



# ONE-STOP SHOP AND SERVICES

BRINGING 21<sup>st</sup> CENTURY  
SKILLS TO RURAL  
MAHARASHTRA

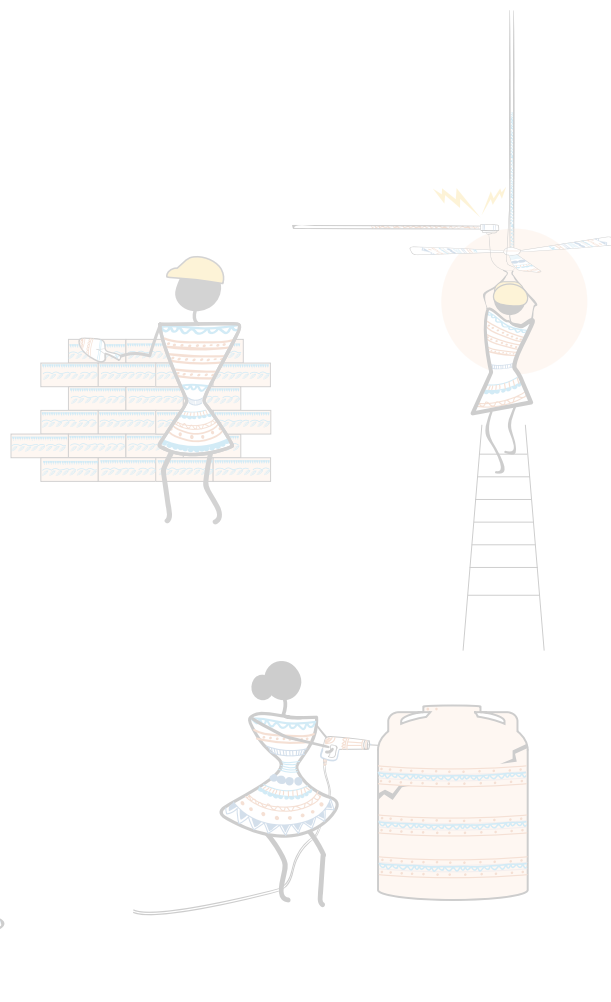






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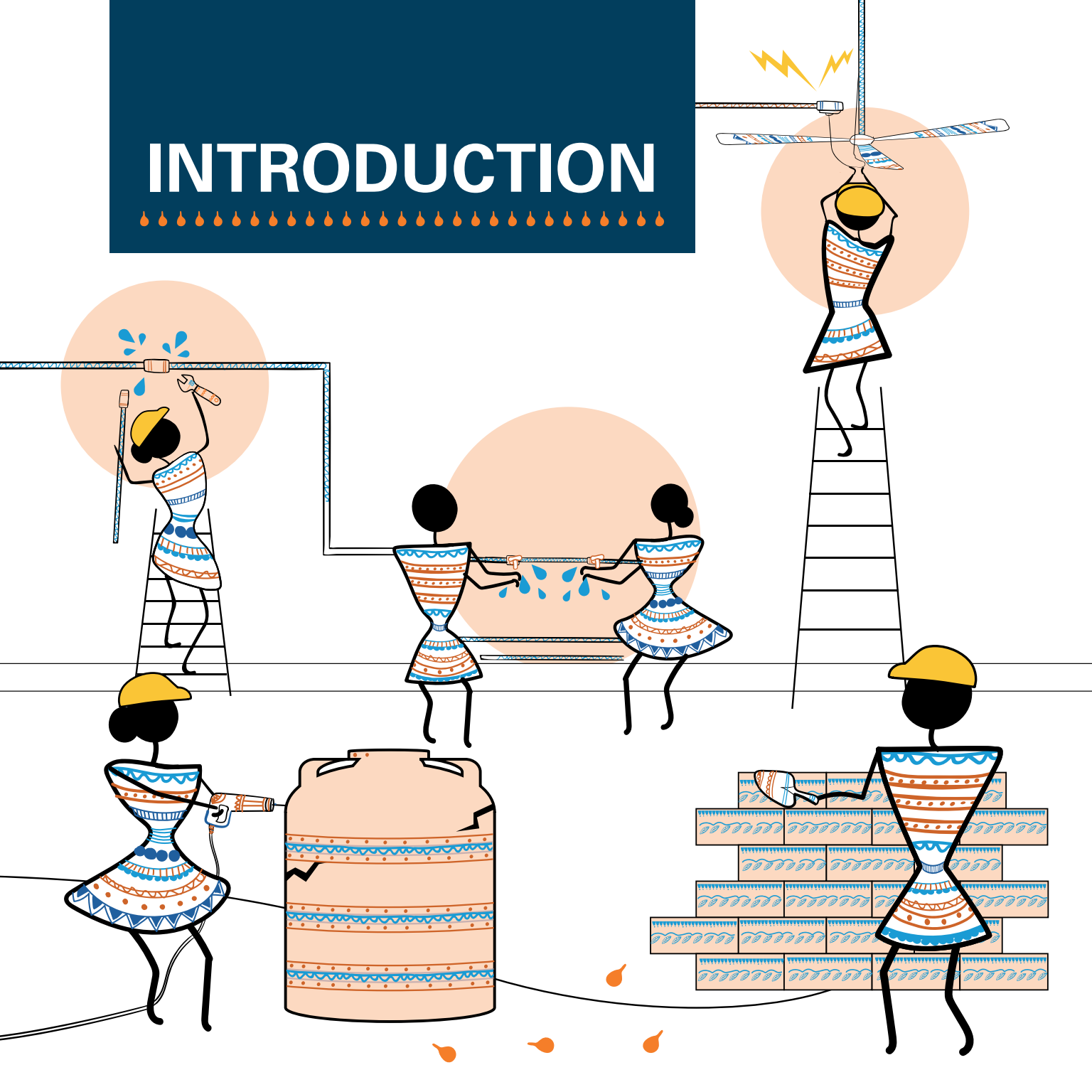


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# INTRODUCTION



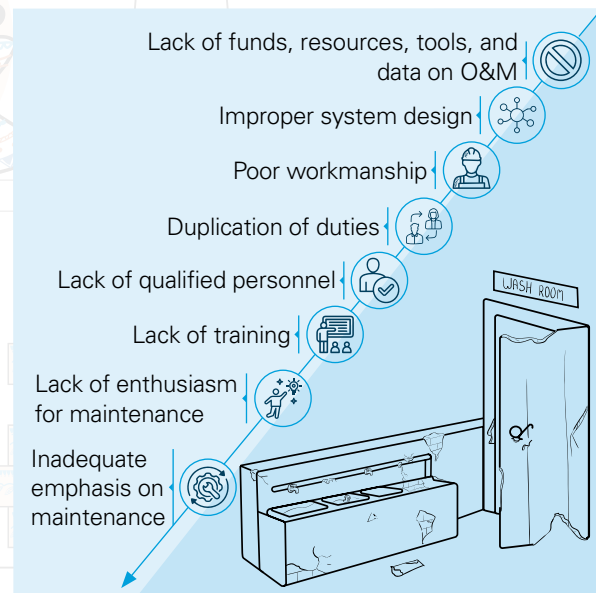


Sanitation and hygiene in schools are essential for enhancing student learning, reducing dropout rates, particularly for girls, improving children's health and preventing diseases. Schools set the foundation for promoting children's cognitive, creative and social development. For quality educational outcomes, it is critical for schools to have adequate facilities that ensure children's health, nutrition and safety. However, an educational institution lacking in inadequate water, sanitation and hygiene (WASH) facilities and having faulty electrical fittings, broken furniture, blocked drains and leaking pipes, in addition to poor operation and maintenance of available facilities, cannot fulfil its goals adequately. Such situations also create a hostile environment for students to thrive. For example, lack of functional toilets is one of the leading causes of adolescent girls missing school (during their menstruation) and even dropping out.

In Maharashtra, government schools in several districts have been struggling to provide adequate infrastructure for their students. The operations and maintenance (O&M) of available facilities often fall short of the requirements as schools at the district council level are allocated a standard amount for infrastructure repair. However, the sanctioned amount is woefully inadequate for the entire year.

Under its WASH in Schools (WinS) programme, UNICEF Maharashtra had conducted a survey of zila parishad schools of Maharashtra in 2018–19. It was observed that due to a lack of O&M, as well as skilled personnel shortages, technological gaps and constrained human resource availability, the majority of WASH facilities in schools are not either functional or sustainable. Also, it was revealed that teachers and students in rural areas face difficulty in performing the fundamental upkeep of WASH facilities.

### Major problems causing poor O & M that have been identified:





The core issue that propelled the one-stop shop and services (OSSS) WASH Mitra project is the lack of services and competent and skilled human resources to assure the upkeep and functioning of the WASH facilities at the school level.

Though the Swachh Bharat Mission has enabled the construction of toilets on a mission mode at the community level, the lack of upkeep is failing the massive efforts that went into making sanitation a priority for the country.

Moreover, the recent pandemic has taught us the importance of sanitation in a very harsh way. If we still do not learn, it is our collective failure.

By making it easier to keep WASH facilities in schools functional, OSSS WASH Mitra aims to help students to stay in schools, build hygiene habits for life and stay healthy.

To find a solution for the upkeep of WASH infrastructure in schools, Pratham Education Foundation (PEF), Centre For Youth Development and Activities (CYDA) and UNICEF came together to launch a pioneering project – The One-Stop Shop and Services (OSSS) WASH Mitra initiative that offers comprehensive skill training to young people in areas of WASH facility repair and maintenance. The idea behind this project is to cater to the service needs for the repair and maintenance of buildings, which also includes school. In addition to these services, OSSS also provides employment opportunities by training young individuals from rural and urban settings.





Pratham

## Pratham Education



### About

One of the **largest non-governmental organizations** in the country, established in 1995



### Focus

High quality, low-cost and replicable interventions to **address gaps in the education system**



### Role

They work directly with **children and youths** as well as through large scale collaborations with government system.<sup>i</sup>



## CYDA



### About

A Pune-based NGO, a **voluntary organisation**



### Focus

Working with a rights development approach towards **empowering young people and marginalised sections** of society



### Role

They primarily work in Maharashtra, Chhattisgarh, Odisha, Kerala, Madhya Pradesh, etc. CYDA's **strong network and ground-level leadership** has been a bedrock for exemplary work in several collaborations with UNICEF Maharashtra.

