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## **ACKNOWLEDGEMENTS**

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**Dr. M. K. Rao**

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## CHAPTER I. INTRODUCTION

### 1.1 Corporate Social Responsibility:

Corporate Social Responsibility (CSR) is a mode of self-regulation that is fused into a business model. It is also called corporate conscience, corporate citizenship or responsible business. As a self-regulatory mechanism CSR policy monitors business and ensures that it complies with the ethical standards, norms and spirit of the law. CSR is about business actions that deliver some social good beyond the financial benefits and that is required by law." This increases long-term benefits for the company and trust of its shareholders. It imparts high ethical standards in conducting the business and creates positive public relations. CSR strategies positively impact the environment and all its stakeholders like consumers, employees, investors, communities<sup>1</sup>

(Source: Wikipedia.org).

Corporate social responsibility is not a one time, ad hoc and stand-alone philanthropic activity. It is a continuous activity and should be closely integrated and aligned to the strategies and business goals of the organization. Social goals of the company should be integrated to the business goals of the company. **Corporate Social Responsibility and Sustainability involves the commitment of a company to all its stakeholders that it conducts a transparent and ethical business in an economically, socially and environmentally sustainable manner.** Stakeholders include employees, investors, shareholders, customers, business partners, clients, civil society groups, Government and non-government organizations, local communities, environment and society at large<sup>2</sup>

(Source: DPE Guidelines).

### 1.2 DPE Guidelines

The Indian government has revised its guidelines which urges the Public sector enterprises in India to embrace sustainability reporting. The Indian Department of Public Enterprise's (DPE) new Corporate Social Responsibility (CSR) guidelines have a special focus on employee rights and welfare. The latest Indian CSR guidelines,

launched on 1 April 2013, are aimed at all Central Public Sector Enterprises (CPSEs) and include a dedicated section on sustainability reporting and disclosure. Although reporting of sustainability is relatively new in India, many large companies are increasingly using internationally-accepted frameworks like GRI's to report their non-financial performance.

In-line with this trend, the Indian guidelines urge public sector companies to adhere to the reporting of sustainability practices, highlighting that it enables them to gain and reinforce the trust of stakeholders through such transparency.

"The new guidelines on CSR and sustainability are intended to bring an attitudinal change in the mindsets of managers and executives of public sector companies," says Ashok Pavadia, Joint Secretary, Department of Public Enterprises, and Government of India. "It is hoped that this change in mindset will induce a positive transformation throughout all operations, activities and processes of these companies that will in turn be beneficial for business, the environment and society at large. Companies are expected to conduct business in a socially, economically and environmentally sustainable manner that is transparent and ethical at all times and that is in the interest of all key stakeholders. To fortify and sustain this trend, sustainability reporting has been made mandatory for all public sector enterprises in India."

The revised guidelines take more account of the internal stakeholders (employees) as opposed to the external stakeholders which was the majorly accounted in the earlier guidelines. It states that CPSEs shall take steps to implement their CSR agenda within the organization through the active involvement of the employees, who are important internal stakeholders. According to the new guidelines, a companies are now expected to formulate their policies with a balanced emphasis on all aspects of CSR and sustainability – both internally and externally.

Also new rules and procedures for CSR and sustainability budget requirements are set out to ensure that CPSEs take their CSR commitments seriously. Unutilized

CSR budgets can be carried forward to the next year but the reasons for not fully utilizing the yearly CSR and sustainability budget need to be disclosed.

Indian economy has seen a rapid growth in the last two decades and has been acknowledged globally as one of the world's strongest emerging markets. India's CPSEs have played a crucial part in this development. To ensure that this growth continues and a sustainable economy is achieved, CSR activities should be integrated in CPSE's business models. The new DPE guidelines will no doubt go a long way to aiding this cause.<sup>3</sup>

( Source: globalreporting.org)

### **1.3 Need for Impact Assessment:**

Social Research plays a vital role in offering the required tools and methodologies to efficiently and effectively implement CSR programs. Social research ensures the best utilization of efforts and capital besides keeping CSR effort on the right track.

The significance of social research is still not rightly understood by the CSR professionals in India. Social Impact Assessment (SIA) is one of the most powerful social research studies.

“Interventions without Impact Assessment are performance without knowing results.” Performance assessment is to be done after needs are assessed and funds and resources are invested to keep track and to ensure progress. Hence, SIA helps in understanding:

1. Whether the programs were designed in line with the needs of the community and organization's mission/vision.
2. Whether the right mechanism was adopted for implementing the interventions.
3. Whether the goals and objectives decided at the beginning of the programs were achieved.
4. Whether there are any unexpected changes or negative effects in the lives of the target community.

Thus, SIA can play an important role in evaluating the alignment of goals, project planning and implementation ensuring maximum Social Return on Investment (SROI).

#### **1.4 Impact Assessment in CSR – The How**

The first systematic attempt is to assess the impact and measure the contribution of CSR to the social, economic and environmental goals of the Country. The main questions addressed through the study are:

- What benefits and impacts does CSR actually bring to the economy and society outside the company?
- How can all stakeholders better measure and evaluate the impacts arising from CSR?
- How this can be used for integrating the public policies with corporate strategy?

SIA can be made for the entire CSR initiative of the organization or just a selected project. It is used to appraise the strategies adopted in the implementation of CSR programs, to assess the performance and report the impact and also to recommend any required improvements to align the activities with the goals, mission and vision. Organizations can outsource the SIA activity to a third party or can be done internally by the organization itself.

To bring the desired impact and maximum positive change to the society and the community through CSR, SIA plays a key role. It is not only important but a must for all the organizations to have SIA study done periodically to ensure the best utilization of their funds, resources and efforts.(Source: csrtimes.com)

#### **1.5 About THDC Ltd.- CSR Concept and Initiatives**

THDC India Limited is a Joint Venture of Govt. of India and Govt. of Uttar Pradesh. The Equity is shared in the ratio of 75:25 between GoI and GoUP. The Company was incorporated in July' 1988 to develop, operate & maintain the 2400 MW Tehri Hydro Power Complex and other hydro projects. The Company has an authorized share capital of ` 4000 cr. THDCIL is a Mini Ratna Category-I and Schedule 'A' CPSE.



The initial mandate of THDCIL was to develop, operate and maintain the 2,400 MW Tehri Hydro Power Complex (comprising of 1000 MW Tehri Dam & HPP, 1000 MW Tehri Pumped Storage Plant & 400 MW Koteshwar HEP) and other Hydro Projects.

