







A photo journey recognizing the distinguished award winning stories

© India Sanitation Coalition and Federation of Indian Chambers of Commerce and Industry

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

November 2021

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

This report is a compilation of best practices received as part of the entries for the 5th Edition of the ISC-FICCI Sanitation Awards in 2021. 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 2021.

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

The ISC-FICCI Sanitation Awards 2021 was curated by members of the Knowledge Management 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 Knowledge Management team. The aforesaid deliverables were executed under the leadership and guidance of Ms. Natasha Patel, Chief Executive, India Sanitation Coalition.









A photo journey recognizing the distinguished award winning stories











I have had the joy of chairing the jury for these awards right since its inception in 2017, ably supported by a team of jurors, whose competence and commitment is unmatched.

As ISC is commemorating 5-years of these awards in 2021, it is time for us to reflect on the impact of these awards.

Some of the big corporate houses, convinced of the merit of these awards have expressed the need for creative and innovative funding models to take the sanitation programme from toilet construction and maintenance to behaviour change, and to seeding entrepreneurship in the space. They cited some of the successful models of community-led public health interventions (HIV AIDS, Pulse Polio, etc.) of the mid-1990s and 2000s, where corporates had come together to create a difference, leading to the decline or complete eradication of the disease, and argued that sanitation provided similar opportunities for a long-term impact with potential for success in promoting hygiene and immunity of citizens. This changed disposition of corporates vis-à-vis sanitation is likely to go a long way in helping India achieve its targets of ODF sustainability.

Let me quote some of the successes in the sanitation space of India which have a strong linkage with the ISC-FICCI Sanitation awards and awardees. By recognising and showcasing these awardees, ISC has constantly strived to help them expand their footprints and inspire others to follow in their footsteps.

Saraplast Pvt. Ltd., for instance, won a Special Mention in the corporate category in 2019 based on an innovative concept of Toilet Integration Centers (TiCs), which provided women with clean and safe toilets, as well as incorporating points for the sale and disposal of female hygiene products. TiCs were created by refurbishing old buses into integrated sanitation hubs and, therefore, required relatively low levels of capital investment. Since the recognition in 2019, the company has upscaled their business and managed to reach out to both Telangana and Karnataka securing the respective governments' complete buyins.

Genrobotics, winner in the corporate category (small) in 2019, with their 'Bandicoot' robots, is a similar story of upscaling, with nearly forty of these Al machines, cleaning tonnes of sewerage waste in ten states as on date without any human-waste contact. Their

Venture Center has invested an undisclosed amount of pre-seed funding under BIRAC's LEAP Fund in PadCare Labs, an ISC-FICCI Sanitation Awardee 2020 in the Best Engagement Model in Sanitation by a Social Enterprise / Start-up category.

PadCare Labs have developed the world's first decentralised smokeless sanitary napkin disposal and recycling system. The investment will be leveraged to grow capabilities in R&D, operations, team expansion, manufacturing while expanding the market footprint and impact. In 2018, from processing a single pad to now having a facility with a recycling capacity of about 1500 pads per day, these talented entrepreneurs aim to provide end-to-end menstrual hygiene management (MHM) solutions to B2B enterprises using subscription-based business model.

ISC-FICCI Sanitation Awardees have experienced strong growth in the past years and have good potential for future growth much in alignment with the sector of sanitation in India.

In 2021, most of the ISC's work was focused on gendered WASH, so aligned with it was the step by us to constitute a special category of awards this year and we called it the Women Gamechangers in Sanitation. We received nearly 20 nominations which is as encouraging for ISC as for the jury.

I feel so fortunate as jury chair, since my job has been made very easy by an outstanding jury, which, besides deep knowledge, has an impeccable insight and astute wisdom. Their ability to pick up winners without any ambiguity year after year is simply amazing.

I wish to thank as well as congratulate Naina for her amazingly inspiring and visionary leadership; and also her wonderful team for curating such a grand fifth edition of the ISC-FICCI Sanitation Awards so ably.

It is privilege to be a proud participant in the release of ACCOLADE, the annual awards publication of ISC, which carries a brief profile of the coveted winners including a summary of their wonderful contributions, based on which their nominations have been considered, besides a bio-sketch of each of the jury members.

Finally, I wish the India Sanitation Conclave and Awards Ceremony 2021 a grand success

Alexander 1

R.A. Mashelkar

President, Global Research Alliance Chairman, National Innovation Foundation National Research Professor



to institute the ISC-FICCI Sanitation Awards five years ago, we thought along these lines.

Today, when ISC-FICCI is commemorating five years of these awards, I realize the efforts have paid off.

India Sanitation Coalition at FICCI can easily claim to have engaged with less than fifty corporate houses in the past five years through these awards, some of whom are also successful start-ups and social enterprises besides the larger groups, to nudge them in the right direction to achieve enhanced profitability with impressive returns on their investment in sanitation.

The reasons why these awards have been able to achieve so much in just five years are twofold-the methodology of curation which involves a two-stage, rigorous jurying process; and a high-caliber, heterogenous jury being represented from experts across multiple disciplines, including Indian and global corporates, development partners, donor organizations, and academia.

The ISC secretariat did a great job too of making the process of jurying smooth by providing abstracts of entries, and pre-reads with ASSURED evaluation matrices

and other supporting documents in respect of each of the eligible entries that were there in the contest.

