

ACCOLADE
ISC-FICCI SANITATION
AWARDS 2023



A photo journey recognizing the distinguished award winning stories

ACCOLADE

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

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

This report is a compilation of best practices received as part of the entries for the 7th Edition of the ISC- FICCI Sanitation Awards in 2023. 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 2023.

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

The ISC-FICCI Sanitation Awards 2023 was curated by members of the Rewards & Recognition 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 Rewards & Recognition team. The aforesaid deliverables were executed under the leadership and guidance of Ms. Natasha Patel, Chief Executive, India Sanitation Coalition.




ACCOLADE
**ISC-FICCI SANITATION
AWARDS 2023**

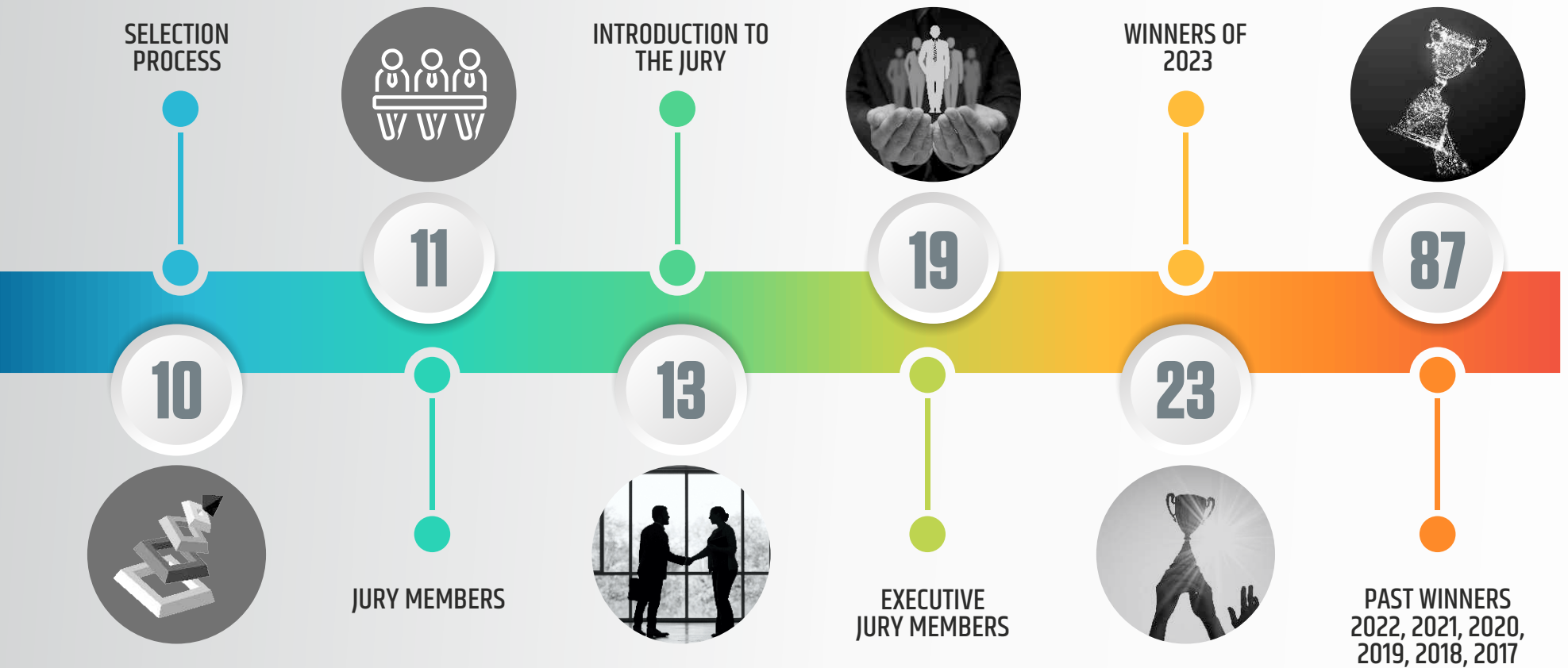
ACCOLADE



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SPECIAL MESSAGE



With the goal of achieving ODF plus (model) status for all rural and urban areas, India has transitioned from the successful execution of the first phase of the Swachh Bharat Mission to a focused effort on preserving and enhancing the infrastructure created during that phase. The emphasis now lies on sustainable, environmentally friendly, and inclusive solutions.

I'm delighted to witness the growing recognition that sanitation extends beyond the construction of toilets and encompasses waste management as an integral component. Phase 2 of the Swachh Bharat Mission has also taken significant strides by integrating waste management into its core objectives. Remarkable initiatives under the Mission underscore the invaluable contributions of grassroots organizations, NGOs, and corporations, all working together to realize the mission's objectives.

Among the platform's championing achievements within the sanitation sector, the ISC-FICCI Sanitation Awards stand out. I am delighted to witness the evolution of the ISC-FICCI Sanitation Awards, which began in 2017 and has now reached its seventh year. Over the years, these awards have offered encouragement and validation to numerous organizations and individuals for their significant contributions to the sector. I'm particularly pleased to see the balance between effectiveness, the use of simple technology, and innovativeness, all aligned with the goal of advancing mechanization in sanitation processes. It will be our shared effort to continue recognizing and rewarding good practices and disseminating knowledge to inspire others to enter the field of sanitation.

As the Chairperson of the jury since the inception of the awards, I can proudly say that these awards have attained a special and highly esteemed national status. We have celebrated leaders, emerging stars, and organizations driving growth in the sector, all dedicated to achieving a cleaner, healthier, safer, and happier India.

Until last year, these awards recognized winners across ten categories. This year, they received more than 110 entries spanning twelve categories which is indeed remarkable! This edition of awards was special because along with the quantity of applications, the quality of submissions has also been exceptional. One such winner is Anahat for Change Foundation. This is an NGO that aims to enhance menstrual and reproductive health awareness and skills among underprivileged adolescents and young women in remote areas of West Bengal by providing sustainable menstrual care through reusable cloth pads and targeting regions where affordable menstrual products and services are scarce. Another winner this year is Aspiya Banu who is a perfect example of how women are changing the face of rural India, one step at a time! Her efforts have led to various benefits, including a cleaner environment, reduced plastic burning, household-level wet waste management, a 90% increase in dry waste segregation, additional income for waste collectors, and more.

I was also extremely happy to see the work of Nepra Resource Management Private Limited in plastic waste management. Theirs is a comprehensive model that aims to achieve Zero Waste to Landfill by offering end-to-end waste management services, including collection, sustainable disposal, and infrastructure development. NEPRA brings together stakeholders, creating a value chain for various waste streams, with a focus on plastic waste. Their efforts in training, upliftment, and skilling people at the bottom of the pyramid i.e. sanitation workers are commendable. Their remarkable impact can be largely attributed to their local engagements and collaborations with Urban Local Bodies (ULBs) which are crucial for any initiative to succeed. I applaud them for integrating the use of cutting-edge technology like facial recognition, Artificial Intelligence, and data integration which makes their model forward-thinking and advanced.

The determination of award winners follows a meticulous two-stage jurying process based on the ASSURED framework, which emphasizes affordability, scalability, sustainability, universality, rapid implementation, excellence, and distinctiveness.

My fellow jury members, comprising of experts spanning various disciplines, including Indian and global corporate sectors, development partners, donor

organizations, and academia, have consistently maintained a high benchmark for these awards. They apply rigorous selection criteria to ensure that the final winners have made a tangible and measurable impact, demonstrating speed, scale, and sustainability. Simultaneously, they encourage new entrants by providing them with a platform to showcase their work.

As the jury chair, I consider myself fortunate to lead such an exceptional jury! Their profound knowledge, remarkable insight, and astute wisdom greatly simplify my role. Their consistent ability to select deserving winners year after year, leaving no room for ambiguity, is truly commendable!

I would like to offer my sincere congratulations to Ms. Naina Lal Kidwai, Chair, and Ms. Natasha Patel, CEO of the India Sanitation Coalition, for their visionary leadership roles in steering these awards to their current stature.

I extend my heartfelt congratulations to all the awardees who have demonstrated excellence in their respective categories. I believe their accomplishments will serve as an inspiration to practitioners, leading to even more outstanding entries in the forthcoming editions of these awards. I look forward to witnessing the transformational impact of the winners and the continued growth and innovation in the sanitation sector.

Lastly, I applaud the ISC Secretariat for orchestrating a magnificent seventh edition of the ISC-FICCI Sanitation Awards and expertly managing the jury process. The conclusive jury meeting was marked by the active participation of jurors representing diverse fields with an in-depth and unbiased evaluation.

It brings me immense pleasure to unveil "ACCOLADE 2023," the annual publication by ISC, which celebrates the contributions of the winners of the ISC-FICCI Sanitation Awards 2023.

I wish the ISC-FICCI Sanitation Awards a resounding success!"

R.A. Mashelkar

Chair, ISC-FICCI Sanitation Awards, and Former Director General,
Council of Scientific & Industrial Research

PREFACE



Access to clean drinking water and sanitation is not only a fundamental human right but also a cornerstone for the development of robust, healthy communities. The impact of safe Water, Sanitation, and Hygiene (WASH) goes beyond individuals, encompassing critical aspects like gender equality, education, livelihoods, and climate resilience. In the context of India's growth, the significance of this sector cannot be overstated.

The ISC-FICCI Sanitation Awards have grown in stature and significance since their inception in 2017, becoming a hallmark of recognition in the sanitation sector. This publication commemorates the exceptional achievements of the winners of these awards, who have made significant contributions to the sanitation sector,

While applauding these winners, it is imperative to acknowledge the transformative potential of private sector participation in achieving our shared objectives. The private sector brings innovation, technology, and practical community experience, enhancing sanitation processes and delivering cost-effective, sustainable solutions to address the sector's pressing challenges. Sustainability in WASH projects is of utmost importance, and the private sector's resourcefulness and dedication have played a pivotal role in creating and maintaining sanitation infrastructure that stands the test of time.

FICCI is delighted to witness the India Sanitation Coalition's collaborative efforts with both the private sector and the government to ensure safe WASH for every Indian. The synergy between the public and

private sectors is instrumental in addressing the vast and intricate challenges of sanitation in our nation, fostering a cleaner, healthier, and more sustainable India.

The ISC-FICCI Sanitation Awards not only acknowledge outstanding work within the sector but also present new opportunities for investment and entrepreneurship, benefiting our nation and its people. An illustrative instance is that of "PVR NEST," the winner of Best Corporate Initiative in Sanitation (CSR) award this year. PVR NEST, the CSR arm of PVR INOX Limited, has dedicated nearly two decades to improving the safety and well-being of women and children in marginalized communities. Aligned with the United Nations Sustainable Development Goal 11, their flagship program, Pink Centres, offers women-exclusive sanitation facilities in partnership with Delhi's Municipal Corporation and the National Commission for Protection of Child Rights. These centres, operated by and for women, transcend basic sanitation by providing a range of amenities. We certainly need more such corporates to come forward and contribute to the sector in PPP mode.

I am particularly happy to see that India Sanitation Coalition (ISC), in its forward-thinking approach, has ventured into the realm of plastic waste management. This is a strategic response to the growing challenge of plastic waste pollution. The introduction of two new award categories specifically recognizing the efforts of corporates and MSMEs in the plastic waste management sector exemplifies ISC's dedication to addressing this critical issue.

Nepra Resource Management Private Limited which won the award in the "Special Category: Best initiative in plastic recycling & waste management by a Micro, Small & Medium Enterprise (MSME)" is an excellent example of adopting a Public Private Partnership (PPP) model by collaborating with government agencies, non-

government organizations, and corporations. Their collaborations with government bodies like Indore Municipal Corporation and Indore Smart City Development Authority focused on undertaking a designed, customized, and scheduled approach as per the requirement of stakeholders, with a tech-driven system and state-of-the-art technology at its Material Recovery Facility to ensure closing the waste loop. It is crucial to recognize such shining examples of collaborations as it will motivate others to follow suit.

