

# BASF INDIA LIMITED

- **Background**

BASF India Limited, is a Global MNC, with headquarters in Germany. With a strong footprint in India, BASF has manufacturing plants across Mangalore, Gujarat (Dahej and Ankleshwar), Mumbai and various other locations in Mumbai. With a high level of commitment to sustainability, BASF has taken up the project on Sanitation and Water (WASH) in and around its key sites – Dahej, Mangalore and Chennai.

Nearly 600 million people in India defecate in the open. According to a survey done by Rice institute, 40% households having improved sanitation facilities still have at-least one person defecating in open. Thus, sanitation is a major focus area of the current government and with the Swacchh Bharat Mission; sanitation has also been included in the project of the company. The sanitation project covers schools as well household toilets/community toilets around key BASF sites based on the needs assessed during baseline surveys.

- **Location, Date**

Gujarat, Bharuch District, Dahej village; Karnataka, Mangalore and Chennai

- **Areas**

Rural and Peri-urban

- **Stage/Scale**

These programmes are still underway as part of the CSR initiative of the company.

- **Objective of the assignment**

The project includes a drinking water facility (with RO purification plant), construction of community toilets to eliminating the practice of open defecation and also constructing toilets for girls in schools to support girl's education programs.

- **What was done**

- **Sanitation & Waste Management in Dahej:** Project Gram Shobha was launched in Dahej to make the villagers aware and informed of the harmful effects of open defecation and the benefits of having a waste-free village. The complete strategy was based on increasing the usability of toilets and bringing a behavioural change.
  - Under this project, 130 household toilets and 1 community toilet were constructed across the village. Additionally, community members have been provided with 1122 dustbins for the segregation of waste at household level and 1 battery powered eRickshaw for the collection of waste at the village level from the households. Through this project nearly 6000 villagers' lives have transformed in Dahej village.
  - Furthermore, a community awareness WASH programme on sanitation & waste management is also underway to inform the villagers about best practices on sanitation and waste management through various channels. The awareness program included interactive elements which included key activities such as WASH Mela, School competition, Foot Marches and WASH sports day.



- **Water Education Project, Mangalore:** This intervention provided safe, pure drinking water by setting up water purification units based on ultra filtration/ Reverse Osmosis technology in various schools and community public health centers. 25 schools in the vicinity of Mangalore will be selected for providing safe drinking water.
  - Of these schools, eight schools will be equipped with water laboratories to facilitate water quality monitoring. Among them two schools have water classrooms where students are educated about water cycle and water conservation methods. In addition to this, water quality testing kits are available to select schools for field analysis. These kits will help communities living around the schools assess the quality of water.
  - BASF is working with NGO partners to help change the behaviour since clean drinking water and toilets are basic requirements to having good health and thereby improving overall standards of living, and moving further towards development. Through these programs, they have reached more than 3000 children and taught them to use the sanitation facilities correctly and learn simple things like hand washing which can prevent serious health hazards. It has also undertaken programs to teach the adolescent girls/ ladies on menstrual hygiene.



- **Community Drinking Water Plant in Chennai:** The program involved setting up a community drinking water plant that provides high quality, safe drinking water at affordable price points – INR 7 for 20 lts of water.
  - The program also involves community outreach programs to strengthen awareness on safe drinking water and hygiene. During the outreach program, students were educated on the benefits of safe drinking water and hygiene. The implementation of the program will be managed by WaterLife India in close cooperation with local stakeholders. Another significant aspect of the program has been the setting up of a Rainwater harvesting system by WaterLife India at a Panchayat Union Middle School. The system is designed to harvest about 154 kilolitres of rainwater annually. A part of this harvested water will be used for consumption by the school children while the rest will be used to recharge groundwater.
  - A detailed note on the workings and calculations of the rainwater system is also showcased at the school to educate the children and encourage them to spread the message within the community.

## • Impact

- In Dahej, villagers have praised the toilets designs and the provision of 2 dustbins per household used for segregation. The local government officials have also sent reports to their state offices to follow a similar model of toilet design and behavioural change across the state. The villagers have now started taking ownership which has significantly reduced the amount of street waste and participate in cleanliness drives which were not prevalent earlier.
- In Mangalore more than 2,000 school children have undergone education sessions on hygiene and sanitation. This has helped create awareness on efficacy, sustainability, and integration of hygiene and sanitation interventions among the school children.

## • Challenges and Issues

DRDO technology is being used for waterless toilets, but these are facing a lot of resistance from local people. BASF is, however, trying to popularise these toilets since there may not be enough water for toilets in villages.

## • Lessons learnt

- While BASF was open to working in consortium for such projects – the issue related to selection / implementation of programs within the stipulated timeframe seemed difficult with the consortium approach.
- At local levels BASF needs the support of local government / authorities especially in the case of community toilets /household toilets which require land from local governments.
- Availability of labour locally in the site area who could deliver required quality service is of paramount importance.

## • Financials

The annual spending on CSR activities for 2015-16 has been INR 0.66 crore. Details are available in the annual report of 2015-16.

- **Economic sustainability/Revenue Model**

Not mentioned

- **Implementer Contact Persons**

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- **Sources and References**

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