

FINAL REPORT

2019

Generating livelihoods and improving public health through women social entrepreneurship in Small Water Enterprises

Programme Duration:

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2019

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We would like to express our sincere thanks to the India Water Partnership (GWP-India) for the support to undertake the research study entitled “**Generating livelihoods and improving public health through women social entrepreneurship in Small Water Enterprises**”. Dr. Veena Khanduri, Executive Secretary-cum-Country Coordinator’s guidance, comments and suggestions throughout the project were invaluable to its success. This study was undertaken under the Global Water Partnership’s strategic Goal 1 – Catalyse change in policy and practice of its core program-2019.

We are also thankful to Government of Japan’s Grant Assistance for Grassroots Projects (GGP) and Pentair Foundation for their support which enabled establishing the Small Water Enterprises (SWEs) in the state of Telangana, *locally called iJal water stations*. These SWEs are operated by local women SHGs or local women entrepreneur enabling livelihoods for them and improving public health of the community by providing safe drinking water.

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LIST OF ABBREVIATIONS

CSR	Corporate Social Responsibility
CWET	Clean Water &Energy Trust
FSE	Field Service Entity
GDP	Gross Domestic Product
GOI	Government of India
GP	Gram Panchayat
GWP	Global Water Partnership
HDI	Human Development Index
IEC	Information Education Communication
IWP	India Water Partnership
KOL	Key Opinion Leader
NRLM	National Rural Livelihoods Mission
MSK	Mahila Shakti Kendra
M&E	Monitoring & Evaluation
PAT	Plant Assessment Tool
PMMY	Pradhan Mantri Mudra Yojna
RMS	Remote Monitoring System
SC	Scheduled Caste
SDG	Sustainable Development Goal
SHG	Self Help Group
SOFIE	Social Operational Financial Institutional Environmental
ST	Scheduled Tribe
STEP	Support to Training and Employment Program
SWE	Small Water Enterprise
SWNI	Safe Water Network India
VWSC	Village Water &Sanitation Committee
UN	United Nations

EXECUTIVE SUMMARY

This report assesses the capability of 28 women from Self Help Groups (SHGs) and female social entrepreneurs to operate and maintain Small Water Enterprises (SWEs). Findings suggest that the livelihood of participants improved over time, making a case for policies that enable women-supportive ecosystems to provide opportunities for women's participation in income-generating roles and in community leadership positions enabled by SWEs.

This research study, *Generating Livelihoods and Improving Public Health through Women Social Entrepreneurship in Small Water Enterprises*, examines changes in the lives of women SWEs, and provides evidence that supports policy recommendations for mainstreaming and advancing the role of women in the social water business. This study is complemented by the latest instalment in Safe Water Network's *Spotlight* series, a report entitled [Small Water Enterprises: Transforming Women from Water Carriers to Water Entrepreneurs](#). The report advances Safe Water Network India's pioneering initiative (the *iJal Empowerment Program*¹) to break traditional barriers and enhance women's historic role as "water carriers" to that of "water managers"—as entrepreneurs, operators, and community mobilisers.

This study examines the transformation of the role women and girls play in their respective communities, as SWEs allow them to step outside their homes and seek education and skills development. The findings found within shed light on the many opportunities made available to women who, through SWEs, assume local leadership positions within the community water supply chain—overseeing source-water protection, leading community water boards, acting as communicators, bringing about change in safe-water delivery, managing local water disputes, etc.—and serve as role models in the process. The study also illustrates women's monthly income of INR 3,000-4,500 through SWEs which yields both social and financial transformation. The report provides recommendations to mainstream women as water social entrepreneurs through SWEs.

- **Institutional:**

- Meaningfully engage women water consumers in the program design and implementation
- Set platforms that allow women to leverage available microfinance options, such as Stree Shakti Package, or the Udyogini Scheme
- Bridge between SHGs, local government, community for effective delivery of the program
- Incentivize businesses run by women

- **Social:**

- Provide guidance to women in balancing family and work responsibilities
- Provide a forum for dialogue on social and political issues, such as women's rights and community problems
- Promote gender equality from early childhood at family and societal level
- Educate men to accept role of women

¹ The *iJal Women's Empowerment Program*, piloted in the State of Telangana's Medak district, sought to mainstream participation of women and promote female entrepreneurship and livelihoods. Safe Water Network's *iJal* model provides safe, reliable water at an affordable price (Rs. 5/10Liters, or USD 0.07/20 Liters) to communities of approximately 3,000 people, and uses reverse osmosis technology to address chemical contaminants, in particular fluoride.

