

SWACHH BHARAT ABHIYAN, CAIRN INDIA LIMITED

• Background

Cairn India is one of the largest oil and gas exploration and production companies in India, contributing to ~27 percent of India's domestic crude oil production. The company is committed to conduct business in a socially responsible, ethical and environmentally friendly manner and continuously work towards improving the Human Development Index (HDI) of people in its operational areas. For Cairn India, Corporate Social Responsibility (CSR) is an integral element of our business, as we believe that sustainable development in our operation is essential for inclusive growth. CSR programs are conducted with the following two interlinked objectives:

- Improvement in the socio-economic status of the local community in our area, measurable through key socio-economic indicators.
- Goodwill of the local community to get community endorsement and support for our operating activities as our operation has significant impact on the local community and environment.

Cairn India undertook large scale initiatives under this programme to support the national mission.

• Location, Date

Barmer, Rajasthan; 2013

• Areas

Rural

• Stage/Scale

Full Scale Implementation

• Objective of the assignment

Total Sanitation under Nirmal Bharat Abhiyan and Swachh Bharat making the country open defecation free (ODF)

• What was done

- MoU was signed with Zila Parishad, Barmer to facilitate construction of 20,000 toilets under the Swachh Bharat Abhiyan. Women trained at CEC (Livelihoods Program by Cairn) have been used as masons under this programme, thus breaking social barriers.
- Cairn decided on a model costing about INR 17,000 per unit. It was decided that each household will contribute at least INR 1,000 each apart from INR 12,000 support being provided from the SBM and INR 4,000 additional support from Cairn.
- After the design finalisation, triggering demand, including inculcation of a shame factor, through innovative exercises formed as an important starting point. Such triggering exercises to feel the need of toilet was done at the villages to build on the momentum made with the children. This way demand for toilets soon started peaking as the participating households willingly agreed to contribute their share.

- Besides in the community, such exercises were conducted in schools. The aim was to positively influence school students and push toilet construction and use in their respective households.



• Impact

- Facilitated the construction of 20,000 Individual household toilets in partnership with the local government
- Constructed 188 school toilets
- Villagers educated on sanitation standards and thereby ensuring healthy community
- Owing to this initiative, the Beriwal Tala Gram Panchayat has been declared as the first Open Defecation Free Gram Panchayat in the district of Barmer.

• Challenges and Issues

Getting people to use toilet and stop defecation in open was a herculean task for Cairn. There were other challenges also, an acute water shortage being the biggest. Further, there were vast open tracts for defecating and people had used them for generations.

• Innovation

- The availability of water was included in the design, as it was found having a bathroom hugely increased the use of toilets.
- Children were brought centre-stage as lessons from the first phase indicated toilets were used more where children had been the prime motivator.
- Incentives were linked to use rather than construction.

By pleading with their elders for toilets, children showed an innocence and perseverance that convinced their parents. They made toilets and started using them for their children's sake. Now the village has been declared open defecation free (ODF)

• Lessons learnt

It was evident from the beginning that improved sanitation is not just construction of toilets, but



also an important aspect and the foundation of Swachh Bharat Mission (SBM). That is why a lot of considerations had gone into conceptualising the project and adopting the design. It had carefully looked into the strategies as well as the design of the toilets.

- **Financials**

S. No.	Key Partner Contribution	Amount INR/Toilet	Amount INR-Cr./for 20000 toilets
1	Cairn Contribution	4000	8
2	Zila Parishad under NBA	12000	24
	Total	16000	32

- **Economic sustainability/Revenue Model**

Cairn India has implemented these projects as a part of their CSR initiative and no revenue is generated for the company.

- **Implementer Contact Persons**

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- **Sources and References**

- Study submitted by Cairn India