The credibility and rigor of these awards are evident in the two-stage evaluation process carried out by the jury. The increasing quantity and quality of submissions each year demonstrate the growing importance of these awards within the sector. With 12 comprehensive categories, these awards encompass all aspects of WASH as relevant in the Indian context.

I would like to extend my gratitude to Dr. R. A. Mashelkar, FRS, National Research Professor, who has diligently served as the jury chairperson since the awards' inception. My appreciation also goes out to the esteemed jury members whose expertise and time have been instrumental in guiding the process and making difficult decisions in selecting deserving winners.

Congratulations to all the participants who have displayed keen interest in these awards! Together, we persist in our efforts to ensure access to safe sanitation for all, an essential right and a collective responsibility.



Subhrakant Panda

President, FICCI

FOREWORD



ISC's journey since its inception in 2015 fills me with joy! Our continuous efforts and collaborations with governments, corporates, and various organizations have firmly established us as a leader within the sanitation sector.

The ISC-FICCI Sanitation Awards, now in their seventh edition, stand as a testament to ISC's steadfast commitment to the Swachh Bharat Mission. The tangible performance outcomes witnessed over the past six editions underscore the undeniable success of these awards.

This year's edition holds particular significance for two key reasons. Firstly, two new special award categories were introduced: "Best Collaboration in Plastic Waste Management - Medium and Large Corporates" and "Best Initiative in Plastic Recycling & Waste Management by a Micro, Small & Medium Enterprise (MSME)." This strategic move reflects ISC's dedication to integrating waste management into the broader framework of sanitation.

Secondly, what truly stood out in this edition was the enthusiasm displayed by applicants. This year, we proactively expanded our reach to grassroots-level initiatives that have demonstrated resilience in the sanitation sector but may not have had the chance to share their stories with the world. As a result, there was a remarkable increase in the number of applications received! These applications came from top corporates, state government departments, as well as grassroots level organizations dedicated to sanitation. It is worth highlighting that, with the increasing number of applications, the benchmark was also set higher.

It was heartening to see enthusiastic participation in the women changemakers category, where we received 22 nominations, many of whom were from women gram pradhans, reflecting India's progress toward gender equality and the increasing leadership role of women in sanitation. Needless to mention the jury had a tough time selecting the winners and they decided to give 2 awards and 2 special mentions in this category!

I take immense pride in stating that these awards have experienced significant growth since their inception in 2017, and they not only spotlight the outstanding work underway in the sector but also bring forth fresh opportunities for investment and business that benefit the nation and its people on a grand scale. Some of our past winners have transformed into successful start-ups and social enterprises, thanks to the boost these awards provided them in the realm of sanitation investment.

I extend my gratitude to our esteemed jury members, both executive and main jury, for their unwavering dedication and diligent efforts in meticulously evaluating the entries through a rigorous two-stage adjudication process. The two-stage adjudication approach has elevated the prestige of these awards.

I am particularly thankful to Dr. R. A. Mashelkar for his exceptional leadership as the chairperson of the jury panel for the seventh consecutive year. His patient guidance to both new and existing jury members, along with his insistence on recognizing only the most outstanding submissions that surpass the agreed threshold, has been invaluable.

On behalf of ISC, I extend my heartfelt appreciation to all the contestants and to the winners who have showcased their remarkable work by participating in these awards. The ACCOLADE, our annual publication, commemorates these awards by providing concise profiles of the winners, along with summaries of their noteworthy contributions. Through these efforts, we aspire to inspire countless others to follow in their footsteps.

I am confident that ACCOLADE '23 will be engaging reading material for subscribers and sector practitioners alike.



Naina Lal Kidwai

Chair, India Sanitation Coalition

INTRODUCTION

The India Sanitation Coalition (ISC) is a unique platform for its members to come together to share, learn, collaborate, partner and also provide thought leadership with a network of WASH experts to implement a holistic strategy for adopting sustainable WASH practices. Together, ISC strives to meet the targets outlined in several Sustainable Development Goals (SDGs) including 3, 5, 6, 7, 9, 10, 11, 13, and 17 in partnership with the Government. ISC was instituted at the Federation of Indian Chamber of Commerce and Industry (FICCI) in 2015 with the aim of supporting the implementation of the Government of India's flagship program Swachh Bharat Mission (SBM) to work on collating and disseminating relevant information and best practices in the sanitation advocacy space and provide inputs in the policy aspects of sanitation.

The ISC-FICCI Sanitation Awards is a flagship event in the sanitation sector and has established itself as a leader in this sector at a national level since its inception in 2017. Waste management, especially plastic waste is crucial for achieving the goal of circular economy. Recognizing its importance early on, SBM Phase II incorporated waste management into its fundamental goals. Accordingly, this year two new special categories - "Best Initiative in Plastic Recycling and Waste Management by a Micro, Small & Medium Enterprise (MSME)" and "Best Collaboration in Plastic Waste Management: Medium and Large Corporates" were added to the ISC-FICCI Sanitation awards. The aim was to give impetus to the efforts being made by major corporations and MSMEs in managing plastic waste. These additions represent a noteworthy stride in the pursuit of SBM Phase II's objectives. It is also a great way to create new possibilities for investment and businesses, which ultimately benefits the citizens of India.

The ISC-FICCI Sanitation Awards 2023 was chaired by Padma Vibhushan Dr. R A Mashelkar who has been supporting these awards for the last 6 years. A panel of eminent jurors who come from different institutional backgrounds and set-ups select the winners of the Award by following a rigorous adjudication process. The 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.

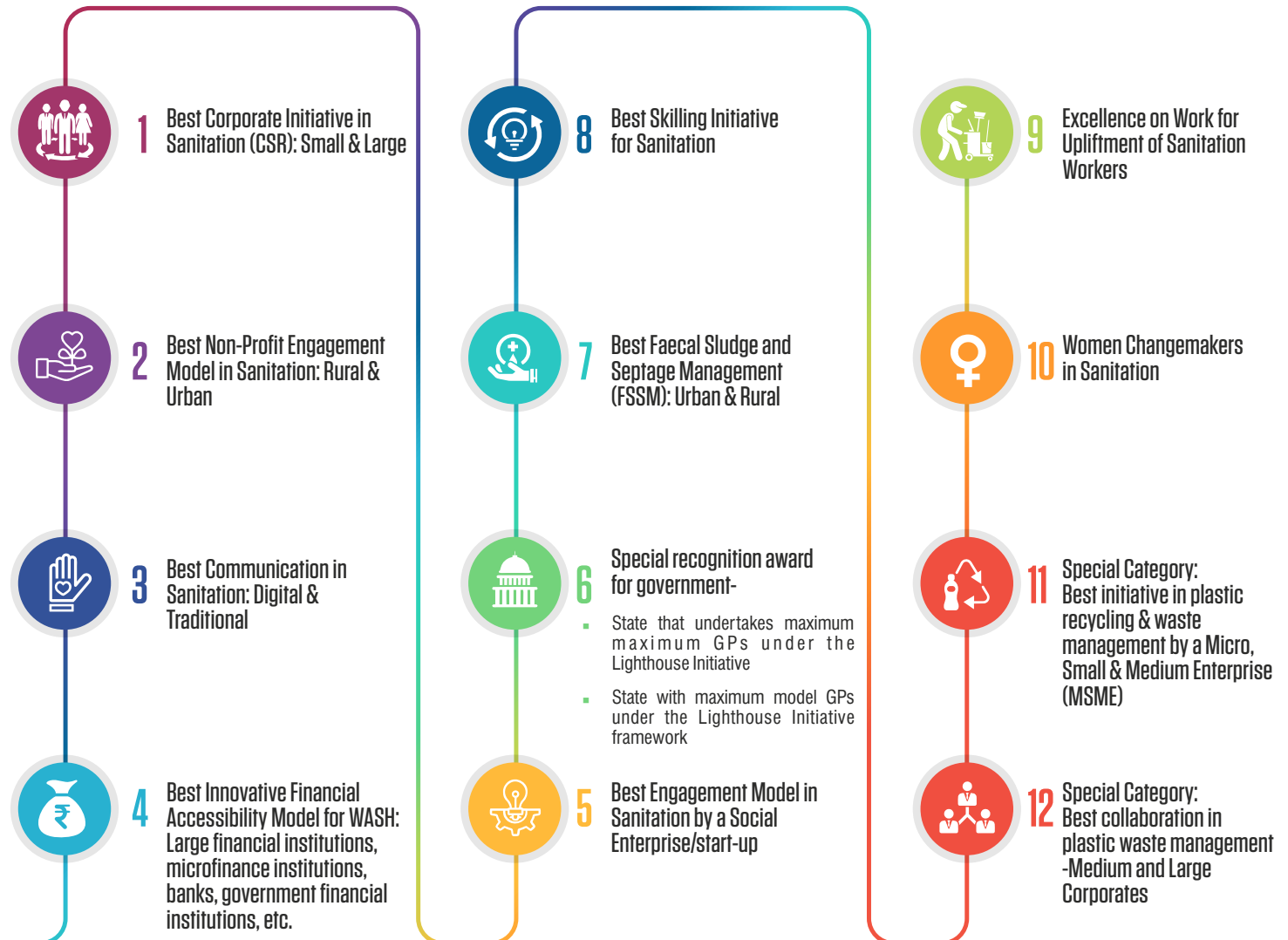
The 7th edition of the ISC-FICCI Sanitation Awards holds a special significance, as it marks ISC's proactive outreach to individuals and organizations that have played pivotal roles in the sanitation sector but have often gone unrecognized. In 2023, the ISC-FICCI Sanitation Awards will not only honour the contributions of these stakeholders but also serve as a platform for engaging in discussions on sustaining the achievements of the Swachh Bharat Mission. ISC aspires to share these stories with the world, ensuring they receive the applause and recognition they rightfully deserve.



AWARD CATEGORIES 2023

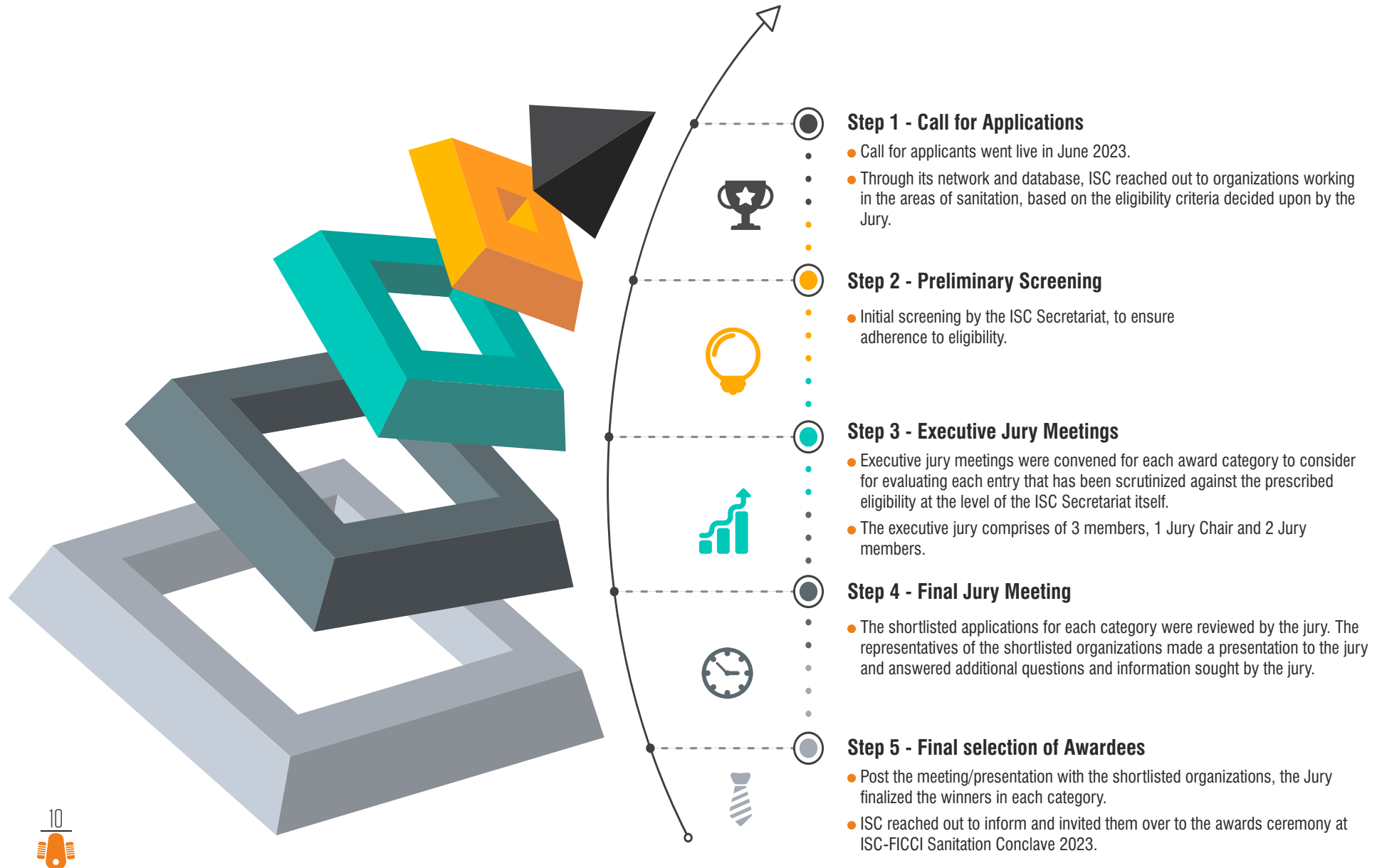


The ISC-FICCI Sanitation Awards felicitates winners across 12 categories:

