



ACCOLADE  
ISC-FICCI  
**Sanitation**  
Awards 2022

A photo journey recognizing the distinguished award winning stories

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

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Websites - [www.indiasanitationcoalition.org](http://www.indiasanitationcoalition.org)/[www.ficci.in](http://www.ficci.in)

This report is a compilation of best practices received as part of the entries for the 6th Edition of the ISC- FICCI Sanitation Awards in 2022. The case studies of the awardees are published in the report we call ACCOLADE. Though utmost care has been taken to present accurate information, yet ISC at 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 this document is subject to change without notice. This publication is not intended to be a substitute for professional, legal, or technical advice. ISC at FICCI does not accept any liability whatsoever for any direct or consequential loss arising from the 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 acknowledgment may be a violation of the applicable law. Please acknowledge the source of this report while reproducing portions thereof. Inquiries in this regard can be addressed to ISC-FICCI Sanitation Awards Team, ISC Secretariat, FICCI Federation House, Tansen Marg, New Delhi -110001.

## **Acknowledgements**

We appreciate and acknowledge the contributions made by the members of the jury in evaluating and adjudicating entries across all categories of the award. Besides, we would like to extend sincere gratitude to all those organizations that participated under the various categories of the ISC-FICCI Sanitation Awards 2022.

## **ISC Team's contribution to the ISC-FICCI Sanitation Awards and 'ACCOLADE'**

The ISC-FICCI Sanitation Awards 2022 was curated by members of the Knowledge Management team in the ISC Secretariat duly supported by colleagues from the ABC team. ACCOLADE, an annual publication of ISC-FICCI that commemorates these awards, depicting a photo journey to recognize the distinguished award-winning stories in sanitation, covering the length and breadth of India, has been created by the Knowledge Management team. The aforesaid deliverables were executed under the leadership and guidance of Ms. Natasha Patel, Chief Executive, India Sanitation Coalition.



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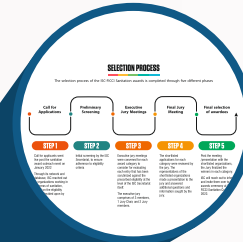


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## SPECIAL MESSAGE

**S**anitation in India is fast evolving! While till 2019 we talked about achieving open defecation-free (ODF) status, now we are talking about ODF sustainability, achieving ODF+ status, solid waste management, used water management, and a host of other related things.

I find this change fascinating and quite intriguing as well! Fascinating because it firms up my belief that we as a nation are committed to achieving SDG 6 by 2030 and intriguing because as we talk about the future of WASH in India, newer interlinkages like WASH and climate change as also technologies like robotics in faecal sludge management, IoT in solid waste management, etc. are emerging. India

Sanitation Coalition at FICCI has been at the forefront in recognizing, rewarding, and disseminating these efforts. It provides a common platform for multiple organizations working across the value chain of sanitation to come together to deliberate, strategize, plan, and implement programmes of their respective interests. I must applaud the India Sanitation Coalition at FICCI for forging a national-level coalition in the sector and pursuing the sanitation agenda of the country with remarkable success.

I am also quite pleased to see that the journey that started in 2017, with the first edition of the ISC-FICCI Sanitation awards has now entered the sixth year. These awards not only have rewarded excellence in sanitation but are also the perfect platform for celebrating achievements. Over the years, these awards have encouraged and endorsed multiple organizations and individuals for their contribution to the sector.

They have recognized and celebrated leaders, rising stars, and organizations driving growth in the sector to achieve a "cleaner, healthier, safer, and happier India." I am extremely delighted to have chaired the sanitation awards for the sixth consecutive year where organizations and individuals from different geographies of the country showcased a wide range of works and innovativeness.

With over 50 nominations across 10 categories of these awards in the current year (2022), I was elated to see that majority of these applications were from organizations and individuals, who were applying to these awards for the first time! This certainly reflects the gravitas of these awards in the sector.

I must also mention that in 2021, we introduced a new category "Women Change makers in Sanitation", and I wasn't surprised when in 2022, the jury unanimously decided to give 3 awards in this category as all 3 of the shortlisted entries represented unique facets of work covering multiple geographies and cultural settings in the country and their work could potentially inspire others to follow in their footsteps.

The evaluation process as always was rigorous, all thanks to my fellow jurors.

The ASSURED (Affordable, Scalable, Sustainable, Universal, Rapid, Excellent, and Distinctive) framework was used to objectively evaluate each parameter, ranging from quantitative to semi-quantitative, and select the winners across all categories.

The ISC secretariat conducted a smooth jury process by providing intuitive and carefully drafted abstracts of entries, pre-reads with the ASSURED evaluation matrices, related PowerPoint presentations, etc. The final jury meeting was insightful, with fellow jurors from multiple disciplines undertaking a detailed and objective evaluation that lasted for more than 9 hours and led to a just and fair verdict.

I would like to congratulate all the awardees who demonstrated excellence in their respective categories. I am sure their success would encourage more and more practitioners and we would see still better entries worthy of consideration for an award in its next edition.

I would very much like to congratulate Ms Naina Lal Kidwai, Chair and Ms Natasha Patel, CEO, of India Sanitation Coalition, for their visionary leadership roles in bringing these awards to where they are today.

Finally, I congratulate the ISC Secretariat for curating such a grand sixth edition of the ISC-FICCI Sanitation Awards.

Ladies and gentlemen, it gives me pleasure to release "ACCOLADE 2022", the annual publication of ISC that celebrates the contribution of the winners of the ISC-FICCI Sanitation Awards 2022.

I wish the ISC-FICCI Sanitation Awards Ceremony and India Sanitation Conclave 2022 a grand success!



**R.A. Mashelkar**

Chair, India Sanitation – FICCI Sanitation Awards



## PREFACE

**W**ater, Sanitation, and Hygiene (WASH) are crucial to good health and well-being. Safe WASH is not only a necessity but its interlinkages with other important aspects like gender equality, livelihoods, education, climate, etc. make it a prerequisite for creating resilient communities living in healthy environments. The India Sanitation Coalition (ISC) at FICCI has been a front runner in its contribution towards India's Swachh Bharat Mission (SBM) and WASH by creating a national-level platform to leverage on the resources of the government on one hand and that of the private sector on the other.

The role of the private sector in sanitation is vital. This is primarily because rapid economic development and urbanization have increased the demand for sanitation services many-fold, leading to a shortage



of sanitation facilities. To achieve Sustainable Development Goal 6 of ensuring access to water and sanitation for all, this demand-supply gap must be filled in rapidly. This feat can potentially be achieved by increasing private sector participation in the sector.

The private sector can bring innovation, technology, and years of community experience to meet these sanitation challenges and FICCI remains committed through India Sanitation Coalition (ISC) by coordinating and partnering with relevant stakeholders while advocating the cause of sanitation through the value chain of 'Build-Use-Maintain-Treat'.

ISC-FICCI Sanitation Awards is a flagship event of the India Sanitation Coalition at FICCI and they have recognized and rewarded less than fifty corporate houses since the inception of these awards in 2017. I know that some of these winners are now successful start-ups and social enterprises. These awards gave them the requisite nudge in the right direction to achieve impressive returns on their investment in sanitation.

With a two-stage approach adopted by the jury members for adjudicating these awards, the merit of these awards is rated highly in the country today.

With 10 categories against which the entries are evaluated, these awards have adopted a holistic approach to include all such aspects of WASH as are understood in the Indian context.

As always, we are delighted and grateful that Padma Vibhushan Dr R.A. Mashelkar, FRS, National Research Professor chaired the awards jury for the sixth consecutive year. We hope to remain associated with him in the future as well!

I also heartily thank the eminent jury panel that Prof Mashelkar heads for adopting an exceptional adjudication process that has raised the bar for these awards every year.

And last but not the least, I would like to congratulate all the contestants who participated in these awards and are accelerating India's efforts in achieving SDG 6 by 2030. I look forward to witnessing their growth and contribution to the sector!



**Subhrakant Panda**

President – Elect

FICCI





## FOREWORD

**N**ot all those who strive, succeed. That is where the role of awards and recognition comes in. Awards acknowledge ability, struggle, effort, innovativeness, and above all a deep desire to succeed in one's chosen path.

For every award winner in every category, there are hundreds of equally gifted professionals who do not make it; not because of a lack of talent but because finally there can be only one winner and being able to recognise and award such unique talent is the real measure of worth for any award system. Needless to say, it also creates the necessary healthy competition for the others to strive for in future years.

