**Category 3: Excellence in Wastewater Treatment and Reuse**

**Eligibility**

This award honours exceptional advancements and innovative projects in the treatment, management, and reuse of wastewater across rural, urban, and peri-urban areas. It celebrates groundbreaking initiatives that promote a circular economy within the WASH sector through innovative reuse practices. The award recognizes notable achievements in greywater reuse for applications such as urban greening and other non-potable uses, while also acknowledging impactful projects that treat and safely reuse wastewater to reduce water demand and support sustainable resource management.

**Who Can Apply:**

* **Startups (MSME/SME’s):** Offering innovative tools or models for WASH system maintenance.
* **Corporates:** Supporting maintenance through CSR or operational funding.
* **Government Bodies (Local, State, National):** Running community-driven maintenance programs or partnerships.
* **NGOs, Community Groups and Individuals:** Engaging communities in the upkeep of sanitation and wastewater systems.
* **Financial Institutions:** Supporting sustainable models for maintenance through loans or grants.

**Evaluation Criteria**

Entries will be screened for their eligibility, and selection for the final round will be done based on the following parameters:

1. **Affordable:** The solution is affordable and creates access for everyone across the economic pyramid, especially for those at the bottom of the pyramid. An important consideration should still be that affordability is not an outcome of the downgrade of quality. It needs to be ensured that an acceptable level of quality is being delivered at a low cost i.e., delivery is important.
2. **Scalable:** The solution ought to make a significant impact with a reach to a bigger number of people.
3. **Sustainable:** All the solutions should be environmentally sustainable, economically feasible, socially acceptable, and adaptable to policy changes.
4. **Universal:** The solution should be user-friendly with an intention to be inclusive.
5. **Rapid:** The solution should be quick to adapt and ideate on new possibilities and their subsequent deployment.
6. **Excellence:** The solution should be with affordable excellence. The solution should not compromise on quality because it needs to be affordable. It should strike a balance between quality and affordability: Depth of impact.
7. **Distinctive:** The solution should be innovative as there is no use in creating ‘me too’ products and services.

*\*****Weightage would be given to programs that address more than one section of the ASSURED framework. (For details, on the ASSURED framework*** [***click here***](https://mashelkar.com/articles/assured-framework-for-an-assured-success-in-innovation/)***.***

Award entries that clear the screening and preliminary evaluation will be asked to make a presentation to the executive jury. The jury will evaluate the entries and select the finalists. Field validation of the shortlisted entries (finalists) may be done by the jurors. The finalists will be asked to make a presentation before the final jury, post which the jury will evaluate the entries leading to the selection of winners. The decision of the jury shall be final and binding for all the contestants.

**Important instructions**

* Names of the applicant, the filled-in questionnaire submitted, and scoring information will be kept confidential and be the property of India Sanitation Coalition.
* Information contained can be used for dissemination with consent from the organisation giving due credit. India Sanitation Coalition will not be responsible for the authenticity of the information supplied by the applicant organisation.
* Please make multiple copies if you wish to submit entries for more than one product.
* Incomplete entries will not be considered for evaluation.
* Please submit the completed final questionnaire in soft copy by **15th April 2025**.
* Complete entries should be submitted to –

E-mail: [awards@isc.ficci.com](mailto:awards@isc.ficci.com)

**Section 1(a): Organisation details**

|  |  |
| --- | --- |
| Name of the organisation**\*:** |  |
| Name of contact person**\*:** |  |
| Designation of contact person**\*:** |  |
| Address for communication**\*:** |  |
| Mobile Number**\*:** |  |
| Email**\*:** |  |
| Website (if any) of the organisation**:** |  |
| Employee strength: |  |
| Registration number**\***: |  |
| Country of origin: |  |
| Registered address in India**\***: |  |
| Type of organisation**\*** (Corporate/MSME/Startup/NGO/Government Body/Others)**:** |  |
| If Corporate or MSME, mention the turnover (as submitted to MCA for FY 2023-24): |  |
| If MSME, Classification as per new definition ofMSME **(a) Micro (b) Small (c) Medium** |  |

***\*The fields marked with (\*) are mandatory.***

**Section 1 (b):** Name of the Programme/ Initiative for which you are applying, its date of commencement with actual date of completion and geographical location (150-300 words)

**Section 1(c): Executive Summary** (Please provide a summary of the application in 200-500 words, primarily capturing the essence of the project/initiative that you have mentioned above.)