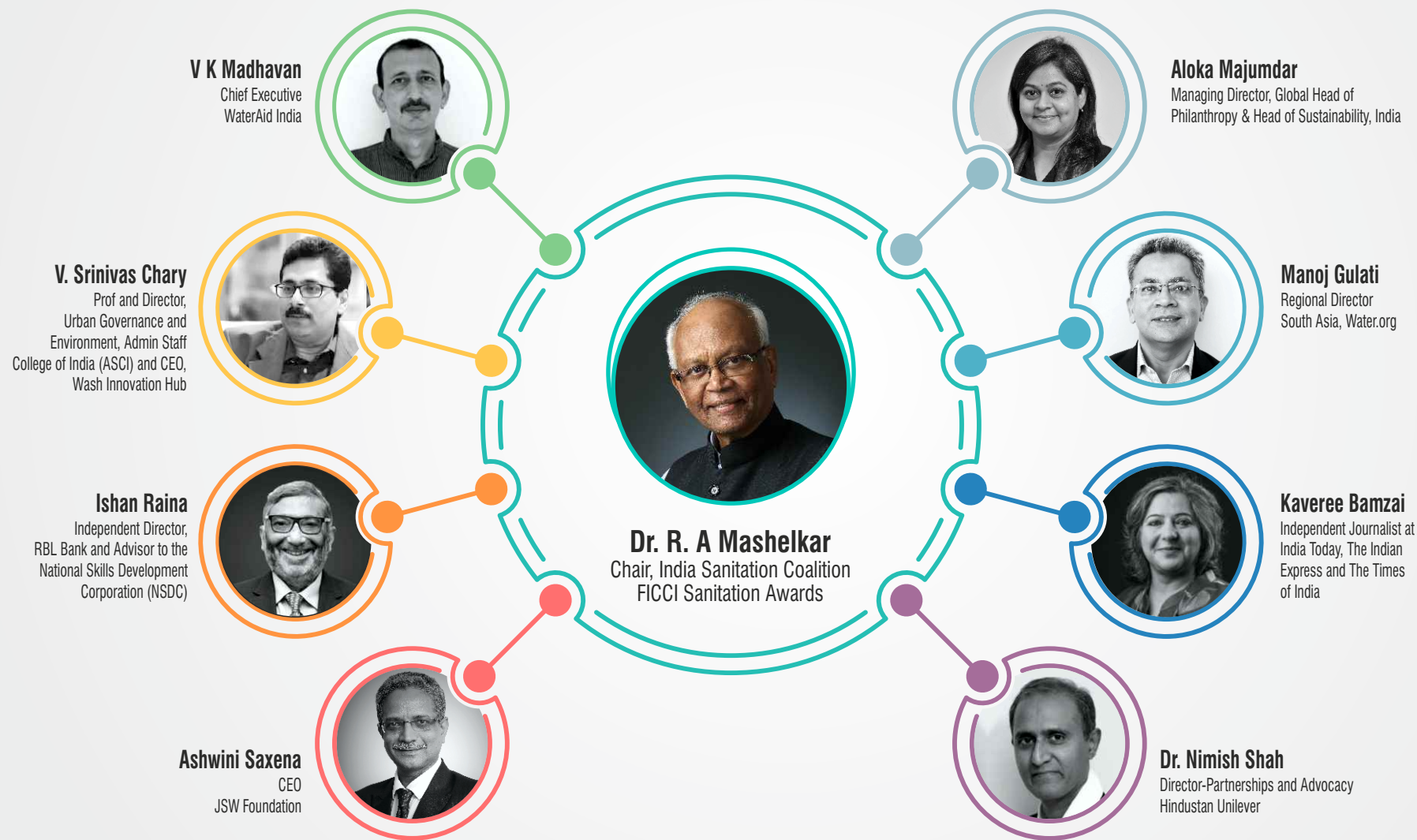


SELECTION PROCESS

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



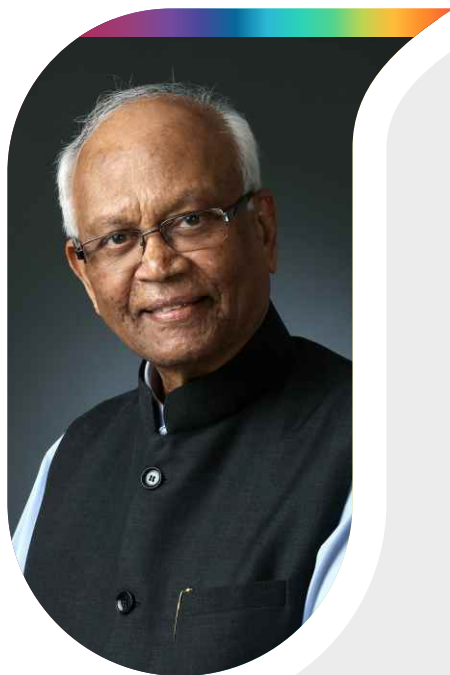
THE JURY





INTRODUCTION TO THE JURY





Dr. R. A Mashelkar

Chair, India Sanitation Coalition
FICCI Sanitation Awards

Dr. R. A. Mashelkar was the National Research Professor and President of Global Research Alliance (GRA). He has been 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 has also served 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. Presently, he is the Chancellor of Institute of Chemical Technology (2010- till date) and Chancellor of Jio Institute (2020 - till date.) He currently chairs the New Energy Council of Reliance, which is making multi-billion dollar investments in the total value chain, ultimately leading to one of the world's highest producer of green hydrogen. 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. He has received a record of 46 honorary doctorates from universities around the world. The President of India honored Dr. Mashelkar with Padma Shri (1991), Padma Bhushan (2000), and Padma Vibhushan (2014).



V. K. Madhavan

Chief Executive, WaterAid India

V. K. Madhavan is the Chief Executive at 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. Since then, he has worked with ActionAid and The Hunger Project and subsequently spent eight years working in Uttarakhand with Central Himalayan Rural Action Group (Chirag). 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 joining 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. He is also a TED Global Fellow and a TED Senior Fellow.



Prof. V. Srinivas Chary

Director, Urban Governance and Environment,
Admin Staff College of India (ASCI) and CEO,
Wash Innovation Hub

V. Srinivas Chary is the Chief Executive Officer at the WASH Innovation Hub, Professor and Director of the Centre for Urban Governance, Environment, Energy and Infrastructure Development at the Administrative Staff College of India (ASCI). He provides strategic direction to the Centre and leads its advisory, consulting, research and capacity development programme. He is also the Director of Centre of Excellence in Urban Development at ASCI instituted by the Government of India. He has over two decades of experience in urban infrastructure services, governance reforms and equity. He has served on various Inter-ministerial and department level committees on urban development, water supply, smart cities and environmental sanitation at the State and National levels. He is 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.



Ishan Raina

Independent Director, RBL Bank and Advisor to the National Skills Development Corporation (NSDC)

Ishan Raina is the independent Director at RBL Bank and has been at the board of the Bank since April, 2016. Mr. Raina is currently the founder and Chairman of Raina Advisory and is an advisor to the National Skills Development Corporation, advising and supporting senior management teams of various industries to help create jobs and livelihood for people. Mr. Raina has spent 35 years in Advertising and Media. Since 1995, he has been working towards setting-up companies in traditional advertising, media, and new digital age. He was the Founder, Chairman and Joint Venture Partner of Havas in India (Euro RSCG Advertising and MPG Media), and served on the Global Management Board of Havas Global, based in Paris and New York. 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.

Ashwini Saxena

CEO
JSW Foundation



Ashwini Saxena is the CEO of JSW Foundation, Board Director JSW Shakti & Trustee Heal Foundation and holds Masters' degrees in Geology, Business Management and CSR Leadership (from University of Geneva). His more than 30 years' career with reputed organisations such as UNIDO, IFC (World Bank) and corporates took him across India and Africa. He has led MSME development/CSR/Sustainability programs and championed IFC's Sustainability Tools in South Asia. He has more than 25 publications to his credit and is a member of several task forces & advisory committees with CII, FICCI, RCSR amongst others.



Aloka Majumdar

Managing Director, Global Head of Philanthropy & Head of Sustainability, India

Aloka Majumdar is the Managing Director, Global Head of Philanthropy & Head of Sustainability India. She was also the Head of Corporate Sustainability for HSBC India. She is a member of the HSBC India Executive Committee (EXCO). Graduating with Honours in Political Science from the University of Calcutta, she started her career as a financial journalist. She specialized 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 Group 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 including community-based organizations, multilateral agencies, academia, and central and state governments. She is the Trustee of Earthwatch Institute India, a Steering Committee Member of the India Sanitation Coalition, and is on several industry fora like FICCI and CII.



Manoj Gulati

Regional Director, South Asia, Water.org

Manoj Gulati is the Regional Director, South Asia at Water.org. He champions Water.org's strategy, vision and water and sanitation program expansion in South Asia. He is responsible for scaling strategic partnerships that increase 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, he 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. He obtained his MBA from The Fuqua School of Business at Duke University. He serves on the steering committee for the India Sanitation Coalition (ISC) and is the Chair of ISC Credit Financing Working Group.



Kaveree Bamzai

Independent Journalist at India Today
The Indian Express and The Times of India

Kaveree Bamzai is an independent journalist with more than 30 years at India Today, The Indian Express and The Times of India. She was the first, and so far, only woman editor of India Today, where she was employed till January 2019. 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, FICCI's Sanitation Awards Jury and is recognised as a changemaker by Save The Children charity. She has spoken at several media platforms on cinema, gender and youth, and was a TEDx Speaker. She is currently a columnist with Open magazine and curate events and online sessions with The New Indian Express.



Dr. Nimish Shah

Director-Partnerships and Advocacy
Hindustan Unilever

Dr. Nimish Shah is an accomplished global health & sustainable business leader. He is currently serving as the General Manager Regulatory Affairs South Asia at Unilever. He has served as the Managing Director at IAPMO India private limited from August 2021 to May 2023. Previously he served as the managing director at Toilet Board Coalition where he led building of a vibrant innovation led hygiene & sanitation economy in the country, through entrepreneurship and private sector engagement. He has three decades of multi-domain innovation, technical and R&D global experience. Dr. 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.

