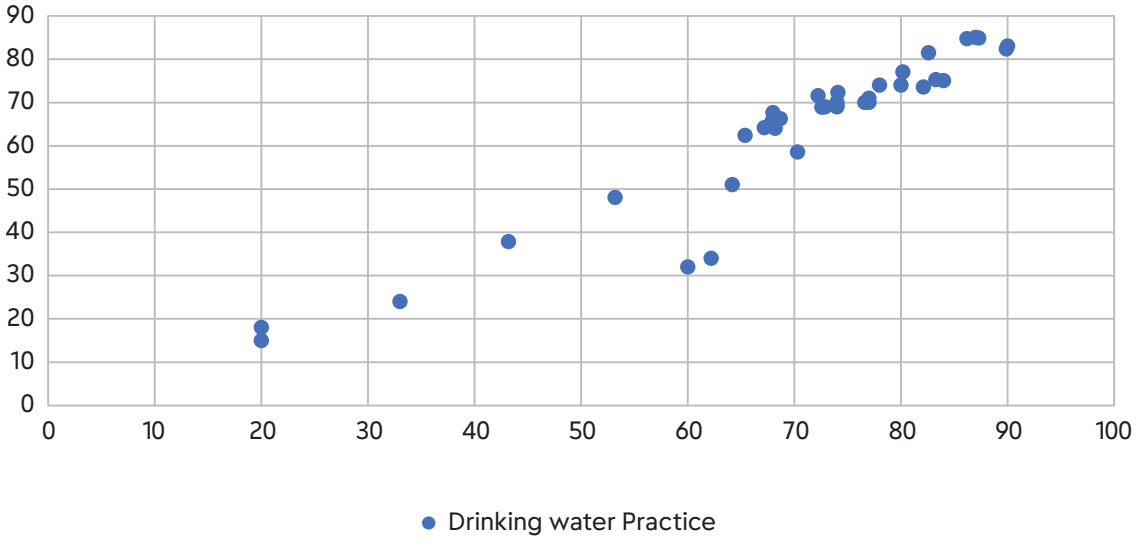
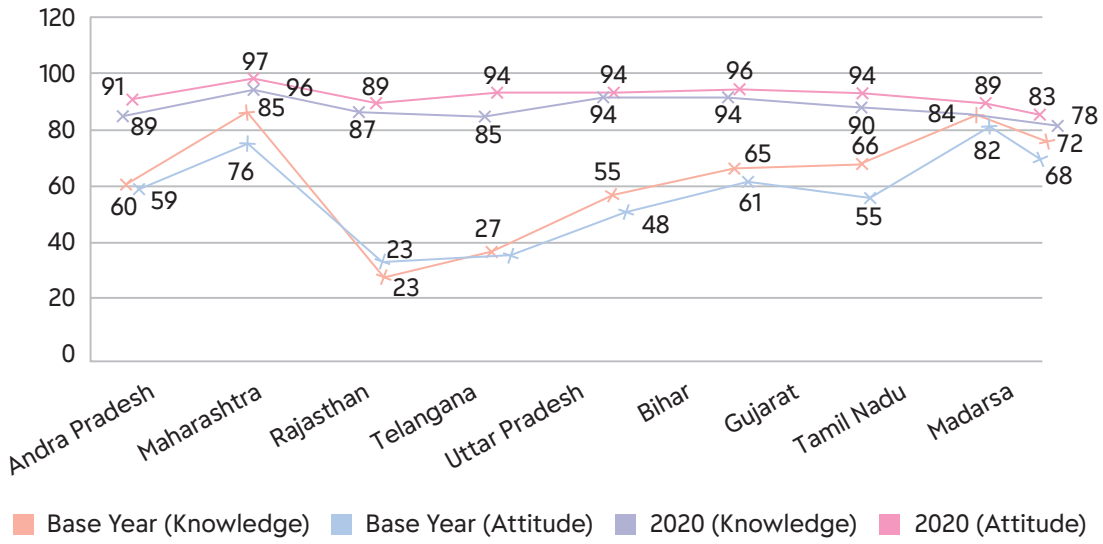


Figure 2.3 shows the scatter chart where dependent variable is behaviour and independent variable is practice

Figure 2.4 Changes In Clean Drinking Water Knowledge and Other Factors



Significant improvements are observed from baseline year to 2020 in states like **Bihar, Maharashtra and Tamil Nadu** in indicators like **Knowledge, Attitude, Behaviour and Practices.** States like **Rajasthan and Telangana have improved significantly from baseline year to current, 2020,** in all fronts of KABP Drinking water activities.

Figure 2.5 Positive Attitude Towards Clean Drinking Water and Behaviour Base Year (%)

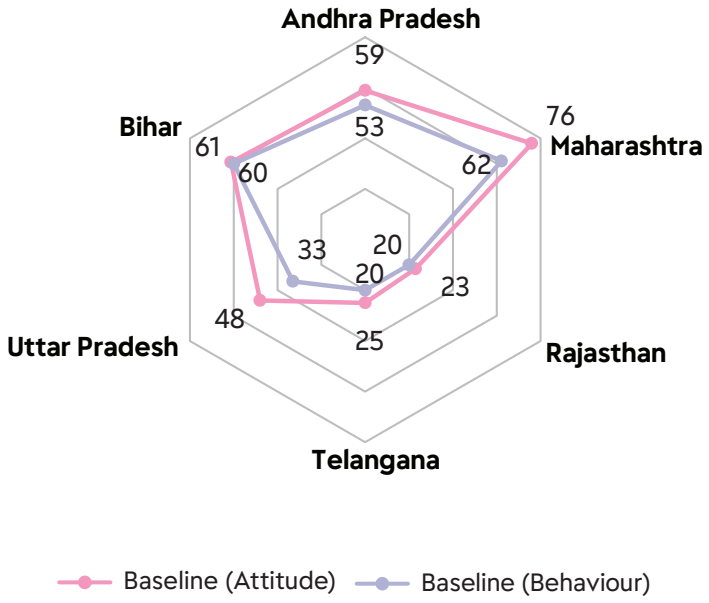
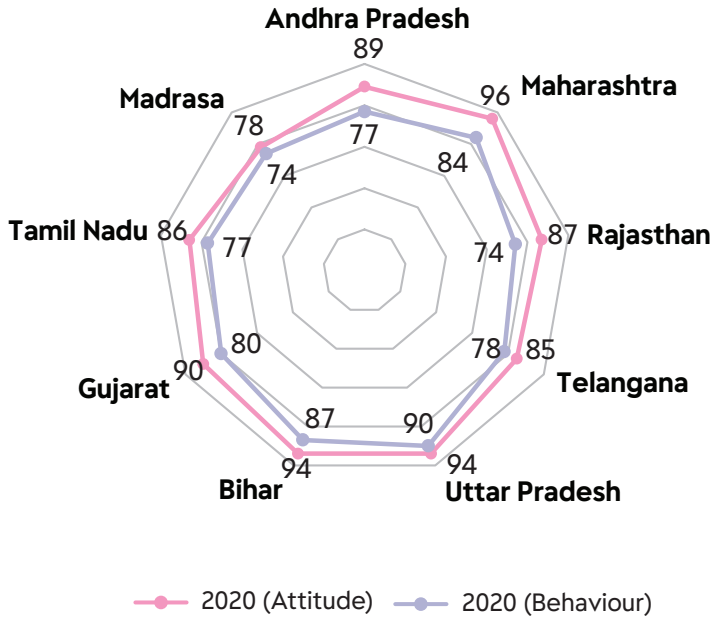


Figure 2.6 Positive Attitude Towards Clean Drinking Water and Behaviour 2020 (%)



In the baseline, we can see that some states like **Andhra Pradesh, Bihar, Rajasthan, Telangana** have attitude and behaviour level comparatively closer than other states. In 2020, the difference between these variables has improved significantly in Uttar Pradesh.

Figure 2.7 Change In Behaviour Towards Clean Drinking Water and Practice Base Year (%)

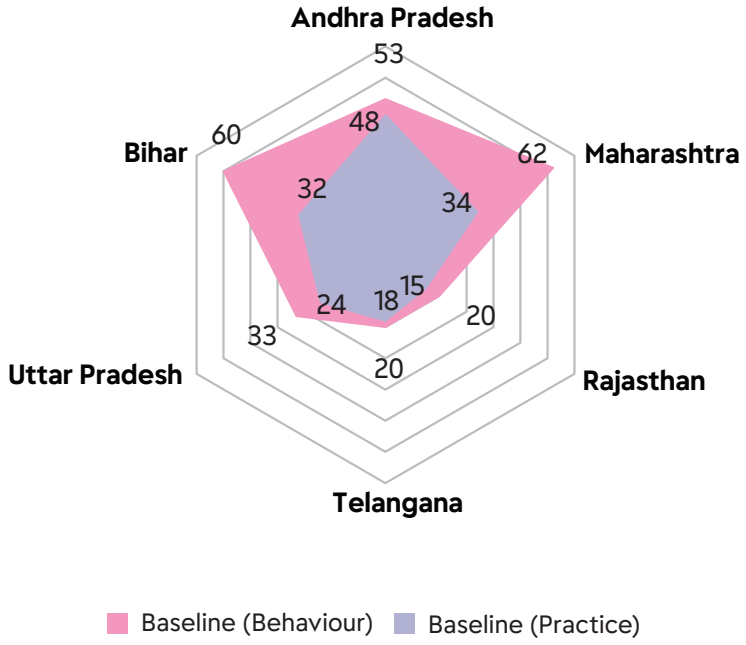
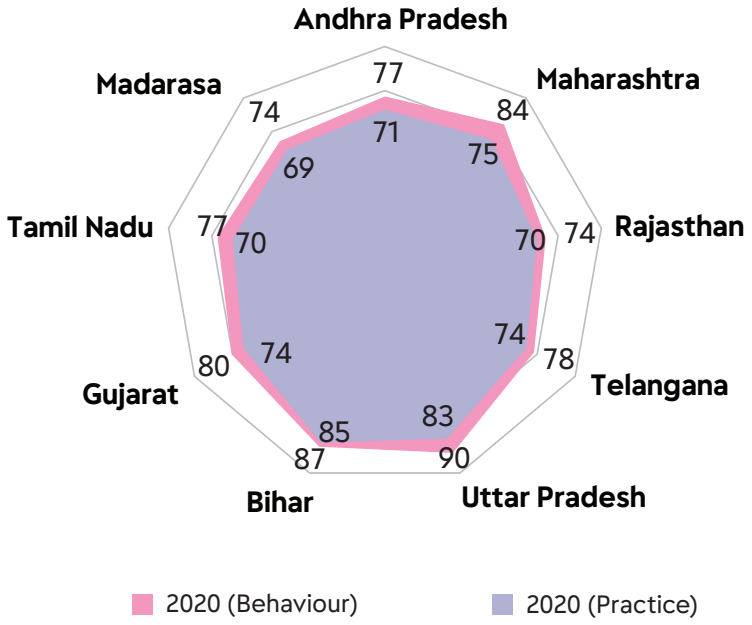


Figure 2.8 Change In Behaviour Towards Clean Drinking Water and Practice 2020 (%)



In the baseline, we can see that some states like Telangana have behaviour and practice levels comparatively closer than other states. In 2020, the difference between the these variables is improved significantly in **Bihar, Uttar Pradesh and Maharashtra.**

SUMMARY FINDINGS FOR KABP CLEAN DRINKING WATER

2020 vs Baseline Year 2016-17

Knowledge: There is a strong correlation between Knowledge and Attitude towards clean drinking water. Notable improvements in **Bihar, Maharashtra and Tamil Nadu** about knowledge of clean drinking water.

Attitude: The correlation is significant among school going children between attitude, behaviour and practice. **States like Bihar, Telangana, Uttar Pradesh, Rajasthan and Maharashtra** have shown significant improvement in attitude towards treating water before drinking.

