INDIA SANITATION COALITION
BUILD • USE • MAINTAIN • TREAT

E - NEWSLETTER 2025 (ISSUE 42)

HIGHLIGHT OF THE QUARTER

9th Edition OF THE ISC-FICCI SANITATION AWARDS & INDIA SANITATION CONCLAVE

#10YearsOfWASHwithISC

India Sanitation Coalition proudly honored individuals, institutions, and organizations whose exceptional contributions are shaping India's sanitation landscape. From pioneering innovations and climate-smart solutions to community-driven models and inclusive leadership, this year's awardees exemplify the spirit of resilience, collaboration, and impactful change.

Shri Gajendra Singh Shekhawat
Honorable Union Minister of Culture and Tourism

Shri Gajendra Singh Shekhawat, Hon'ble Union Minister of Culture and Tourism, addressed the gathering, congratulating the awardees and emphasizing the critical role of sanitation in sustaining India's growth as world-class destination.

Shri C.R. Patil
Honourable Union Minister of Jal Shakti

Shri C. R. Patil, Hon'ble Union Minister of Jal Shakti, graced the conclave, sharing his perspectives on India's sanitation journey and extending heartfelt congratulations to all stakeholders and awardees for their commitment to advancing Water, Sanitation, and Hygiene (WASH) and driving meaningful change across the country.

Shri Ashok KK Meena, Secretary, Department of Drinking Water and Sanitation, MoJS, addressed the conclave, emphasizing the collective responsibility in advancing WASH.

Ms. Jyoti Vij, Director General, FICCI, delivered a special address, highlighting the pivotal role of collaboration, innovation, and strategic partnerships in advancing India's sanitation and WASH ecosystem.

Ms. Naina Lal Kidwai, Chair, ISC, reminded us that collaboration, innovation, and perseverance are the pillars for creating a cleaner, healthier, and more sustainable India in her inaugural address

With his visionary words, Dr. R.A Mashelkar, former DG, CSIR, and Chair of the Awards Jury, reminded us why the ISC-FICCI Sanitation Awards continue to stand as a beacon of innovation, resilience, and impact in India's WASH journey.

The Accolade was launched in a grand ceremony, unveiled by esteemed dignitaries including Shri Ashok KK Meena, Secretary, Department of Drinking Water and Sanitation, MoJS; Ms. Naina Lal Kidwai, Chair, ISC; Ms. Jyoti Vij, Director General, FICCI; and Mr. Romit Sen, Senior VP – Sustainability, HSBC India, Mr. Ashwini Saxena, CEO, GMR Varalakshmi Foundation, Mr. Prabhakar Lingareddy, Executive VP and Head of Social Investments, ITC Limited and Dr. Vivek Chauhan, Manager - Water, Sanitation & Hygiene, Reckitt, to honor remarkable stories shaping India's WASH journey.

The flagship compendium on innovative approaches and best practices in menstrual waste management was unveiled by esteemed dignitaries including Ms. Naina Lal Kidwai, Chair, ISC; Ms. Jyoti Vij, Director General, FICCI; Arundati Muralidharan and Soumya, Tanya Mahajan (MHAi Team); and representatives from REC Ltd., marking a significant step towards a sustainable, healthy, and inclusive sanitation ecosystem.

The panel discussion, "Climate-Proofing Sanitation: Insights from India's Diverse Ecological Zones," convened diverse voices to explore climate-resilient sanitation solutions tailored to India's unique landscapes. Mr. V. K. Madhavan, Former Chief Executive of WaterAid India, was the esteemed moderator for the session. Honorable speakers included Mr. Romit Sen, Senior Vice President-Sustainability, HSBC India, Ms. Alka Palrecha, Director, People in Centre, Mr. Sujoy Mojumdar, Sr. WASH Specialist, UNICEF India, Ms. Akhila Sivadas, Executive Director, Centre for Advocacy & Research, and Mr. Harshvardhan, CEO, CDD India.

