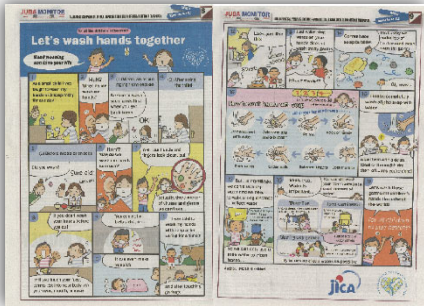




Photo of this issue



"Correct Handwashing" by INOUE Kimidori in a local English newspaper (JUBA MONITOR November 5, 2020)

In South Sudan, as a promotion for the Global Handwashing Day, we posted the "Correct Handwashing" by INOUE Kimidori to two English newspapers with the first and second largest circulation in the country. As the literacy rate in the country is reported to be 40% for males and 16% for females (2010), the cartoon may have helped to share the necessity of handwashing with readers. The cartoon, with its friendly illustrations, was also well received by the readers. The water supply coverage in our country is very low, and the citizens of the capital city, Juba, have very limited water freely available. Therefore, we are working hard to provide safe water to as many citizens as possible through a combination of grant aid and technical cooperation projects. These projects are aimed at improving the capacity to supply clean and safe water.

(JICA South Sudan Office)



## JICA India Office "Achi Aadat Campaign" Establishing good habits and improving hygiene awareness

From January to December in this year, the JICA India Office is conducting the "Achi Aadat Campaign" to raise awareness of hygienic habits as a preventive measure against infectious diseases including the COVID-19. "Achi Aadat" means "good habits" in Hindi. The campaign was named after the hope that people would learn good habits to prevent infectious diseases, such as handwashing, nail hygiene, wearing masks, and social distancing. This campaign is planned to reach 100 million people in India.

Three Japanese companies are sponsoring this campaign: LIXIL Corporation will provide the "SATO Tap" handwashing station, Kai Corporation will provide nail clippers, and Unicharm Corporation will provide disposable masks. Using these hygiene-related products, the campaign will target villages, schools, hospitals, etc., with the cooperation of NGOs in various parts of India and related organizations of other JICA projects.

The first event of this campaign was held on January 28 in Surana, Uttar Pradesh (90 minutes' drive from Delhi) for 20 children (7-15 years old). We showed a Hindi dubbed video of the "Correct Handwashing" by INOUE Kimidori, a promotional cartoon for JICA Handwashing for health and life campaign. Based on [the video material provided by the Bolivia office](#), the national staff recorded the dubbed voice in Hindi, and the JOCV dispatched to India (who is now temporarily evacuated to Japan) edited the Hindi subtitles and dubbed voice to make this video.

Video link : [https://youtu.be/A\\_FjOq7jDwo](https://youtu.be/A_FjOq7jDwo)



Achi Aadat Campaign poster



Screening of the Hindi dubbed video of the "Correct Handwashing"

At this event, Kai Corporation and LIXIL Corporation demonstrated how to properly wash hands and clip nails using their products. The children were very interested in the nail clippers, which they had never touched before. They immediately practiced proper handwashing, smiling from start to finish, and enjoyed learning "good habits" This event will be featured as "Making nail clipping a new habit in India" in NHK's program ["これでわかった！世界のいま \(Learn about the world today!\)"](#) on February 14 at 18:05. Please watch the program.



A boy using nail clippers for the first time

(Ms. Sayaka OCHIDA, JICA India Office)



“Project for enhancing the mechanism for sustainable community based tourism development in the north region” in Dominican Republic aims to support community based tourism development in the country, which is the largest tourist destination in the Caribbean, in order to diversify tourism and increase benefits to the region. Currently, the country's tourism industry has been severely damaged by the spread of the COVID-19.

Under the slogan of "3S community based tourism (Seguro: Safety, Sano: Sanitation, Sostenible: Sustainability)", the project has started to provide early assistance to the community tourism business units and local tourism promotion groups supported by the project for their activities after the resumption of tourism activities. A working group consisting of the Ministry of Tourism, International Transport and Maritime Initiatives, the Ministry of Health, Wellness and New Health Investment, and the Ministry of Trade, Commerce, Entrepreneurship, Innovation, Business and Export Development, which started in May 2020, developed the "Guidelines for the application of COVID-19 measures and contingency protocol in sustainable community-based tourism" and provided online guidance to related parties on the introduction of the protocol from

Japan. In addition, we provided direct support to about 1,800 people in 52 groups with a package of activities that included dissemination of basic knowledge on infectious disease control, distribution of materials to convey this knowledge, provision of protective equipment and other items necessary for infectious disease control, and development of a crisis management system for implementation and monitoring. In addition, members of the Community Tourism Business Unit and the Rural Tourism Promotion Group actively promoted awareness of proper handwashing and mask-wearing, not only at their own sites but also at nearby restaurants, small stores, and schools, distributing 4,000 posters and 23,000 brochures in total.



