2015

CORPORATE SOCIAL RESPONSIBILITY AND SANITATION

Case studies from India Inc



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Foreword



The Clean India Mission or *Swachh Bharat Abhiyan* was launched on October 2, 2014 by the Hon'ble Prime Minister of India with an aim to build a hygienic, healthy and sustainable environment that contributes to the social development of the nation. The Corporates are undertaking various innovative, sustainable and effective programs to translate the vision into reality. The companies worked on solutions that addressed the main causes that led to open defecation – lack of infrastructure and awareness regarding the importance of observing hygienic practices.

Many of the FICCI members too came forward and pledged support to the *Swachh Bharat Mission*. FICCI's Socio Economic Development Foundation (SEDF) is currently implementing Sanitation projects across six states of India and has collaborated with companies such as Abbott, Bank of Tokyo Mitsubishi UFJ (BTMU), Magma, Paul Merchant, Xpro India Ltd and others. FICCI will continue to support the Government of India's goal of creating a Clean India by 2019.

FICCI is also a partner of the India Sanitation Coalition and is serving as its project coordination office. The Coalition was launched in June 2015 to act as a common platform for all stakeholders in the sanitation space and to be an aggregator of knowledge and networks with nationwide outreach, focusing on models for achieving sustainable sanitation in alignment with the Swachh Bharat Mission and its goals.

This publication is a compilation of a few initiatives undertaken by various Corporates as a part of their Corporate Social Responsibility program promoting India to become Open Defecation Free. The objective of putting together these case studies is to showcase the good work being done by several organisations and help others to emulate some of the best practices to take the Hon'ble Prime Minister's vision forward in a positive and concrete manner.

Dr. A. Didar Singh
Secretary General, FICCI

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Introduction

Water, Sanitation and Hygiene (WASH) are some of the most basic needs for human health and survival. More than a third of the world's population does not have access to hygienic means of basic sanitation, and 1 out of 10 people do not have access to a safe source of drinking water. Total Sanitation in rural areas has been a focus area for successive governments at the centre in India since Independence.

Sanitation in Indian cities is a neglected service; out of the one billion people in the world who have no toilet, India accounts for nearly 600 million. According to the 2011 Census, more than 67% of the rural households in India do not have access to a toilet. In absolute numbers, it is a staggering 112,997,499 rural households. In other words, more than 110 million rural households do not have access to a toilet. Within states, Jharkhand has the highest percentage of rural households without a toilet. Kerala is last on this list with only 5.6% rural households without a toilet[1].

"Has it ever pained us that our mothers and sisters have to defecate in the open?" With these words, Prime Minister Narendra Modi pushed sanitation up the hierarchy of national concerns this independence (2014)."

Slow but steady progress has been made under the Nirmal Bharat Abhiyan (NBA) and now the Swatch Bharat Mission as the average number of toilets constructed per year has increased in the last 5 years. According to data available with the government, a total of more than 22 million toilets were constructed for individual households in the rural area from 2011-12 to 2014-15. The greatest number of toilets was built in 2011-12, about 8.8 million. The number of toilets built per year has never crossed the 5 million mark since then.

Even at this pace however, the target of 100% toilets by 2019 announced under the Swachh Bharat Mission seems hard to achieve. According to UNICEF figures, full coverage across the country at the current four-year average of 5.7 million toilets per year, can only be met by 2030-31. If the target of 2019 is to be achieved, government efforts need to be supplemented.



Source: UNICEF 2012

[1] https://factly.in/rural-toilets-in-india-at-current-rate-it-will-take-15-more-years-to-build-toilets-for-all-rural-households/

In this context, when state governments are struggling for resources, the Corporate Social Responsibilities (CSR) provisions of the Companies Act, 2013, provide the opportunity for industries, corporate houses, private/public limited companies to support the government's Swachh Bharat Mission and effectively upscale planned interventions through channelised and targeted funds.

The Companies Act, 2013, under Section 135, and the provisions of the Companies (Corporate Social Responsibility Policy) Rules, 2014, state that every company, private limited or public limited, which either has a net worth of INR 500 crore OR a turnover of INR 1,000 crore OR net profit of INR 5 crore, needs to spend at least 2% of its average net profit for the immediately preceding three financial years on corporate social responsibility activities.

Net worth of INR 500 crore OR a turnover of INR 1,000 crore OR net profit of INR 5 crore = At least 2% of average net profits of last 3 years

The activities[2] that can be undertaken by a company as per schedule VII of the CSR mandate mainly includes eradicating hunger, poverty and malnutrition; promoting preventive health care and sanitation & making available safe drinking water; etc. However, in determining CSR activities to be undertaken, preference may be given to local areas and areas around where the company operates. Companies may also collaborate with each other for jointly undertaking CSR activities, provided that each of the companies are able individually report on such projects.

The Corporate Social Responsibility (CSR) law which came into effect more than a year ago made many companies take up small activities immediately, and more planned ones subsequently. Large companies eligible under Section 135 of the Act have embraced the law and initiated a number of CSR projects across the entire spectrum of social development. CSR policies, practices and programmes are being comprehensively integrated by an increasing number of companies throughout their business operations and processes. A growing number of company managements feel that CSR is not just another form of indirect expense but is important for protecting goodwill and reputation, and increasing business competitiveness.

Companies that were traditionally undertaking CSR, are currently streamlining their existing contributions in meeting social targets. Companies that were starting a new, multiplied their CSR spend by scaling up initiatives and replicating their solutions and benefits to a wider population. Responding to the August 2014, Independence Day appeal by Prime Minister Narendra Modi, leading corporate houses have come up with projects to set up around 30,000 new toilets in schools, with funds to the tune of hundreds of crores of rupees. Larsen and Toubro plans to construct around 5,000 toilets, the Vedanta Group's Hindustan Zinc would construct 10,000 and the Jaipur-based Indian Institute of Health Management Research (IIHMR) University has plans to add 13,000 toilets in 6,500 schools.

Historically, toilet-building has been adopted under different governmental schemes and over 185 billion Indian Rupees has been spent (2010 World Bank report) in the last two decades to build about 70 million toilets. Still, census 2011 showed that about 60% of the population living in India defecate in the open. Building toilets only, is not the solution to achieve 100% ODF India, the

[2] http://www.mca.gov.in/Ministry/pdf/CompaniesActNotification3_2014.pdf

companies need to also provide funds towards creating awareness. For this, community mobilizers can be supported through CSR funds who could work with local volunteers, self-help groups and the gram panchayats to stage periodic interventions through individual interactions and community meetings to raise awareness about using toilets.

The case studies documented in this publication highlight specific interventions carried out by industries and companies in the area of sanitation under their CSR portfolio. Sanitation requires focused attention not only from the government, but also from the private sector, Civil Society Organizations (CSOs), communities and individuals. A holistic approach including the building of appropriate infrastructure, operation and maintenance of sanitation facilities, capacity building support to local implementing organisations, and sustained behaviour change through Information, Education and Communication (IEC) strategies is essential to achieve the long-term goal of eliminating open defecation practices. We hope that these individual successes will act as an inspiration to other corporate houses carrying out CSR activities, leading to their replication in their own local target areas.

ACC

ACC Limited, India's most recognized name in cement and concrete, has completed 79 years of service to the nation and to all stakeholders. The company operates 17 Cement factories, more than 50 Ready Mix Concrete plants, 21 sales offices, and several zonal offices. It has a workforce of about 9,000 persons and a countrywide footprint with the support of 9,000 authorised dealers and more than 50,000 sales outlets.

Since its inception in 1936, the company has been a trendsetter in creating a synergy of good business values and practices, culture, skills, technology, and processes. It has set up important benchmarks for the cement industry. These include notable achievements like India's first indigenous cement plant, world's largest cement plant, commercial distribution of Bulk cement and Ready Mix Concrete and most significantly, promotion of eco-friendly blended cements in India that utilises industrial wastes from steel plants and from thermal power stations. ACC has a unique track record of innovative research, product development and specialized consultancy services. The company's various manufacturing units are backed by a central technology support services centre - the only one of its kind in the Indian cement industry.

ACC is among the first companies in India to include commitment to environmental protection as one of its corporate objectives. It installed sophisticated pollution control equipment as far back as 1966, long before pollution control laws came into existence. Today, each of its cement plants has state-of-the art pollution control equipment and devices.

ACC has a firm commitment to create larger societal value. Its earliest initiatives in community development date back to the 1940's, long before the term corporate social responsibility was coined. Since then it has continued to engage with development initiatives with host communities around its operations.

ACC Limited

Background of the Project

Access to good quality building material, at competitive prices either for affordable housing or building toilets/sanitation units has always remained a challenge. Since the need for sanitation in rural areas, where most of ACC's fourteen plant operations are located, is huge, ACC had geared up to develop a national level project with pragmatic sanitation solutions since 2011.

In 2013, ACC's Board Committee on CSR took up Sanitation as a national CSR theme across India. In Himachal Pradesh, ACC with the support of district administration and state government has transformed Barmana Gram Panchyat into an open defecation free (ODF) area.

In this perspective, work was initiated to develop cost effective quality sanitation solutions for different geographies and it was felt that there would be a simultaneous need for having decentralised quality building material production centres to effectively reach out to distant rural pockets.

Since cement is ACC's area of expertise, in-house knowledge on producing high quality, environment friendly building material came naturally with it. ACC initiated an innovative inclusive business project in the form of Green Building Centres (GBC) to help produce high quality, environment friendly building blocks like bricks, blocks, panels, tiles, door frames, window frames etc.

Like any other inclusive business project, this project has also created a win-win situation for the community as well as the business by aiming to reach the economic as well as social targets outlined in the business sustainability road map.



Why the company initiated Sanitation as a CSR activity

There has always been a big gap between sanitation requirements and the ground situation of sanitation levels in India. The situation in rural areas is particularly poor; latest government statistics reveal sanitation coverage in rural areas of India is only 32.7 per cent. Situation in our plant neighbourhood villages was not different.

Regularly conducted health camps for the communities in our plant neighbourhoods, revealed that prevalence of certain diseases, generally attributable to poor sanitation, such as Diarrhoea and Malaria, were some of the most common diseases in these areas.

Sanitation being non-negotiable for achieving MDG objectives and dignity of people and ACC's commitment to better quality of life for its host communities, thus required us to address this issue.

Selection of the Project Area

Though in the long run the project is meant to reach out to sanitation deficient areas across the country, presently the initiative is particularly focused on 200 villages having a population of 0.6 million, located primarily around the company's 14 plant operations.

Toilet design and model

ACC, through its GBC, has four prototypes (two leach pit model) with standard design recommended by government. However, as per local requirements, there are minor adaptations in dimensions and building material usage. These toilet cost around Rs 12,000/- to Rs 17,000/-. All building materials are made of fly ash (no use of top soil) and cement which exhibit high strength.



Stakeholders

Besides WATSAN department, Government of India (GoI), stakeholders include local community, Women Self Help Groups (SHGs), gram panchayat, district administration, micro credit organisations, ACC's GBC Entrepreneur, ACC's channel partners, masons and students. Since 2011, ACC has been working closely with WATSAN department to mobilise Government schemes for peripheral villages of ACC cement plants. By ensuring additional fund from ACC CSR, the hygiene and build quality of toilets have improved. ACC trains more than two lakh masons every year on quality and technical parameters for building toilets, especially the design and technology advancement of sub structure. With students, ACC works on hand washing drive as employees' volunteering project wherein ACC employees and their spouses association "ACC AHEAD" reaches out to Government-run schools and sensitise them on why, when, how to wash hands and benefits of hand washing. In 2014, over 40,000 school students were covered under the hand washing drive.

Implementation Model

ACC's partner NGO working with the community creates awareness and triggers for sanitation. Various participatory methods, nukkad-natak, visit to open defecation sites etc. are undertaken for behavioural change communication. The village sanitation committee is revived and their capacity building process is undertaken. Further, sanitation champions are identified from each hamlet, who further help to facilitate the process of sensitisation in the village. A sanitation micro-plan is made for the village and, in close coordination with Panchayat and block officials, individual households are identified for Indivudual Household (IHHL) construction. Particular emphasis is given to ensuring water availability for sanitation units.

Pre identified micro credit organisation provide individual households with soft loans.

Liaising with the state and local government

Since 2011, ACC is working closely with the GoI WATSAN department. ACC has already ODF (open defecation free) site in one Panchayat, with the support of the state government and district adminstration at Barmana Himachal Pradesh at Tikaria, Uttar Pradesh. ACC is working closely with gram panchyat and state government to achieve ODF by 2015. ACC CSR manager, along with Panchayat officials work and liaise with the block and district administration to ensure complete support and sanction incentives to the individual households after they build toilets to ensure open defecation free villages.

Linking with the government schemes

ACC, as a CSR strategy, always supplements government schemes. In sanitation, Individual households availing toilet solution register with the block administration through the village panchayat for availing the incentive under the Swachh Bharat Mission-Gramin.

Awareness Programme for change of mind set

Behavioural Change Communication (BCC) is the key strategy to the entire sanitation project of ACC. In this, Awareness and trigger based sensitisation is done much before the construction of toilets. In addition, PRA tool based micro plan of each household of a village is done to ensure sustenance of positive behaviour and rewarding positive deviant families on sanitation.

Reaching out to Maximize Impact

To maximise reach, ACC started GBCs across India. GBCs are production centres of building materials required to build toilets. GBC's work as a one stop solutions for toilets, including the provision of awareness, sensitisation and BCC for each individual.

Sustainability of the initiative

ACC as a part of Holcim Group is strongly pursuing the creating shared value project called S4L (Sanitation for Life) which will ensure hygienic as well as high quality cement based toilets on a mass scale. To ensure provisioning of toilets to rural markets, GBCs ensure the availability of high quality fly ash based products to construct toilets. As of now, 15 such GBCs are ready in market with the capacity to build about 5000-10,000 toilets per month. In addition, in 2015, ACC is coming up with another 25 GBCs across different states of India to ensure hygienic and high quality toilets for rural India.

Ensuring ownership of community members

The whole GBC is a community managed model wherein local NGO and SHGs are integral parts of the system. In some places, SHG cluster and local NGOs own the GBC. Community management and participation of Panchayat are integral to GBCs.

Learnings

BCC is the key to aspire for a toilet in rural India. ACC has observed that based on successful BCC on sanitation, villagers are constructing their own toilets without waiting for any subsidy. The other learning is that good quality of construction with hygienic interiors, comfortable spaces and the availability of water along with readiness for behavioural change are the key factors to ensure the successful usage of toilets. Sensitising school students also improves hygienic and healthy practices within the family.

Adani

The Adani Foundation (AF) is the CSR Arm of the Adani group of companies. Since its inception in 1996, the foundation has been working in a number of prominent areas to extend its support to people in need. Working closely with the communities, AF has been able to assume the role of a facilitator by creating an enabling environment for many. With its human-centric approach AF has always strived to make its processes sustainable, transparent and replicable. Adani Foundation is currently operational in seven states of India, and is working towards an integrated development of the communities with its core focus on education, community health, sustainable livelihoods development, and rural infrastructure development.

Adani Foundation (AF)

Background of the Project

For Adani Foundation, Rural sanitation is one of its most integral fields of operation. It believes that the root cause of health problems in rural areas is poor sanitation practices. Through rigorous field engagement activities, AF realised that the main focus should be on altering the 'behavioural practices' along with providing basic amenities of sanitation.

To address this issue, concentrated efforts were made to create awareness and motivate communities to accept the general notion of household sanitation and hygiene.

Rural sanitation projects were conceptualised and initially implemented in the Mundra Block of Kutch district. Communities residing in these areas mostly belonged to the marginalized sections and had a lifestyle bereft of any concern on sanitation and hygiene. Due to such conditions, the communities were severely affected by serious diseases, like diarrhoea, gastro-intestinal problems, urinary tract infections etc. Realising the severity of the problem, Adani Foundation envisaged an integrated and community based sanitation programme. Through its various phases, the project aimed at creating a long term impact on the communities by bringing about a much needed behavioural change by making clean and healthy sanitation practices a part of their daily lives.

The model and design of the Nirmal Bharat Abhiyan (NBA) or the erstwhile Total Sanitation Campaign) initiated by Adani Foundation can be understood through the following phases:

Motivation/Awareness drive: For the NBA, the foundation staff carried out various formal and informal mobilization activities with different groups of the communities. These activities gave



enough scope for various community level interactions. For instance, children were given an opportunity to discuss hygiene and sanitation standards for their own village through elocution and essay competitions. Meanwhile, women were encouraged to think beyond their routine household activities, and discussions were held about maintaining hygienic and clean practices. Village institutions such as panchayats, SHGs, youth groups, religious groups were informed about the Nirmal Gram parameters. Further, various pressure tactic tools were also used to initiate the campaign which had great scope for community participation. Some of the processes included 'Matka' meetings where discussions and deliberations regarding the same would take place till the 'Matka' ran out of water. Further, interesting ways were displayed through the 'Thali Bajao' campaign where small children from the community were instructed to raise awareness regarding clean sanitation practices by creating peer pressure.

Implementation and Coordination: Sanitation campaigns in most parts was an effort by Adani Foundation to complement government efforts towards creating a clean or 'Nirmal Bharat". At each stage, government authorities were consulted to address loopholes and to reach out to the maximum number of beneficiaries. The foundation involved a DRDA consultant during the motivation drive phase to make the process smooth and effective. Subsequently, the first phase of the implementation process involved each mohalla to prepare a list of houses which lacked a basic sanitation/toilet unit. The same list was then verified by the foundation staff with assistance from the gram panchayat. Adani Foundation then provided these beneficiaries/families with two bags of cement, a door and ventilation outfit. It also tried to facilitate a toilet pan kit from WASMO to these families. In addition, in a number of cases, where the households had a constructed toilet but were in need of repair/renovation, the foundation provided them with such assistance as well. It is interesting to note that instead of creating concrete structures for each household, the foundation was facilitating the process in a major way. This was a strategic decision which aimed at creating a sense of ownership among the beneficiaries to ensure its long term sustainability.

