



# Global Handwashing Day 2023

Clean Hands are Within Reach



## Global Handwashing Celebration Week

(11<sup>th</sup> October 2023 to 17<sup>th</sup> October 2023)

Initiatives and Interventions by Maharashtra Urban WASH-ES Coalition (An initiative of Regional Centre for Urban and Environmental Studies (RCUES) of All India Institute of Local Self Government Mumbai (AILSG Mumbai) and UNICEF Maharashtra), and the Development Partners to witness the sustenance of the hand hygiene practices.

**Nov, 2023**





## Contents

Abbreviations:.....	3
Executive Summary:.....	4
1. Introduction .....	4
2. Accelerating Preventive Action Through Contemplative Interventions .....	6
3. Mapping of Key stakeholders .....	7
3.1: Engaging with School Children.....	7
3.2: Reaching out to parents and family members.....	7
3.3: Involving School Staff.....	8
3.4: Reaching out to the vulnerable communities through colloquial messaging .....	8
3.5: Outreach to Key Government Departments in Maharashtra .....	8
4. Shifting Perspective through immersive learning.....	8
5. Activities Conducted in RCUES.....	9
6. On-ground Action.....	10
6.1: Activities by the Secretariat, Maha-UWES-C .....	10
6.1a: Activities with Sanitation Workers.....	10
6.1b: Glimpses of social media engagement by Secretariat, Maha-UWES-C. ....	11
7. Motivating Positive Behavioural Change through Experiential Learning .....	15
8. Letter from State.....	26
9. Media Engagement .....	27
10. Way Forward.....	29
11. Annexure.....	30
Annexure 1: Concept Note.....	30
Annexure 2: Activities conducted. ....	33
Annexure 3: Partner Organisation Reach .....	33

***This report is an intellectual property of RCUES of AILSG Mumbai and UNICEF Maharashtra. All rights on this report are reserved, therefore, a written permission should be obtained from the organisations before citing the contents and findings from the report.***

## **Abbreviations:**

**AIILSG:** All India Institute of Local Self-Government

**ARI:** Acute Respiratory Infection

**CACR:** Citizens Association for Child Rights

**CYDA:** Centre For Youth Development and Activities

**DWSM:** District Water and Sanitation Mission

**GHD:** Global Handwashing Day

**Maha-UWES-C:** Maharashtra Urban WASH and Environmental Sanitation Coalition

**NFHS:** National Family Health Survey

**RCUES:** Regional Centre for Urban and Environmental Studies

**SBM:** Swachh Bharat Mission

**SBM (Rural):** Swachh Bharat Mission (Rural) 2.0

**SDG:** Sustainable Development Goals

**SMMU:** Swachh Maharashtra Mission (Urban) 2.0

**SWSM:** State Water and Sanitation Mission

**UNICEF:** United Nations Children's Fund

## Executive Summary:

Global Handwashing Day is being celebrated for the last 15 years. This year the focus was on understanding the continuation of the behaviour patterns of washing hands with soap and water post pandemic. A small survey of 12 respondents revealed that the practise of handwashing with soap and water has continued by all and some of the respondents have also added more behavioural practises in handwashing.<sup>1</sup> The respondents, understanding the importance of handwashing with soap and water, are ready to share the information with others.

During the week of celebrations in the month of October it was observed children took active participation in the process along with their parents where they shared their stories through various competitions, street plays, miking activities etc. They helped in disseminating the key messages to every household, irrespective of gender, age, or occupation.

Letters were written by the children to the Sarpanch on requesting for more taps in the school and regular cleaning up of the area where water was getting accumulated as the handwashing practices continued. Soaps were collected and distributed among the patients with the help of the Gram Panchayat in the rural areas, in addition to distribution of soaps at schools in the urban areas. Messages were also sent out through social media platforms like LinkedIn, Twitter, Instagram, WhatsApp, etc. and the local print media.

Soap demonstrations were conducted in the schools and the children were reminded of the 7 steps of handwashing. In the on-going training program, 'State-wide Intensive Training Program for Sanitation Workers in Maharashtra on their Occupational Safety and Dignity', the sanitation workers along with their supervisors demonstrated the handwashing activities.

Through these interventions, the message of handwashing with soap and water reached 1,70,767 people and through social media 13,050 people were reached.

## 1. Introduction

The Global Handwashing Day is celebrated every year on 15 October. Since 2008, this day is dedicated in advocating awareness and understanding about the importance of handwashing with soap as an effective and affordable way to prevent diseases and save lives. This year, the celebrations were extended to a week from 11th October to 17th October. The theme of 2023 was 'Clean hands are within reach'.



Handwashing is a practise which has existed from ages but with time it has become a key factor to stay healthy. The COVID pandemic focused on Handwashing with soap under running water to prevent the transmission of the viruses and bacteria from hand to mouth. This year, the theme, clean hands are within reach, focused on the sustenance of behavioural practises of hand washing post pandemic. Activities

<sup>1</sup> A small survey of 12 respondents was conducted within the RCUES of AILSG Mumbai – MAHA WASH & ES C network. Through this survey, it was important to understand the continuation of behaviour practices of washing hands. For more details, please refer to page 9.

were revisited with school children, their parents, adolescents and youth and Government officials like the Gram Panchayats.



Sustainable Development Goals

Through the celebrations of the Handwashing Week, United Nations' Sustainable Development Goals 6: Clean Water and Sanitation is being addressed. SDG 6 is not a standalone goal but influences SDG 3: Good life and Well-being, SDG 4: Quality education for all, SDG 17: Partnerships for the Goals and most importantly SDG 1: No poverty as clean hands and good health will increase productivity influencing the economic condition of the household.<sup>2</sup>

Under the national flagship program, Swachh Bharat Mission 2.0, Swachh Maharashtra Mission (Urban) 2.0 and Swachh Bharat Mission (Rural) 2.0, are in alignment and focus on maintenance of toilet and waste management. With these directions in place,

Maharashtra Urban WASH-ES Coalition led by RCUES Mumbai (Regional Centre for Urban WASH and Environment Sanitation, Mumbai) of AILSG (All India Institute of Local Self Government) and partner organizations like Citizens Association for Child Rights (CACR), Centre For Youth Development Activities (CYDA), and Kshitij Foundation dived into implementing the activities for the Handwashing Week.

---

<sup>2</sup> The contribution of hand washing with soap and water in the United Nations' Sustainable Development Goals (SDG) is critical. It is a major goal of the SDG 6: Clean Water and Sanitation; SDG 6.2 in which by 2030, the countries to achieve access to adequate and equitable sanitation and hygiene for all. Hand washing as a practise also contributes to SDG 3 – Good health and well-being as it prevents illness like diarrhoea and ARI. It has been observed when children are in good health, their attendance is consistent at school and help in their studies contributing to the SDG 4: Quality Education. Hand washing practises amongst adults have resulted in being in good health leading to consistent presence at work and working efficiently hence contributing to an increase in their economic conditions as good health has reduced medical bills. This, even in small proportion contributes to the most important SDG 1: No poverty. The United Nations website says, 'Poverty has many dimensions, but its causes include unemployment, social exclusion, and high vulnerability of certain populations to disasters, diseases and other phenomena which prevent them from being productive.' Hence, the action of washing hands with soap and water is crucial. To make this a practice to be imbibed by all, SDG 17: Partnerships for the goals are important to reach out to the last mile.

## 2. Accelerating Preventive Action Through Contemplative Interventions

Illness suffered by children	NFHS 4 (2015-16)	NFHS 5 (2019-21)
<b>Acute Respiratory Infection</b>	2% of children under age five years	3% of children under age five years
	Of these children, 89 percent were taken to a health facility or health provider.	Of these children, 63 percent were taken to a health facility or health provider.
<b>Diarrhoea</b>	9% of children under age five years	9% of children under age five years
	78% of these children were taken to a health facility or health provider.	72% of these children were taken to a health facility or health provider.
	12% of children with diarrhoea did not receive any type of treatment at all.	11% of children with diarrhoea did not receive any type of treatment at all.

Children suffer from Cholera, SARS, Hepatitis E, and other different illness. In Maharashtra, the National Family Health Surveys (4 & 5) show two major illness suffered by children are Acute Respiratory Infection (ARI) and Diarrhoea. In Maharashtra, NFHS 4 (2015-16) reported 2% children under the age of five years suffered from Acute Respiratory Infection (ARI) and during the COVID-19 pandemic, in the NFHS 5 (2019-21) reported 3% children under the age five years suffering from ARI. It has been increased by 1%. But looking at the challenges of the COVID-19 pandemic when the survey of NFHS 5 was being conducted, this increase by 1% only reflects that people have taken hand washing practices seriously as it could have been much worse if this practice was not adopted. As the awareness on handwashing continues through the celebration of the day, it is observed that this practise is leading to behaviour change amongst communities through behaviour change communication.

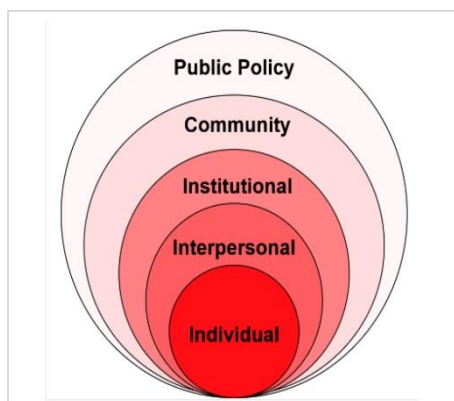
Also 89% children were taken to a health facility or to a health provider during the NFHS 4 survey. But in the NFHS 5 data it shows a considerable reduction to 63% children taken to a health facility or a health provider. It is observed that during COVID-19 pandemic, 26% less visits to the health facility or to a health provider.

