





ISC-FICCI Sanitation Awards 2019 A photo journey recognizing the distinguished award winning stories

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This report is a compilation of best practices received as part of the 3rd Edition of ISC-FICCI Sanitation Awards 2019. 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.

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 award entry submitted. We also extend our gratitude to the organizations who participated under the various categories of the Third Edition of ISC-FICCI Sanitation Awards 2019.







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SPECIAL MESSAGE

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am so proud to see India confidently marching towards an open defecation free status with over 90 million household toilets built over a period of four and a half years in the rural settings, and more than 5 lakh villages becoming open defecation free since the launch of Swachh Bharat Mission (SBM).

Even in the urban space, the achievement has been impressive—over 5 million individual household toilets have been constructed and more than three thousand five hundred cities have become open defecation free since the launch of SBM in 2014. Better still, the programme stakeholders are proactively trying to put policies and plans in place to take care of a host of sustainability measures that include faecal sludge and septage management (FSSM), menstrual hygiene management (MHM) and equity & inclusion under the broad umbrella of the mission, in fulfilment of the requirements for attaining SDGs 6, 11 and 17.

I feel particularly proud that India Sanitation Coalition (ISC) at Federation of Indian Chambers of Commerce and Industry (FICCI) has been an integral part of this unprecedented movement since 2015, and I must applaud Naina heartily for her grand vision on conceiving a national level coalition in the sector with multiple arms to leverage on the resources of the government on one hand and that of the industry on the other.

India Sanitation Coalition is putting in a valiant effort to enable and support safe and sustainable sanitation by bringing multiple organizations on a common platform through a range of catalytic actions which include supporting the unlocking of WASH financing with focus on the private sector, forging partnerships with allied organizations for leading the discourse on sustainable sanitation, convening, curating and disseminating best practices in the sanitation advocacy space and providing inputs into the policy aspects of sanitation through participation in allied forums.

The ISC-FICCI Sanitation Awards this year, which I am proud to have chaired again, showcased the wide range of talent and excellent work that has made an impact in the sector. These awards are precious because they recognise both the key actors and sector practitioners besides the programme stakeholders and the companies and institutions that are innovating and adapting at a time of unprecedented developmental change in India.

There were two important developments in relation to these awards in 2019 that I would like to highlight. First, there was a consensus among the jury members to substitute the "The Young Journalist Award for Sanitation

Reporting" category with the "Best Communication in Sanitation" category to recognise and applaud those in the broader ambit of sanitation communication including mass media. Then there is a separate category of award namely "Research and Innovation in Sanitation" which was recognised with high potential for application and that after a thorough deliberation, it could figure in the next year's awards' list.

I was happy to see that across six awards categories, fifty-four applications were received, and happier for the entries, especially the ones who were shortlisted, and presented, showed a marked improvement on the set of nominations we adjudicated last year. By continuing to add value to ISC-FICCI Sanitation awards, we may keep drawing more organisations to get involved in sanitation, and help India achieve its cleanliness mission by the stipulated timeframe. Together, we can build a nation that is cleaner, healthier and mightier than ever before.

Congratulations to all of the awardees! They have all demonstrated excellence in their own space, and I am impressed with the quality and scale as also the innovation around these contributions that have constituted the ground for awards adjudication this year. I am particularly happy to see Awardees that are introducing emerging exponential technologies such a Robotics, Artificial Intelligence, etc. I would continue to urge the applicants to make their submissions more robust by the way of provision of facts and data and also highlight the innovations they have nurtured in their initiatives. We have witnessed a phase in the sanitation programme of India that remarkably focusses on achieving sanitation sustainability by addressing complete sanitation value chain, including safe containment, processing and disposal of faecal sludge and septage.

Due to the rising quality of applications, the Jury had a tough time shortlisting and finalising the awardees. In several instances, the margins were narrow. My best wishes to those who couldn't make it this time; and I wish to congratulate them for the wonderful work they are doing to make a difference in the sector.

I wish India Sanitation Coalition awards ceremony and conclave a grand success.

R A Mashelkar National Research Professor



he vitality of India Sanitation Coalition (ISC) platform housed in FICCI and its superb growth since its inception in 2015 have contributed to making the Swachh Bharat movement a social force that the world is noticing today.

Associated with the historic Swachh Bharat Mission (SBM) in more ways than one, ISC is uniquely poised to galvanize the programme stakeholders into action, not just for ensuring a sustainable Open defecation Free (ODF) status, but also for addressing a host of sustainability measures that include Faecal Sludge and Septage Management (FSSM), Menstrual Hygiene Management (MHM) and equity & inclusion under the broad umbrella of the mission, in fulfilment of the requirements for attaining SDGs 6, 11 and 17.