Impact: Started in 2008, the sanitation project, implemented by Adani Foundation in 26 villages in the Mundra block Gujarat, converted them into 100 % household sanitation villages. In Mundra block 3,643 toilets were constructed in individual households. Another 20 community toilet blocks were constructed at fisher-folk settlements. Further, under Rural Infrastructure Development activities, the foundation has implemented Rural Underground Drainage System in 16 villages in Mundra block with an 81 kilometre long drainage line network. This initiative was taken with partial financial support from WASMO and approximately 8-10 % contribution from beneficiary villages. The Foundation has been working relentlessly in all its operating locations to create a healthy environment with the core focus on building sanitation facilities and provision of drinking water by targeting schools and Aanganwadis at the local level.

At Mundra block alone, 97 Aanganwadis along with all schools in the block were provided with toilet facilities. Infrastructure was accompanied with continuous awareness campaigns on hygiene, sanitation and use of toilets in particular.

Replicability: Looking at the impact created by the sanitation project in Mundra, the same had been replicated in Tiroda, Maharashtra and Kawai, Rajasthan. At Tiroda, starting in 2010, currently the foundation is working in a total of 4 villages since 2010and has so far been able to provide a total of 365 households with material support along with household support for toilet construction. At Tiroda and Kawai the foundation is supporting government schools and Aanganwadis in terms of construction and renovation of toilet units.

Case Study

Ratan Ben Ahir had been staying in Vanki, Mundra for the past 30 years, since the time she got married. Vanki being a small village did not have a proper system for sanitation. She, however, was born and brought up in one of the adjoining semi urban areas where her lifestyle was also shaped accordingly. "On the first day I came home after the wedding, I started looking for the toilet", said Ratan Ben candidly. It was only later that she got to know that the village households were yet to have sanitation facilities installed. It took her a little while but she somehow managed and got settled in her household chores. Years passed by and she continued to live in Vanki with her husband and children.

However, soon her life took a major turn when one afternoon, her husband suddenly met with an accident and was left paralysed for the rest of his life. "It was such a shocking event and I did not know what to do" narrated Ratan Ben. This accident left him completely unable to even carry out his day to day activities that were needed to sustain him. As a result, she had to help him out in the basic human activities as well. Forced by the circumstances she even had to dispose his excreta everyday by walking to a nearby dump. This was extremely embarrassing for her. She did not know whom to blame and started taking this toll as a matter of her fate. The Adani Foundation around the same time had taken up Wanki village for sanitation project. Along with other villagers, Ratan Ben supported for a disable friendly toilet construction. "Before the Adani Foundation's intervention, the villagers had never even imagined that each individual household could have a toilet" reiterated Ratan Ben. "The situations became even worse, when someone was suffering



from health problems like diarrhoea. We had seen so many kids under such distressful conditions. But now with toilets in each household....it is such a great relief" narrated another beneficiary. "I don't have words to thank the Foundation. It might be a very small thing for others but it made a huge difference in my life. I somehow seem to have retained my self-respect and can carry out my household chores with dignity" said Ratan Ben, praising and blessing the foundation for its work.

In a country like ours, where most of our population resides in rural areas, issues pertaining to rural sanitation should be dealt with a lot of importance and sensitivity. Adani Foundation realised that it is extremely important to eradicate the age old practice of open defecation and bring about a healthy behavioural change. A contextual treatment of the problem is crucial to bring about a long term impact. Adani Foundation through its efforts has been able to address the crucial issue of rural sanitation with its main focus on sensitizing and mobilizing the communities.

Bajaj

Bajaj Auto Ltd. (BAL) is a flagship company of the Bajaj group. It is one of the leading 2 and 3 wheeler companies of India. For years, BAL has been providing quality 2 and 3 wheelers at an affordable price while maintaining the highest ethical standards within the industry. The Company started a Samaj Seva Kendra in 1974 near its plant in Akurdi, Pune to meet the socio economic requirements of the community around it. Later, in 1987, it established the Jankidevi Bajaj Gram Vikas Sanstha (JBGVS) at Pune for the development of the rural poor. JBGVS now implements integrated rural development programmes in selected 85 villages in Maharashtra, Rajasthan and Uttarakhand.

Bajaj Auto Ltd. (BAL)

Background of the Project

Genesis: The situation of the villages around Pune, 25 years back was very different than what we see today. People were living in abject poverty and unhygienic conditions; hardly any sanitary latrines existed in the villages around. The workers of Bajaj Auto used to come from nearby villages. In mid 80's they started requesting for both financial and technical support for the construction of latrines and bio-gas plants. Initially Bajaj Auto used to give interest free loans for the above mentioned programmes, but after JBGVS took up the cause, these programmes were supplemented with small scale lift irrigation schemes to make water available for both household use and irrigation. The latrines were constructed with technical and managerial support from JBGVS, the Government subsidy and the contribution from the co-partner. Bio-gas plants were also established in a similar way. Soon, the sanitation programme became the centre point of all activities. Slowly other programmes like education, income generation, environment, social development etc. evolved and took shape in form of an integrated model, as we see it today.

Sanitation Programme: As mentioned above, JBGVS has been in the forefront of implementing the environmental sanitation programme which entails, construction of latrines, biogas plants, soak pits, improved cooking stoves etc.

Selection of project area: JBGVS works in selected villages (85) around the Bajaj Auto plants in Pune, Aurangabad & Uttarakhand and districts like Sikar in Rajasthan, which is the birth place of late Shri. Jamnalal Bajaj, the founder of the Bajaj group, and Wardha in Maharashtra, karmakshetra (place of work) of Jamnalalji. However, for the sanitation project, JBGVS has worked in partnership with the Government & other NGOs to cover a large number of villages particularly in Pune.

Toilet design and model/technologies: JBGVS, since its inception has been promoting two-pit latrines using bricks & cements. This model is approved by the UNICEF and the Government of Maharashtra. The latrine pans are especially designed to reduce water consumption. For the school sanitation project, toilets are being constructed separately for boys and girls in Government



schools using the two pit and septic tanks technology. The selection of design depends on the number of students in the school.

Stakeholders: For proper implementation of the project, we partner with the villagers, Government agencies, members of gram panchayats, mahila mandals, women SHGs, other NGOs etc. The stakeholders are called co-partners and not beneficiaries.

Implementation Model: In the beginning of the 90's, JBGVS used to construct low cost household latrines using their own manpower. While the masons used to work on contract basis, the unskilled labour was provided by the beneficiaries and the materials were supplied by JBGVS. Technical support was also provided by JBGVS to a few NGOs for construction of latrines. Presently, JBGVS works in partnership with gram panchayats, and provides technical & financial support. The construction part is taken care of by the respective gram panchayats etc.

Partnership with Government agencies: JBGVS works with gram panchayats, panchayat samittee & zilla parishads for the implementation of the sanitation programme. Because of longer involvement in the sanitation programme, JBGVS has been recognized by the Maharashtra Government as the Key Resource Centre for the State. JBGVS represents the Maharashtra Government to inspect villages for screening under the Nirmal Gram Scheme of the Central Government.

Linking with Government schemes: Presently JBGVS works with gram panchayats, provides technical & financial support to successfully implement Government schemes under which subsidies are available.

Awareness programme to change mindset: JBGVS has been designated as the Key ResourcCentre by the Maharashtra Government. It conducts awareness programmes in villages in association with several NGOs, villages selected by the Government under Nirmal Gram etc. JBGVS's technical team conducts these programmes. Three aspects are emphasized, namely- the importance of cleanliness of villages from the health point of view, technologies available and advantages of having a latrine at home. Pamphlets, booklets etc. are prepared by JBGVS & used for this purpose.

Reaching out: JBGVS implements the sanitation programme in our project villages, besides helping the Government and other NGOs. Under our programme, the entire gamut of 'Environmental Sanitation' is covered, i.e. promotion of low cost latrine, biogas plants, soak pits, improved cooking stoves etc. These technologies help in keeping the home as well as the village clean. So far (up to December, 2014), the achievement of JBGVS is as follows—

Sr. No.	Name of Programmes	Quantity
1.	Environmental Sanitation Latrines constructed by JBGVS & Latrines constructed by Technical guidance	15,000
2.	School Sanitation Complex	61
3.	Soak Pits	2,088
4.	Bathroom/Urinals	190
5.	Improved Chullhas	9,382
6.	Bio-Gas Plants	906
7.	Villages inspected under Nirmal Gram Yojna	900



Sustainability: Sustainability is a major issue in any development programme. Our partnership model involving the village community, local Government agencies and opinion leaders ensures sustainability of the sanitation programme. Once the construction is complete, JBGVS has a regular monitoring & follow up mechanism which has been buil- in, in our 'Integrated Rural Development Programme'. This helps a lot in the sustainability.

Ensuring ownership of the community members: JBGVS promotes only low cost household level latrines, sanitation units in schools, family size bio-gas plants & soak pits to name a few. Since the households own the latrines, bio-gas plants and soak pits, we focus on the beneficiaries & their education. Village level institutions like mahila mandals, gram panchayats, youth groups etc. are also involved so that there is community level pressure on co- partners. School sanitation units are handed over to the respective schools and the school management is responsible for the maintenance.

Lessons learnt: Being an implementing agency that has worked in the field of rural sanitation for more than 26 years, we have learnt the following lessons:

- Before taking up the sanitation programme, it is essential to take up extensive motivational & awareness programmes as the intervention involves changing habits of people.

- Involve the entire community, gram panchayats, local institutions and particularly women at every stage (from planning to implementation) to ensure sustainability.
- Choose a technology/model which is long lasting & user friendly.
- Ensure that water is available near the latrine to maintain cleanliness.
- Teach use of latrines to the community.
- If the programme is implemented under CSR-NGO model, the company should study the credibility of the NGO, model selected and the ability of the NGO to motivate the community.
- The NGO should not act as a contractor.
- Try to leverage CSR funds with the Government & other agencies to increase outreach.

Impacts: During and after the implementation of projects, the company has conducted some surveys which indicate that the programme has created the following impacts:

- Reduced water borne diseases.
- Reduced foul smell at village surroundings.
- Changed the habit of open defecation by using toilets.
- Increased participation in all village development activities.
- Provided social security and saved embarrassment to women.
- School attendance increased due to reduction of various diseases.
- General health condition improved.

BASF

BASF India Limited, a Global MNC, with its headquarter in Germany, is a leading Chemical Company dedicated to contributing to a sustainable future, has embedded this philosophy into its corporate culture by creating a chemistry for the same. With a strong footprint in India, BASF has manufacturing plants across Mangalore, Gujarat (Dahej and Ankleshwar), Mumbai and various other locations.

BASF also operates in other industry segments like automobiles, paper, dispersions, coatings, textiles, performance materials and agriculture.

BASF India Limited

Background of the Project

With a high level of commitment to sustainability, BASF has taken up the project on Sanitation and Water (WASH) in and around its key sites – Dahej, Mangalore and Chennai.

The project includes a drinking water facility (with RO purification plant), sanitation – toilets – supporting the call for eliminating the practice of open defecation and also constructing toilets for girls in schools to support girl's education programmes.

BASF has also planned continual outreach programmes to be conducted through the year to educate the society about the relevance and importance of such programmes. In addition, BASF is working with NGO partners to help change the Behaviour since clean drinking water and toilets are basic requirements to having good health and thereby improving overall standards of living, and moving further towards development.

Why the company initiated Sanitation as a CSR activity

Looking constantly for issues related to resource conservation and education, water has been a key theme for BASF's CSR projects. With the current focus on Swacchh Bharat, Sanitation has also been included in the project for 2014-15.

The sanitation project covers schools as well as household toilets/community toilets around key BASF sites based on the needs assessed during baseline surveys.

Toilet design and model/technologies

DRDO technology is being used for waterless toilets, but these are facing a lot of resistance from local people. BASF is, however, trying to popularise these toilets since there may not be enough water for toilets in villages.



Stakeholders

The entire village population including panchayat members, BDOs, BASF employees etc. are stakeholders.

Liaising with the state and local government

NGO partners of BASF working in the area liaise with the local government.

Linking with government schemes

BASF has tried but there is scepticism about the time frame for the release of government funds. However, NGO partners who advised us about its option of using the available government schemes have mobilised additional funds.

Awareness Programme for changing mindset

Awareness programmes will be conducted in schools / and community with the help of professionals along with NGO partners in 2015.

Reaching Out to Maximize Impact

Regular interaction with local community to create awareness on cleanliness through NGO's and also through direct communication.

Sustainability of the initiative

BASF is exploring to work with the local government to have sustainability in terms of maintenance of toilets and availability of water supply by utilising government funds available.

Efforts are also being made to have small scale entrepreneurship models by offering maintenance contract to local persons (this will be done through BASF NGO partners).

Ensuring ownership of community members

Community panels / community members and their social groups have been involved from an early stage, and continuous efforts are being made to achieve ownership by the community.

Challenges &Learnings

1. While BASF was open to working in consortium for such projects – the issue related to selection / implementation of programmes within the stipulated timeframe seemed difficult with the consortium approach.

- Also in many consortium projects – flexibility in areas where we would like the project was an issue and hence we could not use this.
- The consortium approach should otherwise bring in scale and expertise.

2. At local levels BASF needs the support of local government / authorities especially in the case of community household toilets which require land from local governments.

- Availability of labour locally in the site area who could deliver required quality service is of paramount importance.

Bharti

Bharti Enterprises believes that education is the most important tool for social and economic development in India. Accordingly, Bharti Foundation was set up in 2000 as the development arm of the Bharti Group of Companies, to bridge the existing education divide and make quality education accessible to underprivileged children in rural India. It implements and supports programmes in the fields of primary, elementary, senior secondary and higher education, with an aim to transform children into educated, employable and responsible citizens of tomorrow, with a sense of commitment to the communities in which they live.

The Foundation has recently made its foray into the area of Sanitation by launching a programme called Satya Bharti Abhiyan which will entail building toilets in the rural parts of Ludhiana.

Vision: To help underprivileged children and young people of our country realize their potential

Mission: Committed to creating and supporting programmes that bring about sustainable changes through education and the use of technology

Goal:

- To improve the accessibility and quality of education at school level across rural India
- To provide education and training opportunities to the youth of our country in order to make them employable

Bharti Enterprises

Background of the Project

Inspired by the Honourable Prime Minister, Mr. Narendra Modi, Bharti Foundation has taken up the challenge to improve the existing sanitation conditions in the Ludhiana district of Punjab. To achieve this, Bharti Foundation:

i. Provides an Individual House Hold Latrine (IHHL) to every rural household which does not have one in Ludhiana District. .

ii. Provides a girls toilet in every government school which does not have a toilet for girls.

Bharti Foundation, however, does not address sanitation conditions in urban areas and in private schools.

Why the company initiated Sanitation as a CSR activity

Satya Bharti Abhiyan was initiated in response to the Hon'ble Prime Minister's call to the corporate sector in his Independence Day speech to strengthen the government's initiative on this score.

Most people who live in India defecate in the open. Most people worldwide who defecate in the open live in India. Open defecation has dire consequences: it kills infants, impedes the physical and cognitive development of surviving children, and reduces the human capital of India's workforce. Open defecation is associated with significant negative externalities: it releases germs into the environment which harm the rich and poor alike— even those who use latrines.

As the rest of the world steadily eliminates open defecation, this behavior stubbornly persists in India. Indeed, with 67% of rural households and 13% of urban households defecating in the open, according to the 2011 census, India now accounts for 60% of the world's open defecation.

Open defecation is far more common in rural India than in urban India. About 70% of the Indian population lives in rural areas. Indeed, 89% of households without a toilet, in the 2011 census, were in rural areas. Improving rural sanitation poses particular challenges. India has seen decades of government spending on latrine construction and sustained economic growth, but rural open defecation has remained stubbornly high.

Bharti's Chairman, **Shri Sunil Bharti Mittal**, believes that *"Lack of private sanitation facilities in rural households not only constitutes a major cause of embarrassment for the women, but also points to a much wider problem of rural hygiene and cleanliness.The 'Satya Bharti Abhiyan' will help cover a long felt gap in rural hygiene infrastructure in Punjab, besides contributing to the larger National Mission of 'Swachh Bharat' in its own limited way. It is our commitment that no single household or school in rural Ludhiana is without a toilet at the earliest."*

Bharti's Co- Chairman, **Shri Rakesh Bharti Mittal**, feels that *"Improvement in private rural sanitation facilities will have a positive impact on public health in the long run. Separate toilet facilities for girls in village schools can bring down dropout rates drastically to help leverage the current rural school infrastructure better."*

Selection of the Project Area

It is based on our internal imperatives. The Foundation has decided to adopt the Ludhiana District – home district of the Founders - as its focus area for improvement of rural sanitation.

Toilet design and model

Various super structures and sewage treatment and disposal systems were considered and evaluated as described in succeeding paragraphs. Based on this evaluation, a brick and mortar super structure, for the "WC"/ seat, with two leach pits is selected.

a. The reasons for selection of this arrangement are enumerated below:

i. Hygienically and technically cost effective and appropriate

ii. Socio-culturally acceptable.

iii. Affordable and easy to construct with locally available materials.

iv. Needs only 1 to 1.5 liters of water for flushing, while conventional flush toilet needs 12 to 14 liters of water.

v. Easy and cost effective to operate and repair/ maintain in rural areas.

vi. Eliminates mosquito, insect and fly breeding. – Free from health hazards.

vii. Pits are generally designed for 3-year de-sludging interval. Once first pit is full, it is blocked and second pit is put into use. The sludge gets converted in to manure in two years and may be safely removed. This cycle can be repeated indefinitely.

viii. Needs less space and is cheaper than a septic tank toilet system.

ix. Does not need scavengers for cleaning the pits or disposal of sludge.

x. Makes available rich fertilizer and soil conditioner.

Stakeholders

The Abhiyan is being implemented in collaboration with Community Panchayati Raj Institutes, government departments and opinion leaders (politicians) and vendors.

The following table depicts major stakeholders for the Abhiyan:

Primary	Secondary	Tertiary
Beneficiaries (male, female, children, girl students, socially vulnerable groups)	Department of Water Supply and Sanitation Office of the District Collector Department of Education, SSA, RMSA Panchayati Raj System Implementing NGOs Suppliers and Vendors Satya Bharti Schools	National Government Opinion leaders Media

Implementation Model

The Abhiyan is being implemented through NGOs and vendors of national repute. The implementing partner identifies the beneficiary and constructs the toilet. Apart from constructing toilets, Satya Bharti Abhiyan also focuses on behaviour change and undertakes activities for changing the mindset of individuals.

