



ISC-FICCI SANITATION AWARDS 2024

ACCOLADE

A photo journey recognizing the distinguished award winning stories

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

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

This report is a compilation of best practices received as part of the entries for the 8th Edition of the ISC-FICCI Sanitation Awards in 2024. 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 2024.

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

The ISC-FICCI Sanitation Awards 2024 was curated by members of the Rewards & Recognition 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 Rewards & Recognition team. The aforesaid deliverables were executed under the leadership and guidance of Ms. Natasha Patel, Chief Executive, India Sanitation Coalition.



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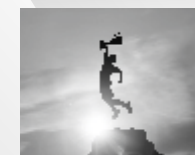
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SPECIAL MESSAGE



India's journey toward achieving ODF Plus (Model) status in rural and urban areas has seamlessly evolved, building on the success of the first phase of the Swachh Bharat Mission. In this new phase, there is a heightened focus on sustainable waste management practices, especially those addressing the impact of waste, particularly plastic, on climate change. Phase 2 of the Mission emphasizes not only maintaining a robust sanitation infrastructure but also driving environmentally friendly and inclusive solutions that reduce the ecological footprint of waste.

It is not just about managing the waste, it is about managing the future, where each solution is a step towards a more resilient and regenerative India.

A key feature of this phase is its expanded focus on comprehensive waste management, including solid and liquid waste, with special attention to plastic waste. Recognizing the connection between improper waste disposal and climate change, the Mission's efforts now prioritize sustainability and innovation. Grassroots organizations, NGOs, and corporate entities play a pivotal role in advancing these objectives, promoting practices that mitigate the effects of waste on the environment and climate.

The ISC-FICCI Sanitation Awards provide an important platform to celebrate these achievements, shining a spotlight on innovative approaches in waste and plastic sustainability. By recognizing excellence in the sanitation sector, these awards contribute to the collective effort to combat climate change through responsible waste management.

As the Chairperson of the jury since the inception of the ISC-FICCI Sanitation Awards, I am proud to see how far we have come. These awards, now in their eighth year, have consistently recognized and encouraged organizations and individuals who have made significant strides in the sector. The evolution of these awards, since 2017, is a testament to the growing importance of mechanization, innovation, and the use of simple yet effective technologies in advancing sanitation processes.

Looking ahead, our collective efforts must continue to highlight best practices, inspire innovation, and encourage knowledge sharing to further strengthen the sanitation ecosystem in India. These awards have become a nationally recognized platform to celebrate the leaders, emerging stars, and organizations committed to building a cleaner, healthier, and happier

India, ensuring that we advance towards a sustainable and inclusive future for all.

Our awardees just don't solve problems, they redefine possibilities, creating models that inspire, include and transform communities.

Last year, these awards recognized winners across ten categories and two special categories. This year, we received more than 100 entries spanning eleven categories which is indeed remarkable! This edition of awards was special because along with the quantity of applications, the quality of submissions has also been exceptional. One such winner is in the women changemaker in sanitation category, the awardee Sonam Ratubha Sodha, Managing Director & COO of Himalayan Hemp Industries, launched the world's first lab-validated cannabis hemp sanitary pads in October 2019, in Himachal Pradesh. This initiative is a unique blend of social entrepreneurship, environmental sustainability, and economic empowerment, addressing major issues related to menstrual hygiene, alternative cash crops, and environmental pollution caused by disposable sanitary products. With a background in business management, she has successfully scaled operations and expanded the company's market presence. Her leadership focuses on innovative technologies and ethical production practices. Another winner this year is JK Nanosolutions, a Bengaluru-based startup founded in 2017, which specializes in nanotechnology solutions for wastewater treatment and recycling, achieving up to 98% efficiency. Their method not only offers a cost-effective, compact, and low-maintenance alternative to conventional treatments but also engage local communities by providing employment and training to marginalized groups, promoting inclusivity.

I was also happy to see the work of Rhino Machines Pvt Ltd that launched the Silica Plastic Block (SPB) initiative to address the issue of waste management, focusing specifically on low-value plastic waste and foundry dust. Their technology combines plastic waste and silica industry waste to create a composite, moldable green material that can replace traditional materials like paver blocks and bricks. It is a sustainable product aimed at reducing waste while generating economic value. The initiative is structured under a Public-Private Partnership (PPP) model that leverages support from Urban Local Bodies (ULBs), corporate social responsibility (CSR) contributions, and grants.

The determination of award winners follows a meticulous two-stage jurying process based on the ASSURED framework, which emphasizes affordability, scalability, sustainability, user-friendliness, rapid implementation, excellence, and distinctiveness.

My fellow jury members, comprising experts spanning various disciplines, including Indian and global corporate sectors, development partners, donor organizations, and academia, have consistently maintained a high benchmark for these awards. They apply rigorous selection criteria to ensure that the final winners have made a tangible and measurable impact, demonstrating speed, scale, and sustainability. Simultaneously, they encourage new entrants by providing them with a platform to showcase their work.

As the Chair of the jury, I feel truly privileged to lead such an exceptional team. Their depth of knowledge, remarkable insights, and keen judgment make my role much easier. Year after year, their ability to identify and select the most deserving winners with absolute clarity is nothing short of extraordinary.

I would like to offer my sincere congratulations to Ms. Naina Lal Kidwai, Chair, and Ms. Natasha Patel, CEO of the India Sanitation Coalition, for their visionary leadership roles in lifting these awards to their current high stature.

