

SOUTHERN & EASTERN ASIA

300 Schools to Receive WASH Services in India in 2012

WASHINGTON, DC, United States (OOSKANews Correspondent) -- The "Support My School" campaign, a partnership involving NDTV, Coca-Cola India, the Pearson Foundation, UN-HABITAT, Sulabh International and Charities Aid Foundation with support from Weston Solutions, Tata Teleservices, Merck and campaign ambassador Sachin Tendulkar, will complete water, sanitation and hygiene (WASH) projects at 100 schools across India by April 2012, with a target to reach another 200 by the end of the year.

The campaign held an event in Washington DC earlier this month on "Building a Healthy India" to raise awareness about the importance of having WASH services in schools.

It also aimed to provide model schools, from the 10 that have already been helped by the partnership, to attain more government sponsorship.

According to the campaign, one out of every three children in India drop out of school by the 5th grade, while by the 8th grade this number jumps

to one out of two, due to a lack of WASH services.

Girls are particularly vulnerable once reaching adolescence, because less than 50 percent of schools in rural India have toilets for them.

Dr. Parannoy Roy, chairman of NDTV, was quoted in campaign literature as saying, "What upsets me the

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'Support My School' campaign."

The campaign does do more than just supply WASH services.

It also provides playgrounds and sports equipment, libraries and teacher training, and computer and Internet access, and has a rainwater-harvesting project and project on developing the environment.

The cost for each school is \$11,000 USD. So far, donors include Coca-Cola, UN-HABITAT, with \$500,000 USD each, and H2O for Life, Merck Foundation, Pearson Foundation, McDonalds, PVR Cinemas, Luminous Inverters and Rotary International.

Atul Singh, president of Coca-Cola India and South West Asia, was quoted as saying, "We believe that the role of business in the 21st century is not just about creating shareholder value but also about promoting the sustainability of the environment and local communities.

"Education is the basis of social change and Coca-Cola is pleased to initiate 'Support My School' campaign and is thankful to all the partners for having believed in this movement."

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on filtration methods targeting manganese and iron. In addition to his metals filtration research, Meng is also conducting an ongoing study of a household chlorination/dechlorination water container that he developed to improve adoption of water disinfection treatments.

In Bangladesh, diarrhea is one of the leading causes of death in children under five, accounting for 11 percent

of all child deaths.

This method can meet unfortunate resistance due to the undesirable taste and smell of residual chlorine.

To combat the current perception of chlorinated water, Meng introduced an activated carbon filter that removes chlorine taste and smell from disinfected water.