We are grateful that Dr. RA Mashelkar, FRS, National Research Professor, has been the guiding light and chairperson of the awards jury right from the inception of these awards in 2017. Dr. Mashelkar presided over the jury again this year.

We are also thankful to the eminent members of the jury whose time and guidance are invaluable in steering the process and making di?cult decisions while selecting the winners.

Finally, my heartfelt congratulations to all the contestants who have shown interest in these awards and have stood out with their performances, and made a big difference to society

Uday Shankar

President, FICCI



This year too, the interest of potential awardees in filing nominations was impressive. This was evident from the large number of applications received by the ISC secretariat for the nine award categories that have existed from previous years. Besides, there was an additional special category instituted this year, in alignment with ISC's current focus on a gender approach to sanitation, to reward women leadership in sanitation.

We witnessed once again an outstanding review and discussion from the jury for these awards. A seasoned jury of acclaimed individuals under the able chairmanship of Dr. Mashelkar has every year succeeded in picking winners and we owe them a big thank you for their time, effort, and insights.

Lastly, on behalf of ISC, I thank all the contestants, who have showcased their work by participating in these awards. ISC is a forum for best practices sharing and a celebration of the top-notch contributions in the sanitation arena in India. Entries that make the shortlist for these awards are all great cases for us to capture and include in our publications and outreach.

ACCOLADE is an annual publication of ISC that commemorates these awards by way of providing a brief profile of the winners including a summary of their contributions. We hope through this effort to inspire many others to emulate these successes.

I am sure ACCOLADE '21, which is being unveiled at the India Sanitation Conclave and Awards Ceremony and which recognizes this year's distinguished award-winning stories in sanitation in India would make interesting reading for its subscribers and sector practitioners.

I congratulate all the winners for their remarkable initiatives and wish them all the success in scaling new milestones.

拠

Naina Lal Kidwai

Chair India Sanitation Coalition

INTRODUCTION

Is C is constantly striving to enable safe and sustainable sanitation by bringing multiple organizations on a common platform. This is achieved through a range of catalytic actions that inter alia include supporting the unlocking of WASH Financing with a focus on the financing institutions and corporates, 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 aspects of sanitation through participation at allied forums. And ISC-FICCI Sanitation Awards are a means to achieve that, for these we reward excellence in ten categories, covering a diverse range of organizations that include the corporates, social enterprises, financial institutions, media, and government, who we intend to sensitize and partner with on the need for pushing the agenda for sustainable sanitation.

An eminent jury headed by Dr. R A Mashelkar adjudicates these awards every year based on scalability and impact as also innovation that are employed as a key criterion by the jury to determine the relative merit between the nominees. 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 jury members.

These awards could not have been more relevant than today when safely managed water, sanitation, and hygiene services are considered critical to protecting the public and environmental health in the wake of the current COVID-19 pandemic.





AWARD CATEGORIES 2021

Best Corporate Initiative in Sanitation: Small, Medium and Large

Recognizing the best private sector organizations engaged in sanitation.



Best Communication in Sanitation

Acknowledging organizations engaged in strategic communication in sanitation.

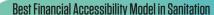


Acknowledging social enterprises working in sanitation.



Best Non-profit Engagement Model in Sanitation: Urban & Rural

Acknowledging NGOs or INGOs directly engaged in working with communities/ panchayats/ other agencies in the area of sanitation.

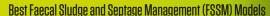


Acknowledging large financial institutions, microfinance institutions, banks, and government financial institutions working towards enhancing financial accessibility for WASH



Special Recognition Award for Government: Urban and Rural

Recognizing government departments across central and state governments entrusted with the implementation of the Clean India movement



Acknowledging organizations contributing to the safe collection, conveyance, treatment, and disposal or reuse of Faecal Sludge and Septage



Best Skilling Initiative for Sanitation:

Acknowledging organizations working towards skilling

Acknowledging organizations working towards skilling and upskilling to improve service delivery besides creating livelihood opportunity



Acknowledging organizations contributing towards ensuring the dignity of labour, ending discrimination, and improving the livelihoods of sanitation workers



Ç

Women Changemakers in Sanitation

Acknowledging women changemakers bringing transformation in the sanitation space and creating social impact.



SELECTION PROCESS

STEP 1



Call for Applications

- Beginning March 4th 2021, the call went live.
- Through its network and database, ISC reached out to organizations working in the areas of sanitation, based on the eligibility criteria decided upon by the Jury

STEP 2



Preliminary Screening

 Initial screening by the ISC Secretariat, to ensure adherence to eligibility criteria

STEP 3



Executive Jury Meetings

Executive jury meetings shall be convened for each award category to consider for evaluating each entry that has been scrutinized against the prescribed eligibility at the level of the ISC Secretariat itself. The executive jury comprises of 3 members, 1 Jury Chair, and 2 Jury members.

STEP 4



Final Jury Meeting

 The shortlisted applications for each category were reviewed by the jury.
 The representatives of the shortlisted organizations made a presentation to the jury and answered additional questions and information sought by the jury.

STEP 5

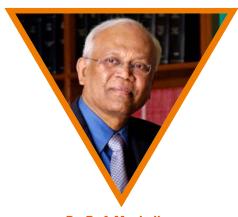


Final Selection of Awardees

 Post the meeting /presentation with the shortlisted organizations, the Jury finalized the winners in each category. ISC reached out to inform and invite them over to the awards ceremony at ISC- FICCI Sanitation Conclave 2021.



