



ISC-FICCI SANITATION AWARDS 2025



ACCOLADE

A photo journey recognizing the distinguished award winning stories

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

September 2025

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

This report is a compilation of best practices received as part of the entries for the 9th Edition of the ISC-FICCI Sanitation Awards in 2025. 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 2025.

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

The ISC-FICCI Sanitation Awards 2025 was curated by members of the Rewards and 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 and Recognition team. The aforesaid deliverables were executed under the leadership and guidance of Ms. Natasha Patel, Chief Executive, India Sanitation Coalition.



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SPECIAL MESSAGE

The ISC-FICCI Sanitation Awards 2025 remind us once again why recognition is not just an act of appreciation, but an act of nation-building. These awards are not mere trophies—they are a stage where visionaries, innovators, and quiet change-makers find their light, and in that light, inspire a movement.

Over the years, this platform has illuminated extraordinary leaders, community champions, and organisations whose relentless determination has redefined India's sanitation and waste management landscape. As Mahatma Gandhi said, "Sanitation is more important than independence." These awardees prove that sanitation is not only a service—it is a mission, a duty, and a transformative force.

This year, too, we celebrate trailblazers who embody the spirit of Swachh Bharat Mission 3.0—innovation, inclusivity, and sustainability. From decentralized waste solutions and circular economy models to pioneering mechanized cleaning practices, their ideas are not just solving today's problems; they are laying down the blueprints for tomorrow's India.

Having chaired the jury since the inception of these awards, I have witnessed their remarkable evolution. Now in their ninth year, the ISC-FICCI Sanitation Awards have grown into one of the nation's most respected platforms for excellence in sanitation—fuelling knowledge-sharing, nurturing best practices, and recognizing leaders who are shaping a cleaner, healthier, and climate-resilient India.

Our winners are not just problem-solvers—they are visionaries and movement-makers. They mobilise communities, forge unlikely partnerships, and ignite collective leadership. They remind us that India's sanitation journey is not about numbers alone; it is about dignity, equity, and sustainability for every citizen. As Victor Hugo once wrote, "Nothing is more powerful than an idea whose time has come." And sanitation excellence is that idea for our time.

This year's awards attracted over 100 entries across eight categories—a testament to the scale and depth of innovation sweeping across India. Among them, some stories shine especially bright.

Take the inspiring journey of Ms. Gulshan Khan, our Women Changemaker in Sanitation Leadership. Working in the slum communities of Saharanpur, Uttar Pradesh, and supported by FORCE NGO, she has united residents, NGOs, and authorities to transform waste management for 21,000 households, touching 1.66 lakh households citywide. Today, 97% of them practice waste segregation, and waste collectors enjoy sustainable livelihoods through user fees. Gulshan has not only built systems—she has built leaders, multiplying the power of women in community transformation.

Or consider BOSON White Water (BWW), whose decentralized model converts treated wastewater into potable-quality water through advanced processes and IoT-enabled monitoring. Their pay-per-use model makes sustainable water management viable for housing complexes and industries, while reshaping India's urban water economy and reducing our dependence on freshwater. This is innovation with vision, ambition, and impact.

Behind the recognition of these champions lies a rigorous two-stage jury process, anchored in the ASSURED framework—Affordability, Scalability, Sustainability, User-friendliness, Rapid implementation, Excellence, and Distinctiveness. My fellow jurors—an extraordinary group of experts from diverse fields—have brought diligence, depth, and fairness to every decision. Their clarity and integrity remind me of Aristotle's wisdom: "Excellence is never an accident. It is the result of high intention, sincere effort, and intelligent execution."

It has been a privilege to work alongside this stellar jury team, whose wisdom transforms deliberations into inspiration. Year after

year, they reaffirm that these awards are not merely a recognition—they are a movement of ideas, leadership, and collective action.

I must also acknowledge with deep admiration the vision of Ms. Naina Lal Kidwai, Chair, and Ms. Natasha Patel, CEO of the India Sanitation Coalition. Their leadership has elevated these awards into a national institution of pride and progress.

To our awardees—my warmest congratulations. Your work stands as a beacon of possibility and hope. It will ripple outward, inspiring more change-makers, sparking more innovations, and pushing India closer to its dream of universal sanitation and sustainable development.

My grateful thanks also go to the ISC Secretariat for the flawless execution of this year's edition. The final jury sessions—two days of spirited debate and careful reflection—reflected the seriousness, sincerity, and sanctity with which this platform is held.

It is with immense pride that I unveil "ACCOLADE 2025", ISC's annual publication celebrating the remarkable journeys of this year's winners.

May the ISC-FICCI Sanitation Awards continue to grow as a lighthouse of innovation, inclusivity, and excellence—guiding India towards a future where cleanliness, dignity, and sustainability are the birthright of every citizen.

With admiration and hope,



R.A. Mashelkar

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



PREFACE

The ISC-FICCI Sanitation Awards, now in the ninth edition, stand as a powerful testament to the India Sanitation Coalition's (ISC) unwavering commitment to the Swachh Bharat Mission. Over the past eight editions, there have been tangible outcomes that underscore the success of these awards in promoting innovative waste management solutions, particularly in mitigating the harmful effects of waste and plastic on the environment.

While applauding the winners of this year's award, we must also recognize the transformative potential of private sector participation in achieving our shared objectives. The private sector brings innovation, technology, and practical community experience, which enhances sanitation processes and provides cost-effective, sustainable solutions to the sector's most pressing challenges. Sustainability in WASH projects is vital, and the private sector's resourcefulness and commitment have been instrumental in developing and maintaining durable sanitation infrastructure.

FICCI is proud 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 essential to addressing the vast and complex challenges of sanitation in our country, driving us towards a cleaner, healthier, and more sustainable India.

The ISC-FICCI Sanitation Awards not only celebrate excellence within the WASH sector but also create new opportunities for investment and collaboration that strengthen the nation's progress and improve the lives of its people. Beginning with the 2025 edition, the awards have been restructured with

revamped categories that reflect the evolving needs of the WASH ecosystem, with a strong emphasis on innovation, inclusivity, and sustainability. This year, the categories were open to all types of organizations, ensuring a wider and more diverse participation across the sector. It is gratifying to see that the India Sanitation Coalition (ISC) has been expanding its focus into the critical domain of plastic waste management over the past few years. This commitment finds renewed expression in the introduction of the 'Excellence in Plastic Waste and Sustainable Resource Management' award category, underscoring ISC's sustained dedication to addressing one of the most pressing environmental challenges of our time.

The credibility and rigor of these awards are evident in the two-stage evaluation process conducted by the jury. The increasing quantity and quality of submissions each year highlight the growing significance of these awards within the sanitation sector. With 8 eight distinct categories, the awards cover all relevant aspects of WASH in the Indian context.

I would like to extend my sincere thanks to Dr. R. A. Mashelkar, Former Director General, Centre for Science and Industrial Research (CSIR), who has served diligently as the jury chairperson since the awards' inception. My appreciation also goes to the esteemed jury members, whose expertise and time have been crucial in guiding the evaluation process and making difficult decisions in selecting the most deserving winners. I would also like to commend the India Sanitation Coalition for their efforts in organizing these awards to recognize organizations and individuals making significant contributions in the field of WASH, including waste management.

And, lastly, congratulations to all the participants who have shown great interest in these awards! Together, we continue to work towards ensuring safe sanitation for all—a fundamental right and a collective responsibility.



Jyoti Vij

Director General, FICCI



FOREWORD

The ISC-FICCI Sanitation Awards instituted in 2017 are a benchmark of excellence in India's sanitation landscape. With each passing year, the awards have not only recognized outstanding efforts but have also helped shape the sector by spotlighting innovations, inspiring collaborations, and setting new standards for impact. Through this publication, I take immense pride in celebrating the achievements of our award winners, whose dedication continues to transform sanitation practices and drive systemic changes across the country.

The 2025 edition of the awards holds special significance as it coincides with the 10th anniversary of the India Sanitation Coalition (ISC). Over the past decade, ISC has strengthened its role as a catalyst for change-expanding impact on the ground while also contributing to policy and discourse at the national level. This year's awards are a reflection of that vision: honouring corporates, non-profits, government bodies, and grassroots organizations, while also spotlighting new areas such as plastic recycling and sustainable resource management, which today form a core part of ISC's mission.

A milestone feature of this edition has been the introduction of monetary rewards for the winners-spanning NGOs, social organizations, start-ups, and individual changemakers. This support is designed to nurture grassroots innovation by enabling winners to scale their impact, strengthen their operations, or pursue bold new ideas. Building on the legacy of past winners who have gone on to create successful enterprises, this initiative reinforces the awards' position as a true launchpad for sustainable growth and transformative change.

Equally inspiring has been the overwhelming response from new entrants. Of the 104 applications received, more than 80% came from first-time participants, and of the 34 finalists presented to the jury, 30 were newcomers. This speaks to the breadth of fresh energy and innovation that the sanitation sector continues to attract. The Women Changemakers category, in particular, received a heartening response—from entrepreneurs and sanitation workers to sarpanch leaders—each sharing powerful stories of courage and impact. Their journeys embody India's progress toward gender equality and underscore the pivotal role of women in shaping sustainable sanitation solutions.

As ISC celebrates a decade of impact, these awards reaffirm our shared commitment to building a cleaner, healthier, and more sustainable India—while laying the foundation for the next chapter of innovation, inclusivity, and transformation.

I wish to express my deep gratitude to our esteemed jury members, both the executive and main jury, for their unwavering dedication and diligence in carrying out a rigorous two-stage adjudication

process that has greatly preserved and enhanced the credibility of these awards. My special thanks to Dr. R. A. Mashelkar, who has provided exceptional leadership as chairperson of the jury panel for the ninth consecutive year. His patient guidance, his mentorship of fellow jury members, and his insistence on recognizing only the most outstanding submissions have been invaluable.

On behalf of ISC, I extend heartfelt appreciation to all participants and winners for showcasing their remarkable contributions through these awards. ACCOLADE, our annual publication, is a tribute to their work. By documenting their journeys and highlighting their impact, we aim to inspire many more changemakers across the country.

I am confident that ACCOLADE 2025 will serve as both a celebration and a source of inspiration for readers, practitioners, and stakeholders in the sanitation ecosystem.



Naina Lal Kidwai

Chair, India Sanitation Coalition

INTRODUCTION

The India Sanitation Coalition (ISC) is a unique platform that brings together its members to share knowledge, collaborate, and lead efforts in water, sanitation, and hygiene (WASH) practices. Through a network of WASH experts, ISC provides thought leadership to implement a holistic strategy for adopting sustainable WASH initiatives. ISC was instituted at the Federation of Indian Chambers 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). It works on collating and disseminating relevant information and best practices in the sanitation space, supporting WASH financing, and providing inputs on 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. These awards celebrate impactful contributions to the sector, spotlighting groundbreaking projects, encouraging investments, and promoting sustainable practices.

The ISC-FICCI Sanitation Awards 2025 was chaired by Padma Vibhushan Dr. R A Mashelkar who has been supporting these awards for the last eight 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 main jury members.

Building on its extensive outreach efforts from the past years, this edition of the ISC-FICCI Sanitation Awards too actively reached out to individuals and organizations that have made significant contributions to the sanitation sector. ISC is committed to showcasing these stories from various parts of the country, ensuring they receive the recognition and appreciation they truly deserve.



The ISC-FICCI Sanitation Awards
felicitates winners across 8 categories

SELECTION PROCESS

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





Prabhakar Lingareddy
Executive Vice President and
Head – Social Investments, ITC



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



Prof. V. Srinivas Chary
Former Prof and Director,
Urban Governance and Environment,
Admin Staff College of India (ASCI) and
Former CEO, Wash Innovation Hub



Ishan Raina
Founder, Raina Advisory and Advanced
Leadership Fellow Harvard University



Ashwini Saxena
CEO
GMR Varalakshmi Foundation



Aloka Majumdar
Managing Director, Global Head of Philanthropy
& Head of Sustainability, HSBC India



Manoj Gulati
Regional Director
South Asia, Water.org



MAIN JURY





INTRODUCTION TO MAIN JURY

INTRODUCTION TO MAIN JURY

Dr. R. A Mashelkar

Chair, India Sanitation Coalition
FICCI Sanitation Awards



Dr. R. A. Mashelkar, a distinguished Indian scientist, is a trailblazer in advancing India's scientific innovation and research landscape. He 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 producers 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 honoured Dr. Mashelkar with Padma Shri (1991), Padma Bhushan (2000), and Padma Vibhushan (2014).



Prof. V. Srinivas Chary

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

Professor V. Srinivas Chary is the former Chief Executive Officer at the WASH Innovation Hub, and former 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 was 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

Founder, Raina Advisory and Advanced
 Leadership Fellow Harvard University

Ishan Raina is one of the prominent leaders in advertising and marketing. He holds the Board/Advisor roles at Bridgeweave Ltd., RBL Bank and Rainshine Entertainment. He was an advisor at the National Skills Development Corporation (NSDC). With over 35 years of experience in brand and communication strategy, advertising and media, and digital marketing solutions, Ishan has founded companies in both traditional advertising and new-age digital sectors since 1995. Ishan was a Harvard University fellow of the Advanced Leadership Initiative (2016). Ishan 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. Ishan 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
GMR Varalakshmi Foundation

Ashwini Saxena is the CEO of GMR Varalakshmi 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 was previously the CEO of JSW Foundation. 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, HSBC 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.