# जिल्हा परिषद केंद्रिय प्राथमिक शाळा पिंपरीची

पुस्तके म्हणजे मन निर्मळ करणारा अविश्रांत झुरा होय.

The OSSS initiative also aims to support the Swachh Bharat Mission and the Jal Jeevan Mission by building cadres of youth who can help improve and enhance the WASH services and the ongoing efforts aimed at improving hygiene and upkeep of facilities.





# TAKING A CHANCE AT SUCCESS

Sarita Ratiram Yerapude is a young woman from Sundaridand village of Gondia district. Despite having a high school diploma, she could not pursue further education due to limited family resources. However, she never gave up on her search for better opportunities. Initially, she used to work as a Vardhini in Umed. But when the COVID pandemic struck, she lost that job and had to stay at home. Since she had to contribute to household income, she took up small jobs at farms. Later, with the help of her family, she opened a small shop. One day, she came across an OSSS mobilizer in the village, who informed her about the free multi-skill training workshop. She decided





# STUDY

to go to Aurangabad with her friend, Ravita Tebhurne. At Aurangabad's training centre, she put in efforts to learn new concepts and finished her training.

After completing the training, she visited a school 10 km from the village, where she also met the gram panchayat functionaries. That secured her the first job. She painted the windows and walls of a ZP school and received a payment of INR 700. After she gained confidence in her skills around the village, Sarita had several jobs lined up. She got a job to build a toilet in Sundaridand for a payment of INR 13,000, and another job to paint the toilet in Anganwadi Sundaridand for INR 1,000 per day.



# WASH NEEDS OSSS







The WASH in Schools survey conducted by UNICEF Maharashtra in 2018–19 across 7,473 zila parishad schools, resulted in 2,796 schools receiving one-star rating and 2,580 schools two-star rating. It was found that there was no operation and maintenance system in place. It was also revealed that 1,469 schools had damaged boys' toilets and 5,247 schools had girls' toilets that were not functional; 2,417 schools did not have water quality testing facility; 6,096 schools did not have a rainwater harvesting system; and 3,330 schools did not have WASH-related training programmes for teachers.

However, the biggest challenge observed was the lack of skilled human resources as well as services to ensure seamless operation and maintenance of the WASH facilities at the school level.

## Findings of the 2018–19 survey conducted by UNICEF Maharashtra

Total schools surveyed **7,473**



Schools with one-star rating **2,796**



Schools with two-stars rating with no O&M **2,580**



Schools with damaged boys' toilets **1,469**



Schools with non-functional girls' toilet **5,247**



Schools with no water quality testing **2,417**



Schools without rainwater harvesting system **6,096**



Schools without WASH related trainings **3,330**




The COVID-19 lockdown disrupted education in many ways and also added to the need for good WASH maintenance in schools. The lockdown imposed by the government throughout the country led to a wide stoppage of services. While classroom-based learning was interrupted, there were limited-to-zero resources for the maintenance of school infrastructure. Access to care measures were hindered, resulting in damage of the infrastructure. As the schools prepared to open after several months, they were faced with infrastructural needs. Hence, within the context of COVID, it became imperative to develop sustainable entrepreneurial models to ensure functional facilities.

**The immediate need was to build WASH entrepreneurs who were sensitive to the issues of WASH and could contribute towards the operation and maintenance of the facilities around them.**

Thus, it was essential to develop a cost-effective, locally adaptive and sustainable WASH entrepreneurship model, and the idea of OSSS was conceived. Through this

innovative OSSS partnership between Pratham, CYDA and UNICEF, the initiative is able to address not only the pressing issue of poor operation and management in schools, but also in other public infrastructure like hospitals, offices and residential areas.





UNICEF has been consistently advocating with the Ministry of Education, Government of India, to grade schools exclusively for WASH on the basis of access, availability and management of WASH infrastructure. The 5 Star concept is in place and the Swachh Vidyalaya Puraskar is awarded to schools every year at the national, state and district levels for excellent maintenance of WASH facilities.

The concept involves issuing a rating based on a maximum of five stars.

### What the stars imply:

★☆☆☆☆ Poor, needs considerable improvement

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★★☆☆☆ Fair, needs improvement

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★★★☆☆ Good, but there is scope for improvement

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★★★★☆ Very good

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★★★★★ Excellent, keep it up

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OSSS aims to improve the star ratings of low-performing schools, which had less than three-star rating, to progress and reach three-star or above rating.



HOUSEKEEPING MATERIALS





# BUILDING A FUTURE FOR MYSELF

Geetanjali Ravankode belongs to Shenagaon in Jivati taluk in Chandrapur district. Earlier, Geetanjali's life revolved around household work and work in the fields. Though she was leading her simple life happily, she always wanted to have a career and a stable source of income. Motivated to find work, she got a job working for the Vardhini programme through the CRP group in her village, but it did not fulfil her desire for a long-term career. She was looking for more job opportunities, when she stumbled across the 'One-Stop Shop-n-Service' project in Aurangabad.





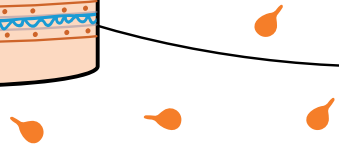
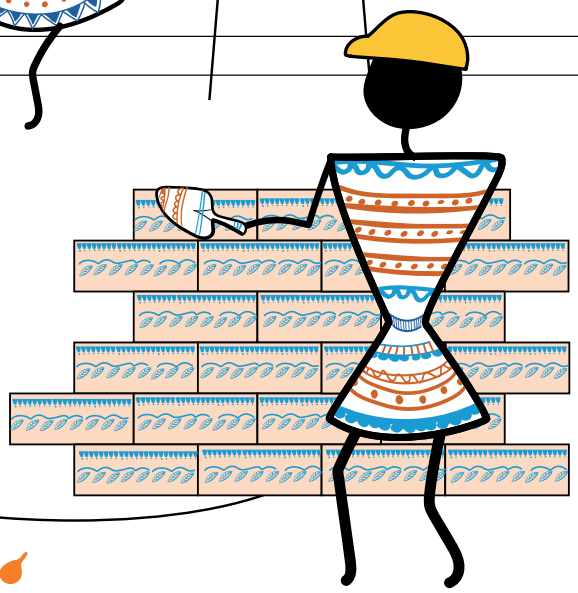
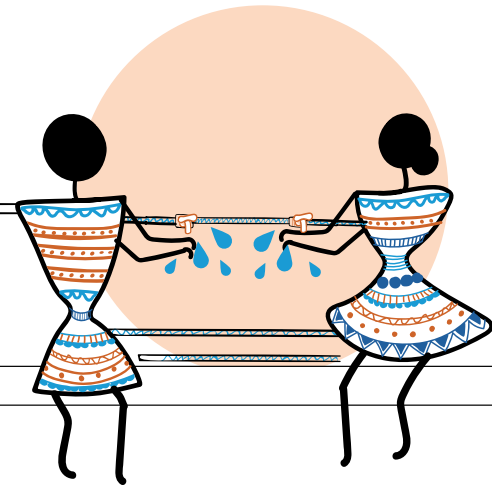
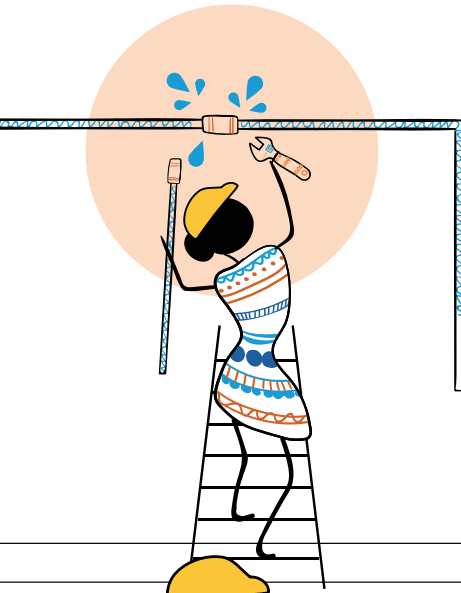
# STUDY

After convincing her family members, she enrolled herself for training at the centre. At first, she found the training overwhelming because she was being introduced to new concepts in plumbing, electrical work and masonry. However, her ambitions and motivation to build a career kept her going until she excelled in her training sessions.

After completing her training, she became a WASH Mitra. She started visiting schools to spread awareness and help with repair and maintenance work. Geetanjali also visited the village council, where she received INR 700 for her work. Her first job was at a primary school in Shenagaon, where she completed all the necessary plumbing work. She worked for a total of eight schools and has received INR 10,000 for her services. Over 500 school children have benefited from her services. She has repeatedly shown tremendous gratitude to Pratham Education Foundation and UNICEF for the validation in her abilities to earn for herself and for her family.



# WHAT IS OSSS?








The OSSS project is a collaboration between UNICEF, Pratham and CYDA, and aims to develop sustainable entrepreneurial models to ensure functional WASH facilities in schools, other institutions and at the community level. Under the OSSS, other public infrastructure and private entities also benefit from the services offered by young individuals. Youths involved in the initiative are becoming a skilled, professional workforce with a bright future.

The OSSS project engages in multi-sector skill development where young individuals are transformed into Youth Entrepreneurs (YEs) possessing more than one skill. Individuals from local rural or urban settings interested in working as entrepreneurs are selected and trained in six essential trades: **plumbing, masonry, electrical work, painting, housekeeping and entrepreneurial skills**, including business knowledge, marketing strategies and how to be a successful entrepreneur.

The OSSS initiative is funded by UNICEF and CYDA and PEF are the implementation partners.

Students in ZP schools mostly come from backward and marginalized backgrounds, and they often do not have toilets at home. So,



A focal point for this project is the mobilization and training of youth. Pratham and CYDA have provided training and developed resource materials for youth entrepreneurs. District administration, gram panchayats and school management are helping in coordination of the project.

WASH facilities must be strengthened at schools.

