CSR IMPACT ASSESSMENT OF PROJECT SPARSH

FY 2021-22 | FY 2022-23 | FY 2023-24

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Executive Summary

Apollo Tyres Foundation – CSR Project SPARSH Impact Assessment



This executive summary assesses the impact of Apollo Tyres Foundation's CSR Project SPARSH, a cleanliness initiative focused on waste management and sanitation across strategic locations in India, including key regions like Sanjay Gandhi Transport Nagar near Delhi, and select areas in Kerala, Gujarat, Chennai, and Andhra Pradesh in India.

The Apollo Tyres Foundation, (ATF), in 2008, is dedicated to making a significant impact on various social issues, particularly focusing on enhancing healthcare for the trucking community, advancing solid waste management practices, empowering underprivileged women through livelihood opportunities, and promoting biodiversity conservation. Through its comprehensive approach, the foundation effectively executes all Corporate Social Responsibility initiatives undertaken by Apollo Tyres Foundation, demonstrating the company's commitment to sustainable and holistic development.

SPARSH is an ongoing programme - the duration of the 4 programs covered in this assessment are provided below:

- Clean My Transport Nagar (CMTN) implemented 2013 present
- Clean My Village (CMV) implemented 2015 present
- Sanitation Management implemented 2016 present
- End-of-Life Tyres (ELT) Playgrounds projects implemented 2016 present

By 2024, the SPARSH initiative had positively impacted over 697,000 people, improved sanitation for more than 1,300 households, and recycled over 16,000 tyres to build 11 playgrounds benefiting approximately 2,000 children.

SPARSH Initiative: Overview

Apollo Tyres Foundation' SPARSH initiative is a Corporate Social Responsibility (CSR) program addressing inadequate waste disposal and sanitation near its factories. Beginning in Sanjay Gandhi Transport Nagar, Delhi in 2013, SPARSH was developed in response to health problems caused by improper waste disposal and open defecation. Recognizing the wider consequences of rapid urbanization and industrialization, the





program has expanded to other Apollo factory locations. This impact assessment summarizes the overall results of SPARSH, focusing specifically on the achievements during Fiscal Years 2021-2024.

The impact assessment is conducted by BlueSky Sustainable Business LLP, an Independent, Accredited Inspection Body and aligns with the guidance available with

- The Companies Act 2013 Schedule VII, Sec 135, and its amendments thereof.
- Bureau of Indian Standards (BIS) IS/ISO 26000:2010 Guidance on Social Responsibility
- UN Sustainable Development Goals
- National Guidelines for Responsible Business Conduct (NGRBC)

Impact Assessment Methodology

The methodology employed a mixed-methods approach. Apart from secondary research of the data provided by the ATF team, Quantitative data was collected through **728 surveys from identified stakeholders across multiple locations. Qualitative data was gathered from 17 KIIs and 15 FGDs**, providing in-depth insights from stakeholders. Data collection varied by project, incorporating observation in schools for the ELT playgrounds. The sampling aimed for breadth and depth of assessment across all project components.









Project Alignment to National & International Social Standards

	The Companies Act 2013 Schd VII Sec 135	 (i)eradicating hunger, poverty, and malnutrition; promoting health care including preventive health care and sanitation including contribution to the 'Swachh Bharat Kosh' setup by the Central Government for the promotion of sanitation and making available safe drinking water. (iii) promoting gender equality, empowering women.
	ISO 26000: Guidance on Social Responsibility	Community involvement and development Issue 1: Community involvement Issue 6: Health
5	SDG	Goal 6: Clean-water-and-sanitation Goal 11: Sustainable Cities & Communities Goal 12: Responsible consumption and Production SDG 17: Partnership for the goals Image: Consumption and Production Image: Consumption and Production Image: Consumption and Production Image: Consumption and Production Image: Consumption and Production

The project aligns to the following National & Global Social standards

Stakeholder Engagement & Feedback

The Impact Assessment report of Project SPARSH involved gathering data through 728 quantitative surveys, complemented by 17 Key Informant Interviews (KIIs) and 15 Focus Group Discussions (FGDs) across diverse locations.

This combination of quantitative data and qualitative insights allow for a comprehensive evaluation of the project's impact. Tailored data collection methods ensured measurable outcomes and detailed stakeholder perspectives, providing a holistic understanding of the project's effectiveness.





Table 1 | Sample Counts

Project	Sample Location	Quant Survey	KII	FGD
	Chennai	105	2	3
	Perambra	105	1	2
Clean My Village	Kalamassery	105	1	2
	Baroda	105	1	2
	Total	420	5	9
Clean My Transport	Sample Location	Quant Survey	КІІ	FGD
Nugar	Delhi	100	2	2
	Sample Location	Observation in Schools	KII	FGD
	Chennai	2	3	-
End of Life Tyre Spaces	Perambra	2	1	-
	Kalamassery	2	1	-
	Andhra Pradesh	2	2	-
	Total	8	7	-
	Sample Location	Quant Survey	КІІ	FGD
Sanitation Management	Chennai	100	2	2
	Andhra Pradesh	100	1	2
	Total	200	3	4
	Grand Total	728	17	15

The stakeholder interactions were conducted over 10 days, spread across the following dates: August 19, August 20, August 21, August 22, August 23, August 28, August 29, September 23, September 24, and September 25, 2024.





Key Findings specific to each Project

1. Clean My Transport Nagar (CMTN)

The CMTN Program 21-24, located in Sanjay Gandhi Transport Nagar, Delhi, was actively implemented in Delhi, Agra, and Kanpur, significantly improving waste management practices. Key achievements include:



2. Clean My Village (CMV)

The CMV program, implemented in locations across 4 states of Andhra Pradesh, Tamil Nadu, Kerala, and Gujarat focused on comprehensive waste management. Results indicate:



94% of overall surveyed households reported being satisfied with

garbage collection expressed a high level

out of 5 for qualities of punctuality, and

The knowledge about waste segregation among the waste collectors was rated at 3.6 out of 5 by the surveyed households

Waste Segregation

In Perambra and Kalamassery locations of Kerala, 100%

of respondents reported that they were segregating plastic waste at home and handing it over to waste collectors

100%

of surveyed households in Chennai confirmed they were separating dry and wet waste before giving it to waste collectors

83% of households indicated they were segregating dry and plastic waste for

collection.

In Baroda,

The provision of dustbins for biodegradable and non-biodegradable waste across households promoted proper waste segregation. Coupled with renting of waste collection vehicles and weighing scales, these resources enhanced the efficiency and transparency of the waste collection process for both staff and residents.







3. Sanitation Management

This initiative involved constructing toilets and bathing spaces in locations across Andhra Pradesh, Gujarat, and Tamil Nadu. Results indicate:







4. End-of-Life Tyres (ELT) Playgrounds

The ELT playground initiative repurposed waste tyres into safe and creative play spaces. The outcomes included:



Impact Assessment Matrix

Based on the proprietary Impact Assessment mapping of CSR projects across 4 quadrants, The SPARSH Project by ATF lies in the HH quadrant and is considered an Exemplary Project.

Exemplary Projects are recognised as having high process maturity and are successfully reaching their program goals. These projects represent best practices in both implementation and short-term outcomes and long-term impacts - demonstrating an exemplary model for other projects to follow. The challenge for these projects is to maintain their excellence and look for continuous improvement.

Analysis of Project SPARSH documents and stakeholder feedback assessed the program's process maturity (x axis) and effectiveness in achieving its goals (y axis). The results positioned SPARSH in the top performance quadrant, demonstrating both high process maturity and substantial goal achievement. This exemplifies best practices in implementation and goal attainment, establishing a benchmark for similar projects.

Definition: Projects in this quadrant have both high process maturity and are successfully reaching their program goals. These projects represent best practices in both implementation and impact, demonstrating an exemplary model for other projects to follow. The challenge for these projects is to maintain their excellence and look for continuous improvement.





Project Category



PROCESS MATURITY SCORE (IMPACT) (Min 0 - Max 5)

The criterion to assess the process maturity is listed in Table 1 and the criterion for assessing the achievement of goals is listed in Table 2.

Harvey balls are used to visually represent a score out of 5 for each criterion. Each Harvey ball displays the score based on the level of shading:

- Fully Shaded- Score of 5 out of 5 (Represent Maximum Achievement of Criteria)
 Three quarter shaded- Score of 4 out of 5 (Indicates high-level achievement, close to complete)
- Half Shaded- Score of 3 out of 5 (Represents moderate achievement, with room for improvement)
- Quarter Shaded- Score of 2 out of 5 (Shows Partial Achievement, requiring significant improvement)
- Unshaded- Score of 0 out of 5 (No achievement in meeting the criteria).