Prabhakar Lingareddy

Executive Vice President and
 Head – Social Investments, ITC

Prabhakar Lingareddy has extensive experience working across various companies, with expertise in Performance Management, Compensation Management, Leadership and Talent Development, and Sustainability. He started at TVS Motors as an Assistant Manager, managing HR systems and industrial relations. He then moved to ITC Limited, where he contributed to recruitment, performance management, and CSR activities in the Leaf Tobacco Division. Later, he took on the role of HR Manager at ITC's Kidderpore factory. After ITC, he joined EID Parry as Deputy General Manager in HR, where he led HR functions for management staff and implemented strategic HR projects. He then transitioned to Carborundum Universal Limited as Head of HR, overseeing HR operations across different plants. Prabhakar subsequently moved to ITC Infotech, where he served as General Manager in Human Resources and later took on the role of Head of HR at ClientLogic India, a joint venture between ITC Infotech and ClientLogic. He is currently the Executive Vice President for Social Investments at ITC Limited. In his recent roles at ITC Limited, Prabhakar was a member of the Management Committee of ITC Limited's Agri-Business Division leading HR for the division and drove its expansion. Prabhakar has also worked in corporate social responsibility initiatives and participated in cross-functional business planning teams. Prabhakar holds a B.Tech. in Mechanical Engineering from the National Institute of Technology Karnataka and an MBA in Human Resources from XLRI Jamshedpur.

EXECUTIVE JURY MEMBERS



Ravi Mariwala
Founder & Managing Director
Smart Water



Abhijit Banerji
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Dr. Anupama Shetty
Mission Director
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Pritika Chand
Corporate Head CSR
Jindal Stainless



Dr. Priyanka Jajal
Senior Manager
Trent



Shraman Jha
CEO
Hindustan Unilever Foundation



Alok Varma
Director
HCL Foundation



Anupam Nidhi
Head Corporate Social Responsibility
Vedanta Group & Hindustan Zinc

EXECUTIVE JURY MEMBERS



Ashwini Saxena
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Akhila Sivas
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Harshvardhan
Chief Executive Officer
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Former CEO at WASH Innovation Hub
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Manvita Baradi
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CDD India



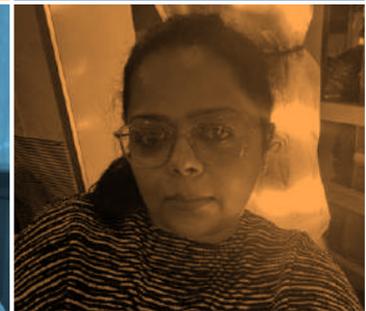
Ragini Bajaj Chaudhary
Former Senior Advisor
Caspian



Pearl Tiwari
CEO & Head CSR
Ambuja Foundation



Chetna Gala Sinha
Founder
Mann Deshi Bank



Rishika Jaiswal
Regional Social Impact Manager
KOHLER



Kavita Wankhade
Head - Practice, Indian Institute
for Human Settlements



Sonali Khan
Managing Director
Sesame Workshop India



Arundhati Muralidharan
Co-founder, Menstrual Health
Action for Impact (MHAi)



Aman Pannu
Head of Corporate Communications
& CSR, DCM Shriram LTD



Sayed Ali Abbas Naqvi
Journalist
NDTV





WINNERS OF 2025
ISC-FICCI SANITATION AWARDS

WINNERS OF 2025 ISC-FICCI SANITATION AWARDS



Excellence in Build/Rebuild/Use of WASH and Plastic Waste Infrastructure using Innovation

WINNER



HEALING HIMALAYAS
Healing Himalayas Foundation

RUNNER UPS

- i. HVA Energy Solution
- ii. HapiHygi Innovations Private Limited
- iii. Integerspin Private Limited



Excellence in Sustainable Maintenance and Community Management of WASH Systems

WINNER



Zila Panchayat Chhindwara - Madhya Pradesh

RUNNER UPS

- i. Digambarpur Gram Panchayat
- ii. Greenbrigade Pvt. Ltd
- iii. Water for People



Excellence in Wastewater Treatment and Reuse

WINNER



Zinc India Foundation



Boson White Water by Transwater Systems

RUNNER UPS

- i. Tide India
- ii. SBM(G)- Himachal Pradesh



Excellence in Faecal Sludge Management

No award was conferred in this category for the 2025 edition"

RUNNER UPS

- i. Rasolin Tech
- ii. Solinas
- iii. Haryana State Swachh Bharat Mission Society (HSSBM)

WINNERS OF 2025 ISC-FICCI SANITATION AWARDS



Excellence in Plastic Waste and Sustainable Resource Management

WINNER



Panchayat & Rural Development Department
West Bengal

RUNNER UPS

- i. HCL Foundation
- ii. Salt Tech Design Labs
- iii. Akshar Foundation



Women Changemakers in Sanitation Leadership

WINNER

Gulshan Khan

**Letter of Commendation
Meena Kumari**

RUNNER UPS

- i. Babita Kumari (SBM-G, Bihar)
- ii. Ms. Pavani Lolla, Vapra Composting



Excellence in Wastewater Treatment and Reuse

WINNER



Pratham Education Foundation

**Letter of Commendation -
Centre for Youth Development and
Activities (CYDA)**



RUNNER UPS

- i. CREA
- ii. Zila Panchayat Chhindwara, SBM(G)- MP



Innovation in Hygiene Behaviour Change

Best Hygiene Promotion Campaign

No award was conferred in this category for the 2025 edition"

RUNNER UPS

- i. HDFC Bank
- ii. Centre for Advocacy & Research (CFAR)
- iii. Zero Waste Citizen

Special Focus on WASH in Schools

WINNER



Shree Vadod Primary School

RUNNER UPS

- i. Navjyoti India Foundation
- ii. Jagran Pehel
- III. Samagra Shiksha, Education Department, Gujarat

*Several applications were received but none met the threshold of excellence set by the jury. This underscores the rigorous standards of the ISC-FICCI Sanitation Awards, where only the most impactful and sustainable contributions are recognized."





**Excellence in Build/Rebuild/Use of
WASH and Plastic Waste Infrastructure
Using Innovation**
Healing Himalayas Foundation

This Award is co-powered by





Excellence in Build/Rebuild/Use of WASH and Plastic Waste Infrastructure Using Innovation

Healing Himalayas Foundation

Name of the organisation : Healing Himalayas Foundation
Name of initiative : Sustaining Paradise
Date of commencement : October 2021
Location-5 MRFs : Koksar, Mansari, Rakcham, Pooh, and Tabo

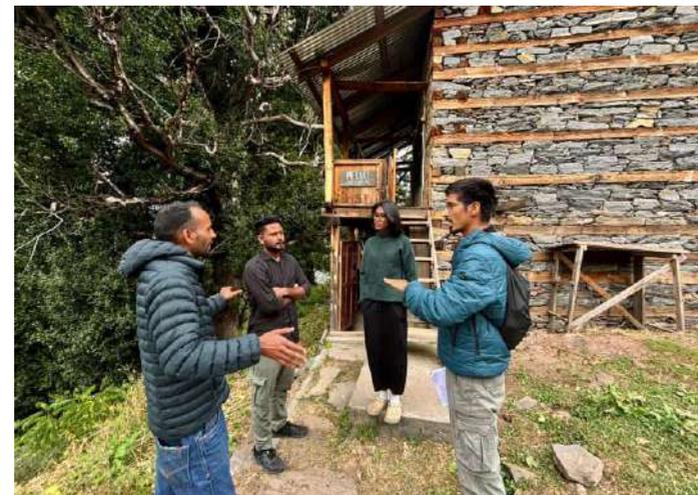


About the initiative

The Sustaining Paradise initiative, launched in October 2021 by the Healing Himalayas Foundation in partnership with Culver Max Entertainment Pvt. Ltd. as a key CSR partner, is tackling the escalating waste crisis in Himachal Pradesh's fragile Himalayan ecosystem. The project has established five Material Recovery Facilities (MRFs) at Koksar, Mansari, Rakcham, Pooh, and Tabo, ensuring 95% segregation at source. These facilities, combined with large-scale community mobilization, clean-up drives, and eco-tourism livelihood opportunities, create a scalable model for sustainable mountain development that integrates waste management, behavioural change, and local participation.

Waste collection and processing has shown steady progress since inception. In 2022-23, around 800 tonnes were processed through the MRFs alongside 80+ clean-up drives, with each effort recovering 1-2 tonnes of waste. By 2023-24, the processed quantity increased to 833 tonnes, supported by more than 100 clean-up drives that together collected ~150 tonnes. In 2024-25, the processing figure stood at 500 tonnes, reflecting the successful clearance of legacy waste during the initial years and a shift in focus to managing freshly generated waste from tourism and local activities. Recycling efficiency has consistently remained high at 70-75%, underscoring the impact of source segregation. A 21-day clean-up campaign at Manimahesh alone contributed 40 tonnes, demonstrating the effectiveness of seasonal and location-specific interventions.

To date, the initiative has carried out over 300 clean-up drives, engaging 3,000+



volunteers and thousands of tourists in waste reduction efforts. Its direct beneficiaries include 2,000+ households and 450+ establishments across 32 villages, while indirectly impacting more than 40 lakh tourists annually. Since inception, Healing Himalayas has successfully removed 1,633+ tonnes of legacy waste from trekking routes, helping restore ecological balance in sensitive mountain zones.

Unlike top-down interventions, Sustaining Paradise emphasizes local ownership and sustainability. The programme actively involves panchayats, women's groups, schools, and youth clubs, while hiring local staff to manage MRF operations. Creative outreach through gamified awareness campaigns, storytelling, and digital tracking has deepened community participation and accountability. By December 2025, all MRF operations will be transitioned to local panchayats, supported through structured training in operations, finance, and leadership, ensuring continuity and long-term sustainability beyond direct project support.

ISC Recommendation

The Sustaining Paradise initiative by Healing Himalayas Foundation is a proven, community-led waste management model for fragile mountain ecosystems. With 5 operational MRFs, 300+ clean-up drives, and over 1,600 tonnes of waste removed, the programme shows how source segregation, recycling, and local participation can create long-term sustainability.

This model is well-suited for adoption in mountainous and eco-sensitive states (Uttarakhand, Sikkim, North-East), pilgrimage routes (Kedarnath, Amarnath, Vaishno Devi), and tourist-heavy ULBs (Leh, Dharamshala, Ooty, Munnar). It can also be applied in Aspirational Blocks/Districts, offering a scalable solution that combines waste management, community ownership, and eco-tourism opportunities.



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Excellence in Sustainable Maintenance and Community Management of WASH Systems

Zila Panchayat Chhindwara, Madhya Pradesh

This Award is co-powered by





Excellence in Sustainable Maintenance and Community Management of WASH Systems

Zila Panchayat Chhindwara - Madhya Pradesh



Name of the organisation : Zila Panchayat Chhindwara - Madhya Pradesh
Name of initiative : Swachhata Saathi WASH on Wheel Sewa
Date of commencement : September 2024
Location : Chhindwara and Pandhurna District, Madhya Pradesh



About the initiative

The Swachhata Saathi-WASH on Wheels Initiative was launched in Chhindwara, Madhya Pradesh during the Swachhta Hi Seva Campaign 2024. It is India's first-of-its-kind enterprise-based sanitation service designed to strengthen rural sanitation infrastructure and ensure safe, mechanized cleaning of toilets across institutions and households. The initiative provides services to schools, Anganwadi centres, Panchayat Bhawans, hostels, health centres, and households, ensuring sustainability of ODF and ODF+ status in villages.

The initiative equips sanitation workers with modern jetting machines, safety gear, and digital solutions like an online booking module, QR code integration, and a GIS-based mobile app, the program enables professionalized service delivery while ensuring their dignity and safety. A robust pricing model makes the service both affordable and sustainable: ₹200 per unit within 5 km, ₹250 per unit beyond 5 km, and ₹50 per household toilet. They deliver affordable and accessible mechanized cleaning services to schools, Anganwadi centres, Gram Panchayat offices, community sanitary complexes, health centres, hostels, and households. This dual impact-ensuring regular maintenance of sanitation facilities while creating sustainable livelihoods-directly contributes to SDG 6.2, ensuring safe sanitation for all.

A cluster-based service model was adopted by dividing Chhindwara's 790 Gram Panchayats into 34 service clusters. Each cluster is anchored by a headquarters Gram Panchayat and serviced by one or two sanitation workers from the community, ensuring accessibility, efficiency, and trust. Route charts optimize travel, while formal tri-partite agreements between Gram Panchayats, sanitation workers, and local administrations strengthen accountability.

Chhindwara district's unique geographic and demographic profile, combined with the absence of reliable service providers, made this initiative both urgent and transformative. From a pilot with just three providers, the program has now grown to 35 service providers offering on-call cleaning services in a tribal-dominated district-an unprecedented



achievement in rural sanitation. The initiative not only improves hygiene and public health but also breaks stigma, enhances dignity in sanitation work, and paves the way for scalable, self-sustaining sanitation enterprises across India.

