



**INDIA  
SANITATION  
COALITION**

BUILD • USE • MAINTAIN • TREAT

## WASH Financing



Corporates in  
Sanitation



Government  
Engagement



Innovative  
Solutions



Rewards &  
Recognition

FACILITATING INTEGRATED SOLUTIONS THROUGH

# WASH

INITIATIVES

“When we founded the India Sanitation Coalition at FICCI in 2015, I knew that it was a coalition that was one of a kind in the country and had an important role to play in the sanitation sector of India. Before that, I had a realization that most of the past schemes of the government in sanitation, including the Central Rural Sanitation Programme, were not that successful primarily because of the design, which over-emphasized the supply side of it. Swachh Bharat Mission, announced by the Honourable Prime Minister of India in October 2014, encouraged us to be a coalition in support of the mission and undertake the responsibility of engaging with the government on the one hand and the corporate sector on the other to make sure that the industry's participation in the mission is constantly on the rise. I am glad that ISC, with a multitude of projects in sanitation to its credit covering various aspects of it, has come a long way. I congratulate the ISC Secretariat headed by Ms. Natasha Patel and her team, who have done a lot and are striving to do still better so that India emerges and remains a cleaner and healthier nation for many more years to come.”

**Ms. Naina Lal Kidwai**

**Chair**

**India Sanitation Coalition  
and Past President, FICCI**





# ABOUT US



India Sanitation Coalition (ISC), launched in June 2015 at the Federation of Indian Chambers of Commerce & Industry, 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 a focus on the private sector, forging partnerships with allied organizations to lead the discourse on sustainable sanitation, convening, curating, and disseminating best practices in the sanitation advocacy space, and providing input into the policy aspects of sanitation through participation at allied forums. ISC provides an integrated approach to sustainable WASH practices through a coalition of WASH experts working towards fulfilling the requirements of SDGs 3, 5, 6, 7, 9, 10, 11, 13, and 17 in partnership with the Government.

## OUR ENDEAVOURS

### FORGING PARTNERSHIPS

Our primary aim is to build long-lasting partnerships between all levels of the government and the private sector, by providing a strong platform where they can discuss openly and share experiences.

### BUILDING KNOWLEDGE

While devising initiatives for the WASH sector, we endeavour to ensure that we first understand the issues in detail through comprehensive research and a continuous dialogue with WASH specialists.

### DEVISING STRATEGIES

The ISC platform is one which encourages the devising of partnership-based strategies for all new initiatives. The best strategies consider formulating the national objective by linking it closely with vox populi and ensuring sustainable impact.

# CENTRES OF EXCELLENCE

## GOVERNMENT RELATIONS

The broad mandate of the division of government Relations in India Sanitation Coalition is evidence-creation in collaboration with the Knowledge Management and Research vertical in ISC, through research and analysis, to push the water, sanitation, and hygiene agenda of the country, in partnership with the Government of India, and State governments. This partnership allows the division to strategize, plan and streamline, all joint operations with the government that are undertaken by India Sanitation Coalition, in the pursuit of their WASH goals.

## PRIVATE SECTOR ENGAGEMENT

At PSE, we along with our partners create state-level interventions, involving all the stakeholders, which include the Govt. bodies, corporates, Financial Institutions, the Grass root level organizations. We analyze the challenges and gaps in a particular state and organize Roundtable discussions and Outreach programs creating a platform for sharing ideas and finding sustainable solutions to our problem related to WASH. This working group serves as a platform to connect funders, including the financial institutions and implementers.

## REWARDS AND RECOGNITION

The Rewards and Recognition vertical, as the name suggests, is dedicated to recognizing and rewarding the exceptional work being undertaken in WASH (Water Sanitation and Hygiene). The vertical plans and effectuates two flagship awards of the organization under its wings. These include the ISC-FICCI Sanitation Awards and Rashid Kidwai Innovation in Sanitation Awards. While the former rewards excellence in sanitation, the latter rewards and handholds start-ups that are innovating in the sector.

## WASH FINANCE

The Water, Sanitation, and Hygiene (WASH) sector play a pivotal role in public health, environmental sustainability, and socio-economic development. Despite its importance, India, like many countries, faces significant challenges in achieving Sustainable Development Goals (SDGs) related to WASH. The Wash Finance team at ISC is dedicated to analysing the current state of WASH financing, identifying the types of financing required, and addressing challenges stemming from insufficient funding. Our goal is to propose innovative financing instruments to tackle these issues effectively.

