## CSR Impact Assessment Report

### Community Water Purification Project



### **Prepared By**



#### SOULACE CONSULTING PVT LTD

ISO 27001:2013 Certified

DELHI NCR | MUMBAI | KOLKATA Website: www.soulace.in; Email: enquiry@soulace.in

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# ABBREVIATIONS

NGO	Non-Governmental Organization		
CSOs	Civil Society Organisations		
CSR	Corporate Social Responsibility		
HDBFS	HDB Financial Services		
BVSSS	Bala Vikasa Social Service Society		
ATW	All Time Water		
РРМ	Parts Per Million		
RO	Reverse Osmosis		
SC	Schedule Caste		
ST	Schedule Tribe		
OBC	Other Backward Community		

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#### Background

#### **Project activities**

- Installation of Community Water Purification Plants (WPPs).
- Awareness sessions for the communities/potential consumers of clean drinking water.











**Budaet** 

**Project year** FY 2018-21

**Beneficiaries** 17735440

**NGO Partner** Bala Vikasa Social Service Society (BVSSS)

**Project Location** Telangana & Andhra Pradesh



FY 2019-21 - Rs. 89,77,500 /-



#### **Research Methodology**



#### **Application of Quantitative Techniques**

The quantitative study was used to assess the impact of divergent CSR Activities through the Structured tool of the Interview Schedule. This helped in getting quantifiable information.



#### **Application of Qualitative Techniques**

Qualitative Techniques of Interviews with Key Project Stakeholders, Interviews with Community People were adopted for a better understanding.



**Geography Covered (States)** Telangana & Andhra Pradesh

**Direct Beneficiaries Covered** 750 Beneficiaries

#### Sample Technique

Purposive & Stratified **Random Sampling** 

#### **Stakeholders**

Members of water purification committee. HDB Financial Services. BVSSS members, Sarpanch members, Village community, Village **Development Committee** 



#### Key Output:

86.7%

of the beneficiaries visit the ATW daily.

97.2%

of the beneficiaries conferred that the quality of water was good.



of the beneficiaries receive 20 litres of water daily.

**80.1%** of the beneficiaries opined that the cost of drinking water from the ATW facility was much reasonable.

#### Impact:



97.6%

of the community members are dependent on the facility of water ATW to a larger extent.



### 96.7%

of the beneficiaries reported a significant reduction of waterrelated diseases among children.

### 97.1%

of the beneficiaries reported water was available at any point in time.

### 97.6%

of the respondents reported a sense of water security due to improved accessibility to and availability of drinking water.

94.9%

of the beneficiaries perceived the quality of water to be safe and clean for drinking.



### CHAPTER 1: INTRODUCTION

### **Project Background**

Safe drinking water is a basic necessity for every human being. Yet, access to clean and safe drinking water remains challenging in many parts of the country, including Telangana and Andhra Pradesh. Telangana and Andhra Pradesh are two southern states of India that share a common history and culture. Several areas in Telangana and Andhra Pradesh states have higher than recommended levels of fluoride in their water supply, ranging from 2 to 5 PPM/Ltr. This contaminated water is causing many water-borne illnesses, especially among lower-income families.

Considering the crisis of safe water and healthy life, HDB Financial partnered with Bala Vikasa Social Service Society (BVSSS) and initiated the Community Water Purification (CWP) project focusing on safe drinking water facilities in the state of Andhra Pradesh and Telangana. The project intervention covered 30 villages from Andhra Pradesh and 33 villages from Telangana. Under the project, the main activities are improving community awareness of safe drinking water, increasing committee members' skills, and installing water purification projects.

During the initial period of August 2017 to June 2018, HDB Financial Services funded Rs. 84,76,020/- to benefit communities and students in Belkhed, Shirsoli, Khamtha, Bhamdevi, and Malegaon of Washim district, Maharashtra. Subsequently, from September 2018 to August 2019, HDB Financial Services contributed Rs. 1,21,17,600/- towards various activities in Washim, including conducting baseline studies, community sensitization programs, RO plant installations, sanitation unit construction in schools, health camps, and the formation of water management committees.

