



ACCOLADE



ISC-FICCI Sanitation Awards 2018
A photo journey recognizing the distinguished award winning stories

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FICCI, Federation House, Tansen Marg, New Delhi - 110001

April 2018

Websites - www.indiasanitationcoalition.com / www.ficci.in

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Acknowledgements

ISC and FICCI acknowledge the eminent members of the Jury and the executive committees 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 Second Edition of ISC-FICCI Sanitation Awards 2018.

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, Project Leader, Ms. Tarini Mathur, Program Manager (Partnership & Collaborations Task Force), Ms. Medhavi Sharma Program Manager (Government Engagement), Ms. Sreya Ganguly Program Manager (Knowledge Management and Learning). Ms. Rita Roy Choudhury, Assistant Secretary General, FICCI, heads the India Sanitation Coalition.



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Special Message

India Sanitation Coalition (ISC) is a great idea. I would like to begin by congratulating my friend Naina Kidwai for her vision, for her leadership, for her conceiving such a first of its kind idea. Also congratulations to FICCI for taking, as usual a lead in furtherance of a national cause.

Thanks to the clarion call by our Hon'ble Prime Minister, sanitation has rightly received unprecedented attention, indeed it has taken the form of a national movement. One cannot fail to see the multiple players doing some wonderful work across different thematic areas in different geographic locations. And they are doing it with great passion, with great commitment to a vital social cause.

However, what was missing was the national recognition of the great work by many players. ISC came in to provide precisely the much needed platform for such players to showcase their achievements, and quantum of innovative and sustainable solutions that they had created to achieve the goals of Swachh Bharat Abhiyan.

I am honoured to chair the jury again for the selection of the winners for the second of the ISC FICCI Sanitation awards, 2018. The field of sanitation is, of course, close to my heart.

I have been involved in Swachh Bharat Mission in different ways, like for example, I chair the Technology Expert committee of Ministry of Drinking Water and Sanitation. I also chair a Technology Expert Committee, Ministry for Housing and Urban Affairs dealing with issues of municipal solid waste and allied issues. In both the committees, we have been targeting technologies for our nation that are affordable, scalable, sustainable, socially acceptable and rapidly deployable. But all this selection will lead to work for the future. ISC- FICCI awards are for whatever outstanding work that has been already done in the nation.

This year, we had six categories of awards. They covered all players, industry, NGOs, Government, media and so on. The jury applied very rigorous criteria for selection. We had to ensure that the final winners had made an actual and major impact with demonstrable speed, scale and sustainability. I am proud of the way the process was conducted, without exaggeration, I can say that the selection process was not just 'best' practice but 'next' practice.

On behalf of all the Jury, I want to thank ISC and FICCI for giving us this opportunity to learn about the great work that is going on in the field of sanitation and then take a call on who stood tall amongst the contestants. We want to also thank the supporting teams from ISC and FICCI for their hard work and also meeting the exacting demands of the hard jury for hard data and evidence.

And finally, we want to congratulate the winners for their amazing achievements, some times under such adverse conditions. We salute you for your determination to transform the society, and in turn the nation. You stand there as exemplars of innovation, compassion and passion. The nation is proud of you.



R.A. Mashelkar

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



Preface

Equal access to essential health, clean water and sanitation services continues to be one of the foremost priorities for India. The Swachh Bharat Mission in 2014 has led to renewed focus and action on these priorities. It also facilitated the formation of the India Sanitation Coalition (ISC); which highlights the importance and need for sanitation to become widespread in India; whilst also acting as a platform for various players in sanitation to partner and collaborate on initiatives and projects to further the mandate of the Swachh Bharat Mission.


We still have a long road ahead, and have to think and act on making sanitation 'sustainable'. FICCI remains committed through coordination and cooperation among different stakeholders contributing to the Clean India Mission and is delighted to be a part of this movement through ISC working as its project coordination office while simultaneously advocating the cause of sanitation through the value chain of 'Build-Use-Maintain-Treat'.

To appreciate and recognise the efforts of the enterprises and individuals working in this arena, FICCI and ISC had decided to institute the Annual ISC Sanitation Awards. In this second edition of awards, we have expanded the categories of awardees with the view to recognize the contribution of different stakeholders to the cause of sanitation

I congratulate the 2018 awardees in the six categories:

- Best Corporate Initiative,
- Best Non Profit Engagement model in Sanitation,
- Best Financial Accessibility for Sanitation,
- Best Social Enterprise in Sanitation,
- Young Journalist Award for Sanitation Reporting
- Recognition for initiative by Government;

It will be our shared effort to continue to recognize and document good practices; and disseminate knowledge in order to encourage other players to enter the field of sanitation and make India open-defecation free.



Rashesh Shah

President, FICCI



Foreword

As Swachh Bharat Mission (SBM) moves towards the finishing line, one is assured of the fact that, there has been tremendous progress for India with regard to sanitation. India is now in the last phase of implementation of the SBM, the previous years' work and the development made to keep India 'Swachh' can be seen as a testament to how far as a country we have been able to achieve this mission. The India Sanitation Coalition (ISC) has focussed its efforts to further the mandate of the SBM by providing support through building and sustaining partnerships and sharing knowledge. ISC is now hosting its second edition of the India Sanitation Coalition (ISC)-FICCI Sanitation Awards & Conclave. With so many organizations doing good work, the pool of submissions was very diverse. This was a true indication of the success of the first edition of the awards and ISC's multi-stakeholder approach. At ISC, we strive to recognize the many different players working in sanitation, and assist them to scale their efforts through facilitation partnerships, collaborations and knowledge. We at ISC believe that, this way of making joint efforts in sanitation will help us to reach the goal of complete sanitation as outlined by the Swachh Bharat Mission till 2019; and will also set the background for initiatives taken to sustain the progress that has already been made. 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 and have been able to achieve in many cases; as well as plans for ensuring the maintenance and sustainability for the future.

