

Piramal Sarvajal Marks World Water Day, with the Launch of 'Safe Drinking Water' Awareness Drive

A two-day awareness drive across 40 Water ATMs in Bhubaneswar

Bhubaneswar, March 22, 2018: Piramal Sarvajal, an initiative under the aegis of Piramal Foundation (the philanthropic arm of the Piramal Group), organised a two-day 'Safe Drinking Water' Awareness Drive in Bhubaneswar, Odisha. The focus of this awareness drive was to educate the public on the importance & benefits of safe drinking water, and gaining access to the nearest water ATMs.

The awareness drive is a result of the findings by Piramal Sarvajal, which attribute low usage of the water ATMs to lack of awareness. It includes on-ground engagement with adults and children through education tours, demonstrations on using water ATMs, wall paintings, tanker road shows, etc.

Bhubaneswar currently has a network of 4 state-of-the-art Water Purifications Units (Hubs) and 40 Solar Powered - Cloud Connected water dispensing units (Spokes / Water ATMs), installed by Piramal Sarvajal. It is part of the Public-Private-Partnership between Piramal Sarvajal and Bhubaneswar Municipal Corporation (BMC). This Initiative makes Bhubaneswar the first Smart City to implement an innovative and technology-centric project and to ensure safe drinking water to the urban population.

Activities on 21st & 22nd

March:

1. Educational tour
2. Wall Painting
3. Street Play
4. ATM usage demonstration
5. Tanker road show
6. Shared Canvas
7. Mapping of water ATMs on canvas
8. Mapping Sarvajal ATMs
9. Engagement with children

Piramal Sarvajal's Water ATMs initiative is run through a 'Hub & Spoke' Model, which has the capacity to cater to approximately 40,000 people with clean, accessible and affordable drinking water, daily, across the city. It functions in the following three parts:

- 1) Installation of plant & machinery
- 2) Operations & Maintenance (O&M)
- 3) Ongoing community engagement activities

Commenting on the awareness drive, **Anuj Sharma, CEO, Piramal Sarvajal** said, "Piramal Sarvajal aims to offer innovative solutions, to provide affordable access to safe drinking water in underserved areas. Setting-up of drinking water units alone cannot solve the problem, it also requires continuous and sustained engagement with communities. We believe when communities are educated on the benefits of safe drinking water, it translates into better health outcomes in the long run."



¹ Reports submitted by various state health departments indicate that 1,412 deaths were attributed to diseases caused by contaminated water in the year 2017. To address this problem, Piramal Sarvajal has been able to successfully deployed community-level decentralized drinking water solutions. Cashless transactions, off-grid capability, pay-per-use methodology, 24x7 service availability, user-level transaction mapping, real-time impact monitoring and provision for targeted subsidies are some of the unique advantages offered by Hub and Spoke model. The awareness drive was a part of Piramal Sarvajal's overall effort, which is built upon the foundation of quality control, operational accountability and price transparency.

-Ends-

About Piramal Sarvajal:

Piramal Sarvajal, seeded by the Piramal Foundation in 2008, is a mission-driven social enterprise which designs and deploys innovative solutions for creating affordable access to safe drinking water in underserved areas. With a mission to Innovate, Demonstrate, Enable and Promote affordable safe-drinking water solutions, Sarvajal is at the forefront of developing technologies and business practices in the safe drinking water sector that are designed to make a purely market-based model sustainable in both rural and urban deployment conditions.

Piramal Sarvajal has set up community level solutions that are locally operated but centrally managed on a market based pay per use system. While Sarvajal's approach is purification technology agnostic, it leverages cloud based technology for greater operational oversight making its solutions low cost and high impact. Piramal Sarvajal's footprint spans across 16 states – Rajasthan, Gujarat, Haryana, Madhya Pradesh, NCT of Delhi, Uttar Pradesh, Himachal Pradesh, Jammu & Kashmir, Maharashtra, Bihar, Jharkhand, Karnataka, Chhattisgarh, Punjab, Telangana and Odisha. It caters to more than 5, 00,000 beneficiaries daily and has served 1.35 billion litres of water and counting.

About Piramal Foundation:

Piramal Foundation is the philanthropic arm of the Piramal Group. It develops innovative solutions to resolve issues that are critical roadblocks towards unlocking India's economic potential. The Group's core values of Knowledge, Action Care and Impact, guide the organisation in carrying out its responsibilities towards society. It believes that considerable positive change can occur when we collaborate with like-minded partners and nurture projects that are scalable, ensuring a long-term impact. In line with the Strategic Development Goals, we are focused on universal primary education, empowering women, reducing child mortality rates, improving maternal health and improving access to safe drinking water.

The Foundation currently works across 21 states and has impacted over 89 million lives, mostly in partnership with state governments. It has developed innovative approaches and programmes in every vertical and has built strong partnerships with governments, technology partners and international organisations, including with Michael & Susan Dell Foundation, Harvard Graduate School of Education and World Diabetes Foundation. The projects are implemented through Piramal Swasthya, Piramal Sarvajal and Piramal Foundation of Education Leadership.

For Media Queries:

Piramal Corporate Communications:

Dimple Kapur | 98205 25305 | dimple.kapur@piramal.com

Niyati Vora | 78758 58343 | niyati.vora@piramal.com

¹ <https://timesofindia.indiatimes.com/city/bengaluru/contaminated-water-kills-1-every-4-hours/articleshow/62286683.cms>