Liaising with the state and local government

The Abhiyan liaises with all stakeholders which include: Office of the District Commissioner and Additional District Commissioner (Development) Ludhiana.

It closely collaborates with Department of Water Supply and Sanitation, Ludhiana. The project is being implemented in collaboration with Department of Education, Sarva Shiksha Abhiyan and Rashtriya Madhyamik Shiksha Mission and also the Sarpanches/ Panchayats etc.

Linking with government schemes

The Abhiyan is aligned to the objectives of Swachh Bharat Mission and is being implemented keeping the government agencies as one of the stakeholders. However no contribution is sought from either the government or the beneficiaries. The entire project is funded by Bharti Foundaion.

Awareness Programme for changing mindset

Research has pointed out that many people who live in households that own working latrines nevertheless defecate in the open. Many people have a preference for open defecation. Abhiyan believes that merely providing latrine "access" without promoting latrine use is unlikely to reduce open defecation.

The Abhiyan focuses on pre, during and post construction motivation of beneficiaries to promote use of latrines constructed. Awareness activities include beneficiary counseling, Gram Sabhas, Street plays and display of sanitation messages.

Reaching Out to Maximize Impact

The Abhiyan is an initiative to improve the sanitation conditions in rural areas of the district. Poor sanitation conditions set back the country by crores of rupees every year. Poor sanitation leads to recurring illness and leads to absence from work which in turn leads to poor productivity. In a country like India, where more than 26% rural population lives below the poverty line, addressing sanitation facilities would help in improving health status of the communities and may lead to increase in GDP.

Large numbers of girls in India drop-out of school because of lack of separate toilet facility in schools. Ensuring access to separate sanitation facility for girls would lead to their retention in schools.

Behaviour change activities will ensure use of latrines and maintenance of the same. Periodic contact with beneficiaries by undertaking satisfaction survey will ensure that the infrastructure provided will be used and these beneficiaries will reach out to others to act as agents of change to promote sanitation.

In addition to the Abhiyan, 41,000 plus children, studying in 254 schools being run by Bharti Foundation in six states of India, are undertaking activities to promote sanitation and be the change agents to bring about the desired mindset changes.

Sustainability of the initiative

Infrastructural sustainability: The infrastructure /disposal system provided through the Abhiyan has proven that it has a good life. With regular upkeep, the infrastructure can serve the households for more than 20 to 30 years or more.

Behaviour change: Activities planned under Abhiyan will impact the mindset of beneficiaries to understand the impact of use of toilets. Benefits of using toilets once felt by them will keep motivating them to use and maintain the infrastructure.

Value transfer: Open defecation is a practice which has been transferred from one generation to another. Putting a stop to open defecation and providing access to toilets will break the tradition, and the new generation will be more sensitive towards having a toilet made in their house.

Active engagement of implementers and Bharti Foundation: Partners will continue working for some more time post the construction of toilets and will continue providing need based counselling for maintenance and will also be monitoring the use; hence continuous engagement with beneficiaries will help increase the use.

Ensuring ownership of community members

Abhiyan partners involve panchayats and village opinion leaders throughout the survey, construction and awareness activities. As open defecation also presents health issues for those who even use a toilet, they motivate the neighbors to use toilets. Village leaders like Sarpanch also ensure that the needy ones get the benefit of the Abhiyan and in turn ensure the use of infrastructure.

Challenges & Learnings

Challenges:

a. Data correctness and Data consistency: There are multiple government and non-government agencies working in the villages. They all have collected data at various times. In addition, the census and the sanitation departments collect and update data. Due to the involvement of various agencies data integrity, data availability and data consistency remains a challenge.

b. Continuous fraction of families: As separation of families takes place in villages regularly and new houses keep getting added to a village, it leads to an increase in the number of beneficiaries / demand. Hence the demand is not static and will keep changing over a period of time.

c. Unauthorized habitations: There are houses built on government/ panchayat land and therefore toilets cannot be built on this type of land.

d. No space in the house: Some households lack adequate space for construction of toilets, hence full coverage is challenging.

Learning:

We are new entrants into the field of sanitation and will be able to comment on our learnings after some time. However, it appears that a large part of the community wants to have access to toilet, but does not want to invest in the construction of a toilet. They believe that providing toilets is a job to be done by the government.

Cairn

Cairn India Limited is one of the leading independent exploration and production companies in the world with a market capitalisation of US$ 10 billion. Cairn India was rated as the fastest-growing energy company in the world, as per 2012 & 2013 Platts Top 250 Global Energy Company Rankings. Cairn India operates 28% of India's domestic crude oil production. Through its affiliates, Cairn India has been operating for close to 20 years playing an active role in developing India's oil and gas resources. To date, Cairn India has opened 4 frontier basins with numerous discoveries, including 36 in Rajasthan alone.

Cairn India is a Vedanta group company. With a business model of growth, constant value creation and improved operations, Community Development is at the core of the operations of the Vedanta group of companies, which includes Vedanta Resources Plc, a London listed, global, diversified natural resources company and its subsidiaries which produce oil & gas, zinc, lead, silver, copper, iron ore, aluminium and commercial power.

Vedanta's Community Development strategy is given as much importance as its other business operations, and is focused on Health, Education, Livelihood and Environment. Vedanta has spent $49 million in FY 2014 benefiting over 4.1 million people globally through building hospitals, schools and infrastructure, providing employment skills and engaging in community programmes.

Cairn India Limited

Background of the Project

Cairn India has been working towards providing better sanitation facilities for the locals in the Barmer district of Rajasthan since 2013. In their Public Private Partnership (PPP) programme, Cairn India has supported the construction of one toilet and one bathroom in every household in 3 Gram Panchayats (Beriwala Tala, Bhadka and Mundo Ki Dhani) with a plan to cover 100% households in 31 villages.

The need for the programme

Present Indicators	Dist. Barmer	State: Rajasthan	Rural	Urban	Source
% Households with basic toilet facility within premises	14.9%	35.0%	9.7%	83%	Census 2011
% Households with improved toilet facility within premises	13.2%	34.1%	9.4%	62.8%	Census 2011
% Households that practice open defecation	84.7%	64.3%	89.8%	16.8%	Census 2011

The absence of Individual Household toilets in rural areas in the Barmer district of Rajasthan was seen as a critical problem. It led to widespread diseases, was a source of embarrassment and a security concern for women, who had to wait until it was dark and walk long distances to find an isolated area, which was difficult to find due to rapid industrialization, lighted well pads across 120 villages and a significant movement of men, equipment and material.

Cairn India acknowledged the lack of sanitation facilities and gained support from the villagers and the local leaders, catering to the local requests which asked for support in construction of household toilets.

Implementation of the programme

Cairn India's contribution stood at Rs. 8,000 per household, while the remaining Rs. 10,000 was sourced from government schemes and institutions. So far, 2200 toilets with attached bathrooms have been built, out of 4500 households in these 3 Panchayats.

Value addition: While most sanitation programmes focus only on toilet construction, Cairn India constructed bathrooms as well based upon a survey conducted in the region that showed that women in rural areas wanted bathrooms as much as toilets. The utility of bathrooms is being vindicated in their current survey which shows high satisfaction rates for the programme, to the tune of 80% in third party evaluation exercises.

Engaging with the government: The local panchayat was engaged in the development programmes, including the construction of household toilets and bathrooms as well as for

community mobilization. Panchayat ownership resulted in the employment of people through the 'Mahatma Gandhi National Rural Employment Guarantee Act 2005' (MNREGA). The programme through its design, created meaningful employment and led to improved sanitation facilities, while creating ownership among locals.

Way Forward

Government of India's recent campaign-'Swachh Bharat Abhiyan' has given a big impetus to building toilets to stop open defecation across the rural India.

The Prime Minister of India in his speech on 15th August 2014 laid emphasis on building toilet facilities for poor rural communities. As a responsible corporate, Cairn India is committed to supporting the government of India's vision of improved sanitation across India.

In order to actively participate in the government's mission, Cairn India is now constructing 20,000 household level toilets in the Baitu block of Barmer and 150 school level toilets to support the Swachh Bharat Swachh Vidyalaya campaign.

Implementation Model

The household toilets project is running under a PPP mode. A tripartite MOU was signed by the Zilla Parishad, the NGO, 'Rural Development Organisation' (RDO) and Cairn India Limited. The implementation model was chosen after careful deliberation between the Zilla Parishad and Cairn India, while the implementation partner for the project is RDO.

The Zilla Parishad and Cairn India will provide funds to the NGO who will construct toilets and carry out activities for behavioural change. Monitoring will be done jointly by Zilla Parishad and Cairn India.

To create a sense of ownership among individual beneficiaries, either a monitory contribution worth INR 1000 is sought or family members are required to be engaged in labour work like pit digging etc. during the construction of individual toilets.

The programme is closely aligned with the water and sanitation schemes by the state and central government whose contribution per household toilet stands at INR 8000, Cairn India's contribution stands at INR 4000 and remaining INR 1000 is contributed by individual beneficiaries.

Selection of the Project Area: The aim is to extend the sanitation project to the entire Baytu block that includes 47 Gram Panchayat. The Baytu block has the highest demand due to the large number of households without toilets, largest number of BPL families with a strong footprint of Cairn India operations.

The Baytu block needs 30,000 household toilets. In the first stage, Cairn India is constructing 20,000 toilets with a contribution of INR 4000 per toilet (total cost INR 8 crore).

Toilet design and model

The prototype selected by the district administration costs Rs. 16,000.

- Toilet size 3.5 x 3.5 ft.
- Height 6 ft
- Tiles on sides
- Water tank with 200 litre capacity with PVC pipe connection
- Stone roof top
- 2 Soak pits 3 x 5 ft.

Creating Awareness

A village level campaign was carried out to mobilize community towards construction of toilets and create awareness for optimum utilization of the facility. RDO has developed Information Education Communication (IEC) material like, posters, wall paintings and brochures to be circulated amongst school children and community members. The agency will also use the Internationally Awarded Film on Sanitation **'Let's Make it Right'** to effectively communicate the message of sanitation across the community. Local Language and Presentation techniques are being used in order to relate to the people easily.

Challenges

1. Staff turnover and placing of construction material requires prior planning due to harsh living patterns and extreme weather conditions of the Barmer district.
2. Availability of constrained water resources is hindering consistent usage of toilets.

Maximized Impact

1. 20,000 environmentally safe toilets will be constructed.
2. 10 Gram Panchayats will qualify for the status of "Open defecation free panchayats".
3. Direct and Indirect Employment Generation of approximately 200,000 man days.
4. Strengthening of Village WATSAN committees.
5. Approximately 200 Trained Masons employed for Safe Toilet Construction.

Chambal

Chambal is one of the largest private sector fertilizer producers in India. Its two hi-tech nitrogenous fertiliser (urea) plants located at Gadepan in Kota district of Rajasthan produce more than 2 million tonnes of urea per annum.

Chambal caters to the need of the farmers in 12 states in Northern, Central, Eastern and Western regions of India. The Company has a vast marketing network comprising of 14 regional offices, about 1,700 dealers and 20,000 village level outlets.

Chambal Fertilisers and Chemicals Limited

Background of the Project

Rural health is integral to India's development. It is obvious that only healthy rural populations can contribute to development through enhanced productivity. Sanitation is critical to ensuring rural health. Chambal Fertilisers and Chemicals Limited understands its responsibility towards the rural population and has taken various initiatives to improve sanitation in the villages abutting its manufacturing plants at Gadepan (Dist. Kota), Rajasthan. This case study shares Chambal's proactive role in public sanitation in these villages and how the implementation is spearheaded through 'community participation' and 'people led' programmes.

Importance of Sanitation

Individual health and hygiene is largely dependent upon the availability of adequate quantity of drinking water, and proper sanitation. There is, therefore, a direct relationship between water, sanitation and public health, especially in the poor communities whose health and nutrition status is the weakest. Consumption of unsafe drinking water, improper disposal of human excreta and lack of personal and food hygiene is one of the major causes of several diseases in many developing countries including India.





Sanitation has not received the recognition it deserves due to the lack of awareness and socio-cultural attitudes. This forces a large number of households the continued indignity of open defecation. This has adverse impacts on health, well-being and dignity, and is an acute problem especially for women and young girls. However, to promote cleanliness, hygiene and eliminate open defecation, the Prime Minister of India launched the *'Swachh Bharat or Clean India Mission'* in October 2014.

Chambal's Initiatives on Sanitation

Chambal is playing a proactive role in promoting good sanitation practices among rural populations residing in the vicinity of its plants. Under this initiative, the company is constructing toilets for individual households as well as in government schools. Furthermore, awareness about good sanitary habits is spread by regularly organising health camps and, through information and communication activities on health and sanitation in nearby villages and schools.

Under the 'Nirmal Bharat Abhiyan' of the Government of India, Chambal constructed about 1000 toilets for Below-the-Poverty Line households in the period between 2011 and 2013. In phase-II of the project, the company is constructing an additional 300 toilets, under the 'Swachh Bharat Mission' of the Government of India. This Public-Private-Community-Partnership (PPCP) project is being implemented through an NGO – K. K. Birla Memorial Society (KKBMS). For this purpose, a unique design of toilet with pre-fabricated material and low water consumption has been selected. About 30% cost of this project will be borne by Chambal.

To make the project sustainable, Chambal has engaged Centre for Community Economics and Development Consultants Society (CECOEDECON), for mobilizing and sensitizing the public and motivating them for constructing and using toilets. In light of the significant gender dimension of sanitation, this project is encouraging active involvement of women in the implementation of the programme.

Sanitation in Schools

To inculcate 'good sanitation habits' at a young age, Chambal constructed 32 toilets for girls in government schools in nearby villages, in the period between 2012 and 2014. Furthermore, the company is currently constructing toilets for girls in about 40 Government Secondary & Sr. Secondary Schools of the Sultanpur Block under the Swachh Bharat-Swachh Vidyalaya Mission. This scheme will benefit thousands of girls studying in these schools and support the cause of 'Beti Bachao – Beti Padao' mission of Government of India. Subsequently, the company will focus on constructing toilets in Upper Primary Schools in the vicinity of its plants.



Improving infrastructure

To ensure cleanliness and general hygiene in nearby villages, Chambal has taken initiatives to cover drains, as open drains lead to water stagnation and spread of diseases. Another initiative taken up by the company is to repair and construct cement-concrete and interlocking roads inside the villages to prevent stagnation of water. This ensures proper drainage of rainwater and household water. These initiatives have helped in improving the living conditions and sanitation of people residing in these villages.

Chambal's initiatives in 'Drinking Water'

Chambal understands that public health is also dependent on the availability of adequate quantity of drinking water. Chambal has helped in the construction of centralized drinking water systems, installing hand-pumps, tube-wells and natural reservoirs through rainwater harvesting in surrounding villages.



Before



After

Providing basic healthcare facilities

Since villages near Chambal's plants do not have access to medical infrastructure, the company has arranged for a mobile healthcare unit with a doctor and a nursing assistant, which visits nearby villages every day. Health-checks are conducted and medicines are provided free of cost. Medical cases requiring specialized treatment are referred to the Government hospital at Kota.

The Medical Centre in the plant campus also provides free healthcare services to sick people from surrounding areas. In addition, the villagers avail the services of various visiting specialists in the fields of pediatrics, gynecology, skin, dental and ENT. The Company also provides emergency ambulance services to the community on a 24x7 basis. Chambal also organizes medical camps for eye-care, skin-care, respiratory problems, mother-child care, family planning, etc. About 15,000 people residing in the vicinity of its plants regularly benefit from these services.

Conclusion

Chambal is not only helping farmers to have better crop yields but is committed to improving the quality of life of people residing in the vicinity of its plants. In recognition if its CSR activities, the company has won many coveted CSR awards. Chambal is well aware that merely construction of toilets will not serve the cause of sanitation, and is committed to continuing its efforts by sensitizing the community, children and school staff to use and maintain these toilets.

EMIL

Essel Mining & Industries Limited (EMIL) is part of the Aditya Birla Group. Incorporated in 1950, Essel Mining & Industries Limited is one of the leading natural resource companies dealing in iron ore in the non-captive private sector. Set up in 1950, the company is today amongst India's largest iron ore mining companies and has wind power and ferro chemical division. All divisions are accredited with ISO 9001 (Quality Management System), ISO 14001 (Environment Management System) and OHSAS 18001 (Occupational Health and Safety Management System).

EMIL's core business is mining. Located in the mineral-rich district of Keonjhar and Sundargarh of Odisha (formerly known as Orissa), the company's calibrated iron ore lump and iron ore fines, with Fe content between 62-66 per cent, are the best quality available in the country. Technological expertise is one of the company's key strengths, supported by its world-class facilities and new generation equipment for dozing of mine faces, formation of benches, drilling, blasting, crushing, sizing and screening of iron ore to required sizes. Its major products include Calibrated Lump Ore (CLO), used in the production of steel through Direct Reduced Iron (DRI)/Blast Furnace (BF) Process, as well as Iron Ore Fines for sinters and pellets, also used for the manufacture of steel. Essel Mining & Industries Ltd. supplies around 10% of the entire raw material demand in East India in the non-captive sector. In line with its strategy of diversifying into other minerals and services, EMIL has also entered the field of coal and contract coal mining. It operates its coal projects in Talcher district of Odisha and Godda district of Jharkhand.

Essel Mining & Industries Limited (EMIL)

Background of the Project

For our Company, reaching out to underserved communities is part of our DNA. We believe in the trusteeship concept. This entails transcending business interests and grappling with the ***"quality of life"*** challenges that underserved communities face, and working towards making a meaningful difference to them.

All projects are identified in a participatory manner, in consultation with the community, literally sitting with them and gauging their basic needs. We take recourse to the participatory rural appraisal mapping process, based on a consensus and in consultation with the village panchayats, and other influential people, before the projects are prioritized. Arising from this, the focus areas that have emerged are Education, Health Care, Sustainable Livelihood, Infrastructure Development and espousing social causes including the activities specified in the Schedule VII of the Act, from time to time.

In line with the Aditya Birla Group CSR Policy and Gandhian concept of trusteeship, the Group has been carrying out several community development activities since 2004, across 30 ethnic preponderant villages located around EMIL operational areas.



