



DCM Shriram's CSR initiative improves Sanitation facilities for 100 Govt Schools in UP

- *'Shriram Swachhagraha' completes its 1st milestone of construction/renovation for 100 toilet blocks in schools of Hardoi & Lakhimpur districts*
- *Behaviour change activities driven by the company ensure usage of best hygienic practises among school kids.*

Hariawan, December 18, 2019: DCM Shriram Ltd. on Wednesday announced that they have touched a milestone by completing the 1st phase of construction/renovation of its 100 toilet blocks in Government schools of Hardoi and Lakhimpur districts, Uttar Pradesh, through its CSR Initiative Shriram Swachhagraha. The Company held its 'Kirtiman 100' program in Jeutli Junior High School, Hariawan, 100 toilet blocks were handed over to the district administration before the Company start its next phase of the program.

DCM Shriram also launched a comic book named '*Chamatkari Sonu ki Teen Swachh Aadatein*' on sanitation during the 'Kirtiman 100' program. The comic book was launched by Mr Gajendra Kumar, City Magistrate, Hardoi in the presence of Ms Kanupriya Saigal, CSR Head, DCM Shriram, Mr Pradeep Tyagi, Unit Head Hariyawan, Mr Prabhat Kumar Singh, Unit Head Rupapur, Mr Kuldeep Singh, Unit Head Ajbapur and Mr Pankaj Singh, Unit Head Loni. The superhero in the comic, Sonu teaches school children how to maintain sanitation and hygiene using 3 simple habits.

Commenting on the achievement, Mr Roshan Lal Tamak, Executive Director & CEO – Sugar Business, DCM Shriram Ltd said, "The primary need is to create behavior change among the rural communities around sanitation and hygiene. To ensure sustainability, a sense of ownership among the beneficiaries towards the program is inculcated, for which we have a strong team."

Mr Gajendra Kumar, City Magistrate, Hardoi appreciated the work being done by the DCM Shriram team and said "Kirtimaan 100 depicts the genuine milestone that DCM Shriram has reached through its CSR project and created a positive perception of toilets in govt. schools. I would also like to mention here that DCM Shriram has been continuously supporting the district administration in all its projects and efforts."

DCM Shriram's Sanitation project 'Shriram Swachhagraha' is being implemented in 3 states, Gujarat, Rajasthan & Uttar Pradesh, in alignment with the Government's Swachh Bharat Mission. The company has built over 450 school toilet blocks and about 320 individual household toilets in these states since the start of its initiative. The unique aspect of Swachhagraha is that the company does not just create sanitation infrastructure but also ensures that it brings about behaviour change in the local communities to ensure regular usage and upkeep of that infrastructure. This is key to making the project successful and sustainable! It also partners with specialised NGOs that implement these activities across their project areas.

The event saw participation from more than 200 school students, teachers and members of the community who have embraced the behaviour change sparked by the efforts of the company. The company also awarded the Swachh Gram Award to the villages which maintain a good level of sanitation and hygiene through the year.

About DCM Shriram Ltd:

DCM Shriram Ltd. is a leading business conglomerate with a group turnover of Rs. 7,771 crores. The business portfolio of DCM Shriram comprises primarily of Agri-Rural, Chlor-Vinly and Value added business which include Fenesta Building Systems. Agri-Rural Business includes Urea & SSP fertilizers, Sugar, Farm inputs marketing such as DAP, Crop care Chemicals and Hybrid Seeds. Under the Chlor-Vinly Business, DCM Shriram Ltd produces Caustic Soda, Chlorine, Calcium Carbide, PVC resins, PVC Compounds, Power and Cement.

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