- **Education & Capacity building:**
 - Provide business training
 - Promote and run Information Education and Communication (IEC) campaigns designed to mobilize women in running the business
- **Policy:**
 - Invest in women education and literacy
 - Promote skills and education for women to undertake engineering and hydro-geologic roles
 - Tailored integrated program that are attentive to women constraints and challenges is critical to inclusion efforts of the Government
 - Create strong responsive grassroots institutions, monitor and press for changes, the ability to sustain
 - Inclusion of women in governance and leadership roles

This report will provide insights on empowering women in small water businesses, and is intended for policy makers, development partners and civil society organizations interested in intersection of women, safe water supply, social entrepreneurship, skill development, and economic growth. The recommendations found within work to advance several of the UN Sustainable Development Goals (SDGs).



INTRODUCTION

I. PROJECT TITLE & PURPOSE

Title: “Generating livelihoods and improving public health through women social entrepreneurship in Small Water Enterprises”

Purpose: The purpose of the project is to assess how women from Self Help Groups SHGs or social women entrepreneur can be mainstreamed to own and operate their safe water treatment plant for improving public health and increasing their livelihood.

II. STUDY OBJECTIVES

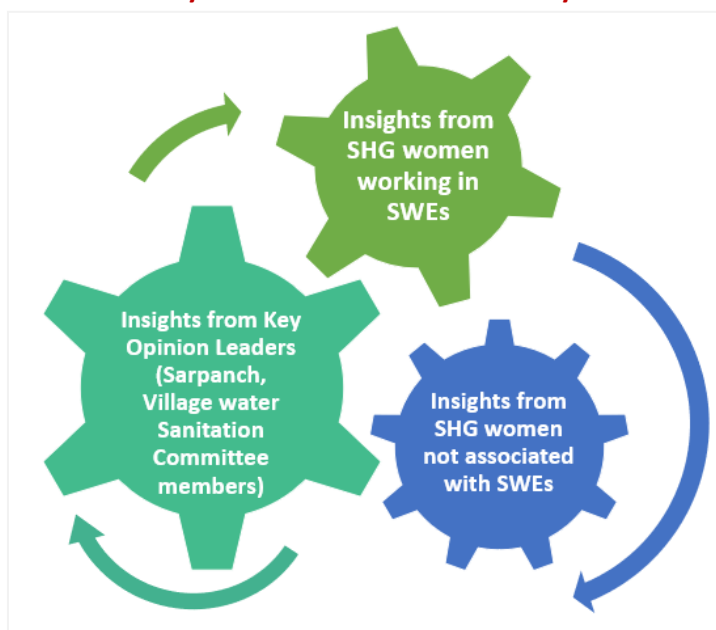
- Identify policies and enabling environment provided by the Union and the State governments to mainstream the role of women in water social business into their water policies.
- Examine the opportunities created to expand women’s roles of the iJal value chain.
- Assess the level of awareness of the government policy and programs, its facilitation among community groups.
- Evaluate functioning of the women managed SWEs to identify challenges faced by women.
- Recommend the inclusion of women in local/state/union policies and adopt SWEs as a model for female empowerment through social entrepreneurship
- Make the case for women social entrepreneurship and participation in community safe water delivery through SWEs as a key contribution to UN SDG 6.1 and 5

III. PROJECT SUMMARY

A. Summary

Primary research was conducted using quantitative and qualitative research methodologies. A total of 28 women operators, entrepreneurs and women SHGs were interviewed from pre-selected six villages in the districts of Medak and four villages in district Warangal in Telangana state. The village selection criteria was presence of SWE in the village. Village Sarpanch and Village Water Sanitation Committee (VWSC) /Ward members were also interviewed during the study for their viewpoints.² Refer to Exhibit 1 for the key information areas for primary evidence. A comparative study was conducted to assess the

Exhibit 1. Key Information Areas for Primary Evidence



performance of 30 women-run SWE stations against the performance of 30 stations operated by men on the Small Water Enterprise Performance Standards based on social, operational, financial, institutional and environmental (SOFIE) parameters.³

In addition, secondary research was conducted to identify the current policy of the Union Government and State Government of Telangana that can promote women in owning their safe water source and also help generate livelihoods for women by way of SWEs.

