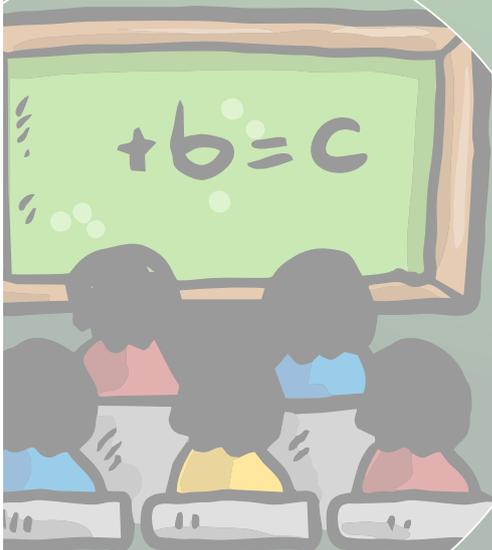
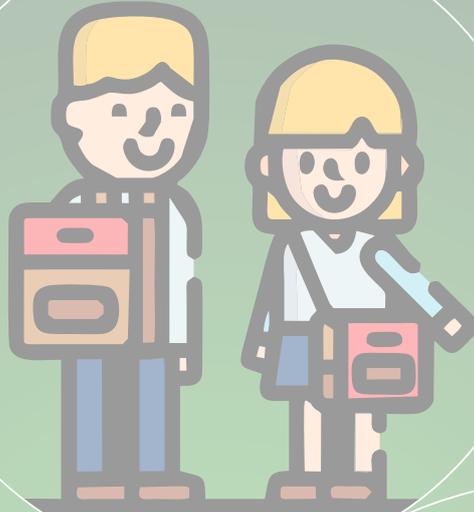


Dettol School Hygiene Programme

Annual Report 2022-23





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Abbreviations

BRC	Block Resource Centres
CRC	Cluster Resource Centre
DBSI	Dettol Banega Swasth India
DSHP	Dettol School Hygiene Programme
GIWA	Global Interfaith WASH Alliance
Gol	Government of India
IEC	Information, Education and Communication
NEP	National Education Policy
NFHS	National Family Health Survey
OIEI	Other Informal Education Institutions
OIS	Other Informal Schools
PRI	Panchayat Raj Institution
SDG	Sustainable Development Goals
SDP	School Development Plan
SHEP	School Health Education Programme
SMC	School Management Committees
SROI	Social Return on Investment
SVP	Swachh Vidyalaya Puruskar
TOT	Training of Trainers
UNICEF	United Nations Children's Fund
WHO	World Health Organization
WASH	Water, Sanitation & Hygiene

Foreword



The Dettol Banega Swachh India campaign, launched in 2014, and its evolution to Banega Swasth India in 2019 have ensured that 24 million children across the country are given hygiene education.

Clean hands, a simple gesture, a profound impact

In the vast and diverse landscape of India, a nation brimming with energy and promise, the pursuit of progress and development knows no bounds. At the heart of this pursuit lies the wellbeing of our most cherished assets—the children who embody the dreams and aspirations of tomorrow. Recognizing that hygiene and health are the cornerstones upon which a thriving future is built, Dettol, a beacon of trust and innovation, initiated the Dettol School Hygiene Programme in India.

This program stands as a testament to the commitment of Reckitt to foster a healthier and more hygienic generation. With an unwavering dedication to creating a positive impact in the lives of school-going children, the Dettol School Hygiene Programme aims to instill in them the virtues of cleanliness, good health practices, and responsible behavior from an early age.

As we journey through the pages of this initiative, we witness the remarkable collaboration between Dettol and schools across the nation. The vision of a healthier India is brought to life through engaging educational modules, interactive activities, and practical lessons that empower children to take charge of their own wellbeing and extend this knowledge to their families and communities.

Through the Dettol School Hygiene Programme, Reckitt endeavors to go beyond the classroom, fostering a holistic approach to hygiene education

that transcends barriers and reaches every nook and corner of this great land. The impact of this initiative extends far beyond the individual, resonating with families, neighborhoods, and society as a whole.

Beyond the economics of contributing Rs 78.8 billion to India's gross domestic product (as estimated by Oxford Economics), the social impact of Reckitt's programmes is immense. The Dettol Banega Swachh India campaign, launched in 2014, and its evolution to Banega Swasth India in 2019 have ensured that 24 million children across the country are given hygiene education. The tangible outcome of this endeavor includes a remarkable 14.6% reduction in diarrhoea cases and a significant 57% decrease in school absenteeism caused by illnesses.

As we delve deeper into the essence of this program, we invite you to join us on this inspiring journey—a journey of transformation, empowerment, and hope. It is a journey that showcases the power of collective effort, where educators, parents, and children come together in a harmonious symphony to create a healthier and brighter future for the generations to come.

Gaurav Jain
Executive Vice President,
Reckitt - South Asia

Preface



The journey of the Dettol School Hygiene Programme has yielded substantial impact, evidenced by the impressive outcomes achieved over the past three years.

Shaping the future, two clean hands at a time

The undeniable connection between hygiene and public health has become more apparent than ever before. Yet, in many parts of the country, proper hand washing practices remain elusive, with alarming statistics revealing the extent of the challenge. A significant portion of rural India still washes their hands without soap before a meal, while others resort to using only water after defecation. In response to this pressing issue, the Dettol School Hygiene Programme was conceived as a crucial step towards improving sanitary practices in schools, homes, and communities by fostering behavioral changes.

Through a remarkable partnership with the Jagran Pehel, the program sets out to empower government school teachers with the knowledge and tools to deliver a hygiene-focused curriculum in identified schools, thereby instilling essential WASH (Water, Sanitation, and Hygiene) behaviors among school children. Additionally, the initiative extends its reach to support school management committee members in planning and executing WASH access projects within schools.

A particularly heartening aspect of the Dettol School Hygiene Programme is the pivotal role played by children themselves. By equipping young minds with proper hygiene practices, the program envisions them as ambassadors of change, capable of educating their families and communities. Furthermore, it recognizes the significant contributions of headmasters, teachers, and village panchayats in facilitating the successful implementation of the program.

The journey of the Dettol School Hygiene Programme has yielded substantial impact, evidenced by the

impressive outcomes achieved over the past three years. The initial investment of ₹15.9 crore has generated a remarkable social value of ₹526 crore through innovative approaches, structured hygiene sessions, and multi-level training initiatives.

An evaluation of the Social Return on Investment (SROI) further emphasizes the program's effectiveness, revealing that for every ₹1 invested, the School Hygiene Education Programme delivers ₹33.05 of social value. The significance of this initiative becomes even more pronounced in the context of the COVID-19 pandemic, where frequent and proper hand washing stands as a critical measure to mitigate the spread of infection, especially in vulnerable rural communities with limited healthcare facilities.

At Jagran Pehel, we hope that this project and assessment report serve as an inspiration for further vital interventions in the sector while setting a benchmark for excellence. Our ongoing collaboration with the school initiatives of the Swachh Bharat Abhiyan (Swachh Vidyalay Abhiyan) underscores our commitment to bringing value to various government initiatives. Above all, we are driven by the profound mission of enhancing rural sanitation practices to improve the health, well-being, and dignity of all people.

As we immerse ourselves in the contents of this report, we invite you to witness the transformative impact of the Dettol School Hygiene Programme—a journey that reflects our collective determination to create a healthier, more hygienic, and resilient India.

Sameer Gupta
Executive President & Treasurer
Jagran Prakashan Ltd.

Executive Summary



Ravi Bhatnagar
 Director-External Affairs & Partnerships SoA
 Reckitt, South Asia

Poor hand hygiene in India has significant repercussions on public health and well-being. Inadequate hygiene practices can exert detrimental effects on the population's health. Children are more vulnerable, as diarrhoeal diseases claim a substantial number of lives. The economic toll is significant, encompassing healthcare expenses, decreased productivity, and the responsibilities of tending to ill family members. The strain on the healthcare system hampers its ability to provide prompt care. Inadequate hand hygiene contributes to antibiotic resistance, complicating treatment of infections. Education is compromised, with frequent school absences due to preventable illnesses. Regrettably, India grapples with insufficient sanitation facilities, particularly in impoverished rural areas, leaving countless children marginalized and jeopardizes their right to education, particularly for girls. To tackle these challenges, fostering awareness, ensuring access to clean water and sanitation, and implementing comprehensive hygiene education initiatives are imperative.

India loses a child every two minutes to preventable diseases like diarrhoea and pneumonia.

2.2 billion

lack access to safe drinking water worldwide (UN 2021)

>30%

population lack access to safe sanitation services (NFHS)

99 million

lack access to quality education (UN 2021)

3 billion

lack access to safe drinking water worldwide (UN 2021)

About the programme

The Dettol School Hygiene Programme is a comprehensive initiative designed to promote and instill good hygiene practices among school-aged children, fostering a healthier and safer learning environment. This program encompasses a range of targeted activities, educational resources, and partnerships to empower schools, students, and communities to prioritize hygiene and sanitation. By leveraging the brand reputation of Dettol, a trusted leader in hygiene products, this program aims to make a significant positive impact on public health. **Dettol School Hygiene Programme complements the objectives under NEP 2020 to achieve the goals for 2030 and uplift the most vulnerable sections of society.**

The primary objectives of the Dettol School Hygiene Programme are as follows:

Education and Awareness: The program offers engaging and age-appropriate educational materials to schools, including lesson plans, videos, and interactive workshops. In line with this holistic approach, the curriculum encompasses fundamental lessons in health, encompassing preventative health measures, mental well-being, proper nutrition, individual and communal hygiene, disaster response, and initial medical aid. **The integration of the Dettol Hygiene Programme harmonizes seamlessly with the aspirations of NEP 2020, fortifying the objectives set for 2030, and uplifting the most vulnerable strata of our society.**

Infrastructure Improvement: Based on findings from NFHS-4, NFHS-5, and Swachh Sarvekshan 2022 (state-wise), many states in India exhibit poor sanitary conditions and high child mortality rates attributed to diarrhoea and child illnesses.

Recognizing that infrastructure plays a vital role in hygiene, the program collaborates with schools to enhance facilities such as **clean water supply, sanitation facilities, and waste management systems.** By improving the physical environment, the program contributes to reducing the spread of diseases and infections.

Behavioral Change: The Dettol School Hygiene Programme employs **life-course approach** strategy to encourage students, teachers, and staff to consistently practice good hygiene. The use of **positive reinforcement, rewards, and peer influence** is emphasized to ensure the sustained adoption of hygiene practices beyond the program's duration.

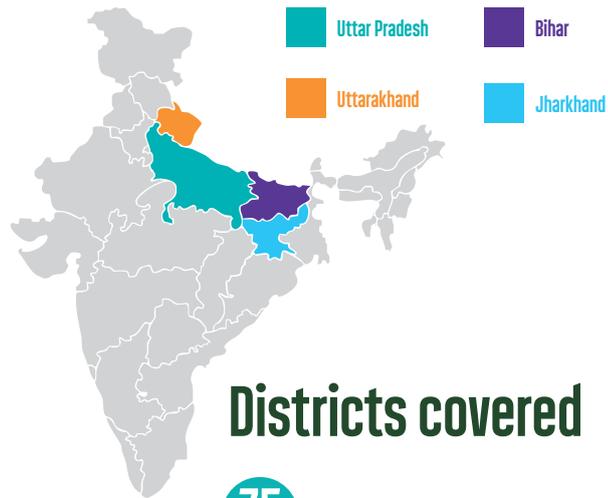
Community Engagement: The success of the program relies on the active involvement of **parents, caregivers, and community** members. The program facilitates community workshops and events to extend hygiene education beyond the school premises, fostering a holistic approach to health and well-being, impacting not just students but everyone associated with the programme.

