

NATIONAL ALUMINIUM COMPANY LIMITED (NALCO)

• Background

Immediately after Swachh Bharat Mission was launched, National Aluminium Company Limited (NALCO), a public sector *Navrantna* company, started a project to support government's **Swachh Vidyalaya Abhiyan** to create quality sanitation facilities in government schools across mostly difficult and underdeveloped areas of Odisha and Andhra Pradesh.

As part of its commitment to ensure cleanliness under Swachh Bharat campaign, Central public sector undertaking NALCO today decided to provide sanitation facilities in more than 150 schools in Odisha. NALCO has set up a standalone Foundation in 2010 for taking up its CSR activities in more empathetic manner to fulfil the basic needs of the people of the periphery villages of its plants.

• Location, Date

Odisha and Andhra Pradesh; 2014

• Areas

Rural

• Stage/Scale

Pilot

• Objective of the assignment

The objective of the campaign was to imbibe positive changes in general mindset towards personal hygiene and environmental cleanliness.

• What was done

Sanitation

- NALCO launched the campaign by beginning construction of sanitation facilities on October 3 2014 in three schools located in Koraput, Angul and Khurdha districts of Odisha. About a month later, NALCO set for itself an ambitious target to provide sanitation facilities in 150 schools of Odisha within a year. Later, the Union Ministry of Human Resource Development (MHRD) asked NALCO to build 355 toilets in 202 schools in Angul and Koraput districts of Odisha and Visakhapatnam district of Andhra Pradesh.
- The Herculean task was successfully completed through NALCO Foundation, the corporate social responsibility (CSR) arm of the company. The task was huge as most of the schools that government asked NALCO to intervene were located in remote locations and areas with violent extremist movements.
- Most of the schools allotted were located in remote and Maoist-infested areas of



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Odisha and Andhra Pradesh. Since, some of the schools did not have any approach roads, prefabricated toilets were carried on head loads, crossing rivulets and hillocks. Due to space constraints, designs had to be modified for some of the schools. Besides, summer vacation, monsoon menace, acute shortage of skilled workers & labourers, resolving local issues and theft of construction materials also took their toll.



Drinking Water

- With a view to counter the menace of water borne diseases like diarrhoea, cholera and jaundice, Nalco Foundation has propagated the need for safe drinking water by distributing water filters.
- Providing drinking water facility through dug well at Chaugaon: For provision of drinking water Nalco foundation has installed a dug well at Chaugaon village which comes under the immediate periphery.
- Providing drinking water facility at Putraghati through hand pumps: Three hand pumps have been installed at Putraghati. Out of these, 2 have been installed at Ari-Putraghati and 1 at Kandha-Putraghati.
- Going further, NALCO has now adopted the internationally famed religious shrine, Jagannath temple in Puri, where tens of thousands devotees throng daily from different parts, to improve its sanitation and hygiene standards.

• Impact

- Under Swachh Vidyalaya Abhiyan NALCO has constructed 473 toilets in 206 schools (133% of target) in Odisha & Andhra Pradesh before time. It exceeded the target by 35 percent. Additional toilets were built and schools were covered after assessing the ground realities and requests from school authorities and communities. This has drastically improved the condition of schools with respect to sanitation.
- Drinking Water Facility was provided in 2100 rural households of 18 periphery villages.

• Challenges and Issues

It was difficult to reach to some of the areas. Some of the schools did not have any approach roads, pre-fabricated toilets had to be carried on head loads, crossing rivulets and hillocks and installed there. At other places high quality toilets were constructed through conventional means with large reliance on locally available materials and resources.

• Innovation

- Every project is modified as per the local requirements. Due help is taken by local organizations while strategizing as well implementing the projects.
- Presently, even before the land is acquired and foundation-stone laid for a project, the company launches its CSR activities in the area. It is presumed that on a solid CSR foundation, a strong business empire can be built.

- **Lessons learnt**

It has joined hands with organizations like Rotary Club to organize cleaning programs and spread the message of cleanliness and hygiene. Such campaigns have been organized at different places.

- **Financials**

As a policy, Nalco has been allocating 1% of its net profit of the year for periphery development activities of the succeeding year, now it's 2% of its net profit.

Out of the total sum:

- 40% is for Damanjodi sector, where the Mines & Refinery are located;
- 40% is for Angul sector, where the Smelter & Power Plant are located;
- 20% is for rest of areas

- **Economic sustainability/Revenue Model**

The projects are funded by the CSR kosh (minimum 2% of the net profits) of NALCO. Sometimes collaborating organizations also contribute financially.

- **Implementer Contact Persons**

- D. Dash

- **Sources and References**

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