Policies promoting women in SWEs (non-exhaustive)

- **National Rural Livelihoods Mission (NRLM):** NRLM enables access to gainful self-employment and skilled wage employment opportunity resulting in sustainable livelihood.
- **Support to Training and Employment Programme (STEP):** The program aims to strengthen and improve women's business skills, increasing their self-reliance and autonomy and thus generating employment opportunities for the marginalised, asset-less rural women and urban poor with special focus on SC/ST families living below the poverty line.
- **Pradhan Mantri Mahila Shakti Kendra (MSK)⁴:** This program aims to empower rural women through community participation. This scheme works at multiple levels National, State – District, block and village to provide knowledge and technical support on women related schemes for their upliftment.
- **Pradhan Mantri Mudra Yojana (PMMY)⁵:** This scheme provides loans up to Rs.10 lakhs for non-corporate, non-farm small/micro enterprises to women.

²Refer Annexure 1 for detailed Research Methodology

³Refer to http://www.safewaternetwork.org/sites/default/files/SWN_Recommended_SWE_Performance_Standards.pdf

⁴Retrieved from <http://vikaspedia.in/social-welfare/women-and-child-development/women-development-1/pradhan-mantri-mahila-shakti-kendra>, on November 28, 2019

⁵Retrieved from <https://sbi.co.in/web/business/sme/sme-loans/pm-mudra-yojana>, on November 27, 2019

- **Udyogini Scheme for Women Entrepreneurship:** This scheme was launched by the Women Development Corporation to motivate women entrepreneurs in rural and backward regions, by providing them with interest-free loans in establishing micro-enterprises.

Roles of civil society in mainstreaming women SHGs:

Inclusion of women SHGs in water supply chain with economic and governance opportunity to help in delivering safe drinking water to all. Provide skill building, monitoring and handholding support, facilitate linkages between local community, governance and small water enterprises.

Case for corporates may invest their 2% CSR funds in water and women centric programs: In compliance with Companies Act 2013 (Section 135), corporates with net profit of INR 5 crores or more may spend 2 percent of their average net profits of three years on CSR. For example, Tata group conglomerate in India engages in women empowerment activities through SHGs⁶.

Key Insights from the Study

The study was segregated into conducting interviews with a) 16 SHG women working with SWEs, b) 12 SHG women not associated with SWEs, c) Comparative study **comparing the performance of the women run** station with those operated by men using the voluntary guidelines of Small Water Enterprise Performance Standards (SOFIE).

> 90% of the women interviewed agreed to have been benefited by innovations and capacity building programs and also reported to receive monitoring and handholding support from SWNI.

Exhibit 2: Summary of Challenges faced by SHGs women associated with SWEs

SOCIAL	POLITICAL	EDUCATIONAL	INSTITUTIONAL
<ul style="list-style-type: none"> • Patriarchal mindsets inhibited women participation. Also, lack of self-confidence was triggered into them due to societal discrimination. 80% of the interviewed women said so 	<ul style="list-style-type: none"> • > 95% women were never offered roles of leadership in local governance 	<ul style="list-style-type: none"> • > 90% opined that the technical, managerial and reporting skills required for managing water stations were inadequate and not available in local language 	<ul style="list-style-type: none"> • > 95% women lack access to capital/microfinance from banks

⁶ Retrieved from <https://www.india-briefing.com/news/corporate-social-responsibility-india-5511.html/>, on November 26, 2019

a). Summary of Challenges faced by SHGs women working with SWEs

The women working with SWEs reported the following challenges:

Personal Challenges: Domestic burden, role as primary caretaker of the family, lack of education, skills, prohibiting travelling for personal reasons, lack of peers were some of the personal challenges highlighted. More than **95%**(15 out of 16) women said that they are expected to **obey their husbands' decisions** and cannot take independent decisions.

Operational Challenges: Raw water availability disputes that are magnified in the absence of the operator, Sarpanch; community does not follow the recharge timings at the station, women operator bullied by the community men to handover the responsibility of running stations to men operator.

Financial Challenges: The SHG operating SWEs reported less revenues than women paid on activities like tank cleaning, repairs and sometimes even hired an operator as compared to women social entrepreneur. This is ascribed to lack of co-investment, and a consequent lack of a sense of ownership, whereas entrepreneurs may have more personal financial incentives to improve sales and performance. Though more than 80% SHGs consented to gain financial access of INR 3500-4000/ month from water sale revenue.

Policy challenges: The current policy usually promoted agricultural, animal, artisan types of livelihood generating activities and women lacked skills, education and finances for small water enterprises.

b). Summary of Challenges faced by SHGs women not working with SWEs

The following exhibit summarises the reasons of reluctance of women SHG groups to embrace the SWEs business.