The ISC-FICCI Sanitation Awards are the key awards in the sanitation sector and have over six years established their leadership at the national level. Last year, we commemorated five years of these awards

through a publication that highlighted the excellent work that our awardees have carried out over the years since they received the award.

I have a great sense of pride in saying that these awards have grown multi-fold since their inception in 2017 and are now awaited each year by everyone in the sector as they not only showcase the excellent work being carried out in the sector but also bring to the fore newer avenues for investment and business benefitting the nation and its people at large.

This year's awards received an outstanding and diverse set of nominations from newer organizations that included corporates, entrepreneurs, financial institutions, individuals, and government agencies - each different from the other-making it extremely challenging for the jury members to select the winners.

I am deeply grateful to the jury members, for their dedication and serious intent in painstakingly evaluating the entries by employing a rigorous two-

stage adjudication process and finally selecting the best among the shortlisted contestants.

I am grateful to Dr R A Mashelkar for chairing the esteemed jury panel for the sixth consecutive year, his patient guidance to new jury members, his experience in knowing when the best selection was achieved and rewarding only the best, beyond an agreed threshold level.

I wish to congratulate all the contestants and winners, who have shown interest in ISC-FICCI Sanitation Awards, through their excellent initiatives and through these making a big difference to society.

I hope this award provides them with the much-needed recognition to fulfil their aspirations of creating successful and sustainable enterprises.



**Naina Lal Kidwai**

Chair

India Sanitation Coalition

# INTRODUCTION



With the launch of Swachh Bharat Mission (SBM) in 2014, the India Sanitation coalition (ISC) at FICCI was established in 2015 with the objective of bringing all stakeholders in the sanitation sector on a single platform to share information, learn from others, partner and collaborate to enable safe and sustainable sanitation. This is achieved through a range of catalytic actions that inter alia include supporting the unlocking of WASH financing with a focus on financing institutions and corporates, forging partnerships with allied organisations 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 at allied forums. With ISC's multi-stakeholders approach to support in the successful implementation of SBM, ISC-FICCI Sanitation Awards are a way of applauding the significant achievements and contributions made by the corporates, entrepreneurs, social enterprises, financial institutions and the government agencies in the sphere of hygiene and sanitation. For these ISC rewards excellence in ten categories, covering a diverse range of organisations who we intent to sensitize and partner with on the need for pushing the agenda for sustainable sanitation.

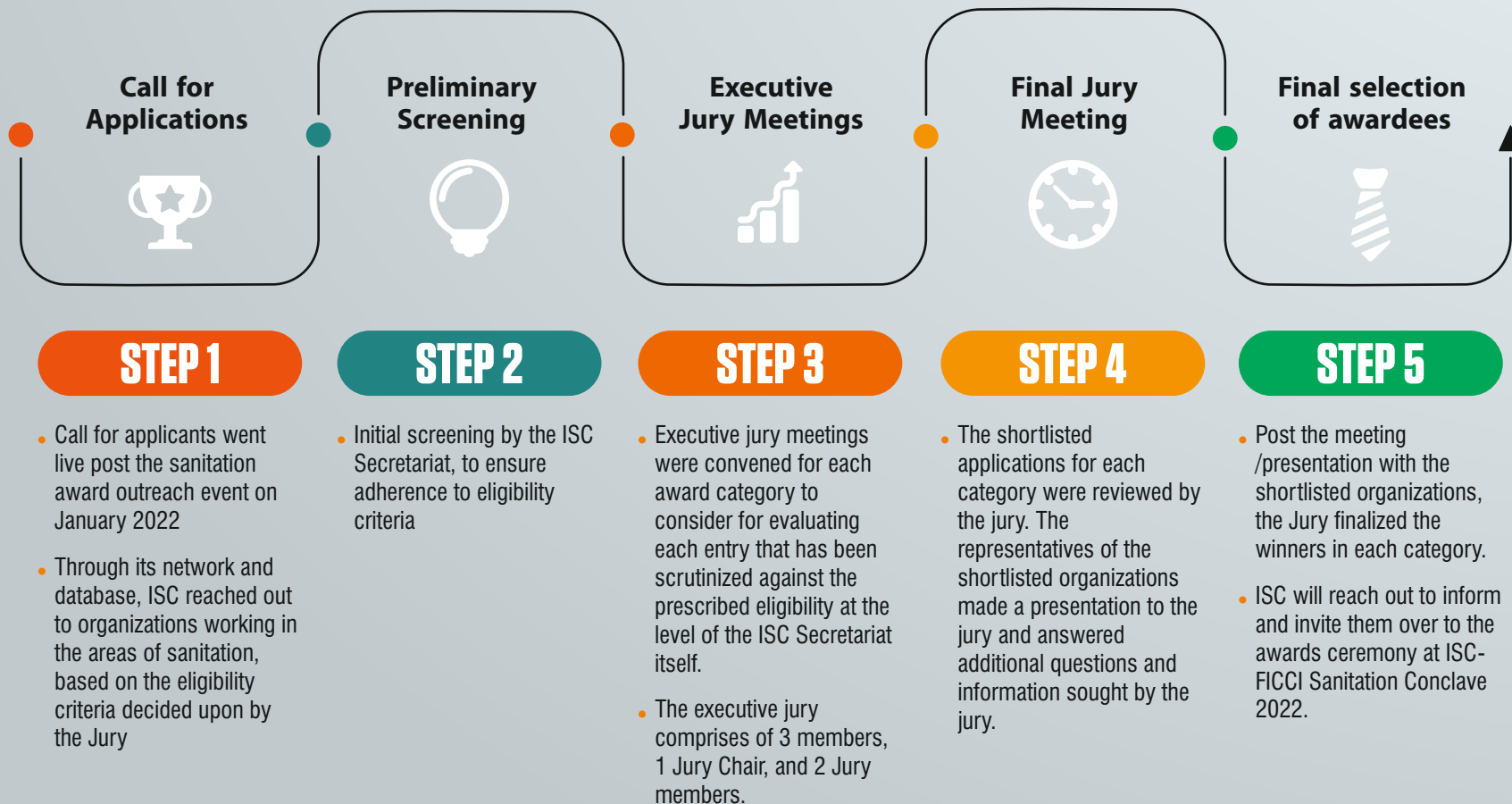
Eminent jury headed by Dr. R.A. Mashelkar adjudicates these awards every year based on scalability and impact and also innovations that are employed as a key criterion by the jury to determine the relative merit between the nominees. ACCOLADE is an annual publication of ISC-FICCI that commemorates these awards by way of providing a brief profile of the winners, including a summary of their contributions, based on which their nominations have been considered, besides a bio-sketch of each of the jury members.

These awards could not have been more relevant than today when safely managed water, sanitation and hygiene services are considered critical to protecting the public and environmental health especially post the covid-19 pandemic times.

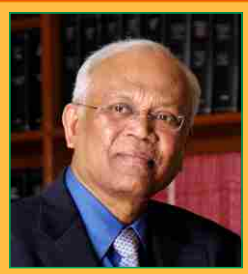


# SELECTION PROCESS

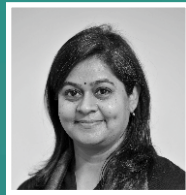
The selection process of the ISC-FICCI Sanitation awards is completed through five different phases



## THE JURY



**Dr. R. A. Mashelkar**  
Chair, India Sanitation  
FICCI Sanitation Awards



**Alok Majumdar**  
Head of Corporate Sustainability  
HSBC India



**Anup Vikal**  
CFO, Head of Legal & CSR  
Nayara Energy LTD



**Ashwini Saxena**  
CEO  
JSW Foundation



**Ishan Raina**  
Independent Director, RBL Bank  
Rainshine Entertainment



**Kaveree Bamzai**  
Independent journalist at India Today The  
Indian Express and The Times of India.



**Jyotsna Sitlig**  
Ex-Joint Secretary, Ministry of Skill  
Development and Entrepreneurship, GoI



**Sasanka Velidandla**  
Expert Urban Sanitation  
WASHi



**Tinni Sawhney**  
CEO  
Aga Khan Foundation



**Manoj Gulati**  
Regional Director, South Asia  
Water.org



**V K Madhavan**  
CEO  
Water Aid India



**Prof V Srinivas Chary**  
Director, Administrative Staff College of  
India Hyderabad – Expert Urban Sanitation



**Abhijit Banerji**  
Consultant & Chief Implementation  
Officer, FINISH



**Royston Braganza**  
Director  
Grameen Capital



**Nimish Shah**  
Managing Director  
IAPMO India Private Limited



**Y. Malini Reddy**  
Professor  
Administrative Staff College of India



**Akhila Sivasdas**  
Executive Director  
Centre for Advocacy and Research - India





# INTRODUCTION TO THE JURY





## R.A. Mashelkar

FRS

**D**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 the 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 also the Fellow of the US National Academy of Inventors (2017), the first-ever Indian from India to be elected. Dr. Mashelkar is currently also serving as the Chairman of India's National Innovation Foundation, Reliance Innovation Council, KPIT Technologies Innovation Council, Persistent Systems Innovation Council, and Marico Foundation's Governing Council. He co-chairs the Maharashtra State Innovation Council. In post-liberalized India, Dr. Mashelkar has played a critical role in shaping India's S&T institutions and also its 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).