In case of Diarrhoea, in Maharashtra for both NFHS 4 and 5 data reflect 9% children suffering from this disease. 78% children were taken to a health facility or met a health provider during the NFHS 4 survey, and 75% children were taken to a health facility or met a health provider during the NFHS 5 survey. 12% children did not receive any treatment in the NFHS 4 data but in the NFHS 5 data, 11% children did not receive any treatment reflecting there was slightly more awareness in this phase.

Taking the NFHS 5 survey into consideration, steps of hand washing practices are taken up and awareness has been disseminated through celebrations of Hand washing Week. These health challenges like diarrhoea, ARI etc. can be prevented by simple behaviour to wash hands with soap and water which can minimize the risk to become victims of these deadly diseases. A study shows that hand washing with soap at critical times can reduce diarrheal disease by 30% reduce acute respiratory infections by 20%.

It is just not about health hygiene. Proper hand hygiene has also been linked to benefits beyond disease reduction. Hand washing is closely related to education as it reduces rates of school absenteeism and improvements in wellbeing, dignity, and productivity. Hand hygiene can increase productivity at work and save the medical expenditures hence giving an economic growth to the family. In recent years, there is a rise in hand hygiene commitment and action.

### 3. Mapping of Key stakeholders



The Socio-Ecological Model for Social and Behaviour Change

Battles cannot be won alone! Behaviour Change cannot take place in isolation. When the children are the focus, people around them play a key role as they influence their behaviour. For the Handwashing Week celebration planning, keep in mind children as central focus, steps were taken to reach out to their stakeholders. The immediate environment where the interpersonal relationships are strong like in the family, siblings, parents and grandparents, activities were planned to reach out to them and re-emphasise the need to continue hand washing with soap and water. At the institutional level, awareness activities were planned for Gram Panchayats members. As children either spend most of

their time in schools or with the community members, it has become imperative to sensitize them about these issues. School teachers, principals and community elders play the role of influencers in lives of the children. And finally, policy makers who lead these campaigns and monitor the implementation of it.

#### 3.1: Engaging with School Children



7 Steps of handwashing with soap and water

As children are the most vulnerable and susceptible to infection, the importance of handwashing with soap under running water becomes crucial. They are the future. It is very important to remind the message to them repeatedly. There have been live demonstrations conducted to show the 7 steps of handwashing. This joint learning with teachers and parents has not only made it a fun activity but will help them to remember the correct way of hand washing.

#### 3.2: Reaching out to parents and family members

As the emphasis is now on responsive parenting especially father's involvement in a child's growth and development, parents were involved through drawing activities.

### 3.3: Involving School Staff

As the child spends most of its time at school, they have built a deep bond of trust with their teachers, principals, and other staffs.

### 3.4: Reaching out to the vulnerable communities through colloquial messaging

The community members are big influencers as they take care of children when the parents are not around due to work or other reasons. The community members were reminded of the handwashing practices. To reach out to the last mile, the key messages were translated in Marathi and disseminated through street plays, miking activities, and rallies.

### 3.5: Outreach to Key Government Departments in Maharashtra

To bring about a behavioural change in the society, the policy makers play the crucial role as they are the ones who give the directions. To influence them, children wrote letters to their Gram Panchayats and reminded them of the importance of handwashing.

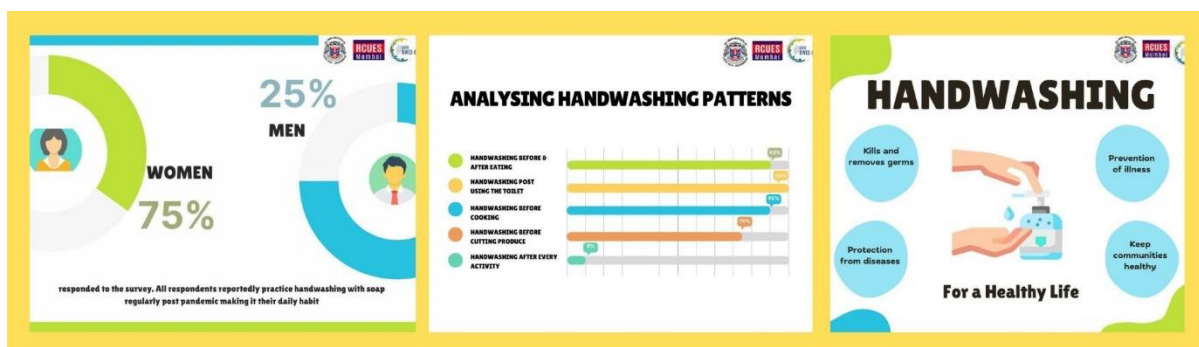
## 4. Shifting Perspective through immersive learning

To disseminate messages on clean hands are within reach, a detailed plan was drawn out keeping in mind the children and their stakeholders. Addressing the issue of handwashing with soap and water the following activities were planned:

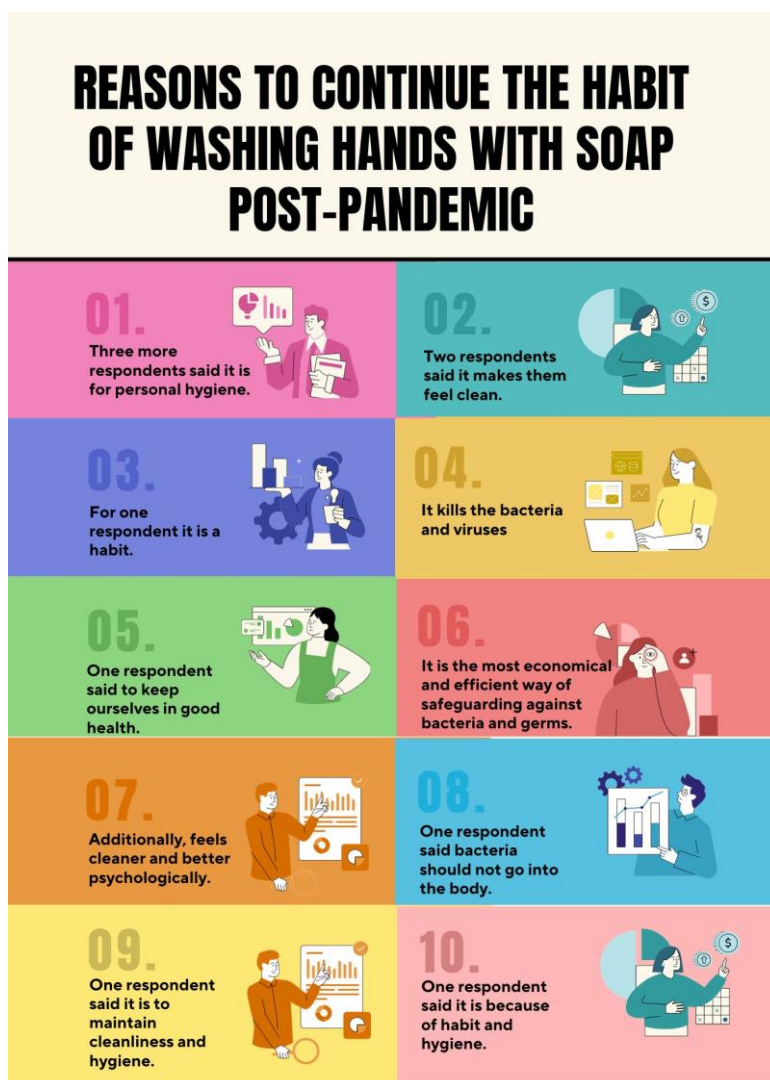


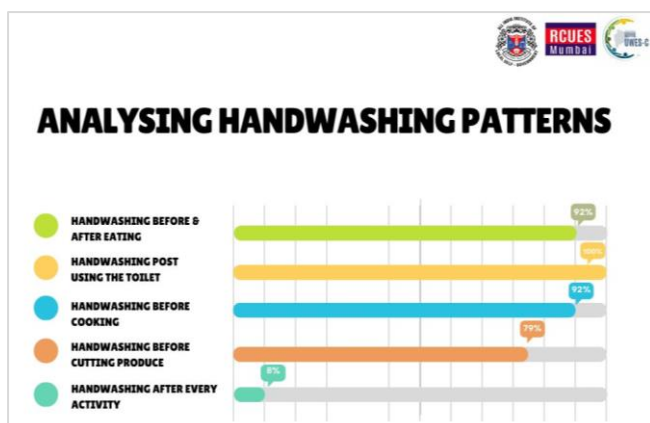


## 5. Activities Conducted in RCUES



At the Regional Centre for Urban and Environmental Studies (RCUES) of All India Institute of Local Self-Government Mumbai, an online survey was conducted within the network to understand consistency in handwashing behaviour post pandemic. In the Google form, 12 respondents where 75% of the respondents were female and 25% respondents were male. The survey revealed all the respondents wash their hands with soap daily.





The questionnaire was designed to understand the reasons to sustain the hand washing behaviour which had become extremely important during the pandemic. The questionnaire included the current behaviour practises of washing hands like 91.7% respondents shared washing hands before eating food. 91.7% wash hands after consuming food. 100% respondents wash their hands with soap and water after using toilet. It was observed that 75% including male and female respondents wash their

hands before cutting fruit and 83.3% before cutting vegetables. 91.7% before cooking, one respondent continues with the behaviour practise of handwashing after each activity, one after washing utensils and one respondent after returning home.

33.3% respondents' behaviour reflect that they have added more handwashing practices in their daily life post pandemic like washing hands after returning home, after finish gardening and after cleaning, wearing footwear, washing utensils, wiping the kitchen counter and floor, while serving food to others and before and after attending someone unwell. These behaviour practises reflect the deep understanding of the importance of handwashing with soap and water.

According to the respondents, it is important to wash hands with soap to prevent spread of germs through hands. It acts as a disinfectant and stay away from illness. 100% respondents feel the importance to wash hands so that they can maintain personal hygiene. Some responses have been, 'It is the most efficient and economical way to ensure a first-line defence against surface bacteria and germs.', 'to prevent the spread of germs through hands', 'Because it is associated to our basic hygiene' etc.