The panel discussion, "Catalysing Climate Action through Public-Private Sanitation Partnerships," brought powerful voices together to strengthen and build stronger partnerships for a climate-resilient future. Ms Swapna Devireddy, Director, Swachh Bharat Mission Grameen, Department of Drinking Water and Sanitation, Ministry of Jal Shakti, Government of India was the esteemed moderator for the session. Honorable speakers included Ms. Aman Pannu, Head - Corporate Communications & CSR, DCM Shriram Ltd, Mr. Ashwini Saxena, CEO, GMR Varalaxmi Foundation, Mr. Soumitra Mandal, Partner, Sattva Consulting, Ms. Rupali Agarwal, Head - CSR, Knorr-Bremse India, and Mr. Vaibhav Chauhan, AGM, HCLFoundation

The panel discussion on "Viksit Bharat @2047: Scaling Climate-Smart WASH for a Resilient India", brought together leaders from across industries to talk about policy and finance to technology and institutional convergence. Ms. Naina Lal Kidwai, Chair, ISC was the esteemed moderator for the session. Honorable speakers included Mr. Ravi Bhatnagar, Communications and Corporate Affairs Director, South Asia, MENARP and Africa, Reckitt, Mr. K K Sharma, Whole Time Director EHS, DCM Shriram Ltd, Mr. Shreepad Shende, Head - Business Excellence & Corporate Strategy, IDFC First Bank, Mr. Rashid Karimbanakkal, Founder, Genrobotics, and Mr. Mahesh Babu, Founder & CEO, Enviro Enablers India Pvt. Ltd.

At the workshop on "Used Water for Green Futures – Harnessing Used Water Solutions for Climate Impact," organised under the Climate Resilient Coastal Cities Project by ISC in association with HSBC India, intensive discussions were held on the reuse and management of wastewater as a critical pathway to strengthen climate action in India. The session was facilitated by Mr. Harshvardhan, CEO, CDD India, and honorable speakers included Shri Rohit Khakkar, Deputy Adviser (PHE), CPHEEO, Mr. Ravi Mariwala, Founder & Managing Director, Smaart Water, Mr. Gowthaman Desingh, Co-Founder, Boson Whitewater, Dr. Kavita Verma, Research Scientist, Indian Institute of Science, and Ms. Alka Palrecha, Director, People in Centre.

The workshop, "Communities at the Core: Building Climate-Resilient WASH Infrastructure through Localised, Low-Carbon Solutions," in partnership with NFSSM Alliance, brought together key sectoral experts and practitioners to deliberate on community-driven approaches for resilient WASH systems. The session was facilitated by Prof. V. Srinivas Chary, Former Director, Urban Governance and Environment, ASCI. Honorable speakers included Mr. Manoj Gulati, Regional Director, South Asia, Water.org, Ms. Sandhya Haribal, Senior Programme Manager, CDD India, Mr. Gyan Prakash, Director, The Blended Finance Company, Ms. Akhila Sivadas, Executive Director, Centre for Advocacy & Research. The session highlighted how indigenous practices, decentralised solutions, and community-led models, powered by SHGs, Panchayats, and VWSCs, are key to designing adaptive, low-carbon WASH systems for diversified geographical regions in India.

The workshop on "Climate-Smart Solid Waste Solutions for India's Emerging Cities" convened sectoral leaders and practitioners to deliberate on innovative, scalable models for sustainable waste management, particularly relevant for India's fast-growing Tier 2 and Tier 3 cities. The session was facilitated by Mr. Ravi Mariwala, Founder & Managing Director, Smaart Water, and featured insights from Ms. Wilma Rodrigues, Chief Transformation Officer, Saahas Zero Waste, Mr. Leju Valsan, Head of Business Operations, Enviro Enablers India Pvt. Ltd., Ms. Nidhi Sharma, Senior Manager, Waste Warriors Society and Mr. Varun Hangloo, Head – Scale Up and New Initiatives, Marico Innovation Foundation. Speakers explored climate-smart solid waste management solutions that integrate circular economy principles, local innovation, and public-private partnerships to advance India's transition towards resilient, low-carbon urban systems.