Why the company initiated Sanitation as a CSR activity

Infrastructure Development forms an important aspect of our community intervention, where we endeavour to set up essential services that form the foundation of sustainable development through basic infrastructure facilities such as roads, electrification, safe drinking water, sanitation & hygiene. Besides, "open defecation free" villages promote:

- Lower morbidity rates in the population.
- Lower mortality rates due to diseases like diarrhoea.
- Cleaner environment.
- Safer food and increased impact of improved water supplies.
- More dignity and privacy for everybody especially women and girls.
- Increased awareness of the importance of sanitation and hygiene and the need to develop a more permanent strategy.

In 2014 we had adopted a EMIL Sanitation Policy, withe the intention to promote hygienic means of promoting health through prevention of human contact with the hazards of wastes as well as the treatment and proper disposal of sewage wastewater. In order to espouse better sanitary practices we have undertaken following:

- Adoption of Community Health Centres for sanitary maintenance and solid waste management.
- Creating adequate toilet facilities at Colleges, High Schools, Upper Primary & Primary Schools, Aanganwadi Centres and Community Centres.
- Provision of Community Toilets at public places as railway stations and bus stops.
- Construction and management of Community Toilets and bath complex in villages.
- Provision of water.
- Construction and maintenance of sewerage system.

Selection of the Project Area

The sanitation works are to be focussed in the areas adjoining mining locations, the programmes identified should normally fall within a radius of 10 km. from EMIL mining locations.

Stakeholders

Stakeholders of our toilet include: Students from educational institutes, visitors to hospitals, railway stations and bus stops and villagers including men, women and children.

Implementation Model



Liaising with the state and local government

For adoption of Community Health Institutions, for sanitary maintenance and solid waste management we have entered into tripartite agreement with Government Authorities and NGOs.

Linking with government schemes

Owing to operational difficulties in mobilizing Government fund and following Government specifications for joint implementation of sanitary project, we have not linked with Government Scheme.

Awareness Programme for change of mindset

The successful implementation of sanitary projects lies on awareness generated and developing ownership among the community. We undertake following activities in this regard:

- Mass awareness camps
- Regular awareness through field staffs at Aanganwadi Centers and ANM Centers
- Wall Painting at School and Aanganwadi, Public Places
- Our community toilets are managed by youth groups

Reaching Out to Maximize Impact

To maximize the impact, we organize audio visual shows and organize Street Plays or "Palla " ,and conduct door to door visit for effective use of sanitary facilities.

Sustainability of the initiative

After construction of community toilet and awareness generation we hand over the establishment to community based organizations for effective management by collection of user fees for maintenance of the same. For the un-electrified villages as Koira, Solar pump is provided to meet water requirement for the propose.

Ensuring ownership of the community members

During the course of implementation of project, community is involved from the need identification stage to the construction and handing over to ensure greater degree of ownership among the community.

Challenges & Learning

Challenges in implementing sanitary projects include:

- Implementation of individual toilets in tribal pockets where access to water is still a distant dream.
- Behavioural practice to defecate in open, where vast expanse of forest allows sufficient space.
- Lifestyle of tribal women where they associate with their peers during open ablution, defecation, bathing and collection of minor forest products.
- Availability of materials required for construction of toilet in remote hilly and forested locations.
- Toilet without adequate drainage facilities reduces its usability.

Our Learning in implementation of Sanitary Project are as follows:

- Toilets without available water become dysfunctional
- Community Toilets with adequate access to water along with bath are successful in tribal pockets which gives both luxury of association with peers and water for which the tribal folk specially women have to walk miles.
- Institutional toilets are helpful to bring in behaviour change among large number of people.

GMR

GMR Group is a global infrastructure organization that works to develop airports, energy, highways and urban infrastructure. The group strongly believes that corporates have a special and continuing responsibility to contribute towards social development and, thus, it has set up GMR Varalakshmi Foundation (GMRVF), a Section-25 Company, to deliver its Corporate Social Responsibility programmes. GMRVF is governed by a Board chaired by the Group Chairman, GMR Group, and has its own professional staff from top academic and social work institutions. The GMRVF's vision is to make a sustainable impact on the development of the under-served communities through initiatives in education, health and livelihoods.

GMR Group

Background of the Project

GMRVF's mandate is to improve the quality of life of the communities surrounding the GMR Group's business operations. The Foundation believes that education, health, hygiene and sanitation and livelihoods are the major factors that can contribute to this. Hence, the Foundation works towards enhancing educational and livelihood opportunities for target communities besides providing them health care and sanitation facilities.

Why the company initiated Sanitation as a CSR activity

Even after 68 years of Independence, about 60% of rural India still defecates in the open and half of the population in India does not have toilets at home. Poor sanitation is something that not only affects the health of the people, but also affects the development of the nation. A study conducted by the World Bank's 'South Asia Water and Sanitation Unit' estimated that India loses Rs 240 billion annually due to lack of proper sanitation facilities. On economic grounds, more than Rs 12 billion is spent every year on poor sanitation and its resultant illnesses. For women and girls, lack of sanitation is not only a problem of dignity, but also of their safety and health. Snake and scorpion bites, rape and assault are not uncommon when women are compelled to defecate openly. Kidney and urinary tract and several sexual health problems arise because of enforced control. Majority of the girls drop out of schools due to lack of toilets. Only 22% of the total girls enrolled manage to complete their 10th standard.. Realizing that all these factors were in fact a reality in the communities it worked with, GMR Varalakshmi Foundation started its interventions in this area.



The sanitation initiatives of GMRVF

Public Toilets: GMRVF has constructed and is currently managing 14 public toilet complexes in rural Andhra Pradesh and Chhattisgarh. It has also constructed 8 pay-and-use state-of-the-art toilets in the city of Hyderabad in a PPP model which were run by GMRVF for 5 years, and later handed back to GHMC The Foundation is also running a public toilet in Bangalore.

Individual Sanitary Lavatories: The Foundation supported about 450 families for the construction.

School Toilets: The Foundation focuses on renovation and construction of school toilets so as to reduce dropout rate among girl students. Toilet complexes have been constructed in 10 government schools in the GMRVF project locations and renovations have been conducted in several school toilets.

Awareness on Sanitation: GMRVF strongly believes that mere provision of facilities or creation of infrastructure is not enough, there should be a change in the mindset of the communities with regard to the use of such facilities. Thus, the foundation conducts several awareness programmes to bring in a behavioural change among the community members.

Selection of the Project Area

GMRVF works in the communities surrounding the GMR Group's business operations.

Toilet Design Model and Technology

Before undertaking the construction of its pay-and-use toilets in Hyderabad, the Foundation decided to undertake a survey of existing public toilet facilities, their use, maintenance, etc. so as to achieve highest standards in construction and utility.. Some of the important issues that this survey brought to the fore were:



- The difficulty of maintaining public toilets, given the general attitude of the people towards public toilets
- Difficulty in the maintenance of the surroundings of such facilities, with the nearby walls being used as toilets more than the toilets themselves
- Motivation, attitude and behaviour of the staff, reflecting on customer interface, maintenance, etc.
- Very low, often zero, use of such facilities by women

The foundation consulted experts for inputs in planning this project. Current sites were photographed and analysed for design features. Users were interviewed for their feedback. At the same time, it was decided to dig deeper into the reasons for low use of such facilities by women. Accordingly, a major survey involving about 400 women was done across the twin cities, with regard to the women's perception about public toilets and why they did not use them. The leading reasons behind low usage of public toilets by women included: feeling of insecurity; embarrassment; bad smell, lack of hygiene; lack of adequate water and unclean surroundings.

The Inputs from all these processes were considered while designing, building and running our toilets. Some of the steps taken were as follows:

Upkeep of Surroundings: Unclean surroundings were cited by both men and women as a major deterrent in the use of such facilities. But often, sites allocated for pavement toilets were near garbage dumps. This was discussed with GHMC and a clause was inserted in the MOU that garbage dumps would not be situated near the toilets. Design solutions were also looked at and the need to landscape the immediate surroundings of the toilet was highlighted. In addition, the maintenance person was also asked to look after the surroundings, not just the inside of the toilet.

Design Features: Not only was an architect commissioned to look at the study and design the toilets, but a very senior architect-town planner was also asked to give his inputs into the design presentation. Some of the points incorporated as design features included: (1) separate male-female entrances, as many women had stated that they felt embarrassed using a common entrance. Moreover, the male and female sections were separated by the care-taker's space so that there was no chance for any face to face encounter (2) lighting and ventilation—again many users had talked about foul smell, lack of ventilation and bad lighting, a 20 inch wide-grill ventilator was installed that ran across the entire structure at a suitable height (3) A child-toilet was also piloted (smaller than a usual pan), on the women's side to help younger users; (4) as a strategy, a very high quality outside finish was used, including granite cladding and aluminium facia. This was an effort to change the perception of the public regarding such facilities; and (5) GMRVF also installed features not usually found in public facilities like room fresheners, soap dispensers, etc.

Environment friendliness: Due to the high water consumption in such facilities, it was felt that water saving options should be looked at. Accordingly, in half the toilets, urinals on the men's side were 'waterless urinals' (aqua-free) which used a technology that totally eliminated the use of water for flushing, thus saving a huge quantity of water. This may have been a first for a public toilet in India. It has been monitored closely since then, and has been found quite satisfactory in spite of heavy use. There is no foul smell or any other problem, provided the cartridges are changed as per schedule.

Stakeholders

The stakeholders for the sanitation programmes of GMRVF include the government bodies such as Municipal Corporation, Mandal/Block Development Offices etc., Panchayats, and schools. The Foundation also believes that communities must be made major stakeholders in the sanitation efforts so as to bring in their ownership towards maintaining the facilities and hence, several efforts were made towards bringing in community ownership.

Implementation model

Public Toilets

The maintenance of urban public toilets has been done by M/s Suvidha Sanitation, an agency with expertise in the area of sanitation. The toilets have been managed on a pay-and-use basis and the money collected from users is being used for the toilet maintenance.

In case of rural toilets, users are encouraged to take monthly family cards on payment of nominal fees which is used for toilet maintenance. An elaborate system of monitoring has been set up which involves looking at 30 factors, such as the cleanliness of toilets ,whether the floor is dry, whether the outsides are clean, if litterbins are cleared, if consumables are in stock and stored properly, whether user register is maintained, etc. GMRVF staff make scheduled and surprise visits to check all these and discuss upkeep with the caretakers.

The key to satisfactory maintenance, upkeep and customer service is obviously the attitude and interest of the caretaker. Accordingly, the Foundation consistently works with them to maintain these standards. There are regular meetings and workshops which aim to train them on the technical maintenance issues, as well as public interaction, hygiene, etc. Most significantly, these interactions stress upon the dignity and importance of their job. There is also an annual award for the best care-taker to keep them motivated.

Individual sanitary lavatories

Apart from construction of public toilets, the Foundation also facilitated construction of individual sanitary lavatories (ISL) in some of its locations. It encouraged communities to construct ISLs using the government support for ISL scheme for BPL families. The Foundation noticed that many of the families are not using the scheme for either of the reasons.

a) Beneficiaries are not aware of the government support for ISL

b) Beneficiaries who are aware of the Government ISL scheme do not know how to utilise the scheme.

c) Some of the supported beneficiaries did not construct a toilet as the government support of Rs. 2,750 was not enough to construct a quality toilet.

GMRVF encouraged the BPL families to construct ISLs by offering additional support in the form of construction material worth Rs 2000/- per toilet. The Foundation team facilitated the beneficiaries filing of applications for the government support and ensured the release of money on time by liaising with the concerned government departments. Over 450 families have completed the construction of ISLs so far, and 98% of the families are using the toilets.

Liaising with the state and the local government

In all the sanitation efforts of the Foundation, the government has been a major stakeholder. The Pay-and-use toilets at Hyderabad were constructed in a PPP model in partnership with GHMC. Rural toilets were built by taking necessary approvals from local Panchayats and also by involving the local elected representatives in all the decisions related to toilet construction and maintenance.

Linking with the government schemes

Wherever possible, the Foundation has made use of existing government facilities in improving sanitation facilities. Supporting the construction of Individual Sanitary Lavatories under the government scheme is an example of that. The Foundation has identified reasons for the poor uptake of the scheme by the community members and addressed the concerns so that the community would take its benefit.

Awareness programme for change of mindset

GMRVF strongly believes that mere provision of facilities or creation of infrastructure facilities is not enough; there should be a change in the mindset of the communities regarding the use of such facilities. Thus, the Foundation conducts several awareness programmes to bring about a behavioural change among the community members.

The urban public toilets are used as venues for social awareness. The large ad space outside the Hyderabad toilets is not used for commercial ads but for social and environmental messages. Inside also, several relevant messages are put up. Days like 'Toilet Day', 'Global Hand Washing Day' etc. are celebrated with users.

Only 53% of Indians wash their hands after defecation. Therefore, the Foundation also focuses on health education among the communities through awareness sessions on the importance of hand washing after using the toilets. Global Hand Washing Day is commemorated in the month of October across several locations to bring public awareness on the importance of hand washing.

Reaching out to maximize impact

Immediately after the construction of a public toilet, the Foundation conducts orientation programmes for different stakeholders, including the users, regarding the usage and maintenance of toilets. Regular awareness sessions are conducted for the users to motivate them to use the toilets on a regular basis. Wherever possible, the Foundation is encouraging families to make use of the government schemes such as ISL and also providing necessary support filing applications, provision of raw material etc. to facilitate the uptake of such schemes. The Foundation has designed innovative IEC material for promoting good hygiene and sanitation practices among communities in local languages so as to communicate the messages effectively.

Sustainability of the initiative

After successfully maintaining the public toilets at Hyderabad and setting up benchmark systems, the Foundation has handed them over to GHMC. Also in the case of rural public toilets, local panchayats have been involved in the maintenance so as to sustain the initiative. One of the rural

public toilets at Rajahmundry, Andhra Pradesh has been handed over to the local panchayat after successfully maintaining it for several years and establishing proper systems. Revenue generation systems such as monthly user cards and pay-and-use models were introduced to make the community pay for the service being provided which would help in sustaining the initiative in the long run.

Ensuring ownership of the community members

Before construction of urban public toilets, opinions and concerns of community members were taken so as to accommodate them in the design and operation.

In case of rural toilets, community members were involved in the process right from the identification of the location for construction of the toilet. The Foundation has also encouraged the community to make a nominal contribution for the construction of the toilets to make them claim their stake in the construction and feel responsible for the upkeep of the facility. The amount thus collected has been deposited in banks by means of a joint account representing both the Foundation and the community.

Learning

Some of the important challenges and learnings in the management of public toilets include:

- One of the essential requirements for a public toilet facility is of the related 'utilities' like water, sewerage and electricity. Permissions for connections for these essential services are to be given by different government line departments. Clearances and permissions have to be taken from many government departments during the construction of the toilet and to make it operational. Primarily, these include electricity, water and drainage connection, but for these three connections, one might have to approach several departments and different sections within a department like 'Water Supply and Sewerage Board', 'Roads and Buildings', etc. This not only causes delay in executing the work but also creates avenues for bribes and corruption at each stage. Sometimes the delay is so long that the investment in the construction and efforts thereon make it very frustrating and useless for the private partner. Most often, the municipality due to whatever constraints is unable to help the private player in this. It is desirable to have a 'single window clearance', where the Public Partner can along with the land, provide all permissions related to the utilities for the site. As the services sought and permissions are all under different government departments, as an ideal 'public partner', these facilities should be provided to the private partner along with the license/lease to build and operate the toilet.
- A common problem is the gross mishandling of taps, commodes etc. despite frequent awareness sessions on better usage. As a result, maintenance becomes expensive.
- Constant monitoring on maintenance and upkeep of public toilets is very important and is being done through regular review meetings and site visits by the staff.
- Some of the processes and systems described above have helped to create and maintain decent public facilities. However, the most important learning is that it is a daily challenge!!!

Coca Cola

Hindustan Coca-Cola Beverages Pvt Ltd (HCCB) is committed to earn the "Trust and Confidence" of the local community and other stakeholders as a responsible corporate citizen. The "Golden Triangle" approach of the Coca-Cola company involving Business, communities, civil societies and the government forms the basis of HCCB's initiatives.

HCCB is also committed to water stewardship and hence water replenishment initiatives are an integral part of its activities. Water stewardship initiatives are based on the principle of replenishment an equivalent amount of water that is used in all beverages and their production. HCCB, as a part of its Corporate Social Responsibility initiatives, is also working in the areas of sanitation, health, education, drinking water and skill building.

HCCB has been implementing water replenishment projects and CSR initiatives for over 10 years. Here are the highlights of some of the water replenishment and sanitation projects implemented recently.

Hindustan Coca-Cola Beverages Pvt. Ltd.

Background of the Project

Restoration of 'Swarn Taal', Soda Village, Tonk District, Rajasthan

The village of soda in Malpura Mandal in the Tonk District in Rajasthan, an erstwhile princely state, is declared by the government as one of the most backward areas of Rajasthan.

Cattle rearing was the key means of livelihood in the village. Today, this is badly neglected. Agriculture is seasonal and completely dependent on the sparse monsoon rains. Ground water available in the village has been declared unsafe for human consumption as well as agriculture. The water is saline and contaminated with high levels of fluoride, chloride and other minerals. Thus, rain water is the only source of drinking water and irrigation.

The village has a huge water body known as the"Swarn Taal'. Spread over 100 acres, this water body is the lifeline of the village. The reservoir is the only source to meet all water requirements of over 900 households, be it for drinking, agriculture, domestic or live stocks. Over a period of time, the accumulation of silt reduced its water storage capacity resulting in severe water problems for the residents.

As a part of its water stewardship efforts, Hindustan Coca-Cola Beverages joined hands with the Soda Panchayat and the World Vision of India (NGO) to undertake the deepening and renovation of Swarn Taal. In addition to deepening and renovation, the initiative also involved the strengthening of embankment, installing one regular iron flood gate to release excess water, and stone pitching of four islands, which receive migratory birds also.



Water conservation project at Regional Agricultural Research Station, Guntur

Hindustan Coca-Cola Beverages, in partnership with the Regional Agricultural Research Station (RARS) and Acharya N G Ranga Agricultural University, Guntur, Andhra Pradesh, set up a water conservation project to meet the increasing water demand of the region. Before the initiative, RARS faced acute water shortage during summers, impacting its on-going research activities.

The project was set up to cover a catchment area of a 100- acre farm land and a 4- acre pond, separated into 3 acres and 1 acre for recharge shafts and water storage, for irrigating the 100 acres of the research farm land. The project is expected to meet the water requirements of RARS, help recharge ground water in the vicinity and improve water accessibility to the farmers.

