

ISC-FICCI SANITATION AWARDS 2026



ACCOLADE

A photo journey recognizing the distinguished award winning stories

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

This report is a compilation of best practices received as part of the entries for the 10th Edition of the ISC-FICCI Sanitation Awards in 2026. 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 2026.

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

The ISC-FICCI Sanitation Awards 2026 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



MESSAGE FROM THE JURY CHAIR

The ISC-FICCI Sanitation Awards 2026 remind us that recognition is far more than an act of appreciation; it is an act of nation-building. An award does not merely honour what has already been achieved. It shines a light on what is possible, gives courage to those working quietly against formidable odds, and turns individual achievement into collective aspiration.

This edition is a historic milestone: the 10th anniversary of the ISC-FICCI Sanitation Awards. Having had the privilege of chairing the Jury since their inception, I have witnessed their remarkable evolution - from a platform recognising excellence in sanitation to a national forum reflecting the changing priorities, innovations and aspirations of India's WASH ecosystem. Over the past decade, the Awards have brought into the national spotlight extraordinary leaders, community champions, entrepreneurs, government institutions and organisations whose commitment has helped redefine sanitation and waste management across India.

This year's awardees demonstrate that innovation at its best is not technology in search of a problem; it is purpose in search of a solution. Through circular-economy models, decentralised systems, sustainable resource management, technology-enabled interventions and community-led approaches, they are converting complex challenges into practical, affordable and enduring solutions.

Their work also carries a powerful message: transformative change does not always begin with extraordinary resources. It often begins with a fresh way of seeing an old problem, the courage to question established practice, and the persistence to turn a promising idea into measurable impact.

This year, the Awards attracted more than 75 entries across 10 categories - compelling evidence of the scale, diversity and depth of innovation sweeping across India. Among these, several stories shine with exceptional brilliance.

Ecopreneure's Sattava initiative shows how two daunting challenges can become one breakthrough opportunity. By transforming plastic waste and

agricultural residue into affordable modular housing and connecting waste management with the housing aspirations embodied in PMAY, it offers an ingenious example of circular engineering: waste becomes wealth, residue becomes resource, and an environmental burden becomes a foundation for human dignity.

The Zila Panchayat Tikamgarh initiative is equally inspiring. Its approach to greywater management demonstrates that sustainable sanitation solutions can emerge from the intelligent use of existing local resources. It offers a practical pathway towards sustaining ODF Plus outcomes while showing that local governments can create context-sensitive, replicable solutions without becoming dependent on additional funding.

These are only two among the many compelling initiatives considered by the Jury. What unites the best of them is not novelty alone, but the capacity to translate ideas into action, action into community value, and community value into solutions that can endure, replicate and scale.

The credibility of these Awards rests on a rigorous two-stage evaluation guided by the ASSURED framework: Affordability, Scalability, Sustainability, User-friendliness, Rapid implementation, Excellence and Distinctiveness. My fellow Jury members, drawn from diverse fields and disciplines, brought exceptional diligence, expertise, independence and integrity to every deliberation. Selecting the final awardees from such a strong field was both a privilege and a profound responsibility.

I offer my deepest gratitude to the Jury for its commitment and wisdom, and to the India Sanitation Coalition Secretariat for the meticulous work that makes every edition of these Awards meaningful and credible.

I also warmly acknowledge the leadership of Ms Naina Lal Kidwai, Chair, and Ms Natasha Patel, CEO, India Sanitation Coalition. Their

vision and steadfast commitment have helped the Awards grow into an institution that celebrates not only achievement, but also the ideas, partnerships and people shaping India's sanitation journey.

To all our awardees, I offer my heartiest congratulations. You have shown that when innovation is joined with purpose, collaboration and persistence, transformation is not merely desirable - it is possible. May your success inspire many more to imagine boldly, act decisively and lead compassionately.

It is with immense pride that I present ACCOLADE 2026, celebrating the remarkable journeys of this year's winners. As we honour a decade of achievement, we must also set our sights firmly on the decade ahead. The next frontier is clear: promising pilots must become scalable platforms; isolated successes must become national systems; and every innovation must ultimately be measured not only by its ingenuity, but by the dignity it restores and the lives it improves.

Finally, sanitation is not simply about infrastructure. It is about health, equality, opportunity and, above all, human dignity. Let these Awards continue to be a lighthouse of innovation, inclusion and excellence - guiding India towards a future in which cleanliness, sanitation and sustainability are not privileges for a few, but 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



The ISC-FICCI Sanitation Awards have, over the years, emerged as a significant platform for recognising excellence and innovation across India's WASH ecosystem. As the Awards mark their **10th anniversary**, they reflect the India Sanitation Coalition's (ISC) sustained commitment to advancing the goals of the Swachh Bharat Mission and promoting solutions that contribute to a cleaner, healthier, and more sustainable India.

The journey of the Awards has demonstrated the transformative potential of collaboration. The private sector, in particular, brings innovation, technology, resources, and practical experience that can strengthen sanitation systems and enable cost-effective, scalable, and sustainable solutions. Equally important is the collaboration between government, industry, civil society, and communities in addressing the complex and evolving challenges of WASH.

The Awards have continued to evolve in response to these changing priorities. The 2026 edition places greater emphasis on innovation, inclusivity, sustainability, plastic waste management, resource recovery, and resilient WASH systems, while recognising contributions from corporates, non-profits, government institutions, start-ups, grassroots organisations, and individual changemakers. The introduction of categories such as **WASH Champion** and the continued recognition of **Women Changemakers** further acknowledge the individuals whose leadership and commitment are driving meaningful transformation on the ground.

The credibility of the ISC-FICCI Sanitation Awards is strengthened by a rigorous, two-stage evaluation process led by an eminent Jury. I would like to express my sincere appreciation to **Dr. R. A. Mashelkar, Padma Vibhushan**, who has served as the Jury Chair since the inception of the Awards, and to all the

distinguished Jury members for their time, expertise, and invaluable contribution in identifying and celebrating the most deserving initiatives.

I also commend the India Sanitation Coalition for its continued efforts to bring together diverse stakeholders and create platforms that recognise, amplify, and encourage meaningful action in the WASH sector. The Awards are not merely a celebration of achievement; they create opportunities for knowledge-sharing, collaboration, investment, and further innovation.

I extend my heartfelt congratulations to all the participants and awardees of the 2026 edition. Each initiative featured in this

ACCOLADE represents a commitment to creating lasting change. Their collective efforts reaffirm that achieving safe and sustainable sanitation for all is both a fundamental priority and a shared responsibility.

As we celebrate a decade of the ISC-FICCI Sanitation Awards, I am confident that this platform will continue to inspire greater innovation and collaboration towards achieving a **cleaner, healthier, more inclusive, and sustainable India.**

A handwritten signature in blue ink, reading "Jyoti Vij".

Jyoti Vij

Director General, FICCI



The ISC-FICCI Sanitation Awards, instituted in 2017, have emerged as a benchmark of excellence in India's sanitation landscape. Over the past decade, the Awards have gone beyond recognising outstanding initiatives—they have helped shape the sector by bringing visibility to innovation, encouraging collaboration, celebrating leadership, and setting higher standards for impact.

As we mark the 10th anniversary of the ISC-FICCI Sanitation Awards, this edition holds a special significance for the India Sanitation Coalition (ISC). Over the years, ISC has evolved as a catalyst for change, working to strengthen sanitation systems on the ground while contributing to national policy, knowledge, and discourse. The journey has reinforced a fundamental belief: lasting transformation requires not only innovative solutions, but also strong partnerships, effective financing, and leadership at every level.

The 2026 Awards reflect this broader vision by recognising corporates, non-profits, government institutions, social organisations, start-ups, grassroots organisations, and individual changemakers advancing sanitation and WASH across India. The Awards also continue to evolve with the sector, with a growing focus on plastic waste management, wastewater treatment, skilling of sanitation workers, and community WASH systems—critical to building a cleaner, more dignified, and sustainable future. This year, the introduction of WASH Champion under Leadership in WASH, alongside the already instituted Women Changemakers category, further strengthens this focus by recognising individuals driving meaningful change across the sanitation value chain—Build, Use, Maintain and Treat (BUMT). Their stories remind us that transformative change is often driven by individuals who combine conviction with action and remain committed to solving complex challenges at the last mile.

A significant milestone introduced since the previous year's edition is monetary rewards for award winners, including NGOs, social organisations, start-ups, and individual changemakers. This initiative is intended not merely as recognition, but as an investment in the ideas and people shaping the future of sanitation. By enabling winners to strengthen their operations, scale proven solutions, or pursue new opportunities, the Awards seek to serve as a launchpad for sustained impact. This builds on the encouraging legacy of previous awardees, many of whom have gone on to establish successful enterprises, scale their interventions, and contribute meaningfully to the evolution of the sector.

The response to the 2026 Awards has been particularly encouraging. More than 45% of the applications were received from first-time participants, while 11 of the 30 finalists presented before the Main Jury were newcomers. This growing participation reflects the fresh energy entering India's sanitation ecosystem. The response to the Women Changemakers category has been equally inspiring, bringing together stories from entrepreneurs, practitioners, and grassroots sanitation workers. Their journeys demonstrate the vital role women continue to play in advancing inclusive, resilient, and sustainable sanitation solutions.

The decade behind us gives us much to celebrate. The decade ahead presents an even greater opportunity to deepen impact, encourage innovation, strengthen systems, and ensure that sanitation and WASH remain central to the vision of a healthier, more inclusive, climate-resilient, and sustainable India.