My heartfelt congratulations go out to all the awardees, whose excellence in their respective categories shines through. I have no doubt that their achievements will serve as a beacon of inspiration to others in the field, paving the way for even more remarkable entries in future editions of these awards. I am excited to witness the positive transformative impact these winners will have on the sanitation sector, and I look forward to seeing continued growth and innovation.

I would also like to extend my appreciation to the ISC Secretariat for flawlessly organizing the eighth edition of the ISC-FICCI Sanitation Awards and for expertly coordinating the jury process. The final jury meetings were so energising with the active engagement from jurors representing a wide range of fields. The thorough and unbiased deliberations, which spanned over four hours on two consecutive days, resulted in a well-reasoned and impartial decision, and for that, I commend everyone involved.

It brings me immense pleasure to unveil "ACCOLADE 2024," the annual publication by ISC, which celebrates the contributions of the winners of the ISC-FICCI Sanitation Awards 2024.

I wish the ISC-FICCI Sanitation Awards a resounding success!"



R.A. Mashelkar

Chair, India Sanitation Coalition-FICCI Sanitation Awards, and Former Director General, Council of Scientific & Industrial Research

PREFACE



Access to clean drinking water and sanitation is not only a fundamental human right but also a cornerstone for the development of robust and healthy communities. By integrating sustainable waste practices into Water, Sanitation, and Hygiene (WASH) initiatives, we can improve public health while also enhancing climate resilience. As India continues to grow, the focus on waste sustainability becomes increasingly important, emerging as a key factor in shaping a sustainable future for both communities and the environment.

Since their inception in 2017, the ISC-FICCI Sanitation Awards have steadily grown in stature and significance, becoming a hallmark of recognition in the sanitation sector. This publication celebrates the remarkable achievements of the award winners, who have made substantial contributions to improving sanitation across India.

While applauding these winners, we must also recognize the transformative potential of private sector participation in achieving our shared objectives. The private sector brings innovation, technology, and practical community experience, which enhances sanitation processes and provides cost-effective, sustainable solutions to the sector's most pressing challenges. Sustainability in WASH projects is vital, and the

private sector's resourcefulness and commitment have been instrumental in developing and maintaining durable sanitation infrastructure.

FICCI is proud to witness the India Sanitation Coalition's collaborative efforts with both the private sector and the government to ensure safe WASH for every Indian. The synergy between the public and private sectors is essential to addressing the vast and complex challenges of sanitation in our country, driving us towards a cleaner, healthier, and more sustainable India.

The ISC-FICCI Sanitation Awards not only celebrate excellence within the sector but also open new avenues for investment and collaboration that benefit the nation and its people. It is particularly gratifying to see the India Sanitation Coalition (ISC), with its forward-thinking approach, expand into the critical area of plastic waste management. This strategic move addresses the growing challenge of plastic pollution. Last year, ISC introduced two special award categories to honour the efforts of corporates and MSMEs in this sector. It is encouraging to see plastic waste management once again recognized this year with the introduction of the "Best Initiative in Plastic Recycling & Waste Management by SME/MSME" award category, reflecting ISC's continued dedication to this critical issue.

The credibility and rigor of these awards are evident in the two-stage evaluation process conducted by the jury. The increasing quantity and quality of submissions each year highlight the growing significance of

these awards within the sanitation sector. With 11 comprehensive categories, the awards cover all relevant aspects of WASH in the Indian context.

I would like to extend my sincere thanks to Dr. R. A. Mashelkar, Former Director General, Centre for Science and Industrial Research (CSIR), National Research Professor, who has served diligently as the jury chairperson since the awards' inception. My appreciation also goes to the esteemed jury members, whose expertise and time have been crucial in guiding the evaluation process and making difficult decisions in selecting the most deserving winners. I would also like to commend the India Sanitation Coalition for their efforts in organizing these awards to recognize organizations and individuals making significant contributions in the field of WASH, including waste management.

And, lastly, congratulations to all the participants who have shown great interest in these awards! Together, we continue to work towards ensuring safe sanitation for all—a fundamental right and a collective responsibility.



Jyoti Vij

Director General, FICCI

FOREWORD



The ISC-FICCI Sanitation Awards, now in the eighth edition, stand as a powerful testament to our unwavering commitment to the Swachh Bharat Mission. Over the past seven editions, we have seen tangible outcomes that underscore the success of these awards in promoting innovative waste management solutions, particularly in mitigating the harmful effects of waste and plastic on the environment.

I take immense pride in stating that these awards have experienced significant growth since their inception in 2017. They not only spotlight the outstanding work underway in the sector but also bring forth fresh opportunities for investment and business that benefit the nation on a grand scale. We are happy to report that many of our past winners have transformed into successful start-ups and social enterprises, helped in some part by the credibility and support provided by the awards in the realm of sanitation investment.

This year's edition holds particular significance for two main reasons. Firstly, a new award category, "Best SHG Model in Livelihood for WASH", has been introduced. Additionally, the two special categories related to plastic from last year have been merged into a new award category, "Best Initiative in Plastic Recycling & Waste Management by SME/MSME".

This strategic move highlights ISC's commitment to integrating SHGs and plastic waste management into the broader framework of sanitation.

