

Global Handwashing Day 2022

Unite for Universal Hand Hygiene



Global Handwashing Celebration Week (15 October 2022 - 21 October 2022)

Initiatives & interventions undertaken by the state government and development organisations to advocate the benefits of good hand hygiene in Maharashtra

NOV, 2022



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Abbreviations

AIILSG	All India Institute of Local Self Government
AWW	Anganwadi worker
AWS	Anganwadi Supervisor
BMC	Brihanmumbai Municipal Corporation
CACR	Citizens Association for Children's Rights
CBO/CBOs	Community Based Organization (s)
CYDA	Center for Youth Development & Activities
Dept	Department
DMA	Directorate of Municipal Administration
ESF	Ecosan Services Foundation
GHD	Global Handwashing Day
GoM	Government of Maharashtra
Maha-UWES-C	Maharashtra Urban WASH-ES Coalition
PS	Principal Secretary
RCUES	Regional Center for Urban and Environmental Studies
School Ed	School Education & Sports
SDG/SDGs	Sustainable Development Goal(s)
SHG/SHGs	Self-help group (s)
SSSM	Swachhata Sanvardhan Sanstha Mahasangh
SWSM	State Water & Sanitation Mission
UDD	Urban Development Department
UN	United Nations
UNICEF	United Nations Children's Fund
WASH	Water, Sanitation & Hygiene
WSSD	Water Supply & Sanitation Department

Executive Summary

This is a detailed report of activities and campaigns undertaken by SWSM, WSSD, GoM in collaboration with UNICEF Maharashtra, the Secretariat Maha-UWES-C, RCUES of AILSG Mumbai, CBOs under SSSM in Mumbai and NGO partners CACR, ESF & CYDA, with support of UNICEF Maharashtra across the state with multiple stakeholder groups to celebrate GHD and advocate the benefits of good hand hygiene maintenance.

The Global Handwashing Day 2022 was celebrated across Maharashtra in rural and urban areas with communities, sanitation workers, schools, teachers, CBOs, AWWs, tribal groups etc. through on ground outreach and digital campaigns. All the above-mentioned organizations and departments conducted activities for a week, to spread the behaviour on the importance of handwashing and to lay emphasis on the health implications of it. Key stakeholder groups were mapped as an initial process to effectively share the message with relevant audiences, followed by planning of contemplative interventions, to suit the sensibilities of the beneficiary groups. To make the sessions captivating, the messages were contextualized and shared in colloquial languages. Various activities and exercises were planned for the stakeholders, which were not only theoretical in nature, but conducted demonstratively, such as street plays, competitions, rallies, mass awareness campaigns, soap distribution and collection etc. The focus was laid upon experiential and immersive learning of the groups, especially the children and school students who were leading the campaign.

The facilitating agencies and the departments ensured maximum participation and involvement for the planned activities. For the programs organized by SWSM units in Maharashtra, all the 34 districts cells under Swachh Bharat Mission and Jal Jeevan Mission participated enthusiastically, and all activities were carried out diligently through the week. There was a high turnout for the activities planned by the Secretariat at Maha-UWES-C, CBO groups from SSSM and NGOs CACR, ESF, CYDA, from across Maharashtra.



*Around 18 million stakeholders (direct + indirect) reached in Maharashtra through these campaigns & initiatives which is approximately **14.5 %** of the state population.*

1. Introduction

Equal 'Sanitation for all' is a rallying slogan, propagated globally, to ensure access to safe sanitation and hygiene for citizens across the globe. Though substantial progress has been made with this through global dialogue and interventions, in alignment with the **UN SDG 6**, yet the larger issue persists. Worldwide, two out of five people do not have a basic hand washing facility with soap and water¹. The Covid-19 pandemic highlighted the need to take urgent action towards fundamental availability of hand washing facilities, to prevent disease and to save lives. The impacts of Covid-19 were significantly higher on vulnerable populations who lacked access to hygiene facilities.

October 15 marks the celebration of the Global Handwashing Day, presented as a platform for global advocacy, dedicated to increasing awareness and understanding the importance of handwashing with soap as an effective and affordable way to prevent diseases and save lives. Considered as a rudimentary activity across the globe, its life saving potential remains unrecognized especially in developing countries and Least Developed Countries (LDCs). Social and structural impediments are significant deterrents to achieving sustainable development in these nations.

This year, the theme of the day, "**Unite for Universal Hand Hygiene**", calls for coordinated action from global citizens, to actively work towards and promote universal hand hygiene. As the world overcomes and moves past the effects of the pandemic, it is critical to lay emphasis on maintenance of hand hygiene. Handwashing is a basic activity that can be carried out by only using water, however by using soap, we can ensure removal of oils carrying most germs, and leave our hands smelling pleasant. The clean smell and feeling that soap creates is an incentive for its use.

Operationalizing UN SDG 6 and Flagship Government Missions through promotion of GHD

Equitable sanitation for all is a thrust area for various government flagship schemes and missions in India. The overarching goals and objectives of central missions such as SBM 2.0, AMRUT 2.0, Jal Jeevan Mission and state missions such as Swaccha Maharashtra Abhiyan are overlapping with the UN SDG 6 to ensure access to water and sanitation for all.

It is critical to promote the global as well as national and state priorities by addressing the gaps in sanitation and hygiene. These missions have been deemed effective and impactful in the state, as they have accelerated the overall development of sanitation facilities, along with human development and improvement in livability standards. Through IEC efforts, as it is a major component of these missions, local governments and civil society have collectively promoted good hygiene and sanitation practices.

¹ <https://www.un.org/sustainabledevelopment/water-and-sanitation/>



Through promotion of GHD, collective efforts are made towards creating awareness for maintaining hand hygiene and practicing safe sanitation, which also aids in implementation of these government programs more effectively.

2. Accelerating Preventive Action through Contemplative Interventions

Keeping hands clean is an important step for avoiding health issues for oneself and spreading germs to others. Germs from feces from people or animals can cause diarrhea and can spread some major respiratory infections. Germs may also spread through coughing or sneezing, and the remains of it on objects that may contaminate the environment. When germs are not washed off on time, the chain reaction of spread of diseases is inevitable. The Covid-19 pandemic is an attestation of the same.

Educating people about handwashing can help them and their communities to stay healthy. Handwashing with soap could protect about 1 out of every 3 young children who get sick with diarrhea and almost 1 out of 5 young children with respiratory infections like pneumonia. Handwashing education and access to soap in schools can help improve attendance. Good handwashing early in life may help improve children's development in some settings².

²<https://www.cdc.gov/handwashing/whyhandwashing.html#:~:text=Handwashing%20education%20in%20the%20community,with%20diarrhea%20by%2023%2D40%25&text=Reduces%20diarrheal%20illness%20in%20people%20with%20weakened%20immune%20systems%20by%2058%25&text=Reduces%20respiratory%20illnesses%2C%20like%20colds,general%20population%20by%2016%2D21%25>

3. Step 1: Mapping Key Stakeholders

Prioritizing hand hygiene amongst stakeholders in institutional and public settings is critical, including schools, health care centers, amongst the sanitation workforce and in any other public settings. Maintenance of good hand hygiene practices can avert many diseases and even reduces the burden of DALY's and premature mortality.³ Identifying and reaching relevant stakeholders to spread awareness on the subject, can reduce the overall global disease burden.



3.1 WASH in Schools: Engaging School Children

As children are amongst the most vulnerable population, and the most susceptible to contracting infections, the consequences of an unsafe and unsanitary environment are arduous and devastating for them. Growing up in a clean and safe environment is every child's right. Therefore, providing access to safe sanitation facilities, improved hygiene as well as educating children on ways and means to protect themselves from unforeseen diseases, is crucial. Schools are places where children spend most of their time at and accept it as a learning environment. Hence, teaching children to wash their hands with soap in critical times can be the most effective when there is emphasis on peer & cross learning, through engaging initiatives.

³ <https://www.who.int/data/gho/indicator-metadata-registry/imr-details/158>

3.2 Involving school staff



To promote behavioral change amongst children, it is integral to involve the school staff, be it with regards to mobilizing children, undertaking timely initiatives with them and/or for percolation of change in the overall learning environment. To improve children’s outlook towards sanitation and hygiene, it is key to engage with school personnel as agents of change.

