Together For Communities

Special Edition on SANITATION (ACC Sampurna Swachhata)
ACC’s CSR Policy is committed to the attainment of the UN SUSTAINABLE DEVELOPMENT GOALS (SDG) in its operational areas by 2030.
ACC rolled out the Total sanitation campaign and since then the community in Barmana, Bilaspur district where ACC Gagal Cement Plant is located had pledged not to defecate in the open. This Panchayat has a population of about 4000 plus with a migratory population of about 1500. Every household has a toilet. An intensive Information, Education and Communication campaign was launched to sensitize the people. Now the challenge was to deal with migratory population. Part of Barmana due to the establishment of our cement plant is a semi-urban area. The Local Panchayat is very proactive in leveraging funds from the government and ACC for construction of community toilets in this area. Apart from providing financial aid, ACC is providing water and sewer connection. Traditionally people have been constructing toilets slightly away from their living units due to many misconceptions but with increasing awareness now toilets are an integral part of the house. Bathrooms have also become a necessity. Women who were the worst sufferers are now the biggest beneficiaries. It is noteworthy that every school and office in this Panchayat is equipped with toilets.

Now this region is focusing on the second stage of Swachhata, that is, solid liquid waste management. For liquid waste management we need a huge network of drains particularly in the market area. Under our CSR initiatives, many drains have been constructed in the village and along the National Highways which pass through this Panchayat. Panchayat has also leveraged ₹ 20 lakhs from Government for this work and have constructed small drains collecting liquid waste and storm run-off emanating from small streets. Continuous efforts through awareness drives are underway to motivate people for constructing soak pits outside their homes and take up kitchen gardening wherever possible.

People are aware about safe disposal of solid waste. They are segregating bio-degradable and non-biodegradable waste at household or shop level. Bio-degradable waste is converted into manure as most of the families have farm lands. Plastic is stored separately in bags provided by ACC and collected every week and finally burnt in the kiln. The kiln is one of the recognised ways of decomposing plastic waste which gets burnt at a very high temperature. ACC has signed MoU with Municipalities of 2-3 districts for burning plastic waste in our kiln provided segregation is properly done.

Gagal Cement Plant has been using the technology of Root Zone treatment for sewerage for the last 15 years. Based on its success this process has been replicated by Barmana Panchayat in one village and the District administration at Bilaspur has advised all civic bodies of the state to replicate this in their respective areas.

All these efforts have been well recognized and rewarded by the Government. Barmana Panchayat has won the first prize - Maharishi Valmiki Swachhata Puraskar for developmental work in the entire block. In addition, the Government senior school at Barmana has also won similar prize at the District level. Apart from infrastructural facilities, behavioural change is important too.

To sustain these efforts, in every awareness program sanitation is a focus area. Door-to-door campaigns are organized periodically with volunteers from the Panchayat, ACC and marketing associations.
ACC Kymore has set itself a steep target – to ensure that all the project villages have individual toilets. This is being done through leveraging of Government funding, facilitating repair works in non-functional toilets covered under previous government Schemes and by bringing about behavioural change towards the use of toilets. The goal is to make at least two Project villages as “Open Defecation Free” in 2016. The CSR team at Kymore is in active liaison with local Administration at the District and Block level to implement the government’s mandate of ‘Swachh Bharat Abhiyaan’ in the project villages.

Badari is one of the operational villages, close to Bamangaon Mines comprising 429 households. As the construction of toilets started, the Panchayat faced lot of resistance and non-cooperation from different sections of society. But then a series of Awareness Campaigns were conducted by ACC CSR-Kymore in the form of street plays, posters, pictorial presentations, door-to-door counselling and facilitation through Self Help Groups. District Administration extended their full support in making the people conscious about the hazards of open defecation. Self Help Groups were regularly mobilized for promoting the use of toilets. Early adopters became the ambassadors for toilet construction. Selected individuals were given the responsibility to act as policeman for the cause of cleanliness; there duty was not to allow a single individual to go for open defecation. In order to achieve cent percent sanitation target, Panchayat also institutionalized penal actions for individuals not constructing toilets. The villagers were asked to take oath to keep village free from open defecation. Also separate toilet for girl students has been constructed in the village Govt. School, which has given a very positive report in terms of regularity of girls in school and reduction in school drop-outs too. Besides, Handwashing Programme is being regularly conducted at Anganwadi Centre and in the government Schools. A mass awareness campaign on ‘Adolescent Health and Hygiene’ was also carried out in the village.