Behaviour and Practice: Strong correlation between behaviour and practice. Significant improvement in behaviour and practices in **Maharashtra, Uttar Pradesh and Bihar.**

3. KABP SCHOOL HYGIENE AND SANITATION: A MULTIVARIATE ANALYSIS

Pearson's Correlation test signifies strong correlation between dependent and independent variables:

- **School Hygiene and Sanitation :** With **99%**, coefficient of Pearson correlation; School Hygiene and Sanitation activity depicts strong **correlation between Knowledge and cleanliness of the toilets**
- With **80%** coefficient, Drinking water activity depicts **positive correlation between cleanliness of toilets and availability of School Management Committee (SMC)**
- With **96%** coefficient, test signifies **strong positive** correlation between **Availability of the SMC and SMC participation in hygienic** activity

Independent variables	Dependent variables: School Hygiene and Sanitation Knowledge	Cleanliness of toilets	Availability of (SMC)	SMC participation in hygiene
School Hygiene and sanitation Knowledge	1			
Cleanliness of toilets	**0.992403**	1		
Availability of SMC	0.799757	**0.809861**	1	
SMC participation in hygiene	0.662018	0.677728	**0.96539**	1

Table 3.1 : Pearson's correlation test

Figure 3.1 Correlation Between SMC Availability Vs SMC Participation

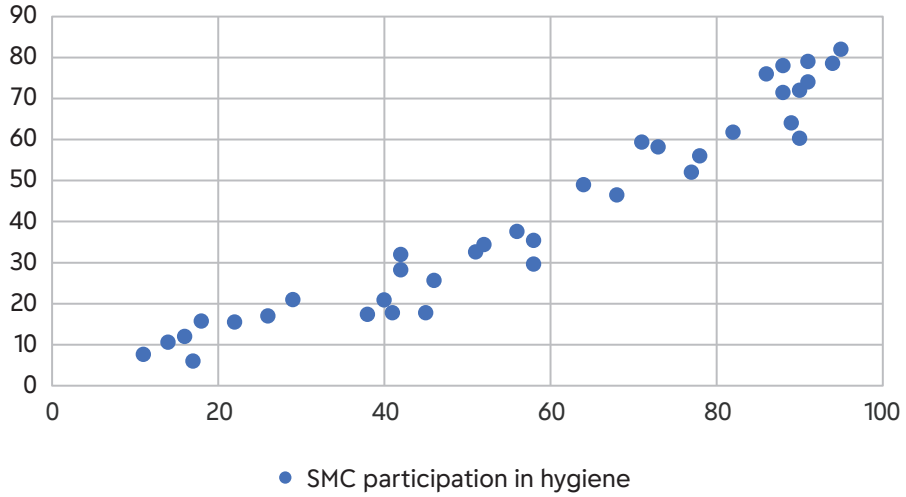
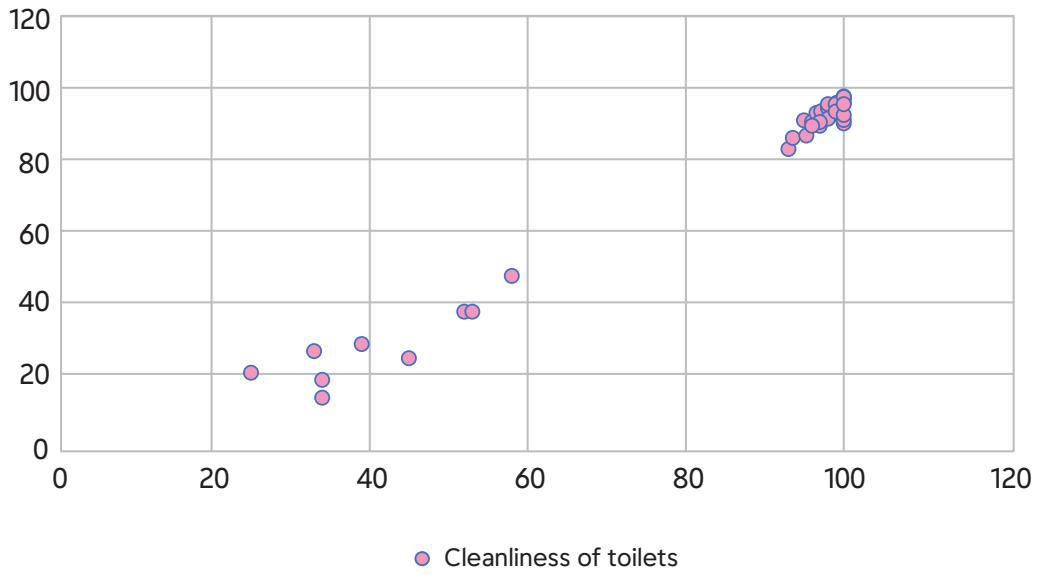
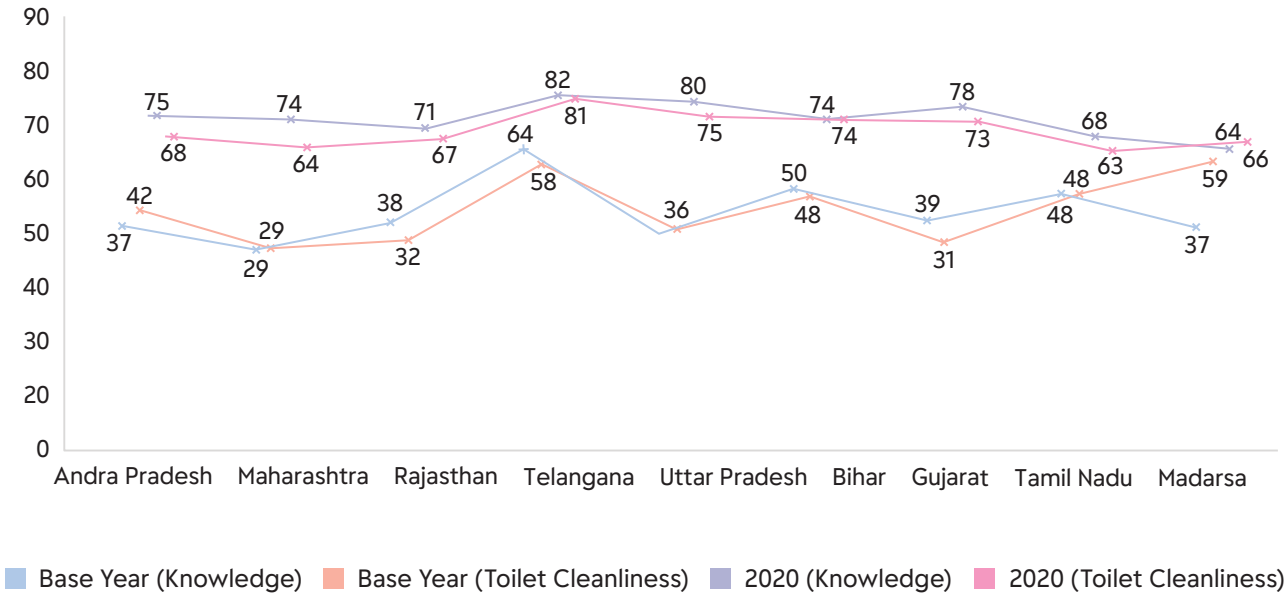


Figure 3.2 Correlation Between Knowledge and Cleanliness Of Toilets



Linear Trend Line Indicates significantly positive association between these variables.
The 45 degrees angle between lines indicates there is strong association between two variables.

Figure 3.3 Changes In Sanitation Knowledge and Other Factors Showing Positive Correlation (%)



In the baseline, we can see that some states like Telangana, Bihar, Tamil Nadu have knowledge and toilet cleanliness practice levels comparatively closer than other states. In 2020, the difference between these variables is improved significantly in **Rajasthan.**

Figure 3.4 Positive Attitude Towards Sanitation and Behaviour Baseline (%)

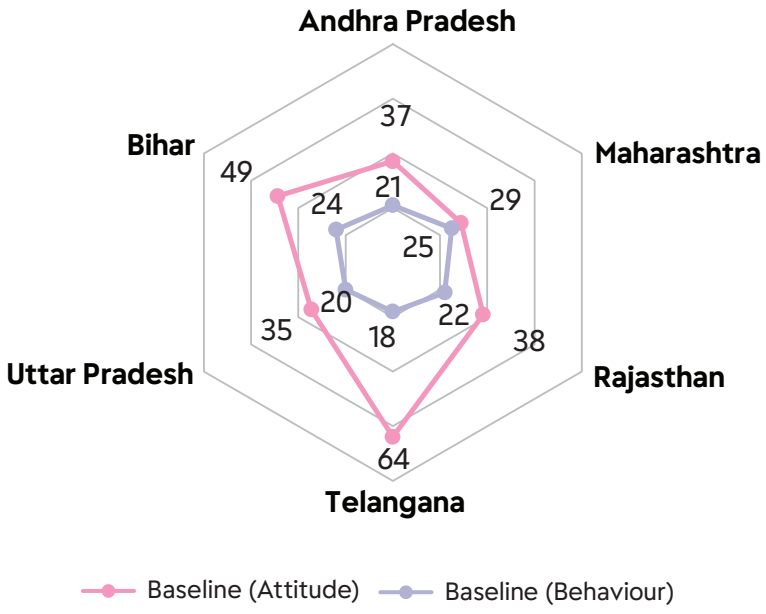
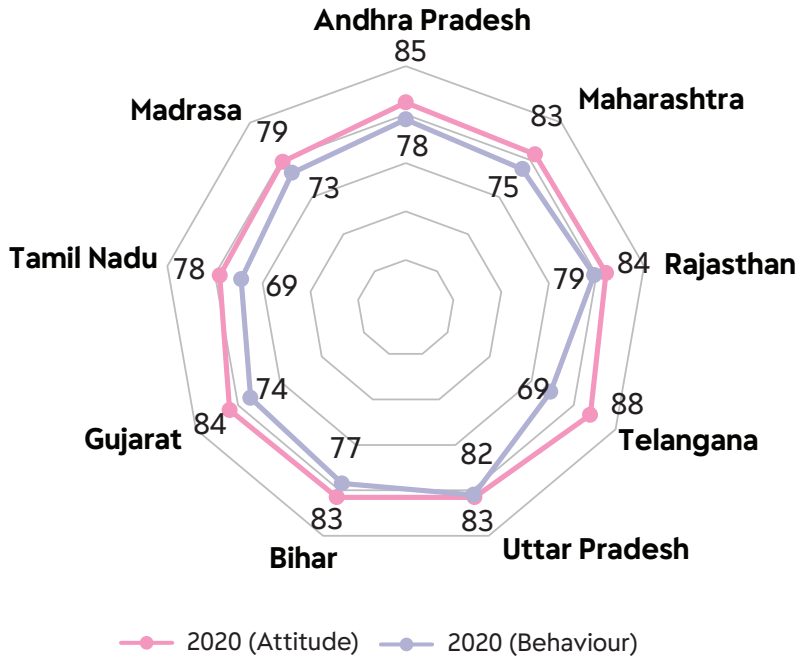


Figure 3.5 Positive Attitude Towards Sanitation and Behaviour 2020 (%)



During the baseline year, **Maharashtra** had attitude and behaviour levels comparatively closer than other states. In 2020, the difference between these variables has improved significantly in **Bihar, Uttar Pradesh and Rajasthan.**

Figure 3.6 Change In Behaviour Towards Sanitation and Practice Baseline (%)

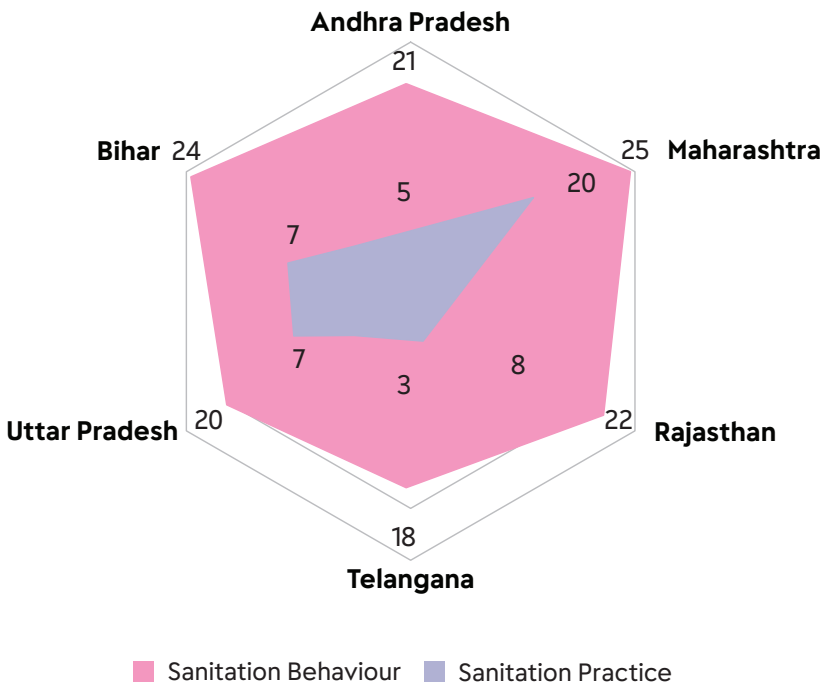
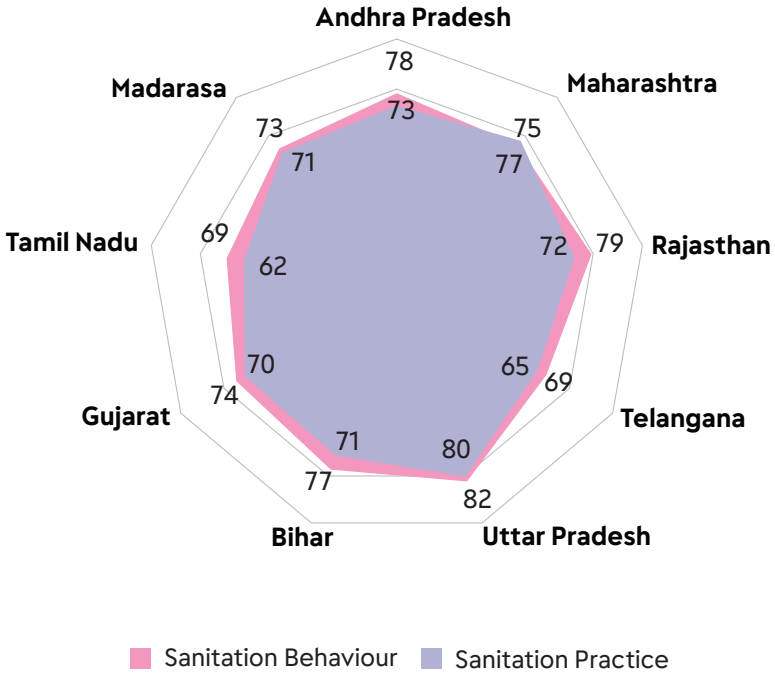


