



ACCOLADE

ISC-FICCI Sanitation Awards 2017

A photo journey recognizing the distinguished award winning stories

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FICCI Federation House Tansen Marg New Delhi - 110001

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Websites - www.indiasanitationcoalition.com

www.ficci.in

This report is a compilation of best practices received as part of the First Edition of ISC-FICCI Sanitation Awards. The case studies of the awardees are published in the report. Though utmost care has been taken to present accurate information, ISC or FICCI makes no representation towards the completeness or correctness of the information contained herein. This document is for informational purposes only. Further, all information contained in the document is subject to change without notice. This publication is not intended to be a substitute for professional, legal or technical advice. ISC or FICCI does not accept any liability whatsoever for any direct or consequential loss arising from use of this document or its contents. The material in this publication is copyrighted. Reproduction/transmission of all or any part of this work without acknowledgement may be a violation of the applicable law. Please acknowledge the source of this report while producing portions of this work. Inquiries in this regard can be addressed to ISC-FICCI Sanitation Awards Team, FICCI Federation House, Tansen Marg, New Delhi -110001. Ph: +91-1123738760-70 (ext 266).

Acknowledgements

ISC and FICCI acknowledge the eminent members of the Jury for their exceptional guidance and contribution in assessing and evaluating each case study submitted. We also extend our gratitude to the organizations who participated under the various categories of the First Edition of ISC-FICCI Sanitation Awards.

Team's contribution to the ISC-FICCI Sanitation Awards and the Compendium

The entire process of the ISC-FICCI Sanitation Awards and development of Compendium has been executed by the ISC-FICCI Sanitation Awards team: Ms. Shipra Saxena, Team Leader, Ms. Vandana Nath, Program Manager (Learning & Knowledge Management Task Force), Ms. Amri Shahpuri, Program Manager (Partnership & Collaborations Task Force) from the India Sanitation Secretariat and Ms. Pradnya Mihir Mathur, Assistant Director, FICCI. Ms. Rita Roy Choudhury, Senior Director, FICCI, Heads the India Sanitation Coalition.



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Foreword



Prime Minister Modi's "Call to Action" in Sanitation demands that we understand our strengths, and that we work together to achieve our country's sanitation objectives. The India Sanitation Coalition has already aligned with this, and it has been a great privilege to present the first ever ISC-FICCI Sanitation Awards.

With so many organizations doing good work, the pool of submissions was very diverse. This was a true indication of the success of the awards' multi-stakeholder approach. The India Sanitation Coalition, is only as strong as its partners: we have thus worked hard to enable our partners. We strive to recognize the many different players working in sanitation, and determine how their contributions are changing the landscape in India. It is only through a collaborative framework, that we can enable each other, and build on the successes of one another. This is necessary for lasting change to take place.

The ISC-FICCI Sanitation awards celebrate the power of a multi-stakeholder approach, moving away from models that work in silos. They hopefully will give clarity on the shared goals that we are all working towards.

It is our aim to reinforce sanitation as a national priority, and these Awards are an important step in this direction. We look forward to more and more organizations engaging in sanitation, either because they see business value, or because they see real impact because of their efforts. Through these awards, it is our hope that good work is highlighted, replicated, and improved to keep the momentum in sanitation initiatives alive. Our benchmark for success has to be the sustainability of our efforts, and it is our hope that these Awards will propel us in that direction.

We congratulate all the award-winners this year. We look forward to their continued success, and we look forward to the leagues of partners that it inspires to make a real difference in sanitation."



Naina Lal Kidwai

Chair

India Sanitation Coalition

Message



Sanitation is a right that many of us take for granted. Unfortunately its absence robs many of our countrymen of their dignity, livelihoods and productivity.

The Swachh Bharat Mission, launched in 2014, has presented us with a historic opportunity, and the formation of this Coalition is a timely initiative that underscores the importance India assigns to sanitation and cleanliness. India is amongst the sixteen countries that have reduced open defecation rates by at least 25 percentage points from 1990 to 2015. However, we still have a long way to go and FICCI remains committed, through coordination and cooperation among different stakeholders, to contributing to the Clean India Mission and is taking the lead in addressing many of these sanitation-related complexities.

FICCI is delighted to be part of this movement through the ISC as its project coordination office, to espouse the cause of sanitation through a collective platform that forges collaborations and partnerships for sustainable solutions and espouses the philosophy of the value chain through B-U-M-T approach.