Sewage treatment plant in tie-up with Municipal Corporation of Greater Mumbai

HCCB joined hands with the Municipal Corporation of Greater Mumbai to set up a 'Sewage Water Treatment Plant' (STP) project at Mahim Causeway Pumping Station, Mumbai. The project has the capacity to treat 1 million litre of water per day (MLD). The STP project is based on 'Rotating Media Biological Reactor (RMBR). The treated water used for non-drinking and non-domestic purposes such as horticulture, cleaning of public places etc. for which earlier fresh water was used. This initiative is aimed at conserving fresh water.

MCGM discharges large quantities of sewage water at four places into the sea, namely Malavani, Versova, Mahim Causeway (Bandra Reclamation) & Colaba. Mr. Irial Finan, Executive Vice President and President of the Bottling Investments Group, the Coca-Cola Company, Smt. Snehal Ambekar, Mayor of Mumbai and Mr. Subhash Desai, Minister of Industries, Government of Maharashtra, inaugurated the project on Jan 28, 2015. The project has been executed by environment consultants M/s Naik Environ.

Household sanitation

Hindustan Coca-Cola Beverages Pvt Ltd (HCCB) has been working in the area of household sanitation in select villages across its bottling locations for the past 6 years. One of these villages is Rongsokona in Ri-bhoi district of Meghalaya.

Rongsokona village has a total of 149 households and a population of 825. Out of these 149 families, 119 are below the poverty line. Poor sanitary conditions have prevailed in the village leading to health issues. Women have suffered the most, as they lacked privacy. For improving sanitation in the village, HCCB and its partner NGO, Rashtriya Gramin Vikas Nidhi (RGVN), started a household sanitation initiative under the Public-Private-Community partnership involving the beneficiary community, the government and HCCB.

The initiative was preceded by a house-to-house survey in Rongsokona to document the state of existing household sanitary units. It was decided to have a uniform toilet structure for each household. Every toilet was provided with a brick and cement superstructure, measuring 6 x 3 ft, with two-pit latrines also using bricks & cements.

In the true spirit of partnership, all three stakeholders contributed to the success of the initiative. The community contributed through '*Shramdan*', a convergence with *Nirmal Bharat Abhiyan* brought financial subsidy, and Hindustan Coca-Cola provided the necessary gap funding. It is this concerted effort and partnership, which has resulted into all 119 BPL households having individual sanitary units.

Sanitation is a visible change that one can see in the villages. Well-constructed toilets, maintained hygienically have given the community a sense of pride for their village.

Rationale and modalities of initiative

Rongsokona village is located off the National Highway-40, in Ri-bhoi District of Meghalaya. A baseline study conducted in 2010 indicated that the villagers faced a host of problems — sanitation and safe drinking water being most critical. Sanitation was practically non-existent, with the majority of the population either defecat in the open or used makeshift structures. Further people, were poor and could not construct proper sanitation facilities. Women had to bear the brunt since they did not have any privacy.

The proximity of the village to the HCCB plant made it incumbent upon the latter as a responsible corporate citizen to invest in the region's infrastructure and create awareness towards sanitation and safe drinking water.

Before constructing sanitation units, a number of awareness raising creating programmes were organised with the participation of the entire village, led by the village headman, a village committee comprising the elders, and 'Mahila Samiti' women groups. Experts, volunteers and doctors visited the village and explained the use of the unit, laying emphasis on the significance of cleanliness and hygiene.

Community Awareness and Collaboration - The initiative involved enhancing community awareness, leadership identification within the village, creating strategic alliances with groups, and building community capacity. In Rongsokona, a village committee was formed comprising the village headman, school principal, select village elders and community members. The committee held regular meetings to discuss issues and common problems and shared with the implementing partner, ensuring comprehensive communication and immediate attention to a problem.

Linkages with Government Schemes – Government schemes were leveraged through the 'Dorbar' – village council and the village headman. The village headman provided guidance to the implementing partner (RGVN), field facilitator and volunteers.



Community Voices



Arthi Marak told us that her family members use the toilet. They are happy.



According to Jebita, her family is very happy with the toilet. It is very good for the village. As the villagers are so poor, they could not make a toilet.



Radha Marak now understands the necessity of a clean toilet space. She says the toilets have given the women privacy and will ensure better health for her children.



Nilsobina shares that after the awareness programme, sanitation and hygiene have improved in the village. The village has become cleaner and people use toilets regularly now.

Hindustan Zinc

Hindustan Zinc Limited (HZL) is one of the largest integrated zinc-lead producers in India, and the second largest Zinc Lead miner globally. The company governs about 82% of the growing zinc market in India and is also the largest primary producer of silver in India. Hindustan Zinc has operations in Rajasthan, India.

Hindustan Zinc is a Vedanta group company. With a business model of growth, constant value creation and improved operations. Community Development is at the core of the operations of the Vedanta group of companies, which includes Vedanta Resources Plc, a London listed, global, diversified natural resources company and its subsidiaries which produce oil & gas, zinc, lead, silver, copper, iron ore, aluminium and commercial power.

Vedanta's Community Development strategy is given as much importance as its other business operations, and is focused on health, education, livelihood and environment. Vedanta has spent $49 million in FY 2014 benefiting over 4.1 million people globally through building hospitals, schools and infrastructure, providing employment skills and engaging in community programmes.

Hindustan Zinc Ltd., Rajasthan

Background of the Project

The Sanitation campaign of Hindustan Zinc is aimed at eradicating the practice of open defecation in the company's operational areas in Rajasthan. The project began in 2011, with a target of constructing 30,000 individual toilets.

Background of the Programme

Hindustan Zinc's community development programmes are undertaken in about 200 villages in Rajasthan. In the survey conducted by the company, it was found that 60% of village population was not aware of the importance of hygienic sanitation facilities. Even the villagers who have brick and mortar houses had not constructed household toilets.

Due to lack of hygienic sanitation practices, there is widespread occurrences of contagious diseases. Amongst the population, women are affected the most, as the lack of household toilets breaches their safety. The lack of toilets is also the main reason for adolescent girls dropping out of schools.

Hindustan Zinc recognized sanitation as a priority area in their community development activities. The Rural Sanitation Programme reduces the impact of diseases, increases Human Development Index, and safeguards the community as a whole by improving their quality of life.

Implementation of the programme

Hindustan Zinc has signed MoU's with the State Government of Rajasthan to build 30,000 rural toilets for below poverty line (BPL) families under the 'Nirmal Bharat Abhiyan' campaign. The project is a tripartite agreement among Hindustan Zinc, Government of Rajasthan and the NGO, Financial Inclusion Improves Sanitation and Health (FINISH) Society, as the implementation partner.

Construction of these toilets will benefit people in Bhilwara, Chittorgarh and Udaipur districts of Rajasthan. Under the 'Nirmal Bharat Abhiyan', cost of construction of each toilet is Rs.8500, where Rs.4600 per toilet is being paid by government, Rs.3000 by Hindustan Zinc, and Rs.900 by the beneficiary. To inculcate a sense of ownership, the contribution from the beneficiary can be non-monetary, such as individuals digging the pit, and contributing manpower for the construction. Hindustan Zinc would be spending Rs. 8.6 crore for the entire project.

This initiative will make 80 rural and tribal villages in Rajasthan 'Open Defecation Free' and will also minimize the risk of contamination of drinking water sources, thus reducing the health related problems in rural India. The constructed household toilets will provide convenience and a sense of security and dignity to each member of the family, while inculcating good hygiene practices and increasing awareness towards the importance of hygiene for good health and sanitation.

Toilet Design and Model

Two 'Leach Pits' are constructed below each toilet to facilitate disposal of waste, of which only one 'Leach Pit' will be used at a time. Each '*leach pit*' is estimated to last for about 5 years. The waste in the first '*leach pit*' will be converted into manure to be utilized by the farmer for agriculture purpose.

Creating awareness

The construction of the toilets was undertaken after a strong social mobilization, Information Education Communication (IEC) activities, Focus Group Discussions (FGD) and interactions with the community.

The communities are educated about the concept, importance and usage of proper sanitation facilities through different methods.

Result

So far 11,426 Individual Household toilets constructed.

- Awareness generation has led to the adoption of hygienic sanitation practices
- Due to minimized risk of contamination of drinking water sources, there is a marked improvement in the health of all citizens leading to increased manpower productivity
- Residents are secured from wild animals, theft and other antisocial elements which were a common occurrence in the area
- Innovative construction is environmental friendly and facilitates proper disposal of waste

Way forward

The constructed toilets are certified by the local Panchayats and the utilisation certificate for the same are submitted by the NGO.

Once the villages are 100% open defecation free, they are recognized as "Nirmal Grams" and Hindustan Zinc recognizes this declaration by blowing a balloon.

Hindustan Zinc ensures the sustainability of the quality of the construction, and plays the role of the catalyst, eventually phasing out their involvement while warranting community ownership.

Reaching out to maximize impact:

- Aligning with the UN Millennium Development goals, Hindustan Zinc signed an MoU with the Government of Rajasthan in January 2015 for the construction of 623 toilets in government upper primary schools, primary schools, secondary and senior secondary schools where sanitation facilities are not available. Hindustan Zinc will spend Rs. 11 crore on the project.
- To combat the large dropout rate among girl students due to improper or poor sanitation facilities in schools, Hindustan Zinc will provide a complete sanitation solution with bio digesters, incinator and sanitary napkin vending machines for girls.
- A supporting initiative is the running of a micro enterprise for sanitary napkin units at Rs. 1-Rs. 2 from our SHG members.

Rajashree Cement

UltraTech Cement Ltd. is the largest manufacturer of grey cement, Ready Mix Concrete (RMC) and white cement in India. It is also one of the leading cement producers globally. UltraTech as a brand embodies 'strength', 'reliability' and 'innovation'. Together, these attributes inspire engineers to stretch the limits of their imagination to create homes, buildings and structures that define the new India.

Its operations span across India, UAE, Bahrain, Bangladesh and Sri Lanka. UltraTech Cement is also India's largest exporter of cement reaching out to meet the demand in countries around the Indian Ocean and the Middle East.

With its significant presence in the following markets: grey and white cement, concrete, building products and building solutions, UltraTech is a one-stop shop for all primary construction needs. Its meteoric rise as the largest cement brand in India reflects the organisation's focus on cutting edge technology, research and technical services. UltraTech Cement provides a range of products that cater to the needs of various aspects of construction, starting from foundation to finish.

UltraTech's parent company, the Aditya Birla Group, is in the league of the Fortune 500 companies. It employs a diverse workforce comprising of 120,000 employees, belonging to 42 different nationalities across 36 countries. The Group has been ranked number 4 in the global 'Top Companies for Leaders' survey and ranked number 1 in Asia Pacific for 2011. The Group has topped the Nielsen's Corporate Image Monitor 2012-13.

UltraTech has used its legacy and reputation in the industry to work towards the development of the communities surrounding its various projects. The company values of strength, reliability and innovation have enabled the organization to develop and implement effective community development programmes.

Rajashree Cements

Background of the Project

The Government of Karnataka is implementing the World Bank assisted Karnataka Rural Water Supply and Sanitation Project called the *Jal Nirmal Project* in the northern districts of Karnataka for improving the quality of life.

Project Aim

- Increasing rural communities' access to drinking water and sanitation services.
- Institutionalization and decentralization of rural water supply and sanitation service delivery through Gram Panchayat and user groups.

Project Components

A. Infrastructure Building and Community Development

- Infrastructure Development
  1. Rural Water Supply Scheme
  2. Ground water recharge
  3. Household sanitation
  4. Community sanitation



Community Toilet constructed by UltraTech Cement Ltd (Unit: Rajashree Cement Works) at Huda B village

- Community Development:
    1. Community development support
    2. Design and engineering support
    3. Targeted women's development programmes

B. Institution and Building

1. Sanitation & Hygiene Promotion (SHP)
2. Capacity development of user groups and Gram Panchayats in social, technical and management aspects of planning, implementation, operation and maintenance of RWSS infrastructure.

Project objectives

- To plan and execute 55 LCPD (liters per capita per day) potable, hygienic, sustainable water supply system.
- To plan and execute water recharge structures to sustain and increase the yield of water supply sources.
- To plan and execute the drainage and lane improvement programme.
- To educate, motivate and activate communities for the use of smokeless chullas, build garbage pits outside the residential area, use of gober gas plants, hygienic living conditions and use of latrines.
- To plan and execute women empowerment programmes through training, organizing, motivating and participating.
- To strengthen gram panchayat's infrastructure with respect to building, machinery, staff and member training.
- To plan and train gram panchayat's members and staff for the Operation and Maintenance facilities.

Project Coverage

No. of Villages covered: 10

No. of Gram Panchayats: 2 (Malkhed & Udgi)

No. of beneficiaries: 28,254

Implementing Agencies

- Gram Panchayats (primary agency for Planning, Procurement, Construction, Operations & Maintenance)
- Zilla Panchayats / Zilla Panchayat's Engineering Divisions
- Support Agency (Technical expertise)
- Village participation representatives

Community Action Plans (cap's) undertaken

- Water supply plan
- Drainage and lane improvement plan
- Sanitary latrines construction plan
- Women development plan
- Sanitation and hygiene promotion plan
- Gram Panchayat strengthening plan
- Community cash and labor construction plan
- Operation and maintenance plan
- Monitoring and evaluation plan

Present Status of the Project

The following work has been completed during the 3rd phase of the implementation:

- Construction of Community Toilets
- Laying of water pipelines for OHTs
- Construction of overhead water tanks
- Construction of washing platforms
- Construction of water cattle drought
- Construction of School compound wall, toilets and safe drinking water in Villages.
- Construction of drainage and internal roads

This project has greatly helped the surrounding Communities to access safe drinking water for improving the quality of life.

Financial data:

Jal Nirmal Scheme	First Phase (April 2004 to March 2007) Rs in Lakh	Second Phase (April 2013 to Ongoing) Rs in Lakh	Total Rs in Lakh
World Bank contribution through State Government	200.6	429.50	630.10
Gram Panchayat & beneficiaries contribution	27.36	0	27.36
Company Contribution	8.04	17.50	25.54
Total	**236.00**	**447.00**	**683.00**

Brief description about collaboration:

This project was in collaboration with the World Bank Jal Niramal Scheme, Gram Panchayat, Local community and Kagina Jan Seva Trust of Rajashree Cement.

Villagers are getting safe drinking water at their door step, that too without wasting time. They are getting sanitation & Internal road facilities, safe drinking water facilities for livestock and washing platform. With these activities villagers, are enjoying better health, and their productivity as well as economic status has increased.

Learning's through Projects

- Innovative methods used
- New situations handled
- New problems tackled
- Analysis of mistakes
- New technologies developed & used & their effectiveness analyzed
- The investment in the community has to be strategic and equitable
- The impact needs to be measurable or felt
- The marginal communities need to be supported for longer stability
- The projects need not be large scale or highly visible but should definitely be replicable and there should be scalability

Challenges

- Low literacy level among female, (Female Literacy- 24.33%)
- High dropout rate among girl child (15-30%)
- No Primary Health Care Services, only 22% Safe and Institutional Delivery
- Un-served area from ANC and Immunization programme
- No technological inputs for livestock and agriculture development
- To reduce alcoholism among society
- Politically sensitive area
- Alarming unemployment
- Less women participation in self-employment and livelihood activities
- Lack of basic amenities like Medical Services, Drinking water, Infrastructure etc for the underprivileged people

Sahyadri Industries

Sahyadri Industries Ltd (SIL) is a Pune based six decade old company. In a realm of sustainability resides the little universe of Sahyadri wherein it has carved a niche for itself as a competent player. A dynamic company led by young leaders, it radiates the energy that walks in a new direction and talks of innovation, in the expanding world of green. A grounded enterprise true to its values and disciplined in structure & function, Sahyadri drives the steady foundation set by its founders, the bond it shares with people, and high regard for processes to provide answers that take you further and farther.

SIL is into manufacturing of Fibre Cement Roofing Sheets under the Brand Swastik, Mezzanine application boards under the Brand Cemply, Cellulose Fibre Cement Sheets under the Brand ECOPRO, Backyard Poultry Structures under the Brand Swastik Kukdookoo and Cemply Swachalay, an innovative Green Toilet Technology made for *Swachh Bharat Abhiyan*.

Sahyadri Industries Ltd (SIL)

Background of the Project

Under our Swastik Disha Programme, we have identified two areas for CSR activities:

(1) Through our CSR activities, we aim to work towards the development of education and health care systems. A special focus area is the development of the country's youth, where programmes for technical skills, personality development and communication training are organised in tandem to the employment scope in the industry. Orphans are also imparted skills and education so that they become self-employed.

(2) To provide adequate and separate functioning Toilets in Schools for girls in the District of Pune, using Cemply Swachalay. Cemply Swachalay is an Innovative Green Toilet Technology, developed by Sahyadri Industries Ltd. (SIL) that ensures dignity to people without disabling the environment around. SIL's team has created a modular good looking Toilet Shell and a plinth using Eco-friendly materials.

CEMPLY SWACHALAY gives hygiene, health and convenience in an affordable way. Whatever we have given, we have developed as a part of Swastik Disha – a CSR Initiative for the benefit of the Society.

Sanitation as a CSR activity

Even after decades of independence, it was disheartening to note what our Honorable Prime Minister spoke of, about the lack of hygienic sanitation facilities for girls in the schools and the country.

As statistics show, 44% Schools in India lack separate functioning Toilets for girls that remain a potential threat to infections and diseases and women safety. More than 55 Girls schools in our own Pune District do not have toilet facilities. It is a major issue which requires immediate attention. It pains to imagine a situation of a poor girl child continuing to avoid the call of nature because of lack of adequate toilet facilities. It is frightening to imagine that this is the state of affairs for the future mothers of our country. It also develops low self esteem in them which will not let them grow as normal and confident individuals. As they are not provided with a comfortable environment, they are not able to focus on important activities at school.

This remains a major impediment in India's progress story to the world at large. As corporate citizens, we at SIL feel that we should make efforts to provide deprived people, proper and hygienic sanitation facilities.



Selection of the Project Area

Pune District Schools run by the Zila Parishad.