Figure 3.7 Change In Behaviour Towards Sanitation and Practice 2020 (%)



SUMMARY FINDINGS FOR KABP SCHOOL HYGIENE AND SANITATION

2020 vs Baseline-Year 2016-17

Knowledge: Strong correlation of knowledge with cleanliness of toilets. Significant improvement in knowledge observed in **Andhra Pradesh and Maharashtra.**

Attitude: Correlation is significant among school going children, with a positive attitude towards school hygiene and sanitation. **Bihar, Telangana, Uttar Pradesh, Rajasthan and Maharashtra** have shown significant improvement

Behaviour and Practice: Availability of the SMC has a Strong correlation with SMC participation in hygienic activity. Significant improvement in behaviour and practices around toilet cleanliness is observed in **Telangana, Uttar Pradesh, Bihar, and Gujarat.**

4. KABP SANITATION: A MULTIVARIATE ANALYSIS

Pearson's Correlation test signifies strong correlation between dependent and independent variables: • **KABP Sanitation :** With **82%**, coefficient of Pearson correlation; Sanitation activity depicts strong **correlation between attitude and behaviour**

- With **93%** coefficient, Sanitation activity depicts **positive correlation between behaviour and practice**

		Dependent variables			
		Sanitation Knowledge	**Sanitation Attitude**	**Sanitation Behaviour**	**Sanitation Practice**
Independent variables	**Sanitation Knowledge**	1			
	Sanitation Attitude	**0.606144**	1		
	Sanitation Behaviour	0.656526	**0.829373**	1	
	Sanitation Practice	0.623244	0.701814	**0.938329**	1

Table 3.1 : Pearson's correlation test

Figure 4.1 Correlation Between Attitude Vs Behaviour and Practice

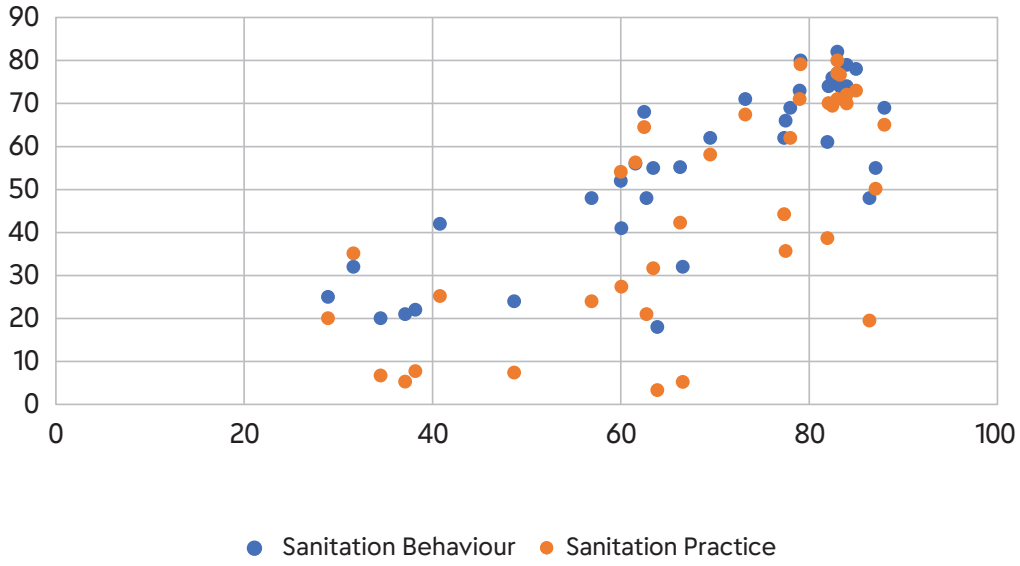
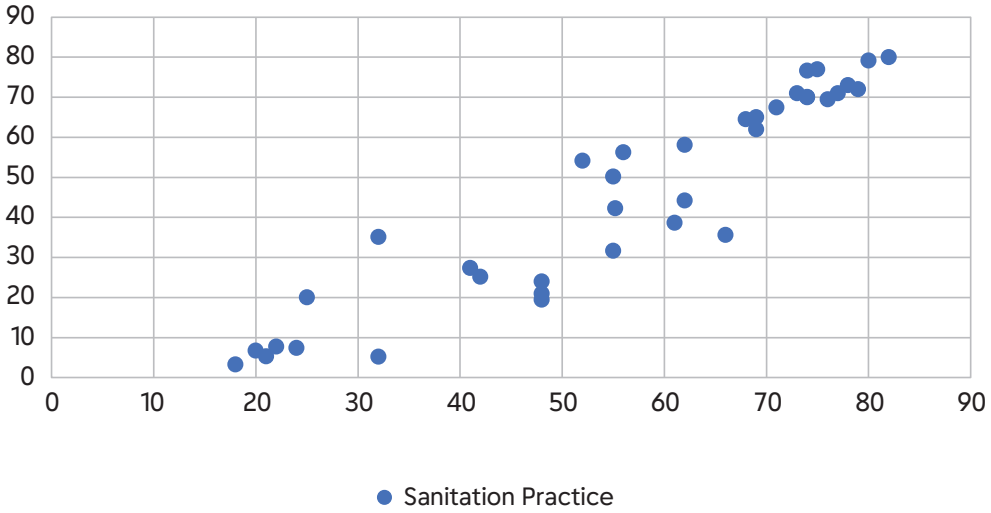


Figure 4.2 Correlation Between Behaviour Vs Practice



During the baseline year, **Maharashtra** had attitude and behaviour levels comparatively closer than other states. In 2020, the difference between these variables has improved significantly in **Bihar, Uttar Pradesh and Rajasthan.**

Figure 4.3 Positive Attitude Towards Sanitation and Behaviour 2020 (%)

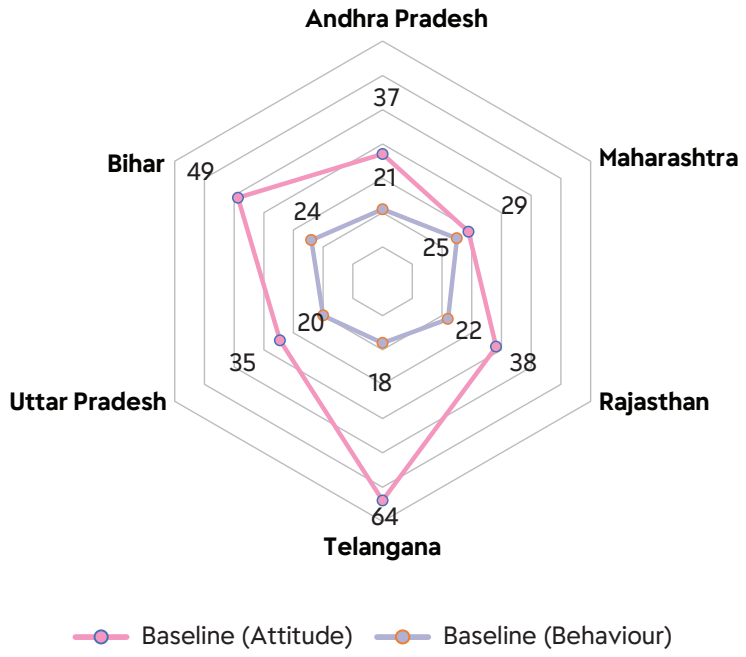
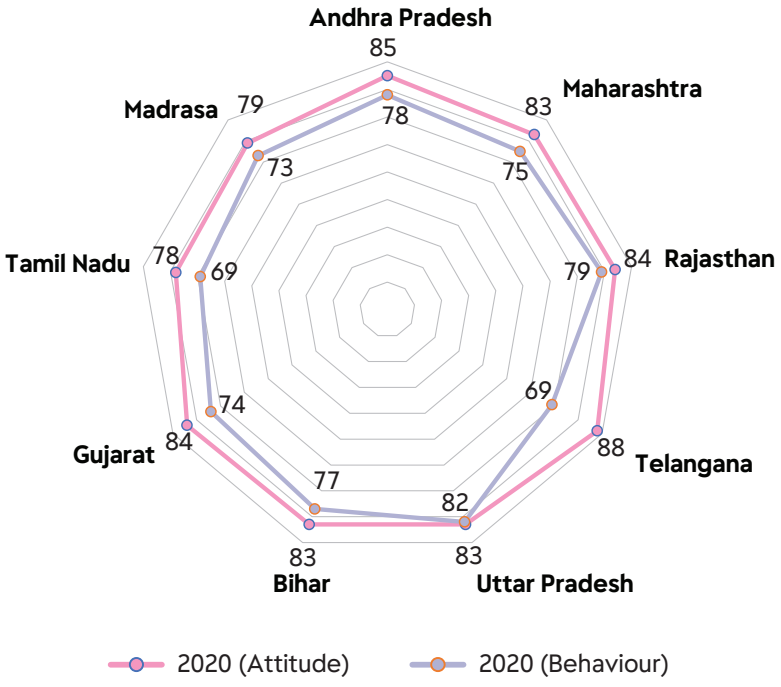


Figure 4.4 Positive Attitude Towards Sanitation and Behaviour 2020 (%)



SUMMARY FINDINGS FOR KABP SANITATION

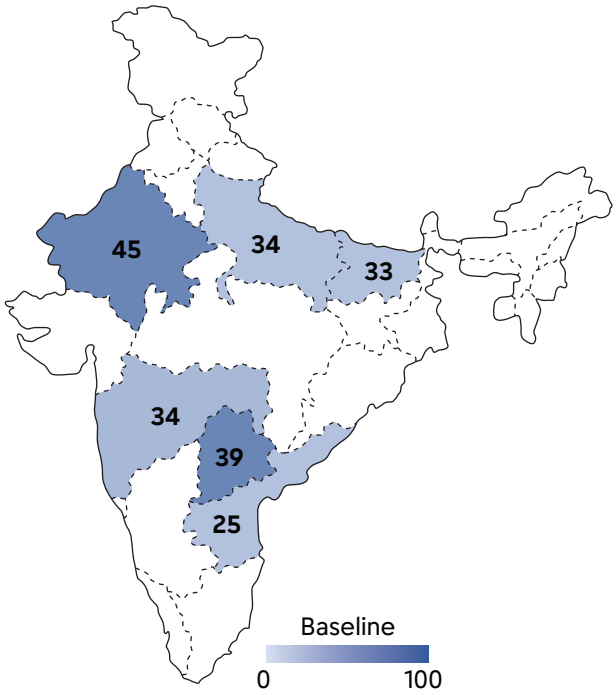
2020 vs Baseline Year 2016-17

Attitude: Strong correlation of attitude with behaviour towards sanitation practices. Significant improvement in attitude towards sanitation practices observed in **Andhra Pradesh, Maharashtra and Uttar Pradesh.**

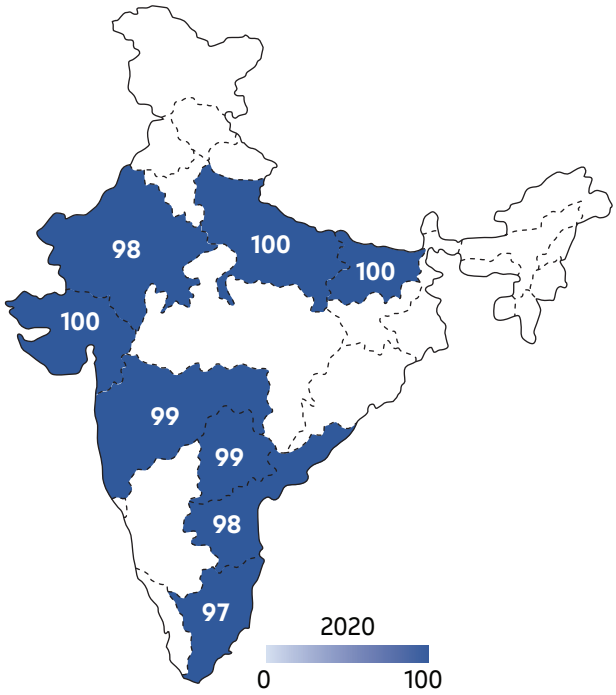
Behaviour and Practice: Behaviour toward sanitation has a strong correlation with students following sanitation practice. Significant improvement observed in sanitation practices in all states.

