

**report**  
**on**  
**"End water poverty campaign"**  
**Sanitation and water for all.**



**Supported by:**  
**Regional Office Bhubaneswar**



*Facilitated by*



Local Initiative for Global Perspective

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## Foreword

“The global crisis in sanitation and water requires an extraordinary effort to tackle it. End Water Poverty is an international campaign, driven by a growing coalition of like-minded organizations, calling for immediate action. The scale of the problem cannot be overstated. 1.1 billion people live without safe water and 2.6 billion people live without access to sanitation. In these circumstances around 5000 children die every day from water-related diseases – the equivalent of 20 airliners filled with children lost on a daily basis to an entirely preventable public health crisis.”

Udyama triggers community knock over and over again for an inclusive growth and to live with dignity with community and attempts to undertake the **Next Development Challenges** through progression initiatives adaptation to variability and vulnerability of linking-learning-livelihoods and integrating broad based process, partnership and development. Fundamental is to eradicate poverty of environment and water poverty by promoting sanitation and water for all. As the principal theme, this movement had taken health, sanitation, hygiene, climate change, gender and governance for an inclusive growth.

“End Water Poverty Campaign” sanitation and water for all in Orissa, is only one of its kind opportunity to involve all class, sections and masses for laying foundation to eliminate poverty. This offers manifold advantages to relate mainstream development with reality contact. Good enough is that this year coincides with International Year of Sanitation 2008 which is being celebrated globally. The objective of this campaign is that to improve upon community cleanliness linking livelihoods and gross development be it rural and urban setting. Stress on how life and livelihoods have become troublemaker only because of poor sanitation and unsafe drinking water, has caused greater and wider consequences on gross development and accelerating the poverty manifold.

Safe Sanitation and water is now is the centre of development and has a direct bearing on community development that ensures stable growth in relation to economic and environmental sustainability. Sensitization to common on usage of safe water and make surroundings clean, green and free from open defecation is the development indicator right now. Civil society INGOs, Bi-lateral funding organizations have extended helping hand to eradicate poverty in general and water poverty in specific and demanded participation from all quarters to make this movement success. Death due to water borne diseases, living un-sanitized environment will be no more warranted. Hence the success of MDGs has undeviating linkages with sanitation and water directly.

This campaign started in World Water Day during March 20, 2008 and stretches up to July 2008 in a staggered manner to have a cross learning and associating wider citizen covering nine districts of (villages, GP, and block head quarters) and hinter lands of tribal pockets of southern, coastal northern and western Orissa. To say over and over the benefit on the significance with school going children, teacher, AWCW, old and senior citizen which has certainly created significant insights to be part of this demand driven initiative and make every body's life and livelihoods secure, stable, safe and sound..

It was only possible due to open support of many stakeholders during hot summer of scorching sun and when there has severe heat wave. We are very much grateful to participating community member, volunteers, Women leaders of SHGs, PRIs, senior citizens, CBO delegates, INGO representatives, Local legislature, MP, ULBs, Collectors, Commissioner of Panchayati Raj and principal Secretary water Resource department, officials of rural development department, state Water and sanitation mission and Water aid at large for extending encouragements during campaign. We beg you, your continued cooperation, participation, contribution, collaboration and commitment to achieve this milestone

Together we can ...

In solidarity

Pradeep Mohapatra,  
Secretary and team leader,

# Report on "End Water Poverty Campaign" Orissa

**If decision makers are genuinely committed to the eradication of poverty, then sanitation and water must be provided for all. It is time to End Water Poverty**

## **Back drop:**

"The coalition is formed of **like-minded organizations** from around the world who are demanding **urgent action** and leadership from donors and governments alike. Only together, with **one voice**, can we tackle this devastating crisis that affects billions of poor people across the world."

"End Water Poverty campaign is a movement to eliminate global poverty taking sanitation and water as central point. This is being facilitated by Water Aid Regional Office Bhubaneswar in Orissa. It has been assessed that one of the target un-safe water and sanitation is the major cause to hinder the MDGs which has targeted to fulfill within 2015. Thrust of this campaign is to reduce mortality due to unsafe water use and stop open defecation which is the cause of global threat.