Monitoring and Evaluation: Rigorous monitoring and evaluation mechanisms are integrated into the program to assess its impact and effectiveness. Key performance indicators include **changes in hygiene practices, reduction in absenteeism due to hygiene-related issues, and improvements in overall student health.**

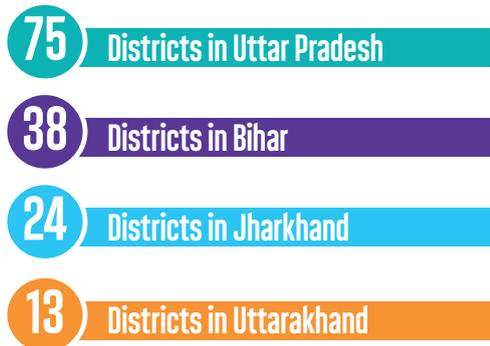
Partnerships and Sustainability: The Dettol School Hygiene Programme collaborated with **Jagran Pehel**, a non-profit organization, and local communities to create a sustainable model that can be scaled and replicated. By leveraging resources and expertise, the program aims to create a lasting impact on hygiene practices nationwide.

Programme geography

The Dettol School Hygiene Programme has already yielded favourable outcomes in the lives of schoolchildren, reaching a substantial number of individuals and actively contributing to disease prevention, notably addressing the widespread issue of diarrhoea, which stands as a significant contributor to child mortality on a global scale. The Dettol School Hygiene Programme is currently operational across four states: **Uttar Pradesh, Bihar, Uttarakhand, and Jharkhand.**



Districts covered



Schools are social microcosms that can drive the change in the community
Schools contribute to this process by building positive behaviours in a structured, sustainable manner.



Key impacts

Social return on investment

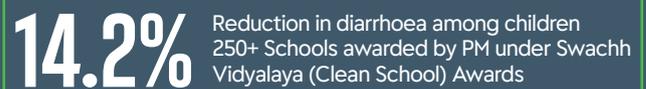
For every ₹ 1 invested in the Dettol School Hygiene Programme, it delivers social value of



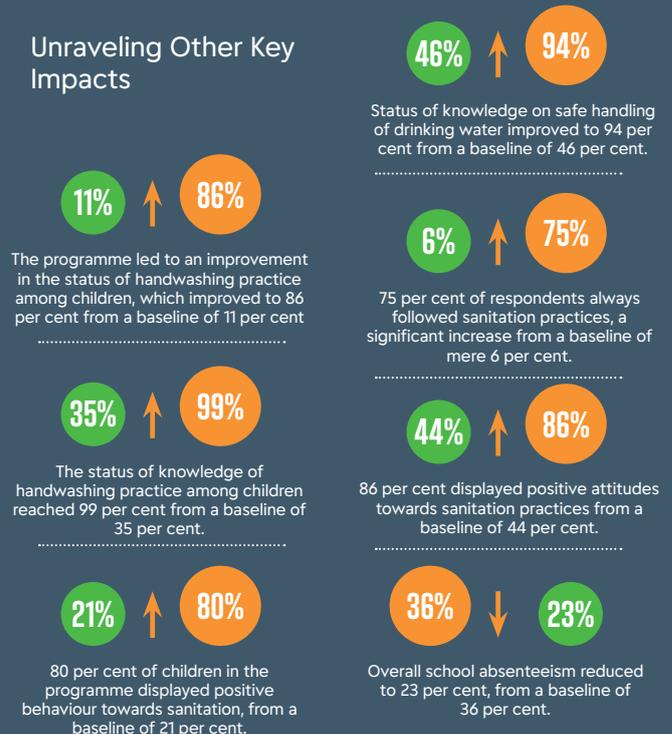
Looking ahead, the program will set its sights on:

- Amplifying programme footprint to **10 states (368 Districts, 26454 Other Informal Education Inst., 342 Gurukuls)**, forge partnerships and enhance participation through customized IEC tools
- Expanding programme's reach to **50 Million beneficiaries** - Drive social impact through a coaching and nurturing approach at Gurukuls and other informal education inst.
- Pilot implementation of **Gurukul model in Parmarth Niketan, Rishikesh** - Learnings & leading practices to be amplified to other informal education inst. across programme geographies

Beyond the Surface



Unraveling Other Key Impacts



Reckitt has inspired generations to grow up embracing hygiene.



Problem Statement

Poor Hygiene

Costly Consequences

Poor hygiene can impact a wide range of bodily systems and cause a range of diseases, including gastrointestinal, respiratory, oral and skin conditions. The impact can be rapid—in the form of an acute diarrhoeal or respiratory infection, for example—and can be cumulative, impacting growth, development, immunity and long-term healthy life expectancy.

India loses a child every two minutes to preventable diseases like diarrhoea and pneumonia.*

Where poor hygiene exists, it widens existing inequalities, as those most impacted will already be the most disadvantaged: the poor, women, and marginalised groups, including refugees, slum dwellers.

Poor hand hygiene in India has significant repercussions on public health and well-being.

It leads to increased transmission of infectious diseases such as respiratory infections and gastrointestinal infections, resulting in a higher disease burden and mortality rates.

*Source - International Vaccine Access Centre. Pneumonia and Diarrhoea Progress Report, 2020

Two of the main mechanisms for the spread of infections are microorganisms being transferred through traces of faecal material into people's mouths and the transfer of micro-organisms from one person's respiratory tract to another in droplets or airborne particles. This transfer can be direct or via intermediate surfaces. The likely pathways for the transmission of disease from faecal matter—namely, fluids, fields, flies, fingers and food—can be disrupted by improved hygiene and other measures.



Fluids



Fields



Flies



Food



Fingers

Children are particularly vulnerable, with diarrhoeal diseases causing a significant number of deaths. The economic impact is substantial, with healthcare costs, productivity losses, and the burden of caring for sick family members. The healthcare system becomes overloaded, limiting its ability to provide timely care. Poor hand hygiene also contributes to antibiotic resistance, making infections harder to treat. Education is affected as well, with frequent absences due to preventable diseases. Unfortunately, India is still facing lack of access to sanitation facilities due to which millions of children in poor and rural areas have been left behind. Due to poor hygiene and a lack of sanitation services, their right to education is also threatened especially for girls.

To address these issues, awareness, access to clean water and sanitation, and hygiene education programs are essential.





Why Wash

in Schools



The **second** target under SDG 6 emphasizes the importance of achieving universal access to adequate and equitable sanitation and hygiene by 2030, with a specific focus on ending open defecation and addressing the needs of women, girls, and vulnerable populations. While hand hygiene is a crucial component of overall hygiene, many settings lack the necessary facilities and support to promote and practice proper hand hygiene behaviors. This highlights the existing gaps in access to hand hygiene facilities and the lack of necessary support systems in place.

Improved Water, Sanitation and Hygiene in Schools plays a significant role in



Improved health outcomes



Higher attendance



Lower dropout rate



Better learning outcomes



Swachh Bharat Swachh Vidyalaya
A National Mission

Reckitt is committed to support Gol's efforts by setting out to change habits at scale focussing on children as early adopters.

Ministry of Education has launched Swachh Vidyalaya Puraskar (SVP) with an intent create to self-motivation and awareness about safe WASH practices. The provision of water, sanitation and hygiene facilities in schools secures a healthy school environment and protects children from illness and exclusion. The assessment would be undertaken across 6 categories:

- 1) Water, Sanitation, Hand Washing with soap
- 2) Operation and Maintenance
- 3) Behaviour Change
- 4) Capacity Building

SVP covered all categories of schools. i.e. Government, Government aided and Private schools in both rural and urban areas on an internationally recognized five star rating system.

In India, the lack of access to sanitation facilities poses significant risks to children, including diarrhoea, childhood diseases, and malnutrition, which can hinder their overall development. Unfortunately, millions of children in impoverished and rural areas are still affected by the absence of sanitation resources. This situation not only jeopardizes their health but also threatens their right to education, particularly for girls.

The World Health Organization highlights that poor hygiene practices are the leading cause of child mortality, with access to improved water, sanitation, and hygiene potentially preventing the deaths of nearly **297,000** children under the age of 5 each year. Globally, over **2.2 billion** people lack **access to safe drinking water**, while more than half of the world's population lacks access to proper sanitation facilities. Additionally, **3 billion people** do not have access to **handwashing facilities with soap**.

Other Informal Education Inst. (OIEI) comprising of Gurukuls, Madaras, Yeshivas, Christian schools complement the efforts of Govt's efforts towards Right to Education. There are millions of children at risk of falling out of school , or struggling to get back in , particularly due to issues like displacement, discrimination, violence, and poverty. OIEI offer tuition, boarding and meals free of charge for the low income students. OIEI work on a value-based system to assist the children in understanding the concept of a balanced life. This enables them to make informed decisions about work, nutrition, hygiene and lead a healthy life.



India still has a long way to go in achieving adequate sanitation and hygiene to fulfill Sustainable Development Goals 3 (Good Health and Well-Being), 6 (Clean Water and Sanitation), 10 (Reduced Inequalities), and 17 (Partnerships and Goals). Diseases related to poor hygiene, including diarrhoeal diseases, schistosomiasis, trachoma, ascariasis, trichiniasis, and hookworm disease, account for 4.0% of all deaths and 5.7% of the total disease burden worldwide.

Dettol School Hygiene programme holds great significance in bringing transformation in society as it is linked to the behavioural change of children towards healthy hygiene practices. These children will be the future of the nation and their habits, the prospect will play an influential role in maintaining the sustainable environment of the country. As per the current

scenario, nation needs utmost consideration to create a healthy and viable environment for the progressive growth and development which apparently requires a healthy and revolutionary mind. Keeping it into consideration, Dettol Banega Swasth India has strong focus on it parallel to community and technology.

Factors affecting hygiene behaviours in children at the margins



Limited interaction with health services



Unstable work and living arrangements at the household level



Limited initiatives focussing on children



Not ideal handwashing practices as poor access to clean water and soap



Poor infrastructure around water access & sanitation leading to undesirable environment for good hygiene practices

State Report

of Handwash



The State of Hand Hygiene in India



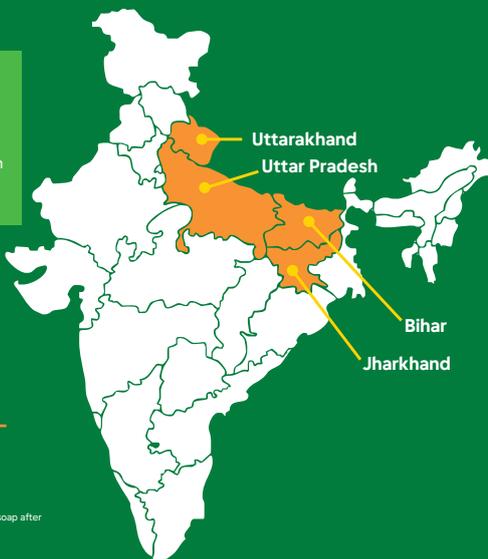
Practice of handwashing with soap after defecation

- **8 Indian States** (Tamil Nadu, Mizoram, Andhra Pradesh, Manipur, Nagaland, Odisha, Meghalaya and Jharkhand) have less than 50% of rural households washing their hands with soap after defecating
- In **2 Indian States** (Manipur and Tamil Nadu) fewer than 60% of urban households wash hands with soap after defecating.*

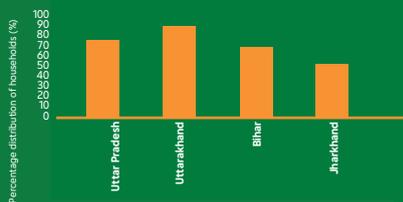


Practice of handwashing with soap before meal

- **24 Indian states** (Jharkhand, Odisha, Bihar, Tamil Nadu, Uttar Pradesh, West Bengal, Rajasthan, Andhra Pradesh, Madhya Pradesh, Tripura, Assam, Telangana, Goa, Meghalaya, Nagaland, Gujarat, Uttarakhand, Chhattisgarh, Karnataka, Mizoram, Manipur, Maharashtra, Jammu & Kashmir and Arunachal Pradesh) have less than 50% of rural households washing their hands with soap before meals
- Among urban households in **10 Indian states** (Bihar, Jharkhand, Tamil Nadu, Odisha, Tripura, Assam, Uttar Pradesh, West Bengal, Andhra Pradesh and Telangana) less than 50% wash their hands with soap before eating. *