THE JURY



Dr. R. A Mashelkar President, Global Research Alliance; Chairman, National Innovation Foundation National Research Professor

VK Madhavan Chief Executive Water Aid

Aloka Majumdar Senior Vice President &Head of Corporate Sustainability, HSBC

Vedika Bhandarkar

Managing Director Water.Org

Anup Vikal Chief Financial Officer Nayara Energy Limited

Prof. Srinivas Chary
Director, Administrative
Staff College of India

Ashwini Saxena

Chief Executive Officer JSW Foundation



Ishan Raina Founder and Chairman Raina Advisory

Kaveree Bamzai Former Editor India Today

Manish Kumar
Managing Director and
Chief Executive Officer,
National Skill
Development Corporation

Sasanka Velidandla Independent Consultant

Tinni Sawhney Chief Executive Aga Khan Foundation









R.A. Mashelkar

FRS

r. R.A. Mashelkar, presently National Research Professor and President of Global Research Alliance was 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 the Fellow of the US National Academy of Inventors (2017), the first-ever Indian from India to be elected.

Dr. Mashelkar is currently 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.

In post-liberalized India, Dr. Mashelkar has played a critical role in shaping India's S&T institutions as also policies. He was a member of the Scientific Advisory Council to the Prime Minister set up by successive governments for 3 decades.

38 universities around the world have honored him with honorary doctorates. The President of India honored Dr. Mashelkar with Padmashri (1991), with Padmabhushan (2000), and with Padma Vibhushan (2014).





VK Madhavan Chief Executive WaterAid

K Madhavan is the Chief Executive of WaterAid India. Following a Master's in International Politics from Jawaharlal Nehru University in 1991, Madhavan commenced working with the Urmul Rural Health Research and Development Trust in Bikaner district of northwestern India where he worked in various capacities till 1998. Madhavan then worked with ActionAid and The Hunger Project in New Delhi and subsequently spent eight years working in the Kumaun region of Uttarakhand as the Executive Director of the Central Himalayan Rural Action Group (Chirag). In his years as a development professional, Madhavan has worked on an integrated approach to rural development community health, primary education, natural resource management, on and off-farm livelihoods and investing in young people. Prior to assuming his current role at WaterAid India, Madhavan was the Managing Director of Skills Education Private Limited, a private company that provides youth with access to information, skills and opportunities leading to employment.

Aloka Majumdar Senior Vice President & Head of Corporate Sustainability

HSBC

loka Majumdar is Senior Vice President and Head of Corporate Sustainability for HSBC India. Graduating with Honours in Political Science from University of Calcutta, she started her career as a financial journalist. She specialised 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 companies. Her expertise lies in the fields of Skills Dvelopment, Financial Inclusion, Education, Environment and Climate Change. She has worked extensively with a wide range of stakeholders that include community based organisations, multilateral agencies, the academia and central and state governments. She is the Trustee of Earthwatch Institute India and Chair of their Education Advisory Group, Steering Committee member of the India Sanitation Coalition and on several key industry forums such as the FICCI Environment Committee, CII Western Region Sub-committee on CSR & Affirmative Action among others. She was awarded the Parivartan Sustainability Leadership Award in 2016.







Vedika Bhandarkar Managing Director, Water.Org

edika brings more than 25 years of experience building teams and businesses within Indian and international financial institutions. Vedika serves as Water.org's senior leader in India, overseeing the organization's water and sanitation program expansion and continuing to scale WaterCredit by directing the provision of capacity-building grants and technical assistance to create, pilot, and scale water and sanitation financing.

Prior to joining Water.org, Vedika served as Vice Chairman and Managing Director at Credit Suisse Securities (India) Private Limited. Previously, she served as the Managing Director & Head of Investment Banking at J.P. Morgan. She began her career at ICICI Bank. Since early 2015, she has dedicated her time to corporate boards and social enterprise, serving as director of several boards and as a volunteer, fundraiser and board member of the Jai Vakeel Foundation, an institution focused on children and adults with intellectual disability. She is based in Mumbai with her family.

Anup Vikal Chief Financial Officer Nayara Energy Limited

nup Vikal is the Chief Financial Officer of Navara Energy and is responsible for the overall strategy, operations and delivery of the Finance function. Anup joined the Company in November, 2017.

As part of the finance portfolio, Anup drives Nayara Energy's financial and operational success with the responsibility for financial strategy and capital structure, resource investment & optimization and ensuring transparency to our investors. He leads the functions of treasury, corporate finance, trade finance, accounting & reporting, corporate governance, controllership, investor relations, tax & strategy. Anup also heads the Legal department and oversees the CSR portfolio of the company.

Anup is an industry veteran with over 28 years of experience in investment community and proven track record of growth, operational excellence and turnaround with both established companies and start-ups. He has been instrumental in transforming the investor relations, business planning, management reporting, monetizing and divesting of businesses. He is also credited with raising over USD 30 billion of funding in all forms of debt, equity, quasiequity from all parts of the world.

Anup's thorough understanding of various industries and sectors have enabled him to perform leading role in over two dozen mergers & acquisitions, sell-offs, joint ventures, portfolio management and business restructuring. He has been a member of multiple Boards and Chairman of various Board Committees.

Prior to joining Nayara Energy, he has led topperforming organisations viz. Snapdeal, Aircel, InterGlobe Enterprises, Colt Technology Services India Private Ltd, Bharti Airtel Ltd and Tata Home Finance.

Anup holds a Bachelor's degree in Engineering and Master's degree in Business Administration.





