

## PRESS RELEASE

***Name of the Event: Global Hand Washing Day Celebrations cum Workshop***

***Venue: CIMP MDC Hall***

***Time: 10:30 am to 2:30 pm***

***Date: 19<sup>th</sup> October 2022***

***A ‘Hand Hygiene for All (HH4A) Action Planning’ Workshop organized at CIMP in association with UNICEF***

Today Chandragupt Institute of Management Patna (CIMP) organized a Workshop on “Hand Hygiene for all (HH4A) Action Planning” in association with UNICEF Bihar to commemorate the Global Hand Washing Day. The objective of the workshop was to promote hand hygiene for enhanced health, nutrition and educational outcomes; understanding programmatic interventions for promotion of hand hygiene and focusing on the behavioural challenges and its solution.

On this occasion, Dr. Prabhakar Sinha (WASH Specialist UNICEF BFO), Mr. Prasanna Ash (Program Manager OIC , UNICEF Bihar), Shri Rahul Kumar (CEO Jeevika cum Mission Director LSBA, IAS), were present on the dias along with Dr. Rana Singh, Director CIMP. The workshop was attended by many dignitaries and representatives from various stakeholders and government departments namely Lohiya Swachh Bharat Abhiyan, Jeevika, Integrated Child Development Scheme Social welfare department, Bihar Education Project Council, State Health Society, Panchayati Raj Institution, Water Aid department, Madarsa Board, etc . The session started with the lightning of the ceremonial lamp by the dignitaries followed by a welcome address by Prof. Rana Singh, Director CIMP.

Prof. Rana Singh, during the welcome address, expressed his gratitude towards all the guests, speakers and participants for attending the workshop and highlighted the objectives of the workshop which was to sensitize about the status of hand hygiene practices with focus on Bihar and the formulation of Action Plan in this regard with the inputs received from various stakeholders during the workshop.

The next speaker was **Shri Prasanna Ash**, Program Manager UNICEF Bihar, who presented the opening remarks. Talking about the statistics of hand washing practices in Bihar, he said “According to NSSO data, 12 % of people in Bihar wash hands before having meals and 67% people wash hands after defecation.” He talked about the global trend in return on Hand hygiene management and quoted that “For every 1 dollar spent on hand hygiene management would yield a saving of 15 dollars annually.” He also highlighted the need for consolidated and coordinated approaches (for hand hygiene management) focusing on good governance and policy interventions, smart public financing, capacity building and gap identification, encouraging innovations, promoting public private partnership, etc.

The next speaker was **IAS Shri Rahul Kumar** who during the session gave a brief highlight of the work done by Jeevika and Lohiya Swachh Bharat Abhiyaan. He also talked about how COVID pandemic changed hand washing behavior in general. He said that post-covid due to better hygiene practices, there has been a 47% decrease in Diarrhea cases, 23% decrease in

respiratory infections and consequently significant decrease in child mortality rate. He also talked about the SUMAN hand-washing campaign which is an acronym for Siddha, Ulta, Mutthi, Angutha aur Nakhun and the menstrual hygiene initiatives undertaken in Purnea district under his leadership. He also applauded the great work done by Bihar state under 'Swachhata Hi Seva' (SHS) campaign which helped it bag the second position among all the states.

The next session after the Tea break was addressed by **Mr. Prabhakar Sinha**, WASH Specialist , UNICEF Bihar. He discussed the present situation of hand washing hygiene practices at both global and national level and the factors that affect it. Also, he highlighted how it is impacting children's growth and what actions should be taken by various stakeholders in this regard.

The next speaker was **Dr. Alok Ranjan**, Director Operations, Ayushman Bharat (Bihar). He discussed the SUMAN initiative and modified it by adding K for Kalayi (Wrist) to it. He talked about the unified framework for monitoring and assessment of various initiatives. He highlighted the need for Quality certification of programmes and incentivisation and awards for recognition of best hygiene initiatives.

The next speaker was **Dr. Manoj Kumar** from ICDS Department. He talked about the 'Poshan Abhiyan' and Mid day Meal scheme. He said that during 'Poshan Maah' celebrated in the month of September, each Anganwadi in Bihar performed hand washing activity. Also, 70% of anganwadis have fulfilled hand hygiene practices which is an achievement.``

The next speaker was **Mr. Manish** from Bihar Education Project council. He talked about the hand washing stations established by the department under the support of UNICEF and CSR Fund in more than 500 schools in Bihar to ensure hand hygiene.

The workshop also had sessions by speakers namely **Ms. Saumya** from Jeevika , **Mr. Vishnu Kant** from Madarsa Board and **Mr. Satyajit Ghosh** from Water-Aid India who presented viewpoints and suggestions of their respective departments.

The last keynote speaker was IAS **Dr. Ranjit Kumar**, Panchayati Raj department. During his address he highlighted the importance of social media as a tool for promoting hand hygiene habits in rural areas.

The event ended with presentation of mementoes to the guest cum speakers followed by a 'Vote of Thanks' by Prof. Rajeev Verma, Associate Prof. CIMP.



