**Category 4: Best Innovative Financial Accessibility model for WASH: Impact Investor, Upstream Investor, and Downstream Investor**

**Eligibility**

Large financial institutions, microfinance institutions, banks, government financial institutions, NBFC, Payment Bank, etc. (an entity recognized by the Government of India/state government/Local government) working to develop, support, or implement sanitation initiatives for a minimum of two years may participate. These could also be involved in the sanitation lending phase. Projects at the planning stage will not be considered for evaluation.

This category is divided into 3 sub-categories, namely, Impact Investor, Upstream Investor, and Downstream Investor, the definitions of which are given below:

Impact investing refers to investments made into companies, organizations, and funds to generate a measurable, beneficial social or environmental impact alongside a financial return;

Upstream investment is into businesses that supply the original business;

Downstream investment is into businesses that make use of the original product.

**Evaluation Criteria**

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

**1. 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 a downgrade in quality. It needs to be ensured that an acceptable level of quality is being delivered at a low cost i.e. delivery is important.

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

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

**4. Universal:** The solution should be user-friendly and inclusive.

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

**6. 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.

**7. 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**

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 organisation giving due credit. India Sanitation Coalition will not be responsible for the authenticity of the information supplied by the applicant organisation.
3. Please make multiple copies if you wish to submit entries for more than one product.
4. Incomplete entries will not be considered for evaluation.
5. Please submit the completed final questionnaire in soft copy (Word document only) by **5th May 2024** **at 11:59 PM IST.**
6. Complete entries should be submitted to –

E-mail: awards@isc.ficci.com

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

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

**Section 1(b):** Name of the programme initiative, its dates of commencement and completion, geographical areas covered, program milestones, and any other relevant detail about the program. (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 described in detail below in terms of the organisation, project objectives, rationale, what, why and how aspects of the project / initiative)

**Section 2: Description of Sanitation Lending**

Outline the features of your organisation’s operations to cover the following points –

1. Brief description of the product and its associated technical details such as the total amount of loans disbursed, the lending mandate, and repayment terms and rates for loans in sanitation your organisation/model/approach administers. Specify the budget. Briefly describe in what capacity has your organisation engaged in sanitation (e.g., CSR / Business alignment/volunteering, etc. (200-500 words)
2. Briefly describe the stakeholders or partners involved in the initiative and what is the engagement model. (200-500 words)
3. Apart from the initiative for which you are applying for the awards what other initiatives/projects does the organisation finance? (200-500 words)
4. Describe what has been the positive outcome created by your lending mandate on sanitation objectives including on ODF sustainability. (200-500 words)
5. Is the organisation under any form of litigation? If yes, please give details. (200-500 words)

**Section 4: Please answer the following questions based on the ASSURED Framework**

1. **Affordable**
	1. Cost Assessment (Quantitative) from end-user point of view
		1. *Lending rates of your product(s) for the end users. Please attach sample agreement(s) of the products*
		2. Conditions for lending
			1. Whether collateral was required for loans to be approved?
			2. Was the loan sufficient to address the requirements of the beneficiaries or they had to look for other avenues to fulfill their financial requirements? Please give details. (200-500 words)
	2. Benefit Assessment (Qualitative)
		1. Please provide beneficiary/customer lending experience about your financial product(s).
			* 1. Is it a single window clearance model? (yes/No)
				2. How many days (life cycle) and how many in-person or virtual interactions does it take for the disbursement of the loan?
				3. What formalities like documentation, verification, etc. are required for a loan to be disbursed?
				4. Is the use of digital medium integrated into the loan disbursement process? If yes, please give details.
		2. Elaborate on the areas of improvement as mentioned by the beneficiaries/customers. (200-500 words)
	3. Other factors
		1. What are the features of your product(s) that make it superior to other similar available products? (e.g., lower lending rate, customisability, ease of access, etc.)
		2. What are the terms of loan repayment? (200-500 words)
		3. How does the organization ensure that their product remains affordable to the users in the long run? Please elaborate. (i.e., the product(s) is there to stay) (200-500 words)
		4. Is the operational cost of the product affordable for the organization in the long run considering the overall usefulness or satisfaction provided by it (life cycle cost)? (200-500 words)
		5. Can you explain if any cost-saving/innovative measures were taken without impacting the quality of services delivered? (200-500 words)

1. **Scalable**
	1. The number of users (both direct and indirect) reached i.e., target customers (market size) (for the last 3 years)

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

* 1. Please mention the locations where the program/initiative is being implemented. Has the coverage increased since the inception of the program? Please elaborate, highlighting any niche areas covered where the cost of offering may be higher, and the market size is lower. (200-500 words)
	2. Has the organisation leveraged any new technologies or innovations to increase its scale while keeping the operational costs low? If so, what specific technologies/innovations have been adopted and integrated? (200-500 words)
	3. Describe how your model/approach has improved accessibility to sanitation loans. Mention if it has enhanced its reach to isolated areas as well. (200-500 words)
1. **Sustainable**
	1. How is the current and future social acceptability of the initiative/program ensured? What measures were taken to ensure that it remains inclusive, socially acceptable, and adaptable to policy changes? (200-500 words)
	2. How does the program address current and future environmental sustainability? Please elaborate. (200-500 words)
	3. Year On Year Profitability Assessment (Quantitative)
		1. Is profitability the same, more or less in the following year, as the volume grew?
	4. 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 than the previous year, as the number of beneficiaries grew? (Mention operating expense of the last 3 years) (200-500 words)
	5. Scenario Analysis & Sensitivity Analysis - According to you, which factors influence the long-term sustainability of the initiative, and how dependent is it on these factors? (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)
2. **Universal**
	1. While designing the financial product(s), were local preferences (e.g., need assessment, the spending pattern of the community, etc.) taken into account? Please elaborate with examples. (200-500 words)
	2. How does the initiative ensure inclusivity by addressing various factors including gender, cultural, caste, and physical (people with special abilities) barriers? Please elaborate. What makes a person ineligible to get financial support from the lending entity? (200-500 words)
	3. Was the initiative readily accepted by the community? If not, what were the steps taken to influence the behaviour pattern positively to make the initiative acceptable in the community? Please give details. (200-500 words)
	4. Can this financial product(s) be disbursed to PAN India, so that a significant proportion of overall revenue can be generated from it? 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)
	2. What were the challenges faced by the organisation during the project and what did you do to overcome them? (200-500 words)
	3. Do you take regular feedback from your customers/beneficiaries to quickly improve the product/initiative? If so, please give details. (200-500 words)
4. **Excellence**
	1. Please provide benchmarking of your product(s) with existing similar initiatives comparing features, lending rates, availability, etc. (200-500 words)
5. **Distinctive**
	1. What differentiates your initiative from other existing similar initiatives?
	2. What innovative ways did the initiative incorporate to overcome the challenges faced by the customers to improve their overall satisfaction rate? (200-500 words)
	3. Customer communication- What tools were employed to communicate with the customers innovatively and efficiently? (200-500 words)
	4. What challenges did the organisation face and how were they overcome during the inception of the initiative? (e.g., the investment required, 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 acknowledgement.

**Date:** **Digital** **Signature of Applicant:**

**Place: Name and Designation:**