

Framework of Engagement with PSUs, Corporate PSUs, Corporates

Framework of Engagement

1. Introduction to Swachh Bharat Mission (SBM)

The Prime Minister's flagship program Swachh Bharat Mission - Gramin aims to make India Open Defecation Free by 2nd October, 2019. The program also aims at promoting effective Solid and Liquid Waste Management (SLWM) and general cleanliness practices.

Nearly 600 million Indians practice open defecation, which is proven to adversely impact health, including childhood stunting, as well as affect the dignity and security of women. The lack of adequate sanitation and cleanliness in rural areas and, in particular, the practice of open defecation, are major developmental issues facing India. These are not just about construction of toilets, but are much more complex, involving cultural and behavioural biases, coupled with the challenge of achieving scale.

2. The need for corporate participation in SBM

India has over 650,000 villages in 677 districts, of which about 60,000 villages and 16 districts are Open Defecation Free (ODF) as of creation of this framework. The scale of the task is enormous and requires focussed and dedicated action. As underlined by the Hon'ble Prime Minister, to make SBM a success, it must not remain a government activity, but should transform into a people's movement.

The district is the unit for integration of all government machinery and MDWS is working with the state governments and other stakeholders to create an environment to facilitate the work of the district collectors on sanitation. There is immense potential for Swachh Bharat Mission to collaborate with the public and private sector corporates. The creativity and efficiency of the corporate sector, and their management and financial resources can help in achieving the vision of a Swachh Bharat.

3. Qualifying criteria for PSUs/Corporate Houses

- a) Clean antecedents and reputation
- b) High credibility and reputation among people
- c) Capacity and outreach for engaging with the community

4. Possible activities that can be undertaken by PSU/Corporates

- Contribution to Swachh Bharat Kosh has been covered under Corporate Social Responsibility under the Companies Act
 - Contributing to the Swachh Bharat Kosh that has been set up under the aegis of Ministry of Finance to receive financial contribution which is 100% tax exempted
 - A dedicated website (sbkosh.gov.in) has been started to facilitate the same and online payment system has been started
- Adoption of villages/blocks/districts and help them become open defecation free (ODF) and to improve Solid and Liquid Waste Management (SLWM)
 - Assist district administration in making ODF and SLWM strategy and action plans
 - Provide management support to blocks/districts for triggering and construction activities
 - Direct contribution of funds to district as incentive for toilet owners
 - Provide/incentivize volunteers for triggering of behaviour change in villages/blocks/districts
 - Organize and sponsor trainings for collective behaviour change in the village/blocks/districts
 - Organize large collective behaviour change events at village/block/district level
 - Provide construction material for toilet construction and SLWM to villages/districts pro-bono
- Identifying and sponsoring Swachh Bharat Fellows to work with district teams within the framework of MDWS

- Nominate young existing employees and sponsor their stint as Swachh Bharat Fellows
- Identify suitable young talent and sponsor their stint as Swachh Bharat Fellows
- Participate in clean-up of iconic places from the list of 100 as prepared by MDWS
 - Assist state and district administration in making cleanliness strategy, indicators and action plans for the iconic places in their state
 - Sponsor clean-up activities including incentivizing volunteers
 - Direct volunteering of company's staff with local stakeholders
- Developing and disseminating high quality mass media IEC content for Swachh Bharat Mission (TV, radio, outdoor, digital and social media)
 - Make and hand over high quality unbranded audio-visual communication material and other media content for Swachh Bharat Mission for airing by MDWS
 - Make and air high quality audio-visual communication material and other media content promoting the message of Swachhta and ODF
 - Sponsor the airing of audio-visual communication on SBM developed by MDWS or its partners
- Developing and sponsoring high quality inter-personal communication (IPC) material such as wall paintings, street plays, hand books, posters, outdoor publicity material
- Adopt specific public places such as railway stations, police stations, bus stands, schools, Anganwadis, PHCs, hospitals, GP offices and other institutions/public utilities by sponsoring, constructing and maintaining toilet facilities
- Sponsoring/undertaking research and pilot projects on innovative technologies and alternate designs in sanitation and SLWM at places where conventional technologies are not feasible
- Providing/sponsoring training to householders, masons, plumbers at ground level in design and construction of toilets
- Funding repairs of defunct toilets and construction of toilets of such households that are ineligible for incentive under the SBM
- Any other areas of collaboration mutually acceptable to MDWS and the corporate partner

5. Role and responsibility of Ministry of Drinking Water and Sanitation

- Accepting the PSU/Corporate House as a partner organisation in Swachh Bharat Mission
- Identification and acceptance of exact work areas for specific corporate partnerships
- Facilitating coordination between corporate partner and other stakeholders (including state and district administration), and disseminating information about the partnership to the field
- Continuous engagement and coordination with nodal officer from partner organization
- Extending the name and logo of MDWS/SBM to qualifying partnership projects/activities
- Creating a mechanism to recognize and reward meaningful contributions
- Inviting corporates to national level consultations, discussions and workshops on SBM
- Communicating the contribution of PSU's to the concerned Ministry
- Periodic evaluation of the collaboration

6. Safeguards

Both MDWS and the Corporate House may at any time suggest to review, revise and modify the content of the work to suit any new developments.

Any deviation from the aforementioned points will automatically mean that the working arrangement with the concerned Corporate House has lost its relevance and stands dis-engaged forthwith.