While Phase I of the OSSS project focused on building a foundation, Phase II aims to achieve the broader objective of improving of WASH facilities through a COVID-19 lens, exploring investments and leveraging greater funding, creating an alliance to reach out to a larger number of beneficiaries and build the capacities of stakeholders. The ultimate target is to develop sustainable entrepreneurial models and eco-systems to ensure functional facilities in rural and urban areas.

## Specific objectives of OSSS project



Developed YEs to resolving WASH issues in schools and Gram Panchayat.



Created a system for the O&M of WASH facilities.



Mentored YEs in selected blocks



Demonstrated a model, addressing the lack of suitable and timely service providers



Documented successful case studies on O&M, mobilization process, systems established, etc.

In the long run, the services WASH Mitras will help improve the star ratings of ZP schools. The WASH Mitras extend their services to GPs, health facilities and private homes and offices as well.

At present, OSSS is working under two phases:

### Shared responsibilities

Pratham and CYDA have distinct responsibilities towards the programme. As each is crucial to the success of OSSS, it is useful to understand the work done by each.

### Under the aegis of Pratham

Pratham has been responsible for two phases of training.

**Phase 1** - There were three batches in the first phase, training a total of 50 youth.

- ❖ **Batch 1:** 20 entrepreneurs trained in Aurangabad and Ahmednagar
- ❖ **Batch 2:** 14 entrepreneurs trained in Kolhapur
- ❖ **Batch 3:** 16 entrepreneurs trained in Aurangabad, Yavatmal and Ahmednagar

The YEs provide services in schools whenever it is required. So far, YEs from the three batches have provided services in more than 300 schools. Furthermore, they have also provided services for rural government offices. They have engaged in networking and improved their business communication skills. They have also created community awareness for health and hygiene under this project. In the second batch, 63 youth were trained from the districts of Chandrapur, Gondiya, Kolhapur, Nashik, Palghar, Thane, Yavatmal and Jalna.

**Phase 2** - Batches for women entrepreneurs were started:

- ❖ **Batch 1:** 23 women entrepreneurs from Chandrapur were trained.
- ❖ **Batch 2:** 20 women entrepreneurs from Chandrapur were trained.
- ❖ **Batch 3:** 20 male youth from Nashik, Palghar, Thane and Yavatmal were trained.

Women entrepreneurs are also given training on engagement with staff and students. They interact with students and explain to them the importance of hand washing and hygiene.

YEs from the women batch have so far provided services in more than 80 schools and have also provided services in rural offices, uplifted their self-business income and created community awareness on health and hygiene. Women entrepreneurs are also given training on engagement with staff and students. They interact with students and explain to them the importance of hand washing and hygiene.

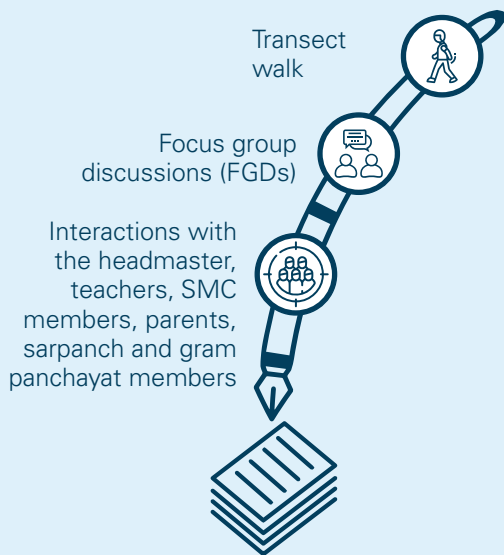
One of the core tenets of the OSSS programme is to encourage awareness on hygiene and sanitation among the students and staff of the schools visited by YEs. The YEs conduct orientation sessions with students and staff. In these sessions, they share their knowledge and experiences and interact with the students and staff to inspire positive attitudes and behaviours towards cleanliness and sanitation.



## Under the aegis of CYDA

To support the OSSS project, CYDA conducted a needs assessment survey of 23 schools (10 schools Indapur Block, Pune; six schools Nandurbar; seven schools in Sinnar, Nashik district). The study was conducted in the first week of July 2022 in Indapur block of Pune district and in the first week of August 2022 in Nandurbar and Nashik districts. Two teams comprising of three members in each team were involved in the field-level data collection.

### Tools used for data collection



### The needs assessment survey found the following:

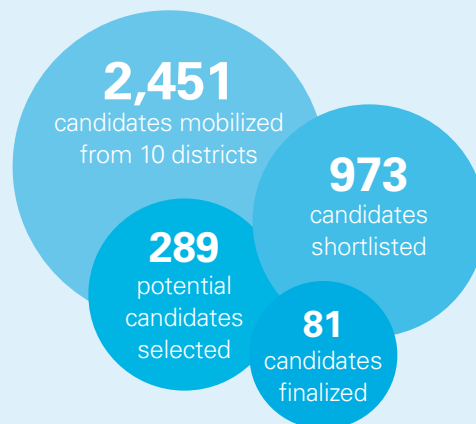
- ❖ Upgradation and maintenance work like pipeline repair, toilet pan replacement and leach pit installation is required in 70 per cent boys' toilets and 80 per cent girls' toilets, although they were functional.
- ❖ Due to water shortage during summer, toilets in some schools were not maintained properly. Thirty per cent of toilets boys' toilets and 20 per cent of girls' toilets were found to be non-functional, while one school had no toilet for either boys or girls.
- ❖ Students from 10 per cent of the schools were using tank water for hand washing; 72 per cent of school students were using handpump and 18 per cent of school students were using other sources.
- ❖ Out of 10 schools, only one school was providing reverse osmosis (RO) water through jars to the students from the gram panchayat's RO plant.
- ❖ 30 per cent of the schools manage the operation and maintenance (O&M) of water, sanitation and hygiene (WASH) facilities through GP's aid, while 25 per cent of the schools use school funds.

- ❖ The annual expenditure of each school on O&M of WASH facilities.
- ❖ All the selected schools expressed concerns about being unable to carry out O&M works on time.

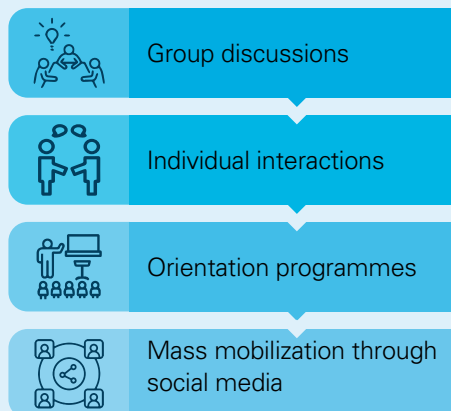
After the needs assessment, a mobilization drive to orient the candidates was first performed where interested candidates were identified and oriented about the OSSS project. Interviews were conducted to shortlist candidates that fit the criteria. The criteria

Sr. No.	District	No. of persons applied for WASH Mitra	No. of selected candidates
1	Nashik	54	11
2	Nandurbar	62	8
3	Satara	0	11
4	Pune	0	7
5	Kolhapur	34	2
6	Gadchiroli	21	7
7	Parbhani	32	9
8	Hingoli	18	4
9	Washim	31	6
10	Osmanabad	37	6
	Total	289	81

## Shortlisting of WASH Mitras



## Selection of candidates through





included conditions like age group (18–35 years), a background in technical know-how regarding WASH-related skills (with a preference for ITI experience), possession of licence and vehicle and willingness to do business.

## Training

CYDA has trained 81 WASH Mitras as of the time of writing this report. The Mitras have undergone a 21-day residential training programme where they were prepared to take up O&M tasks for different parts of a building's sanitation infrastructure such as water testing, aqua portal, electrical wiring, earthing, soak pit, watershed, solar installation workshop technique, plumbing, ventilation, small constructions and other related sanitation activities. They were also upskilled in the basics of entrepreneurship and marketing themselves. The training is based on a combination of theoretical knowledge and practical skills.

The trainings of first and second batches were organised in Lokpanchayat ITI college, Ahmadnagar district and for third and fourth batches, it was organised in Manshanti Skill Development Centre, Pune district. In the second batch, 60 WASH Mitras were trained.

A basic training on O&M was provided to teachers too, in the form of a certified course offered by the Vigyan Ashram in Pune. The crash course covered plumbing, masonry, electrical work, fabrication, as well as multi-tasking, communications and business development.



Sr. No.	Trade	Topic
1.	Orientation about the programme	Introduction about the programme
		Current situation of WASH facilities
		Importance of WASH
		Role and responsibilities of WASH Mitras
2.	Entrepreneurship	Introduction
		Difference between entrepreneurship and job
		Market identification
		Importance of business plan
		Business management and implementation
3.	Plumbing	Types of plumbing and drainage system
		Plumbing tools
		Plumbing safety tools
		Types of pipe
		Types of trap
		Plumbing fitting and joints
		Types of tap
		Installation of washbasin, sink, pillar cock
		Installation of toilet and urinal pans and flush tanks
		Installation of water tank
		Types of plumbing valve
		Pipe repairing
		Safety precautions and first aid

Sr. No.	Trade	Topic
4.	Mason	Introduction of mason tools
		Mason work materials
		Masonry safety tools
		Construction material mixture – Cement mortar
		Bricks joints and levelling
		Plastering
		Tiles work (floor & wall tiles work)
		Water proofing
5.	Electrician	Types of electric fitting
		Safety tools
		Electric equipment
		Types of wire fitting and joints
		Earthing
		AC/DC power
		Switch board wiring
		MCB fitting
		Installation of ceiling fans with electric switch board
		Installation of water pump and repairing
6.	Carpentry	Introduction of carpentry and carpentry tools
		Carpentry safety tools
		Types of wood joints
		Door fitting and repairing
		Window fitting and repairing
		Welding for carpentry work

Sr. No.	Trade	Topic
7.	Solar	Introduction to solar energy devices
		Solar installation
		Solar maintenance and repairing
8.	Incinerator	Introduction to incinerator
		Incinerator installation
		Incinerator maintenance and repairing
9.	Water testing	Water quality fundamentals
		Water quality testing – practical
10.	Reverse osmosis (RO) water filter	Introduction to reverse osmosis (RO) water filter
		Reverse osmosis (RO) water filter installation
		Reverse osmosis (RO) water filter maintenance and repairing
11.	Construction painting	Introduction to construction painting and painting tools
		Safety tools in painting
		Defects and their remedies
		Painting masonry work – interior painting
		Painting masonry work – exterior painting
12.	Communication	Qualities of a good leader
		Leadership styles
		Decision making
		Intrapersonal skills
		Interpersonal skills
		Problem-solving
		Negotiation skills

After the training, WASH Mitras were initiated into applying their learned skills to the real world. To enable WASH Mitras' initiation, CYDA organized orientation meetings with the District Chief Executive Officers in Nandurbar, Nashik, Gadchiroli, Satara, Aurangabad and Washim. In other districts, the meeting was held with the District Education Officers. At these meetings, Mitras were given tool kits to kick-start their new journey.

