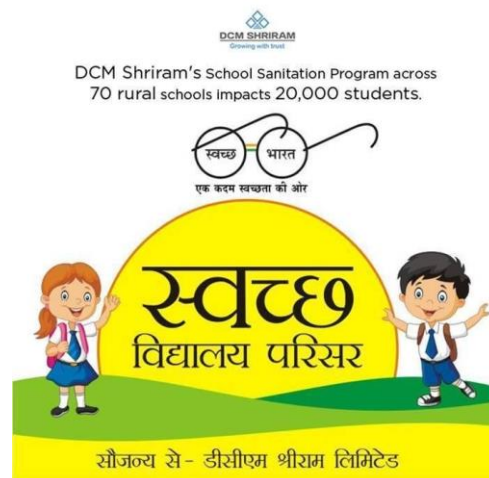


DCM Shriram

• Background

DCM Shriram Ltd is a business conglomerate having interests in Agri Inputs like Fertilisers, Seeds, Pesticides etc. and Outputs like Sugar. It also has interests in Chlor Alkali, Plastics, and Window Systems.

The organisation has engaged in Sanitation programs through its CSR initiatives. It believes that Sanitation conditions need to improve across society but special focus is required in rural areas where sanitation infrastructure is weak. Sanitation in Schools is considered to be a vital area in the project not only because of its health implications on students but also because sanitation habits are easier to inculcate in childhood. The Company also believes that along with infrastructure, the mindset of people towards unsanitary conditions, open defecation etc. needs to change. This will come about through regular sensitisation and awareness. In implementation of this initiative, DCM Shriram has worked in close coordination with Govt departments, NGO partners and the community. The project has been in operation in different geographies where they have business presence.



• Location, Date

New Delhi, 2013

• Areas

Government Schools/Rural

• Stage/Scale

Uttar Pradesh (District Hardoi), Rajasthan (District Kota), Gujarat (District Bharuch) and Telangana (District Ranga Reddy); Target groups- Students attending government schools in rural areas

• Objective of the assignment

Their main aim is to provide necessary infrastructure for functional toilets; and to undertake sensitization and inculcate sanitation as a habit. The objectives include the following:

- Sanitation infrastructure in schools: Creating toilet facilities in about one hundred rural schools
- Public sanitation infrastructure: Supporting creation of public toilet facilities in urban areas
- Preventing Open defecation: Supporting 250 households in 2 villages in building toilets
- Sensitising community on Water, Health & Sanitation: Awareness programs in schools

• **What was done**

- The strategy involves supporting schools to upgrade their sanitation infrastructure, provide sensitization program on WASH, support repair & maintenance and then exit once capacity building is done.
- Schools were identified and close communication were established with the community. The communication continues at every stage till exit. The gram panchayat was also involved in decision making process.

• **Impact**

- It has built / renovated about 150 toilets in rural schools and plans to further develop 400 more toilets.
- The cumulative numbers for beneficiaries reached included 20000 students as direct and 50000 indirect beneficiaries. Health of children was found to be improved and considerable increase in awareness of the community on Water, Sanitation and health issues.

• **Challenges and Issues**

- Govt schools in rural areas where this program was taken up, had dysfunctional toilets. System of regular repair and maintenance was missing. School management lacked the resources and the intent to provide clean toilets for students. Students lacked knowledge on Water, Sanitation & Health issues.
- Sensitising the community on Water, Sanitation & Health issues and ensuring behaviour change has been a challenge. It has been overcome through persuasion and repeated follow up.

• **Innovation**

- The project used puppet show to propagate message on Sanitation and open defecation.
- Impact Assessment was an integral part of the project and is carried out by credible third parties. It provides valuable inputs as regards impact of the project on the target community and helps to make relevant course correction as required.

• **Lessons learnt**

- Building of sanitation infrastructure has to be accompanied with sensitisation of the community on Water, Sanitation & Health issues and ensuring behaviour change.

• **Financials**

Total budget spent in year 2015-16 was INR 106 Lacs.

• **Economic sustainability/Revenue Model**

Toilet structures were constructed in the schools by DCM Shriram and repair & maintenance of toilets in schools have been handed over to the community, through funds available with the Gram Panchayat and the School.

- **Implementer Contact Persons**

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- **Sources and References**

- Study submitted by DCM Shriram