Total installed capacity of THDCIL presently is 1400 MW. THDCIL has two generating stations namely Tehri Stage-I (4X250 MW) and Koteshwar HEP (4X100 MW).

The Memorandum and Articles of Association of the Company have been modified to reflect the current business reality of projects outside Bhagirathi valley. The object clause has been amended to incorporate development of Conventional/ Non-conventional/ Renewable sources of Energy and River Valley Projects.

The Corporation has grown into a multi-Project Organization, with Projects spread over various States as well as neighboring country, Bhutan.

THDCIL presently has a portfolio of 14 projects totaling to an installed capacity of 6071 MW under various stages of implementation / development. The total operational capacity is 1400 MW.

The 1,000 MW Tehri Power Station was commissioned by THDCIL in 2006-07. The Tehri Project is multipurpose Project providing electricity to the Northern Region, Irrigation benefits to Uttar Pradesh, and Drinking Water to NCT of Delhi and U.P. Due to regulated releases from the Tehri storage reservoir, the existing downstream hydro projects of the State are also benefiting by way of augmentation in generation at no additional cost to them.

THDCIL is consistently profit making company since the commissioning of Tehri Dam & HPP in the year 2006-07. Government of UP has allotted Khurja Super Thermal Power Plant (2X660 MW) in Bulandshahar Distt to THDCIL for implementation.

Towards diversification of the company into Renewable Energy areas, THDCIL is constructing 50 MW Wind Power Project at Patan, Gujarat. THDCIL has signed MoU with Solar Energy Corporation of India (SECI) for setting up Grid Connected Solar Power Projects up to 250 MW capacity. THDCIL has also signed a tripartite agreement with SECI and Kerala State Electricity Board for development of 50 MW Solar project in Kasaragod District of Kerala.

Under India-Bhutan Co-operation in hydro Sector development, THDCIL is involved in implementation of Bunakha HEP (180 MW) as a Joint Venture Project. The Company has also taken up work of updating DPR of Sankosh HEP (2585 MW) in Bhutan as a consultancy assignment.

Tehri Dam has been conferred the Prestigious award of “International Milestone Project” of International Commission of Large Dam (ICOLD) in Oct.’09 at China, considering the Uniqueness of its design and construction features. Koteshwar HEP has been conferred the PMI India Best Project Award of the year in long term duration (More than 3 years) category in 2011-12. Koteshwar HEP has won the prestigious “5th CIDC Vishwakarma Award-2013”. Koteshwar project adjudged winner in Category “Best Construction Project” among more than 70 submissions from all sectors under this category. THDCIL has been conferred the Power Line Award in the category of 'Best Performing Generation Company (in Hydro Sector)' in May 2012. THDCIL has been conferred SCOPE Meritorious Award for Corporate Social Responsibility and Responsiveness in April’12.

THDCIL has obtained ISO 9001:2008 Certificate of Quality Management System, ISO 14001-2004 Certification (Environment Management System) and ISO 18001:2007 (Occupational Health and Safety Management System) Certification for Corporate Office, Rishikesh, Tehri HPP, Tehri PSP, Koteshwar HEP and VishnugadPipalkoti HEP.

### **1.5.1 VISION**

A world class energy entity with commitment to environment and social values.

### **1.5.2 MISSION**

- To plan, develop and operate energy resources efficiently.
- To adopt state of the art technologies.
- To achieve performance excellence by fostering work ethos of learning and innovation.
- To build sustainable value based relationship with stakeholders through mutual trust.

- To undertake rehabilitation and resettlement of project affected persons with human face.

### **1.5.3 CSR at THDCIL**

In 2008, THDCIL had framed a Policy on Corporate Social Responsibility (CSR) known as ‘Scheme for Corporate Social Responsibility – Community Development (CSR-CD)’, which was adopted from financial year 2008-09. Consequent upon issue of guidelines by DPE in April, 2010, ‘THDC CSRCD Scheme 2010’ was introduced. Subsequently, a separate policy on Sustainable Development was framed in 2012, which was based on DPE guidelines issued in September, 2011. As per aforesaid guidelines of DPE, Corporate Social Responsibility and Sustainable Development were treated as two separate subjects and accordingly dealt with separately for the purpose of MoU evaluation. Because of the close linkage between the concepts of Corporate Social Responsibility and Sustainable Development, DPE issued combined guidelines on Corporate Social Responsibility and Sustainability for CPSEs effective from 1st April 2013. In accordance with the said guidelines THDCIL CSR & Sustainability Policy-2013 was issued with the approval of the Board.

### **1.5.4 CSR & Sustainability Vision and Mission:**

#### **1.5.5 CSR Vision**

- Socially responsible corporate, continuously enhancing value creation in society and community and promoting sustainable development.

#### **1.5.6 Mission**

- To build sustainable value based relationship with the key stakeholders through ongoing two way communication.
- To undertake CSR programmes<sup>1</sup> with a human face.
- To transparently share the CSR & Sustainability initiatives with the stakeholders.
- To ensure increased commitment at all levels in the organization to operate its business in an economically, socially and environmentally sustainable manner.

- To directly or indirectly take up CSR programs that benefit the communities in and around its work centers and over a time result in enhancing the quality of life and economic well being of the local populace.
- To promote inclusive growth and address the basic needs of the deprived, underprivileged, neglected and weaker sections of the society.
- To generate through CSR initiatives, goodwill and pride for THDCIL among stakeholders and help reinforce a positive and socially responsible image of THDCIL as corporate entity.

### **1.5.7 THDC CSR Initiatives**

SEWA-THDC: THDC INDIA LTD has formed a company sponsored Non-Government Organization, “SEWATHDC” under Society Registration Act, 1860 on dated 17.03.2009; for implementation of the CSR-Sustainability activities of the Company. SEWA-THDC has started working since 2009-10. Aims and objectives of the society are charitable and non-profitable under section 1 to 20 of Society's Registration Act 1860. The CSR activities of SEWA-THDC have been planned to ensure that the benefits should reach up to the smallest unit i.e. village, panchayat, block or district depending upon the operating location and resource capabilities of the THDCIL.

