

**CASE STUDY: SANITATION PROJECT**

**Maruti Suzuki India Ltd.**

Corporate Social Responsibility is an integral part of our Company's activities. We believe that it is **our responsibility to minimize any of the negative impacts** arising out of our operations and products, on the environment or on the society. We believe that having **prosperous and content communities** around our manufacturing facilities is important for our own sustainability. Our initiatives in the social sector stem from this belief.

Under our CSR initiatives we have chosen to make positive contribution to society in areas of local community development, road safety and skill development. We have created a robust organisation structure with the right mix of competencies and skill set to engage with communities and efficiently implement our CSR projects. In addition, we have forged **partnerships with the government**, our **business partners, not for profit** organisations to **scale up and give a multiplier effect** to our social initiatives. Through our current projects, we actively **assist communities** in identifying, **prioritizing** and **meeting their developmental aspirations**.

Maruti Suzuki intends to provide certain **urban infrastructure services in the communities** which are around its manufacturing facilities. The Company believes in designing projects which helps in **creating an enabling environment** at the same time which **creates sustainable impact**.

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**. We 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 sullage/ grey water is generally released in open drains which creates 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.

In Rural India, according to 2011 census, approximately 7 out of every 10 households are without toilets.

An estimated 70-75% of Indians live in rural India and migration to cities is an ongoing trend.

Considering all the above factors the Company has established a robust and comprehensive plan under its sanitation project which includes:

1. **Laying of sewer lines in the villages:** with an objective improve sanitation condition of the villages and to ensure proper liquid waste management
2. **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.
3. **Construction of Individual Household Toilets:** with an objective to make villages open defecation free
4. **Construction of Community Toilets:** With an objective to provide public conveniences and build hygienic and healthy surroundings
5. **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

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 identified the demand propositions of the people and gathered the insights by one to one interaction along with conducting surveys in villages. The process of designing and implementation of projects is divided into three distinct phases.

**Phase 1 Defining** the projects and agenda under sanitation with desired behavior change which is to be generated. It is conducted in **alignment with various stakeholders** such as schools, students, village leaders, panchayat members, etc. The insights are gathered from discussing the needs with different age groups of people.

**Phase 2 Designing** the project based on insights gathered and taking necessary **government approvals** as required. The implementation strategy is then finalized with village panchayat/SMCs/partners with an aim of bringing behavioral change along with bridging the infrastructural gap.

**The final phase, Phase 3** Assess and devise various **behavior change strategies** considering the barriers and triggers influencing beneficiaries. It **involves motivating people** to make use of the knowledge and improved facilities.

An engagement framework has been developed which helps in achieving an overall impact in the project area that will improve the outcomes, create community awareness & capacities among the stakeholders.

#### **Projects Undertaken:**

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 behavior 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.

***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**.

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.

**Features of Brick and Mortar model includes:**

- (i) Quality fixtures (Hindware/Paryware)
- (ii) Floor tiles
- (iii) Wall tiles upto 5 ft.

**Features of Steel Modular Toilet model includes:**

- (i) Complete stainless steel finish
- (ii) Low on maintenance

**Focus of IHHT Project:**

- *Movement towards Modernity with toilets in houses*
- *Convenience especially for physically challenged*
- *Women's Safety, as women has to travel far to defecate in open*
- *Engaging men (as decision maker) and women (as primary users and key influencers)*
- *Empowering Women*
- *Creating Awareness with a focus on self hygiene*

Under School upgradation programe, which started in 2007-08 has benefited **over 1 lakh children** since its inception. We have upgraded **14 Government schools** of Haryana and strive to upgrade over 55 Government schools by 2017. Integral part of school upgradation involves construction of **separate toilet blocks for girls and boys** with a **provision for physically challenged students**. This is aligned with **Swachh Vidyalaya**, a national campaign driving 'Clean India: Clean Schools'. The Company has **constructed over 24 toilet blocks** and ensures that every school has a set of functioning and well maintained water and sanitation facilities which are **100% hygienic**. Under school infrastructure upgradation we follow **a holistic approach** by provide drinking water facility through constructing drinking water tanks, providing safe electrical fittings, furniture for students & teachers, horticulture work, rain water harvesting, repair of boundary wall, main gate, white wash, teaching learning aids, etc.

Toilets constructed by Maruti Suzuki are **designed by an inhouse architect** taking in consideration the inputs provided by all stakeholders i.e. students, teachers, community and Government officials. Our 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.

**Key features of school toilets include:**

- (i) Separate facility for physically challenged students
- (ii) Separate enclosure as changing rooms for girls toilet blocks
- (iii) Modern fixtures
- (iv) Based on Natural lighting only
- (v) Maintenance facility for 3 years

**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. We have partnered with organisations such as Sulabh International, Sehgal Foundation, Vatavaran, Haryali, Sparklink, etc. The Sanitation programme of Maruti Suzuki tries to bridge the gap in between the needs of the community, schools, and the direct beneficiaries.

### **Annexure: Case Study of Students from Sarhaul School**

#### **Jyoti Verma (Sarhaul School)**

#### ***Staying in the school for long time is not so difficult now***

Jyoti is studying at Sarhaul Senior Secondary school since class 5. Now she is in 11<sup>th</sup> Standard. She has been a witness to all the developments taken in the school since the time Maruti Suzuki started transforming the school.



“When I joined the school, it was very difficult for us to stay in here for long time because of the pathetic conditions of the toilet. Due to limited numbers of toilet, in critical situations two or three girls used to go together to use a single seat. The doors were broken and girls often find boys peeping inside. So because of insecurity they had to refrain themselves from using toilets for whole day. Seats were broken and there was no proper facility for water either.

Sometimes, few girls started using the space around the trees at the back side of the school for urinating. I was in class 8<sup>th</sup> when the new toilets were made by Maruti Suzuki. It was first time when a lot of children in our school saw toilets with western seats, flushing system etc.

Now things are very comfortable for all the students especially girls, we are able to concentrate on our studies and do not have to leave school in between for going to the washroom. Staying in the school for long time is not so difficult now.”

#### **Sangeeta is studying at Sarhaul School since class 1.**

#### ***Facilities provided by Maruti Suzuki in our school, is same as other big schools of Gurgaon offer to the students***



She says that “Initially the school toilets were so stinky that she had to tie her stroll tightly over her nose while going to the toilet to avoid the smell. There were no dustbin earlier inside and around the toilets, children used to throw food near the toilets and it was very untidy all around.

Sometime due to improper toilets we used to go in open at the back side of the school

for urinating which was very humiliating for us. Because of all these reasons I used to often feel like leaving the school.

When I was in class 6<sup>th</sup> new toilets were made by Maruti Suzuki which has solved all our problems. Now there is no more filth and no insecurity. The facilities provided by Maruti Suzuki in our school, is same as other big schools of Gurgaon offer to the students.”

**Principal, Sarhaul Senior Secondary School, Gurgaon**

***“Senior girl’s students went through big trouble and discomfort”***

***“Tremendous change in students behavior can be seen, as employees of Maruti Suzuki often come and conduct various workshops on hygiene and life skills”***



“Earlier students use to go home for using toilet. This led to wastage of time especially for many girl students. Managing the students without availability of toilets was very difficult; they were not able to pay any attention to what we used to teach unless they used to relieve themselves.

Senior Girls went through big trouble and discomfort because of unavailability of toilets especially during their menstruation cycles.

Since the time Maruti Suzuki has build toilets for boys and girls students are more focused to their studies. There is tremendous change in behavior of students as employees of Maruti Suzuki often come and conduct various workshops on hygiene and life skills.”