The questionnaire also included a question to understand the respondents' source of awareness which has influenced their behaviour. 100% respondents learnt about handwashing with soap from their parents. 75% respondents learnt it from school. 50% respondents from the grandparents. For 41% respondents' awareness came from social media. 2% respondents learnt it from brothers and sisters and 1% became aware from friends. No respondents received any awareness from their neighbours.

It was also observed that the respondents have received so many benefits from handwashing practises that everyone agreed to share the messages on handwashing with others.

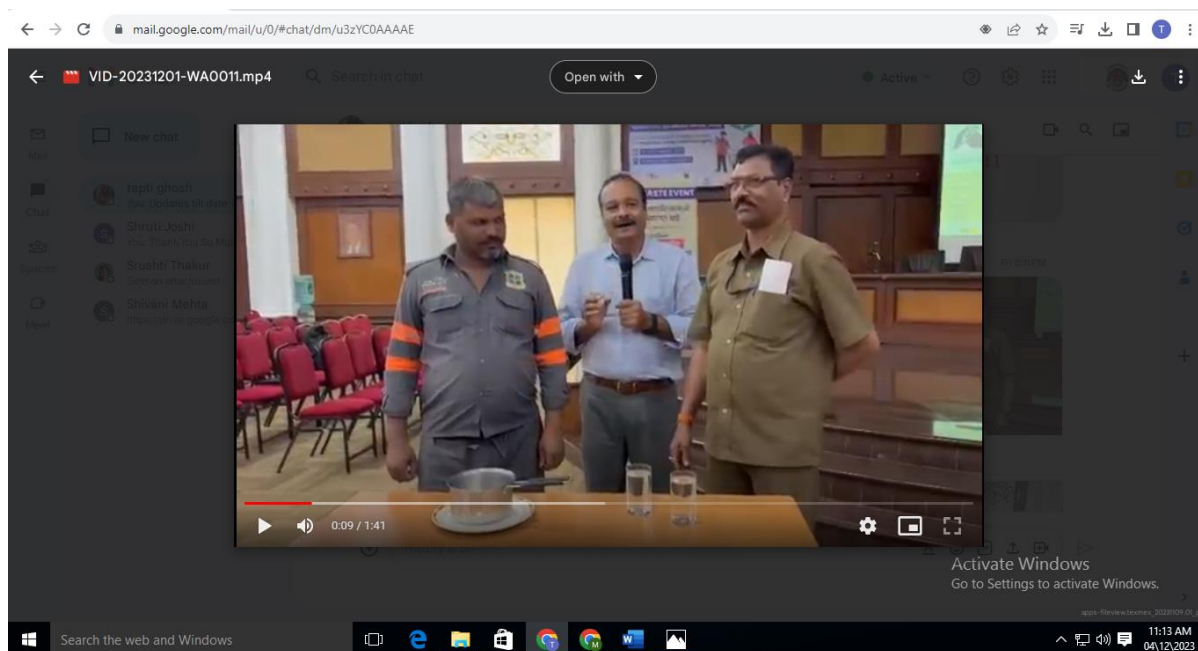
## 6. On-ground Action

### 6.1: Activities by the Secretariat, Maha-UWES-C

At Maharashtra Urban WASH and Environmental Sanitation Coalition, an initiative by Regional Centre for Urban and Environmental Studies (RCUES) of All India Institute of Local Self-Government and UNICEF, Maharashtra Field Office, conducted activities with the Sanitation Workers during their trainings at different locations.

#### 6.1a: Activities with Sanitation Workers.

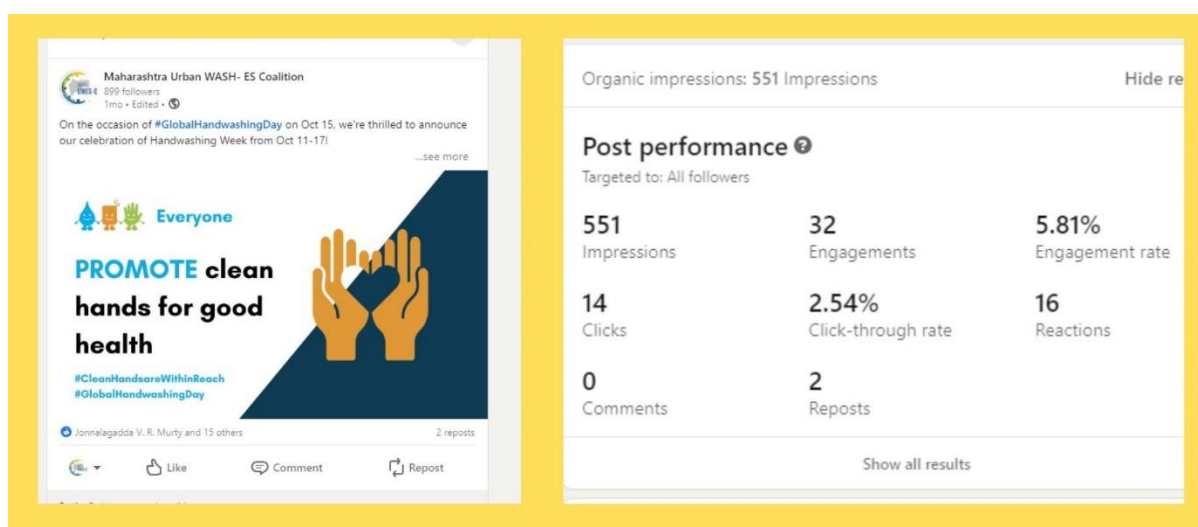
As the 'Statewide Intensive Training Program for Sanitation Workers in Maharashtra on Their Occupational Safety and Dignity' special hand washing demonstrations were conducted as this activity is very crucial in maintaining their safety.



The Team demonstrating the handwashing activity with the Sanitation Worker and his supervisor.

### 6.1b: Glimpses of social media engagement by Secretariat, Maha-UWES-C. Linked In

Through social media posts, 3,115 impressions had taken place in one week.

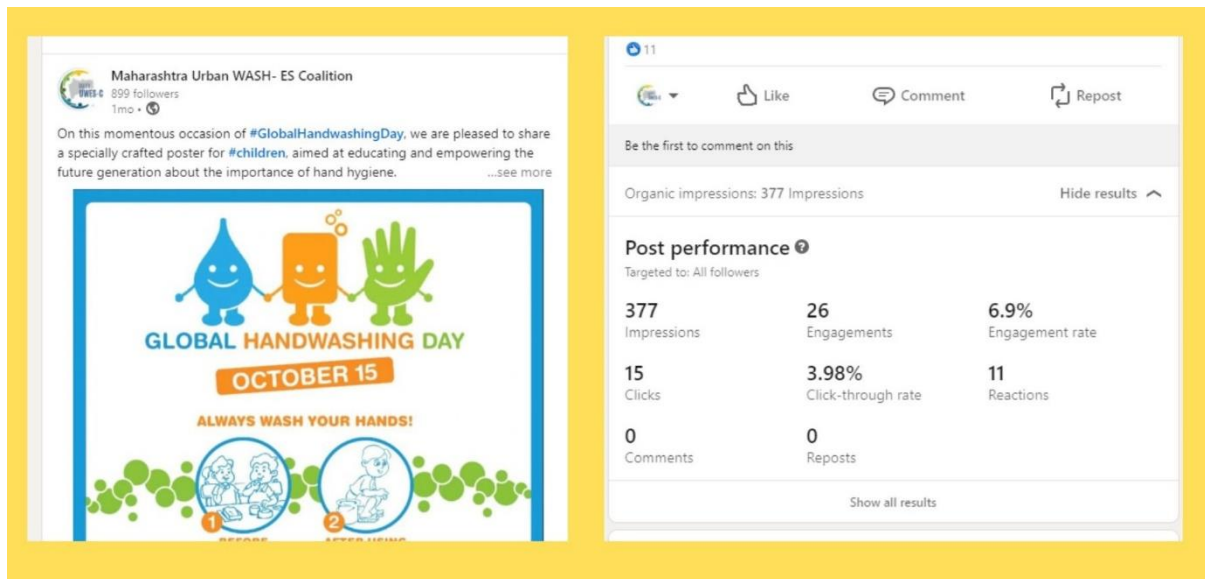


#### Text from the Post:

On the occasion of [#GlobalHandwashingDay](#) on Oct 15, we're thrilled to announce our celebration of Handwashing Week from Oct 11-17!

The Maha Urban Wash ES Coalition at Regional Centre for Urban and Environmental Studies (RCUES), AILSG, Mumbai, with support from UNICEF India and in collaboration with our dedicated partners, is devoted to raising awareness about the importance of hand hygiene and the fact that [#CleanHandsareWithinReach](#). Keep an eye on this space for updates and insights. Discover more at: <https://bit.ly/3Yb4R45>

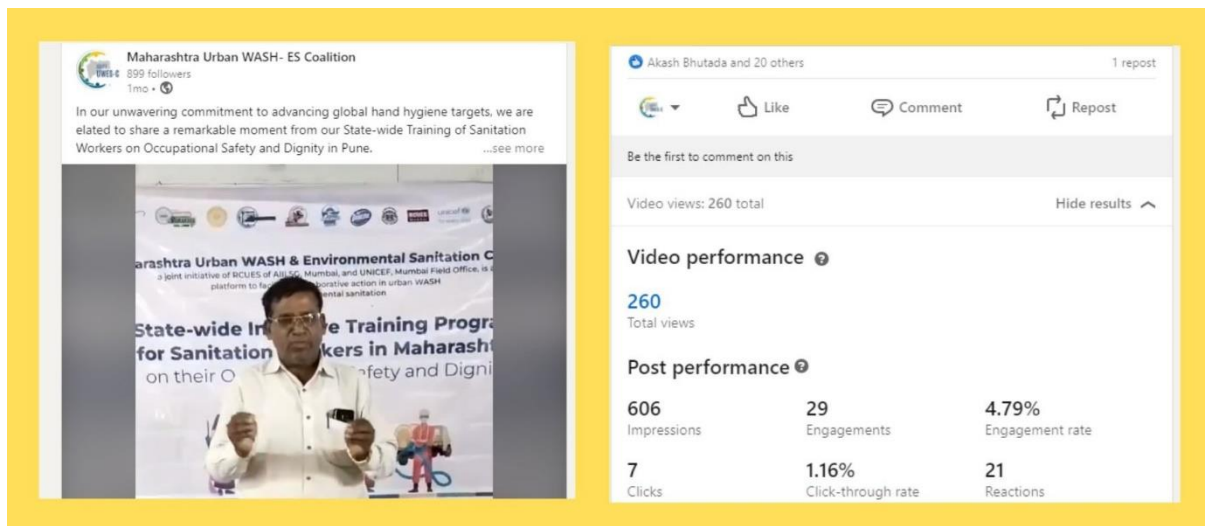




**Text from the Post:**

On this momentous occasion of [#GlobalHandwashingDay](#), we are pleased to share a specially crafted poster for [#children](#), aimed at educating and empowering the future generation about the importance of hand hygiene.