Further, this campaign stressed that the water shortage and contamination due to climate variability and change which could be another repercussion on broader livelihood of all sections and larger development. It had focused how basic sanitation and safe water use would protect and promote national growth and accelerate to achieve at local level.

Since Orissa is the most priority and most backward state in relation to safe water and sanitation front and far behind the national progress followed by low development indicators and( morbidity, malnutrition and deaths due water borne diseases, water contamination of surface and ground water and un-sanitized and free open defecations, this campaign was highly warranted on the following counts:

- to create awareness with various mass,
- create lobby and develop advocacy for sanitation and water within various fora inclusion of development plan process,
- To gear up community and urban habitation responsibility and accountability within ULBs for waste management and reduce contamination water and promote sanitation
- Mainstreaming Governance and Gender led, and community led water and sanitation program
- Sensitizing elite mass, legislature, beurocrats and senior citizen, students and children to be part of it
- To bring togetherness and ensure collective force for safe and healthy living and ensure free from open defecation

Udyama had taken the advantage as one of the leading organization to sensitize community, civic citizen for advocating a complete sanitized village and urban habitations in Orissa. This was facilitated by community based and professional organizations, institutions to harp on this matter with solid grounding.

## **The Need & Reality:**

More than 80 years ago, in 1925, Mahatma Gandhi wrote: ***"The cause of many of our diseases is the condition of our lavatories and our bad habit of disposing of excreta anywhere and everywhere.***

Now more than 80 years later the United Nations Organization (UNO) observes:

***"An estimated 42,000 people die every week from diseases related to low water quality and an absence of adequate sanitation. This situation is unacceptable"*** Both the historical and contemporary thinking, inevitably, consider sanitation as essential for human dignity and quality of life, yet we have just passed the halfway mark towards the most impressive development targets, the members of the United Nations have ever committed themselves to, the Millennium Development Goals(MDGs).

**"Hard Truth, Real Truth, Naked Truth and An inconvenient Truth"**

**Vulnerability to "Poverty of Water and Environment" and adaptation to climate change and Half truth on livelihoods resilience in Orissa**

“About four in five households in India do not have toilet facilities. Access to toilets is even worse among SC/ST and OBC households. Only 43 percent of schools in India have toilet facilities. There is a wide variation among states from Haryana (97% of the schools have toilets) and Punjab (79%) to Bihar (13%) and Gujarat (18%). There is variation across the communities where the marginalized communities suffer enormously.” UNDP- Water community Solution xchange.

**“Over 50% of the world’s hospital beds are filled with patients suffering from water-related diseases. The World Health Organization estimates that by reducing by half, the proportion of people that lack access to safe water and adequate sanitation the world would save nearly \$90 billion annually.” John F. Turner, Assistant United States Secretary of State**

The two important emergent issues are: accelerated degradation of environmental and natural base consequent and marginalization process continuing unabated. Resilience of and adaptation to vulnerability of livelihoods have been threatened in coastal, rural and urban areas too in India and regionally in Orissa too. The **Environmental costs are increasing manifold and mitigation response is also challenging.** Poverty, hunger, trafficking, foeticides, drinking water, slum growth, sanitation, health-hygiene conditions are very acute.

Hence: **Access to safe water is a fundamental human need and therefore, a basic human right. Contaminated water jeopardizes both the physical and social health of people. It is an affront to human dignity. Kofi Annan, UN Secretary General**

## Water stress

- 68% of the net area sown in the country is prone to drought
- Out of this 33% is chronically drought prone, receiving rainfall less than 750mm per annum
- 35% drought prone that receive rainfall between 750-1125 mm per annum

State	Area (Lakh ha.)
Rajasthan	100.0
Karnataka	100.1
A.P.	95.1
Maharashtra	85.7
Odisha	81.2
MP	72.2
Tamil Nadu	44.1
Bihar	33.3
West Bengal	33.7
Orissa	28.8
Haryana	11.8
J&K	1.8