The Maharashtra Urban WASH-ES Coalition partners CACR, CYDA, ESF through their network in various schools across Maharashtra conducted activities with school children and school personnel’s.

3.3 Reaching Vulnerable Communities through Colloquial Messaging

Building capacities of local communities towards management of basic sanitation and hygiene is key to averting unforeseen morbid challenges. Communicable diseases are more likely to transfer through slums and communities that face socio-economic difficulties. The magnitude of health problems is greater in slum pockets due to reduced access to safe sanitation facilities and lack of safe practices. Imparting information and awareness amongst communities on effective ways of hand hygiene and sharing hygiene management mechanisms is essential. It is key to identify changemakers such as CBOs, sanitation workers, active members in the community, to engage with a larger number of the population and spread the message colloquially. Through the week of GHD 2022, team Secretariat at RCUES of AIILSG, Mumbai and partners, have engaged with communities through diverse



Community Based Organizations



Slum Dwellers & Anganwadi workers



Sanitation workers

3.4 Outreach to Key Government Departments in Maharashtra

To effectively prepare, equip and support individuals to adapt to social behavioral changes, it is important to involve the government as a stakeholder. Through formalized channels and standard approaches, information can be disseminated amongst the most relevant & vulnerable beneficiaries. The planned interventions tend to feel stronger, given the right backing and support from the government departments and the impact of the interventions is much greater in number and scale.

With technical support from UNICEF Maharashtra the SWSM, Department of WSSD engaged with all its 34 district units in Maharashtra, to conduct various campaign activities to spread awareness on importance of maintaining good hand-hygiene

[Read the guidelines in Marathi here](#)

राज्य पाणी व स्वच्छता मिशन (SWSM)
 १ ला मजला, सिडको भवन (दक्षिण कक्षा),
 सी.डी.डी. वेलापुर, नवी मुंबई-४००६१४
 पदवी क्र. ०२२-२७६६२४६, २७६६२३३ ईमेल : pdsbmg_sws@gmail.com
 पत्र क्र. पा.व.स.मि./मासि/१०२१/प्र.क्र.०६/२०२२-२३ | ३/२/२३ दि. १२.१०.२०२२

प्रति,
 मुख्य कार्यकारी अधिकारी,
 जिल्हा परिषद, सर्व

विषय : जागतिक हात धुवा दिव १५ ऑक्टोबर २०२२ साजरा करणे बाबत
 संदर्भ : शिक्षण मंत्रालय, भारत सरकार यांचे दिनांक १५ ऑक्टोबर २०२२ रोजीचे पत्र
 १५ ऑक्टोबर हा "जागतिक हात धुवा दिव" म्हणून सर्वत्र साजरा केला जातो. २००८ पासून १५ ऑक्टोबर हा दिवस जागतिक हात धुवा दिव म्हणून साजरा केला जात असून कोरोना महामारीच्या पार्श्वभूमीवर या दिनाचे महत्व मोठे आहे. या निमित्ताने आरोग्य संदर्भात हातांच्या स्वच्छतेचे अनेक साधने महत्त्वात घेवून व्यापक जनजागृती करण्याची संधी दरवणी उपलब्ध होत आहे.

या दिनाची यावर्षीची संकल्पना (Theme) United for Universal Hand Hygiene ही आहे. कोरोनाच्या संसर्ग रोखण्यासाठी हातांच्या स्वच्छतेचे महत्त्वाची भूमिका बजावली आहे. याशिवाय जागतिकस्तरावर जीवधर्या आजाद्या उमगी हातांच्या अस्वच्छतेची निवडीही आहे. केवळ साधने हात धुण्याच्या सध्याच्या प्रयत्नांसून ४० टक्के बाब करता येऊ शकते, यासाठी हातांच्या स्वच्छतेबाबत सर्वांनी एकजुट होणे आवश्यक आहे हा यावर्षीचा संकल्पनेचा गाभा आहे.

स्वच्छ भारत मिशन, स्वच्छ भारत स्वच्छ विद्यालय यांच्या माध्यमातून भारत सरकारने स्वच्छतेला प्रवाच दिले आहे. शाळास्तरावर देखील शाळेचे विद्यार्थ्यांमध्येही साधने हात धुण्याची सवय रुजवी याकडे प्रयत्नपूर्वक लक्ष देणे आवश्यक आहे. त्यामुळे जागतिक हात धुवा दिनाचे अधिपत्य साधून नागामात हातांची स्वच्छता, तिचे महत्व, सध्यास्थितीतील बर्तन याबाबत उपचराने जाणवून देणे करता येऊ शकते. त्या अनुषंगाने नाग पातळीवर पुढीलप्रमाणे उपक्रम राबविण्यात यावेत.

१. आरोग्य केंद्रात हात धुण्याची सुविधा
 यावर्षीच्या संकल्पनेचा विचार करता आरोग्य कर्मचारी, आरोग्य सुविधा केंद्र यांच्यातील हात धुण्याबाबतचे उपक्रम आयोजित करावे, यात आरोग्य सुविधाकेंद्रे हात धुण्याच्या सुविधा सुविधेतील य कार्यान्वीत असतील याची विशेष काळजी घेण्याबाबत जागृतीवर भर असावा. आपल्या जिल्हातील कोणत्याही आरोग्य केंद्र कर्मचारी, रुग्ण व रुग्णांचे नातेवाईक यांच्यासाठी साधने हात धुण्याच्या सुविधेविना असाधार नाहीत याबाबतचे निषेधनात यावेत.

The Secretariat at RCUES of AILSG, Mumbai, had reached out to various departments of Maharashtra government to encourage ULB's and local departments to take up initiatives and encourage participation for celebration of the GHD in Maharashtra.

Letter to PS, UDD, GoM

Letter to Director, DMA, GoM

Letter to PS, School Ed, GoM

RCUES, Mumbai
 Regional Centre for Urban & Environmental Studies
 All India Institute of Local Self-Government, Mumbai
 (Established in the year 1984, is fully supported by Ministry of Housing and Urban Affairs, Government of India)

AILSG/Maha-UVES-C/WASH/2022/44
 Date: 12th October, 2022

To,
 Sh. Smita Sethi (I.A.S)
 Principal Secretary,
 Urban Development Department,
 Government of Maharashtra.

Subject: Request to encourage ULBs in Maharashtra to conduct awareness raising sessions on importance of handwashing with target beneficiaries, for celebration of Global Handwashing Day 2022

Respected Madam,

- Regional Centre for Urban and Environmental Studies (RCUES), All India Institute of Local Self Government (AILSG), Mumbai has a diverse experience in supporting the State and Local Governments in water-sanitation-hygiene (WASH), waste management, environment and many other areas through capacity building, research and advisory. In pursuit of enhancing this support to the State Government and Urban Local Bodies and bringing all the stakeholders together to support various Government initiatives, we are pleased to inform you that AILSG, Mumbai with support from UNICEF, Maharashtra has set up Maharashtra Urban WASH and Environment Sanitation (ES) Coalition (Maha-UVES-C), with its secretariat at RCUES of AILSG at Bandra, Mumbai. It is functional from April 2022. The Coalition aims to facilitate partnerships in urban WASH & ES in support to the State and local governments of Maharashtra, in responding to the timely needs and achieving targets under various missions and initiatives of the State and local governments.
- Global Handwashing Day (GHD) is a global advocacy day dedicated to increasing awareness about the importance of hand hygiene and triggering lasting change from the policy level to community-driven action. The 2022 GHD theme is **United for Universal Hand Hygiene**. Joint action and collaboration are essential for successful and sustainable hand hygiene strategies. This year's theme calls for governments, donors, businesses, institutions, researchers, and advocates to unite in action to achieve the goal of hand hygiene for all.
- We request your department to encourage ULBs to undertake some engaging initiatives/programs such as poster competitions, webinars, film screenings etc. with relevant beneficiary groups, to celebrate Global Handwashing Day 2022 on Saturday, 15th October and engage stakeholders, through positive message sharing on the relevance of handwashing. The pandemic has highlighted the importance of hand hygiene, and therefore, it is crucial for each citizen to learn about the same.
- We would like to extend our support to the department for documentation of any such important event/activity conducted for celebration of this day.