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 tenth 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 the participants and winners for showcasing their remarkable contributions through these awards. This edition of ACCOLADE is therefore more than a compilation of award-winning initiatives. It is a reflection of a decade of collective effort—a record of ideas that have translated into action, partnerships that have created scale, and individuals and institutions that have demonstrated what is possible when innovation is matched by purpose.

I am confident that ACCOLADE 2026 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 2026 was chaired by Padma Vibhushan Dr R A Mashelkar who has been supporting these awards for the last 9 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 organisations that have made significant contributions to the sanitation sector but have often remained underappreciated. ISC is committed to showcasing these stories from various parts of the country, ensuring they receive the recognition and appreciation they truly deserve.

AWARD CATEGORIES 2026

The ISC-FICCI
Sanitation Awards
felicitates winners
across 10 categories:

Category 1
Excellence in Build/
Rebuild/Use of
WASH and Plastic
Waste Infrastructure
using Innovation



Category 2
Excellence in Sustainable
Maintenance and
Community Management
of WASH Systems



Category 3
Excellence in
Wastewater
Treatment and
Reuse



Category 4
Excellence in
Faecal Sludge
Management



Category 5
Excellence in Plastic
Waste and Sustainable
Resource Management



Category 6
Leadership in Water
Sanitation and
Hygiene (WASH)
6A: Women
Changemakers
in Sanitation
6B: WASH
Champion



Category 7
Best Skilling
Initiative In
WASH

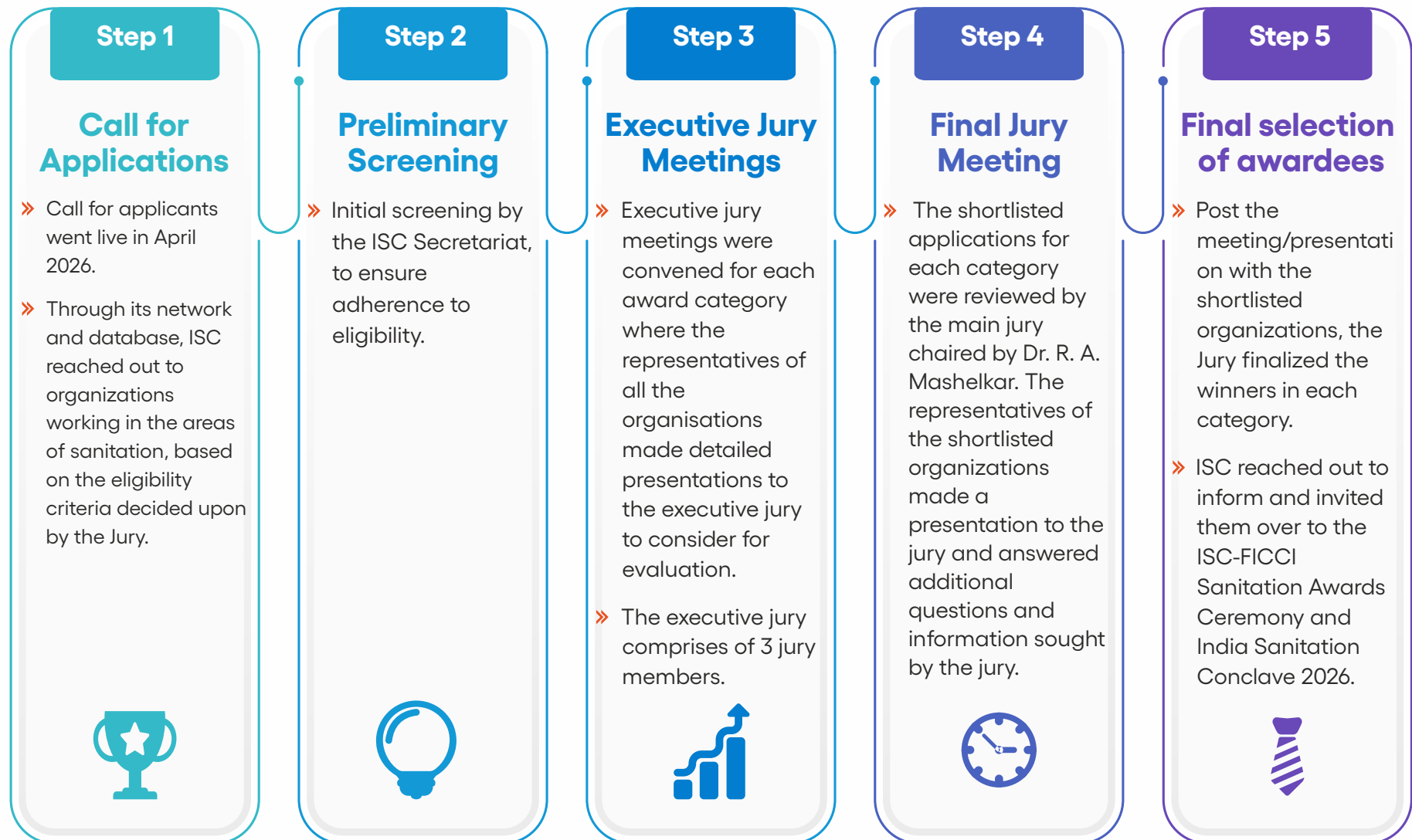


Category 8
Innovation in
Hygiene Behaviour
Change
8A: Best
Hygiene
Promotion
Campaign
8B: Special
Focus on
WASH in
Schools



SELECTION PROCESS

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



MAIN JURY



Dr. R. A Mashelkar

Chair, India Sanitation
Coalition–FICCI Sanitation
Awards



Prabhakar Lingareddy

Executive Vice President
and Head – Social
Investments, ITC



Prof. V. Srinivas Chary

WASH
Expert



Ishan Raina

Founder, Raina Advisory and
Advanced Leadership Fellow
Harvard University



Ashwini Saxena

CEO
GMR Varalakshmi Foundation



Alok Majumdar

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



Manoj Gulati

Vice President
Growth Impact, Asia
Water.org



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

WASH Expert

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

Vice President, Growth Impact, Asia
Water.org

Manoj Gulati is the Vice President, Growth Impact, 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

CATEGORY 1

Excellence in build/rebuild/Use of WASH and Plastic Waste Infrastructure using Innovation



Padmashree Balaram
NGO Engagement Committee Member
SVP Bangalore



Pritika Chand
Corporate Head CSR
Jindal Stainless



Giresh Mohan
General Manager - Operations
ITC Social Investments

CATEGORY 2

Excellence in Sustainable Maintenance and Community Management of WASH Systems



Dr. Shraman Jha
CEO
Hindustan Unilever Foundation



Anupam Nidhi
Head Corporate Social Responsibility
Vedanta Group & Hindustan Zinc



Ashwini Saxena
CEO
GMR Varalakshmi Foundation

CATEGORY 3

Excellence in Wastewater Treatment and Reuse



Dr Ravi Mariwala
Founder & Managing Director
Smaart Water



Akhila Sivadas
Executive Director
Centre for Advocacy and Research - India



Harshvardhan
Chief Executive Officer
CDD India

CATEGORY 4

Excellence in Faecal Sludge Management



Prof V Srinivas Chary
Former Chief Executive Officer
WASH Innovation Hub &
Former Professor
Administrative Staff College of India
(ASCI)



Manvita Baradi
Founder & Director
Urban Management Centre



Rohini Pradeep
Senior Program Manager
CDD India

EXECUTIVE JURY MEMBERS

CATEGORY 5

Excellence in Plastic Waste and Sustainable Resource Management



Wilma Rodrigues
Founder &
Chief Transformational Officer (CTO)
Saahas Zero Waste



Dr. Y. Malini Reddy
Head - Sustainability Policy,
Research and Advocacy
Re Sustainability Ltd.



Dr. Anupama Shetty
Mission Director
Biocon Foundation

CATEGORY 6

Leadership in Water Sanitation and Hygiene

CATEGORY 6A

Women Changemakers in Sanitation



Anagha Mahajani
Chief Impact Officer
Ambuja Foundation



Sakal Bhatt
Senior Consulting Editor
Prasar Bharati



Aarti Mohan
Cofounder and Partner
Sattva Consulting

CATEGORY 6

Leadership in Water Sanitation and Hygiene

CATEGORY 6B

WASH Champion



Ishan Raina
Founder
Raina Advisory &
Advanced Leadership Fellow
Harvard University



Yashika Singh
Chief Corporate Affairs Officer
&
Sustainability head
PepsiCo India and South Asia



Rumjhum Chatterjee
Co-Founder & Managing Trustee
The Infravision Foundation

CATEGORY 7

Best Skilling Initiative In WASH



Prabhat Kumar
Mission Manager
National Rural Livelihood Mission
(NRLM),
Ministry of Rural Development