Exhibit 3. Reasons for reluctance among SHGs to manage SWEs



c). Findings from the comparative study of women managed SWEs Vs men managed SWEs

Women-led SHGs and many women from the marginalised sections of the society are aware of the upcoming women-centric programs and schemes implemented by the Government and have availed loans to run small businesses. At present, women SHGs as well as

entrepreneurs have also taken strides to start operating SWEs to ensure sustainable drinking water supply to their village communities. Some of the key insights from the study are:

- Women-entrepreneur-managed stations perform better than men entrepreneur-managed stations in terms of volumes; they are equal in consumer penetration. However, male-managed stations have higher distribution comparatively.
- In comparison to women-entrepreneur-managed stations, SHG-managed SWEs show slower growth in volumes and consumer penetration, and have lower average monthly revenues. They also virtually lack distribution, due to a lack of capital and interest. However, SHGs contribute more towards O&M costs, as they do not commit any upfront investment on fixed infrastructure. In addition, station plant hygiene is better, and SHGs are able to engage with local governance to troubleshoot raw water deficiency and availability.

IV. OUTCOMES

The program proved that rural women/SHG/semi-literate women can be skilled in technology and finance to manage micro-enterprises, generate income and improve their livelihoods. The SWE initiative has empowered SHG women as water entrepreneurs to change their livelihoods in a more significant manner than those in cottage industry, art craft production and agriculture labour, etc.

This has enhanced their social stature and they have decision powers in family decisions as well as have demonstrated enhanced confidence. It also improved their access to economic resources and drudgery reduction with men assisting them in collecting water from SWEs on their bicycles/two wheelers.

This program provides evidence for policy recommendation to mainstream women in local safe water supply through SWEs and thus contribute towards the UN SDGs 2030 – Goal- 6.1 safe drinking water for all; Goal 5 gender equality and Goal 8 sustainable growth and indirectly contribute towards Goal 1 reduction of poverty.

The iJal stations have provided livelihood opportunity to the rural poor women and helped them improve their financial condition. Also, it has provided safe drinking water to the poor rural women who otherwise were travelling long distances to fetch water which was not potable.

This study would inform the policies to expand SWEs and create the conditions to improve women participation, ultimately impacting local economies and an improved access to safe water.

Exhibit 4: Recommendations and Next Steps

POLICY	SOCIAL	EDUCATION & CAPACITY BUILDING	INSTITUTIONAL
<p>Invest in women education and literacy.</p> <p>Promote skills and education for women to undertake engineering and hydro-geologic roles.</p> <p>Tailored integrated program that are attentive to women constraints and challenges is critical to inclusion efforts of the Government.</p> <p>Create strong responsive grassroots institutions, monitor and press for changes, the ability to sustain.</p> <p>Inclusion of women in governance and leadership roles.</p>	<p>Provide guidance to women in balancing family and work responsibilities.</p> <p>Educate men to accept role of women.</p> <p>Promote gender equality from early childhood at family and societal level.</p> <p>Provide a forum for dialogue on social and political issues, such as women's rights and community problems.</p>	<p>Provide business training.</p> <p>Promote and run IEC campaigns for mobilizing women to run the business.</p>	<p>Women should be integral to the participatory approach for project success.</p> <p>Creating equal livelihood opportunities and improved participation of women in SWE.</p> <p>Incentivize businesses run by women.</p> <p>Bridge between SHGs, local government, community for effective delivery of the program.</p> <p>Meaningfully engage water consumers (both men and women) in the program design and implementation.</p> <p>Setting platforms to allow women to leverage available microfinance options like Stree Nidhi Programme⁷, PMMY, Udyogini Scheme for Women Entrepreneurship⁸</p>

Project Beneficiaries: The main beneficiaries for the given project are:

- Policy makers – Inputs for required policy amendments
- NGOs / SWE Implementers
- Women SHGs that generate livelihood for themselves and provide safe and affordable drinking water to communities for public health

⁷Retrieved from; <https://www.sbi.co.in/portal/web/home/stree-shakti-package>

⁸Retrieved from; <https://www.mudramitra.in/>

V.OUTPUTS

1. Key outputs achieved in the reporting period:
 - Identification of policy gaps and hurdles to mainstream women SHGs in SWE business
 - Developing policy recommendations to include women in SWEs
 - Measurement of livelihood generation in terms of women monthly earnings
 - Improved public health of the community through safe water access
2. Outputs and the type and number of beneficiaries are as under:

Outputs	Percentage of completion	Type of beneficiaries
SHG women engagement in SWE business	✓	SHG women
Capacity building of SHGs	✓	SHG Women
Livelihood generation	✓	SHG women(leader/members)
Identification of policy gaps and hurdles to mainstream women SHGs in SWE business	✓	SHG women & Community
Developing policy recommendations to include women in SWEs	✓	Community women
Assess the awareness level of government programs/schemes	✓	Women

2. **Catalytic effects:**Expansion of program in neighbouring district of Sangareddy in Telangana State.

