

Business of Change

CORPORATES IN SANITATION



India
Sanitation
Coalition

Build Use Maintain Treat

Business of Change

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Corporates in sanitation

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Foreword

The India Sanitation Coalition provides a platform for the sharing of knowledge, and sharing of good practices across the sanitation spectrum of Build-Use-Maintain-Treat. In furthering this cause, we are pleased to launch the Compendium of Corporate Initiatives in Sanitation.

This compendium is an initial collection of case studies on sanitation initiatives, and highlights how companies are engaging in the sector and supporting the *Swachh Bharat Mission (SBM)* launched by Prime Minister Modi. These interventions show how CSR spends are increasingly being used in sanitation. It is very encouraging to see how these companies have developed thoughtful projects to support disadvantaged communities, often evoking innovation.

This compendium is a celebration of partnerships between different stakeholders, with companies anchoring the agendas. By leveraging corporate strengths by way of technical support, financial support, and strong execution capabilities, communities truly benefit. As we advocate at ISC, we can strive for larger impact and scalability by working together, rather than each one working in their vertical.

Companies have this opportunity to really drive change, and there are plenty of avenues to engage. This compendium is a window to see the meaningful contributions corporates are making in sanitation. It is our hope that companies learn from each other, inspire each other, and work to create a collaborative framework to change the sanitation landscape in India.

A handwritten signature in blue ink, appearing to read 'Naina Lal Kidwai'.

Naina Lal Kidwai
Chair, India Sanitation Coalition

Messages



Bridging the knowledge gap is an important mandate of the Learning and Knowledge Management Task Force. Through this, ISC endeavours to bring credible transformation to the sector as it encourages cross-learning. With the launch of the Swacchh Bharat Mission and the CSR Law, the corporate fraternity is rightly positioned to truly drive this change.

This compendium brings together commendable efforts of corporates that are positively impacting the masses through their efforts. We believe that this document will be helpful to our stakeholders in understanding the plethora of activities happening at ground and also encourage other corporates to learn and replicate desired models.

Dr. Amit Chatterjee, KPMG

Chair, Task Force on Learning and Knowledge Management



The India Sanitation Coalition is proud to present our 1st. Compendium on Corporate Initiatives. We applaud the commitment and efforts of various corporates in addressing the challenges of vulnerable communities. It is our hope that through these pioneering experiences other corporates start engaging in creating an ODF India. Together we can create a larger legacy of sanitation success.

Manoj Gulati, Water.Org

Co-Chair, Task Force on Learning and Knowledge Management



Companies have committed significant resources to help achieve the Swacchh Bharat Mission. The ISC's Corporate Compendium will provide companies with critical insights, best practices and case studies required to enable companies to become effective and catalytic partners in the Swacchh Bharat Mission.

Priya Naik

Samhita Social Ventures Pvt. Ltd.

Co-Chair, Task Force on Learning & Knowledge Management



AKSHAY ROUT

Officer on Special Duty, Swachh Bharat Mission (G)
Ministry of Drinking Water and Sanitation
Government of India

“Considering the ambitious timelines set for achieving clean India, the Corporate Sector, with its multi-dimensional competence is the best placed to take the task forward. The engagement of their heart and mind in this mission is even more important compared to allocating resources.”

BUSINESS OF CHANGE

Corporates in Sanitation

Background

On October 02, 2014, Honourable Prime Minister Shri Narendra Modi officially launched the *Swachh Bharat Mission (SBM)* to realise the goal of a *Swachh Bharat* (Clean India) by October 02, 2019. It gave a new thrust to the sanitation programme, by removing bottlenecks and focusing on critical issues affecting positive outcomes.

It proposed to achieve *Swachh Bharat* through:

- coverage of all rural households with Individual Household Latrines (IHHLs), cluster toilets, community toilets (including through PPP mode), construction of school and *anganwadi* toilets etc;
- creation of enhanced demand, convergent action through various agencies and stakeholders with triggering through enhanced IEC, inter-personal communication (IPC);
- Strengthening of implementation and delivery mechanisms;
- Strengthening of mechanisms to monitoring of quantitative and qualitative execution of SBM at different levels.

Apart from requirement of huge human resources to develop positive behaviour, mobilising fund was also a big challenge. Government has identified four channels to mobilise funds for this task:

1. Budgetary allocations;
2. Contributions to the *Swachh Bharat Kosh*;
3. Through commitments under Corporate Social responsibility (CSR); and
4. Funding assistance from multilateral sources

It clearly indicates how government sought active participation from all, and more prominently the corporate sector. Companies have responded to this through their mandatory Corporate Social Responsibility (CSR) as well as through their innovations, partnerships and other interventions.

Participation of the Corporate Sector

India Sanitation Coalition (ISC) and Samhita Social Ventures Pvt Ltd. released a study in 2016 on the work of 100 companies in water, sanitation, and hygiene (WASH). From within these organizations, 90% of these companies

Government sought active participation from all, and more prominently the corporate sector. Companies have responded to this through their mandatory Corporate Social Responsibility (CSR) as well as through their innovations, partnerships and other interventions

India's corporate sector, together, have supplemented with technology, ideas and funds to make the progress satisfying. They have not only brought in innovations and infrastructures, but also creating models in operation, maintenance and value additions

reported at least one CSR intervention in WASH over the last three years, with a total of 164 programs being carried out. Of these, 38% were public sector undertakings. The companies have contributed differently and have supplemented their efforts with their strengths and competencies.

Industries with strategic interest in WASH such as those from FMCGs, pharma and health care product sector have naturally led the way. Companies in other sectors have not lagged behind. Companies in heavy engineering, auto and consumer durable sectors have made exciting innovations in technologies to address various challenges including safe disposal of excreta and reducing infrastructure cost. Information technology and telecom sector companies have adopted villages and even districts to make those ODF. Banks and micro-finance companies have adopted communities and also have developed innovative lending products for toilet and drinking water infrastructures. Companies in mining and mineral development sectors - in petroleum, gas, iron, steel and aluminium etc – have strongly integrated WASH interventions in their CSR portfolio. Public Sector Companies, led by the *Navratnas* and *Maharatnas* have made strong footprints all across India, especially in the schools.

India's corporate sector, together, have supplemented with technology, ideas and funds to make the progress satisfying. They have not only brought in innovations and infrastructures, but also creating models in operation, maintenance and value additions.

Business of Change

Looking at the dedicated and robust engagement of corporate houses in sanitation, ISC has compiled a compendium of their work. In this compendium, we have been able to cover case studies that narrate the diverse nature of corporate engagements in the sanitation sector in India. ■



PARUL SONI

Global Management Partner,
Think Through Consulting Pvt. Ltd. (TTC)

“Sanitation does not affect only the poor, it equally affects the rich and the well-to-do. Companies should invest in sanitation so that we can all participate in India’s progress and help fight against the evils that infect our society. If we are to protect our children and their futures, investing in sanitation is the biggest value corporations can create. This will not only help build a better world but also have a bigger impact for all mankind”.

DIARY OF CASE STUDIES

ABBOTT INDIA

Perfect Sanitation Diagnosis

Earlier, Sunitaben Dineshbhai Vasava of Bharuch district in Gujarat felt bad that her relatives were reluctant to stay at her home just because it did not have a toilet. However, after she constructed a toilet at home, she not only hosted guests more often, but also received praises for the twin-soak-pit-toilet with water supply and hand-wash provision, which can function efficiently despite infrastructure constraints.

Like Sunitaben, 517 households of Dadheda and Talodara villages in Bharuch now have access to toilets at their homes—making their village totally open defecation free (ODF).

Responding to India's Swachh Bharat Abhiyaan and contributing to the call, Abbott India, one of the country's oldest and most admired healthcare companies, has made these two villages ODF in less than two years.

Free for three primary reasons, (i) 70 percent of households did not have toilet, (ii) both the villages are tribal dominated, and (iii) the villages were in close proximity to its manufacturing plant in Jhagadia.

Like Sunitaben, 517 households of Dadheda and Talodara villages in Bharuch have got toilets at their homes—making their village totally open defecation free (ODF)



Photos Credit: ABBOTT INDIA

Abbott’s unique approach

As a commitment to help advance India’s “Swachh Bharat” drive to improve sanitation and hygiene, Abbott has invested Rs. 3 Crores (U.S.\$500,000) in a program that has introduced an inclusive model for making communities “Open Defecation Free” – not just by building toilets, but by changing mindsets and habits.

Abbott worked through the following steps:

- **Needs Assessment:** To identify the requirements of the community and individual households.
- **Demand Generation:** Abbott started by creating a demand for sanitation facilities through active engagement with households, schools and community leaders.
- **Construction of Toilets:** Abbott built toilets with a twin soak-pit model to ensure that the toilets do not become defunct after a few years. Two pits are used alternatively: while one pit is filling, the other pit remains out of service.
- **Behavioural Change Program:** Abbott, through its partners, developed a community-based-engagement program with door-to-door visits carried out every week to drive the need for behavior change.
- **Community Feedback:** Abbott’s program was built on a robust feedback mechanism, wherein the team on-ground sought inputs from community members on construction, sanitation and other needs, and worked with implementation agencies to ensure that their needs were met.
- **Robust Monitoring Mechanism using an IT Platform:** Activities were tracked on an ongoing basis and data collected from beneficiaries

Abbott India earmarked a budget of Rs. 3 crore to make the two villages open defecation free and imbibe a healthy habit amongst the residents. While making two villages open defecation free is an achievement in itself, the approach and partnership that this intervention established makes it quite unique



was driven through p3- a cloud based mobile application that enables real-time, geo-tagged data.

Abbott's approach was rooted in infrastructure development, education and building awareness to drive long-term change. Through its partnerships with FICCI-SEDF for implementation, Mahila Housing SEWA Trust for awareness building, Sulabh International for construction of high quality toilets and NextGen for project management and monitoring, Abbott aimed to not only increase the sanitation coverage but also motivate the communities and local bodies to adopt sustainable practices and facilities.

The objective of Abbott's approach was to bring about a meaningful, sustainable change, thereby helping people live healthier, fuller lives. The team achieved this through a robust series of capacity building interventions that were delivered through community based organizations to ensure effective and efficient engagement.

Through numerous awareness sessions that were delivered through community based organizations over a period of 15 months. Abbott and its partners worked at improving the understanding of factors such as personal and household hygiene, impact on health, and safety of young girls, women and elderly. These CBOs also engaged school children through workshops and folk plays and worked at building a culture of healthy living.

Engagement with kids initiated dialogue and debate amongst the residents and encouraged community participation.

Ensuring sustainability

To address various health and safety issues that community members were faced with, and to deliver sustainable solutions, Abbott worked through an inclusive approach that not only ensured the right model of toilets in these villages, but also influenced minds and behaviours through six Community Based Organizations (CBOs).

Some of the factors that helped Abbott develop a sustainable and scalable mode were:

- Exhaustive needs assessment to ensure communities received solutions that were highly relevant to their needs and were customized to the challenges they faced
- Community-driven training interventions for greater participation and ownership



Abbott and Mahila Housing SEWA Trust increased their communication with the larger communities including households, schools, and community leaders through folk plays to raise awareness of the important connections between sanitation and health.

Activities were tracked on an ongoing basis and data collected from beneficiaries was driven through p3- a cloud based mobile application that enables real-time, geo-tagged data to be collected to ensure that the progress is closely tracked and visibility into the initiative is high

STAMPING OUT DISEASE WITH IMPROVED SANITATION

Poor sanitation – lack of toilets, safe drinking water and dependable sewage disposal, for example – is the source of many diseases. Abbott is embarking on a comprehensive awareness, education and infrastructure program in two villages in Gujarat, India, to improve sanitation and health conditions.

595 MILLION
MORE THAN HALF OF INDIA'S PEOPLE – 595 MILLION – DO NOT HAVE ACCESS TO TOILETS.¹

70%
Nearly 70 percent of the households in the villages of Dadheda and Talasda in the state of Gujarat lack toilets.

512
By building about 212 new toilets and introducing new education programs, we aim to make two villages in the state of Gujarat "open-defecation free."²

POOR SANITATION CAN LEAD TO POOR HEALTH

Poor sanitation is linked to transmission of diseases such as cholera, diarrhea, dysentery, hepatitis A, typhoid and polio.³

1.5 MILLION INDIAN CHILDREN
Open defecation causes chronic diarrhea that can lead to stunting, and 1.5 million Indian children under age 5 die each year from diarrhea.⁴

18.8% of schools in rural India do not have girls' toilets.⁵

A study of pregnant women in India found that poor sanitation significantly increased the odds of adverse birth outcomes such as preterm births and low birth weight.⁶

1. UNDP/India; 2. World Health Organization, Fact sheet 3102, June 2012; 3. Billi, M.C. Assisted progress to reduce morbidity and mortality in India. *Emerg Infect Dis* 2012; 18(7): 1109; 4. http://www.unicef.org/india/press/2014/07/20140720_01.html; 5. http://www.unicef.org/india/press/2014/07/20140720_01.html; 6. National Bureau of Education Report (Rural) 2011, by Prakash; 7. http://www.unicef.org/india/press/2014/07/20140720_01.html

- Demonstration through examples to build awareness and create demand
- Helping community members understand implication of sanitation and hygiene on livelihood, education and overall good health
- Self-sufficiency through training on maintenance

The Impact

Below are the highlights of Abbott’s unique approach on this project:

- 100% households in the two villages have access to sanitation facilities
- 517 toilets built on twin-soak-pit model designed for low water consumption and independent functioning have been working effectively and efficiently
- 3,150 community members have been engaged through 109 awareness and capacity building sessions
- These capacity building programs were delivered through six Community Based Organizations (CBOs) that comprised 95 community members, mostly women
- In the initial phase, only 20% of CBO activities were led by community members, and it grew to 100% as the engagement progressed, providing stability and sustainability to the program
- Both villages achieved Zero Open Defecation in September 2016
- 100% households have been equipped to handle the maintenance and upkeep of toilets
- In terms of behavioural change, community members are demonstrating enhanced personal and household hygiene awareness, and better understanding of the importance of sanitation and its effect on health

ACC

Making Villages Proud Of Their ODF Status

With Hanuman Nagar village in Yavatmal district of Maharashtra becoming open defecation free (ODF) in 2016, ACC registered one of its most satisfying successes in making villages strong in sanitation and hygiene.

The first village that ACC's work succeeded in making ODF was Barmana in Himachal Pradesh and the second was Tikaria in Uttar Pradesh. However, ODF status of Hanuman Nagar meant much more for ACC as all 150 households of the village have toilets in their homes and most of the expenditures have been incurred by the households themselves.

Like many villages around industrial areas, Hanuman Nagar village had problems of different nature. People from other areas started settling after ACC set up its plant there. So it is quite different from a traditional rural village. Hanuman Nagar has another unique problem – all the residents are considered as encroachers of government lands.

Photos Credit: ACC

WINNER OF



BUILD USE MAINTAIN TREAT

2017

The first village that ACC's work succeeded in making ODF was Barmana in Himachal Pradesh and the second was Tikaria in Uttar Pradesh





ACC has such interventions in other places wherever it has operations across India such as Gagal in Himachal Pradesh, Kyore in Madhya Pradesh, Lakheri in Rajasthan, Tikaria in Uttar Pradesh, Madukkarai in Tamil Nadu

Intensive communication

Thus ACC's challenge was double – to convince reluctant residents to build and use toilets and to ensure that there are no administrative or legal lapses in building new infrastructure. The first challenge was addressed through comprehensive communication and motivation strategies. ACC focused its initial interactions with households having newly-wed couples, old persons, young girls, and opinion leaders.

Such intensive communication with residents of the village was supplemented with knowledge and information about toilet designs and opportunities. The effort bore first result when Raju Ramu Rude, a highly motivated 69-year-old vegetable vendor from the village, constructed the first toilet.

Rude raised Rs 18,000 by selling three goats possessed by him and spent it towards the construction. ACC supported him with another Rs 6,000 to have a good quality toilet facility.

It motivated other villagers to construct their own toilets. Within five months all households had their own toilets.

Six households of the village were not in a position to spend even few thousand rupees to construct toilet. The whole village united and provided them financial assistance to help them build their toilets. Besides providing the financial assistance of Rs 6,000, ACC also made efforts to communicate and motivate them.

On April 12, 2016, people in Hanuman Nagar village proudly celebrated its ODF status. Since, then they are taking every care that no one defecates in open. They ensure proper disposal of domestic and other wastes.

Hanuman Nagar is neatly managing its wastes with dustbins placed at important locations. The village is now planning to address liquid waste management too.

The spread

ACC has such interventions in other places wherever it has operations across India such as Gagal in Himachal Pradesh, Kyore in Madhya Pradesh, Lakheri in Rajasthan, Tikaria in Uttar Pradesh, Madukkarain in Tamil Nadu, Kudithini, Thodebhavi and Wadi in Karnataka, Chanda in Maharashtra, Bargarh in Odisha, Damodhar in West Bengal, Jamul in Chhattisgarh, and Sindri in Jharkhand. Villages after villages have become open defecation free due to the company's efforts and the list is growing.

ACC is also establishing sanitation parks to study designs and make people informed. It has established one such sanitation park at Alwar Green Business Centres in Rajasthan. ACC in collaboration with Ambuja Cement is now launching an innovative project called "Sanitation for life (S4L)". The project is designed to address the sanitation challenge in India through rural sanitation entrepreneurs / Green Business Centres, while contributing to a better planet and a better society.

Like its quality cements, ACC's interventions to address India's sanitation woes is building on with strength and confidence. ■

Hanuman Nagar is neatly managing its wastes with dustbins placed at important locations. The village is now planning to address liquid waste management too

ADANI FOUNDATION

Youth Power In *Swachhagraha* Campaign

Between August 15, 2014, when Prime Minister called India to become fully open defecation free (ODF) by 2019 and October 2, 2014, when the Swachh Bharat Campaign was formally launched on, 26 villages in Mundra block of Gujarat and two villages in Tiroda block of Maharashtra had already become totally open defecation free.

Within the one and a half months, Adani Foundation facilitated construction of 3,643 individual toilets in Mundra block and 275 in Tiroda block. Similar intervention was made to make villages clean in Vizhinjam area of Kerala.

Adani Foundation is among the first corporate majors in India to have responded to Prime Minister's call for a clean India. Sanitation and hygiene remained one of the priority focus areas of the Adani Foundation across areas where Adani Group of companies have their operation.

Promoting civic consciousness

While Adani Foundation is among the champions that directly works with the communities to improve conditions of the villages and towns by providing improved access to better sanitation facilities and hygiene practices, it has also launched a major communication and participation campaign named 'Swachhagraha', meaning eagerness to be clean, since 2016.

Swachhagraha is about promoting civic consciousness and attain a sense of ownership for public spaces. The programme aims to engage people, especially students. Swachhagraha draws inspiration from the Satyagraha movement to engage people and bring about change similar in scale to India's freedom movement where people get involved to take action for creating a culture of cleanliness. Since its launch, Swachhagraha has already completed three campaigns.

The first campaign was 'Safai ke sitare' (stars of cleanliness). It was launched from September 2 to October 1 last year. Under this campaign, students were motivated to click selfies with the stars who supported the campaign

to make the society a clean place to live in. In order to have an environment which is constantly kept clean and to ensure that the citizens live in dirt free surroundings, there are people who are putting endless efforts and labour to do the same.

It is essential to dignify and respect the hard work which is put in by the sanitation workers and attribute it to be exceptional. That was about acknowledging and appreciating the silent efforts done by the cleaning staffs in school/ home/ neighbourhood as the stars of our country.

The next campaign was 'Gandagi se azaadi' (freedom from dirt and odour). The campaign started from October 2, 2016 to February 15, 2017. The campaign urged participants to identify and take action on an issue related to sanitation/ hygiene/ littering/ toilet etiquette in their respective schools. It urged participants to survey/ interview/ interact with principal/ teacher/ cleaning staff if they thought the issue needed to be addressed, brainstorm about the possible actions that can be taken up to resolve the identified issue, and take appropriate action to resolve them. The campaign urged the students to share their experiences with peers, parents, school principal and neighbours.

'Swachhagraha Ke Reporters' was the third campaign. It continued from January 23, 2017 to February 25, 2017. This campaign asked participants to shoot a one minute of video having three components (i) asking 4-5 people a simple question 'cleanliness – whose responsibility?' (ii) analyse their comments and (iii) conclude the video with her/his own opinion as a reporter.

Overwhelming participation

All these campaigns have got overwhelming participation of youths and students. Institutions, such as the School of Liberal Arts and Education of Navrachana University in Vadodara, undertook exclusive project on cleanliness for schools of Vadodara. Such campaigns added strength and momentum to the Swachh Bharat Mission(SBM).

Adani Foundation strongly feels that the crucial challenge revolves around the change of behaviour and people's notions towards sanitation. Hence, the foundation, apart from providing sanitation facilities, has worked tremendously on changing the mindset and behaviour of the people towards sanitation and cleanliness. It is certainly succeeding in getting people make positive noises to boost actions at the grassroots. ■

Swachhagraha draws inspiration from the Satyagraha movement to engage people and bring about change similar in scale to India's freedom movement where people get involved to take action for creating a culture of cleanliness. Since its launch, Swachhagraha has already completed three campaigns

AMBUJA CEMENT FOUNDATION

Triggering a Toilet Revolution

Meena Tai had taken up the issue of sanitation in her village Pimpalgaon in Chandrapur district of Maharashtra. She, with the help of other women in *Ekta Mahila Bachat Sangh* (Women's Federation), achieved 100% household toilets for all its members in just 8 months. But now her new challenge was to change the mind-set and get people to use them.

Meena formed a vigilance team and guarded common places for open defecation in the village. People resisted her, sometime even threatened her, but Meena never gave up. The problem was deeply ingrained in people's attitude and behaviour.



Catalysed and supported by Ambuja Cement Foundation, Meena and other women from Ekta Mahila Federation united all women in Pimpalgaon. They initially focused on savings scheme but increasingly set about tackling issues like sanitation.

Ambuja Cement Foundation (ACF) has made long strides in local community development through various measures including huge progress in self-help group (SHG) based women empowerment and women leadership programmes.

Demand, ownership and commitment

Since its beginning in 1993, sanitation was part of ACF's community development projects. But it believed that there must be a strong demand from the community to stop open defecation and use safe sanitation. With the involvement of local people, it conducted a comprehensive survey in 2011 in its Chandrapur location. This covered 14,839 households in 149 villages found that toilet use was very low even among the few households who had toilets.

In 2014, ACF conducted another survey in its 232 core villages in 15 locations. This found that only 57% households had toilets, most of which were hardly being used. These surveys and assessments clearly indicated infrastructure was not the only thing to stop people from open defecation and make them use toilets.

First, there has to be a demand for infrastructure. Second, there must be ownership of the infrastructure and finally there must be collective commitment towards society. ACF made conscious attempts to create these three conditions with continuous engagements. Its vision is 'Energise, Involve and Enable Communities to realise their Potential' reflects this approach.

ACF's association with SHGs created the foundation. In Chandrapur, Maharashtra, and Kodinar, Gujarat, ACF had facilitated 488 SHGs with over 6,124 members.

The trigger method

A strong network of community institutions including Village Development Committees, Youth Groups and Women's Federations provided the perfect conditions to pursue Community Led Total Sanitation (CLTS) and create demand for toilets and better sanitation standards.

A strong network of community institutions including Village Development Committees, Youth Groups and Women's Federations provided the perfect conditions to pursue Community Led Total Sanitation (CLTS) and create demand for toilets and better sanitation standards



The triggering included exercises that caused outrage and disgust against open defecation. Women from SHGs took this initiative to another level. They organised meetings with other women in their communities, participated in awareness programmes and rallies, and joined the Sakhis (local women trained by ACF as healthcare providers) to persuade people to build and use toilets.