**Sanitation In India as whole- APL 31.40%, BPL 42.70%= Total 36.50% and Orissa 22%+**

- **Poverty of environment** ( vulnerability adaptation to climate variability, loss of biodiversity, waste management ,pollution , poor renewable energy use natural disasters and industrialization leading to severe poverty and environmental degradation )
- **Water poverty** (safe drinking water, water conservation and recycle water , waste water disposal , water contamination, pollution and groundwater receding affecting survival )

**Water Shortages:** Water shortages *may* not lead to shooting wars, but they most certainly lead to food shortages, increased poverty, and to the spread of disease. They make people poorer. They increase the migration of peoples further straining the massive mega slums of the developing world. Standards of living deteriorate social unrest and violence increase, leading, as the doomsayer Robert Kaplan put it, to coming anarchy. Bangladesh may never go to war with India even before the recent settlement the Bangladeshis were too poor to do much more than grumble but the stress caused by water shortages led to massive migrations of people, upsetting the balance of several Bangladeshi and Indian states, leading to the rise of terrorist and nascent revolutionary movements. By other definitions, then wars

**Excerpt from *Water Wars of the Near Future* , article by , Marq de Villiers , author of , *Water***

**“If the wars of the 20th Century were fought over oil – the wars of the 21st century will be fought over water.” Ismail Serageidin, World Bank VP**

**“In Twenty-First Century a global water crisis is threatening the security, stability and environmental sustainability of all nations, particularly those in the developing world.”**  
**UN World Water Development Report, 2003**

**Water**  
 With more emphasis on Industrialization now there is greater pressure on available water. Industry has emerged as a major competitor for water. Further, mining and industrial activities are polluting the water bodies and ground water. The problem is being complicated by increasing use of agro-chemicals, pesticides and

fertilizers which find their way to all water sources including ground water, depleting the source due to over extraction leading shortage. Hence there has a greater need of advocacy, appropriate lobby, mass sensitization thru workshops, Campaign, citizen action and research followed by sustained reflection. More effort needs to bring togetherness the legislatures and policy makers to be part of logical and commonsensical inclusion in development program for poverty eradication and prioritize sanitation and water as elementary to sustained growth.

**2.6 billion People have no sanitation & 1.1 billion people have no clean water**

**“In the developing world, 1 in 5 people are without safe water. 1/6th of the world’s population lacks access to clean water”**

- To reduce water requirement of industries and study ways of growing crops with less water
- To find cheaper and effective ways to remove pollutants from water to make it drinkable and fit for agriculture crops
- Input intensive agriculture has raised production to a great extent but now it is evident that productivity cannot to rise continue beyond a point.
- Focus should be more micro- water projects within community reach and rain water conservation, harvesting and retention with adequate backward and forward linkages. It is necessary to study methods to increase community access and community involvement in water management.
- Catchments protection with integration of technical, mechanical, , agrosrological and biodiversity conservation initiative

**“We do not see an absolute shortage of water supply- the world is not running out of water. But millions of the world’s most vulnerable people live in areas of mounting water stress.”**

**Water Rights and Wrong, UNDP 2006**

Climate variation and change has direct impact on water regulation, it creates imbalances in water regime and flow and hydrological cycle in disgusting. Any variation establishes broader panic and havoc for the endurance of the human and living beings. But there has greater variances in hydrological cycle since last half a decade and we are bearing the brunt of this.

