



Confederation of Indian Industry

## Mission: Sanitation in Schools (SoS)

*Under the 'Swachh Bharat: Swachh Vidyalaya'*

**T**he Hon'ble Prime Minister in his Independence Day speech on 15 August 2014 espoused the need of clean India. As part of this Swachh Bharat, a massive mass movement, that seeks to engage everyone in the task of cleaning homes, work places, villages, cities and surroundings in a collective quest to make a Swachh Bharat. The Prime Minister had especially called upon the corporate sector to give priority to the provision of toilets in schools as part of their corporate social responsibility.

CII and its members have always responded to the call of nation and has accorded priority to issues of national concern and have taken concrete steps to address the same.

Therefore, towards accomplishing this time bound national endeavor, CII launched Mission: Sanitation in Schools (SoS) with a focus on converging the CSR endeavors of Industry towards sanitation in Government schools.

### Components of CII's Mission SoS



To steer Mission SoS, CII set up a dedicated Task force at National and Regional level. The National Task Force is led by Mr R Seshasayee, Past President CII and Executive Vice Chairman, Hinduja Group

## Interventions undertaken by CII

- **Facilitation** for its member companies:
  - ✓ Identification of various waste disposal mechanisms/ technologies/ designs and implementing agencies to enable quick and effective action;
  - ✓ A list of schools that required intervention, in various states and districts;
  - ✓ Dialogue with state education departments to understand local needs and priorities;
  - ✓ Interaction of members with Department of School Education & Literacy, Ministry of Human Resource Development (MHRD), Government of India;
  - ✓ CII Foundation offered/undertaking project management including construction on behalf of members companies.
- **Promotion** of Swachh Bharat, Swachh Vidyalaya initiative:
  - ✓ Series of appeals sent to member companies to support and share updates;
  - ✓ Presentation and review at CII Meetings at Regional and National Level;
  - ✓ Evangelising through various CII fora (IETF, India-US Technology Summit, India@75 National Volunteering week held during 18-24 January 2015 which included various activities like awareness sessions in schools and colleges, marathons, honouring the cleaning personnel, skits, conferences, etc.) and electronic media.
- **Consolidating, aggregating and sharing** corporate (private sector) efforts
  - ✓ As advised by the Ministry, CII undertook coordination of private sector support and response;
  - ✓ CII regularly interacted with officials from PMO and Dept. of School Education and Literacy, MHRD to share progress and also convey concerns faced by companies.
  - ✓ 30 private sector companies have shared details of 4072 toilets being constructed by them, which includes 2901 toilets already constructed and 1171 in progress. This also includes commitment by CII for constructing 203 toilets by August end 2015.

### In continuation to the ongoing efforts, CII plans to

- Develop compilation of case Studies on unique models in sanitation by industry which can be scaled and replicated;
- National conference on Sanitation;
- A national campaign on Sanitation to bring about awareness & behavior change, innovative O&M solutions.

## Progress so far (as on 13 August 2015):

S.NO.	CORPORATE NAME	TOTAL NO OF TOILET BLOCKS		
		IN PROGRESS	COMPLETED	TOTAL
1	Ambuja Cements		222	222
2	Bharat Forge Limited	0	12	12
3	Bosch Limited	50	20	70
4	Cairn India	48	113	161
5	CII	90	113	203
6	Coca Cola India	17	150	167
7	Cyient Foundation	0	13	13
8	DCM Shriram Ltd	35	43	78
9	Emami	–	13	13
10	Escorts	0	10	10
11	Ferro Alloys	10	–	10
12	Hero MotoCorp	50		50
13	Hindustan Zinc	623		623
14	ITC	–	165	165
15	JCB		73	73
16	JSW Group	16	53	69
17	Jubilant Life Sciences Ltd	0	93	93
18	Lupin Limited	23	19	42
19	Mahindra & Mahindra	121	252	373
20	Maruti Suzuki India Ltd	14	24	38
21	Panasonic India Ltd	0	18	18
22	Paradeep Phosphates Limited		23	23
23	PI Industries	11	0	11
24	SRF Foundation	0	11	11
25	Tata Chemicals	24	24	48
26	TCS	–	1433	1433
27	UPL Ltd.	35	0	35
28	Others	4	4	8
	<b>TOTAL</b>	<b>1171</b>	<b>2901</b>	<b>4072</b>

Contribution made by companies to the Swachh Bharat Kosh to the tune of Rs. 90 Crores approx (between L&T, Bajaj and ITC)

## Implementation Challenges

- Lack of effective and sustainable maintenance mechanism;
- Lack of water connectivity and sewage facility;
- Disconnect in the information on toilet requirements between state and centre;
- Requirement for toilet construction in schools which were not in the vicinity of plant locations – a preferred CSR location.