ACF conducted exposure visits to other villages where people were using toilets and had experienced its benefits. Similar triggering exercises were conducted in the schools to make students sanitation ambassadors. The children and teachers not only were motivated to improve their water, sanitation, and hygiene(WASH) access in the school; they also became the messengers for toilets in their respective villages and houses.

Many happenings, such as snake bites, which were hitherto neglected or accepted by community, started to be discussed from different perspective. People have started identifying many other problems and vulnerabilities associated with open defecation.

Hitherto common practices such as going for defecation before sun-rise and after sun-set to avoid being seen started stirring in their minds, particularly women and children. They began attributing vulnerabilities of women safety and occurrence of many diseases to open defecation. This led to a realisation for prestige, decency and convenience.

Such an encouraging change in community thinking started creating demand. Then there was a need to enable them realise their demand. Access to proper technology and resources were as vital as creation of demand. Once the demand generation exercise caught on, ACF looked into the need for community awareness about toilet and sanitation technologies.

ACF developed three 'sanitation parks': Rabriyawas of Rajasthan, Kodinar of Gujarat and Chandrapur of Maharashtra. These parks had low cost and durable models for household toilets. In addition, they also provided information about other accessories including use of fly ash bricks and concrete blocks for local people to see. They learnt about cost also. Cost and expenditure was an important thing that has fuelled failed toilet movement.

Funding toilets

The Swachh Bharat Mission (SBM) provides an incentive of Rs 12,000 per toilet. A good usable toilet can be built with that money. But households get the amount after the construction of toilet and must pay for material

ACF developed three 'sanitation parks': Rabriyawas of Rajasthan, Kodinar of Gujarat and Chandrapur of Maharashtra. These parks had low cost and durable models for household toilets. In addition, they also provided information about other accessories including use of fly ash bricks and concrete blocks for local people to see



and labour in advance. Besides, the after triggering people wanted a good quality toilet that needed additional money.

This is where the ACF-supported SHGs and two federations stepped in. The *Ekta Mahila Bachat Sangh*, the federation of all SHGs in Chandrapur region, took an unanimous decision that any member wanting a loan from a SHG must have a toilet first, or they can take loan for a toilet only. It also decided to accord loans for toilets top priority. The federation also made efforts to mobilise funds to provide loans to its members for toilet construction.

The Chandrapur federation got a revolving fund support of Rs. 10 lakh from Gruh Finance Ltd for financing toilets. This was a big achievement. The SHGs have been successful in arranging refinancing from other agencies too. Their revolving fund base has already grown to Rs 45 lakh. Taking loans for toilet construction demonstrated the strong will and conviction of the villagers.

Impact of ACF interventions

The *Sakhis* and other extension workers helped the community in filing their demands, quality construction of toilets and obtaining the incentive amount. Households contributed additional money, through own sources or through loan from the SHGs, to build better quality toilets. It soon became a movement and 10 villages of Chandrapur region have already become open defecation free.

Communities in other areas where ACF works in Gujarat, Rajasthan and Himachal Pradesh have made similar progress. Toilet access and safe





sanitation have become the buzzword everywhere. The huge intervention spanning 163 villages has already built 25,951 toilets, including 10,263 household toilets. 89 of our villages have achieved 100% toilet coverage and usage. Similarly, ACF has already improved toilets and water facilities of 176 schools. Teachers and students of all these schools were active participants in development and management of those infrastructures and systems.

A comprehensive set of activities starting from invigoration of the shame and fear factor through well planned triggering exercises; awareness and exposure to inform about the technologies and benefits; facilitating demand for toilets; and providing knowledge and finance support has created a strong model.

An intrinsic satisfaction is quite visible in the faces of these rural people. Meena is elated now. She and most of the other women from her village have already repaid the toilet loan taken from their SHG. “We are happy and proud. Our village is clean and we have become safer,” says she. ■

BHARTI FOUNDATION

Engaging Communities, Ensuring Sustainability

In August 2014— soon after Prime Minister Narendra Modi's call to make India open defecation free by October 2, 2019 – Bharti Foundation aimed to accomplish one of the biggest targets set by any corporate house of India. The Foundation adopted the entire rural Ludhiana district in Punjab, to provide a toilet to every household and a girl's toilet in every Government school which did not have this facility. Within a short span of 26 months since the launching of its Sanitation initiative, the *Satya Bharti Abhiyan*, Bharti Foundation has achieved one of the biggest milestones of Corporate India's support to *Swachh Bharat Mission (SBM)*. It has motivated every household of rural Ludhiana, which did not have access to toilet, to have and to use a toilet at home. The Foundation surveyed over 1000 villages of Ludhiana, identified 17,628 households which did not have a toilet and provided a toilet in each one. In addition 14 Government schools which did not have a girls' toilet have also been provided a separate toilet:



Photos Credit: BHARTI FOUNDATION



bringing a total of 86,582 underprivileged beneficiaries with access to toilets. Bharti Foundation supported the government in providing toilets as well as in motivating the masses to use, operate and maintain the toilets through its Information Education Communications (IEC). These efforts leveraged and augmented by the Government enabled Ludhiana district (rural) to become the second self-declared open defecation free district of Punjab in Nov 2016.

Serious commitment, Significant Impact

The success of the initiative was a result of Bharti Foundation's relentless push for spreading the message of safe sanitation backed by one of the most massive financial commitments among Indian corporate houses. Bharti Foundation earmarked a whopping Rs 100 crore to improve sanitation conditions by constructing a toilet in every household across Ludhiana district.

The Foundation's commitment to improve sanitation facilities in rural Ludhiana was serious from the very beginning when it established partnerships with various organisations of repute including Sulabh International, Affordable Housing Technical Assistance Center, Sintex, Humana People to People and Turnstone Global. These organisations are either internationally acclaimed and / or are among the best experts in the sector. Together, they supported *Satya Bharti Abhiyan* by conducting surveys in the target villages to identify beneficiaries, undertake construction of individual household toilets, carry out information education campaigns and follow up measures under the ongoing *Satya Bharti Abhiyan* to ensure proper use of the toilets and to promote better hygienic practices.

Buoyed by the success in covering all households with toilets, the District administration, supported by the Foundation, launched a unique initiative –

The success of the initiative was a result of Bharti Foundation's relentless push for spreading the message of safe sanitation backed by one of the most massive financial commitments among Indian corporate houses

These children have been running various campaigns covering multiple social issues including on sanitation, since the program's inception in 2006

'selfie with my shauchalaya'. Under the initiative, beneficiaries of toilets were urged to click a selfie with their toilets and send it to the administration.

The response was huge. Within days, hundreds of selfies with toilet were received from interior areas of Ludhiana. The winners were felicitated in a function which was widely covered by the press.

IEC was used to encourage regular use and proper operation and maintenance of toilets. A structured IEC campaign comprising of one to one interaction with beneficiaries, display of posters, distribution of booklets, rallies and *gram sabhas* was deployed to foster behaviour change to adapt good sanitation practices and promote the use of toilets. Active participation by women and children from the communities took this initiative to a deeper level of impact

Students as change agents

One of Bharti Foundation's critical areas of intervention is the holistic development of the 40,000 plus students studying in 254 Satya Bharti Schools run by the Foundation in the villages of six states of India. These children have been running various campaigns covering multiple social issues including on sanitation, since the program's inception in 2006. Apart from providing access to toilets and carrying out intensive IEC campaigns in rural Ludhiana, the boost provided by the student led campaigns have gone a long way in bringing about behavioural change in the villages in the vicinity of Satya Bharti Schools. As a result of these campaigns over 3,000 toilets have been built in the homes of these students in the remote rural



pockets of India. These young change agents are also enhancing awareness about good WASH practices amongst their communities.

A swell of energy is sweeping through the villages surrounding Satya Bharti Schools, students joined hands with their teachers and reached out to Government schools, together spreading the message of water, sanitation, and hygiene (WASH).

The efforts of Bharti Foundation have drawn several laurels and praises.

The Foundation was honoured by the sanitation pioneer, Sulabh International, with the first 'Sulabh Swachh Bharat Award' in 2015. While announcing the award here, Sulabh Sanitation Movement founder, Dr. Bindeshwar Pathak termed the contribution of Bharti Foundation as "remarkable" in the first year of the clean India campaign.

The work done by the Abhiyan was selected as a case study by FICCI Aditya Birla CSR Centre for Excellence and by IPE Global Centre for Knowledge & Development (CKD) and published in "Corporate Social Responsibility and Sanitation 2015."

Bharti Foundation's work in the Abhiyan received the Platinum Award for "Impact of Quality Audit for sustainable sanitation culture" at QCI D L Shah Quality Award 2016.

Ludhiana for radical transformation

With rural Ludhiana becoming ODF, the Foundation has initiated work in the urban areas of the District under Phase 2 of Satya Bharti Abhiyan. Bharti Foundation, with backing from Bharti Airtel and Bharti Infratel, has already announced its support by pledging to provide 50% funds as well as to build the toilets in all households of the urban areas of Ludhiana District.

With the support of Bharti Foundation, the entire district of Ludhiana is gearing up for a radical transformation, perhaps unparalleled in the country. ■

BHARAT HEAVY ELECTRICALS LTD.

Bio-Toilet Boost to Ganga Cleaning

The Ganga is a sacred river. Maintaining sanctity of the river has been the aim of not only people but also governments. The cities, towns and villages along the river have huge cultural, mythological and spiritual significance, and are thronged by billions of religious as well as nature lover tourists. With such huge rush of people, sanitation and hygiene have always been a challenge and a big concern.

The attempt by Bharat Heavy Electricals Ltd. (BHEL), a Maharatna public sector unit, to set up massive community bio-digester toilets is a careful response to such hugely complicated problem. It used innovative and high quality technology to address the challenge.

Green toilet complexes along Ganga

The Haridwar-headquartered public sector company lived up to its efforts with the inauguration of its community bio-digester toilet complex at Parmarth Niketan in Rishikesh in October 2016. It was a big event as both the Governor and the Chief Minister of Uttarakhand came to inaugurate it.

The complex at Rishikesh, developed in collaboration with Defence Research and Development Organisation (DRDO), FICCI, Ganga Action Parivar (GAP) and Global Interfaith Wash Alliance (GIWA), is the first of 25 such bio-digester complexes on the *Char Dham* route along the Ganga in Uttarakhand. Once completed, all the toilet complexes will have a total of 276 bio-digester toilets.

BHEL is providing funds for the construction and will be responsible for the operation and maintenance of the complexes for the first two years, while DRDO has provided technology. GIWA and GAP are helping at the execution stage and will play vital role to raise much needed awareness through advocacy and training to inspire and catalyse behavioural change to ensure better utilisation of the infrastructure. The project is aimed at promoting the nation's two ambitious campaigns – Swachh Bharat Mission and the National Mission for Clean Ganga.

DRDO technology for cleaning river

Diverse climatic, geographic and demographic challenges have led innovation of bio-digesters. DRDO has mastered the technology. Till recently, the defence ministry units, which set up camps at un-hospitable locations where sanitation and hygiene risks require additional considerations, used DRDO's technology.

However, the bio-digester toilets are now being in other areas. It is a new concept that uses special bacteria to digest excreta. This will be of immense help in reducing sewage production. The bio-digester technology is a pollution-free way of handling human excreta. Water and methane gas, the only by-products, are used for irrigation and as bio-fuel, respectively. As major pollutants besides industrial filth and effluents are that of domestic sewer, the bio-digester toilets will contribute in a big way to cleaning the Ganga.

The toilets, which provide an environmentally-friendly and sustainable solution to the major sewage crisis India is facing, are the beginning of a partnership between these three entities which will help to bring eco-friendly toilets throughout the Ganga River Basin. Encouraged with the success of the already established toilet blocks, BHEL has expanded its ambition. It is now planning to build 5,000 toilet blocks in the first stage along the banks of Ganga in Uttarakhand.

It has also started use of high quality technology to address the problem of massive pollution of the river at Varanasi. Further, it has initiated an automated system for solid waste management in 14 wards of the holy city.

Thrust areas of BHEL

BHEL, the Maharatna public sector unit, is a global engineering enterprise that provides high quality technology oriented solutions for a better tomorrow. It is providing similar solutions for better tomorrow through its Corporate Social Responsibility (CSR) efforts. Health and cleanliness are among the seven thrust areas that BHEL has identified for its CSR interventions. The seven thrust areas of BHEL are:

- I. Inclusive India: Mitigation of hunger and poverty through livelihood promotion/ augmenting income generation, imparting vocational skills.
- II. Healthy India: Promoting health care including preventive healthcare and sports.
- III. Clean India: Sanitation and making available safe drinking water, cleaning

With the success of the already established toilet blocks, BHEL has expanded its ambition. It is now planning to build 5,000 toilet blocks in the first stage along the banks of Ganga in Uttarakhand

and preserving the rivers, clean surroundings; toilets in schools especially for girls.

- IV. Educated India: Promoting education with thrust on informal education to reduce dropouts at primary school level, value education, and digital education.
- V. Responsible India: Women empowerment, setting up old age homes, day care centre and such other facilities for senior citizens, rural development projects and slum development projects.
- VI. Green India: Ensuring environmental sustainability with emphasis on projects based on Solar Energy.
- VII. Heritage India: Protection of national heritage, art and culture.

In the thrust areas, BHEL accords priority to under-privileged, neglected and weaker sections of the society.

Along the Ganga river BHEL is demonstrating how to provide high quality, technology-driven sanitation and hygiene interventions. At other places around its factories and offices, it is providing succour to people by providing water filtration units, making villages open defecation free, drains and public toilet blocks in urban areas, and conserving rain water. ■

CAIRN

When Usage Is More Important Than Infrastructure

It was a different phone call to Nenaram Bhagwanram of Beriwalatala village in Barmer district of Rajasthan that morning. After customary greetings, the caller politely asked if he had used the toilet this morning.

“Yes, not only me but all of us in our family have already used the toilet this morning and been using it since it has been constructed. We are proud of our open defecation free (ODF) status and we will only keep on improving it,” Nenaram replied with a smile, a glow of achievement radiating from his face.

That call was from call centre started by CAIRN, and its implementing partner, RDO Society, which has encouraged and helped thousands of people like Nenaram to build their toilets and use them. In fact, such calls are the outcome of a critical learning that use of toilets remains a far bigger challenge than creating a toilet infrastructure.

Photos Credit: CAIRN



It was evident at the beginning itself that improved sanitation is not just construction of toilets, but also an important aspect and the foundation of Swachh Bharat Mission (SBM). That is why a lot of considerations had gone into conceptualising the project and adopting the design



Since 2013, CAIRN has made similar interventions in 28 villages of Barmer where more than 7,000 toilets have already been constructed by June 2016. Beriwalatala gram panchayat, where such interventions were first launched, was among the first panchayats to achieve ODF status.

It was evident at the beginning itself that improved sanitation is not just construction of toilets, but also an important aspect and the foundation of Swachh Bharat Mission (SBM). That is why a lot of considerations had gone into conceptualising the project and adopting the design. It had carefully looked into the strategies as well as the design of the toilets.

Many successful models including the 'maryada' model implemented by Hindustan Zinc Ltd (HZL) and the model adopted by Aga Khan Foundation in Gujarat and Bihar were studied. Finally, CAIRN decided on a model costing about Rs 17,000 per unit. It was decided that each household will contribute at least Rs 1,000 each apart from Rs 12,000 support being provided from the SBM and Rs 4,000 additional support from CAIRN.

Triggering process

While the design was decided, getting people to use toilet and stop defecation in open was a herculean task for CAIRN. There were many challenges, an acute water shortage being the biggest. Further, there were vast open tracts for defecating and people had used them for generations.

That is why triggering demand, including inculcation of a shame factor, through innovative exercises formed as an important starting point. Besides

in the community, such exercises were conducted in schools. The aim was to positively influence school students and push toilet construction and use in their respective households.

Such triggering led to desired result. “We were not at all unhappy for not having a toilet at home. But our thoughts totally changed when we heard the CAIRN team and assessed our sanitation status during an exercise at our school,” says Mamta of Medhwal Basti in Kanod village of Barmer.

Mamta and her five siblings took a strong resolve to convince their parents to build a toilet at home and they succeeded. Like them, hundreds of other children too succeeded in influencing their parents and guardians.

Such triggering exercises to feel the need of toilet was done at the villages to build on the momentum made with the children. This way demand for toilets soon started peaking as the participating households willingly agreed to contribute their share.

After about three years of intervention and facilitating construction of 7,000 toilets, the CAIRN-RDO Society project in Barmer decided to review their interventions in June 2016. A survey by it revealed that the utilisation of the 7,000 toilets built till then was still way below the project’s expectation at 40 per cent, though it was much higher than average rate of use across Rajasthan. It was also found that progress was less than planned. After an intensive assessment of progress and various learning, they decided to make some small but important changes to the strategy.

Bigger CAIRN mission

Some of the important changes were to limit geographic area of intervention area and have a more result-based, intensive focus. The availability of water was included, as it was found having a bathroom hugely increased the use of toilets. Children were brought centre-stage as lessons from the first phase indicated toilets were used more where children had been the prime motivator. Incentives were linked to use rather than construction.

With this new approach, CAIRN started its second phase of intervention that is larger than the first. It aims to build 20,000 toilets and make several panchayats ODF. It has earmarked Rs 34 crore for this phase. The impact has started to be felt. People like Nenaram now enjoy getting calls on their use of toilets and take pride in telling that they are using them. These desert villages of Barmer district are certainly creating new standards. ■

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CAIRN

School Led Sanitation Campaign Do Wonders In Barmer

Children can learn more quickly than adults do things that most adults will not do. That's why it did not come as a surprise when the children of a secondary school in Chilanadi village, Gadod panchayat, Barmer district, Rajasthan, got together and pleaded with their family members to construct toilets in their houses.

By pleading with their elders for toilets, children showed an innocence and perseverance that convinced their parents. They made toilets and started using them for their children's sake. Now the village has been declared open defecation free (ODF).

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Making school students messengers

The idea of making school children the messengers of sanitation is a brain child of the CAIRN-supported FINISH-RDO team. The team first motivated the children and let them spread awareness about water, sanitation, and hygiene (WASH) among elders.

Photos Credit: CAIRN





The process started in July 2016 when the Community Led Total Sanitation (CLTS) experts from the team of FINISH-RDO organised a session with the primary school children. Over 135 students and 25 teachers participated in the session. The team explained to the children on the importance of WASH and how it could improve their health and efficiency.

The students were given information on the importance of construction and usage of toilets and were asked to meet again after seven days. A week later, the team met the students of each class separately and told them about the steps they would be required to take to contribute to the construction and usage of toilets.

Subsequently, the students were asked to lead the FINISH-RDO team to their village on the weekend. The team visited each student's house and a few other households. The children were asked to speak to their family, especially the eldest members, on the benefits of constructing and using a toilet and not defecating in the open.

INDIA SANITATION COALITION

It was a very heart-warming scene wherein the children were fervently implored their family members to construct toilets. It yielded the desired impact.

The children were quite successful in persuading and motivating their family members and villagers. The family members understood the process and the importance of constructing a toilet and assured their children of constructing a toilet within one week.

The FINISH-RDO team then moved to the next stage. A week later, the team returned to the school to meet children again and motivated them to convince their neighbours to construct toilets and practice WASH. That drive also resulted in similar success. This time the parents contributed as well in motivating the neighbours.

Once the villagers agreed to constructing toilets in their respective houses, the team provided them all information required to access government financial assistance of Rs 12,000 under Swachh Bharat Mission and constructing a good toilet by using the best method at low cost.



Catalysts of change

The strategy to make children prime messengers of the toilet movement in the desert district came after CAIRN's first phase of intervention to improve rural Barmer's sanitation access. In the district's desert terrain houses and habitations spread far and wide.

It is a huge challenge to travel from one house to another house and convince the community. The scarcity of water is another hindrance in the efforts to motivate people to use toilets.

Approaching schools first and using students in the WASH campaign helped overcome these hurdles. On the other hand, such a strategy also had the other impact: elders had little options left when their children persuaded them with reasons and solutions.

Now not only Chilanadi but all villages in the Gadod panchayat have become ODF. Students have played the primary catalyst in all the villages.

Experience of CAIRN in Barmer has demonstrated that School-Led Total Sanitation (SLTS) can be a very good strategy to push for ODF communities and schools. Such a strategy can be applied everywhere and used as a tool to motivate the community as children are both very efficient carriers and implementers of the message and the best practices of sanitation. ■

COCA-COLA

The School Push

Suchitra is not in fear anymore. “Earlier, I was scared to go outside to relieve myself, as boys used to follow us. Now, I feel totally safe in school,” she says.

The high school in Chikcutpur of Karnataka where she studies has separate toilets for boys, girls and physically-challenged. Suchitra’s school is one of the many schools that has got such quality infrastructure support from Coca Cola (CC IPL), NDTV and UN Habitat’s unique campaign ‘Support My School (SMS)’.

SMS is a public private partnership to empower underprivileged sections of society by providing the necessary water and sanitation facilities along with the basic infrastructure required in any school. Coca-Cola India and NDTV

Photos Credit: COCA-COLA





launched the SMS public service campaign in association with UN-Habitat, Charities Aid Foundation (CAF) and other partners in January 2011 to help tackle chronic problem of water, sanitation and hygiene access.

Accelerating efforts

Since then, the campaign has succeeded in raising awareness and funds to catalyse a solution to deal with lack of basic infrastructure facilities in government schools and to bring together partners in an effort to revitalise schools in rural and semi-urban India. In 2014, after the announcement of Swachh Bharat Abhiyan (SBA), the SMS campaign has accelerated its efforts and worked towards furthering the *Swachh Bharat, Swachh Vidyalaya* initiative of the Central Government.

The SMS campaign that had begun with just Coca-Cola India, NDTV, Charities Aid Foundation India (CAF) and UN-Habitat has grown to include hundreds of donors, partners and contributors. The campaign's true strength is its Power of Partnerships, which lies in the combined effort of multiple stakeholders – community, consumers, customers, suppliers, bottlers, government, media, industry associations, national and international NGOs,

Coca-Cola India is providing sanitation facilities such as toilets, sinks, urinals and other physical structures necessary for creating sanitary conditions. USAID and Plan India are supporting the project through behavioural change communications aimed at educating youth about the benefits of sanitation

youth organisations, educational institutions of higher learning, other corporate and their foundations and individuals.

Giant footprints

The campaign has already made giant footprints across India. The campaign has expanded its operations to government schools in cities too. By February 2017, it had succeeded in revitalising water, sanitation and hygiene infrastructures in 758 schools where 6,708 toilets, 731 hand-wash stations and 497 drinking water stations have been created.

The SMS campaign has two major focuses – create quality infrastructures and ensure its use. The campaign partners thus have set clear goals and roles. For the most recent ‘Urban WASH – *Swachh Bharat, Swachh Vidyalaya*’ project, Coca-Cola has joined hands with US Agency for International Development (USAID) and Plan India. Coca-Cola India is providing sanitation facilities such as toilets, sinks, urinals and other physical structures necessary for creating sanitary conditions. USAID and Plan India are supporting the project through behavioural change communications aimed at educating youth about the benefits of sanitation.

Students as Change Agents

By spreading this message, the students will serve as ‘change agents’ within their communities and around their schools. The project will work closely with the school education department, municipal corporation and district administration at all stages, starting with selection and approvals to work in the schools. This specific project will cover 60 schools in Visakhapatnam, Pune and Dehradun and will directly impact 12,000 students through better water, sanitation and hygiene facilities, knowledge and behaviour.