105 new Toilets have been constructed this year by the Gram Panchayat at a cost of ₹ 12,000/- per unit. The challenge that remained in toilets constructed under the earlier government schemes was that some of them were absolutely non-functional and needed major repairs (the same was jointly assessed by CSR and Civil Engineering Team). These toilets could not be covered in the present government’s scheme for Toilet construction as per government mandate. Hence, the task for repair of around 42 Toilets was taken up by ACC. The Civil Engineering Team of ACC Kymore extended full support to CSR Team in supervision of toilet repairs. Badari village has been declared recently as ‘Open Defecation Free’ at the district level, which is the 1st ODF village of Vijayraghavgarh Block, declared in the year 2016. Revival of non-functional toilets undertaken by ACC CSR-Kymore has played a major role for the village to attain ODF Status at the district level.

ACC’s support has greatly helped the government and Panchayat system to back up the sanitation programme in the CSR project villages. Enthusiasm is growing among the community.
ACC Lakheri went all out to support the national programme “Swachh Bharat Abhiyan” in the surrounding ten villages covering a population of 42,000. Team Lakheri organized a number of awareness programmes and Information, Education and Communication activities to sensitize and motivate the communities to improve health, hygiene and sanitation practices.

Mass awareness campaigns conducted in the villages included meetings, film shows, wall paintings and posters. Emphasis was given on behavioural change to improve and sustain cleanliness and hygiene at the community level.

As per the Government theme of Bal Swachhata Mission, it is visualized that children can play a very important role in spreading the message of cleanliness in their schools, homes, Anganwadi centers and among friends. Hence Lakheri Plant implemented this campaign with the support of the department of Education, ICDS and District administration to make a greater impact. To reach out to the children, Lakheri undertook a unique initiative by preparing a sanitation kit called “SWACHHATA KIT” which contained a soap, nail-cutter, comb, tooth powder, rubber band, oil, bucket, mug, towel and floor mat. This kit was distributed to 2000 children in 34 Anganwadi centres. Lady supervisors, Anganwadi workers and ASHA team were trained on how to ensure its use and refill it to sustain the initiative. Further this initiative was replicated by the district administration in all 1200 Anganwadi centers of Bundi district.

This proved successful in developing healthy habits among the children and it gave a new look to the Anganwadi centers as well as the schools. School premises and Anganwadi centers were cleaned through participatory approach. Teachers, students and children were trained on proper hand washing and hygiene practices.

Simultaneously efforts are initiated to address the problem of open defecation. Two villages are being sensitised and motivated to make them open defecation free. Coordination work with the gram panchayats, and preparation of application for obtaining government subsidy in construction of household toilets is under way. In addition, work is in progress for construction of community toilet complexes in Lakheri and Utrana village.

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The big Swachh Bharat push in rural areas has increased the access of toilets. More than 90% of the households in Tikaria village were deprived of basic amenities including household toilets. By virtue of this, the existing level of sanitation is quite understandable. Roads, open places like grounds, fields, dried out ponds were misused by people for defecation.

ACC Tikaria made a socio-economic study of this village to understand the prevailing situation and scope for improvement. Some of the major findings of the study include:

1. Around 95% households go for open defecation due to unavailability of toilets. They seem to be unaware about the vegetative impacts of open defecation.
2. The village has only one school and the toilet is in a poor and abject condition.
3. Literacy rate is hardly 56 % and the drop-out cases after class 8 especially among girls was very high.
4. Frequent illness among children was one of the reasons for not attending the school.
5. Lack of accessibility to government schemes by people due to illiteracy.

