

## PROFILE OF GRAMALAYA

### WHAT DOES IT DO?

Gramalaya, thirty three years ago aims to provide sustainable sanitation solutions. It works directly and through partners to implement a community Led Total Sanitation (CLTS) approach to mobilise communities and schools to eliminate open defecation.

Gramalaya enters a community and conducts about the importance of WASH. It performs a mapping exercise with the community to help them identify basic sanitation needs. Together they develop a strategy to eliminate open defecation.

Simultaneously, it conducts weekly hygiene education sessions in schools and trains teachers to do the same. Gramalaya facilitates the formation of School MHM clubs, run by adolescent school children. who monitor sanitation behaviors. Gramalaya aids construction or repair of these facilities in schools.

Gramalaya links schools and communities with the Swacch Bharat Abhiyan to enable refurbishment for toilet construction.

Gramalaya assists with the creation and training of Association for water, Sanitation and Hygiene (AWASH) committees, consisting of community members including adolescent girls, who conduct household visits and focus group discussions to educate the community about WASH using IEC materials developed by Gramalaya.

### HOW DID IT EVOLVE?

**1987 – 1989** Started its work providing safe drinking water suppliers to rural areas in Tamil Nadu. It realized that open defecation was contaminating the ground water supplies and there was a need to build toilets.

**1990 – 2002** WaterAid came in as a core donor and supporting Gramalaya to develop WASH programs focused on community led approaches in schools and communities.

**2002 – 2007** Water.org started fund Gramalaya in 2002 and helped develop its individual loan model for toilet construction through interaction with Micro-Finance Institutions (MFIs).

**2008 – 2015** Increased focus on capacity building and technical support to partners in addition to program implementation; became a nodal agency to 100 plus NGOs and MFIs in India in its Big Clean-Up India making every village as open defecation free by providing accessible sanitation.

**2015 – 2021** Gramalaya is one of the approved Key Resource Centres of the Department of Drinking Water and Sanitation, Ministry of Jalshakti for providing training and capacity building support to Government officials in South India.

## **WHAT NEXT?**

Gramalaya plans to scale up its operations across 10 states in the next five years in line with the Government of India Swachh Bharath Mission and through MHM, and Nutrition programs. To meet this target, it plans to identify non-profits in India working in the WASH space and provide them with capacity building in the areas of technical skills, professional development and financial support to accelerate effective toilet construction. This will provide 10 million families with safe and sustainable sanitation infrastructure and impacting the lives of women and adolescent girls through its MHM and Nutrition interventions.

## **QUALITY INDICATORS**

### **Leadership**

Mr. S. Damodaran, Founder and CEO

- Previously Country Director for water.org in India.
- Established NIWAS, a WASH training resource center approved by Government of India.
- Member of the national – level task force, Ministry of urban development, Government of India.

### **Partnerships**

- Partners : Ministry of Drinking water and sanitation – Government of India, Government of Tamilnadu, and over 100 NGOs and MFIs through providing capacity building support.
- Funders : World Bank, UNICEF, IIHS, WaterAid – UK, Water.org, Arghyam, Charities Aid Foundation (CAF), Bank of America, HT Parekh Foundation, Dasra, VST Industries Ltd., HDBFS, LIC Housing Finance, HFH India, Give2Asia, Oracle and like minded corporates.

## **ENDORSEMENTS**

S.Damodaran, received the Safaigiri Award 2017 as Toilet Titan

Awarded the National Urban water Award – Runner up (2010) for its urban sanitation initiatives.

Accredited by Givew2Asia, Charities Aid Foundation,

## **VOICES FROM THE TEAM**

“Sanitation provides safety, security and privacy for women and children. Gramalaya envision a society in which all people will have safe sanitation, adequate water and hygiene facilities that empower individuals and communities. Gramalaya has successfully demonstrated sanitation models over the past 35 years and plans to expand these to other parts of India including capacity building and support services to others organizations interested in the sector. The support from the donor organization will help Gramalaya to achieve its goals”.

S. Damodaran, Founder

Organization Overview

Founded: 1987

Head Office: Tiruchirappalli, Tamil Nadu

Coverage: Tamilnadu, Kerala, Karnataka, Andhra Pradesh, Telangana and Puducherry Union Territory

Full time Staff : 186

Budget (2020-21) :INR 18 Crore

Gramalaya envisions a society in which all people have equal rights and access to water and sanitation, health and improved income status without gender discrimination. Gramalaya has implemented innovative models such as micro-finance for sanitation, child friendly toilets, and school health programs primarily across five districts in Tamil Nadu. It provides WASH training to government officials in Karnataka, Kerala, Tamil Nadu, Puducherry, Andhra Pradesh and Telangana.

## **GRAMALAYA’S RESPONSE**

Gramalaya works directly and through partner NGOs with communities and schools to design and construct WASH facilities. They use a community led approach in MHM and Nutrition initiatives to encourage ownership and community take over of the project and develop sustainable hygiene practices. They build the capacity of government officials to implement effective WASH interventions.