Table 2 | CSR Project Process Maturity Score: 4.1





Table 3 | Program Goals Score: 3.8 points



CRITERIA	Goal Achievement	Waste Collection & Management	Toilet Construction & Sanitation Coverage	Waste Recycling & ELT Upcycling	Community Awareness & Participation
EVALUATION DIMENSIONS	To what extent has the project achieved the goal of sustainable waste management and sanitation improvement? The project significantly improved waste management and sanitation in both urban and rural communities in the project locations, notably reducing open defecation and enhancing sanitation facilities, particularly benefiting vulnerable groups	Effectiveness of waste collection points and systems established Comprehensive waste collection systems, including door-to-door service in urban and rural areas and a wide network of collection points, achieved 96% household participation, promoting daily waste segregation, reduced littering, increased recycling, and long-term environmental sustainability; 95% of surveyed households noted cleaner surroundings.	Increase in sanitation facilities (both individual and public) and reduction in open defecation. While 99.04% of households with Apollo-provided toilets confirmed access, with 88% reporting improved feeling of dignity and safety, 13% also experienced issues requiring maintenance and increased awareness to ensure full utilization and long-term maintenance.	How effectively has waste (including End-of-Life Tyres) been recycled or upcycled into eco- friendly products? Recycling efforts, including ELT upcycling, showed progress but require on-going maintenance	The extent of community engagement in waste segregation, recycling, and hygiene practices. 81% of sampled participants in sanitation and waste management awareness programs experienced positive behavioral changes, including reduced open defecation and improved hygiene. Community ownership increased as households financially supported waste collection and engaged in segregation and composting. However, there is still potential for deeper engagement in waste segregation and recycling, post- Apollo's exit from the communities.
SCORE					

Observations

(1 to 5 with 1=0 2-5 being quadrants

Following are some observations from the BlueSky Team which might be of use when designing the next stage of the project.

- 1. The rising population will necessitate a discussion on increasing waste management strategy for the project sites.
- 2. Strategy to strengthen Water and Sanitation Committees is required to make the project sustainable and strengthen stakeholder engagement on waste segregation.
- 3. Expanding Waste Segregation Systems to integrate bio-waste and e-waste management will contribute to the efficiency of waste management.
- 4. Collaborating models with other corporates and civil society organizations for the next project phase offers the potential to align it with more national Swachh Bharat deliverables, specifically public health improvements like reduced diarrheal diseases and malnutrition.
- 5. Apollo can consider a wider public dissemination of impact data for wider public awareness.





1. Introduction

1.1 Setting the context

- India generates approximately 62 million tonnes of solid waste annually, which is projected to increase to 165 million tonnes by 2030.
- Only about 70% of the total waste generated in urban areas is collected, and this figure drops significantly in smaller towns and cities.
- An estimated 30-40% of the waste collected is dumped openly, leading to severe pollution and health hazards for nearby communities.
- Less than 10% of waste is segregated at the source, complicating recycling efforts and increasing the volume of waste sent to landfills.

1.2 Swachh Bharat & Project SPARSH

The Swachh Bharat Mission (SBM), launched by the Indian government in 2014, is a nationwide initiative aimed at improving sanitation and waste management, with the goals of eliminating open defecation and promoting toilet construction.

The mission has two key components: Swachh Bharat Gramin for rural areas and Swachh Bharat Urban for cities, aligning with the Sustainable Development Goals related to sanitation. By 2019, significant achievements included rural India being declared open defecation free and 3,500 cities achieving similar status, along with improvements in waste collection systems.

Despite these successes, the mission continues to face challenges in sustainable waste management and maintaining cleanliness, leading to the launch of Swachh Bharat 2.0 in 2021 to tackle these issues. The government also encourages Corporate Social Responsibility (CSR) initiatives, with organizations like Apollo Tyres Foundation partnering to implement sanitation projects and promote hygiene practices in underserved communities.

Apollo Tyres Foundation' CSR Project SPARSH addresses the critical issues of improper waste disposal and inadequate sanitation facilities in communities near its plants. In 2013, the company began its waste management efforts in Sanjay Gandhi Transport Nagar, Delhi, where it had already been working on health projects for the trucker community. The alarming lack of waste collection facilities and the absence of proper disposal practices were aggravating health issues, prompting Apollo to implement targeted interventions.







Figure 2: Project Sparsh Areas





2. CSR Impact Assessment Methodology

2.1 About CSR Project SPARSH

The SPARSH initiative, launched by Apollo Tyres Foundation in 2013, is a comprehensive cleanliness program aligned with several UN Sustainable Development Goals, including Clean Water and Sanitation, Sustainable Cities and Communities, and Responsible Consumption and Production. Designed to create awareness on the 3 Rs–Reduce, Reuse, and Recycle–this extensive project facilitates on-ground efforts to tackle waste generation effectively.

The project addresses critical issues of solid waste management, sanitation, and recycling through a range of focused initiatives. The "Clean My Transport Nagar" (CMTN) and "Clean My Village" (CMV) programs target waste management in transshipment hubs and villages surrounding ATF' manufacturing sites. These initiatives offer essential services like waste segregation, composting, and hygiene education, aiming to improve community health and environmental conditions.

The Sanitation Management project has constructed toilets and bathing facilities for underprivileged communities, contributing to several villages being declared open defecation-free. Additionally, the End-of-Life Tyres (ELT) Playground's initiative repurposes waste tyres into play structures, fostering recycling awareness among children.

2.2 Implementing Partners

Programme Name	Year	Implementing Agency	
Clean My Transport Nagar	2021-2022	Adarsh Seva Samiti, New Delhi	
Clean My Village	2021-2022	Plan at Earth, Kerala	
	2021-2022	Plan at Earth, Kerala	
		Help Foundation India, Chennai	
	2022-2023, 2023-2024	Plan at Earth, Kerala World Heritage Trust, Chennai Harisidhdhi Corporation, Vadodara, Gujarat	

 Table 4 | List of Implementing Partners (Financial Year 2021-2024)





		Concept Biotech, Vadodara, Gujarat
Sanitation Management	2021-2022, 2022-2023	Help Foundation India, Chennai
	2021-2022	Coastal Salinity Prevention Cell, Gujarat
	2021-2022, 2022-2023	Help Foundation India, Andhra Pradesh
	2023-2024	Sevalaya, Andhra Pradesh
End of Life Tyre Play spaces	2021-2022	Anthill Creation Foundation, Gujarat Kairali Gardens, Kerala Frames Creation, Andhra Pradesh Sri Sunflower, Chennai
	2022-23	Kairali Gardens, Kerala Sri Sunflower, Chennai





2.3 Methodology - BlueSky Accredited Quality Process

BlueSky, an Inspection Body for Social Impact, is accredited by NABCB, Quality Council of India, on ISO 17020: Conformity Assessment and thus employs a standardized framework for evaluating social responsibility initiatives. The methodology adopted conforms with ISO 9011: 2018 Guidelines for Auditing Management Systems.

The social impact is assessed based on the ISO IS 26000: 2018 Guidance on Social Responsibility and incorporates a comprehensive approach listed below:

- 1. It involves an in-depth review of annual and project reports, needs assessments, and baseline and midline surveys conducted over specified timelines, along with MOUs with implementing partners to measure the project's long-term impact.
- 2. Both quantitative and qualitative data were collected through extensive stakeholder engagements, supplemented by independent verification through site visits to directly assess the effectiveness of waste management practices.
- 3. The information so gathered is then triangulated to assess the impact of the initiative.







2.4 Stakeholder Engagement

This requires a meticulous approach to ensure that not only are the contributors recognized, but the beneficiaries – those whose lives are impacted by the initiative – are also accounted for. Including all relevant parties guarantees a comprehensive social impact assessment, reflective of the diverse perspectives at play within the initiative's ecosystem.

The 4 main types of stakeholders engaged for the social impact assessment were:

1. Beneficiary Stakeholders:

The beneficiaries include diverse groups such as the trucker community, local shop owners, village communities, and school children. Each of these groups represents a vital aspect of the social fabric that the initiative aims to support and uplift.