It is with this view that FICCI is delighted to partner with the ISC, towards instituting the Annual ISC-FICCI Sanitation Awards. I congratulate the awardees across the five categories – Best Corporate Initiative, Best Non Profit Engagement model in Sanitation, Best Innovation, Best Financial Accessibility model and Best Media in Sanitation.

It will be our collective endeavor to continue to recognize and document good practices and to disseminate and encourage other players to adopt similar practices, and to help expand the knowledge base on sustainable sanitation practices. I hope that the Compendium of Awardees developed as part of ISC-FICCI Sanitation Awards will serve as a valuable resource and would enable sharing of these practices within the sector.



Dr. A Didar Singh

Secretary General

Federation of Indian Chambers of Commerce & Industry (FICCI)

Special Message



At times the sanitation challenges in India can seem overwhelming. But several amongst us are overcoming them with grit and determination. Their great work, however, goes unnoticed. It was time that we celebrated these achievers.

And that is precisely what India Sanitation Coalition (ISC) has done. It has set ISC FICCI Sanitation Awards with the aim of recognising such great work. This initiative is first of its kind in the field of sanitation in India, especially in addressing the multi stakeholder engagement for sustainable sanitation.

I'd like to thank Ms. Naina Lal Kidwai, the India Sanitation Coalition, and FICCI for giving me this opportunity to chair this high profile jury. I am proud to be a part of this initiative.

A special thanks to my fellow ISC-FICCI Awards Jury Members. We as a Jury team were quite pleased to see that around 100 applications came in, across 6 categories. The Jury worked hard to recognize awardees that were creating models that could be replicated and scaled up. After all, real progress will not come through small isolated pockets of success; it will come when we pool in our efforts and our learnings, and really build a strong foundation.

I wish to congratulate the awardees warmly. They have all demonstrated extraordinary commitment in achieving great outcomes, with real benefits accruing to society at large. Most importantly, we are seeing a shift away from single minded construction of toilets, to a more sustainable model of incorporating the Build-Use-Maintain-Treat model. Working along the sanitation value chain is the only way forward to finding real solutions. I am happy to see that the India Sanitation Coalition has adopted this as one of their key mandates.

While congratulating ISC-FICCI Awards team for the great work that it has put in, I salute the awardees in the end, for their inspiring achievements.

Prime Minister Narendra Modi's clarion call on Swachh Bharat Mission will remain our inspiration. Our ISC-FICCI unique awards, hopefully, will contribute its own bit to the fulfilment of this grand vision.



R.A. Mashelkar

*President, Global Research Alliance Chairman
National Innovation Foundation National Research Professor*

Introduction

The vast challenges and opportunities of the sanitation sector in India necessitate multi-stakeholder engagement. The ISC-FICCI Sanitation Awards, a first of its kind, aims at identifying and recognising the efforts of these stakeholders, across the whole sanitation value chain of Build-Use-Maintain-Treat. This includes implementation partners, corporates, financial institutions and entrepreneurs, amongst others.

Through these awards, the ISC seeks to further its mandate to share knowledge and expertise, showcase forward-thinking best practices and promote partnerships across the sector in order to achieve a sustainable sanitation ecosystem.

Award Categories



Best Corporate Initiative in Sanitation

Recognizing the best private sector organizations and public sector undertakings engaged in sanitation.



Best Non-Profit Engagement Model in Sanitation

Acknowledging any NGO or INGO directly engaged in working with communities/ panchayats/ other agencies in the area of sanitation.



Best Innovation in Sanitation

Honouring product developers/ technology suppliers/ innovators/ entrepreneurs working across the sanitation value chain, keeping Build-Use-Maintain-Treat sacrosanct.



Best Financial Accessibility for Sanitation

Acknowledging financial institutions or self-help groups working to develop, support, or implement sanitation initiatives for a minimum of two years.



Media for Sanitation

Acknowledging any recognized media house or company across media engaging in strategic communication and reportage on sanitation.



Special Recognition for Government in Sanitation*

Recognizing the initiatives by Central government (ministries/departments), State governments, Local government or Government officials

**There were no awardees in this category for the year 2017*

Selection Process

A robust screening and selection process was carried out over three months whereby applicants were screened through multiple phases, with each subsequent phase entailing a greater level of detail and analysis.

