

# ASAHI INDIA GLASS LIMITED

## • Background

Asahi India Glass Ltd is the largest glass company in India, manufacturing a wide range of international quality automotive safety glass, float glass and architectural processed glass.

In the year 2004, the diverse development initiatives were brought under a common umbrella of the **Integrated Community Development Programme (ICDP)**, designed, administered, and monitored by Youthreach, a Delhi based NGO. The enunciated goal of the Integrated Community Development Programme was to enhance the quality of life in the community, by providing services and enabling community participation and leadership to mobilize government, community and all other resources that are critical to achieving this.

The ICDP institutionalizes the CSR philosophy of Asahi India Glass Ltd, and adheres to the following parameters.

- Programme implementation involves the community at every stage; the community is seen not as a recipient, but as a partner to the entire process of furthering change.
- Solutions to problems are evolved in a bottom-up manner, tapping the community's reservoir of indigenous knowledge.
- Efforts are made to revive indigenous knowledge and to leverage it for greater impact.
- While quantitative indicators are important in analyzing results, long term process changes are often captured in qualitative indicators, that are reflected through interviews with village elders, and other stakeholders in the community.

## • Location, Date

Rewari district, Haryana; 2006-09

## • Areas

Rural

## • Stage/Scale

Full Scale

## • Objective of the assignment

To enhance the quality of life in the community by providing services and enabling "community participation and leadership" towards mobilising government, community and all other entities that are critical towards achieving this goal.

## • What was done

- The Water and Sanitation interventions in 110 villages of Rewari district, seeks to promote sustainable water management systems by village communities especially women through participatory initiatives in rainwater harvesting, recycling or managing waste water and water saving cropping patterns.
- The interventions under water and sanitation included activities like organizing women into *sangathans* and building their capacity in village level governance, constructing

rainwater-harvesting structures (johads, tanks, and recharging wells) at the household and the community level, and household toilets. The local women have been organized into self-help groups and are being provided with loans to undertake income-generating activities. The self-help group mechanism has been leveraged to train women in areas of local governance, water and sanitation.

- The interventions in the area of water and sanitation were implemented over a period of three years (2006-2009), at the end of March 2009 which 6500 families will have access to ground water for cooking & drinking purposes, 540 household will have access to closed sanitation and income of 400 women will increase in the range of INR 1500 to INR 4000 depending on the venture.
- Over the three years, 540 families from across 110 villages were provided with financial & technical support for individual household toilets. The objective of the water closet system was to promote adoption of proven sanitation techniques by families & communities. The families got interest free loans to be repaid in 10 easy installments over a period of 12 months.



- **Impact**

These interventions included activities like organizing women into *sangathans* and building their capacity in village level governance, constructing rainwater harvesting structures (johads, tanks recharging wells etc.) at the household and community levels, and constructing household toilets. The entry point of these interventions was to organise local women into self-help groups and provide them loans to undertake income-generating activities.

- **Challenges and Issues**

Falling levels of ground water and limited access to safe drinking water has been a major problem in the Bawal block of Rewari District. The water level in this area is very low, quality is saline and traditional knowledge and infrastructure for harvesting rainwater is largely unavailable and unused.

- **Financials**

The spending is part of the CSR budget of the company.

- **Implementer Contact Persons**

Not available

- **Sources and References**

- Company Website
- Corporate sector involvement in Sanitation by Confederation of Indian Industry (CII), 2013