Toilet design and model / technologies

Cemply Swachalay:



CEMPLY SWACHALAY is Green Sustainable Technology Innovation in Toilet Blocks -'First of its kind and Fast-to-build Green Toilets'.

An innovative technology has been developed by Sahyadri Industries Ltd. (SIL) that ensures dignity to people without disabling the environment around. SIL's team has created a modular good looking Toilet Shell and a plinth using Eco-friendly materials.

We are using the Country's First Dry-Wall & Green Technology to build these Toilets. Cemply Swachalay Green Toilets are ideal for the *Swachh Bharat Abhiyan*.

Cemply Swachalay is installed and ready to use in less than 1 Hour as compared to a conventional toilet that is built in 15 to 20 days. These Toilet shells can be installed in any terrain and are made of all-weather resistant sheets. The respective components are pre-fabricated and can just be assembled at the site in less than an hour without using cranes or any such equipment.

Cemply Swachalay can be installed in less than one hour in any terrain like tribal, hilly areas, tourist spots, forts and also residential and school premises. The Modular design leaves no error of any geometric irregularities or imperfections. It can be built in villages under various National, State and Local Government initiated schemes, offering best results.

Building a Toilet block is a small work for any mason, however, there are very few who would really want to do the job in the rural space. So we started addressing each element involved in the construction of a Toilet. We broke it down in three steps and components, so that flexibility could be offered to the consumers.

The three components are:

a. The Top part which is the Shell

b. The 2nd part which is the Plinth

c. The Soak pit

Typically most of the time is consumed in building the shell and the plinth. These two components also consume a lot of logistical cost, due to lower quantity. The plinth upon which the shell rests is a simple innovation by Sahyadri.

The Plinth can be set up under any soil strata within minutes and the Toilet Shell can be assembled in less than an hour. Our Team has kept in mind the economics so that it does not become a burden for the consumer.

It is a Green & Eco-friendly solution. Raw materials used for producing wall panels and doors include fly-ash. The Product consumes almost 35% fly-ash which is a waste generated in Thermal Power Stations (TPS) and most of our TPS struggle in disposing of this waste. Also there is a huge wetting cost incurred by the TPS to stop the fly-ash from flying in air and destroying the nearby crops and also affecting the health of human beings, birds and animals.

Another uniqueness of this Innovative Green Toilet Technology is that it does not require water, sand, brick and mortar, typically used in conventional construction. As we know, production of bricks is a major hazard to the ecosystem , since it uses cultivable top soil, which takes a few decades for replenishment; , later the process of baking the bricks releases carbon mono-oxide that causes lung diseases. Child labour is also being used in making bricks.

Effects of Top Soil Erosion:

In India, 130 million hectares of land, that is 45% of the total geographical surface area, is affected by serious soil erosion through gorge and gully, shifting cultivation, cultivated waste lands, sandy areas, deserts and water logging. (Survey Report as on 30.11.12)

This study shows that 1.89 acres of land is used by each kiln every year. Mostly fertile agriculture land is used for manufacturing of clay bricks. The mining processes involve removal of at least 90 cm. of fertile top-soil from the land. The area around the kiln/chimney is scorched due to high temperature and becomes unfertile for at least a decade. The damage is often extensive because of heat convection. Lateral national surveys have indicated that about 60 billion bricks are needed every year in our country for Housing purposes alone. This would alone consume 160 million tonnes of top-soil and 3050 hectares of land.

As the extent of land under agriculture is only 143 mha and 56% of this is affected by varying degree of degradation, it is essential to protect the land from further degradation.

Being a responsible global citizen, our sincere efforts are in the direction not to encourage using and promoting clay bricks which have huge potential to damage the environment and imbalance the social fabric.

CEMPLY SWACHALAY gives hygiene, health and convenience in an affordable way.

Award & Recognition:

Sahyadri Industries Limited (SIL) was awarded the prestigious India CSR Community Initiative Awards for their novel Green and Innovative Technology Cemply Swachalay toilets by Delhi based India CSR Group. Mr. Matteo Rizzi - Global Expertise & Authority, WASH Household Care, Unilever UK handed over the award to the MD of Sahyadri Industries Ltd. Mr. Satyen Patel in New Delhi on Feb 6, 2015 at the India Sanitation Summit. Mr. Tushar A Gandhi - Managing Trustee, Mahatma Gandhi Foundation, Mr. H K Patil - Minister for Rural Development and the Panchayat Raj, the Govt of Karnataka and Dr. Bindeshwar Pathak Founder - Sulabh International were Present on the occasion.

Stakeholders

For the CSR initiatives of Sahyadri Industries Ltd., SIL expends the money, but the ownership of the Toilets Cemply Swachalay would rest with the beneficiaries who are users. For Cemply Swachalay contracted by other Corporates, SIL will supply and erect on agreed terms, the Stakeholders would be the other Corporates and the beneficiaries will be the users; SIL will act as a facilitator.

Implementation Model:

We have approached the Schools directly after obtaining the list from the Zila Parishad. It was quite encouraging to note that the Schools were ready to adopt this technology which reduced their monitoring headaches and were sure of the results.

We also tied up with one of the Radio Channels so that mass awareness can be brought amongst the local population.

Liaising with the state and local government:

Initially we approached the Department of Education, but the response was not encouraging, so we decided to speak to the Schools directly.

Reaching Out to Maximize Impact:

We have sent the details of this unique product named Cemply Swachalay – an innovative green toilet technology to Corporates, NGOs, Microfinance Companies, Mp's and MLAs.

Sustainability of the initiative:

We feel the initiative will be sustainable on the following two counts:

(1) **At the Corporate level:** The Corporates would surely want to embrace a technology which is green and can help them build Toilets on a mass scale without administrative & monitoring hassles.

(2) **At the Beneficiary level:** Tying up with the relevant NGOs, Microfinance Companies & Corporates would surely ensure that the initiative sustains and gives results in the shortest possible time.

Ensuring ownership of the community members:

We have attempted through schools to educate the children about the importance on the said Project. Through them, we are hopeful that the community members would also think in the larger interest of the society and support the said cause.

Ownership of the hygiene rests with the individual. As an individual has to learn to stay hygienic. However, the ownership of the Cemply Swachalay can be with a single beneficiary, with the Gram Panchayat, School, Medical Centres or Community members.

Shree Cement

Shree Cement Limited (SCL) is a prominent name in cement industry with a manufacturing capacity of 17.5 Million Tons Per Annum. As of 30th June 2014, SCL had two cement units located at Bangur Nagar – Beawar and seven cement units at Bangur City – Ras, all equipped with waste heat recovery power plants, capable of generating 81 MW of power. Apart from this, captive power plants with total capacity of 216 MW are installed in Beawar and Ras. SCL also has five grinding units, at Khushkhera, Suratgarh, Jobner in Rajasthan, Laksar in Uttrakhand, and Aurangabad in Bihar, and an independent power plant "Shree Mega Power (SMP)" with capacity of 300 MW in Beawar. We are self-reliant in meeting our power requirement for cement production from our captive power plants and we export power produced from SMP to the grid. Our capacity enhancement over the last few years has facilitated consistent growth in volume and revenue and shall continue to do so in the future.

SCL boasts of highly recognized brands like Shree Ultra Jung Rodhak, Bangur Cement and Rockstrong. SCL is an ISO 9001, ISO 14001, OHSAS 18001 and SA 8000 certified company, and pursues best practices in Manufacturing, Energy Conservation and Environment Management. SCL has received numerous awards and recognitions at national and international levels for Excellence in Energy Management, Environment Management and Corporate Governance practices.

SCL is a pioneer in adopting and implementing sustainability in business operations. It has recently been nominated as a "New Sustainability Champion" by the World Economic Forum. It is the first Indian cement company to join the Cement Sustainability Initiative of World Business Council for Sustainable Development, Switzerland.

Shree Cement Ltd

Background of the Project

A Community Need Assessment was conducted to capture community perception, views and opinions pertaining to the development needs of the area. The study also aimed at getting an insight into the local community's aspirations, needs and perspectives on different development issues which would improve their livelihood scenario, socio- economic status at one end and promote systems for maintaining the ecological balance at the local level.

Why the company initiated Sanitation as a CSR activity

India has the highest number of people that practice open defecation. With more than 50% of Indian population defecating in the open, it leads to improper disposal of the waste, sanitation issues and is the cause of many harmful diseases. Sanitation as a CSR activity was taken up to promote better human health and improve quality of life among people living in rural areas through improved sanitation measures, including adoption and creation of Adarsh Gram (model village) for all types of Water and Sanitation activities which includes individual and community toilets.

Selection of the Project Area

On the basis of a CNA report it was found that 80% of households in the periphery villages were going for open defecation. To address the issue we have initiated the Shree Swachhata Project in 35 villages of four gram panchayats of our peripheral villages. The project includes the creation of awareness and financial assistance of Rs. 5000 for the construction of each household toilet, besides providing technical support for the same.

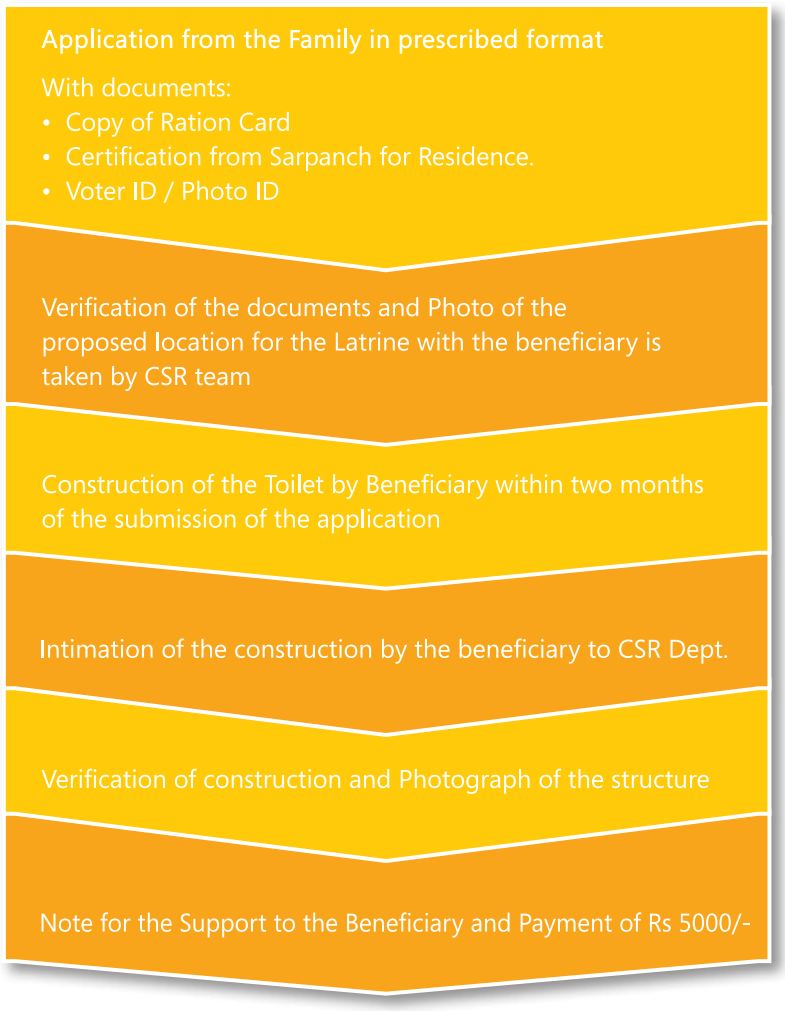
Toilet design and model / technologies

The toilet has to be constructed as per minimum specifications to be eligible for our financial assistance of Rs. 5000.

Stakeholders

For ensuring the success of the project we have made all efforts to ensure maximum community involvement in the project. To this end, we have involved Rural Volunteers, Teachers, Principals and students of Government Schools, Gram Panchayats etc. to augment the efforts of our management and CSR team as stakeholders for this project.

Implementation Model



Liaising with the state and local government

The State Government has launched the *Swachha Bharat Abhiyan* this year whereby financial assistance is being offered to selected households for the construction of toilets. After a discussion with district administration, we have now adopted Gram Panchayats in the vicinity of our operational area.

Linking with government schemes

In the Gram Panchayats adopted by us, we will be playing a catalytic role of awareness generation as well as motivating and encouraging people for the construction of household toilets. Also people will be made aware of Government schemes whereby financial assistance of Rs. 12000 is being provided to selected households. Our financial assistance of Rs. 5000 will be provided only to those households that do not fall in the ambit of the government scheme.

Awareness Programme for change of mindset

- Conducted various Nukkad Nataks (Street plays) both in Government schools and at the village level.
- Designed Shree Swachhata calendar and distributed 7100 calendars among school children, teachers, volunteers and local villagers
- Organized village level meetings with PRI and opinion making leaders.
- Distributed stationery materials to students who have toilets at their households.

Reaching Out to Maximize Impact

At present we are working in four Gram Panchayats and the programme has been successful. We are now under the process of adopting more gram panchayats where the existing programmes can be replicated. .

Sustainability of the initiative

With our multi-pronged approach of awareness generation, efforts towards bringing about a change in habits while simultaneously creating toilet facilities, we expect our initiative to be sustainable from the long term perspective.



Ensuring ownership of the community members

Financial support being provided by us as well as the Government covers only a portion of the total toilet construction cost and acts merely as a catalyst for members to construct a household toilet on priority. Their personal financial investment as well as our efforts towards implementing a behavioural change ensures personal involvement as well as ownership on behalf of the community members. For mass awareness we have distributed Sanitation Calendars in FY 13-14 and 14-15.

Challenges & Learning

A major challenge in the implementation of this project has been to bring about a change in the mindset of the people and make them aware about the harms of open defecation. To address this challenge we found that school children and certain categories of women folk who were associated with our various projects were very receptive. We have effectively used them as ambassadors for promoting our project.




Standard
Chartered

Standard Chartered is a leading international banking group. It has operated for over 155 years in some of the world's most dynamic markets and has substantial presence and business interests across Asia, Africa and the Middle East. This geographic focus and commitment to developing deep relationships with clients and customers has driven the Bank's growth in recent years. Standard Chartered PLC is listed on the London and Hong Kong stock exchanges as well as the Bombay and National Stock Exchanges in India.

Standard Chartered PLC, the UK based parent, became the first foreign company to list in India through the issuance of Indian Depository Receipts in June 2010, underpinning the Bank's commitment of being "Here for Good".

With 88,000 staff across 70 markets, the Group offers exciting and challenging international career opportunities. It is committed to building a sustainable business over the long term and is trusted worldwide for upholding high standards of corporate governance, social responsibility, environmental protection and employee diversity. Standard Chartered's heritage and values are expressed in its brand promise, "Here for Good".

Standard Charted plays an important role in stimulating economic and social development through the services it provides, and by being a force of good. Its success depends on this .It is here for progress, here for good. For Standard Chartered, Sustainability is integrated into how we do business. It is at the core of our business model, not on the periphery. As we see it, sustainability goes beyond philanthropy, beyond the notion of corporate social responsibility. We take a broader approach, acknowledging the transformative impact that we can have on people and economies, by providing finance effectively and responsibly.

Standard Chartered Bank

Background of the Project

Launched in 2011, WASHE (Water Sanitation and Hygiene Education), aims to provide easy access to safe water and improved toilet facilities as well as hygiene education for the girl child in eight municipal schools across Mumbai and Delhi. To date, the programme has empowered 34,547 girls and close to 1.4 million family members.

Despite possessing an abundance of freshwater, India is becoming water scarce for the first time in documented history. This has been a result of unplanned urbanization, pollution of rivers, drying up of traditional surface water bodies, and indiscriminate drawing of groundwater leading to rapidly depleting groundwater levels. The situation of sanitation in Indian cities and villages is known and visible to all. More than 70% Indians lack awareness and access to toilets, and solid waste management is poor. While behaviour is indeed a problem, the absence of necessary infrastructure adds to the insanitary environment.

In India, it is estimated that [1]225 million women have poor understanding of menstrual hygiene practices, almost 63 million adolescent girls live in homes without toilet facilities. Although most schools have at least one toilet facility, about 60% of them have separate facilities for girls; these facilities are often poorly maintained or non-functional. Moreover, an estimated 14% of children have no access to toilet facilities in schools.

[2]23% of girls drop out of school after reaching puberty.

The programme was launched when we realized that one of the largest problems facing Indian communities was lack of access to safe water and sanitation facilities, especially for the girl child. WASHE identifies needy schools and constructs additional toilets or remodels existing ones, creates a safe drinking water point, installs sanitary dispensers and disposers in girls' toilets, and provides schools with the technology to vermi-compost.

Sanitation and hygiene are co-related with girls' health, need for privacy, dignity, safety and self-respect. NGO trainers and health practitioners educate and empower adolescent girls through interactive games, jingles, puzzles and also impart sessions on water testing, water harvesting, importance of menstrual hygiene, and hygienic disposal of napkins. Studies have also proved that early education on the importance of safe and clean water and forming personal hygiene habits can avert health loss or death due to infection, pneumonia and water borne diseases such as diarrhea, cholera and dysentery.

Our staff is committed to the delivery of the financial education curriculum to girls. Through weekly sessions they continue to provide coaching, mentoring, skills development, computer and communication skills to transform student' attitudes and behaviours towards their life and career.

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[1] *UNICEF: WASHE in Schools Empowers Girls' Education Proceedings of the Menstrual Hygiene Management in Schools Virtual Conference 2012*

[2] *TOI: 70% can't afford sanitary napkins, reveals study*

[3] *WHO: Water Sanitation Health*

At a minimalistic cost of less than US$5 per girl, the programme gives girls access to water, toilets, financial literacy and awareness on sanitation and hygiene. Through WASHE, the Bank has sparked local community action and greater government involvement in the implementation of the programme.

We enjoy great support from the schools. "There is a direct relationship between water, sanitation and health, and for girls lack of sanitation is the primary factor responsible for the high dropout rate. Standard Chartered is doing excellent work through the WASHE programme. Their involvement has influenced our girl students, the absenteeism has reduced and pass rates have improved. There are many examples of girls who are outshining boys in studies," said Mr. Bhoir, Principal, Ramakrishna Paramhansa Municipal School.

Community programmes such as WASHE are all part of our strategy to build a sustainable business. The sustained performance of a business is linked intrinsically to the health and prosperity of the societies in which it operates. Our commitment is to build a sustainable business as a bank, delivering value to our customers and shareholders whilst contributing to the communities in which we live and work.