THDCIL integrates its CSR and Sustainability planning with its business plans and strategies. The CSR activities have been undertaken in Project Mode. The activities are planned well in advance, targets are fixed at different milestones, with pre-estimation of quantum of resources required within the allocated budget and having a definite time span for achieving desired outcomes. For easy implementation, long-term CSR and Sustainability plans are categorized into medium-term and short-term. The company accords priority for CSR & SD Projects to those stakeholders who are directly impacted by its operations. CSR activities are planned in accordance with the CSR Policy of THDCIL. The CSR Scheme addresses the issues of sustainable community development mainly in the project neighborhood areas and broad geographical areas of other stakeholders of the Company. The major CSR activities includes promoting health care, providing safe drinking water and

sanitation facilities, promoting education (among economically weaker section, SC/ST and OBC), skill training and generation of employment including assistance to local ITI's, ensuring environmental sustainability, ecological balance, etc.<sup>4</sup>

(Source: THDC Portal)

## **1.6 Structure of the Report**

As given in the preceding part of this report chapter I gives a brief introduction on CSR, its history, background of THDC and its CSR Initiatives. Chapter II discusses the methodology, objectives and the study design in detail. Chapter III presents the observations and recommendations based on each project. Chapter IV gives the concluding remarks about the study conducted.

## **CHAPTER II. RESEARCH DESIGN**

### **2.1 Objectives**

As the study aims at assessing the impact of CSR initiatives of THDCIL, the major focus of this assessment was to take a holistic view of the targeted beneficiaries of the six different blocks of Tehri and Rishikesh where the THDCIL has implemented its CSR projects and to see how these initiatives of the company have helped the local people in improving their socio-economic standards. The broad objectives of the study are outlined as below:

1. To conduct a descriptive study on social impact of the activities undertaken by THDC.
2. To assess the impact of the CSR activities in the villages & whether these impacts are positive or negative.
3. To identify the areas for change in the policy or methods of CSR activities by which more and more people are benefitted.
4. To look for opportunities and possibilities for strengthening the existing programs.

### **2.2 Methodology Used:**

The present study is exploratory in nature. Exploratory research is defined as the initial research into a hypothetical or theoretical idea. This is where a researcher has an idea or has observed something and seeks to understand more about it. An exploratory research project is an attempt to lay the groundwork that will lead to future studies or to determine if what is being observed might be explained by a currently existing theory. Most often, exploratory research lays the initial groundwork for future research. Since THDCIL's CSR initiatives are varied in nature, it was therefore, considered that employing the exploratory research would be helpful in developing the understanding about the activities taken up under CSR.

### **2.3 Data Collection and Sampling**

The projects were categorized as belonging to infrastructure, education, women empowerment and cleanliness under Swachh Bharat Mission and the impact assessment study was taken up by IIT Roorkee.

Some of the geographical areas namely, Deengaon, JakhaniDhar, Bhagirathi Puram and New Tehri where these projects were implemented by the company were very difficult to reach and two projects were implemented atRishikesh. Since educational background of the targeted beneficiaries was not very high rather most of the villagers are illiterate even today, it was therefore decided to use focused group interviews and unstructured questions in the local language i.e. Hindi to elicit more views of these beneficiaries. Focused group interviews were conducted for the beneficiaries and in-depth interviews were conducted with the THDC officials who assisted the team in conducting the Impact Assessment in different locations.

The sample size was different in each project. This is due to the nature of the project. In some cases unstructured questions were asked to the beneficiaries till the saturation point has not reached. Whereas, in some cases the sample was certain and definite.

## **CHAPTER III. ASSESSMENT OF IMPACT OF FACILITIES CREATED BY THDCIL**

### **3.1 Construction of Community Shouchalaya in New Tehri**

#### **3.1.1 Introduction**

The Department of Rural Development (GOI) is implementing number of programs in rural areas through the State Governments for poverty reduction, employment generation, rural infrastructure, habitat development, provision of basic minimum services and many more. Bharat Nirman is a time-bound business plan for action in rural infrastructure proposed by the Government of India. It was launched in 2005 for building infra-structure and basic amenities in rural areas. It comprises of six components—rural housing, irrigation, drinking water, rural roads, electrification and rural telephony. In order to ensure sanitation facilities in rural areas with the broader goal to eradicate the practice of open defecation, Government of India launched ‘Nirmal Bharat Abhiyan’ (NBA) to cover all households with water and sanitation facilities and promote hygiene behavior for overall improvement of health and sanitation in rural areas. The key intervention areas have been identified as School Sanitation & Hygiene Education, Individual Household Latrines (IHHL), Anganwadi Toilets and Community Sanitary Complex. The salient features of the revised guidelines are:

- Accelerating the sanitation coverage in the rural areas to create Nirmal Gram Panchayats.
- Implementation of NBA is proposed with ‘Village Panchayat’ as the base unit.
- Accelerating sanitation coverage in rural areas to achieve the vision of Nirmal Bharat by 2022 with all Village Panchayats in the Country attaining Nirmal status.



- Proper sanitation facilities to be provided to the schools and Anganwadi Centers in the rural areas which are yet to be covered under SSA and hygiene education and sanitary habits among students will be promoted.
- All houses constructed by the beneficiaries under Indira AwasYojana (IAY) or any other State rural housing Scheme that did not have toilets shall also be eligible for the incentive for creation of sanitation facilities.

(Source: Ministry of Drinking Water and Sanitation: Swachh Bharat Mission)

Adding further in the initiatives of Government of India, THDCIL in its catchment areas is also contributing effectively in building clean and hygienic living conditions for local people in the State of Uttarakhand. Under CSR initiatives the company has constructed a community shouchalay at New Tehri market. The details of the project are as follows:

**Project Details:**

**Table-1- Infrastructure Development**

<b>Thematic Area</b>	<b>Name of the Program</b>	<b>Implementing agency</b>	<b>Budget of the project</b>	<b>Involvement of THDC</b>
Infrastructure Development	Construction of Public Shouchalay	U.P. RajkiyaNirman Nigam Ltd	23.76 Lacs	Financial support

On the demand of local business community (Vyapar Mandal), THDCIL has got constructed a public Toilet and a SananGrih at New Tehri town for which the financial support of Rs 23.76 lacs was provided by the company. THDCIL had signed anMoU with U.P. RajkiyaNirman Nigam Ltd. (hereafter called as UPRNN to construct a Shouchalaya (Community Toilet) at New Tehrimarket. The scope of the work includes that the UPRNN shall take the responsibility of planning, designing, engineering and constructing of Public Shouchalaya at New Tehrimarket. The built-up plan in the Community Toilet includes the following facilities:

**Table-2-built-up plan of Public Shouchalaya**

<b>For Ladies</b>		<b>For Gents</b>	
Toilets	02	Toilets	02
Bathroom	01	Bathroom	01
		Urinals	01
		Store Room	01

The UPRNN has completed the construction of Public Shouchalaya and handed it over to THDCIL and the same was handed over by the THDCIL to the Vyapar Mandal for whom the said provision was made.