2. Executing Stakeholders (Management):

This group, including the ATF Team, is responsible for managing the initiative's execution across all locations. Their strategic role is pivotal for aligning resources and ensuring effective project delivery.

3. Executing Stakeholders (Participants):

Composed of implementing agencies and relevant government bodies, these stakeholders are critical in the practical execution of the projects. They ensure that activities are conducted efficiently and responsibly, aligning with the initiative's goals.

4. Oversight (Sponsor):

The Apollo Tyres Foundation plays a crucial role in sponsoring and overseeing the initiative, providing funding and strategic guidance to ensure the project's success and sustainability.

Category of Stakeholder	Program under SPARSH	Details of stakeholder	Location
Beneficiary Stakeholders	Clean My Transport Nagar	Trucker Community Shops and Establishments	Sanjay Gandhi Transport Nagar, Delhi
	Clean My Village	Village Community	Chennai, Perambra Kalamassery Gujarat (Baroda)

Table 5 | Stakeholder Engagement





	Sanitation Management	Village Community	Chennai, Andhra Pradesh Gujarat (Baroda)
	End of Life Tyre Play Spaces	School children, School Staff	Chennai, Kerala, Gujarat (Baroda) Andhra Pradesh
Executing Stakeholders (Management)		CSR Team	
Executing Stakeholders (Participants)	All	Implementing Agencies* Government Agencies	All Above Locations
Oversight (Sponsor)		ApolloTyres Foundation	

2.5 Sampling

The Impact Assessment report of Project SPARSH involved gathering data through 728 quantitative surveys, complemented by 17 Key Informant Interviews (KIIs) and 15 Focus Group Discussions (FGDs) across diverse locations.

This combination of quantitative data and qualitative insights allow for a comprehensive evaluation of the project's impact. Tailored data collection methods ensured measurable outcomes and detailed stakeholder perspectives, providing a holistic understanding of the project's effectiveness.

Table 6 | Sample Counts

Project	Sample Location	Quant Survey	KII	FGD
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	Baroda	105	1	2
	Total	420	5	9





Clean My Transport	Sample Location	Quant Survey	KII	FGD
Nagar	Delhi	100	2	2
	Sample Location	Observation in Schools	КІІ	FGD
	Chennai	2	3	-
End of Life Tyre Spaces	Perambra	2	1	-
	Kalamassery	2	1	-
	Andhra Pradesh	2	2	-
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	Sample Location	Quant Survey	KII	FGD
Sanitation Management	Chennai	100	2	2
	Andhra Pradesh	100	1	2
	Total	200	3	4
	Grand Total	728	17	15

The stakeholder interactions were conducted over 10 days, spread across the following dates: August 19, August 20, August 21, August 22, August 23, August 28, August 29, September 23, September 24, and September 25, 2024.





3. Project SPARSH

Project SPARSH, launched by Apollo Tyres Foundation in 2013 and is an ongoing program.

The 4 programs covered under the Sparsh Program are provided below:

- 1. Clean My Transport Nagar (CMTN),
- 2. Clean My Village (CMV),
- 3. Sanitation Management,
- 4. End-of-Life Tyres (ELT) Playgrounds projects

This impact assessment acknowledges the culmination of the outcomes of the projects over the years but is focused on the impacts in FY 2021-2024.

3.1.1. Location

The CMTN Program was active in Delhi, Agra, and Kanpur, with a focus on the transhipment hub of Sanjay Gandhi Transport Nagar near Delhi. The program covered 84% of the 0.18 sq km area, significantly improving waste management practices in the region.



3.1.2. Activities



Hiring & Training of Nirmal Brigade Team

- Nirmal Brigade was trained in waste management, personal safety, and hygiene.
- Training was provided by in-house or external waste management experts.



Daily Cleaning Activities

• Nirmal Brigade conducted daily cleaning of designated roads within Transport Nagar.

Drainage cleaning was managed by the municipal corporation.







Door-to-Door Waste Collection

- •Waste was collected daily using a waste collection cart.
- •A two-bin system (wet and dry waste) was enforced for primary segregation at the source.



Waste Segregation at Source

- Waste was divided into dry, wet, and unusable categories.
- Dry waste was sold to scrap dealers, and unusable waste was sent to a disposal site.



Weighing of Waste

- Collected waste was weighed at the segregation center.
- Data was recorded and included in weekly waste audit reports.



Waste to Wealth Initiatives

•Recyclable materials were repurposed into products like paper mache and decorated bottles.

•Market linkages were established to sell these products, with revenue reinvested into local development.



Composting

- Biodegradable waste was sent for composting.
- Compost was tested and used for greenery initiatives in Transport Nagar.



"Under the Tree" Educational Program

- Informal education for children focused on basic reading, writing, hygiene, and recreational activities.
- Documentation of activities was maintained at the project office.







Livelihood Enhancement Training

- Ragpickers were enrolled in livelihood training programs to learn new skills.
- These programs offered opportunities for livelihood enhancement.



Awareness and Advocacy Activities

- Awareness activities such as street plays, puppet shows, and rallies were organized.
- Professional teams conducted culturally relevant performances near local businesses.



Special Events

- Environmental days such as Earth Day, World Environment Day, and Water Day were celebrated.
- These events raised awareness about waste management and environmental sustainability.



Formation of Stakeholder Steering Committee

- A Stakeholder Steering Committee was formed after two months of project initiation.
- The committee, including unions, businesses, and government representatives, met quarterly to review progress.



Waste watch Group Members

- Local community members (e.g., dhaba owners) were selected as Waste watch Group Members.
- They shared waste management information with truck drivers and transport workers.



Greening Initiatives

• Saplings were distributed during campaigns, and plantation drives were organized.

• A park within Transport Nagar was adopted for maintenance, enhancing greenery in the area





3.1.3. Outcomes

The **Clean My Transport Nagar (CMTN)** initiative, implemented by Apollo Tyres Foundation as part of its Corporate Social Responsibility (CSR) program, has been pivotal in transforming waste management practices and promoting environmental sustainability in **Sanjay Gandhi Transport Nagar**, Delhi. The program has made significant progress, as evidenced by the following key outcomes:

- 1. Waste Collection Efficiency
- The CMTN program demonstrated significant progress in waste collection, covering **78% of Phase** I of Sanjay Gandhi Transport Nagar, Delhi.
- In the year 2023-24, the program facilitated the collection of waste from 1,439 commercial establishments, using a fleet of 14 waste collection carts. This consistent effort has ensured daily collection of both dry and wet waste, preventing the accumulation of garbage in public spaces.
- **100-110 kgs of wet waste was reportedly** processed daily through composting over the last 3 years, as reported by shopkeepers during the stakeholder interactions.
- The program has achieved complete awareness among respondents, indicating strong outreach and community engagement.
- 2. Increased Waste Segregation Participation
- The waste segregation participation saw significant improvements, with all collected waste brought to a segregation center established by Apollo within the community. The mixed waste was segregated into dry and wet waste, with dry waste sold to waste dealers, generating income for the program. Additionally, unsegregated paper waste was repurposed by Apollo to create unique handmade products. Wet waste was processed in compost pits, with approximately 100-110 kg collected daily. The generated compost was distributed among the Municipal Corporation of Delhi (MCD), the horticulture department, and residents for plantation purposes. This approach not only





Figure 3 : Community Participation





- enhanced waste segregation but also encouraged community involvement in maintaining local greenery.
- Participation in the CMTN Program was reported at **96%**, indicating that a significant majority of community members actively engaged in waste segregation. This high level of participation reflects the effectiveness of communication efforts and the community's strong commitment to waste management practices.



Effectiveness of waste segregation and recycling efforts initiated by the program

Figure 4 : Effectiveness of Waste Management

• 87.74% of respondents found the Waste Segregation and Recycling efforts effective or highly effective, indicating strong recognition of the program's progress, suggesting a significant impact on the community's waste management practices.



Activities are done well in Sanjay Gandhi transport Nagar

Figure 5: Feedback from Stakeholders on CMTN program





 95.28% of participants rates waste collection and disposal as well done, followed by waste segregation and recycling (36.79%), Community Awareness (28.30%), Sanitation Facility Improvement (4.72%) and Others (6.60%)

"Earlier people used to throw garbage in the open, on roads, or in back-lanes but now they throw it in dustbins or collect their own waste and segregate it. This was never seen before Apollo started this program" – Surjit Singh, Community member, Transport Nagar

3. Cleanliness Improvement

The cleanliness of Sanjay Gandhi Transport Nagar has seen a significant improvement, as reflected in community feedback gathered during stakeholder interactions. Participants emphasized that Apollo's consistent waste collection efforts have successfully prevented the accumulation of garbage in public spaces, fostering a cleaner environment. Furthermore, the placement of dustbins at 100 commercial establishments has been instrumental in promoting effective waste management, with many establishments actively participating in waste segregation practices. Notably, the community expressed a strong preference for Apollo's services, highlighting their efficiency and reliability compared to the inadequate cleanliness efforts previously experienced with MCD workers.



