



India Sanitation Coalition (ISC), launched in June 2015, at Federation of Indian Chambers of Commerce and Industries (FICCI), enables and supports safe and sustainable sanitation by bringing multiple organizations on a common platform through a range of catalytic actions. These include supporting the unlocking of WASH Financing with focus on private sector, forging partnerships with allied organizations for leading the discourse on sustainable sanitation, convening, curating and disseminating best practices in the sanitation advocacy space and providing inputs into the policy aspect of sanitation by participation in allied forums. The ISC secretariat is a lean team funded by the Bill and Melinda Gates Foundation and the activities of ISC are conducted under the guidance of the ISC Steering Committee which is Chaired by Ms. Naina Lal Kidwai. There are 3 main Working Groups (WGs) namely 1. Advocacy, Branding and Communication, 2. Knowledge Management and 3. WASH Financing. The WGs host subject matter experts on a volunteering basis and convene periodically for providing inputs regarding the specific aspects of work plan for the Coalition.

ISC hosts the India chapter of Sustainable Sanitation Alliance (SuSanA) in partnership with the coalition members. The next three year's chapter is being run in partnership with Water for People.

In collaboration with IRC and TARU Leading edge., ISC convenes Insights events which address key issues on sanitation by the way of round tables, seminars and key note speeches and a synthesis paper is issued post the event for best practice dissemination.

The **ISC-FICCI Sanitation Awards** are an important initiative instituted for the third consecutive year (2017-19) by ISC, this year with MDWS as the co-host, to showcase the wide range of talent and work in the sanitation space that has impacted the indices of social development in India. These awards reward excellence in 6 categories namely the best corporate initiative, best non-profit engagement model, best engagement model (profit-making) by a social enterprise, best financial accessibility and best communication in Sanitation. Besides, there is a separate category to recognize the contributions made by the government in the realms of both urban and rural sanitation. To capture the successes and innovations across the sanitation value chain (B-U-M-T), ISC also curates and publishes an **annual compendium of best practices across India** titled 'Business of Change' series. This year will be the third edition of this compendium themed around **Partnerships in Sanitation**, the previous two being 'Corporates in Sanitation' and 'Thinking beyond Shit-pots'. **The India Sanitation Conclave 2019** is the much-awaited annual ISC event and is a high-level summit, with sustainability at the forefront of its mission. The winners of the third edition of ISC-FICCI Sanitation Awards will be felicitated during the India Sanitation Conclave on April 25- 26th at FICCI House, New Delhi, followed by panel discussions on key themes in sanitation, including FSM, partnership opportunities in sanitation, multi-sector approach and role of media in the sanitation space. The Conclave will also serve as knowledge and best practices sharing platform drawing participation from experts across sectors including global corporates, policy makers and development partners, with mainstream and digital media coverage.

The ABC Working Group drives the curation and dissemination of ISC's activities as also is the lead Working Group in charge of Branding and Communication initiatives. Within ISC, the periodic Newsletter, the website and the social media handles are all driven by this WG. External collaborations

in the form of new advocacy-related partnerships and participation in external events are driven by this vertical.

WASH Financing WG is engaged in specific activity around facilitating Micro finance initiatives in partnership with Water.org and Sa-Dhan. This sub-group convenes micro finance workshops in states to help lend traction to financing of Sanitation projects by MFI. The other aspect involves facilitating discussions around the creation of better financing instruments for WASH Financing.

ISC has worked with the government of Rajasthan and supported the execution of sanitation projects in the area of Kota. In Maharashtra, ISC leads the WASH platform for the state, engaging with the state government departments and facilitating the unlocking of private sector financing in partnership with Collective Good Foundation, under the aegis of a BMGF grant-based initiative. Moving forward, ISC is engaged with **Tata Trusts** for exploring unlocking WASH Financing for ODF sustainability in Telangana. This shall cover database creation and updating, behavior change communications (BCC), Fecal Sludge Management (FSM) as also some aspects of menstrual hygiene related to sanitation.

As part of best practices curation and facilitating the uptake of sanitation projects, ISC also curates successful WASH modules. **Swachhta Doot (SD)**, the closest SBM-G equivalent of which is Swachhagrahi, is one such initiative that harnesses the potential of employee volunteering and Interpersonal Communication (IPC) to bring about a change in terms of people transitioning to safe sanitation practices. The SD model, conceived by Hindustan Unilever (HUL) and given to ISC to propagate further, exemplifies a potentially transformative initiative that can successfully enhance awareness in the community regarding safe sanitation through structured volunteering by employees in factories nearby. The Doots are the employee-agents of change reaching out to the community with appropriate messaging in a manner that is convincing and leading to the desired change in behavior. ISC is committed to scaling up the program with wider participation and uptake of variations of the SD program towards supporting sustainable sanitation. Nayara Energy and DCM Sriram are two notable early adopters of the program.

Another area in sanitation where ISC is supporting sanitation with private sector engagement is **WASH-in-schools**. This initiative is aimed to create and sustain child-friendly clean schools across 5 states in the country and ensures that every student inculcates hygienic practices in schools as well as in their homes to remain healthy. Tata Trusts is our partner on this initiative and is one of India's oldest non-sectarian philanthropic organizations and have executed a multitude of projects including those covering school sanitation and sanitation governance. The primary focus of WASH-in-schools module is on repair / rejuvenation of toilet blocks with urinals (separate for boys and girls), construction / rejuvenation of handwashing stations, BCC and capacity building, IEC strategy development & training and capacity building of staff and student clubs & school management committee, the intervention unfolds a plethora of opportunities for the corporate engagement in the sector.