With regards,
 Dr. Anurupa Kavale,
 Director,
 (Secretariat: Maha-UVES-C)
 RCUES of AILSG, Mumbai.

M.A. Bha Human Development Campus, Plot No. 1, 'B' Block, Bandra Kurla Complex, Behind Teachers Colony, near Uttar Marathi Sangh, Bandra (East), Mumbai - 400 021, India. ☎ +91 22 27517113 | ✉ info@rcues.org | www.rcues.org

RCUES, Mumbai
 Regional Centre for Urban & Environmental Studies
 All India Institute of Local Self-Government, Mumbai
 (Established in the year 1984, is fully supported by Ministry of Housing and Urban Affairs, Government of India)

AILSG/Maha-UVES-C/WASH/2022/46
 Date: 12th October, 2022

To,
 Sh. Ravish Singh Desai (I.A.S)
 Secretary,
 School Education and Sports Department,
 Government of Maharashtra.

Subject: Request to conduct awareness raising sessions on importance of handwashing in Maharashtra, with your target groups and beneficiaries, for celebration of Global Handwashing Day 2022

Ref: Ministry of Education, Department of School Education & Literacy, Government of India, letter no. No. 138-802028-16-079-3, dated 11th October 2022 (copy enclosed for a ready reference)

Respected Sir,

- Regional Centre for Urban and Environmental Studies (RCUES), All India Institute of Local Self Government (AILSG), Mumbai has a diverse experience in supporting the State and Local Governments in water-sanitation-hygiene (WASH), waste management, environment and many other areas through capacity building, research and advisory. In pursuit of enhancing this support to the State Government and Urban Local Bodies and bringing all the stakeholders together to support various Government initiatives, we are pleased to inform you that AILSG, Mumbai with support from UNICEF, Maharashtra has set up Maharashtra Urban WASH and Environment Sanitation (ES) Coalition (Maha-UVES-C), with its secretariat at RCUES of AILSG at Bandra, Mumbai. It is functional from April 2022. The Coalition aims to facilitate partnerships in urban WASH & ES in support to the State and local governments of Maharashtra, in responding to the timely needs and achieving targets under various missions and initiatives of the State and local governments.
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 All India Institute of Local Self-Government, Mumbai
 (Established in the year 1984, is fully supported by Ministry of Housing and Urban Affairs, Government of India)

AILSG/Maha-UVES-C/WASH/2022/45
 Date: 12th October, 2022

To,
 Sh. Brian Kulkarni, IAS
 Director and Commissioner,
 Directorate of Municipal Administration,
 Government of Maharashtra,
 Work, Mumbai.

Subject: Request to encourage ULBs in Maharashtra to conduct awareness raising sessions on importance of handwashing with target beneficiaries, for celebration of Global Handwashing Day 2022

Respected Sir,

- Regional Centre for Urban and Environmental Studies (RCUES), All India Institute of Local Self Government (AILSG), Mumbai has a diverse experience in supporting the State and Local Governments in water-sanitation-hygiene (WASH), waste management, environment and many other areas through capacity building, research and advisory. In pursuit of enhancing this support to the State Government and Urban Local Bodies and bringing all the stakeholders together to support various Government initiatives, we are pleased to inform you that AILSG, Mumbai with support from UNICEF, Maharashtra has set up Maharashtra Urban WASH and Environment Sanitation (ES) Coalition (Maha-UVES-C), with its secretariat at RCUES of AILSG at Bandra, Mumbai. It is functional from April 2022. The Coalition aims to facilitate partnerships in urban WASH & ES in support to the State and local governments of Maharashtra, in responding to the timely needs and achieving targets under various missions and initiatives of the State and local governments.
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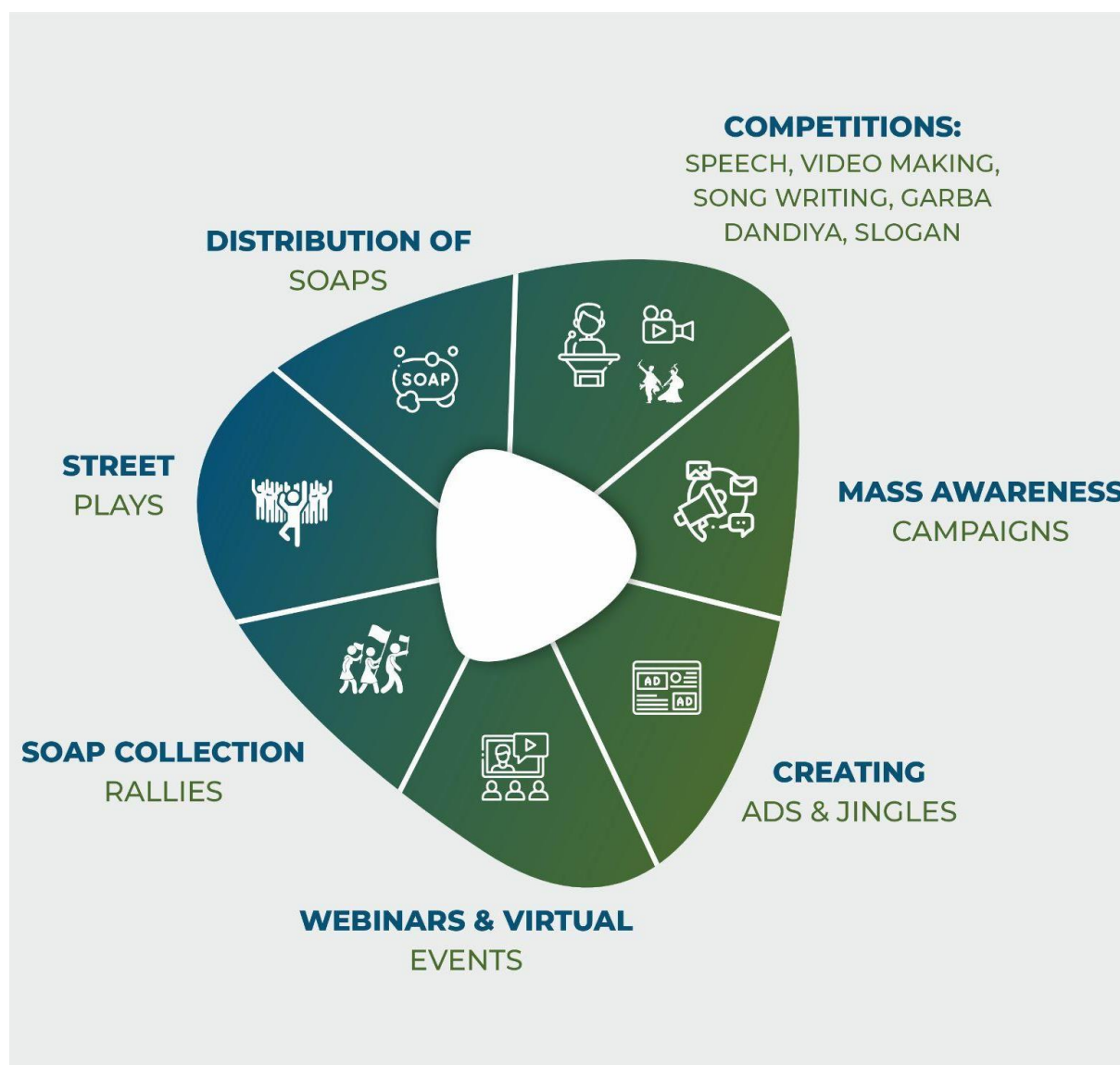
With regards,
 Dr. Anurupa Kavale,
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 (Secretariat: Maha-UVES-C)
 RCUES of AILSG, Mumbai.

