

Project Disclosure

1. Project

COVID-19 Response program in rural India

2. Short project/ transaction description

Invest International will fund up to 50% of the required external project costs from the Development Accelerator (DA) facility to support Dharma Life to accelerate Water, Sanitation and Hygiene (WASH) interventions to respond to the COVID-19 pandemic in rural India. DL's interventions will include health and hygiene promotion and the piloting of the distribution of a WASH basket containing Unilever hygiene products and water purifiers. Dharma Life expects to reach approximately 52,500 households in the states of Uttar Pradesh, Rajasthan, Gujarat, Maharashtra and Bihar.

3. Country of investment

India

4. Volume

EUR 60,000

5. Name client

Gajam Group Limited, U.K. a 97% shareholder of Gajam India Plt. ("Gajam India"), is an Indian based social impact enterprise operating under brand name Dharma Life. Dharma Life has set up a network of 16,000+ entrepreneurs (called "DL entrepreneurs or DLEs" of which 75% women) who give behaviour change trainings and sell social impact products, primarily off-grid energy and water, sanitation and hygiene (WASH) products to rural households living at the Bottom of the Pyramid (BoP) in rural India.

6. Impact / target SDGs

The project will have a direct impact to SDG 3 and 6 where access to WASH products will be accelerated to improve the health of vulnerable populations and increase access to safe water and support the prevention of spread of COVID-19 in rural India. As DLE's are predominantly women, it is envisaged that post pilot there will be an increase of women DLEs to distribute WASH baskets thereby contributing towards women empowerment in rural India (SDG 5). In addition DL's WASH interventions will have a direct impact to reducing inequalities for BoP in rural India, thereby having an impact on SDG 10. Further this pilot, provides an opportunity to increase the uptake of Unilever hygiene and water purification products among rural customers in India.

7. Sector

Water

8. ESG Risk category

C for the feasibility study.