Trained WASH Mitras regularly visit zila panchayat schools and other institutions to introduce themselves as service providers and market their services. These visits also help them to find work opportunities in their nearby areas. Most schools have welcomed WASH Mitras warmly and have lauded the project to make accessing O&M services easy for them.

The flow of work for WASH Mitras has also extended to private institutions and households. The work orders they receive are mostly related to plumbing and electrical fittings, followed by water filters and masonry-related works. Tasks related to solar panels and fittings are the least expected.

Through an evaluation provided by 57 WASH Mitras, it emerged that their incomes have increased by approximately INR 6,000–7,000 after the training. It was also found that the tool kit proved to be an immense help to them.



*The WASH Mitra concept is innovative and really helpful for ZP School teachers in rural areas. A lot of time will be saved on the O&M work.*

- **Jagnath Aaru**, ZP School Sonkhas, Washim





*For the first time, we are seeing an app-based technology to solve O&M issues in ZP schools. Thanks to UNICEF and CYDA for doing wonderful work where services of highly skilled people are available at a low cost.*

- **Anil Desale**, ZP Devalipada, Navapur, Nandurbar



*WASH Mitras have the potential to become a nation-wide campaign to address O&M issues and ITI students have opportunity to become successful entrepreneurs.*

- **Devendra Kavadkar**, Government ITI College, Nandurbar



## OSSS achievements — In a nutshell

**Empowering:** 183 youth have been trained in diverse skills related to O&M of WASH facilities, and also empowered with business and communication skills.

**Self-sufficiency:** 84 per cent of the trainees are young individuals in the age group of 18–35 years of age, for whom these skills can be life-changing, enabling them to earn self-sustaining incomes.

**Win-win:** Public and private establishments benefit from ease of service delivery, workers benefit from employment opportunities, and everyone benefits from functional WASH facilities and awareness.

**Gender equality:** Of all the trainees, 38 per cent are women. The skills learned during training are making the the women self-sufficient and financially independent; gender stereotypes are dismantled in the process.







## MIGRATING INTO ENTREPRENEURSHIP

Ravindra More, a resident of Tamaswadi village, had to migrate to look for work opportunities as the population in his village is low. There are not enough farms in the village to ensure regular employment for him. So he explored industries and businesses nearby and eventually established his residence in Chanda, a village in the Nevasa taluka.

However, Ravindra could not sustain in the traditional line of work for long. So, he started doing welding work and gradually learned skills of electrical work as well. Once he started getting more work, he realized that there is a huge demand in the market for his services. He went on to learn plumbing and other types of work with the help of his friends.

He successfully completed an electrical course at a centre in Kamargaon, Ahmednagar. He started working in a

company for six months, but the job was not sustainable so he came home and started doing electrical and plumbing work in the village.

As his self-confidence grew, he began to do take up more work. In January 2022, Ravindra More came to know about the ongoing OSSS programme. Through this programme, he received various skills such as plumbing, electrical work, painting, masonry, housekeeping and more, which further boosted his confidence. He enrolled in entrepreneurship development programmes to help him expand his business.

After completing the programme, he visited 10 nearby schools, GPs, petrol pumps and primary health centres to survey the places and identify any sanitation-related issues. He emphasized on the importance of cleanliness and encouraged people to focus



on it. Despite facing some difficulties, Ravindra built a reputation in the village as a hard-working entrepreneur who can work with minimum expenses.

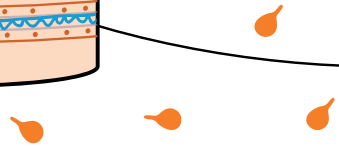
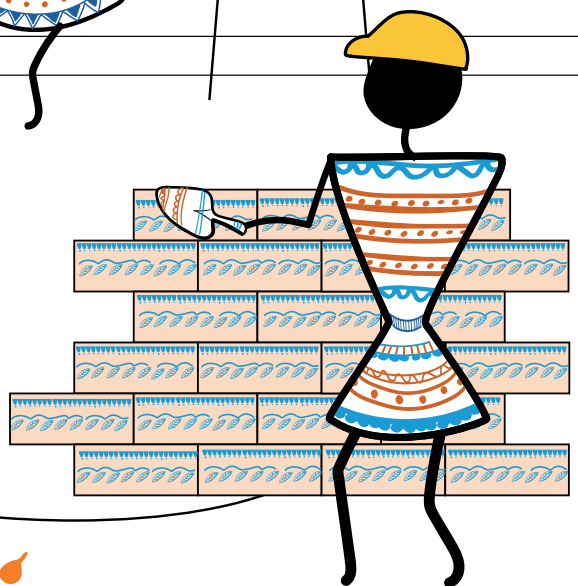
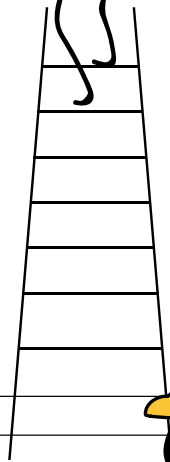
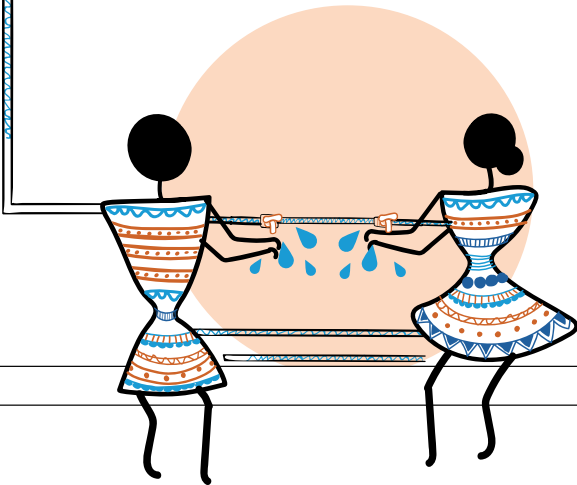
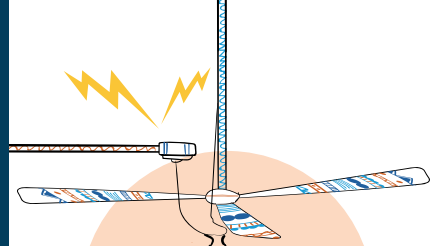
Ravindra has welded benches for students in Gyan Mauli English School, Ghodegaon and Jawahar Secondary and Higher Secondary School, Chanda for which he received INR 25,000 and INR 7,500, respectively. In total, over 1,400 children in several schools have benefited from his work.

He was contracted to do plumbing work for a school in Tamaswadi and another school in Kharawandi. However, the schools did not have the funds available, so the local village council provided funding and now Ravindra is set to provide better WASH facilities to those schools through his hard work.

Ravindra's monthly income is currently around INR 30,000 and earlier he earned only INR 11,000 per month.



# THE MECHANICS OF OSSS







A training module on technical knowledge of plumbing, electrical, masonry, painting, housekeeping and entrepreneurship skills was curated through the joint efforts of UNICEF and Pratham. The training modules consists of a dynamic model of both practical and theoretical training. The practical part includes field visits where students are able to apply practical skills and knowledge gained during the training. All the written training material is provided in Marathi to address the need for teaching and learning resources in a local language. All entrepreneurs who finish training receive a certificate of completion; 50 YEs were chosen and given toolkits that will assist them to launch their businesses and professions and were assisted in setting up their businesses. The purpose of this is to boost their confidence and enable them to pursue their careers and sustain their entrepreneurial ventures through the provision of entrepreneurial skills and fundamental marketing abilities.


Following the training, entrepreneurs are required to sign up for the Public Financial Management System (PFMS), which is a simple process. The entrepreneurs who have registered on the PFMS portal are given priority, and it helps them obtain work of any

kind within their cluster. They are employed by local government entities such as as gram panchayats, zila parishad schools, water supply departments and even private entities.

Training centres have been the focal point for this project where resources available at the centre are dedicated to training for entrepreneurs. District administration, school management and gram panchayats supported in coordination, while government and private offices, commercial complexes, households and academic institutions also played a major role in the success of this project.







## Seed money

As part of the programme, seed money of INR 10,000 was provided to 73 young entrepreneurs to help them establish sustainable, professional businesses. The seed money was used under three major categories:

**Revenue expenditure:** Day-to-day expenditure such as raw materials like tape, switch, holder, etc.

**Capital expenditure:** Long-term investment in fixed assets like tools and equipment such as machines and vacuum cleaners.

**Business development:** Research and development cost that are necessary for marketing and spreading the word like advertising cost, printing visiting cards, banners, and boards.

The entrepreneurs were given a list of the basic materials they needed to purchase, for every type of plumbing and electrical repair work together with their quantity and anticipated cost, so that they could have a head start in making the best use of their seed money.



Apart from the seed money, YEs were also given a support kit to get started on their entrepreneurial journey.



Within just a few months of starting the business, 43 entrepreneurs realized a combined profit exceeding INR 10 lakh, proving their ability in running a business.

The entrepreneurs have also made use of the extensive network of institutions of higher learning to widen their networks and develop their businesses across several trades. They had interacted with more than 950 staff members and 20,000 students while visiting over 200 schools in various districts of

Maharashtra. YEs have extensively used the WASH Mitra app to secure more projects.