**Alok Majumdar**  
 Head of Corporate Sustainability  
 HSBC India

**A**lok Majumdar is the 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 Development, 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.



**Anup Vikal**  
 CFO, Nayara Energy

**A**nup Vikal is the Chief Financial Officer of Nayara Energy and is responsible for the overall strategy, operations and delivery of the Finance function. Anup joined the Company in November 2017. As a part of his finance portfolio, Anup drives Nayara Energy's financial and operational success with the responsibility for financial strategy and capital structure, resource investment & optimization and ensuring transparency to our investors. He leads the functions of treasury, corporate finance, trade finance, accounting & reporting, corporate governance, controllership, investor relations, tax & strategy. Anup also heads the Legal department and oversees the CSR portfolio of the company. Anup is an industry veteran with over 28 years of experience in investment community and proven track record of growth, operational excellence and turnaround with both established companies and start-ups. He has been instrumental in transforming the investor relations, business planning, management reporting, monetizing and divesting of businesses. He is also credited with raising over USD 30 billion of funding in all forms of debt, equity, quasi equity from all parts of the world. Anup's thorough understanding of various industries and sectors have enabled him to perform leading role in over two dozen mergers & acquisitions, sell-offs, joint ventures, portfolio management and business restructuring. He has been a member of multiple Boards and Chairman of various Board Committees. Prior to joining Nayara Energy, he has led top performing organisations viz. Snapdeal, Aircel, InterGlobe Enterprises, Colt Technology Services India Private Ltd, Bharti Airtel Ltd and Tata Home Finance. Anup holds a Bachelor's degree in Engineering and Master's degree in Business Administration.



**Ashwini Saxena**  
CEO, JSW Foundation

**M**r. Ashwini Saxena, Chief Executive Officer at JSW Foundation, comes with more than 30 years' experience across India and Africa with reputed development organisations such as UNIDO, IFC (World Bank) and corporates. He holds a Master's degree in Geology, Business Management and CSR Leadership from the University of Geneva. He has led MSME development/CSR /Sustainability programs and championed IFC's Sustainability Tools in SouthAsia. He has more than 25 publications to his credit.



**Ishan Raina**  
Advisor, NSDC, Rainshine  
Entertainment and  
Independent Director , RBL bank

**A** 2016 Fellow at the Advanced Leadership Initiative at Harvard University, Mr. Ishan Raina has 35 years of experience spanning across brand & communication strategy, advertising & media, and digital marketing solutions, asexecutive, and entrepreneur. Since 1995, he has been working towards setting-up companies in traditional advertising, media, and new age digital. He was the Founder-CEO & joint-venture partner of Paris headquartered Havas Media, establishing Euro RSCG Advertising Worldwide and MPG Media in India, the first global advertising agency start up in India with majority international shareholding, a model replicated by other advertising networks. Mr. Raina founded India's first internet media solutions company (Media Turf ) now called Ignitee Digital Services. In 2007, he founded Out - Of - Home (OOH) India, India's leading Digital OOH TV company. He is currently associated with National Skill Development Corporation (NSDC) as an Advisor, Rainshine Entertainment as an Advisor, and RBL Bank as an Independent Board member.



### **Kaveree Bamzai**

Independent journalist at India Today, The Indian Express and The Times of India.

**K**averee Bamzai is an independent journalist. She was the first, and so far, only woman editor of India Today, where she was employed till January 2019. A recipient of the Chevening Scholarship, she has worked in The Times of India and The Indian Express before this. A graduate of the Delhi School of Economics, she has spoken at several media forums. She is the author of Bollywood Today, No Regrets and two monographs in the Zubaan series on Women in Indian Film. She is on several committees, among them the Women Exemplar Committee of CII, and is recognised as a changemaker by Save The Children charity. She lives in Delhi with her journalist husband, two sons.



### **Jyotsna Sitlig**

Ex-Joint Secretary, Ministry of Skill Development and Entrepreneurship, Government of India

**J**yotsna Sitling is the first female tribal IFS officer of India. With an illustrious career of 30+ years, she has worked at the helm of both state and central governments of India. As an institutional entrepreneur, she has created participatory institutions, policies, instruments and programs in areas like biodiversity, climate change, poverty, pollution, gender, livelihoods, watershed, agribusiness, entrepreneurship and skills. During her work, she has been associated with multilateral/bilateral projects with WFP, European Union(EU), GIZ,IFAD, IDRC, ICIMOD, UNESCO and World Bank. She continues to work passionately at the intersection of market, equity and environment for creating impact on the ground. She is the recipient of Indira Gandhi Paryavaran Puraskar 2004-05 and was also awarded with Prime Minister's Award for Excellence in Public Administration 2006-07 for her outstanding contribution to public service. She completed her post-graduation in Public policy and management from Indian Institute of Management Bangalore.



**Sasanka Velidandla**  
Expert Urban Sanitation, WASHi

**S**asanka Velidandla has diverse experience of almost 20 years in industry, entrepreneurship, and the non-profit sector. He is a graduate in Industrial Engineering from the University of Cincinnati, Ohio, United States and has an MBA from the Indian Institute of Management, Ahmedabad. For the past 10 years, Sasanka has been working on sustainability, decentralized wastewater management, solid waste management, and faecal sludge management.



**Tinni Sawhney**  
CEO, Aga Khan Foundation

**T**inni Sawhney has over 30 years of experience on sustainable livelihood development in rural India and has worked extensively on issues of agriculture and livestock development for smallholder farmers, particularly in the rainfed regions of India. She has also worked on strengthening gender perspectives in development and building robust community institutions to lead development processes. She is currently the Chief Executive of the Aga Khan Foundation in India and has previously worked with the UN Food and Agriculture Organisation's South Asia Pro Poor Livestock Policy Programme, the Danish International Development Assistance (DANIDA) and the Worldwide Fund for Nature.



**Manoj Gulati**  
Regional Director, South Asia  
Water.org

**M**anoj champions Water.org's strategy, vision and water and sanitation program expansion in South Asia and is serving as its regional director, South. He is responsible for scaling strategic partnerships that increased access to financing for water and sanitation. Manoj has more than 25 years of experience in IT, supply chain management and the development sector in both India and the U.S. Prior to joining Water.org, Manoj was the Senior Director, SE Asia and Country Director, India for SightLife, and was instrumental in scaling operations for over 17 eye banks in the region. Manoj obtained his MBA from The Fuqua School of Business at Duke University. Manoj serves on the steering committee for the India Sanitation Coalition (ISC) and is the Chair of ISC Credit Financing Working Group.



**V.K. Madhavan**  
CEO, WaterAid India

**V**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 northwestern 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.