[#GlobalHandwashingDay](#) is a reminder of the essential role hand hygiene plays in our lives. Today and every day, let's celebrate the power of clean hands. Promote proper handwashing techniques and make it a part of your daily routine. Let us instil this crucial habit from an early age to create a healthier world. Learn more: <https://bit.ly/3Yb4R45>

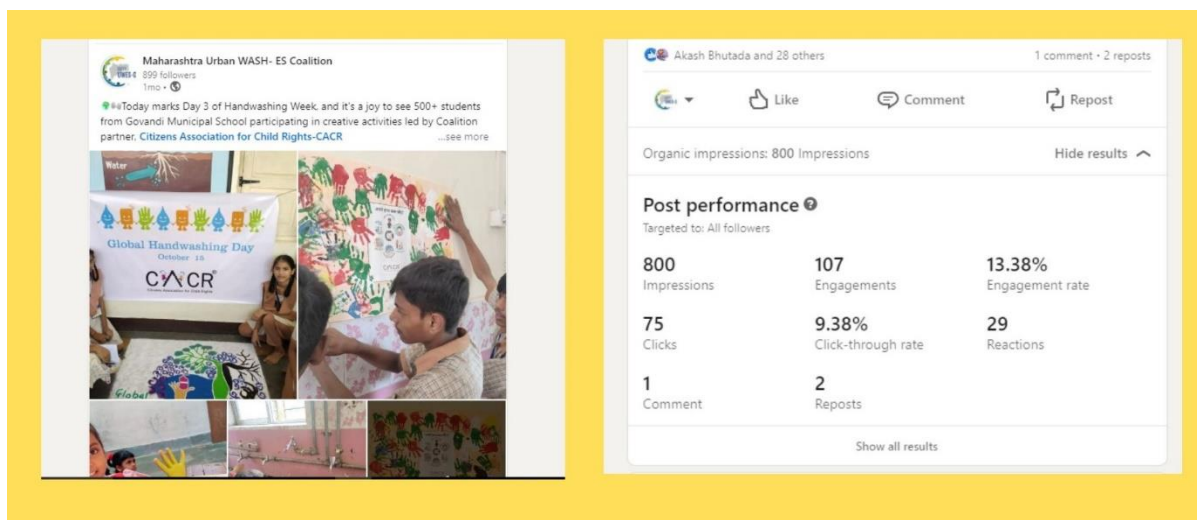


**Text from the Post:**

In our unwavering commitment to advancing global hand hygiene targets, we are elated to share a remarkable moment from our State-wide Training of Sanitation Workers on Occupational Safety and Dignity in Pune.

Discover the Power of [#CleanHands](#) with Sanitation Supervisor Vanjinath Gaikwad as he explains the importance of [#handwashing](#) with soap diligently and frequently to shield against harmful surface-level bacteria and germs!

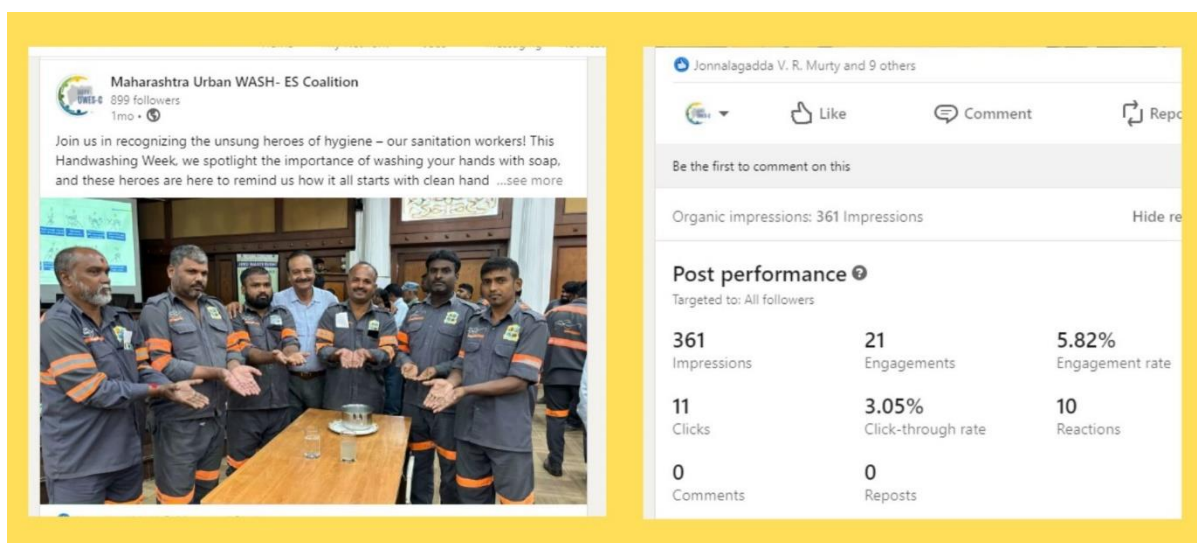
Stay tuned this week for more as we celebrate the handwashing week to commemorate [#GlobalHandwashingDay](#) on October 15th!



**Text from the Post:**

🌍💕 Today marks Day 3 of Handwashing Week, and it's a joy to see 500+ students from Govandi Municipal School participating in creative activities led by Coalition partner, [Citizens Association for Child Rights-CACR](#)

Together, we're promoting [#hygiene](#) and making a positive impact!💧

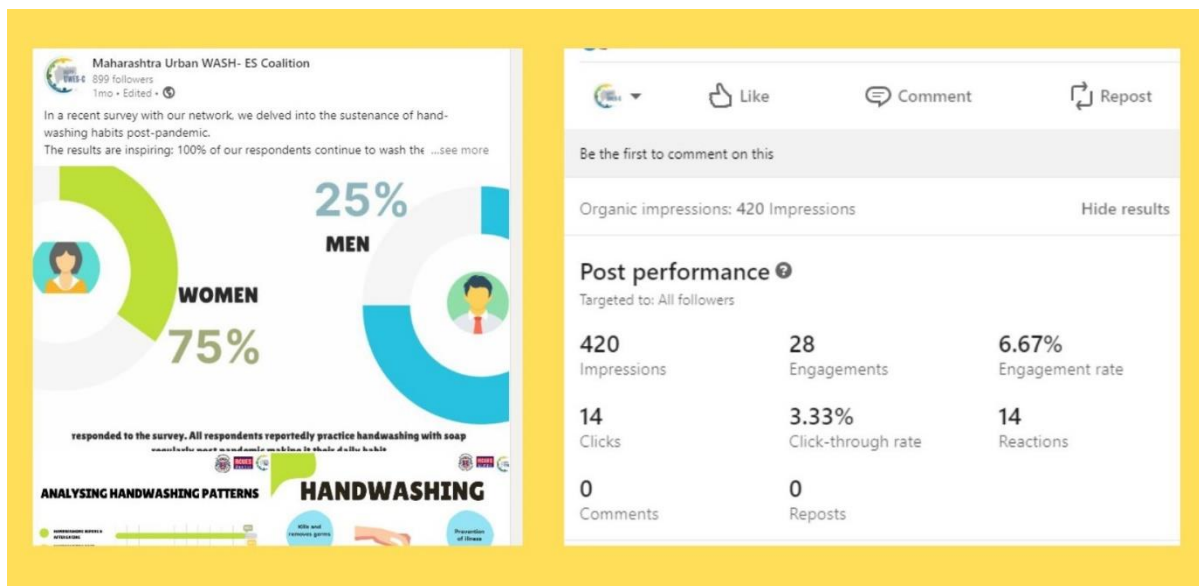


**Text from the Post:**

Join us in recognizing the unsung heroes of hygiene – our sanitation workers! This Handwashing Week, we spotlight the importance of washing your hands with soap, and these heroes are here to remind us how it all starts with clean hands 💕

🌍 Clean hands save lives, and these frontline workers know it better than anyone 🧼

A simple act of washing your hands can make a world of difference. Let's spread awareness and practice proper hand hygiene to keep ourselves, our loved ones, and our communities healthy 💧



**Text from the Post:**

In a recent survey with our network, we delved into the sustenance of hand-washing habits post-pandemic.

The results are inspiring: 100% of our respondents continue to wash their hands daily with soap, reinforcing the importance of hygiene.

Dive into the compelling reasons and statistics that highlight the role of handwashing in safeguarding against bacteria and germs. Let's share the message and promote this vital habit! 🧼👏👍



## 7. Motivating Positive Behavioural Change through Experiential Learning

Maha Urban WASH and Environmental Sanitation Coalition and their partners, Citizens Association for Child Rights (CACR), Centre for Youth Development and Activities (CYDA) and Kshitij Foundation (KF) have conducted activities in various locations in Maharashtra.