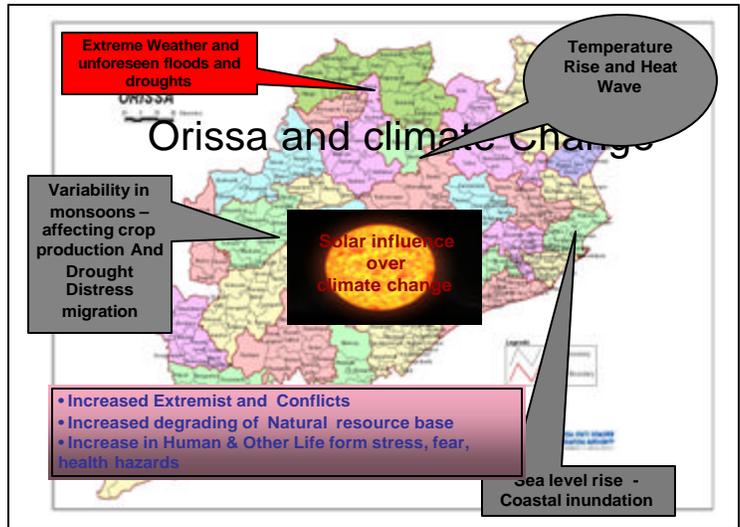
**Climate change modeling and India:**

Prediction is that one of the most accepted climate change models is that if global warming will continue USA will be drier, India will be wetter, and Europe will be warmer. Regarding Indian subcontinent, the forecast is that there will be more destructive sea storms, sea surges , coastal erosion and coastal inundation. Even if serious efforts are now made to reduce green house gases, the effect of such gases already released to atmosphere will continue be felt for decades to come, because of long residence time of these gases in atmosphere.

Another apprehension is that global temperature may not rise in a linear manner; there may be sudden and stiff rise in temperature. That is to say that the temperature curves in stead of being linear it can be kinked

**Climate change – Orissa context**

Poor state like Orissa unfortunately is in the path way of depressions and cyclones formed in the Bay of Bengal during south west monsoon. With advance in global warming if sea storms acquire greater destructive power as is being forecast, the state will be required to bear the brunt of such storms which means all the gains of development will be washed away in flood/storms waters. And or Orissa is leading to more victim water borne diseases, contaminations, stagnation and safe drinking water.



Campaign or movement can be fruitful to sensitize all possibly in bringing all (mass) into action. Taking this as a principle; Udyama had undertaken initially to cover following districts keeping the reaching to mass and quality of program.

**Broader Goal: Broad based development initiatives and resilient towards Ending Water Poverty and poverty of Environment**

**Specific Objective of this campaign:**

<ul style="list-style-type: none"> <li>▪ To sensitize women and slum dwellers to use <b>potable water and engage with safe sanitation</b></li> </ul>	<p><b>Out come:</b> 200 women from 30 slums has participated in this end water poverty campaign. it is expected reach the message minimum 10,00,000 people including children</p>
<ul style="list-style-type: none"> <li>▪ To engage and involve <b>children and teacher</b> on use , conserve, retain and harvest clean water and restore as one of the major life saving capital</li> </ul>	<p>This has involved 1000nos of children from 50 schools on essays/caption competition. This will help to bring about 100 brand ambassadors. Idea behind is to inculcate the message on how poverty is getting accelerated and livelihoods are getting affected due to water related issues. As students/children are looking for three generation today (him/herself, parents and grand pa and ma). -- They have reoriented themselves in involving themselves. The competition themes are on present crisis on water, open defecation, waste disposal. This will be another media also to pass the message to all on clean water, use of hand washing, water conservation, regulation thru children. The whole objective is to inculcate the better perspective amongst ignited talents to have second thought on water and environment for own and other survival and security for others too and to bring out ambassadors for promoting water and sanitation for all.</p>
<ul style="list-style-type: none"> <li>▪ To sensitize CBOs, WSHGs, CSOs ,INGO. INGOs be a part of it in order become self sustenance <b>to end water poverty and ending the poverty of environment</b></li> </ul>	<p>Around 88 CBOs and NGOs had been involved in padayatra, bike/cycle rally directly and involve more SHGs in villages during campaign. To spread the mass campaign to nearby town and rural areas on the message end water poverty and sanitation and water for all" besides municipals . Objective was involve elected representatives grassroot functionaries and PRIs to be part of it . So the Baliana and Balipatana block of Khordha as both are close to puri district looking DWA at Puri and other GPs of respective districts have been targeted those are very vulnerable to safe water , hygiene and waste management . Both the block have equal importance in water , sanitation issues apart from political boundary. this campaign will have certain bearing the message for cross</p>

