



REPORT

Workshop on Swachh Bharat Mission and Role of Corporate Sector



**Jharkhand Corporate Social Responsibility Council
Department of Industries, Mines & Geology
Government of Jharkhand**

BACKGROUND

Jharkhand Corporate Social Responsibility Council (JCSRC) was set up by Government of Jharkhand in partnership with UNICEF Jharkhand – the first and only such body in India. The Government notification to this effect was issued on 31 March 2015.

The overarching objective of the Jharkhand CSR Council is to ensure that the CSR funds are efficiently used with substantive results. The Council has a Governing Body chaired by Hon'ble Chief Minister of Jharkhand; an Executive Committee chaired by Secretary of the Department of Industries, Mines & Geology, GoJ; District Corporate Social Responsibility Committees (DCSRC) chaired by Deputy Commissioners (DCs) of the district; and a JCSRC Secretariat headed by the Director Industries, Department of Industries, Mines & Geology, GoJ. UNICEF Jharkhand is providing techno-managerial support to the JCSRC and is a member & adviser on both the Governing Body and the Executive Committee of the JCSRC.

The Hon'ble Chief Minister of Jharkhand and Chairperson of the Jharkhand Corporate Social Responsibility Council (JCSRC) during the Governing Body meeting of the JCSRC on 1 August 2016 identified three key priorities for utilization of CSR funds in the State. These are Swachh Jharkhand, malnutrition-free Jharkhand & ensuring clean drinking water in the State. He called for active participation of the corporate sector towards achieving these goals.

The workshop on “Swachh Bharat Mission and Role of Corporate Sector” is an initiative of JCSRC to foster discussion and collective action on Swachh Bharat Mission (SBM) in Jharkhand towards sensitisation and interaction on Swachh Bharat Mission with participation of corporate sector, NGOs, CSOs and the media. During the workshop, current status of the SBM in Jharkhand was presented to deliberate on the issues and challenges being faced.

This workshop was organised under the aegis of Jharkhand CSR Council, Department of Industries, Mines & Geology, Government of Jharkhand (GoJ) in collaboration with the Department of Drinking Water & Sanitation, GoJ and UNICEF on 9 November 2016 at Ranchi. The workshop also had presentation on the “Vision 2030 for Jharkhand” by the Department of Planning cum Finance, GoJ and on initiatives in Digital Literacy by NASSCOM Foundation to share their work on the Digital Literacy project.

INAUGURAL SESSION

The workshop started with opening address by Mr. K. Ravi Kumar, Director Industries, GoJ on Jharkhand CSR Council and a brief update on the progress of activities made by Jharkhand Corporate Social Responsibility Council (JCSRC). Since the inception of Jharkhand CSR Council, three governing body meetings and four executive committee meetings of the council have been conducted. District CSR Committees formed in 22 districts to advise, monitor & monitor CSR activities at district level. The CSR Expenditure went up from INR 247 crores in FY 2012-13 to INR 754 crores in FY 2015-16. A Management Development Programme (MDP) on Corporate Social Responsibility (CSR) organized for companies. Infrastructure support is being provided to 7436 Government schools in 7 districts, toilet construction/renovation in over 6000 schools under Swachh Vidyalaya Mission, infrastructure support is being provided to 11 government health facilities in 5 districts by companies under CSR. Memorandum of Agreement (MoA) signed by 3 companies to run 3 Industrial Training Institutes (ITIs) in 3 districts. 15 Vehicles provided for highway patrolling in West Singhbhum district. Sports University has been set up in Ranchi using CSR funds.

Mr. Sunil Kumar Barnwal, Secretary, Department of Industries, Mines & Geology in his address said that Jharkhand CSR Council set up by Government of Jharkhand two years ago, is the first and only such body in India, to ensure that the CSR funds are efficiently used with substantive results. This year making the state open defecation free, malnutrition free and ensuring safe drinking water to the every household are the priority areas where the corporate can contribute through their CSR initiatives. Jharkhand Corporate Social Responsibility Council (JCSRC) in partnership with companies will now prepare a plan for the CSR funds for this financial year with UNICEF Jharkhand's technical support.

Mr. Amit Khare, Additional Chief Secretary, Department of Planning & Finance said, "This workshop will be a milestone in achieving the goal of Swachh Jharkhand. I compliment the Department of Industries and the industry fraternity as the CSR spent has gone up almost three times to 754 crores in 2015-16." He said, "We hope to achieve the target of open defecation free Jharkhand in the coming years. Swachh Bharat is not just a cleanliness and sanitation issues but a matter of human dignity. We can achieve this target only when the government, NGO partners, companies and citizens come together."