Process Stages

Phase 1

Call for Applications

- Beginning February 15 , call went live.
- Through its network and database, ISC reached out to organizations working in the areas of sanitation, based on the eligibility criteria decided upon by the Jury

Phase 2

Preliminary Screening

Initial screening by the ISC Secretariat, to ensure information is accurate

Phase 3

Jury Meeting I

Initial screening by the Jury, scoring on predefined criteria

Phase 4

Jury Meeting II

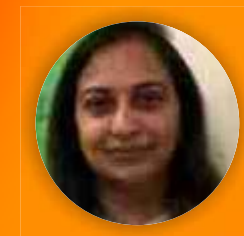
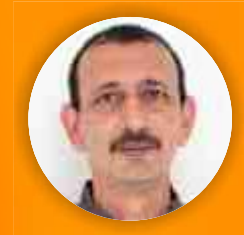
Detailed application reviewed by Jury. Invitation sent out to the shortlisted applicants for presentation

Phase 5

Final Jury Meeting

- Presentations by the shortlisted applicants
- Awardees chosen based on the consolidated rankings

The Jury



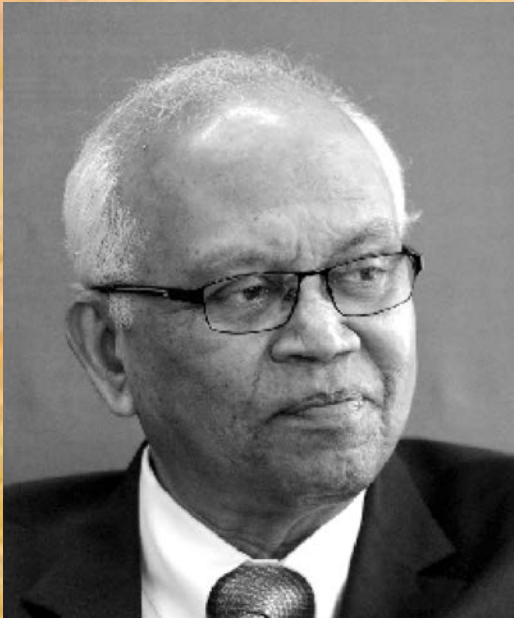


INDIA SANITATION CONCLAVE
April 21-22, 2017
New Delhi

Addressing Private Sector
Through Multi-stakeholder Collaborations

KEY TOPICS	PARALLEL SESSIONS
Key Sanitation Initiatives in Operation	How to Overcome Sanitation in Operation
Key Role-Player Engagement Model in Sanitation	Sanitation: The Business Opportunity
Best Innovation in Sanitation	Sanitation: The Business Opportunity
Key Financial Arrangements for Sanitation	Sanitation: The Business Opportunity
Model for Sanitation	Sanitation: The Business Opportunity
Sanitation: Municipal and Government Role	Sanitation: The Business Opportunity





R.A. Mashelkar
F.R.S.

Dr. R.A. Mashelkar, National Research Professor, was formerly Director General of Council of Scientific and Industrial Research (CSIR) and also the President of Indian National Science Academy.

Dr. Mashelkar has played a critical role in leading and transforming India's scientific institutions, as well as in shaping India's S&T policies. He was a member of the Scientific Advisory Council to the Prime Minister set up by successive governments for three decades.

He is a Fellow of Royal Society (FRS), Foreign Associate of US National Academy of Science and also Engineering, Associate Foreign Member of American Academy of Arts & Sciences and Fellow of US National Academy of Inventors.

Thirty seven universities globally have honored him with honorary doctorates.

The President of India honored Dr. Mashelkar with Padmashri (1991), with Padmabhushan (2000) and with Padma Vibhushan (2014).



Arvind Wable
*Brand and Communication
Consultant*

Arvind is an alumnus of St. Stephens College, Delhi School of Economics and IIM Ahmedabad. He started his career in Advertising with Hindustan Thompson Associates (JWT). He then moved to head the marketing function for two very successful start ups in Office Automation and Directory /Database Management Services.

He served as a CEO at FCB Ulka India and CEO FCB Singapore and as an Advisor on FCB Ulka Board.

Arvind has had a keen interest in coaching and mentoring and has been actively involved in training and human resource development activities all through his career. He is a Life Coach and Certified Master Practitioner in Solution Focused Coaching.