### Street Play



Street Plays are used as a medium of reflection of our own knowledge, attitude, and behaviour. They reached out to larger audience of children, adolescents, youth, parents etc. This form of edutainment (Education and Entertainment) of dialogues, songs, musical instruments kept the community engrossed and helped in disseminating key messages on handwashing. Street plays were performed in 2 locations for the school children by CACR. CYDA partnering with WinS Alliance performed street plays for students, adolescent girls, child cabinet and teachers and KF conducted street plays and rally at Wanoja village, Washim in partnership with SR College for community members.

Activity	Organization	Direct Reach	Indirect Reach	Media Reach	Total Reach
Street Play	CACR	1200	2000	-	3200
	CYDA	649	870	-	1519
	KF	800	3200	4356	8356
	<b>Total</b>	<b>2649</b>	<b>6070</b>	<b>4356</b>	<b>13075</b>

## Poster Making



### POSTER MAKING BY CACR AND KF

Drawing and colouring being children's favourite activity both at school and at home, through posters, they expressed their understanding of handwashing. CACR conducted this competition in 10 locations for adolescents and school children. KF conducted the poster making activity at the Zilla Parishad school, Vitthalwadi district, in Solapur along with the students and parents.

Activity	Organization	Direct Reach	Indirect Reach	Media Reach	Total Reach
Poster- making	CACR	2500	10000	-	12500
	KF	400	1600	1291	3291
	<b>Total</b>	<b>2900</b>	<b>11,600</b>	<b>1291</b>	<b>15791</b>

## Awareness activity

For more awareness on handwashing with soap and water, activities amongst parents and guardians were planned by CACR and CYDA. Children loved this activity as they got more time to spend with their parents. Through this activity parents and children understood each other better and the message on handwashing was deeply engraved in them. CACR conducted some more awareness activities with the school children (3-7 years) along with their parents in 2 locations. A special poster was especially developed for this occasion by CYDA in partnership with WinS Alliance and it was shared throughout Maharashtra with community members, teachers, students, adolescent group, and women.

Activity	Organization	Direct Reach	Indirect Reach	Total Reach
Awareness activity with parents	CACR	150	600	750
Awareness activity (Hand WASH Message spread)	CYDA	5500	7700	13200
	Total	5650	8300	13950



## Hand washing with soap demonstration - Watch and Learn!



Children being highly cognitive, pick-up habits when they see it visually. It is an added advantage for the children, when they perform the action, giving them a holistic experience of listening, watching, and taking action. Soap demonstration was conducted by CACR, CYDA and KF and demonstration of the 7 steps of handwashing also took place. On one hand, CACR demonstrated the activity with children in 10 location for 2 days. CYDA with WinS Alliance conducted the activity with students, adolescent girls, child cabinet and teachers in Pune (Mulshi, Ambegaon, Purandar, PMC, PCMC), Nagpur, Nashik, Nandurbar, and Sambhajinagar.

Activity	Organization	Direct Reach	Indirect Reach	Media Reach	Total Reach
Soap demonstration	CACR	270	1080	-	1350
	CYDA	4076	5670	7788	17,534
	KF	3000	12000	4000	19000
	<b>Total</b>	<b>7346</b>	<b>18750</b>	<b>11788</b>	<b>37884</b>

## Soap Distribution



### SOAP DISTRIBUTION BY CYDA, CACR AND KF

Soap distribution activity took place amongst the patients of the hospitals, primary health centres and at school amongst children. CACR conducted the activity in 10 locations for school children and their families. CYDA along with WinS Alliance conducted soap distribution activities at local health facilities in Pune, and Sambhajinagar where soaps were given to patients, nurses, and medical officer. KF distributed soaps along with students of Salukabai Raut Arts and Commerce college, Washim in Public Health Center, Wanoja village to the patients.

Activity	Organization	Direct Reach	Indirect Reach	Media Reach	Total Reach
Soap distribution	CACR	6000	24000	-	30000
	CYDA	61	130	-	191
	KF	400	1600	8712	10712
	<b>Total</b>	<b>6461</b>	<b>25730</b>	<b>8712</b>	<b>40903</b>



## Rangoli and Slogan



October being the month of festivities and rangoli being part of every household, gave children an opportunity to design and develop beautiful murals on the floor with their friends. Through rangoli, they reproduced the designs which have always been associated with handwashing like the globe, running water, soap, basin etc. For 2 days, CACR conducted this session in 10 MCGM schools with adolescents and school children. CYDA hosted it in Pune for students, adolescent girls, child cabinet and teachers. Slogan-making trained the children to communicate in a line, creating an impact on the listeners. They further put it up on placards for the community members to read. This activity was organised by CYDA.

Activity	Organization	Direct Reach	Indirect Reach	Total Reach
<b>Rangoli Making competition</b>	CACR	1500	6000	<b>7500</b>
<b>Drawing/Rangoli Making/Slogan competition</b>	CYDA	122	340	<b>462</b>
	<b>Total</b>	<b>1622</b>	<b>6340</b>	<b>7962</b>

## Song and dance



Song and dance activity conducted by CACR engaged the children and helped them to remember the 7 steps of handwashing. The team of CACR choreographed the activity and children performed it with ease and with a lot of laughter. (Link: <https://mail.google.com/mail/u/0/#chat/dm/u3zYC0AAAAE>).

Activity	Organization	Direct Reach	Indirect Reach	Total Reach
Song and Dance	CACR	3000	12000	<b>15000</b>



## Hand printing activity



CACR initiated 'Saaf haatho mein hai dum' handprint activity at 10 MCGM schools for 2 days. A unique activity of hand-printing was conducted to engage children between 3-7 years.

Activity	Organization	Direct Reach	Indirect Reach	Total Reach
Hand printing activity	CACR	1230	4920	<b>6150</b>

## Oath taking - Making a Vow



OATH TAKING CEREMONY  
BY CYDA

Oath-Taking, Making a Vow! This activity was conducted by CYDA in partnership with WinS Alliance in schools with students, adolescent girls, child cabinet and teachers.

Activity	Organization	Direct Reach	Indirect Reach	Media Reach	Total Reach
Oath-taking	CYDA	1021	1570	0	2591

## Competition

**Global Handwashing Day**  
15 October

**Competitions** October 13 to 16, 2023

**Song Reel**  
- 14-24 age group  
- max. 90 seconds video  
- Theme "Song with handwashing activity"

**Handwash Station- Technical Design**  
- 14-29 age group  
- Theme "Handwashing station design"

**Tippy tap in Community**  
- 14-24 age group  
- max. 2 min video  
- Theme "Tippy tap in community"

Note: Winners will be selected from combination of above three competitions

**PRIZE**

ADMINISTRATIVE DIVISION- 10 MAHARASHTRA STATE

1st Prize- Rs. 3000/- 1st Prize- Rs. 11,000/-  
2nd Prize- Rs. 2000/- 2nd Prize- Rs. 7000/-  
3rd Prize- Rs. 1000/- 3rd Prize- Rs. 3000/-

Scan the QR Code for more information

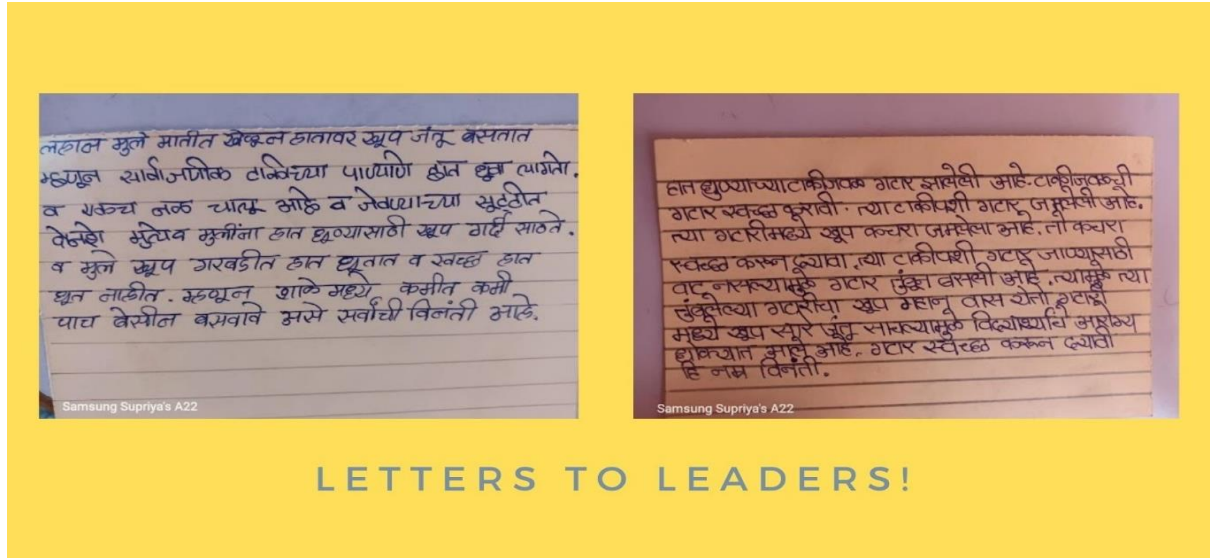
+91 8767734511 Send content on whatsapp

**COMPETITION ORGANISED BY CYDA**

Throughout Maharashtra, focusing on youth and adolescents, CYDA with WinS Alliance conducted a competition where the students at the schools came up with the idea of selfie-stand reflecting their commitment to this cause. A special competition was also organised generating awareness on handwashing activity, handwashing station design and tippy tap in the community. A Global Handwashing Day competition were held in Maharashtra with youth, and adolescent girls.

Activity	Organization	Direct Reach	Indirect Reach	Media Reach	Total Reach
Global Hand washing Day Competition	CYDA	780	1790	11600	14170

## Letters to the Leaders!



## LETTERS TO LEADERS!

Letters in this modern age is unheard of, so for children, it was a new medium of communication with an emotional touch. Children wrote to the leaders of Gram Panchayat and drew their attention on the operations and maintenance at the school premises related to handwashing practises. In the letters, children wrote to the Sarpanch the need to install new taps so that they can wash their hands. The writer felt that having the presence of just one tap will not be sufficient for all the students. Another child brought to the Sarpanch's attention to clean up the surroundings where water is accumulated in the hand washing area. This activity was conducted at the Zilla Parishad school, Vitthalwadi District in Solapur.


