**Category 8: Innovation in Hygiene Behaviour Change**

**Eligibility**

This category is subdivided into 2 subcategories-

**8A: Best Hygiene Promotion Campaign:** Honouring campaign/communication interventions that have successfully raised awareness and encouraged behaviour change in hygiene practices, such as handwashing or menstrual hygiene management etc.

**8B: Special Focus on WASH in Schools:** Highlighting efforts to improve WASH facilities in schools to ensure hygiene and safety.

The stories and the campaigns shall ensure that they focus on the scalable, sustainable (economic, societal, and environmental) aspects of sanitation. The excellence of their stories/campaigns shall depend on the innovations and their distinctiveness from other stories/ campaigns.

* Adequately researched and documented publications / on-ground implementation of behaviour change communication campaigns in sanitation across the sanitation value chain i.e., Build-Use-Maintain-Treat **(for details on BUMT,** [***Click Here*)**](http://www.indiasanitationcoalition.org/bumt.html)
* The applicants are required to submit their work i.e., published / broadcast / documented as formal reports accessible in the public domain.
* The campaign must primarily focus on promoting hygiene practices, including but not limited to **handwashing, menstrual hygiene management, safe water handling, toilet usage, and waste management**.
* Campaigns addressing hygiene practices in specific settings such as **schools, healthcare facilities, communities, or workplaces** are eligible.
* Campaigns targeting **vulnerable groups** such as **women, children, school students, rural communities, sanitation workers, and urban slum dwellers** are encouraged.
* Must clearly define the target audience and provide data on **reach and engagement**
* Use of **innovative communication methods**, including digital platforms (social media, apps, SMS), community engagement, or traditional media (radio, street plays, posters).
* Integration of **local languages, cultural practices, or community influencers** for greater impact is an advantage.

**Who Can Apply:**

* **Startups- MSME/ SME’s:** Behavioural change campaigns or innovations in hygiene awareness.
* **Corporates:** Funding or designing campaigns for handwashing or menstrual hygiene.
* **Government Bodies (Local, State, National):** School-based hygiene programs or public campaigns.
* **NGOs, Community Groups and Individuals:** Grassroots campaign/communication interventions to change hygiene practices.
* **Financial Institutions:** Supporting innovative campaigns or programs for hygiene awareness.

**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 ofMSME **(a) Micro (b) Small (c) Medium** |  |

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

**Section 1 (b):** Name of the Programme/ Campaign/communication intervention 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 150-300 words, primarily capturing the essence of the project/campaign/communication intervention that you have mentioned above. Describe about the what, why and how aspects of the project/campaign/communication intervention)

**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 sanitation (e.g., CSR / Business alignment/volunteering, etc.)? (75-100 words)
3. Highlight the scenario at the beginning of the project (findings of the baseline conducted can be included.)— (150-300 words)
4. Have you partnered with any key stakeholders for your campaign/communication intervention? If yes, please mention their names and how they were engaged. (150-300 words)
5. 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 as compared to other existing similar campaign/communication interventions in the sector (in INR)*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Q, N** | **Indicator** | **INR (Year 2024-25)** | **INR (Year 2023-24)** | **INR (Year 2022-23)** |
| 1.1.1.1 | Cost of the campaign / communication intervention (Total expenditure of the program / campaign / communication intervention) |  |  |  |
| 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. Has your communication intervention employed innovative ways to upscale and increase the impact of your contributions after audience feedback? (Please elaborate with examples). (150-300 words)
  2. Other factors: 
     1. What strategy is employed (e.g. Low-cost technologies, new methods of engagement, efficient processes etc.) to ensure that the campaign/communication intervention remains affordable for the organization in the long run? Please elaborate. (Life cycle cost i.e., if operation & maintenance of the campaign/communication intervention is equally affordable) Besides, elaborate if the organisation has any long-term exit strategy. (200-500 words)

1. **Scalable**
   1. Did your communication intervention have any social impact on the community? If yes, please elaborate on the impact made.
   2. 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 |  |  |  |

* 1. What plans do the organisation have to increase the coverage of the campaign/communication intervention? (150-300 words)
  2. Briefly discuss the revenue-generating model of the campaign/communication intervention.

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

|  |  |  |  |
| --- | --- | --- | --- |
| **Indicator** | **Year (2022-23)** | **Year (2023-24)** | **Year (2024-25)** |
| Amount of Waste collected |  |  |  |
| Diverted from landfill |  |  |  |
| Amount of Waste recycled |  |  |  |

* 1. How does the campaign/communication intervention 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. Does the organisation promote the use of locally available raw materials and the reuse of waste materials to address the current and future environmental sustainability? If yes, please elaborate. (150-300 words)
  3. What measures were taken for community empowerment and how would you describe the current situation with respect to empowerment/awareness within the communities as also within women groups / marginalized communities? (150-300 words)
  4. To ensure the future sustainability of the program, what all resources (capital, human resource, government buy-in and support for the campaign/communication intervention, etc.) are currently available? (150-300 words)

1. **Universal**
   1. Has the organization undertaken any innovative tool or process to make the campaign/communication intervention better accessible to all? Please elaborate how does the campaign/communication intervention ensure user-friendliness and inclusivity by addressing various factors including language, cultural, and physical (people with special abilities) barriers? (150-300 words)
   2. Does your campaign/communication intervention encourage active citizen participation? If yes, please elaborate. (150-300 words)
   3. What was the action plan to influence the behaviour pattern positively to make the model acceptable in the community? (150-300 words)
   4. Does the organization have a readily available plan to efficiently deploy the campaign/communication intervention 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? (200-500 words)
3. **Excellence**
   1. Has the organization implemented any innovative tools, processes, or technologies to enhance the campaign/communication intervention's accessibility and scale without compromising quality or increasing operational costs? If yes, what specific innovations have been adopted, and what changes have been observed as a result? Please elaborate. (200-500 words)
4. **Distinctive**
   1. What differentiates the said campaign/communication intervention from other existing similar ones? (150-300 words)
   2. Barrier Analysis - What barriers did the campaign/communication intervention faced and how were they overcome during the inception of the campaign/communication intervention? (e.g., investment required, technological barrier, socio-political 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**