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

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 (BUMT).

This includes implementation partners, corporates, financial institutions, entrepreneurs and media amongst others. Through these awards, India Sanitation Coalition (ISC) seeks to further its mandate to share knowledge and expertise, showcase forward-thinking best practice models and promote partnerships across the sector in order to achieve a sustainable sanitation ecosystem post 2019. The second edition of the ISC-FICCI Sanitation Awards, 2018, will recognise and award the efforts of stakeholders, as well as act as a platform for vibrant and informative discussions on ensuring the sustainability of the efforts made in Swachh Bharat Mission.



Award Categories - 2018

Best Corporate Initiative in Sanitation

Recognizing the best private sector organizations engaged in sanitation.



Best Financial Accessibility for Sanitation 2018

Acknowledging financial institutions or self-help groups working to develop, support, or implement sanitation initiatives.



Best Non-Profit Engagement Model in Sanitation

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



Best Entrepreneur Engagement Model in Sanitation 2018

Acknowledging Social enterprises working in sanitation.



Young Journalist Award for Sanitation Reporting 2018

Acknowledging young journalist across media engaging in strategic communication and reportage on sanitation.

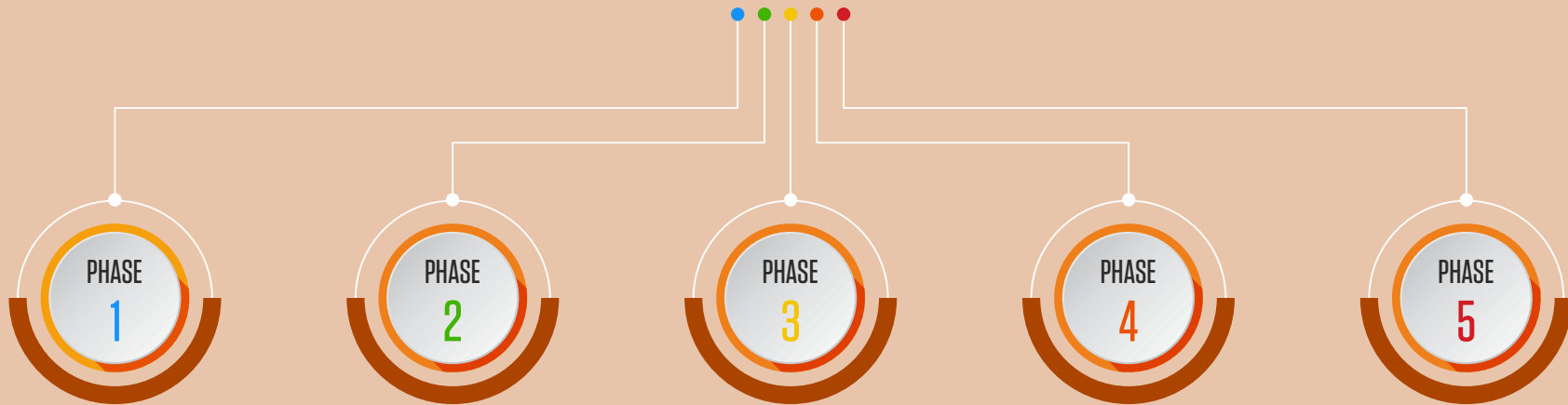


Special Recognition for Government in Sanitation

Recognizing the individuals and initiatives of Central, State & Local Government.



Selection Process



Call for Application

- Beginning January 15th 2018 , 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

Preliminary Screening

- Initial screening by the ISC Secretariat, to ensure adherence to eligibility criteria

Executive Committee Meeting

- An Executive Committee was formed to screen each category and shortlist the top 3 applications. This was carried out before the final jury meeting. The executive committee consisted of 1 Jury member and 2 non-jury members (representatives of other organisations affiliated to ISC).

Jury Meeting

- The 2-3 shortlisted applications for each were reviewed by the jury. The representatives of the shortlisted organisations made a presentation to the jury and answered additional questions.

Final Awardees Selected

- Post the meeting /presentation with the shortlisted organizations, the Jury finalized the winners in each category. ISC reached out to inform them and invite them to the awards.

Jury Members



Xavier Chauvot de Beauchene
Lead Water and Sanitation Specialist
World Bank



Dr. Bhaskar Chatterjee
Secretary General, Indian Steel Association



Deepak Arora
CEO, Essar Foundation, India



VK Madhavan
Chief Executive, WaterAid, India



Ashish Jhina
Sanitation Expert



Vedika Bhandarkar
Managing Director, India
Water.org



R. A. Mashelkar
President, Global Research Alliance
Chairman, National Innovation Foundation National Research Professor



Madhu Krishna
Country Lead, WASH
Bill & Melinda Gates Foundation



Mr. Vijay Chadda
Chief Executive Officer
Bharti Foundation



Neeraj Jain
India Country Program Leader
PATH



S. Ramkrishna
President - Group Public Affairs
Member of the Group Executive Board
Mahindra Group



Neelima Khetan
Group CSR Head
Vedanta ResourcesPlc



Priyanka Dutt
Country Director, India
BBC Media Action



Introduction to Jury





R.A. Mashelkar

F.R.S.