Rating of overall cleanliness of Sanjay Gandhi Transport Nagar since the program started.

Figure 6: Rating of overall cleanliness from stakeholder

• 97% of responders perceived their area as cleaner than before since the program's implementation highlighting a significant **improvement in overall cleanliness.**





Quote:

"Now we do not let anybody burn waste. We challenge and protest the person burning waste or throwing garbage in the open as we now are used to cleanliness and cannot tolerate litter

- Raju Shah, Shop Owner

4. Increased Awareness and Behavioral Change on Waste Management

Prior to 2020, Apollo conducted numerous community awareness sessions that significantly shifted perceptions and behaviors regarding waste management. As a result, practices such as burning waste were reported to have decreased substantially. Community members actively challenged those engaging in harmful waste disposal methods, fostering a culture of accountability. Stakeholder interactions revealed that educational initiatives, including NUKKAD NATAKS events, played a crucial role in informing the community about the environmental impacts of improper waste disposal, particularly regarding respiratory health and air pollution.



Increase in community awareness about waste management and Sanitation

Figure 7: Increased awareness in community about waste management and sanitation

• **94%** of participants acknowledged the program's effectiveness in fostering increased community awareness about waste management and sanitation practices.





Quotes:

"We never saw people before installing their own dustbins. Earlier when Apollo distributed the dustbins, many dustbins became unusable after long use. But now we see many people have started to put their own dustbins in their commercial spaces and are no longer asking Apollo to give dustbins. This change in people's mindset is positive for our community"

– Sushil Kumar, Paryavaran Mitra

5. Increased Green Spaces

Apollo's initiatives resulted in increased green spaces in the area, with approximately 500 plantations established in Sanjay Gandhi Transport Nagar. The community took ownership of maintaining these plantations, utilizing compost generated from wet waste to support their growth. Collaboration between Apollo and local businesses ensured that these green spaces were well cared for and that community members actively participated in fostering a healthier environment.



Figure 8: Communication messages observed during field visit to CMTN Sanjay Nagar







Figure 9: Stakeholder engagement and feedback collection from Sanjay Nagar









Figure 10: Products developed from recycled paper waste - Paper mache products the CMTN program

3.1.4. Key Performance Indicators

Table 7 | Number of Waste collection Points

Years	21-22	22-23	23-24	Average per year
Waste Collection touchpoints	1,329	1,437	1,439	1,402

Table 8 | Number of Awareness Activities Conducted

Years	21-22	22-23	23-24	Total
Awareness Activities in CMTN (Street play/special day/school events etc.)	44	209	160	413

Table 9 | Total Waste Collection in Metric Tonnes

Years	21-22	22-23	23-24	Total
Solid waste	1,133	709	587	2429

Table 10 | Total Waste Collection in Delhi in Metric Tonnes

Years	21-22	22-23	23-24	Total
Solid waste	707	611	587	1,905
Biodegradable waste	27	31	45	103
Non-biodegradable waste	680	580	498	1,758





Table 11 | Compost generated in Metric Tonnes

Years	21-22	22-23	23-24	Total
Total Compost formation in MT	12.86	11.69	10.71	35.26

Table 12 | Capacity Building Initiatives

Years	21-22	22-23	23-24	Total
Capacity building training for waste collectors	5	7	10	22

Table 13 | Number of Dustbins distributed

Years	21-22	22-23	23-24	Total
Number of dustbins distributed	135	208	257	600

- 2 parks (public utility infrastructure maintained) over the 3-year period

3.2. Clean My Village

3.2.1. Locations

- Kerala Perambra Plastic waste collection
- Gujarat Baroda Dry and wet waste collection
- Tamil Nadu Chennai Dry and wet waste collection
- Andhra Pradesh Chittoor Dry and wet waste collection





3.2.2. Activities

The Clean My Village (CMV) activities concentrate on holistic waste management, which includes daily collection and segregation of household waste at the source. This initiative promotes waste-to-wealth strategies through composting, recycling, and repurposing materials such as plastic and glassThe project prioritizes community engagement by involving households in paying user fees for waste collection, conducting awareness programs on waste segregation, and fostering a sense of ownership. Additionally, CMV creates employment opportunities for residents and encourages wealth generation through effective waste collection practices.

Survey Conducted:

• A survey was conducted in the project villages to assess current waste management practices.

Identification and Recruitment:

- ATF identified project areas and recruited Implementing Agencies (IA).
- IA personnel were trained in waste segregation.

Distribution and Procurement:

• Dustbins were distributed to households.

• Resources like vehicles and weighing scales were rented for waste collection and segregation.

Daily Waste Collection & Awareness:

• Daily waste collection was initiated.

• Awareness was raised through community meetings and skits, emphasizing the importance of waste segregation.

Waste Segregation, Composting & Selling:

• Waste was segregated into dry, wet, and unusable categories.

• Wet waste was composted, and dry waste was sold to recyclers, generating additional revenue for the community. Proceeds from selling dry waste to collectors are reinvested into project activities, supporting community needs and facility improvements.

3.2.3. Outcomes

1. Enhanced Household Waste Collection and Segregation Efficiency

• The initiative established a daily household waste collection service in villages of Chennai, Baroda, and Kerala, ensuring timely segregation and collection of waste.





- Focus group discussions with women in Chennai revealed that effective waste management practices significantly minimized waste accumulation, thereby reducing mosquito breeding and other health risks.
- Over the FY 21-24, a total 878 MT solid waste was collected from the program locations.
- In Perambra and Kalamassery locations of Kerala, 100% of respondents reported that they were segregating plastic waste at home and handing it over to waste collectors.
- Similarly, 100% of surveyed households in Chennai confirmed they were separating dry and wet waste before giving it to waste collectors.
- In Baroda, 83% of households indicated they were segregating dry and plastic waste for collection.
- The provision of dustbins for biodegradable and non-biodegradable waste across households promoted proper waste segregation. Coupled with renting of waste collection vehicles and weighing scales, these resources enhanced the efficiency and transparency of the waste collection process for both staff and residents.



Manure generated through composting

Figure 11 : Manure generated through the program

- In Chennai, 4,946 kg of wet waste was composted and repurposed into manure, which was then distributed to households for use in kitchen gardens, contributing to circularity.
- 94% of overall surveyed households reported being satisfied with the quality of garbage collection services provided.
- The waste collectors, who are members of the local community, received significant praise for their contributions. Residents appreciated the quality of their work as well as their efforts in promoting





awareness about proper waste segregation and management. Their involvement helped build trust and played a crucial role in the program's overall success.



Figure 12 : Community response on waste collectors

- The community expressed a high level of satisfaction with the waste collectors, giving ratings of 4.00 out of 5 for qualities of politeness, punctuality, and personal hygiene.
- The knowledge about waste segregation among the waste collectors was rated at 3.6 out of 5 by the surveyed households and received a slightly lower rating of 3.60 (Fig 12).



Figure 13 : The top impacts of the CMV initiatives for Individual households

 Almost 80% of surveyed households deemed the fee charge for waste collection reasonable and expressed willingness to continue paying. Initially, there was some resistance to the fee since waste collection had been free before. However, as the community began to experience direct benefits—such as improved cleanliness, reduced health risks, and local development funded by these user fees—they became more receptive to the cost. The fee was perceived as affordable





and valuable, contributing to the efforts of the waste collectors. Over time, a sense of responsibility and emotional connection to maintaining the village's cleanliness has grown, leading to increased acceptance of the fee.

Quotes:

"Because they come every day, our houses remain clean and free of any smell. We used to not dispose off the waste properly and end up throwing it on the streets, but the collection staff ensures that the waste is collected at our doorsteps and disposed of safely, helping to protect both our homes and the village."