EXECUTIVE JURY MEMBERS



EXECUTIVE JURY MEMBERS



Aloka Majumdar

Managing Director, Global Head
of Philanthropy & Head of
Sustainability India



Deepak Arora

President
Public Affairs, Nayara Energy



Prabhakar Lingareddy

Executive Vice President
and Head – Social Investments, ITC



Abhijit Banerji

Director
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Harshvardhan

CEO
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Manvita Baradi

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Kaveree Bamzai

Independent Journalist at India Today,
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Santosh Tiwari

Director
APCO Worldwide



Aparna Dua

Director
Asha Impact



Manoj Gulati

Regional Director for South Asia
Water.org



Ragini Chaudhary

Director Investment
Caspian



Aman Virmani

Founder
Ecovia

EXECUTIVE JURY MEMBERS



Ligy Philip

Institute Chair, Professor in Department of Civil Engineering, IIT Madras



Dr. Nimish Shah

Director-Partnerships and Advocacy, Hindustan Unilever



Prof. V. Srinivas Chary

Professor Administrative Staff College of India, Hyderabad; Director, Centre of Excellence in Urban Governance and Environment



Yogesh Kumar

Head of Operations
HCL Foundation



Ashish Desai

Senior visiting fellow, National Council of Applied Economic Research; Advisor, Open Network for Digital Commerce & Former Director-Data Monitoring & Evaluation officer at NITI Aayog



Anuradha Shankar

Chief Executive Officer, Technology Innovation Foundation, IIT Palakkad



Chetan Mehrotra

Executive Trustee
Sar-La Education Trust



Ishan Raina

Independent Director, RBL Bank and Advisor to the National Skills Development Corporation (NSDC)



Kavita Wankhede

Head-Practice, Indian Institute of Human Settlements



Dr. Smita Singh

CEO
Kam Foundation



Dr. Y. Malini Reddy

Director, Governance and Service Delivery
Athena Infonomics



Pearl Tiwari

Head CSR
Ambuja Foundation



Arundati Muralidharan

Coordinator
Global Menstrual Collective



WINNERS OF 2023
ISC-FICCI SANITATION AWARDS



WINNERS OF 2023



**Best Corporate Initiative
in Sanitation (CSR):**

LARGE

PVRnest
A CSR INITIATIVE OF PVR INOX



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

RURAL



URBAN

JANVIKAS

A Quest for 'Just' Human Development



**Best Communication
in Sanitation**

TRADITIONAL

HCLFoundation



DIGITAL



**Best Innovative
Financial Accessibility
Model for WASH**



WINNERS OF 2023



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



Special Recognition for Government

State that undertakes maximum GPs
under the Lighthouse Initiative :
Government of Uttar Pradesh
represented by Mission Director,
SBM(G)

State with maximum model GPs
under the Lighthouse Initiative
framework:
Government of Bihar
represented by CEO-cum-Mission
Director, SBM(G)



Best Faecal Sludge and Septage Management (FSSM) Model

RURAL



Best Skilling Initiative for Sanitation

**Housing & Urban
Development Department,
Government of Odisha**



WINNERS OF 2023



Excellence on Work for Upliftment of Sanitation Workers



Women Changemakers in Sanitation

WINNER

Aspiya Banu, Member, Sanjeevini
Grama Panchayath Level Women's
Federation, Gargeshwari, Karnataka

Meghna Sahoo, President,
Transgender Swikruti SHG,
Bhubaneswar, Odisha

SPECIAL MENTIONS

Priyanka Tiwari, Pradhan, Rajpur,
Uttar Pradesh

Komal Kumari, Mukhiya,
Harla, Bihar



Special Category: Best initiative in Plastic Recycling & Waste management by a Micro, Small & Medium Enterprise (MSME)



Special Category: Best collaboration in Plastic Waste Management- Medium and Large Corporates

xynteo



BEST CORPORATE INITIATIVE IN SANITATION





Best Corporate Initiative in Sanitation (CSR): PVR Nest

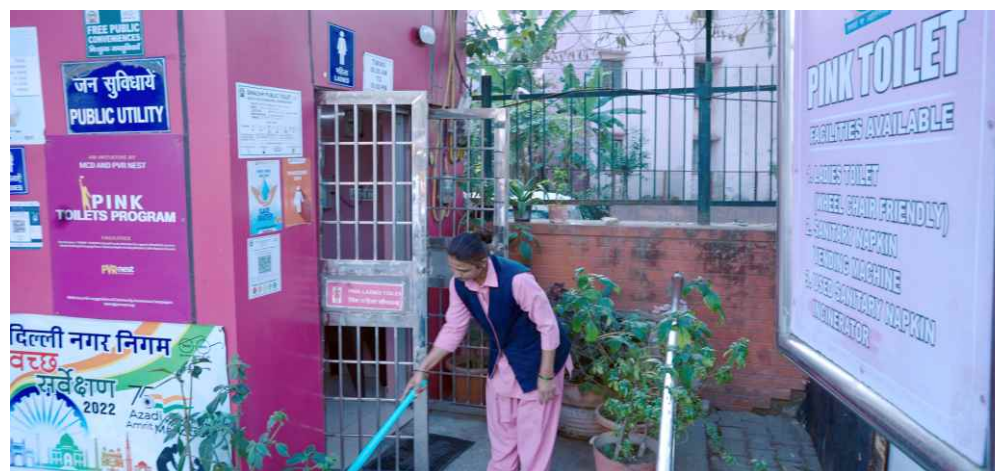
Name of the Organisation	- PVRNest
Name of initiative	- Pink Centres (Safe Sanitation Centres for Women & Children) and Garima Grih (Multi-Utility Public Health Infrastructure)
Date of commencement	- 2018
Location	- Delhi



About the initiative - PVR NEST, the CSR arm of PVR INOX Limited, has dedicated nearly two decades to improving the safety and well-being of women and children in marginalized communities. Aligned with the United Nations Sustainable Development Goal 11, their flagship program, Pink Centres, offers women-exclusive sanitation facilities in partnership with Delhi's Municipal Corporation and the National Commission for Protection of Child Rights. These centres, operated by and for women, transcend basic sanitation by providing a range of amenities. Even during the COVID-19 pandemic, Pink Centres remained operational, serving as a lifeline to the community with a record footfall of 3.5 lakh.

Currently, there are 20 Pink Centres in Delhi, with plans for expansion. Building on this success, PVR NEST introduced the Garima Grih initiative, creating multi-utility safe sanitation complexes that set new standards for women's safety and empowerment.

Their women-centric design prioritizes safety, privacy, and hygiene, with separate sections for women, menstrual hygiene facilities, and child-friendly spaces. Through awareness and skill development programs, women gain essential skills such as entrepreneurship, vocational training, financial literacy, and health and hygiene education.



Outreach

: There are a total of 20 Pink Centres across Delhi which have been repurposed with support from MCD and PVR NEST operating from 6 am to 10 pm that served more than 5 Lakh users in 2021. With a consistent rise of 10%-14% each month, more than 10 lakh users visited the centres last year. As of June 2023, the centres served 290 persons with disabilities (PWDs) and 203 Trans persons in safe spaces embracing diversity and inclusivity in public toilets. Pink Centre saw a visitation of 8.5 Lakhs women and children, which was an astounding 144% rise from previous year.



Outcome

: The initiative employs state-of-the-art sanitation solutions, enhancing healthcare, sanitation, and livelihood access for beneficiaries, ultimately improving their quality of life. A social impact study shows a remarkable 91.8% increase in women's employability, thanks to Pink Centres' safe and hygienic facilities. Garima Grih promotes behavior change through skill development, empowering women to contribute to their families' income and fostering self-sufficiency. Pink Toilets repurpose existing government-owned infrastructure, improving accessibility while maintaining quality. Technological innovations, like mobile apps and digital platforms, offer real-time facility information and feedback mechanisms, ensuring efficient communication and issue resolution.



BEST NON-PROFIT ENGAGEMENT MODEL IN SANITATION: URBAN & RURAL





Best Non-Profit Engagement Model in Sanitation:

URBAN: Janvikas

RURAL: Anahat for Change Foundation



Name of the organisation	- Janvikas
Name of initiative	- Garima Program
Date of commencement	- 2005
Location	- Ahmedabad and Khambhat & Petlad towns of Anand district Gujarat

About the initiative : Garima run by Janvikas is a transformative program that has dedicated itself to uplifting marginalized communities such as Dalits, Adivasis, Urban Poor, Other Backward Castes, minorities, and vulnerable women/children/youth. Its mission revolves around eradicating manual scavenging, empowering the sanitation community, and ensuring proper technology and equipment for sanitation workers.

The program actively monitors the implementation of the Eradication of Manual Scavenging Act of 2013 and strives to eliminate open defecation without manual cleaning, creating a safer, more hygienic environment. Janvikas places great emphasis on empowering the sanitation community by nurturing leadership and reinforcing community-based organizations (CBOs) led by community leaders.

Over a 12-year period, the program has invested INR 3.5 crores, demonstrating its long-term commitment to its objectives. It encompasses five key objectives, including identifying technological solutions for sanitation, advocating for a ban on manual cleaning, conducting sensitization programs for sweepers, establishing Adhikar Prapti Seva Kendra (EFCs) to



facilitate community access to rights and entitlements, and running education support centres for children engaged in sanitation work.

Primary beneficiaries include sweepers, sewer cleaning workers, and those responsible for cleaning open defecation sites, with an extended reach to CBOs and voluntary community leaders. Key stakeholders, including Manav Garima (CBO), Valmiki Vikas Savings and Credit Cooperative Society Limited, and sanitation worker trade unions, form a powerful coalition for positive change within the sanitation sector.

Outreach : The Garima Program was from Ahmedabad and by 2011, had its presence in 5 states, reaching out to 12 CBOs. Since 2020, the program is focusing only in Gujarat with support from Azim Premji Foundation. From 2011 to 2015, the program reached 30,000 households across six states, helping 1300 individuals transition from manual scavenging. The program supported 22,500 individuals through Adhikar Prapti Seva Kendra (EFCs) and trained 90 community-based leaders, providing safety equipment to 1100 sweepers.

Outcome : In Gujarat, it impacted over 5200 sanitation households, securing INR 4.73 crore in compensation for 47 families and eliminating manual cleaning in 17 open defecation spots in Ahmedabad. Collaborating with digital media, it effectively highlighted issues related to manual scavenging and open defecation. Under the Garima program, 1150 open defecation sites were demolished, and 1927 individuals left manual scavenging. Identifying 1951 active community-based leaders, the intervention reaches over 6000 households annually.



RURAL



Name of the organisation	- Anahat for Change Foundation
Name of initiative	- Project Unnati
Date of commencement	- 2018-19
Location	- Nadia, South 24 Paraganas, Darjeeling, West Bengal

About the initiative : Anahat's Project Unnati, in collaboration with Social Venture Partners India, aims to enhance menstrual and reproductive health awareness and skills among underprivileged adolescent and young women in remote areas of West Bengal. It provides sustainable menstrual care through reusable cloth pads, targeting regions where affordable menstrual products and services are scarce.

The project's objectives include reducing period poverty, generating livelihoods by training Self-Help Groups (SHGs) to produce cloth pads, dispelling menstrual myths and taboos, and building the capacity of government workers to provide accurate menstrual health information. It also encourages community involvement, including men, to create supportive environments for menstrual and reproductive education.

Key stakeholders include local women, adolescent girls, boys, men, and government agencies like ASHA and Anganwadi. Reusable cloth pads not only combat period poverty but also reduce environmental waste compared to disposable pads. Skill development empowers women and girls, leading to improved respect and reduced domestic violence.

Anahat's solution is sustainable, lasting three years, with outreach facilitated by ASHAs and Anganwadis. While the pads have IS certification, they have not been fully accepted by the government. Each Unnati foldable pad costs INR 100, with production costing INR 50. Anahat aims for financial sustainability through a hybrid entity selling products online. By training women to produce sustainable cloth pads and related products under the brand "Anahat Unnati," the initiative empowers women, addresses affordability issues, and promotes sustainability in both urban and rural settings. Anahat expanded its model to Bihar and trained 200 women during



Outreach

- : Conducted awareness sessions with 10,000 adolescent girls on sexual and reproductive health and menstrual hygiene management. The number of women trained (direct beneficiaries) increased from 50 in 2018-19 to 350 in 2021-22. In 5 years, a total of 900 women have been trained. Additionally, while in 2018-19, 50,000 reusable cloth pads were distributed, the number increased to 3,50,000 in 2022-23. In 5 years, a total 12,00,000 pads have been distributed as part of CSR distributions, donations, government projects, etc. 1,35,000 people have been indirect beneficiaries of the project. Starting from the slums of Kolkata, the initiative expanded to other regions, training women in different areas to make and sell reusable cloth pads.