*There was a time when I was unable to earn a single rupee. Due to the opportunity given by OSS today, I am earning around INR 700–800 per day and an average of INR 10,000–12,000 per month. I wish and hope that every young individual should get an opportunity like I did.*

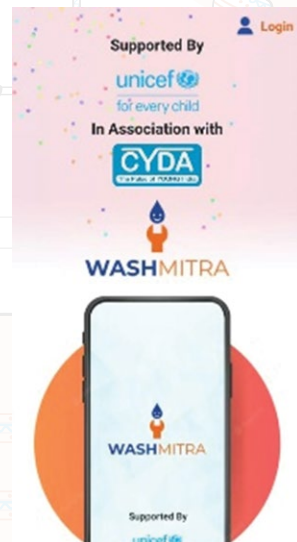
- **Pavan Bharat Mate**, a farmer from Pisadevi gram panchayat, Maharashtra, now a WASH Mitra. After joining OSSS, he got himself professionally trained in masonry, electrical fittings, plumbing and welding.



## Launching of the WASH MITRA application

On 19 October 2022, the WASH Mitra mobile application, developed by UNICEF and CYDA, was launched by Hon. Shri. Mallinath Kalshetti, Deputy Director General, YASHADA, Pune. The app aims to allow schools and other institutions to avail O&M services for WASH infrastructure by hiring WASH Mitras (young WASH entrepreneurs). Now, functionaries from schools and other institutions can register their service requests for WASH-related O&M services on the app.

With India increasingly becoming smartphone friendly, this app will help schools and other institutions to receive quality O&M services at a reasonable cost through a transparent process. This application can be downloaded from Google Play Store and is also available on [www.washmitra.com](http://www.washmitra.com)



- ❖ WASH Mitra is a platform that enables trained WASH Mitras to connect with customers.
- ❖ WASH Mitra is a mobile app for customers where they can register their service requests.
- ❖ Customer will have to select the services they want, add photos if required, and fill in the address of the service location.
- ❖ Work will be allotted to the concerned WASH Mitra who is active at the particular location.
- ❖ The WASH Mitra can accept and add a quote against the customer service request.
- ❖ Once the customer accepts the quote, WASH Mitra will initiate the service against the request.
- ❖ The start date and end date will be saved and the photo of completed work will be uploaded by WASH Mitra as well.
- ❖ Customer will be able to pay to WASH Mitra offline or via online mode.
- ❖ Customer will be able to rate the WASH Mitra via the app and share positive or negative feedback.

The application is available on Google Play Store and can be used by schools.

The WASH Mitra application is a dedicated platform for bridging the demand and supply of O&M work.






## Customer Care

While the WASH Mitra application is being marketed to users to avail services, a call-based service system has also been set up in Pune on a trial basis. A customer care number (90221 06539) has been provided to ZP schools, GPs and other institutions on which they can make on-call demands for the required services or raise any issues with the services they have received. The calls are forwarded to WASH Mitras to take up the work or resolve the issues. These calls are recorded automatically and data is stored with CYDA. The call-based support is a point to receive feedbacks and suggestions as well.

## WASH Mitra App

CYDA and UNICEF worked together to create this app where customers and business owners are brought together on a common platform. The app has improved business owners' surveying processes, while saving money and time. Customers who download the app can access a variety of services.

As the money is directly credited to the bank account of the business owners, it greatly simplifies the process of paying for the services that are provided. In order to follow the proper procedure, the contact information, address and other KYC details are also recorded while registering the entrepreneur on the app.



The Zoho Platform was used to monitor the activity and advancement of YEs. Three forms – Need Assessment, Impact Survey and Seed Money Form – were created with the intention of assisting entrepreneurs and monitoring their outputs as determined at the project's outset. With the support of this strategy, the success of the programme was followed and crucial knowledge for making the required adjustments was gained.

### The functions of the forms

**Need Assessment Form:** This form is used by the entrepreneurs when they visit their assigned schools. It helps them to assess the infrastructure and repair needs of the institution, interact with staff and students and plan the repair work.

**Impact Form:** This form is used after the entrepreneurs have completed their initial requirement analysis and have started the repair work. It aids Pratham in determining if the efforts to improve the state of not only schools but also of business establishments and other public facilities are targeted and successful. It keeps track of the types of repairs made in various types of facilities and compares the profit margin to the cost component.

**Seed Money Form:** An initial investment of INR 10,000 was made available to the participants to help them get their businesses off the ground. This form is used to keep track of how much money has been spent and for what.







# CASE STUDY

## A DECENT BEGINNING TO MY NEW IDENTITY

### A case study of a young first-generation entrepreneur: WASH MITRA

Mr. Sanjay Bhuravane is a young man of 26 years from a small-town called Yadav Gopal Peth in Satara district, which is located at the foothills of the Ajinkyatara Fort. Sanjay had always wanted to start a business. He did his schooling from ZP school and then started helping out in plumbing work.

One day, Sanjay found a WASH MITRA advertisement on a social media platform. He knew a few training centres in his area, but none offered multi skilled, small-batch, residential training at free of cost. He joined the training in December 2022, where he learnt skills such as plumbing, electrical wiring, masonry, carpentry, water filtering, and installation of solar equipment.

After he completed his training, Sanjay made visits to the ZP schools, GP offices, healthcare facilities and nearby institutions in search of possible jobs.

Sanjay realized that marketing was necessary to create demand for WASH MITRA. He knew that there is a great demand O&M in schools and a potential to gain funds for schools.

He decided to work as a WASH MITRA. When the ZP School offered him a job of water supply and plumbing related work, he immediately accepted the request through the WASH Mitra App. He completed the work successfully within a day, which was approved by the headmaster.



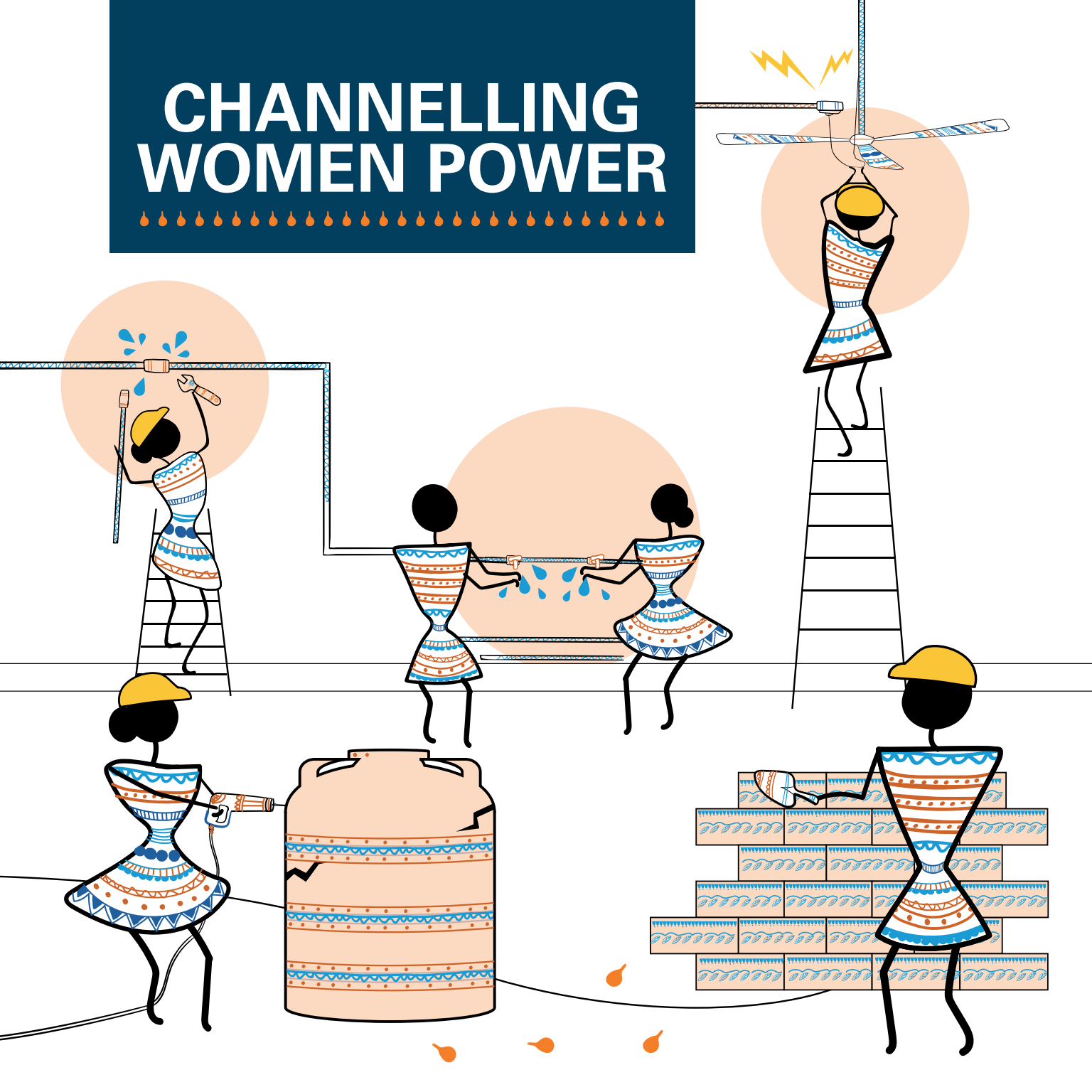
Sanjay has now become very famous and trustworthy amongst people and gets plenty of work from his village and surrounding areas. He is planning to open a small shop in his area. He sometime hires other young people to assist him. He also donated a portion of his profits to local schools, giving back to the community that had supported him from the beginning. Sanjay has an entrepreneurial spirit, and is always ready with new ideas to grow and expand his business.

He is thankful to UNICEF and CYDA for the WASH Mitra training which provided him with a tool kit, mentored him into a young entrepreneur and helped him gain respect and a new identity for his work. He has gained a hike in his monthly payments after the training. Earlier he earned INR 3,350 per month, but now he earns around INR 13,840 per month.

Today, Sanjay is known not only as a successful entrepreneur, but as a champion of young people in Satara. He has inspired countless others to follow in his footsteps, and his story has become a source of inspiration and hope for generations to come.