- Women from Vallakottai Village, Chennai where Clean My Village initiative has been implemented

2. Awareness and Behavior change

- Apollo Tyres Foundation, in collaboration with local panchayats, organized awareness meetings and skits that emphasized the importance of waste segregation. 62,936 persons were covered under awareness activities such as street plays, special day activities in schools during the years 21-22 to 23-24.
- 87% of the surveyed households had attended the awareness sessions and were able to recall contents of the sessions as being about using wet waste for kitchen gardens, segregation of waste, promoting usage of cloth bags for shopping and reducing use of plastic bags.
- Focus group discussion participants across locations surveyed, confirmed that this had led to the correct use of distributed dustbins for biodegradable and non-biodegradable waste, leading to higher participation in waste management practices.

Case Study: Alwa, Gujarat – A Success Story in Waste Segregation

Introduction

Alwa village experienced a transformation in waste management through Apollo Tyres Foundation' waste segregation program. Initially, the village faced challenges with improper waste disposal, including plastic waste being mixed with other materials and dumped on roads and in fields. These practices led to environmental issues, such as water bodies being clogged with plastic and farmlands becoming polluted.

Implementation and Community Participation

Apollo Tyres Foundation, in collaboration with local stakeholders, implemented awareness programs that educated the villagers on proper waste segregation. The involvement of women from the community, who were taken to waste segregation sheds, allowed them to participate in hands-on sorting activities. This practical exposure increased understanding and encouraged households to adopt waste segregation practices.





Role of Local Authorities and SHGs

The local gram panchayat played an essential role in enforcing the segregation rules. Households that did not comply were asked to segregate their waste on the spot before collection. Additionally, the involvement of Self-Help Groups (SHGs) was a key factor in increasing community awareness and participation. Villages with active SHGs saw higher levels of compliance, contributing to the success of the program.

Outcomes

The efforts resulted in significant improvements in Alwa. Roads became cleaner, farmlands were freed from plastic pollution, and water bodies saw reduced contamination. While some households continued to mix waste, the majority adopted proper segregation practices. The program highlighted the power of community involvement and the importance of collaborative efforts between Apollo Tyres Foundation, the gram panchayat, and local SHGs in driving sustainable waste management.

Through this collective approach, Alwa became a model for successful waste segregation, showcasing the potential for long-term environmental benefits.

Transforming Waste into Usable Resources and Wealth

Case Study: Nirmal Brigade – Empowering Communities Through Waste Management

Formation Of Nirmal Brigade:

Nirmal Brigade was established as part of the Clean My Village (CMV) initiative by Apollo Tyres Foundation. When the ATF team approached the local Panchayat to discuss the objectives of the CMV project, it was proposed that residents should be employed as part of the initiative, rather than hiring external workers. The Panchayat suggested recruiting community members to foster local ownership and engagement, which Apollo Tyres Foundation embraced. Thus, the Nirmal Brigade was born, consisting entirely of community members, playing a pivotal role in the waste management efforts of their villages.

Role and Responsibilities:

The Nirmal Brigade is primarily responsible for creating awareness about waste segregation and motivating the public to participate in this critical practice. Their duties include:

- Educating households on the importance of segregating wet and dry waste.
- Ensuring timely daily collection of waste from every household.
- Working diligently to keep their villages clean and hygienic.

Income Generation and Impact on Families:

For the past three years, the Nirmal Brigade has not only contributed to the cleanliness of their communities but also supported their own families through the income generated from this work. Each member earns a





monthly salary of Rs. 9,000, which has helped them meet essential household needs, such as improving their children's education and purchasing items like televisions and refrigerators. Additionally, Apollo Tyres Foundation provided training to the Brigade members, helping them develop a revenue model. By selling segregated dry waste to recyclers and converting wet waste into compost for sale, the Brigade has earned Rs. 30,000, which is deposited into a group account. They plan to extend these activities to neighboring villages, further enhancing their economic impact.

Personal and Community Development

The members of Nirmal Brigade have undergone significant personal growth since joining the project. Initially hesitant and shy about going door-to-door for waste collection, they gained confidence through regular training provided by Apollo Tyres Foundation. These sessions not only improved their technical skills but also developed their communication and leadership abilities. As awareness programs helped families adopt better waste segregation practices, the Brigade's job became more efficient, reducing the need for additional labor at the Recovery Facility Center.

The Nirmal Brigade members are now seen as role models in their communities, leading by example and influencing others to participate in waste management initiatives. The confidence and business acumen they have gained from the project have empowered them to explore new opportunities, with many now ready to handle small businesses or identify new ventures in their areas.

Fostering Sustainable Waste Management Through Stakeholder Engagement

Case Study: Transition of the Waste Management Program from CSR to Local Government in Kodakara, Kerala

The **Clean My Village** program in Kodakara demonstrates how a CSR-driven initiative can be successfully transitioned to local government control while maintaining community engagement and operational efficiency. The seamless handover from Apollo Tyres Foundation to the local administration has ensured that waste management practices continue to improve, contributing to better public health and a cleaner environment.

The Clean My Village (CMV) program, initiated by Apollo Tyres Foundation as part of its Corporate Social Responsibility (CSR), made significant strides in improving waste management practices in Kodakara Grama Panchayat, Kerala. Over time, the program transitioned from being CSR-driven to being fully managed by the local government, reflecting a seamless and successful handover that not only sustained the original initiative but also aligned it with broader government goals.

Background

The CMV program in Kodakara focused on establishing a solid waste management system in the village, with a strong emphasis on waste segregation at source, collection, recycling, and composting. The





program was supported by Apollo Tyres Foundation through various infrastructure and capacity-building initiatives, which involved the community in waste management practices.

In 2024, the transition of the program from Apollo's CSR arm to the **Local Self Government (LSG)** was completed. This transition marked a pivotal moment where the local government took full control of the waste management processes, while Apollo Tyres Foundation continued to provide technical support and expertise when required, particularly in areas like training and revenue models for waste management.

Smooth Transition and Integration

The transition of the CMV program to the local administration was handled with great care and coordination. According to **Lidhin Devassy**, Health Inspector at Kodakara Grama Panchayat, the local administration collaborated closely with Apollo Tyres Foundation and the implementing agency during the transition, ensuring there was no disruption in services. The **Haritha Karma Sena (HKS)** program, a government initiative focused on waste management, was easily integrated with the CMV program because of the similar goals and operational models.

Apollo's contributions, such as providing waste collection vehicles, establishing a **Material Collection Facility (MCF)**, and training local stakeholders, played a crucial role in laying a solid foundation for the LSG. Even after the transition, Apollo continued to pay the rent for the MCF and supported the local government by sharing technical knowledge on waste management and capacity-building activities.

Impact on Public Health and Waste Management

The program has had a significant positive impact on waste management and public health in Kodakara. The local government's waste management system now operates efficiently, with waste being segregated at source—households and businesses separating dry and wet waste. Dry waste is sent to recycling facilities, while wet waste is composted, either by the households themselves or through the Grama Panchayat's facilities.

The community's awareness of waste management has also improved. Local residents now actively participate in waste segregation and disposal, a behavior change largely driven by the consistent engagement of local volunteers and the implementation of awareness programs. According to Devassy, public health standards in the area have improved due to better waste handling and reduced environmental pollution, as waste is no longer being disposed of improperly.

The program's success has also been reflected in the growing involvement of local stakeholders. Community members, particularly women, have been actively participating in segregation and disposal activities. Shop owners have installed dustbins and are now more conscious of maintaining cleanliness in public spaces.

Sustaining Community Engagement and Ownership

One of the program's most significant successes has been its ability to foster community engagement and a sense of ownership. The local waste collectors, or **Haritha Karma Sena**, come from the same community, creating a sense of familiarity and trust with the residents. This personal connection has made it easier for the community to embrace the waste management practices introduced by the program.





The Grama Panchayat has also implemented a **user fee system**, where households and businesses contribute to the cost of waste collection and management. This fee ranges from **Rs. 50 to Rs. 300**, depending on the type of establishment, and is used to pay the waste collection staff, who receive a minimum monthly salary of **Rs. 10,000**. The revenue generated from the sale of dry waste to the **Clean Kerala Company** further supports the financial sustainability of the program.