Professor Srinivas Chary

Director, Administrative Staff College of India

rofessor Srinivas Chary Vedala is the Director at the Administrative Staff College of India (ASCI), a premier institution for public policy and capacity development in India. He leads the Centre for Urban Governance and Environment which is recognized as a 'Centre of Excellence' by the Government of India. He is an urban environmental planner and public health engineer with over two decades of experience in urban infrastructure and service delivery. He specializes in water and environmental sanitation (WASH) services and his portfolio spans policy, programme, capacity development and knowledge management projects for national, state and city governments. He serves on various Inter- Ministerial and Department level Committees on WASH in schools, urban environmental sanitation, SWM, urban development. He supported Ministry of Housing and Urban Affairs, Government of India by undertaking independent appraisal of city development plans, reforms implementation and smart city proposals. He sits in various committees of Swachh Bharat Mission - Urban at GOI. He is also a committee member of the GOI's reinventing the toilet programme and national FSSM Alliance. He coinstituted 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 mentor start-ups associated with circular economy, waste management and water supply.

Ashwini Saxena Chief Executive Officer

JSW Foundation

r. Ashwini Saxena, Chief Executive Officer at JSW Foundation, comes with more than 30 years' experience across India and Africa with reputed development organisations such as UNIDO, IFC (World Bank) and corporates. He holds Masters's degrees in Geology, Business Management and CSR Leadership from the University of Geneva. 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.







Ishan Raina Founder Raina Advisory

2016 Fellow at the Advanced Leadership Initiative at Harvard University, Mr. Ishan Raina has 35 years of experience spanning across brand & communication strategy, advertising & media, and digital marketing solutions, as executive, and entrepreneur. Since 1995, he has been working towards setting-up companies in traditional advertising, media, and new age digital. He was the Founder-CEO & joint-venture partner of Paris headquartered Havas Media, establishing Euro RSCG Advertising Worldwide and MPG Media in India, the first global advertising agency start up in India with majority international shareholding, a model replicated by other advertising networks. Mr. Raina 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. He is currently associated with National Skill Development Corporation (NSDC) as an Advisor, Rainshine Entertainment as an Advisor, and RBL Bank as an Independent Board member.

Kaveree Bamzai Former Editor India Today



averee Bamzai is an independent journalist. She was the first, and so far, only woman editor of India Today, where she was employed till January 2019. A recipient of the Chevening Scholarship, she has worked in The Times of India and The Indian Express before this. A graduate of the Delhi School of Economics, she has spoken at several media forums. She is the author of Bollywood Today, No Regrets and two monographs in the Zubaan series on Women in Indian Film. She is on several committees, among them the Women Examplar Committee of CII, and is recognised as a changemaker by Save The Children charity. She lives in Delhi with her journalist husband, two sons.





Manish Kumar

National Skill Development Corporation

uring his four years tenure at NSDC, Manish has particularly focused on improving the quality of private sector delivery of skills across priority sectors and making skills aspirational. Prior to joining the NSDC, he worked for the World Bank as Country Coordinator and Senior Institution Development Economist, Water and Sanitation Program, New Delhi. He also worked for the World Bank in Middle East and North African countries covering Lebanon, Iraq, Iran, Saudi Arabia, Morocco, Egypt, etc.

Manish served in the Indian Administrative Service, occupying various positions in Government of Tripura, up to 2011. He was selected as a Mason Fellow by Harvard University in 2003 for his leadership in empowering tribal women of Tripura. Manish holds degree in Bachelor of Technology in Mining Machinery from IIT (ISM), Dhanbad; a Master in Public Administration from Harvard University, USA, and PhD in Public Policy from The George Washington University, Washington DC, USA.

Sasanka Velidandla

Independent Consultant

asanka Velidandla has diverse experience of almost 20 years in industry, entrepreneurship, and the non-profit sector. He is a graduate in Industrial Engineering from the University of Cincinnati, Ohio, United States and has an MBA from the Indian Institute of Management, Ahmedabad. For the past 10 years, Sasanka has been working on sustainability, decentralized wastewater management, solid waste management, and faecal sludge management.







Tinni Sawhney Chief Executive Aga Khan Foundation

inni Sawhney has over 30 years of experience on sustainable livelihood development in rural India and has worked extensively on issues of agriculture and livestock development for smallholder farmers, particularly in the rainfed regions of India. She has also worked on strengthening gender perspectives in development, and building robust community institutions to lead development processes.

She is currently the Chief Executive of the Aga Khan Foundation in India and has previously worked with the UN Food and Agriculture Organisation's South Asia Pro Poor Livestock Policy Programme, the Danish International Development Assistance (DANIDA) and the World Wide Fund for Nature.

