

GLAXOSMITHKLINE

- **Background**

51% of people in India still defecate in the open, accounting for 60% of the world's total Open Defecation (OD) population. This is a major crisis that needs to be collectively addressed. Poor sanitation has far reaching impact on health and wellbeing. Established in 1924, GSK is a global research focused on healthcare and pharmaceuticals company providing prescription medicines and vaccines. GSK has joined hands with national call for sanitation.



Pharmaceutical major GlaxoSmithKline Pharmaceuticals in partnership with Habitat for Humanity India made such high quality facilities available for the schools. It has been working towards providing the much needed facilities to rural areas and schools and creating awareness especially among women on personal hygiene. The idea to intervene in the schools stemmed from belief that positive changes with regard to sanitation and hygiene practices, combined with facility construction.

- **Location, Date**

Nashik, 2016

- **Areas**

Rural

- **Stage/Scale**

GSK has been engaged in community development activities in villages of India, since 2016. With its CSR team and partner Habitat for Humanity. All activities under their services initiatives are designed with a detailed strategy and data collection on what the community members require. The project has been launched recently thus it is in its infancy stages expanding its reach.

- **Objective of the assignment**

- Poor sanitation has far- reaching impact on health and wellbeing. In association and support with its other project, GSK focus on improving sanitation facilities. Thus, aiming for a complete safe environment.
- With its reach to schools, it aims to bring behavioural changes towards sanitation.
- It is working to provide sanitation units with complete water management. With this the foundation also aims to impart professional skills to upcoming youth with especial focus on women hygiene and skills through the project WASH.

• What was done

- 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.
- The company in Nashik both public and private schools has constructed and repaired the 74 sanitation units and 66 urinals, with complete water disposal system.
- The foundation supports national call to 'skill India'. Its project covers 20 villages.
 - Promoting entrepreneurship among women, through the manufacture of sanitary napkins supplemented with demand creation in communities and schools through awareness camps on menstrual hygiene.
 - Awareness and motivation modules on water, sanitation and hygiene are carried out in class demonstration.

• Impact

- The company with partnership with local Municipal Corporation has worked to provide washroom to public and private schools.
- GSK has provided clean sanitation facilities to 10,000 students, teachers and staff from 5 schools in Nashik. It covered 508 schools in the Nashik Municipal Corporation.
- With its partners, it has built 74 sanitation units and 66 urinals with complete water and waste disposal system.

OTHER IMPACT

- Positive changes in the attendance and confidence in students.
- With its awareness about sanitation and hygienic condition, women were taught the skill of manufacturing of sanitary napkins. Thus promoting entrepreneurship among women and awareness about menstrual hygiene.
- Also trained men in construction of pre-fabricated toilets to promote sanitation in the vicinity.

• Challenges and Issues

- In government schools situated at rural areas, selection of construction site was a major issue.
- Providing the sanitation units does not seem to be enough, thus to bring a positive behavioural change is the next hurdle.
- In planning of the project deciding upon the location/village/school for maximum impact is also a major and basic challenge.

• Innovation

- GSK has linked public sanitation private sanitation and skill development together. It has built and repaired urinals and toilets in schools. With this it has also focused on skill development of youth and entrepreneurship amongst women and men.
- It has focused on the personal hygiene of women through menstrual awareness camps
- 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

feature 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.

- **Lessons learnt**

Providing sanitation knowledge to the upcoming generation is not enough. Their skill development is also important. Awareness of women about personal sanitation is important as well as their skill development.

- **Financials**

The company is implementing its pilot project with the partnership with various charitable partners, Habitat for Humanity, and local municipal bodies.

- **Economic sustainability/Revenue Model**

The foundation is working with local government bodies and Habitat for Humanity India.

- **Implementer Contact Persons**

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- **Sources and References**

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