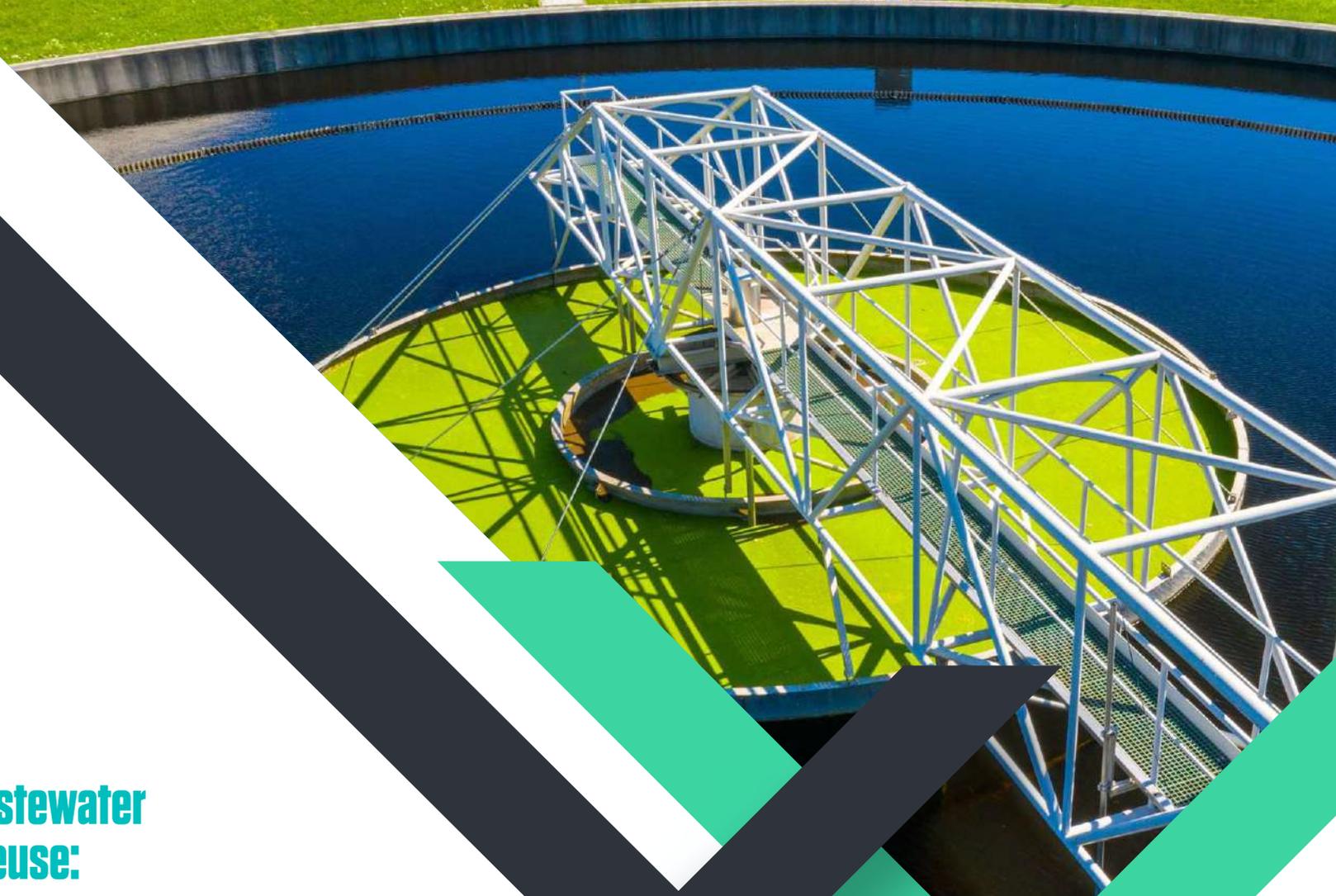
In just seven months of operations, the initiative has delivered significant impact- 36,481 toilet cleanings (including 10,409 institutional toilets and 26,072 household toilets), undertaken by 38 Swachhata Saathis. These efforts have generated ₹33.60 lakh in revenue, while enabling each Swachhata Saathi to earn a stable average monthly income of ₹20,000-25,000. Beyond boosting hygiene and toilet usage, the model has created productive and dignified livelihoods for sanitation workers, reinforcing the vision of circular sanitation services for rural India.

ISC Recommendation

The Swachhata Saathi-WASH on Wheels initiative from Chhindwara, Madhya Pradesh, is India's first enterprise-based rural sanitation service, delivering mechanized toilet cleaning across schools, Anganwadi centres, Panchayat Bhawans, health centres, hostels, and households. In just seven months, 38 Swachhata Saathis have conducted 36,000+ cleanings, generated ₹33.6 lakh in revenue, and ensured dignified livelihoods with average monthly incomes of ₹20,000-25,000.

With its affordable pricing, digital booking systems, and cluster-based service model, the initiative sustains ODF and ODF+ status while breaking stigma around sanitation work. This model is well-suited for adoption in tribal and underserved districts, Aspirational Blocks, and rural geographies across Madhya Pradesh, Chhattisgarh, Jharkhand, Odisha, and other states facing service gaps-offering a scalable solution that combines mechanized sanitation, rural enterprise, and dignity of labour.



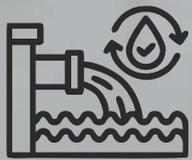


Excellence in Wastewater Treatment and Reuse:

Boson White Water by Transwater Systems Zinc India Foundation

This Award is co-powered by





Excellence in Wastewater Treatment and Reuse: Boson White Water by Transwater Systems



Name of the organisation : Boson White Water by Transwater Systems
Name of initiative : India's 1st De-centralized Circular Economy
Date of commencement : 2018
Location : Bengaluru, Hyderabad, Coimbatore, Chennai and Pune

About the initiative

BOSON White Water (BWW) is a pioneering initiative redefining wastewater management by enabling India's first decentralized circular economy in water. Established in 2011 by Vikas Brahmavar, and co-led since 2018 by Gowthaman Desingh, the company set out to address India's water scarcity challenge by converting excess treated wastewater from sewage treatment plants into potable-quality water. Unlike conventional systems that focus only on non-potable reuse, BOSON's model directly recycles treated wastewater into water that complies with BIS 10500:2012 standards for Direct Potable Reuse (DPR), thereby creating a sustainable third source of water for cities.

The system, first deployed in Bengaluru in 2018, has since been adopted across 10 apartment complexes, 11 commercial spaces, and projects in Hyderabad, Chennai, and Coimbatore. Collectively, these installations are saving over 11 lakh litres of water daily and have recovered more than 11 crore litres to date. By repurposing wastewater that would otherwise be discharged or wasted, BOSON is directly reducing the stress on freshwater resources while addressing urban India's rising demand for water.

At the heart of BOSON White Water is an 11-stage tertiary treatment process that guarantees potable quality output. The system is supported by IoT-based real-time monitoring of key parameters such as TDS, turbidity, pH levels, and flow rate, ensuring transparency, safety, and regulatory compliance. By incorporating AI-driven

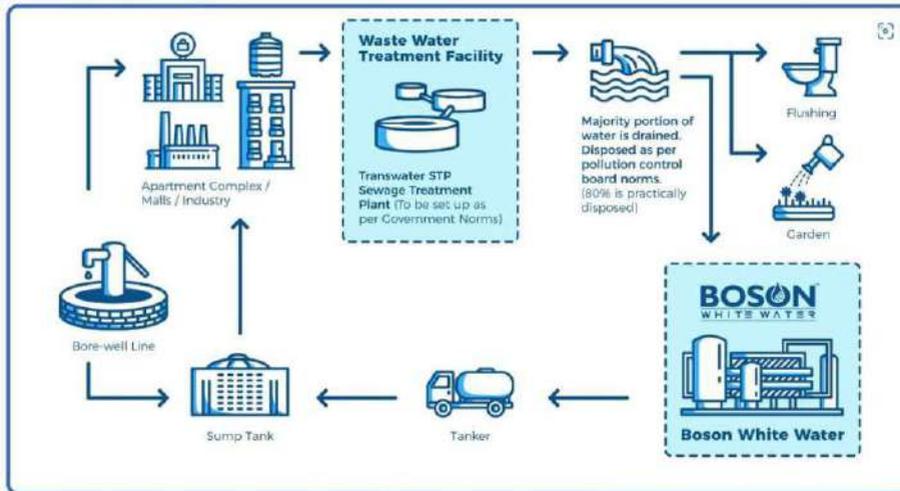


predictive analysis, the company is also building data models that forecast water-related risks and enable proactive management of urban water challenges.

What makes BOSON unique is its innovative business model. Through the OPEX model, a pay-per-use approach, the company sets up and operates the water recovery plants at no upfront cost to the customer. Residential societies and commercial spaces then purchase BOSON's "White Water" based on consumption, typically saving ₹1.5-2 lakh per month compared to disposal costs for treated wastewater. For industries and larger establishments, a CAPEX model is available, allowing them to purchase and own the equipment while BOSON provides ongoing support through annual maintenance contracts. Both models ensure accessibility, affordability, and long-term sustainability.

Currently impacting 45,000 people, BOSON White Water has already been recognized globally, receiving 62,000 AquaCredits from AqVerium, the world's first digital water bank. The company has set ambitious targets to replace 5% of Bengaluru's freshwater requirement by 2030 and to save 500 crore litres annually by 2026. These goals directly contribute to India's commitments under the UN Sustainable Development Goals, particularly SDG 6 (Clean Water and Sanitation), SDG 9 (Industry, Innovation and Infrastructure), SDG 11 (Sustainable Cities), SDG 13 (Climate Action), and SDG 17 (Partnerships for the Goals).

Despite its progress, BOSON is working to overcome barriers such as the public stigma of using recycled water, referred to as the "yuck factor." To address this, the company initially prioritizes industrial applications like cooling towers, where the need for high-quality water



is urgent but public perception barriers are lower. At the same time, BOSON engages with residents' associations, NGOs such as Biome Environmental Trust and Rotary South Parade, academic partners like IISc Bangalore and Eawag, and state bodies including BWSSB and KSPCB to drive awareness, advocacy, and supportive policies.

By leveraging decentralized infrastructure, IoT technology, circular economy models, and partnerships across stakeholders, BOSON White Water has created a scalable, replicable solution to India's water crisis. Its model is not only about recycling wastewater but about redefining water as a recoverable, reusable, and sustainable resource, ensuring that cities can thrive without exhausting their natural reserves.

ISC Recommendations

BOSON White Water (BWW) is India's first decentralized circular water economy, converting treated wastewater into potable-quality water that meets BIS standards. With 10 residential complexes, 11 commercial sites, and projects across Bengaluru, Hyderabad, Chennai, and Coimbatore, BWW is already saving over 10 lakh litres daily and has recovered more than 11 crore litres to date. Its OPEX and CAPEX models make reuse affordable while IoT-enabled monitoring ensures safety, compliance, and transparency.

This model is ideally suited for adoption in water-stressed urban centres, industrial clusters, and commercial hubs across India, offering cities a sustainable third source of water. By scaling BWW's approach, states and ULBs can reduce dependence on freshwater, cut wastewater discharge, and meet SDG targets-providing a replicable blueprint for urban resilience and circular water management.





Excellence in Wastewater Treatment and Reuse:

Zinc India Foundation



Name of the organisation : Zinc India Foundation
Name of initiative : Sewage Treatment Plant (STP)
Date of commencement : April 2014
Location : Udaipur, Rajasthan

About the initiative

Zinc India Foundation has implemented one of India's most pioneering urban infrastructure initiatives through the establishment of Udaipur's first Sewage Treatment Plant (STP) under a Public-Private Partnership (PPP) model. Prior to this project, Udaipur, a city globally renowned for its five iconic lakes, generated approximately 60 million litres of sewage daily without any scientific wastewater treatment facility. This posed serious threats to both public health and the ecological balance of the region. Recognizing this urgent need, Zinc India Foundation partnered with Udaipur Municipal Corporation and the Government of Rajasthan to design, build, operate, and maintain a state-of-the-art sewage treatment system. With an investment of over ₹300 crore, the project was commissioned in two phases-first with a 20 MLD plant at Eklignpura in 2014, and later a 40 MLD facility in 2017 under Udaipur Smart City Limited-together achieving a total capacity of 60 MLD. Today, this network of facilities treats nearly 80% of the city's sewage.

The project has delivered transformational environmental and social impact at scale. Every year, over 71.85 lakh cubic meters of untreated sewage is prevented from entering the Ayad River, contributing significantly to river rejuvenation and protection of Udaipur's ecological heritage. Approximately 1.5 crore litres of treated water is safely discharged into the river daily, with 300-400 cubic meters reused for gardening, firefighting, and industrial applications, thereby reducing pressure on freshwater resources. In addition, the treatment process generates around 600 tonnes of organic manure annually, which is distributed for local agricultural use, promoting circular economy practices. Sustainability has been further enhanced with the installation of rooftop solar power plants generating nearly 50,000 KWh annually, offsetting electricity costs and minimizing carbon footprint.

Beyond environmental gains, the initiative has created meaningful socio-economic impact. The STPs collectively employ over 100 people, many of whom have reported a 10% rise in annual income since their association with the project. Regular training in technical skills, safety, and emergency preparedness has strengthened workforce capacity while ensuring occupational safety.



Importantly, the project has also contributed to a noticeable reduction in waterborne diseases in the city, improving public health outcomes for thousands of residents.

Strategically, this project is not only Rajasthan's first sewage treatment plant under a PPP model but also a national benchmark for collaborative urban sanitation. Implemented on a Design-Build-Operate-Transfer (DBOT) basis with a 25-year operational mandate, the initiative aligns with flagship government programs including the Smart Cities Mission, Atal Mission for Rejuvenation and Urban Transformation (AMRUT), and the National River Conservation Plan (NRCP). With a stellar Social Return on Investment (SROI) of 1:6.17, the project exemplifies how corporate responsibility and government partnership can converge to deliver long-term community and environmental benefits.

Over the years, the Udaipur STP project has also expanded its geographical reach and technological innovation. Additional plants-10 MLD at Hiran Magri and 5 MLD at Fatehpura-were commissioned based on population density and sewage flow patterns, thereby decentralizing treatment and ensuring operational efficiency. The adoption of advanced treatment technologies such as Moving Bed Bio Reactor (MBBR) and Sequential Batch Reactor (SBR) has enabled fully automated, energy-efficient operations, while innovations like sludge-to-energy pilots demonstrate future-ready circular practices.