### **3.1.2 Objectives of creating Sochalaya Facility at New Tehri:**

This facility was created by THDCIL at New Tehri with the objective of providing proper Toilet and Snanghatfacility to the shopkeepers in the New Tehri market and the daily visitors to the market. THDCIL was of the view that it will be better and useful to create such a facility so as to maintain the sanitation and cleanliness in the market. Therefore a sum of Rs 23.76 lacs was liberally provided by the company under its CSR initiatives. The IIT Roorkee team along with the nodal officer of THDC visited the facility site and observed that the objectives with which this facility was created have not been fulfilled to the larger extent. The key observations of the team are as follows:

### **3.1.3 Key Observations:**

1. It was observed that the facility created by THDCIL has a huge potential since the provision of public toilets are a way of promoting social inclusion and equality and generate the awareness of health issues in using the safe and clean toilets.

2. The built up facility happens to be as per the plan and construction has been completed.
3. The residents of the locality are not aware of this toilet and many of them are using the urinals provisioned by Nagar Nigam.
4. The pathways are not constructed properly and the risk of getting slipped and/ or injured is very much high.
5. There are no water and electricity provisions made, leading to the non-functioning of the toilets.
6. Similarly, there are no sign boards installed to let the users know that there exists a public toilet.
7. The team has found that the toilet was locked and no one was allowed to use the facility.
8. The Vyapar Mandal has constructed one room over the Shouchalay which is meant to be used for business meetings as told to the team.

#### **3.1.4 Recommendations:**

The impact assessment team appreciates the efforts of THDCIL for the development of facility for the local vyaparmandal which could be used by both shopkeepers and visitors to the market however, there exists a scope for improvement in the manner in which the provision has been made in the locality.

1. THDC may take up the similar task at different places and cities within its catchment area creating a massive urge of public hygiene which is a vital requirement of a healthy population.
2. Since the people around the area are found to be unaware of the facility, it is therefore, recommended that a wide publicity be made to create an awareness about the existence of the new facility and people should be informed to use the toilet. For this purpose sign boards may be installed at appropriate places.
3. There is no arrangement for manpower for cleaning & maintaining the facility without which it will soon become unusable. Hence, the local Vyapar Mandal should be asked to appoint one sweeper for cleaning and maintaining the facility.

4. The approach to the souchalaya must be improved and another path from another end be constructed.
5. Vyaparmandal should arrange for the water and electricity connections so as to make the facility properly usable by the people.
6. The facility should be open round the clock for the use by anyone.
7. Vyaparmandal before constructing a hall on the top of the facility must have sought permission from THDC. Creation of such hall on the roof of the souchalaya may minimize the privacy to the users of the facility during the business meetings of vyaparmandal.





**View of the Public Toilet at New Tehri**

### **3.2 Construction of Snan Ghat & Pathway near Zero Bridge in Gram Chopra, Jakhani Dhar.**

#### **3.2.1 Introduction**

The National River Conservation Directorate (NRCD) functioning under the Ministry of Environment and Forests is committed to the conservation of rivers by assisting the state governments in implementing the River Action Plan under the National River Conservation Plan (NRCP). The objective of NRCP is to improve the water quality of the rivers, which are the major fresh water sources in the country, through the implementation of pollution abatement schemes. So far a total of 31 rivers have been covered under the program. The National River Conservation Plan (NRCP) focuses on the River Front Development Works such as improving the Bathing Ghats and use of clean river water for different purposes. The following components are worth to be mentioned here:

- (i) To facilitate safe approach to the rivers, platforms steps leading to the river are provided
- (ii) Construction of changing rooms for males and females

(iii) Creation of toilets, washrooms and drinking water facilities at the Ghats. Mobile toilets can be provided to cater to the needs of floating population who gather only on occasions

(iv) Provision of adequate number of benches for sitting of people

(v) Provision of lighting and landscaping of area

(vi) Development of approach roads, parking lots to facilitate easy access of beneficiaries

70% of the Project cost will be borne by NRCDC or Government of India. States and Local Bodies shall bear 30% of the Project cost of which the share of public would be a minimum of 10% to ensure public participation in the project. The O&M shall be a part of the project and the costs thereon shall be borne entirely by the State and local bodies for which additional resources have to be demonstrably raised and committed to O&M. The Local Bodies may raise loans from financial institutions to contribute their share. (Source: Ministry of Environment and Forest: National River Conservation Directorate)

Drawing a clue from such an initiative of Government of India and taking the leap forward, THDCIL has also implemented one such project by building a Snan Ghat at Zero bridge near Chopra village in Jakhanidhar block of Uttarakhand. The project details are as follows:

### 3.2.2 Project Details

**Table-3- Infrastructure Development**

<b>Thematic Area</b>	<b>Name of the Program</b>	<b>Implementing agency</b>	<b>Budget of the project</b>	<b>Involvement of THDC</b>
Infrastructure Development	Construction of Snan Ghat at Zero bridge	BDO Jakhanidhar	13.64 Lacs	Financial Support

Due to the commissioning of the Tehri Dam Reservoir, many villages got submerged in the water and so was the case of already existing snanghats. Many people got affected because of this project and they started facing the problems with regard to performing their rituals due to the lack of snanghats. Apart from this, it was also learnt that pilgrims during the Char Dham Yatra take this route via zero bridge. Due to the construction of this dam, there was no place for both the villagers and the pilgrims to take a bath and collect the water from river Ganges.

Since people of village Chopra where this snanghat has been constructed approached the local MLA and he in turn requested THDCIL to construct the same at a suitable place for the benefit of these affected people, the THDCIL considered their genuine concern and provided funds for the construction of a snanghat near zero bridge.

After completing the designing work and obtaining necessary permissions, the construction of snanghat was entrusted to BDO, Jakhani Dhar. The construction got completed in the year 2015 and the snanghat is made open for the use of the villagers and passersby.