3. Key Partners of the project supporting your interventions:

Donors:Japan's Grant Assistance for Grassroots Projects (GGP) and Pentair Foundation

Implementation partners: Clean Water & Energy Trust (CWET); Local NGO MARI; SWNI team implementation

IV. EXPLAIN, IF ANY DELAYS IN IMPLEMENTATION, CHALLENGES, AND LESSONS LEARNED & BEST PRACTICES

No delays in project implementation.

Challenges faced in the implementation of project – Productive engagement with the stakeholders especially the Village Water & Sanitation Committee (VWSC) and Sarpanch (Village Head) in SWEs.

V. SUCCESS STORY

Case Study 1

Chiluka Anuradha, the member of "Self-Help Group" in the village of Suraram, Medak district, Telangana, India, is employed as an operator for the SWNI iJal station. During the interview, she shared her experiences about the kind of improvement iJal programme has brought about in her life.

"Previously in spite of being a SHG member, I used to be underconfident and introvert. Joining iJal program has helped me build upon my confidence. I learnt how to operate and maintain the plant, and interact with community members. Now I actively participate as a SHG member in group meetings and also handle the iJal station operations efficiently."



Image 1: Chiluka Anuradha: SHG, operator of iJal station, Suraram, Medak district, Telangana

Case Study 2

Purra Kishtamma, the member of "Self-Help Group" in the village of SangaiPET, Medak district, Telangana, India, is employed as operator for the SWNI iJal station. Previously she was working as an SHG member and was looking out for additional livelihood opportunities. She cites the instance of being benefitted from the iJal program in terms of livelihood opportunity.

"Most of the women in our villages are illiterate. Those who are educated have to travel outside the village to find work. The iJal program has given me a job opportunity within the village near to my home."



Image 2: Purra Kishtamma: SHG, operator of iJal station, SangaiPET, Medak district, Telangana

PHOTO GALLERY OF MONITORING AND EVALUATION VISIT AND INTERVIEWS BY SAFE WATER NETWORK INDIA TEAM



Image 3: Dr. Veena Khanduri, Executive Secretary-cum-Country Coordinator, IWP, at Podchenpalle iJal station, Medak, Telangana



Image 4: Dr. Veena Khanduri interacting with SHG women at Podchenpalle iJal station, Medak, Telangana



Image 5: Interview of SHG group members, at Podchenpalle iJal station, Medak, Telangana



Image 6: Interview with Sarpanch and Ward members, at Suraram village, Medak district, Telangana



Image 7: A women operator at Kothawada iJal station, Warangal, Telangana



Image 8: A SHG women working on tablet, at Podchenpalle iJal station, Medak district, Telangana

VI. MONITORING ARRANGEMENTS

Safe Water Network India follows a robust monitoring program for tracking, analysis and evaluation of our safe drinking water initiative at the community level. All data / information collected through monitoring needs to follow the “SMART” criteria: Specific, Measurable, Achievable, Relevant and Time-bound.

Field Progress Reports are developed and reported to the donors and the board every month that inform the monthly performance of stations in terms of key metrics: Safe Drinking Water Access, Water Station Volumes, Consumer Registration & Penetration, Distribution, Rural Socio-Economic Classification, Technical downtime at stations, Revenue collection and contribution towards Sustainability Fund and Service Fees. The M&E Dashboards are developed with custom-made graphic representation using Tableau software.

A Monitoring and Evaluation (M & E) visit was undertaken by Dr. Veena Khanduri, Executive Secretary-cum-Country Coordinator, India Water Partnership, to one of the Jal stations at Podchenpalle, Medak, Telangana on 30th November 2019. The M & E Report is enclosed as **Appendix-I**.

Assessments, evaluations or studies undertaken:

Under the project number of primary studies was undertaken by Safe Water Network India spanning over the period of 9 years starting from 2010. The list of studies includes impact assessments through baseline and endline surveys, Consumers Tracking Studies (CTS), Demand generation studies.

VII) RESOURCES (OPTIONAL) PROVIDE ANY INFORMATION ON FINANCIAL MANAGEMENT, PROCUREMENT AND HUMAN RESOURCES.

The research study did not mobilize any additional financial resources or interventions from other partners except from GWP-India.