Today, the Udaipur STP stands as a model for sustainable urban sanitation in India. By treating nearly 80% of the city's sewage, conserving freshwater, generating renewable energy, producing organic manure, and empowering communities, the project has set new standards in environmental stewardship and urban resilience. It reflects Zinc India Foundation's long-term commitment to improving public health, ecological sustainability, and quality of life in Udaipur while offering a replicable model for cities across India.

ISC Recommendation

The Udaipur Sewage Treatment Plant (STP) initiative by Zinc India Foundation, implemented under a Public-Private Partnership model, is a national benchmark in urban sanitation and circular water management. With an investment of over ₹300 crore and a combined capacity of 60 MLD, the plants now treat nearly 80% of the city's sewage, preventing around 70 lakh m³ of untreated waste from entering the Ayad River annually. The project not only protects Udaipur's iconic lakes but also reuses treated water, generates 600 tonnes of organic manure, produces renewable solar energy, and provides livelihoods to about 100 workers.

This model is ideally suited for replication in other heritage cities, Smart Cities, and rapidly growing urban centres across India, offering a scalable blueprint that integrates environmental restoration, resource recovery, public health improvement, and long-term sustainability through government and corporate partnership.



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**Excellence in Plastic Waste and
Sustainable Resource Management:**

**Panchayat & Rural Development
Department, West Bengal**

This Award is co-powered by





**Excellence in Plastic Waste and
Sustainable Resource Management:**
**Panchayat & Rural Development Department
West Bengal**



Name of the organisation : Panchayat & Rural Development Department, West Bengal
Name of initiative : Plastic Waste Management in Rural Areas of West Bengal under Swachh Bharat Mission-Gramin (SBM-G) Phase II
Date of commencement : April 2022
Location : 345 blocks across 23 districts of West Bengal



About the initiative

With the rapid spread of consumer goods in rural markets, plastic waste has become a pressing challenge in villages once considered low-waste generators. Open dumping, burning, and unregulated disposal have led to soil and water contamination, air pollution, and health risks across rural West Bengal. In response, the Department of Panchayats & Rural Development, Government of West Bengal, has undertaken a comprehensive Plastic Waste Management (PWM) initiative under Swachh Bharat Mission-Gramin (SBM-G) Phase II. Covering 23 districts, 345 blocks, 3,340 Gram Panchayats, and 38,186 villages, this program represents one of India's largest rural solid and plastic waste management drives.

The model is built on scientific segregation, decentralized processing, and community participation. Plastic is first segregated at the village and Gram Panchayat levels before being sent to Block-level PWM Units. These units are equipped with shredders, bailing machines, fatka machines, and advanced processors to convert plastic into usable products. Initially designed as single-block units, the program has evolved into a cluster-based model, where 3-4 blocks share one unit, ensuring operational efficiency and better utilization of resources. Financial pooling under this model has enabled the purchase of advanced machinery such as granulators, agglomerators, and all-in-one processors-enabling complete end-to-end processing of plastic waste.

A key innovation lies in the recycling and reuse of plastic. Segregated plastics are processed into granules, used in manufacturing consumer products, or shredded for road construction. So far, over 974 MT of plastic has been utilized in building 700 km of durable rural



roads, while thousands of tonnes have been recycled into useful goods such as mats, tiles, bags, and decorative items-driving a circular economy in villages. In parallel, the initiative has created forward linkages with private recyclers and even urban municipalities, many of which now send their waste to rural PWM units for processing under a convergence model.

Equally significant is the community-led governance structure. Self-Help Groups (SHGs), predominantly women-led, along with NGOs, kabadiwalas, and Farmer Producer Organizations (FPOs), operate and manage the units. This has generated hundreds of livelihoods while promoting women's leadership in environmental management. In addition, more than 20,000 collection cages have been placed in marketplaces and community centers, supported by large-scale IEC and BCC campaigns such as "Plastic-Free Villages" and "No Plastic to Drains." These efforts have boosted awareness, improved segregation at source, and fostered behavioral change across rural communities.

Impact has been substantial. As of now, 90 PWM units have been built, 77 are functional, and more than 11.35 lakh MT of plastic has been collected, of which over 7 lakh MT has been processed or recycled. The initiative is reducing open dumping, cutting down plastic pollution in water bodies, and preventing hazardous burning practices, while simultaneously contributing to green infrastructure and rural livelihoods. Supported by independent evaluations from IIT Kharagpur and Jadavpur University, the program ensures scientific validation and continuous improvement.

By combining decentralization, innovation, and grassroots ownership, West Bengal's PWM initiative has transformed plastic waste from an environmental threat into an opportunity for sustainable growth. It stands as a replicable national model, showcasing how rural India can lead the way in tackling plastic pollution through community-driven, circular economy solutions.

ISC Recommendation

West Bengal's Plastic Waste Management initiative under SBM-G Phase II is one of India's largest rural solid waste management drives, covering almost 38,000 villages. With 90 units established (77 functional), the program has already collected 11.35 lakh MT of plastic, recycled over 7 lakh MT, and used 974 MT in constructing 700 km of rural roads. Its cluster-based model, advanced processing units, and strong community ownership through women-led SHGs and local recyclers have transformed plastic waste into valuable products while creating livelihoods and reducing pollution.

This model is ideally suited for replication in other states facing rural plastic waste challenges, particularly Aspirational Districts and high-consumption belts, offering a scalable, circular economy solution that integrates environmental protection, green infrastructure, and women's leadership.



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Women Changemakers in Sanitation Leadership:

Gulshan Khan

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Women Changemakers in Sanitation Leadership:

Gulshan Khan

Name of woman changemaker : Gulshan Khan
Name of initiative : Community-led and owned Decentralized Waste Management Programme
Date of commencement : 2016-17
Location : Nadeem Colony and nearby colonies of Saharanpur City



About the initiative

Urban areas across India struggle with poor solid waste management-characterized by minimal segregation, low recycling, and indiscriminate dumping in landfills. In Saharanpur, Uttar Pradesh, these challenges were acute in minority-dominated slum localities such as Nadeem Colony and Kamela Colony. To address this, ITC Limited designed a Public Private Community Partnership (PPCP) model in collaboration with Saharanpur Municipal Corporation and local residents, supported by grassroots facilitation from FORCE NGO. At the heart of this program stands Gulshan Khan, a woman change maker whose leadership transformed waste management in her community and beyond.

Gulshan, a 42-year-old resident of Nadeem Colony, defied social barriers and mobilized her neighbours-especially women-to adopt source segregation, home composting, and user fee contributions. She spearheaded the creation and strengthening of Mohalla Committees, ensuring that residents themselves took ownership of waste management. Under her leadership, 100% segregation and composting practices were achieved in Nadeem Colony and Kamela Colony, with 97% households paying user fees that sustain the model. The surplus generated has been reinvested in community-driven cleanliness activities such as drain clearing and park greening.

Her efforts cascaded into neighbouring Wards, eventually influencing 21,318 households across 12



Wards, with 86 Mohalla Committees managing decentralized waste systems. Waste collectors, once marginalized, now earn sustainable livelihoods with regular honorariums (averaging ₹13,500 per month) and additional income from recyclables. Over 88% of waste generated is now recycled or composted, drastically reducing landfill dependence and improving public health outcomes in these areas.

The community-owned model is simple, low-cost, and sustainable: households segregate waste into wet, dry, and hazardous streams; wet waste is composted locally; plastics and recyclables are linked to scrap dealers; and user fees collected by Mohalla Committees fund operations. Gulshan ensured transparency by maintaining meticulous records, presenting accounts in monthly meetings, and involving residents in monitoring. Her persistence in overcoming resistance from households, cultural barriers, and even political pressures has made her a trusted and credible leader in her community.

The impact has gone far beyond Saharanpur. The success of what is now called the "ITC Saharanpur Model" has been formally recognized by the Urban Development Department, Government of Uttar Pradesh, which is scaling it up across 85 Urban Local Bodies, already covering nearly 50 lakh households with over 14,000 Mohalla Committees. Gulshan's story is central to this transformation—demonstrating how empowered women leaders, when supported by strong partnerships between corporates, NGOs, and government, can drive large-scale, sustainable urban change.

By combining ITC's strategic vision, FORCE's grassroots facilitation, and Gulshan Khan's unwavering leadership, Saharanpur has shown that decentralized, community-owned waste management is not only possible but scalable. Gulshan's journey—from mobilizing two colonies to inspiring a state-wide movement—highlights the power of women-led change in creating cleaner, healthier, and more resilient urban communities.



ISC Recommendation

Gulshan Khan's leadership demonstrates how decentralized, community-owned waste management can transform urban slums into models of sustainability. By mobilizing women, strengthening Mohalla Committees, and ensuring household-level segregation, composting, and user-fee collection, Gulshan enabled 100% segregation in her colony, expanded the model to 21,000+ households across 12 wards, and laid the foundation for state-wide replication across 85 Urban Local Bodies covering nearly 50 lakh households. The initiative has empowered waste workers with dignified livelihoods, diverted over 88% of waste from landfills, and reinvested resources into community-driven improvements like drain clearing and park greening.

Leaders across cities can emulate Gulshan's example by fostering strong local committees, ensuring financial transparency, building trust with residents, and nurturing women champions at the grassroots—turning waste management from a municipal challenge into a community-owned solution.





Women Changemakers in Sanitation Leadership: Meena Kumari (Letter of Commendation)

Name of the woman changemaker : Meena Kumari
Name of initiative : Maranwala Solid Waste Management
Date of commencement : 2016
Location : Maranwala Village, Kalka Tehsil, Panchkula District, Haryana



About the initiative

In 2016, Meena Kumari, a grassroots woman leader from Maranwala village, Haryana, took it upon herself to address the worsening sanitation crisis in her community. With no prior institutional support, she mobilized local women and established the Maranwala Solid Waste Management Initiative, laying the foundation for a circular, community-driven sanitation model. What began with a rented tractor and door-to-door waste collection has since evolved into a self-sustaining system that now covers 95% of the village households (200-250 homes daily), benefits over 4,000 villagers, and generates regular livelihoods for 4-5 individuals.

Under her leadership, Maranwala set up an in-house recycling unit, reduced open dumping, and significantly improved village hygiene. The financial backbone of the system is remarkably frugal yet effective: each household contributes a ₹50 monthly user fee, while sales of recyclables generate ₹60,000 per month. This dual revenue stream covers wages, fuel, and maintenance, ensuring stable service without external funding. Cost-saving innovations-such as using Meena's own rooftop as a segregation site and replacing rented tractors with a second-hand tractor purchased via a women's Self-Help Group (SHG) loan-demonstrate her ingenuity in resource management. Income is reinvested into tools, compost units, and service upkeep, ensuring sustainability.

Beyond infrastructure, Meena has built a strong culture of community participation and women's empowerment. Local women are trained through peer learning, fostering both sanitation awareness and livelihood opportunities. The initiative's culturally rooted outreach-through door-to-door engagement and communication in local language-has boosted acceptance and long-term retention, with repeat beneficiaries rising from 62.5% to 95% in just three years. Today, waste segregation has become the norm, village hygiene has improved, and sanitation is recognized as a dignified livelihood.

The initiative's impact is threefold: socially, it empowers women and



strengthens community governance; economically, it generates jobs and stable revenue; and environmentally, it reduces open dumping, increases recycling, and promotes composting. By integrating women-led leadership, frugal innovation, and circular economy principles, Meena Kumari has built not just a waste management system, but a scalable, replicable model of rural sanitation. Her work demonstrates that with local leadership and community ownership, villages can achieve sustainable growth while ensuring dignity, equity, and environmental resilience.

ISC Recommendation

Meena Kumari's leadership in Maranwala, Haryana, demonstrates how grassroots women leaders can transform rural sanitation through community ownership, frugal innovation, and circular economy practices. By combining simple cost-saving measures, such as SHG loans and local reuse of spaces, with community training and women's participation, she has created a resilient model that delivers social empowerment, economic livelihoods, and environmental gains.

Her initiative proves that when local leaders prioritize dignity, inclusivity, and sustainability, villages can achieve long-term sanitation outcomes. Other grassroots leaders can emulate her approach by mobilizing communities, leveraging SHGs for financing, creating low-cost circular systems, and reinvesting revenues into service quality-ensuring rural sanitation is not just a service, but a pathway to women's leadership and village resilience.





Best Skilling Initiative In WASH

Pratham Education Foundation

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Best Skilling Initiative In WASH

Pratham Education Foundation

Name of the organisation : Pratham Education Foundation
Name of initiative : Plumbing: Waterworks Management & Sanitation Program
Date of commencement : August 2017
Location : Maharashtra (Panvel, Ahmednagar, and Aurangabad), Chhattisgarh (Kurud), Odisha (Bhubaneshwar), and Jharkhand (Jamshedpur)



About the initiative

The Plumbing: Waterworks Management & Sanitation Program is a comprehensive skill development and community impact initiative designed to tackle pressing WASH (Water, Sanitation, and Hygiene) challenges while empowering local youth through livelihood opportunities. Launched in August 2017, the program strengthens rural and semi-urban water and sanitation systems by building capacities in plumbing, waterworks management, and sanitation infrastructure. Its dual approach-formal centre-based training (432 hours) and community-based training camps (CTCs, 175 hours)-ensures accessibility and flexibility for participants from diverse geographical and socio-economic contexts.

Between 2022-2025, the program trained over 3,000 youth, with 974 trainees in 2022-23, 744 in 2023-24, and a remarkable 1,317 in 2024-25. Certification has been consistently strong, with 100% certification achieved in 2022-23 (974 trainees), sustained performance in 2023-24 (744 trainees certified), and 743 trainees certified in 2024-25. Placement outcomes highlight the program's effectiveness-94% in 2022-



23, 90% in 2023-24, and 75.4% in 2024-25-with graduates securing roles in municipal water departments, plumbing firms, and construction companies, while others launched independent enterprises.

