



Annual Report 2018

Friend in Need Trust
(FIN)

Sanitation, Waste Management
and Hygiene Behaviour for
Health and Climate resilience



FIN Annual Report 2018

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Annual Report of Friend In Need Trust for 2018

1. Introduction

The objective of Friend in Need (FIN) Trust is to make impact through:

- improving access to safe sanitation and developing an efficient community level waste management system in Kameswaram village; and
- facilitating WASH transitions to Green and Clean environments both within and outside of Kameswaram. By WASH transition we mean universal safe sanitation coverage, access to water, effective community waste management systems, value creation from these and hygiene behaviour on the part of all stakeholders.

FIN operates via two divisions:

- FIN Kameshwaram, a rural living lab in Kameshwaram village (Tamil Nadu, India) experimenting with grassroots innovation generation and diffusion, livelihood creation and community engagement.
- FIN India, working with other societal stakeholders like schools, households, public agencies, civil society etc. all over India.

2. Achievements of 2018

2.1. FIN India achievements

The year's activities and developments are summarized below.

- a. *Training and mobilizing students for Clean India through internships:* We are trying to generate internships with motivated students of good universities and through these contacts initiate collaboration with academic institutions for larger change. In 2018, FIN received many talented students as a part of offsite and onsite internship programmes. These included interns from Madras School of Economics (MSE), Madras School of Social Work (MSSW, Tamil Nadu), Sri Ram College of Commerce (SRCC, Delhi), Punjab Engineering College (PEC, Punjab) and Maastricht University, The Netherlands. It was a very successful year and it will be hard to match this success in 2019. Nevertheless, we have been talking to representatives at MSSW, SRCC, and TERI University Delhi etc.

Table 1: Interns in FIN India during 2018

| S. No. | School | No. of Interns |
|--------|--|----------------|
| 1 | Madras School of Economics | 2 |
| 2 | Madras School of Social Work | 4 |
| 3 | Sri Ram College of Commerce | 1 |
| 4 | Punjab Engineering College | 1 |
| 5 | Maastricht University, The Netherlands | 1 |

- b. *Sharing of FIN's learning and expanding scope of impact:*
- i. *Creation of SITE4Society:* Initially started as a social entrepreneurship adventure “to leave no one behind” in terms of access to scientific publications that can be applied towards sustainability by Shyama V. Ramani, Nandita Mathew and Anurag Kanaujia, it has grown to be a success. Now SITE4Society website is housed at UNU-MERIT, Maastricht and publishes research briefs, organises events and shares knowledge generated at FIN with its partners.
 - ii. *Expansion of FIN's work to Africa:* Ms. Maria Tomai, Research Assistant to Prof. Ramani, became interested in FIN's work. She offered to present our Green Academy in St.Nicholas School in Tema, Accra, Ghana. Through her efforts, FIN has new avenues open for collaboration with NGOs and schools in Africa.
- c. *New qualified personnel have joined as volunteers in FIN Trust:* There are three new members in the core team of FIN Trust. Dr. Raja Venkataramani has joined as Senior Advisor to tackle challenges of accreditation like FCRA, and explore a new organisational sustainability model for FIN. Ms. Maria Tomai is in charge of FIN's international projects in Africa.

2.2. FIN Kameswaram achievements

- a. *Training and mobilizing students for Clean India through village internships:* The Kameswaram team received 6 volunteers from Maastricht, Punjab, Delhi and Chennai and accompanied them well during their work in Kameswaram. The village experience was a positive learning experience for all of them. Please see our FIN@Facebook-2018 for details of the interns.
- b. *Relief Efforts after Gaja Cyclone:* Gaja cyclone devastated Kameswaram in many ways: uprooting of trees, accidents caused due to falling of trees and telephone poles, flying off of roofs and walls, homelessness due to falling of houses, sense of fear, post-traumatic stress from being in extremely crowded shelter in the dark for over 10 hours and seeing the devastation, no connectivity either by road or telephone for a month etc. FIN was actively involved in relief work in the village with a modest budget ([details on our website](#)). Our unique plan of action involved seeking out the most isolated and needy, who could not access any form of relief, due to the isolation or weak capabilities (e.g. female headed household in remote part of village with young children) – and giving them some life essentials. Mr. Dhanapal, the fisherman for whom we had built a toilet with an attached bathroom, told us that they had taken shelter in the toilet and bathroom we had built for them as they were strong and sturdy. They thus escaped the trauma of being in a crowded shelter.