Rural Areas



■ Percentage distribution of rural households by practice of hand washing using soap after defecation for each State

Urban Areas



■ Percentage distribution of urban households by practice of hand washing using soap after defecation for each State

Rural Areas



■ Percentage distribution of rural households by practice of hand washing using soap before meal for each State

Urban Areas



■ Percentage distribution of urban households by practice of hand washing using soap before meal for each State

*Data Source: NSSO Survey on WASH and Housing Condition in India (2019-20)

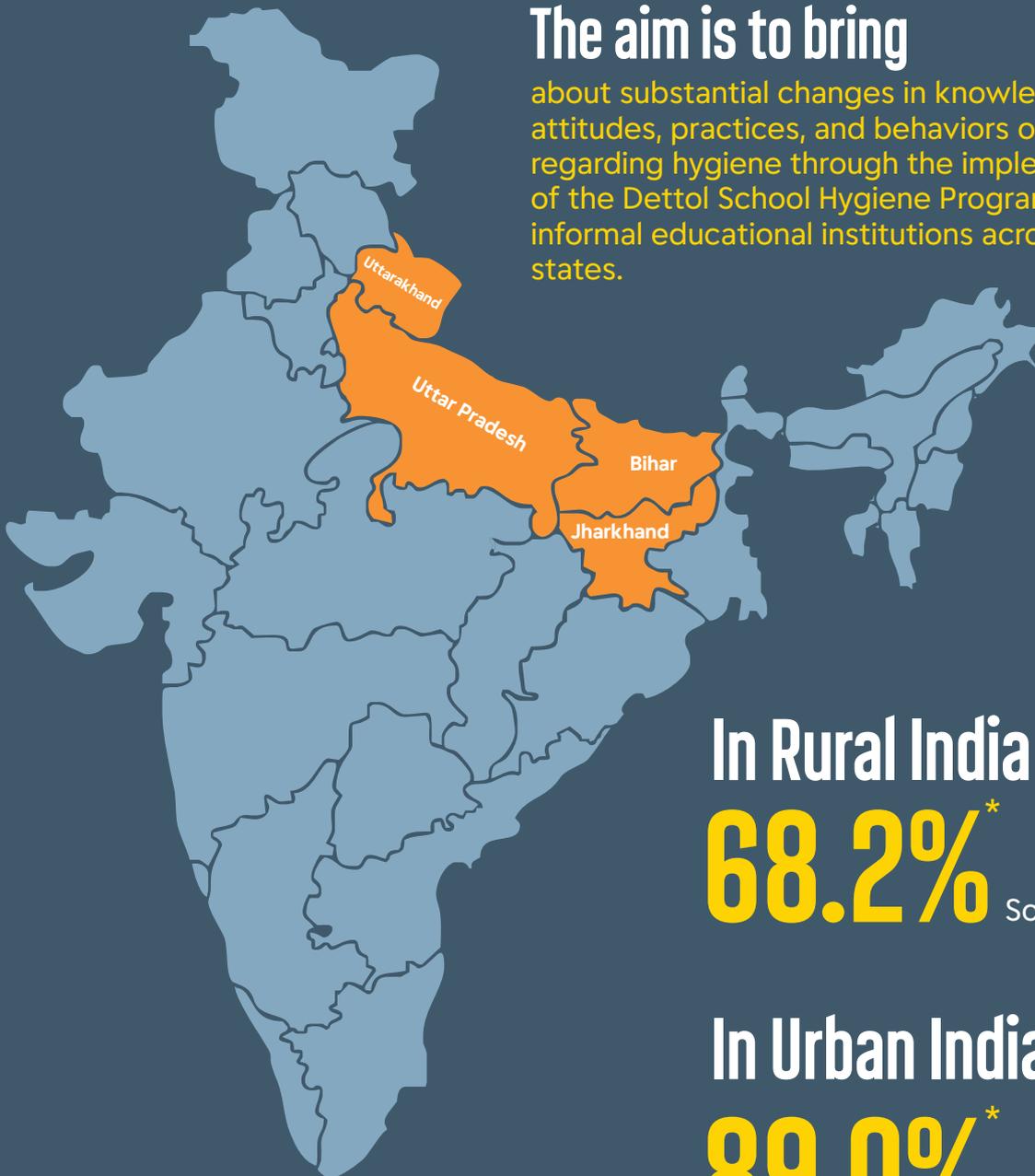
Rationale behind selecting the project geography

Based on findings from NFHS-4, NFHS-5, and Swachh Sarvekshan 2022 (state-wise), UP, Bihar, Jharkhand and Uttarakhand exhibit poor sanitary conditions and high child mortality rates attributed to diarrhoea and child illnesses.

Additionally, these states have a significant number of informal educational establishments. Consequently, there is an urgent requirement for hygiene and sanitation education and awareness within these states. To address this issue effectively, Reckitt & Jagran Pehel have introduced Dettol School Hygiene Programme to introduce robust interventions in school children.

The aim is to bring

about substantial changes in knowledge, attitudes, practices, and behaviors of children regarding hygiene through the implementation of the Dettol School Hygiene Programme in informal educational institutions across these states.



In Rural India

68.2%* Soap availability

In Urban India

89.0%* Soap availability

* Source : NFHS-5

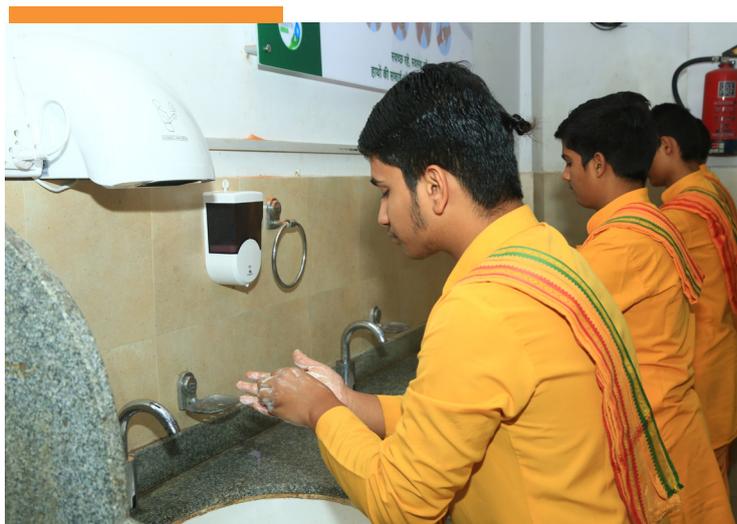
Need of the hour

Life Course

Approach

The **Dettol School Hygiene Programme** takes a life-course perspective on hygiene, adopting a smarter approach that ingrains good hygiene behaviors from childhood and builds upon them throughout life to ensure lasting benefits. This life-course approach aims to optimize the effectiveness and impact of interventions by promoting a healthy start and addressing specific needs during critical periods across an individual's lifespan. By focusing on the root causes of ill health and encouraging positive behaviors, while also acknowledging the influence of environmental, occupational, and prenatal factors from an early age, targeted interventions can be implemented at key life stages.

Additionally, addressing the changing needs and challenges at different life stages allows for tailored interventions and targeted support. By promoting sustainable behavior change and focusing on health promotion and prevention, a life-course approach to hand hygiene helps reduce illness, improve overall health, and lessen the burden on healthcare systems.



It is evident that a scattered approach will not suffice. A comprehensive and targeted approach is necessary to address the complex issue of poor hygiene effectively. Instead, a holistic strategy is required, one that involves and empowers local communities. Factors specific to each locality, such as population density and access to water and sanitation, must be considered, ensuring interventions are sustainable in terms of maintenance, resource utilization, and waste disposal.

The Dettol School Hygiene Programme has been developed to align and integrate seamlessly with the national curriculum, following a three-phase implementation strategy. The objective of the program has been to instill lifelong behaviors related to hygiene and sanitation among school children throughout India. It adheres to the guidelines outlined in the National Education Policy of 2020, which emphasizes the promotion of 21st century skills in children and provides holistic, experiential education aimed at nurturing creative problem-solving abilities in students.

Dettol School Hygiene Programme

is aligned with Reckitt's belief that access to high quality hygiene, health and nutrition is a universal right.

2.2 billion

lack access to safe drinking water worldwide (UN 2021)

>30%

population lack access to safe sanitation services (NFHS)

99 million

lack access to quality education (UN 2021)

3 billion

lack access to safe drinking water worldwide (UN 2021)



Project Background

Healthy children are the foundation of healthy nation and schools create a unique opportunity to improve both the education and health status of learners throughout the nation. The pursuit of better health for all, in accordance with the UN Goal of **Leave No One Behind** runs very deeply with Reckitt. With the thought of protecting, healing and nurturing for a cleaner, healthier India, Reckitt launched Dettol Banega Swasth India.

Hygiene is the beginning of a happier and healthier world – with this agenda in mind in 2014, Reckitt launched the transformative Dettol School Hygiene Program in partnership with Jagran Pehel. The programme has been focussed on teaching and embedding habits at an early stage so that the early behaviour and learnings can change and impact the lives of a generation growing up.

Objectives of the Dettol School Hygiene Programme



To foster an enabling environment in School and empower teachers as agents of change for imparting WASH knowledge to children



Households and schools transformed by students' improved hygiene and sanitation knowledge, attitudes, behaviours and practices



