

SUVIDHA TOILETS, GMR VARALAKSHMI FOUNDATION

- **Background**

GMR Varalakshmi Foundation (GMRVF), is the Corporate Social Responsibility arm of the GMR Group. Its objectives are to develop social infrastructure and enhance the quality of life of communities around the locations that has the Group's presence. This non-profit company has its own professional staff selected from top academic and social work institutions, is governed by a Board chaired by Group Chairman, GMR Group.

The Group is actively engaged in the areas of Education, Health and Hygiene, Community Development and Empowerment through its Foundation, reaffirming its grass-root presence as a change agent of society in the field of Corporate Social Responsibility.

Lack of proper sanitation facilities and defecation in the open is a major concern and a serious health risk in slums and villages. Often, it's women that suffer the most for lack of privacy. Constructing a Sanitary Lavatory for personal use is a luxury. So, Foundation has come up with the idea of building **Suvidha community toilets**. **Suvidha Complex** is a public toilet facility available to members of the community for a nominal cost.

Sanitation being the major problem in the city of Hyderabad, GMRVF constructed public toilets in the areas of heavy rush in association with the Greater Hyderabad Municipal Corporation (GHMC). The idea is to create model sanitation facilities. GHMC provided required space for the construction of these toilets and the Foundation constructed and is managing them on a pay and use basis.



- **Location, Date**

Andhra Pradesh and Chhattisgarh, 1998

- **Areas**

Urban and Rural

- **Stage/Scale**

Full scale implementation

- **Objective of the assignment**

To work towards better health and healthier lifestyles in the communities where they work

- **What was done**

- In a Public-Private Partnership with the Municipal Corporation of Hyderabad, the Foundation is building and operating '**Pay and Use**' toilets in Hyderabad. These facilities, in the short time that they have been in operation, have won recognition for setting new standards in the maintenance of public conveniences. Thorough research and professional design inputs have gone into the making of these toilets. Regular monitoring and inspections help in maintaining high hygiene and health standards. The Foundation has built and is maintaining 8 public toilets. These clean and hygienic toilets are made available to families of the communities for a nominal fee of INR 10 per family per month. These toilets have improved the sanitary condition in the areas and are of great help especially to the women of these communities.
- In some areas like Vemagiri, Foundation supported the communities in the construction of Individual Sanitary Lavatories by leveraging the support from Government. The Foundation also imparts education on sanitation and personal hygiene to the communities.

- **Impact**

- At present, Foundation is managing 10 Suvidha Toilet Complexes at Rajam and one each at Rajahmundry and Chhattisgarh.
- There are eight pay and use toilets with about 35,000 users per month.

- **Challenges and Issues**

Being an arm of GMR group, GMR Varalakshmi had no experience of program execution in the areas that were chosen for implementation.

- **Innovation**

- The 'Pay & Use' toilets are under the Public-Private Partnership Programme in collaboration with the Greater Municipal Corporation of Hyderabad. With user and eco-friendly designs, the Pay and Use toilets of GMRVF have set a bench mark for public toilet facilities and GHMC instructed other operators also to follow these models.
- The design of the toilets takes into account aesthetic and functional set-up, standard uniform design, ample ventilation, adequate space and cleanliness, easy access, beautiful landscape etc.
- GMRVF has developed Standard Operating Procedure (SOP) for the maintenance of public toilets.

- **Lessons learnt**

Unlike other organizations, GMR Varalakshmi foundation built their empire slowly and steadily. They would test a program on a prototype basis, and implement only after getting desired results. Instead of focussing only one or two areas, they tried to contribute to a variety of issues.

- **Financials**

Not available

- **Economic sustainability/Revenue Model**

GMR Group believes Corporates have a special and continuing responsibility towards the society. That's why most of the projects are funded by GMR group, while there are quite a few projects like public toilets which generate some revenue.

- **Implementer Contact Persons**

- GMR CSR team
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- **Sources and References**

- Company Website
- Kamalanga project case study report