1. **Punjab Rural Municipal Services Corporation Punjab**

**Project Title:** Punjab Rural Sustainable Water Supply and Sanitation Project (PRSWSSP)

**Project Details:**

* **Project Partner:** Punjab Rural Municipal Services Company (PRMSC), WaterAid Pakistan, and M&C Saatchi Pakistan
* **Project Duration:** Ongoing
* **Budget:** **PKR 239 Million**
* **Geographical Coverage:** Punjab – 16 tehsils across 2,000 villages (200 pilot villages)
* **Primary Beneficiaries:** Over **9 million rural residents**, including women, children, and marginalized communities

**Project Overview**

SPO, in consortium with **WaterAid Pakistan and M&C Saatchi Pakistan**, is implementing the **PRSWSSP**, focusing on the **Behaviour Change Communication and Development (BCCD) strategy** in rural Punjab. This initiative is designed to improve **Water, Sanitation, and Hygiene (WASH) services** while addressing **stunting and public health challenges** in **2,000 villages**, starting with an initial pilot phase in **200 villages**.

The project is being implemented in collaboration with **Punjab Rural Municipal Services Company (PRMSC)**, a company established by the **Local Government & Community Development Department (LG&CDD), Government of Punjab**, under **Section 42 of the Companies Act 2017**. Financial support for this initiative is provided by the **Government of Punjab and the World Bank Group**.

**Key Initiatives & Achievements**

* Improved access to **clean drinking water, safe sanitation, and hygiene awareness**, enhancing overall community health and reducing waterborne diseases.
* Formed **Village Organizations (VOs)** and trained local leaders to promote **hygiene best practices**, ensuring sustainable community-led sanitation efforts.
* Implemented a **transparent Grievance Redressal Mechanism**, allowing communities to raise concerns and participate actively in water and sanitation management.
* Trained **thousands of community members, women, and school children** on **hygiene, water conservation, and sanitation practices**, fostering long-term behavioural change.
* Focused on **combating malnutrition and stunting** by integrating **improved hygiene and sanitation habits**, contributing to better public health outcomes.
* Installed **handwashing stations, improved drainage systems, and provided waste management solutions** in targeted villages, ensuring sustainable infrastructure development.

**Impact & Sustainability**

* Over **9 million rural residents** benefited from improved WASH facilities and behaviour change campaigns.
* Increased **awareness and adoption of hygiene practices**, reducing waterborne diseases and improving public health outcomes.
* Strengthened **community governance structures** to ensure long-term sustainability of WASH services.
* **Empowered women and marginalized groups** by involving them in decision-making processes related to water and sanitation management.

**Future Goals**

* Expand the **behaviour change campaign to all 2,000 villages**, scaling up interventions beyond the 200 pilot villages.
* Strengthen **community-led water and sanitation management models** to ensure sustainability.
* Enhance **coordination with government bodies and stakeholders** for policy integration and long-term impact.

The **PRSWSSP** is a landmark initiative that underscores **SPO’s commitment to improving public health, sanitation, and community resilience** in rural Punjab. Through this collaboration, **SPO, WaterAid Pakistan, and PRMSC** continue to drive meaningful change, ensuring access to **clean water, improved hygiene, and better living conditions** for millions.