	<p>sections.</p> <p>Besides competition in schools, this was an important event to transmit message on "ending water poverty to civic citizen all across and to sensitize all for demand not charity, every body has equal responsibility and accountability on safe water , hygiene, sanitation and conserve preserve, water, and address larger issues on climate change and global warming taking Water and Sanitation in fore front.</p>
<ul style="list-style-type: none"> <li>▪ Better use of waste and recycle to <b>make surroundings clean and green</b></li> </ul>	<p>This campaign had covered at least 30 slums in puri, bhubaneswar and cuttack urban local bodies apart from other districts apart from other NACs and towns</p>
<ul style="list-style-type: none"> <li>▪ To generate overall awareness <b>to prevent war on water and combat the vulnerability, and enhance adaptation to climate variability and change and resilience on livelihoods.</b></li> </ul>	<p>At least to reach ten lakh population in urban and rural areas thru this campaign covering nine districts.</p> <p>The three municipal corporations ( bhubaswar puri cuttack)are having more than 50 slums. This program envisage to involve slum dweller to have dialogue on the health hazards, water borne diseases, and contaminations, hazards for waste dumping and simultaneously use of safe drinking water, make usable toilets, hand washing before food and after toilet, use waste water for back yard farming for nutrition and avoid water stagnation and disposal . Since Orissa is in the victim path way of climate variability and change this campaign has able to garner to bring togetherness and recall civic citizen the equal responsibility to conserve, preserve and maintain and manage water and environment today for tomorrow.</p>

#### **Methodology used:**

- Inclusion of mass (slum dwellers, women , youths and senior citizen)
- ULBs , PRIs Government ,line departments and corporations, WSHGs,FSWs
- Education institutes and children in debate and completion
- Placards, posters cycle/motor cycle rally
- Mass meeting ,signature campaign, caricature, folk lores, drama and street play
- Submission of memorandum to local authorities
- Sensitize civic citizen on rights and responsibility and CSOs to undertake lead role

#### **Coverage**

Looking the magnitude of vulnerability particularly livelihoods of mass due to water related issues be it be flood or drought , hilly and inland areas , this campaign had put greater need of collective effort and fora to combat and restore or rejuvenate directly water related livelihoods particularly with whom we are working and beyond.

As we believe collective force will certainly add more bondage than singular action. Taking this principle, Udyama had stepped process of networking with CBOs and NGOs necessarily to make campaign fruitful and mass inclusion towards disaster resilient development where “ending water poverty and poverty of environment” is important for local action as well as undertaking global warming. We consider where every body’s weakness is the strength to add better synergy in sensitizing the mass.

Hence this campaign has carried forward in a joint initiatives of more NGOs,CSOs,CBOs ,SHGs and net works

slno	district	Location	Participating Partners with this campaign
1	Puri	Puri (Puri and municipal Gop block	Udyama,The Holy lord education society,The Mirror,Society for women Empowerment through Developmental Action(SWETDA) , women led organization who has formed one mahila cooperative
2	Khorda	Bhubaneswar (BMC area) Balianta and Balipatana	Udyama, Hope foundation & Ashraya an organization FSWs
		Khorda (sadar and NAC and Jatani block	VJSS, CSOs
3	Cuttack	CMC	Udyama,Hope foundation and CSOs
4	Nayagada	District head quarter and sadar	UdyamaBrikhya O jeevar Bandhu Parisad(BOJBP) and other local civil society organisations
5	Gajapati	Mohana block and Digapandi NAC	SAMAN and Khameswar Mukhihuru Adivasi Sikhya sangha
6	Bolangir	Bolangir Sadar, Patanigada division and Titlgada division	Udyama andWestern Orissa Voluntary Association comprising 45 organisation working Mahanadi catchment
7	Nuapada	Khariar and Nuapada division	Udyama,Western Orissa Voluntary Association comprising 45 organisation working Mahanadi catchment
8	Keonjhar	Sadar, Banspal,Jumpura, Telkoi, Harichandanpur	Gonasika Vikash Manch and CSOs comprising 21 NGOs in northern Orissa working subarnrekha, budhabalaga and baitarani river basin
9	Mayurbhanja	Baripada, Thakurmunda,Sukruli, Karanjia	Gonasika Vikash Manch and CSOs comprising 21 NGOs in northern Orissa working subarnrekha, budhabalaga and baitarani river basin