Strategically implemented in Maharashtra (Panvel, Ahmednagar, Aurangabad), Chhattisgarh (Kurud), Odisha (Bhubaneshwar), and Jharkhand (Jamshedpur), the program targets regions facing water scarcity, poor sanitation, and lack of skilled manpower. Trainees are equipped with practical knowledge in plumbing systems installation, waterworks maintenance, water treatment, sanitation infrastructure, and hygiene promotion, alongside eco-friendly practices such as water conservation and sustainable waste disposal. By embedding training within communities through CTCs, the program reduces barriers for rural and disadvantaged youth, fostering inclusivity and wider outreach.

Gender inclusivity has been a core pillar, with active efforts to encourage female participation in a traditionally male-dominated sector. Engagement with marginalized groups has further broadened the social impact. The initiative is strengthened through partnerships with government bodies (UNICEF, MAVIM, UMED), local NGOs (Skillreporter, Snehalay, MYCA, Amanora Foundation), educational institutions (ITIs, Don Bosco, Anganwadi centres), and corporate partners (Kotak, Accenture, Indeed, NPCI, Voltas, Owens Corning, Lloyds Metals, among others). These collaborations have enabled the program to expand sanitation infrastructure, integrate WASH practices into schools, and ensure long-term sustainability.

Over the years, the initiative has evolved from a training-led model into a dual-purpose intervention-creating dignified livelihoods for youth while improving sanitation, water use, and hygiene practices at the grassroots. With consistently high certification and placement



rates, growing participation, and its unique dual model of skill development and public health impact, the Plumbing: Waterworks Management & Sanitation Program stands out as a scalable, community-driven model that strengthens both livelihoods and essential WASH infrastructure in underserved regions.

ISC Recommendation

This is a pioneering dual-purpose initiative that addresses critical WASH challenges while creating dignified livelihood opportunities for rural and semi-urban youth. Since 2017, it has trained over 3,000 young people across Maharashtra, Chhattisgarh, Odisha, and Jharkhand through its unique model of centre-based and community-based training camps, achieving consistently high certification (over 90%) and placement rates (75-94%) in plumbing, waterworks management, and sanitation services.

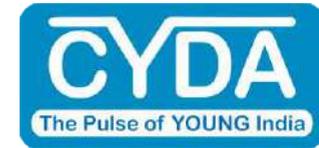


With its proven success, inclusiveness, and sustainability-driven approach, the program represents a replicable national model for combining skill development with community health impact.



Best Skilling Initiative In WASH

Centre for Youth Development and Activities
(Letter of Commendation)



Name of the organisation : Centre for Youth Development and Activities
Name of initiative : Wash Mitra (One-Stop Shop & Services - OSSS)
Date of commencement : January 2022
Location : 18 districts across rural and semi-urban Maharashtra

About the initiative

The WASH MITRA initiative, also known as the One-Stop Shop & Services (OSSS) model, is a pioneering skilling and entrepreneurship programme collaboratively led by the Centre for Youth Development and Activities (CYDA) with technical and financial support from UNICEF Maharashtra. It was launched in January 2022 to transform the way schools and public institutions in Maharashtra manage their water, sanitation, and hygiene (WASH) infrastructure.

The initiative emerged from a 2018-19 UNICEF Maharashtra survey of 7,473 Zilla Parishad schools, which highlighted poor toilet functionality, drainage issues, and the absence of structured O&M systems. While major investments under the Swachh Bharat Mission improved infrastructure, lack of skilled manpower and ownership meant facilities often fell into disrepair-directly affecting student health, particularly girls' attendance. The COVID-19 pandemic further underscored the urgency of reliable sanitation services.

To address this, WASH MITRA trains local youth (18-35 years)-with a strong focus on women (56% of participants)-in technical trades such as plumbing, electrical work, masonry, painting, solar installation, and water testing, alongside entrepreneurship, communication, and financial literacy. The 21-day residential training, delivered in regional languages through certified centres like Vigyan Ashram and Manshanti Skill Development Centre, equips trainees with both theory and practice. Graduates receive toolkits (₹21,000 value), seed capital, and access to the WASH Mitra mobile application, a digital marketplace that directly connects them with schools and institutions for service requests.

Since inception, 233 WASH Mitras have been trained across 20+ districts, delivering O&M services in 2100+ schools, 436 health facilities, and 600+ gram panchayats, reaching over 1,44,000 students. These youth now earn between ₹12,000-30,000 per month, providing cost-effective services at rates lower than private contractors, while ensuring timely and localized solutions. Many have expanded their services to households and businesses, contributing to rural economies.



The initiative's entrepreneurship-first model makes it sustainable: instead of creating salaried jobs, it enables WASH Mitras to become independent service providers, reducing long-term dependency on project funding. The WASH Mitra App ensures transparency, accountability, and ease of access for schools and institutions. Repeat service requests (44%) indicate trust and satisfaction among beneficiaries, while institutional linkages with Zilla Parishads, Gram Panchayats, and District Authorities ensure integration into local governance systems.

Partnerships have been central to the programme's success. UNICEF Maharashtra provided funding, technical expertise, and advocacy support; CYDA handled implementation, training, mentorship, and post-training support; and the Tribal Development Department (TDD) ensured policy integration, financing training costs, and supporting app rollout.

Local stakeholders-including sarpanches, SHG leaders, and district authorities-played critical roles in mobilization, acceptance, and mainstreaming of WASH Mitras within communities.

In just two years, WASH MITRA has emerged as a scalable, innovative, and gender-inclusive model that improves WASH outcomes in schools and public institutions while creating meaningful livelihoods. With its focus on entrepreneurship, digital enablement, and community ownership, the initiative is strongly aligned with national sanitation missions (Swachh Bharat Mission, Jal Jeevan Mission, Swachh Vidyalaya Puraskar) and global goals like UN SDG 6 - Clean Water and Sanitation. It stands as a replicable ecosystem for ensuring clean, functional, and sustainable WASH services across rural India.

ISC Recommendation

The WASH MITRA initiative, led by CYDA with UNICEF Maharashtra's support, is an innovative skilling and entrepreneurship model that transforms the operation and maintenance of WASH infrastructure in schools and public institutions. Launched in 2022, it has trained 233 local youth-over half of them women-in technical trades and entrepreneurship, equipping them with toolkits, seed capital, and access to a digital marketplace app. These WASH Mitras now deliver cost-effective services across 2,100+ schools, 436 health facilities, and 600+ gram panchayats, benefiting 1.44 lakh students while earning sustainable livelihoods.

With its entrepreneurship-first approach, digital integration, and strong partnerships with government and community stakeholders, the initiative ensures long-term functionality of sanitation systems, empowers youth-especially women-and strengthens rural economies. Scalable, replicable, and aligned with SDG 6, WASH MITRA stands out as a transformative model for sustainable WASH services and community-driven development.





Innovation in Hygiene Behaviour Change Special Focus on WASH in Schools: Shree Vadod Primary School

This Award is co-powered by





Innovation in Hygiene Behaviour Change: Special Focus on WASH in Schools: Shree Vadod Primary School





Name of organisation : Shree Vadod Primary School
Date of commencement : 2018
Location : Shree Vadod Primary School, Rajkot, Gujarat

About the initiative

The principal at Shri Vadod Taluka School, Jasdan (Rajkot) has been running an initiative to instill cleanliness and hygiene values among children from an early age. The journey began in a small primary school with just 40 students and no basic facilities, including toilets. Recognizing the urgent need for change, structured sessions on cleanliness, hygiene, and environmental care were introduced. Today, the program has grown into a sustained movement that not only shapes young students but also positively influences their families and surrounding communities.

Children are taught the importance of bathing, personal hygiene, toilet use, and keeping their surroundings clean through regular sessions and demonstrations. Four annual cleanliness rallies reinforce these values while spreading awareness in nearby villages. Practical activities, including demonstrations on toilet cleaning and waste management, ensure hands-on learning. The initiative also promotes environmental stewardship through tree plantation drives and awareness about clean surroundings. Parent meetings are conducted to extend the message beyond classrooms, while social media platforms like Facebook, Instagram, Twitter, and YouTube further amplify reach and visibility.

The data reflects the initiative's growing scale and impact. The number of beneficiaries rose from 180 in 2022-23 to 450 in 2024-25, representing a 150% growth in just three years. Importantly, the share of repeat beneficiaries increased steadily from 60% to 70%.



indicating that participants find lasting value and continue engaging with the program. While the proportion of new beneficiaries decreased from 40% to 30%, this highlights the program's ability to retain and build loyalty among existing participants, while still onboarding new ones each year.

Rooted in the belief that "Cleanliness is the Lordship", this initiative has become a transformative force-turning children into ambassadors of cleanliness, influencing families, and inspiring communities to take collective ownership of hygiene and a clean environment.

ISC Recommendation

The initiative at Shri Vadod Primary School, is a pioneering, long-running program that instills sustainable hygiene practices among children while positively influencing families and surrounding communities. Through practical demonstrations, cleanliness rallies, tree plantations, and parent engagement, students learn personal hygiene, toilet use, and environmental stewardship, becoming ambassadors of cleanliness in their communities. This model is sustainable, replicable and demonstrates how sustained school-based interventions can drive behavioral change, foster community ownership of hygiene, and contribute to building a cleaner, healthier future across rural India.



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**Past winners of ISC-FICCI
Sanitation awards**

WINNERS OF 2024

Best Corporate Initiative in Sanitation (CSR)



HDFC Bank Parivartan

Name of initiative: Rural & Urban Landscape Free of Dry & Plastic Waste

About the initiative: HDFC Bank, with CEE, implemented a waste management initiative in Bastar, Chhattisgarh to promote sustainable practices, eliminating single-use plastics, and encouraging cloth bags made by local SHGs. The multi-stakeholder approach engages local bodies, waste collectors, recyclers, and communities for inclusive, sustainable impact.



Best Non-Profit Engagement Model in Sanitation



Rural – S M Sehgal Foundation

Name of initiative: Sanitation Models: Soak Pit and Soak wells

About the initiative: The project focused on constructing soak pits and soak wells, which are affordable, simple structures designed to safely manage household and community wastewater. This initiative also aimed to raise awareness about the importance of hygiene and sanitation in rural communities.



AGA KHAN FOUNDATION

Urban – Aga Khan Foundation

Name of initiative: Supporting Local Authorities for Accountable, Responsive and Transparent Systems for Solid Waste Management

About the initiative: The Aga Khan Foundation, through an EU-funded program, leads the initiative that strengthens solid waste management in three urban local bodies of Bihar, enhancing governance, technical capacity, and financial sustainability while promoting accountable, transparent, and replicable decentralized waste management systems.



WINNERS OF 2024

Best Communication in Sanitation



OneEarth Foundation

Name of initiative: Drive Against Plastic Pollution (DAPP)

About the initiative: This campaign is a broad initiative targeting the urgent issue of plastic pollution in Goa's coastal marine environments. Its primary goals were to educate the public, raise awareness about waste management, and promote the concept of viewing waste as a valuable resource through the 5Rs framework: Rethink, Reduce, Reuse, Repair, and Recycle.



Best Innovative Financial Accessibility model for WASH



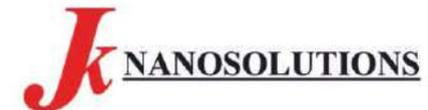
Nabsamruddhi Finance Limited

Name of initiative: Climate-Resilient WASH Funding Program

About the initiative: Their program addresses the direct link between climate change and unsafe WASH practices. The CRWF program has expanded across seven Indian states, with plans for nationwide coverage by 2026. The organization has been actively promoting the financing of WASH loans under its Green and Wellness focus, with a strong emphasis on sustainability.



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



Name of initiative: Nanotechnology-based simple, rapid, low-cost treatment of sewage and industrial effluent

About the initiative: They specialize in nanotechnology-driven solutions for wastewater treatment and recycling. Their nanotechnology-based solution, utilizing metal nanoclusters with high surface area, effectively treats up to 98% of wastewater.



WINNERS OF 2024

Special recognition award for government



श्रमयोग • संगठन • समृद्धि

Commissionerate of Rural
Development (CRD), Gujarat

Name of initiative: VEDANCHHA Model: Sustainable greywater management for achieving sustainable development outcomes.

About the initiative: Launched in 2021 in Vedancha GP, Banaskantha, Gujarat, this initiative pioneered sustainable greywater management using decentralized treatment systems and waste stabilization ponds, providing community-level solutions that support the state's nature-based approach to achieving sustainable development goals.



Best Model in Faecal Sludge and Septage Management (FSSM)



MUNICIPAL COMMITTEE LEH



Municipal Committee Leh and
Blue Water Company

Name of initiative: Sustainable Faecal Sludge Management at Leh with PPP Mode

About the initiative: India's first Public-Private Partnership for integrated Faecal Sludge Management was launched in Leh by the Municipal Committee Leh, Blue Water Company, and BORDA. Designed to address rising sanitation challenges from tourism and urban growth, the initiative tackles waste management in Leh's unique geographical and climatic conditions, ensuring sustainable and effective sanitation solutions.



Best Initiative in Sanitation for Empowering Sanitation Workers



Jagran Pehel

Name of initiative: Harpic World Toilet College (HWTC)

About the initiative: The Harpic World Toilet College (HWTC) initiative was launched in 2018 by Reckitt in partnership with Jagran Pehel and the Government of Maharashtra. Jagran Pehel has been involved in sanitation efforts through a comprehensive Corporate Social Responsibility (CSR) initiative, made possible by an ongoing grant from Reckitt.



