**Category 1: Best Corporate Initiative in Sanitation (CSR): Small & Large**

**Eligibility**

Private sector organisations and public sector undertakings (PSUs) engaged in sanitation, in the private and public sectors, operating in India may participate. The operations of the organisation must be carried out independently, meaning that responsibilities, authorities, budget, results, etc. are clearly defined. The details of operations of the applicant must reasonably correspond to the Award criteria, which can be verified at the time of evaluation.

The program should have either been completed (in 2021 or later) or under implementation (at least two years). Projects at the planning stage will not be considered for evaluation.

The award category will be divided into two sub-categories namely, large, and small; the definitions of which are given below:

According to the government’s new definition, businesses with turnover between Rs5 crore and Rs50 crore will be deemed as small and those with turnover beyond Rs250 crore will be considered large to define the subcategories of awards within category 1.

**Evaluation criteria**

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

**a. Affordable:** The solution is affordable and creates access for everyone across the economic pyramid, especially for those at the bottom of the pyramid. An important consideration should still be that affordability is not an outcome of the downgrade of quality. It needs to be ensured that an acceptable level of quality is being delivered at a low cost i.e., delivery is important.

**b. Scalable:** The solution ought to make a significant impact with a reach to a bigger number of people.

**c. Sustainable:** All the solutions should be environmentally sustainable, economically feasible, socially acceptable, and adaptable to policy changes.

**d. Universal:** The solution should be user-friendly with an intention to be inclusive.

**e. Rapid:** The solution should be quick to adapt and ideate on new possibilities and their subsequent deployment.

**f. Excellence:** The solution should be with affordable excellence. The solution should not compromise on quality because it needs to be affordable. It should strike a balance between quality and affordability: Depth of impact.

**g. Distinctive:** The solution should be innovative as there is no use in creating me too’ products and services.

*\*****Weightage would be given to programs that address more than one section of the ASSURED framework. (For details, on the ASSURED framework*** [***click here***](https://mashelkar.com/articles/assured-framework-for-an-assured-success-in-innovation/)***.***

Award entries that clear the screening and preliminary evaluation will be asked to make a presentation to the executive jury. The jury will evaluate the entries and select the finalists. Field validation of the shortlisted entries (finalists) may be done by the jurors. The finalists will be asked to make a presentation before the final jury, post which the jury will evaluate the entries 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, the filled-in questionnaire submitted, and scoring information will be kept confidential and be the property of 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 **5th May 2024 at 11:59 PM**.
* Complete entries should be submitted to –

E-mail: [awards@isc.ficci.com](mailto:awards@isc.ficci.com)

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

|  |  |
| --- | --- |
| **Name of the organisation:** |  |
| **Name of contact person:** |  |
| **Designation of contact person:** |  |
| **Address for communication:** |  |
| **Telephone:** |  |
| **Email:** |  |
| **Website (if any) of the organisation:** |  |
| **Type of organisation** |  |
| **Employee strength** |  |
| **Registration number** |  |
| **Country of origin** |  |
| **Registered address in India** |  |
| **Turnover (as submitted to MCA for FY 2021-22)** |  |
| **if MSME, Classification as per new definition of MSME (a) Micro (b) Small (c) Large** |  |

**Section 1 (b):** Name of the Programme/ Initiative for which you are applying, its date of commencement with actual date of completion and geographical location (200-500 words)

**Section 1(c): Executive Summary** (Please provide a summary of the application in 200-500 words, primarily capturing the essence of the project/initiative that you have mentioned above. Describe in detail the what, why and how aspects of the project/initiative)

**Section 2: Please provide a brief description of your organisation and key intervention based on which you are applying for the award, as per the questions outlined below:**

1. A brief description of your organisation and its key social impact intervention areas (e.g., sanitation, water, health, nutrition, education, etc.) (200-500 words)
2. In what capacity has your organisation engaged in sanitation (e.g., CSR / Business alignment/volunteering, etc.)? (75-100 words)
3. Highlight the scenario at the beginning of the project (findings of the baseline conducted can be included.)— (200-500 words)
4. Objective(s) of the project. Mention its key partners and stakeholders along with the engagement model — (200-500 words)
5. Is the organisation under any form of litigation? If yes, please give details. (200-500 words)

**Section 3: Please answer the following questions based on the ASSURED framework.**

1. **Affordable**
   1. Cost Assessment (Quantitative)
      1. *Cost to the organisation for providing access to the beneficiaries as compared to other existing similar initiatives in the sector (in INR)*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Q, N** | **Indicator** | **INR (Year 2023-24)** | **INR (Year 2022-23)** | **INR (Year 2021-22)** |
| 1.1.1.1 | Cost of the initiative (Total expenditure of the program/initiative) |  |  |  |
| 1.1.1.2 | Mention the activities on which this amount was spent along with the amount spent on each of these activities |  |  |  |

