



HIGHLIGHT OF THE QUARTER

#10YearsOfWASHwithISC

CELEBRATING **10 Years** of WASH with India Sanitation Coalition

Thank you for walking with us on this journey of impact, dignity, and change.

In June, we celebrated a decade of India Sanitation Coalition, looking back with pride and gratitude for every step, challenge, and championer who believed that access to safe sanitation, clean water, and hygiene is a fundamental right, not a privilege. Through collaboration with government bodies, private partners, non-profits, and local communities, we worked tirelessly to turn intent into action.

Thank you for joining us on this journey, for trusting our mission, and for helping transform a coalition into a movement. The road ahead is long, but we're committed to it, driven by purpose, partnerships, and the conviction that change is not only possible but inevitable.

10 Years of WASH with ISC

Ms. Naina Lal Kidwai
CEO, India Sanitation Coalition

As Chair of ISC, Ms. Naina Lal Kidwai has been at the heart of our journey, guiding, inspiring, and championing the cause of sanitation with unwavering commitment. In her special message, she reflected on 10 years of partnerships, progress, and purpose.

10 Years of WASH with ISC

Ms. Natasha Patel
CEO, India Sanitation Coalition

Ms. Natasha Patel, CEO, ISC, shared her journey, one shaped by visionary partners, the strength of her co-chairs, and a collective drive to build a cleaner, more equitable India.

Steering Our Future: Leadership Reflections on the 10 Years of ISC

Over the past decade, the India Sanitation Coalition has been instrumental in turning sanitation into a movement—rooted in dignity, equity, and systemic change. I'm honoured to have been part of this journey as a member of ISC's Advisory Committee and to have witnessed how multi-stakeholder collaboration can drive impact at scale. As Decidit, we share the same belief: that access to the highest quality hygiene, health, and wellness must be a right, not a privilege. We are united in our belief in the power of partnership, behaviour change, and local empowerment as key levers for sustainable progress. Congratulations to ISC on this remarkable 10-year milestone and the powerful impact it continues to create.

RAVI BHATNAGAR
Communications and Corporate Affairs Director, South Asia, MENAP and Africa, Reckitt

Over the last decade, the India Sanitation Coalition has shown what's possible when diverse stakeholders unite around a shared purpose. Having been part of ISC since its inception, I've had the privilege of witnessing its evolution—from an ambitious idea to a powerful platform that has transformed bold ideas into large-scale impact. By nurturing deep partnerships across government, civil society, and the private sector, ISC has driven inclusive solutions to build a sustainable, equitable, and resilient sanitation ecosystem in India.

NEERAJ JAIN
Country Director - India, PATH

Heartiest congratulations to the entire ISC Team and specially to Naina Kidwai and Natasha Patel, for completing a decade of impactful and sustainable contribution in the areas of Sanitation and Waste Management. ISC is a true exemplar of a Collaborative, where as an orchestrator, it has been able to bring different ecosystem players together to work synergistically for the larger good of the country.

PRABHAKAR LINGAREDDY
Executive Vice President and Head of Social Investments, IFC Limited

It is a privilege to be associated with an organisation that has been at the forefront of transforming the way in which India addresses the challenges of WASH. The India Sanitation Coalition has played a pivotal role in convening the private sector and civil society to align with the Government's Swachh Bharat Mission to build a cleaner and healthier India.

Congratulations to Naina Lal Kidwai, Natasha Patel and Team ISC, who have been unwavering in their commitment and have made significant impact through innovation, collaboration and purpose-driven leadership.

MALINI THADANI
Executive Director, World Monuments Fund India Association

The journey of the India Sanitation Coalition over the past decade stands as a testament to what's possible when vision, collaboration, and relentless action come together. The Coalition's work has not only improved lives but has also set new benchmarks for public-private partnerships in India. As we mark this milestone, I am inspired by the collective resolve of our members and partners to keep pushing boundaries—ensuring that safe sanitation becomes a reality for every Indian. The next decade holds even greater promise, and I look forward to the impact we will create together.

DHANPAL JHAVERI
CEO, Eversource Capital

"Doing more with less" is currently the mantra in development work with global headwinds, shrinking budgets and tight access to resources for crucial sectors. But when I think of the India Sanitation Coalition, I believe that this has been their core strength since they began 10 years ago.

