

Pink toilets in Ghaziabad

Summary:

Men belonging to households without IHHLs often rely on public and community toilets. However, women and girls are reluctant to use the same public toilets mainly due to its unhygienic state, risk of harassment and sexual violence, and lack of basic facility for Menstruation Hygiene Management (MHM). Due to the lack of representation of women and members from vulnerable groups in sanitation decision-making and planning, women often face difficulties in accessing adequate sanitation and hygiene facilities when in need. Pink Toilets are exclusive toilets for women with a distinctive colour making them easily identifiable. National Commission for Protection of Child Rights (NCPCR) suggested the creation of a Pink toilet model, an exclusive toilet for women with the distinctive colour making them easily identifiable. The city of Ghaziabad in Uttar Pradesh is one of the first cities in the country to implement the women-only Pink toilet model.

Objectives:

- To overcome issues with universal access to sanitation and to make women and girls more comfortable in using public toilets.
- To construct women and child-friendly Toilet facilities.
- To generate employment opportunities for women in sanitation sector.

Key Stakeholders:

- National Commission for Protection of Child Rights (NCPCR)
- Ghaziabad Municipal Corporation (GMC)
- Sugam Samaj Seva, a non-profit organisation
- Women of Ghaziabad
- Sanitation workers

Implementation Strategy:

- The city of Ghaziabad came up with the first Pink toilet in 2018 and soon after the success of the first Pink toilet located in Raj Nagar District centre, GMC gave approval for another women's only toilet in Arjun Nagar Market. These toilets are fully air-conditioned, have CCTV camera-based surveillance to ensure safety of women users, a sanitary pad vending machine with incinerator, childcare facilities such as feeding, and diaper changing rooms.
- Pink Toilets are operated by women caretakers in order to generate employment opportunities for women and to ensure privacy.
- The toilet locations were finalised after carrying out detailed surveys and analyses to understand the footfall of women in the area. The toilet was set up on a Public Private Partnership (PPP) model, where GMC provided the land. Sugam Samaj Seva, a non-profit organisation handles the operation and maintenance of the toilet.
- Women can use these toilets at a nominal fee of INR 1, 2 and 5 for usage of urinals, toilets and bathing facilities. The air-conditioned Pink Toilet has facilities such as sanitary napkin vending machine, feeding room for lactating mothers, Wi-fi facilities and have been designed following the universal design guidelines (DelhiNCRnews, 2018).

Resource Utilization:

- Pink Toilets for women in Ghaziabad have been built by the GMC. The maintenance of the Pink Toilet is being done by Sugam Samaj Seva while the ownership vests with the GMC. Ghaziabad Development Authority (GDA) has provided free land for the construction of this toilet.

Impact/ Outcomes:

- The successful implementation of Pink toilets has led other cities and governments to take up this model.
- Telangana has passed a government order to scale up SHE toilets in the state, whereas other cities like Delhi, Noida, Hyderabad and Warangal have also replicated this model.

Lessons Learnt

- Achievement of universal access to sanitation is a basic human right and addressing the needs of women and girls and those in vulnerable situations require special efforts.

Replicability & Sustainability:

- Exclusive toilets for women like the Pink Toilet model can be upscaled to other urban and rural areas of India.



Source: (Srivastava, 2019)

Fact Sheet:

Thematic area	Universal access to sanitation
First-year of the program	2018
Responsible institution	Ghaziabad Municipal Corporation (GMC) and Sugam Samaj Seva
Target audience	Women and children
Coverage	Ghaziabad, Uttar Pradesh