**Section 2: Please provide a brief description of your organisation and key intervention based on which you are applying for the award, as per the questions outlined below:**

1. A brief description of your organisation and its key social impact intervention areas (e.g., sanitation, water, health, nutrition, education, etc.). (150-300 words)
2. In what capacity has your organisation engaged in WASH (e.g., CSR / Business alignment/volunteering, etc.)? (75-100 words)
3. Objective(s) of the project. Mention its key partners and stakeholders. (150-300 words)
4. Is the organisation under any form of litigation? If yes, please provide details. (150-300 words)

**Section 3: Please answer the following questions based on the ASSURED framework.**

1. **Affordable**
   1. Cost Assessment (Quantitative)
      1. *Cost to the organisation for providing access to the beneficiaries (in INR)*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Q, N** | **Indicator** | **INR (Year 2024-25)** | **INR (Year 2023-24)** | **INR (Year 2022-23)** |
| 1.1.1.1 | Cost of the initiative (Total expenditure of the program/initiative) |  |  |  |
| 1.1.1.2 | Mention the activities on which this amount was spent along with the amount spent on each of these activities |  |  |  |

* 1. Benefit Assessment (Qualitative)
     1. Please provide beneficiary feedback regarding your initiative. Elaborate on the areas of improvement as mentioned by the beneficiaries. (150-300 words)
  2. Other factors:
     1. What strategy is employed by the organisation to ensure that the initiative remains affordable/accessible to the beneficiaries in the long run? Please elaborate. (i.e., the solution is there to stay). (150-300 words)
     2. What strategy is employed (e.g. Low-cost technologies, new methods of engagement, efficient processes etc.) to ensure that the initiative remains affordable for the organization in the long run? Please elaborate. (Life cycle cost i.e., if operation & maintenance of the initiative is equally affordable) Besides, elaborate if the organisation has any long-term exit strategy. (150-300 words)

1. **Scalable**
   1. Number of beneficiaries (both direct and indirect) (year-on-year for last 3 years)

|  |  |  |  |
| --- | --- | --- | --- |
| **Indicator** | **Year (2022-23)** | **Year (2023-24)** | **Year (2024-25)** |
| Total no. of beneficiaries |  |  |  |
| % of repeat beneficiaries |  |  |  |
| % of new beneficiaries |  |  |  |
| No. of jobs created (if applicable) |  |  |  |

* 1. Provide the intervention locations of the program/initiative. Has this increased since its inception? Please elaborate. (150-300 words)
  2. Has the initiative leveraged any technology or innovation to increase its scale without increasing the operation cost? If yes, what new technologies have been adopted and integrated into the initiative? (150-300 words)

1. **Sustainable**
   1. Impact assessment (Quantitative)-

|  |  |  |  |
| --- | --- | --- | --- |
| **Indicator** | **Year (2022-23)** | **Year (2023-24)** | **Year (2024-25)** |
| Volume of wastewater treated (MLD - Million Litres per Day) |  |  |  |
| Reduction in freshwater demand through reuse |  |  |  |
| Area of land supported by treated wastewater reuse |  |  |  |

* 1. How does the initiative ensure its current and future social acceptability? Were any measures taken to ensure that it remains culturally appropriate and gender inclusive? (150-300 words)
  2. How does the initiative address current and future environmental sustainability? What steps are taken to minimize the negative environmental impact of the sanitation intervention, both from current and future perspectives? (150-300 words)
  3. Sustainable revenue growth - What is the revenue generation model of the project to ensure that it is self-sustainable? (150-300 words)
     1. Are operating expenses the same, more or less in the following year as the previous year, as the number of beneficiaries grew? (Mention year-on-year operating expense.) (150-300 words)
  4. Does the organisation promote the use of locally available raw materials? If yes, please elaborate. (150-300 words)

1. **Universal**
   1. How does the initiative ensure user-friendliness and inclusivity by addressing various factors including language, cultural, and physical (people with special abilities) barriers? Please elaborate. (150-300 words)
   2. How was the initiative received by the community, and what measures were taken to empower and raise awareness within the community, including women’s groups and marginalized communities? (150-300 words)
   3. Does the organization have a readily available plan to efficiently deploy the initiative across different geographies, including Pan India, using locally available resources, and what aspects of the intervention would require customization along with its potential limitations? (150-300 words)
2. **Rapid**
   1. Did the implementation of the program adhere to the pre decided timelines? If not, what impacted the implementation process? (150-300 words)
3. **Excellence**
   1. Has the organization undertaken any innovative tool or process to make the initiative better accessible to all without compromising its quality? If yes, what changes were observed due to the adoption of these innovative tools/processes? Please elaborate. (150-300 words)
4. **Distinctive**
   1. What differentiates the said initiative from other existing similar ones? (150-300 words)
   2. What innovative ways did the initiatives incorporate to overcome the challenges faced to improve the overall engagement of the beneficiaries? (150-300 words)

**Section 4: Supporting Materials**

If you wish to support your application with documents (reports, publications, etc.), videos, or photographs (Please ensure that the videos/photographs attached as supporting material are of actual implementation), kindly attach the files in the same email as for your application properly. Please ensure that the email size does not exceed 15 MB or else send a link to access the files.

**Section 5: Declaration**

**Take the content below on the letterhead of your company and attach it to the questionnaire.**

**DECLARATION**

I hereby declare that the data/ information provided in the questionnaire is correct to the best of my knowledge.

I also declare that the information contained can be used for knowledge sharing and increasing awareness with due acknowledgment.

**Date:**

**Signature:**

**Seal of the Organisation: Name and Designation:**