



2ND ISC-FICCI SANITATION AWARDS & INDIA SANITATION CONCLAVE, 2018

REPORT

APRIL 26-27, 2018



2ND ISC-FICCI SANITATION AWARDS & INDIA SANITATION CONCLAVE, 2018

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Foreword



The Swachh Bharat mission calls for action in sanitation front, demanding that we understand our strengths and work together for achieving the sanitation objectives of our country.

The objective to achieve the Open Defecation Free status by 2nd October, 2019, can only be met if there is a concentrated effort by the concerned communities and organizations. This very objective has been the topmost priority of the India Sanitation Coalition and therefore, it was a great privilege to conduct the 2nd ISC-FICCI Sanitation Awards and India Sanitation Conclave this year.

ISC aims towards reinforcing sanitation as a national priority and hence, the ISC Awards and Conclave was a crucial step towards achieving that goal. The participation of the diverse pool of stakeholders who were a part of this initiative truly indicated that the approach made by ISC towards meeting the objective has been successful.

We are expecting more organizations to engage in sanitation in future either because of the business value, or because they want to witness the real impact with their efforts. We hope to highlight, replicate, and improve the good work and efforts made towards sanitation front through ISC-FICCI Sanitation Awards.

Sustainability of our efforts is our benchmark for success, and we hope that this initiative will propel us towards that direction. We congratulate all the award-winners this year and are grateful to all the speakers from the government (central and state), corporates, private sector, multi-lateral and bilateral organisations, faith-based organisations, development partners, media, etc. for their active engagement and support.

With its high-profile speakers and wide range of themes covering the entire gamut of sanitation, the Conclave served as a vital platform for cross-learning and ideation. Indeed, through the sessions like Role of Corporates in Sanitation, WASH Sustainability, Women for Sanitation, WASH in Schools, Corporate Volunteering in WASH, Credit and Finance in Sanitation, De-centralized Sanitation and Fecal Sludge and Septage Management (FSSM), and Water for Sanitation, the stage has been set to discuss innovative approaches with various stakeholders.

The publication aims to share the key learning and ideas emerging from the event, highlighting the areas of collaborations and putting forward a call of action for the stakeholders in sanitation. To help plan a conclusive roadmap, each key recommendation has been captured for each thematic area.

We look forward to hear from our partners on how some of the key recommendations can be taken forward with their support. I would like to thank our sponsors Hindustan Unilever, HSBC, Larsen & Toubro, Mahindra, and Nestle for their support.

I am also grateful to our partners Essar Oil, Dettol Banega Swachh India, EzyNest, and Times Now whose constant support has helped us in pushing ahead the sanitation agenda of the country with one voice. Their untiring efforts and perseverance played a big role in the overall success of the event.

Abbreviations

- NGO** – Non-governmental Organizations
- ODF** – Open Defecation Free
- SBM** – Swachh Bharat Mission
- CSR** – Corporate Social Responsibility
- WASH** – Water, Sanitation, and Hygiene
- BMGF** – Bill & Melinda Gates Foundation
- HUL** – Hindustan Unilever Limited
- FSSM** – Faecal Sludge and Septage Management (FSSM)
- MDWS** – Ministry of Drinking Water and Sanitation
- BSI** – Banega Swachh India
- BUMT** – Build, Use, Maintain, Treat
- RB** – Reckitt Benckiser

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Synopsis

India witnessed revolutionary changes towards its journey to become an Open Defecation Free (ODF) country since the Swachh Bharat Mission (SBM) materialized, bringing several corporates, NGOs and government working for the cause of a clean India together. Encouraged by the joint determination of SBM, several other such initiatives also came to the forefront to hold the reign of sanitation and make India a safe and healthy country to live.

India Sanitation Coalition was launched on June 25, 2015, at FICCI, New Delhi and continues to be supported by FICCI. ISC provides a unique platform of partnerships for its members to come together to share, learn, collaborate, partner and also provide thought leadership. India Sanitation Coalition in its two years of existence has established itself as a credible platform of partnership working towards a common goal of achieving sustainable sanitation for India.

ISC as a platform has successfully brought together the government, private sector, NGOs, multi & bilateral, foundations, trusts, civil society and citizens at large to create synergies to work towards the entire sanitation value chain.

The idea is to view sanitation through the BUMT (Build, Use, Maintain Treat) lens so that the entire sanitation lifecycle is addressed. This is about, moving away from merely the provision of toilets but bringing attention to the use of constructed toilets, their maintenance and the treatment of the waste.

We at ISC aim to create a strong marketplace where sanitation players can meet and collaborate, and also encourage sanitation entrepreneurship. In this process, we aim to strengthen each part of the sanitation value chain. Our Goal is to make sanitation sustainable beyond 2019 through a multi-stakeholder approach.