Dr. R.A. Mashelkar, presently National Research Professor and President of Global Research Alliance was the Director General of Council of Scientific and Industrial Research (CSIR) and President of Indian National Science Academy. Dr. Mashelkar is Fellow of Royal Society (FRS), Foreign Associate of US National Academy of Science and also National Academy of Engineering, Associate Foreign Member, American Academy of Arts & Sciences (2011), Fellow of Royal Academy of Engineering, U.K. (1996). He is Fellow of US National Academy of Inventors (2017), the first ever Indian from India to be elected.

Dr. Mashelkar also is currently the Chairman of India's National Innovation Foundation, Reliance Innovation Council, KPIT Technologies Innovation Council, Persistent Systems Innovation Council and Marico Foundation's Governing Council. He co-chairs the Maharashtra State Innovation Council. In post-liberalized India, Dr. Mashelkar has played a critical role in shaping India's S&T institutions as policies. He was a member of the Scientific Advisory Council to the Prime Minister set up by successive governments for 3 decades.

He has honorary doctorates from 38 universities from around the world. The President of India honored Dr. Mashelkar with Padmashri (1991), with Padmabhushan (2000) and with Padma Vibhushan (2014).



Dr. Bhaskar Chatterjee
Secretary General
Indian Steel Association

Dr. Bhaskar Chatterjee is widely acclaimed as the Father of Corporate Social Responsibility (CSR) in India. He was instrumental in framing and issuing the CSR guidelines for Public Sector Enterprises (PSEs) in April, 2010. Thereafter, he played a major role in the inclusion of Section 135 in the Indian Companies Act of 2013 and in the framing of the rules thereafter.

As the DG & CEO of the Indian Institute of Corporate Affairs (IICA), he spearheaded the National Foundation for Corporate Social Responsibility (NFCSR). Dr. Chatterjee is also a widely acclaimed management practitioner, theorist and teacher. He has written and lectured over many years on issues of social and sustainable development, corporate responsibility and human resources. He joined the Indian Administrative Service in 1975 and has held many distinguished positions. In 2008-09, he was Principal Adviser in the Planning Commission. Here he was deeply involved with a number of micro and macro-economic measures. He was also a part of the team responsible for shaping India's response to the global economic crisis of 2009.



Deepak Arora
CEO, Essar Foundation, India

Having started his career in public sector financial institutions, i.e. National Small Industries Corporation (NSIC) Deepak has charted a journey of rigorous exposure and achievements in the arena of Small & Medium Enterprises development. He was nominated for the "Millennium Manager" award at CII in the year 2000.

This made way for his nearly decade-long stint with United Nations Industrial Development Organization (UNIDO) and International Finance Corporation (IFC) as an expert on Small and Medium Enterprises (SMEs) and SME financing. His area of consulting involved end-to-end holistic and integrated solutions for enterprise growth in a wide variety of sectors, including both farm and non-farm enterprises. He has worked in 12 countries across Asia and Africa, and advised senior most government functionaries. He has written cluster based SME policy for Govt. of Iran, Thailand, Ethiopia and Pakistan.

He later began his corporate social responsibility (CSR) stint with heading CSR portfolio for Cairn India, a leading oil and gas player in the country. Subsequently, his endeavors transformed Essar Foundation from its nascent stage to a robust institution, making it one of the most credible CSR organizations in the country today. He has won the "Responsible Business Leader" award in 2013 and 2014. Within a short period of three years, the Foundation's outreach has grown substantially, reaching out to more than 500 villages in eight states of India, and is positively impacting over a million lives annually. The Foundation's work has featured globally in "Ethical Performance" magazine and in "India Today" among others in India.



Ashish Jhina
Sanitation Expert

Ashish is an entrepreneur, a life-long sanitation enthusiast and a member of the founding team of the India Sanitation Coalition. An alumnus of IIT Delhi and Stanford University, Ashish has worked on wastewater treatment, fecal sludge management and water related projects in 8 countries across 4 continents over the last 15 years



Madhu Krishna
Country Lead, WASH
Bill & Melinda Gates Foundation

Madhu Krishna leads the Gates Foundation's WASH work in India. She oversees a portfolio of grants related to all the major WASH initiatives of the foundation in India. She works as a core team member of the 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. Before joining the foundation as a full time staff member, she worked as an India consultant to the foundation for over 14 years, across a range of programs.

Apart from her work with the foundation, Madhu served as the Asia Regional Director for Voxiva, Inc. a private sector information technology company and worked on innovative IT solutions integrating cellphones and the internet for the development sector. Prior to that, she was the co-country lead for PATH in India. During her tenure there, she supported all of PATH's programs in India and was the lead for PATH's Children's Vaccine Program in India to introduce new routine vaccines.



Neeraj Jain
India Country Program Leader
PATH

Neeraj Jain is PATH's India Country Program Leader since June 2016. He oversees the strategic, programmatic, engagement and financial operations for a matrix of global and in-country programs implemented across PATH's offices in India. He also represents PATH to governments, policymakers, the global health community, donors, and media.

Neeraj comes with over 27 years of experience across business development, marketing and strategic management in organisations across Asia and Europe.

Prior to PATH, Neeraj was the Chief Executive at WaterAid, India. He played a critical role towards promoting importance of safe water, sanitation and hygiene in improving child health and representing the organisation at the central and state level in India. Neeraj has also been instrumental in the set-up of the India Sanitation Coalition and continues to play a key role in its development as part of its governing committee.

At the Child Investment Fund Foundation, Neeraj's work focused on child development, nutrition, early learning and child survival. Prior to that, he headed the Asia region for Vestergaard Frandsen, a Swiss company that manufactures water purifiers and insecticidal mosquito nets.