* 1. Benefit Assessment (Qualitative)
     1. Please provide beneficiary feedback regarding your initiative. Elaborate on the areas of improvement as mentioned by the beneficiaries. (200-500 words)
  2. Other factors:
     1. What benefits does your initiative provide to the beneficiaries in return for their participation? (200-500 words)
     2. What strategy is employed by the organisation to ensure that the initiative remains affordable/accessible to the beneficiaries in the long run? Please elaborate. (i.e., the solution is there to stay). (200-500 words)
     3. What strategy is employed (e.g. Low-cost technologies, new methods of engagement, efficient processes etc.) to ensure that the initiative remains affordable for the organization in the long run? Please elaborate. (Life cycle cost i.e., if operation & maintenance of the initiative are equally affordable) Besides, elaborate if the organisation has any long-term exit strategy. (200-500 words)
     4. Is there any recurring cost component that beneficiaries have to cater to and if so, are the beneficiaries comfortable with bearing the recurring costs? Please elaborate. (200-500 words)

1. **Scalable**
   1. Number of beneficiaries (both direct and indirect) reached (year-on-year for last 3 years)

|  |  |  |  |
| --- | --- | --- | --- |
| **Indicator** | **Year (2023-24)** | **Year (2022-23)** | **Year (2021-22)** |
| Total no of beneficiaries |  |  |  |
| % of repeat beneficiaries |  |  |  |
| % of new beneficiaries |  |  |  |

* + 1. Notes - How many beneficiaries are being reached through the initiative and growth in their numbers over a period? (200-500 words)
  1. Provide the intervention locations of the program/initiative. Has this increased since its inception? Please elaborate. (200-500 words)
  2. What plans does the organisation have to increase the coverage of the initiative on the beneficiaries? (Covering niche areas where high budget initiatives may be present, and its coverage may be lower) (200-500 words)
  3. Has the initiative leveraged any technology or innovation to increase its scale without increasing the operation cost? If yes, what new technologies have been adopted and integrated into the initiative? (200-500 words)

1. **Sustainable**
   1. How does the initiative ensure its current and future social acceptability? What measures were taken to ensure that it remains culturally appropriate and gender inclusive? (200-500 words)
   2. How does the initiative address current and future environmental sustainability? What steps are taken to minimize the negative environmental impact of the sanitation intervention, both from current and future perspectives? (200-500 words)
   3. Sustainable revenue growth - What is the revenue generation model of the project to ensure that it is self-sustainable? (200-500 words)
      1. Are operating expenses the same, more or less in the following year as the previous year, as the number of beneficiaries grew? (Mention year-on-year operating expense. (200-500 words)
   4. Does the organisation promote the use of locally available raw materials and the reuse of waste materials? If yes, please elaborate. (200-500 words)
   5. What measures were taken for community empowerment and how would you describe the current situation with respect to empowerment/awareness within the communities as well as within women groups / marginalized communities? (200-500 words)
   6. Is the local community involved during any phase of the initiative? If yes, please elaborate. Has the initiative/program contributed to the employment/income/livelihood generation for the community? If yes, how? (200-500 words)
   7. To ensure the future sustainability of the program, what all resources (capital, human resources, government buy-in and support for the initiative, etc.) are currently available?
2. **Universal**
   1. How does the initiative ensure user-friendliness and inclusivity by addressing various factors including language, cultural, and physical (people with special abilities) barriers? Please elaborate. (200-500 words)
   2. Was the initiative readily accepted by the community? If not, was there any action plan to influence the behaviour pattern positively to make the model acceptable in the community? (200-500 words)
   3. Does the organisation have a readily available plan to deploy the initiative without compromising the efficiency in a different geography, if required, employing locally available resources? (200-500 words)
   4. Can this initiative be deployed in PAN India? What aspects of the intervention would require customization and what are its limitations? (200-500 words)
3. **Rapid**
   1. Did the implementation of the program adhere to the pre decided timelines? If not, what impacted the implementation process? (200-500 words)
4. **Excellence**
   1. Has the organization undertaken any innovative tool or process to make the initiative better accessible to all without compromising its quality? If yes, what changes were observed due to the adoption of these innovative tools/processes? Please elaborate. (200-500 words)
5. **Distinctive**
   1. What differentiates the said initiative from other existing similar ones? (200-500 words)
   2. What innovative ways did the initiatives incorporate to overcome the challenges faced to improve the overall engagement of the beneficiaries? (200-500 words)
   3. Barrier Analysis - What barriers did the organisation face and how were they overcome during the inception of the initiative? (e.g., investment required, technological barrier, socio-political barriers etc.) (200-500 words)

**Section 4: Supporting Materials**

If you wish to support your application with documents (reports, publications, etc.), videos, or photographs (Please ensure that the videos/photographs attached as supporting material are of actual implementation), kindly attach the files in the same email as for your application properly. Please ensure that the email size does not exceed 15 MB or else send a link to access the files.

**Section 5: Declaration**

**Take the content below on the letterhead of your company and attach it to the questionnaire.**

**DECLARATION**

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

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

**Date:**

**Signature:**

**Seal of the Organisation Name and Designation**