ACC Tikaria undertook multiple strategies to improve sanitation which in turn would help to improve the health of people, especially children:

- Awareness building programmes among school children and women as a demanding and driving force for toilets
- Sensitization of the Pradhan (Panchayat Head) for availing government scheme for construction of toilets for every house
- Engagement of government department, school teachers and Community Advisory Panel (CAP) members in a continuous dialogue.

Thus social pressure was created on both the villagers and Pradhan and as a result ACC facilitated the Pradhan to leverage the scheme called Sawachh Bharat Abhiyaan with the District Panchayati Raj Officer which worked phenomenally.

It was also felt that the existing amount of ₹ 9600/- for constructing an individual toilet was not at par with the minimum requirement. The second challenge was to ensure individual household contribution in the project. ACC support aimed at:

- To ensure better quality of construction of around 365 households toilets to cover 100 % households.
- To ensure that no one will go out for open defecation
- To replicate this model in other surrounding villages.

ACC engaged its Civil Department and one full fledged NGO called Dehat to lead the project with the help of Gram Panchayat, Tikaria. ACC signed an agreement with the Gram Panchayat to contribute ₹ 5000/ for each toilet and as a result of this joint initiative the total fund generated for one toilet was ₹ 14,500/- which was adequate. From 2015 this project took off encouragingly.
Continuous and dedicated efforts are being made by ACC to make Tikaria village a Nirmal Gram village.

Present scenario:
- All 365 individual household toilets were successfully constructed.
- All 365 households are being regularly monitored and the result is very satisfactory with respect to the use of toilets.
- More than 80% of the households are using toilets with a sense of pride and respect which can be perceived from some of the beneficiary feedback.
- Women in ACC SHG meetings have made it a point to discuss this subject and punish persons found defecating in the open.
- School children are using the school toilets and are engaged successfully in mass campaign.
- From time to time hand washing campaign is conducted for instilling the value of sanitation and hygiene.
- Arrangement has been made to provide drinking water in the primary school.
ACC Kudithini Cement Works is extending support for construction of household toilets in Siddammanahalli village to declare this village as Open Defecation Free with the support of Zilla Panchayat, Gram Panchayat and NGO. Only 42% of the households in this belt had toilets; rest of the population were defecating in the open. The problem was severe for old persons and pregnant women particularly at night and during the rainy season. July to December was a difficult period as the entire agricultural land had to be fenced.

The local District Administration selected this village based on a request by ACC and issued guidelines to begin work. It was agreed to provide financial support of ₹ 12000/- to community members and ₹ 15000/- to SC and ST groups. ACC team organized mass awareness programme on ODF to Self Help Groups, members of Farmers Club, Youth Association and Anganwadi teachers, who in turn explained the objectives of this project to select beneficiaries with the support of Panchayat Development Officer. Later a survey was conducted with the help of Anganwadi workers. Based on the survey results, it was decided to implement the project on a pilot basis, in a phased manner, at Seetharama Nagar in Siddammanahalli village. Construction of toilets has been completed for twelve households.

We have six members in our family; previously we had no option other than to defecate on open land. I and my two daughters had to control our natural calls and wait till early morning or late at night when it is dark outside. In order to avoid going to the toilet during the day, we used to eat and drink less. Now we are relieved and feel proud to have a Toilet. We are very much thankful to ACC Limited, Gram Panchayat & FORD for their support.

Method of Construction:

**NGO:** Identifies the beneficiaries and completes documentation formalities through Zilla Panchayat and Gram Panchayat, engages with local trained masons and procures material in bulk to start work.

**ACC Limited:** Provides NFR Cement to beneficiaries at lower cost.

**Beneficiaries:** Contribution for pitting of foundation, septic tank, curing work and one helper during construction.
The Swachh Bharath ambassadors of Coimbatore in association with Coimbatore City Municipal Corporation came together with an aim to construct one thousand toilets for the year 2016. The Swachh Bharath Mission plans to construct 6000 toilets by 2019 in Coimbatore city to make it Open Defecation Free. The cost of constructing one individual toilet is about ₹ 20,000 and the State government supports with an amount of ₹ 8,000/- per toilet, the balance amount is being leveraged through various institutions.