5. STATEWISE COMPARATIVE ANALYSIS : HANDWASHING KNOWLEDGE

HANDWASHING KNOWLEDGE



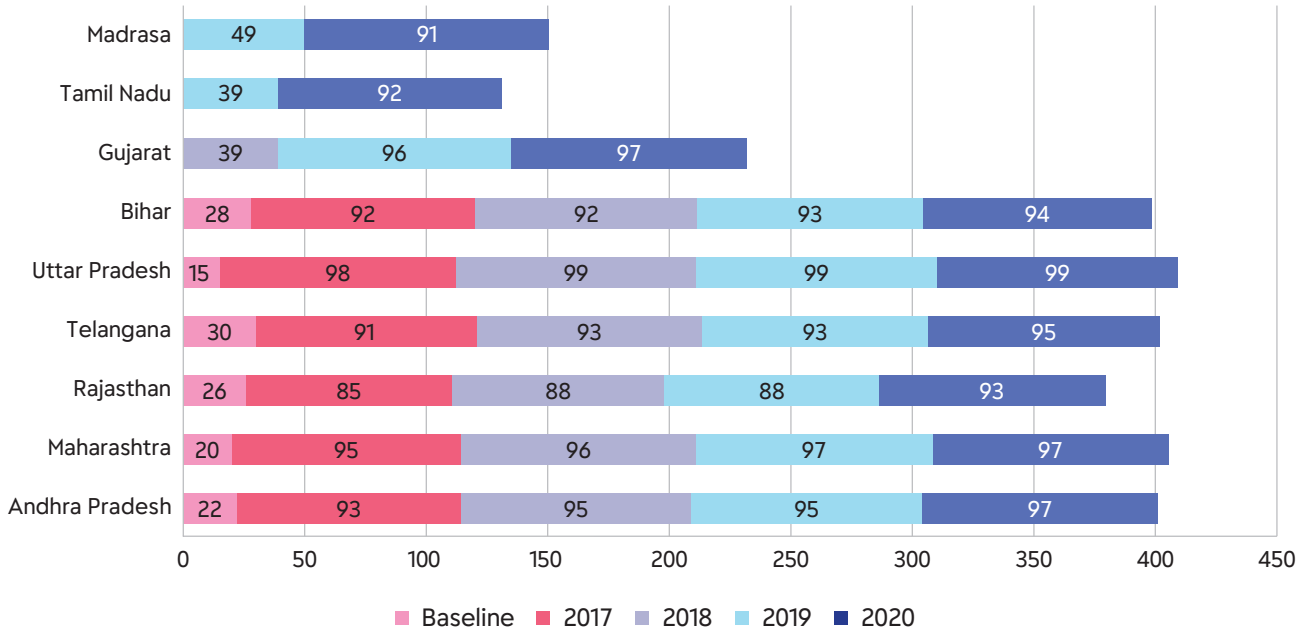
MAP 1



MAP 2

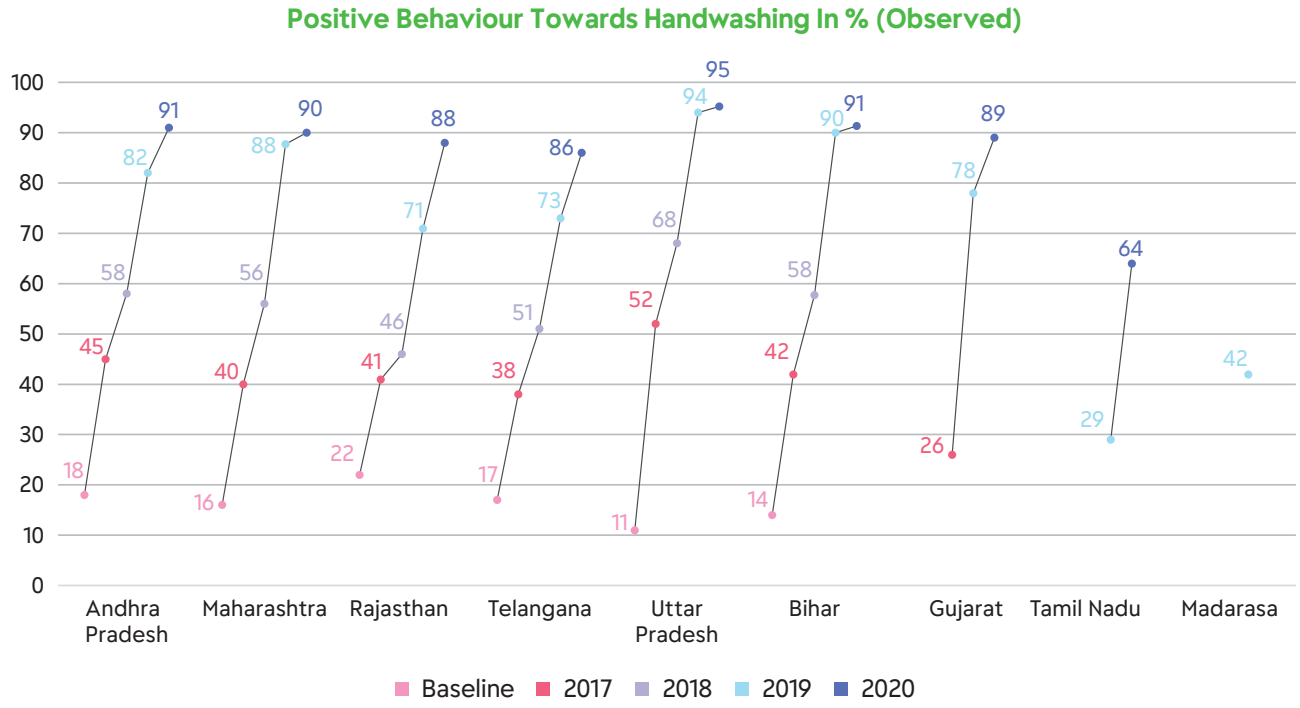
In 2020, Handwashing knowledge shows significant improvement over the baseline:
100% in Gujarat, UP and Bihar | 99% in Maharashtra and Telangana
Over 50% growth in knowledge level in all states

5.1 STATEWISE COMPARATIVE ANALYSIS : HANDWASHING ATTITUDE



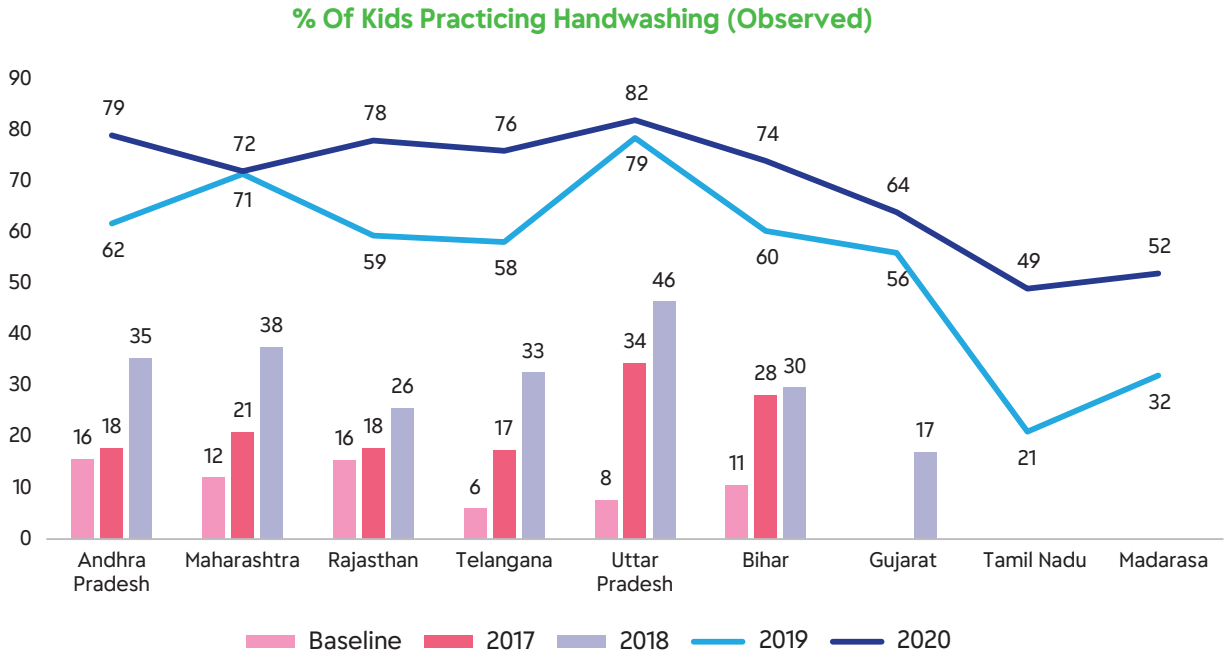
In 2020, Handwashing Attitude has significantly improved over the Baseline year:
• Gujarat, Uttar Pradesh, Bihar at 97%, 99%, 94%. • Maharashtra, Andhra Pradesh it is 97%.
• Madrasas improved their attitude from 49% to 91%.
Mostly growth in Attitude level in all the states in latest year is more than 50% than starting year.

5.2 STATEWISE COMPARATIVE ANALYSIS: HANDWASHING BEHAVIOUR



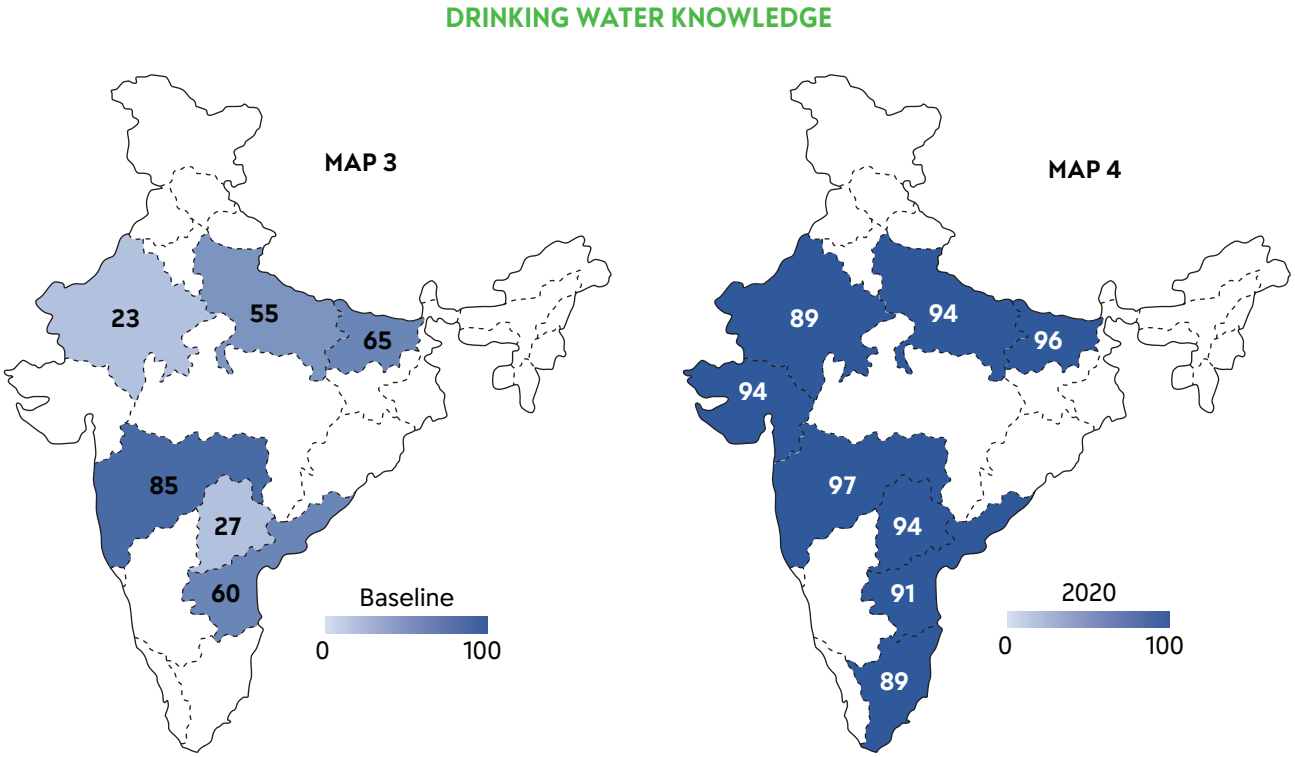
In 2020, Handwashing Behaviour has significantly improved over the Baseline year :
• Madrasas improved their attitude from 42% to 77% • Gujarat, Uttar Pradesh, Bihar improved from 26%, 11%, 14% to 89%, 95%, 91%. • Maharashtra, Andhra Pradesh it is 97%

5.3 STATEWISE COMPARATIVE ANALYSIS: HANDWASHING PRACTICE



Most states show positive change in behaviour. In all states there is significant change in hand-washing practice between year 2018 to 2020. in the first year, Andhra Pradesh and Rajasthan didn't show much change in handwashing practice, whereas Maharashtra, Telangana, UP and Bihar showed significant improvement

