

Corporate Social Responsibility



Leveraging corporate partnerships
to make on-ground impact



Our vision is to help create healthy and happy communities, across the world, by ensuring a clean and sustainable environment around them.

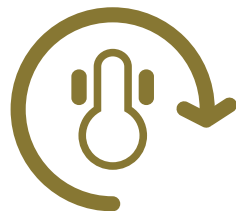
CDD Society is a not-for-profit organisation formally registered in 2005 to promote **decentralised sanitation solutions** across the country. To fortify our efforts, we work with a **network of like-minded partners**.

Sectors we work in



Wastewater Treatment

for single households, apartment complexes, hospitals etc. through decentralized wastewater treatment systems



Faecal Sludge Management

for cities/towns without sewerage networks where people depend on septic tanks and soak pits



Waterbody Rejuvenation

through nature-based interventions that restore nature's self-cleansing abilities to keep waterbodies clean



Solid Waste Management

through decentralized interventions that enable treatment and reuse close to the point of waste generation

Our CSR Projects

Rejuvenation of Bangalore's Mahadevapura Lake (Karnataka)

Corporate Partner

**Amazon, Dell, Ciber, and Mphasis
through United Way**

United Way of Bangalore's (UWBe) *Wake The Lake* programme brought together the Bruhat Bengaluru Mahanagara Palike (BBMP), CDD Society and corporate partners to find a lasting solution to improve the Mahadevapura Lake in Bangalore.

Uncontrolled sewage inflows had dilapidated the lake. In an effort to prevent further pollution, in 2016, the BBMP built hydraulic structures to divert wastewater from entering the lake. But this ended up depleting the lake instead. In 2018, UWBe raised CSR funds from corporates and invited CDD as a technical partner to implement a holistic solution for the lake.

We have set up a decentralised wastewater treatment system (DEWATS™) that treats sewage and pumps 1 million liters per day (MLD) of treated wastewater per day into the lake; and used gabions and floating wetlands to support the natural ecosystem in keeping the lake clean. One of the innovations in this project is the intake and diversion structure, designed to regulate and divert the flow of wastewater.

We have also set up proper Operation and Maintenance (O&M) protocols and have taken on the O&M for 2 years – to ensure long-term performance of the complete system.

This project is also an example of how multiple companies can come together, pooling funds and expertise to implement a multi-faceted project that achieves the CSR goals of each company.



The completed DEWATS™ setup



Vertical Filter setup



Full view of the lake

“

The key reason for us to look at Mahadevapura Lake was that we are present in Bagmane Tech Park, which is right next to the lake. It's the corporates who came forward and took **ownership as a community** to engage with and adopt this lake. It's an example of **collaboration**. When it comes to environment, these 4 companies are showing the way to a lot of others.

”

Meenu Bambani

Vice President, Head of Corporate Citizenship and Inclusion and Diversity, **Mphasis**

Making Devanahalli a model sanitation town (Karnataka)

Corporate Partner
Oracle



Before and after picture of a refurbished toilet



Public toilet setup in the local market



Pit composting setup for wet waste



Sanitation awareness sessions for the local community



This is a long-term collaborative effort between Devanahalli's local government, Oracle and CDD Society to make Devanahalli a model sanitation town by preparing an integrated waste management plan and implementing prioritized interventions in the town.

Starting in April 2017, Oracle stepped in to fund the construction of 150 toilets and conversion of 40 insanitary toilets, helping the town to become Open-Defecation Free (ODF) and get its certification on March 5th 2018, before the Government-set deadline of March 31st 2018.

In April 2018, a second grant helped fund 2 school sanitation projects, a small-scale pilot greywater demonstration, and investigative studies to plan stormwater management in the town - all pilot demonstrations, aimed at understanding requirements to take the same to scale, at town level.

A third grant in April 2019 helped setup a public toilet in the local market (on request of users and vendors in the market) and pilot a decentralized Solid Waste Management (SWM) approach (pit composting setup for managing wet waste and setup of a collection center for managing dry waste locally) in select wards; after SWM was identified as an obstacle to successful greywater/stormwater management in the town.

A fourth grant in 2020 is being used for the setup of a rainwater harvesting system at selected schools in Devanahalli, where water supply is a problem. A toilet complex and dining facility is also being set up for *Pourakarmikas* (sanitation workers) on request of the TMC. Further, monitoring activities to ensure sustainability of the solid waste interventions, will also be carried out.

“A single project gave us an opportunity to bring together **environmental protection** and **community outreach** of our corporate citizenship policy – allowing for collaboration with non-profits and actively serve society too. **Open defecation free missions** aren't part of our core business interests, but they help us showcase our company's **citizenship values** to our employees and in the process help them better engage with Oracle and society at large. This is seemingly a win-win situation for all stakeholders — governments, non-profits and corporations.