With sheer grit and determination, and an unflinching commitment to the WASH sector, ISC has demonstrated time and again—be it in the small path-breaking projects like Climate Resilient Coastal Cities or piganic ones like the Light House Initiative—their tenacity, creativity and passion for their goal, is enough to create a movement towards catalysing the responses and policies needed towards meeting our SDG 6 commitments. Kudos Naina, Natasha and team ISC!

ROYSTON BRAGANZA
CEO, Cramton Impact, Board Member, Global Steering Group of Impact & Chai, Indian Impact Investors Council

The India Sanitation Coalition (ISC) has played a catalytic role in bringing different stakeholders to advance the WASH agenda for the country. Over the past 10 years, the team at ISC has curated initiatives that have demonstrated unique solutions, advanced the learning agenda, and recognised grassroots organisations and people for furthering the cause of water, sanitation and hygiene access, financing and policy.

We are delighted to partner with ISC on the Climate Resilient Coastal Cities Programme, that is demonstrating nature-based solutions for building resilience of communities in smaller towns along the west coast. ISC's continued engagement will surely help in realising the goals of Swachh Bharat in the times to come and my best wishes to the team.

ALOKA MAJUMDAR
MD, Global Head of Philanthropy and Head of Sustainability, HSBC India

MAY

The India-UK Free Trade Agreement underscores the importance of sustained economic dialogue and structured negotiations. Beyond commerce, this long-awaited deal has laid the groundwork for collaboration across key sectors with a clear focus on mutual progress through partnership. This well-balanced and forward-looking FTA is a game-changer in India-UK bilateral relations. It will bring our businesses even closer in priority sectors such as technology, engineering goods, telecom, education, IT/ITeS and financial services amongst other areas.

MS NAINA LAL KIDWAI
PAST PRESIDENT, FICCI

Ms. Naina Lal Kidwai shared her insights on the transformative potential of the India-UK Free Trade Agreement, highlighting its role in deepening bilateral ties and boosting collaboration across key sectors.

This Menstrual Hygiene Day, we amplified the voices of employees and allies, championing inclusiveness who are championing inclusive dialogue, infrastructure, and policy reform to create a truly #PeriodFriendlyWorld. In our integrating menstrual hygiene in WASH strategies to enabling workplace dignity, we talked about all the necessary ingredients.

JUNE

The Central PMU team conducted a field visit to Kaliahandi and Rayagada under the Lighthouse Initiative (LHI) to support SBM-G Phase II implementation. The visit focused on engaging district officials, onboarding Swachhata Sathis, and planning GP-level training.

Key outcomes included CSR alignment, identification of model villages, and stronger community engagement. Hindaco Industries is supporting the Thuauri Rampur in Kaliahandi (Odisha), while the Kashipur block in Rayagada is receiving focused support.

LET'S WORK TOGETHER TO END Manual Scavenging

In response to the overwhelming engagement on our last video, this new edition takes the conversation forward, highlighting the current realities of manual scavenging, the progress achieved, and the urgent challenges that remain.

This is part of the ongoing #ISCForDignity campaign, which aims to spotlight the lived experiences of sanitation workers, amplify voices from the ground, and advocate for systemic change. At India Sanitation Coalition, we remain committed to building a future where dignity, safety, and justice are guaranteed for all.

Shri Manish Bansal, District Magistrate of Saharanpur, along with Yogendra Kumar, Block Development Officer, Alok Sharma, District Panchayati Raj Officer, Amit Kumar Tyagi, Assistant District Panchayati Raj Officer, Pankaj Saini, Assistant Development Officer, Danish Ali, Village Development Officer, and Rajkumar, Gram Pradhan, visited Gram Panchayat Kankarku in Block Balla Khari, Saharanpur, on 12th June to review the ongoing work being carried out by ITO Limited under the Light House Phase 2 initiative.