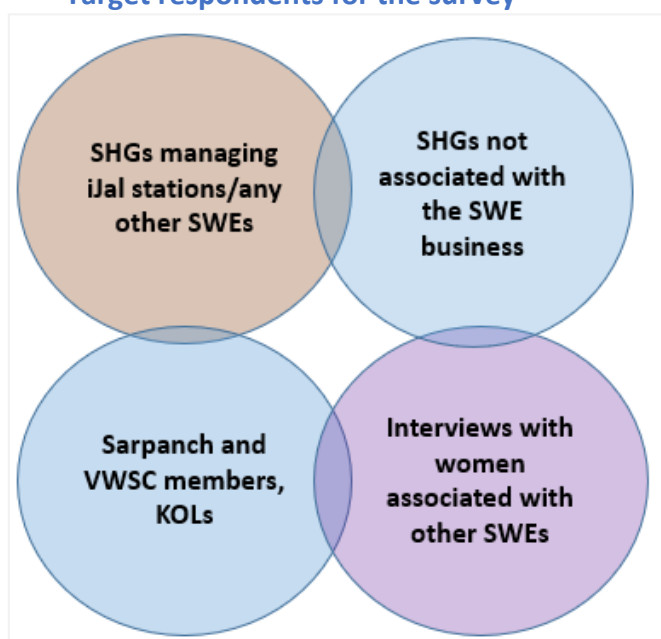
Sample size and Geography selected for the study: The Safe Water Network India have interviewed a total of 28 women SHGs across 6 iJal stations in Medak district and 4 iJal stations in Warangal district of Telangana for the comparatives.

Exhibit 5: List of stations shortlisted for the study

iJal Station name	Block	District	State	Market Model
Suraram	Shankarampet	Medak	Telangana	SHG Group
Chandampet	Shankarampet			
Sangaipet	Kulcharam			
Rajpally	Medak			
Podchenpalle	Papannapet			
Shankarampet-A	Shankarampet			Community
Bank Colony	Warangal	Warangal (Rural)		Entrepreneur
Gorrekunta	Geesugonda			
Kothawada	Warangal town	Warangal (Urban)		
Ramakrishna Colony	Kazipet			

Target respondents: The requisite information areas were captured using a survey methodology, amongst the target respondents in four categories.

Target respondents for the survey



IWP (GWP-India) Research Study
Questionnaire for Sarpanch/VWSC member

Respondent's name															
Designation															
Contact number															
Address (of work)															
Date of interview															
Interviewer's name															

Good _____ or Namaste or Namaskaram! I am _____ (**MENTION YOUR NAME**) from Safe Water Network India. Today we are conducting an interview to gain your opinion on women empowerment in your village. I will take about 10 minutes of your time. Before starting this interview, I wish to tell you that all information given by you will be kept strictly confidential and not revealed to any other entity, without your prior permission. We also **confirm that this interview complies with all International & National market research guidelines.** Under no circumstance will this information be used for sales or any commercial purpose.

CONTACT SARPANCH/VWSC MEMBER ONLY:

Q1 Please tell me your full name?

Q2 Please tell me your age as completed on your last birthday in years (Post CODE from the below given list)?

AGE:		
-------------	--	--

18- 24 years	1	CONTINUE
25- 30 years	2	
31-35 years	3	
36-40 years	4	
41-45 years	5	
46-50 years	6	
Above 50 years	7	

Q3 since when are you working as VWSC member/Sarpanch? (Year)

Q4. Do you think, there is sufficient availability of safe water in your village? **Yes/No**

Q5. Are you aware about SWEs (iJal program) in the village which provides safe drinking water to the community? **Yes/No**

Q5a. If no, would you support the idea of setting up of SWEs in your village to supplement safe drinking water needs of the community? **Yes/No**

Q6. Do you extend support to women engagement in small businesses like SWEs in village? **Yes/No**

Q6a. If yes, please specify how _____

Q7. Your opinion about efficacy of women in handling business _____

Q8. Are you aware of any gender sensitive policy in your committee or village? **Yes/No**

Q9. Percentage of women representation (approx.) in the water board committee / leadership's position? _____

Q10. Any suggestion for enhanced women empowerment in managing small businesses in the village. _____

IWP (GWP-India) Research Study

Questionnaire for SHGs who are not associated with iJal program:

Respondent's (SHG) name																			
Designation																			
Contact number																			
Address (of work)																			
Date of interview																			
Interviewer's name																			

Good_____ or Namaste or Namaskaram! I am_____ (**MENTION YOUR NAME**) from Safe Water Network India. Today we are conducting an interview to identify the challenges/hurdles you face in joining small businesses. I will take about 10 minutes of your time. Before starting this interview, I wish to tell you that all information given by you will be kept strictly confidential and not revealed to any other entity, without your prior permission. We also **confirm that this interview complies with all International & National market research guidelines.** Under no circumstance will this information be used for sales or any commercial purpose.