Outcome

- : The initiative has prevented 12 million plastic pads (25.5 metric tonnes of plastic waste) from reaching landfills till date. Project Unnati has proven its sustainability by generating a revenue of \$174,771 (approx. INR 1.45 crores) with 47% of the proceeds directly benefiting under-resourced women who produce cloth pads. In past one year, around 200 beneficiaries have earned an average of INR 5,000 per month, showcasing the positive economic impact of the initiative. After being trained to make reusable cloth pads through the initiative, many girls and women in the area now earn a livelihood of \$60 - \$70 (INR 5000-5800) per month. During the COVID-19 pandemic, the initiative trained 200 women from South 24 Parganas, Nadia, and Darjeeling districts of West Bengal. An additional 100 women from Kolkata slums were trained under UNICEF in making reusable cloth pads. The products, including cloth pads and baby diapers, are environmentally friendly and sustainable, made from cotton fabrics and leakproof PUL layers, designed for long-term use (up to 3 years), and have multiple reuses.



BEST COMMUNICATION IN SANITATION - TRADITIONAL AND DIGITAL





Best Communication in Sanitation-

TRADITIONAL : HCL Foundation

DIGITAL : Swachh Bharat Mission (Gramin) / Lohiya
Swachh Bihar Abhiyan



TRADITIONAL

HCLFoundation
 **Samuday**
 by HCLFoundation

Name of the organisation - HCL Foundation
Name of initiative - HCL Samuday
Date of commencement - 2017
Location - Hardoi district, Uttar Pradesh

About the initiative : HCL Samuday's rural development program, launched in Uttar Pradesh's Hardoi district, addresses comprehensive issues in agriculture, education, environment, health, livelihood, and water, sanitation & hygiene (WASH). Their 'Sanitation' initiative, aligning with the national goal of total sanitation, focuses on breaking the faecal-oral contamination cycle by promoting consistent toilet use.

Unlike traditional infrastructure-centric approaches, HCL Samuday emphasizes community mobilization and creating Open Defecation Free (ODF) Gram Panchayats. This transformation is achieved through community-wide behaviour change, demand generation for sanitation facilities, and awareness campaigns following the Community-Led Total Sanitation (CLTS) method.

Clean villages are created by eliminating visible faecal matter, ensuring proper waste disposal, and promoting hygienic practices. This approach fosters community involvement, innovation, and local solutions for sustainability. To attain ODF+ status, HCL Samuday focuses on community capacity building through methods like CLTS, IEC/BCC, and advocacy at various government levels. These efforts generate demand for toilet construction, facilitated by skilled resource pools, material availability, and incentive distribution. Key stakeholders include the district administration, Feedback Foundation (for CLTS), and NRMC (knowledge partner for capacity building and awareness activities).

Outreach : The intervention began with an annual budget of INR 3.5 Crore (approx.) in 164 Gram Panchayats of 3 blocks of Hardoi, namely



Kachhauna, Kothawan and Behander covering 749 villages and reaching around 1 Lakh people. Overall, 7200 households were impacted by the project. At present, the project is covering 11 blocks of Hardoi district, benefitting 2.1 million people.

Outcome : The HCL Samuday's sanitation initiative utilized innovative communication channels such as Jagrukta Rath (e-rickshaws with audio tools), Nukkad Natak, Night Chaupals, hoardings, and Wall Paintings. Innovative tools like Public announcement systems, interactive games, mobile voice messaging, and 'Kudasur' (Plastic Man) were developed based on communication barrier analysis. Community engagement was enhanced with Gaurav Yatra, inter-sectoral meetings, and a responsive approach. The intervention has managed to make a massive impact on the communities vis-a-vis waste creation and its management. Through the years, the impact has surpassed the initial goals of ensuring regular toilet usage and has incorporated holistic components of hygiene and sanitation, such as solid and liquid waste management. Construction of Resource Recovery Centres (RRC) at the GP level and Material Recovery Facility (MRF) at the block level, and active engagement in various communication efforts, have inspired community members to take collective ownership of the collection and disposal of waste from their households. Some women overcame their initial hesitancy and inspired others through door-to-door visits, meeting attendance, follow-ups, etc. Additionally, the community now holds ownership of the toilets, signifying a successful transfer of responsibility and ensuring sustainability.



Name of the organisation	- Swachh Bharat Mission (Gramin) / Lohiya Swachh Bihar Abhiyan
Name of initiative	- Digital Communication and Monitoring System (DCMS)
Date of commencement	- September 2016
Location	- Bihar



About the initiative : The Lohiya Swachh Bihar Abhiyan (LSBA) is a mission-mode program, comprising SBMG of the Central Government and Lohiya Swachhta Yojna (LSY) of the State Government. This program is committed to making Bihar free from open defecation through the proactive participation of people and focusing on BCC to make the rural area ODF+.

The Expenditure of LSBA in FY 2022-23 is approx. INR 1222 Crore. The primary objective of the Digital Communication and Monitoring System (DCMS) project is to establish digital communication channels to reach over 5 lakh households in a more efficient and effective manner. By utilizing digital platforms, such as mobile applications, SMS services, and other online communication tools, the LSBA through its DCMS aims to disseminate information, updates, and important messages related to sanitation practices and hygiene to rural communities.

Moreover, the DCMS serves as a monitoring and reporting mechanism, enabling stakeholders to track the progress of Solid Liquid Waste Management (SLWM) activities and make data-driven decisions. The system facilitates real-time data collection, analysis, and visualization, which enhances the accountability of stakeholders involved in the LSBA. Through the DCMS, government agencies, community members, and relevant organizations can collaborate more effectively and allocate resources efficiently to drive the successful implementation of sanitation initiatives.



The initiative is currently deployed in 1671 Gram Panchayats spanning thirty-eight districts in Bihar, explicitly focusing on the successful execution of SBMG and highlighting SLWM activities under the LSBA. The unique Digital Communication intervention - DCMS is carried out with the support of the Development Management Institute (DMI) Patna, in collaboration with UNICEF, Bihar.



Outreach : Over 5 lakh households across all the districts of Bihar.

Outcome : The DCMS project's impact is significant and unique. It utilizes Sanitation Supervisors who are already part of the communities they serve. These supervisors have established trust and connections with households, forming a solid foundation for effective communication and monitoring. Moreover, Sanitation Supervisors enable ongoing monitoring and evaluation of project outcomes. They can observe and report on sanitation progress within households, facilitating timely adjustments and targeted support.

DCMS showcases the power of digital innovations in overcoming communication barriers and driving behaviour change. With its successful implementation, DCMS sets a precedent for similar digital communication and monitoring systems to be adopted in other development initiatives, further amplifying the impact and reach of such interventions.



**BEST INNOVATIVE FINANCIAL ACCESSIBILITY
MODEL FOR WASH : LARGE FINANCIAL
INSTITUTIONS, MICROFINANCE
INSTITUTIONS, BANKS,
GOVERNMENT FINANCIAL
INSTITUTIONS, ETC.**





Best Innovative Financial Accessibility Model for WASH:

Satin Creditcare Network Limited



Name of the organisation	- Satin Creditcare Network Limited
Name of initiative	- Water and Sanitation Outreach Programme" (जल और स्वच्छता संचार कार्यक्रम)
Date of commencement	- 2021
Location	- 18 states and 2 Union Territories



About the program : In 2015, Satin Creditcare Network Limited (SCNL) introduced WASH loans for its clients, enabling them to build safe water and sanitation facilities. In 2021, they expanded their efforts with the "Water and Sanitation Outreach Programme" to meet growing demand. Surveys and stakeholder engagement guided the development of appropriate loan products, expanding loan amounts and offerings. SCNL, an NBFC-MFI, provides microcredit to economically active women in rural areas, offering three types of sanitation loans with tenures of 1 to 2 years. Repayments occur via biweekly EMIs during group meetings, reducing default risk. Their three-lines-of-defense risk management approach ensures sustainability.

At a 24% interest rate, they provide 3 types of loans in sanitation - Water and Sanitation combo, Toilet construction, and Toilet improvement. The tenure ranges between 1 year to 2 years and ticket size is Rs, 15,000 to Rs, 35,000/- While the Water and Sanitation combo is the main business loan, others are add-on loans. Eligibility requires an active main business loan (excluding Water & Sanitation Combo) with an annual income up to INR 3,00,000 and a fixed obligation to income ratio of 50%. They emphasize collaboration and education, involving stakeholders like Water.org and Finish Society. A stringent risk mitigation strategy encompasses prudent lending, regulatory compliance, operational control, and cybersecurity measures.

Their single-window clearance model expedites loan disbursement within two days for existing customers. Stringent document verification, credit checks, and Aadhaar E-sign ensure client authenticity. Digital media, tablets, and API-based processes facilitate paperless, eco-friendly operations. SCNL's unique features include focusing exclusively on existing clients with successful income generation loans, offering flexible tenures, and implementing rigorous loan utilization checks. The current WASH portfolio represents approximately 1.18% of SATIN's total Assets Under Management (AUM). Their aim is to disburse approximately INR 140 crore for WASH loans, reaching an additional 1 lakh potential households in 2023.



- Outreach** : Under the initiative between January 2021 to December 2022, they have disbursed WASH loans to more than 1.18 lakh households with 90% of the loan availed for sanitation purposes (toilet construction, improvement, and retrofitting), amounting to approximately INR 137 crores. In the year 2022 alone, they had reached more than 76,000 clients.
- Outcome** : After 7 years in action, they have catered to more than 2.9 lakhs households across 20 states who now have access to safe WASH. SCNL's extensive rural reach and regular visits (every 14 days) by field officer sensitize clients about the importance of sanitation, offering tailored WASH loans. This personalized method ensures that clients receive the necessary support and guidance to construct, repair, or retrofit toilets, making them functional and hygienic. Post-disbursement, loan success is checked, stories are shared, and satisfaction surveys are conducted. The company employs an in-house HR system for workforce management and has a redressal mechanism for customer grievances and feedback.



BEST ENGAGEMENT MODEL IN SANITATION BY A SOCIAL ENTERPRISE/ START-UP





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

Spruce Up



Name of the organisation - Spruce Up
Name of initiative - Jatayu
Date of commencement - 2017
Location - 18 states and 5 countries



About the initiative : Spruce Up is a dynamic organization committed to addressing pressing social and environmental challenges through innovative solutions. On the social front, their focus on supporting sanitation and waste collection workers is admirable. These often-marginalized individuals play a critical role in our communities but face discrimination and social stigma. Spruce Up's introduction of fully contactless earth-cleaning machines not only enhances sanitation workers' safety but also improves waste management efficiency. By deploying cutting-edge technology, Spruce Up contributes to mitigating health hazards associated with waste handling, benefiting both workers and the communities they serve. Their dedication to providing training for sanitation workers not only empowers them with new skills but also uplifts their livelihoods.

Spruce Up's environmental commitment is equally noteworthy. Their development of environment-cleaning machines tailored for emerging economies, with a focus on India, is vital in combating pollution and promoting sustainable waste management. The vacuum-operated garbage suction systems in their machines are evidence of their innovative approach.



The organization's investment in research and development ensures that their machines remain at the forefront of technological advancements. Their comprehensive range of machines, including the JATAYU Super, HD Compact, and HD 2023, showcases their dedication to meeting the unique challenges of waste management in diverse environments. Spruce Up's assessment methods, combining quantitative data on machine adoption and qualitative feedback from stakeholders, highlight their commitment to continuous improvement. This iterative approach ensures their offerings remain aligned with evolving client needs.

- Outreach** : Spruce Up is currently operating across 18 states in India and has successfully exported its machines to Japan and the USA. Furthermore, they are in the process of finalizing an order from a company based in Australia. With over 100 machines sold across 17+ states and 5+ countries, their products have been proven effective in real-world conditions.
- Outcomes** : The Jatayu machines have remediated 912 sanitation workers from manual waste collection, reducing their direct contact with garbage and improving their well-being. 304 operators have been upskilled through training programs, empowering them to operate and maintain the machines effectively. 152 Jatayu machines have been sold, indicating increasing adoption and transforming waste collection practices while eliminating illegally dumped garbage. Use of these machines has also reduced littered plastic and other wastes in public spaces.



