

PEHAL BY UNITED TECHNOLOGIES (UTC)

- **Background**

United Technologies (UTC) is a diversified company that provides a broad range of high-technology products and services to the global aerospace and building systems industry. UTC employs more than 212,000 people around the world, including more than 6,400 in India. As part of UTC's endeavour to catalyse holistic upliftment of slum dwellers of Chakarpur village, lack of sanitation was identified as one of the biggest impediments to making any meaningful impact on the community. Hence, much before the Prime Minister's clarion call for a 'Swachh Bharat', Sanitation became one of the key pillars of Project 'Pehal' – and sanitation initiatives delivered some of the most tangible and sustainable results that impacted the community fundamentally.

The initiative Project 'Pehal' is a community development initiative of United Technologies Corporation (UTC), India, targeting a poverty-stricken community of primarily migrant labour (around 10,000 people) inhabiting resettlement/slum clusters in Chakarpur village in Gurgaon (Haryana). Started in 2013, it aims for holistic development of the targeted community through innovative and compelling interventions in the areas of education, health, sanitation, financial inclusion and employment.

- **Location, Date**

Haryana, Gurgaon, 2013

- **Areas**

Peri urban

- **Stage/Scale**

This was part of the CSR activities of the company in the year mentioned above and have been completed.

- **What was done**

- The sanitary conditions prevailing in and around the project at the time of the project start were deplorable. The project, spread across 20 slum clusters, did not have proper toilets and the inhabitants, particularly girls and women were suffering. People were compelled to defecate in the open, for want of proper toilets, in late evenings and early mornings making it a security hazard for girls and women. Also, the targeted community comprising mostly of illiterate or semi-literate population was not sensitized on health, hygiene and sanitation issues which added to poor hygiene and sanitary conditions in the community. There was a need to educate the community on health and sanitation issues and provide them with bare amenities pertaining to sanitation such as toilets, bathrooms etc.
- In the years 2013 and 2014, UTC funded the construction of 22 toilets, 6 bathrooms and 6 drains, which are now maintained by 'Pehal' project staff with the help of the residents using them.

- Awareness drives on health and sanitation along with planned 'Community Cleaning Actions' have been held regularly in the community through our NGO partners to facilitate change in the behaviour and habits of the targeted community.
- Ensuring ownership of community members: Community members have been encouraged to participate actively in community cleaning actions. Project staff and volunteers from UTC have led by example by being involved in the cleaning actions, themselves and then asking the targeted community members to join hands. This effort has been repeated regularly since July'13 and has had a definite influence on the community. Consistency in these efforts seems to be paying now. It has been observed that enlightened community members have now started maintaining cleanliness in their surroundings and toilets, raising the hope that they would continue to do so in the future as well.



- **Impact**

More than 3500 community members including 2200 women have benefited from community toilets and bathrooms. This has also led to women's safety.

- **Challenges and Issues**

Gaining confidence of the community was a challenge initially as they were suspicious of our objectives and intentions. However, as the project staff worked closely with the community and the community started getting direct benefits through various project interventions such as easy access to toilets and bathrooms, availability of OPD and referral services in the form of an evening clinic at their doorsteps etc., the community's faith in the initiative increased. Their participation in the programmatic activities also increased with increase in confidence.

- **Financials**

N/A

- **Economic sustainability/Revenue Model**

- The spending is part of the CSR budget of the company.
- Change in the mind-set and habits of the targeted community through awareness drives and community cleaning actions has ensured that community members adopt good hygienic habits and take responsibility of maintaining their surroundings. Enlightened community members are now themselves working as evangelists for health and sanitation issues in their community. This should lead to sustainability.

- **Implementer Contact Persons**

- United Technologies (UTC)

- **Sources and References**

- Corporate Social Responsibility and Sanitation, Case Studies for India Inc, 2015. A report by FICCI.