Developing a spirit of ownership is one of the prime focuses of the SMS campaign. “*We keep our toilets very clean*”. Also, we monitor who is going when and make sure that no one makes the toilet dirty. We also get chocolates from our teacher for keeping the toilet clean,” says Kajol, a student of class four in Atari Primary School in Lucknow. ■

DABUR

When Just Seven Steps Become A Huge Leap

For women in rural India, each day is a tough day. They get up early and walk long distances to attend to the call of nature. With no access to household toilets, they are forced to set their time to go out to defecate in the open – before sunrise or after sunset. They are vulnerable to health ailments for suppressing the nature’s call for hours, and also to attacks while relieving themselves at secluded places.

The “700 se 7 Kadam” (from 700 steps to 7 steps) campaign launched by Dabur India Ltd, India’s premier healthcare and FMCG major, not only solves such problems faced by the rural women but also goes a long way to protect and enhance their dignity by giving them easy access to toilets. Dabur initiated the 700 se 7 Kadam campaign in response to the nation’s Swachh Bharat Abhiyan (SBA), a big mission to make India open defecation free by October 2, 2019.

Photos Credit: DABUR





Building clean environment

Under this initiative, Dabur provided financial support for construction of household toilets in villages in Uttar Pradesh, Uttarakhand and Himachal Pradesh. In addition to helping construct toilets, Dabur provides specially designed cleaning kits to the households to ensure regular and proper maintenance of these toilets.

Special training sessions are organised in the villages where the residents are educated about the need for using toilets and awareness is generated about proper hand-wash after using toilets. The programme also seeks to build a clean and hygienic environment through various awareness programmes in schools, slums and public areas.

In the first phase of this programme, Dabur selected 17 villages in districts of Hapur and Gautam Budh Nagar of Uttar Pradesh, six villages in Rudrapur in Udham Singh Nagar district of Uttarakhand and three villages in Baddi of Solan district of Himachal Pradesh. Dabur constructed 1,048 household toilets in these villages in the three states in 2015-16 and another 1,200 toilets in 2016-17 constructed in 28 villages.

The 700 se 7 Kadam campaign hit a milestone when two villages – one each in Baddi of Himachal Pradesh and Ghaziabad district of Uttar Pradesh – became open defecation free (ODF) in July 2016. Since then seven villages have already become ODF and rest are on the verge of achieving such milestones.

Keeping women at the centre

To ensure involvement and participation of the community members, Dabur keeps the women members of the household at the centre stage. Monetary rewards are given to the women who are the big drivers of this initiative. The payments are linked to the construction and paid in two instalments to ensure that the household is involved in constructing the toilet and ensures proper use.

Since toilets are constructed in the individual households, they are made responsible for their cleaning and maintenance to make the project sustainable in the long run. The project also focussed on building awareness and motivation for improved sanitation and hygiene practice.



While Dabur is reaching out to the villages through 700 se 7 Kadam campaign, it has launched Swachh Toilet, Swachh Bharat initiative in cities. It has started its first intervention in Lucknow in partnership with the trade association of Janpath



Targeting schools

Schools are the other focus of the campaign that has identified the children's vulnerabilities to poor sanitation and hygiene standards. Two schools in Udham Singh Nagar district of Uttar Pradesh have got 12 new toilet blocks benefiting 1,101 students, including 450 girls.

Dabur has created a cooperative system with the local communities around its operational areas for sustaining their livelihood through skill development, sanitation and healthcare initiatives, besides focusing on women empowerment, education and financial Inclusion.

While the healthcare and FMCG company is reaching out to the villages through 700 se 7 Kadam campaign, it has launched Swachh Toilet, Swachh Bharat initiative in cities. It has started its first intervention in Lucknow in partnership with the trade association of Janpath, one of the most prominent markets of Lucknow.

Under this partnership Dabur's Sanifresh brand is initiating cleaning and maintenance, sanitation and hygiene check at the public toilets, besides providing free usage of the toilets to all. Earlier in 2015, Sanifresh had joined hands with Sulabh International and ran a massive awareness building campaign cum special cleanliness drive across Sulabh public toilets. ■

DSCL SUGAR

Corporate Community Camaraderie

DCM Shriram has been working in the area of healthcare for the past few decades in its areas of operation. 'Khushali Sehat', initiated by DSCL Sugar – in collaboration with Vinoba Seva Ashram, Shahjehanpur Sarvodaya Ashram, Hardoi and Gram Swaraj Mission Ashram, Lakhimpur – is a popular health initiative. It reaches out to over 7,000 families in the 40 villages in the vicinity of the sugar mills with a mandate: to promote disease-prevention measures, especially among women and children.

The company with its sugar entity, DSCL Sugar, has strongly responded to India's Swachh Bharat call with another exclusive programme 'Khushali Swachhata Pariyojna'. It has already built 150 new or renovated defunct toilets in the last year alone in Rajasthan, Gujarat, Andhra Pradesh and Uttar Pradesh.

Photos Credit: DSCL SUGAR



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Schools and students are top priority of the programme. It believes that better education begins with better sanitation. That is why it is having '*bal swachhata abhimukhikarn karyakram*' in hundreds of schools around its operations



Education begins with Sanitation

Schools and students are top priority of the programme. It believes that better education begins with better sanitation. That is why it is having '*bal swachhata abhimukhikarn karyakram*' in hundreds of schools around its operations to orient and motivate students on better sanitation and hygiene.

The company has solid association with the farmers. The programme takes that strength to develop their sanitation access and build positive changes in behaviour. So committed the programme is that it is bringing out exclusive monthly newsletter named '*Masik Astha*' which captures progresses made in a particular month with great details.

DCM Shriram and DSCL Sugar have had great health initiatives for the communities they work with. They have used that experience to expand their sanitation initiative and have achieved great results.

The company is now planning to further develop about 400 toilets this year. Excellent corporate community camaraderie is showing at the grassroots. ■

ESSAR OIL

Remote Access

Essar Oil has operations and installations in some of the remote areas where villages are situated far and wide and at quite a distance from common facilities. The company has identified the need of primary healthcare services in such areas.

While the lack of specialised doctors is a major concern, what needs to be ensured is that the available health services are accessible to the communities. With sanitation taking the centre-stage in national public policy in the recent times, large numbers of interventions beginning with menstrual hygiene to building toilets have been taken up across locations.

A major aspect linked with public health is the sanitation practices of the community. That has led Essar Oil to focus a lot on knowledge sharing to push for a positive behavioural change. It is aiming to do that by reinforcing the importance of individual hygiene and household sanitation.

Striving for total sanitation

Along with sanitation and hygiene, the significance of safe and adequate drinking water needs are also being well integrated into Essar Oil's interventions, especially in villages around the coastline where salinity and inadequacy of water remain major impediments.

Essar Foundation is contributing to the Swachh Bharat Abhiyan (SBA) with construction, repair, and refurbishment of school and residential toilets across the villages. Contributions towards nation building missions like SBA have been intensified over the years, with thousands of household and school toilets being constructed across villages in Gujarat, West Bengal and Odisha, more so in collaboration with the local governments to ensure sustainability and coherence.

It has till now succeeded in providing access to sanitation to around 5,000 teachers and children, constructing categorised toilets in 15 rural schools. Close to 1,600 individual toilets were constructed, making household sanitation accessible to more than 6,400 people.

A major aspect linked with public health is the sanitation practices of the community. That has led Essar Oil to focus a lot on knowledge sharing to push for a positive behavioural change

Ensuring Sustainability

To ensure regular use and upkeep of the new facilities, Essar Foundation has collaborated with NGO Anarde Foundation to conduct customised awareness generation activities using behaviour change communication tools. Further consolidating its water, sanitation, and hygiene (WASH) efforts, Essar Oil has started processing waste for productive uses.

A biogas unit has been installed in Mithoi Primary School. The unit uses kitchen waste and other biodegradable materials to generate fuel that helps prepare mid-day meals every day for 214 children of the school and the adjacent Aanganwadi.

While Essar Oil is reaching to the communities with its programmes, it has given Swachhata movement further momentum by involving its vast network of personnel and establishments across India. It is launching penetrative cleaning campaigns from time to time. In one such fortnightly campaign from June 16 to June 30, 2016, its 463 employees contributed 1,873 man hours to clean surroundings, reach out to people to spread the message and engage them in the Swachhata movement. ■

GlaxoSmithKline Pharmaceuticals

When Toilets Look Better Than Classrooms

It was the best Children's Day celebration in school that Pratibha Phule ever had in her nine-year long schooling memory. On that day she and other students of her school M.R. Sarda Kanya Vidya Mandir in Nashik got toilet blocks of their dream.

The spotlessly clean and spacious blocks with separate toilet, urinal, hand-washing facilities for boys and girls of very high standard with continuous water supply made their day. They all had a sparkle in their eyes, spring in their steps and pride in their heart. "Our toilets are even better than our class rooms now," says a beaming Prathibha.

Not only their school, four other government and government aided schools in Nashik having more than 10,000 students got similar toilet complexes in their schools. The four other schools adopted by the initiative are CDO Meri High School, Sagarmal Modi Prathmik Shikshan Mandir, Ashram Shala Velunje Primary School and Ashram Shala Velunje Secondary School.

High quality facilities

Pharmaceutical major GlaxoSmithKline Pharmaceuticals in partnership with Habitat for Humanity India made such high quality facilities available for the schools. The school sanitation intervention was formally launched on April 22, 2016 at Sagarmal Modi Prathmik Shikshan Mandir.

Developing high quality infrastructure was one of the many initiatives GlaxoSmithKline Pharmaceuticals and Habitat for Humanity India took to improve sanitation standards and access in schools. But much beyond that, initiating positive change towards sanitation and hygiene among the students and teachers was the foremost objective.

The idea to intervene in the schools stemmed from belief that positive changes with regard to sanitation and hygiene practices, combined with facility construction, will obviously help the children as they use the facilities,

Developing high quality infrastructure was one of the many initiatives GlaxoSmithKline Pharmaceuticals and Habitat for Humanity India took to improve sanitation standards and access in schools

but they will also be carriers of the positive messages to sensitise their families about the benefits of closed sanitation units.

GlaxoSmithKline Pharmaceuticals and Habitat for Humanity India devised their plan of action carefully. They first identified the schools. All the identified schools were government schools with relatively poor infrastructure having very poor water and sanitation facilities.

All the identified schools were relatively bigger schools with significant number of students and space for possible infrastructure development. They also held consultation with officials of education department to finalise the schools and also intervention plan.

Along with strategic identification of the schools they also identified other intervention strategy including information, awareness and motivation modules on water, sanitation, and hygiene (WASH). Classes, demonstration and drills on WASH became a regular features in all the five schools. The idea was to motivate the students as well as the teachers and through them reach out their respective families and settlements.

While the initiative has not only provided high quality access to more than 10,000 students, teachers and staff of the schools, the message of proper sanitation and good hygiene has gone to several time more people

Catering to the needs of adolescent girls

Designs of the complexes were prepared by GlaxoSmithKline Pharmaceuticals and Habitat for Humanity India. The designs considered many aspects carefully, including need of adolescent girls and menstrual hygiene challenges faced by them. Once the design was finalised after agreement of the school and education authorities, construction activities started on a war footing. The school authorities and teachers monitored the quality of construction.

Happy students, happy teachers

All construction activities, knowledge addition and capacity addition of the students and teachers were ready and in less than seven months of the launch of the initiatives, the newly built toilet blocks were thrown open for use on in November 2016.

While the initiative has not only provided high quality access to more than 10,000 students, teachers and staff of the schools, the message of proper sanitation and good hygiene has gone to several time more people.

The teachers are a lot happier as they see a noticeable positive change in attendance and confidence in students, who have learnt the merits of WASH but also ensured that their family members at home adhered to the necessary practices like hand-wash.

What is more important is that the students and teachers of the schools have taken ownership of proper operation and management of the infrastructures. They have also taken a resolve to enhance the tradition of WASH consciousness to higher level and to greater audience. ■

GOOGLE

Locate The Public Toilet

At a time when the country is making serious strides to become clean and open defecation free (ODF), Google has come out with its contribution by partnering with the Central Government to map public toilets and help users locate them. This innovative idea is a great mix of India's two top current priorities, SBM and Digital India. Union Minister M Venkaiah Naidu had launched Google's 'Swachh Bharat Toilet Locator' on December 22, 2016.

India is going to become the second largest smart phone market in year 2017. Google's 'toilet locator' is designed to help people easily locate toilets available nearby by using such smart phones

Locating a public toilets in India is a big challenge for commuters. Failing to locate toilets, people urinate and defecate in open. That leads to poor sanitation conditions. While that is an inconvenience for all, the problem of not getting a toilet when needed brings in insurmountable pain, humiliation, health complications and safety threats to women.

Fighting health problems & humiliation both

Forcefully suppressing the urge to urinate and defecate may lead to major health problems. Most women still try their best to suppress their urge as the other available option leads to humiliation and even security threats.

India is going to become the second largest smart phone market in year 2017. Google's 'toilet locator' is designed to help people easily locate toilets available nearby by using such smart phones. Users can find their nearest clean public toilet by typing in "toilet" or the Hindi word for clean, swachh, into Google Maps on their smart-phones. Users can also use desktop to locate toilets in Google map.

Smart phones, healthy people

There are more than 5,100 public toilets in Delhi, the first state where the app was launched. The other state where this locator service was launched is Madhya Pradesh. The Google feature includes info like exact location of the restroom, the style of toilet, opening time, cleanliness rating and whether the toilet is free or paid. The app has hit attention of the smartphone users, especially female users. It has already been downloaded by more than 10,000 users. The government and Google are aiming big with this app. So far, data on location of two lakh toilets has been gathered and it will look to integrate the data on all public toilets, even those in private buildings, with Google maps. ■

GROHE

Training Youth In Plumbing

GROHE AG is the world's leading provider of sanitary fittings headquartered at Dusseldorf in Germany. GROHE India Private Limited (GIPL) is a wholly owned subsidiary of GROHE AG. With a decade of its presence in the Indian market, Grohe has acquired a dominant position in the market as one of the largest selling international brands.

Besides providing sanitary fittings known for their high quality across the globe, Grohe also strives for a sustainable future and prefers to be acknowledged for its commitment towards corporate social responsibility (CSR). Grohe's belief in corporate citizenship is envisioned in Grohe Dual Tech, a project aiming at providing professional training to disadvantaged youth in emerging economies.

Dual Tech to uplift economically backward youth

In 2009, the sanitary fitting major launched Grohe Dual Tech project in Mumbai with support from the Don Bosco Center for Learning. Grohe Dual Tech is an award-winning aid project recognised by the German Federal Ministry for Economic Cooperation and Development for its innovation and significant social impact.

It enrolls young people from economically challenged backgrounds who strive to make a living and enables them to fulfil their true potential via feasible careers. Apart from the technical aspects, the academy also offers soft-skills training which includes the development of behavioural skills in areas such as customer relationship, etiquette and work ethics.

After its successful run in Mumbai, the company launched Grohe Dual Tech project in New Delhi in May 2016 to train young people from economically challenged backgrounds in the region by imparting high-quality training programme in certified plumbing. The programme addresses the dual need of the industry – it supports the youth with skill development and also fills the skilled-labour supply gap.

Training boost to SBM

The training of youth in plumbing is definitely going to give a boost to the implementation of construction of toilets under the *Swachh Bharat Mission (SBM)*.

After its successful run in Mumbai, the company launched Grohe Dual Tech project in New Delhi in May 2016 to train young people from economically challenged backgrounds in the region by imparting high-quality training programme in certified plumbing

Since its inception, Grohe Dual Tech has trained more than 1,000 apprentices with a full strength batch of young individuals currently attending preparatory courses for plumbing in its Mumbai-based branch. The academy's curriculum also introduces students to international technical standards and requirements, compliance with which is increasingly demanded by local customers. The initiative awards all participants with certificates, tool kits and also gifts for securing 100% attendance to further enhance their involvement and interest.

According to Renu Misra, Managing Director, Grohe India, the foundation of Grohe Dual Tech as an initiative stems from the realisation of Grohe's responsibility towards the people and the environment. "With this institutional framework we see ourselves contributing to the upliftment of underprivileged children and young people in the poorest regions. We see high demand for skilled workers in the sanitary ware and real estate space in India.

Since its inception, Grohe Dual Tech has trained more than 1,000 apprentices with a full strength batch of young individuals currently attending preparatory courses for plumbing in its Mumbai-based branch

The country continues to have a large number of unemployed youth. We are determined to plug this gap and create opportunities for ambitious young people. We have come a long way by helping the youth of India in acquiring relevant skills and thereby elevating their living standards with the Grohe Dual Tech," Misra says, adding that the next step in the company's endeavour will be to equip Indian youth with a perfect blend of vocational and inter-personal skills and make them ready for the future.

Recognition helps

Michael Mager, Executive Director Personnel and Organization, Grohe AG, says that in the sanitary fittings sector, skilled plumbers play a significant role and are vital to the overall landscape. Grohe Dual Tech gives the youth trained the recognition of certified plumbers. The training also prepares them for meeting international standards of technical excellence while serving their customers, he says. Both Mager and Misra had inaugurated the Grohe Dual Tech project at New Delhi.

With its global, innovative and efficient GROHE brand, the sanitary fittings major relies on its brand values of quality, technology, design and sustainability to deliver "PureFreude an Wasser".

Grohe launched its first Indian 'GROHESLive! Centre' in Mumbai in February 2012 and recently unveiled a second state-of-the-art centre in Bengaluru. These centres are a great opportunity for people to come and experience the world of Grohe. Besides featuring the entire range of GROHE products, the Live! Centre also showcases the GROHE elements. ■

HDfC BANK

Drive For Clean Villages

April 28 is a very special day in the lives of people in Samertal and Pounsara villages of Bilaspur district in Chhattisgarh. On the day last year, sparkling brand new toilet blocks were unveiled in five schools in the villages.

The toilet blocks were handed over to the villages by HDfC Bank as part of its committed intervention to improve access to better sanitation in schools.

In collaboration with AROH Foundation, HDfC Bank has constructed 200 such toilet blocks in several villages of Chhattisgarh and handed those over to the school authorities for use by students and teachers. The toilet blocks that HDfC Bank has provided are integrated with adequate and constant water supply provision and have hand-wash units. The focus is on complete sanitation and hygiene access by the students.

WASH programmes

The HDfC Bank and AROH Foundation initiative has however gone beyond mere construction of toilets. They are launching a one-year long water sanitation, and hygiene (WASH) programme in each school they are intervening to bring lasting behavioural change and create enabling environment. The WASH programme follows an intensive classroom as well as demonstrative module to build knowledge and develop motivation.

Such an effort has not only gone a long way in utilisation of the created infrastructure in a more efficient manner; messages of good sanitation and hygiene is reaching the parents and the communities through the students.

HDfC Bank is making other interventions for livelihoods development and overall village development. Its sanitation drives are not only supplementing India's strides to become Swachh Bharat, it is also making villages better and healthier places to live. ■

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HINDUSTAN UNILIVER LTD.

Sustainable WASH access models

When, on World Toilet Day in November 2016, Hindustan Unilever Limited (HUL) unveiled an urban water, hygiene, and sanitation (WASH) community centre in Azad Nagar slums, one of the largest slums in Mumbai, it added another feather to its list of illustrious interventions in WASH sector.

The community centre, first of its kind and name *Suvidha*, is a purpose-built, sustainable community centre which addresses the hygiene needs of low income urban households who face severe challenges due to lack of infrastructure and facilities. The centre – developed in close partnership with Mumbai Municipal Corporation and Pratha, a non-profit community based organisation – provides toilets that flush, hand-washing facilities with soap, clean showers, safe drinking water and state-of-the-art laundry operations at an affordable cost.

Benchmark standards in use and re-use

The centre promotes a safe and welcoming environment for everyone. A secure and safe children's play area has been built on the roof and there are separate entrances for women and girls, which can be accessed at night. *Suvidha* will cater to over 1,500 people living in the area. It not just provides quality access to poor people living in slums, it has set benchmark standards in resource use and re-use.

Suvidha uses circular economy principles to reduce water use. Fresh water is first used for brushing teeth, bathing, hand-washing and laundry. The waste water from these activities becomes the input for flushing toilets. This effort alone is estimated to save 10 million litres of water per annum.

Suvidha was devised, developed and built in close consultation with the local community. It is a community centre that meets real needs. What makes it more unique is that it is a market-based solution that is designed to be affordable and replicable.

HUL, the Indian arm of global major Unilever, is having equally enormous interventions to improve people's access to better WASH standards and practices. Along with Unilever, it is on a course to meet its commitment to help 25 million poor and deprived people gain improved access to toilets by 2020.

It has already reached over 125 million people in India through its various interventions in areas of health and hygiene. HUL gives priority on behavioural changes. Its leading brands are taking leads in sector specific initiatives to ensure positive behavioural changes. Lifebuoy brand has taken up hand-washing programme, Domex is working on improved sanitation access and Pureit aims at providing safe drinking water.

Strategic partnerships

HUL has established partnerships with other organisations such as Bill & Melinda Gates Foundation to ensure convergence of the ideas and ensure a big scale of intervention. It has helped over five million people gain access to toilet through behavioural change interventions and capacity building

Photos Credit: HINDUSTAN UNILIVER LTD.





initiatives since 2012. The Domex Toilet Academy (DTA) is another initiative that is quite unique. It is a market-based, entrepreneurial model that provides people access to sanitation in rural communities.

In partnership with the social enterprise eKutir and NGO Population Services International (PSI), the DTA programme trains entrepreneurs and masons to supply, install and maintain toilets for local households, builds supply chains for sanitation hardware, provides access to micro-financing and creates demand for sanitation in underserved communities.

The objective is to reduce the incidence of open defecation and improve proper sanitation thereby promoting the adoption of healthy, hygienic habits. DTA, in partnership with PSI and the Bill & Melinda Gates Foundation, have helped build over 70,000 toilets in rural households impacting 350,000 people in four states –Maharashtra, Madhya Pradesh, Odisha and Bihar.

Big leap

While HUL has made big leaps in its sanitation and hygiene interventions, its intervention in catering to provide very high standard of access to safe water is no small either. HUL is one of the leading manufacturers of quality water purifiers sold in Pureit brand. One of the major objectives of HUL is to make such high quality water filters accessible for poor people.

HUL has managed to develop an innovative plan by establishing partnerships with existing micro-finance institutions (MFIs) which have significantly helped poor people to access safe water. Pureit partnerships extended their footprint to new geographies such as Punjab and continued to provide safe drinking water to low income households in Kerala, Tamil Nadu and Karnataka.

In keeping with its objective of initiating positive behavioral change and responding to the government's Swachh Bharat Mission (SBM), HUL has started another mega campaign 'Swachh Aadat, Swachh Bharat (clean habits, clean India)'. This campaign promotes good health and hygiene practice by stressing the need to adopt three simple good habits – washing hands five times a day, using a toilet for defecation and adopting safe drinking water practices. The *Swachh Aadat, Swachh Bharat* programme has three key thrusts: An on-ground behavioural change model, a mass media campaign to drive engagement and awareness and mobile education on health and hygiene led by our factory workers.

Hindustan Unilever Limited (HUL) is making big strides and is setting benchmark standards. Domex, *Suvidha* and *Pureit* initiatives have demonstrated superior, sustainable and replicable models to provide improved WASH access to the poorest people in critical areas. All these interventions models are unique as they ensure full participation of the poor people and other people in the chain, aim very high standard of access and make economic & environmental sense. ■

This campaign promotes good health and hygiene practice by stressing the need to adopt three simple good habits – washing hands five times a day, using a toilet for defecation and adopting safe drinking water practices

HINDUSTAN UNILEVER LTD.