**SPECIAL RECOGNITION
FOR GOVERNMENT**





Special Recognition for Government



State that undertakes maximum GPs under the Lighthouse Initiative

Name of state : Government of Uttar Pradesh represented by Mission Director, SBM(G)

About the initiative : As per the DDWS SBMG website, the state of UP has 95767 villages of which 100% of the villages have been declared ODF+, 81657 are Aspiring, 10145 are rising and 3956 are models.

Under the Light House Initiative (LHI) Phase 1, 11 Gram Panchayats were selected by 4 corporates namely ITC, HCL, Aga Khan and Tata Trust for implementation of the initiative. Out of these 11 GPs and 11 villages, 4 GPs (4 villages) have already been declared model while 6 GPs (6 villages) have some FSM work pending and would be model by December. The Lighthouse Initiative covers almost 3400 households in the 11 villages. While the state government built the assets, the corporates organised and carried out IEC and BCC activities to spread awareness regarding SLWM, toilet use and maintenance of the assets.

In the villages of Purwa and Akbarpur under the Hardoi district a transformation in solid waste management is being created under the guidance of HCL Foundation by creating low-cost models for plastic waste management. household were mobilised to store plastic waste in sacks outside their main doors which is collected and sent to the plastic MRF centre. A collection drive, once a week, is organised for pickup of the sacks and transferring them to the nearest processing facility. This cost effective exercise



has resulted in less littering and a visibly clean village. Water bodies are also kept clean with zero plastic waste in them. In addition, the picking up of the waste allows for the creation of a livelihood for one of the villagers. The plastic is sent to the nearest MRF for processing.

In Purwa, HCL Foundation, under its Samuday Flagship Project, has made an overhead tank for potable drinking water supply for each household and that has been handed over to Gram Panchayat as well. In Akbarpur potable water supply scheme is constructed in the design of Direct Water Supply for each HH. The community has been paying for the water. Low-cost composting options explored. Regular demonstrations on how to effectively compost waste have been organised in each Mohalla for awareness generation and to actively implement project 'Kalasona'- converting waste to manure.

This has resulted in the creation of organic manure and has led to formation of rural entrepreneurship. Some local farmers, empowered with the knowledge of how to effectively convert animal waste to good quality fertilizer at very low costs, have turned entrepreneurs. This has not only resulted in animal waste management but has also turned into an income generating activity in the village. Good quality manure generated within the village itself benefits all.

Uttar Pradesh under HCLF saw many interesting additions to the villages of Purwa and Akbarpur in Hardoi district. Initiative such as WASH in schools was undertaken. The initiative aimed at improving children's health, school enrolment, attendance, and retention. In the Madhavpur GP under Tata Trust, a mapping exercise was facilitated wherein the map was drawn directly on a 08 sqft by 08 sqft cloth piece in the presence of the target community. With the introduction of the mapping exercise on the piece of cloth, the community can revisit and mark necessary developments in the future during community meetings. This led to community involvement in the mapping process and owning the map as a credible 'document' to be reused and revamped from time to time.



State with maximum model GPs under the Lighthouse Initiative framework

Name of state : Government of Bihar represented by CEO-cum-Mission Director, SBM(G)

About the initiative : As per the DDWS SBMG website, the state of Bihar has 36891 villages of which 24655 have been declared ODF+ of which 17410 are Aspiring, 3305 are rising and 3940 are models.

Under the Light House Initiative Phase 1, 8 Gram Panchayats were selected by ITC for implementation of the initiative. Out of these 8 GPs, 5 became Model and the remaining 3 are in the Aspiring category (till the date of announcement of the award).

A total number of 897 household toilets have been constructed so far under the initiative, door-to-door collection of solid waste and faecal sludge management processes put in place and most of the legacy waste cleared rendering the villages model. Among some of the best practices and success stories, one that emerged out of Bihar was the practise of toilet sludge being converted into manure to dispose of the same effectively and make the best of the waste. Using toilet sludge as manure in agriculture and linking households with the nearest Faecal Sludge Treatment Plant through service providers helped the farmers save money on manure and fertilisers and effectively manage the faecal waste. As a result, farmers had access to quality manure and were not dependent on purchase capacity.



ITC devised ideas for construction of soak pits at household and community levels which are easy to implement and maintain; pilots on other low-cost technologies were also undertaken like creating DEWATS (decentralized wastewater treatment systems) which were introduced for safer access to water by creating a system where sewage water is efficiently disposed. DEWATs are a great way of managing liquid waste.

Bihar's performance has been par excellence thus far. This state is a stellar example of a perfect PPP wherein the coordination and understanding between the government and the corporate paved the way for timely initiation and completion of the work on the ground.



**BEST FAECAL SLUDGE AND SEPTAGE
MANAGEMENT (FSSM) MODEL IN
SANITATION - URBAN & RURAL**





Best Faecal Sludge and Septage Management (FSSM) model in Sanitation:

RURAL : CDD India

Name of the organisation	- CDD India
Name of initiative	- Technical support for piloting rural liquid waste management
Date of commencement	- Feb 2020
Location	- 16 GPs in Karnataka



About the Initiative : The implementation of Liquid Waste Management (LWM) in Karnataka has seen significant progress. The initiative began with Bhagamandala GP as the first assessment, followed by 16 GPs for LWM plan preparation and the establishment of Faecal Sludge Treatment Plant (FSTP) pilots. The primary objective is to showcase an ideal approach to planning and implementing Faecal Sludge Management (FSM) under SBM-G Phase II. Presently, 10 FSTPs are operational, with 6 more under construction. Collaborating as a technical partner with the Karnataka Rural Development and Water Supply Department (KRDW&SD), the Centre for Development and Decentralization (CDD) offers crucial technical assistance in planning and executing the initiative. Moreover, they conduct extensive training and capacity building for stakeholders, including engineers/consultants and officials at various administrative levels, ensuring comprehensive coverage.

The budget for FSTPs involves capital expenditure (CapEx) ranging from INR 27-75 lakhs per FSTP, while annual operational and maintenance (O&M) costs amount to INR 2,20,600, serving a cluster-level population of 79,870. CapEx is funded through SBM-G tied grants, the 15th Finance Commission, government funds, and CSR contributions. O&M expenses are sustained through user fees, revenue generated from compost sales, and utilizing surrounding land for profitable agricultural activities. Any financial gaps are filled through the 15th Finance Commission or fixed contributions from participating GPs.



The technology adopted, a nature-based system featuring Planted Drying Beds (PBD) and Water Percolate systems, minimizes labour and process monitoring requirements, ensuring FSTPs operate efficiently with minimal energy consumption. Desludging charges range from INR 800 to INR 6000 per service, and sanitation fees of at least INR 10 per household per month, along with INR 15-20 per commercial establishment/institution per month, can be collected.

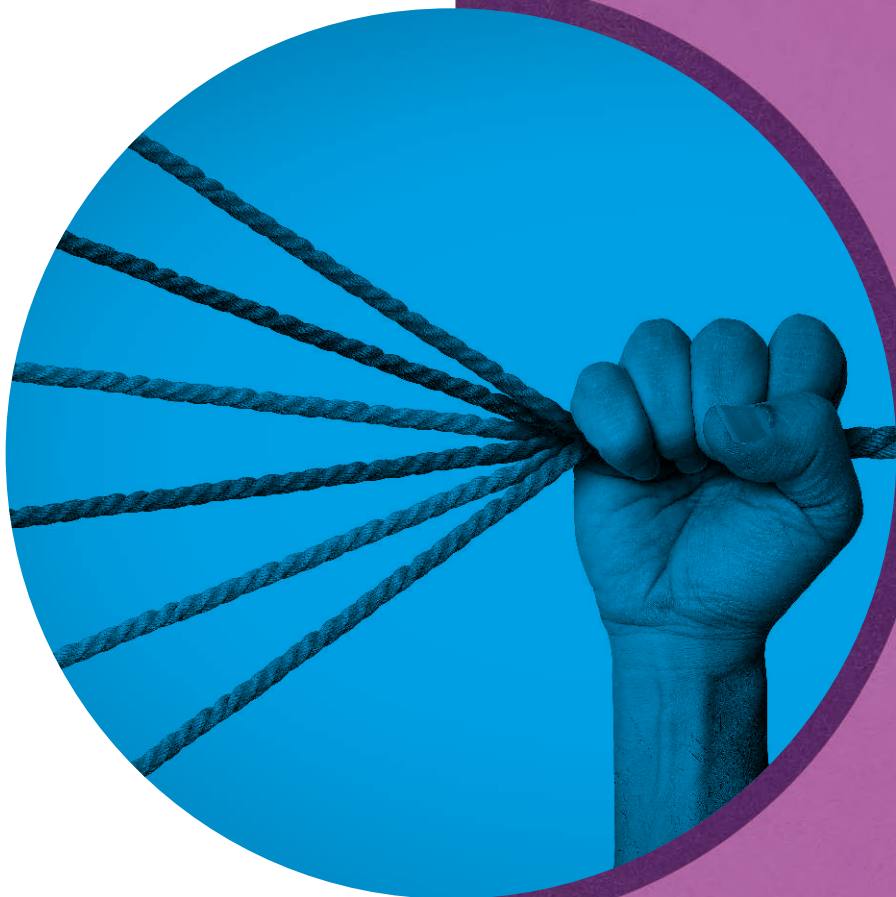
Outreach : Approx. 11 lakh rural citizens directly covered across 300 GPs, with an expected increase of 12 lakh people in the rural areas and 4-5 lakh people in the urban area over the next 10 years. 3200 stakeholders have been trained at the state KRDW&SD office. Cluster-based approach extended FSTP coverage beyond initial projections. Steady growth observed, with an expected 10% increase in beneficiaries for the next 2 years and 20% in 3rd year.

Outcome : This initiative is characterized by its commitment to universal access, sustainability, rapid implementation, excellence, and distinctiveness. The cluster-based approach employed in the 16 pilot projects has been expanded not only within the state but also to rural areas in other states like Chhattisgarh, Madhya Pradesh, Uttar Pradesh, and West Bengal. The initiative's learnings have been shared at national and international forums, contributing to the FSM sector.

Furthermore, the initiative has promoted health and safety by mitigating health risks associated with improper waste disposal and promoting safer sanitation practices. It has also played a role in environmental protection by reducing pollution in water bodies and the surrounding environment.



**BEST SKILLING INITIATIVE
FOR SANITATION**





Best Skilling Initiative for Sanitation:

Housing & Urban Development Department,
Government of Odisha



Name of the organisation - Housing & Urban Development Department, Government of Odisha

Name of initiative - Garima

Date of commencement - September 2020

Location - Odisha

About the initiative : The "Garima" scheme, launched in September 2020, focuses on enhancing the safety and dignity of Core Sanitation Workers (CSWs) who handle human faecal waste. These workers engage in tasks like cleaning & maintenance of septic tanks, sewer maintenance, drain cleaning, and more. The scheme establishes safe working conditions, dignifies sanitation work, and regulates Core Sanitation services.

The scheme is being implemented in all 115 Urban Local Bodies (ULBs) of Odisha and a corpus fund has been set up with an initial amount of Rs. 50 Crore dedicated to enhancing the safety and dignity of approx. 20,000 core sanitation workers and their families, benefitting 1,00,000 population. Other beneficiaries include around 500 Private Sanitation Service Organisations (PSSOs) across Odisha. The initiative prioritizes training and certifying sewer entry professionals (SEPs) to ensure worker safety. The training process encompasses - Development of training modules and manuals; Identifying potential master trainers and shortlisting the trainers through screening; Training and certification of master trainers; Division of zones among master trainers; Training to core sanitation workers; Training evaluation; and SEP certification to core sanitation workers. Master Trainers, selected based on experience and skills, conduct safety training for SEPs. The training approach uses simulations, case studies, interactive games, and role-playing to reinforce learning and assess comprehension. Training centres offer realistic models of septic tanks and safety equipment. Funding for the scheme comes from the State budget and a dedicated corpus fund, with about INR 3 Crore allocated for skill development and training infrastructure.



