

Piramal Sarvajal continues to operate its Water ATMs in partnership with Bhubaneswar Municipal Corporation during the COVID-19 pandemic

~Ensuring vital resource of safe drinking water is available to Bhubaneswar citizens at a crucial time~

Bhubaneswar, April 03, 2020, India: Piramal Sarvajal, through its resolute efforts has managed to maintain operations of its water ATMs across Bhubaneswar thus ensuring that the citizens have access to safe drinking water. The Bhubaneswar Municipal Corporation has permitted Sarvajal to ply its water refilling vehicles and continue to refill the ATMs. This also includes maintenance services of the ATMs to ensure near 24x7 services to communities even in this time of a country-wide lockdown. The dependability of decentralized systems gets underlined as in the month of March 2020 itself, all Water ATMs spread across the city in slums and public places, dispensed an all-time high of 4.70 lakh litres.

Piramal Sarvajal is taking all necessary precautions and is adhering to strict guidelines to ensure that all users practice safety while sourcing water.

Some of the measures include

- Training the field team to take all precautions and follow all government mandates.
- The push buttons to dispense water have now been disabled and all the ATMs in the city have been enabled with contactless card thus eliminating human touch
- Compulsion of social distancing of 1 meter is mandatory for the people who come to collect water from the ATMs
- Mandatory cleaning of the vessels before water is dispensed
- Ensuring that all the users are wearing face masks to avoid infecting others
- The ATMs and water plants are regularly sanitized

Piramal Sarvajal has also leveraged this opportunity, of the community gathering at the ATMs, to raise awareness on the best practices to protect oneself and others from this pandemic through-

- a. Posters on hand washing tips
- b. Wearing a face mask at all times while traveling outside the house

The social enterprise has gone a step ahead and has created audio messages for people who are not able to read or see these messages.

In May 2019 during cyclone “Fani” which hit Bhubaneswar and caused untold damage and disruption of daily life, Piramal Sarvajal showed quick turnaround in resuming services of safe drinking water to the affected population. In a week’s time, 20 Water ATMs were repaired and ready for operation. Bhubaneswar Municipal Corporation extended its full support by ensuring supply of raw water and electricity to operate the purification plants.

In 2015, Bhubaneswar Municipal Corporation partnered with Piramal Sarvajal, seeded by Piramal Foundation, to establish 40 ATMs, mostly in slums. The water is treated through a combination of reverse osmosis and ultra-violate, and the water ATMs are solar powered.

PRESS NOTE



About Piramal Sarvajal

Piramal Sarvajal, seeded by the Piramal Foundation in 2008, is a mission driven social enterprise, which designs and deploys innovative solutions for creating affordable access to safe drinking water in underserved areas. Sarvajal is at the forefront of developing technologies and business practices in the safe drinking water sector that are designed to make a purely market-based model sustainable in both rural and urban deployment conditions.

Currently, reaching out to approximately 6,67,000+ beneficiaries daily, through 1650+ touch-points across 20 states in India.

About Piramal Foundation

Piramal Foundation is a Section 8 company that develops innovative solutions to resolve issues that are critical roadblocks towards unlocking India's economic potential. The Piramal Group's core values of Knowledge, Action Care and Impact guide the organisation in carrying out its responsibilities towards society. It believes that considerable positive change can occur when we collaborate with like-minded partners and nurture projects that are scalable, ensuring a long-term impact. In line with the Sustainable Development Goals, the Piramal Foundation is focused on universal primary education, empowering women, reducing child mortality rates, improving maternal health and improving access to safe drinking water. The projects are implemented through Piramal Swasthya, Piramal Sarvajal and Piramal Foundation for Education Leadership. Recently, Piramal Foundation partnered with NITI Aayog to transform 25 Aspirational Districts across 7 states in India. The Foundation currently works across 25 states and has impacted over 100 million lives, mostly in partnership with state governments.

For more details, contact:

Geeta Kannupillai, Sr GM Marketing and Communications,
Piramal Sarvajal

geeta@sarvajal.com

Sutapa Duttaroy, Chief Manager, Corporate Communications,
Piramal Enterprises Limited

Sutapa.duttaroy@piramal.com