**Category 7: Best Skilling Initiative In WASH**

**Eligibility**

This award category recognizes outstanding skilling initiatives that focus on training, empowering, and enhancing the livelihoods of sanitation workers. It celebrates programs that not only uplift the sanitation workforce but also contribute to sustainable development.

The operations within the initiative shall have been carried out with well-defined responsibilities, authorities, budget, and results. The details of operations of the applicant(s) must reasonably correspond to the awards criteria, which can be verified at the time of evaluation.

This category shines a spotlight on impactful efforts that equip sanitation workers with the skills they need for a better future, fostering dignity, safety, and economic empowerment in this essential workforce.

**Who Can Apply:**

* **Startups (MSME/SME’s):** Skilling initiatives for sanitation workers.
* **Corporates:** Training and leadership programs under CSR.
* **Government Bodies (Local, State, National):** Programs empowering sanitation workers or recognizing women leaders.
* **NGOs, Community Groups and Individuals:** Leading capacity-building efforts for WASH workers.
* **Financial Institutions:** Funding training programs for WASH leadership and skilling

**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): 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 of MSME (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 (200-500 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. Describe in detail about what, why and how aspects of the project/initiative)

**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 initiative and its objectives (describe the problem statement your organization is trying to address in the sanitation sector. ) (150-300 words)
2. In what capacity has your organisation engaged in WASH including plastic waste management (e.g., CSR / Business alignment/volunteering, etc.)? (75-100 words)
3. Mention the key partners and stakeholders and how they were engaged (if applicable) — (150-300 words)
4. Is the organisation under any form of litigation? If yes, please give 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 (sanitation workers) 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)
     3. Is there any recurring cost component that beneficiaries have to cater to and if so, are the beneficiaries comfortable with bearing the recurring costs? Please elaborate. (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 |  |  |  |
| Jobs created (if applicable) |  |  |  |

* 1. Please mention the locations where the program/initiative is being implemented. Has the coverage/impact increased since the inception of the program? (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 (2024-25)** | **Year (2023-24)** | **Year (2022-23)** |
| Number of people trained |  |  |  |
| Training hours per participant |  |  |  |
| Number / percentage of trainees receiving recognized certification |  |  |  |
| Job placement rate (percentage of trained individuals securing employment) |  |  |  |

* 1. How does the initiative ensure its current and future social acceptability? What measures were 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? Please elaborate. (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. Has the initiative improved community level engagement by strengthening the local institutions, contributing to the employment/income/livelihood generation, formalising the working conditions of the sanitation workers to safeguard their health and labour rights, etc.? Please elaborate with examples. (150-300 words)

1. **Universal**
   1. How does the initiative ensure beneficiary-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**