As per census of 2011:

- Chopra is a medium size village located in Jakhni Dhar of Tehri Garhwal district, Uttarakhand
- Total population of the village is 341- (172 males and 169 females)
- Children in the age group 0-6 years make up 18.18 % of total population of village
- Average Sex Ratio of Chopra village is 983 which is higher than Uttarakhand state average of 963. Child Sex Ratio for the Chopra as per census is 1296, higher than Uttarakhand State's average of 890.
- Literacy rate of 83.87 % compared to 78.82 % of Uttarakhand. Male literacy stands at 95.86 % while female literacy stands at 70.90 %.

(Source: Census 2011)

### **3.2.3 Observations:**

The IIT Roorkee team along with nodal officer of THDC visited the snanghat at zero bridge to conduct the assessment with regard to its usability which was the main objective of this project. Further, to understand the effective utilization of the snanghat a meeting with the residents of nearby Chopra village was also organized to understand about the use of the ghat. The team observed as follows:

1. The construction of the snanghat is found to be good and a concrete path with steel railing has been constructed so as to facilitate the people who would go either to take bath or collect holy water of river Ganges.
2. The ghat is found to have less space for the people who would take bath there or collect water. It's difficult at the ghat to comfortably take bath and the water level being too low so sometimes it's difficult to collect water by standing at the ghat.
3. The location of the site of the snanghat is approximately half a kilometer from the Chopra village which is little difficult for the villagers to commute daily to fetch the water.
4. The village suffers from the shortage of the water thus, it would have been better if the ghat was constructed at a nearby place.
5. The place including the road to reach the snanghats not maintained well and there is no cleanliness at all making it most difficult to fulfill the objective with which it was constructed.

### **3.2.4 Recommendations:**

The team appreciates the efforts of THDCIL for the development of the infrastructure; however, there exists a scope for improvement in the manner in which the provision has been made in the locality.

1. More space should have been provided at the snanghat so as to accommodate more crowd during Char Dham Yatra, as the present available space is too small for the larger crowd.



2. Some more steps should have been added to help the people to collect the water for different purposes comfortably.
3. The responsibility of its maintenance need to be clearly given to the BDO/Sarpanch for the proper maintenance of the created provision.
4. Water taps should have been installed so as to enable the elderly and physically challenged people to make use of the water as it is very difficult to climb down steps which may not be possible for some people.
5. Metalling of the road is observed as a necessary facility in order to reach the place and efforts should be made towards this end.
6. During rainy season the steps may become slippery so necessary arrangements must be made either by local village panchayat or BDO for its regular maintenance and cleanliness.



## **View of the SnanGhat at Zero Bridge.**

### **3.3 FINANCIAL AID TO ALL SAINT SCHOOL, Bhagirathi Puram, New Tehri,**

#### **3.3.1 Introduction**

Rural Education and adequate infrastructure is on the top of The Government of India's priority list and the same is the case with governments of the states and UTs. The Integrated Child Development Services (ICDS) Scheme is one of the flagship programs of the Government of India. Also a Centrally Sponsored Scheme called "Saakshar Bharat" is being implemented in rural areas to improve the female literacy rate. In order to ensure greater participation of girls in elementary education, SarvaShikshaAbhiyan (SSA) has targeted interventions for girls which include opening of schools that can be easily accessed by the girls, separate toilets for girls, appointment of women teachers, gender sensitive teaching and learning materials and training the teachers to promote girl education. In addition, residential upper primary schools for girls has been provided through Kasturba Gandhi Balika Vidyalaya that have been opened in Educationally Backward Blocks where the female rural literacy is below the national average. Under Rashtriya Madhyamik Shiksha Abhiyan (RMSA) in order to improve girls literacy rate separate toilets for girls and residential quarters for teachers are constructed, and several other measures like curriculum reforms, self-defense training, vocational secondary education, stipend for girls with disabilities, girls hostel, etc. have been effected. Corporate which as a part of their CSR activity primarily focuses on education programs to assist economically and socially disadvantaged communities. They provide scholarships, adult education, girl child education, running own schools, quality education, infrastructure support and financial aid as a part of their CSR practices.

(Source: MHRD: Department of School Education and Literacy)

#### **3.3.2 Project Details**

##### **Table-4- Education**

<b>Thematic Area</b>	<b>Name of the Program</b>	<b>Implementing agency</b>	<b>Budget of the project</b>	<b>Involvement of THDC</b>
Education	Financial Aid to School	THDCIL	20.00 Lacs	Financial Support

### **3.3.3 About All Saints Convent School**

Located at Bhagirathi Puram, Uttarakhand, All Saints Convent School was started by The Education Society of the Diocese of Bijnor (ESDB) in the year 1977. The ESDB is an association of Catholic Missionaries who are committed to provide quality education in remote and rural areas of Uttarakhand. The school caters the educational needs of not only the wards of THDCIL employees but also the students of adjoining villages.

It currently operates from class Nursery to Std. XII. Presently, it is an English medium, co-educational institution that offers a unique spectrum of curricular, co-curricular and extra-curricular activities with main focus on 'Integral Development of the students'. The school has a total of 425 students, 17 teachers and 7 clerical staff.

THDCIL has provided the funds for the up gradation of the various activities of the school from its CSR budget to be incurred for the purchase of the following equipment and furniture:

- a. Table and Chairs. Lab furniture
- c. Laboratory equipment for Chemistry, biology and physics labs
- d. Chemicals for chemistry Lab
- e. Tables and Chairs in Computer Lab
- f. Books and Shelves in Library.



Biology Lab



Chemistry Lab





## Computer Lab



Library

### 3.3.4 Observations

The IIT Roorkee team along with the officials of THDC visited the All Saint School at Bhagirathi Puram to assess the impact of facilities created by THDCIL in the school. THDC has provided above said material and equipment to the school based on their request. The assessment team observed as follows:

The infrastructure available with the school after providing the funds by THDC is given below.

- a. Tables and Chairs      b. Laboratory equipment for Chemistry, biology and physics labs      c. Chemicals for chemistry Lab      d. Tables and Chairs in Computer Lab      e. Books and Shelves in Library.

1. The school has sufficient teaching staff and provides a quality education to the students. These teachers are mostly the spouses of the THDCIL employees.
2. The students of the school also participate in various competitions and most of the time bring laurels for them and to the school.
3. The school, after getting funds from THDCIL has sufficient furniture, books and shelves.
4. THDCIL has rightly understood the genuine requirements of the school and provided different equipment and furniture to the school.