Arvind is actively involved in social, environmental and conservation issues and is the Vice President and Trustee on the Board of WWF India. He is the Co-Chair Urban Advocacy Task force and Member of the Steering Committee of the India Sanitation Coalition a platform bringing together all the stake holders for the Swatch Bharat Mission. He also serves on the Technical Advisory Group of the Population Foundation of India.

A life-long sanitation enthusiast and a member of the founding team of the India Sanitation Coalition. Over the past 15 years, he has worked on water and sanitation problems across 8 countries and 4 continents as a student, researcher, management consultant and entrepreneur. His areas of expertise include biological wastewater treatment, fecal sludge management, container based and on-site sanitation solutions. He is passionate about creating viable sanitation business models and technologies, resource recovery and solutions to increase funding for small scale sanitation and water providers in urban areas.

Ashish is a management consultant for the Boston Consulting Group from 2005-2014 where he worked extensively on food and sanitation related projects. He also co-founded NextDrop - A technology platform to leverage the power of data to solve problems related to intermittent urban water supply. An avid apple farmer, he holds 3 sanitation focused degrees from IIT Delhi and Stanford University, as well as an MBA from the Stanford Graduate School of Business.

Ashish is also a co Co-Founder and COO of Jumbotail Technologies - A wholesale food and grocery e-commerce company in Bangalore.



Ashish Jhina
Sanitation Expert



Madhu Krishna
*Senior Program Officer,
WHS, Bill & Melinda Gates Foundation*

Madhu leads the Gates Foundation's WSH work in India. She oversees a portfolio of grants related to all the major WSH initiatives of the foundation in India. She works as a core team member of the founda Bill & Melinda Gates Foundation's WSH team and also is part of the greater Policy, Advocacy and Communications team. In her role, she brings together a range of development and government ministry partners to advocate for low-cost, decentralized and non-sewered sanitation, with structured city sanitation planning to address the sanitation needs of the most marginalized. She brings with her a diversity of experiences in a wide range of fields including private, public and nonprofit sector work in the areas of health, agriculture and more recently in the area of water and sanitation. She is deeply interested in these issues as they relate to gender and social and economic equity. She provides support to the foundation teams with her deep experience on policy and advocacy issues.

Manoj has 30 years of experience in the industry in India and he has been with Cairn India Limited since 2014. He is currently Head Business development and Public Affairs; responsible for multifaceted coordination and service operations at the prolific Rajasthan oilfields of the company, conceptualizing, planning, implementing and monitoring CSR activities; strategic relationship building; policy advocacy at various industry associations, State Government of Rajasthan and Gujarat; Government of India as well as community elders and other members of civic society in our operational areas. Manoj also spearheads the operational facilitation and regulatory compliance management of core operations in our Oil and Gas exploration and projection activities on one hand and supporting key initiatives such as new business development, land management and major CSR initiatives on the other.



Manoj Aggarwal
Head Business Development
and Public Affairs
Cairn India Limited (CIL)



Nitish Kapoor
Regional Director, RB South Asia

Nitish is the Regional Director for RB South Asia. In his current role, he is responsible for the business and operations of RB in India, Bangladesh and Sri Lanka. He brings with him more than two decades of extensive experience across diverse markets and international geographies.

Nitish joined RB India as a Management Trainee from Faculty of Management Studies (FMS), New Delhi in 1993. After a series of roles in sales and marketing, he moved to Slough as the Global Brand Marketing Manager Pest Control & Shoe Care in 2002. Later in 2006, he took over the role of Marketing Director for RB South Africa before moving to Portugal as General Manager in 2010. In the most recent assignment, he took over as the Managing Director for RB India in January, 2014.

Nitish holds a Bachelor's degree in Economics from Delhi University and an MBA from Faculty of Management Studies..

Priyanka is Country Director India for BBC Media Action, the BBC's international NGO that uses media and communication to inform, empower and connect people around the world. With over 19 years' experience in media and communications across both private and development sectors, Priyanka now specializes in social and behavioral change communication in health, governance and rights, and resilience. Her work has won several Indian and international awards including GSMA Global Mobile Award, Commonwealth Broadcasting Association Award, Global Health Award and Vodafone Mobile for Good Award, among others. She holds a Master's degree in Film and Television Studies from the University of Warwick, UK.



