

OIL AND NATURAL GAS CORPORATION LIMITED (ONGC)

• Background

The journey of Swachhta in ONGC started with the clarion call from Hon'ble Prime Minister of India for Swachh Bharat Abhiyan from Rajghat on 2nd Oct 2014. In the last three years, ONGC has taken all out efforts to make the Swachh Bharat Mission of Hon'ble Prime Minister a success. From the high altitude mountains of the Himalayas to the Holy city of Varanasi, ONGC Swachh footprints can be experienced all across the country. At ONGC, Swachhta is no more a directive but has become a habit for the employees, driven both externally and internally. Besides, undertaking regular Swachh activities like construction of toilets and cleaning initiatives, ONGC has undertaken some unique Swachhta projects, which receives special appreciation from our stakeholders. Few of such projects are:

- Cleaning and beautification of ancient Kunds of Varanasi
- Restoration of 15th Century Step Well
- Cleaning expedition in the high altitudes mountains of the Himalaya
- Rejuvenation and beautification of Tikona park near Jantar Mantar
- Provision of clean drinking water through Water ATM at Varanasi and mobile water ATM at Lucknow
- Green Rameshram Initiative
- Information, Education, Communication (IEC) program in 5592 schools, where
- ONGC has constructed 7958 toilets under Swachh Vidyalaya Abhiyan to address the behavioral changes in school children.
- Swachh Vidyalaya Abhiyan
- Open Defecation Free Initiative
- Paperless Office initiative

• Location, Date

PAN India, 2014

• Areas

Rural

• Stage/Scale

Full scale

• Objective of the assignment

Under the mission, ONGC has plans to take up various initiatives including construction of toilet blocks in 2500 government schools in 26 districts spread over 13 states.

• What was done

School Sanitation

- ONGC has launched this novel initiative at MPP School in Pedapalla village in Alamuru Mandal in East Godavari District and 19 other schools. The project, named as Swachh Vidyalaya Abhiyan has been taken up in 20 schools by the ONGC. The project has been launched in two schools in Ganjam and eight schools in Gajapati districts of

Odisha and in 10 schools near ONGC work centres in Tamil Nadu, Andhra Pradesh, Gujarat, Assam and Tripura.

- To create awareness and ensure involvement of employees, their family members, the secondary workforce and the general public, teams of volunteers were identified who spread awareness about value of hygiene and cleanliness in schools and villages by undertaking cleanliness jobs themselves. Besides above seminars, competitions for innovative ideas, *Nukkad Nataks* have also been planned to spread about message of cleanliness and hygiene.
- State-owned Oil and Natural Gas Corporation (ONGC) will installed 100 hand wash units in the Government schools at Bokaro district under the Swacch Bharat Mission.

Cleaning expedition in the high altitudes mountains of the Himalaya

- While it undertook cleaning campaigns and built school toilets across India, it took its Swachhata drives to great heights. It decided to nurse the ground and clean up key sources of water in the great Himalayas, joined four expeditions launched by the Indian Mountaineering Foundation (IMF), the apex mountaineering body. That was the first time adventure entered CSR lexicon in India. It was an innovative partnership. IMF has the expertise and access to mountains. ONGC has the resources. Both joined together in cleaning up the challenging heights in the Himalaya. That was ONGC's response to the threats of piling garbage in the Himalayas and expert's warnings that non-biodegradable waste absorbs heat which raises temperature and speeds up the rate at which glaciers melt. Faster glacial melting rate has been linked to shrinking of glaciers and give rise to glacial lakes that can burst with devastating results downstream. ONGC did not keep itself limited to support with funds, it sent one of its own representative in each expedition. ONGC's venture with the IMF stands out for its other objective to clean up challenging and critical locations in the high Himalayas.



- As part of Phase I, hazardous garbage and wastes generated by tourists were removed. The phase I also focused on creating awareness among the mountaineers and locals about the importance of eco-friendly measures to avoid stress on the environment. This cleaning expedition was carried out from August 2015 to September 2015 and covered Peak Stok Kangri in Ladakh Region, Shigri Glacier Region in Spiti Valley, Tapovan in Gangotri Region and Pindari Area in Uttarakhand at a total cost of INR 18.24 lakhs.
- Under Phase II, cleaning expeditions were carried out in the bank of Gaumukh, Tapovan, Nandanvan and Gangotri as part of drive to clean the sources of river

Ganges from hazardous non bio-degradable waste and other garbage. The Phase II was carried out from May 2016 and end on October 2016 at a total cost of INR 14.38 lakhs.

- As part of the Phase III campaign, ONGC in collaboration with the Indian Mountaineering Foundation (IMF) undertook cleaning expeditions in five locations of Himalaya range that included Chanshal Valley (Shimla District) and Triund Dharamshala in Himachal Pradesh, Yamunotri in Uttarkhand, Anini / Mechuka of Himalaya range of Arunachal Pradesh and Sheshnag / Chandanwari, Pehalgam, Lidder River and Amarnath Yatra Route of Himalaya range of Jammu & Kashmir. The expedition team also created awareness about personal hygiene, sanitation and the benefits of cleanliness among the inhabitants of the villages. The five cleaning expedition commenced from March 2017 and was completed in July 2017 with a financial implication of INR 19.55 lakhs.

- **Impact**

Within a year of that beginning, ONGC had spent 100 Crore rupees and completed development of toilet blocks in 2,500 government schools spread over 26 districts in 13 states. Many schools now have hand wash units.

- **Challenges and Issues**

Not available

- **Innovation**

ONGC was the first organization to have a massive cleaning campaign in Himalaya, in collaboration with IMF.

- **Lessons learnt**

ONGC undertook many projects in different parts of the country and they succeeded in all of them with perfect implementation strategies. Whenever required, they associated their work with organizations having prior experience in similar activities. This helped them reduce the chances of failure.

- **Financials**

The task of installing toilet blocks costed the company INR 100 crore in the financial year 2014-15.

- **Economic sustainability/Revenue Model**

ONGC has historically made huge profits and been contributing a share of that towards CSR. Now that the minimum share of profits towards CSR is 2%, the financial contribution for CSR is also increasing. Though none of the projects are revenue yielding, the deep pockets of the company ensure the sustainability of various projects undertaken.

- **Implementer Contact Persons**

- Dr. Alka Mittal
ongcdelhicc@ongc.co.in

- **Sources and References**

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