M.A. Bha Human Development Campus, Plot No. 1, 'B' Block, Bandra Kurla Complex, Behind Teachers Colony, near Uttar Marathi Sangh, Bandra (East), Mumbai - 400 021, India. ☎ +91 22 27517113 | ✉ info@rcues.org | www.rcues.org

4. Step 2: Shifting Perspectives through Immersive Learning

Diverse engaging activities were conducted through the week with the above-mentioned stakeholders. Through catchy activities and immersive learning exercises, it is easy to get any powerful message across and lead the participants to introspect upon their own past actions and finally apply positive behavioral change into their everyday lives.

The following main activities were held across Maharashtra with multiple stakeholder groups:



5. Step 3: On-ground Action

5.1 Addressing Gaps in Sanitation & Hygiene in Rural Maharashtra

State Water Sanitation Mission (SWSM), WSSD, GoM with the support of UNICEF Maharashtra, celebrated global handwashing through various activities across the State. The districts conducted various activities as per guidelines from SWSM, to raise awareness amongst beneficiary groups in their respective localities, on the importance of maintaining hand hygiene and propagating affordable ways to do so. These activities were designed and targeted towards the rural population in the state of Maharashtra.

The following major activities were undertaken by SWSM for promotion of hand hygiene amongst their beneficiaries:

1. Initiatives to ensure ample handwashing facilities are present at health care centers for healthcare workers and visiting beneficiaries.
2. Community meetings and demonstrations to share the importance of maintaining hand hygiene.
3. Involving students to carry out soap collection rallies.
4. Leading mass awareness campaigns in respective districts.
5. Organization of different programs and competitions at the local level.
6. Mass awareness campaigns to be led by Swachhagrahis as per Swachha Bharat Mission.
7. Including Self-help groups, youth groups etc. to spread awareness, with special focus on tribal areas in the district.

As per instructions from SWSM about GHD celebration, CEOs issued guidelines to all schools, Anganwadis and Gram Panchayats to create an enabling environment and active participation targeting teachers, students, parents, communities, youth groups, tribals groups etc. with key messages on safe handwashing behavior. These events were organized in accordance with the guidelines of Swachh Bharat Mission 2.0 and aimed at covering households, institutions and communities at large focusing to drive positive behavior change and emphasis on effective hand hygiene for better health in the state.

Throughout the week, various activities were organized at the grassroots level and a total of around **16.5 million people were reached** through these activities across Maharashtra, with a message on hand washing with soap and water.

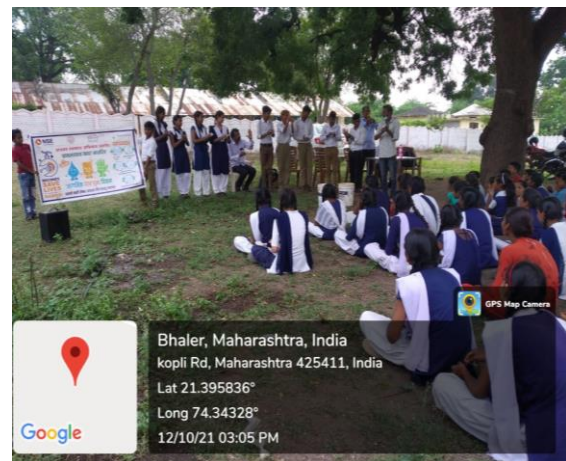
Districts	Blocks	GP's	Direct Reach				Soaps collected	Citizens reached through all media	Total reach
			Male	Female	Children	Total			
34	340	27,068	1248587	1165362	3260288	5647936	45914	10.8 M	16.5 M

Along with on ground activities, the districts were also encouraged to drive media campaigns to amplify the message and engage stakeholders by using social media platforms. Participation from all districts in this movement to educate their citizens and beneficiaries on safe hand washing was welcoming. All the activities were undertaken and performed vigorously, and the on-ground enthusiasm is reflected through the impact numbers from each of the districts.

Handwashing Activity with Children in Amravati district >>>



Handwashing Activity with Children in Nandurbar district



GHD Activity with Children in Ratnagiri district



Pledge on GHD by Men's group in Yavatmal district



Hand Washing demonstration in Raigad district

5.1 a Coverage in Local Newspapers

पुण्य ३ नमस्ती
हात धुवा दिनानिमित्त शाळा, महाविद्यालयांमध्ये प्रात्याक्षिक

पुण्य ३ नमस्ती हा एक दिवसीय कार्यक्रम आहे. या दिवशी शाळा, महाविद्यालयांमध्ये प्रात्याक्षिक घेण्यात येते. या दिवशी शाळा, महाविद्यालयांमध्ये प्रात्याक्षिक घेण्यात येते. या दिवशी शाळा, महाविद्यालयांमध्ये प्रात्याक्षिक घेण्यात येते.

हात धुवा दिनानिमित्त शाळा, महाविद्यालयांमध्ये प्रात्याक्षिक

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जिल्ह्यातील सर्व शाळा, अंगणवाड्यांमध्ये १४ ऑक्टोबरला साजरा होणार 'हात धुवा दिवस'

राज्य सरकारने हा दिवस साजरा करण्याचा निर्णय घेतला आहे. या दिवशी शाळा, महाविद्यालयांमध्ये प्रात्याक्षिक घेण्यात येते. या दिवशी शाळा, महाविद्यालयांमध्ये प्रात्याक्षिक घेण्यात येते. या दिवशी शाळा, महाविद्यालयांमध्ये प्रात्याक्षिक घेण्यात येते.

भराठावाडा केसरी

'स्वच्छ हात पुढा... रोगना दूर ठेवा'

हात धुवणे हा एक महत्त्वाचा कार्यवाही आहे. हात धुवणे हा एक महत्त्वाचा कार्यवाही आहे. हात धुवणे हा एक महत्त्वाचा कार्यवाही आहे.

संपादकीय

परम्पणी । मांदेड । हिंगोली । लातूर । साशिम । अजकोला

सुक्रवार, दि. १५ ऑक्टोबर २०२२

आपले भविष्य आपल्या हाती

दिन विशेष: जागतिक हात धुवा दिन!

हात धुवणे हा एक महत्त्वाचा कार्यवाही आहे. हात धुवणे हा एक महत्त्वाचा कार्यवाही आहे. हात धुवणे हा एक महत्त्वाचा कार्यवाही आहे.

हात धुवा दिवसानिमित्त आज, उद्या कार्यक्रम

हात धुवणे हा एक महत्त्वाचा कार्यवाही आहे. हात धुवणे हा एक महत्त्वाचा कार्यवाही आहे. हात धुवणे हा एक महत्त्वाचा कार्यवाही आहे.

पुढारी

हात धुवणे हा एक महत्त्वाचा कार्यवाही आहे. हात धुवणे हा एक महत्त्वाचा कार्यवाही आहे. हात धुवणे हा एक महत्त्वाचा कार्यवाही आहे.