**Professor Srinivas Chary**  
Director, Administrative Staff  
College of India, Hyderabad –  
Expert Urban Sanitation

**P**rofessor Srinivas Chary Vedala is the Director at the Administrative Staff College of India (ASCI), a premier institution for public policy and capacity development in India. He leads the Centre for Urban Governance and Environment which is recognized as a 'Centre of Excellence' by the Government of India. He is an urban environmental planner and public healthengineer with over two decades of experience in urban infrastructure and service delivery. He specializes in water and environmental sanitation (WASH) services and his portfolio spans policy, programme, capacity development and knowledge management projects for national, state and city governments. He serves on various Inter-Ministerial and Department level Committees on WASH in schools, urban environmental sanitation, SWM, urban development. He supported Ministry of Housing and Urban Affairs, Government of India by undertaking independent appraisal of city development plans, reforms implementation and smart city proposals. He sits in various committees of Swachh Bharat Mission - Urban at GOI. He is also a committee member of the GOI's reinventing the toilet programme and national FSSM Alliance. He constituted the National Urban Water Awards programme with the Government of India (2008) to establish norms and accelerate performance improvement in municipal water and sanitation in India and has been the recipient of the Water for Life UN Water Best Practices Award (4th edition) for its successful advocacy. He has also been conferred the Ashoka Fellowship for his innovations in the WASH sector. His current area of interest includes provision of safe sanitation through non-sewer sanitation and faecal sludge management in Indian cities. He mentors start-ups associated with circular economy, waste management and water supply.



**Abhijit Banerji**  
Consultant & Chief  
Implementation Officer, FINISH

**M**r. Abhijit Banerji serves as Member, Secretary at the Governing Body and Director for FINISH Program. He has more than 25 years of professional experience with 16 years in sales administration and business development experience with the corporate sector in Fast Moving Consumer Goods, Telecom and Financial Services and another 7 years with the social sector in micro-enterprise development, women empowerment and agri-marketing. Prior to joining FINISH he was the Zone Head for the micro-insurance business of TATA AIG Life Insurance in East and North India.





**Royston Braganza**  
Director, Grameen Capital

**M**r. Royston joined Grameen Capital in 2007 to launch the organisation as CEO. He currently oversees all aspects of operations in India. In his earlier assignment, as a senior vice president with HSBC, Royston was instrumental in setting up and heading the HSBC's Microfinance & Priority Sector Business. Before joining HSBC, Mr. Royston worked at CitiBnak India for over 8 years in various assignments both across the consumer bank as well as the corporate bank. He serves on many boards and advisory bodies including Sa-Dhan, Grameen foundation India, FICCI Financial Inclusion Committee, the CII National Committee on NBFC's, the UN Microfinance Resource Group and the Indian Impact Investors Executive Council. He pursued his master's in management studies from prestigious Jamnalal Bajaj Institute of Management Studies, Mumbai.



**Nimish Shah**  
Managing Director  
IAPMO India Private Limited

**N**imish Shah is an accomplished global health & sustainable business leader. He is currently serving as the Managing Director at IAPMO India private limited since August 2021. Previously he served as the managing director at Toilet Board where he led building of a vibrant innovation led hygiene & sanitation economy in the country, through entrepreneurship and private sector engagement. He is an Ex-Unilever Senior leader with 25 years of multi-domain R&D global experience. Mr. Shah shaped the framework & helped set up Global Sanitation Centre of Excellence at IIT-Palakkad India. He authored 15 patents & was 3 times winner of Unilever Global CEO Compass Award in sustainability.



**Y. Malini Reddy**  
Professor, Administrative  
Staff College of India

**A** multidisciplinary practitioner with over 23 years of experience in teaching, action research, and consulting, Ms Reddy maintains a keen interest and specialisation in management, ICT for development, social marketing, inclusion and gender equity, education, and social innovations. She is currently working as a professor in the Centre for Environment, Administrative Staff College of India. In her current and previous roles, she have worked closely with academic institutions, industry, development, and government agencies in establishing and supporting processes, leading and working in teams, taking a practical approach to solving problems, as well as capacity-building, research and documentation. Ms. Reddy holds a Doctorate Degree from the ICFAI University, Dehradun, where she specialised in enhancing student learning outcomes. She was also a research fellow at the Asian Institute of Management, Manila, and completed the Strategic Perspectives in Non-profit Management programme at Harvard Business School and the Social Impact Leadership Programme by Dasra & HBS. A graduate in Economics from the Shri Ram College of Commerce, University of Delhi, her postgraduate diploma is in Garment Manufacturing Technology from the National Institute of Fashion Technology, New Delhi.



**Akhila Sivadas**  
Executive Director, Centre for  
Advocacy and Research – India

**M**s. Akhila's work experience over the last thirty five years has been varied; ranging from teaching graduate level students, conducting academic and action research studies, freelance journalism to founding and heading an organization that specialises in advocacy using tools like media advocacy to strengthen media's perspective on gender and development issues. She is one of the founding members of Centre for Advocacy and Research. Formally registered in January 1998, this institution grew out of an informal group called the Media Advocacy Group (MAG). Having provided this group the organisational leadership, she has been able to develop tremendous expertise and insight in strengthening public and policy discourse on social inclusion and rights of all marginal communities, bettering their representation on mass media, building sustained relationship with e media, being sensitive to the new developments and changes happening within the media.

# EXECUTIVE JURY



**Aloka Majumdar**

Head of Corporate Sustainability  
HSBC India



**Prabhakar Lingareddy**

Executive Vice President and Head  
Social Investments, ITC Limited



**Aman Pannu**

Head of Corporate Communications & CSR  
DCM Shriram Ltd.



**Abhijit Banerji**

Consultant & Chief  
Implementation Officer, FINISH



**Asad Umar**

Senior Programme Officer  
Aga Khan Foundation



**Bishwadeep Ghose**

Country Director  
Water for People



**Kaveree Bamzai**

Independent journalist at India Today  
The Indian Express and The Times of India.



**Santosh Tiwari**

Senior Advisor  
APCO Worldwide



**CA Amit Arora**

Chartered Accountant - FinTech Specialist  
News Anchor Doordarshan, Delhi



**Royston Braganza**

Director  
Grameen Capital



**Saibal Paul**

Associate Director  
Sa-Dhan



**Jayesh Modi**

Ex-Head Inclusive Banking Unit  
HSBC



**Nimesh Shah**

MD  
IAPMO India Private Ltd



**Poyini Bhatt**

CEO, Society for Innovation &  
Entrepreneurship (SINE) - IIT Bombay



**Mayank Midha**

CEO Garv Toilets

# EXECUTIVE JURY



**Prof V Srinivas Chary**

Director, Administrative Staff College of India  
Hyderabad - Expert Urban Sanitation



**Ruchika Shiva**

Country Coordinator for India  
IRC WASH



**Sasanka Velidandla**

Expert Urban Sanitation  
WASHi



**Ishan Raina**

Independent Director, RBL Bank  
Rainshine Entertainment



**Manu Prakash**

CEO  
Taru Leading Edge



**Saket Kumar**

Head of State Office  
UNDP, Madhya Pradesh



**Madhushree Narayan**

Program Director  
at Social Alpha



**Y. Malini Reddy**

Professor, Administrative  
Staff College of India



**Kavita Wankhade**

Head - Practice (Governance and Services)  
IIHS



**Poonam Muttreja**

Executive Director of Population  
Foundation of India



**Mahima Vashisht**

Writer, Womaning in India; Ex-Consultant  
The World Bank, Former Civil Servant



**Akhila Sivasdas**

Executive Director  
Centre for Advocacy and  
Research – India



# WINNERS OF 2022



# AWARDEES 2022

Best corporate initiative  
in Sanitation (CSR):  
Large and Small



Best Non-Profit  
Engagement Model in  
Sanitation: Rural and Urban



Best Communication in  
Sanitation:  
Traditional and Digital



Best Innovative Financial  
Accessibility model  
for WASH



Best Engagement Model  
in Sanitation by a  
Social Enterprise / Start-up



# AWARDEES 2022

Special recognition  
award for Government:  
Urban and Rural



Shri Radhe Shyam Meena,  
Mission Director SBMG,  
Andaman & Nicobar Islands



Best Faecal Sludge and  
Septage Management  
(FSSM) Model



Best Skilling  
Initiative  
for Sanitation



Excellence on Work  
for Upliftment of  
Sanitation Workers



Women  
Changemakers  
in Sanitation



Soumya Dabriwal

Sasmita Barik

Dr. Smita Singh









# Best Corporate Initiative in Sanitation





Special jury mention:  
Best Corporate Initiative  
in Sanitation (CSR)



**Name of organization** : Kimberly-Clark Professional  
**Name of initiative** : Toilet changes life  
**Location** : Maharashtra and Delhi NCR



**About the initiative**

: Through their corporate responsibility initiative, 'Toilets Change Lives', Kimberly Clark Professional (KCP) has been working to ensure that underserved communities have quality access to sanitation and are enabling hygienic work environments for women workers in these areas. The program's goal was to provide safe workplace sanitation for women ensuring their safety, dignity, improved job participation, and increased productivity. The total budget of this initiative is INR 1,36,88,323 and it started on 8th November'19. The community members were instructed on how to use and maintain the toilets once they were built. The partners also provided six months of support to the community, including frequent check-ins and repairs.