Sonali Khan
Managing Director
Sesame Workshop India



Ankit Todi
Group Chief Sustainability Officer
Mahindra Group

EXECUTIVE JURY MEMBERS

CATEGORY 8

Innovation in Hygiene Behaviour Change

CATEGORY 8A

Best Hygiene Promotion Campaign



Abhijit Banerji
Director
FINISH Society



Aman Pannu
Head of Corporate Communications & CSR
DCM Shriram LTD



Sayed Ali Abbas Naqvi
Journalist
NDTV

CATEGORY 8

Innovation in Hygiene Behaviour Change

CATEGORY 8B

Special Focus on WASH in Schools



Abhijit Banerji
Director
FINISH Society



Sayed Ali Abbas Naqvi
Journalist
NDTV



Romit Sen
Senior Vice President - Sustainability
HSBC India

WINNERS OF 2026 ISC-FICCI SANITATION AWARDS



WINNERS OF 2026 ISC-FICCI SANITATION AWARDS



**CATEGORY 1: EXCELLENCE IN BUILD/
REBUILD/USE OF WASH AND PLASTIC WASTE
INFRASTRUCTURE USING INNOVATION**

WINNER



Madhumalati Foundation

RUNNER UP

**Smartenviro Systems
Private Limited**



**CATEGORY 2: EXCELLENCE IN SUSTAINABLE
MAINTENANCE AND COMMUNITY
MANAGEMENT OF WASH SYSTEMS**

WINNER



JSW Foundation

SPECIAL MENTION



Healing Himalayas Foundation

RUNNER UP

Greentech Infra Private Limited



**CATEGORY 3: EXCELLENCE IN
WASTEWATER TREATMENT AND REUSE**

WINNER



**जिला पंचायत
टीकमगढ़**

Zila Panchayat Tikamgarh, Madhya Pradesh

RUNNER UP

**Rashtriya Janhit Sewa
Sansthan**

WINNERS OF 2026 ISC-FICCI SANITATION AWARDS



CATEGORY 4: EXCELLENCE IN FAECAL SLUDGE MANAGEMENT

WINNER



Society for Community
Organisation and People
Education (SCOPE)

RUNNER UP

Rural Development Organisation Tamil Nadu

Bhouma Envirotech Pvt. Ltd



CATEGORY 5: EXCELLENCE IN PLASTIC WASTE AND SUSTAINABLE RESOURCE MANAGEMENT

WINNER



Jhamtse Gatsal Children's Community

SPECIAL MENTION



Ecopreneure Technologies Pvt. Ltd.



CATEGORY 6: LEADERSHIP IN WATER SANITATION AND HYGIENE (WASH)

Women Changemakers in Sanitation Leadership *NO WINNER**

SPECIAL MENTION



Smt. Ratnamani Sethy

WASH Champion WINNER



Shri Agrim Kumar
IAS, CEO, Zila Panchayat Chhindwara

RUNNER UP

Smt. Anita Tripura
Divanshu Kumar
Dr C Joslin Thambi

WINNERS OF 2026 ISC-FICCI SANITATION AWARDS



CATEGORY 7: BEST SKILLING INITIATIVE IN WASH

WINNER



**Swachh Bharat Mission Gramin
Madhya Pradesh**

RUNNER UP

**National Institute of Urban Affairs (NIUA)
Zila Panchayat, Chhindwara (Madhya Pradesh)
Ramagundam Municipal Corporation**



CATEGORY 8: INNOVATION IN HYGIENE BEHAVIOUR CHANGE

Best Hygiene Promotion Campaign

WINNER



Citizens Association for Child Rights (CACR)

RUNNER UP

**Institute of development Management – IDM Jaipur, Rajasthan
Child in Need Institute (CINI)**

Special Focus on WASH in Schools

WINNER



ELFA International

RUNNER UP

**Rural Development Organisation (RDO) Trust Tamil Nadu
Army Public School Delhi Cantt - Sadar Bazar
Kamla Nehru Sandipani Kanya Shasakyi Vidyalay, TT Nagar, Bhopal
Zila Panchayat, Chhindwara (Madhya Pradesh)**

*Although 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:**

MADHUMALATI FOUNDATION



This Award is co-powered by





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



Madhumalati Foundation





Name of the organisation : Madhumalati Foundation

Name of initiative : Toilet Integrated (TI) Lounge and TI Pink Bus

Date of commencement : 2020

Location : Orchha, Madhya Pradesh and Pune, Maharashtra

About the Initiative

The **Toilet Integrated (TI) Lounge** initiative, launched by the Madhumalati Foundation in partnership with the Madhya Pradesh Tourism Board and supported by CSR partners, Urban Local Body, advertisers, and community stakeholders, is transforming public sanitation infrastructure into inclusive, sustainable, and user-centric community spaces with Local businesses and tourism stakeholders benefiting from improved visitor amenities. First implemented at Orchha, a major heritage tourism destination, the initiative integrates modern sanitation facilities with drinking water, seating areas, tourist information services, baby-care facilities, digital kiosks, and accessible infrastructure for women, senior citizens, children, and persons with disabilities. Through the convergence of CSR funding, institutional partnerships, user fees, and advertising revenue, the initiative has established a financially sustainable operation and maintenance (O&M) model while generating livelihood opportunities for local women Self-Help Group (SHG), who are engaged in managing and maintaining the facilities.

The initiative has demonstrated consistent growth in both investment and outreach. Total expenditure increased from **₹1.80 crore in 2024-25 to ₹2 crore in 2025-26**, with investments directed towards sanitation infrastructure, visitor amenities, and on-site Sewage Treatment Plants (STPs) that enable wastewater treatment and reuse. Beneficiary outreach has grown steadily from over **50,000 users in 2022-23 to 90,000 in 2023-24 and 1.5 lakh in 2024-25**, while employment generation has doubled from **20 to 40 jobs**, reflecting the project's expanding scale and socio-economic impact. Approximately half of the annual beneficiaries are repeat users, demonstrating sustained community acceptance and continued reliance on the facilities.



Designed as a modular and replicable model, the TI Lounge can be deployed across tourist destinations, transport hubs, urban public spaces, and pilgrimage sites with minimal site-specific customisation. The initiative has also inspired innovative mobile sanitation solutions such as the **TI Pink Toilet Bus**, extending access to safe and dignified sanitation for women during public events and in underserved urban locations. Environmental sustainability is embedded through water-efficient fixtures, portable STPs, wastewater reuse, and solid waste segregation.

Beneficiary feedback has consistently highlighted the cleanliness, safety, accessibility, and convenience of the facilities, while also informing continuous improvements such as extended operating hours, menstrual hygiene facilities, multilingual signage, digital payment options, and expansion of the model to additional locations. By integrating sanitation, tourism, livelihood generation, and sustainable financing, the initiative presents a distinctive and scalable model for strengthening inclusive public infrastructure across India. Women users have particularly valued the dignity, security, and hygiene offered by the facilities, while tourists have highlighted the improved visitor experience at a major heritage destination. Through this integrated, inclusive, and sustainable approach, Madhumalati Foundation has developed a practical and impactful model for strengthening public sanitation infrastructure while simultaneously promoting women's dignity, community livelihoods, environmental sustainability, and tourism-friendly urban development across India.

ISC Recommendation

The Toilet Integrated Lounge model reframes public sanitation from a standalone utility into a revenue-generating community asset, and its financing structure, blending CSR funding for creating infrastructure, institutional partnerships, user fees, and advertising revenue into a self-sustaining O&M model, offers a practical answer to the maintenance-funding gap that continues to undermine public and community toilet sustainability under SBM-Urban 2.0. Its modular design, requiring minimal site-specific customisation for deployment at transport hubs, pilgrimage sites, and urban public spaces, together with the TI Pink Bus extension for mobile and event-based access, gives it clear relevance to the Ministry of Tourism's infrastructure and accessibility priorities for heritage and high-footfall destinations, particularly where women's safety and dignity remain a stated concern.

Given its demonstrated repeat usage and steady scale-up in outreach and employment, this model may be of interest to departments working on public toilet sustainability under SBM-U 2.0 and tourism infrastructure development under schemes such as Swadesh Darshan, where a self-financing, women-inclusive facility model could be piloted alongside conventional public toilet construction.



**EXCELLENCE IN SUSTAINABLE
MAINTENANCE AND COMMUNITY
MANAGEMENT OF WASH SYSTEMS**

**JSW FOUNDATION
HEALING HIMALAYAS FOUNDATION (HHF)**





Excellence in Sustainable Maintenance and Community Management of WASH Systems

JSW
Foundation

JSW Foundation





Name of the organisation : JSW Foundation
Name of initiative : Integrated Water, Sanitation and Hygiene (WaSH) Program
Date of commencement : 1 October 2022
Location : 5 Gram Panchayats. 4 GPs - Thelkoloi, Lapanga, Ghichamura, and Khinda in Sambalpur district and Sripura Gram Panchayat in Jharsuguda district

About the Initiative

The Integrated Water, Sanitation and Hygiene (WaSH) Program has been implemented by the JSW Foundation. The initiative focuses on improving access to safe sanitation, clean drinking water, and hygiene practices through community-based and institution-driven interventions in rural Odisha. The project is being implemented in five Gram Panchayats across Sambalpur and Jharsuguda districts of Odisha.

Anchored in the Community-Led Total Sanitation (CLTS) methodology, the program integrates three major components-sustainable Open Defecation Free (ODF) habitations, sustainable Solid Waste Management (SWM), and safe Drinking Water Supply (DWS). Local institutions, including Village Water and Sanitation Committees (VWSCs), Water User Groups, women's Self-Help Groups (SHGs), and Nigrani Committees, play a central role in implementation and long-term upkeep. The program also creates livelihood opportunities for local women through SHG-managed waste operations. Key partners and stakeholders include the District Administrations of Sambalpur and Jharsuguda, Block Administrations of Rengali and Jharsuguda, Feedback Foundation Charitable Trust, Panchayati Raj Institutions, and the Rural Water Supply and Sanitation Department.



