

TOTAL SANITATION CAMPAIGN

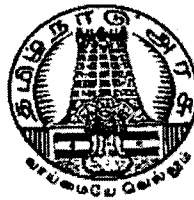
TIRUVALLUR DISTRICT

TAMILNADU STATE

Construction of Toilets through

Corporate Sectors

Success Story



TOTAL SANITATION CAMPAIGN

TIRUVALLUR DISTRICT

Construction of Toilets Through Corporate Sectors

INTRODUCTION

The group's social projects are carried out under the aegis of an apex body named. "The Aditya Birla Centre for community Initiatives & Rural Development". The centre is headed by Smt. Rajashreeji Birla as Chairperson and is anchored by the groups corporate communication division.

In the context of social responsibility, it entails sloughing part of the profits into programmes which result in the larger good of the society. Corporate social responsibility has got as much importance as business project, therefore groups social vision forms an integral part of our business vision.

In accordance with our social vision, i.e. "To actively contribute to the social & Economic Development of the communities in which we operate and beyond, in so doing build a better and sustainable way of life for the weaker section of the society and raise the country's human development index". We are hi-tech carbon continue to be committed to the welfare of the communities that live in proximity to our plant. Our endeavourer has always been to come to the aid of the needy in a proactive manner, by which our group would come to be known as a corporate with a human face working for the weaker sections of the communities. All our social project are carries out through Hi-tech Carbon Jan Seva Trust, under the aegis of the Aditya Birla centre for community Initiatives & Rural Development".

All our projects emanate from a real assessment of the needs of our community. All projects are planned in a participatory manner in consultation with the local community, discussing with them & gauging their basic need through participatory Rural Appraisal. Based on the consensus and discussion with the Villages Panchayat we priorities them. The implementation is the responsibility of the community and our team. Follow up meeting are held to elicit feedback on the benefits of our community development programmes & the area of our improvement. We do not build a culture of dependence, instead make the villagers self reliant.

Hi-tech Carbon initiated the need bases activities and welfare programmes in the areas of Education, health & Hygiene, Family Welfare, Agriculture & Watershed Development, Women Development programmes through Self Help Groups. The objective of these initiatives is to improve the quality of life and make the weaker sections of the society, self reliant.

In line with the foregoing objectives, under the Health and Hygiene we have participated in he total rural sanitation programmes.

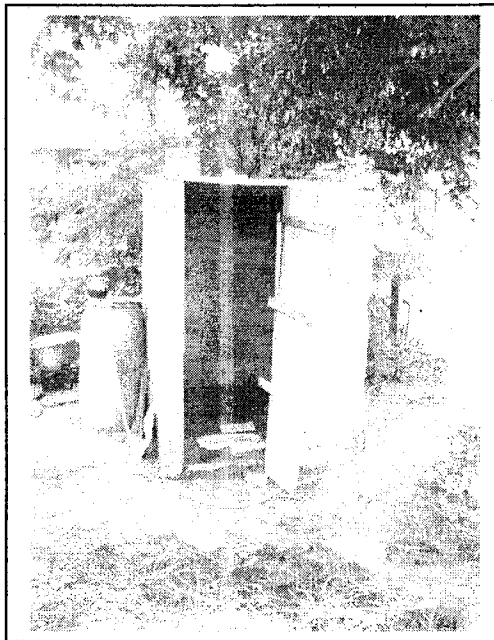
The staff belongs to Total Sanitation Campaign from Block Development Office, Gummidipoondi and from D.R.D.A. Tirvallur approached us and they explained in detail about the Total Sanitation Campaign. They also told us about the needy of toilets in surrounding villages. While we are they of helping the village community with regard to sanitation, they approach was very helpful for us to implement the sanitation through the Total Sanitation Campaign. So the HI-Tech Carbon has sanctioned Rs. 1000/ - per individual to construct Toilet.

1. Pappankuppam	2004-05 Total No. of Toilet constructed	30 No's
	2005-06	20 "
	2006-07	31 "
	2007-08 under construction	45 "
	Total	126 No's
2.B.R.Kandigai	2007-08	20 "
3.S.R.Kandigai	2007-08	16 "
4.Verkadu	2007-08	45 "



THE CONTRIBUTION PATTERN

Govt	:	Rs. 1200 (22%)
HTC	:	Rs. 1000 (39%)
Benefi.	:	Rs. 1000 (39%)
Total	;	Rs. 3200 (100%)



And also we have constructed low cost toilet to S.R.Kandigai High School, Kuruvattucheri Middle School, G.R.Kandigai Primary School with partnership the total rural sanitation scheme.

AWARENESS MEETING WITH THE BENEFICIARIES

A meeting to create the awareness on the total sanitation scheme was held at Verkadu village and also at Pappankuppam village with the following self help group have benefited.

VERKADU VILLAGE

1. Verkadu makaleer Self Help Group -15 members
2. Roja Mahaleer Self Help Group -15 members
3. Kurunji Mahaleer Self Help Group-16 members

PAPPANKUPPAM VILLAGE

1. Suyam sitta roja Self Help Group - 6members
2. Suyavam sitta roja Self Help Group - 9members
3. Suriyan pengal Self Help Group - 5 members
4. Thamarai Pengal Self Help Group - 8 members
5. Nehru pengal Self Help Group - 12 members

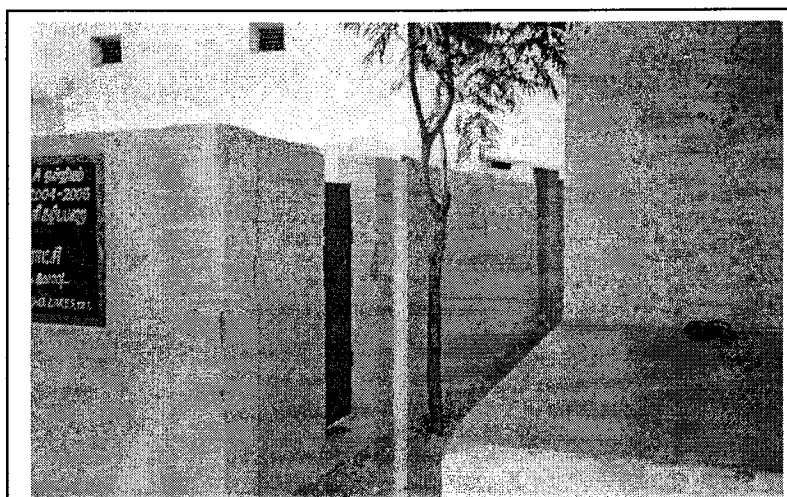
BODIREDDY KANDIGAI

1. Annai Indira Pengal Self Help Group - 10 members
2. Annai Theresa Pengal Self Help Group - 10 members

S.R.KANDIGAI

1. Sai Krishna Self Help Group - 9 members
2. IWSC User group - 7 members

And also we have constructed low cost toilet to S.R.Kandigai High School, Kuruvattucheri Middle School, G.R.Kandigai Primary School with partner ship the total rural sanitation scheme.



TOTAL SANITATION SCHEME BENEFITS

1. 100% Sanitation facility in a village
2. Avoid spreading diseases
3. Avoid using toilet at open space
4. Avoid water pollution and re use waste water

FEATURE PLAN

To achieve 100% sanitation in an around our factory premises of villages like 1. Pappankuppam, 2. B.R.Kandigai, 3. S.R.Kandigai, 4. G.R.Kandigai and 5. Verkadu by 2008.

M. Chandrasimran
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N/S
27-06-07