**Impact**

: The project is directly impacting 3,00,000 working women across the states from Mumbai, Karjat Jamkhed, Ambegoan-Maharastra, and Delhi NCR. The initiative has aided in ensuring that women have safe and dignified access to sanitary facilities allowing them to increase their working hours and livelihoods while maintaining their health. It will help to reduce the number of ailments and infections that previously prompted women to leave their jobs. The construction of sanitation facilities has given community members, particularly women, a sense of dignity and pride. The toilets are built in areas where there is no sewerage connection and they are fitted with bio-digesters that handle faecal sludge on-site. Because of the automated system, when compared to traditional toilets, the pre-fabricated version utilises less water usage for flushing and cleaning. In general, this has eliminated the need for septic tanks which requires more frequent maintenance owing to the necessity for desludging. Due to the structural design, the toilets are 2-3 degrees cooler than the temperature outside.





Best Non-Profit  
Engagement Model in  
Sanitation: Rural and Urban





# Best Non-Profit Engagement Model in Sanitation: Rural & Urban

*Rural*



**Name of organization :** Gramalaya  
**Location :** Ramnad, Kerela



**About the initiative**

: The project aims at addressing the water scarcity in the Ramnad block of Ramnad district by protecting water bodies and managing grey water. It also aims at providing access to safe toilet facilities to the villagers and eradicating Open Defecation by retrofitting the damaged and defunct existing toilets constructed without proper SBM guideline directives. The duration of the project was 3 years of which 2.6 years have been completed and the project is still in progress. Their main partner in this initiative is NSE Foundation, Mumbai. Gramalaya formed and strengthened WASHMAN Committees (Water, Sanitation, Hygiene, Menstrual Hygiene Management And Nutrition) with members from the District administration (SBM District Coordinating Body), Panchayat Raj Institutions, District health department employees, and the education department, for the smooth implementation of the project.



**Impact**

: Post implementation of this initiative, approx. 16,500 people began using the retrofitted toilets. Moreover, an average of 36,400 students and staff started using the retrofitted school toilets and 10,000 users started using the Integrated Women Sanitary Complexes, which were also repaired. Thus, the total number of direct beneficiaries in the Ramnad Block is estimated to be around 63,000. The project raised awareness of the project's relevance among all government departments, including district and local administration, health, and education. WASHMAN Committees were formed in each village to ensure the long-term viability of the assets created. The programme promotes ODF and ODF + by providing education and awareness about the dangers of open defecation and its impact on children and adolescent girls. Beneficiaries and users are taught to take ownership of the structure by contributing an average of 16% of the expected renovation and retrofitting costs.



**Contact Details :** Padma Shri Mr. S Damodaran

@ gramalayango@gmail.com



# Best Non-Profit Engagement Model in Sanitation: Rural & Urban

*Urban*





**Name of organization** : Centre for Policy Research  
**Location** : Dhenkanal



**About the initiative** : UNICEF and Centre for Policy Research (CPR) collaborated in 2019 to showcase a pilot on FSM in Dhenkanal by attaching rural GPs to the Dhenkanal Municipality's urban FSTP. The project's major goal is to use current metropolitan infrastructure and services to help rural communities with FSM and Plastic Waste Management (PWM). The project seeks to serve as a model for urban-rural convergence in Odisha and other states. Since the model is entirely operated by collaborations between urban and rural local entities, strengthening local institutions such as Gram Panchayats and other community organisations in charge of implementation was critical not just for the project's success but also for its long-term viability. The budget of the project is 1.5 crores.



**Impact** : The effort benefits the rural population in the marked GPs by providing access to desludging services, waste transportation, and waste treatment, as well as reducing pollution and health concerns connected with improper faecal waste management. 110 rural GPs in the Dhenkanal district have been linked to urban FSTPs, giving them access to desludging and treatment services. Similarly, 77 rural GPs in the Angul district have been assigned to urban FSTPs. Due to the project's scalability and replication potential, rural populations in other districts of Odisha and India at large will benefit in the medium to long run. GPs within a 10-kilometer radius of the municipality were tagged to the urban FSTP during Phase 1 of the project and the plug-in radius was increased to 20 km during the second and ongoing Phase-2 of the pilot, with 93 additional GPs being tagged to urban FSTP.





परिचय-पत्रिका  
19/10/16

परिचय-पत्रिका  
19/10/16



# Best Communication in Sanitation : Tradition and Digital





# Best Communication in Sanitation: Traditional and Digital

*Traditional*



**Name of Organisation :** Kendriya Vidyalaya no.1, Roorkee

**Location :** Roorkee, Uttarakhand



**About the Initiative**

- : The goal of the project is to raise awareness among students about environmental cleanliness, personal hygiene, and waste management. Few of the initiatives conducted by KV Roorkee includes creating video competitions at home for cleanliness, painting competitions for new ideas on sanitation, slogan competition on cleanliness and essay writing competitions as well. The school has installed six hand washing stations, three on outside and three inside the building whereby all students (separately for both boys and girls) can wash their hands with soap after playing or before and after lunch. Liquid soaps and soap cakes are available at wash basin stations. Regular cleaning practice for four times a day is conducted to provide adequate hygiene and standard sanitation. The institution performed online and offline Swachhta Pledge, Fit India Pledge, Yoga Pledge and Green pledge in majority of the schools in Roorkee, with around 10,000 students and instructors to raise awareness as well as organized webinars, online lectures on similar topics. During Covid-19, videos on handwashing, swachhata, and fitness were created and uploaded to the institution's official YouTube channel for students, teachers, and parents.

**Impact**

- : Students' habits of washing their hands before and after breakfast, lunch, and dinner have improved because of the awareness activities. They also started practicing Yoga and exercises in the morning and evening to strengthen their immune system. As a result of the institution's Swachhata operations, it has consistently ranked first in swachhata in surveys conducted by Nagar Nigam Roorkee since 2018, and it also received first place in swachhata in 2018 from KVS RO Dehradun.



**Contact Details :** Vipin Kumar Tyagi

@ vk64tyagi@gmail.com



# Best Communication in Sanitation: Traditional and Digital

*Digital*



**Name of organization** : Urban Management Centre  
**Name of Initiative** : MISAAL  
**Location** : Ahmedabad, Gujarat



**About the initiative** : 'MISAAL' - A nine-episode film that uses a dramatic narrative to inculcate the idea that collectivization can lead to transformation. The film is based on the real-life experiences of the MISAAL programme, which worked extensively in vulnerable communities and assisted in the creation of collaborative engagement platforms with local governments. The story based on a fictional slum town known as 'Chaudi Basti' depicts how members of a community organise a committee to effectively connect with their ULB, and how they use their committee to request a community toilet, design the toilet with community input, and have the SHG in the area take over its operation and maintenance. This film was created as part of the USAID-funded MISAAL programme by Urban Management Centre (UMC). Their collaborations with the cities of Ahmedabad, Porbandar, Jodhpur, and Sambalpur, as well as the state governments of Gujarat, Odisha, and Rajasthan, are reflected in the film which has also been supported by the Ministry of Housing and Urban Affairs (MoHUA).



**Impact** : MISAAL film is based on community-led participatory assessment procedures that have been applied in more than 200 urban poor communities across four Indian cities. The implementation's lessons have been turned into MISAAL videos. It is based on the goal that audio-visual formats are the most user-friendly, and that people love the material, which sensitises and inspires them to implement it in their own context. With MoHUA's help, the film, which is based on many urban issues of sanitation, was uploaded on major sites like YouTube and is being utilised in our various programmes to help people understand how collectivism can lead to change.





