

### Call for Expression of Interest

# Improve access to safely managed water, sanitation and hygiene (WASH) and help address gender inequities in rural communities of three districts (Amroha, Barabanki and Bareilly) of Uttar Pradesh through system strengthening

**CEF/IND/2026/043**

## 1 Timeline

Posted	May 22, 2026
Clarification Request Deadline	May 26, 2026
Application Deadline	May 31, 2026
Notification of Results	Jun 5, 2026
Start Date	Aug 1, 2026
End Date	Dec 31, 2027

## 2 Locations

- A India
  - a Madhya Pradesh
  - b Uttar Pradesh
  - c Uttar Pradesh
  - d Uttar Pradesh
  - e Uttar Pradesh
  - f Uttar Pradesh
  - g Madhya Pradesh
  - h Uttar Pradesh
  - i Madhya Pradesh
  - j Chhattisgarh
  - k Uttar Pradesh

## 3 Sector(s) and area(s) of specialization

- A WASH and Environment
  - a Basic sanitation
  - b Hygiene
  - c Water

## 4 Issuing Agency

UNICEF

## 5 Project Background

Strategy Context: The Government of India and the Government of Uttar Pradesh have been implementing Swachh Bharat Mission, Grameen (SBM-G) and Jal Jeevan Mission (JJM) across the state to ensure all households and institutions of rural Uttar Pradesh have –

- Improved and climate-resilient latrines with handwashing facilities that meet the criteria of safely managed sanitation,
- Solid and liquid waste, including faecal sludge and plastic are managed properly and villages and institutions like schools and Anganwadis are visibly clean as per Swachh Survekshan Grameen
- All households and institutions have functional household tap connections to get adequate and safe drinking water throughout the year, even during emergencies. And
- Sources and all WASH facilities/infrastructures created under SBM-G and JJM are sustainable and climate resilient
- The government/service providers have a responsive system and capacity to deliver affordable water and sanitation services in equitable manner and are sensitive to children, women, adolescent girls and physically challenged people about their special needs, safety and dignity.
- Communities including children, women, youth (boys and girls) and people with special needs are empowered to demand services, take ownership of WASH facilities/services and be responsible enough to use them sensibly and pay for the services as decided.
- Continue to monitor and adapt/mitigate to the emerging challenges of pollution, water quality issues, conflicting priorities of the heterogeneous societies and sectors and provide localized solutions that community can implement with the limited resources they have in terms of funds, human resources and skill set.

In Uttar Pradesh the two WASH flagship programmes (SBM-G and JJM) have reached the saturation level- Functional Household tap Connection (FHTC) has reached 91.42% (JJM MIS, 10 May 2026), more than 98% households have access to improved latrines. As per Swachh and Harit Vidyalaya Rating (SHVR), more than 85% schools have child friendly and gender separated WASH facilities in schools. Despite these high percentages the April report of the NGO partner indicates that most of the households more than 25% households do not have household latrines, functionality rate of household tap water connection is 40%. Functionality of WASH facilities in schools and Anganwadi centers are still challenging in absence of operation and maintenance (O&M;) system. Realising that provision of infrastructure alone is not going to deliver the service, this has become the focus of the government to ensure sustainable services for communities. The government has finalized O&M; policy for water (for sanitation O&M; policy is at ministry level for approval) and is looking for support of development partners (including UNICEF) to support operationalization of the policy at state and below through capacity building and monitoring. This partnership aims to achieve the objectives of SBM-G, JJM, Operational Vidyalaya Kayakalp, Anganwadi Kayakalp and MHM across the state, by demonstrating the process and results in 150 villages of Barabanki and strengthening state capacity to scale up the process across the state by December 2027. This partnership will address the immediate WASH gaps identified during the first partnership through strengthening of local capacities, foster women’s leadership, and demonstrate scalable models that can influence gender-responsive policies and guidelines in the future. The learnings of the district will help in ensuring long-term sustainable impact in the state. All activities are aligned with the Sustainable Development Goals (SDGs) 5, 6 and 13, designed to ensure sustainable WASH solutions and promotion of gender equality. This partnership with three NGOs/CBOs (one partner for each of the districts- Amroha, Barabanki and Bareilly) will be established through an open selection process (UN Partnership Portal). The government has been informed about this partnership. The three partnerships with NGOs/CBOs are envisaged under donor agreement between Haleon and UNICEF to strengthen the capacities of Uttar Pradesh government departments to address three issues – critical gaps in access to safely managed sanitation, safely managed drinking water and gender discrimination in WASH-related aspects at community and institutional level. The three partnerships will support the three districts (one partner for each district) and the state government in Uttar Pradesh in providing safely managed and sustained access to gender-responsive WASH and gender empowerment opportunities for more than 150,000 people living in Uttar Pradesh. The planned activities of the partnership will support addressing some of the most urgent WASH-related issues communities are facing whilst complementing Haleon’s agreed results.

## 6 Expected Results

Results for the PD are aligned with MWP: 2025-27 For each partnership (one partner/NGO for one district only. Total three partnership for three districts) 1. Increased access to clean and usable toilets in households and institutions including gender separated toilets in schools by December 2027.