”

Rajendra Tripathi, ex-Senior Manager, **Oracle**

Preparation of Proposals for Rejuvenation of 5 lakes in Bengaluru, Karnataka

Corporate Partner
Hansa-Flex



Pipe measurement to calculate wastewater inflow



Taking flow measurements at KR Puram Lake



Drain mapping at KR Puram Lake

This project is funded by Hansa-Flex, one of the world's leading suppliers of all-round solutions in hydraulics. It was selected by Hansa-Flex employees and clients under their Christmas Donation program, where in lieu of gifts, donations are made to 3 nonprofits (shortlisted by Hansa-Flex themselves).

It is aimed at creating proposals for 5 of the city's lakes (Kengeri, Hebbal, Nagavara, Vengayanna Kere and the twin lakes of Mysalandra and Sunkalpalya) in response to Karnataka Forest Department's request for rejuvenation solutions for lakes falling under their jurisdiction in Bangalore*. This proposal identifies prominent issues plaguing the lakes and provides comprehensive and sustainable solutions to improve their condition. The clarity and direction in the proposals will help BBMP attract funding support from the Government as well as Corporates.

Each proposal contains a clear action plan for the rejuvenation of each lake.

Each Rejuvenation Masterplan includes:

- An understanding of the present condition of each lake
- Identifies the issues that plague each lake
- Prioritizes key issues and develops a schematic solution for each lake
- Recommends implementable solutions at each lake

*These 5 lakes were under the custody of Karnataka Forest Department (KFD) and were handed over to the BBMP (Bangalore Municipality) during the project period.



Water sampling at Sunkalpalya Lake

Rejuvenation of the Alappuzha Canal Network (Kerala)

Corporate Partner:

Kerala Minerals and Metals Ltd (KMML)

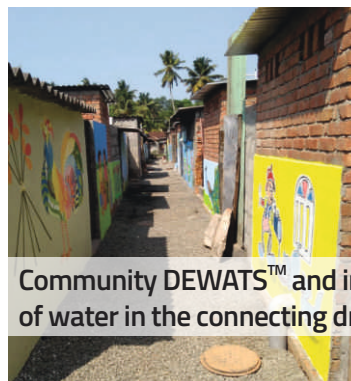
This is a collaborative effort between The Kerala Minerals and Metals Limited (KMML), the Cochin-based urban planning firm Inspiration (a CDD network partner organization) and CDD Society. It is aimed at rejuvenating part of the famed Alleppey Canal network, which has fallen victim to neglect, clogging of solid waste, sewerage and overgrowth.

We have provided around 200 households, along a 800m pilot stretch, with improved septic tanks, refurbished toilets and community/individual DEWATS™ – to arrest the inflow of sewage into the canals.. This pilot will enable selection of the best solution to be scaled across the entire canal network.

This effort helped Alleppey Municipality receive recognition for the best small city in 'Innovations and Best Practices' for decentralised wastewater treatment in *Swachh Survekshan* 2020, the central government's annual survey on cleanliness under the *Swachh Bharat* Mission.



Ongoing construction on the pilot stretch



Community DEWATS™ and improved quality of water in the connecting drain



Rejuvenation of Bangalore's Sadarmangala Lake (Karnataka)

Corporate Partner:

General Electric (GE)

This is a collaborative effort between United Way of Bangalore, General Electric and CDD Society.

Sadarmangala Lake, located in Whitefield, is another of Bengaluru's lakes which is a victim of urbanisation. In 2019, the BBMP undertook an effort to deweed and desilt the lake in order to improve its carrying capacity. Supplementing those efforts, we have setup a wastewater treatment system (750 KLD) to treat part of the inflow before release into the lake. This will go a long way in keeping the lake full, especially during the dry season. We also intend to work in a more holistic manner in the future – restoring the natural ecosystem and accompanying biodiversity of the lake – so the lake may serve as a green, open space amidst the concrete jungle it is located in.



Flow measurement at the lake

Benefits of CSR-funding for WASH:

- **Spectacular visibility** and **social goodwill** of executed interventions
- **Swift execution** of project activities - cut down in administrative hurdles
- Develop a **sense of ownership** of the project through employee engagement and consultations
- Support innovative and **pilot demonstrations** that nurtures **sector development**



Inauguration of the wastewater treatment plant at Mahadevapura Lake



An Oracle-funded toilet

How can CSR fund CDD's activities?



Technical Design and Construction projects



Our **Capacity Building** efforts (trainings for sector practitioners, decision makers and other stakeholders)



Our **Knowledge Publications and Dissemination** efforts



Research and Development activities at **our Laboratory**

Collaborators



Consortium for
DEWATS
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