**Category 5: Best Engagement Model in Sanitation by a Social Enterprise/ Start-up**

**Eligibility**

India Sanitation Coalition Invites applications from social businesses / entrepreneurs / start-up. Social enterprises are independent businesses “with the goal of generating profit”, having an “explicit mission to create social impact” whose operations “directly improve the lives and livelihoods of those residing at the bottom of the social pyramid”.[[1]](#footnote-1)

A social enterprise is set up as for profit (e.g. sole proprietorship, private limited company, LLP, etc.) with a revenue / profit generating model whilst addressing a social problem in a business format. It should showcase a strong roadmap for sustainability in the medium term (4-5 years). The organisation should have been in operation for a minimum of 3 years.

**Screening and Evaluation Criteria**

Entries will be screened for their eligibility, and selection for the final round will be done based on the following parameters:

1. **Operating Model:** What is the problem that the organisation is addressing? Is the model practical based on the evidence provided by the organisation? Is the product or service addressing the development gap in the specific geography in Sanitation or in a sub-sector within Sanitation, different from the existing solutions?
2. **Scalability:** Does the model have the potential to upscale and increase its impact? (Upscaling can be understood from quantitative as well as qualitative perspectives). Can the model be potentially replicated across other geographies? Does the organisation work with external partners and stakeholders (NGO, government, business, etc.) to upscale its interventions/programs?
3. **Rapidness of action:** Has the intervention under consideration matched with the speed at which the innovations were considered for implementation?
4. **Sustainability:** Has sustainability been ensured from the standpoints of economic, societal and environmental perspectives?
5. **Social Impact:** What is the current number of beneficiaries that are impacted by the programme? How is the social impact being made on the target beneficiaries measured? Does the organisation’s track record indicate that it has learned from experience and improved the programme design over time to scale up their operations? Are systems and tools that were used to track and measure the impact being consistently improved based on learning and sustained?
6. **Affordability/Operational efficiency:** Is the organisation delivering the product / service in a cost-effective and efficient manner? Does the organisation have the ability to raise, sustain, and manage funds required for project operations?
7. **Innovation/excellence/distinctiveness:** What are the unique aspects of the programme? Has the organisation undertaken any innovative tool or process? Whatdifferentiates the said initiative from the rest?

*\*Weightage would be given to the programmes that address more than one section of the sustainable sanitation value chain i.e. Build, Use, Maintain and Treat. (For details, on BUMT* [Click Here)](http://www.indiasanitationcoalition.org/bumt.html)

Award entries that clear the screening and preliminary evaluation will make a presentation to the jury in New Delhi. The jury will evaluate the entries and select the finalists. Field validation of the shortlisted entries (finalists) may be done by the jurors leading to the selection of winners. The decision of the jury shall be final and binding for all the contestants.

**Important instructions**

* Names of the applicant, questionnaire submitted and scoring information will be kept confidential and will be the property of the India Sanitation Coalition.
* Information contained can be used for dissemination with consent from the organisation giving due credit. India Sanitation Coalition will not be responsible for the authenticity of the information supplied by the applicant organisation.
* Please make multiple copies if you wish to submit entries for more than one product.
* Incomplete entries will not be considered for evaluation.
* Please submit the completed final questionnaire in soft copy (Word document only) by 11th April 2021.
* Complete entries should be submitted to –

 E mail: awards2021@isc.ficci.com

**Section 1(a): Organisation details**

|  |  |
| --- | --- |
| **Name:** |  |
| **Contact person:** |  |
| **Designation:** |  |
| **Address for communication:** |  |
| **Telephone:** |  |
| **Fax:** |  |
| **E mail:** |  |
| **Website (if Any)** |  |
| **Type of organisation**  |  |
| **Employees strength** |  |
| **Registration number** |  |

**Section 1(b)**

Briefly give the name of programme / initiative, its date of commencement, geographical locations and total investment (75- 100 words)

**Section 1(c): Executive Summary**

1. Please provide a summary of the application in 100-150 words, primarily capturing the essence of the project / initiative that you have described, in detail below in terms of the organisation, what, why and how aspects of the project/initiative.
2. Please highlight the revenue / profit generating model used by the enterprise to generate funds for operations. Also highlight the type of registration of the enterprise.