Neelima Khetan
Group CSR Head
Vedanta Resources Plc

Neelima is the Group CSR Head for Vedanta Resources Plc, a global diversified resources company. In this capacity, she provides oversight and guidance to the CSR efforts of 11 business units of the Group across India and Africa. She is also Vice President, CSR at Hindustan Zinc Ltd. (HZL), which is part of Vedanta. HZL is a world leader in zinc production, as also lead and silver. HZL has a long history of working for community betterment, and is among the Top-20 CSR spenders of the country. Neelima joined Vedanta in November 2015. Prior to joining HZL, Neelima was the Director, CSR and Sustainability for Coca Cola in India and South West Asia – where she worked for 3.5 years.

Neelima has vast experience of the social sector, having held leadership positions like – India Country Director of the American India Foundation and Chief Executive of Seva Mandir. She was also the Acting Director of Institute of Rural Management, Anand (IRMA), from June 2006 to May 2007. Neelima received the Laxmipat Singhanian-IIM Lucknow National Leadership Award for young leaders from India's Prime Minister in December 2006. In March 2007, she was given the Maharana Mewar Award from the Maharana Mewar Foundation, for work of permanent value to society through service and philanthropy.



Priyanka Dutt
Country Director, India
BBC Media Action

Priyanka Dutt 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 behavioural 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.



S. Ramkrishna
President– Group Public Affairs,
Member of the Group Executive Board
Mahindra Group

Mr. Ramkrishna has over 20 years of experience in the corporate sector, with special emphasis on corporate affairs. He started out with Pfizer in 1998 as Vice-president Senior Director, Corporate Affairs & Director on Board of Parke Davis India Pvt. Ltd. After 9 years Mr. Ramkrishna became Executive Director, Corporate Affairs, India & Southeast Asia, and Vice Chairman of the Board at Caterpillar India Pvt. Ltd. After which, he was Chief Corporate Officer, India and APAC & Chairman of the Board at Nokia India Pvt. Ltd. Mr. Ramkrishna was also the First Chairperson of the US-India Energy Cooperation Program (ECP), 2010-11; Steering Committee on Industry of the Planning Commission for the 12th Five Year Plan (2012-2017) Government nominee on the Board of Institute of Company Secretaries of India (ICSI), 2010-11. He is also, currently Member of the National Executive Committee of FICCI, 2011-13, Chairman of the National Manufacturing Council of ASSOCHAM and Member of the National Managing Committee of ASSOCHAM.



Mr. Vijay Chadda
Chief Executive Officer
Bharti Foundation

Mr. Vijay Chadda is the Chief Executive Officer of Bharti Foundation, the philanthropic arm of Bharti Enterprises, one of India's leading business groups with interests in telecom, agri business, financial services, retail, realty, and communication & media devices. As the CEO of Bharti Foundation, Vijay has played a key role in project expansion and enhancement of quality standards and system efficiency, while constantly keeping the team morale high to deliver their best in challenging circumstances. He has led the development of the organization and its education programs at primary, elementary and senior secondary standards. Through his experience, clear vision and strategic thinking, he has also been able to establish a successful and replicable model of Public Private Partnership. The Satya Bharti School Program provides free quality education to over 45,000 children from marginalized communities in rural areas, through its 254 schools (249 primary/elementary and five senior secondary schools) across six Indian states. Under Vijay's leadership, learnings and best practices of the Satya Bharti School Program have been taken to the Government schools, under the aegis of the Satya Bharti Quality Support Program and Satya Bharti Learning Centre Program. Vijay has over 40 years of professional experience in different fields. He has served in the Indian Army for twenty years and has headed some of the leading corporates in the travel and hospitality industry.



Vedika Bhandarkar
Managing Director, India
Water.org

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.



VK Madhavan
Chief Executive
WaterAid, India

VK Madhavan is the Chief Executive of WaterAid India. Following a Master's in International Politics from Jawaharlal Nehru University in 1991, 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.



Xavier Chauvot de Beauchene
Lead Water and Sanitation Specialist
World Bank

Xavier Chauvot de Beauchene is a Lead Water and Sanitation Specialist with the World Bank. He recently joined the New Delhi Office and works on the Bank support to the Swachh Bharat Mission Gramin as well as on providing technical assistance on rural water supply and sanitation in India. Xavier has over 16 years of experience in international development with the World Bank in the field of water supply, sanitation, irrigation and agriculture in numerous countries in Europe, Africa, South and East Asia. In the past five years alone, he worked on countries including Cyprus, Mali, Mauritania, Morocco, Sri Lanka and Turkey. He has ample experience in the support instruments the World Bank proposes to its Clients, from lending to technical assistance or analytical work. Prior to joining the World Bank, Xavier worked for the French Ministry of Agriculture on policy evaluation and strategy related to water issues, for the private water company SAUR on benchmarking and at the Trade Department of the French Embassy in the USA. Xavier has a degree in agronomy and in water management from leading engineering schools in France, his native country.

Executive Jury Members



Dr Asad Umar
Aga Khan Foundation



Meena Narula
Water For People



Nitya Jacob
SuSanA India



Arkaja Singh
Centre for Policy Research



Girija Bharat
MS Gamma Consultant Pvt. Ltd.