Washing Away Child Mortality

The potentials of hand-washing that Thesgora, a village in Chhindwara District of Madhya Pradesh, shows are deeply thought provoking. This village had been plagued by high child mortality, till Hindustan Unilever Limited (HUL) stepped in to wash-away high child mortality.

Thesgora has proved that better hand-washing care can result in an overwhelming drop in diarrhoeal incidences from 36 percent to 5 percent. This case study has been very insightful as it compels us to reflect on simple interventions such as hand washing which can save our infants and protect them against deadly diseases.

The reasons why 1.3 million children die every year in India before they turn five is stark and well identified. Studies have assessed and Hindustan Unilever Limited (HUL) has proved that hand-washing with soap, particularly

Photos Credit: HINDUSTAN UNILIVER LTD.



after using toilet, can reduce diarrhoeal diseases by over 40 percent and respiratory infections by over 30 percent.

Thesgora is the first village where HUL launched its 'Help a Child Reach Five' campaign. It is a worldwide campaign started by HUL's parent body Unilever. The campaign in India has added to the efforts of Government of India's *Swachh Bharat Abhiyan* (SBA). Along with Thesgora, HUL's 'Help a Child Reach Five' campaign has spread to Bihar and other states.

In 2013, soon after launching the campaign in Thesgora, HUL started a hand-washing pilot programme in two districts of Bihar, Begusarai and Khagaria, reaching out to nearly one million people in partnership with Government of Bihar and Children's Investment Fund Foundation (CIFF). As part of the on-ground programme in Bihar, around 600 health promoters trained by the programme visit government rural primary schools four times in a 21-day period to engage with students.

Reaching out to children

Since inception, the programme has reached out to over six lakh children. In 2015 alone, over four lakh children were covered under the programme. It has since included new mothers in its campaign by building their awareness and improving hand hygiene habits during the crucial first 28 days after delivery, when mothers and their babies are very vulnerable. About 45 million people are expected to benefit through this campaign in Bihar in the next three years.

HUL is one of the pioneers in pushing for positive behavioural change to adopt better hygienic practices, including hand-washing. Its efforts in the area of health and hygiene have so far, reached over 125 million people in India.

HUL has taken the Global Hand-washing Day (GHD) as a big occasion to undertake major drives. School children are the focus of such drives. In 2015, HUL reached out to over two lakh children across 125 schools in seven cities of India.

Over 2,000 HUL employees across factories and offices took time off to spend a day with school children to create awareness about hand-washing. The programme highlights include storytelling, interactive games and taking a pledge to drive the importance of hand-washing five key times in a day.

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Broader campaigns

Apart from direct interventions at households and individual levels at the grassroots, HUL's attempts to reach out to larger audience through broader campaigns in media and public platform has yielded great interests. Popular celebrities including Bollywood actress Kajol have lent support to this campaign.

"My journey with 'Help a Child Reach Five' started last year as we began with spreading awareness. I advocated for hand-washing with soap with the UN Secretary General Ban Ki-moon and other policymakers at the UN General Assembly, and on Indian TV and digital media. The outstanding results of the campaign in Thesgora gives us even more confidence that children can survive by inculcating the simple habit of hand-washing with soap," says an enormously happy Kajol.

Short films to create awareness

Along with campaigns in mainstream media, HUL has also developed a short movie. The movie '*Chamki*' has immensely contributed to create awareness and motivation on hygiene and trigger behavioural change. *Chamki* showcases the emotional journey of a pregnant woman who is excited at the prospect of being a mother. Her excitement is contrasted with the agony and doubt about her child's ability to survive post birth. She ponders whether her child will survive or will meet the fate of the other children in her village who succumbed to diarrhoea and pneumonia in the first few weeks of their birth. The film received 14 million views on YouTube and was the most viewed advertisement on YouTube in 2015.

Together with HUL's interventions in water and sanitation fields, its interventions to positive behavioural change and adoption of improved personal hygiene have made significant progress. HUL has set for itself stiffer targets and is making great strides in this arena. ■

An Integrated Approach To Sanitation

In 2016, The Hong Kong and Shanghai Banking Corporation-India (HSBC) partnered with Swades Foundation to cover six blocks in Raigad district of Maharashtra with a comprehensive and integrated water, sanitation, and hygiene (WASH) intervention aimed at making villages open defecation free (ODF) and providing school sanitation and access to rain-fed drinking water.

Under the intervention, HSBC had planned to construct 9,810 toilets over two years to benefit 49,050 people and subsequently make each community open defecation free. Besides, it had planned to benefit 19,000 school children by providing access to clean and safe drinking water, hand wash stations for personal hygiene, and toilet blocks in 48 schools, along with hygiene education.

HSBC has achieved spectacular success in implementing the programme in partnership with non-governmental organizations like Jalbhagirathi Foundation, Mannedshi Foundation, FORCE, and Sulabh. The project has benefited over 53,000 people over the past two years.

It has enabled access to safe water for over 40,600 people while providing improved sanitation facilities and hygiene awareness to over 12,400 people including students in 25 schools.

Ensuring water supply for sanitation

Supply of water is vital to make zero defecation and school sanitation sustainable, especially in a perennial water scarce area like Raigad where most villagers, mainly women and children, travel more than a kilometre on an average to undulated land to fetch water for drinking and other household needs.

HSBC's project for providing the community access to rain-fed drinking water endeavours to alleviate the people of water scarcity. The water project leverages the naturally sloping topography and gravity to redirect

Under the intervention, HSBC had planned to construct 9,810 toilets over two years to benefit 49,050 people and subsequently make each community open defecation free. Besides, it had planned to benefit 19,000 school children by providing access to clean and safe drinking water

water from rain-fed rivulets and streams through constructed pipelines which converge at water storage reservoirs.

These reservoirs further connect to individual homes where two taps are provided in each household to ensure that it receive 200 litres of safe, potable drinking water every day throughout the year. The project includes the construction of 272 water schemes, installation of pipes and taps reaching 19,040 households and thereby impacting 95,200 lives over two years.

Committed to CSR

HSBC is committed to corporate social responsibility (CSR) and demonstrates this by contributing towards the economic and social development of communities and safeguarding the environment. While these two components are universal and will be at the centre of most sustainability initiatives, there are various components which make up this huge canvas.

HSBC's environmental initiatives support access to safe water and sanitation, freshwater sustainability, climate change, and conservation of biodiversity and habitats.

HSBC's corporate sustainability strategy includes the development of sustainable business opportunities, management of its own environmental footprint, and its community investments. The bank has a long term commitment to the communities in which it operates. Financial inclusion initiatives support education of children from underprivileged communities, life skills training for disadvantaged young people and financial literacy and entrepreneurship capacity building for rural women in marginalised communities. ■

ICICI BANK

Residential Societies Compete To Keep Mumbai Clean

A humongous exercise that invigorated residential societies of Mumbai to compete with each other on cleanliness parameters came to a stupendous end on December 02, 2016 when Maharashtra Chief Minister Devendra Fadnavis felicitated the winners of 'Swachh Society Award' at a mega event in Mumbai.

The Chief Minister presented awards to residential societies for their exemplary efforts on energy conservation, rainwater harvesting, waste management and adoption of clean-green technology, among others.

India's largest private sector bank ICICI Bank had launched 'Swachh Society Awards' in July 2016. The whole Mumbai got involved in it as participation of 7,000 residential societies of the city in the competition spanning over a period of 50 days made it one of the biggest exercises to give the Swachh Bharat Abhiyan (SBA) a big push in a huge metropolitan city.

Cleaner and safer society

The 'Swachh Society Awards' initiative was aimed at sustaining the spirit of *Swachh Bharat Abhiyan (SBA)* and broadening the horizon of a cleaner and safer society by recognising and celebrating excellence in cleanliness and safety and adoption of green technology in housing societies. The competition was open for all residential societies registered with the Municipal Corporations of Greater Mumbai.

The competition evaluated, identified and acknowledged residential societies for their efforts such as energy conservation, rainwater harvesting, waste management, adoption of clean-green technology among others. The Vijaynagar Cooperative Housing Society Limited, Andheri East received the top honour, the Mega Award-Gold, while the Mega Award-Silver went to Thane-based Anand Kores Towers Cooperative Housing Society Limited. The Mega Award-Bronze was bagged by the Ashok Tower Cooperative Housing Society Limited, Parel.

The whole Mumbai got involved in it as participation of 7,000 residential societies of the city in the competition spanning over a period of 50 days made it one of the biggest exercises to give the Swachh Bharat Abhiyan (SBA) a big push in a huge metropolitan city

The Cash Catch

The winning societies were awarded cash prizes of Rs. 15 lakh, Rs 5 lakh and Rs 2 lakh respectively. Sealine Cooperative Housing Society Limited in Khar West was presented with the Clean Crusader Innovation award for implementing novel ideas in its society and was given a cash prize of Rs. 2 lakh. Total cash prizes of over Rs. 30 lakh were awarded across categories.

The winners will use the prize money towards building infrastructure for clean, green and safe societies. The competition and awards created an enthusiasm among the residential societies to adopt clean and hygienic practices.

The Mumbai Swachh Society Award was an extension of ICICI Bank's commitment to Swachh Bharat Abhiyan. The bank adopted the *Swachh Bharat Abhiyan* in November 2014.

Since then, every day a branch of ICICI Bank has been taking up the responsibility of cleaning the area surrounding it. In the process, more than 500 branches and more than 3,800 employees of ICICI Bank across 112 cities have contributed towards strengthening this initiative, keeping their respective areas clean. ■

IL&FS

Making Villages & Cities Clean

Only 2 of the 56 households in Jambudiyapura, a tribal village which lies along the Vadodara-Halol road in Gujarat, used to have toilets. Today, the village is recognised as a model open defecation free (ODF) village.

When IL&FS first visited Jambudiyapura, apart from the lack of toilets, it also noticed that the majority of the village bathed outdoors on stone slab platforms with cloth screens for privacy. The lack of proper drainage systems for bathing and kitchen spaces in the village led to waste-water unhygienically pooling on the streets and backyards.

With a view to improve these sanitation conditions, IL&FS launched a holistic Corporate Social Responsibility (CSR) initiative that not only eliminated open defecation but also addressed issues of fecal sludge and waste water management in the village.

Unique waste management technology

Prior to construction of the toilets, IL&FS undertook a 'Sanitation Laboratory' project wherein various toilet designs were demonstrated

Photos Credit: IL&FS



With a view to improve these sanitation conditions, IL&FS launched a holistic Corporate Social Responsibility (CSR) initiative that not only eliminated open defecation but also addressed issues of fecal sludge and waste water management in the village



to understand comparative efficacy of the designs. An impact survey conducted consequently helped explain community preferences and showed implications on sustainable usage and sanitation behaviour.

As a result of this study, IL&FS developed a new household toilet design which included a bathroom *and* a space for washing of clothes and utensils. Through their partnership with Clearford India, IL&FS has ensured that these household toilet-bathroom modules are connected to biodigesters for primary sewage treatment of the black and grey water, which in turn are connected to structured wetlands for treatment and ultimate disposal of waste water. Recovered water will be safely returned to the environment for use in irrigation as required by the villagers.

IL&FS took communication with the communities very seriously. All households understood the value of the project and actively engaged with the company. What emerged from such meetings was thus very encouraging.

- The community finalised the design of the toilet bathroom mori module and made changes based on usage and context of their village
- In a display of ownership, each household pledged to contribute Rs. 5000 to a common bank account specifically setup to manage the operation and management phase

- The local government agreed to the allocation of the Rs. 12,000 subsidy to this bank account for operation and maintenance
- A sanitation committee would be setup by the villagers to manage these funds
- The sanitation committee members would divide the village into individual zones of responsibility to better make sure households were using and maintaining the facilities properly
- Local persons came forward for being trained on how to operate and maintain the sewage treatment facility
- All households members, especially children, participated in various health seeking and hygiene awareness camps and learnt to use and maintain the toilets and how to maintain personal hygiene

A role model

The earlier timid community is now enthused to take up new challenges. They have actively initiated their kitchen gardens to improve the nutritional status of their households and are involved in various skilling programmes which will help enhance their livelihoods. The village has become a role model for other villages in the area

While IL&FS has set benchmark standards of sanitation and waste water management in a rural village, it is setting high standards in alleviating urban challenges with its benchmark services and replicable models for scientific management of solid waste. It has implemented the first private water supply and sanitation project in the country on Public Private Partnership (PPP) basis.



Recycling city wastes

In a first of its kind agreement, IL&FS Environmental Infrastructure and Services Limited, National Fertilizers Limited (NFL) and South Delhi Municipal Corporation (SDMC) have entered into a Memorandum of Understanding (MoU) on March 30, 2016 for the marketing of city compost produced in New Delhi.

The MoU, facilitated by the Union Ministry of Urban Development (MoUD), comes on the back of the landmark Union Cabinet decision passed in January 2016 on the promotion of city compost, wherein a market development assistance of 1,500 rupees per metric tonne of city compost would be paid to the fertilizer marketing companies.

Under the agreement, SDMC would ensure delivery of municipal solid waste to IL&FS, and review the infrastructure and machinery available at the compost manufacturing location of IL&FS to ensure the adequacy of infrastructure and quality compliance. IL&FS would be responsible to process the solid waste and convert it into compost compliant with FCO standards, and properly package the compost. National Fertilizer Limited thereafter would finalise off-take schedule and ensure 100 percent off-take of compost manufactured by IL&FS in South Delhi.

Stay clean, raise income

IL&FS has lent a big hand in making Mysuru, the cleanest city in India, with door to door garbage collection and zero waste management centres. Not only is IL&FS helping the city become clean it is also helping the city earn from its cleanliness drives. Mysore Municipal Corporation gets Rs.6 lakh as royalty from IL&FS which operates the biggest compost plants.

This good work of IL&FS is getting recognition. It had been entrusted with the door to door collection and transportation of solid waste in 14 core areas of Varanasi city. The Uttar Pradesh Government has asked IL&FS to adopt the remaining 74 wards in the city as well. With its business as well as with its CSR initiatives, IL&FS is making villages and cities clean. ■

INFOSYS

Technology Drives School Toilets

When 110 schools in mostly rural parts of Khurdha District in Odisha got very high quality toilets in their schools, it was only a natural extension of international knowledge and technology major Infosys's focus to embrace responsibility to create positive impacts in the communities in which it works.

These 110 schools now have 365 sparklingly clean high quality toilets, separate for boys and girls. The schools have had a completely changed sanitation and hygiene standard since then.

Intervention to improve sanitation

Infosys' intervention to improve sanitation facilities in schools started with a purpose. These interventions stemmed from the fact that declining literacy levels on the one hand and absence of proper sanitation facilities on the other meant an unclean environment in and around schools. The Infosys Foundation felt there was a need to provide schools in this area with at least the basic amenities that would make the schools conducive for students as 'Centres of Education'.

In May 2015, Infosys in association with Akanksha, the corporate social responsibility (CSR) arm of its Bhubaneswar Development Centre, entered into collaboration with the State Government undertaking Odisha Primary Education Programme Authority (OPEPA) for construction of these toilets. It had set April 2016 target to complete the projects.

The schools were not required to wait that long. In the beginning of February 2016, three months before target, ministers and other dignitaries formally handed over the toilets to school.

Project as a challenge

Infosys took up this project as a challenge. It chose schools with very bad sanitation access standards. The schools were identified by employee volunteers of Infosys' Bhubaneswar office. Frequent follow-ups with the

These 110 schools now have 365 sparklingly clean high quality toilets, separate for boys and girls. The schools have had a completely changed sanitation and hygiene standard since then

INDIA SANITATION COALITION

government, strict monitoring to plan and execute, engaging various stakeholders such as government officials at several levels, headmasters, village committee members and vendor partners helped in quality and speedy implementation of the project. This project completely synchronizes with the overarching government initiative for a 'Clean India, Clean School'. Similar projects have also been undertaken in Mysore and other parts of Karnataka.

Infosys is setting benchmark standards in its CSR activities, including its activities in the water, sanitation, and hygiene (WASH) sector. In 2011, Infosys collaborated with the Karnataka Government's Rural Development and Panchayatiraj departments to build 10,000 eco-loos and toilets in rural Gulbarga District. These designer eco-loos and toilets not only consume very little water, they also convert the faecal waste to good compost in quick time in a cost-effective and user-friendly manner. That intervention has been well accepted in the schools and households of Gulbarga.

Mitali Jena, an eighth class student of Janla school has no worries now. She does not miss her schools for want of a toilet now and proudly says that her school is not inferior to any other swanky looking schools. ■

ITC

Making Sanitation a Sustainable Affair

Putul Majhi from Mogra Panchayat in West Bengal's Hoogly district is one among many who are proudly flaunting their 'Paribesh Bandhu' (friend of the environment) tag.

In her early thirties, Putul takes pride in her daily early morning chore of door to door collection of domestic wastes and then disposing them off safely. Her work keeps the community clean providing her an additional earning of about Rs.3,000 a month.

Putul has evolved out of Indian Tobacco Company Limited (ITC)'s solid waste management programme, which is an extension of its mega focus on safe sanitation and hygiene that has already made 96 villages open defecation free (ODF) and 306 more villages on the verge of becoming so in 21 districts

Photos Credit: ITC



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across 13 states. It has stamped massive imprints in these areas to make India's Swachh Bharat campaign a big success. ITC has already helped 20,093 households build toilets and ensured quality toilet facilities in 525 government schools.

Thrust on sustainability by imbining ownership and integration

While ITC's scale is enormous, what makes its interventions unique and even more appealing is its success in ensuring cost sharing and ownership by the end users, linkages with government's schemes under Swachh Bharat Abhiyan (SBA), and creation of a vibrant sanitation corpus fund.

Households, students, teachers and school management committees have volunteered to share cost in not only building the infrastructures but also in taking ownership for management and use of those. Between 2014-15 and December 2016 alone, communities where ITC intervened had already contributed a whopping Rs.4.43 crore for toilet construction and waste management.

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ITC's thrust on cost sharing and contribution is aimed at building ownership of the end users and communities. It strongly believes that providing infrastructure without building in a financial stake and responsibility for maintenance of facilities constructed, appropriate education and adequate capacity building on hygiene issues has negative impact on the sustainability of the initiative. Such an approach has been found essential for any action on sanitation and hygiene where the objective is not just on creation of infrastructure, but to change a well-entrenched behaviour that is not good.



Women SHGs at forefront

Women and their self-help groups (SHGs) have been at the forefront in taking forward ITC's sanitation and hygiene interventions with their contribution and ownership spirit. In the process they are reaping monetary dividends too.

Individual women and SHGs are mobilised and trained by ITC to take the lead in driving the initiative. They are responsible for generating demand for toilets, monitoring activities and follow-up exercises. Many SHGs have expanded their skills-set on construction and opened up new income generating sources with trainings from ITC.

Identified households who build their toilets are encouraged to contribute a portion of the total cost, which is deposited with the SHG. ITC provides an interest free bridge loan to the beneficiary household through the SHGs. The repayment amount does not come back to ITC but goes towards forming a sanitation corpus fund which is used to fund the construction of additional toilets and for the repair and maintenance of sanitary facilities in schools in the area.

School interventions

While individual households have voluntarily contributed for their toilet infrastructure, ITC's school interventions have also ensured contribution and developed ownership, which makes them conscious and responsible for use and management of the infrastructure. The school authorities are encouraged to have a plan for raising finances for operation and maintenance of the school infrastructure prior to initiating construction. It has received stupendous response as 57 percent of school development and management committees have already set systems in place to collect contributions regularly for their WATSAN Funds. These accounts are maintained separately.

ITC's interventions therefore focus on expanding access to sanitation facilities, putting in place systems and strategies to ensure the sustained usage and maintenance of these facilities and building awareness and knowledge about health, sanitation and pollution to bring about real behavioural change – the key to improving health profiles for India's population at present and in the future.



Women's self-help groups are mobilised to take the lead in driving all project activities, e.g. creating awareness and generating demand within the community, identifying beneficiaries, handling finances, supervising construction

ITC, like its huge variety of products and sectors in which it operates, also integrates hygiene, waste management and positive change in behaviour to make its sanitation interventions complete and more sustainable.

Community-led approach

Success of community participation in such a mega scale is outcome of ITC's unflinching strategy of positive communication and adoption of community-led total sanitation approach. Both the beneficiaries as well as key stakeholders including communities – be they individual households, students, faculty or parents – are active participants and key decision-makers at all stages, with partner NGOs, ITC and local government bodies playing a facilitating role. All activities are undertaken through grassroots organisations specifically mobilised for the purpose – such as women's sanitation SHGs, WATSAN committees, child cabinets, school development and management committees – who carry out the governance of projects and post-project activities on behalf of the community. With such an approach, ITC has successfully addressed another big challenge of ensuring right, dignity and participation of most marginalised members in communities.

ITC adopts a three-pronged approach: (i) build awareness and educate communities through different means so that they themselves realise the adverse consequences of open defecation, poor sanitation and personal hygiene practices leading to demand for better sanitation facilities; (ii) actively involve community-based groups, local government bodies and other agencies as facilitators/enablers; and build their capacities on various related aspects; and (iii) build in a financial stake for participating households through mandatory monetary contribution for construction of toilets and to ensure sustained usage and maintenance.

Similar is the approach for schools, (i) a participatory approach in planning, implementation and maintenance involving teachers, students, school development management committees (SDMC), with the NGOs, technical/professional agencies and ITC playing a facilitating role; (ii) a mechanism in place to ensure the sustainable operations and maintenance of the infrastructure created through institutional mechanisms; and (iii) apart from the hardware and financial aspects, the emphasis is on educating students as well as the school staff on sanitation, health and hygiene to bring about a sustained improvement in these aspects.

Impacting behavioural change

ITC, like its huge variety of products and sectors in which it operates, also integrates hygiene, waste management and positive change in behaviour to make its sanitation interventions complete and more sustainable. Children and women are its primary target group.



ITC has an interactive and participative communication and intervention strategy to ensure behavioural change for use of toilets, hand-washing and safe hygienic practices. Its solid waste management projects aim to manage the waste as close to the generator as possible and thereby minimise the waste going to landfills. In the process people like Putul are earning respect and money. The model involves door to door household waste collection for a fee, segregation of waste, sale of recyclables and conversion of biodegradable waste into compost, which is sold for revenue generation.

Facts tell the tale

Studies have found that ITC's interventions are making huge impacts. A recent study that covered 42 villages across six districts in four states has revealed a considerable drop in acute respiratory infection, diarrhoea, typhoid and dengue among school children.

While ITC is making lives better for the communities living around its operational areas across India and supplement the Swachh Bharat campaign in a big way, it is also earning laurels for its success in pursuing sustainability as integral to its corporate strategy and societal value creation a core business purpose. ITC has been carbon, water and solid waste recycling positive for the past 11, 14 and 9 years respectively. It is the only company in the world of comparable dimensions to have achieved these milestones. ■

ITC has an interactive and participative communication and intervention strategy to ensure behavioural change for use of toilets, hand-washing and safe hygienic practices. 7 Steps of Handwashing demonstrated through IEC material

JINDAL STAINLESS LTD.

Steely Toilets

On August 29, 2015 the South Delhi Municipal School in Sultannagar locality of New Delhi got a toilet complex that is among that best in technology and innovation.

The school was among the many that have benefitted from introduction of India's first stainless steel modular toilets. With such innovations, Jindal Stainless Limited (JSL) has added a new feather in the contribution of Indian corporate houses to the Swachh Bharat call.

JSL's subsidiary, Jindal Architecture Ltd, has introduced these economical, eco-friendly, convenient and durable stainless steel modular toilets that can meet various needs and demands. These toilets are resistant to water corrosion and microbial growth, making them the optimum solution for India's diverse climatic conditions.