Key stakeholders include ULBs, parastatal agencies, PSSOs, and CSWs, with technical and training support from partners like USAID and Wash Institute. The training model is user-friendly, competency-focused, and conducted in regional languages. A similar model is being adopted by Tamil Nadu under the Sanitation Workers Development Scheme (SWDS), and national scale-up is being considered under NAMASTE scheme. Karnataka officials have also expressed interest in implementing a similar model.

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| Outreach | : | Currently, 280 Core Sanitation Workers have received certification as "Sewer Entry Professionals," with ongoing training. Additionally, around 800 Duty Supervisors and Emergency Response Sanitation Unit (ERSU) members from Urban Local Bodies (ULBs) have undergone training to strengthen their roles, safety awareness, equipment operation, and legal measures. This initiative covers all 115 ULBs in Odisha, benefiting approximately 20,000 core sanitation workers and their families, ultimately impacting around 100,000 people. |
| Outcome | : | <p>Launched in September 2020, Odisha's "Garima" scheme aims to enhance the safety and dignity of Core Sanitation Workers (CSWs) handling human waste. Key benefits of 'Garima' program are:</p> <ul style="list-style-type: none"> - Increased Awareness: Through pre and post assessments, participants' awareness and understanding of confined space entry and hazards are measured. The training covers theoretical aspects, PPE usage, and practical demonstrations on atmospheric testing and gas detection. - Enhanced Employability: The comprehensive training equips Core Sanitation Workers (CSWs) with practical knowledge of machinery operation, improving their employability. - Income Generation: Proficiency in machinery operation opens doors to advanced positions with supervisory or managerial responsibilities. CSWs with training become more valuable employees, and the government of Odisha provides Risk and Hardship Allowance to SEPs, increasing their income potential. - Improved Health Outcomes: Training emphasizes the importance of PPE, making sanitation workers more accepting of its use, thus reducing the risks of accidents and health issue. - Diversified Livelihood Patterns: With training, sanitation workers can explore entrepreneurship opportunities in sanitation-related businesses or become independent contractors. - Economic Returns: The primary focus of the Housing and Urban Development Department's skill development initiative is sanitation worker safety, with an emphasis on skill development to enhance wages and allowances. |

EXCELLENCE ON WORK FOR UPLIFTMENT OF SANITATION WORKERS



Movement for Scavenger Community
Dr. B. R. AMBEDKAR COMMUNITY
RESOURCE CENTRE
MSC
Opening Ceremony
Date : 08th Oct. 2023 (Sunday)
Refugee Market, Purana Bazar, Dhanbad (Jharkhand)



Excellence on Work for Upliftment of Sanitation Workers: Movement for Scavenger Community

Name of the organisation - Movement for Scavenger Community

Date of commencement - 2009

Location - Haryana, Himachal Pradesh, Assam and West Bengal



About the initiative : The Movement for Scavenger Community (MSC) is a powerful force for change and empowerment. Its core mission is to uplift scavenger communities through education, shared experiences, and now, entrepreneurship. Through the promotion of education, leadership, and now entrepreneurship, MSC strives to unleash the full potential of these communities.

These efforts manifest in the establishment of community centres equipped with books, activities, and computers, providing opportunities for education and growth. To further its mission, MSC has introduced the Fellows for Equality program, sponsoring leaders within these communities to drive positive change and initiate new projects.

MSC envisions these centres being run entirely by community members, creating leadership opportunities within the scavenger communities. To disrupt the caste-dependent nature of manual scavenging, MSC has partnered with Alsisar Impact to launch the 'Dalit and Tribal Accelerator,' aimed at fostering business ventures.

With an annual budget of INR 10 Lakh, MSC is making strides, driven by its network of fellows and students who contribute financially and through volunteer services. The movement encourages youth from marginalized communities to participate in the fellowship program.



By adapting to local contexts and leveraging social media, research, and publications, MSC ensures its initiatives remain user-friendly and inclusive. Trust is a crucial element in their approach, as they first build relationships within the communities they aim to help, then train community leaders and open new centres.

What sets MSC apart is its origin within the scavenger community itself, bringing first-hand experience of discrimination and violence, fuelling their passion for change. Through education and self-reliance, MSC aims to break the cycle of dependency and empower future generations to believe in their potential for prosperity and enlightenment.

- Outreach** : Since its 2009 inception in Haryana, the Movement for Scavenger Community has expanded its reach and impact across the country through community resource centres. In Ladwa, Haryana, MSC has set up a library, provided technological equipment, and created educational spaces, benefiting children. The initiative has grown from serving 10 students in 2009 to 10,000 in 2023. In Solan, Himachal Pradesh, MSC's community programs positively affect the lives of 70 children daily. Similar centres operate in Bhiwani and Mubarkabad, Haryana; Barrackpore, Kolkata; Guwahati, Assam; and Phalodi, Rajasthan.
- Outcome** : In the last 12 years, the Movement for Scavenger Community (MSC) has left a significant impact by promoting education and community leadership. They've expanded their reach, opening multiple Dr. B.R. Ambedkar centres and collaborating with communities in Uttar Pradesh. At these centres, they prioritize empowering women, with 80% of students being girls. MSC's initiatives have reduced drug abuse and violence in sanitation worker slums. They source supplies locally and maintain a decentralized organizational approach, fostering unity and support within communities. MSC remains dedicated to ongoing involvement and support, keeping communities informed through their leaders.



WOMEN CHANGEMAKERS IN SANITATION





Women Changemakers in Sanitation

WINNER: Aspiya Banu
Meghna Sahoo

SPECIAL MENTIONS: Priyanka Tiwari
Komal Kumari



Woman changemaker	- Aspiya Banu, Member, Sanjeevini Grama Panchayath Level Women's Federation, Gargeshwari, Karnataka
Name of initiative	- Community-led and owned decentralised solid waste management
Date of commencement	- 2020-21
Location	- Gargeshwari Gram Panchayat (GP) and its neighbouring GPs

About the initiative : In 2019, a decentralized solid waste management (DWSM) initiative was born from a Public Private Community Partnership (PPCP) program between ITC Limited and Mysuru Zilla Panchayat, covering 266 Gram Panchayats (GPs). It focused on creating 'Hub GPs' as model solid waste management centres and training select members from women's Self-help Groups (SHGs) to lead the program. One such leader, Ms. Aspiya Banu, transformed Gargeshwari GP in Karnataka. Initially facing visible dumpsites, foul odours, and health issues, Gargeshwari GP lacked proper waste management. Through Ms. Aspiya's efforts, supported by stakeholders like ITC and NGO SNEHA, resistance was overcome, and waste management practices improved.

The program promoted waste segregation, composting, and recycling at the household level, with user fees funding salaries for waste collectors. GPs covered operation costs through user fees and recyclables sales. Gargeshwari GP served as a model for self-sustainable, low-cost, decentralized waste management.

Ms. Aspiya played a pivotal role in making Gargeshwari a 'Hub GP' and educating neighbouring GPs to adopt the model. Her leadership led to behaviour change and community mobilisation, breaking socio-cultural barriers and promoting gender equality in waste management.

Ms. Aspiya Banu received training in decentralized solid waste



management and initiated the program in her Gram Panchayat (GP). She collaborated with the Panchayat Development Officer (PDO) and GP members to implement effective waste management. Ms. Banu played a significant role in changing the community's mindset about user fee payments for waste management. She conducted door-to-door visits, educated households and businesses about waste management's importance, and attended SHG meetings to discuss waste management and user fee collection. She established connections with local scrap dealers and utilized locally available materials effectively, promoting sustainability. She also encouraged home composting through education, demonstration, and community engagement, even securing a property tax reduction for households managing their wet waste.

- Outreach : The initiative, led by Ms Aspiya Banu, has reached 2097 households in Gargeshwari GP (Gargeshwari and Yadathore villages combined), a total population of 11961. She led the SWM initiatives and educated 72 GPs in the district which helped in cascading the waste management program to around 85,000 households. In October 2022, in Gargeshwari GP, only 20%-30% of people segregated waste at source. With continued awareness, source segregation has increased to 88%. While composting at home stood at 26%, it has increased to 70% post-intervention.
- Outreach : Ms. Aspiya's leadership achieved an 88% source segregation rate among 2,097 households, with over 70% practicing home composting and 60% paying user fees. This income, combined with recyclables sales, covers 61% of operational costs. She trained 72 GPs and 694 elected members, replicating the approach for over 85,000 households. Now, 120 GPs in Mysuru district have an agreement with SHGs for waste management. The waste-to-landfill ratio dropped from 100% to just 8%, leading to cleaner, healthier villages with no open dumping or plastic presence. Post her intervention, every household in the village practices source segregation of waste into three different categories (Wet/Dry/Hazardous) before handing them over to waste collectors. Moreover, the GP is selling segregated dry waste to different recyclers - sending recyclables to recycling units.



Woman changemaker	- Meghna Sahoo, President, Transgender Swikruti SHG, Bhubaneswar, Odisha
Name of initiative	- Operation and maintenance of Faecal Sludge Treatment Plant
Date of commencement	- June 2022
Location	- Basuaghai in Bhubaneswar, Odisha

About the initiative : Meghna Sahoo has changed the common narrative that 'transgender only beg in trains/traffic signals and cannot do anything dignified.' She says: "We never craved for money, we craved for respect and dignity. We are hungry to work through which we can put our knowledge and education to use, where we can portray our capability". Meghna has emerged as a transformative leader within her community and beyond. She represents a beacon of inspiration for transgender individuals, breaking barriers and challenging societal stereotypes. Her journey began in response to the severe marginalization faced by the transgender community in Bhubaneswar, worsened by the COVID-19 pandemic. Witnessing their struggles, Meghna was determined to create opportunities.

Under the Housing & Urban Development Department (HUDD), she played a pivotal role in the groundbreaking decision to entrust the operation and maintenance (O&M) of Faecal Sludge Treatment Plants (FSTPs) to women and transgender Self-Help Groups (SHGs). Meghna's leadership led her SHG, Swikruti, to manage the FSTP in Basuaghai effectively.

Under her management, the FSTP became one of the best-maintained plants in the state, significantly reducing waste to landfills and promoting a cleaner and healthier environment. Meghna's contributions extend beyond sanitation; she manages inclusive parks for Persons with Disabilities (PwD), partners with Water Corporation of Odisha (WATCO) to manage Water ATMs



operated by transgender members and initiates cost-effective solutions like managing cesspool vehicles. Meghna's initiatives also include co-composting, exploring revenue generation, and innovating solutions like app-based cesspool vehicle service requests. Her tireless efforts have not only empowered marginalized communities but have also set a model for engaging them in sanitation services.

She collaborates with NGOs, facilitates skill training programs, engages with citizens, and hosts national and international delegates to convey the intricacies of Faecal Sludge and Septage Management (FSSM).

Outreach : Around 18 lakh citizens of Bhubaneswar city benefit from the O&M of the FSTP intervention directly and indirectly. She also initiated the process of training four transgender members as helpers in cesspool vehicles who would be engaged in the cesspool vehicles managed by the SHG.

Outcome : Meghna's intervention in Swikruti has boosted financial security and improved social standing for their members. The capital city's inclusive model reshaped perspectives, acknowledging transgender community members as professionals in city sanitation. This positively re-defined the identity of the members of the transgender community as professionals by playing an integral part in city sanitation service delivery. Meghna has encouraged many transwomen and transmen SHGs across Odisha to come forward and be part of this initiative across many cities in Odisha. Meghna's efforts have inspired similar SHGs in Odisha, strengthening community-based organizations and motivating others with her experiences. Meghna is an inspirational leader whose impact extends far beyond the realm of sanitation management.