- 100% (45,000) households have access and use safely managed sanitary toilet in the project area by December 2027 (against the Baseline)
- 150 schools and the co-located pre-schools have gender separated functional toilet facilities with O&M; system in focus 150 villages by December 2027 (against the Baseline).
- 150 villages (45,000 households) manage their solid and liquid waste as suggested in SBM (G) 2 guidelines and proposed state sanitation O&M; policy by December 2027 (against the Baseline).
- 500 frontline workers (GP Sachiv/Sahayak, Safaikarmi, CSC/RRC caretaker and mason) trained on

delivering sustainable sanitation services by December 2027 (Baseline 100) • 150,000 people reached with sustainable sanitation services by December 2027 (against the Baseline) 2. State and district institutions are equipped to support water system maintenance and sustainability including community-based water quality monitoring and surveillance system under Jal Jeevan Mission. • 100% (45,000) households, 100 schools, and 15 health centres with access to safe, clean drinking water (FTC) by December 2027 (against the Baseline) • 200 master trainers, public health engineers, GP/cluster level supervisors trained on operations and maintenance of water supply by December 2027 (against the Baseline) • 500 women/VWSC members trained in water safety and security aligned state JJM O&M; policy (against the Baseline) • All PWSS (96) have their O&M; plan with service benchmark by December 2027 (against the Baseline) 3. Improved MHHM practices among children in schools leading to reduced absenteeism among adolescent girls. • 100 schools with school management committees, teachers trained on MHHM by December 2027 (against the Baseline) • 50,000 children/youth, including girls reached with menstrual hygiene education by December 2027 (against the Baseline) 4. Increased awareness among community on gender issues, reduced WASH related violence against women through strengthening women leadership/ entrepreneurship/financial independence to ensure women take informed decisions on gender-related issues that impact their lives. • 50 villages where rural women, entrepreneurs are managing waste by December 2027 (against the Baseline) • 500 community engagements interventions conducted by December 2027 (against the Baseline) • 200 women engaged in planning, implementation and management of sanitation facilities in villages (against the Baseline) • 30, 000 women get appropriate knowledge on WASH related gender issues and associated GBV by December 2027 (against the Baseline). 5. Community including children are aware of impacts of climate change and associate mitigation/adaptation measures to minimise the vulnerability. • 4000 Villagers including children and youth of 10 villages are aware of climate change related impacts and take actions to reduce their carbon footprint (WASH related) by 25% by December 2027 (against the Baseline) 6. District/Block has costed SBC plan and the same is implemented across 150 villages by December 2027 (against the Baseline) The primary focus of this partnership is to build the capacity of all stakeholders (Government, communities, local level institutions, vendors/service providers, women self-help groups, front line functionaries engaged in planning, implementation and maintenance of WASH programme in the project area and share the learnings across the across the state. This partnership will continue to support and sustain the development/ engagement of master trainers in continuous training of district, block and Gram Panchayat level people, including frontline functionaries and elected representatives. A detailed training needs assessment (for new and already trained functionaries) will be undertaken and appropriate training materials for different target audiences will be developed in local languages to make the capacity development effective and sustainable. Capacity of both- the service providers responsible for service delivery against the benchmark and the right holders benefitting from the services will be further enhanced so that they discharge their responsibilities optimally and effectively. To sustain this intervention government will be facilitated to conduct such type of training on regular basis – either as refresher to increase their efficiencies and effectiveness and full training to accommodate the new functionaries (replacing the dropouts) and to include new emerging challenges/policies/innovations and how can be WASH services can remain cost effective in changing environment.

## 7 Indicative Budget

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## 8 Other Information

Each proposal should get minimum 80 Marks to quality for further consideration.

## 9 Selection Criteria

Name	Description	Weight
Clarity of activities and expected results	The proposal should be very clear how the expected results will be achieved - the process, monitoring, gender, equity, sustainability and scalability should be clearly mentioned.	25
Cost effectiveness	Cost of the activities should be optimal as per local market/standards. The proposed activities to achieve the results should be such that it can be adapted by the community, local bodies and the government at scale and speed as per their capacity.	20

Experience working with UN	Partner who has worked with UNICEF in India (preferably in UP) will be preferred as they are aware of UNICEF policy like PSEA, ethic and other administrative and financial process and children being in the focus of all our intervention.	10
Local experience and presence	Partner present in the district for which they have submitted the proposal and their familiarity with the government functioning is good for this partnership as they have to work in close coordination and convergence with the government.	15
Relevance of proposal to achieving expected results	It is important to be clear how the result will be achieved. The proposal strategy should be such that it clearly outlines the challenges and how these can be addressed by the community with the help of the government and other stakeholders. Also the strategy should be clear how the learning of intervention can be replicated by other villages of the district and other districts of the state with limited intervention.	20
Innovative approach	Any innovative approach aligned with socio-cultural practices and leverages local knowledge/practices will ensure easy adaptation and ownership	10

## 10 Attachments

Description	URL
UNICEF is looking for NGO/CBOs partners for implementing WASH programme in	<a href="#">Download the document here</a>

## 11 Concept Note Template

[Download the document here](#)

## 12 For more information on this partnership opportunity, and to apply, please visit

[UN Partner Portal](#)