EXECUTIVE JURY



VK Madhavan Water Aid



Tinni Sawhney Aga Khan Foundation



Nirat Bhatnagar Dalberg



Meena Narula StratComm Consulting



Parul Soni TTC



Dr Asad Umar Aga Khan Foundation



EXECUTIVE JURY



Joy Mukherjee DCM Shriram



Mukul Rastogi ITC



Aloka Majumdar HSBC



Vedika Bhandarkar Water.org



Saibal Paul Sa- Dhan



Ishan Raina Raina Advisory



Manish Kumar NSDC



Kaveree Bamzai Independent Journalist



Santosh Tiwari FICCI



Amit Arora Doordarshan





IRC



Prof. Srinivas Chary ASCI



WINNERS OF 2021





AWARDEES 2021













AWARDEES 2021

Best Innovative Financial Accessibility model for WASH

















AWARDEES 2021

Excellence on Work for Upliftment of Sanitation Workers









Shri G. Mathi Vathanan Chairperson Water Corporation of Odisha Government of Odisha

Susri Seetal Bastia

Transgender SHG Member SeTP, Cuttack Municipal Corporation (Odisha) & Secretary Bahuchara Mata TG SHG



Best
Corporative
Initiative in
Sanitation:
NSE
Foundation





Name of Organisation

: NSE Foundation

Name of Initiative

Promoting WASH Compliant Ashramshalas

Location

Maharashtra

Initiative

Promoting WASH Compliant Ashramshalas in Maharashtra is a model project by the NSE foundation in partnership with the Tribal Development Department (TDD), the Government of Maharashtra. Ashramshalas are residential schools for tribal students managed by TDD. WaterAid India is the Project Management and Coordination Agency appointed by NSE Foundation. The project duration was from June 2017 to September 2020. During three years, the project intervened in 172 Ashramshalas in a tribal region of four districts namely Nashik, Nandurbar, Dhule, and Ahmednagar in Maharashtra.



Impact

: In 3 years, the project was designed to support the making of 172 ashramshalas WASH compliant and reaching approximately 70,000 children. The project ensured that the children in these ashramshalas had access to basic WASH facilities such as functional Ashramshala toilets, safe drinking water, clean surroundings, and basic information. It also made sure that critical hygiene practices, including Menstrual Hygiene Management, were adopted. Further, it strengthened the institutions to ensure better operations & maintenance and continuous development.







Contact Details: Mrs. Rema Mohan



rmohan@nse.co.in



+91- 022-2659 8100 (Extension-26133)









: Social Work and Research Centre (Barefoot College)

Name of Initiative

: Community-run rural waste management systems

Location

: Chhota Narena village of Ajmer district, Rajasthan

Initiative

Commenced in December 2016 this initiative is currently ongoing. The programme aims at creating a low-cost, replicable, and communitysustained 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.

Impact

: The project reached 1800 beneficiaries or 400 families from the village. Livelihood opportunities were generated for underprivileged and unemployed residents and young girls and women were sensitized about appropriate menstrual waste disposal who are now mobilising their friends and family towards the same. A 10-member voluntary committee was trained in setting up and operating the waste management system who in turn is training other village committees. This led to the empowerment of the community as they have full authority over system design, monitoring, and financial management.

While the initial setup and operating costs of the system were met through grants, each family in the village agreed to contribute a monthly fee to sustain the labour cost in the long term. In addition, the panchayat will divert a monthly amount from the village cleanliness budget to support the operation and maintenance costs, ensuring the sustainability of the intervention and its benefits.











Contact Details: Avani Patodi



patodiavani@gmail.com



+91 9098747471





: Greha

Name of Initiative

: Water cycle Management in an Urban Neighbourhood

Location

: Z Block, Aya Nagar, New Delhi

Initiative

Commenced in July 2017 and completed in May 2020, this was a pilot project for sewage and wastewater management undertaken for the Delhi Government. Firsthand research was conducted in Z Block, Aya Nagar, a village on the outskirts of Delhi. Based on this research a new technology was adapted to create a small-scale plumbing system that could be installed below the roads (even if they were very narrow) without entering private houses. The treated effluent from the biodigesters undergoes secondary treatment through bioremediation in a constructed wetland in the nearest open space. The objective was to demonstrate that effective treatment of soil and wastewater can be managed at the neighbourhood level using a decentralized treatment model which is economical, energy-efficient, and maintainable by residents. The project implementation relied on local residents to ensure smooth functioning. Regular meetings of Greha personnel with resident groups facilitated work on the ground. The work was done in full view of residents directly outside their homes and in the know of female homemakers, while male members of the family went out to work.



: The number of beneficiaries reached directly through this project is the entire population of Z Block, approx. 1500 persons. The system design intended to provide a municipal facility that did not exist in Z block and the whole of Aya Nagar. Greha also enabled the establishment of Aya Nagar Vikas Samiti, a registered society with a State government official as its President, the village Pradhan as its vice president, and the Managing committee composed of predominant community representatives.







Contact Details: Rohit Krishan Gulati



grehadelhi@gmail.com



+91-11-2650-2584





BEST COMMUNICATION IN SANITATION



Best
Communication
in Sanitation
(Traditional):
Malasur - BBC
Media Action



THE DEMON OF DEFECA



Name of Organisation **BBC Media Action**

Name of Initiative Malasur campaign

Location India (across various states)

Initiative

Based on the insight 'out of sight, out of mind' the first visual personification of untreated sludge - Malasur [Mal (faeces) + Asur (demon)] was created as the unseen 'poo' demon lurking in overflowing septic tanks and open drains, ready to harm people. With the objective of increasing awareness, heightening risk perception, and building a sense of urgency regarding FSM practices, a 360-degree social and behaviour change communication (SBCC) intervention was developed with Malasur as the centerpiece. To make the threat more personal, Malasur was linked to water contamination, making it a deadlier villain that needs slaying. The intervention targets householders with septic tanks, in geographies where safe disposal mechanisms exist. It focuses on three key messages which are tied to unequivocal calls to action; a) build the right septic tank b) desludge every three years through a licensed operator c) act responsibly and report indiscriminate dumping of faecal waste by the operators. The description of the septic tank and the local number of the licensed operator is provided to encourage action.