## Suggestions

- State Government to commit funds towards Operations & Maintenance of the toilets with immediate effect;
- Ensure that all school set up a committee to oversee the maintenance and upkeep of the infrastructure created. The committee to comprise of representatives from the school, students, parents, the community in order to create ownership;
- To keep the momentum , there is a need to complete the chain by strengthening the skills for effective service delivery to create a pool of skilled personnel at the local level – repair & construction, operation and maintenance, induce behavior change etc.;
- Local Governments to put in processes at a Block level to encourage players (entrepreneurs / private) to engage in PPP mode in commercial investment / outsource thereby create a demand for operation and maintenance and overall sanitation & hygiene.

## Sanitation Initiatives by the Private Sector - Some Examples

S.NO.	COMPANY NAME	DETAILS OF THE INITIATIVE
1.	Saraplast	<ul style="list-style-type: none"> <li>Saraplast has engaged in a Public-Private-Partnership with the Pune Municipal Council to provide clean, functional toilets in government schools. They are currently operating in 100 schools and reaching 3200 students and 75 faculty, with the government tender due to expand to all 160 schools. Toilet usage has gone up by 22 percent since they started.</li> <li>The cleaning is carried out using a no-touch technology where a vacuum pump and high-pressure jet mounted on a truck is sent twice a week to each school for quick disposal and cleaning. Automation of this nature also reduces leakage and spillage of waste, thereby increasing hygiene.</li> <li>They provide end-to-end waste management with the waste collected in their vehicles, being treated in their own sewage treatment plant and wastewater being utilized for agricultural and industrial purposes.</li> <li>In schools which did not have separate facilities for girls and women teachers, they introduced High Density Polyethylene (HDPE) toilets.</li> </ul>
2.	Reckitt Benckiser	<ul style="list-style-type: none"> <li>Since the launch of the Swacch Bharat Abhiyaan, Reckitt Benckiser has partnered with NDTV and Facebook to launch 'Dettol- Banega Swacch India' campaign. It is a five year project that is a culmination of their previous efforts like Dettol Surakshit Parivaar which was launched in schools and hospitals.</li> <li>For schoolchildren, the company conducts handwashing programs, - launched in 2006 and continuing till date - where they distribute Dettol hand wash and demonstrate the six step procedure for proper handwashing. This initiative has reached 6 million students in 20,000 schools across the country and aims to reach another 5 million by the end of 2015.</li> <li>They plan to develop school modules for young children that cover hygiene practices at home, school, neighbourhoods, during an illness etc., which will be taught through work books, activity-based approaches and a curriculum for teachers.</li> </ul>

S.NO.	COMPANY NAME	DETAILS OF THE INITIATIVE
3.	Hindustan Unilever	<ul style="list-style-type: none"> <li>Hindustan Unilever through its multiple FMCG brands encourages sanitation and hygiene among school children: Lifebuoy encourages handwashing in schools while Surf Excel urges school children to contribute to the Swacch Bharat Abhiyaan.</li> <li>They established Global Handwashing Day in 2008 to encourage handwashing among schoolchildren; they estimate that through this initiative the number of children dying from diarrhoea has halved i.e. 1.1 million lives saved worldwide.</li> <li>They conduct this in schools across the country annually, including schools for the blind and underprivileged and ask children to take a hand hygiene oath either verbally or in sign language.</li> <li>In 2014, they chose to convey good sanitation through the midday meal scheme in rural schools: they converted the previously cumbersome and heavy hand-pumps into a fun game by adding a rocking horse to the handle and transforming the hand pump to a 'Jump Pump' game. This was supplemented with poster material and demonstrations on proper handwashing technique.</li> </ul>
4.	Bharti Foundation	<ul style="list-style-type: none"> <li>The Bharti Foundation, has launched the Satya Bharti Abhiyaan which has adopted the entire district of Ludhiana and aims to make it open-defecation free by building toilets and encouraging use. In government schools of the district, it will provide new toilets for girls where no such facilities exist.</li> <li>Believing children to be the agents of change, they engage with students of 48 Satya Bharti schools in the district. Children organize sanitation campaigns, cleanliness drives and good handwashing practices in neighbouring villages. They also encourage and help children and teachers to develop content for posters and banners that are used in their awareness activities. Additionally, all the events in the school, be it quizzes, skits or essays attempt to incorporate a sanitation theme.</li> <li>Over 6700 children have covered 103 villages and have motivated over 7000 people to join their campaign for good sanitation.</li> </ul>
5.	Final Mile	<ul style="list-style-type: none"> <li>Final Mile are behaviour architects who try to influence behaviour through design. In partnership with Arghyam, they conducted activities at the community and school level to try and engage people in influencing positive sanitation behaviour in the entire community.</li> <li>Students were asked to conduct surveys fortnightly among the village community to ascertain the number who used toilets regularly along with other questions and reminders to use the toilet; a toilet break was introduced in the timetable along with lunch breaks to encourage students to use the toilet facilities in schools.</li> </ul>