Brochure for “3S community based tourism”



Members of the rural tourism promotion group display handwashing awareness posters in the community.



Community tourism business unit guides sanitizing hands after explaining the protocol to visitors.

Although the tourism sector is still in a difficult situation, we hope that young local leaders who promote community tourism will be able to gain the trust of the local community through awareness-raising activities on infectious disease control, and contribute to the recovery of tourism in the region by promoting its appeal as a safer, more hygienic, and sustainable tourist destination.

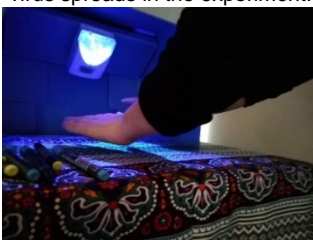
Mr. Takashi AOKI, Project for enhancing the mechanism for sustainable community based tourism development in the north region)



On January 17, an event for parents and children was held at the JICA Chubu Nagoya Center's Global Plaza to learn the proper way to wash hands. Although it was a small event with only 10 participants per session, it was an opportunity to think about the prevention of infectious diseases while having fun in a cozy atmosphere.



We're all amazed at how fast the virus spreads in the experiment!



Hand washing check!  
Is there anything left to wash?

First, the lecturer, who has experience working as a JOCV nurse, conducted an experiment to see how viruses spread. A participant who learned that infectious diseases spread easily through this experiment, said, "I was surprised to see how much it spreads if we don't do anything! I could really feel the spread of infection," and "I might have spread the virus unintentionally".

After the experiment, the participants checked their own handwashing to know how to wash their hands properly. They were asked to apply a special lotion to their hands and wash their hands with soap as usual. Then, when they put their hands into the "Handwashing Master," a device to check if they were washing their hands correctly, the unwashed areas lit up. The participants were surprised and said, "I haven't washed my nails at all!" and "My wrists are shining because I didn't wash them properly". They wrote their handprints on a sheet of paper and recorded the unwashed areas to help them wash their hands. The handwashing check was well received by the participants who found it a fun way to wash their hands.

(Ms. Chiaki GOTO, JICA Chubu Center)

★ Handwashing checker and Handwashing master are available from the secretariat. If you wish to use them, please contact us. [Handwashing@jica.go.jp](mailto:Handwashing@jica.go.jp)



In this third part of the series, we introduce TEC International Inc.

## TEC International Co., Ltd.

**◎Company Information**

- TEC International Co., Ltd is a Japanese consulting firm specialized for the International water and sanitation sector market. TECI was established as an affiliated company of Tokyo Engineering Consultants Co., Ltd. (TEC) in 2012. We have been implementing various projects with local governments and JICA, mainly in Asian and African countries such as Myanmar, India, and South Sudan and so on.
- In addition to the design, construction, and maintenance of water supply facilities and equipment, through technical cooperation projects, we has been working to improve the capacity of water department's staff on utility management, and hygiene education and awareness-raising activities. We are contributing to improving the quality of water services in developing countries.

**◎Handwashing activity**

- At Juba city as the capital of South Sudan, we have been working on a technical cooperation project since 2010 with the aim of enhancing the water supply management capacity of the Juba Branch of the Urban Water Corporation.
- In line with the start of this campaign, we distributed handwashing promotion brochures and posters with the handwashing campaign logo through local hygiene education and awareness activities.
- We have also launched to produce awareness videos, calendars, T-shirts, etc. aiming at spreading the hand-washing campaign more widely.

**◎Website**

TEC International Co., Ltd.  
<https://www.teci.jp/>

**◎Contact**

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### ◆Initiatives of JICA Tohoku Center◆

JICA Tohoku Center, reported in Newsletter No. 8 (January 29, 2021), has set up a Hand Washing Campaign PR section at JICA Tohoku Plaza to encourage visitors to wash their hands. Also, a logo wall with the handwashing campaign logo was created for online conferences and events, which are becoming mainstream under the COVID-19 outbreak, to promote handwashing awareness in a small way.



Handwashing campaign section in JICA Tohoku Plaza (Display and distribution of posters, cartoons, and plastic files)



Original logo wall with the handwashing campaign logo

We will hold an **online seminar on JICA Handwashing for health and life campaign on February 19, 2021**. All are welcome to attend!!  
 For participation and inquiries, please contact the Handwashing campaign secretariat below.



by INOUE Kimidori

We are always looking for articles, photos, information, etc. that you would like to post or share in this newsletter. Please contact the secretariat below for (1) requests to subscribe/unsubscribe, (2) requests to publish articles, (3) problems with the display of this newsletter, or (4) any questions, requests, or feedback.

**Global Environment Department JICA Handwashing for health and life campaign secretariat**  
 Website [https://www.jica.go.jp/english/our\\_work/thematic\\_issues/water/handwashing/index.html](https://www.jica.go.jp/english/our_work/thematic_issues/water/handwashing/index.html)  
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