Impact

Adopted as the national campaign on FSM by MoHUA and implemented across various states, the Malasur intervention has been identified as a best practice by NITI Aayog for sustainable and inclusive sanitation for Indian cities. Impact evaluation studies demonstrate a high intent to call the helpline numbers for desludging (70%), heightened risk perception about water contamination due to indiscriminate dumping (73%), and a clear understanding of defeating Malasur through regular desludging (76%) among the exposed set.





Contact Details: Ms. Anisha Singh



anisha.singh@in.bbcmediaaction.org



+91 9810797187





: National Bank for Agriculture and Rural Development (NABARD)

Name of Initiative

: Sanitation Literacy Campaign

Location

: India (across various states)

Initiative

: NABARD launched a Sanitation Awareness Campaign on 2 October 2020 to create awareness on the need for clean water, sanitation, and hygiene (WaSH), especially in the context of the Covid-19 pandemic as well as to generate awareness on the availability of credit for various sanitation facilities. The Campaign was conducted with the active participation of state governments, district administration, NGOs at the field level, local authorities, banks, NBFCs, etc. The communication in the Campaign was mainly done through the campaign material distributed/ displayed at the Sanitation Literacy Programmes. The programmes were conducted through easy-to-understand/learn methods of communication, viz., eye-catching logo unit, appealing posters, catchy jingle, and inspiring short film. The communication material was prepared in English, Hindi, and all major vernacular languages. The jingle and short film were played at the venue so that the audience can appreciate and understand the need for hygiene and sanitation.



The Campaign, which concluded on 26 January 2021, reached out to over one lakh people from 2000 NABARD supported project areas through 2000+ programmes. The programmes also created awareness on the availability of credit for constructing sanitation facilities. NABARD also came out with a refinance product for the WASH sector for the FIs.







Contact Details: Mr. Devasis Padhi



ofdd@nabard.org







Karnataka Rural Drinking Water & Sanitation

Name of Initiative

Information Education Communication for bringing behavioral changes for achieving sustainable sanitation practices

Location

Karnataka

Initiative

The department communicates on various educational messages like Theme Based Infographics, Impact/Success Stories, Swachhata Suddhi/News, etc. They spread awareness about Swachh Bharat Mission (Grameen) by educating the audience on related topics like toilet (construction - usage - cleanliness), community toilet, and solid-liquid waste management. Awareness is also created on water quality monitoring, water conservation, and rainwater harvesting which support proper sanitation. They identify sanitation related activities across the state and communicate in a presentable manner to encourage and inspire people to use toilets and maintain hygiene. Department has ardently utilized social media which plays a vital role in their efforts to educate people about sanitation in rural areas and showcase their efforts & achievements across the world instantaneously.

Impact

Their social media communication along with the traditional communication methods, resulted in a sizeable number of toilets construction, adoption of better hygiene practices at the household level, usage of toilets by women, better facilities for differently-abled, sustainable water connections for maintenance, effective and sustainable septage management, avoiding and discouraging manual scavenging, conversion of waste into resources both at individual and institution levels, etc. They have received numerous responses from audiences to their Grievance Redressal Call Centre named PARIHARA, enquiring about the next steps in ensuring sanitation in their surroundings.









Contact Details: Commissioner



krwssd@gmail.com



+91-080-22240508



BEST FINANCIAL ACCESSIBILITY MODEL IN SANITATION







: Annapurna Finance

Name of Initiative

: SWASTH

Location

: 12 States in India (Odisha, Chhattisgarh, Bihar, Jharkhand, Madhya Pradesh, Maharashtra, Rajasthan, Assam, Haryana, Punjab, Himachal Pradesh, and West Bengal)

Initiative

Besides providing loans for income generation activities, the organization also focuses on helping its clients live healthy and dignified life. Working for the women in the rural areas, Annapurna strives to help combat issues where the rural and semi-urban women face problems in their dayto-day life. In the context of health and hygiene, the initiative aims at providing its clients tailor-made financial products to combat their water and sanitation needs. Clients can avail of loans for the construction of toilets. water connection, hand bore-well, septic tanks, drinking water facilities, etc. The programme SWASTH also aims at bringing in behavioural changes through various awareness, training, and sensitization programmes. Such programmes inculcate proper utilization of funds and adopting the usage of safe water and sanitation into their daily life.



: So far the organization has conducted 20,322 client awareness programmes with the participation of over 1.8 lakh households, and 11,336 school level awareness programmes with 7,102 rallies in various districts. Sensitization programmes were held in 5,112 G.P.s with the participation of over 3.2 lakh households. 32,342 awareness programmes were held at branch level at 583 branches. 924 mason trainings were held, and water testing programmes were carried out at 173 districts







Contact Details: Mr. Suvrojit Choudhury



suvrojit@ampl.net.in



+91-7682827784/8114366999





: Pahal Financial Services

Name of Initiative

: WASH Loans

Location

• 7 states in India (Madhya Pradesh, Gujarat, Rajasthan, Maharashtra, Uttar Pradesh, Chhattisgarh, Bihar).