Vision

To enable and to support an ecosystem for sustainable sanitation



Mission

To be an aggregator of knowledge and networks with nationwide outreach, focusing on models for achieving sustainable sanitation in alignment with the Swachh Bharat Mission and its goals



Purpose

To bring organizations and individuals together to find sustainable solutions for sanitation through a platform for Corporates, Civil Society Groups, Government, Financial Institutions, Media, Donors, Bi lateral and Multilateral organizations, experts etc.

ISC organized its second annual event where delegates from the corporate sector, government and development agencies shared their views and opinions on various themes and engaged in a discussion on topics ranging from policies on sanitation to role of credit and finance to best practices in sanitation throughout the country.

Overview

The conclave commenced with inaugural address by dignitaries from corporates and the government, notably by Shri Suresh Prabhu, Hon'ble Minister of Commerce & Industry, Shri Parameswaran Iyer, Secretary, Ministry of Drinking Water and Sanitation, Ms. Naina Lal Kidwai, Chair, India Sanitation Coalition, Ms. Priya Nair, Executive Director, HUL, and Mr. Gaurav Jain, SVP, Reckitt Benckiser.

Mr. Prabhu delivered his speech on India's progress on Swachh Bharat Mission and appreciated the efforts of ISC towards making rural as well as urban India aware of the benefits of hygiene and sanitation.

The inauguration was followed by 2nd ISC-FICCI Sanitation Awards. Organizations and individuals, who have contributed to the sanitation space were awarded. The ceremony was addressed by Shri Hardeep Singh Puri, Hon'ble Minister of State, Ministry of Housing and Urban Affairs.



Ms. Naina Lal Kidwai, Chair, India Sanitation Coalition presenting the Green Tree Certificate to Mr. Suresh Prabhu, Hon'ble Minister of Commerce & Industry

The first session of the event emphasized on efforts made by the corporate sector in the country towards the improvement of sanitation and hygiene, which was followed by a panel discussion on the role of women in sanitation and awareness among families in rural as well as urban regions. The discussion consisted of insights by several prominent dignitaries, most notably Ms. Kidwai, Ms. Madhu Krishna, India Country Lead, WASH, Bill & Melinda Gates Foundation (BMGF), Ms. Priyanka Dutt, Country Director India, BBC Media Action, Ms. Vedika Bhandarkar, Managing Director, India - Water.org, Ms. Kaku Nakhate, President & Country Head, Bank of America, and Ms. Cheryl Hicks, Director & CEO, Toilet Board Coalition.

The second day was initiated with a workshop on Water, Sanitation, and Hygiene (WASH) in Schools, and corporate volunteering in WASH, providing an insightful and multimedia information on the sanitation and hygiene verticals in India and how various efforts have been made in order to generate awareness on importance of safe sanitation among school children.

The corporate volunteering session included discussion on SwacchtaDoot model by Hindustan Unilever Limited (HUL). With the model, HUL has taken a significant step towards ensuring a hygienic and clean India with the engagement of its employees.

The next session was an insightful discussion on faecal sludge and septage management, taking care of the treatment bit of the sanitation value chain which is an essential element for making sanitation sustainable. The highlights of the discussion were majorly on the importance of faecal disposal and how it impacts the health of people using toilets. The maintenance of public restrooms was also a key discussion point.

The second and final day concluded with a session on an insight dialogue on water for sanitation, which was attended by delegates from the World Bank, Door Darshan, etc. Mr. Amit Arora, Senior Correspondent, Door Darshan, talked about the importance of rainwater harvesting and positively encouraged its use for the household purposes. Mr. Arora emphasized on the fact that water harvesting plays an impacting role in the first step towards sanitation as it provides households with ample amount of water that can be utilized for various sanitary measures as well as ensuring that the cleanliness and hygiene of the washrooms are also maintained.



Mr. Hardeep Singh Puri

“ There's ample evidence that Swachhata has become a Jan Andolan. From being a project of the govt. it has become a project of the people. This was on display during the ISC-FICCI Sanitation Awards where corporate houses & individuals put their best foot forward for@SwachhBharatGov ”

Our Approach: BUMT



The India Sanitation Coalition was launched on June 25, 2015, in order to bring various stakeholders who care for the country's sanitation and hygiene under one single platform. Today, the coalition has over 150 members in its third year

including some of the prominent corporates, NGOs, trusts, donors, foundations, and government bodies. Ms. Naina Lal Kidwai, Chair, India Sanitation Coalition, in her inaugural speech, highlighted the efforts made by ISC towards making India a disease and an ODF country and said that one of the primary objectives of ISC is to enable people for doing what they do better apart from pulling in first-timers into the sanitation space.

The sanitation procedure is a well-structured and strategized process where steps are taken for the serious implementation of the plan to ensure that the work done is solid and not superficial. The blueprint of the initiative includes:

Build

The first step in the sanitation movement is building enough toilets for them to be available for everyone. It is the most practical way of discouraging open defecation. If enough toilets are made available in the nooks and crannies of the country, most people would prefer using them. Roughly half of the rural population is estimated to lack proper access to sanitation, which leads to an alarming number of diseases along with it being a dehumanizing experience. Building well-functioning toilets in the rural and urban areas is a quintessential step towards an open defecation free country.