Woman Changemaker	- Priyanka Tiwari, Pradhan, Rajpur, Uttar Pradesh (Special Mention)
Date of commencement	- 2021
Location	- Rajpur, Uttar Pradesh

About the initiative : Ms. Priyanka, the gram pradhan of Rajpur gram panchayat in Uttar Pradesh, has been a catalyst for positive change in her community. She has tirelessly worked to transform the mind-set and habits of women and children in relation to waste management, particularly plastic waste, and hygiene and sanitation. Her initiatives, including plastic buyback policies and portable hand washing stations, have significantly improved plastic waste management and hygiene in the village.

Ms. Priyanka's long-term goal is to bring about behavioural change within the community. She has implemented fines for those who disregard plastic waste regulations, highlighting her commitment to fostering this change. Under her leadership, several initiatives were launched, such as plastic waste management units, installation of zero waste machines, installation of Hand washing station, construction of community sanitation complexes, construction of soak pits to improve grey water management and installation of CCTV cameras to improve monitoring aspect of all initiatives. Ms. Priyanka has engaged external stakeholders for support, ensuring the success of these projects. Community feedback has been positive, and the COVID-19 pandemic increased awareness about sanitation and plastic waste management. Funding from SBM(G) and innovative revenue generation plans ensure the sustainability of these initiatives.



- Outreach** : As a gram pradhan, she is dedicated to working in Rajpur village and improving the overall scenario of the village in sanitation and hygiene among the village community. Since Ms. Tiwari's tenure as a gram pradhan started, the number of beneficiaries has increased by 70-80%. More and more community members are now involved in all the initiatives.
- Outcome** : Under Ms. Tiwari's leadership, the village has witnessed a remarkable transformation in sanitation and hygiene. Her commitment to a plastic-free village has led to substantial reductions in plastic and household waste. The installation of portable handwashing stations in schools and surrounding areas has enhanced hygiene, while constructed soak pits effectively manage greywater, ensuring a sustainable water system. Ms. Tiwari's initiatives prioritize inclusivity, gender equality, and community involvement. Women's participation in meetings has surged, resulting in improved sanitation. Through her efforts, Ms. Tiwari aspires to make Rajpur a plastic-free village, employing measures like ban on plastic, efficient waste collection, and the introduction of plastic banks, yielding significant waste management improvements.



Woman Changemaker	- Komal Kumari, Mukhiya, Harla, Bihar (Special Mention)
Date of commencement	- 2022
Location	- Harla gram panchayat, Bihar

About the initiative : Mukhiya Komal Kumari of Harla Gram Panchayat, Jamui District, set a pioneering example by establishing Bihar's first GOBARdhan Yojana unit. Inspired by a training program on SBM and supported by the district administration, she laid the foundation stone for the plant, which was inaugurated by Chief Minister Shri Nitish Kumar.

During construction, she conducted extensive awareness campaigns, particularly targeting women, highlighting the plant's benefits: waste management, income from cow dung sales, affordable biogas, local job opportunities, and a cleaner, greener village. Many women joined her in the plant's construction and operation.

The state-of-the-art biogas plant daily produces 50 kg of biogas, 1000 liters of liquid manure, and 800 kg of organic manure, benefiting 50 households. Mukhiya Komal Kumari also spearheaded a waste processing unit, achieving ODF+ status for her panchayat. Her goal is to create a comprehensive sanitation and waste management complex, moving towards net-zero waste management. She envisions turning her area into a training center for other Gram Panchayats, promoting the creation of ODF-Plus villages comprehensively. Mukhiya Komal Kumari's dedication has transformed her panchayat into a role model for sustainable development and waste management.



Outreach : Harla gram panchayat, Bihar

Outcome : The Gobar Dhan Yojana has transformed waste management, offering health benefits, jobs, organic manure, and economic improvement for farmers. Processing 2000 kg of cow dung daily, it provides biogas to 50 households, solid manure, and liquid manure to local farmers, creating three direct jobs and around 100 indirect employment opportunities. The plant embodies a net-zero waste concept, with units for plastic and waste processing, striving for a clean, green, and sustainable Gram Panchayat. Komal Kumari's dedication has made this dream a reality, with comprehensive waste management and sanitation initiatives under the Swachh Bharat Mission-Gramin.



**SPECIAL CATEGORY: BEST INITIATIVE IN
PLASTIC RECYCLING & WASTE MANAGEMENT
BY A MICRO, SMALL & MEDIUM
ENTERPRISE**





Special Category: Best initiative in plastic recycling & waste management by a Micro, Small & Medium Enterprise:

Nepra Resource Management Private Limited

Name of organisation	- Nepra Resource Management Private Limited
Name of initiative	- City-Level Dry Waste Management: Zero Waste to Landfill Circular Mode
Date of commencement	- 2019
Location	- Indore, Madhya Pradesh



About the initiative : Nepra's comprehensive model aims to achieve Zero Waste to Landfill by offering end-to-end waste management services, including collection, sustainable disposal, and infrastructure development. Nepra brings together stakeholders, creating a value chain for various waste streams, with a focus on plastic waste. They drive behavioural change through awareness initiatives. As a pioneer in city-level dry waste and plastic waste management, Nepra collaborates with government agencies, non-government organizations, and corporations through public-private partnerships (PPP) model. They serve as an authorized Plastic Recycler (PRO) and EPR executing agency. The model includes an end-to-end waste management system with the integration of tech-driven systems and state-of-the-art Infrastructure including Material Recovery Facilities (MRFs) at several locations across India. Through this model, Nepra has diverted large amounts of dry waste, especially plastic waste from the cities and the nearby regions and ensured its sustainable end disposal.

Nepra's models tries to overcome the biggest issue of informality in the waste management sector, by integrating all its stakeholders in one model at the



same platform. It utilizes cutting-edge technology and modern infrastructure to optimize waste management processes incorporating Facial Recognition Technology to maintain a database of waste pickers and track collected waste and payments. Their in-house developed ERP system facilitates end-to-end operations and value chain creation for different waste streams. MRFs ensure thorough segregation and high-quality output for processing, where plastic waste among all dry waste is segregated into more than 9 categories. Nepra's collaborations with government bodies like Indore Municipal Corporation and Indore Smart City Development Authority focused on undertaking a designed, customised, and scheduled approach as per the requirement of stakeholders, with a tech-driven system and state-of-the-art technology at its Material Recovery Facility to ensure closing the waste loop. Total investment of approx. 30 crores INR was made in this initiative by NEPRA during the project initiation in 2019, however, the current investment stands at approx. 44 crore INR. Nepra's Indore MRF is on a PPP- Public Private Partnership basis with the Indore Municipal Corporation and Indore Smart City Development Authority. Waste pickers are also engaged in this approach where NEPRA with the help of Let's Recycle Software, automates this process of waste pickup based on online request generation.

- Outreach : Across the entire city of Indore, Madhya Pradesh.
- Outcome : Nepra uplifts the Bottom of Economic Pyramid (BOEP) by employing 650+ workers and providing opportunities for those in informal waste management. Female workers are empowered, promoting self-reliance while ensuring 55% female workforce across all MRFs. Over 3000 waste pickers benefit from fair treatment and well-being support. It has sensitised and mobilised citizens across India since its inception while reaching out to more than 3Lakh citizens and children. 1800+ waste picker networks and multiple waste generators are part of this initiative. NEPRA has managed 5,67,000+ Tonnes of Dry Waste till now, diverting 13,70,000 Tonnes equivalent CO2 emissions. In past years, NEPRA has met 100% of plastic waste targets assigned to PIBOs, where in 2022-23, it helped manage ~31,000MT Rigid plastics, ~52,500MT Flexible plastics and ~48,000MT MLP.



**SPECIAL CATEGORY: BEST COLLABORATION
IN PLASTIC WASTE MANAGEMENT-
MEDIUM & LARGE CORPORATES**





Special Category: Best Collaboration in Plastic Waste Management by A Corporate- Medium:

Xynteo India Private Limited

plastic
safari

INDIA2022
Presented by
XYNTEO

FOUNDING PARTNERS
U
Hindustan Unilever Limited

Name of organisation	- Xynteo India Private Limited
Name of initiative	- Waste No More (WNM)
Date of commencement	- Feb 2020 – currently under implementation and scale-up
Location	- Mumbai (D and K-West Ward), Aurangabad



About the initiative : The WNM program is an innovative, first-of-its-kind, Public Private Partnership in managing plastic waste. Conceived in support of Government of India's Swachh Bharat Mission Urban 2.0 and UN Sustainable Development Goals of 'Good Health and Well Being' (SDG 3), 'Quality Education' (SDG 4) 'Sustainable Cities and Communities' (SDG 11) and 'Responsible Consumption and Production' (SDG 12), the program focusses on building Islands of Excellence, which encompasses:

- Enabling positive behaviour to change to leverage collective efforts.
- Strengthening infrastructure & co-creating sustainable waste management models.
- Driving holistic inclusion of communities

Till date, through grants support, direct investment and government support, approximately INR 6,25,00,000 has been invested in the program. Currently, at a scale-up stage, the WNM program has been launched in Mumbai's D Ward, K-West Ward and Aurangabad. Additionally, an extensive toolkit has been developed to standardise the model, simplify implementation and make available a ready to use model across geographies and social contexts.

Major stakeholders include Brihanmumbai Municipal Corporation (BMC), Aurangabad Municipal Corporation (AMC), Hindustan Unilever, Dalmia PolyPro, EcoSattva, SBI Foundation, Safai Sathis, Children, citizens and various other local NGOs. The circular approach in the model has created a self-sustaining mechanism where it generates a return on investment by creating a market demand for downstream products made from recycled goods, which translates profits to reinvestment into welfare or scale-up of the project to more locations. Currently, the focus of the program is to drive positive behaviour change at individual



household level to enable better source segregation, leading to improved quality and quantity of waste reaching the MRFs and recyclers, and thereby ultimately diverting waste from landfills.

- Outreach :** In terms of beneficiaries reached:
- Safai Saathis: 100 directly employed, >200 indirectly benefitted through enrolment in government schemes and programs
 - Individual households: ~44,000
 - Students and children: >50,00,000
 - General citizens: >10,000 citizens
- Outcome :** Waste collected and diverted from landfills due to Xynteo's intervention is 4,000 MT dry waste, including 2,000 MT plastic waste. 100 safai saathis formally employed, including 80 women. Income generation for safai saathis is approximately INR 20,00,000 annually, in addition to indirect benefits worth approximately INR 5,00,000 through government schemes and programs. In terms of awareness and education:
- Students and children reached: >50,00,000 across states of Maharashtra, Rajasthan and Haryana
 - Segregation rates at individual household level: Increased by 53%
 - Level of understanding of responsible waste segregation at source: Improved by 29%
 - Number of households training their staff: Increased by 50%



**PAST WINNERS OF ISC-FICCI
SANITATION AWARDS**



WINNERS OF 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



WINNERS OF 2022

Best Innovative Financial
Accessibility model
for WASH



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



Special recognition
award for Government:
Urban and Rural

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

WINNERS OF 2022

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
Project Bala

Sasmita Barik
Bhadrak, Odisha

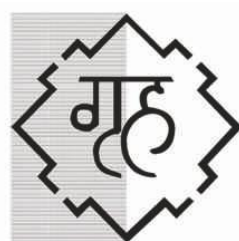
Dr. Smita Singh
Kam Foundation

WINNERS OF 2021

Best Innovative Financial
Accessibility model
for WASH



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[®]
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



एकदुर्लभ अवसर
समयीय सफलता

माविम

महिला आर्थिक विकास महामंडळ (माविम)

Best Engagement Model in
Sanitation by a
Social Enterprise



"AGRATA"

A CITY LEVEL FEDERATION
Berhampur, Ganjam, Odisha

**PadCore
Labs**

Best Faecal Sludge
and Septage
Management Model



ବ୍ରହ୍ମପୁର ମହାନଗର ନିଗମ

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

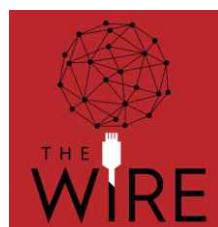
Best Corporate
Initiative in
Sanitation



LIXIL



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



SAshelter
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 CONSULTANCY SERVICES

Best Non-Profit Engagement in Sanitation



AGA KHAN FOUNDATION

Best Innovation in Sanitation



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.



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