Technological advantage

There are single unit toilet as well as community toilet models having up to eight toilet units. These toilets are fully recyclable toilets and can be easily upgraded as bio-toilets with bio-disposable tanks. What adds to these specialities is its competitive pricing.

These stainless steel modular toilets compare very favourably against fibre or brick and mortar toilets. They have several advantages over the conventional toilets. It takes very little time to fabricate and install a unit and it requires less effort to maintain it

A single unit toilet costs about Rs.99, 999 rupees onwards, while, the community toilets having six units starting from Rs.3.99 lakh and the eight units model from Rs.4.99 lakh. The disposal tanks cost about Rs.59, 000 per unit.

As part of its corporate social responsibility (CSR) concerns, JSL has already installed many such toilet blocks in schools of Odisha and Haryana where

it has its operations. Apart from schools, JSL has installed such toilets at community health centres in Odisha.

Strong partnerships

While JSL has taken its innovation to the communities in the areas it has its own operations, it is establishing with partnership with diverse corporate houses and stakeholders to install stainless steel modular toilets in different parts of India. More than 1,000 installations have already been made across the country, with some installations in remote and highly inaccessible tribal locations, in partnership with top companies and corporate houses both in private and public sector such as NDMC, MCD, BPCL, Honda, Maruti, Adani, SJVN and Hindustan Zinc.

JSL has demonstrated its diverse capacities. It has developed world class toilets at very reasonable cost and it is taking those toilets to communities through its CSR focus and by establishing partnerships. ■

More than 1,000 installations have already been made across the country, with some installations in remote and highly inaccessible tribal locations, in partnership with top companies and corporate houses both in private and public sector

JSW STEELS LTD.

Stainless Technology for Challenging Situations

The Maha Kumbhs, where millions converge over a short period, have always posed insurmountable challenge for sanitation providers, devotees and local people.

The Nashik Maha Kumbh, held from July 14, 2015 to September 25, 2015 at the banks of the Godavari River in Maharashtra, however, was braced with solutions to meet such gigantic challenge. JSW Group, an industry major in steel and power sector, installed 300 stainless steel toilets at Nashik and Trimbakeshwar to substantially ease sanitation needs.

While the steel toilets got huge praise from users as well as the government, it has successfully demonstrated its potential for use at different places.

JSW's innovative steel toilets have multiple advantages over the conventional toilets made of brick and mortar. It takes very little time to fabricate and install a unit, requires less effort to maintain, has fine aesthetic features and is resistant to fire. These toilets are integrated with provisions of adequate water, drainage and eco-friendly sewage arrangements.

Innovative features

It has other innovative features. Its insulated sandwich panel walls optimise and maintain ambient temperature inside the toilets and the units are highly durable with average life of 20 years. The fabrication of the structure takes place the factory site and components are later reassembled at the destined locations.

The toilets are fabricated using hot rolled steel sections as framework for strength while the pre-painted galvanised steel sandwich panels for the shell provides corrosion resistance and long life. The modular components of the toilets can be shifted from one place easily as the components are easy to dismantle and assemble and are very lightweight. These steel toilets are cost-effective when compared to conventional toilets.

Integrating sanitation in CSR

JSW has already associated with government's clean India programme in big way. It has integrated focus on sanitation and hygiene in its corporate social responsibility (CSR) interventions. JSW Energy has constructed of 24 school toilets in Ratnagiri district of Maharashtra. It has installed 16 bio-digester toilets in two gram panchayats of Sholtu and its direct influence zones have become open defecation free.

JSW Foundation, which handles CSR activities of JSW Steel, has constructed high quality toilet blocks in schools of Karnataka and other places. It has handed 40 such school toilets over to the government in June 2015.

Green technology

All these toilets are integrated with bio-digesters which convert the waste and faeces into gas. JSW has already constructed 5,564 individual toilets and more than 100 community toilets. In addition, JSW has also contributed to the cleaning of the Godavari River.

JSW has developed its toilet models to provide solution to different needs. With its interventions it is fitting in easily to meet mega challenges such as the Kumbh Melas as well as the individual household needs. ■

KNORR BERMSE

Toilet Complexes That Are Also 'Market Places' For Women

The gate of the now sprawling complex, where many women are seen busy managing it, was a feared entry point and a strict no-go area for women and even men till not very long ago.

The compound, which was built way back in 1983 to serve as a community toilet complex (CTC) had fallen into disrepair and transformed as a rendezvous for anti-social elements. The CTC, built by the State Government, had been handed over to a private organisation for operation and management. Bad management and total absence of participation from local community members rendered that toilet complex largely unused, unusable and later insecure.

The complex failed to meet the needs and attention of the community members and open defecation, open bathing continued and vulnerabilities associated with those continued plaguing the community members. That

Photos Credit: KNORR BERMSE



feared complex in Bawana slums of New Delhi has now become the preferred destination of slum dwellers for the most important daily chores – defecation, bathing and even washing.

Knorr Bermse and Save the Children's effective strategy to ensure proactive involvement and ownership of the local community members, particularly the women, in management of the complex has brought out a stupendous change.

Knorr Bermse and Save the Children, after careful study of the situation, were convinced that settlements like Bawana need good community toilet complexes and, more importantly, such facilities have to be owned and managed by the end-users – the local community members. They had to spend a great deal of time and effort in convincing the State Government that significant improvements can happen if management of such institutions are handed over to users.

In 2014, they got nod of the State Government, after necessary policy changes to convert, as a pilot initiative, the Bawana toilet complex from a CTC to a community managed toilet (CMT). It was a herculean task as the infrastructure was in dilapidated condition. Only two of the 40 toilet seats in the complex were functional. The bathing facilities had almost no existence. So, it required both infrastructural as well as institutional intervention.

Second aspect first

Knorr Bermse and Save the Children focused on the vital aspect of 'awareness generation' first. They held extensive interactive sessions with the community members of the Bawana settlement to generate their interest and ownership. Their primary focus was on women, who were bearing the brunt of the sanitation infrastructure deficiencies, but had the potential to make positive change happen fast.

It soon formed a women's group in the settlement and built capacity of a group of selected women to manage the infrastructure. It then went on to repair and renovate the complex with their active participation. Toilet seats, bathing and washing facilities were created separately for men and women.

Other facilities like bio-digester and water recycling were integrated. It had a wonderful impact. Not only the complex got renovated, a board of 14 women members of the community soon took lead in managing it.



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Community members provided their contribution. The interventions added more. It integrated further income generating aspects from the CMTs to improve sustainability



Community to the fore

Community members provided their contribution. The interventions added more. It integrated further income generating aspects from the CMTs to improve sustainability. It added a water ATM to provide safe drinking water to users at a nominal cost. It set up a waste management unit and started selling manures processed from the waste. It also started a kiosk which provided knowledge and information on hygiene measures and also sold products, particularly for the women, which provided further income avenues.

Along with the permission to convert the Bawana CTC to a CMC, Knorr Bermse and Save the Children also had permission to set up a model new CMC at Okhla slum in New Delhi. The new CMC followed the same route. It involved community members from the beginning, developed good infrastructures with toilet, bathing and washing facilities and added other facilities like bio-digester, waste management and income generating avenues through water and hygiene kiosks.

Both these community managed toilets are being run excellently by the women members. Open defecation has almost stopped. Hygienic practices have vastly improved. Knorr Bermse and Save the Children have since renovated seven more CTCs. All have had spectacular impacts. The state government has now decided to adopt this model in the entire state of Delhi. These CMTs have successfully demonstrated models which can be easily replicated in complicated urban slum settlements.



While the women have obviously been drivers and prime beneficiary of this movement, men and children too have adopted this positive change and are extremely happy



“It is not just a toilet block for our use, it gives us the confidence that we can do many things ourselves,” says a beaming Bawal, one of the board member managing the CMT. “It is not only our toilet, it is our market place and a place for socialising too.”

While the women have obviously been drivers and prime beneficiary of this movement, men and children too have adopted this positive change and are extremely happy. ■

KOHLER INDIA CORPORATION PVT. LTD.

Plumbing Push Towards Cleaner India

The sanitation industry in India is sized at about Rs.5,000 crore and needs approximately 3,00,000 trained and qualified plumbers. The need is growing at a rate of 12 percent every year.

But the current plumber strength in the country is less than half the need from the industry. Yet, at the same time, India has 30 million unemployed youth, educated yet unemployed due to the absence of any professional qualification or vocational training. More than 90 percent of those who are employed in the profession of plumbing today are the ones who did not undergo any qualified curriculum and have learnt through observation.

Kohler Plumbing Academy (KPA) was created to address the challenges of meeting the demand supply gap by creating more plumbers and meet that demand through structured professional education

Kohler Plumbing Academy (KPA) was created to address the challenges of meeting the demand supply gap by creating more plumbers and meet that demand through structured professional education with the vision that it will create social entrepreneurs across the country who would facilitate employment through training in different parts of the country.

KPA is a corporate social responsibility (CSR) initiative of Kohler India Corporation Private Limited, the Indian arm of US manufacturing giant





Kohler most famous for its plumbing products, furniture, tiles, cabinetry, generators and engines.

Technical education to underprivileged youth

The objectives of KPA were to offer technical qualification to underprivileged youth, and enable them to qualify for employment opportunities in the field of sanitation, create a pool of qualified plumbers and address scarcity of certified professionals in sanitation industry and make a world class plumbing and sanitation laboratory to showcase the basics and advancements in practical form.

KPA partnered with SNS Foundation, which has expertise in making the underprivileged youth employable through vocational training activities in their campus, to help youth become qualified plumbers. It also partnered with IAPMO and IPA to get the world class curriculum, study material, exam patterns and certification.

IAPMO and IPA affiliation has been very valuable for KPA, as the licenses issued by these two respected institutions are honoured globally. This advantage enlarges the scope and potential of the students' employability.

The students were trained in two categories: Trained Apprentice Plumber (TAP) for Level-I certification and Trained Master Plumber (TMP) for supervisor level.

The duration of each course was kept at 45 working days, with a flexible time table to accommodate daily wage earners. For outstation candidates,

SNS Foundation ran highly subsidised lodging and meals facility close to academy.

The course fee was kept nominal around Rs.1700, which was waved off after certification for 100 percent attendance, best score, and best participation. KPA got seasoned plumbing instructors to run the academy, who first created an environment of belongingness among the new students and then initiated them to technicalities.

The course also included training on computers, communication, financial literacy and behavioural aspects. Hence the students graduating out were job-ready in soft and hard skills.

The initial investments were huge as compared to the short-term results. KPA spent about Rs.50 lakh to create sanitation laboratory with products and fixtures, class room and live bathroom model for plumbing practices

The initial investments were huge as compared to the short-term results. KPA spent about Rs.50 lakh to create sanitation laboratory with products and fixtures, class room and live bathroom model for plumbing practices. The entire storage, supply and drainage was designed to be recyclable and to conserve water.

Sustained efforts

Getting the students initially was not so easy, as the same campus ran automobile and electrician certification courses, which is considered as a more respectable job as compared to plumbing. KPA had to promote plumbing as a glorified job, and initially its team worked very hard in prominent market places, to meet underprivileged youth, who were not





well educated or unemployed. They explained the youth the opportunity ahead of them to add qualification as well earnings.

In no time, due to sustained efforts by KPA, students poured in large numbers from the third batch onwards. The good placement of most of the initial two batches was also an attraction for others to join the course. KPA successfully completed one year in September 2016, with 86 students completing the course. At least 80 percent of them got employed and remaining ones turned entrepreneurs.

KPA also had to create employment opportunities and industry exposure for passing graduates. Its own service division, Lemon Tree Hotel Group and Vatika Builders were few of the employers and trainers, who supported the initiative with industry experience and employment for their students.

KPA's endeavour in sanitation and to produce trained plumber to fill in the gaps in shortage in the trade has drawn appreciation from several quarters. The academy has become a perfect destination for underprivileged youth striving for making India's environment cleaner. ■

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LARSON & TOUBRO

Promoting Integrated Sanitation

Technology, engineering, construction and manufacturing giant Larson & Toubro (L&T) has taken up integrated community development projects as part of corporate social responsibility (CSR) activities in severely water-stressed areas spread over three states with a view to improving quality of life.

The initial focus was on management of water resources sustainably through a structured watershed management in these underserved communities. Work over the past two years has brought adequacy in water for drinking, sanitation and agriculture to a certain extent.

With adequacy in water achieved, sanitation has been slowly gaining ground as a targeted area of work under community based integrated development project. Construction of toilets has started over the past year

As the communities became sustainable in water, holistic development of the areas is to be achieved in education, health and income generation by working intensely with communities. With adequacy in water achieved, sanitation has been slowly gaining ground as a targeted area of work under community based integrated development project.

Construction of toilets has started over the past year as part of L&T's integrated community development projects. But the toilets are not

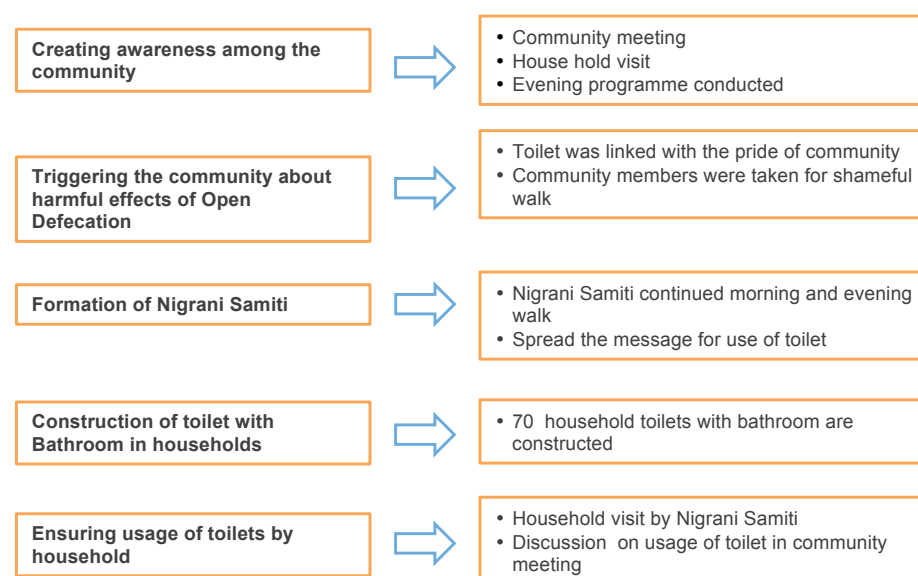
Photos Credit: LARSON & TOUBRO



constructed as standalone structures. There have been consultations with the community and all the stages in the construction are thoroughly integrated with community processes. Work on sanitation has been ongoing across five locations in India.

Meticulous process

One of the locations, Bhim block in Rajsamand district of Rajasthan, traditionally faces severe water shortage, especially during the peak summer months. Projects on water adequacy were already carried out over the past two years in the block with an implementation agency, Arpan Seva Sansthan. Currently, sanitation is taken up as a priority and the target is to achieve open defecation free status for villages. The entire process of working in sanitation for Bhim block has been highlighted below.



Awareness drives

During the awareness process, interactions with the community were made on various issues ranging from sanitation status, awareness on harmful effects of open defecation and knowledge of the community. For instance, 42 community members along with the village development committee (VDC) members participated in the interaction held at Jalpa Khas hamlet of Jalpa village.

Similar interactions were held across all the hamlets in all villages intended for work on sanitation. During the interactions, the need for toilets was linked to the pride of the community. To ensure participation of the community members in the process, there was involvement of local leaders. In order to



To ensure participation of the community members in the process, there was involvement of local leaders. In order to continue community mobilisation, nigrani samitis (monitoring committees) were formed. During the hamlet meetings, members were selected to work in the nigrani samitis. Their roles and responsibility had been decided in the meetings. Whistles and torch have been given to each member

continue community mobilisation, nigrani samitis (monitoring committees) were formed. During the hamlet meetings, members were selected to work in the nigrani samitis. Their roles and responsibility had been decided in the meetings. Whistles and torch have been given to each member.

Along with community, L&T's integrated community development projects also took up school-level sanitation awareness in primary schools where students were selected to work as Swachhta Doot (clean messengers). Cultural awareness programmes called Ratri Chaupal (night interaction) were organised at some locations. Trainings were given to masons under the integrated projects for wider understanding on design of the toilets.

An ODF village

One hamlet of Jalpa revenue village under Kookara gram panchayat has already been declared open defecation free (ODF). A total of 70 toilets have been constructed across Bhim block, through CSR activities. There are many more toilets that have been built by the community members in their individual houses, as a result of awareness activities undertaken by the VDCs.

Furthermore, 1,500 toilets will be constructed in Bhim over the next two years. The plan is that 31 hamlets in six revenue villages of Kookara and Lasadiya gram panchayat of Bhim block of Rajsamand district will be declared open defecation free. ■

LUPIN

Towards Healthier & Happier Villages

The Juraila village in Rupbas block of Bharatpur district of Rajasthan has got a new honour to boast of. It has become open defecation free (ODF).

All the 102 households not only have sanitary toilets at home now, the whole village has taken a firm pledge to ensure zero open defecation. So motivated are the villagers that they are taking regular action to clean their roads and lanes every day.

Only three households in the village had toilets. But usage of those toilets were limited to the guests whenever they visited the houses. At other times they remained locked.

The schools were no different. Access to the toilets was limited to the teachers and staff. Toilets were no-go area for the students. The village was like most other villages in the region where open defecation was the standard practice.

Going step by step

Lupin Human Welfare and Research Foundation assessed the situation carefully before deciding to make this village open defecation free. No villager was willing to construct a toilet and avail the financial incentive of Rs.12,000 under the government's *Swachh Bharat Mission (SBM)*. Poor financial condition of the villagers was a major deterrent.

They were not confident that a toilet can be built with Rs.12,000. They did not have the capacity or the motivation to contribute some more amount to have a good toilet. Complicated process to avail the incentive amount was another problem that distracted people away from building and accessing toilets.

The Lupin Foundation developed a careful strategy to involve people from the beginning. The foundation representatives held numerous meetings with

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the villagers to create awareness among them about the need to construct toilets at home.

Such meetings started with raw knowledge and dissemination and then progressed to motivate and involve people. After the foundation achieved a desired level of community participation, it suggested that it would help all the households of the village have high quality twin-pit toilets but with a condition that all households will contribute Rs.2,000 each, preferable in kind through their labour and other contribution.

Villagers' unity

The whole village agreed to the suggestion as people had become quite motivated by then. The villagers also decided that a cement tank of 1,000 litre capacity will be constructed near each toilet to facilitate their use. The villagers assured the Lupin Foundation that besides using toilets, they would also clean their houses, nearby areas and the roads and lanes every morning.

In Juraila alone the foundation has spent Rs.20 lakh on toilet construction in partnership with Habitat for Humanity of India. All households and also the school have got toilets. Lupin Foundation has taken utmost care to not only ensure better infrastructure but also substantial communication and motivation at the individual and community levels to fully ensure use of the toilets and adoption of better hygiene practices.

Broad smiles

Mohan Singh, Radheyshyam, Badan Singh and other villagers have reasons to sport broad smiles. Zero defecation in open and clean villages has earned them pride. Jagdish has other reasons to be happy. The differently-abled youth had to take pain to travel by his tri-cycle to nearby forest area every day to defecate.

Such kind of smiles and pride in people is adding joy to successes of the pharma major Lupin. While their medicines are curing many, their interventions to improve people's access to better sanitation and hygiene are eliminating the need to take medication. ■

THE MAHINDRA GROUP

Taking The School Toilet Route To Sanitation

The Mahindra Group is among the top corporate houses in carrying forward *Swachh Bharat Swachh Vidyalaya (SBSV)*. At the Banega Swachh India 'Cleanathon', hosted by NDTV, company Chairman Anand Mahindra had declared a commitment of Rs 29 crore. The engineering division of The Mahindra Group, Mahindra Consulting Engineers Limited (MACE) spear headed this initiative by undertaking construction and maintenance of the toilets. The company has already spent Rs. 23 crore and Rs. 6 crore has been allotted towards maintenance on the construction of 4,597 toilets which are spread over 1,171 locations across 104 districts in 11 states in schools under the government's *Swachh Bharat Swachh Vidyalaya (SBSV)*. MACE approached this herculean task and innovative process was conceived as a basic tool for translating the Prime Minister's vision into a reality and reaffirmed Group's ability to stand up for a noble cause and honour the commitment made to the nation in general and rural girls in particular. This activity alone is directly benefitting 294,000 students and teachers in the schools.

Focusing on girls' schools

The Mahindra Group's approach to the sanitation problems in schools is unique. Its focus is more on girls' schools and schools in rural areas. Its

Photos Credit: THE MAHINDRA GROUP



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design mostly consists of toilets in a block configuration model, usually consisting of five individual units.

The designs have carefully integrated special needs of differently abled students. The toilet blocks include eco-friendly wastewater disposal and efficient use of water in the toilets. The blocks are equipped with graphics and visuals illustrating key hygiene practices and measures.

The model takes special care to find customised solutions that take into account the requirements of the location with maximum utilisation of locally available human and material resources. Apart from making the structures locally suitable, such an approach has successfully generated public participation and interest.

Beyond toilets



Along with construction of toilet facilities, Mahindra Consulting is also undertaking hygiene awareness campaigns amongst the students and teachers, with the basic principle for hygiene and upkeep incorporated in planning, design and engineering. After constructing the toilet blocks, Mahindra consulting is now focussing more on the daily operation and maintenance of the toilets.

Like its vehicles, The Mahindra Group is riding and leading the sanitation and toilet movement to ensure better schools, and through them, better communities. ■

MARUTI SUZUKI

Belief In Prosperous Communities

Dhana and Hariya villages near Manesar of Haryana now have sanitation infrastructure that many upscale urban areas vie to have. They have sewer line of over 6.5 km long that can easily take load of the projected population growth in the next 30 years. Their roads and drains are extensively cleaned every day and the village is one among many in the region which has already become open defecation free (ODF).

Maruti Suzuki's focused intervention on sanitation and hygiene emanated from pathetic standards in villages around its plants in Haryana. As industries keep growing at rapid rate, other infrastructures, especially of sanitation, have failed to keep pace. Rather, standards of living have deteriorated due to heavy influx and unplanned growth of habitations.

Maruti Suzuki found that the villages generally were without piped sewerage systems, household toilets, separate toilets in school and anganwadis. The waste water was generally released in open drains leading to unhygienic conditions. Due to unavailability of household toilets open defecation was common and for women it became an unpleasant and unsafe chore.

Major intervention needs

The school toilets were in dismal condition due to lack of funds and were not being maintained properly leading to drop outs of students from the schools, especially girls. Assessing the status, Maruti Suzuki identified five major intervention needs in the infrastructure sector.

- i. Laying of sewer lines in the villages.
- ii. Construction of individual household toilets.
- iii. Construction of community toilets.
- iv. Construction of school toilets with separate blocks for boys and girls along with a facility for physically challenged students.
- v. Provision of sweepers and waste collection vans.

Maruti Suzuki was careful from the beginning that communication is very important and software parts of any sanitation drive is as important, if

Dhana and Hariya villages near Manesar of Haryana now have sanitation infrastructure that many upscale urban areas vie to have. They have sewer line of over 6.5 km long that can easily take load of future needs as well

Maha sabhas were organised through village panchayat and people were told about various benefits of healthy living and keeping their surroundings clean. Informal communication plays an important role in building the change within the mind of the people

not less, than the hardware infrastructures. It developed an 'engagement framework' which guided it in achieving its goal of overall impact in the project area that will improve the outcomes, create community awareness and capacities among the stakeholders. It rolled out its communication agenda in a systematic and strategic manner with three broad phases of intervention:

- i. The first phase is the 'defining' one which focussed on proactive involvement and positive change in behaviour through alignment with various stakeholders such as schools, students, village leaders, panchayat members, etc. This phase helped in gathering insights and need.
- ii. The second phase was the 'designing' stage where the project implementation was designed, necessary approvals taken and implementation strategy finalised with village *panchayat*/ school management committees/ partners. The focus was to build behavioural change along with the plugging of infrastructure gaps.
- iii. The third and final phase is the 'delivering' stage involving assessment and use of various behavioural change strategies considering the barriers and triggers influencing beneficiaries. The objective was to motivate people to make use of knowledge and improved facilities.