CONTACT FEMALES SHGs ONLY:

Q1 Please tell me your full name?

Q2 Please tell me your age as completed on your last birthday in years (Post CODE from the below given list)?

AGE:		
-------------	--	--

18- 24 years	1	CONTINUE
25- 30 years	2	
31-35 years	3	
36-40 years	4	
41-45 years	5	
46-50 years	6	
Above 50 years	7	

Q3 Since when are you working as an SHG member? (Year)

Q4a. Were you financially independent before being appointed as SHG member? Yes/No

Q4b. If yes, what was your profession? _____

Q5. Are you aware of iJal program in the village? Yes/No

Q5a. If yes, did you ever try to get associated with the program? Yes/No

Q5b. If no, are you engaged in similar small businesses in the village? Please specify _____

Q6. What are the challenges/hurdles you face in joining small water business?

Q7. Given the opportunity to join SWE business, will you be interested? **Yes/No**

IWP (GWP-India) Research Study Questionnaire for Women SHGs

RESPONDENT ID / S. NO

Station Name:		State:	
Block:		Market Model:	
District:			

Respondent's (SHG) name																		
Designation																		
Contact number																		
Address of the iJal station																		
Date of interview																		
Interviewer's name																		

Good _____ or Namaste or Namaskaram! I am _____ (**MENTION YOUR NAME**) from Safe Water Network India. Today we are conducting an interview on the improvement in your life which has been facilitated by being associated with iJal program of Safe Water Network India. I will take about 20 minutes of your time. Before starting this interview, I wish to tell you that all information given by you will be kept strictly confidential and not revealed to any other entity, without your prior permission. We also **confirm that this interview complies with all International & National market research guidelines**. Under no circumstance will this information be used for sales or any commercial purpose.

TIME OF START: _____ TIME OF END: _____ TOTAL DURATION: _____

CONTACT FEMALES (ENTREPRENEUR/OPERATORS) ONLY
SECTION 1 (Demographics and General Information)

Q1 Please tell me your full name?

Q2 Please tell me your age as completed on your last birthday in years (Post CODE from the below given list)?

AGE:		
-------------	--	--

18- 24 years	1	CONTINUE
25- 30 years	2	
31-35 years	3	
36-40 years	4	
41-45 years	5	
46-50 years	6	
Above 50 years	7	

Q3 I am now going to read out some other occupation options which are possible to be undertaken in your village. Please tell me if any of your family member/s are involved in such profession. **READ OUT THE PROFESSIONS TO THE RESPONDENT**

	Yes	No	If Yes, no of family members involved in the profession	Relationship/s of the member with you
Skilled labourer	1	2		
Farming	1	2		
Own business	1	2		
Work for the small businesses	1	2		
iJal / Safe water	1	2		
Any other (Specify).....	1	2		

Q4 Please tell me if you were earning before joining iJal business? **Yes** ___ 1 ___ **No** ___ 2 ___

Q5 What was your principal job before getting associated with the iJal program of Safe Water Network India (enlist the activities including household responsibilities)

1. _____ 2, _____ 3 _____, 4 _____

Q6a How did you first get to know about iJal program. Please specify the source? _____

Q6b Please tell me since when are you associated with the program? (Month and year of joining the business)?

Q6c **What are the reasons/motivation for joining the iJal business? (Multiple Coding Possible)**






		CODE
A	Near to home	1
B	Husbands involvement in the business	2
C	Station set up in your own property/land	3
D	Financial independence	4
E	Recommended by someone (if yes, specify who) KOLs, SWN representatives, _____	5
F	Provides training programs to empower women	6
G	Helps gaining recognition in society	7
H	Other reasons (Please specify.....)	8

SECTION 2: Questions on existing importance of women in the community and the related impact of iJal program onto their lives






Q7 Questions to check the existing importance of women in the village/society (Only single responses possible)

		Yes	No	Don't Know/Can't Say
A	You are expected to obey by the decisions of your husband	1	2	3
B	A women in your community has little voice in public discussions about development opportunities	1	2	3
C	Women in your community are financially independent	1	2	3
D	You seek permission from someone to move out of the house	1	2	3
E	A man and women share responsibilities both for earning money and caring for the home and family	1	2	3
F	You rely on someone from the community to take suggestions before taking important decisions	1	2	3






Q8 QUESTIONS TO ASSESS THE IMPACT OF IJAL PROGRAM (FIVE POINT LIKERT SCALE)