At the ITC-partnered workshop on 'Innovation First: Scaling Tech Startups for WASH Impact', facilitated by Mr. Prabhakar Lingareddy, Executive VP & Head of Social Investments, ITC Limited, leaders from government, academia, finance, and pioneering WASH-tech startups included Mr. Abhas Jain, Assistant Adviser, Ministry of Jal Shakti, Dept. of Drinking Water and Sanitation, Govt. of India, Mr. Mohan Tanksale, Former CMD of Central Bank of India, ex. Chief Executive of Indian Banks Association, Dr. Ligy Philip, Institute Chair Professor at Dept of Civil Engineering, IITM, Mr. Somveer Anand, CEO & Mission Director, IM Punjab, Mr. Ajinkya Dhariya, CEO, Padcare and Mr. Vijay Gaur, Senior Regional Director, Genrobotics to reimagine how innovation can power sanitation for a climate-resilient future. The dialogue highlighted emerging technologies, startup–government partnerships, and the role of CSR and accelerators in helping breakthrough ideas transition from pilots to scalable impact.

Thank you to our incredible award and conclave partners!

HSBC, HSBC, DCM SHRIRAM, GLAND PHARMA LTD., GMR Varalakshmi, Godrej INDUSTRIES GROUP, standard chartered, mahindra

JULY

Fishermen community, Dahanu

The Climate Resilient Coastal Cities project took a creative approach to tackling plastic pollution in Dahanu, leveraging street plays and community engagements to inspire change and promote sustainable practices. The initiative aimed to inspire behavioral change, promote responsible plastic use, and empower community-led solutions for a more sustainable urban future.

The India Sanitation Coalition, in partnership with CDD India and with visionary support from HSBC, is driving a groundbreaking initiative to create a low-carbon, climate-resilient WASH ecosystem along the Konkan coast. Under CDD India's strong guidance, the Guhagar Faecal Sludge Treatment Plant (FSTP) is being transformed into a high-impact, future-ready facility that showcases how every treatment plant can serve as a climate solution.

Innovating Against Plastic Pollution
Online workshop for ULB officials, Dahanu
Under the Climate Resilient Coastal Cities Project

As part of the Climate Resilient Coastal Cities project, an online workshop was organised for Urban Local Body (ULB) officials from Dahanu, Maharashtra, spotlighting innovations to combat plastic pollution in urban systems. From decentralised waste solutions to circular economy models, the session equipped city leaders with actionable strategies to reduce plastic dependency, improve resource recovery, and build climate-resilient infrastructure. Together, we're strengthening local capacities to respond to the dual challenge of waste and climate.

STORIES FROM THE GROUND

#LightHouseInitiative

Behaviour Change through Trust and Empathy: The Case of Katiyamau Village

In Katiyamau, a small yet determined village under the Clean Village Initiative supported by HCLFoundation, meaningful transformation began not through mandates, but through mindful engagement.

As part of the initiative, Rahul, a Green Friend responsible for driving sanitation awareness and waste segregation, faced early resistance. One such instance came from Mrs. Archana Gupta, a respected elder who was reluctant to alter her long-standing household waste practices, a reflection of the deep-rooted behavioural barriers that often accompany sanitation reforms in rural India.

Rather than insist on compliance, Rahul adopted a human-centric approach, prioritising dialogue, trust, and empathy. Through regular interactions and consistent example-setting, he reframed waste management as a matter of collective pride and community wellbeing.

Gradually, Mrs. Gupta began to engage, first by listening, then by acting. Her eventual adoption of daily waste disposal became a turning point for others in the community, illustrating how peer influence and social proof can catalyse wider behavioural shifts.

Today, Katiyamau demonstrates that behavioural change is not a directive, it's a dialogue. The story underscores a crucial insight for practitioners and policymakers alike: that sustainable sanitation outcomes are most resilient when built on trust, inclusion, and locally-led ownership.

"Ek chhoti sadak, poori basti ka roop badal sakti hai."

What started as a single "no" became a village-wide "yes."

From Concern to Collective Action: Madhiya's Clean Village Transformation

In Madhiya village, Uttar Pradesh, meaningful change began with a single observation. Mrs. Devki Maurya, a resident of the village, grew increasingly concerned about the persistent open dumping of waste near her home, a common challenge in many rural communities.