Sumit Chakraborty
KPMG India



Aditi Singh
Dalberg



Upneet Singh
World Bank



Vipul Kumar
Ennovent



Parul Soni
TTC Consulting



Meera Mehta
CEPT University



Vinod Mishra
WSSCC



Dr. Lalit Kumar
Sulabh International

Awardees 2018

*Best Corporate Initiative
in Sanitation*



A Maharatna Company

*Best Non Profit
Model in Sanitation*



CEPT
UNIVERSITY



*Best Financial Accessibility
Model in Sanitation*



*Special recognition
in Media*

Vikram Chandra
(Individual)



Special Individual recognition

Mr. D. Kannan

*Special recognition to
the Government*

Nipun Vinayak



Best Corporate Initiative in Sanitation





Best Corporate Initiative in Sanitation : L&T

Name of the organization : Larsen and Toubro Limited

Name of initiative : Integrated Community Development Program - Facilitating Open Defecation Free (ODF) Villages

Location : Rajasthan

The Initiative Integrated Community Development Program (ICDP) has been initiated in severely water-stressed areas spread over three states across India with a view to improve quality of life. Initial focus was on management of water resources sustainably through a structured watershed management in these underserved communities. In the next phases Watershed management expands into health & sanitation, education and skill-building in a phased-wise manner.

For 2016-17, 100 households, 500 individuals (directly) - in 2017-18 presently 900 toilets

For 2016-17, 1750 beneficiaries reached (indirectly) across Bhim & Kumbhalgarh blocks of Rajsamand

Impact

- Safety for women & children
- Decrease in health expenditure due to water borne diseases - the average health expenditure per family has decreased from ₹1,801 to ₹761 in year 2016 -17
- 14 trainings conducted ensuring Employment for locals and mitigating unavailability of skilled plumbers and masons

Contact Details : Mabel Abraham
Dy General Manager - Corporate Social Responsibility, Larsen & Toubro

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Best Corporate Initiative in Sanitation for Scale and Execution : NTPC

Name of the Organization : NTPC Ltd

Name of Initiative : Construction of toilets in Government schools under Swachh Vidyalaya Abhiyan and revival of Municipal Solid Waste processing plant at Varanasi

Location :

Andhra Pradesh	Assam	Bihar
Chhattisgarh	Gujarat	Haryana
Himachal Pradesh	Jharkhand	Kerala
Madhya Pradesh	Odisha	Rajasthan
Tamil Nadu	Telangana	Uttar Pradesh
Uttarakhand	West Bengal	

The Initiative Swachh Bharat Swachh Vidyalaya was a national campaign with one of its goals to provide separate toilets for boys and girls in all government schools within one year. NTPC partnered in this initiative, complementing the Governments efforts of providing toilets in Government Schools.

- Impact**
- Improved sanitation facilities in school has had a direct positive impact on the lives of about 20 lacs school children.
 - Each child has become a Swachhata Brand Ambassador.
 - Toilets ensure privacy and dignity and has removed the obstacle for girls' school attendance.
 - NTPC contribution enabled Varanasi in jumping from 418th position (in the year 2014) to 32nd position (in the year 2017) under "Swachhta Sarvekshan"

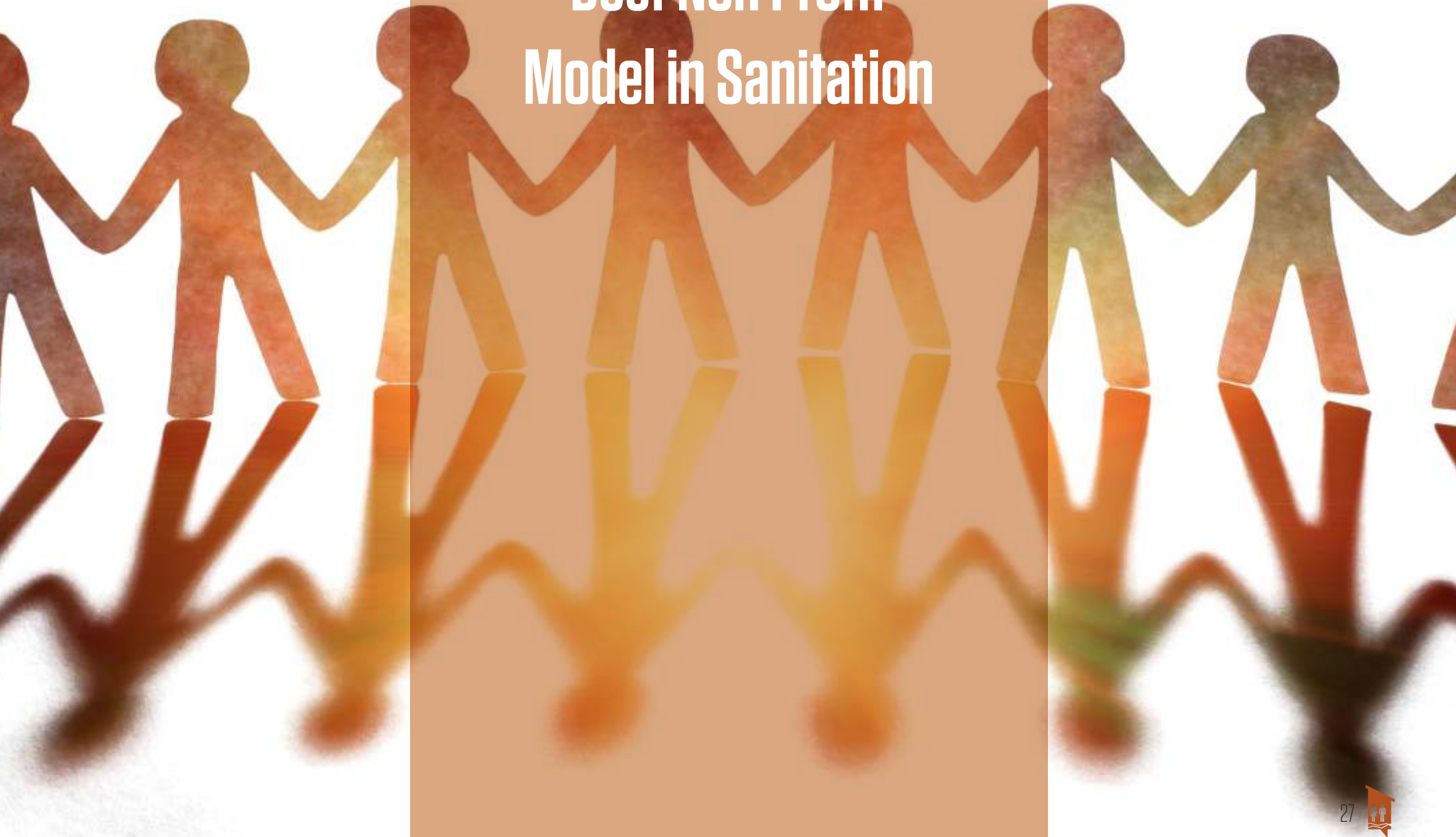
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Best Non Profit Model in Sanitation