श्री जय कृष्णदेवियार संस्था  
अ) कल्याण निवासी  
नागपुरी महिला

पुस्तकें

आयुष्य काल व स्वास्थ्य विभाग के-एनएमएच के  
आयुष्य काल विभाग के-एनएमएच के  
कल्याण  
भारत मिशन अंतर्गत  
रक्षा अभियान-2020  
स्थ - कल्याण





# Best Innovative Financial Accessibility model for WASH



## Best Innovative Financial Accessibility model for WASH



**Name of organization :** Friends of Women's World Banking, India  
**Location :** Bihar, Madhya Pradesh and Gujarat



**About the Initiative**

: In 2009, FWWB launched its Sanitation Program to boost low-income Indians' access to financing for sanitation loans. FWWB offers bulk loans to its MFI partners across India so that they may deliver individual sanitation loans to their consumers. Apart from that, FWWB assists MFIs with product development, technical know-how such as low-cost toilet models, groundwater contamination prevention during toilet pit construction, awareness and demand generation for sanitation loans, and setting up a Sanitation Project Management Unit within the MFI. The loan is provided to the MFIs for a maximum tenure of 24 months. According to the cost of financing, interest rates range from 12 to 15%. The average loan amount is Rs.2 crore, with interest paid monthly and principal paid monthly or quarterly.



**Impact**

: The project has led to providing loans for 90,000 plus toilets, 800 plus water loans, 200 plus SE loans, and grants of INR 2.5 cr across 10 states, 62 districts, and 15,000 villages. Over the years, FWWB has been successful in raising awareness among a growing number of MFIs about the need of initiating sanitation loan programs. Promoting sanitation entrepreneurs has aided in the provision of high-quality construction materials, as well as technical assistance in the construction of toilets and the employment of local youth. They support Sa-Dhan's sanitation awareness programs among MFIs and community organizations as a member. Their work is in inaccessible rural parts of Bihar and Madhya Pradesh, where credit is scarce, and they are likely the only lenders backing this program outside certain government initiatives in many locations. Women received 99 percent of the Sanitation Loans.





Best Engagement Model in  
Sanitation by a Social  
Enterprise / Start-up





## Best Engagement Model in Sanitation by a Social Enterprise / Start-up



**Name of organisation :** Ixora Corporate Services Pvt Ltd  
**Location :** Hyderabad



**About the initiative** : Loo cafe, a combination of Washroom + Café is India's first ODF++ compliant free-to-use Swachh Telangana public toilet start-up under Public Private Partnership (PPP) in Hyderabad by Ixora corporate services. It is made out of refurbished shipping containers, with an optimum space of 170 sq. ft., and has luxurious free-to-use toilets for men, women, and the differently abled. It also has a retail/ATM, and an attached café in the remaining space with the facility of free Wi-Fi. Loo cafe's technology is based on Artificial Intelligence (AI) and the Internet of Things (IoT), and it transmits stink-smell levels, energy, and user data to a 24/7 central command center, providing safe, clean, and hygienic washrooms for all users. Unlike other models, Loo cafe places a premium on women's safety, feminine hygiene, sanitary napkin dispensers, baby feeding, diaper changing, and other functions. The total budget of the project is 100 crores.



**Impact** : 1,00,000 users have used the facility directly. Over the last 2 years, 420 operational Loo cafes have been set up. Along with direct employment, Loo cafe has produced models that youth can use to start their businesses. Each Loo cafe employs four people: three at the café and one in the maintenance department, employing four people per unit. Operating a Loo cafe can make you around INR 30,000 - 45,000 using your enterprise concept. To increase women's participation in the workforce, Loo cafe employs 50% of women in all of its locations and has opened "PINK LOOCAFES" to cater only to women. Products from SHGs are also advertised at Loo cafe Counters. A metro city can afford to have 50 larger units and 250+ Mini Loo cafes. Besides, they are also developing an off-grid model unit that will recycle wastewater, turn urine into fertilizer, and turn faecal matter into green manure, reducing the pressure on current sewage systems.









# Special recognition award for Government:

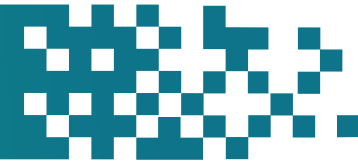




# Special recognition award for Government



**Winner** : Shri Radhe Shyam Meena, Mission Director SBMG  
**Location** : Andaman & Nicobar (UT)



**About the initiative** : Andaman & Nicobar has a total of 189 villages in its UT and all of them have been declared as ODF+. This data is currently being verified under SBM (G). Moreover, all these 189 villages have access to both solid and liquid waste management systems. Besides, a total of 22,436 individual household latrines (IHHLs) have been constructed since 2014, with a financial incentive of Rs 22.22 crore from the government.

If we see it under the lens of SBM (U), there is 100% door-to-door collection system of municipal solid waste from all the 24 wards. Additionally, 87% of the total waste produced is processed. The UT is ranked 1st among the States/ UTs having the highest number of "ODF plus model villages" as reported in DDWS IMIS.



**Contact Details** : Shri Radhe Shyam Meena

@ rd.ut.and@gmail.com



# Best Faecal Sludge and Septage Management (FSSM) Model





## Best Faecal Sludge and Septage Management (FSSM) Model



**Name of organization :** Bhubaneswar Municipal Corporation  
**Location :** Bhubaneswar



**About the initiative**

: The Bhubaneswar FSSM model has prioritized infrastructure development, inclusive sanitation, community-led demand generation, strict enforcement of regulations against illegal sludge disposal, innovative cesspool service delivery, optimal SeTP utilization, subsidized desludging for the urban poor, and a city-wide communication campaign, among other things. The initiative's main goal was to develop a city-wide, inclusive, and long-term FSSM programme that addressed all areas of the value chain. It also attempted to create an enabling environment for FSSM implementation in the city, as well as innovate and involve communities. The FSSM infrastructure in Bhubaneswar was built with financing from a variety of programmes, including SBM (U), AMRUT, NULM, and others.



**Impact**

: Approximately three lakh households with 12 lakh citizens including urban poor communities have directly and indirectly benefited from this programme. Due to the use of DEWATS' biological treatment technology, the operation and management of its SeTPs is very cost-effective. The cash earned from desludging services is used to fund the operation and maintenance of cesspool trucks. SBM (U) and NULM funds are being used to finance IEC and capacity-building programmes. The ULB has recently begun receiving demand from rural regions as a result of rural-urban convergence, which has increased income generated from cesspool services. Along with its NGO partners and state-level training institute - Odisha Water Academy - BMC has also been training sanitation workers to upskill them. Regular IEC programmes are undertaken for multiple stakeholders and citizens to improve and sustain key sanitation practices. Mission Shakti Women SHG members are managing and maintaining one of the plants and have now started getting a steady source of income.



**Contact Details :** Elisa Patnaik

@ Elisa.Patnaik@in.ey.com







# Best skilling initiative in Sanitation





## Best skilling initiative in Sanitation



**Name of organisation** : District Administration, Jajpur  
**Name of initiative** : Bridging skill gap and engaging women in sanitation Value Chain  
**Location** : Jajpur, Orissa



**About the initiative** : The District Administration of Jajpur launched a WSHGs (Women Self Help Groups) led Rural Solid and liquid waste management development models in the district named "Bridging skill gap and engaging women in sanitation Value Chain". The initiative which was launched in 2020 across the rural solid and liquid waste management sector of the district includes 1,781 villages and a population of 18,26,275 people. The total investment in the project is 2.72 crore. The project's main focus is on preparing women for participation in the sanitation value chain. The engagement of the corporate sector (ATHA Group) through CSR projects with a capital contribution of 2.72 crore, as well as backing from international organizations (UNICEF and UNDP), have considerably aided the district administration's attempts to engage WSHGs through skilling in rural sanitation. The financial assistance of 1.56 crore money for 78 battery-operated cars and drivers has been secured with CSR support. Each driver has a monthly fee of INR 5000. In addition, 80 local motivators have been enlisted to undertake door-to-door collections and execute IEC programs at the village level. Each motivator covers 500 families of the village.



**Impact** : Over 2546 women SHG members from rural regions have benefited from the program, which has secured their empowerment and financial sustainability. In terms of service delivery, 2546 households through door-to-door collection of waste, 500 women SHGs under driving training for door-to-door waste collection, 89 WSHGs through composting and packaging training, 35 women through training on plastic usage, and 400 sanitation workers have benefited directly. Within three months of the launch of the project, the district government expanded it to 26 GPS, benefitting 1,27,778 people in the Jajpur block. The project had led the SHGs to teach individuals about the need of using bathrooms to avoid health risks. WSHG members have launched several persuasion attempts in interpersonal communication, group communication, and other areas to attain these goals. By involving women's SHGs in the effort to drive community engagement, the project has not only strengthened SHGs, but has also enabled inclusive economic growth in rural regions. As a result, the project's participants are now more financially self-sufficient and economically empowered. The entire effort resulted making Jajpur the only district in the state to have received ODF+ accreditation for both rural and urban regions.





