

# JEEVAN AMRIT PROJECT, CAIRN INDIA LIMITED

## (Safe Drinking Water through Community Run RO Plants)

### • 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's **Jeevan Amrit** Project addresses the serious shortage of safe potable water by providing treated safe drinking water to communities where quality drinking water is not available.



### • Location, Date

Barmer, Rajasthan; 2014

### • Areas

Rural

- **Stage/Scale**

Full Scale Implementation

- **Objective of the assignment**

To provide clean drinking water to the villages

- **What was done**

- Cairn have entered into an MoU with the PHED, Government of Rajasthan, to establish 330 water purification units spread across 800 villages in Barmer with an objective to serve over a million people in the district. It is one of the largest such initiatives in India. Once installed, plant is operated and managed by local community, with the operator being appointed from within the village; thus helps to create local employment both direct (operators) and indirect (those employed in water distribution).
- During 2016, the focus was on increasing utilisation of the existing plants through various water distribution mechanisms with the help of our NGO partners and the local entrepreneurs. Several water mobile vans - called '*Jal Rath*' - have also been started to ensure delivery of purified water at the doorstep.
- They are also establishing chillers in many plants, a value adds in a region that experiences summer temperatures of over 45°C.

- **Impact**

- 333 water purification plants were established and are in the process of significantly scaling up the initiative.

- **Challenges and Issues**

One of the major challenges was its reach (as Barmer is one of the remotest locations in India)

- **Innovation**

- Renewable energy is used to run some of the RO plants.
- Once installed, an RO plant is operated and managed by local community, which also appoints the operator who is typically from the village. This ensures community ownership of the initiative and supports in creating awareness on health benefits.

- **Lessons learnt**

The installed plants were established under PPP model and run by the community – this approach has led to successful implementation of the project.

- **Financials**

Not available

- **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. The installed plants are self-sustainable and the operation and maintenance are managed by the community.

- **Implementer Contact Persons**

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- **Sources and References**

- Study submitted by Cairn India