Successful integration

Maruti Suzuki has successfully integrated both formal and informal modes of communication. Intensive and proactive engagement with and involvement of various stakeholders including government departments, municipalities and panchayats and community members making villages after villages clean and sanitised in Haryana.

Many surveys such as household surveys, hydro-geological surveys, water quality sample tests, etc. were the starting activities to assess the status as well as establish the first level of communication with the people and other stakeholders. Maruti Suzuki has employed expert staffs to engage with people and build their capacity that lead to positive change in sanitation and hygiene. They have been instrumental in community mobilisation and awareness activities.

Maha sabhas were organised through village panchayat and people were told about various benefits of healthy living and keeping their surroundings clean. Informal communication plays an important role in building the change within the mind of the people. Such intense community focussed activities at the grassroots have been aptly supplemented with high quality infrastructures to improve sanitation and hygiene standards and access.

Maruti Suzuki has developed two models in partnership with Sulabh International and Jindal Stainless Steel. The brick and mortar model with soak pits as household level toilets have been accepted very well by the local community members.

Community toilets were installed keeping in mind the public conveniences and to offer hygienic solutions to the village communities. Besides this, public toilets were also installed in partnership with Jindal Stainless steel. For this purpose, steel modular toilets have been installed at various market areas of the villages.

ODF yields

Maruti Suzuki's impacts have yielded great results. In 2014-15, one of the intervened villages Bass Haria-Aliyar was declared ODF by the government. That was one among only five villages in entire Gurgaon district which became ODF.

In the next year Maruti Suzuki's interventions made seven more villages ODF. With the kind of focussed intervention that Maruti Suzuki is having, many more villages are soon destined to have high quality sanitation and hygiene standards. These villages are benefitting from Maruti Suzuki's strong belief that having prosperous and content communities around its manufacturing facilities is important for its own sustainability. ■

NALCO

Spreading Goodwill & Message Of Sanitation

Immediately after SBM was launched, National Aluminium Company Limited (NALCO), a public sector *Navrantna* company, started a project to support government's Swachh Vidyalaya Abhiyan to create quality sanitation facilities in government schools across mostly difficult and underdeveloped areas of Odisha and Andhra Pradesh.

NALCO launched the campaign by beginning construction of sanitation facilities on October 3 that year in three schools located in Koraput, Angul and Khurdha districts of Odisha. About a month later, on November 10 NALCO set for itself an ambitious target to provide sanitation facilities in 150 schools of Odisha within a year.

Later, the Union Ministry of Human Resource Development (MHRD) asked NALCO to build 355 toilets in 202 schools in Angul and Koraput districts of Odisha and Visakhapatnam district of Andhra Pradesh. NALCO had completed construction of 433 toilets in 206 schools in less than a year. It exceeded the target by 35 percent. Additional toilets were built and schools were covered after assessing the ground realities and requests from school authorities and communities.

The Herculean task was successfully completed through NALCO Foundation, the corporate social responsibility (CSR) arm of the company. The task was huge as most of the schools that government asked NALCO to intervene were located in remote locations and areas with violent extremist movements.

Different strategies for different schools

So difficult were some areas that NALCO had to devise different strategies and technologies for different schools. Since some of the schools did not have any approach roads, pre-fabricated toilets had to be carried on head loads, crossing rivulets and hillocks and installed there. At other places high quality toilets were constructed through conventional means with large reliance on locally available materials and resources.

NALCO has taken SBM to other levels too. It has joined hands with organisations like Rotary Club to organise cleaning programmes and spread the message of cleanliness and hygiene. Such campaigns have been organised at different places.

One such fortnight-long cleanliness and awareness campaign concluded on April 30, 2016. The campaign consisted of cultural programmes and promotion of better sanitation and hygiene practices covered the state of Odisha.

Imbibing positive changes

The objective of the campaign was to imbibe positive changes in general mindset towards personal hygiene and environmental cleanliness. Going further, NALCO has now adopted the internationally famed religious shrine, Jagannath temple in Puri, where tens of thousands devotees throng daily from different parts, to improve its sanitation and hygiene standards.

While NALCO's success in building school toilets in more than 200 schools has earned praise from the Central Government, its efforts have earned the goodwill of students and people. ■

Delivering Futuristic Toilet Complexes

The Union Ministry of Urban Development had declared on July 30, 2015 that 480 public toilet seats will be installed at 80 different locations in Delhi under *Swachh Bharat Mission*.

On Gandhi Jayanti day on October 02, 2015, barely two months later, six of such toilet complexes, including the one at Bhikaji Cama Palace was inaugurated and opened for public use. The National Building Construction Corporation (NBCC) had started delivering a stiff target.

A mega city like Delhi has as big sanitation challenges. The decision to have as many as 480 toilet complexes within a very short span of time was outcome of realisation of such challenges and a resolve to overcome them. The decision was taken in a meeting between the Union Ministry, Delhi Government, NBCC, the three Municipal Corporations of Delhi and Delhi Urban Shelter Improvement Board (DUSIB) and Delhi Urban Arts Commission (DUAC).

Our toilets

They not only decided on the target, they also decided on the designs and the processes. Various models of public toilets including the hugely popular *Namma* model being implemented in Tamil Nadu and the one developed by DUAC were discussed in details and chosen.

Namma toilet means 'our toilet'. The *Namma* model of public toilets was conceptualised based on suggestion of Dr. A.P.J. Abdul Kalam when he was the Principal Scientific Advisor to former Prime Minister Atal Behari Vajpayee in 1998. The modular toilet, designed by the National Institute of Design (NID), is made of high-end composite materials used in air crafts and high class rail coaches. The complexes have both English and Indian-style toilets. The *Namma* toilets, that cost about Rs.13 lakh per unit, have excellent other features such as:

- Fittings being resistant to vandalism and tampering;
- Comfortable design to suit the needs of users;

- Corners and edges rounded off to prevent dirt accumulation;
- Special paintings used to prevent bacterial growth and smell;
- Ease of access to all including physically challenged;
- High natural ventilation and air draft to evacuate stale air;
- Adoption of solar energy for power needs; and
- Factory built parts assembled at site for quality and modular design enabling expansion.

Tough task, effective implementation

An implementation plan was chalked out that meeting. It was decided that the four urban local bodies of Delhi will identify 20 locations each for installing public toilet complex with six seats each. The NBCC keenly shouldered the task to contribute a substantial part of the expenditure from its corporate social responsibility (CSR) obligation and was quickly into action.

The result was evident in months and Delhi got futuristic toilets. Delhi is now readying itself to have more such toilet complexes. ■

NDTV

Big Media, Huge Campaigns

An innovative and one of the biggest sanitation campaigns in India got underway when NDTV partnered with Dettol and launched 'Banega Swachh India' (India will be clean) campaign on September 25, 2014.

The *Banega Swachh India* campaign responded to the poor state of hygiene and sanitation in India where 595 million people defecate in open and thousands of lives are lost every day due to stunting and water-borne diseases. This campaign was envisioned with a two-pronged objective – to create awareness about the importance of hygiene and sanitation and work with partners to support ground interventions for construction and maintenance of toilets and drive change in behaviour. Legendary actor Amitabh Bachchan and many other celebrities have lent their support to the campaign.

Photos Credit: NDTV





Inroads into minds and perceptions

The campaign has already made deep inroads into the minds and perceptions of Indians and has led to actions. In its first year, the campaign launched with the aim of creating awareness about the importance of proper hygiene and sanitation in rural India, as well as to raise funds to build toilets across the country. Along with numerous programmes in TV and media, the campaign also started the first year with 'Swachh Express'.

On October 01, 2014, Swachh Express was flagged off from Delhi. In three months the express covered more than 300 villages across seven states – Delhi, Rajasthan, Uttar Pradesh, Bihar, Jharkhand, Madhya Pradesh and Maharashtra. The objective was to spread awareness and highlight how we have neglected our fundamental right to sanitation. This was done through ground reports, interactive videos, flyer distributions, posters, hand-washing sessions and street plays.

The campaign uncovered ground realities through reports of the existing sanitation schemes and their flawed implementation. In the first year, the campaign observed the Global Hand-washing Day on a grand scale and concluded the first season with 'Cleanathon 1' – a 12-hour long live



Apart from penetrating the hearts and minds of people with its sanitation messages, the campaign succeeded in raising Rs 281 crore in the very first year

televised programme on December 14, 2014. Simulcast on NDTV Network and online for 12 hours nonstop, it was India's biggest and most popular sanitation event.

Funds for infrastructure

Apart from penetrating the hearts and minds of people with its sanitation messages, the campaign succeeded in raising Rs 281 crore in the very first year. With Rs 100 crore mobilised from Reckitt Benckiser (RB), 200 villages in Uttar Pradesh and Bihar became open defecation free (ODF), a 45 lesson hygiene curriculum for schools was developed and promoted, massive awareness campaign during *Kumbh Mela* was done, and the World Toilet College was supported.

Bharati Foundation contributed another Rs 100 crore. That money was used to build toilets for households and schools in Punjab. Similarly Swades and Mahindra also contributed large amounts with which toilets were built in Maharashtra, Andhra Pradesh, Tamil Nadu, Assam, Bihar, Chhattisgarh, Gujarat, Haryana, Jharkhand, Karnataka, Meghalaya, Rajasthan and Telangana.

Season two in the year 2015-16 carried forward the momentum of the first year. In season two, the campaign focused on behavioural change to ensure that toilets were being used by taking a hygiene curriculum to schools and involving people in a clean India by acquiring 'TIME' & 'COMMITMENT' pledges from people.

Hygiene curriculum and '*Swachhta ki Pathshala*' and *Clenathon 2* were major features of season two. With a focus to devise and implement behavioural change communication models, the campaign, in partnership with XSEED and Butterfly Edufields, developed a 45-lesson hygiene curriculum and teacher training module, as already discussed before. The module was prepared in four languages – Hindi, English, Tamil and Telugu.

That curriculum was used in 10,000 schools across the states of Rajasthan, Uttar Pradesh, Telangana, Maharashtra, Bihar and Tamil Nadu with an aim to educate 2.5 million children. This campaign message was spread via *Swachhta Ki Pathshala*, an initiative wherein the campaign ambassador Amitabh Bachchan held classes on cleanliness along with Dia Mirza in various schools across India.

This helped in bringing the importance of cleanliness and hygiene to the grassroots level. 'Cleanathon 2' was held with 12 hours of televised programme on NDTV network. It resulted in individuals and corporate pledging over 1.16 crore million volunteering hours towards a clean India.

Encouraging people to clean neighbourhood

The third year 2016-17 took the campaign to a new level. The theme of year three was 'Mere10Guz' i.e. clean 10 yards of your surroundings. The emphasis was on it making a mass movement by encouraging people to step out of their homes and take up activities towards cleaning their neighbourhood or city. In partnership with the Maharashtra Government, NDTV-Dettol *Banega Swachh India* campaign hosted the *MahaCleanathon* in Mumbai on September 3 2016. The drive urged all Mumbaikars to join this mass movement to make their city a cleaner and better place to live in.

The clean-up drive was initiated by the Maharashtra Chief Minister Devendra Fadnavis and campaign ambassador Amitabh Bachchan with thousands of volunteers joining them. Apart from *MahaCleanathon* in Mumbai, the third year launched 'Swachh agenda for India's top 10 iconic locations'.



The *Swachh Bharat Mission* has drawn up a list of 100 iconic locations across the country to be made of an international standard of cleanliness. The campaign identified to focus on the first ten places in the list. On October 02, 2016, while celebrating the birth anniversary of Mahatma Gandhi, the campaign celebrated '*Rashtriya Swachhta Diwas*' by engaging the country's masses in a nationwide cleaning movement.

Celebrity punch

Hosted by Bachchan and other celebrities, the 'Cleanathon 3' encouraged people all over the country to step forward and clean 10 yards each of their surroundings. As many as 84 ghats in Varanasi, 47 railway stations across India including the iconic Chattrapati Shivaji Terminus in Mumbai, along with other iconic location, witnessed clean-up activities. The campaign highlighted the fact that each one can take ownership of their neighborhood and strive to ensure cleanliness.

The campaign which focused on making efforts to create a cleaner country used various media vehicles to get its message across the people of the country. In doing that, it achieved an astounding support of the masses and some of the country's biggest influencers including celebrities, large corporate houses, socialites and government officials as well as ministers. ■

School Toilet Blocks

Oil and Natural Gas Corporation (ONGC), the public sector *Maharatna*, had initiated its firm step to realize the *Swachh Bharat* dream on October 02, 2014, the very first day on which India had launched SBM. ONGC made its first move with a solid start at Rajahmundry in Andhra Pradesh, which is one of its large operational areas, where it had a massive employee-driven cleanliness exercise where the Chief Managing Director also exhorted his employees to participate in the *Swachh Bharat* mission wholeheartedly. That start imbibed the belief and commitment among ONGC employees and their families that one has to be clean within to make the outside cleaner.

On that same day ONGC formally launched its mega *Swachh Vidyalaya Abhiyan* commitment at MPP School in Pedapalla village in Alamuru Mandal in East Godavari District and 19 other schools. Within a year of that beginning, ONGC had spent 100 Crore rupees and completed development of toilet blocks in 2,500 government schools spread over 26 districts in 13 states.

Taking sanitation to new heights: clean glaciers

While it undertook cleaning campaigns and built school toilets across India, it took its *Swachhata* drives to great heights. It decided to nurse the ground and clean up key sources of water in the great Himalayas, joined four expeditions launched by the Indian Mountaineering Foundation (IMF), the apex mountaineering body. That was the first time adventure entered CSR (corporate social responsibility) lexicon in India. It was an innovative partnership. IMF has the expertise and access to mountains. ONGC has the resources. Both joined together in cleaning up the challenging heights in the Himalaya.

That was ONGC's response to the threats of piling garbage in the Himalayas and expert's warnings that non-biodegradable waste absorbs heat which raises temperature and speeds up the rate at which glaciers melt. Faster glacial melting rate has been linked to shrinking of glaciers and give rise to glacial lakes that can burst with devastating results downstream. ONGC did not keep itself limited to support with funds, it sent one of its own representative in each expedition. ONGC's venture with the IMF stands out for its other objective to clean up challenging and critical locations in the high Himalayas. ■

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PARRYWARE

Pink Toilets

Parryware, India's leading manufacturer of bathroom products, celebrated International Women's Day by contributing 1,000 Indian style 'pink toilets' in an endeavour to achieve a larger goal of making Delhi open defecation free (ODF).

As a part of the programme, 1,000 Indian style toilets in shades of pink will be installed at the market areas, urban slums and areas around railway stations in the capital as the initial step to achieve well-maintained sanitation and hygiene facilities for women. Announcing this, the Managing Director of Roca Bathroom Products, that owns Parryware brand of products, expressed company's firm commitment towards safety and convenience of women.

Along with providing the pink toilets, Parryware is hoping to bring a change in the mind of the people towards better hygiene, sanitation and thereby intend to create an open defecation free India.

School sanitation projects

Parryware was among the first in the corporate sector to respond to the Prime Minister's *Swachh India* call by declaring to provide sound sanitation facilities in 25 schools across India. It adopted schools in urban areas such as Sriperumbudur, Erode, Coimbatore and Ranipet in Tamil Nadu; Alwar and Bhiwadi in Rajasthan; Indore in Madhya Pradesh; and, Pantnagar in Uttarakand.

Girls' need for access to good toilets was given additional focus. The company exceeded its target and built quality toilets in 35 schools. After achieving the objective in those 35 schools in the first round, it adopted 18 more schools in year 2016. The schools adopted in the second round are located in Tamil Nadu and Rajasthan.

Its parent company Roca also focuses on providing better sanitation and water access to people. The company has an NGO, We are Water, which is carrying out and financing projects in India since many years. Parryware has used its ideal position to contribute meaningfully to *Swachh Bharat Mission (SBM)* and the *Swachh Vidyalaya* programme. ■

PwC India Foundation

Every Day Is School Day, Now For Girls

Just six months ago, it was a taboo for Ranee to talk about maintaining safe and improved menstrual hygiene in public. Now she – a student of the Government Girls' Senior Secondary School in Adarsh Nagar locality of Ajmer, Rajasthan – delivers fluent lectures on the subject to her fellow students in the school and also girls in her locality.

Hundreds of girls like her, studying in six senior secondary schools for girls in Ajmer, have acquired such knowledge and skills about water, sanitation, and hygiene (WASH) through intensive interventions of PwC India Foundation in their schools. All the six schools have very good WASH infrastructure and students have developed a sense of pride and ownership over the infrastructure and systems.

Just a year ago, things were very different. Toilets and urinals were dilapidated and hardly usable. Hand-washing facilities were non-existent. And even

Photos Credit: PWC INDIA FOUNDATION



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though all six were senior secondary schools for girls, nobody ever had any formal and proper discussion about menstrual hygiene.

Piloting a good model

It all started with a finding from of a study titled “Forgotten voices: the world of urban children in India”. The study found that where sanitation facilities are poor the absenteeism or dropout rate, especially among the girl students between the age of 12 and 17, is higher.

This finding led PwC India Foundation to pilot a good school WASH model. It chose Ajmer for the pilot project the city has a stark disparity between the haves and the have-nots. Many of its government schools have very poor sanitation facilities. It tried to launch the project in few schools first as the focus was not only on creating infrastructures alone but also the rather difficult aspects of operation and maintenance and sustainability of the infrastructures and systems.

It had to do two things at the very beginning: To identify the schools to pilot the model and to identify a competent agency to implement the pilot programme at the grassroots. Together with the government’s education department, it identified 11 government girls’ schools having more than 9,000 students.

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The two major criteria for selecting the schools were (a) very poor WASH facilities in the schools and (b) secondary girls' schools to focus more on the increased and additional needs of girl students and improving attendance. It then identified and established partnership with the Financial Inclusion Improves Sanitation and Health (FINISH) Society, an organisation which specialises in WASH and has implemented several such projects in Rajasthan.

The project rolled out from January 2016. In the first phase it covered six Ajmer city based girls' senior secondary schools.

Clear and comprehensive strategy

The PwC Foundation and FINISH society proceeded with a clear and comprehensive strategy. Generating a positive attitude and spirit of ownership among the prime stakeholders – school students, teachers and support staffs – was the first thing to do. Besides students and teachers, the project also made conscious efforts to involve other important stakeholders such as local government institutions, municipal corporation, education department and school management at all stages of interventions.

The idea was clear: Sustainability will be possible when all are involved leading to better subsequent institutionalisation and replication of the pilot programme. With participation of all stakeholders, the project adopted a comprehensive package. This included infrastructure development, practice of a solid operation and maintenance mechanism and advanced hygiene access through a 90-day long hygiene education curriculum.

In the first year of intervention in six schools, the project facilitated construction of 65 new student friendly toilets and urinal facilities. A total of 44 existing toilet and urinal facilities which were in bad shape were renovated. All these toilets used bio-digesters to integrate solid waste management and the water discharged from the toilet is reused.

Emphasis on menstrual hygiene

Menstrual hygiene has been neglected for long. The project gave special emphasis to that. The toilet complexes in the schools included incinerators for safe disposal of sanitary pads. Besides toilets and urinals, the project created 15 new hand-wash units, with five taps each. All these facilities were



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provided with continuous water supply with addition of overhead storages. The toilets, urinals and hand-wash facilities were given a colourful look with catchy messages.

Improved sanitation infrastructure and continuously imparting of awareness, knowledge and motivation made the project a success. Students, teachers, parents and management were much happier and motivated. Although the PwC Foundation took responsibility of managing the toilet and systems for a year, the students and teachers started looking beyond that period.

The project had trained and developed a team of sweepers to clean the infrastructure in a safe and mandated manner. They reported to the principals of the schools. Initially the project paid for them. But the schools and their students were prepared for the future. The schools were mobilising money for upkeep of the toilets through contributions from students and the school administration. Students and teachers were careful and knowledgeable about safe water and hygiene.

Collateral benefits

The progress of the first phase has been very promising. Students have set a higher standard for themselves. Attendance improved from 87 per cent in January 2016 to 90 per cent in June 2016. Now the project has started its second phase intervention in five more schools of which two are rural schools in a neighbouring area of Ajmer city of which one is a school for the visually challenged.

These girls have not restricted their newly acquired knowledge and confidence to school. They have taken that to their houses. Fulkumari of Governemnt Girls Senior Secondary School in Faisagar has now set a hygiene routine for her whole family. “My family is happily following my instructions,” says a beaming Fulkumari. ■

RB

Making Right Noises, Taking Right Actions

In a country where about a lakh children die annually from preventable illnesses such as diarrhoea, 60 million households still defecate in the open and more than half the population do not wash their hands after defecation, Reckitt Benckiser (RB) is focussing on basic hygiene and cleanliness. RB has got the pulse of India's sanitation and health problems.

RB's sanitation and hygiene centric focus aims to eliminate child mortality and illness as well as reach out to a larger population through children. It has worked out simple solutions for sanitation and hygiene. It has made the right partnerships to take the messages to the masses, particularly to children and mothers.

Photos Credit: CAF



In 2013, RB reached 1.1 million children in over 3,000 schools across more than 50 cities with education modules on hand hygiene. It provided them samples of RB LHW. Since then, RB has increased its student outreach



Such a strategy is built around the fundamental belief that behaviour change begins early; and children are the best messengers for positive behavioural change especially on hygiene and sanitation.

Reaching out far and wide

The school is one place where infections are easily transmitted. In 2013, RB reached 1.1 million children in over 3,000 schools across more than 50 cities with education modules on hand hygiene. It provided them samples of RB LHW. Since then, RB has increased its student outreach.

Mothers are the other major focus of RB's sanitation and hygiene drives. It has reached out to 2.4 million mothers since 2006 with messages of health and hygiene. The aim of such drives is to create awareness around a good hygiene regime for mothers and their infants. This lays a strong foundation for good hygiene practices in the future. RB is one of the pioneers in understanding and utilising the power of hygiene education which helps protect millions of families from illness and helps to give new babies a healthy start to life.

In 2014, RB launched a 5-year ambitious 'Banega Swachh India' campaign based on the fact that many cases of death and illness can be averted just through hand-washing with soap at the appropriate times. This has given RB's sanitation and hygiene education and awareness programme a big push. The campaign has two major objectives

- (i) Drive behavioural change towards hand hygiene, by largely focussing on children and mothers
- (ii) Improve sanitation facilities.

The campaign has identified four major strategies:

- I. Change behaviour and attitude towards hand hygiene: Through insightful communication, RB is driving behavioural change towards hygiene and sanitation. It has collaborated with noted experts like Praseon Joshi from McCann World Group to develop communication modules, which aim to drive everyone to adopt healthy hygiene practices
- II. Ensure mass reach: RB partnered with Facebook and NDTV – the largest and most credible social and news network in India, to trigger the movement nationwide by leveraging on each other's collective reach and competence.

India's legend Amitabh Bachchan has joined the campaign as brand ambassador. It is one of the largest and most popular public-private partnerships on sanitation and hygiene bolstered with participation from the Indian government, the NGOs, United Nations, and Melinda & Gates Foundation to raise funds to build 100,000 toilets. The campaign used media as a major tool to reach out to people.

