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Standard Chartered and Piramal Sarvajal more than double their Commitment to Provide Access to Safe Drinking Water; will Benefit 300,000 lives

- **Initiative to add 75 Sarvajal locations to existing base of 64**
- **Designed to be sustainable and community owned**
- **To cover remote rural areas with focus on Aspirational Districts as identified by Niti Aayog**

Mumbai, November 09, 2020, India: Standard Chartered Bank and Piramal Sarvajal will be more than doubling their commitment to provide everyday access to safe drinking water to 300,000 people from the current 139,000 people. This will be achieved by setting up decentralised drinking water solutions and enhancing water security in remote rural areas across five states over the next three years.

This partnership started three years back primarily committing itself to addressing access and quality issues in drinking water space in remote rural areas. The solution includes decentralised water purification units and 24x7, solar powered water ATMs, along-with community awareness and maintenance services as well as real-time online monitoring. The focus has always been on not only creating new community assets but also on making sure that there is an in-built sustainability mechanism. These projects are in water-quality affected areas that were identified as under-served. Over the last three years, the partnership has covered 64 such locations serving 139,000 people daily.

Based on the learnings, the upcoming three-year project will focus on components of water conservation, community ownership and greater participation of women, while continuing to include decentralised safe drinking water solutions. This integrated water management solution will be implemented across 75 villages, half of which will be in aspirational districts, spread over the states of Maharashtra, Rajasthan, Madhya Pradesh, Uttar Pradesh and Punjab. Aspirational districts are backward districts in India, as identified by NITI Aayog, in terms of basic amenities, infrastructure facilities, health facilities, standards of living, etc.

Dr. Swati Piramal, Vice-Chairperson, Piramal Group and Director Piramal Foundation, said, “We are pleased to have partnered with Standard Chartered to provide safe and affordable drinking water to marginalized sections of society, especially during such unprecedented times. At Piramal Group, we are driven by our core purpose of Doing Well and Doing Good, and believe in collaborating with like-minded partners to create transformational impact at scale. We remain committed in our endeavour to serve the unserved and underserved sections of society, as we continue working in remote geographies across the country.”

Commenting on project, **Zarin Daruwala, CEO, India, Standard Chartered Bank,** said, “Daily access to safe drinking water is one of the key challenges faced by people in remote rural areas, something that we take



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for granted but which for them, especially women is a daily drudgery. Our partnership with Piramal Sarvajal and Enable Health Society aims to address such specific challenges by providing innovative solutions on the ground to the last mile communities. One of the ways in which we bring our *'Here for good'* brand promise to life is by facilitating real change in the communities in the markets we operate in."

Centrally, this phase will empower communities by creating appropriate institutional mechanism at the local level such as Village Water Committees (VWCs) to undertake water budgeting. This will build community mobilisation to conserve water, reduce wastage and ensure long term sustainability. Women would be playing a key role in the VWCs. while addressing water challenges, sustainability and community ownership would underpin the initiative.

Piramal Sarvajal has been a pioneer in leveraging technology for greater reliability and accountability of its decentralised programs: even the water conservation solution includes IoT based management of the storage unit and the borewell recharge structure. The sensors will provide data on local water table showing water stress and over the years document water conservation outcomes.

The impact study by Enable Health Society, finds that beneficiaries, specifically women, who previously would travel 1-2 kilometers every day to fetch drinking water, recognise the time and energy saved because of easy access of potable water. The study has also observed that there has been a 70% increase in the awareness levels of health benefits of safe drinking water. Impact assessment data shows over 40 per cent lesser medical expenses of Sarvajal users as compared to the non-users over a six-month period.

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. Currently, reaching out to approximately 7,25,000+ beneficiaries daily, through 1845+ 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. 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 and healthcare 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

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Aspirational Districts across 7 states in India. The Foundation currently works across 25 states and has impacted over 112 million lives.

Enable Health Society

Enable Health Society, a Non-Profit Organization, aims to improve the health and wellbeing of individuals and communities with an emphasis on disease prevention, care and management. It promotes innovative, locally adaptive capacity building approaches enabling communities to lead better, quality and healthier lives.

About Standard Chartered, India

Standard Chartered Bank is India's largest international bank (in terms of branch network) with 100 branches in 43 cities. We have been operating here since 1858. Key business segments include Corporate, Commercial and Institutional Banking, Private Banking as well as Retail Banking. For more information, visit <https://www.sc.com/in/>

About Standard Chartered

We are a leading international banking group, with a presence in 60 of the world's most dynamic markets and serving clients in a further 85. Our purpose is to drive commerce and prosperity through our unique diversity, and our heritage and values are expressed in our brand promise, Here for good.

Standard Chartered PLC is listed on the London and Hong Kong Stock Exchanges.

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