3.2.4. Key Performance Indicators

 Table 14 | Waste Collection Touch Points

Years	21-22	22-23	23-24	Average
Door-to-Door Waste Collection touch points (New + repeat beneficiaries)	13,190	13,049	13,988	13,409

Table 15 | Coverage of Awareness Sessions

Years	21-22	22-23	23-24	Total
Coverage from awareness activities: CMV (Street play/special day/school events etc.)	11,158	41,317	10,461	62,936

Table 16 | Waste Collection in Metric Tonnes

Years	21-22	22-23	23-24	Total
Solid waste	284	256	338	878
Biodegradable waste	69	69	70	208
Non-biodegradable waste	216	187	267	670





Table 17 | Manure generation through composting in Metric Tonnes

Years	21-22	22-23	23-24	Total
Manure generation though composting in Chennai (wet waste collection)	2,061.5	1,148.5	1,736	4,946

Table 18 | Waste to Wealth activities were conducted with Nirmal Brigade Staff in Chennai only

Years	21-22	22-23	23-24	Average
Nirmal Brigade staff in Chennai engaged in Waste to Wealth Activities	34	34	24	31

Table 19 | Average monthly earning of Nirmal Brigade Staff

Years	21-22	22-23	23-24
Avg. monthly earning of Nirmal Brigade staff in Chennai from Waste to Wealth Activities	9000	9000	9000

3.3. Sanitation Management

3.3.1. Locations

- Tamil Nadu Chennai
- Andhra Pradesh Racherla, Chinnapanduru
- Gujarat Baroda

The Sanitation Management project aims to enhance hygiene and living conditions for marginalized communities by building toilets and bathing facilities. This initiative addresses the pressing challenges of open defecation and inadequate sanitation in regions where access to basic hygiene infrastructure is scarce. By offering clean and easily accessible toilets, the project not only fosters improved health outcomes but also boosts the dignity and safety of these communities, especially for women and children. Furthermore, the initiative collaborates closely with local authorities and community members to ensure the sustainable use and maintenance of these facilities, leading to long-lasting benefits for public health and overall well-being.





3.3.2. Activities

Survey and Needs Assessment:

• Conducted a survey in the project villages to assess the need for toilet construction, with a focus on health issues arising from open defecation.

Toilet Construction:

• Facilitated the construction of toilets in collaboration with Apollo Tyres Foundation, ensuring that even households unable to pay the ₹5000 contribution were included.

Awareness Programs:

• Organized multiple awareness meetings in the village to educate the community about the benefits of toilets and sanitation.

• Performed mimes at street corners to demonstrate the harmful effects of open defecation and encourage toilet use.

Community Motivation and Contribution:

• Motivated households to contribute ₹5000 towards toilet construction, promoting ownership and responsibility for maintaining the facilities.

Engagement of Local Role Models:

• Involved educated girls from the community to explain the importance of toilets, focusing on privacy, safety, and hygiene, especially for women.

Overcoming Challenges:

• Worked with the panchayat leader to resolve land demarcation issues for toilet construction in densely populated areas.

• Addressed community resistance by dispelling myths about hygiene and toilet usage, particularly among the elderly.

Collaboration with Local Government:

• Engaged local government representatives in awareness campaigns and logistical problem-solving, such as land provision for toilet construction.

Ongoing Support and Sustainability:

• Conducted regular visits to educate the community on maintaining the constructed toilets and ensuring their proper functionality over time.





3.3.3. Outcomes

1. Increase in Sanitation Facilities

- 99.04% of the surveyed households reported having a toilet and bathing facility established by the Apollo Tyres Foundation.
- The construction of toilets occurred in two phases over the last two years, benefiting numerous households in villages such as Padarikuppam and Racherla in Andhra Pradesh, as well as Vadakkanpattu and Vallakottai in Tamil Nadu.
- Of the toilets built, 61.17% were completed within the past year, while 29.61% were constructed over the last two years, showcasing the program's ongoing commitment to expanding sanitation access.
- 98.08% of these facilities were found to be operational, indicating the program's effectiveness in delivering functional and sustainable sanitation solutions.

New Toilet constructed in reporting year	2021-22	2022-23	2023-24	Total
Andhra Pradesh	66	73	30	169
Chennai (Tamil Nadu)	100	40	80	220
Gujarat (Baroda)	_	15	-	15

Table 20 | New toilet construction

2. Reduction in Open Defecation

- **95.19% of households indicated that their toilets were fully functional** and regularly used, contributing to nearly eliminating open defecation in the villages involved in the program.
- The construction of toilets led to **cleaner streets and a decrease in waterborne diseases**, including malaria and dengue, particularly benefiting children and elderly residents.
- **56.73% of respondents reported notable improvements in health** and hygiene due to access to toilets, further lowering the risk of waterborne diseases.
- However, 44.23% of respondents observed that some individuals still defecate outdoors, primarily due to concerns about toilet sump filling, though ongoing community education efforts are working to address these issues.





3. Utilization of Sanitation Facilities Driven by Convenience to Women

- **82% of women found the toilets to be convenient**, especially during menstruation, representing a significant enhancement in menstrual hygiene management.
- 95.67% of women felt safer using the toilet and bathing facilities, with 91% attributing their increased safety to the presence of roofs, walls, and doors, as opposed to the previous use of makeshift cloth curtains.
- The toilets proved particularly advantageous for women, pregnant women, children, and the elderly, especially at night when open defecation poses greater risks.
- 85.58% of households stored water for toilets in buckets, while only 12.98% had access to piped water, highlighting the ongoing need for infrastructure improvements.
- 30.43% of households reported minor issues with construction completion, such as adjustments needed for doors or pipes, which presents opportunities for further enhancements in wastewater management. Encouragingly, many expressed interests in addressing these issues to improve the functionality of their sanitation facilities.



Figure 14: Stakeholder feedback on outcome of toilet construction

- **73.08% of households noted that having toilets saved time** and provided greater convenience, eliminating the need for long trips to defecate in open areas.
- Women and girls no longer needed to wake up early or wait until nightfall to defecate in groups, significantly improving their safety, privacy, and dignity.





- **88.46% of respondents stated that the toilets increased their dignity**, privacy, and safety, particularly for women and girls, reducing the need for group defecation for security reasons.
- **18.75% of respondents highlighted that the toilets provided comfort** for guests, adding a practical benefit for households.

4. Increased Community Awareness and Engagement

- 96.63% of respondents confirmed their participation in sanitation awareness programs, which played a crucial role in shifting perceptions about toilet use and hygiene practices.
- These awareness sessions helped dispel myths regarding sanitation, with 73.91% of respondents indicating a decrease in the community's fears of unpleasant odors and hygiene issues associated with toilet use.
- 88.46% of households recognized the significance of toilets for dignity, privacy, and safety, with the program's requirement for a ₹2000-₹5000 contribution fostering a strong sense of community ownership.
- 38.94% of respondents noted that having a toilet enhanced their status and prestige in the community, highlighting the social impact of the sanitation program.
- Participation in awareness programs and street performances led to widespread acceptance of hygiene practices such as handwashing, safe waste disposal, and maintaining clean environments.
- Community contributions not only cultivated ownership but also strengthened long-term engagement, ensuring beneficiaries remained committed to the upkeep of sanitation infrastructure.

No. of Awareness sessions in the reporting year	2021-22	2022-23	2023-24	Total
Andhra Pradesh	430	1560	277	2,267
Chennai (Tamil Nadu)	6828	630	894	8,352
Gujarat (Baroda)	80			80

Table 21 | Awareness Sessions Conducted







Figure 15: Stakeholder Interaction

Stakeholder impact quotes

"The toilets have been most useful for women, especially at night and for pregnant women, sick people, and disabled persons. It has greatly improved our daily lives." — Subbamma, Participant, Racherla, AP

"The construction of toilets has improved the cleanliness of our village. The awareness programs have started changing our habits and now people have started to use toilets and avoid open defecation" — Mani, Male Participant, Padarikuppam, AP





"Young girls are very much comfortable now during their menstruation and they are able to change their pads in the toilets. Now there are no specific timings for defecation, earlier women had to opt for darkness to go for toilets. After construction of Toilet these issues have been resolved and we are very happy"

- Rajammal - Female beneficiaries, Vadakupattu, Kanchipuram Tamilnadu.

"Since the implementation of the program, there has been no open defecation. The public has realized the importance of toilets, and we have seen a considerable reduction in waterborne diseases in the village."