# CHANNELLING WOMEN POWER







Following the success of Phase 1 of OSSS, Pratham and UNICEF started their first women's One-Stop Shop batch in August 2022. Phase 2 of OSSS began with SACRED, an Aurangabad-based organization that mobilized women and encouraged them to undertake training. SACRED employed field coordinators to assist these entrepreneurs and also worked with Pratham district coordinators to provide mentorship and for connecting the entrepreneurs with schools in the area. This project aims to help the women in Chandrapur, specifically in 13 blocks, to sustain their work in the long term.

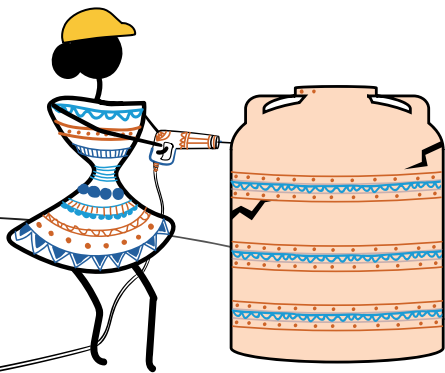
Eventually, 23 women from Chandrapur district were trained at Pratham's Multi-Skilling Training Centre in Aurangabad.

## Keeping gender in focus

The OSSS initiative also aims to bridge the gender gap that exists in providing O&M services. Through the women-oriented batch, the aim is to enhance and sustain the livelihoods of women. The initiative also encourages women to not only enter and be a part of the active professional service provider network and set an example in WASH sector in the country but also pursue and excel in non-traditional or male-dominated occupations such as plumbing and electrical work. This essentially is a gender-transformative model encouraging the women's empowerment.

The goal in Chandrapur was to train the women for providing the O&M services necessary for the repair and retrofitting of WASH and related facilities in educational settings.

The basic marketing knowledge and entrepreneurial skills that are taught as part of the training assist the entrepreneurs in starting





## Six trades young women were trained in:



their businesses. It also boosts their self-assurance so that they can pursue their careers and sustain their business. OSSS seeks to improve and maintain the living conditions of the YE women and to inspire them to not only join the country's labour market and actively participate in it, but also to pursue and succeed in non-traditional jobs dominated by men.

At Pratham's Multi-Skilling Training Centre, 43 women have so far received training under the initiative.

Arogya Kendra will benefit from assistance from the OSSS project's repair and upkeep efforts.

Five districts – Chandrapur, Sangli, Nagpur, Nashik and Latur – have been targeted for the



*The people in my village do not support such occupations for women. However, this training has benefited me a lot. Now I have adequate skills to do all the work that was considered a man's job. I also help my father with electrical repair work and we are planning to open an electricity shop soon.*

- **Monali Milind**, an M.Com student from Varora district, Chandrapura, now a WASH Mitra. She went to Aurangabad for the 15-day training to learn skills of plumbing, masonry, welding and electrical repairing. After her training, she went on a field visit in her district and observed the points of bad infrastructure. She eventually fixed several of the issues in those places.



identification of the women from across Maharashtra. The adolescents who require vocational training the most have been mobilized by Pratham by utilizing their strengths in community outreach and involvement. The Jal Jeevan Mission and Swachh Bharat Mission programmes would also give women business owners the opportunity to work.

Mentors in the selected districts helped young women entrepreneurs get involved in their communities by organising events like webinars and in-person meetings.

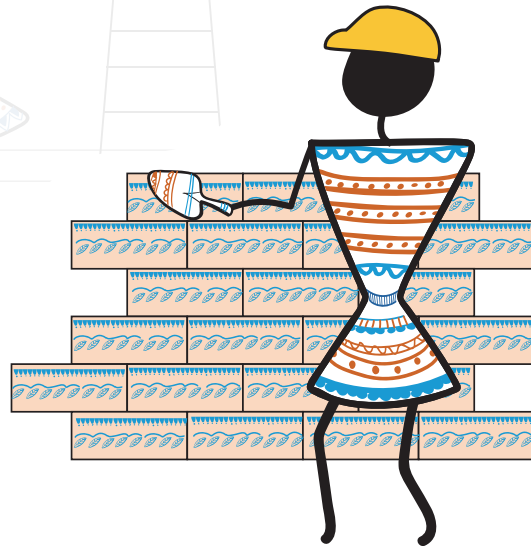
## Best practices

1. Marketing and awareness are important elements of the OSSS. Hence it is important to plan orientation with district authorities to create awareness among them about the project.
2. The target beneficiaries are young individuals and they need to be motivated more. Hence, it is always beneficial to have orientation meetings before the actual training starts.
3. YEs often encounter funding issues with zila parishad schools and anganwadis, hence connecting with gram panchayats to step in may help.



*Government funds are not enough to maintain the repair work done in schools. WASH Mitras have been addressing these issues in an efficient way. Today whenever I need any service, I use the app and request a service for school buildings and gram panchayat offices.*

- **Rajesh Raghunath Kathe**, Sarpanch of Pisadevi gram panchayat, who has received services from the WASH Mitra app



# Types of Accessories

12 Modular Surface Top | 12 Modular Conduit Metal Box

Surface Top | 12 Modular Conduit Metal Box

Surface Top | 12 Modular Conduit Metal Box

## PREVENTING HOME MISWIREMENTS

### ELECTRICAL

**FIXED AND MOVABLE**  
Always use proper tools. Never touch live wires. Use proper safety gear. Always use proper safety gear. Always use proper safety gear.

**DO NOT USE THIN WIRE**  
Thin wire is dangerous. It can get stretched and its insulation. It can get stretched and its insulation. It can get stretched and its insulation.

**NEVER REPAIR ONLY**  
Do not touch live wires. Do not touch live wires. Do not touch live wires.

**REPLACE FUSED CIRCUIT**  
Do not touch live wires. Do not touch live wires. Do not touch live wires.

**NEVER TOUCH**  
Do not touch live wires. Do not touch live wires. Do not touch live wires.

**DO NOT TOUCH**  
Do not touch live wires. Do not touch live wires. Do not touch live wires.

**KEEP WORK AREA CLEAN**  
Do not touch live wires. Do not touch live wires. Do not touch live wires.



## MOVING BEYOND STEREOTYPES

“The training in Aurangabad allowed me to travel outside my district after many years,” Sapna says. Sapna is a vibrant YE who is breaking barriers and stereotypes with her training as an entrepreneur. She has succeeded in earning a permanent livelihood option. Cautious and a bit nervous initially, Sapna admits that she associated these newly learned skills only with men. “But I wanted a job, and the leader of our self-help group urged me to travel to Aurangabad. We all met in Chandrapur, submitted our documents, and then traveled to attend the training,” she says as she narrates the experiences of the all-women’s batch from Chandrapur.

Sapna often worked on others’ farms to meet the family’s needs. But inconsistent and meagre income from the family’s farm kept the family in a constant state of financial insecurity. The need to find a stable and

secure source of income became an obvious option after completing her graduation. “I managed to earn 3,500 rupees as a contractor as against 150 rupees for a 12-hour shift on the farm,” she declares proudly. However, transitioning from a daily-wage laborer to an entrepreneur took a while.

In the beginning, Sapna started with a simple exercise of repairing the switchboard at home. It led to surveying the schools and understanding their challenges, finally leading to a breakthrough in her entrepreneurial journey. “The school in the Junasurla village didn’t have a functional toilet for girls,” she recalls.

Admitting that she lacked the expertise of an experienced mason, Sapna roped in a senior mason from her village and learned her first lessons by paying him for his supervision and still earning a profit as she laid the foundation of the new toilet. And while this project



launched Sapna as an entrepreneur, it created a ripple effect, as more people approached her for work. The same school also offered her the contract for the proposed additional classrooms on its premises.

However, Sapna did face a few biases, primarily those associated with her gender. For instance, she was openly discouraged when she offered to repair the ceiling fan of a nearby anganwadi. “Isn’t this a man’s job?” they asked her. “Do you want the fan repaired? I asked them,” she says. “And my work did the talking. I proved them wrong.”

With these experiences strengthening her entrepreneurial journey, Sapna is eager to grow her business and establish herself as a contractor.

She actively shares her expertise in her batch’s WhatsApp group, which was created during the Aurangabad training. And she has made plans to grow and promote her business. She also has more aspirations.

“I am saving money to buy a TV for my mother. Like the rest of us, she does not have access to a cell phone,” she shares. “And while I will work, she can relax at home and watch TV.”



# CHALLENGES AND BREAKTHROUGHS







This section demonstrates the One-Stop Shop and Service (OSSS) approach in Chandrapur district for WASH in schools.

Under the OSSS initiative, UNICEF Mumbai had trained 23 female Young Entrepreneurs (YEs) from 1 block of Chandrapur district with technical support from PRATHAM Education Foundation. They were imparted working knowledge and basic training in plumbing, masonry, electrification, painting and housekeeping.

It was envisaged that in the following months, the YEs would primarily visit at least 10–15 local government institutions in their nearby villages such as schools, Anganwadis, Gram Panchayat Offices, etc. and seek work related to their newly acquired skills. However, after a trial period of nearly 4 months, it was observed that the YEs were practically not getting any fruitful response from the concerned institutions. This was mainly because of the following:

- ❖ All the skills imparted to the YEs were for jobs associated with males till date. None of the local authorities such as Head Masters, Anganwadi Workers, Sarpanches really believed that the YEs could really undertake these jobs.

- ❖ The YEs did not have any marketing skills to propagate their trades. Most of them did not know how to approach the authorities or convince them.
- ❖ Although most of the above mentioned local institutions had pending petty works in the above fields, they did not have dedicated funds for the same.

Hence, the bold and innovative initiative was slowly slipping away and the YEs were losing touch with their knowledge and skills. It was then felt that the YEs needed handholding support to keep up the motivation as well as further strengthen their capacities and confidence through some interventions.

After a face-to-face interaction with the YEs, the Hon. CEO of the district administration of Chandrapur was impressed with the approach and agreed to come up with some support initiatives mainly through the housing schemes under the PMAY (Pradhan Mantri Aawas Yojana). In addition, some funds under the FFC for school toilets were recently sanctioned in selected locations. The ZP also decided to take up the support of YEs for the works under the SBM and JJM in due course.



