

ITC CSR Evaluation Programs

Supported By:



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ITC Adarsh Village Study

Conducted the Impact Assessment of programmes initiated by ITC in tobacco cultivation

ITC-WASH Project

Assessment of usage of Individual Household Toilets and school toilets constructed in the catchments of ITC's factories in 8 States. (Karnataka, AP, Telangana, TN, MP, Odisha, WB & Maharashtra)

ITC- Rural Livelihood Project

Conducted the assessment of Rural Livelihoods and associated Socio-economic issues in selected villages of Pudukkottai District of Tamil Nadu



WAY TO DISEASE FREE AND SECURED LIFE

Chatrapal is 55 years old and lives in Jamalpur Kalan, Haridwar. The toilet was constructed in his house in the year 2016 -2017. Before the toilet construction he used to go out for defecation. One day when he went in the hilly and abandoned area for defecation he fell down and broke his leg. The respondent stated that he had suffered from diarrhoea because of open defecation. Now that he has his own toilet, he does not have to go out anymore. Toilet has given him disease free and secure life. So, he is very satisfied with the toilet.

WOMEN DISCUSSING WATER SCARCITY IN POCHILIMA VILLAGE OF ODISHA.



They particularly discussed about water problems in the village. The village has an acute water scarcity, so they don't use water for latrine. As a result, they defecate in open. Water scarcity remains throughout the year. They have a tube well in the village from where they get water for cooking and drinking. For other purpose, they use pond water. According to them, the pond is quite far away from latrine, so they don't want to carry pond water to latrine. Also, some of them said, due to faulty construction, even after pouring water, faeces remains in the surface, so there is no use of pouring water. They were all happy to receive toilets and want to use it. But due to water scarcity, they face difficulty in using the toilet.