Case Study – Priyanka Prakash Malusare, 14 yrs, Mumbai

Priyanka lives with her parents and brother in Dnyaneshwar Nagar slum in Mumbai. Her parents do odd jobs. Her mother is a domestic maid and her father is a car polisher and works on job-to-job basis.

A large portion of the household income is diverted to paying the rent and bills; the rent for a small one room house without a toilet is US$33. The family, with other community members is left with no choice but to use the local Sulabh Sauchalaya at a nominal cost per use. The community toilet closes at night, so on many occasions they wait until morning to use the public toilet or are left to relieve themselves in the dark in the open or in unsanitary facilities which are a breeding ground for infections.

Priyanka started menstruating recently, and through the WASHE programme and doctor sessions she knows how to conduct herself during her monthly cycle. She is a bright student and does not like to miss school. The accessibility to gender-separated latrines, clean water, and sanitary napkin units through the WASHE programme, makes her feel safe and comfortable in school.

Priyanka is very close to her mother and shares the learning from the WASHE programme with her and other friends in the community. She is keen on learning and actively participates in the Bank anchored volunteering sessions on conversational English to learn new words and hone her language skills.

Recounting an episode from her recent visit to Shiravali, her native village, she said that after being with the programme, I feel confident to talk to girls and offer advice. Priyanka's friend from the village has been taken out of school by her parents because she had to travel 3 to 5 km by bus and has recently started menstruating. Her parents are poor and now that she is growing up, they want her to sit at home. ***"She will probably get married soon,"*** Priyanka opined. Being aware of the importance of schooling Priyanka advised her friend to try and convince her parents to let her continue education and visit her in Mumbai where things are closer and safer.

The sessions on financial education have ingrained the habit of saving. She saves a small amount every day and lends money to her parents when they need it. Priyanka is keen to complete her graduation and pursue teaching as a career.

UTC

United Technologies (UTC) is a diversified company that provides a broad range of high-technology products and services to the global aerospace and building systems industry. UTC employs more than 212,000 people around the world, including more than 6,400 in India. Our commercial businesses are Otis elevators and escalators and UTC climate controls & security, carrier heating, ventilation, air-conditioning and refrigeration systems, as well as fire safety and security solutions from brands such as Kidde and Chubb. Our aerospace businesses are Sikorsky helicopters, Pratt & Whitney aircraft engines and UTC Aerospace Systems, which include aircraft power, controls and sensing systems. Wherever we do business, we apply the highest standards of corporate responsibility. We are committed to minimizing the environmental impact of our products, our operations and our supply chain.

United Technologies (UTC)

Background of the Project

The Initiative: Project 'Pehal' is a community development initiative of United Technologies Corporation (UTC), India, targeting a poverty-stricken community of primarily migrant labour (around 10,000 people) inhabiting resettlement/slum clusters in Chakarpur village in Gurgaon (Haryana). Started in 2013, it aims for holistic development of the targeted community through innovative and compelling interventions in the areas of education, health, sanitation, financial inclusion and employment.

Why the company initiated Sanitation as a CSR activity

As part of UTC's endeavour to catalyse holistic upliftment of slum dwellers of Chakarpur village, lack of sanitation was identified as one of the biggest impediments to making any meaningful impact on the community. Hence, much before the Prime Minister's clarion call for a '*Swachh Bharat*', Sanitation became one of the key pillars of Project 'Pehal' – and sanitation initiatives delivered some of the most tangible and sustainable results that impacted the community fundamentally .

Selection of the Project Area

The sanitary conditions prevailing in and around the project at the time of the project start were deplorable. The project, spread across 20 slum clusters, did not have proper toilets and the inhabitants, particularly girls and women were suffering. People were compelled to defecate in the open, for want of proper toilets, in late evenings and early mornings making it a security hazard for girls and women. Also, the targeted community comprising mostly of illiterate or semi-literate population was not sensitized on health, hygiene and sanitation issues which added to poor hygiene and sanitary conditions in the community. There was a need to educate the community on health and sanitation issues and provide them with bare amenities pertaining to sanitation such as toilets, bathrooms etc.

Toilet design and model

Indian Commode with Flush system.

Stakeholders

Inhabitants of Chakarpur village slum clusters.

Implementation Model

In the years 2013 and 2014, UTC funded, the construction of 22 toilets, 6 bathrooms and 6 drains, which are now maintained by 'Pehal' project staff with the help of the residents using them.



Awareness Programme for change of mind-set

Awareness drives on Health and Sanitation along with planned 'Community Cleaning Actions' have been held regularly in the community through our NGO partners to facilitate change in the behaviour and habits of the targeted community.

Reaching Out to Maximize Impact

Awareness drives and community cleaning actions have impacted more than 3500 community members, broadening their horizons on health and sanitation issues. The impact of the sanitation drive is tangible, immediate and far-reaching.

Impact

More than 3500 community members including 2200 women have benefited from community toilets and bathrooms. This has also led to women's safety.

Sustainability of the initiative

Change in the mind-set and habits of the targeted community through awareness drives and community cleaning actions has ensured that community members adopt good hygienic habits and take responsibility of maintaining their surroundings. Enlightened community members are now themselves working as evangelists for health and sanitation issues in their community. This should lead to sustainability.

Ensuring ownership of community members

Community members have been encouraged to participate actively in community cleaning actions. Project staff and volunteers from UTC have led by example by being involved in the cleaning actions, themselves and then asking the targeted community members to join hands. This effort has been repeated regularly since July'13 and has had a definite influence on the community. Consistency in these efforts seems to be paying now. It has been observed that enlightened community members have now started maintaining cleanliness in their surroundings and toilets, raising the hope that they would continue to do so in the future as well.

Challenges & Learning

Gaining confidence of the community was a challenge initially as they were suspicious of our objectives and intentions. However, as the project staff worked closely with the community and the community started getting direct benefits through various project interventions such as easy access to toilets and bathrooms, availability of OPD and referral services in the form of an evening clinic at their doorsteps etc., the community's faith in the initiative increased. Their participation in the programmatic activities also increased with increase in confidence.

Vedanta's SSLT

The Vedanta group of companies; which includes Vedanta Resources Plc, a London listed, global, diversified natural resources company and its subsidiaries which produce oil & gas, zinc, lead, silver, copper, iron ore, aluminum and commercial power, have operations in remote locations.

Community Development is given as much importance as any other operation of Vedanta, which has a business model of growth and constant value creation. Vedanta's community development strategy is focused on health, education, livelihood and environment to enhance the lives of local communities. Vedanta has spent $49 million in FY 2014 to build hospitals, schools and infrastructure, providing employment skills and engaging in community programmes, benefiting over 4.1 million people globally.

In Odisha, the Company started its operation in August 2007 with a 1.0 MTPA Greenfield Alumina Refinery and a Captive Power plant at Lanjigarh in Kalahandi. The Alumina Refinery at Lanjigarh has an integrated management with ISO-9001, 14001, OSHAS-18001 accreditation in place. The Alumina refinery is the first Mining and Metal Company to get EN 50001 Energy Management Accreditation.

It is the First Zero Discharge alumina refinery in the country with best practices for environment, safety and health and community relations, having a Red Mud Filtration Unit, Vanadium Recovery Unit & Caustic Recovery Unit. In Odisha, Vedanta has spent Rs. 175 crore in the last decade.

Vedanta's SSLT Aluminum Business Unit, Lanjigarh, Odisha

Background of the Project

Lanjigarh is regarded as an isolated region of India, with minimal availability and access to even the most basic amenities including education, livelihood, health and sanitation. Lack of modern health & sanitation facilities and overdependence on customary healing practices have resulted in large-scale deaths of local population, in general, and the tribal population in particular inhabiting the largely isolated and inaccessible hilly terrain.

Some of the health issues that Lanjigarh communities suffered from in the past included: diarrhea, malaria, Sickle cell anaemia, nutritional anaemia, malnutrition, high birth order, and high maternal & infant mortality. In a baseline study by the Association for Social & Health Advancement (ASHA) in the year 2013, it was noticed that the sense of sanitation was lacking in peripheral villages of the operations.

Only 12% of the families had household toilets and even their use was not frequent. Open defecation was a bigger malady in the area. Cultural & traditional reason and lack of education is the major reason for the existence of these unhygienic practices. To counter this issue and to align with the National level programme i.e. Swachh Bharat or Swachh Bahrat Abhiyan (Campaign Clean India) of the Hon'ble Prime Minister of India Shri Narendra Modi, the company signed an MOU with the District Water & Sanitation Mission (DWSM) for the construction of Individual Household Latrines (IHLs).



The Sanitation Programme

An MOU was signed on 4th December, 2014 between the District Water & Sanitation Mission (DWSM), Kalahandi, under Rural Development Department, Government of Odisha, and Vedanta's Lanjigarh business unit.

Objective:

- Improve the general quality of life in rural areas with respect to hygiene & sanitation issues
- Accelerate sanitation coverage in rural areas to achieve the vision of "*Swachh Bharat Abhiyan*"
- Motivate communities and Panchayat Raj Institutions for promoting sustainable sanitation facilities through awareness creation and health education.

Implementation of the programme

The programme has been taken up in 40 villages of 4 Gram Panchayats – Lanjigarh, Chhatrapur, Baterlima and Champadiepur. Around 4000 households will be provided with Individual Household Latrines. As per the MOU, there will be two categories of beneficiaries:

Category I - Households that have no toilet, and have not availed any financial benefits from DWSM, and come under BPL / IAPL category.

Category II - Households who have already availed financial benefits for construction of toilets from DWSM, Kalahandi and the toilets are now damaged or have become defunct.

The unit cost of an Individual Household Toilet is Rs. 12,000. The cost of each unit for the beneficiaries of Category I is to be borne by DWSM, Kalahandi and the cost for category II will be borne by Vedanta's Lanjigarh business unit. After the completion of the construction in 40 villages, the project can be extended to other villages of the Lanjigarh Block.

The strategy of implementing the project included the need to focus on behavior change, triggering the population with regard to toilet construction and its use. The priority will be given to IEC/ BCC activities (Information, Education & Communication/ Behavior Change Communication).

Benefits

The toilets would minimize the risk of contamination of drinking water sources thus reducing the health related problems in rural area. A toilet in each household provides not just comfort but is also dignity and a sense of security and safety.

Quote of the beneficiary

According to Laie Majhi, ***"I have got support from the company. Earlier, I tried many times to construct the toilet, but I failed because I did not have enough money to construct the same. This is a good scheme of the Government and in collaboration with DWSM and Vedanta, a toilet has been constructed near my house. Earlier, I had a major concern with regard to my dignity & the health of my family as well as my village. Now, we are using the toilet so, from now we will not have to face this problem."***

Vedanta Copper

The Government of India encourages the advent of many industries in rural India in its wisdom to cater to the social needs of rural India, besides encouraging their contribution to the national economy. Corporates are expected to look beyond business and develop the communities in which they exist.

The Vedanta group's copper business unit, in Tuticorin, Tamil Nadu has woven social responsibility into its business fabric right from its inception in 1996-97. While commissioning its first privately developed copper smelter in India at Tuticorin, the company initiated community development programmes in the area. The company's CSR initiatives are focused in the areas of health, education, agriculture, women empowerment, livelihood, and rural infrastructure. These community welfare initiatives have impacted more than 2 lakh people positively in the Tuticorin District.

Vedanta Copper Business Unit, Tuticorin, Tamil Nadu

Background of the Project

Vedanta's copper business unit initiated an 'Individual Household Toilets' project in Tuticorin, in 2011, aligning it with the Indian Government's rural sanitation drive, '*Nirmal Bharat Abhiyan*' *(NBA)*.

In spite of significant improvements in rural sanitation infrastructure, the percentage of households with basic toilet facilities is abysmally low (50% of Indian households lack basic toilet facilities).

Implementation of the programme

The Individual Household Toilets programme in Tuticorin is sponsored entirely by Vedanta's copper business unit and 200 toilets have been built at a cost of Rs. 1 crore for the Below Poverty Line (BPL) families in two villages, Milavittan and Therrkuveerapandiapuram, in Tamil Nadu. Project implementation was carried out by Sulabh International, an NGO known for its commitment to toilet sanitation.



The programme began after gaining approval from local communities. The toilets were built on the property of the individual household to be used only for the household and not for commercial purposes.

The implementation was carried out in the following three phases:

Creating Awareness:

An awareness programme was initiated to impress upon the villagers the importance of a household toilet. Meetings with groups of families were held in a phased manner over a period of several weeks. The villagers were educated about the spread of diseases like malaria and diarrhoea, the safety of women who venture out early in the morning, the ease during rainy and winter seasons and the comfort of senior citizens.

After gaining approval from the villagers, a feasibility study was carried out.

Results:

The pre-deployment scenario of the sanitation level in the village was 34.32 %, while post deployment benefits rose to 57.66 %.

A beneficiary of the project is 28 years old Ponmadathi, a mother of three children living in Therukkuveerapandiapuram village, Tuticorin district, she is glad to be the owner of the household toilet. ***"I was afraid about my safety and the safety of my children. The household toilet project is a great relief as it has helped in preventing my children from infectious diseases like diarrhoea and cholera. Thanks to Vedanta for creating awareness, and constructing toilets for us."***

The Way Forward

The project garnered appreciation from various quarters including the city administration and the local community. Based on the success of the project, further similar community initiatives were identified and carried out successfully.

The community development team of Vedanta's copper business unit, in collaboration with the local contractor, spent Rs. 2 lakh to construct 2 toilets at R.C Middle School in Tuticorin in the year 2013-14. In the following year 2014-15, 21 toilets were constructed at a cost of Rs. 14 lakh at St. Joseph Girls Hr. Secondary School in Tuticorin.

The company aims to complete individual household toilets and school toilets in two consecutive financial years. A budget of Rs. 4 lakh has been assigned for 5 school toilets and Rs. 40 lakh will be spent on 40 individual household toilets in 2 villages: A. Kumarareddiyurpauram and T. Kumaragiri. The construction is expected to be complete in the financial year 2015-2016.


IPE GLOBAL

IPE Global Limited is an international development consultancy group that provides technical assistance in developing countries. The group partners with multilateral and bilateral agencies, governments, corporates and not-for-profit entities in anchoring development agenda for sustained and equitable growth.

A trusted partner to its clients, IPE Global Limited draws together team of economists, chartered accountants, sociologists, public sector experts, educationists, planners, architects, environmentalists, scientists, project managers and program managers — all dedicated to finding clear solutions to complex socio- economic issues. IPE Global Limited has 800 full time professional staff and over 1000 empaneled consultants working on various projects spread across the globe, in different locations. Over the last 17 years, IPE Global Limited has successfully implemented 700 projects in over 100 countries across 5 major continents.

IPE Global Limited draws its unparalleled management and consulting capabilities from its offices around the world. Each of IPE Global Limited's group company operates independently - Triple Line Consulting Limited (a UK based subsidiary), Imperia Health Private Limited (a hospital management company) and IPE Global Limited Centre for Knowledge and Development (a section 25 company focusing on research and development consultancy). The group offers a range of integrated, innovative and high quality consulting services across several sectors and practices.

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IPE Global led WASH Initiatives in Odisha and Bihar

Introduction

This section of the report presents two cases studies on Water, Sanitation and Hygiene (WASH) implemented by IPE Global, an international development consulting group, as part of two larger UK Aid funded programme in Odisha and Bihar. The case studies provide a different perspective from the previous demonstrated work carried out by Indian industry and thus presents possible models for future projects under CSR portfolio.

Creating sustainable solutions in any sector, including sanitation, needs interventions at various levels of the institutional structure. Without changes at the institutional level, short term projects very often lose their impact; bringing about a consistent change requires embedding the desired behaviour in the organisational DNA. Programmes such as the ones described below were therefore designed with the holistic objective of strengthening the capacity of the Department of Health and Family Welfare (DHFW) and the Department of Women and Child Development (DWCD), and setting the direction for health reforms in the two states.



Case Study 1

1. About the Project

The WASH programme in Odisha, under the support of Government of UK's Department for International Development (DFID), (December 2012 – March 2016) is being implemented by the Department of Rural Development (RD), Government of Odisha with Odisha Technical Assistance Support Team (OTAST). OTAST comprises of the joint lead agencies, Options Consultancy Services, UK; and IPE Global, India; with CARE India as a partner.

2. Background of the Sanitation Initiative

The WASH programme led by OTAST aims to contribute to improved health and nutrition status in Odisha, including reductions in child under-nutrition, ill health and mortality, for example, through increased access to and use of safe water and improved sanitation by poor people. The programme works to strengthen the demand for and supply of water, sanitation and hygiene services, particularly in the 15 nutrition high burden districts of Odisha. The programme outputs are: (i) Improved capacity of the government to deliver quality water and sanitation services in underserved areas; and (ii) Improved demand for WASH services.

OTAST supports the Odisha State Water & Sanitation Mission (OSWSM) in the Department of Rural Development to roll out its WASH strategies. It also contributes towards improving the safety and dignity of women and girls through concerted behaviour change interventions to stop the practice of defecation in the open, in favour of access to improved sanitation for all in the community.

3. SPECIFIC SUPPORT OFFERED BY OTAST

OTAST has provided technical and management support to the WASH programme using Community Led Sanitation (CLS) approach for generating demands for toilets through sustainable behavioural change along with facilitating innovative and exemplary supply-chain management systems.

At the state level, OTAST support has also been provided through offering suggestions at state-level strategic planning meetings and in organising various campaigns for sanitation.

At the district level, OTAST has been actively supporting partner organisations/ NGOs in selected blocks for carrying forward the ODF movement using the CLS approach. For effective community demand creation for sanitation, two community led approaches were adopted. They are CLS and Shakti Varta (SV). For this, District Project Officers (DPOs) have been put in position not only to help in guiding the OTAST driven CLS movement but also supporting the District Water & Sanitation Mission (DWSM) in upscaling the same across the district.

3.1. Technical Assistance to WASH

The primary and critical support to the RD, Government of Odisha, is inspiring a behavioural change and generating a community-based demand for toilet construction and usage using locally adapted CLS approaches, followed by facilitating community-driven implementation of construction activities and usage of the toilets, finally leading to creation of Open Defecation Free (ODF) villages and ODF Gram Panchayats.