District wise outreach in Maharashtra for GHD by SWSM and UNICEF Maharashtra

District	Blocks covered	GPs covered	Direct Reach (A)				Soap Collected	Indirect Reach (B)		Total Reach
			Female	Male	Children	Total		Newspaper Readership	Social Media	
Ahmednagar	14	1311	54123	64322	132987	251432	1547	154788	84235	490455
Akola	7	533	46387	72678	132656	251721	275	134567	59345	445633
Amravati	14	839	73212	77549	121312	272073	372	1796775	34000	2102848
Aurangabad	9	868	62313	65829	68359	196500	3182	180512	356841	736853
Beed	11	1031	26380	57930	153830	238140	1240	284530	111230	633900
Bhandara	-	541	45698	56924	69854	172476	532	12000	12000	196476
Buldhana	13	-	68582	73296	141378	283256	568	838322	14342	1135920
Chandrapur	15	824	41200	41200	82400	164800	824	15000	15000	194800
Dhule	4	541	32023	38274	110950	181247	5410	174569	541287	897103
Gadchiroli	8	559	13740	18325	132234	164299	948	22900	9100	196299
Gondia	8	547	5470	8205	54111	67786	130	155000	27350	250136
Hingoli	5	563	7352	9420	9847	26619	260	175000	-	201619
Jalgaon	15	1151	264	12564	37037	49865	0	152469	66387	268721
Jalna	8	778	553	1851	4128	6532	34	157821	16000	180353
Kolhapur	12	1025	7810	8109	81646	97565	2039	235000	165000	497565
Latur	10	786	7525	13261	92345	113131		285000	78000	476131
Nagpur	13	769	74304	77400	47800	199504	268	175000	35000	409504
Nanded	16	1310	6650	19650	343330	343330	6522	295512	10654	649496
Nandurbar	6	595	6920	15890	65000	87810	200	40000	70000	197810
Nashik	15	1384	55360	41520	134600	231480	3365	165874	142564	539918
Osmanabad	8	622	48112	63124	78267	189503	1246	148542	146857	484902
Palghar	8	473	2307	964	23701	26972	1067	0	0	26972
Parbhani	9	704	45760	50668	57300	153728	2112	158000	38000	349728
Pune	13	1385	27968	29416	68326	125710	3217	250000	170000	545710
Raigad	15	809	48402	54317	78867	181586	1428	104750	178950	465286
Ratnagiri	9	846	51476	50274	85694	187444	1725	115425	192465	495334
Sangli	10	696	2547	3025	180000	185572	259	150000	50000	385572
Satara	11	1495	7647	8654	189554	205855	2566	254600	351000	811455
Sindhudurg	8	431	17852	30754	37852	86458	1542	157842	24781	269081
Solapur	11	1019	35750	24670	69475	129895	940	165490	24781	215090
Thane	5	430	2872	2341	4874	10087	898	0	6598	34868
Wardha	8	520	1013	2343	15319	18675	900	52823	1508	73006
Washim	6	490	2790	3840	5190	11820	298	117900	5970	135690
Yavatmal	16	1193	235000	150000	350065	735065	0	435000	235000	1405065

Highlights

- ❖ Around 10 districts reached out to over 1000 gram panchayats in their jurisdiction, 18 districts conducted programs with over 500 Gram Panchayats and the remaining covered between 400-500 gram panchayat's through various initiatives.
- ❖ Children and school students were targeted as audiences through these campaigns, with a special focus. Since children are the most vulnerable group of the population, this is an extremely important movement in the campaign.
- ❖ A total of 196 newspapers were engaged through articles, op-eds etc, with a readership number of up to 7,56,1011.

5.2 Activities by the Secretariat, Maha-UWES-C in Urban Slums

The Secretariat, Maharashtra Urban WASH-ES Coalition at RCUES of AILSG Mumbai, had planned and organized various activities throughout the week. To engage with the most relevant stakeholder groups, the team at Secretariat held many discussions with sector experts and decided to engage with sanitation workers and community-based organizations from urban slums of Mumbai. Both these groups are active agents of change, working vigorously in the sanitation domain. However, these groups are constantly faced with many challenges daily while interacting with citizens. Infrastructural and administrative issues may get highlighted often, but they also face social challenges such as lack of inclusiveness within their immediate communities. This year to tackle such diverse difficulties and pay an ode to the service provided by these groups, the Secretariat conducted activities in Mumbai

5.2 a Street Play & Distribution of Soaps for the Sanitation Workforce

Street plays are now acknowledged to be the most powerful medium to build awareness amongst the onlookers. The art form with a tinge of humor and balance of socio-political messaging penetrates through the minds of the beneficiaries. The Secretariat organized a street play session for over **100 sanitation workers and CBO members**, along with an awareness raising session, in collaboration with a collective of CBOs- SSSM and local CBO group Shivratna Seva Mandal. The session was held at a Loaders Chowki, in Vikhroli area of Mumbai, after the sanitation workers finished their daily shifts. After the demonstrative session, soaps were distributed amongst the attendees, to share the importance of maintaining hand hygiene and emphasizing using soaps while washing hands.



The session was held at a Motor Loaders Chowki, in Vikhroli area of Mumbai, after the sanitation workers concluded their daily shifts. After the demonstrative session, soaps were distributed amongst the attendees, to share the importance of maintaining hand hygiene and

emphasizing using soaps while washing hands. **500 beneficiaries were reached** through these activity & **150 soaps were distributed** to the attendees & the staff of the Chowki.



Glimpses of social media engagement by the Secretariat, Maha-UWES-C

Maharashtra Urban WASH-ES Coalition @Maha_WASH_C · Oct 15

On [#GlobalHandwashingDay2022](#) Secretariat [@RCUESMumbai](#) & [#partners](#) w/ support of [@UNICEFIndia](#) Maharashtra, has organised Initiatives across [#Maharashtra](#) to raise awareness & call for continued advocacy on importance of [#handwashing](#), with sanitary workers, CBOs and school children.

GlobalHandwashingDay and 9 others

Maharashtra Urban WASH- ES Coalition
354 followers
2w · 🌐

[#GlobalHandwashingDay](#) is celebrated to increase awareness and understand the importance of handwashing with soap, as an effective and affordable way to prevent diseases and save lives.

To mark the occasion, the Secretariat at **Regional Centre for Urban and Environmental Studies (RCUES)**, AILSG, Mumbai and partners **Ecosan Services Foundation, India**, **Citizens Association for Child Rights-CACR**, **Cyda India** & **Swachata Sanvardhan Sanstha Mahasangh** organised various awareness raising sessions- street plays, painting & singing competitions, slogan competitions, poster competitions etc. to advocate the benefits of maintaining good hand hygiene, with diverse stakeholder groups-Sanitation workers, CBOs, School children, School staff, Anganwadi supervisors and Sevikas across [#Maharashtra](#).

Here are some glimpses of the ongoing on-ground and digital campaigns!

[<<< Link to the post](#)

5.2 b Empowering CBO groups: Digital Inclusion & Literacy

तुम्ही ग्लोबल हँडवॉशिंग डे २०२२ मध्ये सहभागी होऊ इच्छिता? *

होय

नाही

कदाचित

जर तुमचे उत्तर होय असेल, तर तुमच्या समुदायामध्ये जास्तीत जास्त दोन गट निवडा ज्यांच्यासोबत तुम्हाला जनजागृती कार्यक्रम राबवायचे आहेत?

स्वच्छता कर्मचारी (SMPA, RSY, मोटर लोडर, कचरा वेचक, घरगुती मदतनीस)

मुले (खाजगी शाळांमधील मुले, सार्वजनिक शाळांमधील मुले, अंगणवाड्या, कचरा वेचक मुले)

सामान्य गट (पुरुषांचे गट, तुमच्या समुदायातील महिला गट)

इतर

तुम्हाला कोणत्या ठिकाणी हे उपक्रम राबवायचे आहेत?

सामुदायिक शौचालये

चौकी

Head of Collective for CBOs in Mumbai- SSSM, Mr. Anand Jagtap, along with the Secretariat planned to digitally empower CBOs. To enable them to use digital platforms and make them accustomed to using technology, the registration of the CBO groups in Mumbai for conducting awareness raising activities in their respective communities was carried out online. Many CBO groups registered with the Secretariat via a bi-lingual form. The Secretariat along with SSSM, shared awareness raising guidelines for these groups to conduct further events for celebration of GHD within local communities.

5.2 c Awareness Building Activities by CBOs, under SSSM, Mumbai

The Secretariat and SSSM shared guidelines with CBOs to raise awareness activities within their user groups and communities. CBO groups Shivratna Seva Mandal from Vikroli East, Mumbai, Chichnmani Mayka Mahila audyogik utpadak sahakari sanstha maryadit, Nagrik Vikas Samiti, Awami Education welfare association, White rose, Makhurd Mumbai and Bhumi Swachata Foundation, Dharavi Mumbai, under SSSM collective- conducted awareness raising activities covering various stakeholders in urban slums of Mumbai.



Women's groups, AWWs & AWS, Children in local schools and Anganwadis were reached through these initiatives by the CBOs. Through these programs a total of **415 beneficiaries were engaged** directly. Further, **2075 beneficiaries were reached** with a message on handwashing with soap.



5.3 Motivating Positive Behavioral Change through Experiential Learning

5.3 a Initiatives by CACR

Maha-UWES-Cs partner organizations CACR, CYDA & ESF mobilized school children and staff across schools in Maharashtra, that they do continuous work with. Through competitions and demonstrations, children were engaged, and their curiosity was addressed through sharing of techniques and solutions for safe hand washing & its health implications.