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6.	Swades Foundation	<ul style="list-style-type: none"> <li>Village health workers called SwaRaksha Mitras contributed to school level awareness by promoting the importance of handwashing on Global Handwashing Day. 1154 SRMs visited all the schools in the Raigad district to spread the message to over 15,000 students.</li> <li>The efforts that the Swades Foundation has made in promoting individual household toilets and water has helped increase the enrolment rate of girls in school who no longer waste time going to the fields to defecate.</li> </ul>
7.	Tata Consultancy Services	<ul style="list-style-type: none"> <li>Under the Swacch Bharat campaign and as part of its CSR activities, TCS has built toilets in 1,041 schools across the states of Andhra Pradesh, Telangana and Bihar, for which they had allocated a budget of Rs. 100 crore. The aim was to boost enrolment and reduce dropout rates due to the lack of sanitation facilities.</li> <li>They collaborated with State and Central governments to ensure the project was completed on time; it was initiated in October 2014 and completed by July 2015.</li> <li>To ensure continued maintenance, they have partnered with two maintenance partners who, in addition to maintaining the toilets and cleanliness, will also help induce behavioural changes through programs and activities designed to spread awareness on hygiene and cleanliness in every school.</li> </ul>
8.	Toyota Kirloskar Motors	<ul style="list-style-type: none"> <li>They have pledged to create 500 sanitation units in schools with 125 in government schools of Varanasi and Vaishali each and 250 toilets in 190 government schools of Ramnagara district. With this, Ramnagara can boast of 100 percent sanitation facilities for all students in government schools.</li> <li>Varanasi and Vaishali were chosen to complement their water purification projects in the same cities and the schools were chosen from a list by the HRD Ministry. The company is working closely with government bodies such as the Zilla and Gram Panchayats as well as local NGOs to ensure successful implementation.</li> <li>Maintenance of the toilets in Varanasi and Vaishali will be undertaken and supervised by local car dealers in the area which will avoid their having to send teams from Karnataka.</li> <li>Aside, they will also conduct awareness and educational activities on hygiene and sanitation and will contribute to all three aspects of the Swacch Vidyalaya program i.e. water, sanitation and hygiene facilities.</li> </ul>
9.	Hindustan Zinc, Vedanta Group	<ul style="list-style-type: none"> <li>As part of its CSR activities, Hindustan Zinc has completed the building of 11,000 toilets across 3,055 anganwadis and 650 schools. 1,000 of these anganwadis will be designated as model anganwadis with child friendly toilets.</li> <li>Aside, they will be building 40,000 toilets and a sewage treatment plant in the villages of Rajasthan.</li> </ul>

S.NO.	COMPANY NAME	DETAILS OF THE INITIATIVE
10.	Feedback Foundation	<ul style="list-style-type: none"> <li>The Feedback Foundation through its community action and capacity building initiatives has motivated better sanitation practices and behaviour in over 1000 villages in 160 districts spanning 18 states of India.</li> <li>At the school-level, they engage with children to teach them safe hygiene practices such as handwashing to inculcate good sanitation practices. Children refer to the Community Facilitators (specialized sanitation trainers) and Community Motivators (trained individuals committed to the sanitation program) as safai wale uncle. Their awareness campaign will cover 5,228 schools across 7 states of India.</li> </ul>
11.	Parryware	<ul style="list-style-type: none"> <li>Parryware will be building toilets in 25 schools across the country, with separate facilities for girls wherever feasible in the cities of Coimbatore, Indore, Erode, Bhiwadi, Sriperumbudur, Pantnagar, Alwar and Ranipet.</li> </ul>
12.	Dabur	<ul style="list-style-type: none"> <li>Dabur's surface cleaner brand Sanifresh is undertaking a sanitation drive mainly in tier II and tier III cities of India with the aim of bringing toilets closer to women: '700 se 7 kadam'.</li> <li>On the occasion of World Toilet Day in November 2014, Dabur partnered with the Municipal Corporation of Delhi's Bal Swacch Missions, wherein they ran an awareness drive across all 35 schools of the New Delhi Municipal Corporation.</li> <li>The week-long mega cleanliness drive aimed to create clean classrooms, toilets and play areas and to educate children about the importance of maintaining clean and hygienic facilities.</li> <li>Sanifresh has also worked with providing germ-free toilets, particularly for girls and women in schools to reduce embarrassment and encourage them to continue with education.</li> </ul>
13.	Eram Scientific Solutions	<ul style="list-style-type: none"> <li>Eram Scientific Solutions is a social enterprise that manufactures automated electronic toilets called 'eToilets' to address issues of public sanitation, mainly cleaning and maintenance. All toilet features are sensor-enabled such as occupancy status, fans and lights; GPRS is used to ensure self-flushing if the user doesn't and other remote maintenance.</li> <li>These toilets are completely customizable, one such custom model being for school children, which is designed keeping in mind the shorter statures and other requirements of school-going children.</li> </ul>

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