A *Swachh* Express travelled around small towns and 2,000 villages to convey message at doorsteps. Milestone days such as World Toilet Day and Global Handwashing Day were celebrated on ground with enormous media coverage creating a world record. Multiple large scale on-ground cleanliness activities in schools, villages and towns across India have been carried out. Approximately 4,000 stories and 100 hours of TV programming have been generated to date. The 12 hour live televised 'Cleanathon' programme succeeded in mobilising Rs 281 crores in just 12 hours for the campaign.

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RB has established collaborations with its NGO partners such as Water Aid, and CAF India, who bring the right expertise and insights for the successful implementation and maintenance of sanitation infrastructure in the programme

III. Best-in-class on-ground execution: RB has established collaborations with its NGO partners such as Water Aid, and CAF India, who bring the right expertise and insights for the successful implementation and maintenance of sanitation infrastructure in the programme.

IV. Expertise in hygiene-related products: RB has longstanding expertise in developing health and hygiene products through its power brands such as RB and Harpic. The company is leveraging this expertise in hygiene, to create innovative product solutions in shaping the hygiene habits of consumers across the country.

RB also has rightly identified serious sanitation and hygiene vulnerabilities that mega congregations like Kumbh Mela pose. Tens of millions of pilgrims converge in such fairs.

Less water, more protection

In a unique initiative, Dettol partnered with the Nashik Kumbh Mela, held over a period of 58 days from July to September in 2015, to provide hygiene to 30 million pilgrims through 'Kam Paani Mein Zyada Suraksha' initiative. It distributed hand sanitisers and equipped hundreds of volunteers with liquid hand-wash along with an efficient water sprayer to help people keep their hands clean always.

Volunteers were deployed at strategic locations such as food centres, health centres, eateries, bathing areas, hospitals, railways and bus stations. The volunteers also distributed informative education material through flyers to pilgrims and *Sadhugrams* for raising awareness around healthy hand-washing habits and spreading the message of 'clean hands means less diseases, more safety'.

The initiative also placed hundreds of units of mobile bio-digester toilets to provide an efficient and eco-friendly solution for defecation needs. Radio channels were extensively used to reiterate the importance of hygiene through jingles which have been successful in building healthy hand-washing habits.

The *Kam Paani Mein Zyada Suraksha* initiative saved 33 lakh litres of water for two million residents of Nasik and significantly reduced threats of infection and illness. The success of Nashik *Kumbha Mela* was later emulated in *Simhastha Kumbh* held at Ujjain during peak summer season of May and June in 2016.

Mobilising funds

RB has gone much beyond its corporate social responsibility (CSR) to ensure better sanitation and hygiene. Its attempts to mobilise funds have got overwhelming support. Apart from massive commitments made in *Banega Swachh India* campaign, RB has also undertaken a fund mobilisation drive from the common people.

It calls people to contribute through simple means. For every packet of Dettol Liquid Handwash sold, one rupee goes into educating kids the correct way of washing hands through School Handwashing Programme under the *Banega Swachh India* Initiative. RB with its popular brands Dettol and Harpic have hit the right chords. India is certainly on course to become clean with such contributions. ■

SAIL

Ushering In Quality Sanitation, Clean Environment

Like the steel it produces, the Steel Authority of India Ltd (SAIL) has demonstrated its steely resolve to make the nation's SBM a grand success. Together with the other steel manufacturing public sector undertaking Rashtriya Ispat Nigam Limited (RINL), SAIL has already constructed 758 sanitation facilities in schools in 13 districts across seven states in India. While SAIL has constructed 672 toilets, the rest 86 toilets have been built by RINL. SAIL and RINL have spent Rs.16.29 crore and Rs.90.04 lakh respectively on construction of these new or reconstruction of dysfunctional toilets.

The Union Ministry of Human Resource Development (MHRD) had entrusted SAIL and RINL to develop these school toilets under Swachh Vidyalaya programme. The toilets were completed within a year of launch of the programme.

SAIL and RINL have huge installations and large townships have developed in areas where both the companies have their operations. It has always been a priority for SAIL and RINL to maintain high quality sanitation and clean environment in such townships and its industrial premises.

Swachh SAIL Sundar SAIL

Taking note of its huge installations and townships, SAIL had started its SBM with 'Swachh SAIL Sundar SAIL', a campaign to make its own house clean first. It reached out to its employees and communities settled in and around its plants making it a citizen's movement. As part of SBM week, started immediately after the launch of SBA, SAIL had initiated a number of activities for employees which included essay competitions, slogan writing competitions, inter-departmental competitions, cleaning drives and debates, which saw participation from all employees across all its plants and units.

SAIL has taken the communication aspect very seriously. It is running communication exercises on a large scale in response to the call of SBA, across its corporate offices, plants, mines at more than 50 locations strengthening drives of its employees to internalise and institutionalise the spirit of cleanliness.

The concept of 5S

Collaboration with the Kaizen Institute has enabled SAIL to strive for continuous improvement of people, processes and systems. The Sino-Japanese word 'kaizen' simply means "good change".

Kaizen is a concept that makes simple improvements to critical end-to-end businesses for continuous improvement. The principle of 5S is a systematic and methodical approach allowing teams to organise their workplace in the safest and most efficient manner. 5S was developed in Japan and stands for the Japanese words seiri (tidiness), seiton (orderliness), seiso (cleanliness), seiketsu (standardisation), and shitsuke (discipline).

SBM Ambassadors

SAIL and RINL have taken up the challenge to be brand ambassadors for the SBM. Their emphasis on cleanliness and hygiene are built on the belief that clean environment not only provides healthy working conditions but also improves the output of each employee and benefits the company itself.

SAIL is continuing with the momentum built with its solid beginning. It is relentlessly continuing with the campaign to undertake cleanliness drives across all its plants and units, the townships and peripheral villages. SAIL has earmarked Rs.29 crore to undertake this campaign.

SAIL is creating new standards in cleanliness and hygiene by setting its own units and townships in order, it has also reached out to distressed areas with quality sanitation facilities and *swachhata* message. ■

SAIL is continuing with the momentum built with its solid beginning. It is relentlessly continuing with the campaign to undertake cleanliness drives across all its plants and units, the townships and peripheral villages

SINTEX

Innovation & Outreach In A Big Scale

When the Deputy Commissioner of Deoghar in Jharkhand invited tenders from eligible experienced firms, NGOs and other agencies for installation of prefabricated toilets, the tender document had clearly stated that “Sintex prefabricated Nirmal toilet block shall be suitable”. The tender by the Bihar Government or the partnership it has with the international aid agency USAID reflects the trust and niche that Sintex has already created.

Sintex has already installed more than a lakh of prefabricated toilet blocks of different shapes, sizes and designs in different parts of India under various schemes of the Central and state governments or in partnership with leading NGOs

Sintex, the world’s largest producer of plastic water tanks, has made a huge mark in India’s push to become an open defecation free (ODF) nation by 2019. It has already installed more than a lakh of prefabricated toilet blocks of different shapes, sizes and designs in different parts of India under various schemes of the Central and state governments or in partnership with leading NGOs.

Models to suit every budget, need, condition

It has designs and models to suit every budget, every need and every condition. Be it congested slums, dilapidated schools, flood prone villages,

Photos Credit: SINTEX





or huge public gatherings – Sintex has solutions for all situations. It has portable toilet, bathroom and urinal block, portable multi-users' urinal block, Sugam toilet block, Nirmal toilet block, mobile toilet van, and school Sanitation models.

Sintex has its vast dealer and support network across India to quickly respond to the needs. Its models are durable and movable, have appeal, can be easily fitted and be accommodated in any space.

Sintex has not kept itself limited to innovating, marketing and establishment of high quality prefabricated models of sanitation utilities. It is entering into partnerships for sustainable solutions to rural and urban sanitation challenges. In Ahmedabad, Sintex in partnership with USAID, established Ahmedabad Sanitation Action Lab. That partnership reaches out to more than 100,000 people with water and sanitation services through school and community-based water, sanitation, and hygiene (WASH) approaches.

Knowledge spread

Sintex is also playing a very important role to spread the knowledge and learning. It is partnering with others to organise workshops and conclaves to provide solutions to plethora of challenges in India's mission to become ODF by 2019.

The sanitation solutions through innovative products and partnerships is yielding not only reputation and goodwill for Sintex, it is also boosting its business and growth. True to its tagline, 'we make sense', Sintex is making sense, big sense. ■

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STERLITE TECHNOLOGY

Diverse Interventions In Sanitation

The industrial town of Silvassa in the Union Territory of Dadra and Nagar Haveli was choking with increasing risk of environmental pollution – both organic and inorganic.

When Sterlite Technology interacted with the community of the town, pitiable sanitation condition arising out of highly improper and inadequate waste management and disposal standard stood out as primary concern of people in this vibrant industrial town. Sterlite Technology found, from primary assessments and discussions with local administration, that bad management of waste was not only causing serious environmental problems, but also was causing illnesses.

Garbage to Compost

Sterlite technology responded to that problem with 'Garbage to Compost' project. As part of this project Sterlite technology partners with Garbage Concerns, a Mumbai based non-profit organisation, to create a compost generation facility at the Waghchipa agricultural farm.

The facility is capable of handling about three tonnes of organic waste per day. The project involves disposal of waste generated from the vegetable markets to the project site on a daily basis where the team of workers segregate and process the same into pits using microbial solutions. The entire process takes a cycle time of 45 days where in the waste is converted to compost and is ready to be used in the farms.

The 'Garbage to Compost' project has not only brought about a considerable improvement in the hygienic environment of the town, it is also producing quality manure on regular basis.

Sterlite Technology has also constructed sanitation and bathing facilities at school for underprivileged children in Aurangabad. It has created bio-gas generation facility at Aurangabad that is capable of generating 1,400 liters per day through a feed of three kilograms per day of organic waste. This bio-gas is then supplied to local communities as a fuel.

Water conservation and use

Along with focus on better sanitation, Sterlite Technology has also started water conservation, storage and use in a big way in water scarce areas. Farmers like Tukaram Ghavate of Karanjaon village in Aurangabad district of Maharashtra are reaping rich harvest out of check dams that Sterlite has constructed. “We were not able to grow Rabi season crops in our village for nearly 10 years due to chronic drought. Now we are growing vegetables and wheat in the non-monsoon seasons,” says Ghavate.

Maharashtra’s Aurangabad division has been facing severe drought since 2005. Considering this, Sterlite technology launched its Mega Water Conservation Drive in 2011. This led to the construction of over 22 check dams in 16 villages namely, Shevaga, Ladsavangi, Karhol, Shekta, Karanjaon, Shekta II, Hasnabadwadi, Hirapur, Goaltgaon, Hasnabadwadi II, Sayyadpur, Murumkheda, Kachheghati, Warud, Warud II, Bhogalwadi and Hatmali.

The conservation of over 130 thousand cubic metres of water through these check dams has a positive impact on the lives of over 32,000 people on a daily basis. Sterlite Technology also launched the ‘Jaldoot Project’ to further boost the groundwater table and increase storage capacity of existing structures.

The project has added more than 150 percent water storage capacity. These structures are not only providing additional irrigation potential but also catering to drinking water needs of people in the water scarce region.

Building model villages

Sterlite has started an innovative project named ‘Gram Samruddhi’ for comprehensive and integrated development of villages and people are its focus. Pophala village in Aurangabad is among the first to benefit from the project that started in 2012.

Pophala was a drought prone village with a population of 480 people. The village had low literacy rate, poor nutrition and sanitation facility, minimal accessibility to basic education with complete dependence on agriculture.

Through the project, Sterlite Technology has transformed Pophla into a model village by enabling basic education, establishment of primary healthcare, adoption of healthy animal husbandry practices, introduction of agro-technology and modern practices for effective management of natural resources. Pophla village is now proud of its open defecation free (ODF) status as all households and institutional facilities have toilets.

With interventions like these, Sterlite Technology is making villages cleaner and people richer. ■

TATA STEEL

Steely Resolve

When the Jharkhand Chief Minister told a gathering in Jamshedpur on January 11, 2017 that Jharkhand state has aimed to build about 30 lakh more toilets across the state and become open defecation free(ODF) by 2018, he also had a mention of the important role Tata Steel was playing and would continue to play in that great achievement.

The Chief Minister said that Tata Steel had taken the responsibility of motivating people and building toilets in rural areas of two districts – East and West Singhbhum districts.

Since the launch of SBM, Tata Steel has been at the forefront in taking the message of cleanliness to its staff, workers, and the masses both around Jamshedpur and in interior areas such as Nuamundi in West Singhbhum and mining town of Joda in neighbouring Odisha.

Modern, durable modular toilets

Apart from the steel giant's massive outreach to the communities, its 'EzyNest' programme is rolling out eco-friendly and technologically sound one-stop sanitation solution. EzyNest is part of Tata Steel's work to provide complete construction solutions 'Nest-in' that is developing models those are not only cost effective and eco-friendly but also provide the strongest, safest and fastest option to build toilets and other construction.

EzyNest has rolled out modular toilets which are ideal for different purpose and uses such as homes, school, farm houses, project sites, *anganwadis* centres and panchayat offices. The modular toilets are modern, durable and secure one-stop sanitation solution with features such as robust and insulated steel super structure, one-stop solution with waste management, plumbing and electrical fittings, attractive designs and colour options, cost-effective solutions, and quick installation.

Its three models of toilets – premium modular toilets, standard modular toilets, and differently-able friendly toilets – are gaining huge popularity. These modular toilets are thermally insulated, eco-friendly and are 100 percent recyclable.

They provide a hygienic environment to people, paving the way to stop the spread of various diseases and ensuring basic health for all.

Taking on the challenge

As the nation became serious about being clean and safe, Tata Steel quickly got into action. It assessed the challenges of safe sanitation. One of the major challenges it identified was the enormous task of constructing a conventional toilet and then connecting it to the main sewer line, especially in remote locations and also the task of managing the waste safely.

The research and development team of Tata Steel came out with the solutions after some brainstorming – the modular bio-toilet concept. The concept was then further developed by the ‘Nest-In’ team of the marketing and sales department and was implemented as a pilot unit inside the steel works under the guidance of the infrastructure planning and development department.

The first such modular bio-toilet was installed in one of its own campus at the auction yard gate on May 15, 2014, barely a month into the launch of SBA. The bio-toilet has been fitted with a 1,000- litre bio-digester that requires no sewage-line connection or additional septic tanks for disposal of solid waste from toilets.

Friendly bacteria, clean environment

The bio-digester is filled with 400 litres of bacteria which eats up the solid waste and generates colourless, odourless water and gas which is continuously let off to the atmosphere. Within a short span of time ‘EasyNest’ has become one of the most important focuses of Tata Steel’s ‘Nest-In’ solution endeavour.

Apart from commercial venture of EasyNest solutions, Tata Steel is setting up these innovative models at critical locations for benefit of people as part of its corporate social responsibility (CSR) activities. It has already set up six bio-toilets of single unit, twin type and triple type both for men and women at different location in Nuamundi and Joda.

Tata Steel is making quick and solid moves to make quality sanitation accessible to people. While its bio-toilets are getting rave attention, it has already joined hands with government of Jharkhand to make two districts open defecation free. ■

Apart from commercial venture of EasyNest solutions, Tata Steel is setting up these innovative models at critical locations for benefit of people as part of its corporate social responsibility (CSR) activities

TATA TRUSTS

Three-Week Miracle in Porbandar

When the nation had tightened its belt to become open defecation free (ODF) by Mahatma Gandhi's 150th birth anniversary day in 2019, Gandhiji's birth place Porbandar in Gujarat planned and achieved something that was spectacular.

The Gujarat Government launched a mission to make Porbandar district completely open defecation free on September 10, 2016. The mission was to meet the target by October 2, 2016, Gandhiji's birth anniversary.

The target was achieved in just three weeks, thanks to a collaborative mission mode effort by Tata Water Mission (TWM), a flagship programme of Tata Trusts. TWM also demonstrated a model that showed an output of Rs.1.08 crore with a financial contribution of only Rs.10 lakh.

Though more comfortably placed on many sanitation indicators than many other districts, Porbandar still had more than 10,000 households without toilets when the government decided to make the district open defecation free. TWM, in collaboration with the government's Swachh Bharat Mission (SBM) team, NGOs and self help groups (SHGs), took up the challenge head on through a coordinated effort where all the relevant resources of the planning and implementing team such as human, technical and financial, converged and worked in tandem to achieve the goal. It also utilised innovative technology to make rapid progress and mark a stamp of quality.

The planning and execution was meticulous. TWM took the lead in demonstrating work by deploying its own human resources and coordinating with partners as well as local community institutions like SHGs. The team adopted innovative solutions and strategies to tackle the bottlenecks of serving the last mile households.

Magic of revolving fund

For example, it provisioned bridge finance through a revolving fund support, which was given to SHGs to start toilet construction. TWM provided

Rs.10 lakh rupees of revolving fund support to 16 SHGs of the district. This fund gave the SHGs the required liquidity for constructing around 100-150 Individual Household Latrines (IHHLs) in their respective work areas.

The bridge fund proved very effective and essential as households could claim the incentive amount of Rs.12,000 under SBM only after completing construction of their toilet. Many households were not being able to construct the toilet as they did not have fund to start construction. Availability of fund encouraged households to take it up.

The incentive received by SHGs, was recovered in cycles. After one tranche of households completed construction and received the government incentive they returned the loan. The returned money was then provided as loan to the next tranche of SHG members. The SHGs managed the revolving fund support wonderfully and returned the whole revolving fund amount to TWM once the district became open defecation free.

Use of modern technology

The mission used available modern technologies to speed up execution and ensure quality. It engaged machineries such as JCBs to speed up the pit digging. Pits were dug up in minutes which would have otherwise taken hours and days in hard rock areas of Porbandar.

The team also demonstrated erection and use of pre-fabricated superstructures which was very well accepted. Against a conventional toilet which normally takes two to three days, the pre-fabricated toilets got erected in hours. Apart from coordinating all stakeholders and identifying and providing solutions, the TWM ensured timely and qualitative execution of work by deploying a special team of 100 students for daily monitoring, follow up and verification on ground.

The mission fully recognised that mere construction of toilets for the households was not sufficient to ensure open defecation free district status. Time was not in its side. Yet, it succeeded in delivering a comprehensive awareness, motivation and participation package.

Generating demands for toilets

It conducted a series of Community-Led Total Sanitation (CLTS) trainings and triggering exercises to generate demand for toilets, and facilitate Behaviour Change Communication (BCC) campaigns by involving Sarpanchs,

The team also demonstrated erection and use of pre-fabricated superstructures which was very well accepted. Against a conventional toilet which normally takes two to three days, the pre-fabricated toilets got erected in hours

Talatis, school teachers, local masons, Anganwadi workers, SHG members, Swachchhata Shipli women, local water committees, and nearby schools and college students. Two to three students and local villagers were also attached to each village to help the TWM and SBM teams with the triggering process, monitoring follow ups, Information Education and Communication (IEC) /BCC campaigns, documentation, photography of the work, JCB and material management.

TWM has already got back the Rs.10 lakh of revolving fund support that it had provided to the SHGs. It spent only 3.25 lakh towards coordination, capacity building, monitoring and documentation costs to help more than 10,000 households erect and use toilets. In the process, it made 149 villages and with that a whole district open defecation free in just three weeks of serious engagement. ■

TATA CONSULTANCY SERVICES

Girl Children Focused Sanitation Drives

Gomati is not skipping her school now. The MPUP School in Amudalapallin of Guntur district of Andhra Pradesh where she studies has got high quality toilet block for girl students. Thousands of girl students like her studying in schools across Andhra Pradesh, Tamil Nadu, Telengana and Bihar have already got such facilities in their schools and are not forced to stay away from school for want of proper sanitation facilities. These schools are all part of TCS' (Tata Consultancy Services') Rs 100 crore response to the Prime Minister's Swachh Bharat (clean India) call with its own 'Clean India: Clean Schools' initiative.

This initiative, launched in October 2014, just two months into the Prime Minister's call, covered 1,473 schools within the first year of its launch.

Better sanitation for girls

TCS strongly focused on better sanitation for girl students as they pay a huge price during their school days and their entire lives thereafter because of poor sanitation. It took cues from numerous studies, including some of its own, which found that 47 percent of schools in India have no toilet or separate toilet for girls and 23 percent of girls leave school when they start menstruating.

Photos Credit: TATA CONSULTANCY SERVICES



WINNER OF



2017

This initiative, launched in October 2014, just two months into the Prime Minister's call, covered 1,433 schools within the first year of its launch. It now aims to provide quality toilet and ancillary facilities for girl students in 10,000 schools

The intervention scale was huge and it was inclusive from the beginning. It established active collaborations with the Central and State Government bodies along with private organisations in order to execute this programme in a sustainable manner



Such enormity of the problem led TCS to set for itself tough goals:

- Improve health and hygiene, and in turn, increase the enrolment rate of girl students in the adopted schools;
- Foster sustainable sanitation by promoting behavioural change among girl students, and the broader communities
- Build awareness regarding the risks and hazards of open defecation, the need for water and waste management, and the importance of embracing good hygiene practices and maintaining a clean sanitation infrastructure
- Empower girls to influence health conditions and play a larger economic role in their communities

The intervention scale was huge and it was inclusive from the beginning. It established active collaborations with the Central and State Government bodies along with private organisations in order to execute this programme in a sustainable manner.

Integrating all components

It integrated all components related to improved sanitation for girls. TCS' intervention framework included: (i) infrastructure development that included the toilet super structure, water and waste management, (ii) maintenance and sustenance with provisions for daily cleaning and operation and maintenance, and (iii) education and awareness to bolster usage promotion and induce positive behavioural change.

Interventions were executed in processed and participative manner. The

first step in the programme was to understand the expectations, identify and analyze the gaps in the requirements across different states.

For this, the programme team aligned with the Central and State Government authorities and conducted baseline surveys that involved visiting high priority states and understanding the requirements in each of these states through discussions with the Ministry of HRD, State Secretary and State Project Director. The districts, blocks and villages that had no girls' toilet, no separate girls' toilet, or dysfunctional girls' toilet were then identified, analyzed and selected.

For a technology giant like TCS, solutions had to be an important consideration. TCS evaluated all the various sanitation solutions available in the market for super structure materials and studied the existing water management and waste management facilities.

A detailed analysis of the infrastructure solutions was conducted on the basis of the parameters of longevity, ease of transportation, implementation and maintenance, uniformity of look and feel, product quality, implementation time and cost, basis of geographical conditions, weather conditions, social backdrop and feasibility of implementation.

Carefully choosing partners and models

TCS even conducted a pilot study of the shortlisted models at the TCS Banyan Park office in Mumbai. The objective of this small-scale preliminary modelling of shortlisted solutions was to evaluate the look and feel, feasibility, time, and cost of implementation, to identify the appropriate design, and refine it further, prior to a full-scale state-wise roll-out.

After evaluating more than 40 manufacturers and service providers from the sanitation and infrastructure industry on the basis of multiple parameters such as capacity, credibility, potential to meet the turnaround time, distance of manufacturing unit from the place of installation and the local presence of manufacturer/ dealer network in the selected states, TCS carefully chose partners. It shortlisted Block and Mortar, FRP, Mild Steel and e-Toilet solutions for roll-out.