Secondly, what truly stood out in this edition was the enthusiasm displayed by applicants. This year, we proactively expanded our reach to grassroots-level initiatives that have demonstrated resilience in the sanitation sector but may not have had the chance to share their stories with the world. As a result, there was a remarkable increase in the number of applications received. These applications came from top corporates, state government departments, as well as grassroots level organizations dedicated to sanitation.

It was particularly heartening to see the vibrant participation in the women changemakers category, with 17 nominations of women leaders, entrepreneurs, sanitation workers and gram pradhans. Their contributions highlight India's progress toward gender equality and the growing leadership of women in driving sustainability in sanitation.

I extend my gratitude to our esteemed jury members, both the executive and the main jury, for their unwavering dedication and diligent efforts in meticulously evaluating the entries through a rigorous two-stage adjudication process. The two-stage adjudication approach has elevated the prestige of these awards.

I am particularly thankful to Dr. R. A. Mashelkar for his exceptional leadership yet again as the chairperson of the jury panel for the seventh consecutive year. His patient guidance to both new and existing jury members, along with his insistence on recognizing only the most outstanding submissions that surpass the agreed threshold, has been invaluable.

On behalf of ISC, I extend my heartfelt appreciation to all the contestants and to the winners who have showcased their remarkable work by participating in these awards. The ACCOLADE, our annual publication, commemorates these awards by providing concise profiles of the winners, along with summaries of their noteworthy contributions. Through these efforts, we aspire to inspire countless others to follow in their footsteps.

I am confident that ACCOLADE'24 will be an engaging read for subscribers and sector practitioners alike.



Naina Lal Kidwai
Chair, India Sanitation Coalition

INTRODUCTION

The India Sanitation Coalition (ISC) is a unique platform that brings together its members to share knowledge, collaborate, and lead efforts in water, sanitation, and hygiene (WASH) practices. Through a network of WASH experts, ISC provides thought leadership to implement a holistic strategy for adopting sustainable WASH initiatives. ISC was instituted at the Federation of Indian Chambers of Commerce and Industry (FICCI) in 2015 with the aim of supporting the implementation of the Government of India's flagship program, Swachh Bharat Mission (SBM). It works on collating and disseminating relevant information and best practices in the sanitation space, supporting WASH financing, and providing inputs on the policy aspects of sanitation.

The ISC-FICCI Sanitation Awards is a flagship event in the sanitation sector and has established itself as a leader in this sector at a national level since its inception in 2017. Waste management, especially plastic waste, is crucial for achieving the goal of circular economy. Recognizing its importance early on, SBM Phase II incorporated waste management into its fundamental goals. Accordingly, this year we have introduced "Category 10: Best initiative in Plastic Recycling & Waste Management by SME/MSME". The aim was to give impetus to the efforts being made by different organisations in managing plastic waste. This addition represents a noteworthy stride in the pursuit of SBM Phase II's objectives.

An altogether new category was introduced this year for Self-Help Groups (SHGs), "Best SHG Model in Livelihood for WASH", which invites participation from SHGs involved in sanitation, including waste management.

The ISC-FICCI Sanitation Awards 2024 was chaired by Padma Vibhushan Dr. R A Mashelkar who has been supporting these awards for the last 7 years. A panel of eminent jurors who come from different institutional backgrounds and set-ups select the winners of the Award by following a rigorous adjudication process. The 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.

Building on its extensive outreach efforts from the past year, the 8th edition of the ISC-FICCI Sanitation Awards has actively reached out to individuals and organizations that have made significant contributions to the sanitation sector but have often remained underappreciated. ISC is committed to showcasing these stories from various parts of the country, ensuring they receive the recognition and appreciation they truly deserve.



Best Corporate Initiative in Sanitation (CSR): Small & Large

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

Best Communication in Sanitation

Best Innovative Financial Accessibility model for WASH

Best Engagement Model in Sanitation by a Social Enterprise / Start-up

Special recognition award for government

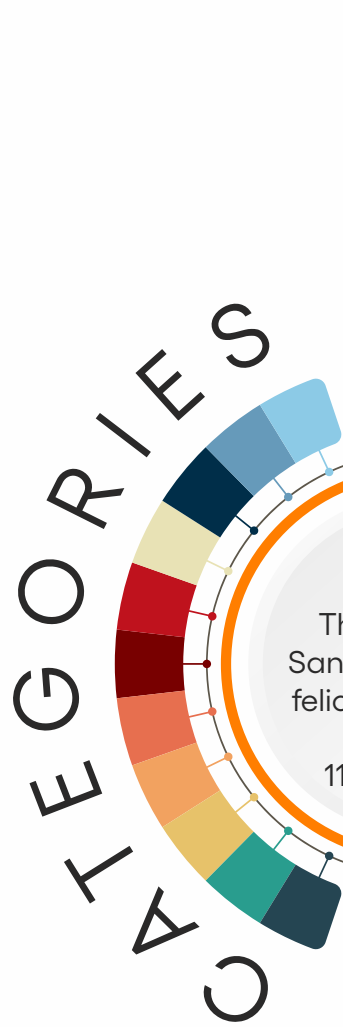
Best Model in Faecal Sludge and Septage Management (FSSM)

Best Initiative in Sanitation for Empowering Sanitation Workers

Woman Changemaker in Sanitation

Best initiative in Plastic Recycling & Waste Management by SME/MSME

Best SHG model in livelihood for WASH



The ISC-FICCI
Sanitation Awards
felicitates winners
across
11 categories:

SELECTION PROCESS

The selection process of the ISC-FICCI sanitation awards is completed through five different phases-



THE JURY



Dr. R. A. Mashelkar
Chair, India Sanitation Coalition
FICCI Sanitation Awards

Prabhakar Lingareddy
Executive Vice President
& Head - Social Investments
ITC



Prof. V. Srinivas Chary
Prof & Director, Urban Governance
and Environment, Admin Staff
College of India (ASCI) and CEO
Wash Innovation Hub



Ishan Raina
Founder, Raina Advisory and
Advanced Leadership Fellow
Harvard University, Advisory
Board at Bridgeweave Ltd.
Independent Director at RBL Bank



Ashwini Saxena
CEO
JSW Foundation



Aloka Majumdar
Managing Director
Global Head of Philanthropy
& Head of Sustainability
HSBC India



Manoj Gulati
Regional Director
South Asia
Water.org



Dr. Dinesh Mehta
Professor Emeritus and
Head Centre for Water
and Sanitation,
CEPT University



Dr. Nimish Shah
General Manager
Regulatory Affairs South Asia
Unilever



Ravi Bhatnagar
Director, External Affairs
and Partnerships SOA
Reckitt



INTRODUCTION **TO THE JURY**



INTRODUCTION TO THE JURY



Dr. R. A Mashelkar

Chair, India Sanitation Coalition
FICCI Sanitation Awards

Dr. R. A. Mashelkar, a distinguished Indian scientist, is a trailblazer in advancing India's scientific innovation and research landscape. He was the National Research Professor and President of Global Research Alliance (GRA). He has been 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 also the Fellow of the US National Academy of Inventors (2017), the first-ever Indian from India to be elected. Dr. Mashelkar has also served as 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. Presently, he is the Chancellor of Institute of Chemical Technology (2010- till date) and Chancellor of Jio Institute (2020 – till date.) He currently chairs the New Energy Council of Reliance, which is making multi-billion-dollar investments in the total value chain, ultimately leading to one of the world's highest producers of green hydrogen. In post-liberalized India, Dr. Mashelkar has played a critical role in shaping India's S&T institutions and also its policies. He was a member of the Scientific Advisory Council to the Prime Minister set up by successive governments for 3 decades. He has received a record of 46 honorary doctorates from universities around the world. The President of India honoured Dr. Mashelkar with Padma Shri (1991), Padma Bhushan (2000), and Padma Vibhushan (2014).



Prabhakar Lingareddy

Executive Vice President and Head –
Social Investments, ITC

Prabhakar Lingareddy has extensive experience working across various companies, with expertise in Performance Management, Compensation Management, Leadership and Talent Development, and Sustainability. He started at TVS Motors as an Assistant Manager, managing HR systems and industrial relations. He then moved to ITC Limited, where he contributed to recruitment, performance management, and CSR activities in the Leaf Tobacco Division. Later, he took on the role of HR Manager at ITC's Kidderpore factory. After ITC, he joined EID Parry as Deputy General Manager in HR, where he led HR functions for management staff and implemented strategic HR projects. He then transitioned to Carborundum Universal Limited as Head of HR, overseeing HR operations across different plants. Prabhakar subsequently moved to ITC Infotech, where he served as General Manager in Human Resources and later took on the role of Head of HR at ClientLogic India, a joint venture between ITC Infotech and ClientLogic. In his recent roles at ITC Limited, Prabhakar managed social programs and strategic relationships as the Executive Vice President for Social Investments at ITC Limited. He is currently a member of the Management Committee of ITC Limited's Agri-Business Division leading HR for the division and driving its expansion. Prabhakar has also worked in corporate social responsibility initiatives and participated in cross-functional business planning teams. Prabhakar holds a B.Tech. in Mechanical Engineering from the National Institute of Technology Karnataka and an MBA in Human Resources from XLRI Jamshedpur.

INTRODUCTION TO THE JURY



Prof. V. Srinivas Chary

Prof and Director, Urban Governance and Environment, Admin Staff College of India (ASCI) and CEO Wash Innovation Hub

Professor V. Srinivas Chary is the Chief Executive Officer at the WASH Innovation Hub, Professor and Director of the Centre for Urban Governance, Environment, Energy and Infrastructure Development at the Administrative Staff College of India (ASCI). He provides strategic direction to the Centre and leads its advisory, consulting, research and capacity development programme. He is also the Director of Centre of Excellence in Urban Development at ASCI instituted by the Government of India. He has over two decades of experience in urban infrastructure services, governance reforms and equity. He has served on various Inter-ministerial and department level committees on urban development, water supply, smart cities and environmental sanitation at the State and National levels. He is a committee member of the GOI's reinventing the toilet programme and national FSSM Alliance. He constituted 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 mentors start-ups associated with circular economy, waste management and water supply.



Ishan Raina

Founder, Raina Advisory and Advanced Leadership Fellow Harvard University, Advisory Board at Bridgeweave Ltd. Independent Director at RBL Bank

Ishan Raina is one of the prominent leaders in advertising and marketing. He holds the Board/Advisor roles at Bridgeweave Ltd., RBL Bank and Rainshine Entertainment. He was an advisor at the National Skills Development Corporation (NSDC). With over 35 years of experience in brand and communication strategy, advertising and media, and digital marketing solutions, Ishan has founded companies in both traditional advertising and new-age digital sectors since 1995. Ishan was a Harvard University fellow of the Advanced Leadership Initiative (2016). Ishan was the Founder, Chairman and Joint Venture Partner of Havas in India (Euro RSCG Advertising and MPG Media), and served on the Global Management Board of Havas Global, based in Paris and New York. Ishan 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.

