

PINK TOILETS - PARRYWARE

- **Background**

Parryware's initiative to construct toilets for schools was a part of its corporate social responsibility (CSR) plan and is inspired by the Prime Minister's 'Swachh Bharat Programme' that emphasises on the need for better sanitary conditions in the nation with a special focus on toilets in schools.

Women are an inherent part of the society and it is each of our responsibility to make them feel secure and confident. This contribution is the company's endeavour to contribute towards their safety and hygiene by providing sound sanitation facilities. They are one of India's leading bathroom products solutions providers and believe in contributing towards this dream project initiated by our PM Narendra Modi and his team under Ministry of Urban Development. They hope to bring a change in the mind of the people towards a better hygiene, sanitation and thereby intend to create an open defecation free India.

Marking Women's day on March 8, Parryware, an Indian manufacturer of bathroom products is constructing 1000 Indian style Pink toilets to Swachh Bharat Mission to make Delhi Open Defecation Free. 1000 Indian style toilets in shades of Pink will be installed at the market areas, urban slums and areas around railway station in the capital.

- **Location, Date**

Pan India, 2014 & 2016

- **Areas**

Urban and rural

- **Stage/Scale**

Pilot

- **Objective of the assignment**

Parryware's endeavour is a step in fulfilling this vision and providing sound sanitation facilities to students in the country.

- **What was done**

- Parryware is targeting schools in cities like Coimbatore, Indore, Erode, Bhiwadi, Sriperumbudur, Pantnagar, Alwar and Ranipet, as a part of the initiative to build toilets for schools. Wherever applicable, they are constructing separate toilets for girls, providing greater comfort and incentive to girls to continue their education. Parryware had earlier announced the launch of a new low-cost Indian-style toilet Pan which would suit the requirement of the 'Swachh Bharat Programme'.
- Along with providing the pink toilets, Parryware is hoping to bring a change in the mind of the people towards better hygiene, sanitation and thereby intend to create an open defecation free India.

- **Impact**

Girls' need for access to good toilets was given additional focus by Parryware. The company exceeded its target and built quality toilets in 35 schools. After achieving the objective in those 25 schools in the first round, it adopted more schools in year 2016. The schools adopted in the second round are located in Tamil Nadu and Rajasthan.

- **Challenges and Issues**

Giving special attention to toilets for girls required better understanding of design and implementation aspects. The challenge was to construct the promised number of toilets in the given short period of time. But Parryware not only met the target, they exceeded it. A note of caution is the maintenance of these toilets as there are similar projects which started very well, but then became out of operation because of lack of maintenance.

- **Innovation**

Wherever applicable, Parryware constructs separate toilets for girls, providing greater comfort and incentive to girls to continue their education. They did CSR in those things at which they are best. This way they knew the projects by heart & soul and it resulted in better implementation of the projects.

- **Lessons learnt**

Parryware was among the first in the corporate sector to respond to the Prime Minister's Swachh India call by declaring to provide sound sanitation facilities in 25 schools across India. It adopted schools in urban areas such as Sriperumbudur, Erode, Coimbatore and Ranipet in Tamil Nadu; Alwar and Bhiwadi in Rajasthan; Indore in Madhya Pradesh; and, Pantnagar in Uttarakand. These areas were chosen because of the condition of sanitation at these places needed dire attention.

- **Financials**

Not available

- **Economic sustainability/Revenue Model**

All the projects were funded by the CSR amount, which is at least 2% of the net profit of the company.

- **Implementer Contact Persons**

- **M V Vasudevan**
VP-HR at *Parryware Roca*

- **Sources and References**

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