Best Non Profit Model in Sanitation : Gram Vikas (Rural)

Name of the Organization : Gram Vikas

Name of Initiative : MANTRA – Movement and Action Network for Transformation of Rural Areas

Location : Odisha and Jharkhand

The Initiative MANTRA catalyzes a community owned and managed development process, with water and sanitation as the entry point. It is built on the core principles of 100% inclusion, cost-sharing on an equitable basis, equal role for men and women and ensuring sustainability through apt institutional and financial mechanisms. Every household in the participating village builds a toilet and bathing room. The Village Water & Sanitation Committee ensures piped water supply through 3 taps to every household.

Impact 75,000 families and 1311 villages have created their own sanitation and water infrastructure, benefitting more than 3.6 lakh persons. Reduced disease incidence and drudgery for women, improved nutritional status among children, and enhanced abilities of the village communities to influence local governance are benefits of MANTRA from 1995 till now.

Contact Details : Executive Director, Gram Vikas
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Website : www.gramvikas.org



Best Non Profit Model in Sanitation : CEPT University (Urban)

Name of the Organization : Centre for Water and Sanitation, CEPT University

Name of Initiative : Beyond Toilets: Making cities ODF and ODF+

Location : Maharashtra

The Initiative Work towards addressing the entire sanitation service chain in 2 towns of Maharashtra (Wai and Sinnar); from 2013 has led to these towns becoming ODF. From 2013 focus is on sustaining the ODF status and making them ODF+, through citywide faecal sludge management. These interventions are designed to cover operating expenses from local sanitation tax.

Impact The support has resulted in citywide access for 115,000 persons to quality individual or community toilets, increased usage and eradication of open defecation. Introduction of scheduled emptying and FSTP will lead to both cities becoming ODF+. Knowledge and Learning products were used to develop a state level ODF+ and ODF++ framework, which was adopted in the national FSSM policy.

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Best Non Profit Model in Sanitation: Shelter Associates (Special Recognition for use of Data)

Name of the Organization : Shelter Associates (SA)

Name of initiative : One Home One Toilet (OHOT)

Location : Maharashtra

THE INITIATIVE

One Home One Toilet (OHOT) model is unique because of its data-driven approach, use of technology such as Geographic Information Systems (GIS), Google Earth coupled with android based smart phone technology, and integral behaviour change component. To ensure sustainability, the cost sharing model is implemented in partnership with local governments and slum communities to deliver household sanitation ensuring its alignment with the Swachh Bharat Mission.

Impact

SA's model has allowed cities to address gaps in a targeted manner by strategizing phased interventions. SA has reached 350,000 people directly & indirectly by facilitating close to 12,500 household toilets.

The Pune Municipal Corporation under SBM has replicated SA's model to rank 1st across India by delivering 46,500+ household toilets.

The model aims to target issues in health, safety and environment but also provides a data driven mechanism supporting effective policy implementation and government fund utilization.

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மாவுட... வளர்ச்சி முகமை, மதுரை.
மற்றும்
அறக்கட்டளை, மதுரை.
அந்து நடத்தும்
கழ... காத்தனார் பயிற்சி
நாள் :
இடம்

SCALE UP
Sustainable Credit Access for Livelihood Enhancement
of poor through Upgraded Sanitation and Safe Water
towards addressing Poverty
MASON TRAINING
AND CONSTRUCTION OF TOILET
AND HARVESTING STRUC
Date

Best Financial Accessibility Model in Sanitation





Best Financial Accessibility Model in Sanitation : Dhan Foundation, Madurai

Name of the Organization : Development of Humane Action (DHAN) Foundation

Name of Initiative : Sustainable Credit Access for Livelihood Enhancement of Poor through Upgraded sanitation and safe water towards addressing Poverty (SCALE UP)

Location : Tamil Nadu, Andhra Pradesh, Telengana, Karnataka, Kerala, Pondicherry, Odisha, Maharashtra, Madhya Pradesh, Rajasthan, Bihar, Assam and Jharkhand

The Initiative The aim of the proposed intervention is 'creating access to credit for safe water and sanitation for sustaining the livelihood enhancement of poor towards better standard of living'. The initiative also focuses on enhancing knowledge and attitude using behavior change communication as a strategy; demonstrating cost effective WATSAN models with enabling people governance for monitoring and sustainability.