Communities demonstrate commitment to improved WASH behaviours and practices



Students



Teachers



Parents



Communities

Complementing the efforts by Government of India

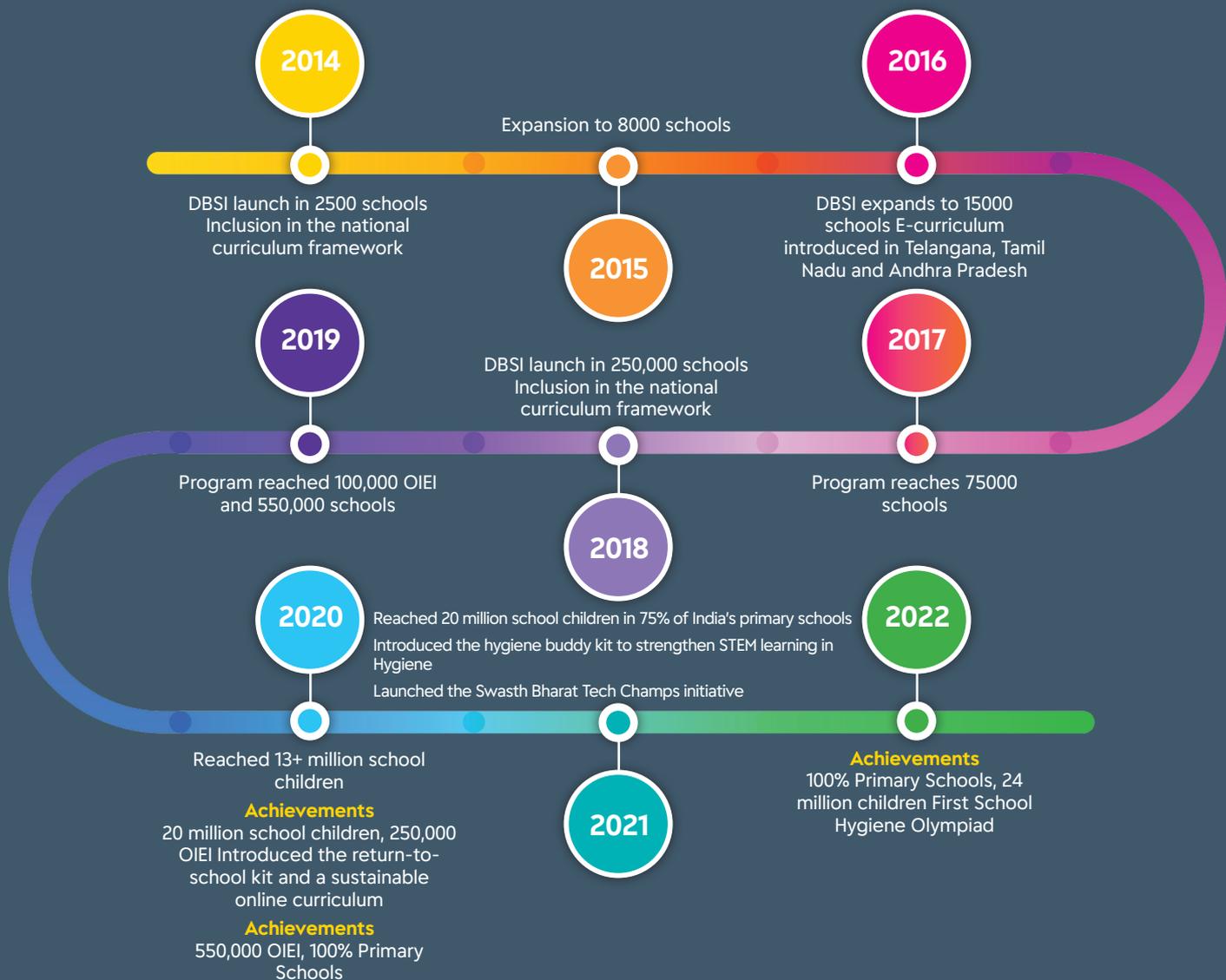


Timeline

The Dettol Banega Swasth India campaign by Reckitt developed a well-designed school hygiene curriculum to promote good hygiene practices across India, in line with UN Sustainable Development Goals (3, 6, 10, and 17). The curriculum, available in multiple languages, provides step-by-step guidance in five key areas: personal hygiene, hygiene at home and school, hygiene during illness, and hygiene in the neighborhood. Through this program, the campaign aims to triple its social impact by directly reaching millions of people and all informal educational institutions in India by 2026.

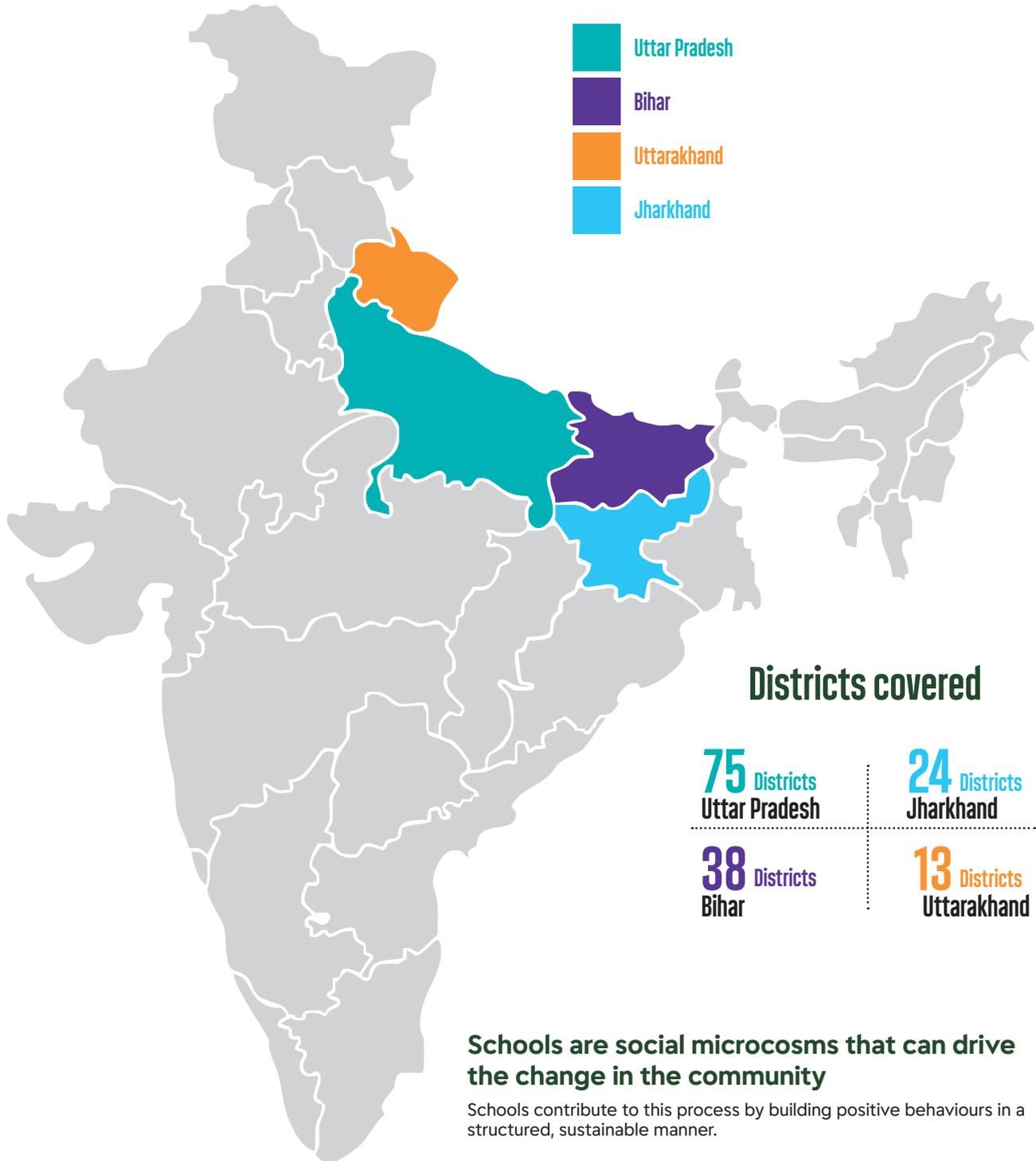


GROWTH OVER THE YEARS



Project Background

The Dettol School Hygiene Programme has already made a positive impact on the lives of school children, reaching millions of people and working towards disease prevention, including addressing diarrhoea, a leading cause of child mortality globally. Dettol School Hygiene Programme is live in 4 states : **Uttar Pradesh, Bihar, Uttarakhand and Jharkhand.**



Schools are social microcosms that can drive the change in the community

Schools contribute to this process by building positive behaviours in a structured, sustainable manner.

 **16** thousand
education institutions

 **5.5** million
Students covered



MISSION

To develop children (students) as Change Agents by building an enabling environment for safe hygiene & sanitation practices and a healthy & sustainable future.



GOALS

- To promote cleanliness & hygiene practices among children as a way of life, highlighting the link between cleanliness and good health.
- Integrating the Dettol Hygiene Curriculum into Informal Educational Institutions across India.



PILLARS

Empowering Swachhta Champions following a coaching & nurturing approach at OIEI in selected states.

Building equity and forging partnerships, evidence-based advocacy to get Dettol School Hygiene Programme embedded into national programme.

Developing best practices and model Gurukuls and OIEI through innovative solutions in selected states to be replicated across the country.



ACTIVITIES

- Integration of Dettol School Hygiene Curriculum with Gurukul teachings.
- Developing publications, videos etc. Creating Swachhta Champions and awarding them.
- Developing IEC Material and Hygiene Corners.
- Internal Team Training, TOT (Digital/ Physical Training).
- Incorporating DSHP Curriculum into National Gurukul Alliance as a part of the GIWA & in UNICEFF.



OUTCOMES

- Improved Health & Hygiene practice in lives of 50 lakh beneficiaries, including school children, teachers, parents/ family members and communities.
- Improved children health, reduction in students absenteeism, and behavioural change in hygiene practices among communities.
- Develop a replicable and sustainable model by creating model OIEI.
- DSHP curriculum embedded into the national programme through evidence-based advocacy and strong partnerships.

Key Program Activities

The Dettol School Hygiene Programme puts the theory into practice. It has been developed as an experiential, activity-based curriculum to build knowledge, attitudes, practice and behaviour around hygiene in children. True to its vision, the programme engages with children as collaborators, letting them drive the change. Programme introduces pro-hygiene behaviours in the formative years, integrating hygiene into school curricula and extending this education to every child for a widespread transformation. Over the years, the Dettol School Hygiene Program has revolutionised the understanding and practice of hygiene through impactful, innovative interventions.

Scale usage of hygiene products

<p>Hygiene Education</p> <p>Adoption of hygiene linked behaviors through delivery of a dedicated hygiene education curriculum in schools</p>	<p>WASH Security</p> <p>Enabling access to functioning wash facilities and ensuring maintenance of facilities</p>
<p>Evidence Based</p> <ul style="list-style-type: none"> Assessing need, demand and supply Generating evidence through robust monitoring by student cabinets 	<p>Capacity Building</p> <p>Empowering children, teachers, SMCs and the wider community on hygiene awareness and management of soap banks soap banks and hygiene corners</p>
<p>Inclusive</p> <p>Co-creating models through multi-stakeholder consultations enabling a participatory approach and programme ownership</p>	<p>Scale</p> <p>Strengthening government systems to adopt and upscale soap banks and hygiene corners in schools as part of a state-level policy on O&M of WASH facilities</p>

Innovative interventions

Distributing Hygiene Buddy Kits that enable experiential learning and ignite STEM (Science, Technology, Engineering, and Mathematics) thinking. These kits include fun games for kids like "Soapy Play Dough" and "Learning How Germs Spread" and stimulate learning through Neuro Linguist Programming (NLP)



Teaching the science of hygiene through comic books, to engage with children through their favourite and loved characters like Chacha Chaudhary and Sabu.

Building Dettol Hygiene Play Parks, which is a one-of-its-kind initiative that uses play pedagogy to drive behaviour change. It instills crucial hygiene awareness in an environmentally-friendly way



Setting up hygiene corners in every school, with prominent displays of the material needed for hygiene, such as soap, hand-wash, buckets, water mugs, towels, students' workbooks, the teacher's manual, posters, a first-aid box and more. The aim of hygiene corners is to keep students informed about the how and why of hygiene