Mr. A P Singh, Principal Secretary, Department of Drinking Water & Sanitation said, "The companies can adopt a block or entire district and make it open defecation free in consultation

with the Department of Drinking Water & sanitation. Alternatively, institutional mechanisms are in place for transfer of CSR funds directly to the Department at the state or district level.”

Dr. Madhulika Jonathan, Chief of UNICEF Jharkhand said, “The human rights to water and sanitation are at the core of the UNICEF mandate for children. Not only are poor hygiene, open defecation, and lack of access to safe water and sanitation systems leading causes of child mortality and morbidity, they also contribute to under nutrition and stunting, and act as barriers to education for girls and to economic opportunity for the poor.” She said that UNICEF is supporting the implementation of the Swachh Bharat Mission in Jharkhand and providing techno managerial support to the JCSRC. It is matter of pride that Dulmi in Ramgarh and Kirsai in Simdega have been declared open defecation free and CSR funds have seen an increase in the CSR funds utilization in the state specifically in the SBM. We will continue working with the Government of Jharkhand, companies, NGOs, civil society and communities in achieving the goal of Swachh Jharkhand.

SESSION ONE

“Two Years of Swachh Bharat Mission in Jharkhand”

The first technical session was on Swachh Bharat Mission and status of the programme in the Jharkhand after two years of its inception. The session was facilitated by Mr. Kumar Premchand, WASH Specialist, UNICEF Jharkhand.

At the onset, an overview of Sanitation programme in India since 1986 was presented including the Central Rural Sanitation Program (CRSP), Total Sanitation Campaign (initiated in 1999), ‘Nirmal Bharat Abhiyan’ (NBA) in 2012 and Swachh Bharat Mission (SBM) which came into existence from 2nd October, 2014 with a target to create an open defecation free Jharkhand by 2 October 2019

During the presentation it was shared that Jharkhand accounts for 4 % of total defecators in India. Every second child in the state is malnourished. And to achieve the goal of Swachh Bharat Mission in Jharkhand there is need of planning and community mobilization for behavior change.

Further, district wise scenario of household toilet construction in the state was presented. During the presentation the importance of toilet for the socio- economic and overall health and wellbeing of the family and society was emphasized, as open defecation is supposedly one of the major reasons for malnourishment, diarrhea and diseases. Here the role of corporate is important to achieve the goal of Swachh Bharat Mission. Corporates can engage their interventions in the following areas,

- Develop Adarsh Gram in terms of Water and Sanitation
- Address slip back cases of IHHLs
- Construction of Community Toilets
- Focus on community mobilization
- IEC and awareness and advocacy including training to householders, masons, plumbers at ground level

During the presentation different models of toilets were shared where the CSR funds can be leveraged.

The presentation was followed by a question and answer session. During the Q&A session following questions and issues were raised by the participants,

- Representative of NTPC raised an issue of land availability for construction of community toilet. Principal Secretary, Dept. of Water & Sanitation suggested to raise the issue in the district CSR Meetings. It was suggested that companies can support for construction of toilets in dhabas situated on the highways and even can go for inspection of functional toilets in petrol pumps.
- Representative of Tata Power, Jamshedpur, informed that they are supporting the sanitation programme of government through community mobilization as a result of which over 3000 toilets have been constructed which were slip back from the previous schemes. He was suggested to share the same with the respective DCs.
- Representative of Sindri Cement Works, ACC Ltd. informed about their initiative to support the household toilet construction under the Swachh Bharat Abhiyan in Baliyapur block of Dhanbad district. They are also in to community mobilization involving the women self help groups for construction and use of toilets. They have requested for intervention from government to fasten the toilet construction for achieving the target of Swachh Bharat Mission.
- Representative from Housing Urban Development Corporation informed that they are the nodal agency for Housing Schemes of government and supporting the SBM. Corporates and Civil society can contact them for construction of community toilets in the night shelters (Rain Baseras) which will support the floating population.

It was emphasized that CSR support is important in handling the underlying issues and major challenges in Swachh Bharat Mission such as, slip back cases, determining appropriate levels of service, developing inter-sectoral linkages, facilities beyond homes towards achieving the goal of open defecation free state.