Impact The initiative has impacted 1.89 lakh households with safe water and sanitation infrastructures benefiting 7.5 lakh populations in 267 blocks from 13 states. It facilitated the credit worth of INR 402 Crore for the same. The model highlighted the efforts of partnerships with local governments, block and district administrations. The sustainability of the initiative is ensured through promotion of people governance at grassroots.

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Special Recognition in Media





Special Recognition in Media : Vikram Chandra (Individual)

Vikram Chandra, a prolific journalist and one of India's best known TV anchors, has continuously talked about how India can get on the path of becoming a cleaner and subsequently a healthier nation. He has been named "Global Leader for Tomorrow" and a 'Young Global Leader' by the World Economic Forum in Davos; and has won the Indian Television Academy Award for "Best Anchor for a Talk Show", the Hero Honda Award for Best Anchorperson and the Teacher's Achievement Award for Communication.

Vikram Chandra has been closely associated with social programming for public interest and has anchored a number of NDTV's social campaigns including several 'GREENATHONS', the 'Support my School' drive, the Banega Swachh India campaign.

NDTV – Dettol Banega Swachh India, a campaign focusing on sensitizing India about proper sanitation and hygiene practices whilst working tirelessly towards making the country cleaner, was launched on 25th September, 2014. The campaign discussed in detail the consequences of practices such as open-defecation, ignorance towards **lack of personal hygiene, lack of safai karamcharis, manual – scavenging, overflowing landfills**, poor-quality **drainage and sewerage, air-pollution, the degrading condition of India's rivers and dams** amongst many other topics.

The campaign introduced the Hygiene Curriculum in '**Swachhta Ki Pathshaalas**' hosted in various schools to encourage people to donate their 'time' towards the cause and commit to work towards 'swachhta'. It helped galvanize the entire nation to take up the cause of cleanliness by taking the **pledge to clean at least 10 yards** as part of the **#Mere10Guz** movement.

The campaign, in partnership with the government of Maharashtra, organized a '**Maha-Cleanathon**' hosted by Vikram, with an agenda to **clean-up 10 iconic locations** in India, and got the nation together to celebrate **2nd October** as **Rashtriya Swachhta Diwas**.

The agenda grew wider to take a holistic approach to Swachhta with #Mere10Guz by promoting **3 steps to swachhta - cleanliness, waste segregation and composting**. The campaign once again dedicated **October 2nd** to observe **Rashtriya Swachhta Diwas** with a 12-hour Cleanathon and received massive support from various experts from **government, celebrities, and religious leaders**.



Special Recognition in Media : Dainik Jagran (Institutional)

Dainik Jagran with a readership of over 55 million, covers 11 states of India. It has also been declared by the World Association of Newspapers (WAN) as the largest read daily in the world. As a responsible media house Jagran uses its capacity and reach to work towards the developmental goals to elevate and transform the livelihood of the people for a better future by playing a crucial role in advocacy. A part of the CSR initiative of Dainik Jagran, Jagran Pehel especially addresses the issues of sanitation through its multiple mass media initiatives and activities.

Some other projects

Behavior Change Communication Initiative:

In 2015, RB and Jagran Pehel launched a joint initiative “Changing Behavior: Creating Sanitation Change Leaders” to drive behavior change at the grassroots by empowering leaders within the communities such as religious leaders, frontline workers, mothers, caregivers and communities towards hygiene and sanitation practices across 200 villages in UP and Bihar to make them open defecation free and tackle the impact of bad hygiene and sanitation practices on newborn health, nutrition, occurrence of diarrhea along with education.

Project Hope:

With a vision to promote affordable health and hygiene products for hand washing and sanitation to reduce incidences of diarrhea, Jagran and Dettol Banega Swach India(DBSI) had partnered to launch an initiative in Uttar Pradesh and Uttarakhand by creating and engaging women entrepreneurs. The key focus is to drive behavior change in these communities, at the same time ensuring last mile availability of sanitation products.

World Toilet College:

With an aim to elevate 5000 Manual Scavengers by 2020, Jagran Pehel proposes to have a series of print and digital media spaces dedicated to advocating and identifying platforms that promote better professional opportunities for Manual Scavengers, the programme also involves providing entrepreneurship models with support from the respective Municipal Corporation in order to provide an opportunity to completely eliminate the need for direct human intervention to manage sewers etc.

Kumbh 2019, Allahabad: As part of the partnership program between RB and Jagran Pehel, a six member team has been deployed in Allahabad for Kumbh 2019 with a special focus on WASH and to work in close coordination with the Kumbh Administration.

Gorakhpur, Japanese Encephalitis: By a series of mass-mid media activities Jagran Pehel under the DBSI initiative plans to educate the community on how Good Hygiene and Sanitation practices can play an important role in prevention of Japanese Encephalitis.



Special Individual Recognition





Special Individual Recognition : Mr. D. Kannnan

Name of the Organization : Mr. D. Kannnan

Name of Initiative : Annai Septic Tank Cleaning

Location : Tamil Nadu

The Initiative Mr D Kannan is being recognized for his incredible journey in the field of Sanitation. He started as small unit which has now turned into a successful desludging business. He uses quality vacuum septage lorry and trained workforce which provides safe desludging and safe transportation primarily to the residential areas and commercial establishments. Periodic desludging of septic tanks help keep environment pollution free.

