



A Report on Pink Toilets



A joint initiative by NCPCR, SDMC and PVR Nest

2018

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Introduction

According to the United Nations Children's Emergency Fund (UNICEF), around 595m people defecate in the open in India, which is more than half the population of the country, leading to health and environment hazards.

Women from all economic strata's are affected by unavailability of public toilets but the problems of those women from the lower economic strata are aggravated since they hardly have any options. The issue of toilets is more serious in urban areas rather than rural areas, because in rural areas, there are open spaces and fields, whereas in urban areas, spaces are cramped and open space is deficient. There are issues of communicable diseases as we know that women are far more vulnerable to urinary tract and reproductive tract infections than men, sexual harassment (women in slum areas, typically tend to relieve themselves at late hours of the night or early hours of the morning - which makes them vulnerable to rape, molestation)."

Inadequate menstrual protection makes adolescent girls (age group 12-18 years) miss 5 days of school in a month (50 days a year). Around 23% of these girls actually drop out of school after they started menstruating. Building an agenda for adolescent health requires that the multi dimensional health needs and special concerns of adolescents are understood and addressed in National Policies and a range of programme at different level. The implementation of this vision requires support from the government and other institutions, including the health, education as well as adolescents own families and communities.

Toilets built specifically for women and children, can address health and hygiene concerns. A smart toilet compound exclusive for women and children which also provides basic check up facilities, sanitary napkins vending machine and incinerators as well as safe drinking water to women and children, will be extraordinary effort and a model to reckon with.

Keeping in view, NCPCR took initiative of such facilities for women, especially adolescent girls in Delhi. Couple of meetings were held at NCPCR with all the concerned stakeholders to plan strategies for improving hygiene and health conditions of adolescent girls. An innovative concept called Pink Toilets was developed by NCPCR.

A significant step was taken to address the issue of health and hygiene of woman and children by creation and restoration of hygienic toilet known as the 'Pink Toilet' that has the facility of restroom bathroom and give support to woman during the time of menstruation.



'**PINK TOILETS**'- toilets pink in colour so they are easily identifiable, protects privacy, provides sanitary napkin vending machine, incinerators to burn them and prevent pollution, disable friendly etc, However care-taking these toilets is always an issue, so a CSR body called PVR- Nest from PVR Cinemas was called. PVR provided the care-taking facility and a lady caretaker was appointed to train women to use the toilets.

PVR also mobilizes communities on health & hygiene issues in their adjoining areas. Recently NCPDR-SDMC-PVR Nest inaugurated the second Pink toilet at PVR Anupam Saket complex with additional facilities of breastfeeding room and changing room, IEC materials on health and hielines etc. Both the toilets were inaugurated by the Mayor of SDMC.

In keeping with our Honourable Prime Minister's vision of Swachh Bharat Abhiyan, the Pink Toilet is a much needed initiative to inculcate the idea of women's Right to Privacy, Health, Hygiene and quality services. It needs to be replicated across India in both urban and rural sections.

The first pink toilet was launched in Vikaspuri Delhi by NCPCR in collaboration with South Delhi Municipal Corporation .Taking forward the same movement in 2018 ,on 24th April ,2018 National Commission for Protection of Child Rights (NCPCR) in collaboration with South Delhi Municipal Cooperation (SDMC), PVR Nest, a CSR body of PVR cinemas and State Commission for Protection of Child Rights, Delhi (DCPCR) , launched the second Pink Toilet with a wide range of services like availability of sanitary pad vending machine ,incinerator, hand washing and bathroom facility as well as providing women a space for breast feeding at community centre, Saket, New Delhi

The role of PVR Nest as a partner is crucial for building and maintenance of the three 'Pink toilet' compound around PVR Complexes at Vikaspuri, Anupam complex and Vasant Vihar

The event was graced by Smt. Stuti Kacker, Chairperson National Commission of Protection of Child Rights (NCPCR), Smt. Rupa Kapoor, Member (NCPCR), Member (DCPCR),Shri Ramesh Negi, Chairperson, Delhi Commission for protection of Child Rights (DCPCR), Shri.Vishvendra (DC South Zone) Ms. Radhika, Chairman, DEMS, Dr. Nandini Sharma, Deputy Chairperson, Standing Committee, SDMC, Ms. Kisanwati Councillor, Lado Sarai Ward, Ms.Kamaljeet Sherawat, Mayor, South Delhi Municipal Cooperation (SDMC), Dr Rajesh Sagar, Professor, Department of Psychiatry, AIIMS. Ms. Geeta Narayan, Member Secretary, National Commission of Protection of Child Rights (NCPCR), Smt. Jyoti Rathee, Member, Delhi Commission for Protection of Child Rights (DCPCR) and Ms. Sarika Negi senior program manager from PVR and her team.