Motivated by the "Clean Village" initiative under HCLFoundation's support through the LHI Phase II project, Mrs. Maurya decided not to wait for external intervention. With encouragement from the village Pradhan, she initiated the installation of a community dustbin, creating the first visible step toward organised waste management in her neighbourhood.

But the transformation did not stop there. Mrs. Maurya took it upon herself to educate households on waste segregation and responsible disposal, ensuring that behaviour change complemented the new infrastructure. Gradually, her initiative inspired others to participate, demonstrating how individual leadership can evolve into community-driven action.

Today, Madhiya stands as a testament to the power of grassroots stewardship and citizen-led sanitation models, proof that sustainable change often begins with one person's conviction, amplified by community collaboration and institutional support.

"Yeh gandagi aur nahi sehni."

Change begins with one person who cares.

A focused workshop and field exposure visit were conducted for government officials to strengthen their understanding of climate-resilient water and sanitation infrastructure in the coastal towns of Maharashtra. The programme combined technical sessions and on-ground exposure visits to two exemplary projects in Karnataka: the K-100 in Bengaluru and the Devanahalli Faecal Sludge Treatment Plant (FSTP).

ISC conducted a one-day training program under Lighthouse Initiative (LHI) Phase II at the Block Office, Sandila, Hardoi (Uttar Pradesh), in collaboration with the HCLFoundation. The Panchayati Raj, Hardoi, played an important role in organizing this training program. The training aimed to strengthen the capacities of Gram Panchayat-level stakeholders, including Pradhans, Secretaries, Panchayat Members, and technical staff, for effective implementation of Solid and Liquid Waste Management (SLWM) practices under LHI Phase II.

ISC facilitated corporate participation in a stakeholder meeting on the SBM-G 3.0 guidelines, chaired by Shri Ashok Meena, Secretary, Department of Drinking Water and Sanitation (DDWS). Ten corporate partners took part in the meeting and contributed valuable insights on key thematic areas. Ms. Natasha Patel, CEO, ISC, shared her insights on the SBM-G 3.0 guidelines and highlighted the role of private sector engagement and Public-Private Partnership (PPP) models in achieving sustainable sanitation outcomes.

The Lighthouse Initiative: From 75 GP/Villages to 4,000 villages– Scaling the Sanitation Model

In an insightful piece in the Swachhata Samachar under Swachh Bharat Mission - Grameen, Ms. Natasha Patel, CEO, India Sanitation Coalition, reflected on the transformative journey of the Lighthouse Initiative from piloting in 75 Gram Panchayats to expanding across 4,000+ villages under Phase II. The article outlined how collaborative frameworks, corporate partnerships, and local capacity building are accelerating rural India's transition to sustainable ODF Plus sanitation models.

AUGUST

#ISCRakhi2025

At the India Sanitation Coalition, Raksha Bandhan isn't just about tradition, it's about transformation. Each year, we honour the sanitation workers who form the frontline of hygiene and public health in India by tying rakhis as a symbol of respect, solidarity, and shared responsibility.

With ITC: Celebrating Rakshabandhan in Karnataka

In partnership with ITC, ISC extended the spirit of Raksha Bandhan to 81 sanitation workers across Hunsur and Nanjangud, Karnataka. Through 24 heartfelt community events, Swachhata Saathis, local leaders, and residents came together to honour sanitation workers, the protectors of our health and environment. Each rakhi tied symbolised a commitment to mutual care and respect, protecting those who protect us every day.

With Hindalco: Celebrating Rakshabandhan in Odisha & Uttar Pradesh

Kashipur, Odisha
Led by Swachhta Sathi Mr. Dilip Bhatria, SHG and CRP members tied rakhis to sanitation workers Shri Akhi Majhi, Narendra Majhi, Kabira Suna, and Sabdhan Majhi, in the presence of Sarpanch Shyama Sundar Majhi, local SBM(G) and BRC staff. The event celebrated community solidarity and the tireless commitment of frontline sanitation workers.