3. Challenges of 2018 and FIN responses for 2019

3.1. FIN India challenges and responses for 2019

There is a major chicken and egg dilemma for FIN India. On the one hand, due to lack of funds, it is almost entirely manned by Prof. Shyama, who has taken upon FIN as a life mission. On the other hand, because of lack of personnel it is nearly impossible to write out contracts to raise funds to hire people. The objective of 2019 is to get out of this conundrum.

Despite these handicaps, Prof. Ramani submitted two projects – one to the Czech embassy and the other to the Department of Science and Technology (DST) of the Government of India. For the first, the Czech decided to focus on Indian NGOs, which could work in either Bangladesh or Afghanistan – but not on India. This is outside our scope. The DST program was scrapped by the agency due to its own internal problems after all the submissions were made. No decision has been taken to accord grants to any NGO.

At FIN India, we have the knowledge, but we need to raise funds to hire capable qualified personnel of a scholarly bent of mind, with good analytical and writing skills, to transform the knowledge into protocols and good practices with full documentation. We also need good project managers and event organisers. All this has to be done through project funding. Thus,

we need good project proposal writers, who fully adhere to the FIN standards of quality and service to India and all developing countries for sustainability.

Table 2: Challenges and Responses of FIN India in 2019

| Type | Challenge for FIN India | Response by FIN India |
|-------------|---|--|
| Major | FIN cannot apply for project funding from abroad | Get FCRA accreditation to receive project funds from abroad |
| Major | Fund raising for infrastructure installation in Kameswaram and running of FIN | Look for a means for financial sustainability Apply for grants of public agencies both national and international agencies Get CSR funding |
| Minor | Share FIN's learning better | Update the FIN website, to give better vision of what we want to do |
| Minor | Build collaboration with academic institutes and provide internships | Keep in touch with representatives of academic institutions (new as well as the ones which have sent their students in past) |
| Minor | Hold events outside Kameshwaram for awareness building and participation | End collaborations with people who were not making real contributions. Find new personnel and collaborate with institutions to conduct events. |

An untapped opportunity – Since in FIN, we have the knowledge, it might be good to explore collaboration with other NGOs, agencies, communities and individuals who are motivated and have the means to implement the FIN vision for a WASH transition. The following people/communities/NGO have reached out to us for WASH transitions

There are three candidate zones in Karnataka:

- Green Path Eco Restaurant*
- Green Path Hotel*

- There is one candidate zone in Kerala – a fisherman village+

There is two candidate zones in Tamil Nadu

- Adivasi villages in Ooty in Nilgiris district
- A fishermen hamlet next to Kameswaram

This year we will start with the villages marked with * with Dr. Manasi Seshaiyah and the Kerala fisherman village+ with Dr. Nanditha Mathew. It is to be noted that these are long term projects.

3.2. FIN Kameswaram challenges and responses for 2019

The mission of FIN Kameswaram is to identify a model (or a set of models) by which villages in India can be as clean and healthy places to live as anywhere in the world through the transformation of Kameswaram into a model village, as clean as any village in the world. This would empower the villagers in real sense.

However the following problems are obstructing this transition at the community level.

Despite FIN's achievements Kameswaram remains far from being a model village because of...

1. Lack of effective local leadership for:
 - Leading masons
 - Mobilizing community engagement
 - Organizing community interventions systematically
 - Selling EM systematically
 - Dialoguing with local and district level decision makers systematically
2. Systemic constraints – including people's own apathy and bad governance
3. Lack of BIG Money to have top-down continuous interventions required for top-down systemic change

And at the FIN team level – the following problems have been noted.