Activity	Organization	Direct Reach	Indirect Reach	Media Reach	Total Reach
Letters	KF	400	1600	1291	3291

## Social Media by KF

Sl No.	Social Media Platform	Links	Direct Reach
1	Twitter	<a href="https://twitter.com/kshitijfoundat?s=08">https://twitter.com/kshitijfoundat?s=08</a>	1000
2	Website	<a href="http://www.kshitijfoundation.org">www.kshitijfoundation.org</a>	1000
3	Instagram	<a href="https://www.instagram.com/p/CyXZKuNosel/?igshid=MmU2YjMzNjRlOQ==">https://www.instagram.com/p/CyXZKuNosel/?igshid=MmU2YjMzNjRlOQ==</a>	1135
4	Facebook	<a href="https://www.facebook.com/kshitijfoundation0/">https://www.facebook.com/kshitijfoundation0/</a>	3800
5	WhatsApp		3000
		<b>Total Reach</b>	<b>9935</b>




## 8. Letter from State



**राज्य पाणी व स्वच्छता मिशन (SWSM)**  
१ ला मजला, सिडको भवन (दक्षिण कक्षा),  
सी.बी.डी. वेलापुर, नवी मुंबई-४००६१४

दुरध्वनी क्र. ०२२-२७५६२५४६, २७५६२३६३ ईमेल : pdsbtrng.swsn@gmail.com  
सा.पा. व स्व/स्वभाषि/मा.शि.सं/१०२१/प्र.क्र. ०६/२०२३-२४ | 1723 दि.१३.१०.२०२३



---

प्रति,  
मुख्य कार्यकारी अधिकारी  
जिल्हा परिषद (सर्व)

विषय : जागतिक हात धुवा दिवस साजरा करणे बाबत.

महोदय,

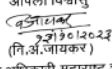
उपरोक्त विषयाच्या १५ ऑक्टोबर हा "जागतिक हात धुवा दिन" म्हणून साजरा केला जातो. आरोग्या संदर्भात हातांच्या स्वच्छतेचे अनन्य साधारण महत्त्व लक्षात घेवून, या दिवसाचे औचित्य साधून, व्यापक जनजागृती करण्याची संधी उपलब्ध असते. सन २००८ पासून दि.१५ ऑक्टोबर हा दिवस जागतिक हात धुवा दिन म्हणून साजरा केला जात असून कोरोना महामारीच्या पार्श्वभूमीवर या दिनाचे महत्त्व मोठे आहे.

दरवर्षी हा दिवस एक नवीन संकल्पना घेवून साजरा केला जाते. यावर्षीची संकल्पना Clean Hands are within reach ही आहे. वैयक्तिक व सार्वजनिक स्तरावर साबणाचे हात धुण्याला महत्त्व प्राप्त होण्यासाठी पुरक सातावरण तयार करण्याचा भाग म्हणून हात धुण्याच्या सुविधा उपलब्ध करून देणे, साबण व पाण्याची निरंतर उपलब्धता असणे, यावर या संकल्पनेत भर देण्यात आला आहे. यासाठी आपल्या जिल्हा परिषद अंतर्गत शाळांसह विविध विभागात साबणाने हात धुण्याच्या सुविधा अद्याप्यवत करणे व वापरकर्त्यांना कायमस्वरूपी उपलब्ध राहतील याची काळजी घेणे हे आवश्यक आहे.

त्या अनुषंगाने दि.१५ ऑक्टोबर २०२३ रोजी "जागतिक हात धुवा दिन" साजरा करण्यात यावा. सदरील दिनाचे औचित्य साधून खालील प्रमाणे उपक्रम राबविण्यात यावेत.

- साबणाने हात धुण्याचे प्रात्यक्षिक
- हात धुण्याबाबत विविध स्पर्धांचे आयोजन
- शाळांसाठी साबण गोळा करण्याची रॅली, प्रभात फेरी
- साबणाने हात धुण्याबाबत पथनाट्य/ विद्यार्थ्यांच्या एकांकीका

उपरोक्त विषयाच्या अनुषंगाने विशेषतः शालेय स्तरावर शाळा व्यवस्थापन समितीची बैठक घेण्यात यावी. सदर बैठकीत शाळेतील हात धुण्याच्या सुविधा कायम स्वरूपी कार्यरत राहतील यासाठी चर्चा करून पाणी, साबण यांची पुरवठा करण्यासाठी प्रयत्न करता येतील. तसेच सदर उपक्रमांत शाळास्तरावर शिक्षक, विद्यार्थी, ग्रामस्थांच्या सहभागाने काही नाविष्यपूर्ण उपक्रमाही राबविता येतील. सदरील उपक्रम राबवून त्याचा सचित्र अहवाल या कार्यालयास दि.१९.१०.२०२३ रोजी पर्यंत सादर करण्याच्या सुचना आपल्यास्तरावरून देण्यात याव्यात, हि विनंती.

आपला विश्वासू  
  
२३/१०/२०२३  
(नि.अ.जायकर)  
कक्ष अधिकारी, महाराष्ट्र शासन

प्रत:-

- मा.प्रधान सचिव, पाणी पुरवठा व स्वच्छता विभाग, मंत्रालय मुंबई, यांना माहितीस्त्व सविनय सादर
- मा.अभियान संचालक तथा सहसचिव, पाणी पुरवठा व स्वच्छता विभाग, मंत्रालय मुंबई, यांना माहितीस्त्व सविनय सादर
- अवर सचिव, पाणु-१६ पाणी पुरवठा व स्वच्छता विभाग, मंत्रालय मुंबई, यांना माहितीस्त्व.

Scanned with CamScanner

Letter from State Water and Sanitation Mission (SWSM) to all the Zila Parishads of Maharashtra to participate in the Handwashing Week. The DWSM used a YouTube channel ([https://youtu.be/\\_M-BUaJq5I?si=zRqkc\\_9WINMrZ7-2](https://youtu.be/_M-BUaJq5I?si=zRqkc_9WINMrZ7-2)) to spread awareness.



## 9. Media Engagement

Articles published in the local newspapers to spread awareness on hand wash to the last mile!

# पुण्य नगरी पत्रकार राजेंद्र गुंड सर 'क्षितिज फाउंडेशन'च्या पोस्टर स्पर्धेचे निकाल जाहीर

► मोठ्या गटात रेश्मा खैरे तर लहान गटात संदीप काशीद प्रथम

मानेगाव / प्रतिनिधी  
क्षितिज फाउंडेशनच्या संस्थापिका स्नेहल कदम-चौधरी यांच्या मार्गदर्शनाखाली विठ्ठलवाडी (ता.माढा) येथील जि.प.प्राथमिक शाळेत लहान व मोठ्या गटात जागतिक हात धुवा दिनानिमित्त पालकांच्या पोस्टर स्पर्धा घेण्यात आल्या होत्या. त्या दोन्ही स्पर्धेचे निकाल सहशिक्षिका सुप्रिया ताकभाते यांनी जाहीर केले असून विजेत्यांना समारंभपूर्वक बक्षीस व प्रमाणपत्राचे वितरण करण्यात येणार असल्याचेही त्यांनी सांगितले. या स्पर्धेमध्ये दोन्ही गटातून



विठ्ठलवाडी येथील प्राथमिक शाळेत पोस्टर स्पर्धेत सहभागी झालेल्या समवेत मुख्याध्यापक सुभाष लोखंडे, शिक्षक वृंद व विद्यार्थी.

४७ महिला व पुरुष पालकांनी उत्स्फूर्तपणे सहभाग नोंदविला होता. या पोस्टर स्पर्धेच्या माध्यमातून वेगवेगळे स्वच्छतेचे व आरोग्य जपण्यासाठी मौलिक संदेश चित्रांच्या माध्यमातून दिले होते.

दोन्ही गटातील स्पर्धकांनी अतिशय सुंदर व आकर्षक पद्धतीने पोस्टर तयार केली होती. मोठ्या गटामध्ये रेश्मा मुकुंद खैरे, मेघना राजेंद्रकुमार गुंड, अश्विनी हनुमंत सस्ते यांनी तर लहान गटामध्ये संदीप विजय काशीद, रेश्मा बालाजी बोबडे, स्वप्नाली संतोष चव्हाण यांनी अनुक्रमे यश संपादन केले.

यावेळी केंद्रप्रमुख विष्णू बोबडे, मुख्याध्यापक सुभाष लोखंडे, विजय काळे, भारत कदम, ऐजिनाथ उबाळे, गोरखनाथ शेंगेर, संजय सोनवणे यांच्यासह पालक व विद्यार्थी उपस्थित होते.

Smart Solapur Edition  
Oct 18, 2023 Page No. 4

Poster competition by Kshitij Foundation at Solapur, Maharashtra

## देशोन्नती

# जागतिक हात धुणे सप्ताह उत्साहात संपन्न

देशोन्नती वृत्तसंकलन...