Demonstration of Handwashing by school Children
[Link](#)

School wise activities >>>



CACR conducted demonstrations and awareness raising sessions across 15 schools in Mumbai covering areas- Govandi, Dharavi, Mankhurd, Sion, Mumbra, Turbhe, Byculla, to educate children in Municipal Schools on effective ways of Handwashing. Through these sessions, the CACR team directly **engaged with 415 school children** & teachers and **reached out to 1904 beneficiaries**. The children celebrated the day through singing songs on handwashing and illustrative exercises.



[Link to the video- Demonstration on Handwashing](#)



Children engrossed in GHD activities

5.3 b Diverse Interventions by ESF

ESF team arranged various activities with school children in areas of Mumbai, Pune, Nashik and Ratnagiri. The activities saw enthusiastic participation from school children. The staff of the school was also involved in the execution of the activities. Children self-choreographed and performed street plays for their peer groups and teachers. They participated in painting and speech competitions, video screenings and many other demonstrative exercises. Through strategic IEC techniques, children were explained the most effective and affordable ways of handwashing. Further, to make the event fun and captivating, children were also involved in the creation of advertisements. **951 children participated** in the competitions, and through these activities, they **engaged 12979 children** and staff members. A total of **69,650 people were reached** through these campaign activities.



Videos & photos of all the interventions >>>



ESF along with Secretariat, Maha-UWES-C, UNICEF Maharashtra, CACR & CYDA has launched a set of competitions on 'WASH in schools'. The inauguration of these competitions was done on 15th of October to mark the occasion of GHD. The conclusive event and the prize distribution will be held on World Toilet Day 2022. The Maha-UWES-C team also presented their work to the participating schools.



5.3 c Extensive campaigns by CYDA

CYDA with support of UNICEF Maharashtra had collaborated with ZP schools to conduct various awareness campaigns with students across 21 districts in Maharashtra. Some of the CSR partners also joined hands to make this campaign a success. Persistent Foundation for Pune and Nagpur, Atlas Copco for Pune and Mahindra CIE India for Pune, provided their support for these events. Hand washing demonstrations were conducted in the schools and students were informed about the importance of hand washing. The aim was to remind students/community that handwashing with soap and water is one of the best steps to avoid getting sick and spreading germs. The program was attended by Education Officers, Center Heads, Teachers, School Management Committee members, students, parents, etc. Through this campaign, **33807 schools participated**, whereas **1094 center heads, 27082 headmasters, 59904 teachers** and **1443425 students engaged in total**.

Various competitions were organized to celebrate the day effectively, including drawing, slogan, garba on hand wash and song singing competitions. The students enthusiastically participated in the activities.

Participants in Competitions: Drawing competition: 5156 | Singing competition: 2336 | Dandia competition: 2624 | Slogan Competition: 2253 A total of **12,369 competitions were conducted** by CYDA with the Education Department.



Videos and photos of events & competitions >>>

A total of around 1.5 million stakeholders were involved by CYDA on GHD 2022

CYDA **unicef**
for every child

जागतिक हात धुणे दिवस २०२२

१५ ऑक्टोबर २०२२ रोजी होणाऱ्या 'जागतिक हात धुणे दिवस' ह्या दिवसाचे औचित्य साधत युनिसेफ आणि सी.एच.डी.ए. पुणे, पोस्टा संयुक्त विद्यमाने राज्य स्तरीय हात धुणे अभियान राबविण्यात येत आहे. याच निमित्ताने वॉ ४ वॉ ६ व वॉ १० ची वया मुलांसाठी हात धुणे साहित्य (व्हिडीओ) स्पॅचेचे अद्योक्त काढण्यात आले आहे.

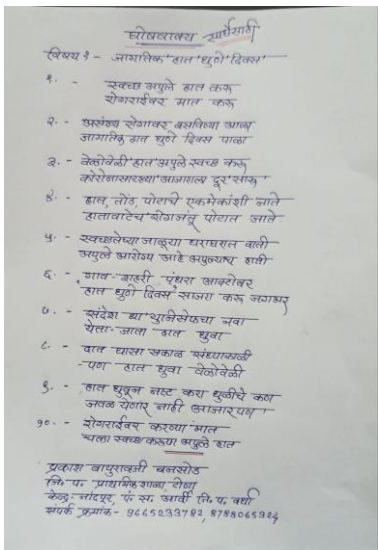
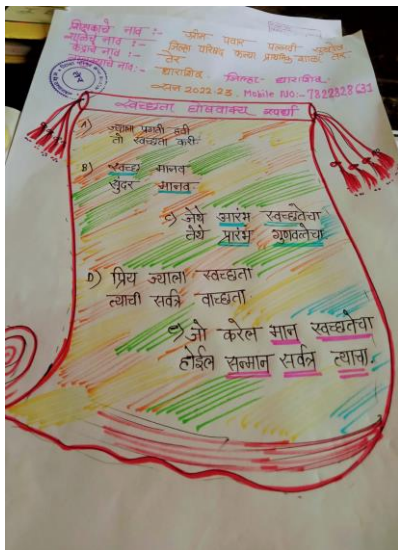
हात धुणे साहित्य (व्हिडीओ) स्पॅचेचे निकष पुढील प्रमाणे असतील.

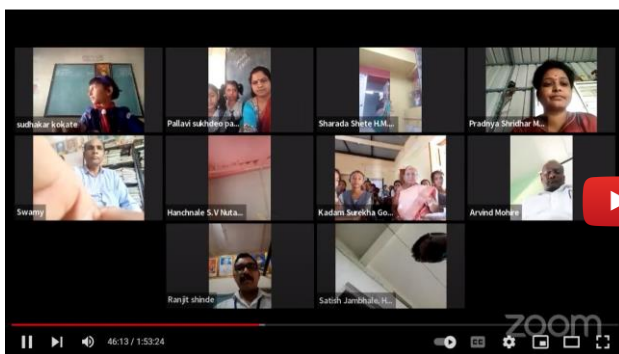
"health care quality and safety climate or culture"

- हात धुणे साहित्य स्पॅचा (व्हिडीओ) साहित्याच्या स्टॅसमध्ये हात धुण्याच्या पद्धतीचा समावेश असावा.
- हात धुणे साहित्य स्पॅचा- व्हिडीओ पाठविण्याचा कालावधी १४ ऑक्टोबर २०२२, सायंकाळी ५.०० वाजेपर्यंत असेल
- स्पॅचेचे नियम.
 - व्हिडीओ करताना विद्यार्थीनी स्वतःचे नाव, उपना, शाळेचे नाव, मुख्याध्यापकाचे नाव, तालुका, जिल्हाचे नाव आणि संपर्क क्रमांक व्हिडीओच्या सुरुवातीला सांगणे.
 - व्हिडीओ हा ३ मिनिट पेक्षा जास्त नसावा.
 - व्हिडीओ विषयाला अनुसरून असावा.
 - व्हिडीओ पाठवताना +९१८०९०२८८९२४ या क्रमांकावर पाठवावे.

सर्व विद्यार्थीनी आज्ञा केल्यानंतर वॉ ६, विद्यार्थीनी मोठ्या प्रमाणात स्वतःचे सध्याची कामे अधिक माहितीसाठी संपर्क : handwash15@gmail.com | +९१ ८०९०२८८९२४

theputeeofyoungindia | cyda | cydaindia | www.cydaindia.org





Global Handwashing Day Virtual Event by CYDA with UNICEF Maharashtra team with Education department officials, students and teachers. [Link of the YouTube event](#)

5.3 d Other Initiatives- National Quiz

IT STARTS WITH

Take a Quiz and help increase awareness about Hand Wasing

Send WASH on our WhatsApp number +919650414141

JOIN Report TODAY

A quiz competition was designed by U-Report India in English and Hindi for ages 14 to 27 to celebrate the “Global Handwashing Day 2022”, to educate and inform young people about the essentiality of Hand Washing. The UNICEF WASH team in collaboration with the U-Report team created a 5 question quiz. The quiz was sent to 5 states initially but went across the country as other partner organizations spread the word.