Swasthyamantra - IEC Videos focussing on pro-hygiene behaviours in children



Alignment with National Education Policy 2020

National Education Policy 2020

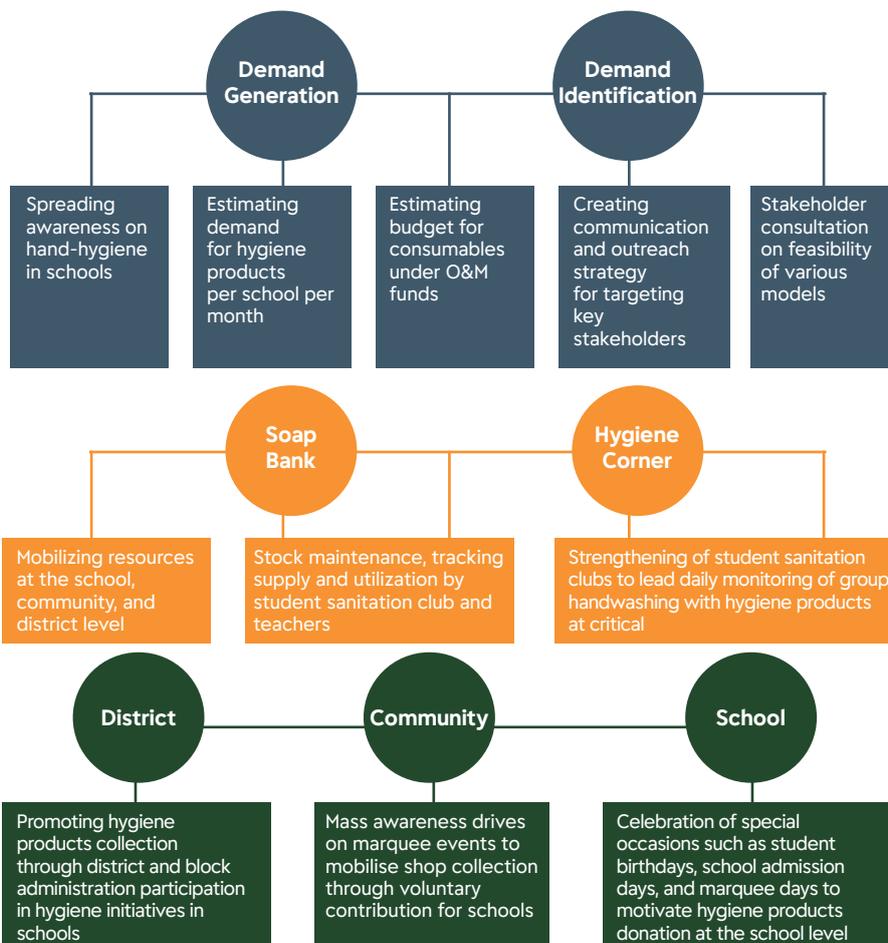
National Education Policy 2020 is the first education policy of the 21st century and aims to address the many growing developmental imperatives of our country. The new education policy must provide to all students, irrespective of their place of residence, a quality education system, with particular focus on historically marginalized, disadvantaged, and underrepresented groups. As part of this policy, students will be taught at a young age the importance of "doing what's right", and will be given a logical framework for making ethical decisions. Basic training in health, including preventive health, mental health, good nutrition, personal and public hygiene, disaster response and first-aid will also be included in the curriculum. **Dettol Hygiene Programme complements the objectives under NEP 2020 to achieve the goals for 2030 and uplifts the most vulnerable sections of society.**

The Curriculum consists of Student Workbook, Teachers Lesson Plans, Hands on Games along with Class Room Posters contextualized in local language as per immediate surroundings and use active experiences.



Linking communities with hygiene awareness

The regularization of hand washing through the introduction of school hygiene education empowers active students to emerge as school hygiene ambassadors to take forward hygiene messages beyond their schools and into their neighbourhoods -motivating households to adopt and practise good hygiene habits and transform into healthier communities



Modules under Hygiene Education Curriculum



Personal Hygiene



Hygiene at Home



Hygiene at School



Hygiene during illness



Hygiene in Neighbourhood

From Germs to Glory:

A Resounding Success Story of Hand Hygiene



Vishnu Kumar, a class 4 student, has deeply understood the significance of handwashing in maintaining good hygiene. He emphasizes that our hands are the primary pathway for bacteria to enter our bodies, which underscores the importance of daily handwashing. This simple yet crucial act, especially when using soap, plays a significant role in combating diseases like Diarrhoea, which tragically claims the lives of many children under the age of five.

Promoting this vital practice, Dettol has been actively engaged in advocating handwashing through its School Hygiene Education Programme. Over the past nine years, this initiative has successfully reached an impressive 24 million children. By incorporating the Hygiene Curriculum into their teachings, various informal education institutions have embraced this essential aspect of hygiene education.

The hygiene curriculum has been integrated into the institution's larger curriculum

for more holistic learning. The hygiene books are available in local languages in an effort to bring the conversation on hygiene closer home for different communities.

Vishnu Kumar, the class 4 student read and learnt about hygiene from the books. He says,

"I taught my friends and family how to maintain cleanliness. For example, we should flush a toilet after using the washroom. If there is no flush, fill the bucket with water and pour it down. Following this, wash your hands for at least 20 seconds."



Empowering Change

Innovative Tools and Programs for a Brighter Future

Programme Activities with Gurukul in selected states

- Development of Audio & Videos
- Organizing Hygiene Mass
- Integration of Dettol School Hygiene Curriculum with Gurukul teachings
- Developing Publications (e.g. general articles on the inclusion of hygiene as a strand in the gurukul teaching)
- Creating Swachhta Champions & Awarding them
- Incorporating DSHP Curriculum into National Gurukul Alliance as part of the GIWA
- Alignment of DSHP curriculum with Gurukul's training programmes and GIWA & UNICEF's activities
- Social Media activities to enhance the outreach of DSHP curriculum
- Increased awareness & knowledge of hygiene in communities surrounding intervention OIEI and Gurukuls
- Increased demand for hygiene products/cleaner for safer toilets
- Develop Gurukul as best practice, sustainable/replicable model for other gurukuls across the country



Programme Activities with OIEI in selected states

- Development of IEC Material
- Internal Team Training
- Digital Training of Trainers through customized digital curriculum
- Testimonials (DMOs, DEOs, CDPOs etc)
- Implementation of online DSHP Programme at all OIEI in selected states
- Accolades from Govt. Dept./ Key Gov. Officials of selected states
- Developing model OIEI
- Hygiene corners

The Faith That Unites

One child, one family, one community at a time, Dettol School Hygiene programme is uniting people in the faith that good health and better life are attainable by all. The programme engages with faith leaders and institutions to jointly reaffirm the need for hygiene to perpetuate good health now and for generations to come. Through collaboration with Gurukuls and other informal institutions of education, intensive training on hygiene and

cleanliness behaviours among students is being imparted. Contextually relevant audio-visual material nudges children and adults from the community towards behaviour change. Games, worksheets and other learning material reinforce hygiene practices at home. The initiative supports the endowment of children with the expertise needed to improve community health and advocate for disinfection efforts through a human network.

Customized IEC tools for effective implementation and enhanced participation

Other Informal Schools



2D Animated Videos



Hygiene Corner Kit



Banners, Posters & Wall Paintings



Digital Hygiene Game Kit



45 Curriculum Videos



Certificates for Swachhta Champions

Gurukul



Key video and audio messages from the Parmarth Studio by Pujya Swami Ji



Customized curriculum for Gurukul students aligned with Gurukul's ideology



Creation of divine songs of Hygiene and Sanitation to be played across various Gurukuls Nationally



Special Hygiene Satsangs with mass gatherings

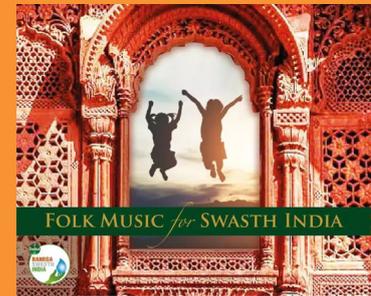


Special sessions on Hygiene Education with Swami Ji addressing children at the Ganga Aarti



Certificates for Swachhta Acharyas

Infusing indigenos art

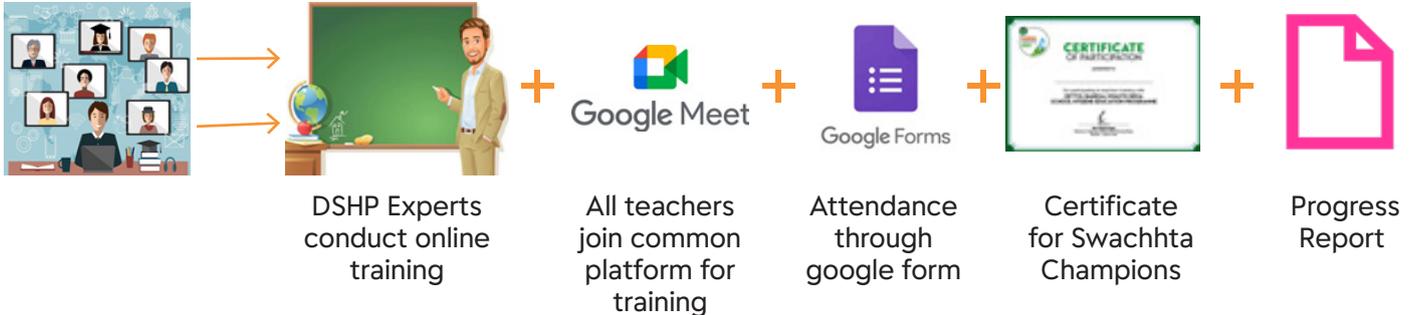


The power of **hyper-local hygiene communication art** is sparking a cultural shift towards the adoption of more hygienic behaviours.

Across cultures, indigenous art forms create this bridge, uniting communities with shared values, history and codes of conduct that help the community survive and thrive. These art forms elicit a deep, emotional response that rises above facts and logic. Art reflects identity and belonging. When used as a channel of communication to spark behaviour change, art has the capacity to create powerful and lasting social shifts because it can seed new ideas around critical behaviours into collective awareness.

With music as a medium to connect with audiences and effectively deliver social messages on health and hygiene and tap the rich heritage of folk music from Rajasthan, Dettol Banega Swasth India collaborated with Rais Khan Project. The main aim of the partnership being to create a 'Swasth India' by highlighting the importance of self-care hygiene practices. The melodious folk songs aim to spread the message of basic hygiene practices.

Strategy for Teachers Training



Teachers Training (Digital)

Teachers Digital Training in Educational Institutions: Teachers training about DSHP program and level wise training through digital platforms

Till now programme have reached **12,947** Educational institutions in Uttar Pradesh



1796
in Bihar

224
in Uttarakhand

723
in Jharkhand

52
School activities program

7
Anganwadis in UP transformed

15749
Total Educational Institutes Reached

15690
Training of Trainers sessions (TOT)

Platforms Used:



Important Dates to Remember



Power of Partnerships



Programme Partners

Partnerships help in leveraging synergies and achieving better results faster. DHSE brings together the combination of unique skills, expansive knowledge and commitment ensuring that the outcome is larger than the sum of parts.

Reckitt

Reckitt, is a British multinational consumer goods company headquartered in Slough, England. It is a manufacturer and distributor of personal care, household, specialty products, nutrition, toiletry and health care products.

Every day, Reckitt's brands are supporting people to lead cleaner, healthier lives through better health, hygiene, and nutrition. The organization is driven by purpose to protect, heal and nurture in the relentless pursuit of a cleaner, healthier world. It believes in access to the highest quality hygiene, wellness and nourishment is a right for people across the world. This is our fight. Sustainability is central to their purpose and runs through every project that they are supporting.

Jagran Pehel

A Division of Shri Puranchandra Gupta Smarak Trust

Promoted by Jagran Prakashan Limited, has been actively involved in awareness generation aimed towards behavioural change and advocacy on social issues through innovative means of mass communication throughout the country. Pehel works across a diverse spectrum spanning sustainable livelihood, hygiene and sanitation, health, education and gender.

Jagran Pehel started its operation in 2002 with a strong presence in the Hindi heartland of the country and partners with multilateral/bilateral agencies, Government and Non-Government Organizations, to create synergistic effects by building upon the existing strategic approaches for the partners. Our endeavour is to improve the quality of human life by designing and implementing programs that advocate and promote healthy life, equity and equality for all towards an empowered community so that they can contribute positively to the society.

Reckitt & Jagran Pehel's partnership

Reckitt (formerly known as Reckitt Benckiser) has been consistently working toward developing innovative solutions in hygiene and sanitation domain. It is one of the world's leading producers of health, hygiene and home products. It has pioneered several innovations across the world through over 100 + products and solutions. Going beyond its brand and working towards improving the hygiene quotient across India, in yr. 2015, Reckitt launched a

multi-year program "Banega Swachh India" (BSI) in line with Government of India's (GoI's) flagship programme "Swachh Bharat Mission" (SBM). Dainik Jagran (the strategic partner) is the most widely & most read daily newspaper in the world with a readership of more than 5.59 crores (majorly from the grassroots), in 11 states in India. With their head office in Uttar Pradesh and a large readership in Bihar, Dainik Jagran has a strong outreach, understanding of the demographics and consumer behaviour in both states making it ideal for the roll out of project "Dettol Banega Swachh India".