Use of toilets

Introducing a new concept always takes some getting used to. Just building some toilets is surely a huge leap; however, it is equally crucial to initiate people to the idea of using a toilet. Showcasing how to use it properly is mandatory, as very few people will openly come in, wanting to know how to use a toilet, and avoid using it instead. Proper knowledge and instructions will warm them towards the idea of using the toilet eventually.

In this regard, behaviour change communication comes as a significantly effective way to generate awareness on sanitation and hygiene. It is an interactive procedure where

individuals or communities are contacted and the benefits of safe sanitation are discussed with them, encouraging them to build communication strategies to develop various awareness programs. Such strategies often work as there are several practical demonstrations apart from the theoretical information that let people realize the importance of sanitation and how critical it is for a healthy and disease-free life.

Maintain

Keeping the toilets in a sanitary condition should be a daily practice and it is important not to wait for a major problem to arise and keep it clean and maintained as a regular exercise. The people using the toilets should be adequately trained to take responsibility for cleaning the place after each usage. Giving them the accountability will encourage them to clean up after themselves and will help them steer away from any extreme cleanliness issue later on. Having a maintenance unit will also encourage people to use toilets and continue using them.

Treat

Approximately 2.7 billion people are dependent on onsite sanitation globally and more than 4.5 billion people are unable to access safe sanitation services. However, despite the need for a substantial management in sanitation vertical, there is no systematic structure to deal with faecal sludge. As a result, more than often the faecal sludge is dumped into areas nearby residential structures and in lakes/ponds around such areas, creating a serious hazard to the environment.

Several of the Indian cities are on the verge of getting drowned in their own sewage due to lack of proper treatment mechanism. As per the report of the Central Pollution Control Board, less than 50% of the urban sewerage systems work with their full potential in India. Unclean sewages are the primary cause of culmination of numerous diseases including much-dreaded diarrhoea, which kills 3,50,000 children each year. Besides it, unkept sewages also impact agriculture and the environment adversely.

The lack of such sewage waste management also restricts the goals set by the Swachh Bharat mission. Residents will be able to ensure a cleaner environment around their surrounding only when there is an adequate way of disposing the waste and hence, the need for a proper sewage waste treatment is crucial.



Mr. Hardeep Singh Puri

“The Private Sector Responded Warmly to Prime Minister Modi’s Call for a clean India in 2014, and Since then, The Swachh Bharat Kosh has recieved noticeable expenditure as a part of corporate Social responsibility (CSR).”

Day One

Inaugural Session

The conclave commenced with the opening address by Ms. Kidwai where she said that the members of ISC include over 150 members belonging from various corporates, and not-for-profits and the stakeholders are provided with a platform to come under one roof.

"In the third year of its (ISC's) implementation, the NGO, donors, corporates, foundations, trusts and government have all come together as partners and our whole message is around collaboration which is around enabling everyone to do what they do better and our objective has also been to put in first-timers into the sanitation space," Ms. Kidwai said.

After Ms. Kidwai, Ms. Priya Nair, Executive Director, Hindustan Unilever Limited (HUL), addressed the attendees with sharing the story of Shweta Rangari, a primary school student from Yavatmal, Maharashtra who through a part of her school's curriculum, learned the importance of clean habits including the use of clean toilets. Once home, she urged her father to build a toilet in the house and after a brief reluctance, her father finally relented to her demand. The curriculum was rolled out by HUL and is known as Village Transformation Mission in Maharashtra. The curriculum has benefitted approx. 1,000 school in Maharashtra, making school-going children aware of the importance and benefits of hygiene and sanitation.



After launching the compendium, Mr. Prabhu addressed the inaugural session, emphasizing on the benefits of waste management saying that 'what we consider waste can be turned into wealth'. He further added that the implementation of sanitary measures is as important as building toilets. "Using a toilet is not only a cultural issue but a practical one too," Mr. Prabhu said. Mr. Prabhu's speech clearly outlined a crucial fact that the campaign of making India ODF and a clean country can only be successfully achieved

Chief Guest Suresh Prabhu releases Compendium of Best Practices – 'Thinking Beyond Shitpots'

when the government's efforts are supported by organizations and corporates who are willing to contribute for the cause.

Mr. Gaurav Jain, SVP, Reckitt Benckiser (RB), said that their company's vision is healthier lives and happier homes and it all starts with sanitation. He further addressed all the stakeholders and appealed to them to come together for working on sanitation front across the country. "Change can only happen when all stakeholders come together," Mr. Jain said.

Mr. Jain further elaborated on Banega Swachh India (BSI); RB's initiative to deal with the sanitation and hygiene crisis in the country. Describing how the initiative works, Mr. Jain said that BSI is established on four pillars - behaviour change communication, mass reach, product access, and infrastructure creation and maintenance.