The targeted beneficiaries during this phase were a total of 10,437 individuals, including 5,382 males and 5,055 females from 10 villages, along with 702 schoolchildren from 10 schools. Another project in Telangana, spanning from February 2018 to January 2019, received funding of Rs. 87,57,940 from HDB Financial Services. The activities conducted in Telangana involved community awareness sessions, the formation of water committees, the installation of RO plants, training programs, and exposure visits. The project covered 33 rural communities, targeting a population of 13,113 out of 65,665 people.

Lastly, during FY 2019-21, HDB Financial Services provided support of Rs. 89,77,500/- to BVSSS for various activities in Andhra Pradesh. These activities encompassed community awareness sessions, empowering committee members as change leaders, installing community water purification plants, promoting household consumption of water from these plants, and forming water health committees. Training sessions for committee members were conducted at the Bala Vikasa training center. Through these initiatives, HDB Financial Services and BVSSS aim to achieve their objectives of enhancing sanitation and access to clean water in underserved regions.

### **About the NGO partner**

Bala Vikasa is a non-profit, non-governmental organization founded in 1977 by Ms. Bala Theresa Gingras, and it is the sister organization of SOPAR-Canada, with the primary intent of serving the rural masses in India. Bala Vikasa was officially registered as a secular organization in India, with its headquarters located in Warangal, Telangana. Bala Vikasa has been actively involved in implementing various projects in states such as Telangana, Andhra Pradesh, Maharashtra, Karnataka, Chhattisgarh, and Tamil Nadu, reaching out to over 5 million rural individuals across 6,500 villages.

The organization focuses on capacity-building within communities, with a particular emphasis on women's empowerment and mobilizing youth to engage in sustainable community development initiatives and programs. Bala Vikasa also plays a crucial role in knowledge-sharing and capacity-building by providing technical support and training to Civil Society Organizations/Institutions (CSOs) involved in community-driven development. Furthermore, the organization offers comprehensive technical support and training to the business community, promoting social responsibility and incubating social enterprises that contribute to sustainable community development.

### CHAPTER 2: RESEARCH METHODOLOGY

Research can be stated as a logical and systematic search for new and useful information on a particular subject matter. Social Science Research refers to the systematic activity of gaining new understanding by following scientific principles and methods to minimize bias and subjectivity. Though information on certain facts can also be gained through common sense and based on general observation and hearsay, those facts won't be considered valid until they have been obtained in a methodical manner, which can stand the test of time. The defining characteristics of scientific research are objectivity, ethical neutrality, reliability, testability, and transparency are strictly adhered to in this Social Impact Assessment Study.

The Methodology for undertaking research is decided based on the purposes to be served by the study. This research study intends to assess the Social Impact of the Community water purification project of HBDFS among the project communities in the states of Telangana and Andhra Pradesh for the financial year 2017-18 and 2018-19.

### **Use of Mixed Methodology for Maximum Insights**

This study uses a mix of Qualitative and Quantitative research tools to get maximum insights into the research problem taken up for the study. The mixed methodology has been chosen over either a Quantitative or Quantitative study alone approach in order to unravel as much information as possible, complement the limitations of a singular approach, and for validating the study through better triangulation.

### **Application of Quantitative Techniques**

A quantitative study will be needed if the focus is on presenting the study problem in terms of numbers, frequencies, percentages, etc. A quantitative study uses structured tools like questionnaires and interview schedules, in which questions are planned well in advance by the researcher before entering the field. For better accuracy, to ensure anonymity, and at the same time, to cover a larger sample population, quantitative techniques were used. The Quantitative part of the study was conducted with a sample size of 750 respondents who were beneficiaries of the Community water purification project of HDB Financial Services.

### **Application of Qualitative Techniques**

Qualitative Research only can bring to the fore, enriched and hidden information that may not be evident through Quantitative techniques. Qualitative approaches are distinguished by deeper probing and flexibility, and yield massive amounts of data that were not anticipated before initiating the research Process. This research study has used qualitative tools of Interviews, case studies, and Focus Group Discussions. Around 50 stakeholders the members of the Water Purification Committee, BVSSS members, Sarpanch members, the Village community, Village Development Committee were contacted through Qualitative tools of research like Interviews and Focus Group Discussions.