While Reckitt is the founding partner and providing financial support, the CSR wing of Dainik Jagran, "Jagran Pehel" is the implementation partner in this project.

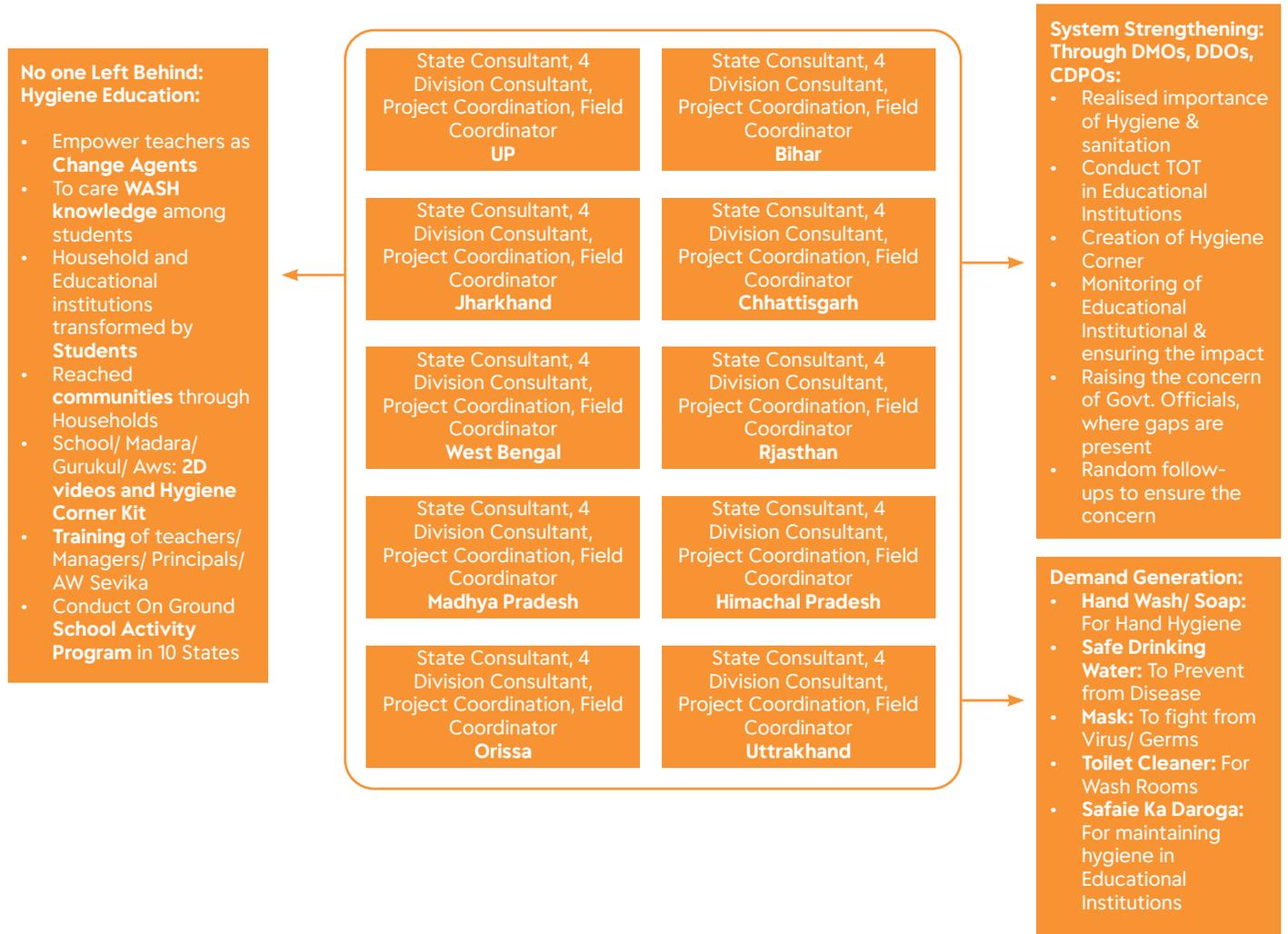
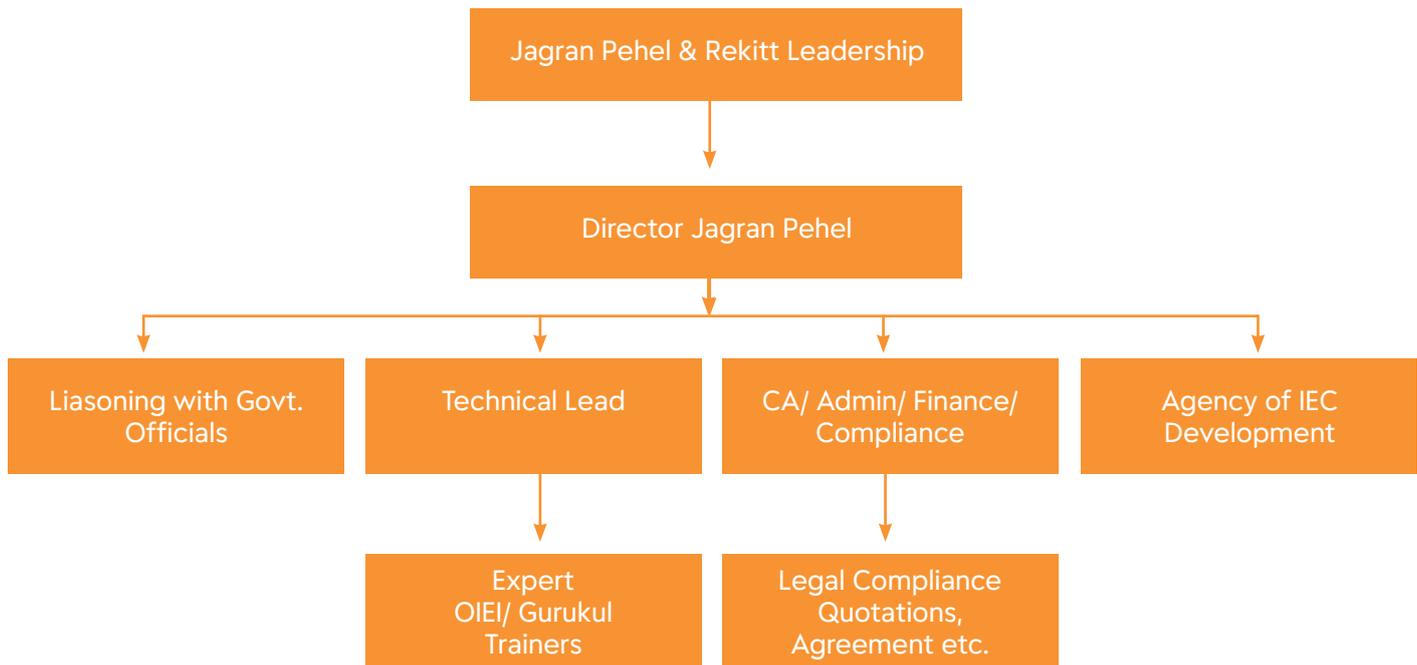
GIWA

The Global Interfaith WASH Alliance

GIWA is world's first initiative that is engaging the planet's many faiths as allies in efforts to create a world where every human being has access to safe drinking water, improved sanitation and proper hygiene. Launched by UNICEF at UNICEF World Headquarters under sponsorship of the Government of the Netherlands and USAID, GIWA envisions a water-secure world in which safe and sustainable drinking water and improved sanitation will be accessible for all.

Parmarth Niketan

Parmarth Niketan is the largest ashram in Rishikesh. Parmarth Niketan provides its thousands of pilgrims – who come from all corners of the Earth – with a clean, pure and sacred atmosphere from all over the world. The daily activities at Parmarth Niketan include morning universal prayers, daily yoga and meditation classes, daily satsang and lecture programs, kirtan, the world-renowned Ganga Aarti at sunset, as well as Nature Cure and Ayurvedic treatment. Additionally, there are frequent camps in which pilgrims come from across the world to partake in intensive courses on yoga, meditation, pranayama, stress management, acupressure, Reiki and other ancient Indian sciences.





Transforming Vision into Reality

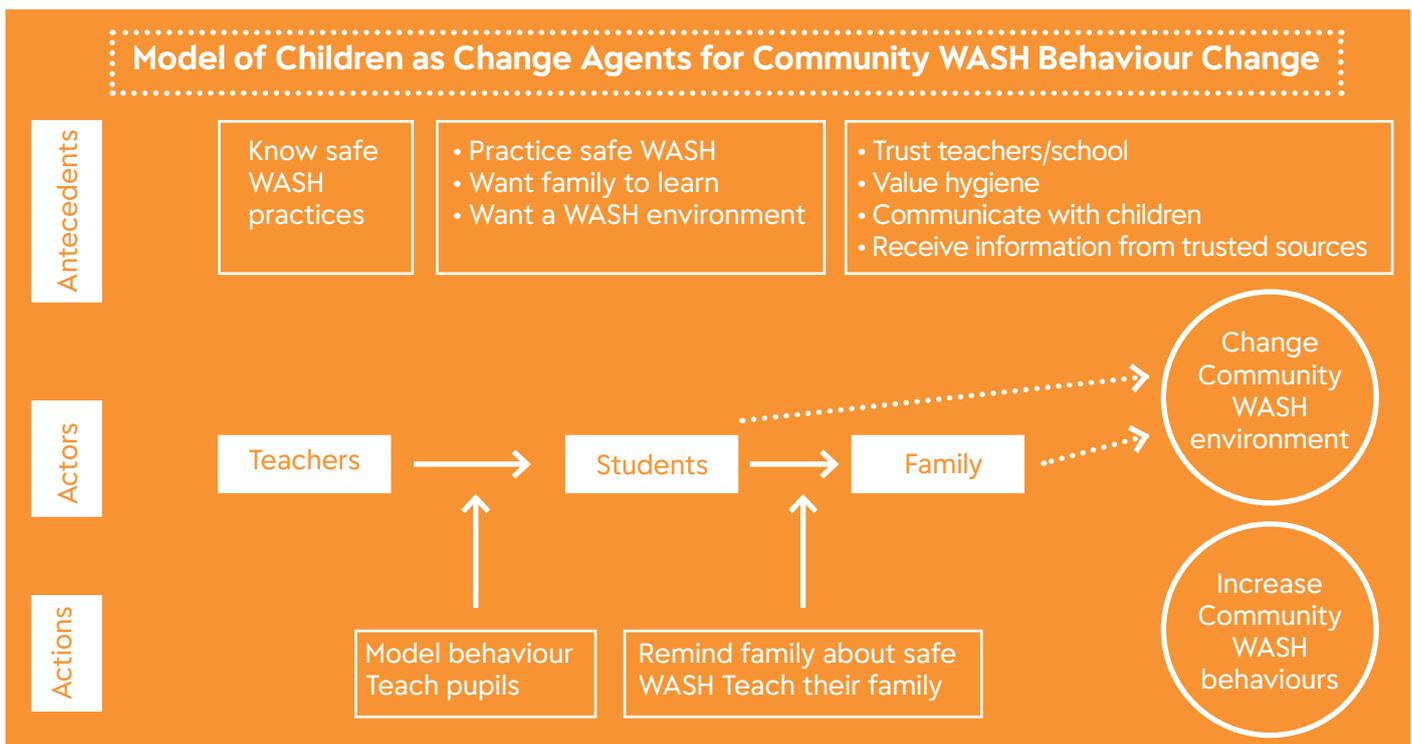
23% Reduction in acute respiratory infections (AIRs)

40% Reduction in diarrhoea - when hand washing is done at critical times

30% Reduction in diarrhoea when hand washing is practiced in primary schools and daycare centres