"We are aiming to introduce programmes that can maintain regularity in the messages that are disseminated. We don't only work on one aspect which is only hygiene or hand washing. We have come up with elaborate modules that range from personal hygiene to hygiene at home, hygiene at school, hygiene during illness, hygiene in neighbourhoods," Mr. Jain said.

RB works on bringing partners across the globe together so that the best can be achieved, Mr. Jain said, and at the same time, the organization works on something that is more on the policy level. He said that the company's efforts focus on how all such awareness programmes can be integrated into the larger framework of sanitation.

Mr. Parameswaran Iyer, Secretary, Ministry of Drinking Water and Sanitation thanked the various initiatives taken by ISC for raising the bar high and encouraged other dignitaries and delegates to be part of the ISC platform.

Further talking about the changing scenario of sanitation in India, Mr. Iyer stated that the sanitation coverage in rural India was 39% before the initiation of the Swachh Bharat Mission. Today, it has been almost 83%. 16 states and union territories have become ODF, the most recent one being Maharashtra and government expects another 25 states and UTs becoming ODF by October 2018.

ISC-FICCI Sanitation Awards 2018

The award ceremony commenced with an address by Mr. Rashesh Shah, President, FICCI Chairman and CEO, Edelweiss Group. Urging corporates to address the gap in the sanitation chain, Mr. Shah said, "The first step to solving poverty is to solve sanitation and water problems of the country."

Mr. Shah's address was followed by the launch of 'Accolades: A Photo Journey of the Award Winners, 2018'; a photographic memoir of the journey of the winners towards achieving the goal of increasing awareness and making India ODF. Accolades was released by Shri Hardeep Singh Puri, Hon'ble Minister of State, Ministry of Housing and Urban Affairs. Addressing the session, Mr. Puri said the Swachh Bharat Mission has evolved from a mere government project to a project of the people, a 'Jan Andolan.' He further emphasized the need for behavioural change and how it is the need of the hour.

The session concluded with a slideshow of the winners and a brief description of their achievements presented to the delegates and journalists.





ISC-FICCI Sanitation Awards & Conclave 26th & 27th April 2018

Our Jury



Vedika Bhandarkar
Managing Director,
Water.org



Vijay Chadda
CEO, Bharti Foundation



Dr. Bhaskar Chatterjee
Secretary General,
Indian Steel Association



Deepak Arora
CEO, Essar Foundation



Priyanka Dutt
Country Director (India), BBC
Media Action



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



(Chair of Jury)
Dr. R.A. Mashelkar
National Research Professor & President,
Global Research Alliance



Neeraj Jain
Country Program
Leader, PATH India



VK Madhavan
Chief Executive,
WaterAid



Madhu Krishna
Country Lead, WASH
BMGF



Neelima Khetan
CSR, Head for Vedanta
Resources Plc



Ashish Jinah
Sanitation Expert

ISC-FICCI SANITATION AWARD



JURY MEMBERS

R.A. Mashelkar
F.R.S.

Dr. Bhaskar Chatterjee
Secretary General
Indian Steel Association

Deepak Arora
CEO, Essar Foundation
India

Ashish Jhina
Sanitation Expert

Madhu Krishna
Country Lead, WASH
Bill & Melinda Gates Foundation

Neeraj Jain
India Country Program
Leader, PATH

Neelima Khetan
Group CSR Head
Vedanta Resources Plc

Priyanka Dutt
Country Director, India
BBC Media Action

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

Mr. Vijay Chadda
Chief Executive Officer
Bharti Foundation

Vedika Bhandarkar
Managing Director,
India Water.org

VK Madhavan
Chief Executive
WaterAid, India

Xavier Chauvot de Beauchene
Lead Water and Sanitation
Specialist World Bank



Gram Vikas - Best Non-Profit Model in Sanitation



CEPT University - Best Non-Profit Model in Sanitation



Vikram Chandra – Special Recognition in Media (Individual)



Nipun Vinayak (Individual) - Special Recognition to the Government



Swachh Sarvekshan by MoHua (Initiative) - Special Recognition to the Government



DHAN Foundation – Best Financial Accessibility Model in Sanitation



Dainik Jagran – Special Recognition in Media (Institutional)



D Kannan – Special Individual Recognition



Shelter Associates – Best Non- Profit Model in Sanitation
(Special Recognition for Use of Data)



Larsen & Turbo – Best Corporate Initiative in Sanitation



NTPC – Best Corporate Initiative in Sanitation for Scale and Execution

Session I

Evolving Role of Corporates in Sanitation



Mr. Akshay Kumar Rout, Director General, MDWS, with other panelists releasing the report on "Mapping Private Sector Engagement in Sanitation."