### **Objective of the Research**

- To study the extent to which purified drinking water has been made accessible and affordable to the people in the project communities through the community water purification project of HDB Financial Services.
- To assess the extent to which awareness has been created on clean drinking water in the project communities.

### **Research Design**

•	Name of the project	:	Community Water Purification Project
•	Implementation Agency	:	Bala Vikasa Social Service Society
•	Research Design	:	Descriptive Research Design
•	Sampling Technique	:	Simple Random Sampling
•	Sample Size	:	750
•	Oualitative Methods Used	:	Testimonials and Case Studies



### **Study Tools**

#### Tools used during the study

SoulAce has developed a mobile application platform for data collection which was used by the field team to undertake the study. This application has real-time data entry and data upload features, with GPS location details, and a questionnaire for interacting with the project beneficiaries. The application also allows taking pictures of each respondent.



#### Primary data was collected using two types of questionnaires.

Questionnaire for primary beneficiaries: Structured questionnaires were developed reviewing the project details for each of the focus areas and indicators were pre-defined before conducting the surveys.

Questionnaire for secondary beneficiaries and stakeholders: Semi-structured questionnaires were developed for each type of sample from this group. Stakeholders were identified across the focus areas.

One on One discussion was done with beneficiaries to prepare case studies.

### **Ethical Consideration**

The beneficiaries were informed about the purpose of the study before conducting the interviews to get them involved and motivated to share their personal information. They were assured of the strict confidentiality of their identity, information, etc. The SoulAce research team pays adequate attention and is respectful during the sharing of information, feelings, and expression in the form of data narrations. No false promises were made. Sharing of data was done with prior permission. The beneficiaries were not subjected to any cultural or economical harm. The respondent was provided with all information about why they were being questioned.





### CHAPTER 3: MAJOR FINDINGS OF THE STUDY

### Section 1: Socio-economic profile of the beneficiaries

#### Chart 1: Participation of beneficiaries based on their gender



The study had a sample of 87.2% male respondents and 12.8% female respondents.

### Chart 2: Participation of the beneficiaries based on their age group



The graph shows the distribution of beneficiaries by age group. The largest age group among the beneficiaries was 31-40 years, accounting for 32.8% of the total beneficiaries. The second largest group was 41-50 years, which accounted for 30.9% of the beneficiaries. The 20-30 age group had the third largest percentage of beneficiaries at 17.9%. The remaining age groups were relatively smaller in comparison, with the 51-60 years age group comprising 14.7% of the beneficiaries; the under 20 years and above 60 years age groups had the lowest percentage of beneficiaries at 0.4% and 3.3% respectively. Based on the available information, it can be inferred that the project covered diverse age groups irrespective of gender.





In the given graph, it can be seen that 80.1% of the beneficiaries identified as Hindu, 14.7% as Christian, 4.3% as Muslim, and only 0.1% as Buddhist. A total of 0.8% of the beneficiaries did not specify their religion.

### Chart 4: Participation of the beneficiaries based on their social category



The project targeted deprived communities in specific districts of Maharashtra and Telangana which faced challenges regarding the availability of clean and safe drinking water. The chart below shows the response of the beneficiaries based on their social category: the majority (53.7%) belonged to Other Backward Classes (OBC) category, followed by Scheduled Castes (SC; 20.8%) and General (GEN; 19.2%). The scheduled Tribes (ST) category had the smallest percentage of beneficiaries at 6.3%. It can be inferred from the chart that the project rightly targeted the needy and deprived communities of the two states.







An analysis of the occupation of the respondents reveals that a majority of the respondents that is 59.3% of them are either farm labor themselves or the major wage earner of the family is farm labour. Daily wagers constitute 9.6% of the respondents. The other occupational groups are formed by domestic help, petty business, street vendor, and those engaged in Private Jobs and in Government Jobs.