INTRODUCTION TO THE JURY



Ashwini Saxena

CEO
JSW Foundation

Ashwini Saxena is the CEO of JSW Foundation, Board Director JSW Shakti & Trustee Heal Foundation and holds Masters' degrees in Geology, Business Management and CSR Leadership (from University of Geneva). His more than 30 years' career with reputed organisations such as UNIDO, IFC (World Bank) and corporates took him across India and Africa. 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 and is a member of several task forces & advisory committees with CII, FICCI, RCSR amongst others.



Aloka Majumdar

Managing Director, Global Head of Philanthropy &
Head of Sustainability, HSBC India

Aloka Majumdar is the Managing Director, Global Head of Philanthropy & Head of Sustainability India. She was also the Head of Corporate Sustainability for HSBC India. She is a member of the HSBC India Executive Committee (EXCO). Graduating with Honours in Political Science from the University of Calcutta, she started her career as a financial journalist. She specialized 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 Group companies. Her expertise lies in the fields of Skills Development, Financial Inclusion, Education, Environment, and Climate Change. She has worked extensively with a wide range of stakeholders including community-based organizations, multilateral agencies, academia, and central and state governments. She is the Trustee of Earthwatch Institute India, a Steering Committee Member of the India Sanitation Coalition, and is on several industry fora like FICCI and CII.

INTRODUCTION TO THE JURY



Manoj Gulati

Regional Director
South Asia, Water.org

Manoj Gulati is the Regional Director, South Asia at Water.org. He champions Water.org's strategy, vision and water and sanitation program expansion in South Asia. He is responsible for scaling strategic partnerships that increase access to financing for water and sanitation. Manoj has more than 25 years of experience in IT, supply chain management and the development sector in both India and the U.S. Prior to joining Water.org, he was the Senior Director, SE Asia and Country Director, India for SightLife, and was instrumental in scaling operations for over 17 eye banks in the region. He obtained his MBA from The Fuqua School of Business at Duke University. He serves on the steering committee for the India Sanitation Coalition (ISC) and is the Chair of ISC Credit Financing Working Group.



Ravi Bhatnagar

Director, External Affairs and
Partnerships SOA, Reckitt

Ravi Bhatnagar leads External Affairs and Partnerships at Reckitt Benckiser, and is in charge of the Africa, Middle East and South Asia Regions, where the interlinking of the issues of Health, Hygiene and Nutrition can be seen from close quarters. Being an integral part of conveying Reckitt Benckiser's mission of "Purpose led Business", Mr. Bhatnagar has used his communication skills to reach out to the target benefactors of the programmes, who belong to the marginalised sections of society. In recognition of Bhatnagar's exemplary work in the field of Hygiene and Sanitation to take forward the Swachh Bharat Mission, the President of India presented an award to Mr Bhatnagar and his team. Ravi's exceptional communication skills and expertise in corporate strategy will add valuable contribution to accelerating initiative. His efforts include liaising with senior government officials and global organizations such as the UN, World Bank, and WHO to advocate for effective health and hygiene interventions. Mr. Bhatnagar has been instrumental in spearheading Reckitt Benckiser's impactful campaigns, such as the 'Dettol Banega Swasth India Programme,' which promotes handwashing practices. He also played a key role in establishing the World Toilet Colleges in Rishikesh and Aurangabad to further sanitation efforts in India. His contributions to the Swachh Bharat Mission earned recognition from the President of India, and he has also received the Hall of Fame Award from the World Trade Organization. Prior to Reckitt Benckiser, Mr. Bhatnagar held senior roles at the Clinton Health Access Initiative and Population Services International. He is currently a taskforce member of FICCI's India Sanitation Coalition and Co-Chair of ASSOCHAM's Corporate Social Responsibility Committee.

INTRODUCTION TO THE JURY



Dr. Nimish Shah

General Manager Regulatory
Affairs South Asia, Unilever

Dr. Nimish Shah is an accomplished global health & sustainable business leader. He is currently serving as the General Manager Regulatory Affairs South Asia at Unilever. He has served as the Managing Director at IAPMO India private limited from August 2021 to May 2023. Previously he served as the managing director at Toilet Board Coalition where he led building of a vibrant innovation led hygiene & sanitation economy in the country, through entrepreneurship and private sector engagement. He has three decades of multi-domain innovation, technical and R&D global experience. Dr. Shah shaped the framework & helped set up Global Sanitation Centre of Excellence at IIT-Palakkad India. He authored 15 patents & was 3 times winner of Unilever Global CEO Compass Award in sustainability.



