

JANKIDEVI BAJAJ GRAM VIKAS SANSTHA (JBGVS)

- **Background**

The situation of the villages around Pune, 25 years back was very different than what we see today. People were living in abject poverty and unhygienic conditions; hardly any sanitary latrines existed in the villages around. The workers of Bajaj Auto used to come from nearby villages. In mid 80's they started requesting for both financial and technical support for the construction of latrines and bio-gas plants. Initially Bajaj Auto used to give interest free loans for the above mentioned programmes, but after **Janaki Baja Gram Vikas Sanstan (JBGVS)** took up the cause, these programmes were supplemented with small scale lift irrigation schemes to make water available for both household use and irrigation. The latrines were constructed with technical and managerial support from JBGVS, the Govt. subsidy and the contribution from the co-partner. Bio-gas plants were also established in a similar way. Soon, the sanitation programme became the centre point of all activities. Slowly other programmes like education, income generation, environment, social development etc. evolved and took shape in form of an integrated model, as we see it today.

- **Location, Date**

Pune, Maharashtra; 1990

- **Areas**

Rural

- **Stage/Scale**

Full Scale

- **Objective of the assignment**

Implementing the environmental sanitation programme which entails, construction of latrines, biogas plants, soak pits, improved cooking stoves etc.

- **What was done**

- JBGVS, since its inception has been promoting two pit latrines using bricks & cements. This model is approved by the UNICEF and the Government of Maharashtra. The latrine pans are especially designed to reduce water consumption. For the school sanitation project, toilets are being constructed separately for boys and girls in Govt. schools using the two-pit and septic tanks technology. The selection of design depends on the number of students in the school.



- For proper implementation of the project, they partner with the villagers, Government agencies, members of gram panchayats, mahila mandals, women SHGs, other NGOs etc. JBGVS works with gram panchayats, panchayat samittee & zilla parishads for the implementation of the sanitation programme.
- Because of longer involvement in the sanitation programme, JBGVS has been recognized by the Maharashtra Government as the Key Resource Centre for the State. JBGVS represents the Maharashtra Government to inspect villages for screening under the Nirmal Gram Scheme of the Central Government.

• Impact

During and after the implementation of projects, they have conducted some surveys which indicate that the programme has created the following impacts:

- Reduced water borne diseases.
- Reduced foul smell at village surroundings.
- Changed the habit of open defecation by using toilets.
- Increased participation in all village development activities.
- Provided social security and saved embarrassment to women.
- School attendance increased due to reduction of various diseases.
- General health condition improved.

• Innovation

- **Implementation Model:** In the beginning of the 90's, JBGVS used to construct low cost household latrines using their own manpower. While the masons used to work on contract basis, the unskilled labour was provided by the beneficiaries and the materials were supplied by JBGVS. Technical support was also provided by JBGVS to a few NGOs for construction of latrines. Presently, JBGVS works in partnership with gram panchayats, and provides technical & financial support. The construction part is taken care of by the respective gram panchayats etc.
- **Ensuring ownership of the community members:** JBGVS promotes only low cost household level latrines, sanitation units in schools, family size bio-gas plants & soak pits to name a few. Since the households own the latrines, bio-gas plants and soak pits, we focus on the beneficiaries & their education. Village level institutions like mahila mandals, gram panchayats, youth groups etc. are also involved so that there is community level pressure on co- partners. School sanitation units are handed over to the respective schools and the school management is responsible for the maintenance.

• Lessons learnt

- Before taking up the sanitation programme, it is essential to take up extensive motivational & awareness programmes as the intervention involves changing habits of people.
- Involve the entire community, gram panchayats, local institutions and particularly women at every stage (from planning to implementation) to ensure sustainability.
- Choose a technology/model which is long lasting & user friendly.
- Ensure that water is available near the latrine to maintain cleanliness.
- Teach use of latrines to the community.

- If the programme is implemented under CSR-NGO model, the company should study the credibility of the NGO, model selected and the ability of the NGO to motivate the community.
- The NGO should not act as a contractor.
- Try to leverage CSR funds with the Govt. & other agencies to increase outreach.

- **Financials**

Jankidevi Bajaj Gram Vikas Sanstha (JBGVS) is a Registered Society that works under the patronage of Shri. Rahul Bajaj, Chairman of Bajaj Auto limited and under the guidance of Shri. Madhur Bajaj, Vice-Chairman of Bajaj Auto limited and Trustee of JBGVS. Bajaj Auto and Bajaj group undertakes its Corporate Social Responsibility works through JBGVS.

- **Economic sustainability/Revenue Model**

Sustainability is a major issue in any development programme. Our partnership model involving the village community, local Government agencies and opinion leaders ensures sustainability of the sanitation programme. Once the construction is complete, JBGVS has a regular monitoring & follow up mechanism which has been built-in, in our 'Integrated Rural Development Programme'. This helps a lot in the sustainability.

- **Implementer Contact Persons**

- **C.P. Tripathi**
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- **Sources and References**

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