— Mrs. Saranya, Field Coordinator, Help Foundation India

Comparison Between The Mou Versus Actual Toilet Constructed By Implementing Agency:

Proposed Year And Implementing Agency	No. Of Toilet Proposed Counts In Mou	Actual Toilets Constructed Year	No. Of Actual Toilet Constructed		
2021-2022 Help Foundation India	66 Individual household bathing cum toilet in Andhra Pradesh	2021-2022	66 toilets with bathing facilities constructed		
2021-2022 Coastal Salinity Prevention Cell (CSPC)	15 Individual Household bathing cum toilet in Gujarat	2021-2022	15 toilets with bathing facilities constructed		
2022-2023 Help Foundation India	73 Individual household bathing cum toilet in Andhra Pradesh	2022-2023	73 toilets with bathing facilities constructed		
2023-2024 Sevalaya	30 Individual household bathing cum toilet in Andhra Pradesh	2023-2024	30 toilets with bathing facilities constructed		
2021-2022 Help Foundation India	100 Individual household bathing cum toilet in Chennai	2021-2022	100 toilets with bathing facilities constructed		
2022-2023 Help Foundation India	40 Individual household bathing cum toilet in Chennai	2022-2023	40 toilets with bathing facilities constructed		
2023-2024		2023-2024	80 toilets with bathing facilities constructed		

Table 22 | Comparison between the MOU vs. Actual Toilet constructed





3.3.4. Key Performance Indicators

Table 23 | Number of new toilets constructed

Years	21-22	22-23	23-24	Total
New Toilet constructed in reporting year	181	113	110	404

Table 24 | Number of Awareness activities

Years	21-22	22-23	23-24	Total
Coverage from awareness activities:	7,338	2,190	1,171	10,699
Sanitation (Street play/special day/school events etc.)				

3.4. End of Life Tyre Play Spaces

3.4.1. Locations

- Kerala Perambra
- Gujarat Baroda
- Tamil Nadu Chennai
- Andhra Pradesh

3.4.2. Activities

Apollo Tyres Foundation' End-of-Life Tyres (ELT) projects emphasize the recycling of waste tyres by building and maintaining playgrounds in government schools. This initiative is part of the company's commitment to extending product life cycles through enhanced re-treading programs, thereby reinforcing the "Reuse" concept.

 In the 2021-2022 period, 2 new ELT playgrounds were constructed, bringing the total number of maintained play spaces to 11 during the reporting period (2021-24).





3.4.3. Outcomes

1. Creation of Safe and creative play spaces

a) Physical and mental development

It was noted that the playground served as an essential area for physical activity, contributing to the overall health and development of children. Engagement in play activities promoted mental well-being, fostering creativity and imagination among students.

Quotes:

"Though not visible it is noticed that students have physical and mental development. It is also come to be known that the children has only place to play is school ground and they enjoy a lot with the play structures, which brings out good development both physically & mentally" "

- Vice Principal, HMT High School, Kalamaseri

b) Social Inclusion

The playground served as a social hub, enhancing interaction among students and fostering a sense of community. The diverse engagement within schools promoted inclusivity, with both boys and girls participating equally, as highlighted in the interviews.

c) Environmental Awareness

The project underscored the importance of recycling and sustainability by using end-of-life tyres for playground construction. Through their interactions with the play structures, children developed an understanding of material reuse, as mentioned in the interviews.

d) Regular attendance

The presence of engaging play areas contributed to increased student attendance, as children were more motivated to come to school and participate in play activities. The ELT project successfully created an environment where students looked forward to attending school due to the availability of enjoyable play spaces, as noted by interview participants.

Quotes:

"There is student engagement and participation in outdoor activities, where normally children want to play outdoor in the school and the play structures has attracted the children very much & they are colorful to look & different in playing, because of that, there is increase in regular attendance and it may be considered as one of the factors" – Vice Principal, HMT High School, Kalamaserry





e) Psychological Refreshment

Girls particularly benefited from the play structures, as they often had limited freedom to play outside their homes, especially in rural areas. The school play areas provided them with unique opportunities to enjoy themselves, offering a sense of freedom and psychological relief that was often lacking at home, as highlighted in the interviews.

Quotes:

"For Girls, It is here a psychological refreshment for the children when they are playing and they don't have facilities like this at village so they enjoy playing here. Girls especially do not have as much freedom as boys to play outside their homes in the village, boys can go out and play anytime but girls are restricted. This makes girls have more enjoyment with play structures in the school"

- Radha Rani, Headmaster, Racherla Village.



Figure 16 : Pictures of ELT play space and Play equipment





3.4.4. Key Performance Indicators

Table 25	Number	of ELT built
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Years	21-22	22-23	23-24
New ELT play space constructed	2	_	_
New Beneficiaries from ELT Play Space	985	_	_
Total no of discarded tyres used	210	_	_

Contribution of SPARSH initiative to Sanitation Agenda

The **Swachh Bharat Mission (SBM)**, launched by the Government of India in 2014, is a nationwide initiative aimed at improving sanitation, cleanliness, and waste management across the country. The mission's primary objectives are to eliminate open defecation, promote the construction of household and community toilets, and manage solid waste effectively. SBM is divided into two phases: **Swachh Bharat Mission – Gramin** (focused on rural areas) and **Swachh Bharat Mission – Urban** (focused on urban settings). It is a key initiative under the leadership of Prime Minister Narendra Modi and is closely tied to achieving the Sustainable Development Goals (SDGs) related to sanitation and hygiene.

Since its implementation, the mission has made significant strides. By 2019, rural India was declared **open defecation free (ODF)**, with the construction of over **110 million toilets** in rural households. The urban mission has also seen success with the establishment of **3,500 cities** as ODF, alongside advancements in waste collection and processing systems. SBM has fostered community participation, raising awareness through campaigns such as **Swachh Survekshan**, which ranks cities based on cleanliness.

The progress of the mission has led to improvements in public health, especially in rural areas, reducing the incidence of waterborne diseases. However, challenges such as sustainable waste management, behavioral change, and maintaining cleanliness in rural and urban areas remain. The **Swachh Bharat 2.0** phase, launched in 2021, focuses on **ODF Plus**, aiming to sustain the progress and address remaining gaps in waste and water management systems.

The Indian government expected Corporate Social Responsibility (CSR) initiatives and non-profit organizations to play a significant role in the Swachh Bharat Abhiyan (Clean India Mission). Corporations were encouraged to allocate CSR funds toward sanitation projects, such as building toilets, promoting hygiene education, and supporting waste management systems. Apollo Tyres Foundation, through its implementing-agency network of non-profits collaborated with government agencies to implement these initiatives at the grassroots level, mobilize communities, and raise awareness about cleanliness and hygiene practices. The SPARSH initiatives are closely aligned with the Swachh Bharat Abhiyan by focusing on improving sanitation, waste management and promoting hygiene in underserved communities.





SPARSH PROJECT data since inception

Table 26 | Total spend on the activities under Sparsh Project over the lifetime

Financial Year	FY- 14	FY-15	FY-16	FY-17	FY-18	FY-19	FY-20	FY-21	FY-22	FY-23	FY-24
Total Budget	-	51,75,5 27	2,77,30, 735	3,86,27, 619	5,03,97, 102	4,60,52 ,329	3,63,49 ,580	2,25,42, 656	3,24,19, 501	2,76,21, 489	-

 Table 27
 Total Waste Collection

Financial Year	FY-14	FY-15	FY-16	FY-17	FY-18	FY-19	FY-20	FY-21	FY-22	FY-23	FY- 24
Total Solid Waste Collection	-	6	98	954	2,076	2,566	1,787	1,308	1,417	965	925
Biodegradable Waste	-	4	45	110	198	298	142	95	98	101	115
Non- Biodegradable waste	_	2	53	844	1,878	2,268	1,681	1,213	1,320	864	765

Clean My Transport Nagar

Table 28 | Waste Collection Touch Points under the CMTN program

Financial Year	FY-14	FY-15	FY-16	FY-17	FY-18	FY-19	FY-20	FY-21	FY-22	FY-23	FY- 24
Coverage from D2D waste collection touch points: CMTN (touch points X 1)	500	750	2,046	2,486	3,233	3,579	3,594	2,509	2,392	2,715	1,43 9





Table 29 | People covered under awareness activities of the CMTN program

Financial Year	FY-14	FY-15	FY-16	FY-17	FY-18	FY-19	FY-20	FY-21	FY-22	FY-23	FY- 24
Coverage from awareness activities: CMTN	1,310	3,245	4,348	3,426	12,561	7,272	4,130	_	54	209	160

