



Client:



ITC's WASH Project

- ITC has undertaken a significant sanitation initiative by constructing a large number of household and school toilets in the catchment areas of its factories. This initiative spans across eight states—Karnataka, Andhra Pradesh, Telangana, Tamil Nadu, Madhya Pradesh, Odisha, West Bengal, and Maharashtra. By enhancing access to sanitation, ITC aims to improve hygiene, public health, and overall well-being in these communities, contributing to better living conditions and sustainable development.
- This initiative enhances school attendance, especially for girls, ensures women's safety and dignity, and reduces the risk of waterborne diseases. Additionally, it supports environmental protection by preventing water contamination and promotes overall rural development. By aligning with national sanitation goals like Swachh Bharat Abhiyan, ITC's efforts contribute to long-term behavioral change and improved quality of life in these communities.

Outcome

Helped in creating awareness among the masses and in assessment of the utility of these toilets in the catchment areas