5. The impact assessment team observed that by developing the required infrastructure and facilities for the school is going to have far reaching impact on spreading the quality education amongst the students studying in the All Saints School.

For further improvement in this type of initiatives of THDC the assessment team recommends as follows:

### **3.3.5 Recommendations:**

The team appreciates the efforts of THDCIL for upgrading the school however, to strengthen the efforts in the area of education the following observations are made.

1. Since the requirements of the school keeps on changing from time to time with reference to the laboratory chemicals, books, computers etc., it is suggested that evaluation and monitoring of the requirements should be done regularly.
2. The school has only three buses plying to and fro to carry the students which is inadequate, therefore, provision of more buses should be done.
3. The school has two floors and sometimes it may be difficult for the physically challenged students to reach the class, therefore, provision of a lift need to be made.
4. So far the THDC has done wonderful job to support the school in every respect by providing sufficient and quality infrastructure and it is recommended that in future also the company should extend liberal financial support to the school. The impact of the assistance provided happens to be very good and students studying in the school are benefitted to a larger extent.
5. Not All Saints School but other schools falling in the catchment area of the company should be helped financially in future as and when the company has funds available under its CSR umbrella. The assessment team is of the view that of all the six small projects undertaken by the company in the previous year under its CSR initiatives, this happens to be one of the best efforts of the company which has a far reaching and multiplier impact on the society as a whole.

### **3.4 Construction of 25 Individual Toilets At Deen Gaon, Pratap Nagar Tehri.**

#### **3.4.1 Introduction**

A holistic definition of sanitation includes safe drinking water, liquid and solid waste management, environmental cleanliness and personal hygiene. Failing to ensure any one of these can have direct implications on the individual, family or community's health. The Central Rural Sanitation Program (CRSP) was introduced by the Government of India in 1986 to improve the quality of life of the rural people and to provide privacy and dignity to women. The Government of India also launched the Swachh Bharat Mission coordinated by Ministry of Drinking Water and Sanitation (MDWS) for improving the sanitation. This is implemented with two Sub-Missions, the Swachh Bharat Mission (Gramin) and the Swachh Bharat Mission (Urban). The aim of this mission is to effectively improve the Solid and Liquid Waste Management activities and making Gram Panchayats Open Defecation Free (ODF), clean and sanitized thereby improving the levels of cleanliness in rural areas. A duly completed household sanitary latrine shall comprise of a Toilet Unit including a substructure which is sanitary (that safely confines human feces and eliminates the need of human handling before it is fully decomposed), a super structure, with water facility and hand wash unit for cleaning and hand washing. The aim of the mission is to ensure that all rural families have access to toilets. The MDWS (Ministry of Drinking Water and Sanitation) monitors the state government in the implementation of the SBM(G) at various levels and issues necessary advisories on the matter. Gram Panchayats (GP) can play a key role in promoting regular use, maintenance and up-gradation of toilets, SLWM (Solid and Liquid Waste Management) components and Inter-Personal Communication for hygiene education. Corporate houses should be encouraged to participate in the SBM(G) as an essential part of the Corporate Social Responsibility (CSR). There is realization that a healthy workforce can contribute towards better services for their output. This has also attracted corporate houses to take up social causes and increase interaction with people. Thus, SBM(G) can serve as a platform for the Corporate Houses to help address their CSR. The Corporate or PSUs may take up the issues

of sanitation through IEC (Information, Education and Communication), HRD (Human Resource Development) or through direct targeted interventions such as:

- a) Educate rural populace on the technology options available under SBM through rural sanitation parks
- b) Organize exhibitions and sanitation melas.
- c) Provide necessary education to the school children on hygiene and proper sanitation
- d) Create sanitation facilities for the rural populace and provide additional incentive like suitable sanitary materials to rural households
- e) Provide sanitary complexes in market or other public places
- f) Provide assistance in effective Solid and Liquid Waste Management technology and resources
- g) Propagate the program through mass media and GP level interventions.
- h) Provide trained manpower for maintenance of sanitation facilities and/or SLWM establishments
- i) Make villages/ habitations/GPs ODF (Open Defecation Free)

(Source: Ministry of Drinking Water and Sanitation, Swachh Bharat Mission)

Contributing effectively into making India clean and green, THDC, under its CSR initiatives has generously provided a sum of Rs 13.20 lakhs to the 25 households of Deengaoon falling in its catchment area for construction of individual toilets. The project details are as follows:

### 3.4.2 Project Details

**Table-5- Health and Sanitation**

<b>Thematic Area</b>	<b>Name of the Program</b>	<b>Implementing agency</b>	<b>Budget of the project</b>	<b>Involvement of THDC</b>
Health and Sanitation	Construction of 25 Individual Toilets	SEWA-THDCIL	13.20 Lacs	Financial support

India cannot achieve real development if majority of its people live in unhealthy and unhygienic surroundings due to lack of access to sanitation. Poor sanitation



facilities have many other serious repercussions. A direct link exists between sanitation and health and human wellbeing. Improper disposal of human excreta has been a major cause of many diseases in India. Sanitation refers to the provision of facilities and services for the safe disposal of human waste.

### 3.4.3 About DeenGaon Village

Deengaon is a medium size village located in Pratapnagarblock of TehriGarhwal district ofUttarakhand with total 234 families residing therein. The village has population of 1364 people of which 654 are males while 710 are females as per Population Census 2011.

In Deengaon village population of children with age 0-6 is 278 which make up 20.38 % of total population of village. Average sex ratio of village is 1086 which is higher than Uttarakhand state average of 963. Child Sex Ratio for the Deengaon as per census is 958, higher than Uttarakhand average of 890.

Deengaon village has lower literacy rate compared to Uttarakhand. In 2011, literacy rate of Deengaon village was 64.18 % compared to 78.82 % of Uttarakhand. Male literacy stands at 86.91% while female literacy rate was 43.90%.

As per constitution of India and PanchayatiRaj Act, Deengaon village is administrated by Sarpanch (Head of Village) who is elected representative of village.