Dr. Dinesh Mehta

Professor Emeritus and Head Centre for
Water and Sanitation, CEPT University

Dr. Dinesh Mehta is a Professor Emeritus at CEPT University and Head at the Centre for Water and Sanitation, with over 40 years of expertise in urban policy, planning, WASH (Water, Sanitation, and Hygiene), and climate issues in Asia and Africa. He has held notable leadership roles, including serving as the head of the Urban Management Programme at UN-Habitat and Director of the National Institute of Urban Affairs (NIUA), New Delhi. He also led the School of Planning at CEPT University, Ahmedabad from 1986 to 1992. Dr. Mehta's contributions have been recognised internationally, earning him the International Water Association's Development Solutions Award in 2013 and a fellowship with IWA in 2017. Academically, he holds a PhD from the University of Pennsylvania, a Masters in City and Regional Planning from Harvard University, and a Bachelor of Technology in Civil Engineering from IIT Madras. His specialities include urban management, housing, finance, and governance. Dr. Mehta is joint-director of a major research programme on water and sanitation funded by the Bill and Melinda Gates Foundation. Dr Mehta has published extensively on poverty and equity issues, including water and sanitation.

EXECUTIVE JURY MEMBERS



EXECUTIVE JURY MEMBERS



Aloka Majumdar
Managing Director
Global Head of Philanthropy &
Head of Sustainability, HSBC India



Ravi Mariwala
Founder &
Managing Director
Smart Water



Aparna Dua
Director
The Blended
Finance Company (TBFC)



Karuna Bhatia
Head of CSR
Standard Chartered
Bank India and GBS



Deepak Arora
President
Public Affairs and Head CSR
Nayara Energy



Abhijit Banerji
Consultant &
Chief Implementation Officer
FINISH



Santosh Tiwari
Director
APCO Worldwide



Sonali Khan
Managing Director
Sesame Workshop India



Sakal Bhatt
Sr Consulting Editor
Doordharshan



Manoj Gulati
Regional Director
South Asia
Water.org



Ragini Chaudhary
Director Investment
Caspian



Akshay Panth
Chief Investment Officer
NEEV Funds
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Dr. Nimish Shah
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Unilever



Somveer Anand
CEO and Mission Director
IM Punjab



Padmashree Balaram
NGO
Engagement Committee Member
SVP Bangalore

EXECUTIVE JURY MEMBERS



Yogesh Kumar
Head of Operations
HCL Foundation



Roshan Shrestha
Deputy Director, Water
Sanitation, & Hygiene
BMGF



Anuradha Shankar
Founder
Science Sense Chennai



Chetan Mehrotra
Executive Trustee
Sar-La Education Trust



Ishan Raina
Founder, Raina Advisory and
Advanced Leadership Fellow
Harvard University



Rashid Karimbanakkal
Co-Founder and Director
Genrobotics



Wilma Rodrigues
Founder &
Chief Transformation Officer
Saahas Zero Waste



Y. Malini Reddy
Director
Governance and Service Delivery
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Ministry of Rural Development



Bonani Roychoudhury
Managing Director
Nabsamruddhi Finance Ltd.



Jayesh Modi
Director
KFCPL



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WINNERS OF 2024



Best Corporate Initiative in Sanitation (CSR)



Best Non-Profit Engagement Model in Sanitation



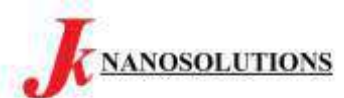
Best Communication in Sanitation



Best Innovative Financial Accessibility model for WASH



Best Engagement Model in Sanitation by a Social Enterprise / Start-up





Special recognition
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Best Model in
Faecal Sludge
and Septage
Management (FSSM)



सत्यमेव जयते
MUNICIPAL COMMITTEE LEH



Best Initiative in
Sanitation for
Empowering Sanitation
Workers



Women
Changemakers
in Sanitation



Sonam Ratubha Sodha
(Himalayan Hemp)



Best initiative in Plastic
Recycling & Waste
Management by
SME/MSME



Best SHG model in
livelihood for
WASH





BEST CORPORATE INITIATIVE IN SANITATION

HDFC BANK
PARIVARTAN





Best Corporate Initiative in Sanitation



 **HDFC BANK**
PARIVARTAN
A step towards sustainable progress

- Name of the organisation** - **HDFC Bank Parivartan**
- Name of initiative** - Rural & Urban Landscape Free of Dry & Plastic Waste
- Date of commencement** - October 2021
- Location** - Rural Areas in Bastar District, Chhattisgarh



About the Initiative

HDFC Bank, in collaboration with the Centre for Environment Education (CEE), undertook a comprehensive waste management initiative aimed at promoting sustainable practices in Bastar district, Chhattisgarh. The initiative targets the elimination of single-use plastics (SUP) and encourages the use of alternatives like cloth bags made from waste cloth sourced from local self-help groups (SHGs). The project strategy follows a multi-stakeholder approach, including urban and rural local bodies, Swachh Bharat Mission Grameen officials, aggregators, bulk waste generators (hotel and industries), Solid & Liquid Resource Management (SLRM) centres run by women Self Help Groups (SHGs), waste picker groups, Kabadiwallahs, small and large formal recyclers (cement factories), and residential welfare associations acknowledging the vital role of each stakeholder. The model's focus is to enhance dry and plastic waste management by establishing Dry Waste Material Recovery Facilities (MRFs), in alignment with the Government of India's "National Resource Efficiency Policy" and the "National Circular Economy Approach". The district administration (DA) has financially supported the initiative by providing leased land for setting up the MRF and Material Recycling Centre (MRC), as well as for providing water and electricity connections. Solar-powered vehicles have been supplied to 92 village panchayats, with INR 3 crore allocated for this purpose, and INR 2.3 crore have been provided for the machinery used in the MRC. The project stands out from similar initiatives due to its emphasis on community involvement, incentive-driven programs, customized communication strategies, technology integration, and focus on the informal sector.