Swachh Bharat Ambassadors organised the Construct – A- Thon – an event which aimed to construct 1000 toilets in the city in association with NGO’s, Educational Institutions, Corporates, Young Entrepreneurs and Professional Bodies. The project began on March 5, 2016. ACC Madukkarai Cement Works was the knowledge partner and supported the construction activity with cement and sand.

ACC’s CSR team in association with Sales Unit, Coimbatore designed a manual kit for constructing an individual toilet, with use of ECO-sand, an alternative to river sand. The team took classes in all the institutions and more than 1000 civil engineering students were trained for this project. The major aim of the project is to scale up the construction of toilets and bring in skill development in the students. Each civil engineering student is taking an active part in the construction activity. The project brought together 25 educational institutions from which over 1000 civil engineering students will construct 1000 Swachh Bharath Toilets in the city. These students will construct the toilets, as per the Swachh Bharat BPL Individual Household Toilets guidelines. Each student will register the house details in the mobile application which is specially developed for this project. Once the student identifies the toilet and uploads the details, allocation of work will be done.

An exclusive www.toiletfirst.in portal provides complete data on the list of toilets to be constructed, location-wise. The portal also serves as a funding platform where people can make contributions. Each contributor is updated regularly about the progress of work. In the first phase more than 450 toilets have been constructed.

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A large populace in the rural areas still defecate in the open. Unsafe drinking water, improper disposal of human excreta and lack of personal hygiene and food are major causes for ill health and disease among low income groups. Poor sanitation leads to high infant mortality rate and loss of dignity for women. Overall inadequate sanitation adversely effects the economic growth in the country.

It is observed that a large number of people in villages are unable to construct toilets because of poor economic conditions and lack of awareness.

The Local Gram Panchayat requested ACC’s support to improve sanitation in the region. ACC organized awareness drives on importance of sanitation with support of teachers, students, SHG members, Gram Panchayat members, youth, Anganwadi and Aasha workers. Village Water and Sanitation Committee was also formed to focus on this issue. The Zilla Panchayat came forward to support the construction of toilets under the Swachh Bharat Mission to declare Indiranagar as the first Open Defecation village in this taluka. Meetings were conducted with villagers in the presence of Gram Panchayat authorities and local masons and a costing was worked out:

<table>
<thead>
<tr>
<th>Category</th>
<th>Total Cost for Each Toilet (₹)</th>
<th>Subsidy from Swachh Bharat Mission (₹)</th>
<th>ACC Support (Materials) (₹)</th>
<th>Beneficiary Contribution (₹)</th>
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<tr>
<td>1 SC/ST</td>
<td>20000</td>
<td>15000</td>
<td>5000</td>
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</tr>
<tr>
<td>2 General</td>
<td>20000</td>
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Beneficiaries agreed to pay the subsidy amount to masons. Local masons from the same village came forward to take up the project. Gram panchayath agreed to channelize the subsidy amount to masons through the beneficiary. It was planned to construct 85 toilets. Till date, 25 toilets have been completed and the rest are under construction. Indiranagar will soon become the first Open Defecation Free (ODF) village in the region.
Health and hygiene is a prime concern for better quality of life for all human beings. Most of the communities in and around Wadi are migrant labourers from various places of Karnataka and Hyderabad. They earn their livelihood by working in stone quarries and related industries as casual labourers. Government schools near Wadi especially in five locations have no access or very less access to basic sanitation due to poor water supply, disturbances from the adjacent community, local miscreants, damaged toilets, less allocation of fund for maintenance. Poor sanitation is one of the major issues that endangers the health of the children who are studying in the schools. These schools do not have enough water supply for use of toilets leading to poor hygiene. It was observed that in many schools, during lunch hour, children used to defecate in the open space around the school premises. This was a major health hazard. Many girls in the higher classes chose to dropout due to unavailability of toilet facility at school. Even teachers were frustrated for not having these basic amenities in the schools.

In order to increase access to basic sanitation in schools, ACC rolled out “Sampoorn Swachhata”, as a CSR initiative, and set up toilet facilities for boys and girls in five Government Schools in the vicinity of Wadi Plant.