Interactions with the farm labor, daily wagers revealed that they get an average of Rs.350-400/- a day as their daily income and even that is not assured on all days of the month, and it is seasonal in nature too. All other occupational groups are also placed low in the economic status with lesser remuneration to run their families.



### Chart 6: Monthly family income and the income group of the respondents



The community water purification project was intended to serve economically disadvantaged people in the project communities. An analysis of the monthly income of the respondents show that the project is serving the right target group.

The bar diagram below represents the Monthly family income of the respondents. A major proportion (54.6%) of the respondents' monthly family income is below Rs.10,000/- which is well below the Poverty line. A relatively lesser proportion (31.1%) of respondents fall in the income bracket of Rs.10,000/- followed by 10.4% of the respondents having a family monthly income in the range of Rs.15,000 to Rs.20,000/-. The other higher income groups are of negligible proportion. Thus it can be inferred that the project



The chart shows the type of family of the beneficiaries; a majority, i.e. 58.4%, reported they lived in a nuclear family, while 41.6% reported they lived in a joint family.

### Section 2: Status of drinking water before the implementation of the project

### Chart 8: Source of portable drinking water used by the beneficiaries before the installation of ATW



Interaction with the community members revealed that before the Project Intervention, revealed that the community was majorly dependent on Hand Pumps (36.5%).

A considerable section of the communities (25.9%) were dependent on mineral water cans, which implies additional expenditure to economically disadvantaged people. Interactions with community members revealed that on average each family would be spending around Rs.600/- for the purchase of mineral water cans.

Public pipes/ Stand pipes, water tankers, water supply by local authority, surface water constituted the other sources of potable drinking water to the community members.



### Chart 9: Source of water used by the beneficiaries for other purposes before the installation of ATWs



Interactions with the Community revealed that Common Hand pumps are the major source of water supply for domestic water usage (50.3%) followed by home water connection by local authority (20.5%) and Borewells (14%).

People in the project communities also use water Tankers, community wells/ponds, Public taps, Surface water connections as water source for domestic purposes like cooking, washing clothes, vessels, bathing etc.

### Chart 10: Beneficiaries' participation in the planning process/meetings before the installation of ATW



The chart shows the response of the beneficiaries on their participation in the planning process before the installation of the ATW.

82% of the respondents reported they have participated in the planning process/meetings before the installation of the ATW, which shows that people were taken into confidence, their view points and suggestions considered before installation of the water ATW.

#### Case Study: K. Avinash Reddy, 40, Pippallakota, Telangana



The village previously relied on borewell water and well water for drinking, but during rainy seasons, they faced health problems like vomiting and diarrhea. To access drinking water, they had to travel 16 kilometers to purchase RO water for Rs. 15/- and Rs. 20/- per can.

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After the establishment of the community water plant, the water rate was Rs. 3/- per can initially but was later increased to Rs. 5/- per can as the maintenance cost of the RO plant could not be reached. Mr. Reddy paid Rs. 200/- as a membership fee for the RO water plant and an additional Rs. 50/- for an ATW card. Members can recharge the ATW card and access water for a month by swiping the card. Some members use one ATW card for two families. The water is used for agricultural labor in the fields, farming labor, and other purposes.

**Issue:** The current RO plant is located far from the village, rendering it difficult for women to access water during odd hours. Additionally, Mr. Reddy suggests that the RO plant requires a separate borewell to ensure water quality. The increase in water rates was due to the RO plant's maintenance cost, which was not being met.

**Recommendation:** Based on the issues raised by Mr. Reddy, it is recommended that the RO plant be relocated to the center of the village for easy accessibility by all residents. Additionally, a separate borewell should be drilled for the RO plant to ensure water quality. This will reduce the cost of transporting water to the RO plant and potentially reduce water rates for residents.

### Section 3: Utilization of the ATW installed by HDB Financial Services & BVSSS



#### Chart 11: Frequency of beneficiaries' visits to the ATW

Daily As per need Alternate days Weekly

The chart shows the frequency of the beneficiaries' visit to the ATW based on their needs: 86.7% of the beneficiaries reported they visited the ATW on a daily basis; 10.9% reported visiting it every alternate day; only a small percentage reported visiting it on a weekly basis (1.6%) or per their need (0.8%).