WINNERS OF 2024

Women Changemakers in Sanitation



Sonam Ratubha Sodha
(Himalayan Hemp)

She founded Himalayan Hemp, specializing in hemp-based products that prioritize both sustainability and innovation. Her organization manufactures reusable, biodegradable, and eco-friendly hemp sanitary pads crafted from 100% cannabis hemp fibres. They are rash-resistant, antibacterial, and reusable for up to 60 washes, making them cost-effective and environmentally sustainable.



Best initiative in Plastic Recycling & Waste Management by SME/MSME



Rhino Machines Private Limited

Name of initiative: Silica Plastic Block (SPB)

About the initiative: Rhino Machines Pvt Ltd launched the Silica Plastic Block (SPB) initiative to address the issue of waste management, specifically focusing on low-value plastic waste and foundry dust. The SPB technology combines plastic waste and silica industry waste to create a composite, mouldable green material that can replace traditional materials like paver blocks and bricks.



Best SHG model in livelihood for WASH



**Indian Institute of
Human Settlements (IIHS)**

Name of initiative: VEDANCHHA Model: Sustainable greywater management for achieving sustainable development outcomes.

About the initiative: Launched in 2021 in Vedancha GP, Banaskantha, Gujarat, this initiative pioneered sustainable greywater management using decentralized treatment systems and waste stabilization ponds, providing community-level solutions that support the state's nature-based approach to achieving sustainable development goals.



WINNERS OF 2023

Best Corporate Initiative in Sanitation (CSR)



Large – PVR Nest

Name of initiative: Pink Centres (Safe Sanitation Centres for Women & Children)

About the initiative: PVR NEST, the CSR arm of PVR INOX, has spent nearly two decades enhancing the safety and well-being of women and children in marginalized communities. Its flagship Pink Centres, run in partnership with Delhi authorities, provide women-exclusive sanitation facilities and additional amenities, promoting dignity, safety, and empowerment.



Best Non-Profit Engagement Model in Sanitation



Rural – Anahat for Change Foundation

Name of initiative: Project Unnati

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.

JANVIKAS

A Quest for 'Just' Human Development

Urban – Janvikas

Name of initiative: Garima

About the initiative: Garima run by Janvikas is a transformative program that has dedicated itself to uplifting marginalized communities. Its mission revolves around eradicating manual scavenging, empowering the sanitation community, and ensuring proper technology and equipment for sanitation workers.



WINNERS OF 2023

Best Communication in Sanitation

HCLFoundation



Traditional – HCL Foundation

Name of initiative: HCL Samuday

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 initiative, aligning with the national goal of total sanitation, focuses on breaking the faecal-oral contamination cycle by promoting consistent toilet use.



Digital – Lohiya Swachh Bihar Abhiyan

Name of initiative: Digital Communication and Monitoring System (DCMS)

About the initiative: The initiative enables LSBA to reach over 5 lakh households efficiently through mobile apps, SMS, and online platforms. The project disseminates timely information, updates, and guidance on sanitation and hygiene, enhancing awareness and promoting better practices among rural communities across the region.



Best Innovative Financial Accessibility Model for WASH



Satin CreditCare Network

Name of initiative: Water and Sanitation Outreach Programme

About the initiative: Since 2015, Satin Creditcare Network Limited (SCNL) has provided WASH loans to help rural clients, especially women, access safe water and sanitation facilities. In 2021, the "Water and Sanitation Outreach Programme" expanded offerings, guided by surveys and stakeholder input, providing tailored microcredit with flexible tenures.



WINNERS OF 2023

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



Spruce Up

Name of initiative: JATAYU

About the initiative: Spruce Up's introduction of fully contactless earth-cleaning machines not only enhances sanitation workers' safety but also improves waste management efficiency. 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.



Special Recognition for government

State that undertakes maximum GPs under the Lighthouse Initiative (LHI): Uttar Pradesh

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.

a.State with highest number of ODF+ villages within the LHI (Lighthouse Initiative) framework: Bihar

By 2023, 897 household toilets were built, with door-to-door solid waste collection and faecal sludge management systems in place, clearing legacy waste. The toilet sludge is converted into manure, linking households to nearby treatment plants. This practice provides farmers cost-effective fertilizer, ensures safe waste disposal, and promotes sustainable agriculture.



Best Faecal Sludge and Septage Management (FSSM) Model: Urban & Rural



Rural – CDD India

Name of initiative: Technical support for piloting rural liquid waste management

About the initiative: The Liquid Waste Management (LWM) initiative in Karnataka, starting with Bhagamandala GP and 16 others, has established Faecal Sludge Treatment Plant (FSTP) pilots to demonstrate best practices under SBM-G Phase II. CDD provided technical support in collaboration with the Karnataka Rural Development and Water Supply Department.



WINNERS OF 2023

Best Skilling Initiative for Sanitation



Housing and Urban Development Department (HUDD), Odisha

Name of initiative: Garima

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.



Excellence on Work for Upliftment of Sanitation Workers



Movement for Scavenger Community

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.



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



NEpra

Let's Recycle™

Nepura Resource Management Private Limited

Name of initiative: City-Level Dry Waste Management: Zero Waste to Landfill Circular Mode

About the initiative: Nepura'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. Nepura brings together stakeholders, creating a value chain for various waste streams, with a focus on plastic waste.



WINNERS OF 2023

Women Changemakers in Sanitation

Winner - Aspiya Banu

Name of initiative: Community-led and owned decentralised solid waste management

About the initiative: She is a visionary leader who transformed Gargeshwari GP, Karnataka, through a decentralized waste management initiative launched in 2019 via a Public-Private-Community Partnership with ITC and Mysuru Zilla Panchayat. By empowering women SHG leaders and driving community engagement, she tackled dumpsites, improved practices, and fostered behavioural change, overcoming social and cultural barriers.

Winner - Meghna Sahoo

Name of initiative: Operation and maintenance of Faecal Sludge Treatment Plant

About the initiative: Meghna Sahoo led the Swikruti SHG to manage the Basuaghai FSTP. She partnered with WATCO for transgender-operated Water ATMs and implements innovative, cost-effective solutions for cesspool vehicle management, promoting inclusion, sanitation, and sustainable livelihoods for the community.

Special jury mention - Priyanka Tiwari

Ms. Priyanka, the Gram Pradhan of Rajpur gram panchayat in Uttar Pradesh, has been a catalyst for positive change in her community and transforming the 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.

Special jury mention - Komal Kumari

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.



Special Category: Best collaboration in plastic waste management- medium and large corporates

xynteo

Xynteo India Private Limited

Name of initiative: Waste No More (WNM)

About the initiative: This initiative is India's first Public-Private Partnership model for managing plastic waste, operating in Mumbai's D Ward, K-West Ward, and Aurangabad. A comprehensive toolkit was developed to standardize the approach, simplify implementation, and provide a ready-to-use, replicable model adaptable across different geographies and community contexts.



WINNERS OF 2022

Best Corporate Initiative in Sanitation (CSR): Large and Small



**Special Jury Mention -
Kimberly-Clark Professional**

Name of initiative: Toilets Change Life

About the initiative: Through its Toilets Change Lives initiative, Kimberly Clark Professional provided underserved communities with quality sanitation and safe workplace facilities for women. Partners offer six months of ongoing support, including regular check-ins and repairs, ensuring sustainable impact.



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



Centre for Policy Research

In 2019, UNICEF and the Centre for Policy Research piloted a model linking rural Gram Panchayats in Dhenkanal to the municipality's urban FSTP. The initiative integrates rural communities into existing urban infrastructure for faecal sludge and plastic waste management, serving as a scalable model for urban-rural convergence in Odisha and beyond.



Gramalaya

The project in Ramnad block addresses water scarcity by protecting water bodies and managing greywater, while improving sanitation access. It retrofits damaged or non-compliant toilets to eliminate open defecation. Implemented over a three-year period (2.6 years completed), the initiative is supported by NSE Foundation.



WINNERS OF 2022

Best Communication in Sanitation: Traditional and Digital -



Making cities work for everyone

Urban Management Centre

Name of initiative: MISAAL

About the initiative: "MISAAL" is a nine-episode film dramatizing how collective action drives transformation. Inspired by real-life MISAAL program experiences, it follows the fictional 'Chaudi Basti' community as residents form a committee, engage with their ULB, co-design a community toilet, and empower local SHGs to manage and maintain it, showcasing participatory governance in action.



Kendriya Vidyalaya No.1, Roorkee

The principal at KV Roorkee promoted environmental cleanliness, personal hygiene, and waste management among students. Activities include video, painting, slogan, and essay competitions to inspire sanitation awareness. Six handwashing stations—three inside and three outside—provide soap and liquid handwash for boys and girls, ensuring hygiene before meals and after play.



Best Innovative Financial Accessibility Model for WASH



Friends of Women's World Banking (FWWB)

Since 2009, FWWB's Sanitation Program has enabled low-income Indians to access sanitation loans by providing bulk financing to microfinance institutions (MFIs). Beyond loans, FWWB supports MFIs with product design, technical guidance, awareness campaigns, and project management, facilitating safe, low-cost toilet construction. Loans typically range around ₹2 crore with 12-15% interest over 24 months.



WINNERS OF 2022

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



Ixora Corporate Services Pvt. Ltd. - Loo Café

LooCafe, India's first ODF++ free-to-use public toilet in Hyderabad, combines washrooms and a café under a PPP by Ixora. Built from refurbished shipping containers, it offers AI and IoT-enabled hygienic facilities for men, women, and differently-abled users, alongside retail, café, Wi-Fi, and premium amenities for women, children, and families.



Special recognition award for Government: Urban and Rural

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

Andaman & Nicobar has a total of 189 villages in its UT and all of them have been declared as ODF+. This data is currently being verified under SBM (G). Moreover, all these 189 villages have access to both solid and liquid waste management systems. Besides, a total of 22,436 individual household latrines (IHHLs) has been constructed between 2014 to 2022, with a financial incentive of Rs 22.22 crore from the government.



Best Faecal Sludge and Septage Management (FSSM) Model



Bhubaneswar Municipal Corporation

The Bhubaneswar FSSM model focuses on inclusive, city-wide sanitation through infrastructure development, community-led demand generation, regulation enforcement, and innovative cesspool services. It ensures subsidized desludging for the urban poor, widespread communication campaigns, creating an enabling environment for long-term FSSM implementation with support from SBM(U), AMRUT, and other programs.



WINNERS OF 2022

Best Skilling Initiative for Sanitation



Jajpur District Administration, Odisha

Name of initiative: Bridging skill gap and engaging women in sanitation Value Chain

About the initiative: The District Administration of Jajpur launched this initiative covering 1,781 villages and 18.26 lakh people. Supported by CSR (ATHA Group) and international partners (UNICEF, UNDP), it trains WSHGs, deploys battery-operated vehicles, and mobilizes local motivators for sanitation and awareness campaigns.



Excellence on Work for Upliftment of Sanitation Workers



Kam Foundation

Kam Foundation trained 1,000 sanitation workers in Mumbai and Pune on upskilling, PPE, medical safety, desludging, and wastewater treatment. The program promoted sustainable livelihoods via mechanization, forming Joint Liability Groups and providing suction machines. Structured 30-hour sessions fostered behavioural change using interactive, data-driven, and real-life learning.



Women Changemakers in Sanitation

Soumya Dabriwal

Name of initiative: Project Baala

About the initiative: Project Baala is a menstrual health solutions provider with a strong focus on underserved and vulnerable populations under the leadership of Ms. Soumya Dabriwal. This project provides a systematic solution that focuses on giving access to reusable pads, awareness modules, and develops livelihood possibilities, since just 48% of rural Indians have access to safe menstruation protection.

Sasmita Barik

Sasmita Barik, a graduate from Bhadrak, Odisha, has been a dedicated sanitation ambassador - Swachh Sathi since 2019. Trained in solid waste and faecal sludge management, she raises household awareness, coordinates 150+ sanitation campaigns, ensures cesspool cleaning, and collects user fees from 550 homes for solid waste collection and transportation.

Dr. Smita Singh

Under Dr. Smita Singh's leadership, Kam Foundation trained 1,000 sanitation workers in Mumbai and Pune on upskilling, PPE, desludging, and wastewater treatment. Sustainable livelihoods were promoted through mechanization and Joint Liability Groups. Behavioural change was achieved via 30-hour interactive sessions, combining real-life examples, data, and pictorial learning across multiple locations in India.



WINNERS OF 2021

Best Corporate Initiative in Sanitation (CSR): Large and Small



NSE Foundation

Name of initiative: Promoting WASH Compliant Ashramshalas

About the initiative: The NSE Foundation, in partnership with Maharashtra's Tribal Development Department and with WaterAid India as project manager, implemented a three-year initiative (2017–2020) to promote WASH-compliant Ashramshalas. Covering 172 residential schools across Nashik, Nandurbar, Dhule, and Ahmednagar districts, the project improved water, sanitation, and hygiene facilities for tribal students.



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



Social Work & Research Centre (Barefoot college Tilonia)

Name of initiative: Community-run rural waste management systems

About the initiative: The programme aims at creating a low-cost, replicable, and community sustained waste management model that puts an end to unscientific and hazardous waste disposal practices in rural communities. Its objectives are—to curb open burning and dumping of waste, environmental protection, livelihood generation, and income generation through value recovery from waste.



Greha

Name of initiative: Water cycle Management in an Urban Neighbourhood

About the initiative: From July 2017 to May 2020, a pilot sewage and wastewater management project in Aya Nagar, Delhi, demonstrated a decentralized, neighbourhood-level solution. Small-scale plumbing and biodigesters treated effluent, followed by bioremediation in constructed wetlands. The energy-efficient system was installed below roads, maintained by local residents, and implemented transparently with community engagement.