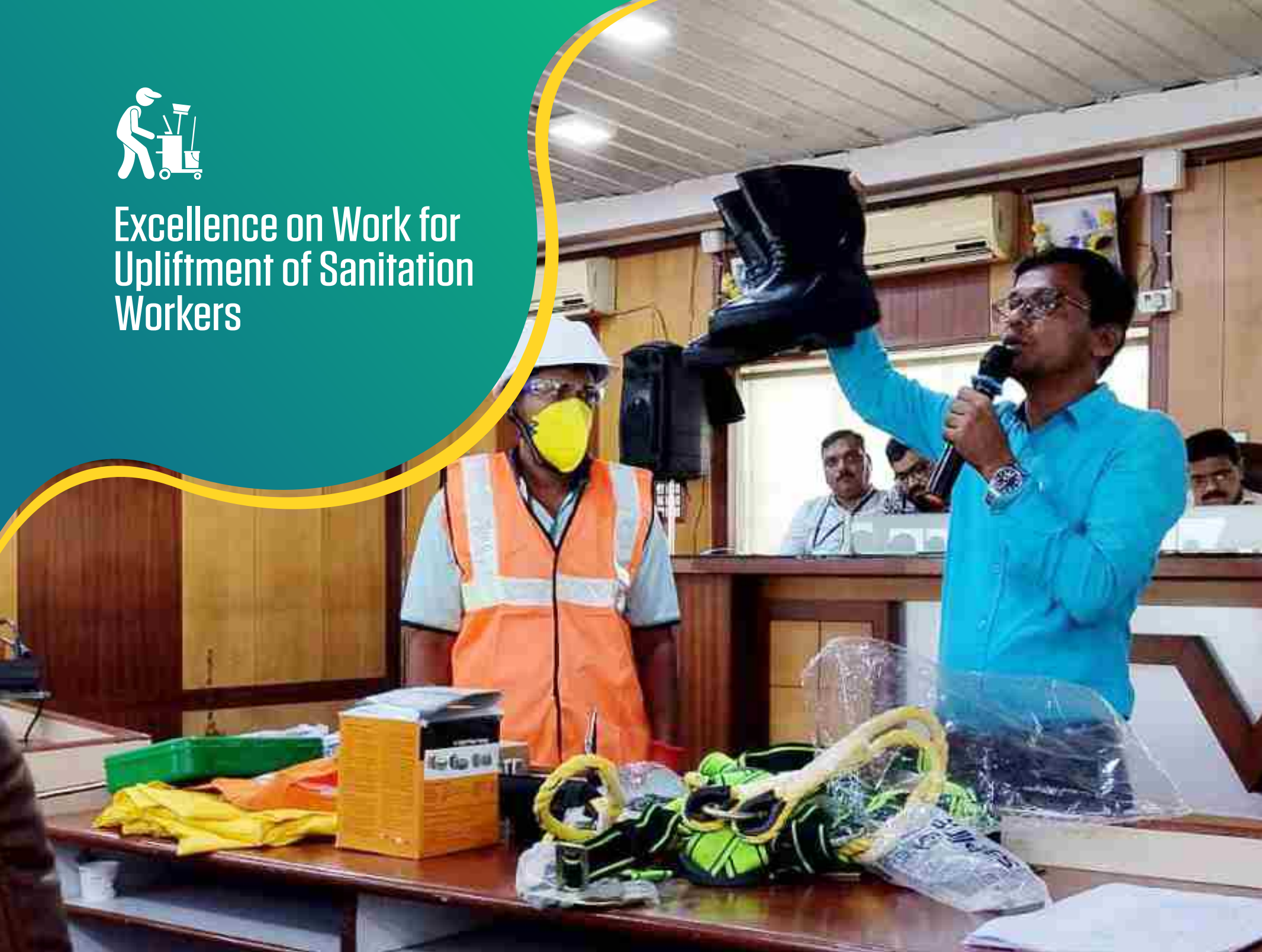


# Excellence on Work for Upliftment of Sanitation Workers





## Excellence on Work for Upliftment of Sanitation Workers



**Name of organisation :** KAM foundation  
**Location :** Orrisa, Uttar Pradesh and Maharashtra



- About the initiative** : Kam foundation started a program to provide extensive training to 1000 sanitation workers of Greater Mumbai Municipal Corporation and Pune Municipal Corporation. Trainings were conducted on up-skilling, PPE, Medical camp training, desludging, wastewater treatment, etc. Besides, sustainable livelihood in sanitation for daily wage workers and septic tank cleaners was provided through mechanization by the formation of Joint Liability Groups (JLGs) and handing over a suction machine to desludge the septic tanks within and around the Municipal limits of the city. Structural behavioural changes among sanitation workers are achieved through a structured 30-hour classroom session, using real-life anecdotes, empirical data, interactive sessions, and pictorial presentations. The project started on 21st March'21 and was completed on 2nd February'22 with a total expenditure of 97.70 Lacs for a year.
- Impact** : The program has enabled 1000 sanitation workers to gain knowledge and become aware of WASH facilities as well as health hazards and personal care. 3 JLGs were formed in Maharashtra specializing in mechanized septic tank cleaning thereby touching the lives of 10 families and 50 family members. Training sessions were conducted in partnership with Washi and CFAR in multiple locations in Orissa, UP, and Maharashtra. The program has reduced the awareness and knowledge gap among the vulnerable sanitation worker community. It has provided better opportunities in their current role because of up-skill training. Changes in their livelihood patterns and their economic conditions due to the awareness created about their bad habits (consumption of Alcohol/tobacco etc.) and their consequences were observed post the program implementation. Moreover, daily use of PPE reduces their daily health complaints and has provided them a healthy life. The way forward is to ensure sustainability in small select groups (by equipping more JLGs with machines and providing them with livelihoods), then showcasing them as an inspirational model, and then scaling up to include the rest of the vulnerable population.



**Contact Details : Sini Fernandes**

@ [kf1@kamfoundation.com](mailto:kf1@kamfoundation.com)







# Women changemakers in Sanitation





# Women changemakers in Sanitation



**Name of Women changemaker : Sasmita Barik**  
**Location : Bhadrak Municipality, Orissa**



- About the initiative** : Sasmita Barik is a Graduate but has no qualms in working as a sanitation ambassador - Swachh Sathi from Bhadrak, Odisha since September 2019. Swachh Sathis are Mission Shakti women Self Help Group (SHG) members who have been trained in Solid Waste Management (SWM) and Faecal Sludge Management (FSM) and are involved in sanitation service delivery in Odisha. They are hired by ULBs to raise household knowledge about trash management, improve service delivery, and generate demand. She has undertaken several campaigns on sanitation in partnership with the Bhadrak Municipality. Sasmita reminds households to reserve cesspool vehicles according to the survey schedule and assists them in having them cleaned, resulting in 5-6 trips per month from her ward. In addition to extensively advocating in her own ward, Sasmita has coordinated over 150 IEC campaigns on solid waste segregation in other wards. Every day, she pays a mandated visit to 20-30 families to raise awareness about solid waste and FSM, and she keeps track of it. Sasmita is one of the best sanitation employees in the department, having collected user fees for solid waste collection and transportation from 550 houses this fiscal year.
- Impact** : Sasmita has been mentoring other sanitation workers at the ULB as a role model for other Swachh Saathis. Other Swachh Sathis are now following her lead in urging households to modify their sanitation habits. At the neighbourhood level, Sasmita's enthusiasm and determination have influenced approximately 15,000 individuals. She has interacted with nearly 2000 school. All 600 families where Sasmita has been assigned the job of overseeing cleanliness, SWM, and FSM in the ward are methodically disposing of segregated waste, which is then safely transported to the Micro Composting Centre (MCC) and Material Recovery Facility (MRF) to be transformed to organic manure or recycled, thanks to her tireless work. As part of regular IEC campaigns, she has been able to indirectly reach 1.25 lakh population (23,000 Households) in 30 wards of Bhadrak. This concept has not only improved women's and other disadvantaged groups' livelihood chances, but it has also empowered them and produced an inclusive sanitation paradigm. Importantly, this model has been effectively scaled out across the State, with champions like Sasmita pushing it in both small and large towns and cities.