The project has introduced another innovative initiative by installing Reverse Vending Machines (RVMs) at key locations. These machines allow users to deposit used or empty PET bottles from cold drinks, mineral water, and juice, as well as multi-layered plastic



(MLP) packets like those for chips, snacks, and biscuits, in exchange for a reward coupon. These RVMs, the first of their kind in India, feature sensor technology that separates PET bottles from thin plastic packaging and MLPs. Efforts are underway to connect these RVMs with private vendors. At the recommendation of the Mission Director, one RVM was relocated to the SBM-G office in Raipur to enhance knowledge sharing and raise awareness among officials. To further drive sustainable practices and community involvement, innovative strategies like gamification (through game of Snakes and Ladders) have been introduced, promoting the 5R principles: Refuse, Reduce, Reuse, Recycle, and Recover. This collaborative effort is active across 8 cities and 290 villages in 7 states throughout India.

Outreach

The initiative supports 14 of the 17 Sustainable Development Goals (SDGs) and has reached over 46,700 people in Bastar district. The project conducted 54 awareness camps, 14 training sessions, 7 workshops and health camps, promoting a community-driven approach to waste management.

Outcome

The establishment of Material Recovery Facilities (MRFs) and Solid and Liquid Resource Management (SLRM) centers has created significant employment opportunities for Safai Mitras and local residents. Over 15 Safai Mitras are employed at these facilities, and empowered 400 women by forming 50 women's Self-Help Groups (SHGs) that actively participate in waste management. This initiative is further strengthened by collaborations with the Ministry of Jal Shakti and the State Swachh Bharat Mission. Resourceful initiatives like the Plastic Lao, Thaila Pao/Mask Pao (PLTP/MP) Kiosk and Reverse Vending Machines (RVMs) have significantly enhanced community engagement in waste management. Through the PLTP initiative, 9,119 individuals were sensitized, 7,920 people visited the kiosk, 5,828 cloth bags and 369 masks were distributed, and more than 4000 kg of plastic waste was collected. In Bastar and surrounding areas, two RVMs were installed at different sites, leading to the collection of 5,160 PET bottles (104 kg) and 3,315 MLPs (16 kg) within three months.



BEST NON-PROFIT **ENGAGEMENT MODEL IN SANITATION**

URBAN: AGA KHAN
FOUNDATION

RURAL: S M SEHGAL
FOUNDATION



Best Non-Profit Engagement Model in Sanitation



URBAN



AGA KHAN FOUNDATION





- Name of the organisation** - Aga Khan Foundation
- Name of initiative** - Supporting Local Authorities for Accountable, Responsive and Transparent Systems for Solid Waste Management
- Date of commencement** - February 2018
- Location** - 3 ULBs in Bihar - Danapur, Khagaul, and Phulwarisharif

About the Initiative

The Aga Khan Foundation is leading the European Union-funded 'Supporting Local Authorities for accountable, responsive and transparent systems for solid waste management' program, aimed at enhancing solid waste management in Bihar, India. The initiative targets urban local bodies in Danapur, Khagaul, and Phulwarisharif, aiming to build accountable, responsive, and transparent systems for decentralized solid waste management (SWM). It strengthens governance and technical capacities, promoting a financially sustainable waste management model that can be replicated. The project emphasizes citizen engagement for accountability, encourages source segregation, and promotes composting at household and community levels. Focusing on the 3Rs (Reduce, Reuse, Recycle), it aims to minimize landfill waste. A key feature is the door-to-door waste collection and sweeping services, covering 100% of the targeted households for better waste management. Additionally, they aim to expand their efforts in waste management by exploring the establishment of bio-methanation plants and compressed biogas plants.

The project involved organizing round-table conferences and training sessions for ULB representatives in partnership with the Urban Management Centre (UMC). It also demonstrated the use of IoT-based technology for solid waste management. The key partners and stakeholders in this project included local government authorities in Danapur, Khagaul, and Phulwarisharif ULBs, the Municipal Corporation of Patna City, and the UD&HD Department, Government of Bihar.

The organisation also worked with external partners to scale its interventions. Gram Swarajya Samiti Ghoshi (GSSG), a Bihar-based NGO, served as the key implementing



partner. GSSG's local expertise in community mobilization and solid waste management (SWM) facilitated successful project execution. Decentralized initiatives, such as Material Recovery Facilities (MRFs) and Jan Sanwaad public hearings, empowered citizens to play a central role in planning, monitoring, and addressing SWM challenges in their communities. The project introduced the COWW (Collect Only Wet Waste) Approach, which utilized GPS-enabled vehicles, optimized routes, and reduced maintenance costs to streamline waste collection. The total expenditure for the initiative was more than INR 42 lakhs for 2023-24.

Outreach

The initiative reached over 79,000 individuals through awareness campaigns and directly engaged around 150,000 citizens, covering nearly half of the population in the targeted Urban Local Bodies (ULBs). The initiative actively engaged marginalized groups, including waste pickers, enhancing their livelihoods and integrating them into the formal waste management system. This effort benefited 45,000 individuals from marginalized communities, including Scheduled Caste and minority households, with 2,500 waste pickers experiencing direct improvements in their livelihoods. By the fifth year of the initiative, 4,025 citizens (2,658 women and 1,367 men) were identified as Citizen Leaders, and 3,911 leaders (3,205 women and 706 men) were trained to support the project's long-term goals. The initiative also focused on training 700 ULB staff responsible for solid waste management in 3 ULBs of Patna.