In an ODF India, there is great potential for FICCI to play a leading role in the core issues that are relevant to the context of sanitation in the country. ISC can optimally leverage the FICCI network of members and contribute to effectively push the agenda of sanitation to make a difference and help secure an ODF++ India.

However, in the midst of everything, I realize that the common thread running throughout the implementation of SBM has thus far been and still is partnership. It is evidenced that there are scores of instances of success and innovation that are woven around this key attribute of the programme to tell a complex tale full of unexpected plot twists and turns that the programme has witnessed over a period of four and a half years across geographies in the country. I am enthused to see ISC playing the unique national role of bringing the various moving parts under one umbrella and with increased focus on the private sector engagement in the sector, driving a change to ODF+ and ODF++ status for India in not too distant a future. With Ms. Naina Lal Kidwai as the Chair, the work that ISC is doing is indeed commendable.

FICCI-ISC Sanitation Awards are a conscientious and deliberate attempt to recognize and reward excellence in the sector, in multiple categories to make sure the social ripple effect quickly spread, not only in terms of sanitation spending and entrepreneurship but also in transformation of lives due to the accrued benefits of improved sanitation.

Like previous two years, corporates, entrepreneurs, social enterprises, financial institutions, the government and the media were nominated for these awards and an expert jury presided over by Padhma Vibhushan Dr R. A. Mashelkar adjudicated them to decide the winners.

I congratulate all the contestants who have participated in these awards and wish them future success in their

endeavours.

SANDIP SOMANY President, FICCI



he results of the National Annual Rural Sanitation Survey 2018-19 indicate good progress towards India achieving ODF (Open Defecation Free) status by the 150th birth centenary celebrations of Mahatma Gandhi in October 2019. Moreover, it is heartening to note the quantum and quality of contributions made by all stakeholders viz. government, the social sector ,the corporate sector, citizens as also media all working towards achieving an open defecation free India.

Since inception in 2015, the India Sanitation Coalition (ISC) has strived to enable and support safe and sustainable sanitation by bringing multiple organizations on a common platform through a range of catalytic actions, including best practices sharing, advocacy and inputs into policy matters with the government and allied agencies, communication initiatives for wider dissemination and uptake of sanitation activities as also significantly supporting the unlocking of WASH Financing with focus on the private sector. As ISC partners with the government and other stakeholders in its efforts to make the dream of a truly Swachh Bharat a reality, the ISC-FICCI Sanitation awards are a way of applauding the significant achievements and contributions made by corporates, entrepreneurs, social enterprises, financial institutions, the government and the media who work in their individual and collective capacities to make this dream come true.

I am delighted that the expert jury headed by Dr. R A Mashelkar this year rated the awards entries as impressive both in terms of scale and impact as also innovation as a key criterion to determine the relative merit of the nominees. I thank the jury for their time and effort in helping a timely and efficient completion of the awards process. The guidance and advice provided by the members of the jury shapes the sanitation agenda for ISC and guides our work beyond the awards as well.

On behalf of ISC, I thank each and every contestant who has showcased their unique efforts by participating in these awards which are a forum for best practices showcasing and a celebration of excellence in sanitation. I congratulate the winners for their pathbreaking work and wish them greater success as we look to make India ODF ++ in the future. Our hope is that every such success story be replicated and scaled across India and inspire others to follow in their footsteps

MILLAR LA

Naina Lal Kidwai Chair India Sanitation Coalition

NTRODUCTION

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 third edition of the ISC-FICCI Sanitation Awards, 2019, 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 2019

Best Corporate Initiative in Sanitation: Small, Medium and Large

Recognizing the best private sector organizations engaged in sanitation.

Best Engagement Model in Sanitation by a Social Enterprise

Acknowledging social enterprises working in sanitation.

Best Financial Accessibility Model in Sanitation

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

Best Communication in Sanitation

Acknowledging organisations across media engaged in strategic communication and reportage on sanitation.

Best Non-profit Engagement Model in Sanitation : Urban & Rural

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

Special Recognition Award for Government : Urban and Rural

Recognizing the individuals and initiatives of Central, State and local Government.



