

# Maruti Suzuki

- **Background**

Maruti Suzuki's focused intervention on sanitation and hygiene emanated from pathetic standards in villages around its plants in Haryana. As industries keep growing at rapid rate, other infrastructures, especially of sanitation, have failed to keep pace. Rather, standards of living have deteriorated due to heavy influx and unplanned growth of habitations. Maruti Suzuki found that the villages generally were without piped sewerage systems, household toilets, separate toilets in school and anganwadis. The waste water was generally released in open drains leading to unhygienic conditions. Due to unavailability of household toilets open defecation was common and for women it became an unpleasant and unsafe chore. Maruti Suzuki is working to alleviate the sanitation in villages via many projects that it runs in North India.

- **Location, Date**

Gurgaon, Manesar and Rohtak in Haryana and Hansalpur in Gujarat; 2013

- **Areas**

Rural

- **Stage/Scale**

Pilot

- **Objective of the assignment**

The objective of the projects is to improve sanitation condition of the villages and to ensure proper liquid waste management, thereby provide public conveniences and build hygienic and healthy surroundings.

- **What was done**

- The work on sanitation began in 2013-14. As part of the programme, the company provided sweepers in select Manesar villages to help community in improving the level of cleanliness in the villages. The community was also sensitised about the benefits of hygienic living through street plays and communication literature. Two villages in Manesar, where the company worked, were shortlisted in 2013-14 for Nirmal Gram Puraskar by the government at the district level.
- In another project, the Company mapped currently practiced sanitation models of the villages and Government schools in Haryana by understanding the triggers and barriers for the people in the villages for practicing various un-healthy activities. These triggers are used to further design and implement projects to provide 100% sanitation facilities. They have undertaken projects to improve the availability of resources and upgrade solid and liquid waste management facilities in villages and schools.
- The industrial development at industrial townships has created a huge demand for housing in the village in recent times. The villages generally do not have piped sewerage systems, household toilets, separate toilets in school and anganwadis. The grey water is generally released in open drains which create unhygienic conditions. Due to unavailability of household toilets open defecation is a common issue and for women it becomes a safety issue. The school toilets are not in proper condition due to lack of

funds and are not maintained which leads to the drop outs from the schools and specially girls to go back home. Considering all the above factors the Company has established a robust and comprehensive plan under its sanitation project which includes:

- **Laying of sewer lines in the villages:** with an objective to improve sanitation condition of the villages and to ensure proper liquid waste management
  - **Provision of sweepers and waste collection vans:** with an objective to keep villages and schools clean, daily cleaning of streets and collection and disposal of solid waste.
  - **Construction of Individual Household Toilets:** with an objective to make villages open defecation free
  - **Construction of Community Toilets:** With an objective to provide public conveniences and build hygienic and healthy surroundings
  - **Construction of Schools toilets with separate blocks for Boys and Girls along with a facility for physically challenged students:** with an objective to increase focus on education and for holistic development of the students
- In yet another project, the company has laid sewer lines in 2 villages of Manesar – Dhana and Bass Hariya. The line is over 6.5 KMs and it has been designed taking the population growth for next thirty years into consideration. Company is also providing 40 sweepers for 10 villages of Manesar who are involved in daily cleaning of roads and drains, involved in providing solid waste management process for the villages. The waste collection vans are also running from door to door to collect household garbage and to dispose the same in a systematic way. The company conducted primary/ need based surveys namely, household surveys, hydro-geological surveys, water quality sample tests, etc. The capacity of the people is built through various community mobilisation activities. It involves focused group discussions; mobilisation of women groups as change agents. The capacity building and behaviour change exercises are regularly conducted within the community with all the beneficiaries. Maha Sabha's are organized through village panchayat and people are told about various benefits of healthy living and keeping their surroundings clean. Informal communication plays an important role in building the change within the mind of the people. It is done on regular basis by the field staff who is present on site.
  - The Brick and Mortar model with soak pits has been provided to over 100 households and 700 are under construction across Manesar, Rohtak and Gujarat villages. Community Toilets are installed keeping in mind the public conveniences and to offer hygienic solutions to the village communities. In partnership with Jindal Stainless steel – Steel Modular toilets are installed at various Market areas of the villages.

## ● **Impact**

In 2014-15, one of the Maruti Suzuki supported village in Manesar “Bass Hariya-Aliyar” was declared Nirmal Gram by the Government of India. Bass Hariya village was one of the 5 villages in the entire Gurgaon district chosen for this prestigious award. Under Individual Household Toilets, Company has made three villages of Manesar open defecation free in 2014 and aims to make 7 villages open defecation free by 2015-16. The Company has developed two models in partnership with Sulabh International and Jindal Stainless Steel.

## ● **Challenges and Issues**

Only building toilet is not a solution to open defecation as many people, even having a household toilet, feel going out is more wholesome and this mind-set is a hindrance to the goal of an open defecation free society. To increase awareness among beneficiaries, the

company uses various communication tools like *Nukkad Nataks*, *Mahila Sangathan*, education and communication materials etc. Even while constructing the toilets, the company ensures that the quality and designs are such that villagers use these toilets instead of storing grains, cow dung etc. into it.

## • **Innovation**

The key feature of all the projects is that they are designed in a way to meet the demands for the next thirty years. The CSR team to implement and design the projects, firstly identifies the demand propositions of the people and gathers the insights by one to one interaction along with conducting surveys in villages.

## • **Lessons learnt**

- Toilets constructed by Maruti Suzuki are designed by an in-house architect taking in consideration the inputs provided by all stakeholders i.e. students, teachers, community and Government officials. The school toilets have been designed as per the need and students' strengths. The construction and monitoring of the projects are done by approved contractors of Maruti Suzuki.
- Approach followed by Maruti Suzuki to implement the projects is by engaging community in the process of village development. Maruti Suzuki believes in partnering with appropriate organisation to strengthen the project at grass root. Wherever required, partnership route is undertaken to implement community development projects. Organize the local women around issues of sanitation, form collective groups and promote women's participation and leadership in the development process to reinforce community ownership, increase transparency and drive social transformation.

## • **Financials**

Maruti Suzuki has successfully built 106 individual household toilets in 2014-15 at a cost of INR 1.6 crore which helped three villages of Manesar to become open defecation free and targets to make at least seven more villages open defecation free in FY 2015-16, claims the company. For this, Maruti plans to construct 1000 individual toilets, 13 public toilets and 19 toilets in 10 schools at a total cost of INR 7.4 crore.

## • **Economic sustainability/Revenue Model**

Maruti Suzuki has partnered with organisations such as Sulabh International, Sehgal Foundation, Vatavaran, Haryali, Sparklink, etc. With the help of these partners, and the CSR funds, implementing the projects is a smooth operation.

## • **Implementer Contact Persons**

Not available

## • **Sources and References**

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