Priyanka Dutt
Country Director India, BBC Media Action



V K Madhavan
Chief Executive, WaterAid

VK Madhavan is the Chief Executive of WaterAid India. Madhavan commenced working with the Urmul Rural Health Research and Development Trust in Bikaner district of north-western India where he worked in various capacities till 1998. Madhavan then worked with ActionAid and The Hunger Project in New Delhi and subsequently spent eight years working in the Kumaun region of Uttarakhand as the Executive Director of the Central Himalayan Rural Action Group (Chirag). In his years as a development professional, Madhavan has worked on an integrated approach to rural development – community health, primary education, natural resource management, on and off-farm livelihoods and investing in young people. Prior to assuming his current role at WaterAid India, Madhavan was the Managing Director of Skills Education Private Limited, a private company that provides youth with access to information, skills and opportunities leading to employment.

Prof V. Srinivas Chary is the Director of Centre for Energy, Environment, Urban Governance and Infrastructure Development at Administrative Staff College of India (ASCI). He is a specialist in urban development and water and sanitation. Prof Chary has over 25 years of professional experience working with national, state and cities in India and outside. He was conferred Ashoka Fellowship for promoting continuous (24-7) water supply. Prof Chary has lead over 170 advisory, consulting and research assignments both in India and South Asia. Prof Chary is leading major research assignments related to non networked decentralized FSM solutions for urban sanitation in India.

He facilitates the Clean India (Swachh Bharat) Awards and National Urban Water Awards. Prof Chary leads urban service level benchmarking programme of the Government of India involving over 1300 municipalities. As a member of the urban sanitation taskforce of the MoUD, he played a catalytic role in the formulation of the National Urban Sanitation Policy of the Government of India. As a team leader, he is instrumental in establishing WASH in School Benchmarking Programme (Swachh Vidhyala Puraskar) in partnership with Ministry of Human Resources Development, Government of India.

He has published extensively in national and international professional journals and conferences. He serves on numerous national and international committees.



Prof V S Chary
Director, ASCI

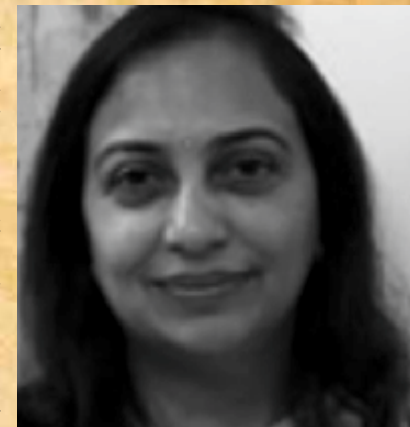


Prof V M Chariar
Faculty Member, IIT Delhi

Prof Vijayaraghavan M Chariar is a faculty member at the Indian Institute of Technology, Delhi. While his training is in experimental materials science, he has over the last decade worked on diverse areas such as Ecological Sanitation, Design for Sustainability, Traditional Knowledge and Joyous Leadership. He was awarded the Teaching Excellence Award by IIT Delhi in 2011 and the Fulbright Visiting Professorship in 2012 as part of which he affiliated with the College of Technology and Innovation, Arizona State University, USA. He has authored several patents, publications and design registrations on innovative technologies. He is Co-Founder and Chairman of the IIT Delhi incubated sanitation startup Ekam Eco Solutions. Prof Chariar uses an experiential and participant-centred approach in his pedagogy and has inspired a large number of students to undertake the journey of social entrepreneurship.

Vedika brings more than 25 years of experience building teams and businesses within Indian and international financial institutions. Vedika serves as Water.org's senior leader in India, overseeing the organization's water and sanitation program expansion and continuing to scale WaterCredit by directing the provision of capacity-building grants and technical assistance to create, pilot, and scale water and sanitation financing.

Prior to joining Water.org, Vedika served as Vice Chairman and Managing Director at Credit Suisse Securities (India) Private Limited. Previously, she served as the Managing Director & Head of Investment Banking at J.P. Morgan. She began her career at ICICI Bank. Since early 2015, she has dedicated her time to corporate boards and social enterprise, serving as director of several boards and as a volunteer, fundraiser and board member of the Jai Vakeel Foundation, an institution focused on children and adults with intellectual disability. She is based in Mumbai with her family.