### Chart 12: Volume of water received by the beneficiaries from the ATW per visit (on any single day)



<sup>🧶 20</sup> ltrs 🔹 21-40 ltrs 🛑 41-60 ltrs 😑 61-80 ltrs

The chart shows the response of the beneficiaries regarding the volume of water received per visit to the ATW: the majority of beneficiaries, 64.5%, reported they were receiving 20 liters of water per visit from the ATW, which is the standard quantity provided by most ATWs; 32.9% reported they were receiving between 21 to 40 liters of water per visit from the ATW; a very small percentage of beneficiaries, 2.4%, reported receiving between 41 to 60 liters of water per visit; only one respondent, 0.1%, reported they were receiving between 61 to 80 liters of water per visit from the ATW.



### Chart 13: Response of the beneficiaries on their purpose of using the water received from the ATW



The graph shows the beneficiaries' responses on the purpose for which they use the water received from the ATW. Nearly all the beneficiaries, 99.1%, reported using the water received from the ATW for drinking purposes; 60.1% also used it for cooking, while only a very small percentage, 0.8%, used it for commercial purposes such as selling or running a juice shop; only 0.1% used it for other purposes.

### Chart 14: Distance covered by beneficiaries to fetch water from the ATW

The below graph indicates that the majority of the beneficiaries traveled a very small distance to fetch water from the ATW. This facility saved their valuable time and allowed them to focus on other important work.



Based on the available information, it was reported that 10.1% of the beneficiaries travelled less than 100 meters, 29.2% travelled 101 to 200 meters, 25.2% travelled 201 to 300 meters, 18.8% travelled 301 to 400 meters, and 10.1% travelled 401 to 500 meters. Remaining 6.5% of the beneficiaries travelled more than 500 meters.





Interactions with the community members revealed that all the respondents (100%) used the water for both drinking purposes.

Community members interacted by the research team revealed that water was available all the time. 97.1% conceded that water was available when ever they visited the ATW while 2.9% stated water was available most of the times and no beneficiary disagreed on this.



Regarding water quality, most of the beneficiaries (97.2%) mentioned good quality, whereas only 2.8 % of the beneficiaries found that the water quality was average provided in the ATW.

### Section 4: Perceptions of the beneficiaries towards the ATW installed by HDB Financial Services & BVSSS



Regarding the benefits of ATW, the graph suggests that about 49.3% of the beneficiaries reported having access to safe drinking water, 45.6% reported easy availability of clean water, another 3.1% reported water-borne diseases were reduced to some extent, 1.7% reported decreased health care expenses, whereas a very small number of the beneficiaries indicated some other benefits.





The graph indicates that the maintenance of the ATW took place regularly. Most of the beneficiaries (99.7%) agreed that maintenance happened regularly, whereas a small percentage found irregularity during local festivals and holidays.

Chart 19: Perceptions of the sample beneficiaries towards children's illness



Yes very much Remains the same Illness have reduced to some extent

The below graph represents the beneficiary's perceptions of whether water-related illness is reduced among the children due to the consumption of safe drinking water. For instance, most beneficiaries (96.7%) reported that water-related disease reduced significantly among children due to safe drinking, and 3.2% said it declined to some extent. The remaining 0.1% of beneficiaries could not find any changes after using safe drinking water from the ATW.



From the above graph, it can be understood that the most (99.3%) of the beneficiaries were satisfied with cleanliness of the ATW surroundings, whereas below 1% of the beneficiaries were less satisfied with the cleanliness nearby ATW.

#### <u>FGD: Sai Kiran, M. Ashok, E. Kitanna, S Ravi, J. Ravi, T. Thirupalu, S.</u> <u>Swamy, Kajjarla village, Telangana</u>



The establishment of the RO plant has been a game-changer for our village. We used to rely on bore water that was not always clean, and we suffered from health problems like vomiting and diarrhea during the rainy season. Since the RO plant started functioning, we have been getting clean drinking water that has improved our health and well-being. We are impressed by the efficiency of the RO plant. The 1000 litre capacity per hour ensures that there is always enough water for everyone in the village. Additionally, the monthly committee meetings ensure that any issues are addressed promptly, and we are always kept up-to-date about the status of the plant.