**Section 2: Description of project**

**Section 1 (d)**

**Please provide a brief description of your key intervention in sanitation based on which you are applying for the award, as per the questions outlined below:**

1. Rationale for setting up the enterprise (describe the problem statement your organization is addressing in sanitation) (Not more than 150 words)
2. Target group / beneficiaries
3. Total investment (INR)
4. Key partners / stakeholders (if applicable)
5. Results:
* The cumulative numbers for beneficiaries reached (optional to provide direct/indirect breakdown as outlined in Appendix)
* The distinctiveness of the project in respect to user-friendly means and rapidness of the implemented model (100 words)
* The socio-economic benefits created in the following aspects through your intervention: (100 words covering each)

 Awareness level;

 Income generation;

 Health outcomes;

 Livelihood patterns;

 Economic returns

1. Describe the sustainability and scalability model of the project covering the following aspects: (100 words for each)
* Financial sustainability (how O&M costs were met, etc.).
* Community level engagement (strengthening of local institutions; community development, sharing of benefits with local communities, handing-over to communities, etc.)
1. What were the challenges faced during the project and how were they overcome? (Not more than 150 words)
2. Did the programme adopt any innovative tools or approaches during the project cycle?

If yes, how did the innovative tools overcome the challenges that existed? (in not more than 150 words)

**Appendix: People reached Directly and Indirectly**

For the purpose of this application, the following definitions will be used for people reached directly and indirectly:

|  |  |  |
| --- | --- | --- |
|  | People reached directly | People reached indirectly |
| Service Delivery |

|  |
| --- |
| Those who benefit from the delivery of a product or service (such as knowledge / skills), i.e. the people an organisation works with on an ongoing basis and for whom it holds itself accountable (w.r.t. change/ improvement in knowledge levels or behaviour, for instance) Those who have an intensive / regular involvement with project activities and are involved either on -a one-to-one or -group basis  |

 | Those who benefit from a product or service (knowledge / skills) by coming in contact with either:- the people reached directly (as part of the program design) or- intervention actors such as government duty bearers, corporates, etc. |
| Awareness Generation | Those who attend a seminar / march / consultation / training / roadshow / street play, etc., by an organisation as a “captive audience” | Those who benefit from a product or service (knowledge / skills) by coming in contact with either:- the people reached directly (as part of the program design) or- Intervention actors such as government duty bearers, corporates etc. Those who are direct recipients of- any IEC (information-education-communication) material like pamphlets or fliers distributed or- one-off, initial or limited involvement as attendees at mass awareness programmes such as seminar / march / consultation / training / roadshow / street play, etc. |
| Media Awareness | NO DIRECT | People targeted in mass awareness-raising activities delivered through newspapers, TV, web or radio programmes |
| Advocacy | NO DIRECT | Those disadvantaged groups or communities that benefit through a shift or change in law, government policy or its implementation |

**Section 3: Supporting Materials**

If you wish to support your application with documents (reports, publications, etc.) kindly attach the files in the same email as that for your application form. Please ensure that the email size should not exceed 10 MB or else the system will reject the mail.

**Section 4: Declaration**

**DECLARATION**

I hereby declare that the data/ information provided in the questionnaire is correct to the best of my knowledge.

I also declare that information contained can be used for knowledge sharing and increasing awareness with due acknowledgement.

**Date:** **Digital** **Signature:**

**Place: Name and Designation:**

1. <https://www.britishcouncil.in/sites/default/files/british_council_se_landscape_in_india_-_report.pdf> [↑](#footnote-ref-1)