TCS formed partnerships with three major types of providers: (i) Solution provider – to build the modular structure for the toilet unit with an integrated overhead water tank and hand-wash basin; (ii) System integrators – to build the underground waste management pit, soak pit, water management system and base platform for installing the modular structure and to integrate these

For a technology giant like TCS, solutions had to be an important consideration. TCS evaluated all the various sanitation solutions available in the market for super structure materials and studied the existing water management and waste management facilities

The super structures with toilet, urinal and hand wash units were integrated with proper water supply and waste management facilities. Provision of running water inside the toilets was the guiding principle for the TCS sanitation solution



solution components with the toilet unit, and (iii) Maintenance partners – to run the onsite teams that are in-charge of on-ground maintenance, daily cleaning, usage promotion and behavioural change, ensuring the sustainability of the solution after which it could be eventually handed over to the school authorities.

The super structures with toilet, urinal and hand wash units were integrated with proper water supply and waste management facilities. Provision of running water inside the toilets was the guiding principle for the TCS sanitation solution. This was achieved through in-line supply connected to the overhead tank, or hand pump/ bore in case the in-line supply was not available.

The hand pump was connected to the overhead tank using a manual or submersible force lift, depending on the availability of electricity supply and the ground water table in the school area. Hand-wash basins with running water supply were provided alongside the toilet units.

The essential components of the waste management solution such as a leach pit and soak pit were designed to withstand the local geological conditions related to soil type/ water table and to avoid contamination of ground water.

TCS was very serious about proper operation and maintenance of these units. To ensure the ongoing maintenance and regular cleaning of toilets,

TCS has aligned with two maintenance partners across the selected states. Additionally, to encourage and impart behavioural change in the target audience, TCS' maintenance partners have designed programmes and activities to spread awareness on the importance of hygiene and cleanliness in every school.

TCS has shown that such a high quality intervention is not very expensive at all. The cost of toilet superstructure ranges from Rs 65,000 to Rs 75,000 rupees for single concrete toilet unit and Rs 95,000 to Rs 1,15,000 for double concrete toilet unit. For modular toilets the cost is Rs 75,000 to Rs 97,000 for single unit and Rs 1,25,000 to Rs 1,45,000 for double unit.

Schools as effective partners

Schools played an important stakeholder in choosing their preferred models, from the shortlisted solution models. Such choice largely were based on availability of materials and supplies in the region, space available in the school and choice. Depending upon the location of the schools, the terrain and water sources, cost of integrating water supply ranged from Rs 64,000 to Rs 1,50,000 per school. Solutions for waste management did cost in the range of Rs. 18,000 to Rs. 60,000 rupees. Operation and management cost was only Rs, 3,700 rupees per school per month.

The 1,473 schools already covered have improved upon their attendance performance. The project is expecting huge decrease in girl student drop-out rate. This intervention is perfectly on course to have tangible impact on the level of education and play a larger economic role in the communities and development of India's next generation in the long run. ■

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TOYOTA KIRLOSKAR MOTORS

Getting 'ABCD' of Water, Sanitation and Hygiene right

Manjula is a teacher at a school in Karnataka where, until recently, there were no toilets. Not so now as her school has got good toilets for girls.

Her school benefitted from Toyota Kirloskar Motor's commitment to fight such problems in India. Toyota Kirloskar Motor (TKM) firmly believes that absence of toilet facilities is a common problem afflicting schools in India and is detrimental to promotion of girl education, as it results in students dropping out of school.

For girls to be able to continue to attend classes when they reach puberty, toilets are a basic requirement. TKM has started a massive programme to provide better sanitation facilities in schools, especially for girls. Under the programme, more than 650 toilet units have been installed in schools and public facilities in parts of three states: 426 in Ramnagara district of Karnataka, 125 in Varanasi district of Uttar Pradesh, and 125 in Vaishali district of Bihar.

When on February 27, 2017; TKM handed over two newly built sanitation facilities to the local administration at Haliyala and Joida in north Karnataka, it only added to the slew of interventions that it had made to make societies clean and hygienic. Under this fresh initiative, TKM is building seven public sanitation facilities across Haliyala, Dandeli, Joida and Ramnagara region in rural Karnataka alone.

The sanitation units with 89 upscale toilets are catering to public use including the physically challenged members. TKM has partnered with local government authorities and municipal corporations to construct, operate and maintain these sanitation units. The Karnataka Government has aided this project by providing land, water and power to these sanitation units. These complexes are manned by trained attendants and have separate enclosures for men and women with necessary sanitary kits.

These sanitation facilities are part of TKM's response to identifying open defecation as one of the most serious social challenge in India where about 200,000 children are dying every year due to faecal contamination. TKM has pledged its active support under Swacch Bharat Abhiyan (SBA) by building toilets in schools, household, public places and educating community to use the toilets and not defecate in open.

ABCD campaign

While TKM is making substantial contributions to improve sanitation access for poor people and girls through better infrastructures, it also has measured the ABCDs of the problem and has launched a massive ABCD campaign.

ABCD stands for 'A Behavioural Change Demonstration'. This campaign largely focuses on triggering behaviour change with additional focus on basic hygiene. Children are the primary target audience of the ABCD initiative as the programme pushes a 'children to parent approach' to boost safe sanitation and safe hygiene agenda. More than 30,000 school children and one lakh village population have already been trained on sanitation through this programme where they have got motivation to construct household toilets and adopt higher level hygiene standards with positive behavioural change.

This project attempts to build consciousness towards safe toilet use and begins from the grassroots level by identifying gaps that exists in the sanitation facilities. It then tries to bridge the gap with a widespread awareness drives. Through the unique 'children to parent approach' the project has been able to create demand for household toilets through the children. More than 2,300 household toilets have been constructed through this project.

This campaign has also installed incinerators to dispose of sanitary pads in 15 government high schools in Ramanagara district of Karnataka. The ABCD campaign takes forward TKM's belief that effective access to sanitation facilities is more important than creation of such facilities. The ABCD initiative aims at educating and motivating the villagers including children, parents and school teachers on the basics of toilet hygiene and the importance of sanitation.

Fruitful efforts

TKM's efforts have led to villages after villages becoming open defecation free (ODF). Already 32 villages have not only become ODF, they have

More than 30,000 school children and one lakh village population have already been trained on sanitation through this programme where they have got motivation to construct household toilets and adopt higher level hygiene standards with positive behavioural change

adopted a higher standard of hygiene practice. TKM has set even bigger targets. By the year 2016-17, it expects to help 40 villages to become ODF in Karnataka alone.

Water, sanitation and hygiene are closely interlinked. While its focus on sanitation and hygiene has been huge, their intervention to help people get access to safe water is intensive. With two more community based water purification units in Gollahalli village and Uragehalli villages in Karnataka, TKM has already developed eight such facilities, six of them in Karnataka and one each in Varanasi of Uttar Pradesh and Vaishali of Bihar.

All the water purification units have a 1,000 litre per hour capacity accompanied with a minimum 6-stage purification system and has been benefitting over 75,000 people across 73 villages. Users are happily contributing a nominal charge of five rupees for 20 litres of purified water to ensure it is sustainable. The users and panchayats are playing important roles in operation and management of such water purification units.

Strengthening communities

“Wherever we do business, it is our endeavour to strengthen the community we exist in. Good sanitation facilities play a great role in the socio-economic development of people and the country and we are committed to ensure that” says Akito Tachibana, Managing Director, TKM.

The company’s interventions are proving such commitments. The ABCD campaign has tremendously contributed in reduction of school hour missing cases. Apart from boosting the self-confidence of the villagers, ODF villages have also shown noticeable decrease in illness and productivity loss.

TKM’s success with regard to water, sanitation and hygiene has caught attention of the Karnataka Government. ABCD programme has been benchmarked by the education department of Karnataka state. TKM hopes that the learning will be taken forward by the government. Like its quality products, TKM is also setting benchmark standards in mass water, sanitation and hygiene interventions. ■

WOCKHARDT FOUNDATION

Tech Toilets

A *Swachhalaya* for girl students of Narayan Acharya Vidya Niketan School in Chembur locality of mega city Mumbai supported by Rotary International and Pronto Bio-Toilet in 28 schools of semi-arid district of Washim in Maharashtra supported State Bank of India have one thing in common.

These schools have got environmentally trendy toilets with technology, installation and maintenance support of Wockhardt Foundation. Similar partnerships have created sanitation solutions in places like Jhabua in Madhya Pradesh, Rajahmundry in Andhra Pradesh and many other places in India.

Pharmaceutical major Wockhardt is intervening to supplement *Swachh Bharat Abhiyan (SBM)* and *Swachh Vidyalaya Abhiyan* with some innovative ideas and modern technologies in different parts of India. Within a very

Photos Credit: WOCKHARDT FOUNDATION



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short span it has already launched several programmes such as Swachhalaya, Pronto Toilet, Pronto Bio-toilet, and Swachh Bharat Recycle Machine.

Priority on education, hygiene, healthcare

Wockhardt Foundation emulates its parent organisation Wockhardt’s priority on education, hygiene and healthcare that enhance quality of life. Wockhardt Foundation’s focus on sanitation is built around its belief that lack of toilets is more than just a sanitation problem. Wockhardt eyes the

bigger problem: children fall ill due to the germs spread from open defecation resulting in their absence from school, hindrance in learning and growing.

Pronto Toilet movement aims to build low cost individual sanitation solutions at schools and communities to accomplish the vision of clean India. Wockhardt has already built 898 toilets across India under this programme. The Pronto Bio-Toilet is a futuristic solution for a challenging national problem of disposal of solid human waste in an eco-friendly, economical and hygienic manner.

The bio-digester technology, developed by the Wockhardt Foundation, uses the psychrophile bacteria, which is found in Antarctica, to break down human excreta into usable water and gas through an anaerobic process. The technology of using the bacteria was tested by the Defence Research and Development Organisation (DRDO) in Antarctica.

Defence researchers found the penguin excreta disappearing in the sub-zero temperature. The bacteria was derived and developed by the DRDO for complete human waste decomposition. Wockhardt has taken that technology across India.

Initially, two bio-toilets were installed at the Bharat Nagar slum in Mumbai, two more on the national highway to Jaipur which are being used by the public, and another two were installed at a school in Haryana. As many as 130 such toilets were installed in Karoti village, 110 km from Mumbai, and few in Bangalore.

The company in partnership with various companies and institutions has already installed 237 Pronto Bio-toilets. The toilets are becoming popular. The residual water from Pronto Bio-Toilet is colourless, odourless and devoid of any solid particles, requires no further treatment/ waste management and can be used for irrigation purposes. In addition, such toilets are highly durable, have a lifespan of minimum 50 years and completely eliminate scavenging need.

In both Pronto Toilet and Pronto Bio-Toilet movements, apart from toilet construction, the company also gives emphases on generation of awareness among citizens about sanitation and its linkages with public health.

Addressing waste management challenges

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programme to address a viciously growing challenge of waste management. Approximately 7.2 million tonnes of hazardous waste is generated every year. In addition to this, industries discharge about 150 million tonnes of high volume low hazard waste every year, which are mostly dumped on open ground and low lying areas.

Research shows that at the current rate one square kilometre of additional landfill area is needed every year to accommodate the waste that is being generated. Municipalities spend approximately Rs.500 to Rs.1500 per tonne on solid waste for collection, transportation, treatment and disposal. About 60 to 70 percent of this amount is spent on collection, 20 to 30 percent on transportation and less than five percent on final disposal of waste.

Out of the total municipal waste collected, on an average 94 percent is dumped on land and only five percent is composted. Waste management effort in India needs a lot of attention.

The Swachh Bharat Recycle Machine aims to become a Global Corporate Citizen, committed to recycling every PET bottle that is thrown into waste. These machines have been designed to dispose and recover products effectively and are used for cost effective means for recycling and disposal of waste. The recycler places the empty bottle or can into the receiving aperture; the horizontal in-feed system allows the user to insert containers one at a time.

The bottle or can is then automatically rotated, scanned by an Omni directional UPC scanner, which scans the beverage container's UPC. Once a container is scanned, identified – matched to database –and determined to be a participating container, it is processed and typically crushed to reduce its size, to avoid spillages of liquid and to increase storage capacity.

Refillable containers are collected and sorted by hand to be brought back to the bottling company. This machine offers a proven solution that keeps litter off the streets and reduces the need for other expensive waste programmes.

In its entire endeavour, Wockhardt Foundation has managed to draw supplementing support and partnership of a large number of companies and institutions. For intervention in 28 schools of Washim district, Wockhardt partnered with State Bank of India where the bank provided financial assistance and Wockhardt Foundation took up the responsibility of construction and maintenance of the toilets and sanitation facilities. Wockhardt has forged similar partnership with companies like BHEL, Adani, GAIL, ONGC, CAIRN, Indian Oil, Essar and many others.

Drawing appreciation and awards

While efforts of Wockhardt Foundation are drawing attention, praise and awards are also raining on it. In 2016, it received three prestigious awards for its work on sanitation solution and Swachh Bharat campaign – Best CSR in Pharma 2016 at the 9th Annual Pharmaceutical Leadership Summit and Pharma Leaders Business Leadership Awards 2016; CSR Community Initiative Award for Swachh Bharat Recycle Machine under the Swachh Bharat Mission Category; and best Environment Friendly Project for Bio-Toilets, Asian CSR Leadership Awards.

With the successes and learning, Wockhardt Foundation is setting even bigger targets with a grand mix of modern technology and innovative partnerships for benefit of common people, environment and India. ■

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RADHARANI MITRA
Global Creative Advisor,
BBC Media Action

“For a large part of India, inadequate sanitation is not a problem. It is a habit, a behaviour, a way of life. It is a practice that children inherit from their elders. It is the only way people have ever known. And the only way to change something that has been accepted for generations, is to start with An Open Mind.

Changing sanitation preferences is not a task that can be achieved by a single person, or by focusing on a single part of the Build-Use-Maintain-Treat value chain. As persuasive as any one individual may be, we need an army of sanitation workers and champions across villages and towns to create sustained behaviour change. Sanitation needs to truly become A People’s Movement. A movement that involves every level of the society, from systems, to organisations, to practitioners and populations. There is a need for a rigorous integrated social and behavior change communications approach across the sanitation value chain, and we at BBC Media Action will continue to push the boundaries to enable this transformation.”

WAY FORWARD

A practical approach

The Government's guidelines on sanitation indicate the government's push to make sanitation solutions sustainable, and to engage multiple partners in support of a common goal. With the flexibility and comprehensiveness of these guidelines, we can understand there is a drive for innovation and for collaboration. Prime Minister Modi's call to action needs all hands on boards, and is an opportunity for companies to engage in a meaningful way.

Creating Impact

Traditionally, companies have ventured into sanitation through the lens of Corporate Social Responsibility (CSR), with a focus on infrastructure. For sustainability, companies need to expand this engagement. CSR can have a new face, with elevated levels of impact, when we incorporate a few considerations as highlighted below:

1. *Considering the value chain.* Shifting to working along the lines of Build-Use-Maintain-Treat, and looking for opportunities to incorporate sanitation into other verticals such as health or education
2. *Output-driven AID.* Success attracts other partners into the sphere of the project. An innovative way of giving aid has to be to link the amount and duration of funds to the degree of use. The more the created facilities are used, the more sustained aid a community will get. When use is tangible, it allows potential partners to see the value of the investment, and encourages further collaboration. To build in impact and scalability it is important to not take the route alone. Partnerships will be critical to providing the foundation that this country needs for change.

Understanding the Necessity of Alignment

A corporate working in silos, or imposing their interests without considering different stakeholder needs will only gain limited scale.

1. *Liaisons with Governments.* For the needed scale, companies must align themselves with and complement the efforts of proactive district and state governments. This allows for the proper way forward, as interventions coincide with need, and thus impact. Working with

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Dr. BINDESHWAR PATHAK
Sulabh International

“Sulabh has always believed in having a dialogue with communities. Doing so has allowed us to cater to their needs, to address their anxieties, and to work towards meeting their aspirational demands. We have been pioneers in sanitation, and have worked at the grassroots to drive demand, to support construction, and to build-in sustainable treatment solutions. But much more needs to be done. With dedication, adequate sources for technical support, and partnerships from corporates can strengthen and facilitate the common agenda, we can do wonders in sanitation.”

relevant government bodies, companies can identify priority areas and funnel support to where it will be most effective.

Public-Private Partnerships (PPP) can take advantage of alignment with government. Companies often gain cushioning from political pressures, much more than would public providers. Companies gain better mileage for their funds, as economies of scale operate, and there is reduced risk working in the context of solid partnerships. In sanitation, PPPs have worked successfully in sewage treatment, garbage management, and many other activities that require coordinate efforts on a large scale.

2. *Liaisons with Community.* Sanitation is far more complex than just the construction of toilets. There are many externalities that need to be incorporated such as water availability, accessibility, and the buy-in of local community leaders. Companies must work closely with community to overcome any barriers in last-mile connectivity, and to understand competing needs. Interventions need the support of community.

Leveraging Company Expertise

Corporates are not merely funders; they need to understand how they can take on the role of partners with implementing organizations, as well as with communities. For this we can consider the approach to have two perspectives:

1. *Developing Entrepreneurship.* Many organizations are making the transition of moving away from a benefactor model to an enabling model, by providing budding entrepreneurs training, supporting their capacity building on project management, giving access to their own research, or by banking on microfinance to support new grassroots ventures. By transferring ownership of a project from the corporate to the community, we can work towards sustainable solutions. These efforts need to be coupled with strong behaviour change communication to allow for this shift, and to decrease the dependence on corporate funds. When communities start to see revenue generation from sanitation, they will be more inclined to keep the sanitation movement alive. Ultimately, this win-win solution would be the outcome of a corporate intervention. Injection of CSR funds is time-bound as defined by the length of the project. It is only when we see market forces come into play that we can carve out opportunities for sustainable change.
2. *Providing a Sound Technical Base.* Corporates have the ability to provide technical support, and to provide the base for innovative techniques and processes to develop. When they tap into their pool of talent, they

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CHERYL HICKS

Executive Director,
Toilet Board Coalition

“Toilet Board Coalition (TBC) facilitates private sector engagement and bespoke mentorship to sanitation businesses and entrepreneurs serving low-income markets. More than toilet product and service innovation alone, TBC is supporting commercially viable businesses at every point in the sanitation value chain, and is looking ahead to future sanitation systems of business opportunity, including circular economy waste management (or “toilet resource”) models, digital and mobile applications for sanitation and e-health. TBC has catalysed the value add that corporates can bring into sanitation, and has thus demonstrated the business case for corporate engagement in the sector.”

can build the capacity of community workers and families, and provide the link for further collaborations between other stakeholders, such as government.

3. *Staff engagement.* Companies should not underestimate the value of having solid volunteering programs. They not only proliferate company values, but allow trained and educated staff to make strategic impact on the ground. Companies can use their employees to drive change, using the unique skill sets which they have in hand.

Waste to Wealth is a Reality

We cannot overlook the looming shortage of water and energy that is present in India. With the scope of solutions being very limited for this, we need to broaden our outlook. Many firms have turned to treating the sewage from their factories, and with Indian towns and cities not showing any inclination towards reducing their growth, we can be assured that efficient models that can generate clean and safe water, along with alternatives for energy will fare quite well. Toilet construction is still an enormous opportunity for companies, as well as maintenance options. This may not fall in the gamete of CSR, but is still a value proposition for companies.

Outlining the Role of the India Sanitation Coalition

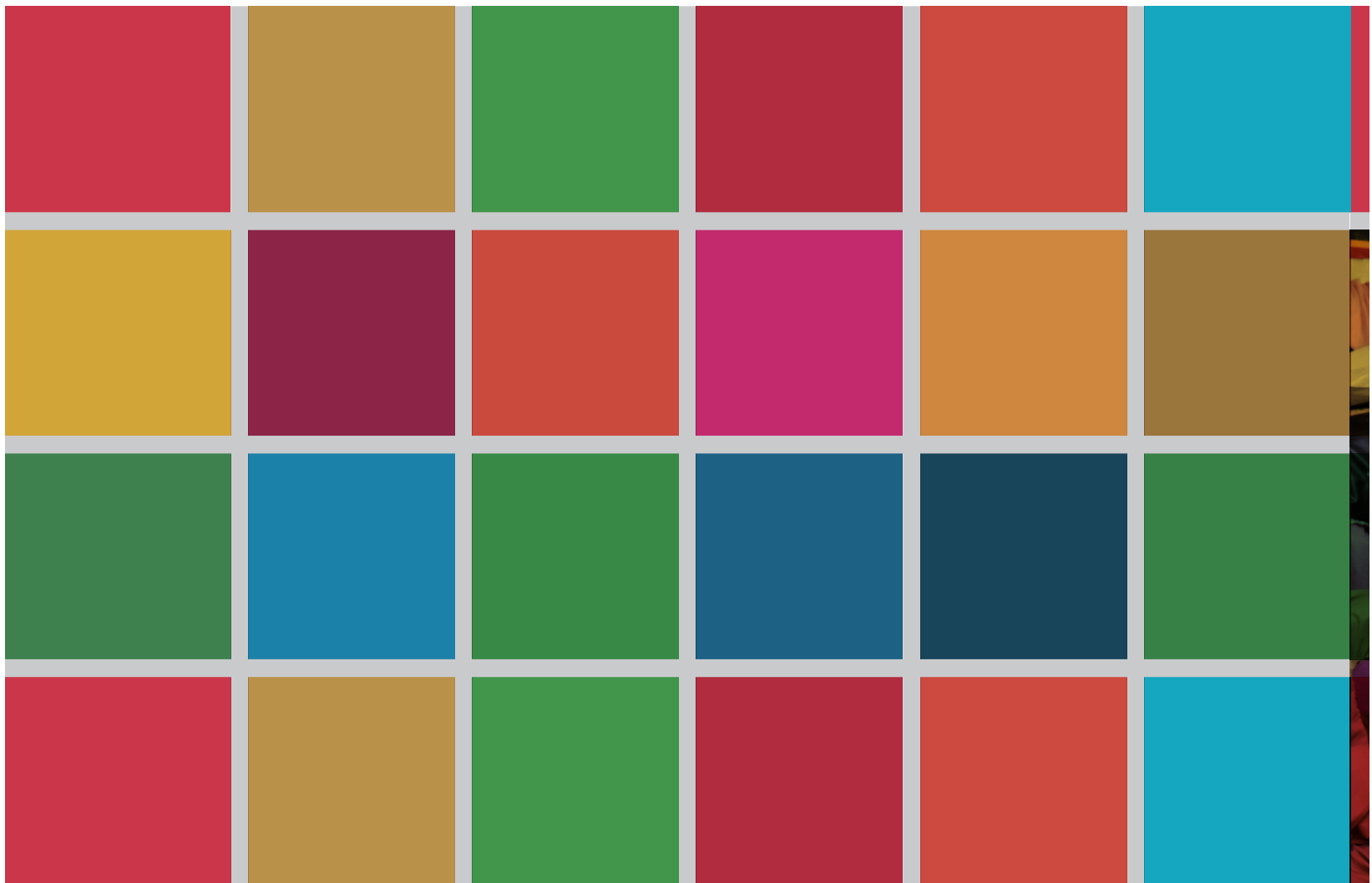
The India Sanitation Coalition (ISC) is an inclusive platform that supports cross-learning, sharing of good practices, and works through partnerships and collaborations. It encourages multi-stakeholder dialogue and creates interfaces between corporates, government, development partners, media, SMEs, and communities.

Linkages are critical for success. Mapping of partners has been a priority for the ISC, as we work to support collaborations across similar verticals in sanitation, and along similar geographies. Through the collaborations it supports, ISC works to leverage the strengths of each of the partner organizations to optimize impact. For this, often idea generation is critical.

ISC has a unique perspective of being able to view sanitation through the lens of different stakeholders, and use that experience to identify gaps, understand where the strengths are, and understand a new way forward.

Sanitation's landscape is changing. India is changing. India Sanitation Coalition is proud of the work that it is achieving with its corporate partners, and looks forward to more success stories. ■

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