The initiative has demonstrated consistent growth in scale and impact. What began as a plan to cover 24 habitations across 10 villages was, on the recommendation of the district administrations, expanded to 54 habitations across 15 revenue villages, reaching over 6,000 households and nearly 30,000 people. Convergence of government funds mobilised through Swachh Bharat Mission-Gramin and the Jal Jeevan Mission, along with CSR and community funds, has reached **₹6.49 crore** cumulatively across ODF, SWM, and DWS for the entire project. The program has created 8 direct jobs through its Mini Sanitation Park and waste collection and processing fleet, while five Women SHG/Gram Panchayat-level Federations have been engaged to independently manage and oversee operations within their respective GPs. Waste collection volumes have also risen sharply, from under 73 tonnes in 2023-24 to nearly 407 tonnes in 2025-26, with recycling and landfill diversion rates consistently above 75%.

The project adopts a decentralised, community-owned revenue model to strengthen financial viability and reduce dependence on external funding. Revenue is generated through household and institutional user fees, sale of recyclable dry waste, and compost, supported by community ownership, government convergence, and circular economy-based waste management practices. The initiative currently generates around **₹2.1 lakh in monthly revenue**, including support from JSW Foundation and Gram Panchayat contributions, against approximately **₹1.19 lakh in operational expenditure**, creating a surplus that supports maintenance, equipment replacement, vehicle upkeep, and future expansion.

The program is structured for replication across rural and peri-urban geographies with comparable industrial or tribal-belt profiles, requiring contextual customisation rather than structural redesign. It has also inspired allied interventions, including school hygiene outreach covering 36 schools and a menstrual hygiene program reaching 3,000 women, extending its impact beyond core infrastructure to everyday hygiene behaviour.

Community feedback gathered through Gram Sabha meetings and household visits has consistently highlighted improved toilet access, cleaner surroundings, and reduced disease burden. Women beneficiaries, in particular, have valued the greater privacy, dignity,



and safety enabled by the program. Community consultations have also informed course corrections, including more frequent waste collection in remote habitations and stronger long-term maintenance support for water systems.

ISC Recommendation

The JSW Foundation's model offers a credible template for aligning CSR-driven rural WASH investment with national mission priorities, particularly through its shop-linked toilet maintenance financing and user-fee-funded Material Recovery Facility, which show a workable path from subsidy-dependent infrastructure to community-managed, revenue-sustaining operations, a transition central to the operation and maintenance goals of SBM(G) Phase II and the Jal Jeevan Mission.

The model's reliance on existing government structures, including Gram Panchayats, Village Water and Sanitation Committees, and Panchayati Raj Institutions, rather than parallel systems, keeps the administrative burden of replication low and makes the model well suited to industrial fringe and tribal belt districts in Odisha, Chhattisgarh, and Jharkhand, including Aspirational Districts facing similar convergence gaps. The concerned ministry may find value in engaging directly with the Foundation to examine how this approach could inform SBM(G) and JJM convergence guidelines or serve as a reference for structured CSR-government partnership frameworks in mineral-rich industrial districts.





Excellence in Sustainable Maintenance and Community Management of WASH Systems



Healing Himalayas Foundation (Special Mention)





Name of the Organisation	: Healing Himalayas Foundation (HHF)
Name of initiative	: Winter Healers of Kaza
Date of commencement	: November 2025
Location	: Kaza and nearby villages [Komic, Dhankar, Key, Rangrik, Kaza (New) Kaza (Old)], Spiti Valley, Himachal Pradesh

About the initiative

High-altitude Spiti Valley faces a sanitation problem unlike most of India's WASH landscape: for nearly five months each winter, heavy snowfall cuts off road access and suspends all waste collection entirely, leaving residents and businesses to dump or burn waste in the open until the thaw. To address this seasonal blind spot, the Healing Himalayas Foundation launched Winter Healers of Kaza in November 2025, in partnership with the local administration, designing a system built around household-level storage rather than continuous collection - the only model that can function when roads are impassable for months at a stretch.

The intervention distributed 471 reusable, barcode-tagged bags across roughly 410 properties - hotels, cafés, shops, and households - spanning Kaza and its surrounding villages. Each bag was digitally linked to its recipient through HHF's existing Reclaimify application, allowing the Foundation to track distribution and, once roads reopened in April 2026, verify collection without added paperwork or manpower. Community awareness sessions, delivered in the local language and channelled partly through monasteries - culturally central institutions in Spiti - helped position residents as active "Winter Healers" rather than passive beneficiaries, with women playing a lead role given their position as primary household waste managers.



Over this single winter season, the program recovered 272.78 kg of dry waste that would otherwise have been dumped, burned, or left to wash into the fragile Himalayan watershed once the snow melted; all of it was diverted from landfill, and 170 kg was recycled through HHF's Material Recovery Facility. The initiative reported reaching roughly 3,200 beneficiaries and creating 10 local jobs across distribution, awareness outreach, and collection. Financial sustainability rests on a genuinely low-cost design: reusable bags replace recurring consumables, the Reclaimify platform required no new infrastructure to deploy, and the sale of recovered recyclables (plastic, cardboard, metal) offsets a share of running costs, with a local-administration-managed user-fee model proposed to cover the remainder over time.

Key partners included the local administration, village communities, monasteries, commercial establishments, and HHF's own field team. The Foundation's exit strategy is to train local workers and hand over full ownership of the model to the administration and community once it stabilises, with HHF's role narrowing to piloting and system design - a template already being tested in Kullu and Koksar as the Foundation looks to extend the approach to other snowbound Himalayan settlements.

ISC Recommendation

This household-storage model answers a gap that standard sanitation and solid waste frameworks are not built to handle; seasonal infrastructure collapse in high-altitude, border-proximate regions where conventional collection cycles are physically impossible for months at a stretch. It sits well alongside the objectives of the National Mission for Sustaining the Himalayan Ecosystem under the National Action Plan on Climate Change, complements Solid Waste Management Rules implementation in hill and cantonment towns where terrain and seasonal isolation limit standard urban collection infrastructure, and has direct bearing on sustainable tourism guidelines for high-footfall Himalayan destinations given its engagement with hotels and cafés as primary waste generators.

With early replication already underway in Kullu and Koksar, departments working on Himalayan-state climate resilience, hill-town solid waste management, and border area development may find value in piloting this low-cost, community-anchored storage-and-track approach ahead of the heavier infrastructure investment such regions would otherwise require.



EXCELLENCE IN WASTEWATER TREATMENT AND REUSE

**ZILA PANCHAYAT TIKAMGARH
MADHYA PRADESH**



This Award is co-powered by





Excellence in Wastewater Treatment and Reuse



जिला पंचायत
टीकमगढ़

**Zila Panchayat Tikamgarh
Madhya Pradesh**





जिला पंचायत
टीकमगढ़

Name of the organisation : Zila Panchayat Tikamgarh, Madhya Pradesh
Name of initiative : Innovation in Effective Grey water Management
Date of commencement : Year 2024
Location : Tikamgarh District, Madhya Pradesh

About the initiative

Rural Tikamgarh, like much of hinterland Madhya Pradesh, had long relied on open drains to carry household greywater - a system that clogs with silt and plastic, stagnates in narrow village lanes, and creates the kind of standing wastewater that breeds disease and erodes the visible gains of Open Defecation Free status. Under Swachh Bharat Mission (Gramin), the district set out in 2024 to replace this with a Chamber-Based Underground Drainage System using small-bore pipes - a decentralised, chamber-fed network in which solids settle at the household level before greywater ever enters the pipeline, minimizing blockages and reducing the desilting burden that typically falls on Gram Panchayats.

What makes the initiative notable is less the technology itself than how it started and scaled: the district's own account traces its origin to a woman Sarpanch's push for a durable solution in her own village, which the CEO Zila Panchayat then backed with administrative support to expand district wide. From that single Gram Panchayat, the model has since been extended to 165 Gram Panchayats, with the District Panchayat passing a resolution to eventually cover all 324 GPs in Tikamgarh. Reported cumulative investment across the three years for which data was submitted - 2023-24 through 2025-26 - comes to approximately ₹6.83 crore, funded primarily through 15th Finance Commission devolutions and other Panchayat-level resources, while also drawing on various other funding sources available within the district, with the capital outlay treated as a one-time cost rather than a recurring liability.

The operating model is built around shared responsibility: households are responsible for periodically cleaning their individual silt chambers, while Gram Panchayats handle routine monitoring, keeping recurring costs low without requiring a dedicated maintenance workforce. The district reports treating roughly 0.49 MLD of greywater per day at current scale, alongside



employment generation that has grown from an estimated 50 jobs in 2023-24 to around 200 by 2025-26, largely among sanitation workers engaged in system upkeep. Reported beneficiary reach for 2025-26 stands at 85,500 under the initiative's own year-on-year tracking, a figure that has grown roughly ninefold from 9,215 in 2023-24.

Key stakeholders include the District Panchayat Tikamgarh, participating Gram Panchayats, rural households responsible for chamber maintenance, elected Panchayat representatives, technical support teams, sanitation practitioners, and Urban Local Bodies engaged for plastic waste management. Community consultations, Gram Sabha meetings, and peer learning between early-adopter and newer Gram Panchayats have underpinned the expansion, with particular attention to engaging women's groups and SHGs in decision-making around village-level sanitation planning. The district frames its long-term approach as institutionalisation rather than a defined exit: the role of external technical support is meant to recede over time as Gram Panchayats absorb operation, maintenance, and future expansion into their own governance and budgeting cycles.

