

CHAMBAL FERTILISERS AND CHEMICALS LIMITED

• Background

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

Sanitation has not received the recognition it deserves due to lack of awareness and socio-cultural attitudes. This forces a large number of households to the continued indignity of open defecation. This has adverse impacts on health and is an acute problem especially for women and young girls. Rural health is integral to India's development. It is obvious that only healthy rural population can contribute to the development through enhanced productivity. Sanitation is critical to ensure rural health. Chambal Fertilisers and Chemicals Limited have undertaken various sanitation initiatives in the villages near its manufacturing plants. Chambal plans to enhance sanitation through 'community participation' and 'people led' programmes.

• Location, Date

Kota District, Rajasthan; 2010

• Areas

Rural

• Stage/Scale

Ongoing

• Objective of the assignment

Improve the quality infrastructure and thereby improving the living standards of people through a series of focused interventions in certain regions.

• What was done

- To promote sanitation among rural population in the vicinity of its plants, Chambal has initiated a project to improve sanitary practices through awareness campaigns and construction of toilets. Awareness about good sanitary habits is spread by regularly organizing health camps and sensitization programmes in nearby villages/ schools.
- Chambal constructed toilets for selected households in the villages surrounding its plants as a pilot project under Total Sanitation Campaign of the Government of India. In the years between 2010 and 2011, 715 toilets were constructed in 4 Gram Panchayats covering 22 villages. For this purpose, a unique low construction cost, low water consumption model of toilet was selected. More than 50% cost of this project was borne by Chambal.
- In the phase-II of the project, the company has constructed 300 toilets, under the 'Swachh Bharat Mission' of the Government of India. This Public-Private-Community-Partnership (PPCP) project is being implemented through our NGO - K K Birla Memorial

Society. For this purpose, a unique design of toilet with pre-fabricated material and low water consumption has been selected. About 30% cost of this project will be borne by Chambal.



• Impact

- During fiscal 2014-15, with a MoU with Zila Parishad, Kota 130 toilets were constructed and around 300 individual toilets are already under construction. Chambal is also conducting IEC activities in Sultanpur block covering 35 Gram Panchayats of 150 villages to motivate and sensitize people for the construction of IHHL. The IEC campaign was launched on 2nd October 2015 resulting into the construction of 2500 new toilets till date.
- To inculcate 'good sanitation habits' at a young age, Chambal has also constructed 32 toilets for girls in the Government schools in nearby villages, in the period 2012-14. Furthermore, the company is currently constructing toilet for girls in about 40 Government Secondary & Sr. Secondary Schools of the Sultanpur Block under the Swachh Bharat-Swachh Vidyalaya Mission. This scheme will benefit hundreds of girls studying in these schools and support 'Beti Bachao – Beti Pado' mission of Government of India.

• Innovation

In light of the significant gender dimension of sanitation, this project encouraged active involvement of women in the implementation of the program.

• Financials

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

• Implementer Contact Persons

- Chambal Fertilisers and Chemicals Limited
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• Sources and References

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