Myorpur Block, Sonbhadra, Uttar Pradesh
Swachhata Saathi Ms. Kanaklata organised a special celebration with ADO Myorpur, Mr. Ajay Singh, 30 SHG women, and local leaders. The event honoured 20 sanitation workers for their dedication, reaffirming ISC's mission to strengthen dignity and inclusion across sanitation systems.

Rengali Block, Sambalpur, Odisha
In Bomaloi Gram Panchayat, Swachhata Saathi Mr. Gurudev Pradhan led a Rakshabandhan celebration as part of the LHI Orientation cum Rakshabandhan Abhiyan, fostering appreciation and social unity at the grassroots.

With HCLFoundation: Celebrating Rakshabandhan in Uttar Pradesh

Hardoi, Uttar Pradesh
At Nirmalpur School, Swachhta Saathi Mr. Prafull Awasthi hosted a touching event where 12 schoolgirls tied rakhis to Shri Rajesh, the local sanitation worker. With the principal, teachers, and students in attendance, the celebration became a powerful reminder that respect and gratitude begin at home, and at school.

World Environment Day: Driving Change through Local Action

Workshop for Self-Help Groups (SHGs) on integrating environmental awareness into business activities.
MALVAN, MAHARASHTRA
#ClimateResilientCoastalCities

To mark World Environment Day, a focused workshop was held in Malvan for Self-Help Groups (SHGs). The session aimed to build awareness on integrating sustainability into micro-enterprises. Participants explored ways to reduce their environmental footprint, adopt greener alternatives in production and packaging, and align their businesses with climate-resilient development goals. The event highlighted how informed women-led collectives can drive both economic and environmental transformation at the local level.

Tree plantation drive in collaboration with Urban Local Body (ULB) officials.
MALVAN, MAHARASHTRA
#ClimateResilientCoastalCities

A collaborative tree plantation drive was organised in Malvan with active participation from the Urban Local Body (ULB). This activity aimed to enhance the city's green cover, contributing to carbon sequestration, improved microclimates, and better urban air quality. The initiative is aligned with the broader objective of improving ecological resilience and creating climate-adaptive urban spaces through community-led action.

On June 5th, Katiyamau came together for a cause that matters.

Under LHI Phase II, with leadership from Pradhan Sushila Devi ji, the Katiyamau village came together to reduce plastic use, plant trees, and commit to long-term green living. A sapling care plan was created. A community pledge was taken. And most importantly, a sense of shared responsibility was planted.

Small steps, shared effort, greener Katiyamau.

Team ISC, as a key partner in the ongoing Climate Resilient Coastal Cities (CRCC) Project, actively contributed to a one-day Policy Consultation Workshop organized by IIT Bombay. The workshop was attended by representatives from 12 coastal towns across four states: Maharashtra, Gujarat, Goa, and Karnataka, where the CRCC project is being implemented.

Awareness drive targeting retail business owners, focusing on sustainable business practices and packaging waste management!
MALVAN, MAHARASHTRA
#ClimateResilientCoastalCities

As part of the "Climate Resilient Coastal Cities" initiative, an awareness drive was conducted in Malvan to engage retail shop owners on sustainable business practices. The session focused on the environmental impact of conventional packaging and encouraged the adoption of alternatives that reduce plastic waste. Retailers were also briefed on local waste management protocols, the importance of source segregation, and their role in supporting circular economy practices.

The PMU team of ISC witnessed a holistic transformation under the Lighthouse Initiative, with well-routed waste collection, solar-powered homes, and intergenerational water stewardship showcasing the power of community-driven change. Thanks to HCLFoundation's dedicated efforts and the community's active participation, Behandar has emerged as a model for sustainable, scalable, and community-owned WASH solutions, anchored in livelihood generation and capacity building.

Welcoming GMR Varalakshmi Foundation as our project partner under Lighthouse Initiative–Phase II

Strengthening WASH systems, together.

SEPTEMBER

Swachhata Hi Seva [SHS] 2025: A Nationwide Call to Action

As part of the ongoing SHS 2025 campaign, Hindalco Industries Limited celebrated "Swachhotsav" across its CSR operational areas. The campaign aims to promote the message of "One Day – One Hour – One Together" through community participation, cleanliness drives, and awareness of sustainable sanitation practices.