Panel			
S. No.	Name	Designation	Organisation
1	Mr. Akshay Kumar Rout	Director General	MDWS
2	Ms. Alok Majumdar	Head of Corporate Sustainability, India	HSBC
3	Mr. Burzis Taraporevala	CFO and Company Secretary	Tata Trust
4	Mr. Deepak Arora	Vice President, Public Affairs	Essar Oil
5	Mr. N. Ramasethu	VP & Head, Water International	L&T
6	Ms. Neelima Khetan	Group CSR Head and Vice-President, CSR	Vedanta
7	Ms. Neera Nundy	CEO	Dasra
8	Mr. S. Ram Krishna	President, Group Public Affair	Mahindra and Mahindra

Importance of sanitation for every individual and in every household was the highlight of the session and the speakers discussed the role of corporates in the sanitation scenario and the need to address different elements of it in an effective manner.

The panellists included Mr. Akshay Kumar Rout, Director General, MDWS, Ms. Aloka Majumdar, Head of Corporate Sustainability, India HSBC, Mr. Burzis Taraporevala, CFO and Company Secretary, Tata Trust, Mr. Deepak Arora, Vice President Public Affairs, Essar Oil, Mr. N. Ramasethu, VP & Head, Water International, L&T, Ms. Neelima Khetan, Group CSR Head and Vice-President CSR, Vedanta, and Mr. S. Ram Krishna, President, Group Public Affair, Mahindra and Mahindra.

In his address to the panel, Mr. Rout said, "The corporates have done greatly but they could do much greater. I have great expectation from each of them." He said that spreading sanitation awareness and working towards a clean India is every corporate's business.

Mr. Ramasethu said that the corporates contribute up to 2% of various sanitation initiatives across the country. However, it is important that they push the bar. "Are corporates ready to go beyond 2% contribution?" Mr. Ramasethu asked the present delegates, a lot of them representing various corporate organizations.

Ms. Khetan said that different elements of BUMT-Build, Use, Maintain, Treat, need to be addressed by different bodies who are interested in them respectively and it will not work either for corporates or the government bodies if they work on all the elements as it would affect the efficiency of the program.

Other speakers and ministers present at the event also shared their viewpoints on the current sanitation scenario in the country and what further measures need to be taken to enhance and strengthen India on sanitation front.



Session II

WASH Sustainability: Maharashtra & Rajasthan Perspective



Introduction to the ISC Maharashtra WASH Platform by ISC and Samhita

The ISC Maharashtra WASH platform is a joint initiative by India Sanitation Coalition and Samhita Social Ventures and is supported the Bill and Melinda Gates Foundation with CEPT University lending knowledge support to it. The initiative has its objective in achieving an open defecation-free society through clean water access along with the practice of safe and sustainable sanitation and hygiene.



Panel			
S. No.	Name	Designation	Organisation
1	Ms. Arushi Mallik	Mission Director	SBM (Rural), Rajasthan
2	Mr. Atul Bakshi	Head, Sanitation	Bharti Foundation
3	Mr. Charudatt Chaudhari	Swachh Bharat Prerak	
4	Mr. Joy Mukherjee	Addl GM-CSR	DCM Shriram
5	Ms. Priya Naik	CEO	Samhita
6	Mr. Ravi Bhatnagar	Director, External Affairs and Partnerships	RB
7	Ms. Rema Mohan	Head, CSR	National Stock Exchange
8	Mr. Sujoy Majumdar	Senior WASH Specialist	UNICEF
9	Mr. VK Madhavan	Chief Executive	Water Aid India

The second session of Day One saw panellists including Mr. Atul Bakshi, Head, Sanitation, Bharti Foundation, Ms. Arushi Mallik, Mission Director, SBM (Rural), Rajasthan, Mr. Charudatt Chaudhari, Swachh Bharat Prerak, Mr. Joy Mukherjee, Addl GM-CSR, DCM Shriram, Mr. Ravi Bhatnagar, Director, External Affairs and Partnerships, RB, Ms. Rema Mohan, Head, CSR, National Stock Exchange, Mr. VK Madhavan, Chief Executive, Water Aid India, and Ms. Priya Naik, CEO of Samhita, a Mumbai-based NGO that collaborates with companies to develop impactful CSR initiatives, discussing the aspects of WASH sustainability in the states of Maharashtra and Rajasthan and its impact on the rural communities of the two states.

The speakers discussed the recent data, indicating Maharashtra and Rajasthan were some of the most popular states when it comes to CSR in WASH. One of the prime reasons behind it was that these states had reported alarmingly high rates of open defecation therefore, the CSR initiatives were boosted in order to bring the levels down. As per to the most recent statistics, approximately 17 companies are working on various sanitation programs in Maharashtra and 15 are active in Rajasthan.

The speakers emphasized on the need for generating awareness of maintaining the hygiene and understanding the benefits of cleanliness rather than just focusing on the construction of toilets. The introduction of new programs in already established government projects specifically for taking care of the sanitation-related issues was also discussed.