#### Details institutions covered under this campaign

Slo	No of dists	No municip als	No NACs	No Blocks	No GPs	Nos of expected persons participating in campaign	Targeted population to cover
1	9	3	13	26	105	800	Expected to reach ten lakh(six lakh from 800 Villages. apart from 3 municipal corporations and NACs which has planned to reach at least four lakh population from rural and semi urban areas

#### Campaign Schedule

- Bhubaneswar , Cuttack , Puri, Ganjama, Gajapati and Keonjhar- from Mach to Aplri,2008
- Nayagada Bolangir and Mayurbhanja-May 2008
- Bolangir and Nuapada-June 2008
- Khorda - July 302008

## Reflection and Learning out of this campaign:

This is a good initiative at the right time since this year has nominated as International year of Sanitation 2008 followed by UN initiative to address climate variability and change due to global warming. There are lots of threats and hazards to common living beings including communication information and dissemination technology on safe drinking water availability, accessibility and affordability across the globe. Waste water management, recycle and reuse, waste disposal is leading to contamination due to add on activities for higher profit very instantly may not conducive the ground and under ground aquifers causing very much detrimental to environment.. This campaign will be very much appealing and addressing the vital components of larger section. The success of this campaign is largely dependent on following:

- Start from positive and make cluster programs with incentives to draw participation and contribution
- Inclusion of Gender and Governance as this is vital to inclusive growth
- Change mind set in all sphere and at all community and ULBs
- Generate demand set targets with creating community assets and models fix duration to accomplish
- Recognition to grass root responsive persons/community and provide adequate training exposure and expertise
- Promote evidence based demo and with solid reflection
- Inclusion of social exclusions to link with PRIs and
- Promote networking ,Inclusion of legislature, bureaucrats, media and think tanks
- Inclusion of wider stake holders fixing responsibility and community quality check
- Simultaneous action-reflection-action, social auditing and promote value addition programs
- Demystification of technology to integrate into action

## Photo clippings



Photo clippings



Photo clippings

## List of delegates participated

Bhubaneswar	Dr. Prassana Ku patsani,MP Dr.Aurovindo Behera,IAS,Prinical secretary Water resource department Corporate BMC School Head master and Head Mistress
Balianta	BDO,
Balipatana	BDO
Cuttack	Ms.Nivedita Pradhan,Mayar, CMC ADM, Cuttack
Khorda	BDO
Nayagada	Sarapach mandhatapur Ms.Kananbala dash Mr.Trilochan dash (retd head master)
Keonjhar	ADm, keonjhar, Lawyers,district sanitation delegate
Baripada	ADM,Baripada,
Puri	Corporate, School teachers, sarapach sadar block
Bolangir	Mr.SR. gopalan IAS,District Collector, Mr.RN Dash, Commissioner Panchayati raj Department Go), sub collector, ADM, PD DRDA
Ganjam	Sarapach Gobind pur, Mohana BDO,

## Our Further Commitment:

Our Commitment towards this campaign will carry forward this initiative at least twice a year including Puri at least for next two years. Since Udyama network is in operation of right based approaches and continuing citizen action in capitalizing government resources and schemes impact to livelihoods and climate justice linking NREGS other social security schemes in Orissa. This movement will trigger and help generate substantial outcome to leverage resources from mainstream and link it to other stakeholders for its richness be it kind, mind, thought and contemplation. Udyama with community can assure at least three years commitment and pledge to advocate this right based approaches in the designated areas.