Impact

- Awareness on regular desludging of septic tank for its optimum functioning as primary treatment system
- Reduced contamination of surface and ground water sources
- Reduction in environmental pollution and in public health hazard from untreated septage
- Direct and indirect employment opportunity

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Proprietor

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Special Recognition to the Government



Special Recognition to the Government (Individual) : Nipun Vinayak

Dr. Nipun Vinayak, joined the IAS in Maharashtra Cadre (2001). His professional achievements include his work as CEO, Zilla Parishad, Jand the Prime Minister's Award for Excellence in Public Administration by Government of Maharashtra. He believes that good governance is about the 3Ps – Passion, Participation and Partnership. He authored his first book on sanitation - 'Beyond Sanitation', much before the launch of the current national programme – Swachh Bharat. The book is based on his experiences in rural sanitation in Jalna, a backward district in the Marathwada region of Maharashtra. Implementing the community approach model in the district, he converted sanitation into a social movement.

He continued his engagement with sanitation in his later role as Municipal Commissioner, Nanded. Nanded became the first city to use community engagement approach at a city-wide level.

He utilised his learnings of the field to convert Swachh Bharat into a collective behavioural change programme – from earlier 'toilet -construction' programmes. He took initiatives to define the term Open Defecation Free (ODF) – a term that has now become synonymous with sanitation. He built the Swachh Bharat team, using social media effectively, and played a key role in spreading the spark and creating champions. He regularly blogs on sanitation issues, and has captured his learnings in the form of 'Swachhta Idea book'. He was also instrumental in the development of Knowledge Management portal of the Ministry, Swachha Sangraha. He has just finished writing a book on his experiences in Swachh Bharat, titled 'Deep in Shit'. He mentions in his book "I did not choose shit, shit chose me'.





Special Recognition to the Government (Initiatives) : Ministry of Housing and Urban Affairs, Government of India

Name of the Organization : Ministry of Housing and Urban Affairs, Government of India

Name of Initiative : Swachh Survekshan

Location : Pan India survey covering 4,203 ULBs . Headquartered in New Delhi

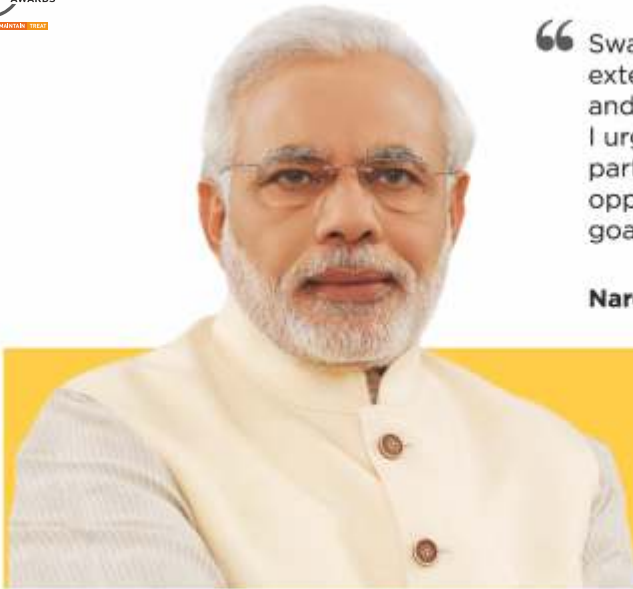
The Initiative As a prelude to encouraging cities to improve the status of urban sanitation, the Ministry of Housing and Urban Affairs (MoHUA), Government of India conceptualised and launched the 'Swachh Survekshan' as a ranking tool to evaluate Service Level Progress, Direct Observation and Citizens Feedback under the ambit of the Swachh Bharat Mission – Urban (SBM-U).

Impact

- Swachh Survekshan has transformed the cities in fast tracking their performance under Swachh Bharat Mission-Urban.
- Till date 2,520 cities have been declared ODF of which 1,976 have been certified as ODF.
- Approximately 47 lac individual household toilets and 3.16 lac community and public toilets seats constructed till date.
- In Swachh Survekshan 2018, approx. 38 lac citizens gave their feedback and till 10th March, 2018 approx 77 Lakh citizens registered 1.28 Crore complaints through SwachhataApp, out of which 1.22 Crore complaints resolved

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“ Swachh Survekshan 2018 is an extensive effort to create awareness and enthusiasm towards cleanliness. I urge people across India to take part in this and view it as a learning opportunity, which will help fulfil our goal of a Swachh Bharat. ”

Narendra Modi, Prime Minister

Swachh Survekshan 2018 wishes you a Happy New Year

**SWACHH
SURVEKSHAN**
4th January to 10th March 2018

**THE BIGGEST CLEANLINESS
COMPETITION**

Are you ready to make your city No. 1?

A Government of India initiative to encourage every city to improve urban sanitation. The objective of the survey is to encourage large-scale citizen participation and create awareness amongst all sections of society about the importance of working together towards making towns and cities better places to live in.



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Awardees 2017

*Best Corporate Initiative
in Sanitation*



*Best Non-Profit
Engagement in Sanitation*



*Best Innovation
in Sanitation*



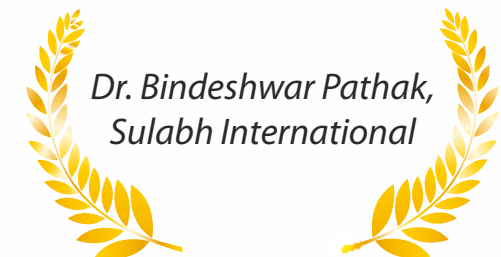
*Best Financial
Accessibility for Sanitation*



Media For Sanitation



*Special Jury Award - Life Time
Achievement in Sanitation*





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.

ISC-FICCI Sanitation Awards Team



1 **Shipra Saxena**
Project Leader

2 **Medhavi Sharma**
Program Manager
Government Engagement



3 **Sreya Ganguly**
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4 **Tarini Mathur**
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