## ADVOCACY, BRANDING AND COMMUNICATION

By educating, apprising, connecting, and inspiring, communications make the world a better place. We believe that storytelling has the power to change the world. And that every organisation has a story to tell.

Narrating a story effectively has the power to inspire action. That's the reason the ABC team works relentlessly to define their tale, think creatively to express it most compellingly, and do not rest until their stories are heard. Communication inspires, enlightens, and connects. It has the power to educate the masses, endorse worthy causes, defend the virtuous, authorize the unrepresented, and inspire global acts. Long-term change will only be a natural consequence when we create an enabling environment.

## KNOWLEDGE MANAGEMENT & RESEARCH

"You can't improve what you don't measure". Without measurement, it is impossible to identify areas that need improvement, set benchmarks, or evaluate the effectiveness of changes. By systematically measuring key metrics, we gain insights that guide strategic decisions, enable targeted actions, and foster continuous improvement. ISC's Knowledge Management and Research vertical, aims at guiding the discourse in water sanitation and hygiene (WASH) space by exploring creating, collating and disseminating advancements, innovations and best practices in the WASH space. KMR works towards giving voice to diverse stakeholders such as the government and non-government actors in WASH, and the community at large, through evidence-based research.

# AWARDS

## ISC-FICCI SANITATION AWARDS

ISC-FICCI Sanitation Awards are the key awards in the sanitation sector and have over the years established their leadership at a national level. There is a sense of pride in saying that these awards have grown multi-fold since their inception in 2017 and are now awaited every year as these not only showcase the excellent work that is happening in the sector but also bring to the fore newer avenues for investment and businesses, benefitting the nation and its people at large. These awards have, over the years, played a vital role in endorsing the efforts of corporates, financial institutions, start-ups, NGOs, government bodies, and many other organizations and individuals who are striving to bring about a positive change in our country's sanitation landscape.

The uniqueness of the ISC-FICCI Awards lies in the rigorous adjudication process being followed by a panel of eminent jurors who come from different institutional set-ups and backgrounds with a commonality around water supply and sanitation between them, led by Padmavibhushan Dr. R A Mashelkar, Ex-DG Council of Scientific and Industrial Research, GoI, who insist on rewarding only the best.

Our previous winners include names like Genrobotics, whose robotic manhole cleaning & inspective device (Bandicoot) is improving sanitation workers' safety by cleaning tonnes of sewerage waste every day without any human-waste contact. Very recently their founders have been included in Forbes Asia list under 30 in the category 'Industry, Manufacturing & Energy'! Similarly, Padcare Labs, a startup backed by the Infosys foundation under 'Aarohan' won recognition for innovatively solving the unmet need of menstrual hygiene and are now making waves in the sector. Besides being on the Forbes 30 under 30 list in 2021, they featured on Shark Tank India in 2022 and secured a joint deal with four sharks.



# COLLABORATIONS

## Department of Drinking Water and Sanitation

ISC has entered into a collaboration with the Department of Drinking Water and Sanitation (DDWS), Ministry of Jal Shakti to undertake a Public-Private Partnership initiative called the Light House Initiative (LHI) with support from corporate partners, serving multiple geographies across India. LHI is a project to ensure that in the post-ODF arena, the villages of India attain the ODF Plus 'Model' or Lighthouse status, which would signify robust arrangements for solid and liquid waste management, including infrastructure and service provisions. Phase 1 of the initiative was successfully executed between January 2023 and February 2024, leading to the declaration of 75-gram panchayats as ODF Plus 'Lighthouse,' aligned with the commemoration of 75 years of India Independence. The LHI Phase-1 Completion Report 2024, compiled by ISC, was unveiled by the Secretary to Government of India, DDWS, Ms. Vini Mahajan, over a function that the Ministry of Jal Shakti organised, and a large numbers government and corporate partners attended it. Phase-2 of the initiative which is already launched, proposes to saturate entire Blocks, as opposed to GP level saturation in Phase-1. Nearly 50 Blocks across 17 states are likely to be included in Phase-2.