Session III

Women for Sanitation



Panel			
S. No.	Name	Designation	Organisation
1	Ms. Cheryl Hicks	Director & CEO	Toilet Board Coalition
2	Ms. Kaku Nakhate	President and Country Head	Bank of America
3	Ms. Madhu Krishna	India Country Lead, WASH	BMGF
4	Ms. Naina Lal Kidwai	Chair	India Sanitation Coalition
5	Ms. Priyanka Dutt	Country Director, India	BBC Media Action
6	Ms. Tanvi Shukla	News Editor	Mirror Now
7	Ms. Vedika Bhandarkar	Managing Director, India	Water.org

A special panel discussion consisting of women dignitaries from several NGOs and corporates was held at this year's conclave. The dignitaries highlighted the issues faced by women across the country when it comes to adapting the sanitary habits. Addressed by Ms. Kidwai, the other dignitaries of the panel shared their experiences of sanitation-related issues they have faced at workplace or home.

Ms. Kidwai put emphasis on the fact that sanitation is more crucial for women because an unhygienic and unclean environment makes women suffer most.

Several critical points were highlighted at the session. Ms. Madhu Krishna, India Country Lead, WASH, BMGF, said that in rural areas, men need to be more interested in building toilets than buying motorcycles and TV sets. Educating women to use a toilet is undoubtedly important, but at the same time, the families need to work towards ensuring that there is a proper toilet made in every house so that women can feel safe and protected while using it.

Ms. Cheryl Hicks, Director & CEO, Toilet Board Coalition, explained why sanitation and toilet for women, especially those who are pregnant are crucial. "44 million pregnant women face sanitation-related health infection. The movement initiated by ISC will encourage them to be aware of the sanitation problems and how to take care of it," Ms. Hicks said.

Other panellists present at the session were Ms. Kaku Nakhate, President and Country Head, Bank of America, Ms. Priyanka Dutt, Country Director India, BBC Media Action, and Ms. Vedika Bhandarkar, Managing Director, India - Water.org



Mr. Hardeep Singh Puri

“India Sanitation Awards and Conclave 2018

Under Urban Sanitation, as of April 2018, there are 2,050 ODF Cities with 100% Door to Door Waste Collection being Practiced in 51,734 Wards. 47.10 Lakh Units of Individual Household Latrines and 3.19 Lakh Seats of Community and Public Toilets are Built as of March 2018.”



Day Two

Session I

WASH in Schools

The conclave saw a presentation on the impact of WASH programs across the schools of the country and its impact leading to shaping up of the knowledge and awareness quotient of students right from junior years through the primary and secondary grades. Throughout the session, various experiences of students, especially those belonging to the schools of rural regions were shared with the attendees, including how students have identified the importance of toilet use, washing hands and clean water.

With the effort of various initiatives undertaken by several schools, students have lately realised that open defecation leads to germs and causes diseases and they have also identified the link between open defecation, water pollution and diseases. This part of their education is crucial also in the term of spreading the awareness in their respective communities as each student can teach his family regarding various sanitation measures and importance of cleanliness to his/her family, therefore, sending the message of proper sanitation and its benefits to more people. These little agents of change have the capacity to change behaviours on a huge scale



IL&FS demonstrating their school WASH program to the audience.

Session II

Corporate volunteering in WASH

Partnered by Hindustan Unilever Limited (HUL), the session urged more corporate organisations to volunteer for their contribution and highlighted why more corporate volunteering is essential towards a clean and ODF India.

The highlight of the session was the importance of corporate volunteering in making India a clean and ODF country. Over the last three years, approximately 90% of the 100 companies contributed at least one CSR initiative in WASH summing up to 164 programs being carried out. Among these corporate organizations, 38% were public sector units.

Corporate involvement not only increases the programs' efficiency but also ensures that the objective is met with a positive impact. Therefore, the speakers urged corporates to contribute to the cause to their maximum potential.

The session saw a workshop presentation on training the volunteers under the HUL's SwachhtaDoot model. Dr. Nikhil Atale, the master trainer of the program, said that the focus of SwachhtaDoot program is sustained behavioural change. Dr. Atale stated that as a trainer, delivering lectures on volunteering is not enough and proper guidance is crucial to make sure that the trainees implement what they learn and work towards making India clean and hygienic with zeal.



Team HUL interacting with the audience during the session on Corporate Volunteering in WASH.