In addition to the district initiatives, UNICEF decided to run a quick-time campaign through its implementation partner, SACRED, to demonstrate the potential of OSSS. The following methodology was adopted:

- ❖ A total of 184 schools where the project would be implemented were shortlisted in consultation with the YEs.
- ❖ Each school was allotted a sum of INR 10,000 for the retrofitting activities.
- ❖ The YEs were instructed to concentrate on the WASH sector for the retrofitting work.
- ❖ A team of eight Field Coordinators was quickly assembled to facilitate the estimation of work, procurement and transportation of material, etc.
- ❖ A reporting and checks-and-balances system was established wherein each school issued a completion certificate that included details such as the total cost incurred, school contribution if any, etc.
- ❖ As a first step, each YE was allocated 2–3 schools so that the work completion rate was 100 per cent, and then they moved on to the next set of schools.
- ❖ This activity was supported by PRATHAM who had conducted the skilling training programme.



## Coverage of the programme

Sr.	Particulars	Details
1	No. of schools	184
2	Cost / School (Rs.)	10,000
3	Total cost (Rs.)	18,40,000
4	Amount invested by school	2,00,000
5	No. of YEs	23
6	No. of students	15,200 ( approx.)
7	Type of works undertaken	<ul style="list-style-type: none"><li>❖ Laying of water pipes</li><li>❖ Fitting of taps</li><li>❖ Fitting of water tanks</li><li>❖ Fitting of toilet and urinal pots</li><li>❖ Repairing of chambers / drainage system</li><li>❖ Repairing of hand wash stations</li><li>❖ Replacing of G.I. sheets on roof</li><li>❖ Repairing of electric fans</li><li>❖ Fitting of water pumps</li><li>❖ Plastering / painting</li></ul>









# CASE

## RESOLUTENESS LED TO MY SUCCESS

Nitin Raut is an entrepreneur from Amala taluka in the Amaravati district who had started his career in the construction business. However, he kept facing rejections from various government and private institutions. Despite having core skills, he lacked a certification or professional training from an institution, which was becoming a barrier to him finding work.

His life turned around after receiving training under the OSSS Project. He was able to improve his skills, and began taking up plumbing, masonry, housekeeping, and electrical and painting jobs in nearby villages, including at schools and village councils. During one such project, he



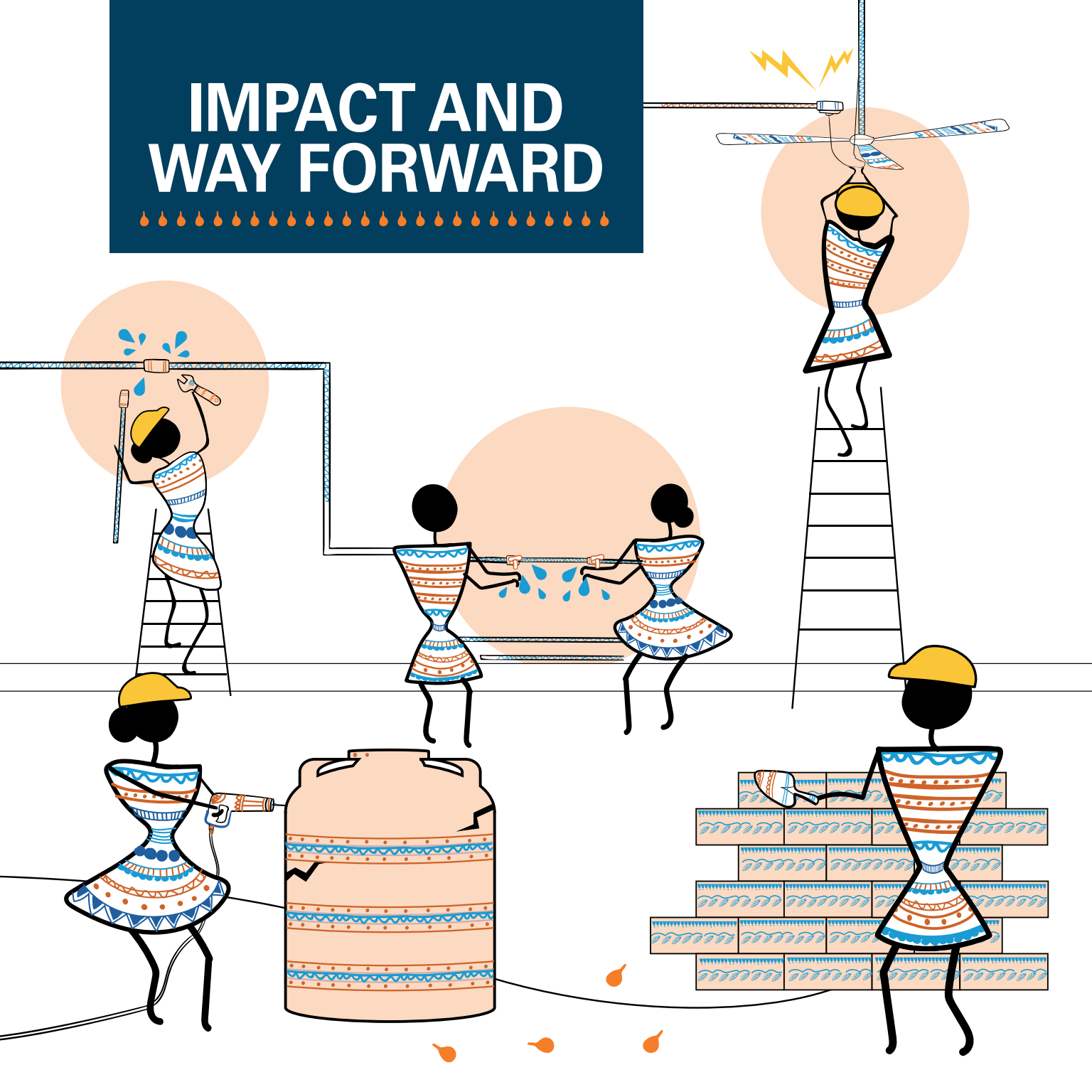
# STUDY

provided plumbing services at a fair in his village, which was attended by approximately 50,000–100,000 people.

Before his training, his income was around INR 15,000 per month. It has now gone up to INR 42,000.



# IMPACT AND WAY FORWARD





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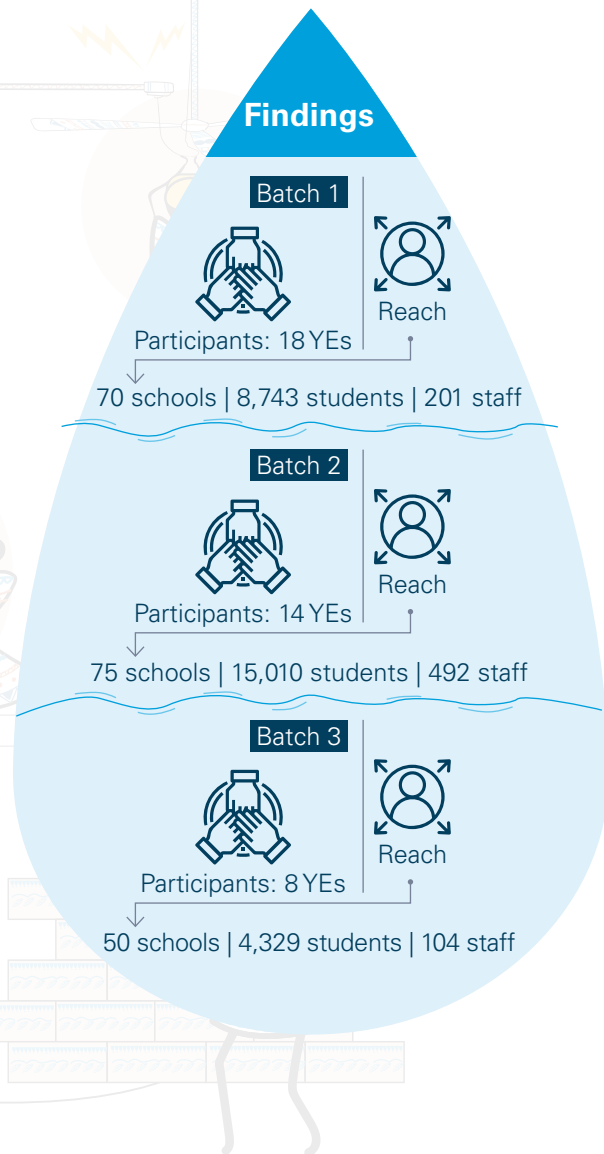
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According to a progress report of September 2022 by Pratham, 18 YEs from the first batch have provided services to 70 schools, effectively impacting 8,743 students and 201 staff. From the second batch, 14 YEs have provided services to 75 schools, impacting 15,010 students and 492 staff. The third batch connected 8 YEs to 50 schools, indirectly benefiting 4,329 students and 104 staff.

Three categories make up the repair work done by YEs: 66 per cent of the repair work was done in government schools, 32 per cent of the repair work was done at homes or people's offices, and 2 per cent of the work was done on public infrastructure. Power plug installation, Aquaguard installation, motor installation, house wiring, setting tap connection and light connection are a few instances of repair work done. Of these, 52 per cent of the jobs were introduced to the YEs by the project. The rest of the 48 per cent of the jobs were found by YEs themselves from the networks they had established. While the schools and hospitals became sources for 59 per cent of the income, 35 per cent came from private individuals.





The September 2022 report also details the outcome of the second phase of OSSS project. The second phase is special because this time the focus was on building the capacity of female entrepreneurs. The 23 women from Chandrapur who were trained on O&M of WASH facilities have visited more than 80 schools, according to the ground reports. However, their activities have not yet reflected on the Zoho app. Although the details of the activities of nine women YEs are present on the app, and according to that nine women entrepreneurs have visited 22 schools allocated to them in Chandrapur. In total, they have reached 1,675 students and 105 staff in these schools.


Of the 22 schools visited, the YEs conducted sessions on at least one of these topics: the steps and importance of hand washing, water-saving activities and awareness on electricity saving.

Another report created by UNICEF and Pratham in December 2022 pegs the total number of YEs benefiting from the OSS project so far at 113. These YEs come from the districts of Chandrapur, Gondiya, Palghar, Yavatmal, Washim, Jalna and Beed. The training spread across seven batches is now successfully completed. The 130 entrepreneurs

from these batches are now offering low-cost maintenance services to local public, semi-public and private establishments.

