

RURAL ELECTRIFICATION CORPORATION INDIA (REC)

- **Background**

REC is an Enterprise of the Government of India under the Ministry of Power, mandated to provide financing for the power sector development across the value chain in the field of generation, transmission, distribution and above all, renewable energy development. REC is the coordinating agency for implementing flagship programs of the government in power sector that includes **Deendayal Upadhyaya Gram Jyoti Yojana** scheme, the UDAY programme and several other initiatives of the government to ensure Power for All.

Dr. P V Ramesh, CMD, REC, handed over the cheque for this amount to Shri Ashok Lavasa, Secretary, Department of Expenditure, Government of India, on the 9th March 2017 in New Delhi in the presence of Shri Iyer, Secretary to Government of India, Ministry of Drinking Water and Sanitation and other senior officials of concerned Ministries and REC.

- **Location, Date**

Punjab, Rajasthan, Uttar Pradesh, Bihar, Madhya Pradesh and Telangana; 2017

- **Areas**

Rural

- **Stage/Scale**

Full Scale

- **Objective of the assignment**

Realization of importance of sanitation and elimination of open defecation across the country

- **What was done**

- REC has been actively working to push the cause forward through its several CSR initiatives.
- 12,292 toilets have been constructed for girls and boys in schools under Government of India initiative 'Swachh Vidyalaya Abhiyaan' in the 33 districts of states of Punjab, Rajasthan, Uttar Pradesh, Bihar, Madhya Pradesh and Telangana.
- Water facility has been provided by means of tube well, borewell, etc. in 1,374 toilets constructed under Swachh Vidyalaya Abhiyan in the states of Rajasthan and Telangana.
- Water, sanitation and hand wash programmes have been executed to create awareness about hygienic practices. Further, toilets have been constructed and repaired and dustbins and other facilities have been provided in 100 government schools of Tripura.
- Sanitation and water facilities in government senior secondary and high schools in Bihar have been improved by setting up toilets for girls, boys and teaching staffs, with raw water for cleaning and housekeeping purpose.
- 234 individual household toilets, child & baby friendly toilets have been constructed in a village of Uttar Pradesh.

• Impact

The Corporation has also constructed 194 toilets during the current fiscal. REC is committed to supporting the Government of India's mission for Swachh Bharat. As a responsible Corporate Citizen, the cause of nation building has always been high on REC's priorities. As a step in this direction

- Increase in enrolment and attendance in schools and also reduction in drop outs, especially amongst girls and improvement in education and health conditions.
- Increase in access to both water and sanitation facilities among the beneficiaries.
- Reduction in open defecation and unhygienic practices amongst people who were benefitted.
- Reduction in poor sanitation related diseases like diarrhoea, soil transmitted helminthes, trachoma and scabies.
- Positive attitudinal change in the households pertaining to sanitation and hygiene.



• Innovation

Structural financing and financial support for intervention to ensure the outreach

• Lessons learnt

The centre provides the strategic direction and the thrust areas for our work, while also ensuring performance management. Our focus is on the all-round development of the communities based around company plants, most of which are located in distant rural areas and tribal belts.

• Financials

Rural Electrification Corporation Limited (REC) on the 9th of March 2017 extended support to the Swachh Bharat Abhiyan by contributing an additional amount of INR 25 Crore to the 'Swachh Bharat Kosh Fund' set up under the Ministry of Drinking Water & Sanitation, GoI as

a part of its CSR initiative. REC has earlier in August '16 also contributed INR 25 Crore towards this noble cause, thus making a total contribution of INR 50 Crore to the Kosh.

- **Economic sustainability/Revenue Model**

The spending was part of their CSR activities.

- **Implementer Contact Persons**

- **Dr. P.V. Ramesh**
CMD, REC

- **Sources and References**

- Company Website