SELECTION PROCESS

Call for Application

- Beginning December 19th 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

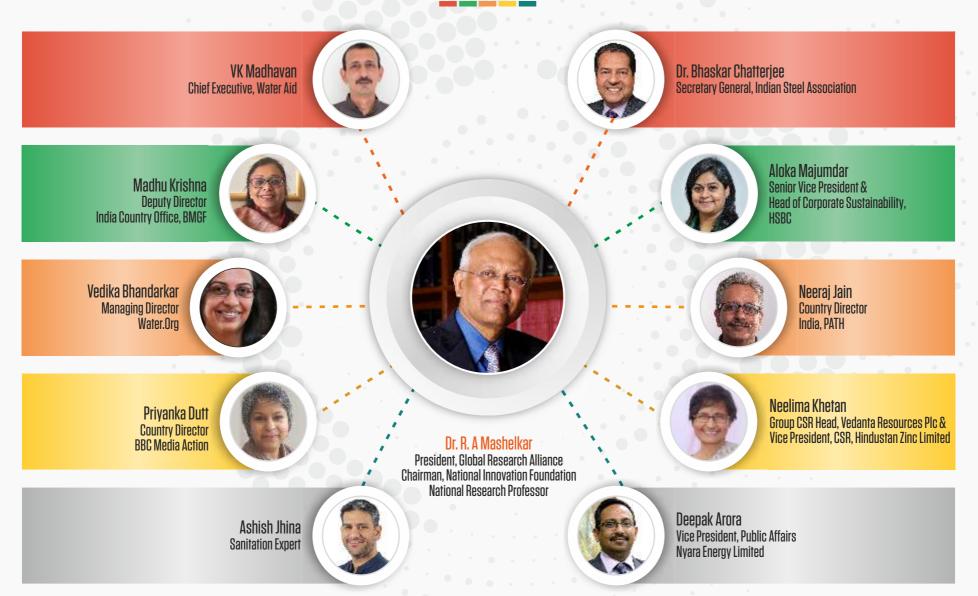
The 2-3 shortlisted applications for each were reviewed by the jury. The representatives of the shortlisted organisations made a presentation to the jury and answered additional questions.

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 over to the awards ceremony at ISC- Sanitation Conclave 2019.



THE JURY









INTRODUCTION TO JURY



R.A. Mashelkar FRS

r. 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 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 the post-liberalized India, Dr. Mashelkar has played a critical role in shaping India's S&T institutions as also policies. He was a member of the Scientific Advisory Council to the Prime Minister set up by successive governments for 3 decades.

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





VK Madhavan

Chief Executive WaterAid

K 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.



Madhu Krishna Deputy Director India Country Office, BMGF

Adhu Krishna acts the Deputy Director in the India Country Office leading 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 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. Madhu's leadership has been instrumental in developing partnerships that have catalyzed the adoption of fecal sludge management policies at both the national and state level in India. 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. 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. She also brings her expertise in identifying organizations and utilizing strategic networks to provide clients with quality project management. Over all the time that she has worked with the foundation, she has also been closely associated with the Executive Office and worked as a consultant on most of the co-chair and senior leadership learning and advocacy trips to India.

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.





Vedika Bhandarkar Managing Director, Water.Org

edika 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.

Priyanka Dutt Country Director for BBC Media Action

riyanka 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 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.







Ashish Jhina Sanitation Expert

shish 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

> **Dr. Bhaskar Chatterjee** Secretary General, Indian Steel Association



r. 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.





Aloka Majumdar

Senior Vice President & Head of Corporate Sustainability HSBC

loka Majumdar is Senior Vice President and Head of Corporate Sustainability for HSBC India. Graduating with Honours in Political Science from University of Calcutta, she started her career as a financial journalist. She specialised in covering Banking, Finance and the Corporate sector working with leading business publications such as the Financial Express and Business India.

In her current role she heads Corporate Sustainability for HSBC Group in India which comprises the Bank and other HSBC companies. Her expertise lies in the fields of Skills Dvelopment, Financial Inclusion, Education, Environment and Climate Change. She has worked extensively with a wide range of stakeholders that include community based organisations, multilateral agencies, the academia and central and state governments. She is the Trustee of Earthwatch Institute India and Chair of their Education Advisory Group, Steering Committee member of the India Sanitation Coalition and on several key industry forums such as the FICCI Environment Committee, CII Western Region Sub-committee on CSR & Affirmative Action among others. She was awarded the Parivartan Sustainability Leadership Award in 2016.

Neeraj Jain Country Director, India, PATH



eeraj 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 & Vice President, CSR, Hindustan Zinc Limited

eelima 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 Singhania-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.

> **Deepak Arora** Vice President, Public affairs, Nyara Energy Limited



aving 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.