**Contact Details : Sri Debi Prasad Rout**

@ eobdkmunicipality@gmail.com



# Women changemakers in Sanitation



**Name of women changemaker : Dr.Smita Singh**  
**Location : Pune and Mumbai, Maharashtra**



- About the initiative** : With the required domain knowledge and expertise, Kam foundation under the leadership of Dr. Smita Singh started a program to provide extensive training to 1000 sanitation workers of Greater Mumbai Municipal Corporation and Pune Municipal Corporation. Trainings were conducted on up-skilling, PPE, Medical camp training, desludging, wastewater treatment, etc. Besides, sustainable livelihood in sanitation for daily wage workers and septic tank cleaners was provided through mechanization by the formation of Joint Liability Groups (JLGs) and handing over a suction machine to desludge the septic tanks within and around the Municipal limits of the city. Dr.Singh has been the lead trainer for all the training sessions conducted by Washi and CFAR in multiple locations in Orissa, UP and Maharashtra. Structural behavioural changes among the sanitation workers are achieved through a structured 30-hour classroom session, using real-life anecdotes, empirical data, interactive sessions, and pictorial presentations.
- Impact** : The program has enabled 1000 sanitation workers to gain knowledge and become aware of WASH facilities as well as health hazards and personal care. The training also helped the ULBs in capacity-building programs and mechanization under Safai Mitra Suraksha Challenge. Dr. Singh has been instrumental in the formation of 3 JLG's in Maharashtra specializing in mechanized septic tank cleaning thereby touching the lives of 10 families and 50 family members. The program has reduced the awareness and knowledge gap among the vulnerable sanitation worker community. It has provided better opportunities in their current role because of up-skill training. Changes in their livelihood patterns and their economic conditions due to the awareness created about their bad habits (consumption of Alcohol/tobacco etc.) and their consequences were observed post the program implementation. A change was observed regarding their perception towards their own job and contribution to the nation. Moreover, daily use of PPE reduces their daily health complaints and gives them a healthy life.



**Contact Details : Dr.Smita Singh**

@ [ceo@kamfoundation.com](mailto:ceo@kamfoundation.com)/[commercial@kamfoundation.com](mailto:commercial@kamfoundation.com)



# Women changemakers in Sanitation



## Project Baala

Name of women changemaker : Soumya Dabrial

Location : India, Tanzania, Nepal and Ghana



**About the initiative** : Project Baala is a menstrual health solutions provider with a strong focus on under served and vulnerable populations under the leadership of Ms. Soumya Dabrial. This project provides a systematic solution that focuses on giving access to reusable pads, awareness modules, and develops livelihood possibilities, since just 48% of rural Indians have access to safe menstruation protection. As a result, it's a 360-degree model that considers demand, supply, and revenue generating.



**Impact** : This model employs village-level women entrepreneurs who serve as Baala's ambassadors and salesmen, generating income for both themselves and the organisation. This concept enables women from all across the country to become menstrual health advocates and have a source of information and products in their communities that are easily accessible. After reaching 3,25,000 women & girls in 22 states of India and Nepal, Tanzania and Ghana, to make the model sustainable, Baala Associate model was introduced, which is an additional income model for women. Selling Baala pads in the neighbourhood earns women an extra 5,000 to 7,000 rupees per month on average. There are over 50 Baala Associates across the nation, including in Alwar (Rajasthan), Renukoot (Uttar Pradesh), Bangalore (Karnataka), Chennai, and Tranquebar (Tamil Nadu).



Contact Details : Soumya Dabrial

@ [soumya.dabrial@projectbaala.com](mailto:soumya.dabrial@projectbaala.com)

# WINNERS OF 2021

**Best Corporate  
initiative in Sanitation**



**Best Non- Profit Engagement  
Model in Sanitation**



**Best Communication  
in Sanitation**



Rural Drinking Water & Sanitation Department  
Rural Development & Panchayat Raj Department

**Special Mention**





# WINNERS OF 2021

**Best Innovative Financial  
Accessibility model for WASH**



**Best Faecal Sludge and  
Septage Management Model**



Dhenkanal Municipality

**Best Skilling Initiative  
for Sanitation**



## WINNERS OF 2021

**Excellence on Work for  
Upliftment of Sanitation Workers**

**iihs**<sup>®</sup>  
INDIAN INSTITUTE FOR  
HUMAN SETTLEMENTS

**Special recognition  
award for Government**



**Shri G. Mathi Vathanan**  
Chairperson  
Water Corporation of Odisha  
Government of Odisha

**Women Changemakers  
in Sanitation**

**Susri Seetal Bastia**  
Transgender SHG Member  
SeTP, Cuttack Municipal  
Corporation (Odisha) & Secretary  
Bahuchara Mata TG SHG

# WINNERS OF 2020

**Best Corporate  
initiative in Sanitation**



**Best Non- Profit Engagement  
Model in Sanitation**



AGA KHAN FOUNDATION

*Special Mention*



**Best Communication  
in Sanitation**



# WINNERS OF 2020

## Best Financial Accessibility Model in Sanitation



ସମ୍ବଲପୁର ଜିଲ୍ଲାର  
ସ୍ତ୍ରୀମାନଙ୍କ ସଙ୍ଗଠନ

माविम

महिला आर्थिक विकास महामंडळ (माविम)

## Best Engagement Model in Sanitation by a Social Enterprise



“AGRATA”

A CITY LEVEL FEDERATION  
Berhampur, Ganjam, Odisha

PadCare  
Labs

## Best Faecal Sludge and Septage Management Model



Berhampur Municipal Corporation

Special Mention

BANKA BIOLOO  
Science | Sustainability | Social Impact

# WINNERS OF 2020

**Best Skilling Initiative  
for Sanitation**



**JAN SAHAS**  
PEOPLE'S COURAGE FOR CHANGE

**Excellence on Work for  
Upliftment of Sanitation Workers**

**JALODBUST**

**Special Recognition  
Award for Government**

**Government of Assam  
represented by  
Dr Siddharth Singh,  
Mission Director,  
Swachh Bharat Mission (Gramin)**

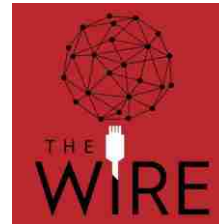


# WINNERS OF 2019

## Best Corporate Initiative in Sanitation



## Best Communication in Sanitation



## Best Engagement Model in Sanitation by a Social Enterprise



# WINNERS OF 2019

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

**WAVE Federation**



**Best Financial Accessibility  
Model in Sanitation**



**Special Recognition Award for  
Government: Urban and Rural**



# WINNERS OF 2018

## Best Corporate Initiative in Sanitation



A Maharatna Company

## Best Non Profit Model in Sanitation



Gram  
Vikas 



CEPT  
UNIVERSITY



shelter  
associates

## Best Financial Accessibility Model in Sanitation





# WINNERS OF 2018

## Special recognition in Media



**Vikram Chandra**  
(Individual)



## Special Individual recognition



**Mr. D. Kannan**

## Special recognition to the Government



**Nipun Vinayak**



# WINNERS OF 2017

## Best Corporate Initiative in Sanitation



**ACC**



**TATA**  
TATA CONSULTANCY SERVICES

## Best Non-Profit Engagement in Sanitation



AGA KHAN FOUNDATION

## Best Innovation in Sanitation



**CDD** Consortium for  
DEWATS  
Dissemination  
Society



**Svadha**  
Opportunity driven by dignity

# WINNERS OF 2017

## Special recognition in Media



## Special Individual recognition



## Special Jury lifetime Award



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 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, Past President, FICCI.



## About FICCI

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

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

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





प्रखण्ड - घाटशिला  
स्थापित-1974





For Further information:

**India Sanitation Coalition Secretariat**

FICCI Federation House, 1 Tansen Marg, New Delhi – 110001

**Sanjeev Shekhar Jha, Director**

Knowledge Management & Govt. Relations  
India Sanitation Coalition at FICCI  
Email: [sanjeev.jha@isc.ficci.com](mailto:sanjeev.jha@isc.ficci.com)  
Contact No: 9838830185

**Mitali Agarwal Mehta, Sr. Program Manager**

Knowledge Management & Govt. Relations  
India Sanitation Coalition at FICCI  
Email: [mitali.agarwal@isc.ficci.com](mailto:mitali.agarwal@isc.ficci.com)  
Contact No: 7009262210

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Website: [www.indiasanitationcoalition.org](http://www.indiasanitationcoalition.org)