44% Increase in newborn survival rates when hand washing is practiced by birth attendants and mothers

Dettol School Hygiene Programme has been delivering hygiene education in a manner that is structured, sustainable and measurable, the programme envisions a rippling out of behaviour change as children take their learning home. Not only do children become agents of change in their communities, the behaviours, reinforced over the years at school, are more likely to stay with them as they mature and influence the ways in which they guide their own children as adults





1. Selecting geographies and intervention schools

- The programme is layered onto ongoing projects in Jagran Peהל geographies
- Based on defined criteria, schools are selected and grouped in clusters of 10-15 at the block level
- Programme is active in UP, Bihar, Jharkhand and Uttarakhand



2. Liasing with government (state/district/block)

- Engaging with government at all levels to secure buy-in and commitment
- Inception meetings, learning-sharing workshops, and joint-monitoring
- school visits to set programme objectives, map expectations, familiarize with the curriculum, and track progress
- Extending technical support to district education department on implementing hygiene interventions



3. Training master trainers

- Training project teams, cluster resource persons on programme design and key activities
- Sessions on curriculum design, use of modules and game kits, developing session plans for content delivery



4. Empowering teachers to streamline hygiene education in class room

- Capacity building workshops focus on building session plans, developing low-cost Teaching Learning Materials, use of modules & game kits to deliver play-based sessions
- Hand-holding support post training for effective delivery of sessions in classrooms



5. Implementing structured hygiene sessions in schools

- Weekly sessions on hygiene awareness and behaviours using resource modules and game kits
- Practical learning through group-handwashing during mid-day meals, monitoring individual hygiene by teachers



6. Enabling students as hygiene ambassadors

- Supporting the schools with hygiene corners, soap banks, hygiene kits and other innovative BCC nudges
- Orienting on regular duties: cleanliness inspection of facilities, monitoring individual hygiene messages in the community



7. Reinforcing key hygiene behaviours through creative platforms

- Colourful wall paintings around toilets, handwashing facilities act as reminders to practice safe sanitation and hygiene
- Hygiene corners display artwork related to hygiene and are dedicated spaces for student to discuss the WASH related issues



8. Strengthening SMCs in managing WASH

- Engaging SMCs in planning and budgeting for WASH in schools
- Meetings to orient on roles and responsibilities with respect to WASH, developing operations and maintenance systems, supporting in budgeting for WASH infrastructure in School Development Plan



9. Propelling community involvement

- Enabling SMCs in planning and budgeting for WASH in schools
- Meetings to orient on roles and responsibilities with respect to WASH, developing operations and maintenance systems, supporting in budgeting for WASH infrastructure in School Development Plan

Innovative Tools for Hygiene Education

A structured hygiene curriculum focuses on five key themes: personal hygiene, hygiene at home, at school, in neighborhood and during illness. It is delivered through 15 sessions by trained teachers using workbooks, guiding manuals and game-kits.

Programme Beneficiaries

Students

- Improved cleanliness in schools
- Increased adoption of proper hygiene practices due to an increase in knowledge due to the SHEP intervention
- Improved access to sanitation leading to a reduction in open defecation at school
- Increased adoption of proper hygiene practices by parents/families
- Increase in the adoption of safe menstrual practices by female students

SMC Members

- Improved supervision of Academic Management
- Improved support in community mobilization for school development activities through fundraising and regular monitoring through school visits
- Improved supervision of finance used for School Development
- Improved community outreach communication in simple and creative ways to the population in the neighborhood of the school
- Increased involvement in school governance
- Improved planning of WASH initiatives via SDPs (School Development Plan)

Key Programme Activities



Hygiene Corner



Hygiene Curriculum



Strengthening Student Bodies



Hygiene Kits



Strengthening School & Community Bodies



School Wash Management



Soap Banks And Wall Paintings and Other Bcc Nudges



Teacher Training

CRC / BRC

- Improved Teacher Training and Knowledge Management
- Improved development of the cluster/block as resource rich academic centre
- Increase in formation of Learning Communities among educational stakeholders
- Increase in adoption of better pedagogical practices by teachers
- Increased involvement in planning and implementation of WASH Advocacy and Promotional Events
- Improved coordination among block/cluster



comes

Teachers

- Decrease in acts of vandalism
- Improved functioning of Bal Sansad (Children Parliament) leading to effective sanitisation and hygiene programme SHEP curriculum



Panchayat

- Increased involvement of PRI in ensuring good WASH infrastructure in schools.



Jagran Pehel

- Improved technical knowledge in pedagogy and conceptual clarity
- Increased feeling of happiness
- Improved adoption of hygiene practices
- Increased leadership skills
- Increased feeling of dignity
- Increase in employability



SROI Ratio

1:33

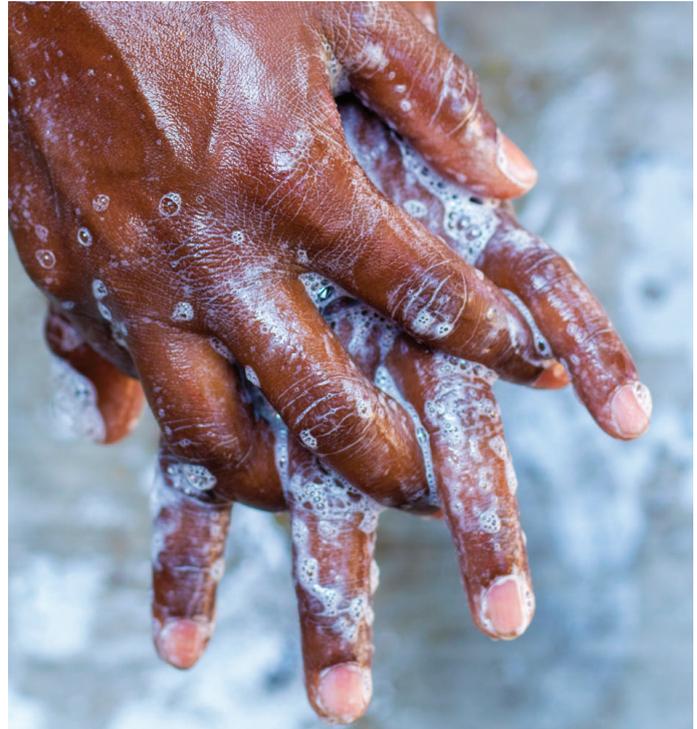
For every ₹1 invested in the School Hygiene Education Programme delivers ₹33.05 of social value.

Reshaping India

2 hands at a time

Since its inception in 2014, the initiative began with a modest launch in only 2,500 schools. However, it has grown exponentially over time and now extends its reach to an impressive 24 million children. This program spans across 840,000 schools and 500,000 OIEI, impacting a vast number of young lives.

The children enrolled in this initiative are nurtured in an environment that goes beyond mere knowledge of hygiene. They are exposed to cultural nudges that actively promote and instill positive hygiene practices and behaviors. By blending education with cultural influences, the initiative ensures that hygiene practices become an integral part of their upbringing, encouraging long-term sustainability.



14.2%

Reduction in diarrhoea among children

250+

Schools awarded by PM under Swachh Vidyalaya (Clean School Awards)*

Social return on investment :
For every ₹ 1 invested in the Dettol School Hygiene Programme, it delivers :

1:33

School Hygiene Programme

1:52

Informal School Hygiene Programme

of social value.

*Source : <https://swachhindia.ndtv.com/impact-of-dettol-school-hygiene-education-programme-2022-key-findings-75084/#:~:text=The%20Dettol%20School%20Hygiene%20Programme,behaviour%20around%20hygiene%20in%20children>

Beyond the Surface

Unraveling Other Key Impacts

Handwashing with soap is a simple but powerful act that saves millions of lives in India, and across the world. Dettol School Hygiene Programme has lend voice to this cause because there is nothing as simple, inexpensive, and potent to fight diarrhoea, cholera, or other illnesses.



The programme led to an improvement in the status of handwashing practice among children, which improved to 86 per cent from a baseline of 11 per cent



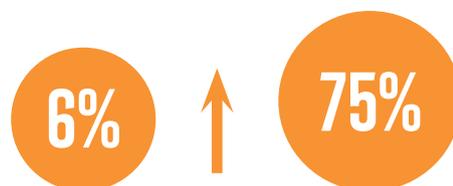
The status of knowledge of handwashing practice among children reached 99 per cent from a baseline of 35 per cent.



80 per cent of children in the programme displayed positive behaviour towards sanitation, from a baseline of 21 per cent.



Status of knowledge on safe handling of drinking water improved to 94 per cent from a baseline of 46 per cent.



75 per cent of respondents always followed sanitation practices, a significant increase from a baseline of mere 6 per cent.



86 per cent displayed positive attitudes towards sanitation practices from a baseline of 44 per cent.



Overall school absenteeism reduced to 23 per cent, from a baseline of 36 per cent.



The Campaign Ambassador – Amitabh Bachchan

The Dettol School Hygiene Program has garnered significant attention and acclaim from the media, generating an immense amount of traction across various platforms. Through its innovative approach to promoting hygiene and well-being in schools, the program has captured the hearts of millions, and its impact is evident through the numerous success stories shared by participating educational institutions.

NDTV has been quick to recognize the program's effectiveness in instilling essential hygiene habits among students, teachers, and staff, leading to a not just healthier and safer learning environment but also a healthier nation, making a remarkable impact on the well-being of the young generation and the society as a whole.



Amitabh Bachchan, the iconic actor has been associated with Dettol-NDTV Banega Swachh India campaign since it was first conceived, in September 2014. He has been extensively involved in the campaign and has helped in galvanizing the masses in the right direction.

NDTV – Dettol have been working towards a clean and healthy India since 2014 via the Banega Swachh India initiative, which is helmed by Campaign Ambassador Amitabh Bachchan. The campaign aims to highlight the inter-dependency of humans and the environment, and of humans on one another with the focus on One Health, One Planet, One Future – Leaving No One Behind.



When Purpose meets Recognition

...magic happens!

When the program's true purpose is recognized and appreciated, it acts as a powerful catalyst, igniting a sense of validation and fulfillment and individuals are propelled to achieve greatness. In this beautiful

union of purpose and recognition, lives are transformed, and the world becomes a better place filled with hope, passion, and purposeful pursuits.



Anandiben Patel, Governor of Uttar Pradesh's acknowledgement of the program's efforts and contributions serves as a validation and inspires Reckitt to go even further, breaking barriers and reaching new heights.



Glimpses from the ground

Our media snippets showcase the program's impactful implementation, capturing heartwarming moments of students diligently washing their hands and maintaining cleanliness in their classrooms and surroundings. Witness the joy and enthusiasm as children actively engage in fun educational activities that emphasize the importance of hand-hygiene.

From eye-opening hygiene workshops to creative awareness campaigns, these media snippets exemplify how the Dettol School Hygiene Program empowers the younger generation to take charge of their health and well-being. Join us on this inspiring journey as we work together to create a brighter, healthier future for our schools and communities!



Live demonstration of hand hygiene practices by on-ground team in Uttarakhand



Play to learn, learn to play



A hygiene corner in Jharkhand



A teacher training the students in Bihar



Student collecting Dettol soap and snacks in UP

"In Hinduism, the Bhagwad Gita, or Ayurveda, purity and cleanliness were given due importance. These are small tenets in Ayurveda, which are not limited to handwashing but cover cleansing of body, mind and thoughts. The focus is on external and internal purity. The mantras talk about how we can make these concepts an integral part of life. In Vedic times, this was crucial. Hindus use ash or mud to wash hands. Before a Yagya, hands are washed. The Shastras elaborate on such rituals vividly. In Gita, shaucham (purity) is elaborated in Chapter 13 (Mantra 8)."



Swami Chidanand Saraswati leads an interfaith movement to promote hand hygiene

Special Day Celebrations!!!

As seen on NDTV!