Initiative

: The initiative which was commenced in March 2019, ensures availability and sustainable management of water and sanitation for all. The product offers low to moderate, high ticket (20k – 66k INR) size loans that cater to the dignity of having a toilet in the household. The product hovers upon investing the amount of the loan for purposes like house water connection/piped water/water storage, tube well/hand pump, new toilet (septic/pit), toilet improvement, etc. The WASH loan umbrella has six subcategories and the same is captured and analysed for future forecasting and product development. The loan process has an extra cushion to ensure that the amount is utilized in WASH subcategories only. The unconventional and traditional verbal modes are replaced with audio/video modes for diffusing awareness of water and sanitation loans and how they can largely impact each household.

Impact

The social impact is measured using frameworks such as 'poverty pathways' which calculates the upliftment of beneficiaries in terms of income generation, living standards, etc in a specified timeframe after disbursement of the loan. In the last two FY (March '19 - March '21), the program has impacted 10602 households. Around 69% of these households fall in the bracket of marginalized communities. The product is on door service due to which, women especially, get to spend more time with their families, leading to an increase in happiness index among the marginalized communities.





Contact Details: Mr. Kartik Mehta



kartik.mehta@pahalfinance.com











Name of Initiative

Location

Dhenkanal Municipality

Leveraging urban FSSM infrastructure & services for urban-rural integration

Dhenkanal Municipality and 17 gram panchayats of Dhenkanal Sadar Block under Dhenkanal district

Initiative

With the increase in construction of toilets with septic tanks in rural areas, the potential for an urban-rural convergence for FSSM was seriously felt and as a result, Dhenkanal Municipality and selected Gram Panchayats (GPs) entered into a formal agreement in September 2020 for extending urban FSSM services to adjoining peri-urban and rural areas without creating additional FSSM infrastructure. It is not only economically viable for the ULB but also rural households. The model for FSSM adopted by the Dhenkanal Municipality in convergence with the Department of Panchayati Raj has been demonstrating a successful urban-rural convergence in FSSM by leveraging urban infrastructure and services to adjoining rural areas.



The initiative has resulted in nearly 100% coverage of the rural households by providing services to adjoining 17 Gram Panchayats in the district located within the 10-km radius of the ULB. More than 30 desludging trips are now being made from rural households every month. The intervention is financially sustainable as the increasing number of trips from rural areas results in optimum plant usage thus meeting the Capex and Opex of the FSTP and the cesspool vehicles. Affordability of services for rural households has been ensured through a joint meeting held between the ULB and the GPs. The cost for desludging was reduced from INR 1500 per trip to INR 1250 per trip for the 3000 litre vehicle and from INR 850 to INR 650 for the 1000 litre vehicle. Besides, it has made efforts to engage with women organisations, Mission Shakti SHGs in rural areas to spread awareness on FSSM among the rural households.







Contact Details: Mr. Atanu Kumar Samanta



dhenkanalm.hud@gmail.com



+91-9438256399





BEST SKILLING INITIATIVE FOR SANITATION







Name of Organisation : National Institute of Urban Affairs

Name of Initiative Sanitation Capacity Building Platform (SCBP)

Location 500 towns across 17 states in India

Initiative

The SCBP was set up to build the capacity of town and city officials for planning, designing, and implementation of nonsewered 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.

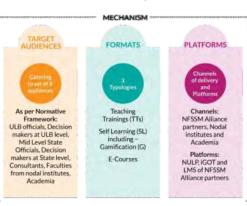
Impact

So far, NIUA has successfully leveraged 400 crores funding for FSSM in Rajasthan, 640 crores in Uttar Pradesh and also secured funding for pilot solutions in various towns across India. Over the last 5 years, SCBP has emerged as a credible platform

including - 30+ partners from NFSSM Alliance to anchor FSSM Capacity development in India. The platform was expanded to include 13 Nodal National Training Institutes. 10+ universities partners and around 15 sector experts as knowledge partners. One of the major outcomes of the platform is developing original learning content that has a standardized structure, relevant and up-todate content, and creative learning collaterals including exercises and case studies. Together this platform has co-created 3 levels of Capacity Development Framework comprising 7 FSSM training modules for 8 sets of target audiences. Through these trainings, over 5000 government officials at the State and urban local body (ULB) level have been trained on FSSM.















Contact Details: Ms. Jyoti Dash

jdash@niua.org



+91-9718288014









: Indian Institute for Human Settlements (IIHS)

Name of Initiative

: Sanitation Workers' Safety and Welfare Project

Location

: Trichy and Periyanayakam pallayam (PNP), Coimbatore

Initiative

: The project aims at creating a worker database, improving the health, occupational safety, and livelihoods of sanitation workers. This is enabled through numerous interventions and initiatives such as identifying and linking sanitation workers to the government welfare schemes; organizing health camps, de-addiction camps, and rehabilitation sessions; conducting skills training with forward integration; designing prototypes for personal protective equipment (PPE); implementing behaviour change communication plan on work safety and increasing overall awareness on sanitation, etc. The project involves working with various kinds of sanitation workers employed in most urban areas in India such as Urban Local Body (ULB)-managed workers (either directly employed or through contractors), public and community toilet cleaners, independent cleaners as daily wage workers, privately managed solid waste workers and many others. One of the key groups of sanitation workers that the initiative is focused on is desludging operators who are an integral part of the full cycle of sanitation and are exposed to significant operational risks.

Impact

: The project has engaged over 3000 sanitation workers through various activities like trainings, awareness campaigns, deaddiction programmes, welfare scheme linking, etc. in Trichy. An additional 800 sanitation workers have benefitted from health camps conducted in PNP. Indirectly beneficiaries include, over 1500 family members of sanitation workers and people residing in their neighbourhood.