As part of the SHS Campaign, Samuday by HCLFoundation organized a cleanliness awareness rally today in Gram Panchayat Katiyamuan, Block Kachhauna, District Hardoi. The rally aimed to sensitize villagers about the importance of cleanliness and sanitation, encouraging active community participation in maintaining a clean and healthy environment.

Under the ITC Mission Sunehra Kal program, a block-level orientation workshop for PRI representatives was organized on 16th September to introduce the SHS campaign, its objectives, and the activities to be undertaken under the five pillars.

An awareness meeting was conducted at the MPDO Office, Rajam, Rajam Mandal, as part of the Lighthouse Initiative Phase II in collaboration with the GMR Varalakshmi Foundation. The session focused on Safai Mitra safety and cleanliness, with the distribution of safeguard kits to support effective Solid Liquid Waste Management (SLWM) at the village level.

ITC Mission Sunehra Kal initiated the SHS Campaign in Kapurthala district in the presence of the Additional Deputy Commissioner (Development), Shri Virendar Pal Singh Bajwa, PCS; the District Development Panchayati Raj Officer, Shri Satish Sharma; Shri Vishal Vats, Chief Medical Officer; and Shri Harjinder Singh, District Education Officer. The event featured Swachhata pledges, hygiene and cleanliness activities, and a plantation drive in schools. As part of the SHS Campaign, a 'Zero Waste Challenge Contest' for higher secondary school students was organized at Pushpa Gujral Science City, Kapurthala.

Under the Swachhata Hi Seva (SHS) 2025 campaign, various activities were organised in Howrah District under the ITC Mission Sunehra Kal Program. The campaigns promoted cleanliness, hygiene, and sustainable practices with the active involvement of community members, school students, Gram Panchayat dignitaries, SHG's and local leaders.

FICCI LEADS 2025

At #FICCILEADS 2025 in New Delhi, Ms. Naina Lal Kidwai, Chair, India Sanitation Coalition (ISC), highlighted the imperative of embedding sustainability and circularity into core business strategies. She underscored ISC's ongoing commitment to advancing inclusive, climate-resilient growth and fostering partnerships that drive sustainable development across sectors.

PRCAI presents PRana 2025

"A clean environment reflects our values and care for one another. Social progress begins when communities take responsibility and work together."

Naina Lal Kidwai
Chair, Rothschild & Co India & India Sanitation Coalition

At the Reimagining India's Social Progress" at PRana 2025: India RISE Story, Ms Naina Lal Kidwai spoke about how sanitation and community engagement shape India's reputation. She reflected on how behavioral changes and collective responsibility have transformed challenges into opportunities for progress. Her insights made it clear that social progress is a shared responsibility and that every small action contributes to building a better India

ISC IN MEDIA

THE TIMES OF INDIA

Funding India's Development sector: Rethinking the Architecture of Support

Read the article

By Ms. Naina Lal Kidwai, Chair, India Sanitation Coalition

Ms. Naina Lal Kidwai's article for the Times of India highlights the importance of catalytic capital, blended finance structures, and institutional convergence in achieving scalable and resilient solutions, particularly in the water, sanitation, and hygiene (WASH) ecosystem. The piece explored how CSR, public-private partnerships, and innovative financing models can address systemic gaps and accelerate progress towards national development priorities like the Jal Jeevan Mission and the Swachh Bharat Mission.

ALL CNBC-TV18 NEWSBREAKS CONFIRMED! GST Rate Cuts Effective Sep 22
GST Overhaul, Govt Eyes Consumption Boost

In a recent interview with CNBC TV18, Ms. Naina Lal Kidwai welcomed the GST reform, stating, 'I do think that this is a huge move to what is primarily a two-tiered structure, barring the 40% sin goods and the simplification across the board; an attempt that is definitely cause for celebration.' She added, 'This bodes very well for the festival spirits,' indicating a positive outlook on the reform's impact on the economy."