Clean My Village

 Table 30 | Total Waste Collection Touch points under the CMV program

Financial Year	FY-14	FY-15	FY-16	FY-17	FY-18	FY-19	FY-20	FY-21	FY-22	FY-23	FY-24
D2D Waste Collection touch points-CMV		1,742	5,211	7,404	13,074	14,237	19,831	14,112	13,190	13,049	13,988

Table 31 | People covered under the awareness activities of CMV program

Financial Year	FY-14	FY-15	FY-16	FY-17	FY-18	FY-19	FY-20	FY-21	FY-22	FY-23	FY-24
Coverage from awareness activities: CMV (Street play/special day/school events etc.)	_	3,819	43,82 9	29,847	10,623	5,293	9,859	3,893	11,158	41,317	10,461





Sanitation Management

 Table 32 | Number of toilets constructed under the Sanitation Management project

Financial Year	FY-14	FY-15	FY-16	FY-17	FY-18	FY-19	FY-20	FY-21	FY-22	FY-23	FY-24
New Toilet construct ed in reporting year	_	_	150	183	398	150	122	50	181	113	110

Table 33 | People covered under the awareness activities of the Sanitation ManagementProject

Financial Year	FY-14	FY-15	FY-16	FY-17	FY-18	FY-19	FY-20	FY-21	FY-22	FY-23	FY-24
Coverage from awareness activities: Sanitation	-	_	1,346	2,700	3,510	1,103	3,399	1,000	7,338	2,190	1,171





4. Needs Assessment on Sanitation

Objective

To understand the sanitation requirements and the current scenario in villages where the CMV program is implemented, providing inputs for the future structure of the program.

Questions about sanitation in the Clean My Village (CMV) program's Focus Group Discussions (FGDs) were included to understand the requirements and current scenario in villages and provide inputs for the future structure of the program.

Summary of response from the participants across locations are given below:

1. Baroda, Gujarat

a) Current Sanitation Practices and Challenges:

- **Underutilization of Toilets:** While government schemes have facilitated the construction of individual toilets, many remain poorly maintained, with only 30-50% of villagers consistently using them. Higher adoption is seen in areas where toilets were self-funded.
- Poor Drainage Systems: Many villages lack proper drainage systems, leading to blocked or overflowing gutters. Wastewater is often disposed of on roads, worsening hygiene conditions.
- **Plastic Waste in Water Bodies:** Clogging of water bodies with plastic waste remains a significant sanitary issue, despite ongoing awareness efforts.
- **Burning of Plastic:** Despite multiple awareness campaigns, the harmful practice of burning plastic persists, indicating the need for stronger enforcement and education.

b) Community Suggestions for Improvement:

- Continuous financial support for sanitation services to maintain operations and long-term behavior change.
- Strengthening of waste management systems to address drainage and plastic waste issues.
- Enhanced educational efforts to eliminate the practice of burning plastic.
- Implement a community driven, long-term program for sanitation improvement, with local committees managing toilet and drainage upkeep, organizing waste collection drives.





2. Eriyayur, Chennai

a) Current Sanitation Practices and Challenges:

- Lack of Toilet Facilities: Many households do not have access to toilets, leading to widespread open defecation.
- **Issues with Existing Toilets:** The toilets constructed by government contractors have quality issues such as leaking roofs and require maintenance.
- **Open Defecation:** The absence of adequate sanitation facilities continues to result in open defecation.

b) Community Suggestions for Improvement:

- Construction of more toilets for households without access to sanitation facilities.
- Repair and maintenance of existing toilets to address quality issues.
- Continued implementation of the CMV program to address sanitation needs.
- Education and warnings for migrant families who are not following waste segregation methods.

3. Vallakottai, Chennai

a) Current Sanitation Practices and Challenges:

- Lack of Toilet Facilities: Most households in the village do not have access to toilet facilities. Some older toilets are damaged but are regularly cleaned.
- **Sanitation Efforts:** Despite lacking infrastructure, villagers maintain cleanliness, with outsiders complimenting the village's overall cleanliness.

b) Community Suggestions for Improvement:

- Construction of more toilets to serve households without access.
- Continued awareness-building initiatives to maintain the cleanliness mindset.
- Continued support from the CMV program to maintain hygiene standards.
- Positive impact seen in reduced health issues compared to previous years.

4. Perambra - Kodakara Grama Panchayat

a) Current Sanitation Practices and Challenges:

- Most households have access to toilet facilities, practice waste management, maintain personal hygiene, and participate in community cleaning initiatives.
- Challenges Identified:
 - Inadequate waste management systems.
 - Limited access to clean water for hygiene and consumption.
 - Insufficient awareness regarding proper sanitation practices.





b) Community Suggestions for Improvement:

- Implementation of a comprehensive waste management system.
- Initiation of clean water projects to ensure consistent access.
- Continuous awareness programs on sanitation and hygiene.
- Strengthening of Grama Panchayat's role in organizing regular cleaning drives.
- Distribution of IEC (Information, Education, and Communication) materials to educate the community about proper sanitation practices.
- Strengthening village-level water and sanitation committees.

5. Kalamassery - Edathala Grama Panchayat

a) Current Sanitation Practices and Challenges:

- Most households have access to basic sanitation facilities, including toilets, and engage in proper waste management, personal hygiene, and food/water hygiene practices.
- Challenges Identified:
 - Insufficient waste management systems.
 - Limited access to clean drinking water.
 - General lack of awareness around sanitation and hygiene maintenance.

b) Community Suggestions for Improvement:

- Establishment of a more efficient waste management system.
- Projects to improve access to clean drinking water.
- Continuous generation of awareness through educational programs and classes.
- Greater involvement from the Grama Panchayat in regular cleaning drives.
- Strengthening of village-level water and sanitation committees.
- Publication and distribution of IEC materials to spread awareness on sanitation practices.

The needs assessment conducted in Baroda, Eriyayur, Vallakottai, Perambra, and Kalamassery reveals substantial sanitation challenges, including insufficient toilet facilities, ineffective waste management systems, and limited access to clean water. Each community requires customized interventions, such as enhanced waste management systems, construction of toilets, ongoing maintenance efforts, and targeted awareness campaigns. The insights gathered from this assessment should guide future initiatives to address the specific needs of these communities and promote sustainable sanitation improvements over the long term.





Appendix

Survey Demographics

Clean My Transport Nagar



The above figure shows that 34.91% of respondents are aged between 36-45 years old, while 34.91% are between 46-55 years old. Additionally, 16.98% are above 55 years, 10.38 % fall between 26-35 years, and 2.83% between 18- 25 years.



The above figure shows that 98.11% of respondents are male, 0.91% are female and 0.94% identify as other.





Duration of residence of respondents in Sanjay Gandhi Transport Nagar



The above figure shows that 63.21 % of respondents have been residing in Sanjay Gandhi Transport Nagar for more than 10 years. Additionally, 18.87% have lived there for 1–5 years, 12.26% for 5–10 years, and 5.66% have stayed for less than 1 year.



No. of people in the respondents' establishment/unit/company/shop etc.

The above figure shows that 35.85% of respondents have 3-4 people in their establishment/ Unit/Company/ Shop etc. Additionally, 30.19% have 1-2 people, 17.92% have more than 6 people, and 16.04% have 5-6 people.





Clean My Village



36.29% of the respondents are from Chennai (Tamil Nadu), 32.41% from Perambra (Kerala), 30.75% form Kalamassery (Kerala), 0.28% from Andhra Pradesh and 0.28% from Baroda (Gujarat) respectively.



Gender of the Respondents

According to the above figure, 70.64% of the respondents are female, 28.81% male and 0.55% other.







32.13% are between the ages 36-45 years, 27.47% are between 46-55 years, 23.55% are above 55 years, 13.02% are between 26-35 years and 3.88% are between 18-25 years.



Duration of residence of respondents in the village

From the figure above, 68.14% of the respondents have resided in the village for over 10 years, 16.62% for 5-10 years, 14.68% for 1-5 years, and 0.55% for less than 1 year.





Sanitation Management



51.44% of the respondents are from Andhra Pradesh and 48.56% are from Chennai (Tamil Nadu).



According to the above figure, 74.52% of respondents are female, and 25.48% are male.







From the above figure, 58.65% of the respondents are between 36-45 years, 16.83% are between 26-35 years, 8.17% are between 18-25 years, 8.17% are between 45-55 years, and 8.17% are over 55 years old.



From the figure above, 70.19% of the respondents have resided in the village for over 10 years, 21.63% for 5-10 years, 5.77% for 1-5 years, and 2.40% for less than 1 year.