### 3.4.4 Vital Statistics of DeenGaon

**Table-6- Statistics of DeenGaon**

Particulars	Total	Male	Female
Total No. of Houses	234	-	-
Population	1,364	654	710
Child (0-6)	278	142	136
Schedule Caste	214	107	107
Schedule Tribe	0	0	0

Particulars	Total	Male	Female
Literacy	64.18 %	86.91 %	43.90 %
Total Workers	609	273	336
Main Worker	243	0	0
Marginal Worker	366	73	293

(Source: <http://www.census2011.co.in/data/village/43424-deen-gaon-uttarakhand.html>)



## View of some individual toilets at Deengaon

### **3.4.5 Observations:**

1. People in Deengaon village were found to be happy due this facility created for them by THDC.
2. This initiative of THDC has significantly helped the village folks to improve the sanitation level at their houses and easy access to clean and livable environment.
3. The construction of toilets has had a positive impact on the environmental sanitation conditions of the villagers. The measurement as per WHO/UNICEF standards is that waterborne diseases will decrease from 40/100000 to 20/100000 when toilets are constructed and proper use of the toilets are carried out.
4. The villagers who received assistance reported an improvement in their sanitation conditions and were happy to have an opportunity to improve their sanitation situation.
5. Other villagers who were not included in this project, requested the THDCIL to be included in future sanitation programs.
6. Improved sanitation and health due to the modern toilet will reduce the incidences of diseases by providing toilet facilities in the areas that had very few latrines. The toilet will also have water availability where users can wash their hands with increasing cleanliness.
7. The main impacts of operating public toilets will be beneficial as the village people will be provided with better sanitation facilities. This will improve the quality of life of people as well as benefiting both individual and public health as the improvements in hygiene would reduce the incidence of disease associated with poor sanitation. This should lead to economic gains as people will be less away from work and will spend less on healthcare, causing an increase in their income level.

8. No adverse impacts were identified due to location of project components. No land acquisition is required for the project since the toilets are located in the land owned by individuals.

#### **3.4.6 Recommendations:**

1. For adequate behavior change in the villages toward better health and hygiene practices there need to be a stronger health education component, which should be taken up by THDCIL.
2. Negative impacts were few but those mentioned include lack of awareness among the users as it includes the risk of diseases brought about by improper use of the toilets, i.e. washing hands and feet after using the toilet.
3. The THDCIL should have ensured the appointment of a caretaker for the operation and maintenance of the toilets. Septic tanks with soak pits and rain water harvesting system are proposed for all the toilets. Hence, direct impact to nearby environment due to toilets could be minimized.
4. The emphasis on solid and liquid waste disposal were lacking in more than half the Gram Panchayats and households visited. This requires further improvements through creating adequate infrastructure such as drains and waste bins, and creating awareness through social mobilization.
5. Disposing of child faeces is another indicator of improved sanitation. Only around 55 percent of households with (having less than 2 year old children) seem to be disposing the child faeces into toilet. This also requires special focus within the IEC(Information, Education and Communication) and other social mobilization inputs for behavior change.
6. Overall the impact of this endeavor of THDCIL has a very positive and far reaching effect in improving the health and hygiene related conditions of the villagers and more funds may be provided in future to cover-up the left over households in Deengaon village and the program may be extended to the other villages also falling in the catchment area of THDCIL.

### **3.5 Tailoring & Beauty Care program for women at Indira Nagar, Rishikesh**

#### **3.5.1 Introduction**

The 11th five year plan (2007-12) has recognized the need for skilled workers in the formal and informal sectors in the next ten years. To achieve this the government developed a scheme to increase the percentage of formal and informal skilled workers in its total workforce from a mere 2% to 50% by 2022, thus creating a 500 million strong resource pool. Though women occupy a significant proportion of this work force in India, they are largely concentrated in the informal sector, which is characterized by low earning, low productivity, poor working conditions and lack of social protection. The initiatives to skill the workforce need to be different for men and women as they face very different social and economic circumstances. The key strategy for women's empowerment and gender equality is to combine policy and institutions at the local level.

The aim of skill development is not just to equip them for jobs, but also to improve their performance enhancing the quality of work in which they are engaged and there is a special focus on skilling women. The major challenges for building a conducive environment for skill development which the NSDC are:

(i) Training large number of women since currently only 2% of the female workforce is formally trained (ii) Inadequate quality in TVET (technical and vocational employment) (iii) lack of mechanisms to judge and certify quality, (iv) inequity in access to TVET for women (v) low level of education and lack of recognition of potential women trainees that limits training of women in the formal sector (vi) relatively high opportunity cost of learning involved for training women. These challenges lead to complex issues in the effective implementation of society.

Understanding the need of skill development, THDC under its CSR initiatives has appreciably contributed by financially supporting the skill development amongst women of Rishikesh and nearby areas. THDC has provided liberal financial support to a NGO 'SEVA' operating in Rishikesh. The major objective of this initiative is to

enhance the skills of women so as to enable them to lead an independent life by making them skilled in different areas.

### 3.5.2 Project Details

**Table-7- Women Empowerment**

<b>Thematic Area</b>	<b>Name of the Program</b>	<b>Implementing agency</b>	<b>Budget of the project</b>	<b>Involvement of THDC</b>
Women Empowerment	Tailoring & Beauty Care Training program for women of Rishikesh	Society for Educational & Vocational Advancement (SEVA) Dehradun Road, Rishikesh.	9.66 Lacs	Financial Support

### 3.5.3 Objectives and Benefits of this program: The Insiders' version

When IIT Roorkee team visited this center the owner, teachers and some students were present there and they all shared their views about this center with the members of the team. Some of the important points they communicated to the team are as follows:

1. The NGO is reported to have been playing a very important role in developing the skills of the local women in terms of imparting them different training courses.
2. The NGO does not charge any fee from the participants.
3. The training center has sufficient instructors in the areas of beautician, tailoring and Mackrum training.
4. Some participants have already started earning Rs. 1000/- to Rs. 2500/- per month. The major customers for these trained women are mostly their neighbors and other known people.
5. Few participants stated that they have started providing the training to nearby villagers and have started earning their livelihood.

#### **3.5.4 Observations:**

1. It was observed that the hall used for training the participants is small and insufficient in size to provide such type of training. Further, it lacks proper lighting, ventilation and sanitation facilities.
2. The training center has not paid attention on the other aspects such as providing the participants a much needed exposure with respect to the accessibility of the markets, new trends of the areas of skill development etc.
3. The infrastructure available at the centre was far from satisfactory. For instance there was only one chair required for imparting beauticians' training. Similarly, the material required to impart Mackrum training was also found to be unsatisfactory. Most of the sewing machines were not in good state of working.
4. The trainers available at the centre were found to be less enthusiastic.
5. It was felt that the present NGO lacks a good amount of professional approach as is desired to be possessed by any NGO imparting these kind of skills.