वनोजा: ■ सालूकाबाई राजत कला आणि वाणिज्य महाविद्यालय वनोजा येथे महिला सक्षमीकरण कक्ष, राष्ट्रीय छात्र सेना, व राष्ट्रीय सेवा योजना यांच्या विद्यमाने क्षितिज सामाजिक संस्था, जागतिक स्तरीय कार्य असलेल्या संस्था महाराष्ट्र अर्बन F Sme keae@efjSMeve, RCUES cegbyeF&, Aòed láia Institute Of Loded Government यांच्या मार्गदर्शनाखाली ११ ते १७ ऑक्टोबर हा जागतिक हात धुणे सप्ताह विविध उपक्रमांद्वारे राबविण्यात आले. एन सी सी चे लेफ्टनंट डॉ सुनील बोरचाटे यांच्या नेतृत्वात एन सी सी कॅम्पेडस यांनी पथ नाट्य सादर केले, हात धुण्याविषयी जनजागृती करत घोषवाक्य, गाणे राष्ट्रीय सेवा योजना, राष्ट्रीय छात्र सेना व विद्यार्थिनी यांनी रॅली काढली तसेच गावातील व आदिवासी भागात १२७ महिलांना सावणाचे वाटप, केले. क्षितिज सामाजिक संस्था द्वारा डब्ल्यू एच ओ



च्या निर्देशानुसार जनजागृती कार्यशाळा, हात धुण्याची गीते, सरपंचांना लहान मुलांकडून पत्र, पालकांसाठी चित्रकला स्पर्धा असे विविध उपक्रम घेण्यात येत आहे.

जागतिक हात धुणे सप्ताहाच्या निमित्ताने राबविण्यात आले. क्षितिज सामाजिक संस्थेमार्फत राबविलेल्या उपक्रमांची ही जगमरातील १६ देशांपर्यंत पोहोचणार आहे. व या संस्थेने या कार्याची दखल घेत प्रमाणपत्र वितरण केले. क्षितिज सामाजिक संस्था च्या संस्थापिका स्नेहल चौधरी (कदम), सुप्रिया ताकभाते, क्षितिज इंगळेनिसर्गा मेथ्राम, सिमरन कुशेठे यांनी ही संघी उपलब्ध करून दिल्याबद्दल तसेच आंतरराष्ट्रीय संस्थेच्या जयालक्ष्मी चकला मंडम चे विशेष मार्गदर्शन मिळाले

महाविद्यालयाचे प्राचार्य डॉ देवेंद्रजी गावंडे यांनी यासाठी आभार व्यक्त केले. व मविष्यात अशाच सहकार्याची अपेक्षा व्यक्त केली. (वार्ता.)

जागतिक हात धुणे सप्ताह यशस्वी होण्यासाठी महाविद्यालयाचे प्राचार्य डॉ. देवेंद्र गावंडे यांच्या मार्गदर्शनाखाली महिला सक्षमीकरण कक्ष, समन्वयक डॉ ममता पात्रीकर, एन सी सी चे लेफ्टनंट डॉ सुनील बोरचाटे, एन एस एस कार्यक्रम अधिकारी प्रा बापूराव डोंगरे, आय क्यू ए सी समन्वयक डॉ जयाप्रभा भगत महाविद्यालयाचे प्राध्यापक डॉ. गजानन घोंगटे, प्रा दीपक भगत, डॉ सचिन कडू, डॉ रवी कुटे, प्रा राधिका सावके, यांचे विशेष सहकार्य लाभले. यावेळी महाविद्यालयातील विद्यार्थी बहुसंख्येने उपस्थित होते.

Awareness on Hand Washing Week at Wanoja in Washim by Kshitij Foundation



17-10-2023

### साळुंकाबाई राजत महाविद्यालयात जागतिक हात धुवा दिनी कार्यक्रम



जागतिक हात धुवा दिवसानिमित्त सप्ताह साजरा करताना शिक्षक व विद्यार्थी

**वनोजा |** साळुंकाबाई राजत कला आणि वाणिज्य महाविद्यालयात महिला सक्षमीकरण कक्ष, राष्ट्रीय छात्र सेना, व राष्ट्रीय सेवा योजना यांच्या विद्यमाने क्षीतिज सामाजिक संस्था, जागतिक स्तरीय कार्य असलेल्या संस्था महाराष्ट्र अर्बन इ एस कॉलिप्रेशन, t यांच्या मार्गदर्शनाखाली दि. ११ ते १७ ऑक्टोबर दरम्यान जागतिक हात धुवा दिवसानिमित्त सप्ताह साजरा करत विविध उपक्रम राबवण्यात आले. एमसीसीचे लेफ्टनंट डॉ. सुनील बोरचाटे यांच्या नेतृत्वात कॅडेट्सनी पथनाट्य सादर केले. हात धुण्याविषयी जनजागृती करत राष्ट्रीय सेवा योजना, राष्ट्रीय छात्र सेनेच्या विद्यार्थ्यांनी रॅली काढली. क्षीतिज सामाजिक संस्थेच्या संस्थापिका स्नेहल चौधरी (कदम), सुप्रिया ताकभाते, क्षितिज इंगळे, निरसा मेथ्राम, तसेच आंतरराष्ट्रीय संस्थेच्या जयालक्ष्मी चकला यांचे मार्गदर्शन मिळाले. प्राचार्य डॉ. देवेंद्र गावडे यांनी आभार मानले. समन्वयक डॉ. ममता पाशीकर, एनएसएस कार्यक्रम अधिकारी प्रा. बापूराव डोंगरे, समन्वयक डॉ. जयप्रभा भगत, प्रा. डॉ. गजानन घोंगटे, प्रा. दीपक भगत, डॉ. सचिन कडू, डॉ. रवी कुटे, प्रा. सावके यांचे सहकार्य लाभले.

### Awareness campaign by Kshitij Foundation at Wanoja

पुरोगामी विचारांचे **एकमत** Page 9 08 Oct 2023

**प्रात्यक्षिक करून हात धुणेचे लागितले महत्त्व | हजारां विद्यार्थ्यांचा सहभाग**

## जिल्ह्यात जागतिक हात धुवा दिवस साजरा

**प्रतिनिधी | वनोजा**

जागतिक हात धुवा दिवसानिमित्त सप्ताह साजरा करताना शिक्षक व विद्यार्थी

साळुंकाबाई राजत महाविद्यालयात महिला सक्षमीकरण कक्ष, राष्ट्रीय छात्र सेना, व राष्ट्रीय सेवा योजना यांच्या विद्यमाने क्षीतिज सामाजिक संस्था, जागतिक स्तरीय कार्य असलेल्या संस्था महाराष्ट्र अर्बन इ एस कॉलिप्रेशन, t यांच्या मार्गदर्शनाखाली दि. ११ ते १७ ऑक्टोबर दरम्यान जागतिक हात धुवा दिवसानिमित्त सप्ताह साजरा करत विविध उपक्रम राबवण्यात आले. एमसीसीचे लेफ्टनंट डॉ. सुनील बोरचाटे यांच्या नेतृत्वात कॅडेट्सनी पथनाट्य सादर केले. हात धुण्याविषयी जनजागृती करत राष्ट्रीय सेवा योजना, राष्ट्रीय छात्र सेनेच्या विद्यार्थ्यांनी रॅली काढली. क्षीतिज सामाजिक संस्थेच्या संस्थापिका स्नेहल चौधरी (कदम), सुप्रिया ताकभाते, क्षितिज इंगळे, निरसा मेथ्राम, तसेच आंतरराष्ट्रीय संस्थेच्या जयालक्ष्मी चकला यांचे मार्गदर्शन मिळाले. प्राचार्य डॉ. देवेंद्र गावडे यांनी आभार मानले. समन्वयक डॉ. ममता पाशीकर, एनएसएस कार्यक्रम अधिकारी प्रा. बापूराव डोंगरे, समन्वयक डॉ. जयप्रभा भगत, प्रा. डॉ. गजानन घोंगटे, प्रा. दीपक भगत, डॉ. सचिन कडू, डॉ. रवी कुटे, प्रा. सावके यांचे सहकार्य लाभले.

जागतिक हात धुवा दिवसानिमित्त सप्ताह साजरा करताना शिक्षक व विद्यार्थी

साळुंकाबाई राजत महाविद्यालयात महिला सक्षमीकरण कक्ष, राष्ट्रीय छात्र सेना, व राष्ट्रीय सेवा योजना यांच्या विद्यमाने क्षीतिज सामाजिक संस्था, जागतिक स्तरीय कार्य असलेल्या संस्था महाराष्ट्र अर्बन इ एस कॉलिप्रेशन, t यांच्या मार्गदर्शनाखाली दि. ११ ते १७ ऑक्टोबर दरम्यान जागतिक हात धुवा दिवसानिमित्त सप्ताह साजरा करत विविध उपक्रम राबवण्यात आले. एमसीसीचे लेफ्टनंट डॉ. सुनील बोरचाटे यांच्या नेतृत्वात कॅडेट्सनी पथनाट्य सादर केले. हात धुण्याविषयी जनजागृती करत राष्ट्रीय सेवा योजना, राष्ट्रीय छात्र सेनेच्या विद्यार्थ्यांनी रॅली काढली. क्षीतिज सामाजिक संस्थेच्या संस्थापिका स्नेहल चौधरी (कदम), सुप्रिया ताकभाते, क्षितिज इंगळे, निरसा मेथ्राम, तसेच आंतरराष्ट्रीय संस्थेच्या जयालक्ष्मी चकला यांचे मार्गदर्शन मिळाले. प्राचार्य डॉ. देवेंद्र गावडे यांनी आभार मानले. समन्वयक डॉ. ममता पाशीकर, एनएसएस कार्यक्रम अधिकारी प्रा. बापूराव डोंगरे, समन्वयक डॉ. जयप्रभा भगत, प्रा. डॉ. गजानन घोंगटे, प्रा. दीपक भगत, डॉ. सचिन कडू, डॉ. रवी कुटे, प्रा. सावके यांचे सहकार्य लाभले.

Spreading awareness on Handwashing through regional newspaper by District Water Sanitation Mission Offices, Department of Water and Sanitation, Government of Maharashtra.



## 10. Way Forward

Towards 2030, everyone is exerting towards making the Sustainable Development Goals a reality. As the focus continues to be on SDG 6 and its interrelation with SDG 1, 3, 4 and 17, Global Handwashing Day will be celebrated every year as it is being celebrated since 2008.