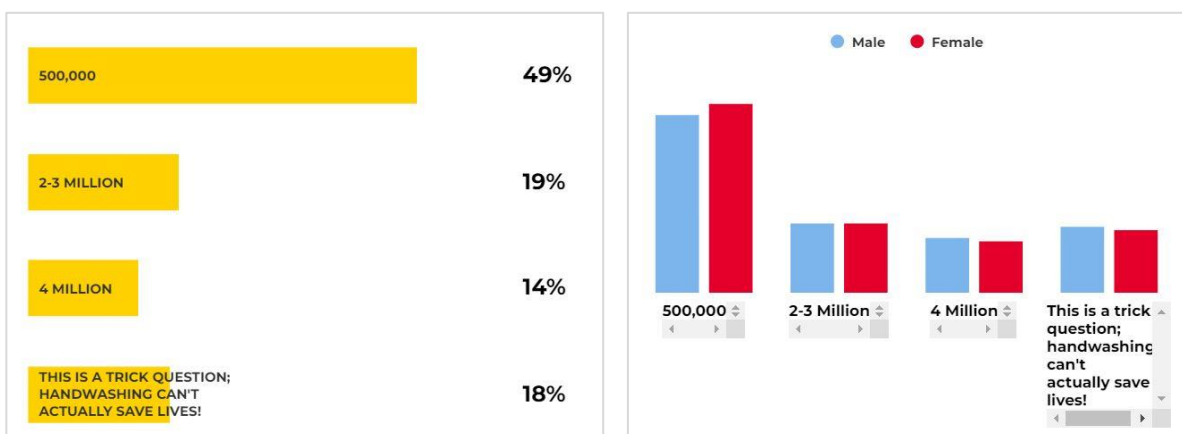
Global Handwashing Day Quiz in Maharashtra

Question 2

As per estimates, how many lives can be saved every year by routinely washing your hands?

7,052 responded out of 8,207 polled

Responses



The entire report can be accessed here: <https://india.ureport.in/opinions>

6 Media Engagement

Overall, all the participating districts and development organizations obtained good reach in the local media through newspaper articles, virtual events and social media engagement in Maharashtra. Through efforts of the UNICEF Maharashtra team, the message was also circulated in neighboring states.

तेरे मुट्टी में क्या है ?



संदीप तेंडोलकर

(९४२२९६९२७४)

आपण आपल्या हाताने सर्वच काही करतो, खाण्यापासून ते धुण्यापर्यंत! या सर्वच कामांत हातांची स्वच्छता महत्त्वाची असते, पण विविध सर्वे असे सांगतात की, या हाताच्या स्वच्छतेकडे सर्वांस दुर्लक्ष केलं जातं आणि यात शिकल्या सवरलेल्या लोकांचाही मोठा सहभाग आहे. अत्यंत गलिच्छ नसतील तर आपले हात स्वच्छच आहेत, असा प्रत्येकाचा समज असतो.

माणूस हा सवयींचा गुलाम असतो. लहानपणापासून लागलेल्या सवयी एवढ्या नकळत डोकावतात की भल्या भल्या लोकांची चारचौघांत फजिती होते. त्यामुळे चांगल्या सवयी प्रयत्नपूर्वकच लावाव्या लागतात. आता चांगलं काय, वाईट काय कोण ठरवणार ? माणसाची जसजशी प्रगती होत गेली तस तसा माणूस काय चांगलं काय वाईट हे अनुभवातून ठरवू लागला. अनेक शास्त्रीय व सामाजिक संशोधक यासाठी राबत राहिले. शिक्षणाने बदल होतो, त्यामुळे चांगल्या सवयी लावण्यामध्ये शिक्षणानेही खूप मोठी भर टाकली, पण तरीही अजूनही काही सवयी आहेत त्यात माणूस बदल करताना दिसत नाही. शिकल्या सवरलेल्या लोकांना कळतं पण वळत नाही असेच दिसते. १५ ऑक्टोबर रोजी जागतिक हात धुवा दिवस साजरा केला गेला, तो याच कारणाने. हात धुण्याची चांगली सवय लागणे हे किती आवश्यक आहे हे आपण कोरानाच्या काळात अनुभवले तरीही ही सवय लागली का सर्वांना ?

आपण आपल्या हाताने सर्वच काही करतो, खाण्यापासून ते धुण्यापर्यंत! या सर्वच कामांत हातांची स्वच्छता महत्त्वाची असते, पण विविध सर्वे असे सांगतात की, या हाताच्या स्वच्छतेकडे सर्वांस दुर्लक्ष केलं जातं आणि यात शिकल्या सवरलेल्या लोकांचाही मोठा सहभाग आहे. अत्यंत गलिच्छ नसतील तर आपले हात स्वच्छच आहेत, असा प्रत्येकाचा समज असतो. शरीरातून सतत उत्सर्जन होत असतं, हातालाही त्यामुळे ओसावा येत असतो, त्यावर घुत्तीकण व त्यात असलेले पण डोळ्यांना न दिसणारे रोगजंतू सतत चिकटत असतात आणि हातावाटे ते शरीरात प्रवेश करतात. त्यामुळे जेव्हा आपण म्हणतो की माझे हात स्वच्छच तर आहेत. तेव्हा समजून जावं की आपण अदृश्य शत्रूला आपल्याच हाताने निर्माण देत आहोत. स्वयंपाकापूर्वी, जेवण वाढव्यापूर्वी, जेवणापूर्वी, कोणताही खाद्यपदार्थ खाण्यापूर्वी, हाताळण्यापूर्वी, पाणी हाताळण्यापूर्वी, बाळाला पाजण्यापूर्वी, भरविण्यापूर्वी, स्वच्छता केल्यानंतर, शौचाला जाऊन आल्यानंतर,

खेळून आल्यानंतर, मातीत काम केल्यानंतर हात साबणाने स्वच्छ धुणे आवश्यक आहे, याबाबत गेल्या कित्येक वर्षापासून आंतरराष्ट्रीय स्तरावरून प्रचार केला जात आहे. कोरोनाच्या काळात तर यात मास्क हाताळण्यापूर्वी-हाताळण्यानंतर, शिकल्यानंतर-खोकल्यानंतर, कोणत्याही पृष्ठभागाला स्पर्श केल्यानंतर अशा संदेशांची भर पडली. गंमत अशी त्या काळातही हात साबणाने किंवा सॅनिटायझरने स्वच्छ करणाऱ्यांची संख्या शंभर टक्के नव्हती. ज्या लोकांनी कोरोना काळात हातांच्या स्वच्छतेला गांभीर्यने घेतले होते. त्यातल्या बहुतांश लोकांनी कोरोना जाताच पुन्हा हातांच्या स्वच्छतेकडे पाठ फिरवली!

हातांची स्वच्छता केली नाही तर डायरियासारखा जीवघेणा आजार होऊ शकतो. लहान मुलांच्यासाठी तर न्युमोनियानंतर डायरिया हा दुसऱ्या क्रमांकाचा घातक आजार आहे. जागतिक आरोग्य संघटनेच्या अहवालानुसार केवळ साबणाने हात धुण्याच्या सवयीमुळे डायरियापासून संरक्षण मिळण्याचे प्रमाण ३० टक्के आहे. क्षमनाशी संबंधित आजारांचे प्रमाण २० टक्क्यांनी कमी होऊ शकते. भारतात तर दरदिवशी ० ते ५ या वयोगटातील सरासरी १००० बालकं केवळ डायरियाने दगावतात. या बालकांच्या आनुबाजूला असलेल्या लोकांना हाताच्या स्वच्छतेचं गांभीर्य नसल्याची शिक्षा या बालकांना जीव गमावून भोगावी लागते. एवढे हे भयंकर आहे.