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The decision to establish the RO plant has had a positive impact on the village's economy. The daily sales of 150-200 cans at Rs. 5/- each have generated an income of Rs. 1000/- per day, which is approximately Rs. 30,000/- per month. After maintenance costs, we have been able to save approximately Rs. 2000/- per month, which can be used for other community projects.

The operator of the RO plant has done an excellent job in keeping us informed about the plant's situation. The current electricity bills of Rs. 5000/- to Rs. 6000/- are a small price to pay for the benefits that the RO plant provides to the community. I am grateful for the RO plant's intervention, as it has saved us from the inconvenience of traveling 16 kilometers to purchase RO water. With the RO plant located in the village, we can easily access clean drinking water at any time. The decision to establish a separate borewell for the RO plant will further ensure that the water quality is maintained.

# Section 5: Satisfaction level of the beneficiaries regarding the project



#### Chart 21: Beneficiaries' view of the usefulness of the ATW

Very much useful loseful to a certain extent

The graph represents the usefulness of the ATW by the sample beneficiaries. The available data in the graph indicates that 95.3% of the beneficiaries found very much use of the ATW and 4.7% of the beneficiaries found it useful to a certain extent of the ATW.

### Chart 22: Percentage of sample beneficiaries satisfied with the overall project



Very much satisfied Satisfied to an certain extent

From the above graph, it can be understood that most of the beneficiaries (91.2%) were satisfied about the project whereas only 8.8% were satisfied to an extent.



### **CHAPTER 4: OECD** FRAMEWORK

### RELEVANCE

The project beneficiaries in Andhra Pradesh (30 villages) and Telangana (33 villages) used ATW. HDB Financial Services and BVSSS intervened and provided ATW facilities in the villages. Now community people are reaping the benefits of the project. This project has addressed the felt needs of the community. Hence, the project is highly relevant.

### COHERENCE

The project is well aligned with multiple SGD goals. Goal 3: Good Health and Well-being **Goal 6: Clean Water and Sanitation Goal 10: Reduced Inequalities** Goal 17: Partnership for the Goals

#### EFFECTIVENESS

The project has improved the availability of safe and healthy drinking water for the community people. The project's beneficiaries reported using ATWs all the time for drinking purposes and decreased illness among children. Beneficiaries also reported that they are maintaining and cleaning the ATW frequently.

The project is highly effective as it has largely met its objectives, achieved the expected results, and reached the right target groups. Hence, the project can be stated to be highly effective.

### **EFFICIENCY**

Considering the investments made in providing ATW and the benefits derived by the local people in terms of reduced disease and satisfaction levels, it can be said that the project is highly efficient.

### **IMPACT**

Earlier village people used various sources of drinking water which caused them various health issues. The project has resulted in regular use of ATW compared to before the project's implementation. Now they are traveling less, and accessing clean and safe drinking water, which has improved the beneficiaries' living standards. Hence, the project can be stated to be highly impactful.

#### SUSTAINABILITY

As the community's participation was ensured during the planning and implementation stages of the project, there is more acceptance and enthusiasm towards the ATW. The beneficiaries also stated that they would use this facility in the future. Hence, the project can be stated to be highly sustainable.

Index: 5 Points - Very High ; 4 Points - High ; 3 Points - Moderate ; 2 Points - Low ; 1 Point - Very Low

### 17 PARTNERSHIPS FOR THE GOALS

RATING







### 



RATING • • • •

### CHAPTER 5: RECOMMENDATIONS

- For the convenience of all residents, in future initiatives, it may be advisable to locate the RO plant to a central location within the village, making it easily accessible to everyone.
- It is advisable to create a dedicated borewell specifically for the RO plant in order to ensure high-quality water. This measure would reduce the expenses associated with water transportation to the RO plant and could potentially lead to lower water rates for local residents.
- Although the ATW is regularly maintained and cleaned, it may be essential to ensure that regular cleaning and maintenance takes place even during holidays and festivals.