Session III

Credit and Finance in Sanitation



Panel			
S. No.	Name	Designation	Organisation
1	Mr. Ashish Singh	Head, Branch Network, Rural Asset Product and Partnership Business	IDFC Bank
2	Mr. Samir Kumar	Joint Secretary	MDWS
3	Dr. Saibal Paul	Associate Director	Sa-Dhan
4	Mr. Vasimalai	Executive Director	Dhan Foundation
5	Ms. Vedika Bhandarkar	Managing Director, India	Water.org

Besides various other aspects of sanitation, it is equally crucial that the right amount of finances is contributed for the cause so that the concerned programs and initiatives can move forward with the utmost effect. Therefore, a discussion on credit and finance aspects of sanitation also took place at the conclave. The speakers at the session included Mr. Samir Kumar, Joint Secretary, MDWS, Mr. Ashish Singh, Head,

Branch Network, Rural Asset Product and Partnership Business, IDFC Bank, Mr. Vasimalai, Executive Director, Dhan Foundation, and Dr.Saibal Paul, Associate Director, Sa-Dhan.

The speakers talked about the importance of putting the appropriate amount of finances in sanitation programs to ensure that the target is achieved with 100% efficiency. The speakers explained how the financial structure works where sanitation is the prime concern, especially in rural regions where a major population still faces money concerns. They said that government's financial support to such programs and corporates that are dedicated to making India ODF is crucial and this would be the most effective way to spread the awareness of sanitation and its numerous benefits to the majority of people.

The need for credit for households and enterprises was also discussed. Several reasons give rise to need of credit including toilets in households in need of repair, funds for construction of toilets, and enterprises working on waste management scenario.

Session IV

De-centralized Sanitation and Faecal Sludge and Septage Management (FSSM)



Panel			
S. No.	Name	Designation	Organisation
1	Mr. Ganapathy P.G.	Senior Adviser	CDD
2	Mr. Manas Rath	Senior Advisor, South Asia	BORDA
3	Mr. Nogesh Bharadwaj	Director WASH	Samhita
4	Mr. Sunil Prabhu	Resident Editor, National Affairs	NDTV
5	Dr. V Srinivas Chary	Director	ASCI
6	Mr. Velidandla Sasanka	CEO	CDD

Other aspects related to sanitation were also discussed including de-centralized sanitation and faecal sludge and septage management (FSSM). The workshop session also consisted of several prominent dignitaries and experts belonging from their respective fields and organizations, including Mr. Manas Rath, Senior Advisor South Asia, BORDA, Dr. V Srinivas Chary, Director, ASCI, Mr. Velidandla Sasanka, CEO, CDD, Mr. Sunil Prabhu, NDTV; and Mr. Nogesh Bharadwaj, Samhita.

The speakers discussed how the financial management of various sanitation programmes are executed and the role of government to back up the plans pitched by the corporates and ISC members for various sanitation-related programmes economically.



Mr. Hardeep Singh Puri

“India Sanitation Awards and Conclave 2018

“ In the Course of the Massive Improvement in the Sanitation Coverage of India , approximately 70 Million Toilets have been Constructed, Resulting in Employment Opportunities for Masons, Labourers, and Industries Involved in Supplying Sanitary Ware. ”

In order to have an efficient sanitation management, it is necessary to break down the various programs categorically in order to ensure their benefits reach every single village, district, town, and city of India. The panellists talked about septage management on a microscopic level for achieving maximum results and ensuring that people understand the importance of sanitation and can implement it with ease and convenience. Also, the category-wise division helps in managing and analysing the sanitation scenario of the country in a much systemized and structured manner.

Dr. Chary explained that when we talk about the decentralized system, it is about both the liquid as well as solid waste. "We are looking at a clean environment through a combination of decentralized as well as faecal management plans," he added.

Mr. Rath pointed out that implementation of just FSSM is not enough because it treats only the solid waste and not the septic waste or grey water. FSM is one of the solutions and not the only solution.

"Donor organizations still have to work with the government and government is largely focused on the

centralized solutions. The need is to enforce decentralized structures across the country. Corporates need to be more involved with the government bodies in order to come out with appropriate solutions," Mr. Rath said. He further gave examples of Philippines and Malaysia where the corporates collaborated with the government to carry out successful waste management activities.



Session V

An INSIGHT Dialogue on Water for Sanitation: An ISC-SuSanA Session



Panel			
S. No.	Name	Designation	Organisation
4	Mr. Amit Arora	Senior Correspondent	Door Darshan
3	Ms. Meena Narula	Country Director	Water For People
2	Mr. Nitya Jacob	Coordinator	SuSanA- India Chapter
1	Mr. Raghava Neti	Senior Infrastructure Specialist	World Bank

The event came to an insightful conclusion with a session on water for sanitation, the panel included experts from various sectors like Mr. Raghava Neti, Senior Infrastructure Specialist, World Bank, Coca-Cola, Ms. Meena Narula, Country Director, Water For People and Mr. Amit Arora, Senior Correspondent, Door Darshan.

The highlight of the session was the importance of water and its role in ensuring that Safe sanitation programs are implemented successfully.

Mr. Raghava Neti said that the objective of any sanitation program can only be achieved when there is full water supply.

"Our objective is to support the government's efforts to ensure changed behaviour and good practices are implemented for both water and sanitation among rural as well as urban population so that the local communities can learn to balance the use of available water for various sanitation purposes."