Table 3. Activities done in Kameswaram by FIN trust and challenges identified

| Activity | Our challenge | Reasons |
|--|--|--|
| Day to day team functioning in village | a. Lack of regular and steady progress, b. Lack of clarity on work to be done by staff, c. Lack of Motivation of female staff d. Very low productivity of all staff e. Culture of omission of facts and a few minor falsifications of progress – in the name of not troubling FIN trustees | 1. Low capabilities in visioning and consistent follow-up of project i.e. lack of managerial capabilities 2. Only 2 staff (field manager, housekeeper) 3. Attrition of new staff 4. Women feeling irritating patriarchy though they feel very secure and in no risk of any form of physical, sexual or moral assault. |

| | | |
|---|--|---|
| Safe sanitation | <ul style="list-style-type: none"> a. The plastic plate on composting chamber breaks in strong winds in toilets facing seashore b. Human compost collection bin is heavy and difficult to lift, empty and transport | These are technical problems that have to be addressed |
| Improving usability | Old people find it difficult to squat on toilet | We have ideas for this – we have to standardize the solution |
| Nudging hygiene behaviour through public waste bins | <ul style="list-style-type: none"> a. FIN local team and Villagers b. Less rubbish in public spaces like pond, bus stands, road side, beach etc. | <ol style="list-style-type: none"> 1. Apathy and ignorance about waste segregation 2. Governance inefficiency and willingness/incapacity to pay problem for waste management |
| Train Students | <ul style="list-style-type: none"> a. FIN team (local and outside), Interning students. b. Students learning community engagement strategies, waste management practices, problems in behaviour change and bringing about transformative change in themselves and in village | <ol style="list-style-type: none"> 1. Student not helping FIN ladies staff 2. Students unable to do orientation course or unwilling to do orientation course 3. Students not able to write a project proposal or implement rigorously 4. No electricity 5. FIN team unable to explain FIN projects and FIN evolution to students 6. Students having problems between themselves |
| Gaja Relief activities | <ul style="list-style-type: none"> a. FIN team, Village volunteers b. Rehabilitation of affected villagers | <ol style="list-style-type: none"> 1. Limited funds, No network in place 2. No culture of network that is not linked to family ties, caste/religious ties, religious organisation and political party – hence no awareness or experience in being part of |

3.3. Responses by FIN to the challenges in Kameswaram

The responses to the FIN challenges are taking are one or more of the following two forms at both team and community level:

I: Introduction of novelty – new use, new artefact, new routine, new group

E: Engagement through accompaniment, monetary or value incentivization, nudging (changing choice architecture without changing monetary rewards), education.

Table 4. Challenges in Kameswaram and FIN responses to them

| Challenges | FIN response (New organizational routine) |
|---|---|
| <ol style="list-style-type: none"> 1. Absence of capable leader in local team. Only 2 staff (field manager, housekeeper) 2. Attrition of new staff 3. Very low productivity of all staff <ol style="list-style-type: none"> a. Culture of omission of facts and a few minor falsifications of progress – in the alter of not troubling FIN trustees by field manager 4. Inability of staff to introduce themselves, explain their work, explain FIN, explain FIN projects 5. Women feeling irritating patriarchy though they feel very secure and in no risk of any form of physical, sexual or moral assault. | <ol style="list-style-type: none"> 1. Shyama becomes coordinator for FIN Kameshwaram on daily basis. Each staff given Jio phones and monthly recharge to communicate everyday activity to Shyama. Increase in staff. 2. Make field manager more empathetic and have other non-local mentors also give support 3. Difficult to change. Checking about progress with different members and visits of local auditor. <ol style="list-style-type: none"> a. Shanmugam checks the progress during monthly visits and, Shyama and Raji talk to ladies and get reports 4. Videos about their role, their introductions and FIN made and given to FIN staff. Then they will be tested to speak about themselves, their work and FIN. 5. Repeating in staff meetings that patriarchy is not acceptable in FIN. Allowing women to express their ideas. Assigning crucial responsibilities to ladies. Enquiring in weekly meetings about patriarchy |
| <ol style="list-style-type: none"> 6. Difficult to find reliable masons in the village and also problem of team chemistry with our field manager 7. Old people find it difficult to squat on toilet 8. The plastic plate on composting chamber breaks in strong winds in toilets facing seashore 9. Human compost collection bin is heavy and difficult to lift, empty and transport | <ol style="list-style-type: none"> 6. Shyama will do interviews with masons during July. Perform proper background check on masons before employing them. 7. Innovation in toilet seat design - of a stool or a chair with opening. 8. Innovation in door – a Double door model to be tested. 9. Bin heavy because of moisture in compost. New bins which allow moisture to evaporate. New bins using biodegradable material to be designed and used. |
| <ol style="list-style-type: none"> 10. Apathy and ignorance about waste segregation 11. Governance inefficiency and willingness/incapacity to pay problem for waste management | <ol style="list-style-type: none"> 10. <ol style="list-style-type: none"> a. Trash walks along beach with villagers and school children b. Teaching workshops in village school run by Panchayat (i.e. catering to poorest as it is free) c. FIN interns teach 100 households about importance of segregating waste d. Conduct games in school every Friday to develop awareness |