कोरोनाच्या काळात जाणारे जीव पाहून लोकांनी स्वच्छतेचा तात्पुरता अंगिकार केला, पण दरदिवशी १००० म्हणजे वर्षाला साधारण ३.६५ लाख बालकांचा बळी जातो हे गंभीर व भीतीदायक का वाटत नाही ? कदाचित यामुळे मानवी स्वभाव असेल, सर्वसाधारण माणूस आता पुरता विचार करतो, संकटकाळात त्याची प्राथमिकता जीव असते आणि शांततेच्या काळात त्याला जीवाची पर्वा नसते, अर्थात त्याची प्राथमिकता बदलते. बालकांचा जीव जातो, डायरियाने मोठ्यांचा कुठे जीव जातो ?

एखादी साथ आली तर वेगळी गोष्ट, असं अनेकदा बोललं जातं. पण डायरिया हा एवढा भयंकर आजार आहे की वेळीच उपचार नाही मिळाले तर शरीरातील पाणी कमी होऊन त्यातून मोठ्यांचाही जीव जाऊ शकतो, शिवाय जीव गेला नाही तरी वारंवार डायरिया झाल्यास आतड्यांची क्षमता हळूहळू क्षीण होत जाते व कितीही खाई तरी कुपोषणही होते असं वेदाक्रीय तज्ज्ञांचे मत आहे. 'इतक्या वर्षापासून आम्ही हेच करत आलो काही मेले नाही' असाही युक्तिवाद लोकं करतात, अपघाताचं काय, कधीही घडू शकतो. ज्या क्षणाला शरीराची प्रतिकार क्षमता कमी होते, तेव्हा मात्र सवयीचे फटके बसू लागतात. पण आरोग्याबाबत लहान लागल्यानंतर विहीर शोधण्याची सवय जडलेली माणसं एकतात कुठे ? शौचाला जाऊन आल्यानंतर हात न धुता त्याच हाताने तंबाखू मळून खायला मागे पुढे पाहत नाहीत! (खरं तर हात धुवूनही तंबाखू खाऊ नये!)

कोणताही आजार आज कालच्या महामार्गांच्या काळात अजिबात परवडणारा नाही, ही बाबही विचारात घ्यायला हवी. आज कोणताही साधासा आजार झाला तरी खिशाला किमान हजार रुपयांचा फटका बसतो. कमाल किती बसेल, हे डॉक्टरच्या रुपात माणूस आहे की धंदेवाईक आहे यावर अवलंबून असते. शिवाय आजारी पडल्यानंतर बुडणारा रोजगार, त्याची बुडणारी कमाई यांचा आकडा जोडला तर साधासा आजार किती बेजार करू जातो हे लक्षात येईल. शाळकरी मुलांचं व शारीरिक बरोबर शैक्षणिक नुकसानही होतं. एका घरात चार माणसं असतील आणि जर दरवर्षी प्रत्येकजण केवळ एकदाच आजारी पडलं तर किमान चार हजाराचा फटका बसतो, जे दिवसाला चार हजार किंवा त्याहून जास्त कमवतात त्यांना कदाचित आर्थिकदृष्ट्या फरक पडणार नाही, पण ज्यांची तुटपुंजी कमाई आहे. अगदी मध्यमवर्गीयांनाही मोठा फरक पडतो, चार हजारत एखादा कर्ज हसाही फेडला जाऊ शकतो.

२००८ पासून जागतिक पातळीवरून

साबणाने हात धुण्याबाबत जागृती करण्यात येत आहे. मात्र त्यापूर्वी पासून जडलेल्या सवयीमुळे त्यात त्वरित बदल झालेला दिसत नाही. मोठ्या माणसांच्या सवयी पाहून लहान मुलंही तशीच वागतात. जागतिक हात धुवा दिनानिमित्ताने विद्यार्थ्यांमध्ये जनजागृती होत आहे, हे विद्यार्थी जेव्हा पालक होतील तेव्हा कदाचित त्यांना हात धुण्याची सवय लागेल. यातही एक अडचण अशी आहे की, मुलांना हात धुण्याचे कारण कळते आहे, हात धुण्याची पद्धत कळत आहे, पण त्यासाठीच्या सुविधा कुठे आहेत ? साबण आहे तर पाणी नाही, पाणी आहे तर हात धुण्यासाठी ठराविक जागा नाही अशी परिस्थिती आजही आहे. बरे, शाळेत सर्व सुविधा असतीलही पण घरी, बाजारात गेल्यावर किंवा कुठे महत्त्वायेंकडे गेल्यावर तेथे सुविधा असतीलच याची काही शाबूती नाही. हळूहळू मुलांना शाळेत शिस्त आणि घरी परिस्थितीवर भिस्त असं वागवं लागतं, त्यातून शाळा सुटताच या विद्यार्थ्यांनाही सोयीच्या वर्तनाचा स्वीकार करावा लागतो.

हातावरील रेशांमध्ये भाय असतं की नाही याबाबत मतमतांत असा शकतात, पण त्याच हातांमध्ये विषाणू, जीवाणू, रोगजंतू असतात हे मात्र निश्चित. समाज म्हणून प्रत्येक घटकाने याचा विचार करून हाताच्या स्वच्छतेला गांभीर्यने घेण्याची गरज आहे. जेव्हा प्रत्येक माणूस हाताच्या स्वच्छतेबाबत जागरूक असेल तेव्हाच मुलांचं संरक्षण कणाऱ्या चांगल्या सवयी रुजूवू शकतो. लहान मुलांची सुरक्षा हा मोठ्यांच्या मुठीत बंद आहे. त्या मुठी साबण-पाण्याने नियमित स्वच्छ होऊ लागल्या पाहिजेत. समाजात वावरताना नेहमी काही सामाजिक निकष पाळावे लागतात. या सामाजिक निकषांमध्ये साबणाने हात 'धुणे' ही गोष्ट समाविष्ट करावी लागणार आहे. मला माहिती असलेल्या सर्वच धर्मांनी मनाची व शरीराची स्वच्छता महत्त्वाची मानली आहे असे असतानाही उपास-तापास अशा धार्मिक गोष्टींबाबत कमातीचे जागरूक असलेले समाजमन स्वच्छतेबाबत मात्र आग्रही का दिसत नाही ?

Mr. Sandeep Tendolkar, State Consultant, Water, Sanitation and Hygiene (WASH) in Institutions, UNICEF Maharashtra's article published in Daily Herald, Goa and also disseminated through Sindhudurg district in Maharashtra.



We are United for UNIVERSAL HAND HYGIENE in Maharashtra

As the theme of the year suggested 'Uniting for Universal Hand Hygiene', so was executed through all these campaigns across Maharashtra. Multiple agencies and stakeholders collaborated to lead the campaign and dedicated a week to advocate for the benefits of maintaining good hand hygiene. This year's campaigns were particularly critical, as it was a time post Covid-19 pandemic, and the citizens were attuned to understanding the benefits of handwashing with soap. This receptive behavior escalated the reach of the campaign in the state.

The state government through its departments (School Education and Sports department & WSSD) conducted programs across Maharashtra using a decentralized approach, to facilitate mass awareness initiatives, and successfully completed these campaigns across urban and rural areas. The institutionalization of these campaigns was a very appreciable movement, and one that can be replicated for many other social behavioral change initiatives.

The civil society facilitated many of such campaigns across Maharashtra independently. Their participation in the movement was extremely crucial. CBO groups through their initiatives, transformed the thought processes of not only their own user groups, but also their surrounding communities.

The focus of all these campaigns was to bring mass behavioral change across Maharashtra. School children and staff were largely involved and focused upon through these interventions, as children are the most susceptible to the health implications of unsafe handwashing practices and they are also agents of change, who would amplify the message amongst their family members, peers and within their communities.

SCHOOL CHILDREN **CBOs** TEACHERS
SANITATION WORKERS
SLUM DWELLERS **ASHA WORKERS** STATE GOVERNMENT OFFICIALS
LOCAL OFFICIALS COMMUNITIES SELF- HELP GROUPS
YOUTH GROUPS **TRIBAL GROUPS**
ANGANWADI SEVIKAS & SUPERVISORS

Through all the above efforts in the state of Maharashtra, the stakeholders collectively inched closer towards achieving UN SDG 6 in the state and worked in alignment to fulfil various government mission objectives and priorities.