EXECUTIVE JURY



Sumit Chakraborty KPMG



Joy Mukherjee DCM Shriram



Meena Narula Water for People



Upneet Singh World Bank



Dr Asad Umar Aga Khan Foundation



Arvind Wable WWF, India



Santosh Tiwari FICCI



Amit Arora Doordarshan



Kunal Walia Dalberg



Saibal Paul Sa- Dhan



Meera Mehta CEPT



Parul Soni TTC

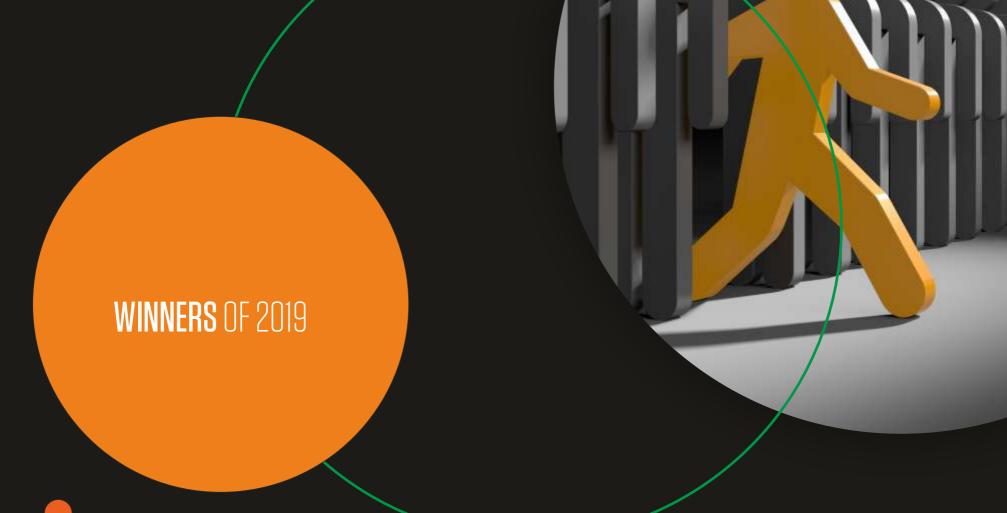


Ajit Agarwal PWC



Mr G. Shridhar NTPC







ISC-FICCI SAMITATION SAMITATION









BEST CORPORATE INITIATIVE IN SANITATION SMALL, MEDIUM and LARGE







SMALL

Best Corporate Initiative in Sanitation : GenRobotics

Name of the Organisation	:	GenRobotic Innovations Private Limited
Name of Initiative	:	"Mission Robohole"- initiated by Bandicoot- The world's first manhole cleaning robot in 2017
Location	:	Kerala, Tamil Nadu and Andhra Pradesh
The Initiative	:	Leveraging technology as a tool for social good to eliminate the exploitative, menial and dangerous job of manual scavenging and improve the lives of millions of people by providing safe and clean cities.
		GenRobotic aims to eradicate the scourge of manual scavenging from our earth by changing the concept of Manholes to Roboholes, thereby propelling the socio-economic transformation of one of the most marginalised sections of society. Bandicoot is the world's first Manhole Cleaning Robot, made in India, by GenRobotics. It goes deep into and looks into cleaning manholes, thus negating the risks of human scavenging and the associated societal costs, including health hazards, burden to the public purse, social ostracization, amongst others. GenRobotics also rehabilitates displaced workers by training them to use robots and become robot operators.
Impact	:	The major outcomes from the "Mission Robohole" includes 6 of 17 SDGs: No Poverty (Goal 1), Good Health (Goal 3), Clean Water and Sanitation (Goal 6), Good Jobs and Economic Growth (Goal 8), Innovation and Infrastructure (Goal 9), Reduced Inequalities (Goal 10), Sustainable Cities and Communities (Goal 11), Partnerships for the Goals (Goal 17).
		The Robohole has been successfully implemented in 8 municipalities in different states of our nation. It has rehabilitated 87 manual scavengers to Robotic operators. It has also received a report saying manual scavenging in their city is reduced by 20% by using Bandicoot Robot.

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MEDIUM

Best Corporate Initiative in Sanitation : Tide Technocrats

Name of the Organisation	:	Tide Technocrats Private Limited
Name of Initiative	:	Design, Development and Operating Thermal Faecal Sludge and Septage Treatment Plants
Location	:	Telangana; West -Godavari District Andhra Pradesh; Maharashtra
The Initiative	:	Design, Development, Commissioning and Operation of Thermal Faecal Sludge and Septage Treatment Plants in three non sewered Towns and Cities in India with other partners. Initially none of the towns had any underground sewerage networks and the human waste collected from septic tanks and pits are discharged on fields, waste dumpsites, drains, lakes and rivers. It has helped towns achieve ODF+ status.
Impact	:	Tide Technocrats has supported over 170 towns and cities in India, Asia and Africa helping them achieve their environmental impact. It has successfully completed biosafe treatment of septic tank waste (solids and liquids) in three towns impacting a population of about 150,000
		A winner at the Chicago-Tata Trusts Delhi Innovation Challenge and a finalist at the PFAN USAID challenge for Smart Solutions for Adaptable Communities and Cities in 2017 and a finalist in IHUWASH challenge for WASH sector solutions

for Udaipur in 2018, TTPL has been at the forefront of open innovation and is now scaling up rapidly.