10 YEARS OF ACHIEVEMENTS

DEPARTMENT OF DRINKING WATER & SANITATION

MAJOR INITIATIVES

- Lighthouse Initiative:** Launched in 2022 in collaboration with India Sanitation Coalition to develop 75 CDFI Plus Model blocks. Report of Phase I released and Phase-II announced
- Swachh Sujal Shakti Samman Awards 2022:** Initiated on March 4 to celebrate the exceptional work being done by women. 36 women WASH Champions conferred with the Swachh Sujal Shakti Samman Awards 2022 by Hon'ble President of India
- Bhujan Campaign:** Launched in 3 phases from 2021-2023. Over 5 million leak pits corrected
- Startup Grand Challenge:** Translating technologies that provide affordable and responsible solutions to SWAEM. Over 350 applications received, and 6 winners announced on Swachh Bharat Diwas 2022
- Headoff to Twin PR Abhyas:** From 2 October 2022 to 30 June 2023 to convert single pipe toilets to twin pipe over 1 million toilets renovated
- Swachhata Green Leaf Rating System:** A voluntary rating system in alignment with Traveler for Life campaign, to make hospitality industry promote appropriate infrastructures, safe sanitation practices and innovations

Key Events from Phase-II 2020-2025

- 2020: Launch of SBM-G Phase II, Launch of SBM-G Initiative, Launch of SBM-G Academy, Launch of SBM-G Training
- 2021: Introduction of SBM-G, Distribution and manuals on SBM-G, Launch of SBM-G Training, Launch of Swachh Bharat Diwas
- 2022: Introduction of SBM-G, Distribution and manuals on SBM-G, Launch of SBM-G Training, Launch of Swachh Bharat Diwas

ISC was featured twice in the commemorative brochure published by the Department of Drinking Water and Sanitation, Ministry of Jal Shakti. Our flagship project, LHI has been recognized for its impact in driving sustainable sanitation solutions across rural India.

ISC IN MEDIA

NTV's Emerging Business Conclave, Delhi Edition, Ms. Naina Lal Kidwai, in conversation with Ms. Suchitana Ray, Executive Editor, NDTV, highlighted the pivotal role of MSMEs in driving employment in India. Emphasising their independent operations and complex supply chains, she noted their significant contribution to job creation.

At NDTV's Emerging Business Conclave in Delhi, Ms. Naina Lal Kidwai recognized the impactful contributions of MSME founders: Mr. Vishnu Sharma, Founder & CEO of Efficacy Worldwide; Ms. Sapna Sharma, Co-Founder & COO of Efficacy Worldwide; Mr. Arshad Nizami, Founder & Director of Alliance Advertising & Marketing; and Mr. Rajinder Kumar, Executive VP of MDN Spices.

SAVE THE DATE

9th Edition

ISC-FICCI SANITATION AWARDS CEREMONY AND INDIA SANITATION CONCLAVE

23RD || 24TH SEPTEMBER 2025

9TH ISC-FICCI SANITATION AWARDS

The 9th edition of the ISC-FICCI Sanitation Awards in 2025 will honour pioneers driving best practices, WASH financing, and transformative change across nine categories, centred on WASH and Plastic Waste Management and incorporating the concepts of BUILD, USE, MAINTAIN, TREAT, REUSE, RECYCLE, and WATER.

Category	Award Name
Category 1	Excellence in Build/Resilient/Use of WASH and Plastic Waste Infrastructure using Innovation
Category 2	Excellence in Sustainable Maintenance and Community Management of WASH Systems
Category 3	Excellence in Wastewater Treatment and Reuse
Category 4	Excellence in Faecal Sludge Management
Category 5	Excellence in Plastic Waste and Sustainable Resource Management
Category 6	Women Changemakers in Sanitation Leadership
Category 7	Best Skilling Initiative in WASH
Category 8	Innovation in Hygiene Behavior Change
Category 8A	Best Hygiene Promotion Campaign
Category 8B	Special Focus on WASH in Schools

AWARD PARTNERS

INDIA SANITATION CONCLAVE 2025

Theme: 10 years of Pioneering WASH – the journey to create a Swachh, Sujal and Swasth India

The conclave serves as a dynamic platform for knowledge exchange and the dissemination of best WASH practices, drawing a diverse group of experts from various disciplines. It attracts participation from global corporations, policymakers, development partners, and other key stakeholders, fostering meaningful dialogue and collaboration. Through engaging sessions and interactive discussions, the event facilitates the sharing of innovative ideas, strategies, and solutions aimed at advancing sustainable WASH development and addressing critical challenges in the sector.

OUR SPONSORS

NEWSLETTER QUIZ

Think you know your WASH facts?

Scan the QR code to take our WASH Quiz — a fun brain workout to test how sanitation-smart you really are!

Spotlight: Last Quiz Winners

We are calling for inspiring stories and impactful initiatives driving positive change in the sanitation sector. If your story/organisation deserves a feature, reach out to us at rohit.singh@isc.ficci.com