ISC Recommendation

This model offers a genuinely low-cost pathway toward ODF Plus sustainability, an area where greywater handling is often overlooked relative to toilet access despite being just as central to ending open discharge in rural India. Its funding approach, drawing on existing local government resources rather than requiring a new central scheme, makes it a practical reference point for other districts working toward similar outcomes without additional budgetary allocation. Given the scale already achieved and the district's own commitment to full coverage, this initiative would benefit from direct engagement with departments assessing decentralised wastewater solutions for both Aspirational and non-Aspirational districts, and the administration appears well placed to share its implementation experience with others pursuing comparable convergence-funded models.



EXCELLENCE IN FAECAL SLUDGE MANAGEMENT

**SOCIETY FOR COMMUNITY
ORGANISATION AND PEOPLE EDUCATION
(SCOPE)**



This Award is co-powered by

GAR Varalakshmi
Foundation





Excellence in Faecal Sludge Management



**Society for Community
Organisation and People
Education (SCOPE)**



Name of the organisation : Society for Community Organisation and People Education (SCOPE)
Name of initiative : Faecal Sludge Treatment Plant (FSTP), Ponnampatti
Date of commencement : 5th June 2016
Location : Ponnampatti Town Panchayat, Tiruchirappalli District, Tamilnadu, India



About the initiative

Before 2016, Ponnampatti Town Panchayat had no safe outlet for faecal sludge: septic tank overflow was routinely discharged into open drains, creating a public health hazard that fell hardest on women and children. SCOPE - a Tiruchirappalli-based WASH organisation founded in 1986 and led by Padma Shri awardee Mr. M. Subburaman - responded with a nature-based Faecal Sludge Treatment Plant built around constructed wetlands rather than mechanised infrastructure, in partnership with the Town Panchayat, FINISH Society (Lucknow) as funding partner, and The Solutions Centre (Cochin) for technical design.

The plant treats septage collected by honey sucker vehicles - roughly 4,000 litres per collection trip - from about 350 households, through a three-chamber Vertical Constructed Wetland (VCW) planted with Phragmites, followed by a Horizontal Flow Constructed Wetland (HFCW) for leachate polishing using Phragmites and Canna indica. The sequential three-chamber design lets the plant run continuously, since one chamber can load while the others rest and dry, avoiding the periodic shutdowns common to single-chamber small-town FSTPs. The system runs on no electricity, no chemicals, and no mechanical parts, relying on plant roots, gravity, and microbial activity, with locally sourced stone, sand, and wetland species keeping both construction and running costs low.

Commissioned on schedule - construction completed within three months - the plant has now operated continuously for over nine years without a major breakdown, treating faecal sludge at a capacity of 4 KLD and serving roughly 1,575 individuals across the same 350 households since inception. The total one-time project cost came to approximately ₹10 lakh, jointly funded by FINISH Society and the



Town Panchayat; annual operation and maintenance has held steady at roughly ₹1 lakh a year - working out to about ₹286 per household annually - split between the Panchayat and SCOPE. Roughly 90% of day-to-day operations are carried out manually by 4 to 6 locally employed workers, including honey sucker operators and compost handlers, with the remainder handled passively by the wetland's own biological processes.

The initiative closes its resource loop completely: dried sludge is co-composed into organic fertiliser and distributed free to local farmers, while treated leachate meets irrigation-quality standards and is likewise supplied at no cost, reducing farmers' dependence on freshwater during dry periods. No household pays any service or desludging fee - the full cost is absorbed by SCOPE and the Panchayat - making the model accessible regardless of economic status. Women's Self-Help Groups were engaged from the outset in awareness sessions and later in compost distribution, and the plant's visible transformation from wasteland to functioning wetland became, in SCOPE's own account, a strong enough demonstration to secure community buy-in with minimal resistance. SCOPE now actively shares its design drawings and operational protocols with other local bodies and NGOs, positioning the model for replication in small towns and peri-urban panchayats elsewhere in India, with land availability and honey sucker vehicle access flagged as the main constraints to adaptation.



ISC Recommendation

This nature-based facility's near-decade of continuous, zero-energy operation speaks directly to the operational sustainability concerns that have limited FSSM uptake under SBM-Urban 2.0's mandate for smaller local bodies, and its modest cost profile, well below what conventional mechanised FSTPs typically require, makes a credible case for feasibility even in resource-constrained Town Panchayats. The model's replicability is strengthened by its minimal infrastructure footprint, reliance on locally available materials and regionally adapted wetland species. SCOPE's stated willingness to share design drawings and operational protocols directly with other local bodies suggests it is already positioned for horizontal replication rather than fresh design work at each site.

Given the emphasis under national FSSM policy on decentralised, low-cost treatment for small towns and peri-urban local bodies where centralised sewerage remains financially unviable, departments working on FSSM scale-up under SBM-U 2.0 may find this model worth closer examination, particularly for Town Panchayats and Census Towns facing similar site and funding constraints.

EXCELLENCE IN PLASTIC WASTE AND SUSTAINABLE RESOURCE MANAGEMENT

JHAMTSE GATSAL CHILDREN'S COMMUNITY



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Excellence in Plastic Waste and Sustainable Resource Management



**Jhamtse Gatsal Children's
Community**





Name of the organisation : Jhamtse Gatsal Children's Community
Name of initiative : Jhamtse for Earth
Date of commencement : 2018
Location : Lumla, Tawang District, Arunachal Pradesh

About the initiative

Remote Himalayan settlements in Tawang District of Arunachal Pradesh face a sanitation and waste problem that has no easy institutional fix, plastic consumption has grown steadily with modernisation, and in the absence of any fitting alternative, waste is commonly burned or dumped in the open. Jhamtse Gatsal Children's Community, a residential learning institution in Lumla, launched Jhamtse for Earth in 2018 to address this gap through a model built on education and behaviour change rather than infrastructure alone.

The initiative works across three connected areas: plastic waste recycling and repurposing, reduction of single use plastic through sustainable alternatives, and community engagement built on awareness campaigns and workshops. Schools sit at the centre of the model. Students are trained in waste segregation and environmental responsibility and then carry those practices home to their families and villages, extending the program's reach well beyond the campus itself. What started within the school has since grown organically into surrounding villages across Tawang District, following a step-by-step approach that the organisation describes as prioritising strong systems before further expansion.

The scale of participation has grown considerably since inception, from 1,000 beneficiaries in 2023-24 to 2,100 in 2024-25 and 3,500 in 2025-26, with the share of repeat participants rising from 25% to 60% over the same period, suggesting growing retention rather than only



new outreach. The initiative has recycled a cumulative 12 tonnes of plastic waste in 2025-26 alone (up from 3 tonnes in 2023-24), diverted 17 tonnes from landfill in the same year, and reduced virgin plastic consumption by 45%, or roughly 5 tonnes, against a starting point of 12% reduction two years earlier. Two local jobs have been sustained through the program each year. Reported program costs have moved in the opposite direction to this growth, falling from approximately ₹23.6 lakh in 2023-24 to about ₹12.5 lakh in 2025-26, which the organisation attributes to higher one-time setup costs for training and infrastructure in the early phase, followed by lower recurring costs once systems were established.

Plastic waste collected through the program is repurposed into eco-bricks and, on an exploratory basis, into materials such as plastic tiles and plastic road applications. The organisation draws on both national and international technical partnerships to support this work, including Merchant Ventures Pvt Ltd (Mumbai) and Carbon Fusion (Noida) domestically, and Collectief Soepel and the Kamikatsu Zero Waste Centre internationally, alongside learning drawn from community led waste models such as Kuda Village and Kamikatsu's zero waste approach in Japan. Women's groups, teachers, village leaders, and local administrative bodies are named as active stakeholders in the program's day to day implementation, and the organisation frames the initiative as rooted in the traditional, low waste practices of the Monpa community rather than as an externally imposed system.

ISC Recommendation

Jhamtse for Earth offers a school-anchored, education-led approach to plastic waste management, particularly relevant to the high-altitude, border-adjacent Himalayan belt. It leverages existing school and community networks rather than requiring new capital-intensive infrastructure, keeping costs low relative to the scale of reported behaviour change, with costs declining as beneficiary numbers increase. The initiative combines student-led environmental education, household-level behaviour change, and locally adapted plastic repurposing,



including exploratory work on plastic-based construction materials.

This approach could inform plastic waste reduction efforts under Extended Producer Responsibility and Swachh Bharat Mission frameworks, particularly in remote and hilly geographies where terrain and connectivity constrain conventional collection and processing systems. Given the limited availability of documented plastic waste management models for Himalayan and border districts, the organisation's international technical partnerships, including with Japan's Kamikatsu Zero Waste Centre, add further value. Its experience may therefore serve as a useful reference for departments developing hill-state waste management guidelines or exploring school-based environmental education as a low-cost entry point for sustained behaviour change in underserved geographies.



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Excellence in Plastic Waste and Sustainable Resource Management



**Ecopreneure Technologies
Pvt. Ltd.
(Special Mention)**





Name of the organisation	: Ecopreneure Technologies Pvt. Ltd.
Name of initiative	: Sattava - Sustainable Agro-Plastic Technology for Transformative Affordable Vernacular Architecture
Date of commencement	: February 2026
Location	: Pilot (Jodhpur, Rajasthan), Scale up (Dhanpuri City, MP)

About the initiative

Sattava is Ecopreneure's sustainable housing initiative to turn plastic waste and agricultural residue into building material for affordable housing. The model addresses two problems together: the shortage of low-cost housing under the Pradhan Mantri Awas Yojana (PMAY), and the unmanaged plastic and crop-stubble waste that ends up in landfills or gets burned in fields. Ecopreneure processes single-use plastic and post-harvest agro-waste such as stubble, husk and biomass into an engineered building material called the Agro Plastic Block (APB), used to construct precast, modular housing units.