| | |
|---|--|
| | 11. Write on social media and publish on the matter |
| 12. Student not helping FIN ladies staff 13. Students unable to do orientation course or unwilling to do orientation course 14. Students not able to write a project proposal or implement rigorously 15. No electricity 16. FIN team unable to explain FIN projects and FIN evolution to students 17. Students having problems between themselves | 12. Shanmugan visits once and Meena tells students their duties in the guest house 13. Light orientation course to be given instead of full version 14. Project proposals are guided and mostly written by FIN team before coming for the internship 15. Powercut in village during day until 10pm. Put solar panels to have electricity. 16. Videos and Whatsapp meetings with Shyama. 17. More accompaniment by FIN team through unplanned calls. |
| 18. Limited funds 19. FIN has no network in place with villagers 20. No culture of network that is not linked to family ties, caste/religious ties, religious organisation and political party – hence no awareness or experience in being part of | 18. CSR Projects, Crowd funding projects, MoUs with institutes (EMPI) for help in FIN activities 19. Creating a community action group with 4 male and 4 female volunteers. Regular workshops and activities with volunteers for capacity and skill building and transformative change in Kameswaram – e.g. setting up of public bins, trash walks etc. 20. To start and establish a trend for learning activities in monthly meetings. To keep villagers interested engage them in activities of creating value from waste and distribute the products as souvenirs. Strict control so that No microfinance or money is involved. |

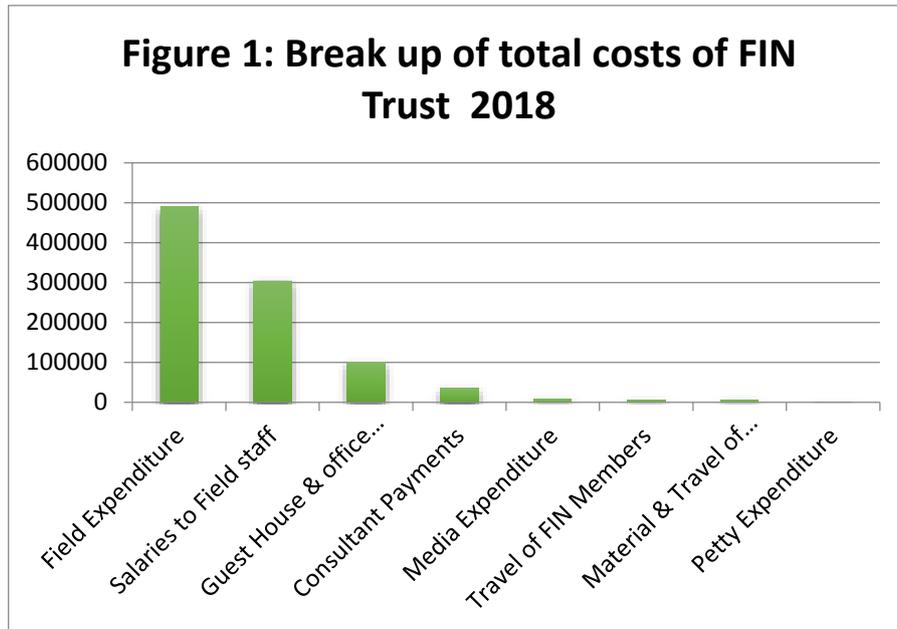
4. Financial Narrative

As Table 5, shows the majority of the resources of FIN are through donations.