WINNERS OF 2021

Best Communication in Sanitation: Traditional and Digital



BBC Media Action

Name of initiative: Malasur campaign

About the initiative: Malasur, the 'poo demon,' personifies untreated sludge lurking in septic tanks and drains, highlighting the risks of unsafe faecal waste. A 360° SBCC campaign uses Malasur to raise awareness, link sludge to water contamination, and drive action: build proper septic tanks, desludge every three years, and report unsafe disposal to licensed operators.



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

Karnataka Rural Drinking Water & Sanitation Department

Name of initiative: Information Education Communication for bringing behavioural changes for achieving sustainable sanitation practices

About the initiative: The department promotes sanitation awareness through infographics, success stories, and news, educating communities on toilets, waste management, water quality, conservation, and rainwater harvesting. By highlighting state-wide activities and using social media extensively, they inspire proper hygiene practices, showcase achievements, and support the Swachh Bharat Mission (Grameen) across rural areas.



NABARD

Special Mention - National Bank for Agricultural and Rural Development (NABARD)

Name of initiative: Sanitation Literacy Campaign

About the initiative: On 2 October 2020, NABARD launched a Sanitation Awareness Campaign to promote clean water, sanitation, and hygiene, and highlight credit availability for sanitation facilities. Conducted with state governments, NGOs, banks, and local authorities, the campaign used simple, engaging materials—posters, jingles, short films, and multilingual content—to educate communities effectively.



Best Innovative Financial Accessibility Model for WASH



Annapurna Finance

Name of initiative: SWASTH

About the initiative: Annapurna empowers rural and semi-urban women by providing loans for income generation and water-sanitation needs. Through the SWASTH programme, clients access financial support for toilets, water connections, and drinking water facilities, while awareness, training, and sensitization initiatives promote behavioural change, encouraging proper fund use and adoption of safe water and hygiene practices.



PAHAL
A NEW BEGINNING

PAHAL Financial Services

Name of initiative: WASH Loans

About the initiative: Launched in March 2019, the initiative provides affordable WASH loans (₹20k-₹66k) for toilets, water connections, storage, and hand pumps, ensuring dignified access to sanitation. Six subcategories guide loan usage, monitored for impact and product development, while awareness is spread through audio-visual tools, replacing traditional verbal methods to maximize household adoption.



WINNERS OF 2021

Special recognition award for Government: Urban and Rural



**Shri G. Mathi Vathanan, Chairperson,
Water Corporation of Odisha (WATCO),
Government of Odisha**

Name of initiative: Samporn Swachhata

About the initiative: ACC committed to achieve open defecation free neighbourhoods around all of their manufacturing locations through their Samporn Swachhata Initiative.



Best Faecal Sludge and Septage Management (FSSM) Model



Dhenkanal Municipality

Name of initiative: Leveraging urban FSSM infrastructure & services for urban-rural integration

About the initiative: Recognizing the rise of septic toilets in rural areas, Dhenkanal Municipality partnered with selected Gram Panchayats in September 2020 to extend urban FSSM services to nearby rural communities. This convergence model leverages existing urban infrastructure, proving economically viable for both the ULB and rural households, and demonstrates a successful urban-rural collaboration in sanitation management.



Best Skilling Initiative for Sanitation



National Institute of Urban Affairs

Name of initiative: Sanitation Capacity Building Platform (SCBP)

About the initiative: The SCBP was set up to build the capacity of town and city officials for planning, designing, and implementation of non-sewered sanitation including Faecal Sludge and Septage Management (FSSM) under existing national urban sanitation programmes and missions of the Government of India. The platform forged the partnership with an array of organizations/institutes to cater to the capacity-building needs of state and non-state actors at the National and State level.



WINNERS OF 2021

Excellence on Work for Upliftment of Sanitation Worker

iihs®

INDIAN INSTITUTE FOR
HUMAN SETTLEMENTS

Indian Institute for
Human Settlements (IIHS)

Name of initiative: Sanitation Workers' Safety and Welfare Project

About the initiative: The project enhances the health, safety, and livelihoods of sanitation workers, including ULB staff, community toilet cleaners, solid waste workers, and desludging operators. Interventions include linking workers to government welfare schemes, health and de-addiction camps, skills training, PPE design, and behaviour-change programs, improving awareness, safety, and overall sanitation practices across urban India.



Women Changemakers in Sanitation

Susri Seetal Bastia

Secretary, Bahucharamata
Transgender SHG

Name of initiative: O&M of SeTPs by urban women and transgender SHGs and their federations

About the initiative: This initiative stands out for prioritizing inclusion of marginalized groups by engaging transgender SHGs. Led by Sheetal Kinnar since June 2020, it builds skills and capabilities within the transgender community. Under her leadership, two additional SHGs have been formed and deployed in solid waste management, collecting and segregating household waste for composting.



WINNERS OF 2020

Best Corporate Initiative in Sanitation (CSR): Large and Small



HDFC Bank

Name of initiative: Parivartan School Water, Sanitation & Hygiene (WASH) Initiative

About the initiative: ACC Keeping with its belief of overcoming geographical constraints to better the lives of people, the bank constructed fully equipped school sanitation units with gender-separate toilets, followed up by extensive trainings on WASH practices for the students, teachers and the School Management Committees (SMCs). Over 132 Schools benefitted from the programme across the 5 districts of Ri Bhoi, East Khasi Hills, West Khasi Hills, East Jaintia Hills & West Jaintia Hills.



DCM Shriram

Name of initiative: Shriram Swachhagrah

About the initiative: In alignment with the Swachh Bharat Mission, the project has undertaken construction/renovation of school toilet blocks for girls and boys at Kota (Rajasthan), HarDOI and Lakhimpur Kheri (UP). In Bharuch (Gujarat), construction of Individual Household Toilets has been undertaken to make villages open defecation free. DCM Shriram partners with specialised NGOs for behaviour change activities across the project areas.



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



AGA KHAN FOUNDATION

Aga Khan Foundation

Name of initiative: AKDN Comprehensive Sanitation Initiative

About the initiative: The project applies an integrated approach combining behaviour change communication and local government collaboration through two models: Direct Intervention (DI), which improved sanitation, O&M, hygiene, and waste management in 2,500 villages, and Technical Assistance (TA), which strengthened existing programs by supporting planning, capacity building, and monitoring to accelerate ODF achievement and ensure sustainability.



WINNERS OF 2020

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



Special Mention – Environ

Name of initiative: The Solid Waste Resource Management in Rural Environment

About the initiative: The intervention promotes decentralized solid waste management, converting household biodegradable waste into organic manure and bio-pesticides via the 'Waste Assimilator'. Non-biodegradable waste is managed through incentives, source segregation, and upcycling into handicrafts. By engaging local institutions and communities, it fosters a clean, green, and sustainable rural environment under the 'Waste to Wealth' model.



Best Communication in Sanitation: Traditional and Digital



Population Foundation of India

Name of initiative: Mai Kuch Bhi Kar Sakti Hoon (MKBKSH - I, A Woman, Can Achieve Anything)

About the initiative: A social and behaviour change initiative using entertainment-education, in partnership with Rural Electrification Corporation, 26 episodes of season three promoted safe sanitation, healthy lifestyles, and gender equality. Storylines addressed open defecation, health risks, women's safety, and caste equity, showcasing community-led campaigns and breaking taboos around toilet use and hygiene practices.



Best Innovative Financial Accessibility Model for WASH



माविम

महिला आर्थिक विकास महामंडळ (माविम)

Mahila Arthik Vikas Mahamandal (MAVIM)

Name of initiative: Access to WASH for betterment of women and health

About the initiative: The program facilitates credit to rural poor communities to access safe sanitation and household drinking water along with awareness generation on health and hygiene aspects.



WINNERS OF 2020

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



Name of initiative: Socio-economic engagement of women SHGs in provision of sanitation services

About the initiative: Agrata CLF of SHGs, with 7,000+ low-income members, is Berhampur's sole NULM-supported federation providing sanitation services. In partnership with the ULB, it manages community toilets, mini hybrid toilets, solid and plastic waste collection, RO water supply, and the Septage Treatment Plant, while promoting hygiene awareness and engaging in multiple income-generating activities.



Name of initiative: Saneco: Smokeless Sanitary Napkin Disposal System

About the initiative: In order to address the challenge of menstrual hygiene management and its effect on women health and the environment due to improper disposal of sanitary napkins, the Saneco Initiative includes UVECO which are secured collection bins for the washroom, SANECO 30 which is a novel central processing unit and SANICYCLE which is a collection and central disposal service. The Saneco machine provides safe, accessible & eco-friendly sanitary waste disposal and recycling system that uses treated waste as fuel.



Special recognition award for Government: Urban and Rural



Government of Assam represented by
Dr. Siddharth Singh
Mission director, SBM-G

Name of initiative: Open Defecation Free (ODF) Village Verification with Integrated IPC (Interpersonal Communication) Process

About the initiative: The initiative partnered with State universities to drive WASH behavior change through 400+ College Health & Sanitation Clubs, engaging over 200,000 students. Youth-led projects in Assam's Gram Panchayats addressed solid and liquid waste management, toilet construction, and hygiene promotion, while organizing community meetings, cleanliness drives, and health camps to improve water, sanitation, and health outcomes.



WINNERS OF 2020

Best Faecal Sludge and Septage Management (FSSM) Model



Berhampur Municipal Corporation

Name of initiative: Implementation of Faecal Sludge & Septage Management (FSSM) in Berhampur

About the initiative: Berhampur, lacking an underground sewer system, adopted a non-conventional FSSM approach for safe management of black water. BeMC implements City Sanitation Plans, engages SHGs and community organizations for toilet maintenance, faecal waste collection, transport, treatment, and reuse, mechanized septic cleaning, and awareness campaigns like Malasur, while expanding septage treatment capacity with new plants.



Best Faecal Sludge and Septage Management (FSSM) Model



Special mention - Banka Biolo

Name of initiative: PLUTO™ FSTP (a small-scale faecal sludge treatment plant based on Geotube technology)

About the initiative: Pluto is a small-scale Faecal Sludge Treatment Plant (FSTP) that ensures safe disposal of faecal sludge. GPS-enabled desludging trucks transport sludge to the plant, where it is homogenized, polymer-treated, and filtered through geo tubes. Treated water is purified, while pathogen-free solids are sun-dried, pulverized, and used as soil conditioner for agriculture.



WINNERS OF 2020

Best Skilling Initiative for Sanitation



Jan Sahas

Name of initiative: Eradication of manual scavenging and promotion of safe working conditions for sanitation workers

About the initiative: Jan Sahas has been working for the liberation and rehabilitation of manual scavengers along with promotion of safe working conditions for the sanitation workers, policy advocacy and upskilling initiatives. The work has demonstrated a shift in mindset among communities resulting in both government officials and people reconsidering ways to create safer and discrimination free working conditions for the sanitation workers.



Excellence on Work for Upliftment of Sanitation Workers

JALODBUST

Jalodbust

Name of initiative: JALODBUST™ - Eradicating Manual Scavenging through Technology

About the initiative: JALODBUST is a smart sanitation solution designed to eliminate manual scavenging by removing settled and densified sludge from pits, tanks, and manholes that vacuum trucks cannot access. Its portable and mobile lithium-powered systems enable safe sludge handling in narrow and remote spaces, reduce worker reluctance, and help remove stigma around faecal sludge management.



WINNERS OF 2019

Best Corporate Initiative in Sanitation (CSR): Large and Small



Genrobotic Innovation Pvt. Ltd.

Name of initiative: "Mission Robohole" - initiated by Bandicoot - The world's first manhole cleaning robot

About the initiative: GenRobotics is revolutionizing sanitation by replacing manholes with "Roboholes" through Bandicoot, the world's first manhole-cleaning robot made in India. This innovation eliminates manual scavenging, preventing health risks and social stigma. The company also empowers former workers by training them as robot operators, fostering dignity and socio-economic transformation.



Tide Technocrats Pvt. Ltd.

Name of initiative: Design, Development and Operating Thermal Faecal Sludge and Septage Treatment Plants

About the initiative: Design, Development, Commissioning and Operation of Thermal Faecal Sludge and Septage Treatment Plants in three non-sewered Towns and Cities in India with other partners. Initially none of the towns had any underground sewerage networks and the human waste collected from septic tanks and pits are discharged on fields, waste dumpsites, drains, lakes and rivers. It has helped towns achieve ODF+ status.



ITC Limited

Name of initiative: ITC's Adarsh Habitation Programme for Healthy & Hygienic Environment

About the initiative: ITC's Mission Sunehra Kal promotes sanitation and solid waste management aligned with Swachh Bharat Mission and SDG 6. Its three-pronged approach-household toilets, community toilets, and school WASH-focuses on access, usage, and behaviour change. Community-led and managed, it builds ownership through CBOs, SHGs, and IEC activities for long-term sustainability.



LIXIL India Pvt. Ltd.

Name of initiative: SATO (Smart and Affordable Toilet Solutions)

About the initiative: The latest SATO units feature an innovative V-trap design that simplifies pit switching and prevents clogging. With a counter-weight trap door to block odours and insects, they ensure hygiene and safety. Suitable for multiple containment systems, SATO toilets can be newly installed or retrofitted, needing under 500 ml per flush.



a Saraplast Enterprise

Saraplast Pvt. Ltd.

Name of initiative: Ti (toilet integration) "Toilets for her"

About the initiative: Saraplast (3S) has introduced Toilet Integration Centers (TiCs)-innovative sanitation hubs created by refurbishing old buses. TiCs provide women with safe, hygienic toilets while offering access to and disposal of menstrual hygiene products. With low capital needs, this model delivers affordable, integrated solutions for women's sanitation and dignity.