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Best Corporate Initiative in Sanitation : ITC Limited

Name of the Organisation	:	ITC Limited
Name of Initiative	:	ITC's Adarsh Habitation Programme for Healthy & Hygienic Environment
Location	:	26 districts of 16 states namely- Andhra Pradesh, Assam, Bihar, Himachal Pradesh, Karnataka, Madhya Pradesh, Maharashtra, New Delhi, Odisha, Punjab, Rajasthan, Tamil Nadu, Telangana, Uttar Pradesh, Uttarakhand and West Bengal
The Initiative	:	ITC's Mission Sunehra Kal implements Sanitation and Solid Waste Management (SWM) interventions which align to Swachh Bharat Mission and SDG 6 - Clean Water and Sanitation directly. ITC focuses both on providing "Access" and driving "Usage" through behaviour change, in its three-pronged approach to Sanitation through - Individual Households Toilets (IHHTs), Community Toilets and School WASH (Water, Sanitation & Hygiene). The aim is to promote hygienic environment in its catchments through prevention of Open Defecation and reduction in water borne diseases. It is a community-driven-managed-owned intervention with stakeholders comprising community members, ward members, government officials and NGO partners. Community based organizations (CBOs) such as WATSAN Committee, School Management Committee (SMC), Child Cabinets and Women Self-Help Groups (SHGs) are formed and strengthened for ownership and sustainability. Information, Education and Communication (IEC) activities are undertaken to drive behaviour change.
Impact	:	Operational in 26 districts across 16 states, 33,950 IHHTs and 44 community toilets have been constructed till December, 2018. Cumulatively, 1.71 lakh children have benefitted directly from School WASH interventions. 95% of project villages/wards have been declared ODF by the government. In 95% of Project households, there is usage by all members.

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LARGE





SPECIAL

RECOGNITION

Best Corporate Initiative in Sanitation : LIXIL India Private Limited

Name of the Organisation	n :	LIXIL India Private Limited
Name of Initiative	:	SATO (Smart and Affordable Toilet Solutions)
Location	:	Rajasthan, Uttar Pradesh, Madhya Pradesh, Bihar, Jharkhand, West Bengal, Odisha, Maharashtra, Telangana
The Initiative	:	The new generation of SATO units use an innovative V-trap configuration connecting the twin pits. This design makes switching between the two pits easier and eliminates clogging. SATO products feature "a counter-weight trap door that helps to keep out odours and flying insects that can spread disease."
		SATO units are suitable for use with direct and offset pit installations, septic tanks, sewered connections, and other water-based containment systems. These toilets can be utilized in new construction, or can be retrofitted into existing latrines to provide an easy, inexpensive upgrade using less than 500 ml of water per flush.
Impact	•	Since inception, 60,000 house hold has been directly reached out while approx. 3,00,000, beneficiaries indirectly reached in India. 3800 masons are trained, 360K lives impacted, cost saving of INR 1000 per IHHL for 60K IHHL achieved, nearly 1.2 million litres of water is saved on a daily basis by use of SATO brand products. Five years down the line, the prolonged use of leach pits, due to minimal water usage, will positively impact the continuous use of IHHL by the beneficiaries. This is a major contribution of SATO brand products for sustainable IHHL, under SBM.

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Name of the Organisation	:	Saraplast Private Limited
Name of Initiative	:	Ti (toilet integration) "Toilets for her"
Location	:	Pune
The Initiative	:	Over half of global open defecation occurs in India. The impact of open defecation is estimated to be 5.2% of the GDP and has a disproportionate effect upon women. Existing public toilets are sparsely located, poorly maintained and are for the most part unhygienic. To become Open Defecation Free (ODF), there is a massive need to increase the availability and standard of community toilets. The task is enormous and will involve building of 12 million toilets at a projected cost of \$30 billion. Saraplast (also known as 3S, its brand name) has come up with an innovative concept of Toilet Integration Centers (TiCs). TiCs provide women with clean and safe toilets, as well as incorporating points for the sale and disposal of female hygiene products. TiC are created by refurbishing old buses into integrated sanitation hubs and, therefore, require relatively low levels of capital investment.
Impact	:	The average footfall ranges from 80 to 120 users per Ti depending on location. With 12 Ti in Pune city it is able to serve around 1500 females per day. Ti is also attracting local street vendors to set-up their shop nearby creating a hyper local market. Ti has ensured that female commuters get clean and hygienic toilets wherever they go around Pune. Every Ti has a lady attendant which has given them a job security and dignified source of income.

