

SINTEX SANITATION INNOVATION

• Background

Sintex Industries Limited is an Indian organisation with over one billion dollar annual revenues flowing from both national and international operations. With its headquarters in Kalol, Gujarat in India, it has 18 headquarters in Asia, 7 in Europe and 3 in USA. The group was incorporated as Bharat Vjay Mills Limited in 1931 and was renamed Sintex Industries in 1995.

Sintex has been doing its bit to address various issues in remote areas. Being Asia's largest prefab solution provider, Sintex offer customized, efficient and quick alternatives to site-built construction. Many NGOs, Government, Semi-government and donor agencies have trusted Sintex Prefabs for variety of purposes. They are easing the construction process with a feasible and environment friendly approach.



• Location, Date

Deoghar, Jharkhand; 2014

• Areas

Rural, Urban and slums areas

• Stage/Scale

Infant Stage

• Objective of the assignment

- Sintex aims to capitalize on opportunities that Swachh Bharat Mission opens up. The company's campaign entails to address open defecation, disposal of solid and liquid waste through recycling through sewage treatment plants.
- The another objective of its CSR activities is to make India ODF by 2019 through providing access to toilets, bathrooms, other sanitation utilities and sanitation knowledge. It wants to reach out to remote and rural schools to connect them to the basic facilities for clean and healthy life.

• What was done

- By synchronising with Swachh Barat Mission, Sintex is offering an entire solution package of remote villages with sewage treatment. It has design and models to suit every budget, every need and every condition.



- Under the 'National Mission for Clean Ganga', Sintex's toilets blocks, waste management and package treatment plants has been installed.
- The company has launched toilets in a price range of INR 10,000 onwards under government sanitation drive.
- In Ahmedabad, Sintex in partnership with USAID, established Ahmedabad Sanitation Lab. The 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.
- It is also playing a very important role to spread the knowledge and learning.

• Impact

Sintex is the world's largest producer of plastic water tanks and within its goal to make India Open Defecation Free (ODF), it has already installed more than a lakh of prefabricated toilets blocks of different shapes, size and designs in different remote parts of India. As per the circular of Ministry of Urban Development and Drinking Water and Sanitation, it would cover 1.04 crore households, provide 2.5 seats of community toilets and solid waste management for all 4041 statutory towns.

• Challenges and Issues

- One of the major issues is to convince people with no prior knowledge to give up the older way of open defecation for plastic toilets.
- Another challenge faced is to teach people about complete sanitation process.

• Innovation

Sintex has come up with the most innovative yet simple easy and eco-friendly solution to different demands of Indian society. It has designed four models of toilets- Nirmal Toilet; Portable Toilets; Portable Urinal Blocks; Sugam Toilets.

- These units are built with plastic with anti-rust and corrosion material in them. They are light weight, easy to install and easy to clean and maintain. These are portable and spacious.
- These units suit every budget and areas be it slums, dilapidated schools, flood prone villages or huge public gatherings
- Moreover keeping in mind the various demands of the organization also offer customized, efficient and quick alternatives to site built construction.

• Lessons learnt

Toilets, sanitation are important part of human life irrespective of financial budget or space. Sintex in its programme is trying to fulfil the different needs and demand of sanitation through its various models. Demands of each family, community is different so the solution should be different as well.

• Financials

The total cost of the programme is estimated at INR 62000 crore over 5 years. The company spends 70% of its communication budget on mass media mainly press and popular magazines. Their involvement in trade fairs and exhibition accounts for 7%, outdoor just 3% and dealers' meetings and other promotional activities accounts for the remaining 20%. Part of their project success has been attributed to the emphasis placed on innovation. Apart from

this the company is working with state governments, NGOs and Central Government and Mudra DDB to enhance its reach.

- **Economic sustainability/Revenue Model**

Sintex CSR activities through innovations and partnership is yielding not only reputation and goodwill but also boosting its business and growth. The business grew by 21% in since the beginning of its project.

- **Implementer Contact Persons**

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- **Sources and References**

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