Vedika Bhandarkar
Managing Director, India, Water.org

A photo journey recognizing the distinguished award winning stories



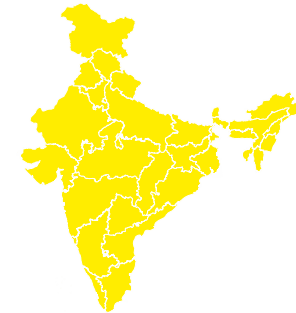
Category I

Best Corporate Initiative in Sanitation



ACC Sampurna Swachhata

ACC committed to achieve open defecation free neighbourhoods around all of their manufacturing locations through their Sampurn Swachhta Initiative.



Presence

Impact of the initiative since inception

- Modular & quality scalable toilet solutions created and made accessible at affordable prices.
- Enhanced availability of quality building material for Sanitation Units
- Intense Behavioural Change Communication through NGO partners in host community villages.
- Developed a strong employee volunteering initiative on cleanliness and personal hygiene with children across India.
- Strengthened entrepreneurship through support for local manufacturing of sanitary pads. Promoted female personal hygiene through the SHGs.
- Created sewage treatments through Root Zone technology
- Pledged to provide all employees and contract workers with Safe water, Sanitation and Hygiene at the workplace (WASH) for all its sites. This pledge was developed by the World Business Council for Sustainable Development (WBCSD).

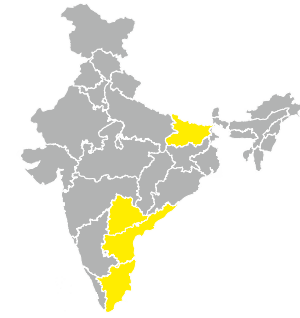


For further information: www.acclimited.com



Tata Consultancy Services Ltd

TCS has allocated INR 100 crores for providing hygienic sanitation facilities for girls in select government schools, with a robust monitoring system in place.



Presence

Impact of the initiative since inception

- Ensured water supply inside the toilet units
- Installed modular toilets (e-Toilets, FRP Toilets and Steel Toilets). Stainless steel pans provided
- 80,000 plus girls students across four states benefited from this engagement
- Through professional agencies, the toilets were cleaned and maintained on a daily basis
- Regular behavioral change programmes were organized in every school
- Good hygiene practices were embraced, and clean sanitation infrastructure was maintained
- 1,543 job creation (1,475 women for cleaning activities plus 68 support staff)



For further information: www.tcs.com

Category II

Best Non Profit Model in Sanitation



Aga Khan Foundation

Achieving block-level ODF using integrated, community-centred approaches. Emphasis has been on integrating water-linked interventions within the larger sanitation programme. This project has introduced real time tracking of household sanitation coverage as well as monitor improvements in key hygiene behaviour over time using a mobile phone.



Presence

Impact of the initiative since inception

- Empowered local institutions who have taken up ownership of sanitation coverage- This reflects collective social responsibility key to success of SBM
- ODF GPs has set the stage for ODF+ activities: SLWM plans under preparation in ODF GPs
- Improved hygiene behaviours –real time tracking of key WASH behaviours
- Priority status accorded to Pusa for commissioning of mini household level drinking water schemes-with the achievement of sanitation coverage.
- Improved Hygiene behaviours through extensive hygiene education programme

For further information: www.akdn.org

Category III

Best Innovation in Sanitation





For further information: www.cddindia.org

CDD Society

CDD's solution provides a replicable template for 5,000 towns in India. The Devanahalli FSM model is helping change minds of officials regarding FSM as a viable alternative or complement to conventional sewerage.

Impact of the initiative since inception

- CDD built India's first-of-its-kind town-scale FSTP; which is successfully handling 100% of the sludge collected in the town it serves - Devanahalli.
- The plant's success has motivated the town's officials to pass resolutions to ensure it faces no operational or financial hurdles – making this a model FSM town for India.
- 10 FSM projects are now under active development in 4 different states based on the Devanahalli model.



Presence





For further information: www.svadha.com

Svadha

Svadha is a social business helping to solve the sanitation crisis by providing convenient access to quality, affordable and sustainable sanitation solutions for households through an army of entrepreneurs. We are building the sanitation ecosystem through innovation and aggregation of products and services and leveraging strategic partnerships from the first mile to the last mile.



Presence

Impact of the initiative since inception

- Sanitation solutions to over 120,000 end-consumers through 330+ entrepreneurs in 3 states of India in just 3 years.
- 4 products and a suite of services which collectively provide solutions across the entire sanitation value chain – from build-usage to maintenance-treatment.