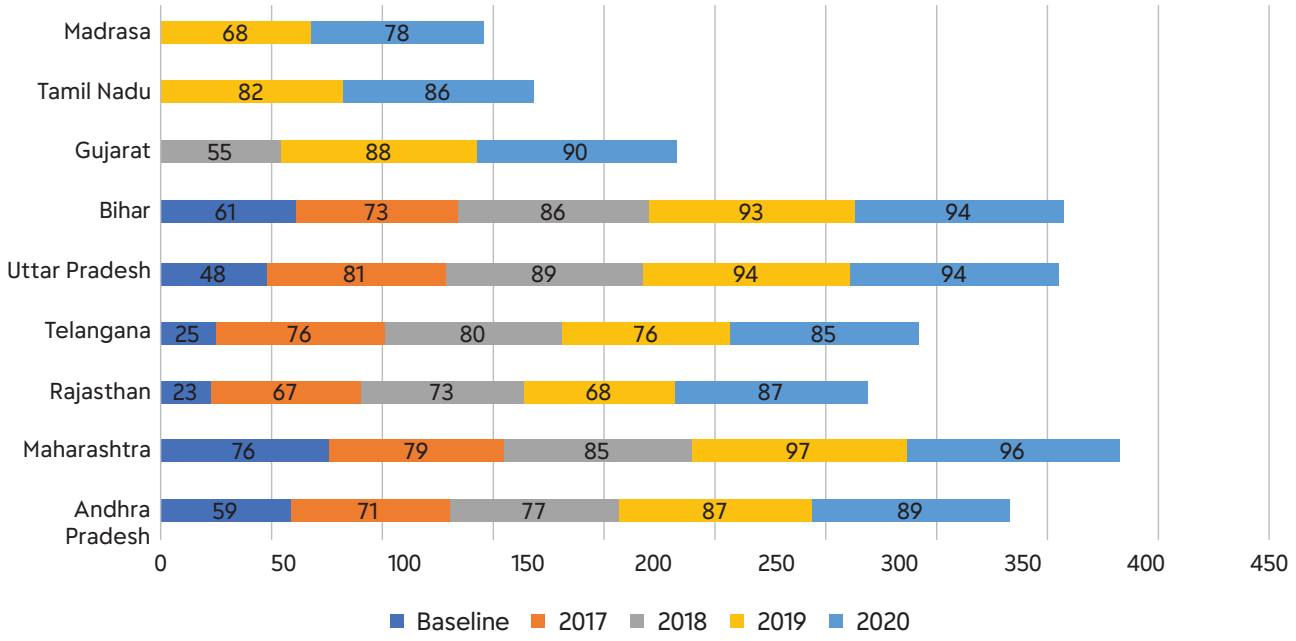
6. STATEWISE COMPARATIVE ANALYSIS: CLEAN DRINKING WATER KNOWLEDGE



Clean drinking water knowledge improved significantly in states:
Rajasthan (2016: 23%; 2020: 89%), Uttar Pradesh (2016: 55%; 2020: 94%), Bihar (2016: 65%; 2020: 96%)

6.1 STATEWISE COMPARATIVE ANALYSIS: CLEAN DRINKING WATER ATTITUDE

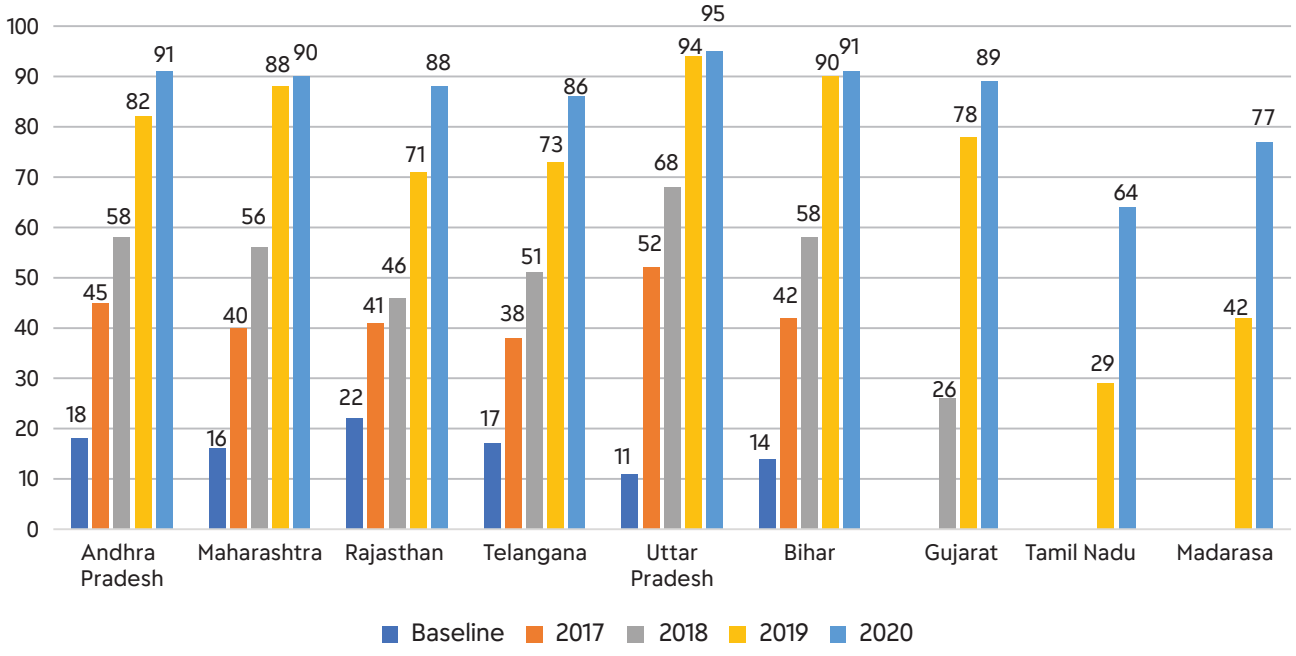
ATTITUDE TOWARDS TREATING WATER BEFORE DRINKING IN %



Clean drinking water Attitude improved significantly in states from baseline year 2016-17 to end line year 2020: Rajasthan (2016: 23%; 2020: 87%), Uttar Pradesh (2016: 48%; 2020: 94%), Bihar (2016: 61%; 2020: 94%), Telangana (2016: 25% ; 2020: 85%)

6.2 STATEWISE COMPARATIVE ANALYSIS: CLEAN DRINKING WATER BEHAVIOUR

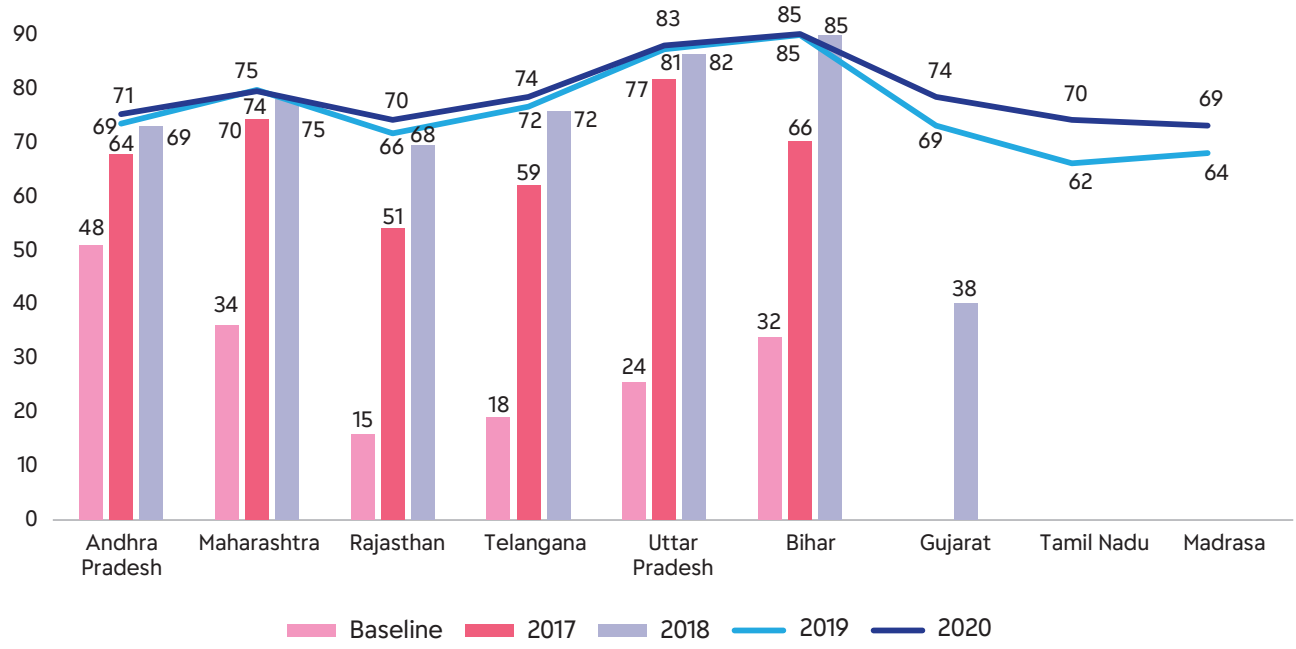
POSITIVE BEHAVIOUR TOWARDS HANDWASHING IN % (OBSERVED)



Clean drinking water Behavior improved significantly in states:
Rajasthan (2016: 20%; 2020: 74%), Uttar Pradesh (2016: 33%; 2020: 90%), Bihar (2016: 60% 2020: 87%)

6.3 STATEWISE COMPARATIVE ANALYSIS: CLEAN DRINKING WATER PRACTICE

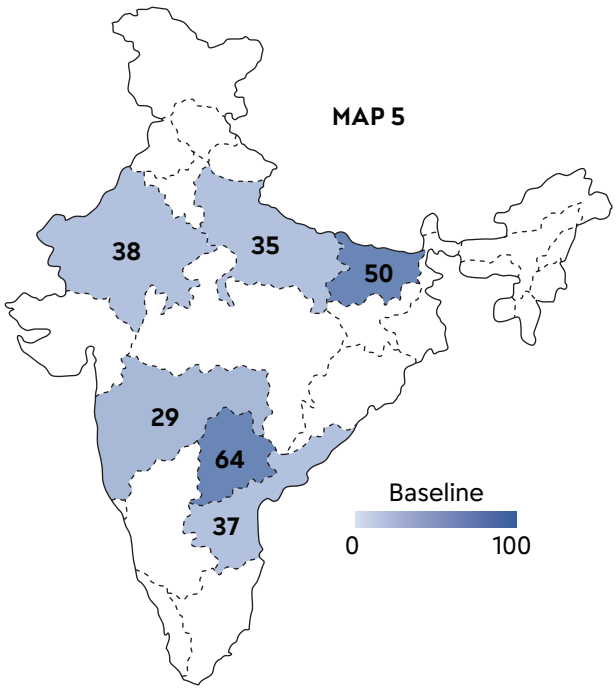
HEALTHY PRACTICES TO MAKE WATER CLEAN FOR DRINKING %

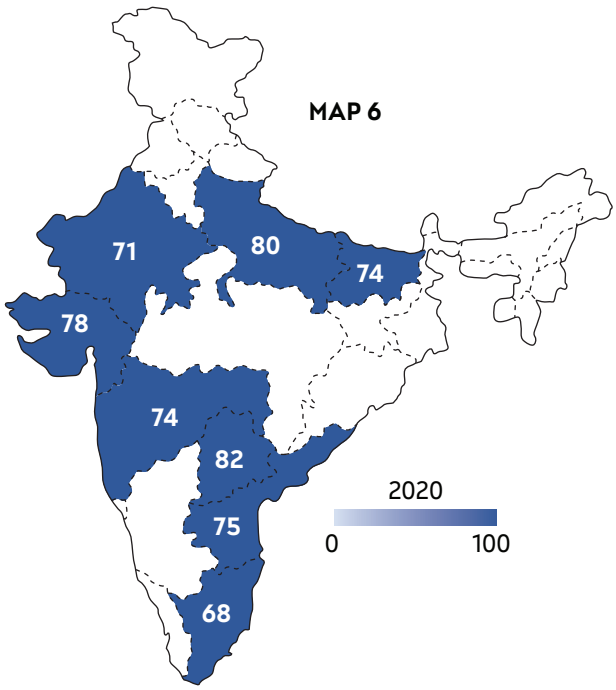


All states show improvement in heathy practices to make water clean to drink. Telangana, UP and Bihar show highest improvement over the base year.

7. STATEWISE COMPARATIVE ANALYSIS: SCHOOL HYGIENE AND SANITATION KNOWLEDGE

KNOWLEDGE ON SCHOOL HYGIENE & SANITATION

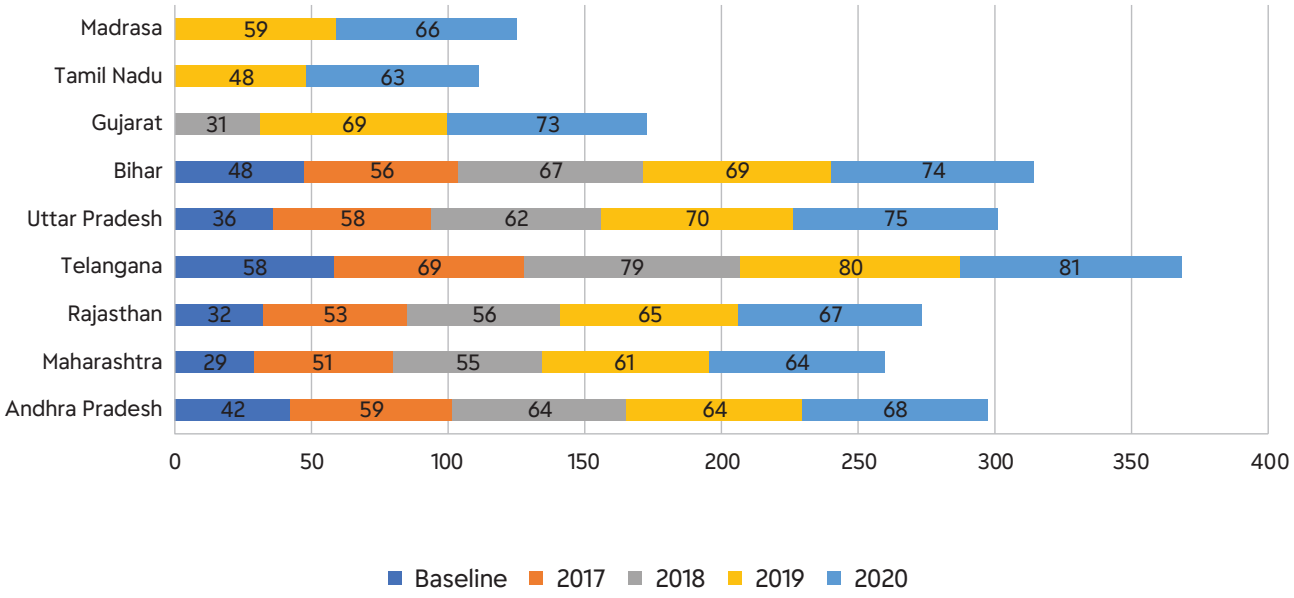




Telangana and Uttar Pradesh showed over 80% knowledge levels in school sanitation and hygiene. In most states, knowledge levels grew by 50% over the base year.