SESSION TWO

“National Digital Literacy Programme by NASSCOM Foundation”

The second technical session was focused on National Digital Mission. Mr. Shrikant Sinha, CEO, NASSCOM Foundation has given presentation on the initiatives of NASSCOM Foundation on digital literacy to support the Digital Literacy Mission of Government of India aimed at making atleast one person in every household of the country digitally literate.

A brief updates on works of NASSCOM Foundation was presented. It was informed that by 2020 GDP of the country will reach up to \$90 billion by through skills and technology adoption. NASSCOM Foundation is promoting digital literacy and supporting for reaching out to the each and every individual with digital knowledge and skills through partnership with government, corporate, Non Government Organisations and civil society. Currently there 120 NDLM centres across the Country are being run through corporate partnership under CSR.

Further three different models of digital literacy initiative where corporate can partner were shared,

- **Centre Creation Model**

New NDLM centre is set up from scratch in an existing building or community centre where a donor will provide capital costs and Operational costs. The budget is Rs. 15 Lakhs for Year 1 (Capex & Opex) and 10 lakhs year 2 onwards (Opex) for rreaching out to 1000 households.

- **Centre Adoption Model :**

Corporates / donors can grant fund to NGO or Implementation partner annually for running the Centres (in an average Cost per person out of the total costs required to run the centre annually and the no of beneficiaries trained). The budget is 8.5 Lakhs for year 1 and year 2 (Opex) for reaching out 1000 households

- **Government Infrastructure Model**

In this model, the government manages the entire hardware and space requirement and the donor partner will fund for the annual operating expenses. The budget is Rs. 6.5 Lakhs for year 1 and year 2 (Opex) for reaching out to 1000 households.

Further roles of different partners such as Corporates, NGOs and Government was described and different formats of engagement shared which are sourced through CSR funding such as, Brick and Mortar Centres, Mobile Centres / NDLM Bus and Refurbishing Shipping containers and requested for corporate help in setting up of these centres, adopting and employee volunteering. Afterwards a short film on waste management in India was shown

SESSION THREE

“Vision 2030 for Jharkhand”

The third technical session was on Vision for Jharkhand state by the year 2030. Presentation from Department of Planning and Finance, Government of Jharkhand on Vision 20130 for Jharkhand state was given.

The vision is Jharkhand aspires for “Resilient, equitable, transparent, peaceful and dignified life to all ensuring no one is left out” through achievement of different goals. The goals that are enshrined in the “ Vision 2030 for Jharkhand” document described as follows,

- Realize Poverty free State through wage, self employment coupled with social protection mechanisms
- Community led Agro-Initiative to end Poverty
- “Yellow Revolution”- Pulses driven Food Security
- Other measures for Improvement in Status of Agriculture
- Vision of comprehensive Land, Water & Drought Management through Watershed Development Approach
- Poverty Eradication through Education- “Don’t stop before every child goes to school and receives quality education”
- To work for ensuring Breastfeeding- A key to sustainable Development
- Other visionary measures for “Ensuring Healthy Lives”
- Vision to operationalize Paradigm shift Approach in Water Management: Measures for Sustainable Water Management
- Sustainable Urban Area Development & Affordable Housing For All

After this the workshop closed with the vote of thanks by Ms. Moira Dawa, Unicef Jharkhand.



Two Years of Swachh Bharat Mission in Jharkhand

Jharkhand CSR Council workshop on Swachh Bharat Mission & Role of Corporate Sector

09 November 2016, Hotel BNR Chanakya, Ranchi

| Time | Programme / Session |
|--------------------------------|---|
| 9:30– 10:00 AM | Registration of participants |
| Inaugural Ceremony | |
| 10:00 – 10:15 AM | A brief introduction about the activities of Jharkhand CSR Council by Mr. K. Ravikumar, Director Industries, Department of Industries, Mines & Geology, Govt. of Jharkhand. |
| 10:15 – 10:30 AM | Address by Mr. Sunil Kumar Barnwal, Secretary, Department of Industries, Mines & Geology, Govt. of Jharkhand |
| 10:30 – 10:45 AM | Address by Mr. A.P. Singh, Principal Secretary, Dept. of Drinking Water & Sanitation, Govt. of Jharkhand |
| 10:45 – 11:00 AM | Address by Dr. Madhulika Jonathan, Chief UNICEF, Jharkhand |
| 11:00 – 11:15 AM | Address by Mr. Amit Khare, Addl. Chief Secretary, Dept. of Planning and Finance, Govt. of Jharkhand |
| 11:15 – 11:45 AM | Address by the Hon'ble Chief Minister, Jharkhand |
| 11.45 - 12.00 Tea Break | |
| 12:00 – 12:30 PM | 'Swachh Jharkhand by Oct 2019: Status & Challenges' Mr. Kumar Premchand, WASH Specialist, UNICEF |
| 12:30 – 1:00 PM | 'Vision 2030 for Jharkhand' presentation by Department of Planning & Finance, Govt. of Jharkhand |
| 1:00 – 1:30 PM | Presentation by NASSCOM Foundation Shrikant Sinha, CEO, NASSCOM Foundation Santosh Abraham, Vice President, NASSCOM Foundation |
| 1:30 PM | Vote of thanks Director Industries , Dept. of Industries, Mines & Geology, Govt. of Jharkhand |
| Break for Lunch | |

