



HSIL LIMITED INITIATES 'AAP KE LIYE' CSR PROGRAMME

First phase began at Sahrod Village, Bhiwadi

Bhiwadi, October 23, 2015: Socially responsible Corporate, HSIL Limited commenced the 'Aap ke Liye' project in Bhiwadi, Rajasthan today. As part of the project, the company has built 25 Toilets and a Community Water Centre (CWC) for integrated development of Sahrod Village in the first phase. The toilets are built within the compound of Sahrod village houses to encourage use by the entire family while the Community Water Centre with capacity of 1000 ltrs is built in the middle of the village for the supply of clean drinking water.

The project covers providing sanitation facilities, water supply and distribution in identified locales or villages. Through this initiative, HSIL is addressing three major issues; one, providing infrastructure which is the first step, second inculcating a mind-set change in rural areas about toilets being a hygienic alternative and the third, providing safe drinking water. The Community Water Centre consists of RO technology (reverse osmosis) water purifier plant built within the tank and operated by villagers.

Mr. Sandip Somany, Joint Managing Director, HSIL Ltd. said, 'HSIL's 'Aap Ke Liye' project has a simple objective which is directly aligned with the govt.'s 'Swachh Bharat Abhiyan' programme. There are more than 60% people in the country who indulge in open defecation as per recent reports; of this 69% is in rural areas. Eliminating open defecation is critical as it can have significant impact on public health if a large proportion of the population openly defecates. In most cases even if toilets are available, people do not refrain from open defecation, therefore, the need for behaviour change is important, which is the main objective of this project. Moreover, through this initiative we firmly believe, it will help women specially and give them freedom, spare them from the ignominy of open defecation and upheld their dignity in turn.'

HSIL Limited has associated with 'MA My Anchor Foundation' for this cause and plan to progressively scale it to second phase, duplicating the format in another village. Identification and assessment of a second locality is on-going at the moment.



The foundation is involved in organising awareness campaigns and capacity building programmes to sensitize the community about the importance of drinking clean water and maintaining hygiene level.

.About HSIL Limited:

HSIL Limited constitutes two primary business divisions, Building Products and Packaging Products. Within the ‘Building Products Division’ the product line includes; sanitaryware, faucets, wellness, water heaters and other allied products. The product basket is available in the market under three price categories; luxury – Queo; Premium - Hindware Italian Collection, Hindware Art, Hindware, Amore and value for money brands Benelave and Raasi. While water heaters are offered under hindware-atlantic co-branding. The “Packaging Products Division”, manufactures glass & PET bottles, available under brand AGI and Garden Polymers (GP) respectively.

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