7.1 STATEWISE COMPARATIVE ANALYSIS: SCHOOL HYGIENE AND SANITATION ATTITUDE

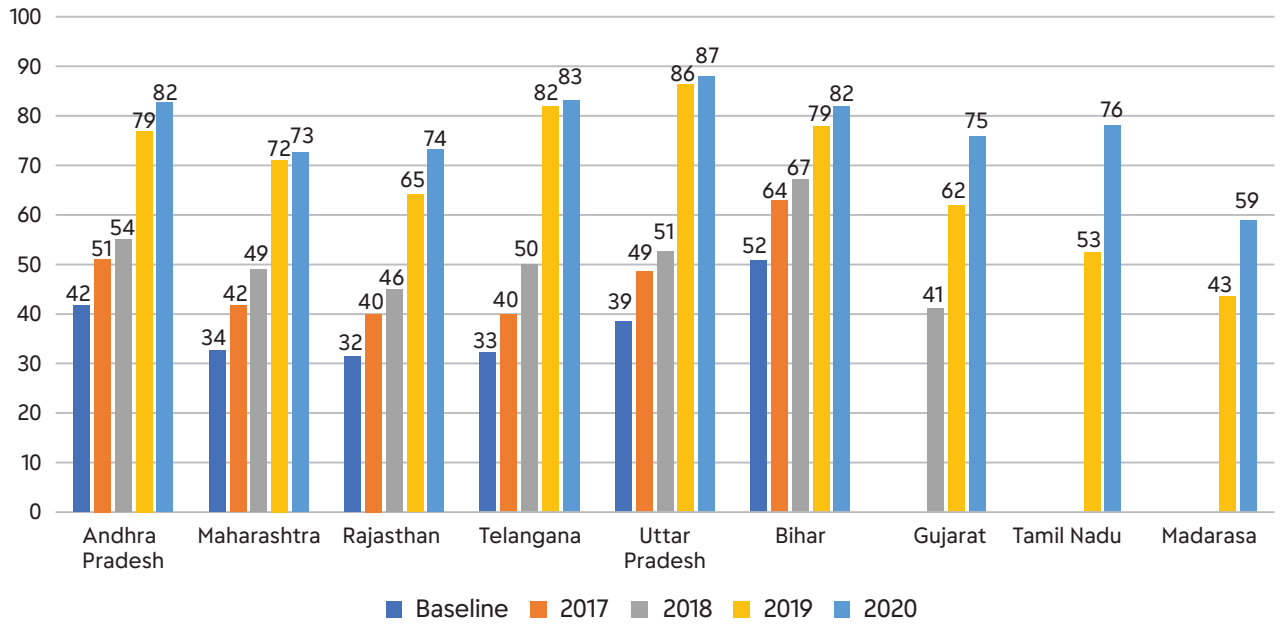
CLEANLINESS OF TOILETS IN %



There is a growth in toilet cleanliness practice in all years.

7.2 STATEWISE COMPARATIVE ANALYSIS: SCHOOL HYGIENE AND SANITATION BEHAVIOUR

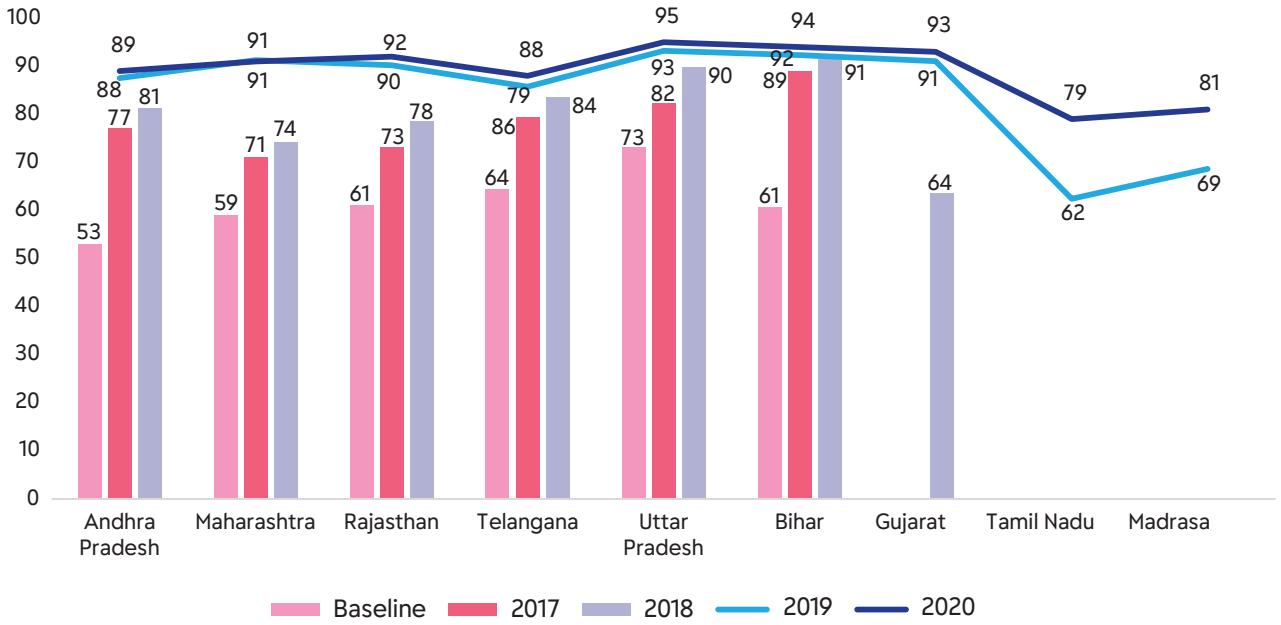
AVAILABILITY OF SCHOOL MANAGEMENT COMMITTEE (SMC) IN %



There is positive growth in availability of School Management Committee (SMC) in all years.

7.3 STATEWISE COMPARATIVE ANALYSIS: SCHOOL HYGIENE AND SANITATION PRACTICES

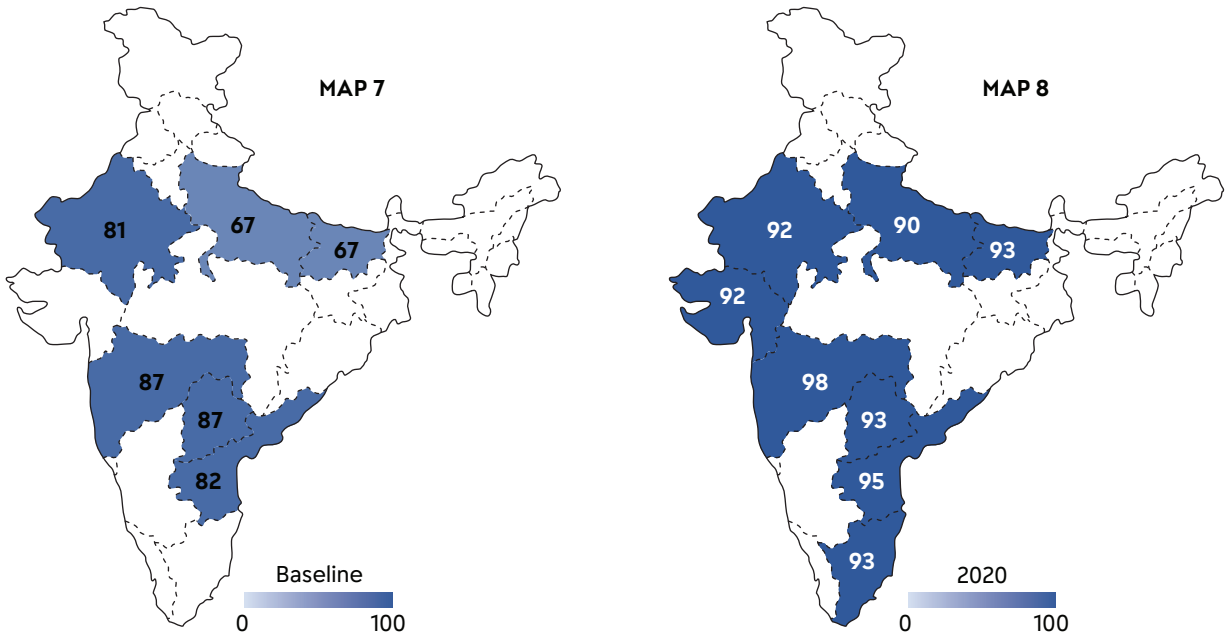
SCHOOL MANAGEMENT COMMITTEE PARTICIPATION IN HYGIENE AND SANITATION ACTIVITIES IN %



In 2018-2019, Maharashtra and Rajasthan saw very high growth in School Management Committee (SMC) participation. In the first year, Bihar, Gujarat and Telangana showed high growth.

8. STATEWISE COMPARATIVE ANALYSIS: SANITATION KNOWLEDGE

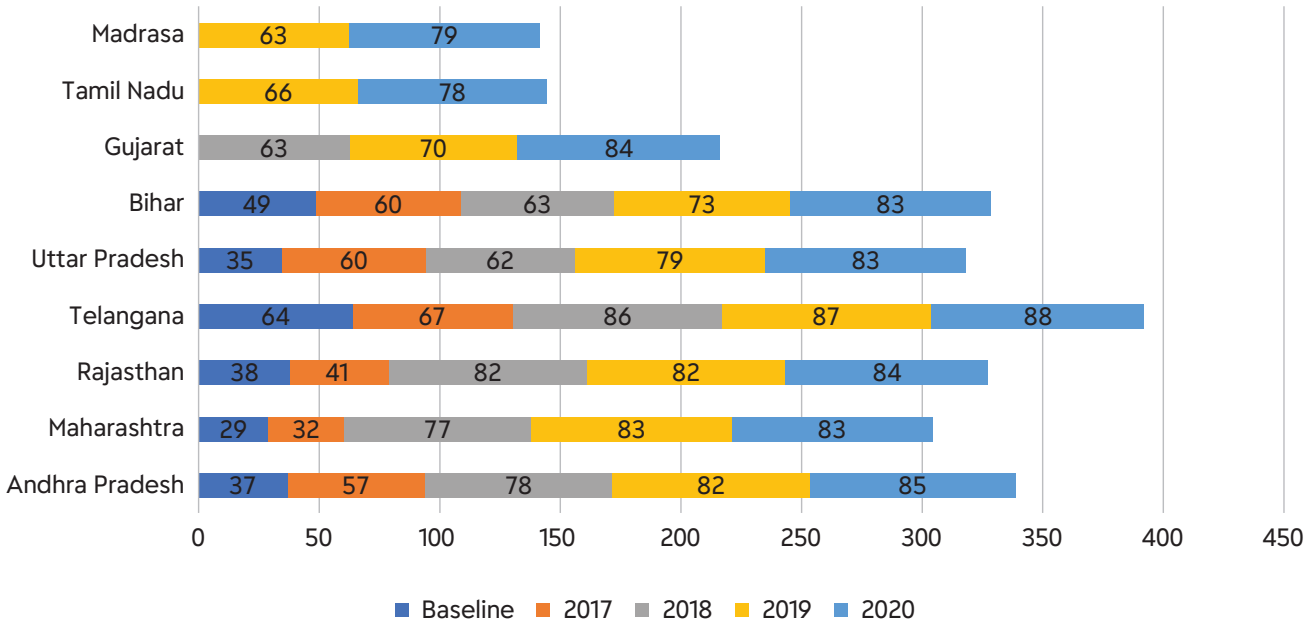
KNOWLEDGE ON SANITATION



Knowledge levels were above 80% in most states in the base year, except Bihar and UP which had less than 70% knowledge on sanitation. In 2020, knowledge levels increased to 90% and 93% in UP and Bihar respectively. Maharashtra was highest, with 98% in the latest year.