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BEST COMMUNICATION IN SANITATION







Best Communication in Sanitation : GRIT by The Wire

Name of the Organisation	: #	#GRIT by The Wire
Name of Initiative		Grit is an initiative of The Wire dedicated to the coverage of manual scavenging and sanitation and their linkages with caste, gender, policy and apathy.
Location	: 1	New Delhi
The Initiative	a c k	The aim of the #Grit initiative was to build a conversation around an issue that deserves a large amount of public attention. It has brought in several reports on topics ranging from the daily lives of manual scavengers and the discrimination and dangers they face, to implementation of the Swachh Bharat Abhiyan, the technologies that have been developed that have the potential to do away with manual scavenging, the government's survey to count manual scavengers, and much more.
Impact		Launched in May 2017, close to 90 reports, opinion pieces and videos have been published under the project. Their content has been in multiple formats, with text stories that are interspersed with videos, photos and even poetry.



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Best Communication in Sanitation : WIN NEWS





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SPECIAL

RECOGNITION



BEST ENGAGEMENT MODEL IN SANITATION BY A SOCIAL ENTERPRISE



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Best Engagement Model in Sanitation by A Social Enterprise : Eram Scientific Solutions

Name of the Organisation	i :	Eram Scientific Solutions Private Limited
Name of Initiative	:	eToilet
Location	:	23 states in India
The Initiative	:	Eram Scientific's "eToilet" is an indigenous & innovative product which is India's first automatic, unmanned, electronic public toilet. Through this unique product, their attempt is to address the inherent challenges of hygienic public sanitation on the whole. eToilet is 100% environment friendly and is developed on a holistic convergence of the latest technologies in electrical, mechanical, web and mobile; which is cost effective and suitable for the geographic and demographic patterns of any location. It also adopts the concept of "Internet of Things" (IoT) for monitoring and proper upkeep. As a result, eToilet is positioned as the perfect solution which addresses all the existing challenges of a sustainable public sanitation so effectively. Above all it offers a comprehensive maintenance support mechanism to ensure sustainable operation of eToilets, beyond the commissioning stage. A Pan India Service Network is there to cater the operations and maintenance of units on the basis of AMC. It works on sustainable revenue model, some including outright purchase by the local bodies, a sponsored model involving CSR funding by corporates, and an entrepreneurship model where the operator can have a parallel revenue stream by getting advertisements on the exterior and walls that accommodate scrolling and back-lit displays.
Impact	:	It has successfully reached 4-5 million beneficiaries. At present, the installations of eToilet units have surpassed 3000, in



23 states in India, in Nepal and a few units in Kuwait.



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SPECIAL

RECOGNITION

Best Engagement Model in Sanitation by A Social Enterprise: Lootel

all the data with a centralised monitoring system.

Name of the Organisation	:	Lootel (Dot Box Conception Private Limeted)
Name of Initiative	:	Lootel smart toilet café
Location	:	Indore
The Initiative	:	Lootel provides smart toilets which work on the principle of Pay, Use and Redeem. The user needs to pay for washroom usage and the user can redeem washroom coupon at Lootel café on food and beverages bill. Lootel is a complete self- sustainable solution of the public toilet. The Lootel provides premium quality ensuring provision of cleaned washrooms to the user. The toilets are facilitated with centralized air conditioning system, lighting ambiance, and light background music in the washrooms. Lootel is completely operated and managed by IoT technology for uniform experience to user. IoT enabled in collecting

Impact

: Lootel has been successful in reaching out to almost 130,000 customers within a timeline of two years directly.



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BEST NON-PROFIT ENGAGEMENT MODEL IN SANITATION







Best Non-profit Engagement Model in Sanitation : WAVE Federation

Name of the Organisation	:	WAVE Federation
Name of Initiative	:	Sanitation and Hygiene Education (SHE) teams
Location	:	Trichy
The Initiative	:	The growth of urban slums has been one of the defining characteristics of the past decades in the developing world. With inadequate sanitation being one of the key concerns, community toilets have become a prominent solution.
		However, operationalization of community toilets, their maintenance and economic sustainability continues to remain a concern. The SHE teams, consisting of women SHG members from the local slums, formed under WAVE Federation, with the support of a local voluntary organisation, Gramalaya, have addressed this need in a comprehensive and sustainable manner. Individual SHE teams are responsible for overseeing and managing the financial sustainability of a network of public conveniences across the city. Members have been trained to maintain financial records, manage resources and ensure proper operations of the facilities. The teams simultaneously work to increase awareness on sanitation and hygiene within their communities.
Impact	•	The SHE teams operate as part of the Women's Action in Village Empowerment (WAVE) Federation and are responsible for the operation and maintenance of around 200 public conveniences in the city. With at least two members in each SHE team and around 200 SHE teams currently operating in the city, nearly 400 women directly benefit from this initiative