		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
						
8A	Assess the impact of iJal onto lives of women/ impact on the confidence of women					
1	Have gained voice in house, society and public meetings at village level	1	2	3	4	5
2	You don't mind speaking in public even when the traditional leader is around	1	2	3	4	5
3	If a decision was made in public forum if that might negatively impact your life and life of your children, you will not hesitate to stand up and protest	1	2	3	4	5
4	Gained respect and power within household and in the society	1	2	3	4	5
8B	Influence on community and other women in the community					
5	You have mobilized and motivated other women in the community to move out of their house premises and work	1	2	3	4	5
6	Women in the community identify you as a role model and approach you for suggestions and advice	1	2	3	4	5
7	You have now managed to change the mindset of elderly women in your own house and community towards independence of women	1	2	3	4	5
8C	Influence of iJal program on group participation					
8	I now frequently participate in public forums in the village	1	2	3	4	5
9	The community leaders consult me for important decisions related to development activities of the village	1	2	3	4	5

Q9. QUESTIONS TO CHECK THE CHALLENGES AND HURDLES REALIZED: (FIVE POINT LIKERT SCALE)

		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
						
9A	Social:					
1	Hindrances due to the traditional outlook that women are meant for household chores and traditional tasks	1	2	3	4	5
2	Resistance from the elderly members of the family	1	2	3	4	5
3	Safety concerns on being outside the house	1	2	3	4	5
4	Lack of self-confidence triggered by societal discrimination	1	2	3	4	5
9B	Operational/Functional challenges					
5	Fear of technology	1	2	3	4	5
6	Challenges related to technical /functional downtime	1	2	3	4	5
7	Distribution of iJal to consumers	1	2	3	4	5
9C	Financial challenges					
8	You face scarcity of funds for business	1	2	3	4	5
9	Lack of access to capital/microfinance from banks	1	2	3	4	5
10	Scarcity of resources like land, raw water, manpower for distribution of water	1	2	3	4	5
9D	Political challenges					
11	Limited participation in village level political meetings	1	2	3	4	5
12	Lack of voice in the political meetings	1	2	3	4	5
13	Limited or negligible representation in political arena	1	2	3	4	5
9E	Institutional challenges					
14	There is lack of networks to collaborate and learn in SWE business	1	2	3	4	5
15	Lack of role models to mobilize and motivate women for SWE business	1	2	3	4	5
16	Limited access to information and resources	1	2	3	4	5

Q10. Benefits realized through association with the iJal program of Safe Water Network India:

		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
						
10 A	Opinion about iJal program:					
1	Supervised by the SWNI team on timely basis	1	2	3	4	5
2	It is convenient to manage household responsibilities together with iJal business	1	2	3	4	5
3	Innovations and capacity building programs by safe water ease the process of doing business	1	2	3	4	5
10 B	Technical competency gained					
6	Training is received for bookkeeping	1	2	3	4	5
7	Financial training received is helpful	1	2	3	4	5
8	Leaderships trainings are provided	1	2	3	4	5
9	Training received to use technical tools is helpful	1	2	3	4	5
10	There is easy access to training materials from safe					

		Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly Agree
						
	water					
10 C	Benefits realized in terms of financial independence					
11	Gained financial independence	1	2	3	4	5
12	Additional income to support family expenses	1	2	3	4	5
13	Now your opinion is important in the financial decisions of the family	1	2	3	4	5
10 D	Benefits realized in terms of political say					
15	Enhanced participation in village level political meetings (VWSC Village Water Sanitation Committee)	1	2	3	4	5
16	Voice in village development decisions of the committee	1	2	3	4	5
10 E	Operational Competency gained					
17	Enhanced participation in operations and maintenance of supply chain	1	2	3	4	5
18	The incentive programmes run by Safe Water Network India has affirmative effect on your performance	1	2	3	4	5

Q11. Benefits realized through these promotional activities (SINGLE CODING ONLY)

	Yes	No
Enhancement of sales	1	2
Better awareness amongst community about the business	1	2
Ease to convince/attract community members	1	2
Promotes community engagement especially women	1	2

Q12. Assistance received and awareness about the existing Government programs for women empowerment:

Have you heard about the government programs like Mudra scheme, NaariYojna, StreeNidhi, e-Panchayat services	1	2
Have you availed any of the facilities available by the government for women empowerment	1	2
Do you have access to microfinance from the banks for meeting your financial needs for business	1	2
Do you have rights/ ownership for the businesses	1	2
Access to land, raw water and other resources required for the business	1	2
Access to training materials from or under government run programmes in the village	1	2
Any other assistance received from the Government (if Yes, please specify _____)	1	2

Q13. What is the support you would recommend to receive from the Government?

THANK & END INTERVIEW



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