The initiative began in February 2026 with a pilot near the IIT Jodhpur campus in Rajasthan, developed with the School of Design, IIT Jodhpur, which handled material testing, structural certification and climate-responsive design. Ecopreneure is now scaling the model to Dhanpuri in Madhya Pradesh, with a longer-term plan for PAN-India replication through PMAY-linked housing clusters.

Each housing unit uses about 3,300 kg (3.3 metric tonnes) of recycled plastic and diverts roughly 1,400 cubic feet of agro waste that would otherwise be burned. Ecopreneure states that 100 percent of plastic inputs are recycled, cutting reliance on cement and conventional bricks and reducing the embodied carbon of each house.

The estimated cost per unit is Rs 2.5 lakh, against Rs 4-6 lakh for conventional construction, achieved through locally sourced waste, decentralised micro-manufacturing near project sites. Ecopreneure has set a target of 300 housing units for EWS/LIG beneficiaries



under PMAY (Urban and Rural) by 2026-27, projected to create 30-40 direct jobs per deployment cluster across waste collection, fabrication and construction. Women's self-help groups are engaged across the waste and fabrication value chain, and community members are involved in design decisions.

ISC Recommendation

The Sattava initiative by Ecopreneure presents an innovative circular-economy model that converts plastic waste and agricultural residue into affordable, modular housing for economically weaker and low-income households. By using Agro Plastic Blocks made from recycled plastic and crop residue, the initiative addresses both the need for affordable housing under PMAY and the growing challenge of plastic waste and crop-stubble burning.

The model is well-suited for adoption in rural and semi-urban districts with high plastic waste generation, agricultural residue, and demand for EWS/LIG housing, particularly across states with strong PMAY housing programmes. Its decentralised micro-manufacturing approach can enable local waste-to-resource enterprises, generate employment, and create opportunities for women-led SHGs across the waste collection and production value chain. With further validation, integration with PMAY-linked housing clusters, and partnerships with state governments, ULBs, Gram Panchayats, CSR partners, and technical institutions, the model can provide a scalable solution that combines affordable housing, waste reduction, climate mitigation, and local livelihood generation.



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LEADERSHIP IN WATER SANITATION AND HYGIENE (WASH): WOMEN CHANGEMAKERS IN SANITATION

(SPECIAL MENTION)
SMT. RATNAMANI SETHY





Leadership in Water Sanitation and Hygiene (WASH): Women Changemakers in Sanitation



Smt. Ratnamani Sethy
(Special Mention)





Name of the Woman Changemaker : Smt. Ratnamani Sethy
Name of initiative : Swachha Sathi
Date of commencement : September 2019
Location : Keonjhar, Odisha

About the Changemaker

Ratnamani Sethy, 45, from Keonjhar Municipal Corporation in Odisha has demonstrated how women-led community action can strengthen local sanitation systems and drive wider social impact. A member of the Maa Tarini Self Help Group (SHG) in Ward No. 7, she has served as a Swachh Sathi since September 2019, supporting household-level waste segregation, collection and community mobilisation.

Keonjhar Municipal Corporation serves 13,627 households across 21 wards. Under its decentralised waste management model, women from Mission Shakti SHGs were engaged as Swachh Sathis to support segregated waste collection and the functioning of Micro Composting Centres (MCCs) and Material Recovery Facilities (MRFs), locally known as Wealth Centres. Ratnamani has taken this responsibility beyond routine service delivery.

Starting her rounds before 6 am each day, she supervises waste collection and visits 20-30 households daily. Through sustained engagement, she has helped achieve 100% source segregation among all 700 households in Ward No. 7, ensuring waste reaches the ward's MCC and MRF for processing into bio-compost, which is sold locally as Mo Khata. She has also conducted more than 200 IEC campaigns on waste segregation across other wards and trained sanitation workers and Mahila Arogya Samiti (MAS) members, with her outreach reaching more than 30,000 people across the city.

Ratnamani has contributed significantly to faecal sludge management by promoting mechanised septic tank cleaning through cesspool



vehicles, helping eliminate manual cleaning practices and contributing to an increase in the local Faecal Sludge Treatment Plant's utilisation from 30% to 55%. She also achieves a 90% collection rate for the municipality's daily household user fee and has supported initiatives including a plastic waste management plant and co-composting of FSTP biosolids.

Her contribution extends to health and social welfare. As an active MAS member, she supports hygiene and health awareness activities, while through Bharasa Paribar, she and a 25-member team have cremated 168 unclaimed bodies, supported 219 poor families with death rituals, and facilitated blood support for 196 sickle cell patients through donation camps.

In recognition of her sustained contribution, Ratnamani was named Best Swachh Sathi in 2023 by the then Member of Parliament for Keonjhar. Her journey exemplifies the impact of empowered women changemakers in advancing sanitation, public health and community resilience.

ISC Recommendation

Ratnamani Sethy's work sits at the intersection of two national priorities. One is the citizen-facing service delivery goals of Swachh Bharat Mission-Urban, particularly source segregation, decentralised processing, and faecal sludge management. The other is the women's livelihood and leadership objectives of Mission Shakti, under which she was engaged as a Swachh Sathi. Her case shows how the same SHG-based mobilisation that Mission Shakti is designed to build has translated directly into measurable SBM-U outcomes in her ward. Swachh Sathis play a central role in Keonjhar Municipal Corporation's last-mile waste collection across its 21 wards. The concerned department may find it useful to document the specific practices Ratnamani has developed, including her household-visit cadence, her IEC approach, and her role in near-full user-fee collection. This could serve as a replicable template for other ULBs in Odisha and elsewhere scaling similar SHG-led sanitation workforces.



**LEADERSHIP IN WATER SANITATION
AND HYGIENE (WASH):
WASH CHAMPION**

SHRI AGRIM KUMAR, IAS





Leadership in Water Sanitation and Hygiene (WASH): WASH Champion



Shri Agrim Kumar, IAS
Winner





Name of the WASH Champion : Shri Agrim Kumar, IAS

Name of initiative : WASH on Wheels and WASH on Wheels+

Date of commencement : WASH on Wheels: September 2024; WASH on Wheels+: January 2026

Location : Chhindwara, Madhya Pradesh

About the initiative

Agrim Kumar, an IAS officer, serves as Chief Executive Officer of Zila Panchayat Chhindwara, the lead body for implementing government of India development schemes across the district's 790 Gram Panchayats. Under his leadership, the Zila Panchayat used SBM 2.0 and the Jal Jeevan Mission to launch WASH on Wheels, a modern institutional and household toilet cleaning service for rural areas, on 26 September 2024. The service is delivered by Safai Mitras, called Swachhta Saathis, using electric and battery-operated pressure washer machines, battery-operated brushes and safety gear. It runs as an enterprise-based model organised into service clusters of Gram Panchayats, with bookings taken through a GIS-based mobile application and QR codes.

On 30 January 2026, the initiative was extended as WASH on Wheels+, adding Jal Jeevan Mission operation and maintenance services: overhead tank cleaning, valve cleaning of the JJM water distribution network, and tap and pipeline repair, aimed at keeping the district's rural drinking water infrastructure functional.

Under Agrim Kumar's direction, the Zila Panchayat set up a three-tier monitoring structure spanning the Gram Panchayat, block and district levels, bringing together the Rural Development Department, Education Department, Women and Child Development Department and Tribal Development Department under coordination from his own office and the Collector. In 21 months since launch, the initiative has facilitated close to 76,000 toilet cleanings across the district's institutional and household toilets, generating



around Rs 80.6 lakh in revenue that has gone directly to the 54 trained Swachhta Saathis who deliver the service, 23 of them women. In the last five months of WASH on Wheels+, 1,306 school overhead tanks have been cleaned.

The model has since been adopted across all Zila Panchayats in Madhya Pradesh, with WASH on Wheels extended statewide from November 2025 and WASH on Wheels+ from April 2026. The initiative and its Swachhta Saathis were also showcased to the Prime Minister at an exhibition in Bhopal.

ISC Recommendation

Agrim Kumar, IAS, has demonstrated transformative public-sector leadership in strengthening rural WASH service delivery. As CEO of Zila Panchayat Chhindwara, he spearheaded WASH on Wheels, introducing a professional, technology-enabled and enterprise-based model for sanitation maintenance through trained Swachhta Saathis. The enterprise-based model, where Safai Mitras earn through a fee-for-service structure rather than a fixed wage, ties livelihood generation to WASH maintenance instead of treating the two as separate goals. He subsequently expanded the approach through WASH on Wheels+, integrating operation and maintenance of rural drinking water infrastructure under the Jal Jeevan Mission. His emphasis on institutional convergence, cluster-based delivery, digital technology, structured monitoring, and dignified livelihoods has created a practical and scalable model for sustainable rural WASH services. The adoption of the model across Madhya Pradesh reflects its potential for replication in other states and districts.



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BEST SKILLING INITIATIVE IN WASH

**SWACHH BHARAT MISSION – GRAMIN
MADHYA PRADESH**



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Best Skilling Initiative In WASH



Swachh Bharat Mission Gramin, Madhya Pradesh





Name of the organisation	: Swachh Bharat Mission - Gramin, Madhya Pradesh
Name of initiative	: Safety and Dignity of Sanitation Workers
Date of commencement	: September 2023
Location	: 52 Districts, Madhya Pradesh

About the initiative

Madhya Pradesh has made strong progress on rural sanitation coverage under the Swachh Bharat Mission (Gramin), but sustaining ODF+ status depends on the workforce that keeps sanitation infrastructure running, the sanitation workers, or Safai Mitras, who often face weak technical training, limited access to protective equipment, occupational health risks and social stigma. To address this, the State Swachh Bharat Mission (Gramin) launched "Safety and Dignity of Sanitation Workers" in August 2023, with technical support from UNICEF, to build a skilled, safe and socially recognised sanitation workforce across all 52 districts of the state.