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RURAL

Best Non-profit Engagement Model in Sanitation : SUHAM Trust

Name of the Organisation	:	SUHAM Trust
Name of Initiative	:	Elimination of open defecation to improve Health, Hygiene and Sanitation by promotion of individual toilets and Behaviour Change Communication strategy
Location	:	Tamil Nadu
The Initiative	:	The project aims to achieve ODF status of the block by changing the behaviour and practices of the community in construction and usage of toilets where the intensity of the issue of open defecation was higher. The project enabled to bring out the behavioural change among potential users and non-users. The entire community in the block was sensitized about the implications of Behaviour Change Communication (BCC) as the major strategy. The project developed replicable models of sensitizing the community towards changing behaviour and adoptating safe sanitation practice and ultimately it resulted in achieving the ODF status of the block. BCC strategy had been used to increase the knowledge and improve the attitude which resulted in the practice changes towards sanitation. This in turn strengthened the linkages with the stakeholders like PRIs, SHG members, educational institutions, anganwadis, PHCs/HSCs, youth groups and service providers for providing literacy on sanitation and individual toilets and community toilets were brought to use.
Impact	:	The project reaches 27, 873 households, across 21 blocks, with a population of 1, 23,227. Out of this 31% of the population are Below Poverty Line (BPL). Out of total households present, 7342 households had toilets earlier and 20,531 households did not possess any toilet. The block has 31% Scheduled Caste population.

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BEST FINANCIAL ACCESSIBLITY MODEL IN SANITATION



ISC-FICCI SANITATION AWARDS





Best Financial Accessibility Model in Sanitation : IDFC First Bank

Name of the Organisation	:	IDFC First Bank
Name of Initiative	:	Suvidha Shakti
Location	:	546 rural branches and 11,196 Micro ATM Points across 20 States
The Initiative	:	This initiative approached the rural household in an integrated approach not just for sanitation requirement but also catered their priority needs including that on sanitation. They developed a customized product to be offered for sanitation at an individual level. They came up with a unique marketing model, ensuring that the product is marketed very effectively with various case studies, flip charts, etc giving emphasis on importance of sanitation adoption at household level along with its proper usage and maintenance. Marketing sanitation loan product is a last step. It provides a unique distribution model, in which it offers the product through bank's own core rural networks (92). Through other corporate business correspondents network under process for roll out (100 branches), it ensures effective implementation. The IDFC team extends technical help to start the work, monitoring end use of the loan, advocating proper usage and maintenance of the infrastructure till the loan tenure.
Impact	:	105,000 loans originated through this model as on Jan 2019. Positive feedback from customers, impact, post building the sanitation assets especially in terms of time savings, convenience and increasing the productivity of family members towards work and study has been seen. It aims to reach to 200,000 by 2020.

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Best Financial Accessibility Model in Sanitation : Annapurna Finance RECOGNITION

Name of the Organisation	ı:	Annapurna Finance Private Limited
Name of Initiative	:	SWASTH
Location	:	Odisha, Chhattisgarh, Madhya Pradesh, Maharashtra, Rajasthan, Bihar, Jharkhand, Assam, Meghalaya, Tripura, Haryana, Punjab, Gujarat and West Bengal.
The Initiative	:	SWASTH aims at providing financial assistance to individuals for access towards safe water and sanitation facilities at the household level. Such loan products focus on utilization of funds and awareness regarding safe water and sanitation that lead to convenience, saving of time, increased privacy, heightened safety, reduced expenditure on healthcare and Improvement in overall quality of life.
		It also looks into financing entrepreneurs for cleaning of toilet pits and sewages, financing entrepreneurs dealing in sanitary products, water ATM, Bio Gas Plant
Impact	:	Annapurna has reached out to 50,429 households for financial support since its inception. In the last two years Annapurna has reached out to 19,048 households through its water and sanitation loan program. Loans are offered for construction of double or single pit toilets, water connection, hand bore well and water purifier.