To educate the children, awareness programmes were conducted for 1443 school children on Water, Sanitation and Hygiene and also on proper use of toilet facilities and prevention of diseases. It was also shared with school children that this utility belongs to you, and it is your responsibility to safeguard and maintain it properly. This initiative will help 1443 school children to access toilet facility and 1068 school children to have access to safe drinking water.

### Sanitation at Schools:
- Need Assessment through survey
- Meeting with stakeholders (School Teacher, Gram Panchayat, Children)
- Request Letter from the School
- Initiation of work to construct toilets
- Completion of toilets
- Sensitization/Awareness programme for users - School Children
- Handing over letter to Principal
- Inauguration in the presence of ACC management, School Authority and Panchayat representatives.

The School Sanitation programme at Rawoor was inaugurated on June 24, 2016 by Mr. Philip Mathew, Chief Manufacturing Officer, Dr. S.B. Singh-Cluster Head (South) & his team, in the presence of Zilla Panchayat, Taluka Panchayat, Gram Panchayat, and School management.

Number of Schools covered and number of Children accessing Toilet and Drinking Water facility in the School.
The School Sanitation programme at Rawoor was inaugurated on June 24, 2016 by Mr. Philip Mathew, Chief Manufacturing Officer, Dr. S.B. Singh-Cluster Head (South) and his team, in the presence of Zilla Panchayat, Taluka Panchayat, Gram Panchayat, President, CRP (Cluster Resource Person) and School management. Mr Philip Mathew appreciated the CSR initiatives undertaken for school children and hoped such initiatives will bring positive behavioural change in practising sanitation at an early age. He also stressed on up-keep of toilets and role of the school management to take ownership for the maintenance of cleanliness.
ACC works closely with the community, Gram Panchayat, NGOs and government departments to harness and leverage all resources to focus on better sanitation. In 2016 ACC transformed another village, Hanuman Nagar in Maharashtra near ACC Chanda Cement Plant, Open Defecation Free.

Hanuman Nagar is a village located in Yavatmal district, Maharashtra with about 150 households. It is in close proximity to ACC Chanda plant. This village came into existence in 1972 after ACC started its operation in 1969. People from adjoining villages used to work in the mines of ACC.

**JOURNEY TO ODF**

Prior to ACC intervention in August 2015 about ninety nine households had toilets in their houses. Most of these toilets were built under Central Rural Sanitation Programme (CRSP) and Total Sanitation Campaign (TSC). About 7-8 households constructed toilets with their own resources. In the year 2015 under Swachh Bharat Mission 8 more toilets were constructed. However, remaining households did not construct their own toilets as funds were not available under the scheme.

In the absence of in-house and community toilet facility all other villagers both men and women used to defecate in the nearby forest areas. There was no segregation of defecation areas for men and women. It was extremely embarrassing for women to defecate in the open. During rainy season the situation used to become very difficult as people had to travel through muddy areas where chances of snake and scorpion bites were high.

ACC constructed toilets for the remaining households inside their homes under its CSR initiative. These toilets were constructed without any financial support from the government and resources were mobilized by community and ACC.

ACC decided to give ₹ 6000 to any household desirous of constructing toilets in their homes and remaining amount was to be mobilized by respective household from their own resources. For another 3 to 4 months no one from the village was showing any interest and ACC team lost all hope to realize the vision of making this village ODF.

ACC CSR team held discussions with groups made up of i) newly-wed couples; ii) old persons; iii) young girls; and iv) opinion leaders. They were of the view that these groups may become first adopters of the idea. The team also brought out a provocative pamphlet in Marathi which evoked much response and stirred the minds and hearts of the community.

In December 2015 the team met Raju Ramu Rude, a vegetable vendor, 62 years old. He expressed his innermost aspiration that throughout his life he always felt ashamed that his wife and daughter were going for open defecation. ACC assured him of financial assistance for constructing an in-house toilet. When his toilet was under construction, villagers used to visit his house and observe the progress of work. This initiative of Raju Ramu Rude was widely appreciated and motivated many villagers to construct their own toilets. Within a span of five months each household constructed its own toilet with encouragement and support from PRI members, NGO representatives and ACC CSR team.
Out of total 43 toilets supported by ACC, 37 households received financial support of ₹ 6000/- from ACC. Remaining 6 households desperately wanted to build toilets, but were unable to spend even ₹ 6000. They were able to spare only ₹ 2000 and rest of the amount was given by other members of the community. Thus they too succeeded in constructing toilets in their homes.

