

National Award for “Excellence in Water Management – 2008”

COMPANY PROFILE

Established : 1999
Land Area : 202,350 m²
Employees : 1,383
Turnover : 9,000 MINR
Product : Fuel injection pumps
Sector : Automotive components

CERTIFICATIONS
ISO 14001:2004
TS 16949:2002
OHSAS 18001
(Under implementation)



BOSCH

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Bosch - JaP : Strategic Themes and Targets

Strategy Theme	1. Customer focus	2. Profitable Growth	3. Leading market position	4. People	5. Partnership
Owner	PM	PM	PM	PER	PUR
STRATEGIC TARGETS	Quality-QMM 1.1- Meet mutually agreed customer requirement 1.2 - Reliable and economical in field 1.3 - Perfect Quality 1.4 - Fast competent response	Profit 2.1- Profitability as per BP 2.2 - Development of VE5000 2.3 - Development of VE EDC10000	VE pump 3.1 - Sustain market share levels	People 4.1 - Competency Building : •Development of local talent •Employee flexibility 4.2 - Relationship Enhancement 4.3 - Knowledge base Management	Business Partners 5.1 - Speed up Localization 5.2 - To concentrate vendor base in Northern region 5.3 - Global Player role for Preferred business partners 5.4 - BPS in the supply chain 5.5 - Mutual trust and transparency
	Delivery-MFV 1.5 - Flexibility to meet customer requirement	Growth-SO 2.4 - Acquire business for VE5000 (SO) 2.5 - Realize VE EDC volumes as per VPZ2007/2 2.6 - Reman concept 2.7 - Explore new business opportunities	6. Processes PM BPS 6.1- Become a BPS plant by year 2011	7. CSR (Society & Environment)- PM Internal 7.1 – Respect for people’s Health & Safety 7.2 - Economic use of natural resources & clean environment	External 7.3 - Clean Water for Health & Hygiene of community
	Technology-NE 1.6 - Robust System 1.7 - Product Extension				



BOSCH

Project Bhagidari : Safe Drinking water for the community

A **community – based Self Sustained** Safe Drinking Water Program (De-Fluoridation Plant)



Safe drinking water center



Water processing unit (RO)



Easy access of safe water to community

A **community – owned** water purification model that facilitates **Public Private participation** to deliver safe water at **Price affordable to the community**

NEED OF THE PROJECT

Jaipur is one of the worst Fluoride affected district in Rajasthan as ground water is the only source of drinking water supply.

The underground rocks (Fluorspar CaF_2 Sedimentary rocks, limestone's, sand stones are rich in fluoride

This cause the high fluoride content in the drinking water.

Excess Fluoride Damages: Teeths, Bones, Joints and Muscles.

Fluoride Exposure: Indian Status

People forced to consume water having even up to 14mg/liter F (WHO has set limit to 1mg/l fluoride in drinking water). Rural population is the major sufferer. 17 states are endemic.



NEED OF THE PROJECT

The community(villagers) is not having the access to safe drinking water.

-The water is contaminated with high fluoride content and even pathogens during the rainy seasons.

-This was causing bone deformities in the villagers

OBJECTIVE

To improve the health of the people of nearest residing community through a Sustainable model approach, based on Public Private Partnership (PPP)



Project Bhagidari : Safe Drinking water for the community

SOCIAL IMPACT

Benefits:

- Generation of employment to local community
 - Reduction in Fluorosis cases and bone deformities
 - Improve health and reduction in medical bill for the poor villagers
 - Water Quality standards confirming to BIS/WHO
 - Right to use retained by community ♠
 - Community more aware on the water and environmental issues.
- Provides safe & clean water to the community at very nominal cost – Rs 2 and 40 Paise for a family (12 liters jar) for a full day requirement.
(a cup of tea cost Rs. 3 in the village)



Need of the Project



Skeletal Fluorosis



Dental Fluorosis among the children



The Tripartite Partnership Model

BOSCH + Community

- Capital cost
- Legal approval
- Water source
- Land
- Awareness



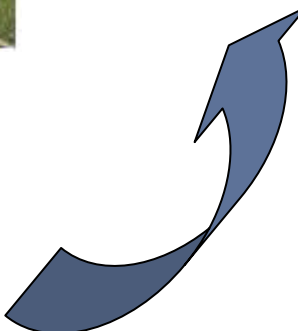
Technical Partner

- Technology
- Annual Maintenance
- Quality Assurance
- Health Education
- Training



- Community promotion
- Distribution
- Social Marketing
- Health Education
- Training

Social Partner



RBIN/JaP provided the fund of Rs 8.2 lacs as a partial capital cost of project

Village Panchayat
-Land (250 mtr)
-Electrical connection
-Water connection
-Community support

Technical & Social Partner



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**Community
Owned- Safe
Drinking
Water
Centre,
developed
with the
support of
BOSCH -JaP**



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**Safe Drinking
water project at
Goner Village**

Population more than 4000 people will be benefited

