

Piramal Sarvajal successfully completes a year in Jaipur through their 'Jaipur Schools Program'

The program aims at providing free safe drinking water to 1200 students in Jaipur

August 27, 2014: Piramal Sarvajal, an initiative under Piramal Foundation today completed a year of service since the launch of its first Water ATM in Jaipur – through their 'Jaipur Schools Program'. The program which is a three year phase, has successfully completed its first phase. To celebrate the occasion Mr Jitendra Kumar Soni, IAS, CEO Zilla Parishad, Mr Harish Manwani, GM- Rural Operations, Mr Dharamveer Singh, Sarvajal were present at Rajkiya Prathmik Vidhyalay Santoshpura, Chaksu block, District Jaipur where the event took place.

The plan for the 'Jaipur Schools Program' was conceptualized in the year 2011 by Piramal Sarvajal, as they realized there was a need for safe drinking water there. They observed that the ground water had dangerously high levels of ionic contamination, making the water not suitable to drink. Piramal Sarvajal partnered with the Michael and Susan Dell Foundation (MSDF) and the Akshaya Patra Foundation to start 'Jaipur Schools Program' – a three year project under MSDF's (Michael & Susan Dell Foundation) 'Community and School Based Health Improvement Program'.

The aim of this project is to create provisions for safe drinking water at schools especially in the regions with excessive ionic contamination in groundwater. 15 government schools in Sanganer (Jaipur District), consisting of around 1500 primary school students, were short listed for the project. 6 out of the 15 schools listed, lack reliable access to power supply. With the inauguration at a Govt primary school in Santoshpura, Block Chaksu, Jaipur district a year ago in August 2013, Piramal Sarvajal had officially begun working on the first phase of the program aimed at providing free of cost filtered drinking water in school

Commenting on the success of phase one, of the 'Jaipur Schools Program', **Mr. Anuj Sharma, COO, Piramal Sarvajal** said, "We started this program a year ago with the aim of providing pure and clean drinking water to school children – which is their right and an essential element of their health. A year later we are happy to have completed phase one of the project and are looking forward to the success of the program where a total of 1600 students and teachers will be benefited."

The Piramal Sarvajal Water ATM is essentially a modular RFID controlled standalone water dispensing unit. It is very simple to use, and like any usual ATM the customer swipes a prepaid card on the screen and chooses the amount of water he/she wishes to dispense. The water is filtered through 5 stages and the quality is in accordance with the international drinking water standard.

About Piramal Foundation:

Piramal Foundation strongly believes that there are several untapped innovative solutions that can address India's most pressing problems. Piramal Foundation plays an impactful role in implementing and facilitating such projects. Each social project that is chosen to be funded and nurtured by the Piramal Foundation fits into one of the four

broad areas –healthcare, education, livelihood creation and youth empowerment. The Foundation strives to develop transformative, scalable and replicable solutions to address issues that are critical roadblocks towards unlocking India's economic potential.

For media enquiries, please contact:

PIRAMAL ENTERPRISES

Akansha Pradhan / Riddhi Goradia

Corporate Communications,

Piramal Group

Contact: +91 22 3351 4082 / 4083

akansha.pradhan@piramal.com

<u>riddhi.goradia@piramal.com</u>

PUBLIC RELATIONS CONSULTANT

Amita Burmen / Flovie Martins

MSLGROUP

Tel: +91-22- 33557500

Mobile: +91 9833047242/

9167406137

amita.burmen@mslgroup.com

flovie.martins@mslgroup.com