Since one of the critical challenges faced in this task is the scarcity of materials required for construction of toilets and lack of locally trained masons, OTAST is also attempting to facilitate an exemplary and effective community-based supply chain management system through establishment of WASH Academies.

3.2. The models of Community Led Sanitation adopted in Odisha through OTAST

One of the early interventions of OTAST in the WASH sector has been the "CLS1" approach between December 2013 and February 2014 in selected six blocks of six districts, viz., K. Nuagaon in Kandhamal district, M. Rampur in Kalahandi district, Deogaon in Bolangir district, K. Singpur in Rayagada district, Bansapal in Keonjhar district and Kuanramunda in Sundargarh district. In this model, a lead organisation, "Knowledge Links" was engaged to create a demand within the community for toilet construction and usage. Knowledge Links engaged local NGOs for the purpose. The process of motivating the communities involved, from creating a feel of shame in the community to igniting them to construct toilets, without expecting reimbursement from the government, has been a very challenging task. The toilets that came up were completed by the community themselves and although most of these adhered to the specifications with respect to the sub-structure (pits and upto plinth levels), many toilets differed to comply with the technical guidelines provided for the super-structure (both in terms of measurements as well as specification of building materials used).

The second Community Led Sanitation model is the "CLS2" approach, which started in October 2014. An external CLTS expert agency, Feedback Foundation was engaged which recruited staff, both local as well as from outside the state, trained them as Motivators and Facilitators and triggered the movement. Feedback Foundation was entrusted to make 240 villages ODF in two blocks of Angul district (Angul Sadar and Kishorenagar blocks) and in one block in Nuapada district (Khariar block). In this process, while the staff of the organisation could trigger the villages effectively generating a strong demand from the community for toilet construction, the district administration of Angul displayed exemplary vigour in supporting the movement by creating community-based committees that were mobilised and entrusted with procuring building materials and sanitary elements collectively for the village prior to construction of toilets. Due to the support from the district administration, the movement has gathered momentum in Angul district and is expected to start shortly in Nuapada district.

The CLS1 model had achieved 34 ODF villages by the end of the year 2014, the key evidence which helped OSWSM, in their 12th Governing Body meeting held in December 2014 in deciding to scale up the CLS approach all across Odisha.

Since CLS approach became a mandatory component in the SBM (Gramin) implementation in Odisha from October 2014, OTAST embarked on a convergence of its on-going Shakti Varta programme with the WASH sector. Shakti Varta has been a parallel OTAST's innovative community-based programme on-going since March 2013, which aimed at reducing maternal and neonatal mortality, and child malnutrition, and improving water, sanitation and hygiene (WASH) practices. Shakti Varta is being implemented at scale in all 15 nutrition High Burden Districts covering 24,000 villages and impacting lives of over 17.5 million. The village-level Shakti Varta meetings, in many cases, through intense community driven participatory process, have revealed that WASH is an important and urgent priority that needs to be addressed by the community themselves, thereby generating further demand for this. OTAST had trained 515 motivators across Odisha in batches till April 2015. Thereon, 73 Master Trainers were trained on CLS (which include the DPOs WASH).

Now, 1216 women SHG members/ Federation leaders were identified through the Shakti Varta programme from the 15 nutrition high burdened districts and presently, trainings are on-going to develop them as CLS Motivators. It is expected that the ODF movement can be further up-scaled through these Master Trainers and Motivators (men and women SHG members), who will receive incentives from DWSMs in the districts for facilitating both household toilet construction & usage as well as facilitating ODF villages. This approach has been named as "CLS3".

3.3. The model for effective supply-chain mechanism: PARIMAL PRATISTHAN (WASH Academy)

3.3.1. Nature of support in setting up the unit

Establishment and operationalisation of the Parimal Pratisthans (WASH Academy) is yet another innovation of OTAST to demonstrate to OSWSM a model which is anchored with local women SHG/ Federation/ Cooperative members with a commitment to put in place an effective sanitary supply chain management system in the districts of Kandhamal and Kalahandi.

The Parimal Pratisthan (WASH Academy) is designed to develop in a business model as a one-stop shop in the sanitation sector, catering to local demands. The principal works in the Parimal Pratisthan include the following:

1. Production, thrift and trade of better quality building materials and sanitary elements.
2. Conduct training of local masons on improved toilet construction practices, maintain a roster of these trained masons and circulate for better quality toilet constructions.
3. Repository of improved and locally appropriate IEC materials.
4. Display of appropriate approvable vernacular toilet-designs based on local materials available and traditional construction practices adopted (with no technical changes in the sub-structure) - drawings, cost estimates, Bill of Quantities, etc.

3.3.2. Progress made so far

There are three stages designed with a chain of activities planned in each stage; each stage is being completed in two months' time. From mid-September to mid-December 2015, stage 1 has been almost achieved in both the Parimal Pratisthans.

a.) Women SHG members have already been trained on production of various toilet components such as compressed stabilized earth blocks (the compressed stabilized earth blocks (CSEB) can be produced perennially unlike seasonally produced burnt bricks, further this is environment-friendly and scores high on the carbon foot-print), well/ pit rings, well/ pit ring covers, skylights, etc.

b.) Local masons from the area have already been trained on toilet construction hands-on through a seven days' training programme.

c.) Some of the educated women SHG members have been trained on accounts, maintenance of registers, records of raw material inputs and products sold, profit and loss balance sheets, etc.

d.) These trained SHG members have already started producing CSEB. The local villagers are appreciating the bricks and a demand for these materials has already been created. The first batch of sanitary elements produced have been sold and used for construction of toilets in the host village itself.

3.3.3. Plan Ahead

More training programmes are designed to sharpen the abilities of the women SHG members in terms of not only producing better quality products but also developing market linkages to carry on with the business. More training programmes for local masons on toilet constructions are also planned.

OTAST will attempt to demonstrate that this entrepreneurship model can be successful and would address both the issues of supply chain management while ensuring alternate and improved livelihood opportunity for the SHG members in a sustainable manner. Attempts are also being made to link these models with various CSR units and advocate for its replication by Government.

3.4. Summing up the achievements

Using the above mentioned strategically designed activities, more than 31,000 household toilet constructions and usage have been facilitated along with creation of 317 ODF villages in Odisha.

4. Towards Sustainability

Implementing CLS through engaging local NGOs and trained women SHG Motivators will not only help to achieve ODF villages but also help to build local capacities and demonstrate cost-effectiveness, while adding considerable value to the respective district sanitation campaign.

5. How CSR funds can help upscale the project

In the present movement on sanitation, there are provisions for incentives to be paid to both the family constructing its own toilet and putting it to use, as well as for the local Motivator who have inspired the family for the same. CSR funding could also be used to provide technical and managerial support as provided by OTAST, thereby helping to upscale these initiatives to all districts of Odisha.

Case Study 2

1. ABOUT THE PROJECT

In early 2010 the DFID entered into a partnership agreement with Government of India (GoI) and the Government of Bihar (GoB) to provide technical and financial support for strategic interventions to promote economic growth and to reduce poverty in selected urban areas of the state. The Support Programme for Urban Reforms (SPUR) an agenda for Empowering The Poor And Excluded Groups was formally launched in April 2010 with the objective to bring about improvements in five interlinked areas of urban governance and institutions, in infrastructure and services, in municipal finance, in the local economy and in efforts to reduce poverty by empowering the poor and socially excluded communities to access livelihood resources and economic opportunities.

Coming in the wake of the centrally sponsored urban sector reforms programme - the Jawaharlal Nehru National Urban Renewal Mission (JNNURM) and its Basic Services for Urban Poor (BSUP) component, SPUR has been working closely with the state government on multiple fronts, especially in its' poverty alleviation agenda. At the policy level the Cabinet approval of a State Slum Policy and a Community Participation Rule, the recognition of the Urban Local Body as the



principal agency for slum development and the efforts to strengthen the institutional structure for more effective and efficient delivery of programmes and services to the poor, have so far been some of the significant initiatives for poverty alleviation under SPUR. However, a more significant development has been the emergence of a potentially strong and sustainable force in the form of women centric and structured groups in the slum communities itself.

2. BACKGROUND OF THE SPUR SANITATION INITIATIVE

Government led initiatives to provide sanitation services at the local level – where corporate support can effectively upscale the efforts through channelized and targeted funds.

Basic infrastructure considered are paved internal roads in slums, individual toilets, drains, street lights, hand pumps and space permitting community halls. One of the first things that the SPUR Team did simultaneously with the preparation of the slum maps was to prepare standard designs, drawings and costing of the types of infrastructure that SPUR is to provide. The team estimated cost of Rs. 30,000/- per household for infrastructure and decided to first tackle 1402 slums that were protected from problems of land ownership. But, the SPUR project had no money to fund all the slums – the State Government then stepped in and committed 80% of the fund required for all the infrastructure – so, with 20% funding, SPUR project is helping improve physical infrastructure in slums and taking a small step towards the last mile connectivity for infrastructure in cities.

The slum maps that the community institutions developed were checked for technical viability and converted to DPRs. These DPRs are approved either at the ULB level or the State Department level depending on the value and funds transferred to ULBs for implementation. The original plan was to have the community groups monitor implementation and ensure good quality of work.

The Samuhik Vikas Samitees (SVS) that are the federation of slum level residents are at the forefront of community based construction of toilets. The SVS were graded on strict parameters, bank accounts opened and ULBs then began transferring funds in tranches to these SVS for toilet construction. The team also introduced the practice of beneficiary contribution and asked that Rs. 1500/- be contributed either as cash or in the form of labour for the toilets.

SPUR prepared the SVS to play their role effectively. The team undertook intensive training of the SVS on the basics of toilet construction, checking the quality of raw materials, ensuring that the design is being followed and most importantly, the location of the toilet is not adversely impacting the local environment.

In some of the towns, the SVS tied up with women mason groups that had been trained by Mahila Samakhya for construction of toilets in rural areas and awarded the contract for working in their slum.

The toilets that are being funded under SPUR have a fixed cost of Rs. 20,000/- per unit. The team estimated that about 45,000 toilets are required in the 1402 slums. Toilet construction began in April 2015 and to date, 1024 toilets in 41 slums have been completed.

The status of community based construction is as follows:

Cluster[1]	Slums on Private Land	IMR Prepared	DPR Prepared	Toilets Completed	Toilets under construction
Patna 1	111	76	51	136	71
Purnea	491	213	154	71	319
Gaya	160	97	97	52	47
Bhagalpur	227	154	114	348	100
Muzaffarpur	335	210	103	73	52
Patna 2	78	60	58	344	32
Grand Total	1402	810	626	1024	621

IMR – Integrated Micro-Planning Report; DPR – Detailed Project Report; AA – Administrative Approval

3. How CSR funds can help Upscale the project

Government of India's 'Swachh Bharat Mission' launched in 2014 endeavours to eliminate open defecation from India and bring effective behavioural change regarding healthy sanitation practices. The Bihar Government is scaling up SPUR intervention in toilet construction and reporting these numbers to the Government of India under Swachh Bharat. The standard design, drawings and costing that SPUR team developed have been adopted and all towns in Bihar are building similar toilets – although not all by community based construction. Corporate funds can meet the demand created through the awareness exercise carried by SVS and upscale state government's effort in providing individual toilets. The corporates funds can also be channelized through NGOs to monitor implementation of the state sanitation programmes which is aligned with Swachh Bharat to maximize its acceptance and impact.

[1] *Towns / ULBs under various Clusters: Patna 1 - Patna, Danapur, Khagual, Phulwarisharif, Hajipur; Purnea - Purnia, Kishanganj, Katihar; Gaya - Gaya, Bodhgaya, Dehri, Sasaram, Aurangabad, Nawada; Bhagalpur - Bhagalpur, Munger, Jamalpur, Saharsa, Begusarai; Mujaffarpur - Muzaffarpur, Sitamarhi, Bettiah, Motihari, Darbhanga; Patna 2 - Biharsharif, Chhapra, Arrah, Siwan, Rajgir*

Case Study 3

1. ABOUT THE PROJECT

Government of Bihar (GoB) launched "Sector Wide Approach to Strengthening Health" (SWASTH) programme with the aim of bringing significant improvements in health and nutrition status of people in Bihar. SWASTH, is funded by the Department of International Development (DFID), Government of the United Kingdom and has been designed for convergent actions primarily from three service delivery departments of the government - the Department for Health and Family Welfare (DoHFW); Social Welfare Department (SWD); and Public Health Engineering Department (PHED). SWASTH is a 6 year (2010-16) project being implemented since 2010, with a total cost of £145 million, including the financial and technical assistance. DFID has contracted a Technical Assistance Support Team for Bihar (BTAST) to work with DPH&FW, PHED and SWD to support achievement of agreed annual milestones. BTAST is implemented by a joint venture between Care, Options and IPE Global Public limited.

SWASTH's goal is "to improve the health and nutritional status of people in Bihar, particularly the poorest of the poor, and thereby accelerate the state's progress towards the Millennium Development Goals (MDGs)[2]". Its purpose is "increased use of quality, essential health, nutrition, water and sanitation services especially by poorest people and excluded groups". Specific purpose of the WASH intervention under SWASTH Programme is to enhance in the state, the number of people with sustainable access to clean drinking water sources and improved sanitation facilities.

The SWASTH programme covers the entire state with special focus on 9 priority districts which had been identified through a composite vulnerability index as being highly underserved. The SWASTH-WASH programme provides both Financial Assistance (FA) and Technical Assistance (TA) and addresses the following 3 components – adequate quantity of safe drinking water, access to improved and safe sanitation and promotion of safe hygiene practices. In order to address sanitation issues, SWASTH-WATSAN has adopted a multi-faceted approach.

2. Specific Support Extended by BTAST

BTAST works closely with the Public Health Engineering Department (PHED) of the State, for implementation of different WASH initiatives addressing issues of drinking water supply, water quality and sanitation & hygiene promotion. The FA on one hand focuses on providing drinking water supply facilities in severally deprived socio-economic habitations, installing water & sanitation facilities in selected schools and blanket water quality testing in 22 water quality affected districts in the state.

Technical Assistance support, on the other hand is being extended to government for development of policy notes, designing of programmes and related guidelines, support for development of technical manuals, hand books and videos; largely for hygiene & sanitation promotion interventions in the state. BTAST also tries to meet periodic technical assistance demands from the Department on different issues.

[2] *Now Sustainable Development Goals*

i. CLTS Intervention

BTAST has engaged agencies for demonstrating efficacy and impact of participatory approaches like Community Led Total Sanitation (CLTS), in making rural spaces open defecation free (ODF). A Technical Resource Agency, with substantial expertise in conducting CLTS and creating ODF communities was contracted in April 2012 to make one block each in 4 districts ODF. The intervention yielded results as the agency was able to make 48 gram panchayats through kuchcha toilets with support from PHED in their respective districts.

The intervention was further scaled up in 6 new districts in the year 2015, with 3 new agencies taking up 1 block each in 2 districts respectively. As of now Open Defecation Elimination Plans (ODEPs) for 65 out of 84 gram panchayats have been submitted to respective PHE Divisions. The ODEPs aim at covering around 98,000 households under Swachch Bharat Mission (SBM) and realizing incentive amount to the tune of INR 117.97 Crores.

ii. WASH Intervention through Gram Varta

Gram Varta is a participatory learning approach that involves women through SHGs and their federations, and through them reaches out to the wider community. It helps not only in communicating the messages to a larger audience, but also has an inbuilt mechanism of feedback, opportunity for amendments in the approach, and assessment of the outcomes which can be quantified through community based indicators.

Gram Varta has a 20 meeting cycle, of which 4 meetings pertain to messages on safe drinking water, sustainable sanitation (CLTS approach) and hand-washing have been included. The CLTS triggering tools and messages are inbuilt into the 4 meetings for sanitation & hygiene promotion within the PLA cycle. Gram Varta is currently being scaled up with the support of SHG promoting institutions (SHG-PIs) like WDC, JEEViKA and Bihar Mahila Samakhya Society, in 77312 women self-help groups spread over 74 blocks in 22 districts, and reaching out to around 9.27 lakh families in rural Bihar.

iii. Technical Manuals, Handbooks & Videos

BTAST has extended desired technical support to the Public Health Engineering Department for development of technical manuals, hand books & video films. A manual has been developed for training of SHG members, NGO functionaries, PRI members and other field functionaries on concept, principles & tools of Community Led Total Sanitation (CLTS). A toilet construction hand book and a mason training video is also being developed by BTAST to facilitate smooth and technically sound construction of individual house hold latrines (IHHL) across the state. Suiting the varied soil situation in the state, BTAST is facilitating development of a toilet technology booklet with designs & specifications to ensure availability of technically viable toilet options for construction of toilets in different parts of the state.

iv. System Strengthening

BTAST has been requested by the PHED for development of an objective robust mechanism for screening & selection of Support Organisations (SOs) to be engaged for community mobilization interventions for sanitation & hygiene promotion in the state. An external agency has been hired by BTAST to develop, pre-test and finalize the above system, along with selection of 30-50 organisations for the stated purpose.

BTAST has also developed a system for verification and certification of ODF gram panchayats. Further, a noted academic institution of the state has been engaged by BTAST to develop tools for the above verification, review & verification of panchayats made ODF by the resource agencies hired by BTAST, and training of district level verification teams nominated by PHED.

3. Towards Sustainability

BTAST has piloted community behaviour change approaches with the support of a technical resource agency, SHG promoting institutions, through Gram Varta and by building the capacities of a cadre of resource persons for PHED. Despite some challenges with sustaining the outcomes of the CLTS process, it has shown encouraging results as being a practical approach for community level mobilisation that shifts the focus from mere construction of toilets. There have been system related challenges such as timely release of incentive money, blockages with the supply chain of construction material, physical verification of toilets which have slowed down the process and achievement of desirable outcomes. Thus, requiring ease of government regulations which can streamline the processes.

4. How CSR funds can help upscale the project

There is a huge scope for judicious and productive utilisation of CSR funds for sanitation and hygiene promotion interventions in Bihar and other states as well. The key areas of CSR support that can be developed further in form of concept papers and formal proposals are listed below:

i. Technical support to government departments in planning and implementation.

ii. Development of training and communication material.

iii. Community based demonstration projects on saturation mode.

iv. School based sanitation and hygiene promotion interventions on adoption mode.

v. Monetary loans through Micro Finance Institutions (MFIs) for construction of missing toilets.



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