By the time the December report was created, the YEs had visited over 190 schools allocated to them in the districts of Aurangabad, Ahmednagar, Kolhapur, Yavatmal, Chandrapur and Gondiya, and carried out need assessment surveys. In total, they have impacted more than 950 staff members and 22,000 students in these schools and engaged with them to tell them the benefits of hand washing, especially during COVID-19.





Mobile apps like WASH Mitra have made it simple for YEs to connect with consumers and for customers to find skilled and dependable service providers who are also business owners. An effort is being made under the OSSS initiative to support female YEs in growing their enterprises by giving them some cash. This initiative has met with success. Through this training, female entrepreneurs are attempting to expand their businesses outside of the confines of traditional housework and are gradually succeeding, establishing a network of dependable businesspeople. After the training, Pratham and UNICEF continue to support the businessowners in a variety of ways while preserving their connections with local government agencies including the water department, public health centre (PHC) and gram panchayat to make sure that the future plans work out as planned.

In total, the YEs reached over 950 staff members and over 22,000 students in these schools and engaged with them on the benefits of hand washing, especially during COVID-19.

## Way Forward

- ❖ The WASH Mitra project needed more marketing and awareness in Maharashtra. So we planned a district-wise orientation with district authorities.
- ❖ The WASH Mitras belong to the younger generation, need more motivation for them to carry out their services and establish themselves as service providers. So we planned an orientation meeting before starting the actual training.
- ❖ The trained WASH Mitras faced challenges in ZP schools regarding fund availability. So we planned to connect them with GPs also.
- ❖ Fund shortage within ZP schools and anganwadis are becoming a hurdle for WASH Mitras to provide their services. These institutions have been oriented on how to leverage funds from other sources.

## Review Meetings with UNICEF

A review meeting was organized every month, and whenever needed, with the UNICEF team about the progress of the project and challenges encountered on the way. The project execution strategy evolved in due course with suggestion from the UNICEF team.

Monthly review meetings were also conducted with the WASH Mitras online and offline. In these meetings, a key highlight was knowledge sharing. Participants shared their best practices and strategies to help each other with the challenges they were facing so that each WASH Mitra could lift each other up.

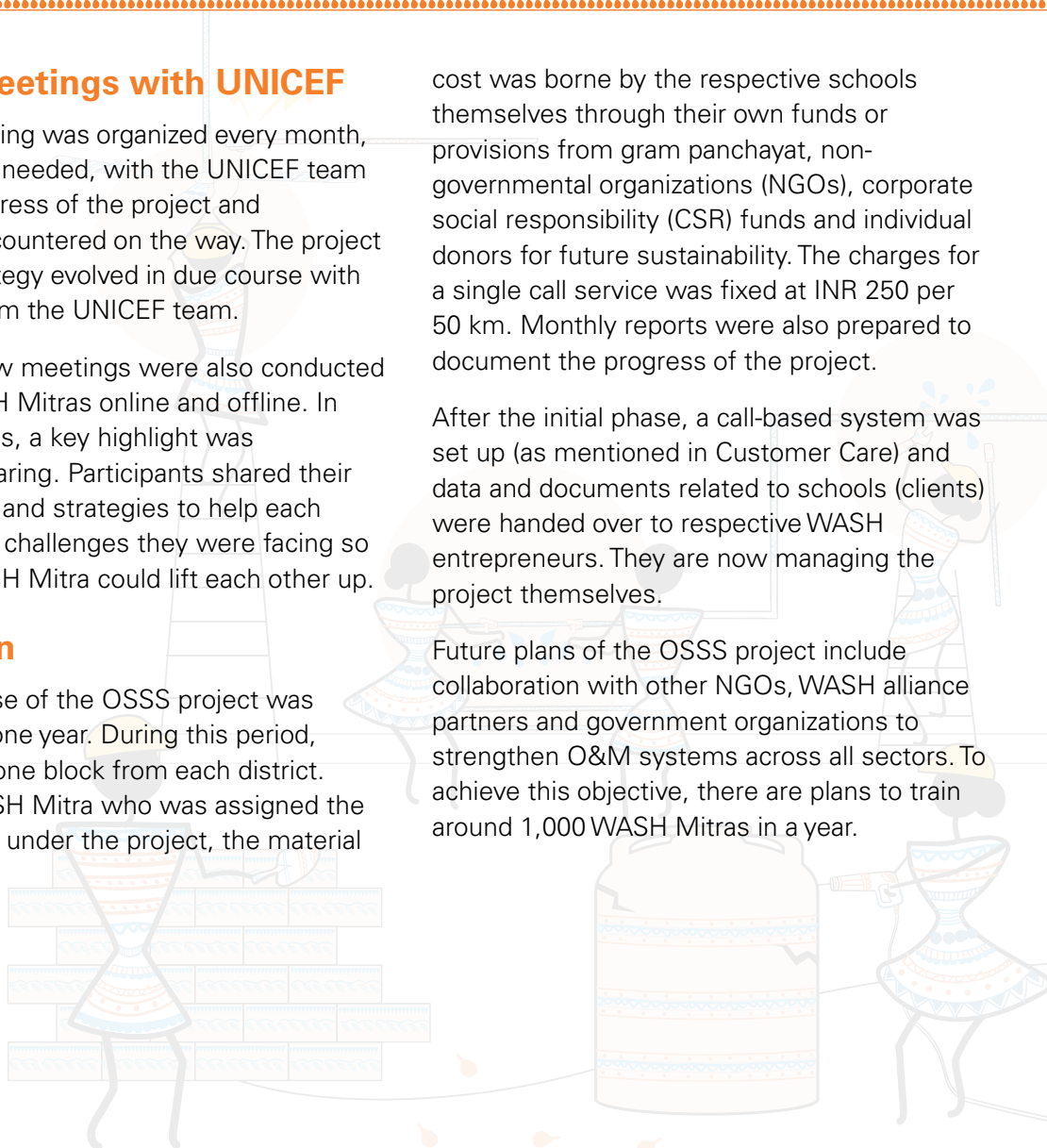
## Conclusion

The initial phase of the OSSS project was completed in one year. During this period, focus was on one block from each district. While the WASH Mitra who was assigned the work was paid under the project, the material

cost was borne by the respective schools themselves through their own funds or provisions from gram panchayat, non-governmental organizations (NGOs), corporate social responsibility (CSR) funds and individual donors for future sustainability. The charges for a single call service was fixed at INR 250 per 50 km. Monthly reports were also prepared to document the progress of the project.

After the initial phase, a call-based system was set up (as mentioned in Customer Care) and data and documents related to schools (clients) were handed over to respective WASH entrepreneurs. They are now managing the project themselves.

Future plans of the OSSS project include collaboration with other NGOs, WASH alliance partners and government organizations to strengthen O&M systems across all sectors. To achieve this objective, there are plans to train around 1,000 WASH Mitras in a year.



## BECOMING A WASH SPOKESPERSON

Ku. Munja Gore is a 22-year-old youngster living in the small village of Hishi, Shelu block, Parbhani district, Maharashtra. He was working as a farm labourer in his village with his peers. Munja was keen to learn new skills but couldn't find a way forward. Moreover, financial challenges in his day-to-day life were making his survival difficult. One day, he came across an advertisement for the WASH Mitra training, which is a path to learn new skills and capable of making a difference in his life.

He joined the training in December 2022 and learned skills of plumbing, masonry, carpentry and work related to water filters solar installations and electrical fittings. After the training, he returned to Hishi and visited almost all the schools in nearby areas. He realized that there is a lot of scope

in the O&M work of schools as well as a potential to get funds for schools. Taking the initiative, he visited the gram panchayat and discussed how WASH is important for student education. Later, the zila parishad school agreed to get the issues of water supply and plumbing fixed. Munja immediately accepted the request for his services. The work was completed successfully in a day. The headmaster happily approved the work and paid him.

He is really thankful to WASH Mitra's organizers who not only provided him training, mentoring and a tool kit, but also helped him gain some respect for the work. He is also happy with monetary benefits that came along. He worked for INR 250 earlier and is now earning INR 540 per day after the training.





## INNOVATION-LED SOLUTIONS

Pramod Gavit is a young entrepreneur from Nandurbar, an aspirational district in Maharashtra, India. Pramod comes from a family of farmers. He has always been interested in finding innovative solutions to the problems faced by the people in his village, right from a very young age. He was particularly concerned about the lack of proper sanitation and hygiene facilities in his village, which led him to become a WASH entrepreneur.

He mostly worked on a farm and occasionally helped out at a welding shop. When a teacher from his village informed him about the WASH Mitra training, Pramod took the opportunity and attended CYDA's 21-day training.

The idea behind the WASH Mitra's initiative is to provide affordable and sustainable sanitation and hygiene solutions to people in rural areas. Pramod learned new skills and

visited nearby schools, health centres and gram panchayat offices to look for work. He found that the Dogegaon health facility had pending work related to water filtration and they had been searching for a water filter expert for at least a month. Pramod went to the health centre and took up the job. He was paid for his work by the medical officer, who applauded the concept of WASH Mitra.

Pramod's most successful work so far has been installing a water filtration system in a rural village in Nandurbar. The village had been struggling with lack of access to clean water, which had led to numerous cases of waterborne diseases. Pramod, with the help of his friend, installed a solar-powered water filtration system that provided clean and safe drinking water to the entire village.

Pramod is rapidly making progress as a WASH Mitra and plans to eventually expand his operations to other parts of Nandurbar.

He is also exploring the possibility of partnering with other WASH Mitras to bring WASH solutions to communities in other parts of Nandurbar.

Pramod, used to earn INR 3,000 per month working as a farmer and a labourer. Now, as a WASH Mitra, he is earning around INR 8,650 per month, which is more than twice his previous income. Pramod has been an enthusiastic advocate of the WASH Mitra initiative in his block and nearby villages. He wants to open a WASH Mitra shop to provide all services related to upkeep of WASH infrastructure and also other repair works.

Pramod has made a significant impact on the lives of people in underserved communities in Nandurbar. His passion for WASH and his innovative approach to providing solutions to this critical issue are testaments to the power of entrepreneurship for driving positive changes in the world.