He further urged the government to take measures for ample supply of water in all the villages and towns in order to improve the sanitation measurement across the country.

The panellists put emphasis on the fact that water is rapidly becoming scarce not just in India but throughout the world and hence, with the advent of time, it would become more crucial to save water with whatever means necessary if we look forward to a clean and healthy India.

Several aspects of hygiene, cleanliness, and sanitation were discussed throughout the two-day session by some of the most prominent members belonging from different government and corporate bodies, and NGOs. Undoubtedly, a lot still needs to be done on the sanitation front and with so many prominent organizations actively making efforts for a healthier and better India, the future of sanitation scenario in the country seems quite promising.



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SANITIZATION

Swachh Bharat Abhiyan: 2,015 cities, towns free of open defecation

By Vijaya Prakashan | April 26, 2018 16:44 IST



hindustantimes

Swachh Bharat can tackle public health issues, promote tourism: Prabhu

Addressing members of Swachh FICO 2018, Swachh Coalition, water treatment systems Swachh Prabhoo outlined the need to implement Swachh, along with hygiene, as a critical component of tourism.



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Building of toilets to finish ahead of schedule

Union minister Hardeep Singh Puri says the government would build the required amount of the country one year in advance of October 2019

Last Published: Thu, Apr 26, 2018, 10:50 PM IST

PTI



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Toilet construction under Swachh Bharat to be completed before time: Minister

Swachh The Hitavada | 2018-27 Apr 2018 08:07:07



स्वच्छ भारत मिशन

NEW DELHI

Union Minister Hardeep Singh Puri said on Thursday that the government would meet the target of construction of 75 lakh household and public toilets in urban areas under the Swachh Bharat Mission a year ahead of the scheduled date of October 2, 2019, and stressed the behavioural change among

New Delhi: Union minister Hardeep Singh Puri said on Thursday that the government would meet the target of construction of 75 lakh household and public toilets in urban areas under the Swachh Bharat Mission a year ahead of

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Business News | India | Politics and Nation | Swachh Bharat can bring big change in India, says Suresh Prabhu

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Swachh Bharat can bring big change in India, says Suresh Prabhu

PTI | Updated Apr 26, 2018, 10:11 PM IST



New Delhi: The government's ambitious 'Swachh Bharat Abhiyan' has potential to address several public health related issues and promote tourism in the country, Commerce and Industry Minister Suresh Prabhu said today.

Prabhu also stressed an improving soil fertility, saying soil security is one of the most critical components of food security.

"I think several issues will get addressed by Swachh Bharat Abhiyan. Swachh Bharat Abhiyan has potential to bring big change in

the pioneer

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GOVT TO MEET SWACCHHH TARGET BEFORE TIME: PURI

From: 27-Apr-2018 09:53 AM (GMT+5:30)

Union Housing and Urban Affairs Minister Hardeep Singh Puri on Thursday claimed the government would meet the target of construction of 75 lakh household and public toilets in urban areas under the Swachh Bharat Mission a year ahead of the schedule of October 2, 2019, and stressed that behavioural change among people was at the "heart" of cleanliness mission which would ensure its success.

The HUA Minister said that the success of Sustainable Development Goals (SDGs) would largely depend on the success of India just as the success of China is taking people out of poverty led to the success of the Millennium Development Goals (MDGs).

The Minister said the Government has set a target of building 47 lakh household toilets and five lakh community or public toilets in urban areas by October 2019.

"As on March 21, we have already built 32 lakh individual household toilets and 3.2 lakh public toilets, 2980 lakh in advance of October 2019, well before October 2019, we would build the required amount of toilets in the urban areas of the country," he said while addressing India Sanitation Conclave 2018, organised by Industry Body FICO.

The Swachh Bharat Mission (Clean India Mission) aims to address 100 per cent open defecation free (ODF) and adopt the solid waste management in India by October 2, 2019, the 150th birthday anniversary of Mahatma Gandhi. The scheme is implemented by the Housing and Urban Affairs Ministry in urban areas and the Drinking Water and Sanitation Ministry is responsible for rural areas.

Stressing that the mission started as the government project and later turned into a Jan andolan (people's movement), Puri said the "heart of the issue" is the behavioural change which is necessary for the success of the mission.

He also asked the private sector to play an active role at grassroots level in effecting behavioural change in people such as maintaining and using toilets.



About India Sanitation Coalition

India Sanitation Coalition was launched on June 25, 2015 at FICCI, New Delhi and continues to be supported by FICCI. ISC provides a unique platform of partnerships for its members to come together to share, learn, collaborate, partner and also provide thought leadership. India Sanitation Coalition in its two years of existence has established itself as a credible platform of partnership working towards a common goal of achieving sustainable sanitation for India.

ISC as a platform has successfully brought together the government, private sector, NGOs, multi & bilateral, foundations, trusts, civil society and citizens at large to create synergies to work towards the entire sanitation value chain.

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