8.1 STATEWISE COMPARATIVE ANALYSIS: SANITATION ATTITUDE

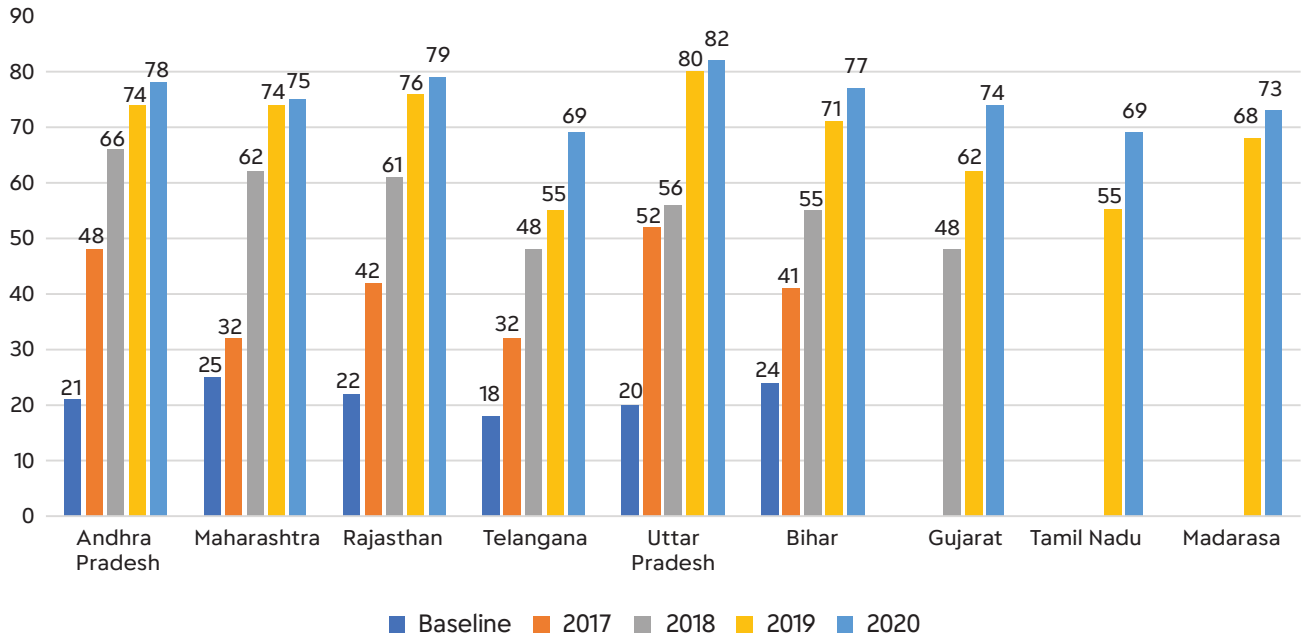
ATTITUDE TOWARDS HEALTHY SANITATION PRACTICES IN %



In the first year Madrasas, Tamil Nadu, Gujarat and Telangana showed positive attitudes towards sanitation practice. Maharashtra and Rajasthan showed high growth in 2017-2018. In other states, growth has been positive.

8.2 STATEWISE COMPARATIVE ANALYSIS: SANITATION BEHAVIOUR

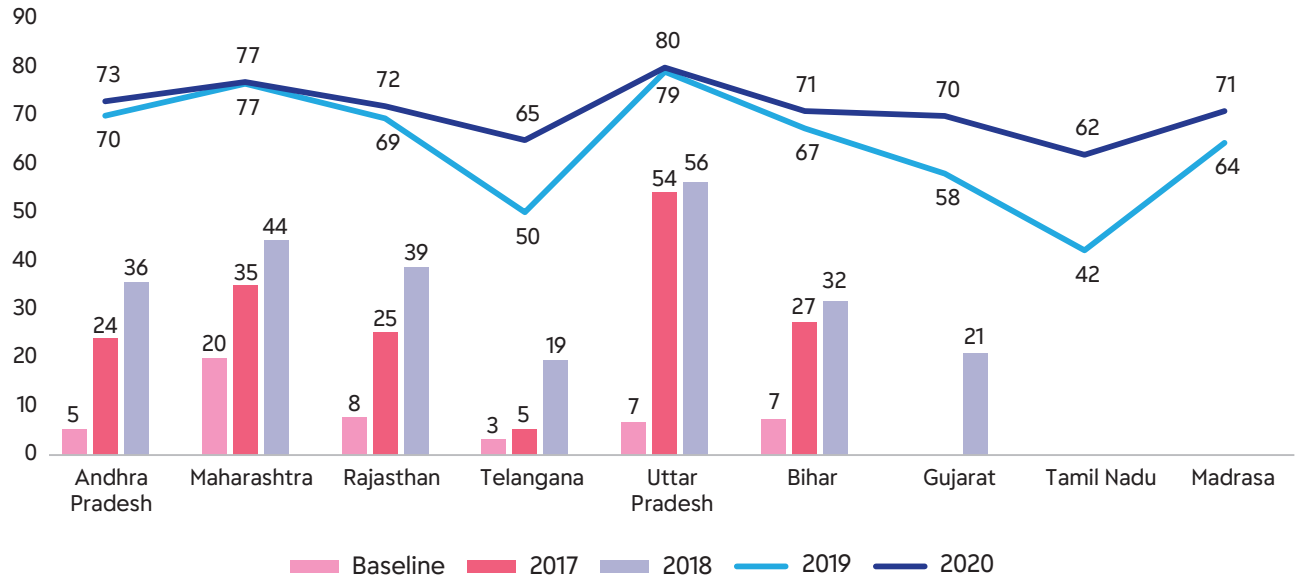
POSITIVE BEHAVIOUR TOWARDS SANITATION PRACTICE IN %



Most states show continuous growth in positive behaviour towards sanitation practice.

8.3 STATEWISE COMPARATIVE ANALYSIS: SANITATION PRACTICE

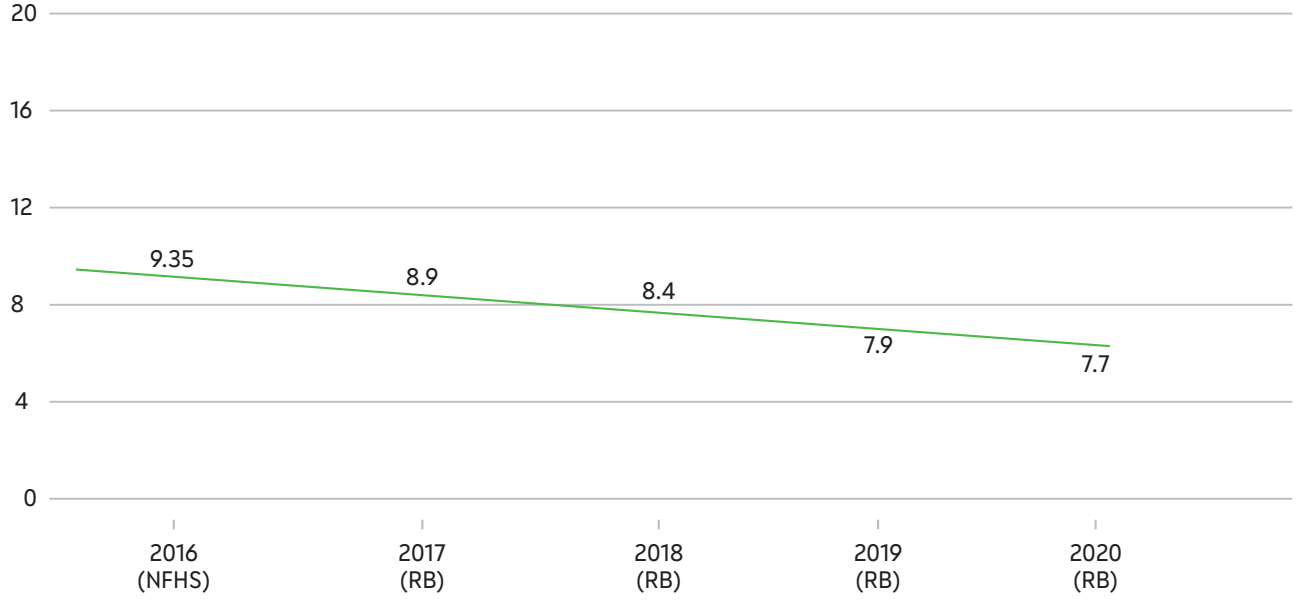
ALWAYS FOLLOWING SANITATION PRACTICE IN %



Most states show high growth in sanitation practice in 2018-2019.
UP and Maharashtra have high sanitation practice in all years.

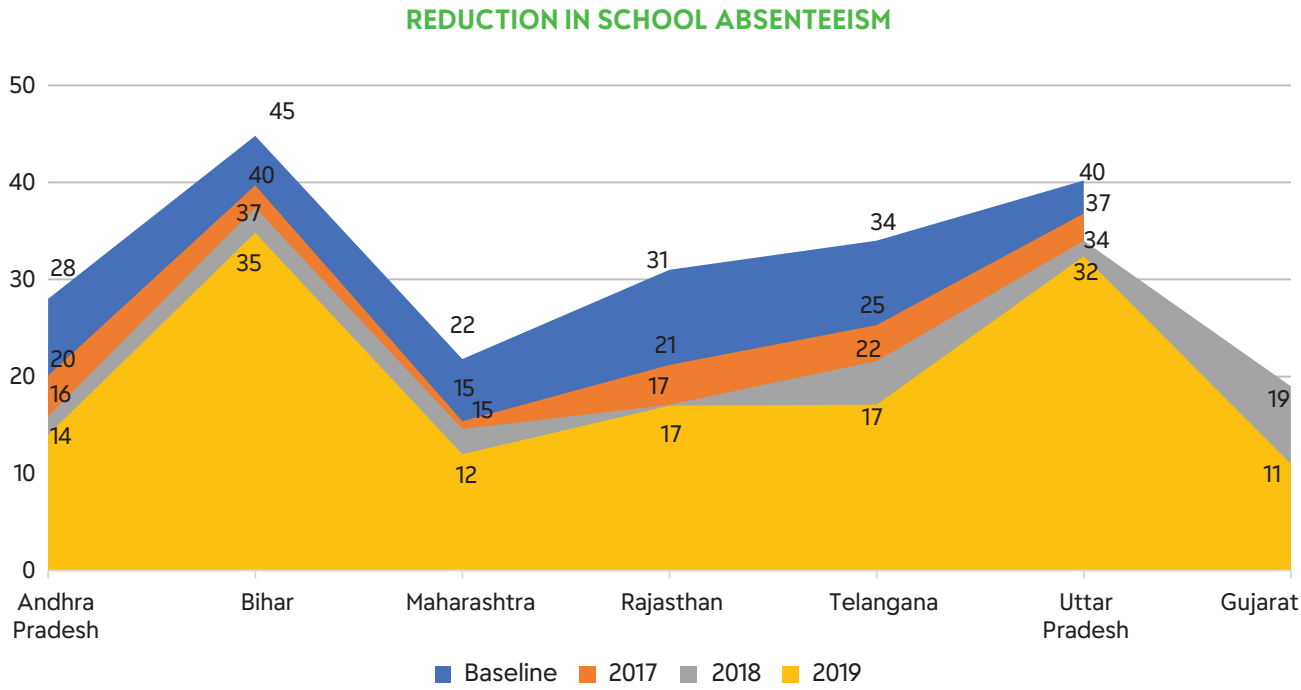
8.4 ANALYSIS OF DIARRHOEA REDUCTION IN PROGRAMME AREAS WITH NFHS 4 AS BASELINE

AVERAGE PREVALENCE OF DIARRHOEA IN THE PROGRAMME AREAS



14.6% average reduction in diarrhoea

8.5 STATEWISE COMPARATIVE ANALYSIS: SCHOOL HYGIENE AND SANITATION KNOWLEDGE



Absenteeism reduced from 33% to 20% overall. Andhra Pradesh, Maharashtra and Gujarat show lower absenteeism than other states in 2019. Bihar and UP show progress in reducing absenteeism but have higher absenteeism than other states. Data is till 2019 due to school closures in 2020.

CORRELATING KNOWLEDGE, ATTITUDE, PRACTICE AND BEHAVIOUR

HANDWASHING		Handwashing Knowledge	Handwashing Attitude	Handwashing Behaviour	Handwashing Practice
Handwashing Knowledge	Pearson Correlation	1	.992**	.800**	.662**
	Sig. (2-tailed)		0.000	0.000	0.000
	N	37	37	37	37
Handwashing Attitude	Pearson Correlation	.992**	1	.810**	.678**
	Sig. (2-tailed)	0.000		0.000	0.000
	N	37	37	37	37
Handwashing Behaviour	Pearson Correlation	.800**	.810**	1	.965**
	Sig. (2-tailed)	0.000	0.000		
	N	37	37	37	37
Handwashing Practice	Pearson Correlation	.662**	.678**	.965**	1
	Sig. (2-tailed)	0.000	0.000	0.000	0.000
	N	37	37	37	37

**. Correlation is significant at the 0.01 level (2-tailed)

CLEAN DRINKING WATER

		Clean drinking water Knowledge	Clean drinking water Attitude	Clean drinking water Behaviour	Clean drinking water Practice
Clean drinking water Knowledge	Pearson Correlation	1	.960**	.946**	.893**
	Sig. (2-tailed)		0.000	0.000	0.000
	N	37	37	37	37
Clean drinking water Attitude	Pearson Correlation	.960**	1	.961**	.898**
	Sig. (2-tailed)	0.000		0.000	0.000
	N	37	37	37	37
Clean drinking water Behaviour	Pearson Correlation	.946**	.810**	1	.946**
	Sig. (2-tailed)	0.000	0.000		
	N	37	37	37	37
Clean drinking water Practice	Pearson Correlation	.893**	.898**	.946**	1
	Sig. (2-tailed)	0.000	0.000	0.000	
	N	37	37	37	37

**. Correlation is significant at the 0.01 level (2-tailed)

SCHOOL HYGIENE AND SANITATION

		School Hygiene & Sanitation Knowledge	School Hygiene & Sanitation Attitude	School Hygiene & Sanitation Behaviour	School Hygiene & Sanitation Practice
School Hygiene & Sanitation Knowledge	Pearson Correlation	1	.992**	.800**	.662**
	Sig. (2-tailed)		0.000	0.000	0.000
	N	37	37	37	37
School Hygiene & Sanitation Attitude	Pearson Correlation	.992**	1	.810**	.678**
	Sig. (2-tailed)	0.000		0.000	0.000
	N	37	37	37	37
School Hygiene & Sanitation Behaviour	Pearson Correlation	.800**	.810**	1	.965**
	Sig. (2-tailed)	0.000	0.000		0.000
	N	37	37	37	37
School Hygiene & Sanitation Practice	Pearson Correlation	.662**	.678**	.965**	1
	Sig. (2-tailed)	0.000	0.000	0.000	
	N	37	37	37	37

**. Correlation is significant at the 0.01 level (2-tailed)



A new generation has begun imagining and creating hygiene solutions for the world.

