

TVS ELECTRONICS

- **Background**

In TVS Electronics, corporate contribution prior to the interventions was limited to creation of infrastructure or in some cases creating awareness. However, in 2004 there was a paradigm shift in the approach from why sanitation by the corporate sector to why not sanitation.

The Government of Tamil Nadu invited TVS-Electronics to partner with the sanitation programme in a panchayat in Kancheepuram district – the Thiruvudanthai panchayat. Thiruvudanthai is a temple village with 365 households but was a great tourist attraction with an old Vishnu temple of archaeological significance. With increased urbanisation and Thiruvudanthai being an open village with constant pilgrim groups visiting the village, solid waste disposal was one of the issues, the village was grappling with. Apart from that was the issue of building and utilising individual toilets.

- **Location, Date**

Tamil Nadu, Kancheepuram district, Thiruvudanthai village, 2004

- **Areas**

Rural

- **Stage/Scale**

Current status of the intervention not available

- **Objective of the assignment**

To provide total sanitation in Thiruvudanthai village, through a three phase approach of building individual toilets and increasing the utilisation of toilets; ensuring proper SWM through door-door collection of segregated garbage and addressing women's hygiene issues.

- **What was done**

Phase 1

- A stakeholder meeting was conducted to enlist the support of the villagers, the Government and also reiterate the corporate commitment to the programme. On the field level committees were formed and volunteers enlisted. The capacities of these volunteers were built by taking them for an exposure to the Nirmal Gram Puruskar village to show them total sanitation as a feasible programme.
- Two types of demo models of toilets were developed with varying costs and individuals were allowed to choose. This provided a live model to all households. The different models and their costs were discussed in the community and individuals were allowed to choose according to their ability to pay.
- A sanitation mapping exercise was conducted to mark the areas with households having toilets and households not having one. Garbage dumps were also marked to ensure that they were cleaned up.
- Cultural activities were organized with the teams from State Institute of Rural Development presenting plays on hygiene, puppet shows and screening video shows.

A village level student rally with hygiene messages and children encouraging parents to build toilets at home paved the way for demand creation of toilets in a sustained and a concerted manner.



Phase 2

- For solid waste management awareness creation on waste segregation methods was done and a proper disposal mechanism was evolved at the village level.
- A team of SHG women were identified to work as the solid waste management team and they were trained on composting processes, segregation, recycling aspects and cleaning up of the public places in the village. They collect more than 300 kg of garbage each day, the process of composting on their own compost shed took around 40 to 45 days.

Phase 3

- The Government initiated training on low cost sanitary napkin production and a group of Self Help Group women were trained on production and a unit was set up with tripartite agreement of 80% financial contribution from the company, 15% from the Government and 5% from the SHG women. The social objective was to provide access to low cost hygienic napkins to adolescent girls and women in rural areas. The economic objective was that for a few women, this production was a source of livelihood. Combined with this, a provision for low cost disposal technique was developed to ensure that the programme is environment friendly and sustainable in the long run.

• Impact

The continuous and combined efforts of the Government, the corporate and the stakeholders saw the award of the Nirmal Gram Puruskar for the village in the year 2006. It paved the way for the evolution of a model of public private partnership in sanitation which can be scaled up and replicated elsewhere.

• Challenges and Issues

- Initially at the start of the programme, only 40% of the households had toilets constructed, of which nearly 30% were non-utilised and nearly 60% had no access to toilets. The most challenging phase was focusing on behavioural change and adoption of good hygiene practices. Construction of mere toilets would not ensure their utilisation.
- The Government suggested a time period of four months for completing the programme.

- There has been considerable resistance to the work of the women who collect the garbage for SWM. People of their caste have berated them for performing tasks considered hereditary professions of lower castes.

- **Innovation**

- The scheme is unique in a way that there was no duplication of activities and concerted efforts were made to ensure that there was always consensus in working to bridge resource gaps of all kinds whether it be technical, managerial or financial. The continuous presence of the company in the village ensured the sustainability of the project and the probability of getting their problems redressed through discussions.
- On the supply side, there was a range of toilets on offer from the low water intensive to the plastic basins and also different leach pit models.
- Consciously, it was decided to make children as catalysts of change and involve them to a great extent in influencing behaviour change. Focus was on enhancing the utilization and increasing the toilet facilities in schools and Balwadis.

- **Lessons learnt**

There is a continuous need for innovation and adaptation to field realities that will keep the programme sustained.

- **Financials**

- For construction of toilets, an amount equivalent to which the company contributed was added to the Government contribution. The toilets were built with 17:17:66 percentile financial contributions from the stakeholders, the TVS-Electronics Limited and the Government.
- For SWM Corporate contribution of 70% and Government contribution of 30% were provided initially

- **Economic sustainability/Revenue Model**

TVS electronics has implemented this program in Tiruvidenthai through its CSR activities.

- **Implementer Contact Persons**

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- **Sources and References**

- Corporate sector involvement in Sanitation by Confederation of Indian Industry (CII), 2013
- The Hindu, April 07, 2006 - <http://bit.ly/2xcXevQ>