As a result of ACC’s proactive role and government initiatives in April 2016, Hanuman Nagar became an Open Defecation Free village. This achievement was celebrated by the community on 12 April 2016 when Mr Martin Kriegner, Head of India of LafargeHolcim was also present to witness the event with the ACC team.

ACC also provided water storage cement tank of 200 liters capacity to 16 households who had built toilets under Swachh Bharat Mission and Total Sanitation Campaign respectively but did not have enough water storage facility. Due to inadequate water storage facility, toilets were not optimally used. In order to increase the utilisation of toilets ACC provided water tanks in consultation with PRI members and request made by villagers.

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</tr>
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<td>2</td>
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<tr>
<td>3</td>
<td>Cement</td>
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<tr>
<td>4</td>
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<td>5</td>
<td>Window</td>
<td>1</td>
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</tr>
<tr>
<td>6</td>
<td>Steel sheet</td>
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<tr>
<td>7</td>
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<tr>
<td>10</td>
<td>Pipe, porcelain seat</td>
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<tr>
<td>11</td>
<td>Digging of pit</td>
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<td>600</td>
</tr>
<tr>
<td>12</td>
<td>Transportation</td>
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</tr>
<tr>
<td>Total</td>
<td>₹</td>
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</tbody>
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Sanitation is an important basic need but unfortunately most of the villages in India lack simple toilet facilities. The same is true for the villages surrounding ACC Bargarh Cement Works. Ninety percent of the village population comprises small farmers, daily wage workers and small traders. Most of the houses are semi pucca and have narrow or no space in between them. Open defecation is an open practice among the villagers leading to severe health hazards.

It is quite challenging to construct toilets in the villages as ownership of the land has emerged as important issue. 70% of the Khaliapali village population consists of migrant population and they do not possess land ownership records. They have been living for more than three decades and have got temporary pattas, a legal document to show ownership of land. People have built houses on land that is owned by Government, Canal Department and Temple administration.

ACC started to engage with the community in creating awareness for the need to construct toilets, under the Project “Janamangalam”. With the convergence of RWSS Department, Bargarh, this situation improved. Regular meetings have been conducted with the community for generating awareness. They are motivated to use toilets and to adopt best practices. ACC received more than 200 applications for constructing household toilets and these were processed through Panchayat office, and RWSS, Nodal agency. Another major challenge was to get land clearance documents from the Tehsildar’s office.

Lack of proper demarcation of land resulted in many conflicts among the beneficiaries during the construction of toilets at Khaliapali village. Field staff convinced the local Land officials for support to resolve the issue. Revenue Inspector helped in demarcating the land, which facilitated the concerned families to take a decision and thus construct toilets near their houses. Now they are using these toilets on a regular basis.

Approximately 32 toilets have been constructed in the village and about 200 people are using them daily. It is good to note that the existing beneficiaries are also encouraging others to construct such toilets. But still a lot needs to be done. Of the total 1150 households, only 350 houses have toilets. The company is trying to get community toilets constructed but due to absence of Government/Panchayat land, the way ahead seems tough.

The journey towards an Open Defecation Free village is long and arduous. The company’s efforts are valuable steps in the right direction, and have created awareness on the construction and use of toilets. This indeed is a huge change.

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Sanitation is still a major concern in India. Due to lack of sanitation lakhs of people die each day and an equal number become victims of diarrhea and similar diseases. Access to safe drinking water is also a major challenge in rural regions. Hence sanitation is a focus area at all ACC units including Damodhar.

**Creating Awareness:** Lack of awareness is one of the most common reasons for poor sanitation especially in rural India. Through this initiative, issues relating to improper sanitation practices have been addressed. The main target population are women. Regular meetings with Self Help Groups members and training through IEC (Information, Education and Communication) led to considerable positive changes in sanitation practices and behavior of the community in the five CSR villages.