Smt. Stuti Kacker Chairperson, NCPCR

addressed the dignitaries and further shared

that the inauguration of Pink Toilet was a dream come true. “With the current momentum addressing toilet infrastructure and cleanliness drive in India, it is crucial to provide clean toilet spaces for improving health and hygiene condition for women’s and adolescent girls. Such an initiative will not only provide privacy and facility to dispose of through



incinerators which is highly needed but also end the practice of open defecation leading to safety and security of woman and girls from abuses

Ms. Rupa Kapoor, Member, Child Health and Nutrition, NCPCR also

welcome the dignitaries and the participants and shared the vision behind the concept of 'Pink Toilet'. She stated that there still exists the culture of shame and silence associated with women sanitation facility which results in risking the health and safety of women. As per the data

around 300 million Indian women and girls do not have access to safe menstrual hygiene product where as only 12% of women in India uses sanitary pad during the time of menstruation in the population of billions. Seeing the problem of accessibility and availability of dignified hygienic sanitation facility the concept of Pink Toilet was born.



Pink toilets are equipped with sanitary napkins vending machine, incinerators, tissue papers, hand washing, bathroom facilities as well as a breast feeding area. Woman from different age group have different kinds of menstrual hygiene problem. From having access to a sanitary pad ,changing the pad and disposing of the pad different kinds of challenges are associated To address these challenges the 'Pink Toilet' is constructed .It is user friendly and woman from all section of society can have access to a dignified sanitation facility. Having a personal space for sanitation gives not only empowerment to women but also maintain their dignity.

Mr. Ramesh Negi, Chairperson, Delhi Commission of Protection of Child Rights (DCPCR) shared his experience that it is indeed a great challenging job to construct toilets he said "18 years ago, I was Additional Commissioner, MCD and I was responsible for the repair of the toilets and here I am again, 18



years later for the launch of PINK Toilets, thanks to NCPCR and PVR”.

Mr. Vishwendra, DC, South, SDMC also supported Ramesh Negi views and said “It was the efforts of PVR Nest and the people associated with it and we in Govt. as partners supported them and today we see PVR Nest intervening in so many aspects of social delivery”.



Radhika Phoghat Chairman, DEMS was quoted as saying “We are very sensitive towards health and hygiene issues and we make an effort to improve it on a regular basis. Initiatives like ‘Pink Toilets’ give us an opportunity to partner with various stakeholders and help achieve that goal”.



Dr. Nandini Sharma, Deputy Chairperson, Standing Committee, SDMC shared that “An initiative like Pink Toilet supports the Swachh Bharat Abhiyan launched by Hon’ble Prime Minister Mr. Narendra Modi for making India a clean and hygienic country”.



Dr. Rajesh Sagar, Professor, Department of Psychiatry, AIIMS positively expressed his opinion and said “I am glad we have come together for this initiative, thanks to NCPCR,



DCPCR and PVR. Cleanliness is an important aspect for maintaining a good health and I hope these toilets are properly maintained, in order for people to use them. Menstrual hygiene has a stigma attached to it and this platform provides an opportunity for people to learn more about it”.

Ms. Kishanwati, Councillor, Lado Sarai Ward expressed her desire and said “I think this initiative is a great start towards creating a healthier and hygienic space for women and we are in need of more projects like these”.



Ms. Kmaljeet Sherawat Mayor, SDMC urged the women to take the ownership of the toilet and use it with full dignity. She further added that “the concept of ‘Pink Toilet’ is aligned with the mission of Hon’ble Prime Minister Mr. Narendra Modi vision of ‘Swachh Bharat Abhiyan’.”



The dignitaries present at the stage shared the same optimistic sentiment on the outcome of Pink Toilet.

Session on Menstrual Hygiene

A menstrual hygiene session was also conducted by Dr. Surbhi Singh resource person from Sacchi Saheli NGO for the Aganwaadi workers where the Dos' and don't on the issue of menstruation was explained clearly. Various myths and stereotypical thinking regarding the unaddressed subject of menstruation was talked about and the participants were motivated to have an open discussion in the community where they have access to potential women population and they can act as an agent of change and influence the larger communities towards a bigger change.

Menstruation and menstrual hygiene is always considered as a women issue but it is a human issue .To open this human issue 'Pad Man' movie featuring Akshay kumar was also screened which left a lasting impact in the mind of participants.

Overall the event was well coordinated widely appreciated and successfully implemented leaving a powerful message that it is the right of the woman to have access to better health facilities. Innovations like Pink Toilet are replicable .Looking at the positive outcome the SDMC has committed to replicate these 'Pink Toilets' in the entire city. Initiative like 'Pink toilet' should not only be supported by the stakeholders alone but also collectively by the responsible citizen of the country. With 'Pink Toilet' we aim to create a sustainable safe hygienic healthy environment especially for adolescent girls in Delhi

Media links-

<http://www.millenniumpost.in/delhi/pink-toilet-addressing-specific-barriers-for-women-and-girls-296211>

<https://www.pressreader.com/india/the-times-of-india-new-delhi-edition/20180426/281736975061126>

<https://timesofindia.indiatimes.com/city/delhi/south-delhi-gets-first-all-women-toilet/articleshow/63917525.cms>

<https://www.jagran.com/delhi/new-delhi-city-pink-toilet-17875483.html>

Picture gallery