पेयजल एवं स्वच्छता विभाग  
जल शक्ति मंत्रालय  
भारत सरकार

DEPARTMENT OF DRINKING WATER AND SANITATION  
MINISTRY OF JAL SHAKTI  
GOVERNMENT OF INDIA

## Ministry of Housing and Urban Affairs

ISC has entered into an MoU with the Ministry of Housing and Urban Affairs (MoHUA), Government of India, whereby ISC is committed to undertaking projects with corporate support to ensure that Phase-2 of the Swachh Bharat Mission Urban gets duly supported, addressing the sustainability cause in the mission. Currently, there are two large projects within the ambit of the memorandum: i) Climate Resilient Coastal Cities and ii) Solid Waste Management, which ISC is executing with corporate support from HSBC and Godrej respectively, under the combined oversight of the State missions and MoHUA.



Ministry of Housing  
and Urban Affairs

Government of India

# INITIATIVES

## SOLID WASTE MANAGEMENT

The India Sanitation Coalition at FICCI aims to lead a 5-year initiative in Maharashtra for sustainable waste management solutions, emphasizing plastic waste reduction and zero landfill practices. The project, 'Solid Waste Management', targets 6 major cities with populations over 1 million, aiming to understand and address solid waste management challenges.

## EXPECTED OUTCOMES

The initiative aims to boost reusable plastic, reducing landfill waste and harmful incineration emissions in Maharashtra. It serves as a pilot for other states and large cities in India, also aiming to support informal waste workers and improve their livelihoods.

### Phase 1

Involves the study of post-consumer plastic circulation from households to MRFs. ISC Partners, Feedback Foundation, Sampurn(e)arth & Recity will assess city SWM plans, addressing identified gaps, funded by GCPL. It consists of two parts-

**Research (Pre-implementation)** Nov 2023 - Mar 31, 2024, finalizing implementation plans & funding with corporate partners.

**Implementation** From Apr 2024, partners will execute city models/demonstrations for 12-24 months, requiring corporate support.

### Phase 2

Post MRF stage for Reuse and Sale of plastic waste: Starting April 2024 onwards to be executed in two parts;

Researching the post-MRF plastic value chain funded by CSR funds. ISC and partners will design a process for optimal sale of reusable and single-use plastics from MRFs, ensuring economic viability. This phase offers engagement opportunities for Phase 1 funders and may require additional funding during the design process.

## Partners





## CLIMATE RESILIENT COASTAL CITIES

Climate change poses a significant challenge to coastal water and sanitation. India's coastline, with over 260 million people, includes nine major coastal states. Highly urbanized states like Karnataka, Gujarat, Goa, and Maharashtra are economically vital and vulnerable to climate impacts. Initiatives like the Sagarmala Programme depend on addressing climate resilience in these areas. With HSBC's support, the project tackles sanitation challenges in Maharashtra, Karnataka, Gujarat, and Goa.

### Partners



## LIGHT HOUSE INITIATIVE: PROMOTING SUSTAINABLE SANITATION IN RURAL INDIA

The Swachh Bharat Mission - Grameen (SBM-G) 2.0, launched in February 2020, categorized villages as Aspiring, Rising, and Model based on sanitation implementation. To ensure sustainable Solid and Liquid Waste Management (SLWM) practices, the Department of Drinking Water and Sanitation (DDWS) partnered with the India Sanitation Coalition (ISC) to engage corporate in rural sanitation efforts.

### Phase 1 Outcomes (2020-2024)

The Light House Initiative (LHI) Phase 1 aimed to create 'ODF Plus Model', Gram Panchayats (GPs) across 77 Gram Panchayats in 15 states. This collaborative effort, involving eight corporates, successfully transformed 30 GPs as Model Light House GPs marking them as an inspiration for their neighbouring GPs.

### Objectives

**Empower Corporate Leadership-** Establish a model for corporate involvement in SBM-G, enabling them to lead project implementation and address sanitation gaps.

**Foster Innovation & Sustainability-** Encourage ground-up solutions through collaboration between corporates and gram panchayats, ensuring the long-term functionality of sanitation assets.

**Promote Community Ownership-** Develop a user-driven approach, like the waste management fee model, fostering community participation and program sustainability.



## Corporate Engagement

Recognizing the private sector's role in SBM-G, DDWS established a Corporate Collaboration Framework. This framework outlines how corporates can partner with SBM-G by engaging in Information Education & Communication (IEC), Human Resource Development (HRD), or direct interventions. Additionally, DDWS supports corporates with guidelines on utilizing Corporate Social Responsibility (CSR) resources for sanitation projects.