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SPECIAL RECOGNITION AWARD FOR GOVERNMENT Urban and Rural







URBAN

Special Recognition Award for Government : Government of Odisha's (efforts in implementing FSSM programme in the State

The Government of Odisha (GoO) has emerged as the pioneer in the Country to implement Fecal Sludge and Septage Management (FSSM) programme in the urban areas across the State. In Odisha, seven Septage Treatment Facilities (SeTPs) have been commissioned with three more facilities under advanced stages of construction. Further, as a part of state-wide scale-up, land has been identified in another 24 towns for setting up SeTPs, covering in total more than 70% of the urban populace.

Model FSSM Regulations for the State have been notified and Bhubaneswar Municipal Corporation, the capital city, has already notified the Regulations in the Official Gazette. Four other Municipal Corporations are in advanced stages of notification and additionally about 40 towns are in the process of publishing the regulations. These 45 notified Urban Local Body (ULB) regulations will impact more than 75% of the urban population in Odisha.

In addition, the State has notified guidelines and Standard Operating Procedures (SOPs) for safe emptying, transporting and disposing of septage. Innovations in low-cost and safe temporary disposal sites; Technological interventions through usage of GPS for tracking movement of cesspool emptier vehicles and single window system; Swachhata Excellence Award-winning programmes engaging women Self Help Groups (SHGs) as service providers of sanitation services; Engagement with multiple stakeholders and integration with several government schemes, programmes and missions - are among the key interventions undertaken by the State.

Odisha is clearly paving the way by scaling FSSM services to all the 114 ULBs in the State as declared by the Hon'ble Chief Minister during the first National FSSM Workshop held at the State Capital in October 2018. The Workshop was attended by the Hon'ble Chief Minister, Housing & Urban Development Minister and the Chief Secretary of Odisha. The Secretary and Additional Secretary to Government of India and several senior officials from 16 states and Union Territories (UTs) graced the event alongside more than 350 registered international and national participants.





Special Recognition Award for Government : Jharkhand State Livelihood Promotion Society

Name of the Organisation : JHARKHAND STATE LIVELIHOOD PROMOTION SOCIETY Name of Initiative Rani Mistri Initiative under Swachchh Bharat Mission - Gramin. Location Ranchi, Jharkhand : The Initiative Appreciating the works and reach of JSLPS associated Women SHGs (Sakhi Mandals), the Government of Jharkhand : assigned JSLPS the task of assisting in toilet construction under SBM-G and thus this novel initiative of Rani Mistri came into being on 9th August, 2016. It was started in Simdega district of Jharkhand and 3 days to one week's masonry trainings were given to the Rani Mistris. Thereafter, it was expanded to the remaining 23 districts of the state. To date, a strong cadre of 55,000 Rani Mistris has been created who have constructed 3.5 lakh IIHL thus benefitting 3.5 Impact : lakh rural households in the state of Jharkhand. Intervention through Sakhi Mandals & Village Organisations (VOs) helped in reaching out around 20 lakh households under the SBM-G initiative. This mass mobilisation was made

possible by active participation of rural women members of Sakhi Mandals. Also, VO members are using audio visual

aids, Nukkad Nataks, different IEC materials, for delivering key messages on WASH to the community at large.

<image>

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RURAL



Best Corporate Initiative in Sanitation









Best Non Profit Model in Sanitation











SA shelter associates Best Financial Accessibility Model in Sanitation







Special recognition in Media



Vikram Chandra (Individual)





Mr. D. Kannnan

Special recognition to the Government



Nipun Vinayak









Mir. D. Kamin



Best Corporate Initiative in Sanitation



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 Best Non-Profit Engagement in Sanitation

Best Innovation in Sanitation













AGA KHAN FOUNDATION



Special recognition in Media





Special Individual recognition









Special recognition to the Government



Dr. Bindeshwar Pathak, Sulabh International





About India Sanitation Coalition

India Sanitation Coalition (ISC), launched in June 2015, at Federation of Indian Chambers of Commerce and Industries (FICCI), enables and supports safe and sustainable sanitation by bringing multiple organizations on a common platform through a range of catalytic actions. These include supporting the unlocking of WASH Financing with focus on private sector, forging partnerships with allied organizations for leading the discourse on sustainable sanitation, convening, curating and disseminating best practices in the sanitation advocacy space and providing inputs into the policy aspect of through participation at allied forums. The ISC secretariat is a lean team funded by the Bill and Melinda Gates Foundation and the activities of ISC are conducted under the guidance of the ISC Steering Committee which is chaired by Ms. Naina Lal Kidwai



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.





For Further information: India Sanitation Coalition Secretariat FICCI Federation House, 1 Tansen Marg, New Delhi – 110001

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