WINNERS OF 2019

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

WAVE Federation

Name of initiative: Sanitation and Hygiene Education (SHE) teams

About the initiative: Urban slums often face inadequate sanitation, making community toilets essential yet difficult to sustain. The SHE teams-women SHG members under WAVE Federation with Gramalaya's support-manage public conveniences across the city. Trained in finance, operations, and awareness-building, they ensure maintenance, economic sustainability, and hygiene promotion, offering a community-driven sanitation model.



Suham Trust

Name of initiative: Elimination of open defecation to improve Health, Hygiene and Sanitation by promotion of individual toilets and Behaviour Change Communication strategy

About the initiative: The project achieved block-level ODF status by driving behaviour change in toilet construction and usage through Behaviour Change Communication (BCC). Communities were sensitized on safe sanitation practices, stakeholders engaged, and replicable models developed. This improved knowledge, attitudes, and practices, ensuring effective toilet use while strengthening institutional and community linkages.



Best Communication in Sanitation: Traditional and Digital



The Wire

Name of initiative: Grit is an initiative of The Wire dedicated to the coverage of manual scavenging and sanitation and their linkages with caste, gender, policy and apathy.

About the initiative: The aim of the #Grit initiative was to build a conversation around an issue that deserves a large amount of public attention. It has brought in several reports on topics ranging from the daily lives of manual scavengers and the discrimination and dangers they face, to implementation of the Swachh Bharat Abhiyan, the technologies that have been developed that have the potential to do away with manual scavenging, the government's survey to count manual scavengers, and much more.



Win News

Name of initiative: WIN NEWS Channel has been running a public toilet campaign since May 2018

About the initiative: The campaign of WIN NEWS revolves around stories that make the officials take necessary action to improve the condition of toilets. WIN NEWS also carries expert opinions and suggestions to the policy makers and the general public on Sanitation. It has rightfully exposed the hazards of adulteration of the water bodies due to presence of faecal waste and also put light on the dangers faced by sanitation workers due to unsafe handling of human wastes (live from the spot video).



WINNERS OF 2019

Best Innovative Financial Accessibility Model for WASH



IDFC First Bank

Name of initiative: Suvidha Shakti

About the initiative: The initiative adopted an integrated rural approach, addressing sanitation alongside other household priorities. It developed customized sanitation products and promoted them through an innovative marketing model using case studies, flip charts, and demonstrations. Emphasis was placed on adoption, usage, and maintenance, with sanitation loan products introduced as the final step.



Special mention - Annapurna Finance

Name of initiative: SWASTH

About the initiative: SWASTH provides financial support to households for safe water and sanitation facilities, ensuring convenience, privacy, safety, and better health. It also finances entrepreneurs in toilet pit cleaning, sewage management, sanitary products, water ATMs, and biogas plants-promoting awareness, reducing healthcare costs, and improving quality of life through sustainable solutions.



Best Engagement Model in Sanitation by a Social Enterprise



Eram Scientific

Name of initiative: eToilet

About the initiative: Eram Scientific's eToilet is India's first automatic, unmanned public toilet, designed to make sanitation hygienic, accessible, and sustainable. Eco-friendly and IoT-enabled, it ensures real-time monitoring, upkeep, and cost efficiency. Supported by a pan-India service network and diverse revenue models, eToilet offers a scalable, technology-driven solution for public sanitation challenges.



Lootel

Name of initiative: Lootel smart toilet café

About the initiative: Lootel provides smart toilets which work on the principle of Pay, Use and Redeem. The user needs to pay for washroom usage, and the user can redeem washroom coupon at Lootel café on food and beverages bill. It is a complete self-sustainable solution of the public toilet. The toilets are facilitated with centralized air conditioning system, lighting ambiance, and light background music in the washrooms.



WINNERS OF 2019

Special recognition award for Government: Urban and Rural



Government of Odisha

The Government of Odisha emerged as the pioneer in the Country to implement Faecal Sludge and Septage Management (FSSM) programme in the urban areas across the State. In Odisha, seven Septage Treatment Facilities (STPs) have been commissioned with three more facilities under advanced stages of construction. Further, as a part of state-wide scale-up, land has been identified in another 24 towns for setting up STPs, covering in total more than 70% of the urban populace.



Jharkhand State Livelihood Promotion Society

Name of initiative: Rani Mistri Initiative under Swachh Bharat Mission - Gramin.

About the initiative: Appreciating the works and reach of JSLPS associated Women SHGs (Sakhi Mandals), the Government of Jharkhand assigned JSLPS the task of assisting in toilet construction under SBM-G and thus this novel initiative of Rani Mistri came into being on 9th August 2016. It was started in Simdega district of Jharkhand and 3 days to one week's masonry trainings were given to the Rani Mistris. Thereafter, it was expanded to the remaining 23 districts of the state.



WINNERS OF 2018

Best Corporate Initiative in Sanitation (CSR): Large and Small -



Larsen & Toubro

Name of initiative: Integrated Community Development Program - Facilitating Open Defecation Free (ODF) Villages

About the initiative: Integrated Community Development Program (ICDP) has been initiated in severely water-stressed areas spread over three states across India with a view to improve quality of life. Initial focus was on management of water resources sustainably through a structured watershed management in these underserved communities. In the next phases Watershed management expands into health & sanitation, education and skill-building in a phased-wise manner.



A Maharatna Company

NTPC

Name of initiative: Construction of toilets in Government schools under Swachh Vidyalaya Abhiyan and revival of Municipal Solid Waste processing plant at Varanasi

About the initiative: Swachh Bharat Swachh Vidyalaya was a national campaign with one of its goals to provide separate toilets for boys and girls in all government schools within one year. NTPC partnered in this initiative, complementing the Governments efforts of providing toilets in Government Schools.



Special recognition in Media



Vikram Chandra (Individual)

Vikram Chandra, a prolific journalist and one of India's best known TV anchors, has continuously talked about how India can get on the path of becoming a cleaner and subsequently a healthier nation. He has been named "Global Leader for Tomorrow" and a 'Young Global Leader' by the World Economic Forum in Davos; and has won the Indian Television Academy Award for "Best Anchor for a Talk Show", the Hero Honda Award for Best Anchorperson and the Teacher's Achievement Award for Communication.



Dainik Jagran



A part of the CSR initiative of Dainik Jagran, Jagran Pehel especially addresses the issues of sanitation through its multiple mass media initiatives and activities. In 2015, Reckitt and Jagran Pehel launched a joint initiative "Changing Behaviour: Creating Sanitation Change Leaders" to drive behaviour change at the grassroots by empowering leaders within the communities such as religious leaders, frontline workers, mothers, caregivers and communities towards hygiene and sanitation practices across 200 villages in UP and Bihar to make them open defecation free along with education.



WINNERS OF 2018

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



Gram Vikas

Name of initiative: MANTRA - Movement and Action Network for Transformation of Rural Areas

About the initiative: MANTRA catalyses a community owned and managed development process, with water and sanitation as the entry point. It is built on the core principles of 100% inclusion, cost-sharing on an equitable basis, equal role for men and women and ensuring sustainability through apt institutional and financial mechanisms. Every household in the participating village builds a toilet and bathing room. The Village Water & Sanitation Committee ensures piped water supply through 3 taps to every household



Name of initiative: Beyond Toilets: Making cities ODF and ODF+

About the initiative: Work towards addressing the entire sanitation service chain in 2 towns of Maharashtra (Wai and Sinnar); from 2013 has led to these towns becoming ODF. From 2013 focus is on sustaining the ODF status and making them ODF+, through citywide faecal sludge management. These interventions are designed to cover operating expenses from local sanitation tax.



Shelter Associates

Name of initiative: One Home One Toilet (OHOT)

About the initiative: One Home One Toilet (OHOT) model is unique because of its data-driven approach, use of technology such as Geographic Information Systems (GIS), Google Earth coupled with android based smart phone technology, and integral behaviour change component. To ensure sustainability, the cost sharing model is implemented in partnership with local governments and slum communities to deliver household sanitation ensuring its alignment with the Swachh Bharat Mission.



Best Innovative Financial Accessibility Model for WASH



DHAN Foundation

Name of initiative: Sustainable Credit Access for Livelihood Enhancement of Poor through Upgraded sanitation and safe water towards addressing Poverty (SCALE UP)

About the initiative: The aim of the intervention was 'creating access to credit for safe water and sanitation for sustaining the livelihood enhancement of poor towards better standard of living'. The initiative also focuses on enhancing knowledge and attitude using behaviour change communication as a strategy, demonstrating cost effective WATSAN models with enabling people governance for monitoring and sustainability.



WINNERS OF 2018

Special Individual Recognition - Mr. D. Kannan



Name of initiative: Annai Septic Tank Cleaning

About the initiative: Mr D Kannan was recognised for his incredible journey in the field of Sanitation. He started a small unit which turned into a successful desludging business. He uses quality vacuum septage lorry and trained workforce which provides safe desludging and safe transportation primarily to the residential areas and commercial establishments. Periodic desludging of septic tanks help keep environment pollution free.



Special recognition award for Government: Urban and Rural



Nipun Vinayak

He believes that good governance is about the 3Ps - Passion, Participation and Partnership. He authored his first book on sanitation - 'Beyond Sanitation', much before the launch of the current national programme - Swachh Bharat. He utilised his learnings of the field to convert Swachh Bharat into a collective behavioural change programme - from earlier 'toilet -construction' programmes. He took initiatives to define the term Open Defecation Free (ODF) - a term that has now become synonymous with sanitation.



Ministry of Housing and Urban Affairs, Government of India

**SWACHH
SURVEKSHAN
2018**

Name of initiative: Swachh Survekshan

About the initiative: As a prelude to encouraging cities to improve the status of urban sanitation, the Ministry of Housing and Urban Affairs (MoHUA), Government of India conceptualised and launched the 'Swachh Survekshan' as a ranking tool to evaluate Service Level Progress, Direct Observation and Citizens Feedback under the ambit of the Swachh Bharat Mission - Urban (SBM-U)



WINNERS OF 2017

Best Corporate Initiative in Sanitation

ACC

ACC

Name of initiative: Sampoon Swachhata

About the initiative: ACC runs the Sampoon Swachhata Initiative to make neighbourhoods around its factories open defecation free. They build and provide affordable, good-quality toilets and sanitation units using reliable building materials.



TATA CONSULTANCY SERVICES

Tata Consultancy Services (TCS)

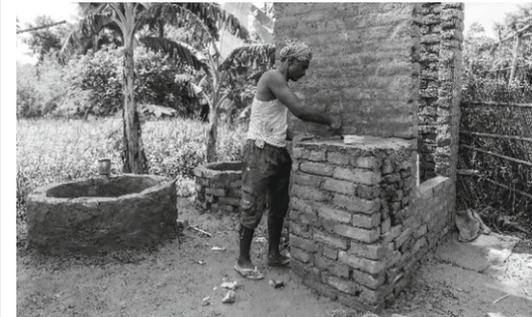
TCS allocated INR 100 crores to provide hygienic sanitation facilities for girls in select government schools, backed by a robust monitoring system. The initiative ensured water supply within toilet units, installed modular toilets (e-toilets, FRP, and steel toilets with stainless steel pans), and reached over 80,000 girl students across four states.



Best Non-Profit Engagement Model in Sanitation



AGA KHAN FOUNDATION



Aga Khan Foundation

Achieved block-level ODF using integrated, community-centred approaches. Emphasis was on integrating water-linked interventions within the larger sanitation programme. This project introduced real time tracking of household sanitation coverage as well as monitor improvements in key hygiene behaviour over time using a mobile phone.



WINNERS OF 2017

Best Innovation in Sanitation



CDD

CDD's solution provided a replicable template for 5,000 towns in India. The Devanahalli FSM model is helping change minds of officials regarding FSM as a viable alternative or complement to conventional sewerage. CDD built India's first-of-its-kind town-scale FSTP; which is successfully handling 100% of the sludge collected in Devanahalli.



Svadha

Svadha is a social business helping to solve the sanitation crisis by providing convenient access to quality, affordable and sustainable sanitation solutions for households through an army of entrepreneurs. We are building the sanitation ecosystem through innovation and aggregation of products and services and leveraging strategic partnerships from the first mile to the last mile.



Special recognition in Media



Grameen Koota



Grameen Koota was recognized for increasing financial accessibility in rural Karnataka and Maharashtra through their three-pronged approach: Creating awareness among potential customers; Mason training; Providing access to affordable credit for toilet construction.



WINNERS OF 2017

Special Individual Recognition



Down to Earth

Name of initiative: Diverse Independent Knowledge Series

About the initiative: Recommendations from DTE's landmark report, Excreta Matters, on prudent urban water and waste management were incorporated in the 12th plan Five Year Plan of Planning Commission. DTE was also an influencing factor for the National Urban Faecal Sludge and Septage Management Policy, released by the Government of India.



NDTV

Name of initiative: NDTV-Dettol Banega Swachh India

About the initiative: It was a five-year 360-degree campaign (TV, digital, outdoor, radio & print) aimed at spreading awareness about sanitation, empowering citizens with better hygiene and sanitation facilities across the country and working with partners to support ground interventions for construction & maintenance of toilets & drive behavioural change.



Special recognition award for Government



Dr. Bindeshwar Pathak
Sulabh International

Bindeshwar Pathak revolutionized the sanitation space with his indefatigable work. He founded Sulabh International, an India-based social service organization. In order to find a solution to India's sanitation woes he invented an affordable two-pit flush toilet technology that could replace dry latrines. Sulabh has been instrumental in installing this in over 1.5 million households in India alone.





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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