**Community Participation:** To ensure ownership by the community, ACC Damodhar recently started sanitation drive in de-silted ponds. Five ponds have been de-silted this year. To keep the ponds clean, a special drive has been undertaken where all the cleaning activities along with lining of the pond is done by the community members.

**Hand Washing:** Hand washing is an important practice in Sanitation. This initiative has been addressed in 7 primary schools and it is observed that children have benefited from this practice.

**Providing Safe Drinking Water to Dumdumi Village:** Purulia is one of the districts receiving low rainfall, and hence during summer there is an acute water crisis. The water level becomes very low in this season. Access to safe drinking water is a major concern. ACC Damodhar was quick to respond with safe drinking water to a population of 1100 of Dumdumi village through eight water drinking outlets.
Clean water, sanitation and personal hygiene are important to public health. To improve sanitation in the region, ACC Jamul CSR aims to construct 200 toilets for the community within the vicinity of the Plant.

ACC is emphasizing on awareness building. In order to change the mindset of the community members Information Education and Communication activity was taken up by CSR Jamul. Nukkads, door-to-door campaign, wall paintings, posters, parents meeting in school, rallies and similar initiatives were undertaken to generate consciousness.

One of the beneficiaries, Pushpa Nishad proudly shares that construction of toilets has changed the life of her family. She is a proud resident of Nagar Palika Parishad-Jamul, ward No-06. It was like any other village prior to Swachh Bharat campaign, a place where all use to defecate in the open, water borne diseases were rampant.

In order to sustain the program for building individual toilets a “Swachta Committee” has been formed. There is an element of high subsidy up to 80% for every toilet constructed under this program. Nagar Palika Parishad Jamul is paying ₹17700 for construction of each toilet. ACC is paying ₹2000 for erecting the door and painting.

The progress of Swachh Bharat and ACC’s Sampoorn Swachhta campaign in Jamul has shown encouraging results. Despite tough terrains and weak economic condition of the rural masses in Jamul, continuous efforts show positive results in the form of less number of persons defecating in the open. Everybody in the village is using toilets. Keeping in view the current increase in demand for sanitation services, ACC Jamul will continue its endeavours to achieve total sanitation.

**Highlights:**
- Everybody is using toilets in the village
- Recognition of community is shown by painting all houses in pink colour
- Involvement of local administration and villagers

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Today clean and hygienic toilets in the Government School, “Utkramit Madhya Vidyalaya” in Khusberia, Chhatatand, Dhanbad District is resulting in the demand for toilets at the household level in this region. Students especially girls, studying in this school, now do not wish to use open defecation when they are at home. Prior to the interventions of ACC Sindri, toilets in the school were not in use due to unavailability of running water. Electricity in Jharkhand and that too in rural areas is not very constant, to pump water for use in toilets. Due to lack of water, students were unable to use school toilets. Especially girl students were feeling embarrassed. Hence this became an important priority for the school management. ACC took the initiative to resolve the issue of water and sanitation in the school. It ensured a new toilet structure with proper doors and tiles up to four feet in height. Moreover proper drainage system and efficient water supply through a solar powered pump is now provided.

It is observed that constructing toilets alone cannot ensure total sanitation. The real challenge lies in educating people and getting them to use this facility. Students of “Utkramit Madhya Vidyalaya” Khusberia are becoming the agents of change for ODF habitations. In all the 29 households of the Kherban tola, household level toilets had been constructed with funding support of ₹ 12,000 from Dhanbad District Water Sanitation department. ACC gave an additional grant of ₹ 4,884 for installing a 500 litre water tank, provision of better toilet doors and tiles for the flooring. Now these toilets are used by the respective households.
ACC Limited is India’s foremost cement manufacturer with a countrywide network of factories and marketing offices. Established in 1936, it has been a pioneer and trend-setter in cement and concrete technology. Among the first companies in India to include commitment to environment protection as a corporate objective, ACC continues to be recognized for environment friendly measures taken at its plants and mines. Its commitment to sustainable development, its fairness in business dealings and the considerable on-going efforts in community welfare have won the company acclaim as a responsible corporate citizen.

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