The programme runs on a cascade training model. Master Trainers trained at the state level go on to train sanitation workers, Panchayati Raj Institution representatives and frontline functionaries at district, block and Gram Panchayat level. Training covers safe sanitation practices, use of personal protective equipment, operation and maintenance of sanitation assets, and occupational health and safety, delivered through practical demonstrations and local-language materials rather than classroom lectures alone. The programme converges with the Health Department for health camps, and with Gram Panchayats, which draw on 15th Finance Commission funds for PPE kits and tools. Social and Behaviour Change Communication campaigns run alongside the training to build public respect for sanitation work and reduce the stigma attached to it.

To give workers a durable income beyond wage labour, the state introduced the "Swachhata Saathi - WASH on Wheels" enterprise model, under which trained sanitation workers offer fee-based services: household and institutional toilet cleaning (schools, Anganwadi centres, public facilities), community sanitary complex maintenance, and overhead water tank cleaning. The model runs on a digital platform for service booking and worker tracking.



By 2025-26, the programme had trained a cumulative 6,500 beneficiaries in that year alone, up from 1,625 in 2023-24 and 3,900 in 2024-25, with jobs created rising from 625 to 1,025 to 5,500 over the same period, of which roughly 1,500 sanitation workers were engaged through WASH on Wheels and about 4,000 through daily-wage or part-time roles. Certification rates among trained workers rose from 80 percent to 100 percent. More than 5000 Sanitation workers gained improved access to safety equipment, social protection schemes, and more dignified working conditions as well 1800 got the livelihood opportunity under WASH on Wheel initiative dedicated to sanitation workers for Individual & Institutional toilet cleaning and Overhead water tank cleaning services. Around 59,179 Safai Mitras and their families attended sanitation health camps (Shivirs) held under the programme. Total programme expenditure grew from roughly Rs 1.01 crore in 2023-24 to Rs 1.42 crore in 2024-25 and Rs 1.62 crore in 2025-26, spent on WASH on Wheels kits, training and camps.

ISC Recommendation

This initiative addresses a part of the sanitation value chain that rarely gets dedicated attention, the Swachhata Saathis, and its relevance to Swachh Bharat Mission (Gramin) is direct since the stated goal is sustaining ODF+ status through a trained and dignified workforce, with its convergence model, drawing on 15th Finance Commission funds through Gram Panchayats and coordinating with the Health Department, offering a working example of how existing rural development financing can be repurposed for worker welfare without a separate budget line.

The WASH on Wheels enterprise model is also worth noticing on its own terms, converting sanitation workers into fee-charging service providers for household and institutional toilet cleaning and water tank maintenance and offering a livelihood diversification path that does not depend on continued government wage employment, an approach relevant wherever SBM(G) implementation is weighing how to make sanitation work economically sustainable for the people who do it. Given the scale involved, over 50 districts and more than 23,000 Gram Panchayats, the concerned department may find value in a closer look at the Master Trainer cascade itself, particularly how training quality is maintained as it widens, since this is the mechanism, the state is relying on to keep standards consistent while scaling further.



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INNOVATION IN HYGIENE BEHAVIOUR CHANGE: BEST HYGIENE PROMOTION CAMPAIGN

CITIZENS ASSOCIATION FOR CHILD
RIGHTS (CACR)



This Award is co-powered by





Innovation in Hygiene Behaviour Change: Best Hygiene Promotion Campaign



**Citizens Association for
Child Rights (CACR)**





Name of the organisation	: Citizens Association for Child Rights (CACR)
Name of initiative	: Project Sanmaan - A school-based hygiene, menstrual health and behaviour-change campaign
Date of commencement	: 2017
Location	: Greater Mumbai & Palghar

About the initiative

Citizens Association for Child Rights (CACR) has worked since 2013 at the intersection of adolescent health, hygiene and child rights in underserved urban and tribal communities across Maharashtra. Its school-based work began in 2017 with a UNICEF-supported third-party WASH assessment of 103 Mumbai civic schools. The assessment found significant gaps: soap was not freely available in nearly 70% of schools, menstrual hygiene was not discussed with girls in about 80%, most girls' toilets lacked lidded bins for menstrual waste, and fewer than one-third of children washed their hands with soap before the midday meal.

Building on these findings, CACR introduced school-based behaviour-change sessions in 2018 and scaled its integrated 360-degree model, Project Sanmaan, from FY 2023-24. Each annual cohort undergoes a baseline assessment, followed by sessions on menstrual hygiene management, handwashing with soap and myth-busting; distribution of MHM kits alongside haemoglobin screening and referrals; and an endline assessment to measure behavioural change. Around 20% of girls in Classes 7-10 are trained as Peer Educators, while adolescent boys participate in gender-sensitisation sessions to address menstrual stigma as a wider social issue. Mothers, teachers, ASHAs and Anganwadi workers are also trained to create a supportive ecosystem around adolescents.

The programme combines behaviour change with infrastructure and clinical support. Sanitary-pad vending machines and incinerators have been installed at more than 235 locations across 108 schools and community toilets. Anaemia is addressed through a "Test-Treat-Talk" pathway involving haemoglobin screening, referral of severe cases to the public health system, iron and folic acid supplementation, and re-screening after three to four months.

Delivered at approximately ₹500 per beneficiary, the model integrates communication, clinical follow-up, infrastructure and multi-stakeholder engagement. The Education Department serves



as the core government partner, facilitating school access, co-conducting capacity-building workshops for education and infrastructure officials and housekeeping agencies, and sanctioning ₹3.8 crore for WASH infrastructure upgrades, alongside a budget for the annual MCGM Swachh Vidyalaya Puraskar.

The broader campaign has reached more than 960 schools-860+ in Greater Mumbai and 100 in Zilla Panchayat schools and Ashramshalas in Palghar district-and conducted more than 3.7 lakh cumulative anaemia screenings to date.

ISC Recommendation

This campaign offers something rare in hygiene-behaviour-change work: measured, cohort-by-cohort data rather than one-off awareness claims. It aligns directly with Swachh Bharat Mission's school hygiene component, the national Menstrual Hygiene Management guidelines for schools, Anaemia Mukta Bharat, POSHAN Abhiyaan and the Rashtriya Kishor Swasthya Karyakram. These frameworks shaped the programme from the outset, and it has already secured government co-financing through the Mumbai civic education department.

Two design choices stand out here. First, the programme brings adolescent boys in too, treating the stigma relating to menstrual hygiene as a social-conditioning problem rather than a "girls-only" issue. Second, it pairs behaviour-change communication with a clinical anaemia pathway and physical infrastructure like vending machines and incinerators, so new knowledge comes with the means to act on it. Running this model well takes real resources, particularly the peer-educator and nodal-teacher network. Anyone considering something similar elsewhere would do well to study how CACR institutionalised it, the common process documents adopted by the Mumbai civic education department, and the budget lines it secured.



INNOVATION IN HYGIENE BEHAVIOUR CHANGE: SPECIAL FOCUS ON WASH IN SCHOOLS

ELFA INTERNATIONAL



This Award is co-powered by





Innovation in Hygiene Behaviour Change: Special Focus on WASH in Schools:



ELFA International





Name of the organisation	: ELFA International
Name of initiative	: The School WASH and Hygiene Promotion Initiative
Date of commencement	: 2020
Location	: Entire UT of Jammu and Kashmir

About the Initiative

ELFA International is a Jammu and Kashmir based non-profit working at the intersection of education, public health and community empowerment. Its School WASH and Hygiene Promotion Initiative was launched in April 2020 as part of a broader Whole School Safety and Covid-19 response framework, and ran in phases through March 2025, with several components continuing as ongoing work.

The initiative was designed to complement and strengthen government school systems in areas where WASH practices and menstrual hygiene management could benefit from additional support, particularly around consistent handwashing behaviour, safe water access, and open, stigma-free conversation on menstrual health. ELFA worked in close partnership with the Directorate of Samagra Shiksha and the School Education Department to identify schools and communities where this kind of support would add the most value, with UNICEF India contributing technical guidance on behaviour change communication and training design.

The programme combined infrastructure support with behaviour change communication. On the infrastructure side, ELFA installed low-cost, locally fabricated handwashing stations, including foot-operated units, along with menstrual hygiene facilities such as sanitary napkin vending machines and safe disposal mechanisms, working alongside school authorities. On the communication side, it ran awareness sessions, teacher training and community outreach, using peer-led sessions, role plays, demonstrations and visual IEC materials produced in local languages including Urdu and Kashmiri. Menstrual hygiene sessions were run as separate safe spaces for girls, facilitated by trained female educators and health workers, a change ELFA introduced after early feedback showed girls were more comfortable discussing the subject away from mixed groups.

The initiative was delivered through a train-the-trainer model, where teachers, headmasters and



selected student leaders were equipped as WASH ambassadors, and school-level WASH committees were formed so that schools themselves could carry the programme forward. ASHA and Anganwadi workers, School Management Committees and Village Education Committees were engaged at the community level to extend this support from schools into households.

