

Open Defecation Free Village

Open defecation is a major health hazard and causes enormous hardship, especially to rural women. Government funds for constructing toilets have to be supplemented with awareness campaigns to motivate ordinary people to do their part. Chanakha and Chincholi village in Maharashtra was able to become “open defecation free” with effective community participation, taking advantage of Swachha Bharat Abhiyan. Toilets were built in every house, along with systematic management of solid waste.



ACC Limited being a good corporate citizen is in forefront to drive this agenda all over India and contributing significantly to achieve the target under the **Swachh Bharat Mission** in & around their establishment. Their policy is to reach sanitation deficient areas in the country but in the initial phase their focus is to reach 200 villages located near to their 13 plant locations of different states.

They are working closely with community, Gram Panchayat, NGOs and government departments to harness and leverage all resources to advance the agenda of better sanitation and inch towards making many villages ODF. Initially, Gram Panchyat and Villagers approached to Govt. to provide the scheme of Rs. 12,000/- announced by Govt. After waiting long period they could not get sufficient support. Therefore GP approached to ACC-CSR for their support. Many meetings with different group of Stake holders were organized. It was not easy to convince the villagers for the construction of Toilets.