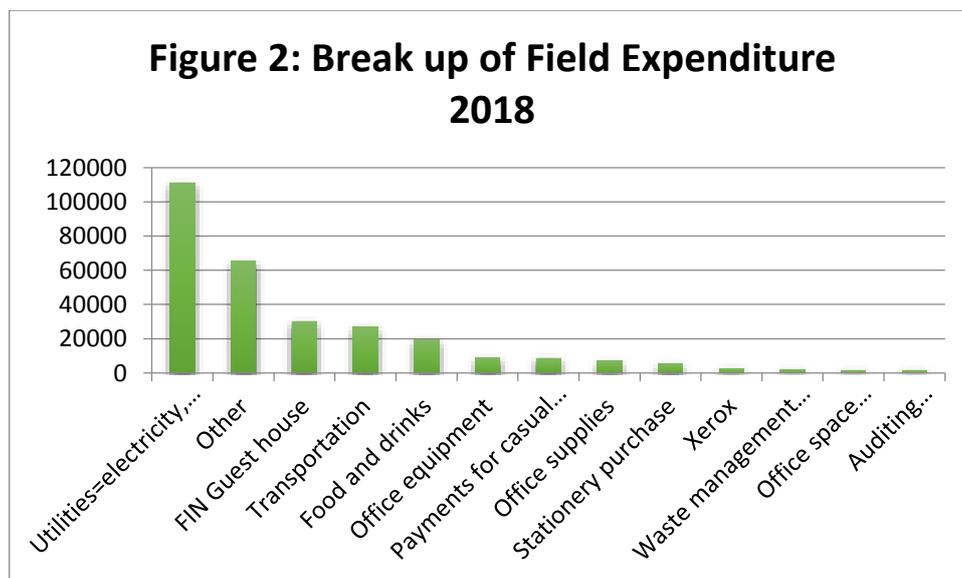
Table 5. Challenges in Kameswaram and FIN responses to them

| Sources of Revenue -Calendar year 2018 | | |
|--|---------------|----------------|
| Source | Amount | % |
| Donations | 631181 | 99.65% |
| interest from bank | 1636 | 0.26% |
| From Selling EM | 600 | 0.09% |
| Total revenue | 633417 | 100.00% |

Then as figure 1 shows, the three main areas on which the funds were spent were: field expenditure, salaries to field staff and investments in FIN guest house for students. These were mainly in terms of furniture for students and creating a class room for teaching. Speakers, computer and monitor were bought so that there are two computers available to students. The Gaja cyclone resulted in a loss of materials such as printer, tables, chairs, monitor, cupboards etc. in FIN office of about 100,000 INR.



Among the field expenditure, basic utilities account for the maximum amount. In Gaja cyclone FIN office was completely destroyed. Thus FIN office has now merged with FIN guest house. Previously, there was resistance to merging the two, because of basic inertia and resistance to change. But Gaja cyclone made this happen and we expect this to come down in 2019. The second most costly category is other and this basically reflects our Gaja relief efforts.



5. Conclusion

In 2018, the target was to build public waste bins, a few more toilets, and train students through internships. While the first targets were not met, because of lack of personnel and financial resources, the last was met with full success. Then in November, cyclone Gaja had wreaked havoc in Kameshwaram. FIN was actively involved in relief work in the village with a modest budget ([details on our website](#)). In sum, the year's achievements were satisfactory given our constraints. However, our activities and functioning also revealed some shortcomings, which were enumerated in this document. Thus, in 2019, while we will continue our efforts towards spreading awareness, cleaning and beautifying public spaces like bus stands, helping villagers build and maintain toilets and community waste bins, we will also integrate our lessons of 2018 carefully to do better.

We now illustrate further our activities through a presentation of our Facebook posts.