Reach grew from 32,000 beneficiaries in 2022-23 to 36,000 in 2023-24 and 39,000 in 2024-25, with the share of repeat beneficiaries rising from 25 to 35 percent over the same period, indicating schools continued engaging with the programme year after year. Programme expenditure ran to roughly Rs 50.6 lakh in 2023-24 and Rs 50.2 lakh in 2024-25, spent across WASH infrastructure, menstrual hygiene management, hygiene awareness and capacity building, and programme implementation and monitoring. Covid-19 related restrictions affected the pace of rollout in the programme's early phase, and ELFA adapted by shifting to smaller, decentralised sessions and staggered training rather than large gatherings.

ISC Recommendation

The School WASH and Hygiene Promotion Initiative by ELFA International is a community-driven model that strengthens WASH facilities, hygiene behaviour, and menstrual health management in government schools. Through low-cost handwashing infrastructure, menstrual hygiene facilities, teacher training, peer-led awareness, and community engagement, the initiative has reached 39,000 beneficiaries and built local capacity through WASH ambassadors and school-level WASH committees.

The model is particularly well-suited for adoption in government schools across Jammu & Kashmir and other underserved, rural, and geographically challenging regions where gaps in hygiene practices, menstrual health awareness, and WASH maintenance persist. Its train-the-trainer approach, use of locally appropriate communication in regional languages, and integration of teachers, students, ASHA and Anganwadi workers, and community institutions make it highly adaptable and cost-effective. Scaling the model through state education systems, Samagra Shiksha, CSR partnerships, and local governance structures can help strengthen school WASH outcomes, promote menstrual health and dignity, and create sustained behaviour change among students, families, and communities.



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PAST WINNERS OF ISC-FICCI SANITATION AWARDS



AWARDEES 2025

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



Healing Himalayas Foundation

Name of the initiative: Sustaining Paradise

About the initiative: Launched in October 2021 with Culver Max Entertainment Pvt. Ltd. as CSR partner, this initiative established five Material Recovery Facilities across Himachal Pradesh at Koksar, Mansari, Rakcham, Pooh, and Tabo, achieving 95% source segregation. Through 300+ clean-up drives and 3,000+ volunteers, it has removed over 1,633+ tonnes of legacy waste from trekking routes, directly benefiting 2,000+ households and 450+ establishments across 32 villages.

Excellence in Sustainable Maintenance and Community Management of WASH Systems



Zila Panchayat Chhindwara - Madhya Pradesh

Name of initiative: Swachhata Saathi, WASH on Wheels Sewa

About the initiative: Launched in September 2024, this is India's first enterprise-based rural sanitation service, delivering mechanized toilet cleaning to schools, Anganwadi centres, Panchayat Bhawans, health centres, hostels, and households across a cluster-based network of 34 service zones. In just seven months of operations, 38 Swachhata Saathis conducted 36,000+ cleanings, generated ₹33.6 lakh in revenue, and secured average monthly incomes of ₹20,000-25,000 for workers.

Excellence in Wastewater Treatment and Reuse



Zinc India Foundation

Name of initiative: Sewage Treatment Plant (STP), Udaipur

About the initiative: Commissioned in two phases from 2014 under a Public-Private Partnership with Udaipur Municipal Corporation, this ₹300 crore project built a combined 60 MLD treatment capacity, now handling nearly 80% of Udaipur's sewage. It prevents over 71.85 lakh cubic metres of untreated sewage from entering the Ayad River annually, generates 600 tonnes of organic manure, and employs over 100 people.

AWARDEES 2025

Excellence in Wastewater Treatment and Reuse



Boson White Water by Transwater Systems

Name of initiative: India's 1st Decentralized Circular Economy

About the initiative: Established in 2011 by Vikas Brahmavar and co-led since 2018 by Gowthaman Desingh, BOSON converts treated wastewater into potable-quality water meeting BIS 10500:2012 standards through an 11-stage tertiary treatment process with IoT-based monitoring. Deployed across 10 apartment complexes and 11 commercial spaces in Bengaluru, Hyderabad, Chennai, and Coimbatore, it saves over 11 lakh litres of water daily and has recovered more than 11 crore litres to date.

Excellence in Plastic Waste and Sustainable Resource Management



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

About the initiative: Launched in April 2022, this initiative covers 23 districts, 345 blocks, 3,340 Gram Panchayats, and 38,186 villages through Block-level Plastic Waste Management units. It has collected over 11.35 lakh MT of plastic, recycled more than 7 lakh MT, and used 974 MT in constructing 700 km of rural roads, operated largely through women-led Self-Help Groups.

Women Changemakers in Sanitation Leadership



Gulshan Khan (Winner)

Name of initiative: Community-led and owned Decentralized Waste Management Programme

About the initiative: Working in the slum communities of Saharanpur, Uttar Pradesh, Gulshan Khan united residents, NGOs, and local authorities to transform waste management. Her initiative directly served more than 21,000 households across 12 Wards, with 86 Mohalla Committees managing decentralized waste systems. As a result of her efforts over 88% of waste generated is now recycled or composted, drastically reducing landfill dependence and improving public health outcomes in these areas. Beyond building waste management systems, Gulshan has focused on building leaders, successfully multiplying the power of women in community transformation.

AWARDEES 2025

Women Changemakers in Sanitation Leadership



Meena Kumari (Letter of Commendation)

Name of initiative: Maranwala Solid Waste Management

About the initiative: Since 2016, Meena Kumari has run a self-sustaining, community-driven waste management system in Maranwala village, Haryana. What began with 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. Under her leadership, Maranwala set up an in-house recycling unit, reduced open dumping, and significantly improved village hygiene.

Best Skilling Initiative in WASH



Pratham Education Foundation (Winner)

Name of initiative: Plumbing, Waterworks Management & Sanitation Program

About the initiative: Launched in August 2017 across Maharashtra, Chhattisgarh, Odisha, and Jharkhand, 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. Since 2017, it has trained over 3,000 young people 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.

AWARDEES 2025

Best Skilling Initiative in WASH



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

Name of initiative: WASH Mitra (One-Stop Shop & Services)

About the initiative: Launched in January 2022 with UNICEF Maharashtra support, this initiative trains local youth, 56% women, as independent WASH service entrepreneurs. It has trained 233 WASH Mitras delivering services to 2,100+ schools and 600+ Gram Panchayats, reaching over 1.44 lakh students. In a short span of two years since it began, 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.

Innovation in Hygiene Behaviour Change: Special Focus on WASH in Schools



Shree Vadod Primary School

About the initiative: Since 2018, the school in Rajkot, Gujarat has run a sustained hygiene education program using cleanliness rallies, hands-on demonstrations, and parent engagement, growing beneficiaries from 180 in 2022-23 to 450 in 2024-25, with repeat participation rising from 60% to 70%. This 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

AWARDEES 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.

Best Non-Profit Engagement Model in Sanitation (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.

AWARDEES 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

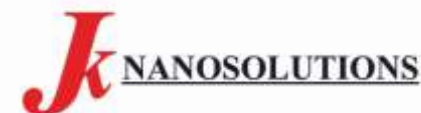


Nabsamruddhi Finance Limited

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



JK Nanosolutions

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.

AWARDEES 2024

Special recognition award for government



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**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.

AWARDEES 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.

AWARDEES 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.

Best Non-Profit Engagement Model in Sanitation (Urban)

JANVIKAS

A Quest for 'Just' Human Development

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.

AWARDEES 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.

Best Communication in Sanitation



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.

AWARDEES 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.

Best Non-Profit Engagement Model in Sanitation (Rural)

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.

AWARDEES 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 Resource Management Private Limited

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

About the initiative: Nepra's comprehensive model aims to achieve Zero Waste to Landfill by offering end-to-end waste management services, including collection, sustainable disposal, and infrastructure development. Nepra brings together stakeholders, creating a value chain for various waste streams, with a focus on plastic waste.

AWARDEES 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 Basuaghari 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.

AWARDEES 2022

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



Special Jury Mention - Kimberley-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)



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.

Best Non-Profit Engagement Model in Sanitation: (Rural)



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.

AWARDEES 2022

Best Communication in Sanitation: (Traditional)



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.

Best Communication in Sanitation: (Digital)



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.

AWARDEES 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.

AWARDEES 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.

AWARDEES 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)



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.

Best Non-Profit Engagement Model in Sanitation (Rural)



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.

AWARDEES 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.

Best Communication in Sanitation: Traditional and Digital



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.

Best Communication in Sanitation: Traditional and Digital



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.

AWARDEES 2021

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 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.

Special recognition award for Government: Urban and Rural



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

Name of initiative: Sampoon Swachhata

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

AWARDEES 2021

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.

Excellence on Work for Upliftment of Sanitation Worker



**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.

AWARDEES 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.

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



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.

AWARDEES 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.

AWARDEES 2020

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



Agrata

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.

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



PadCare Labs

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.

AWARDEES 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 Bioloos

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.

AWARDEES 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.

AWARDEES 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.



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.

AWARDEES 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).

AWARDEES 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.

AWARDEES 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.

Special recognition award for Government: Urban and Rural



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.

AWARDEES 2018

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



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 Peהל especially addresses the issues of sanitation through its multiple mass media initiatives and activities. In 2015, Reckitt and Jagran Peהל 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.

AWARDEES 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



CEPT University

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.

AWARDEES 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)

AWARDEES 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.



AWARDEES 2017

Best Innovation in Sanitation



Consortium for
DEWATS
Dissemination
Society

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.

AWARDEES 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 a 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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