सभी के सहयोग से स्वच्छता के प्रति जागरूक हो रहा है झारखंड : अमित खरे

» पिछले वित्तीय वर्ष सीएसआर में 754 करोड़ रुपये खर्च किये हैं खरे
 » कार्यशाला में स्वच्छ भारत अभियान पर हुई विशेष चर्चा

राजधानी

रांची। योजना एवं वित्त विभाग के अवर प्रमुख सचिव अमित खरे ने कहा कि सभी के सहयोग से झारखंड स्वच्छता के प्रति तेजी से जागरूक हो रहा है। उन्होंने कहा कि उद्योग, खान एवं भूतल्य विभाग और कॉर्पोरेट सेक्टर के प्रयास से राज्य में सीएसआर के अंतर्गत पिछले वित्तीय वर्ष 2015-16 में की गई राशि 754 करोड़ रुपये तक पहुंच गई है। उन्होंने कहा कि सीएसआर के तहत स्वच्छता के प्रति जागरूकता बढ़ाने के लिए अनेक कार्यक्रम चलाए जा रहे हैं।



सीएसआर चरणबद्धता में स्वच्छ भारत अभियान और कॉर्पोरेट सेक्टर की भूमिका पर झारखंड सीएसआर काउंसिल, उद्योग, खान एवं भूतल्य विभाग, पंचजल एवं स्वच्छता विभाग और यूनिसेफ के संयुक्त कार्यक्रम में आयोजित एक दिवसीय कार्यशाला में खरे ने कहा कि सीएसआर काउंसिल की कॉर्पोरेट सेक्टर, खान

संस्थाओं, निजी सेक्टर, समुदाय एवं स्वच्छ भारत अभियान की ओर संयोजित प्रयास पर स्वच्छ भारत अभियान की तेजी बढ़ी है। खरे ने कहा कि अनेक क्षेत्रों में झारखंड को जनता को खुले में शौच करने से मुक्ति मिलेगी। स्वच्छ भारत न सिर्फे सार्वजनिक एवं स्वच्छता का मुद्दा है, बल्कि

मानवीय गरिमा से जुड़ी हुई है। उन्होंने कहा कि स्वच्छता को बढ़ावा देना संभव है, जब गैरसरकारी कंपनियों और नगरपालिका सहयोग मिलेगा। उद्योग, खान एवं भूतल्य विभाग के सहित सुनील पंचजल ने कहा कि दो वर्ष पूर्व झारखंड सीएसआर काउंसिल का गठन राज्य के लिए सकारात्मक रहा है। इसमें

सीएसआर फंड को कुशलतापूर्वक उपयोग को सुनिश्चित किया गया है। सीएसआर फंड के उपयोग के तहत होने प्रथमिकतापूर्वक सुनिश्चित की गयी है। इसमें झारखंड को स्वच्छ, सुरक्षित मुक्त एवं स्वच्छ पंचजल उपलब्ध कराना प्रमुख है। उन्होंने कहा कि झारखंड सीएसआर काउंसिल, कंपनियों एवं यूनिसेफ के तकनीकी सहयोग से वित्तीय वर्ष के लिए सीएसआर फंड पर योजना तैयार किया जायेगा। पंचजल एवं स्वच्छता विभाग प्रधान सचिव एमि सिंह ने कहा कि विभाग के साथ सहयोगी कंपनियों द्वारा एवं जिले स्तर पर लोगों को खुले में शौच के प्रति जागरूक कर रही है। शौचालय निर्माण और इसका उपयोग का प्रोत्साहन बढ़ रहा है। उन्होंने कहा कि वैकल्पिक रूप से सीएसआर फंड के सौधे हस्तक्षेप के लिए राज्य एवं जिला स्तर पर सांस्थानिक व्यवस्था बनायी गयी है। यूनिसेफ झारखंड की प्रमुख डॉ