Category IV

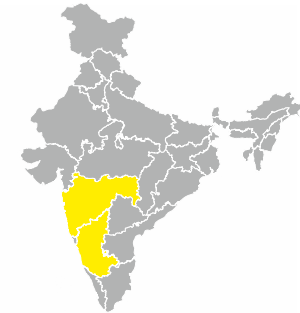
Best Financial Accessibility in Sanitation



Grameen Koota Financial Services Pvt. Ltd.

Grameen Koota was recognized for increasing financial accessibility in rural Karnataka and Maharashtra through their three-pronged approach:

- Creating awareness among potential customers
- Mason training
- Providing access to affordable credit for toilet construction



Presence

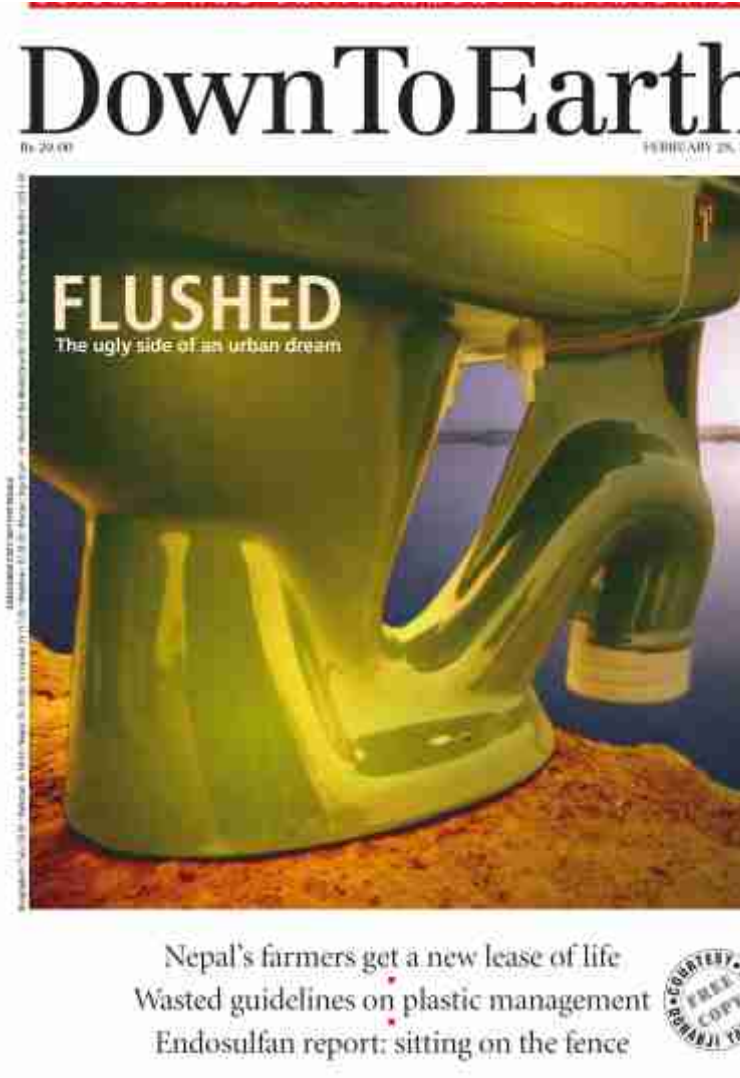
Impact of the initiative since inception

- 3.7 lakh Grameen Koota customers availed loans to construct toilets
- Over 75% of customers have access to sanitation compared to 35% five years ago
- 40,000 Trainings held on WASH, reaching 7.5 lakh customers
- 1,600 Trainings held for 17,800 Elected Representatives of Gram Panchayats
- 1,400 Gram Panchayat level workshops held reaching 1 lakh people
- 2,000 Classroom sessions held reaching more than 1 lakh students
- 7,600 Street plays held reaching 7.4 lakh people
- 200 Mason workshops held to train 10,000 masons
- 2,300 Wall paintings done across villages
- 360 Social Awareness Campaigns held covering 1.3 lakh customers
- 800 Programs held for 7,200 Grameen Koota staff on WASH training
- 95% households in Urdigere and 52% in Hosvantamuri villages are now Open Defecation Free (ODF).