## **ACHIEVEMENTS OF GRAMALAYA SINCE 1987**

**1987-** Gramalaya NGO was founded by Mr S. Damodaran with the HQ at Tiruchirappalli City

**1991-** Gramalaya Training Centre was established at Kolakkudipatti village in a rural setting at Thottiyam Block of Tiruchirappalli District, Tamil Nadu

**1989- 1994-** Successfully implemented the Low-cost Sanitation-cum-scavengers Rehabilitation Program in Thiruchengode and Rasipuram Municipality. For more than 30 years, the 5000 household toilets are under usage and maintenance by the families

**1994-** Since 1994, Gramalaya have been involved in the school sanitation program, under which more than 500 girl's friendly school toilet complexes were constructed in South India

**1995- 2000-** Implemented the CRSP - Central Rural Sanitation Program, TSC, NBA and SBM program of Central and State Government and promoted 100% sanitation covered model villages in the rural areas

**1997-** A curriculum for school health program was developed by Gramalaya with a number of IEC materials which is replicated and used by other NGOs working in the sector

**2000- 2001-** SHG managed Pay and use community toilets system was introduced by Gramalaya - first time in the country

**2000- 2010-** Declared 187 slums as open defecation free in Tiruchirappalli City Corporation

**2001- 2020-** Declared more than 300 villages in South India as Open Defecation Free under Community Led Total Sanitation (CLTS) approach

**2000- 2003-** Child friendly toilets of various type designs introduced in the urban slums of Tiruchirappalli City- first time in India by Gramalaya

**2002-** Gramalaya declared Kalmandhai as India's first open defecation free (ODF) slum in Tiruchirappalli City Corporation in the year 2002 followed by 187 slums as ODF announced with the support of Tiruchirappalli City Corporation and donor agencies

**2003-** Gramalaya declared Thandavampatti village in Tiruchirappalli District as India's first open defecation Open Defecation Free village in 2003. Thandavampatti village in Aaraichi panchayat in Thathiagarpet block of Tiruchirappalli district became the first rural habitation in India to totally prevent open defecation

**2004-** India's first Centre for Toilet Technology and Training with 24 toilet designs was established at Gramalaya Training Centre

**2005-** The District Collector of Tiruchirappalli gave the Best NGO Award to Gramalaya on the occasion of Independence Day

**2005- 2015-** The concept of Microfinance for sanitation and water was introduced and successfully implemented by Gramalaya which encouraged more than 100 MFIs and NGOs in India to provide MFI loans for sanitation and water

**2006-** Mr S. Damodaran, Founder of Gramalaya wrote more than 10 hygiene songs for children which are famous among school children in the rural and urban areas

**2010-** Urban Water Award from Government of India was received by Gramalaya for the best practices in slum sanitation program in Tiruchirappalli

**2010-** Unlike the conventional toilet model of 4ft x 4ft, Gramalaya has designed and promoted Bathroom attached SMART toilet which is a zero waste toilet model in India and constructed more than 60,000 toilets so far in 6 Southern States of India

**2011-** Microfinance for rural women introduced by Gramalaya through Business Facilitator model and proved as one of the lowest operational cost models at an affordable interest rate to rural women for IGP activities.

**2012-** The concept of Urban sanitation program of Gramalaya was acknowledged in the Twelfth Five Year plan document 2012 to 2017 as Faster, More Inclusive and Sustainable Growth Volume 1 of the document in page number 164 Box 5.4 by Government of India as one of role model projects in India

**2013-** The Ministry of Drinking water and sanitation, Government of India, New Delhi approved Gramalaya as one of the National Key Resource Centers (KRC) to provide training on water and sanitation to government officials and NGOs in South India

**2016-** India's cheapest reusable cloth menstrual pad was designed and introduced by Gramalaya with the broader aim of providing employment opportunity, menstrual health education and emancipation from MHM related health issues for women and adolescent girls.

**2016- 2019-** Declared more than 10 villages as Open defecation free in Telangana State with the support of District Administration announced by District Collectors

**2017-** Toilet Titan Award to Mr S. Damodaran was given by the Vice-President of India under Safaigiri Awards 2017 at New Delhi on 2<sup>nd</sup> October 2017

**2018-** Ward number 11 in Musiri Town panchayat was declared as India's first urban area by Gramalaya where 100% of the menstruating women and adolescent girls are using eco-friendly cloth pads

**2018-** Developed SOP for cleaning of drinking water wells polluted by cyclone and retrofitting of household toilets in Kerala state

**2018-** The Government of Puducherry and Local Administration Department gave the Award of Appreciation under Swachh Bharat Mission program on 2nd October, 2018 to Gramalaya

**2019-** ATK Nagar in Uppliyakudi panchayat, a rural area was declared as 100% household toilets covered village in Pudukottai District where 100% of the women and adolescent girls using eco-friendly reusable menstrual cloth pads -first of its kind in India.

**2019-** World's first goodwill ambassador for the promotion of Menstrual Hygiene Management was appointed by Gramalaya.

**2019-** Gramalaya conducted India's first Menstrual Hygiene Management Summit, in New Delhi (2019), which resulted in more likeminded organizations joining in the MHM Campaign with a Networking concept and making MHM, a people's movement in the country.

**2019-** Mahatma Award for Sanitation 2019 was given to Gramalaya by Ms. Ramshri Birla on Behalf of TATA Trust on the occasion of 150th Birthday Anniversary of Mahatma Gandhi (2nd Oct 2019).

**2020-** A teen aged girl selected for visiting NASA in the USA, promoted 125 household toilets with bathroom (SMART Toilet model of Gramalaya) with the motivation and support from Gramalaya under a CSR initiative. This has created revolutionary change in the toilet habits of rural people in Pudukottai District of Tamil Nadu

[www.gramalaya.org](http://www.gramalaya.org)

**More information in the next pages**

**SAFAIGIRI AWARDS 2017 – Toilet Titan Award to S.Damodaran, Founder, Gramalaya**



**National Urban Water Award From Government of India was received by S.Damodaran, Founder of Gramalaya in 2010 for the best practices in slum sanitation program in Tiruchirappalli**