प्राणिका जेठवानी ने कहा कि खुले में शौच एवं सुनिश्चित पंचजल एवं स्वच्छता जलसंधि के अभाव में अधिक संख्या में बाल मृत्यु एवं अस्वस्थता का कारण है। उन्होंने कहा कि यूनिसेफ झारखंड में स्वच्छ भारत अभियान के क्रियान्वयन में सहयोग कर रहा है। इसके तहत रामगढ़ जिले के दुमरी एवं धर्मदेवा जिले के किमरॉ को खुले में शौच मुक्त घोषित किया जा चुका है। राज्य में सीएसआर फंड के उपयोग से स्वच्छ भारत अभियान के कार्यों में बढ़ोतरी हुई है। अनेक जिले वहाँ में राज्य सरकार, कंपनियों, गैर सरकारी संस्थाओं, निजी सेक्टर एवं समुदाय के साथ स्वच्छ झारखंड के लक्ष्य को प्राप्त करने के लिए कार्य में तेजी लायी जायेगी। बैंक पर खान एवं भूतल्य विभाग के निदेशक संजय कुमार, यूनिसेफ के कुमार प्रेमचंद, सेक्टर टाइट सीरियल विभिन्न संस्थाओं के प्रतिनिधि उपस्थित थे।

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Cleanliness a matter of human dignity: Khare

Additional Chief Secretary, Finance cum Development Commissioner Amit Khare today said that the issue of cleanliness and sanitation was an issue of human dignity. Khare, while speaking at a workshop on 'Swachh Bharat Mission & the role of corporate sector' here on Wednesday said that it needed extra efforts of collaboration between government and companies spending their CSR amount in these fields, and proper resource mobilisation.

The Development Commissioner added that the progress in the areas of toilet construction and cleanliness so far were clear indicative of the fact that the target was very much achievable within the given time. "We hope to achieve the target of ODF [Jharkhand] in the coming years. Swachh Bharat is not just a cleanliness and sanitation issue but a matter of human dignity. We can achieve this target only when the government, NGO partners, companies and citizens come together," added Khare.

The workshop was organized by the Jharkhand Corporate Social Responsibility Council (JCSRC) of the Department of Industries, Mines and Geology, Government of Jharkhand (GoJ), Department of Drinking Water & Sanitation, GoJ & UNICEF. Industries Director K Ravil Kumar opened the workshop with a presentation on the JCSRC, progress so far and the CSR activities of companies.

Secretary to the CM and Department of Industries Secretary Sunil Kumar Ramwal, Water and Sanitation Department Principal Secretary AP Singh, UNICEF Chief (Jharkhand) Madhulika Jonathan, NASSCOM Foundation Chief Srikant Sinha and UNICEF WASH Specialist Kumar Prashant were also present along with officials of many companies actively spending a part or whole of their CSR amount in Jharkhand.

Ramwal said, "Two years ago the Government of Jharkhand set up the JCSRC - the first and only such body in India - to ensure that the CSR funds are efficiently used with substantive results. This year during the Governing body meeting of the JCSRC, the CM and Chairperson of JCSRC identified three key priorities for utilization of CSR funds in the State. These are Swachh Jharkhand, malnutrition-free Jharkhand & ensuring clean drinking water in the State."

He also emphasized on the requirement of a dedicated web-portal, which could become interface between companies' CSP plans and expenditure targets and government's priorities for the area the companies wanted to work in. He also said that the portal needed to be people-friendly, so that common people of the area could come to know about the plans and priorities of the government and companies around them.

Jonathan said, "The human rights to water and sanitation are at the core of the UNICEF mandate for children. Not only are poor hygiene, open defecation, and lack of access to safe water and sanitation systems leading causes of child mortality and morbidity, they also contribute to under-nutrition and stunting, and act as barriers to education for girls and to economic opportunity for the poor."

She said, "UNICEF is supporting the implementation of the Swachh Bharat Mission in Jharkhand and providing technical managerial support to the JCSRC. It is matter of pride that Dalmi in Ramgarh and Kirai in Simdega have been declared open defecation free and CSR funds have seen an increase in the CSR funds utilisation in the state specifically in the SBM. We will continue working with the Government of Jharkhand, companies, NGOs, civil society and communities in achieving the goal of Swachh Jharkhand."