11 | BUILDING THE FUTURE

Can you envision a day when every child is born into a culture of hygiene? What would the world look like if cleanliness and WASH were taken for granted and practices like handwashing were as instinctive as breathing?

Reckitt places its faith on the enormous potential of a young generation to realise this vision. Collaborating with technology-based company, WhiteHat Jr., Reckitt has launched a digital scholarship programme. The White Hat Swasth Bharat Tech Champs Programme inspires children aged 6 - 18 years to reimagine health and hygiene solutions at all human touchpoints, from personal to domestic and from the community to the environment.



Reckitt's vision for 2021-22, as encapsulated in 'Banega Swasth India' is to prepare and carry India into a healthier, post-pandemic world. Since this world will be reliant on technology, closing the digital gap, especially for the lowest quintile of India's population, is crucial to realising this vision. The Dettol School Hygiene Education Programme sees children as game-changers and leaders in this brave, new order and offers them online curricula, audio-visual material and safety training to enhance their journey.

As children look to STEAM (Science, Technology, Engineering, Arts and Math) for new solutions for hygiene, Dettol Banega Swasth India empowers them as co-creators. The programme aims to bring science home with a home hygiene lab and a range of phygital games and enhance experiential learning, thereby empowering children to become problem solvers for all hygiene challenges.







The programme will continue to maximize its reach and impact, aiming to bring life-saving hygiene education to 20 million school children, their families and communities, continuously improving on what is built, and integrating future-ready solutions which are accessible to everyone. Standardized designs will be present across the schools where the programme has reached, like the hygiene corners with an interactive, learn through play design.



A hygiene studio has been set up to ensure that hygiene messages reach the remotest schools via radio and a comic book with hygiene messages. This is a gamechanger, as it also reaches out to school dropouts.

As children demonstrate their capabilities, the old ways fall away. A new culture of hope and possibility is on the rise. Could it be that the rest of us might take lessons from them?

ANNEXURE

From

Asst. Project Officer,
Samagra Shiksha
Thiruvallur District

To

The Trustee
Collective Good Foundation
Mumbai

Letter No. 85/Hygiene Education/2020-21 Dated 9th March 2020

****

Sir

Sub: Project on Hygiene Education -Dettol Banega Swachh India- Coverage and Effectiveness in Thiruvallur District – Regarding

The Samagra Shiksha of Thiruvallur District extends its gratitude to **Collective Good Foundation for** implementing **Dettol Banega Swachh India** campaign Program fully funded and guided by **Reckitt Benckiser India Ltd through its field partner NGO Avvai village welfare society.**

The Project on Hygiene Education improved knowledge, attitude and practices on Water sanitation and hygiene related issues among school children through pedagogy-based approaches on the modules developed by Reckitt Benckiser (RB) India Ltd., in partnership with Butterfly fields and XSEED.

The project has reached 1070 schools covering 160000 children in Thiruvallur District. The project has created massive impacts and brought out behaviour change among children on Hygiene practice. The District level Swachh Vidyalaya Award further motivated the schools and given very good recognition.

We are thankful and appreciate the efforts of **Sri.Ravi Bhatnagar, Director-External Affairs & Partnerships –AMESA, Reckitt Benckiser India Ltd.**, and the Trustee of **Collective Good Foundation** for bringing this wonderful project to Thiruvallur District. We are happy to extend our fullest cooperation in the coming years.

13/3/2020

(V.E.Nandakumar, M.Sc. M.Ed., M.Phil)
Asst. Project Officer,
Samagra Shiksha
District

ANNEXURE

E. Nandakumar,
Asst .Project Officer
Samagra Shiksha
Tiruvallur 602001

BEST WISHES

I felt happy to participate in State Level Event "Advocacy on experience and expansion on Health & Hygiene promotion in Schools" organized by Avvai Village Welfare Society and Collective Good Foundation jointly under Dettol Banega Swachh India program on 1st March 2019 at Chennai.

As a filed level Partner of the said project, Avvai Village Welfare Society trained BRTEs as Trainers of Trainee and in turn they trained nearly 1000 teachers of 10 Blocks. They also provided teacher curriculum manuals on Hygiene promotion to 515 Schools along with students work book to more than 70000 students. The Books and butterfly kits have been given and it helped the children to have awareness on Personal Hygiene by play way method to learn it in joyful mood. They covered the subjects like Personal Hygiene, Hygiene in School, Hygiene in Home, Hygiene in Environment and Hygiene at the time of ill health.

The contribution of BRTEs and teachers are excellent and they brought a good behavioral changes among students of 515 Schools in 10 blocks of Tiruvallur District of Tamilnadu with a good support of these organizations.

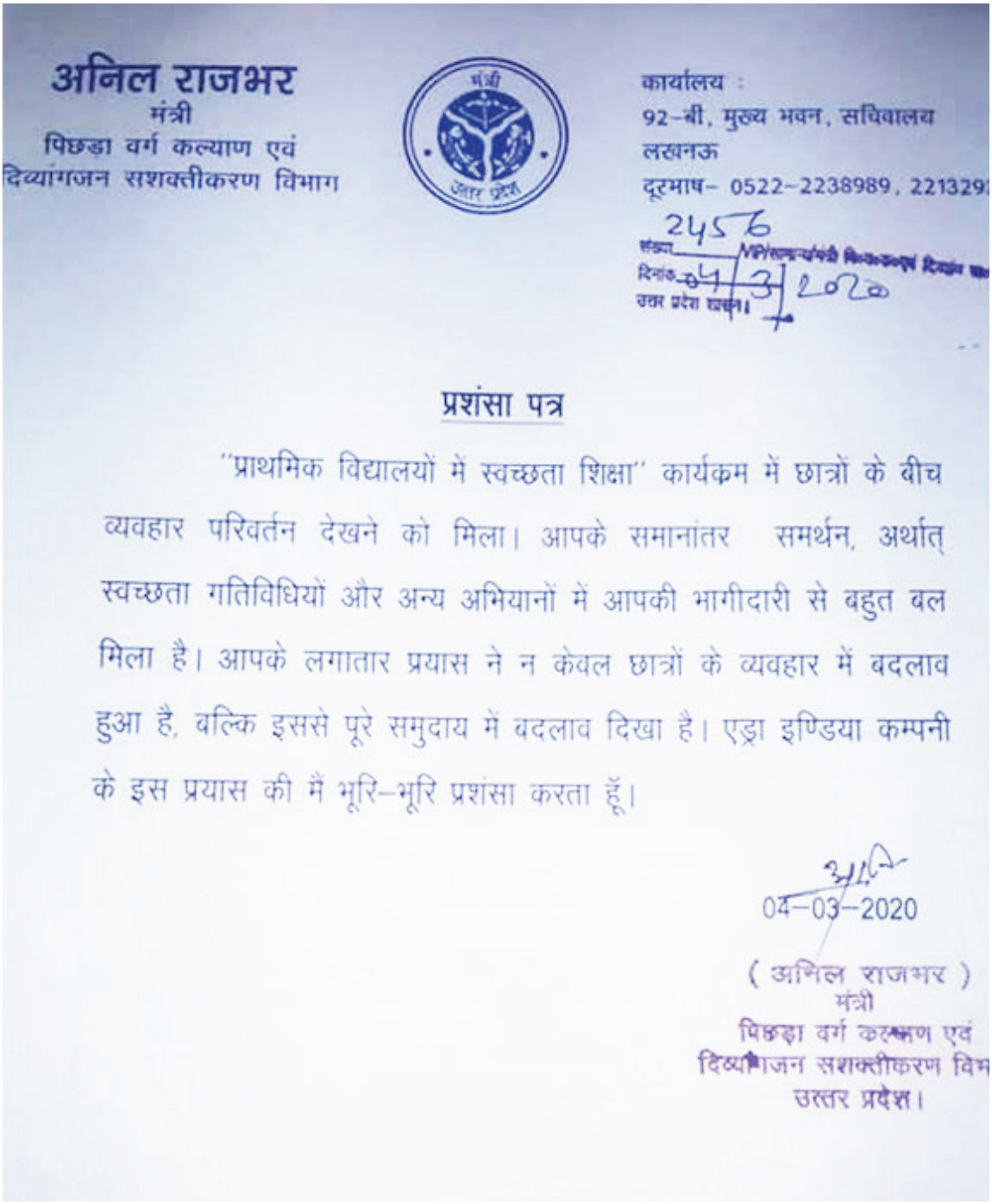
I wish them all for their intention to bring a better change on student's behavior changes in health promotion, and also I wish Avvai for their future development ventures in Tamilnadu.

With best Wishes

9/3/19

(E.Nandakumar)

ANNEXURE



अनिल राजभर
मंत्री
पिछड़ा वर्ग कल्याण एवं
दिव्यांगजन सशक्तीकरण विभाग

कार्यालय :
92-बी, मुख्य भवन, सचिवालय
लखनऊ
दूरभाष- 0522-2238989, 221329

संख्या 2456
दिनांक 04/3/2020
उत्तर प्रदेश शासन।

प्रशंसा पत्र

"प्राथमिक विद्यालयों में स्वच्छता शिक्षा" कार्यक्रम में छात्रों के बीच व्यवहार परिवर्तन देखने को मिला। आपके समानांतर समर्थन, अर्थात् स्वच्छता गतिविधियों और अन्य अभियानों में आपकी भागीदारी से बहुत बल मिला है। आपके लगातार प्रयास ने न केवल छात्रों के व्यवहार में बदलाव हुआ है, बल्कि इससे पूरे समुदाय में बदलाव दिखा है। एड्रा इण्डिया कम्पनी के इस प्रयास की मैं भूरि-भूरि प्रशंसा करता हूँ।

04-03-2020

(अनिल राजभर)
मंत्री
पिछड़ा वर्ग कल्याण एवं
दिव्यांगजन सशक्तीकरण विभाग
उत्तर प्रदेश।

ANNEXURE

कार्यालय – जिला बेसिक शिक्षा अधिकारी, गौतमबुद्धनगर।
पत्रांकः एस0एस0ए0/निर्माण/ 603 /2021–22 दिनांकः ५मई, 2021

प्रशंसा पत्र

डिटॉल बनेगा स्वस्थ इंडिया कार्यकम के अन्तर्गत जनपद गौतमबुद्धनगर के 140 प्राथमिक एवं उच्च प्राथमिक विद्यालयों में रैकिट के सहयोग से एड्रा इंडिया द्वारा प्राथमिक एव उच्च प्राथमिक विद्यालयों में स्वच्छता शिक्षा कार्यकम विगत कई वर्षों से सफलता पूर्वक संचालित किया जा रहा है।

यह कार्यकम गौतमबुद्धनगर के दो विकास खण्डो (बिसरख एवं दादरी) के प्राथमिक एवं उच्च प्राथमिक विद्यालयों में चलाया जा रहा है जिसमें हजारों बच्चों को निम्नवत गतिविधि के माध्यम से जैसे स्वच्छता की पाठशाला, ऑनलाइन स्वच्छता पाठ्यकम, मेरा घर मेरा स्कूल आदि गतिविधियों के माध्यम से बच्चों को स्वच्छता के प्रति जागरूक करने का कार्य कर रहे है जिसके सार्थक नतीजे प्रत्यक्षतः दृष्टिगोचर हो रहे है।

बच्चों में स्वच्छता के प्रति खुले में शौच न करना, खाना खाने से पहले हाथ धोना, मास्क का उपयोग करना तथा कोविड–19 के बचाव के साथ स्वच्छता के सभी आयामो पर उनके व्यवहार में परिवर्तन आया है जो की एक सराहनीय प्रयास है।

यह अनूठी एवं व्यवहारिक दृष्टि से अत्यन्त उपयोगी पहल है जो की बच्चों में स्वच्छता की आदत में बदलाव ला रही है जिसके लिए रैकिट एवं एड्रा इंडिया (डिटॉल बनेगा स्वस्थ इंडिया) कार्यकम के इस सार्थक प्रयास का प्रशंसा करता हुँ।

(संजय कुमार उपाध्याय)
जिला बेसिक शिक्षा अधिकारी
गौतमबुद्धनगर



reckitt

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405 B, Udyog Vihar Phase III, Sector 20, Gurugram, Haryana - 122016, India