**Category 6: Women Changemakers in Sanitation Leadership**

**Eligibility**

Recognizing exceptional female leaders driving impactful sanitation projects, the India Sanitation Coalition invites applications from independent women changemakers “with the goal of having brought transformation in the sanitation space along one or more than one of the components of the sanitation value chain i.e. Build Use Maintain Treat BUMT”. *(For details, on BUMT* [Click Here)](http://www.indiasanitationcoalition.org/bumt.html)

Having an “explicit mission to create social impact” whose aim is to “resolve a sanitation themed problem by way of innovation, entrepreneurship, technology, social mobilisation, financing, behaviour change communication, partnerships, treatment or any other”.

**Evaluation criteria**

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

* **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.
* **Scalable:** The solution ought to make a significant impact with a reach to a bigger number of people.
* **Sustainable:** All the solutions should be environmentally sustainable, economically feasible, socially acceptable, and adaptable to policy changes.
* **Universal:** The solution should be user-friendly with an intention to be inclusive.
* **Rapid:** The solution should be quick to adapt and ideate on new possibilities and their subsequent deployment.
* **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.
* **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): Details of changemaker**

|  |  |
| --- | --- |
| **Name of the women changemaker\*** |  |
| **Name of the organization to which the changemaker is affiliated (if any)** |  |
| **Designation of the changemaker** |  |
| **Name of the contact person\*** |  |
| **Designation of the contact person\*** |  |
| **Address for communication\*** |  |
| **Contact number\*** |  |
| **E mail\*** |  |
| **Website (if Any)** |  |
| **Type of organisation** |  |
| **Employee strength** |  |
| **Registration number** |  |

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

**Section 1(b):** Briefly give the name of programme / initiative that the women changemaker spearheaded, its date of commencement, geographical locations, project definition with significant milestones achieved, outreach and social impact, and total investment. Description here should factor in the evaluation criteria as articulated in the beginning of this document and reflect accordingly. (in 500 words max)

**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. Rationale for undertaking the initiatives, the role of women changemaker in the initiative and the objectives of the program. (150-300 words)
2. How is the social impact being made on the target beneficiaries measured? What are the short term and long-term goals that the woman changemaker is expecting to achieve? (150-300 words)
3. Does the women changemaker work with external partners and stakeholders (NGO, government, business, etc.) to upscale its interventions/programs? If yes, please provide details. (150-300 words)
4. Is the Women Changemaker, who is being nominated, under any form of litigation? If yes, please give details. (150-300 words)

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

1. **Affordable**
   1. Cost Assessment (Quantitative)

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **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 benefits do the beneficiaries gain in return for their participation? What is the role of women changemaker in this process? (150-300 words)
     2. What strategy is employed by the women changemaker to ensure that the initiative remains affordable to the beneficiaries in the long run, especially if there are any costs that the beneficiaries have to bear? Please elaborate. (i.e., the solution is there to stay)
     3. What strategy is employed by the women changemaker to ensure that the operational cost of the initiative remains affordable in the long run? Please elaborate. (Life cycle cost i.e., if the operation of the initiative is equally affordable) (150-300 words)

1. **Scalable**
   1. The number of beneficiaries (both direct and indirect) reached (year-on-year for last three 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 any) |  |  |  |

* 1. Please mention the locations where the program/initiative is being implemented. Has the coverage increased since the inception of the program? Please elaborate. (150-300 words)
  2. Has the women changemaker leveraged any technology or innovation to increase the scale of the initiative without increasing the operation cost? If yes, what new technologies have been adopted and integrated into the project? (150-300 words)

1. **Sustainable**
   1. How does the women changemaker ensure the current and future social acceptability of her initiative? What measures were taken to ensure that the initiative remains culturally appropriate and gender inclusive? (150-300 words)
   2. How does the women changemaker address the current and future environmental sustainability? Please elaborate. (150-300 words)
   3. How does the women changemaker ensure community-level engagement (strengthening of local institutions; community development, sharing of benefits with local communities, etc.)? Please elaborate. Has the initiative contributed to the employment/income/livelihood generation for the community? If yes, how? (150-300 words)
2. **Universal**
   1. How does the women changemaker ensure that the initiative is beneficiary-friendly and inclusive by addressing various factors including language, cultural, and physical (people with special abilities) barriers? Please elaborate. (150-300 words)
   2. Did the women changemaker take efforts to incentivize or encourage behaviour change towards sanitation practices? If yes, how? (150-300 words)
   3. Can the initiative undertaken by the women changemaker be replicated in a different geography without compromising the efficiency, if required, employing locally available resources? What aspects of the intervention would require customization and what are its limitations? (150-300 words)
   4. How has the intervention initiated by the woman changemaker impacted, or benefitted other women directly or indirectly? Is there a plan to institutionalize these empowered groups of women to achieve a cascading effect or is the informal pressure group found to be more effective? (150-300 words)
3. **Rapid**
   1. Did the implementation of the program adhere to the pre-decided timelines? If not, what impacted the implementation process? (150-300 words)
   2. Does the women changemaker make efforts to continuously improve the initiative based on beneficiaries’ feedback so that the adaptability to any change is rapid? If so, please give details. (150-300 words)
4. **Excellence**
   1. Has the women changemaker undertaken any innovative tool or process to make the initiative better accessible/affordable 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)
5. **Distinctive**
   1. What differentiates the said initiative and women changemakers’ efforts from other existing similar initiatives? (150-300 words)
   2. Barrier Analysis - What barriers did the women changemaker face and how were they overcome when she decided to spearhead the initiative? (e.g., cultural, socio-political, gender barriers, etc.) (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**