For further information: www.grameenkoota.org

Category V

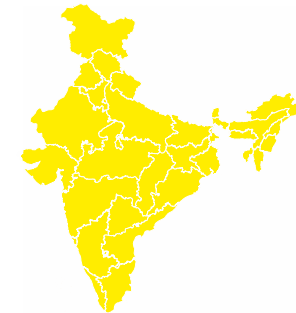
Media in Sanitation





Down To Earth (DTE)

Diverse independent knowledge series, both digital and print, with more than 360 stories both in rural and urban India.



Impact of the initiative since inception

Presence

- Accessed at 229 countries and territories, with a concentration of visitors from south Asia (83 per cent), America (8 per cent) and Europe (3.39 per cent). DTE Hindi has also reached India's heartland, launched in October 2016. More than 500,000 page views/month, mobile-friendly. With this extensive outreach, its impact is magnified.
- Recommendations from DTE's landmark report, Excreta Matters, on prudent urban water and waste management were incorporated in the 12th plan Five Year Plan of Planning Commission. DTE has also been an influencing factor for the National Urban Faecal Sludge and Septage Management Policy, released by the Government of India.

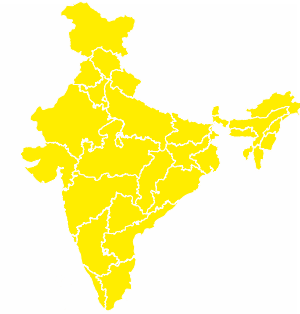
For further information: www.downtoearth.org.in





New Delhi Television Ltd. (NDTV)

NDTV-Dettol Banega Swachh India is a five year 360 degree campaign (TV, digital, outdoor, radio & print) aimed at spreading awareness about sanitation, empowering citizens with better hygiene and sanitation facilities across the country and working with partners to support ground interventions for construction & maintenance of toilets & drive behavioral change



Presence

Impact of the initiative since inception

- Through Season 1 & 2, the campaign raised over INR 281 Cr & 1.16 Cr volunteering hours towards Swachh India
- Season 3 – October 2 was observed as Rashtriya Swachhta Diwas which motivated masses to pledge to clean 10 yards of their surroundings by the mass campaign called - #Mere10Guz.

For further information: www.specialprojects@ndtv.com

Special Jury Award: Lifetime Achievement in Sanitation



Bindeshwar Pathak revolutionized the sanitation space with his indefatigable work. He founded Sulabh International, an India-based social service organization to promote human rights, environmental sanitation, non-conventional sources of energy, waste management and social reforms through education. In order to find a solution to India's sanitation woes he invented an affordable two-pit flush toilet technology that could replace dry latrines . Sulabh has been instrumental in installing this in over 1.5 million households in India alone. Dr. Bindeshwar Pathak is also the Brand Ambassador for Swachh Rail Mission of Indian Railways.

Accomplishments

- Sulabh alone maintains over 8500 public toilets and has built 1.5 million household toilets. The government of India built another 54 million household toilets based on Dr. Pathak's design. It has been recognized by the UNDP as a Global Best Practice.
- Rehabilitation of millions of manual scavengers and resorting their dignity by providing alternative employment through vocational training, skill development and personality development.



For further information: www.sulabhinternational.org



Build Use Maintain Treat

About India Sanitation Coalition

The India Sanitation Coalition (ISC) is an inclusive platform, launched on June 25, 2015 with the vision to enable and to support an ecosystem for sustainable sanitation. We support cross-learning, sharing of good practices, and works through partnerships and collaborations. We encourages multi-stakeholder dialogue and creates interfaces between corporates, government, development partners, media, SMEs, and communities. ISC defines sustainable sanitation to include the entire value chain of Build, Use, Maintain and Treat (BUMT). ISC currently have over 150 organizations that are engaging with us in various capacities to spread the reach of sustainable sanitation.



About FICCI

Established in 1927, FICCI is the largest and oldest apex business organisation in India. Its history is closely interwoven with India's struggle for independence, its industrialization, and its emergence as one of the most rapidly growing global economies.

A non-government, not-for-profit organisation, FICCI is the voice of India's business and industry. From influencing policy to encouraging debate, engaging with policy makers and civil society, FICCI articulates the views and concerns of industry. It serves its members from the Indian private and public corporate sectors and multinational companies, drawing its strength from diverse regional chambers of commerce and industry across states, reaching out to over 2,50,000 companies.

FICCI provides a platform for networking and consensus building within and across sectors and is the first port of call for Indian industry, policy makers and the international business community.

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