#### **3.5.5 Recommendations:**

1. It was observed that the hall used for training the participants is small hence, it is suggested to search for/create a proper infrastructure where proper training can be imparted.
2. Infrastructure available at the centre should be improved by adding some more equipments and furniture.
3. As said above the training center has not paid attention on the other aspects such as providing the participants a much needed exposure with respect to the accessibility of the markets, new trends of the areas of skill development etc. therefore, it is suggested that the trainees should be given a wide variety of exposure so as to empower them in real sense.
4. The issue of women empowerment is very crucial for the country like India and since companies are spending a huge quantum of money on this initiative under CSR, it becomes imperative for the funding agency to empanel a credible NGO having professional approach hence, the THDC authorities are



- advised to search for some other NGO having a high reputation and professionally sound so as to rigorously boost the women empowerment.
5. If possible, THDCIL-SEWA may manage this type of skill development centers on its own as it has a more likelihood of emphasizing on those aspects through which women empowerment can be really achieved.
  6. After conducting the interviews with the enrolled trainees the team is of the opinion that the expected outcomes of the training are not so convincing. Therefore, the need is felt to search some other alternate ways of enhancing the skills of women to really empower them.
  7. Transparency and accountability need to be maintained and fixed up for the NGOs by the funding agency so as to make them financially and professionally responsible.

### **Glimpse of Skill development Centre at Rishikesh**





### **3.6 Contribution in National Cleanliness Campaign under Swachh Bharat Mission**

#### **3.6.1 Introduction**

Waste in any form solid or liquid is a serious threat to the public health. Improper disposal of such wastes lead to vector borne diseases such as diarrhea, Malaria, Dengue, Polio, Typhoid, Cholera, and other water borne infections. A holistic waste management process should be the focus now. Solid waste includes all waste materials (organic and inorganic) produced by households, commercial & industrial establishments that have no economic value to the owner. Solid waste can be classified as biodegradable (e.g. Kitchen waste, agricultural waste, animal dung, etc. and non-biodegradable (eg. paper, plastic, tetra packs, old cloth, carbon paper, thermo coal etc.)

THDC under its CSR process has contributed to the national initiative popularly called as Swachh Bharat Abhiyan launched by Prime Minister. THDC has generously contributed in this initiative by providing a sizeable sum of Rs 8.5 Lakhs in the year 2015-16.

#### **3.6.2 Project Details**

**Table-8-Contribution in Swachh Bharat Abhiyan**

<b>Thematic Area</b>	<b>Name of the Program</b>	<b>Implementing agency</b>	<b>Budget of the project</b>	<b>Involvement of THDC</b>
Swachh Bharat Abhiyan	National Cleanliness Program in Rishikesh.	SEWA-THDC	8.50 Lacs	Financial Support



**3.6.3 Observations:**

1. This is a fact that tourism increases economy of the country. Now, tourists are only attracted to those cities which are beautifully carved and are rich in historical architecture. The initiative of THDCIL is worth appreciating as the dustbin have been placed at the appropriate places.
2. The size of the dustbins is large enough to accommodate the waste.
3. The walls have been painted with the slogans to create the awareness among the people which is muchmore appreciable.
4. Having a dustbin around is a great way of enhancing the appearance of the area. This is because dustbins provide people with a good place of placing litter away. If dustbins were not available, then people would be littering everywhere. This objective has been achieved because of the dustbins.

5. Local people using these dustbins were found to be quite happy as it has led to improved sanitary conditions in and around the areas where these bins are placed.
6. Slogans written on the walls have contributed to enhance the awareness level among the people living in the nearby areas and localities.

#### **3.6.4 Recommendations:**

1. Though these bins are being effectively used by local people but there exists lack of arrangements for emptying and cleaning them regularly. It is thus recommended that some permanent arrangement should be made either by THDC or municipal committee to clear these bins on regular intervals.
2. Importance of segregation of waste into biodegradable and non-biodegradable components, including plastics at the household level, may be spread through NGOs, community leaders and resident welfare associations.
3. The concept of three R's –Reduce, Reuse and Recycle needs to be strongly advocated in all campaigns.
4. The ill effects of unhygienic surroundings may also be vigorously conveyed to people to sensitize them to the magnitude of the problem of improper waste management
5. There is a need to inculcate higher degree of professionalism in waste management which takes care of all aspects including provision of latest equipment, evolving standardized procedures and handling the entire process in an organized and structured manner. To make the system more efficient, certain activities may be outsourced and even SHGs and Women Groups may also be involved.
6. Looking at the effective use of these bins by local people. It is recommended that more such bins be placed by the company at other places falling under catchment area of THDCIL.

## **CHAPTER IV. CONCLUSION**

The present evaluation study is an attempt to analyze the implementation of the CSR initiatives taken up by THDCIL. The six initiatives as described by the THDCIL are successfully completed. The main objectives of the impact assessment study were to:

- i) To conduct a descriptive study on social impact of the activities undertaken by THDC.
- ii) To assess the impact of the CSR activities in the villages & whether these impacts are positive or negative.
- iii) To identify the areas for change in the policy or methods of CSR activities by which more and more people are benefitted.
- iv) To look for opportunities and possibilities for strengthening the existing programs.

The study is based both on the primary and secondary data obtained from the selected geographical areas where the CSR initiatives were taken up the company.

As discussed in detail in the Methodology chapter, secondary data from the Block and Village level besides the primary data from the beneficiaries are obtained from the structured schedules forms the basis for the present findings of the study.

The analysis of the implementation of the impact assessment study in the selected areas dealt in detail indicate that the overall social development of the villagers is positively associated with the infrastructure provided by the company. Infrastructural facilities in respect of Construction of SnanGhat, Individual Toilets, Community Shouchalaya and the creation of other facilities for the school, participation in Swachh Bharat Mission and women empowerment are found to be playing an important role and they are essential for enhancing the level of development in different areas.

However, a certain amount of disparity cannot be ruled out in the level of development among different blocks. In order to lessen the disparities in development among different blocks, model blocks need to be identified and

potential targets of developmental indicators need to be assessed for low developed blocks. Low developed blocks require improvements of various dimensions in different indicators for enhancing the level of development.

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