Contact Details: Mr. Atanu Kumar Samanta



dhenkanalm.hud@gmail.com



+91-9438256399











Name of the individual : Shri G. Mathi Vathanan, Chairperson, Water Corporation of Odisha (WATCO)

Government of Odisha"

Name of Initiative : Garima

Location : 5 cities of Odisha (Bhubaneswar, Cuttack, Puri, Khordha, and Jatni)

Initiative

: The scheme which is being implemented under the leadership of Mr. Mathi Vathanan for the welfare of Core Sanitation Workers (CSW), dealing directly with human faecal waste, aims at ensuring the safety & dignity of CSWs involved in cleaning of community/ public toilets, O & M of wastewater treatment plants, drain cleaning, septic tank emptying and sewer line maintenance. All the expenditures of the scheme shall be met from the WATCO/ State budget. The scheme mandates introduction of special wage category for the CSWs, risk & hardship allowance, provision of health & life insurance, priority in educational institutions for children, 90% grant as housing assistance, 90% grant for buying two-wheeler, mandatory provision of personal protective equipment and safety devices, ex-gratia for accident/injury, EPF, ESI, family pension, and disability support. The immediate focus is to train CSWs on using the safety kits, following standard procedures as also developing a pool of trained sewer entry professionals for entering the septic tank or sewer line in case of any emergency. Besides, the initiative includes issuance of notifications for the reduction in working hours for the CSWs from the normal 8 hours to six hours; declaring core sanitation work as skilled and highly skilled which will lead to an increase in their minimum wages; organizing roundtable consultations with sanitation experts, manufacturers of PPEs to explore the human-centric & gender-sensitive (user friendly) PPEs.

Impact

: The scheme has targeted to cover approx. 6,000 CSWs and their families thereby benefitting 30,000 people in the 5 cities in WATCO's jurisdiction. It has also initiated the first-ever detailed enumeration in India to identify core sanitation workers in five implementing cities of Odisha. Nearly 5000 volunteers from Safai Karamchari Andolan have been engaged in conducting the survey. WATCO is also facilitating the procurement of safety equipment and other safety devices like body harness, safety tripod sets/davit systems, gas detectors, self-contained breathing apparatus, etc. Machines like Cesspool vehicles, Nala cleaners, hydro jetting machine, desilting machine, Bandicoot, hydrovacset, etc.







Contact Details: Shri G. Mathi Vathanan



mail@watcoodisha.in



WOMEN CHANGEMAKERS IN SANITATION







Individual

: Susri Seetal Bastia, Secretary, Bahucharamata Transgender SHG manging SeTP Cuttack Municipal Corporation, Odisha

Name of Initiative

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

Location

: Cuttack, Odisha

Initiative

: This initiative is unique because it engages a transgender SHG, thereby leading an example where priority is given to the inclusion of marginalized groups. Sheetal Kinnar played a crucial role in the onboarding process of the SHG and is leading the O&M of the SeTP since June 2020. Through this initiative, Sheetal has also been making efforts to build the skills and capabilities of transgender community members. Sheetal in her leadership has formed two more SHGs of transgenders and deployed them in its solid waste management program, where these groups collect and segregate waste from households to the composting units.



: The ripple effect of this initiative is that the transgender SHGs are now being deployed in various activities like managing battery-operated vehicles for waste segregation, O&M of micro composting centers, collection of property taxes, etc. It has also led to a steady and regular source of income for the SHG members who had to earlier rely on begging in trains, sex work, and alms during festivities. The SeTP is currently servicing 120553 urban households across 59 wards.









Contact Details: Susri Seetal Bastia



bahucharamatatggroup@gmail.com



+91 - 8249640930





Best Corporate initiative in Sanitation

Best Non- Profit Engagement Model in Sanitation

Best Communication in Sanitation









Special Mention





Best Financial Accessibility **Model in Sanitation**

Best Engagement Model in Sanitation by a Social Enterprise

Best Faecal Sludge and Septage Management Model





Berhampur Municipal Corporation



महिला आर्थिक विकास महामंडळ (माविम)



Special Mention







Best Skilling Initiative for Sanitation

Excellence on Work for Upliftment of Sanitation Workers

Special Recognition Award for Government





Government of Assam represented by Dr Siddharth Singh, Mission Director, Swachh Bharat Mission (Gramin)





Best Corporate Initiative in Sanitation



Best Engagement Model in Sanitation by a Social Enterprise























Best Non-profit Engagement Model in Sanitation: Rural & Urban Best Financial Accessibility Model in Sanitation Special Recognition Award for Government: Urban and Rural















Best Corporate Initiative in Sanitation









Best Non Profit Model in Sanitation











Best Financial Accessibility Model in Sanitation









Special recognition in Media



Special recognition to the Government



Vikram Chandra (Individual)



Mr. D. Kannnan



Nipun Vinayak



दैनिक जागरण



SWACHH SURVEKSHAN 2018



Best Corporate Initiative in Sanitation







TATA CONSULTANCY SERVICES

Best Non-Profit
Engagement in Sanitation





Best Innovation in Sanitation













Special recognition in Media

Special Individual recognition

Special Jury lifetime Award















Dr. Bindeshwar Pathak, Sulabh International



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.



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.





For Further information:

India Sanitation Coalition Secretariat

FICCI Federation House, 1 Tansen Marg, New Delhi – 110001

Email: indiasanitationcoalition@ficci.com







