

# Report Mapping the CSR trends in Water Sanitation and Hygiene in India

*“The Swachh Bharat Mission has catalysed the conversation around sanitation, right from the streets to the boardrooms of corporate India. However, despite substantial support from the corporate sector, the road ahead remains challenging. We need to recognise that tackling this issue is as much about changing ingrained behaviour and social norms as it is about infrastructure.”*

- **Naina Lal Kidwai, Chair, India Sanitation Coalition and Past President, FICCI**

**New Delhi, 26 May 2016:** The India Sanitation Coalition (ISC) and Samhita Social Ventures, a partner of the ISC, announces the launch of a report **mapping the CSR trends in Water, Sanitation and Hygiene (WASH) of the 100 companies with the largest CSR budgets** on the BSE 500.

The report **highlights major trends, gaps and potential solutions** for companies who are implementing sanitation programs in line with the **Swachh Bharat Mission**.

It also features insights from key influencers in the sanitation space such as **Naina Lal Kidwai** (India Sanitation Coalition/FICCI), **Mala Subramaniam** (CEO, Arghyam), **Krishnendu Dasgupta** (Marketing Head, Brand Unilever and Consumer Services) and **Neeraj Jain** (CEO, WaterAid India).

## **Here are highlights from the report:**

- 90% of companies have at least one CSR program in WASH
- While the report shows that most companies are focused on constructing toilets, several companies are engaging across the value chain of sanitation that includes Build, Use, Maintain and Treat (BUMT)
- Several companies reported implementing O&M programs including Tata Consultancy Services (TCS), NTPC, Coal India, NMDC, Hindustan Zinc, Rural Electrification Corporation, GAIL India, Punjab National Bank, Cipla, Bosch Petronet LNG, Bajaj Finance and Titan Industries. More than the 15% of companies reported, increased corporate intervention in this area could make a huge difference
- Companies such as ITC, Hindustan Unilever (HUL), Titan Industries, Jindal Steel and Power and Hindustan Zinc reported behaviour change programs. It was found that FMCG companies were more likely to focus on behaviour change. In addition to the 20% of companies that reported investing in aspects such as behaviour change or encouraging community participation in WASH, there is a huge potential for more companies to get engaged in this area
- Leading the group in terms of contribution to the Swachh Bharat Kosh was companies like Larsen & Toubro (L&T), BHEL, the Bajaj Group (Bajaj Auto and Bajaj Finance), Hindustan Aeronautics (HAL) and IDBI.

- Industries with a strategic interest, like Heavy Engineering & Manufacturing and FMCG companies were more likely to support WASH programs than other industries
- CSR in WASH is concentrated in rural areas. More focus on urban WASH is also required

**Weblink of Full report : <http://ficci.in/publication-page.asp?spid=20736>**

### **About the India Sanitation Coalition (ISC)**

The India Sanitation Coalition (ISC) was launched in June 2015 with the vision to enable and support an ecosystem for sustainable sanitation in alignment with the Swachh Bharat Mission (SBM). FICCI serves as the Project Coordination Office and Secretariat of the ISC. The mission of the ISC is to be an aggregator of knowledge and networks with nationwide outreach. The coalition provides a platform for corporates, civil society groups, government, financial institutions, media, donors, bilaterals, multilaterals, experts, etc. to exchange ideas and collaborate in their efforts to meet the SBM goals.

### **About Samhita Social Ventures**

Samhita is a social sector consultancy that provides customized solutions for companies and foundations to deliver impactful initiatives, leveraging the strengths of diverse stakeholders in the social sector. We work with leading companies across India to shape their social good strategies, facilitate program implementation, and assess on-the-ground impact of such initiatives. We also partner with major international and domestic donors including Tata Trusts, The Bill and Melinda Gates Foundation (Global India Fund), The Rockefeller Foundation and others. The projects we are currently supporting address some of the most pressing social issues in India including clean water and sanitation, the eradication of tuberculosis, improving maternal and child health, clean energy and sustainability and women empowerment.

The report has been facilitated by the India Sanitation Coalition (ISC).

**FICCI MEDIA DIVISION**