BAJEGI GHANTI- DHULENGE HATH (बजेगी घंटी-धुलेंगे हाथ)

In an OIEI, in Lucknow, students have started a ritual to promote good hand hygiene habits. After ringing the bell, a group of students perform a hand washing activity following the 6 steps while narrating the slogan "Bimari Par Waar, Swacchta ka Uphaar to..... Hath Dhona Baar Baar". It has proven to be a great way to teach about the importance of good hand hygiene & to prevent the spread of germs and promote good health.



Women's day celebrations at #Embrace Equity

Dettol celebrated the achievements of women, while also recognizing the work that still needs to be done to achieve gender equality and discussed the following:

Gender Discrimination: Gender discrimination is a widespread issue that affects women worldwide. To address this problem, Dettol encourages people to respect women's rights, treat them equally, and avoid sexist remarks and behaviors. Educated people on the value of diversity and the benefits of having a gender-balanced society.

Menstrual Hygiene: Menstrual hygiene is a significant problem in many parts of the world. Women and girls often lack access to safe and affordable menstrual products, toilets, and sanitation facilities. To promote menstrual hygiene, Dettol created awareness, provided access to menstrual products, and ensured that women and girls have access to clean and private toilets.

Women's Rights: Women's rights are human rights and we must ensure that they are protected and promoted. Dettol advocates for equal pay, access to education, healthcare, and political representation. Dettol also works to end violence against women and promote their safety and security.

Women Empowerment: Women empowerment is essential to creating a gender-equal world. Dettol empowers women by providing education, skills training, job opportunities, and access to resources. And encourages women to participate in decision-making processes, both in their homes and communities, and at the national level.

Beti Bachao Beti Padhao: Beti Bachao Beti Padhao is a campaign that aims to save the girl child and promote her education. Dettol created awareness about the importance of girls' education, provide access to quality education, and support girls and their families. Encourage people to support this campaign and help create a brighter future for girls.



डेटॉल बनेगा स्वास्थ्य इंडिया के अंतर्गत मनाया गया अंतराष्ट्रीय महिला दिवस

अहि ब्यूरो, अलीपुर। शिकट इंडिया एन जलरस पहल के सर्कल सलाहकारन में स्कूल हाईलेन कार्यक्रम के अंतर्गत अंतराष्ट्रीय महिला दिवस को समरोह प्रदर्शन मंगला था। दिनांक 11 मार्च, 2023 को बजरास विद्यालय जलरस कोट जाग महिलाएं अंतराष्ट्रीय में अर्पणित इस समरोह का उद्घाटन मुख्य अतिथि वैश्या लक्ष्मी के द्वारा किया गया। संचालित डेटॉल बनेगा स्वास्थ्य इंडिया के अंतर्गत स्कूल हाईलेन कार्यक्रम मुख्य अतिथि ने कहा कि महिला सर्वाधिकार अभियान को ऊंचाई देने हेतु और गैर-गैर में स्वच्छता और स्वस्थ कार्यक्रम में प्रारण से सर्वप्रथम शिकट और जलरस पहल संस्था की स्वयं सेवी स्वच्छता प्रशिक्षणियों के उपासकधन के लिए अर्पणित कार्यक्रम अर्पणित प्रचार कर रही है। विशिष्ट रहा है। यह परियोजना महिला सर्वाधिकार को सर्वप्रथम है जिसके अंतर्गत जलरस जलरस के गैर-गैर की महिलाओं को सामाजिक, आर्थिक, स्वच्छ और स्वस्थ जीवन जीने के लिए उन्हें सशक्त करने का सशक्त प्रचार कर रही है। विशिष्ट अर्पणित मोहम्मद मुहम्मद अख्तर खत्री, ने स्वच्छता प्रशिक्षण के रूप में सशक्त महिलाओं के प्रचारों की भूमि भूमि प्रसार की और कहा कि यह कार्यक्रम विश्व जगत में अपने चर्च और व्यवहार परिवर्तन की मुहिम चला रही है जो अपने अर्थ अर्थव्यवस्था में अर्थव्यवस्था को प्रचार कर रही है और परिवर्तन को प्रचार कर रही है और परिवर्तन को प्रचार कर रही है।



Way Forward



Scale up summary!



Mission

To develop children (students) as change agents by building an enabling environment for safe hygiene & sanitation practices and a healthy & sustainable future.



Programme Outreach

50 Lakh beneficiaries (368 Districts, 26454 Other Informal Education Inst., 342 Gurukuls)



Timeline

1st April 2023- 31st March 2024



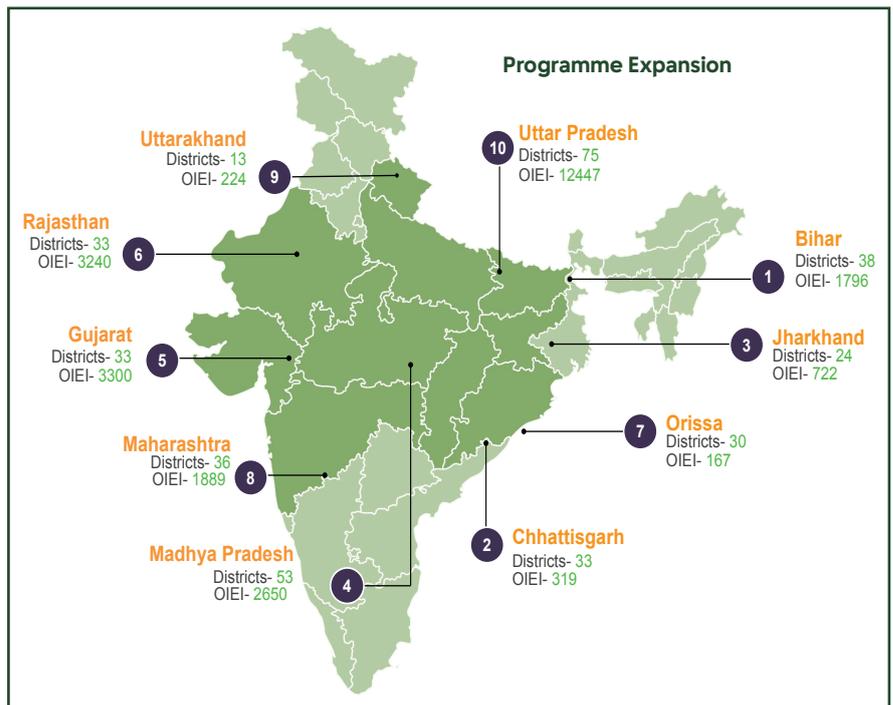
Goal

To promote cleanliness & hygiene practices among children as a way of life, highlighting the link between cleanliness and good health Integrating the Dettol Hygiene Curriculum into Informal Educational Institutions across India.



Purpose

To improve and change knowledge and attitudes among students and communities on issues related to hygiene & sanitation practices.



Charting

a Course for Success

Over the years, the Dettol School Hygiene Program has made strides in strengthening ecosystems for a holistic and healthy future for children- By engaging communities, utilizing local arts, culture, faith-based institutions, and education systems, it has emerged as a powerful force.

Notably, the program's modular and targeted approach caters to diverse settings, religious and cultural backgrounds, and abilities. Integrating the hygiene curriculum into informal, faith-based education institutions like Gurukuls and OIEs paves the way for universal hygiene by aligning with their strong pedagogical beliefs.

Looking ahead, the program will set its sights on:

Amplifying programme footprint to **10 states (368 Districts, 26454 Other Informal Education Inst., 342 Gurukuls)**, forge partnerships and enhance participation through customized IEC tools

Expanding programme's reach to **50 Million beneficiaries** - Drive social impact through a coaching and nurturing approach at Gurukuls and other informal education inst.

Pilot implementation of Gurukul model in Parmarth Niketan, Rishikesh - Learnings & leading practices to be amplified to other informal education inst. across programme geographies

(From its roots in schools, a wave of good health is now washing over the entire nation, bringing positive change to countless lives and communities)

The evidence speaks for itself, with the intervention resulting in a noteworthy **14.6% reduction in diarrhoea cases** among children and a commendable **17% drop in absenteeism**.

The program's achievements have been recognized, with over 250 schools receiving the esteemed Swachh Vidyalaya (Clean School) Award from the Honourable Prime Minister of India.)



Programme continues to adopt **'Upstream Thinking'** to promote hygiene literacy by educating the masses

An Effective Model

for scale up

The Dettol School Hygiene Programme continues to evolve with its wealth of experience and success. To expand its reach to 10 states, Jagran Pehel proposes an empowering strategy built on three pillars:

- **Empowering Swachhta Champions:** Scaling up to **50 million** beneficiaries involves a coaching and nurturing approach at Gurukuls in selected states.
- **Building Equity and Forging Partnerships:** Advocating evidence-based practices to embed the **DSHP curriculum into the national program.**
- **Developing Model Gurukuls:** Creating best practices and **innovative solutions** in selected states for replication nationwide.

Envisioned objectives for 2023-24

 <p>Enabling Growth and Opportunity to empower informal education institutions</p>	 <p>Connecting communities through hyperlocal hygiene communication for a healthier tomorrow</p>	 <p>Capacity Building of communities to adopt and implement improved WASH behaviors and practices</p>	 <p>Generate consistent, tangible impacts – Every INR 1 invested in DSHP has delivered INR 33 of social value</p>
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 <p>Achieving a Healthier Nation through a Successful Journey</p> <p>The Dettol School Hygiene programme has been continuously adapting to the changing needs of children, families, and communities, including addressing challenges like the COVID pandemic. Over time, it has proven to be one of the most impactful social change initiatives, consistently evolving and making a positive difference. Year after year, DSHP has demonstrated its effectiveness in improving children's knowledge, attitudes, and practices related to hygiene, paving the way for a healthier and promising future.</p>	 <p>Earned Credibility and Recognition through Awards and Appreciation</p> <p>The project has garnered widespread recognition, receiving numerous awards and accolades for its significant contributions. It has earned appreciation letters from various levels of the Government of India (national, state, and district), as well as heartening audio and video messages from community leaders.</p>	 <p>Rooted in Strong Pedagogy for Lasting Impact</p> <p>The Dettol School Hygiene Programme was meticulously designed to align and integrate with the national curriculum, following a well-structured three-phased implementation approach. With the vision of instilling lifelong hygiene and sanitation practices among school-going children across India, the program adheres to the recommendations of the National Education Policy, 2020. By fostering holistic and experiential education, it aims to cultivate 21st-century skills, nurturing creative problem-solving abilities in children.</p>	 <p>Theoretical and Practical Approach to Education</p> <p>The program's consistent experiential approach and the creation of an enabling and empowering environment for children have yielded tangible results. Empowering children to take ownership of their learning and encouraging learning-by-doing and self-assessment have proven to be highly impactful methods. These strategies facilitate better learning outcomes and practical application of knowledge.</p>
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Scale up strategy

with Gurukuls

The core principles of the Dettol School Hygiene Education curriculum share many similarities with the traditional Gurukul systems. It incorporates experiential learning modules, emphasizes applied knowledge, promotes self-care and cleanliness of surroundings, and fosters overall wellness discipline among students.

In the year 2023-2024, the program will extend its focus to informal education institutions, including OIEI and Gurukuls. As part of this expansion, a pilot program will be conducted at Parmarth Niketan in Uttarakhand. The insights and best practices from this pilot will then be replicated in other Gurukuls across selected states during the subsequent phase.

Parmarth Niketan, situated in Rishikesh, is the largest ashram in the area. It offers a pristine and sacred environment to thousands of pilgrims from around the world. The ashram, under the leadership of Pujya Swamiji, serves as a prominent interfaith spiritual institution in India. Pujya Swamiji has also significantly increased the humanitarian efforts undertaken by Parmarth Niketan, providing not only spiritual solace but also education, training, and healthcare support to those in need

Integration of School Hygiene curriculum in Gurukuls