## Light House Initiative - Phase 2 (2024 - Onwards)

Building on the success of Phase 1, LHI Phase 2 aims to achieve sustainable and efficient SLWM solutions across selected GPs. Corporates, their implementation partners, and the central and state governments will collaborate to establish replicable models for nationwide scaling in future project phases. The launch of Phase 2 was announced on 13th Feb 2024 with the actual implementation starting from 1st April 2024.

## Objectives

Improve waste management nationally through innovative technologies proposed by Corporates and their partners.

Corporates will empower local communities and officials with technical, managerial, and financial capabilities.

Model GPs in selected Blocks will serve as "lighthouses," guiding others in SLWM planning, technology adoption, and resource utilization.

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## SAUCHA 'PURITY OF BEING'

The Swachh Bharat Mission (Gramin) guidelines identified the need for a dedicated, trained, and incentivized sanitation workforce at the gram panchayat (GP) level. These Swachhagrahis would be responsible for disseminating accurate messaging on proper sanitation practices.



### Aim

The program aims to strengthen monitoring mechanisms and promote sustainability through training, information dissemination, and positive messaging. This approach reinforces good habits and supports long-term behaviour change. Saucha's mission is to ensure inclusivity. It promotes effective community engagement, requiring village decision-makers to work collaboratively with stakeholders, including corporates, local NGOs, and the village community.

Additionally, Saucha emphasizes the importance of sanitation practices by empowering schoolchildren as agents of change.

### The Project

This project envisions municipal schools and Swachhata Sathis as the flag-bearers for maintaining clean surroundings, effective waste management, and good hygiene practices. Recognizing the power of children as influencers, the project leverages their ability to effectively convey the right message to their peers, families, and neighbours.



# ANNUAL PUBLICATIONS

## ACCOLADE

The annual flagship publication of ISC is a photo journey of the accomplishments of the winners of the ISC-FICCI Sanitation Awards. The publication provides a brief profile of the winners, including a summary of their contributions to the sanitation sector for which they have been awarded.

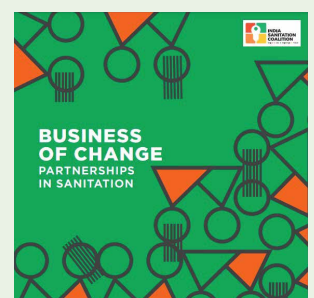
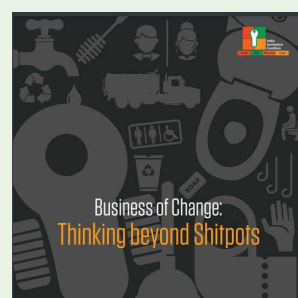
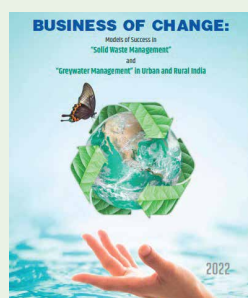
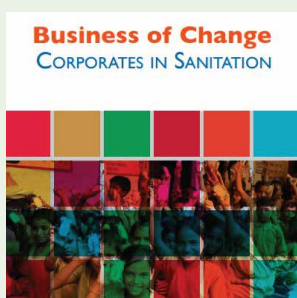
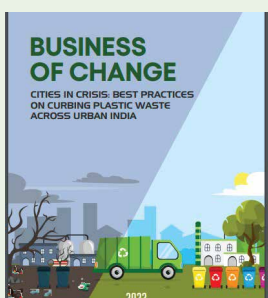
ACCOLADE stands as a testament to the remarkable stories of award recipients, including corporates, NGOs, startups, social enterprises, financial institutions, media outlets, and government agencies, all operating within the WASH sector.



## COMPENDIUM

ISC's annual "Business of Change" series highlights best sanitation practices in India. It's a resource for policymakers and sanitation professionals to learn and replicate successes. "Business of Change" explores key sanitation themes with success stories from governments, start-ups, NGOs, and businesses. It showcases innovation in technology, practices, and behaviour change for tackling sanitation challenges.

*The 2023 edition of ISC's "Business of Change" series focused on best practices for tackling plastic waste in Indian cities. Titled "Cities in Crisis: Best Practices on curbing plastic waste across urban India".*

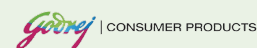




# COALITION



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