In future, the focus will be expanding the school program so that more and more pupils are involved in the process and carry it forward. Keeping in mind the children to be the focus of the interventions, both quantitative and qualitative research will be conducted to understand the reasons behind absenteeism in school due to health issues amongst the children and how the intervention of handwashing helped them to become healthy. This pilot research will help in advocacy activities. This will also contribute to the monitoring process. In addition to conducting these activities in urban and rural area, to involve more children and keep them healthy, the same pilot will be conducted in the tribal zones of Maharashtra.

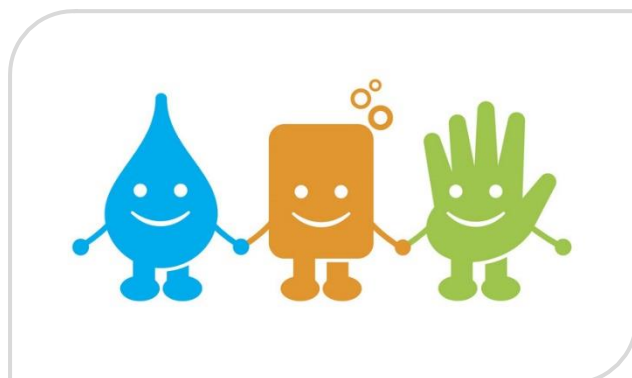
As the children are the agents of change who can carry forward this mission, those who are interested will be given a pocket-booklet and a monitoring card to conduct dialogues on Handwashing with at least 5 persons every month till the celebrations in 2024. The participants who successfully complete this vision will be recognised. In the process, the inter-personal skills and decision-making skills will also get developed.



## 11. Annexure

### Annexure 1: Concept Note

# Global Hand Washing Day 2023



*‘Clean hands are within reach’.*

*October 15 is Global Handwashing Day, a global advocacy day dedicated to increasing awareness*

*and understanding about the importance of handwashing with soap as an effective and affordable way to prevent diseases and save lives.*

**GLOBAL HANDWASHING DAY IS AN OPPORTUNITY TO DESIGN, TEST, AND REPLICATE CREATIVE WAYS TO ENCOURAGE PEOPLE TO WASH THEIR HANDS WITH SOAP AT CRITICAL TIMES.**

Recent years have seen a rise in hand hygiene commitment and action. While great strides have been made, we must triple our current efforts to achieve global hand hygiene targets. Through strong leadership and collective efforts, we can close gaps in access and practice to achieve hand hygiene for all. Everyone has a role to play to ensure **clean hands are within reach**.(

<https://globalhandwashing.org/global-handwashing-day/> )

#### **Background:**

Simple behaviour to wash hands with soap and water can minimize risk to become victim of deadly diseases like Diarrhoea, acute respiratory infections, Cholera, SARS, Hepatitis E and Covid- 19. A study shows that hand washing with soap at critical times can reduce diarrheal disease by 30% reduce acute respiratory infections by 20%. Proper hand hygiene has also been linked to benefits beyond disease reduction, such as reduced rates of school absenteeism and improvements in wellbeing, dignity, and productivity. Taking all these benefits into consideration hand washing day is a great opportunity to create awareness among the people. The day is being celebrated globally since 2008. First GHD was celebrated in 2008 when over 120 million children around the world washed their hands with soap in more than 70 countries.

This year the theme of the day is ‘Clean Hands are within reach’. It means focus is on creating enabling environment for hand washing with soap along with hand hygiene practices. Most of the activities to be planned to influence decision makers, policy makers, donors etc. So hand hygiene can be addressed at the system level.

**For more details and social media material do visit:**

Fact sheet	<a href="https://globalhandwashing.org/resources/global-handwashing-day-2023-fact-sheet/">https://globalhandwashing.org/resources/global-handwashing-day-2023-fact-sheet/</a>
Info graphs	<a href="https://globalhandwashing.org/resources/global-handwashing-day-2023-infographic-clean-hands-are-within-reach/">https://globalhandwashing.org/resources/global-handwashing-day-2023-infographic-clean-hands-are-within-reach/</a>
Social media	<a href="https://globalhandwashing.org/global-handwashing-day/social-media/">https://globalhandwashing.org/global-handwashing-day/social-media/</a>
Social media tool kit	<a href="https://globalhandwashing.org/resources/global-handwashing-day-2023-social-media-toolkit/">https://globalhandwashing.org/resources/global-handwashing-day-2023-social-media-toolkit/</a>

**Suggested activities:** We are planning to celebrate a hand washing week from 11th October to 17th October. Schools will be closed on 15th October, which is Sunday. So, activities in school can be done before or after 15th.

**Some of the activities are given below:**

Date	Name of the activity	Description	Expected outcome
<b>11<sup>th</sup> Oct</b>	I. Webinar/ workshop II. Hand washing reels making competition	<ul style="list-style-type: none"> <li>Partners can arrange online/offline events to initiate discussion with people around hand hygiene.</li> <li>Decision makers to be invited for such events, so that partner can take opportunity to advocate importance of hand hygiene, as part of creating enable environment.</li> <li>Competition for youth.</li> </ul>	Investment can be done in school, health centers, market places and public places  Youth's participation in awareness
<b>12<sup>th</sup> Oct</b>	I. Awareness through street play/ miking activities II. Chalata Bolata III. Filled activities like poster making etc.	<ul style="list-style-type: none"> <li>This activity can be done in community to create awareness about hand hygiene.</li> <li>Chalta Bolata can be also done in community to promote good hygiene practices</li> </ul>	The activities can create community awareness on large scale in joyful manner
<b>13<sup>th</sup> Oct</b>	I. Rallies, programs, competitions in schools II. Soap making activities	<ul style="list-style-type: none"> <li>These activities to be done in schools, drawing/singing, essay writing competitions can be planned with teachers support.</li> <li>Soap making activity should be done in presence of experts only.</li> </ul>	This activity will ensure students participation.
<b>14<sup>th</sup> Oct</b>	I. Hand washing demonstration in schools and colleges in presence of SMC/Green Club faculty coordinators, GP members/parents	<ul style="list-style-type: none"> <li>Child cabinet will write a letter to authorities like Sarpanch/ ZP CEO and Commissioner, corporations, and</li> </ul>	Some of the authorities may take cognizance of the letters and take some

	<p>II. Letter to authorities like Sarpanch/CEO/Commissioner</p>	<p>appeal them to ensure availability and functionality of hand washing with soap facilities in their school throughout the year.</p> <ul style="list-style-type: none"> <li>• Draft letter can be provided by partners and post cards can be used.</li> <li>• This activity can be popularized through local media</li> <li>• Also, partner can arrange student’s representative’s visits to authorities to deliver letter in person.</li> <li>• Green Clubs under YEWS program will be awarded with certificates and vouchers for their innovative GHD activities. While the Green Clubs will be given following tasks             <ul style="list-style-type: none"> <li>- Fixing leakages of handwashing taps across water facilities in the colleges and sharing these updates through GC report</li> <li>-Fixing of leaky taps at household level and appealing other HHs to do same</li> <li>-sharing of leakage fixing posters across youth networks</li> </ul> </li> </ul>	<p>positive steps to ensure students daily hand washing.</p> <p>Some may make budgetary provision for school’s hand washing facilities.</p>
<p><b>15<sup>th</sup> Oct</b></p>	<p>I. Community level demonstration            II. Hand washing with family (Challenge)            III. Social media post            IV. Newspaper articles            V. Radio interviews            VI. Messaging through WhatsApp groups            VII. Soap distribution in health centers</p>	<ul style="list-style-type: none"> <li>• Partner can plan to post hand hygiene messages through at least 1000 WhatsApp groups</li> <li>• Partner can distribute some soaps to the Patient admitted in some of the PHCs/Health centers with messages on hand washing and a number will also be provided where messaging on clean hands are within reach will be shared.</li> </ul>	<p>WhatsApp group activity will spread hand hygiene message widely, around 1 to 2 lacs people.</p>

		<ul style="list-style-type: none"> <li>Also demonstrate them proper hand washing practices.</li> <li>Photos/Videos to be post on social media of hand washing with family with given hashtags</li> </ul>	
16	<p>I. A survey will be conducted on sustaining the behavioral activities around hand washing since the pandemic.</p> <p>II. Demonstration in AWCs</p>	<ul style="list-style-type: none"> <li>Google sheet can be used</li> </ul>	To understand behaviour change
17	<p>I. Fixing the leaking taps</p> <p>II. Prize distributions</p>	<ul style="list-style-type: none"> <li>Leakage taps in schools/AWCs/Health centers/community facilities to be replaced/repared</li> </ul>	Functionality of HWWS unit is ensured

These are the suggestive activities and partners can plan for other innovative activities as per their convenience.

**Expected stakeholders to be reached:** Students, Youth, Community, Decision makers, policy makers, CSRs, Donors.

**Hashtag for this year** | #GlobalHandwashingDay and #CleanHandsAreWithinReach

### Annexure 2: Activities conducted.

Sr. no.	Target Audience	Activities Planned
1.	Children	Handwashing demonstrations, drawing competition, poster making/slogan competition, rangoli making competition, song and dance, hand printing activity and Oath taking activity.
2.	Parents	Activities to be conducted together with the children like drawing competitions, and awareness activities with the parents.
3.	Community	Street play, miking activities, rallies, soap collection and soap distribution to the patients, and soap demonstration.
4.	Institution	Children wrote letters to the Gram Panchayat members.
5.	Policy Makers	Campaign launched to re-emphasise the message on handwashing.
6.	For All	Used WhatsApp to disseminate the messages to remind.

### Annexure 3: Partner Organisation Reach

[https://docs.google.com/spreadsheets/d/1WxHOXxgpwQ0lkxjOT29Q\\_Jwgc3Lx07nB/edit?usp=sharing&oid=110228629156804369436&rtpof=true&sd=true](https://docs.google.com/spreadsheets/d/1WxHOXxgpwQ0lkxjOT29Q_Jwgc3Lx07nB/edit?usp=sharing&oid=110228629156804369436&rtpof=true&sd=true)



