**Category 3: Best Communication in Sanitation**

**Eligibility**

This award is open to both Individuals and organizations working on WASH communication projects/ campaigns. There is no age limit for the individual applicants in this category. The project/campaign should have either been completed (in 2021 or later) or should be under implementation (at least two years). Projects/campaigns at the planning stage will not be considered for evaluation.

**Evaluation Criteria**

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

1. Adequately researched and documented field-based reportage/publications / on-ground implementation of communication campaigns in sanitation across the sanitation value chain i.e., Build- Use- Maintain- Treat **(for details, on BUMT** [***Click Here*)**](http://www.indiasanitationcoalition.org/bumt.html)
2. Comprehensive reporting/coverage
3. Impact of the story/communication intervention
4. Resources available and means used for gathering information.
5. The applicants are required to submit their work i.e., published / broadcast / documented as formal reports accessible in the public domain.

The stories and the campaigns shall ensure that they focus on the scalable, sustainable (economic, societal, and environmental) aspects of sanitation. The excellence of the story shall depend on the innovations and their distinctiveness from other stories/ campaigns. It shall also be determined by the universality, keeping in mind how many people have benefitted from the activities.

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**

1. Names of the applicant, questionnaire submitted and scoring information will be kept confidential and will be the property of the India Sanitation Coalition.
2. Information contained can be used for dissemination with consent from the organization / individual applicants giving due credit. India Sanitation Coalition will not be responsible for the authenticity of the information supplied by the applicant organization.
3. Please make multiple copies if you wish to submit entries for more than one project/campaign.
4. Incomplete entries will not be considered for evaluation.
5. Please submit the completed final questionnaire by **5th May 2024 at 11:59 PM.**
6. Complete entries should be submitted to –

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

**Section 1(a) : Personal Details**

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| --- | --- |
| **Name of the organisation** |  |
| **Address for communication:** |  |
| **Telephone:** |  |
| **Email:** |  |
| **Website (if any)** |  |
| **Name of contact person:** |  |
| **Designation of contact person:** |  |
| **Type of organisation:** |  |
| **Employee strength:** |  |
| **Registration number:** |  |

**Section 1(b):** Name of the Programme/ Initiative, its commencement date with completion date and geographical location. Also, mention the budget of the project   
(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/campaign and what was the rationale and need for undertaking this intervention. Also, mention and elaborate if any baseline studies were conducted)

**Section 2**

1. Briefly describe the features/narratives of your story and provide the details of the reach (200-500 words)
2. What was the rationale and need for undertaking this intervention? Briefly describe the scenario before the intervention was implemented. In what capacity has your organisation engaged in sanitation (e.g., CSR / Business alignment/volunteering, etc.)? (200-500 words)
3. Have you partnered with any key stakeholders for your sanitation reportage/communication intervention? If yes, please mention their names and how they were engaged. Also briefly describe the implementation strategy of the initiative. (200-500 words)
4. Mention the total budget of the intervention. Briefly describe the financial, environmental, social and institutional sustainability of the initiative. (200-500 words)
5. Has your communication intervention employed innovative ways to upscale and increase the impact of your contributions after audience feedback? (Please elaborate with examples (both in quantitative and qualitative terms). (200-500 words)
6. Has the organization undertaken any innovative tool or process to make the initiatives/contributions better accessible to all? Please elaborate. (200-500 words)
7. Results:
   1. Does your sanitation reportage/communication intervention encourage active citizen participation? If so, describe this call to action (50-75 words)
   2. Did your sanitation reportage/ communication cover aspects of scalability, replicability, sustainability, and distinctiveness around sanitation? How was your reportage different from the already existing reportages/ communication? (50 words)
   3. Did your communication intervention have any social impact on the community? If yes, please elaborate on the impact made. (200-500 words)
   4. What tools or methods are employed to estimate the reach of your intervention? Please back up your answer with evidence by providing reports, etc. (75-100 words)
   5. What was the estimated reach of your communication intervention? Please provide insights into the outreach numbers, such as social media views, comments, subscribers, or other forms of engagement that help gauge the effectiveness of your communication strategies.
8. Did your story cover themes such as community ownership, equity and inclusion, women empowerment, etc.? (Attach examples) (200-500 words)
9. What were the challenges faced during implementing the intervention? Briefly describe how user-friendly is your intervention to the users. (200-500 words)
10. Is your communication strategy cost-effective, economically sustainable, and of economic utility (being informative) to the common public, (your target audience in this case) in the coming times? Is the organisation able to support these contributions cost-effectively and efficiently? Please elaborate (200-500 words)
11. Did the implementation of the program adhere to the pre-decided timelines? If not, what impacted the implementation process? (200-500 words)
12. Briefly discuss the revenue-generating model of the initiative. (200-500 words)
13. Is the organisation under any form of litigation? If yes, please give details. (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 : Déclaration**

**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 acknowledgement.

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

**Name and Designation**