THE GST BAZOOKA

Sumita Kareer | Naina Lal Kidwai | Nivedhana Prabhu

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In a discussion with ET Now on 'Will GST 2.0 help in offsetting the impact of Trump tariffs?', Ms. Naina Lal Kidwai decoded the outlook for demand across sectors and the factors at play.

Corporates and ISC Unite to Recognise Sanitation Excellence at ISC-FICCI Sanitation Awards 2025

India Sanitation Coalition announces a partnership with major organisations for the 2025 ISC-FICCI Sanitation Awards. The event celebrates ten years of achievements in sanitation, focusing on water, and hygiene initiatives that align with India's vision for a cleaner and healthier future.

HT Brand Studio
Updated • 18 Sep 2025, 05:30 PM IST

The India Sanitation Coalition (ISC) has announced a strategic partnership with HSBC India, ITC, Reckitt, and GMR Varalakshmi Foundation to recognize and reward excellence in sanitation through the prestigious 9th Edition of the ISC-FICCI Sanitation Awards, as reported in the Livemint newspaper. This partnership aims to promote sustainable development and improve sanitation outcomes in India.

ETV Bharat / State

Chhindwara's cleaning concept has won the nation's admiration, with the Wash on Wheels project receiving a national award.

Chhindwara's Wash on Wheels project created history in the field of cleanliness, FICCI was honored, the cleaning concept is being highly appreciated.

Chhindwara's Wash on Wheels scheme gets National Award (ETV Bharat)

ETV Bharat, Madhya Pradesh, highlights the inspiring story of one of the winners at the 9th Edition of the ISC-FICCI Sanitation Awards, Chhindwara's Wash on Wheels project. District Panchayat CEO Agraim Kumar said, "Chhindwara has become the first district in the country to receive this award. The district has achieved national honour along with a cash prize of Rs 2.5 lakh."

स्वच्छ भारत मिशन में उद्योग जगत की भूमिका महत्वपूर्ण- सीआर पाटिल,गजेंद्र सिंह शेखावत

नई दिल्ली, 23 सितंबर (वार्ता) केंद्रीय जल शक्ति मंत्री सीआर पाटिल ने सरकार के स्वच्छता अभियान को जनता के सम्मान और स्वास्थ्य रक्षा का प्रयास बताते हुए कहा है कि इस अभियान में उद्योग जगत और नागरिक संस्थाओं की महती भूमिका हो सकती है। श्री पाटिल ने यहां '9वें आईएससी-फिक्की स्वच्छता पुरस्कार एवं भारत स्वच्छता सम्मेलन 2025' के नाम एक वीडियो संदेश में क कि स्वच्छ भारत अभियान ग्रामीण (एसबीएम-जी) का दूसरा चरण खुले में शौच की विवशता (ओडीएफ) से छुटकारा दिलाने से आगे का माडल है जिसमें ओडीएफ प्लस मॉडल गाँव बनाने के लिए ठोस और तरल अपशिष्ट प्रबंधन दोनों शामिल हैं। उन्होंने कहा, "स्वच्छता केवल सफ़ाई के बारे में नहीं है, बल्कि यह लोगों के सम्मान और उनके स्वास्थ्य के बारे में भी है। सरकार, उद्योग और संस्थानों के सामूहिक प्रयासों से ही स्वच्छ और स्वस्थ भारत के लक्ष्य को प्राप्त किया जा सकता है। मैं उद्योग और संस्थानों से आग्रह करता हूँ कि वे इस क्षेत्र की ज़रूरतों को पूरा करने के लिए अपशिष्ट-से-संपत्ति मॉडल अपनाने पर अपना ध्यान केंद्रित करें।"

According to a UNI Varta article, the 9th Edition of the ISC-FICCI Sanitation Awards and Conclave saw prominent leaders Shri C. R. Patil and Shri Gajendra Singh Shekhawat emphasize India's remarkable progress under the Swachh Bharat Mission (SBM). They stressed the importance of sustained collective efforts towards achieving a cleaner, healthier, and more sustainable future for the nation.

MEET THE QUIZ WINNERS
APRIL–JUNE EDITION

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