Outcome

The project demonstrated that effective solid waste management systems created jobs in sectors like waste collection, recycling, and disposal, benefiting local economies. Marginalized groups, including 1,902 waste pickers and women's Self-Help Groups (SHGs), were integrated into the formal SWM system. Over 34,000 households adopted waste segregation, with ULBs being certified as ODF+ (Open Defecation Free). Through the establishment of Material Recovery Facilities (MRFs) in Danapur, Khagaul, and Phulwarisharief, the project generated a net profit of ₹63,000. Home composting alone saved 1.7 tons of wet waste per day, with 99.3 tons of waste being diverted from



landfills daily. The project achieved a 45% reduction in the volume of waste entering landfills compared to baseline levels in 2018. Additionally, 51% of the wards met the Gold Standard, which signifies best practices in solid waste management (SWM), such as source segregation, home composting, and preventing littering and waste burning.

The model has proven scalable and influenced Bihar's Urban Development and Housing Department (UDHD) to expand the efforts across 11 other ULBs and Patna Municipal Corporation (PMC). The success of this decentralized governance system has sparked collaboration with waste management startups and other public-private partnerships.



Best Non-Profit Engagement Model in Sanitation



RURAL



SEHGAL
FOUNDATION





- Name of the organisation** - SM Sehgal Foundation
- Name of initiative** - Sanitation Models: Soak Pit and Soak wells
- Date of commencement** - 2021
- Location** - Haryana, Uttar Pradesh, Rajasthan, Bihar, Maharashtra, Telangana, and Madhya Pradesh

About the Initiative

The S M Sehgal Foundation initiated a sanitation project to tackle the critical issue of wastewater management in rural India. The primary stakeholders of the initiative included rural communities, village development committees (VDCs), local panchayats, and sanitation workers. The project focused on constructing soak pits and soak wells, which are affordable, simple structures designed to safely manage household and community wastewater. This initiative also aimed to raise awareness about the importance of hygiene and sanitation in rural communities. The foundation also organized sanitation drives to engage communities, increase awareness, and encourage the adoption of healthy practices. In addition to this, the project facilitated the construction of soak pits to separate solid waste, treat wastewater, and recharge the water table while soak wells collect and filter greywater (from kitchens and bathrooms) for reuse in gardening or irrigation. The initiative incorporated low-cost, low-maintenance designs, allowing communities to sustain the system independently. Training in budgeting, construction, and maintenance was provided to ensure long-term success. The program used locally sourced materials such as soak pits and soak wells to reduce expenses and enhance replicability, while aligning with government schemes like MGNREGA and Jal Jeevan Mission (JJM). Sanitation measures were also implemented in schools and Anganwadi's, benefiting children directly. These improvements in hygiene contributed to better health, increased attendance, and a more conducive learning environment. Community radio Connect served as an effective medium for disseminating information on wastewater management and sanitation practices.

The breakthrough came with the innovation of incorporating a silt trap before the wastewater entered the soak pit. This design adjustment necessitated cleaning only every 1-3 months, a task that could be performed easily in a small, accessible area. This practical and low-maintenance solution significantly improved the functionality and sustainability of soak pits, making them more attractive and showcasing a scalable model for rural sanitation. Sanitation workers, vital for maintaining soak pits and silt traps, were trained by the foundation's experts.



The total expenditure for the initiative was INR 45 lakhs over the span of 3 years. The funds were primarily used for sourcing locally available materials such as RCC rings, hiring labour for brickwork, RCC casting, and excavation.

Outreach

The initiative, which initially started in a few villages, grew substantially over three years. By March 2023, it had reached 147 villages across 12 districts in 7 states, including Haryana, Bihar, Uttar Pradesh, Rajasthan, Telangana, Maharashtra, and Madhya Pradesh, covering a broad geographical area. The total number of beneficiaries in the year 2023-24 was 1,457, out of which 79% were repeat participants, with 21% being new. In 2021-22, all the 242 beneficiaries (100%) were new participants. The foundation extended its outreach through community radio, with programs like "Jal Jungle Zameen" (Water, Forest, Land), which educated over 300 villages on sanitation and environmental management, emphasizing the importance of soak pits and wells.

Outcome

The project had a significant impact, particularly on underserved and economically weaker sections of society. By effectively managing wastewater, the initiative reduced waterlogging, a common cause of waterborne diseases like diarrhoea, cholera, and malaria. This led to a noticeable improvement in public health within the targeted communities. Lower health risks translated to reduced medical expenses, indirectly benefiting the local economy. The soak pits and wells contributed to groundwater recharge, promoting the sustainable use of water resources. Communities were trained on the construction, maintenance, and benefits of these sanitation structures. This not only ensured the sustainability of the initiative but also empowered local populations to take charge of their sanitation needs. The initiative also focused on gender inclusivity by addressing the specific sanitation needs of women and girls. By reducing the burden of unsanitary conditions, the initiative allowed women more time to engage in education and economic activities.



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BEST COMMUNICATION **IN SANITATION**

ONEEARTH FOUNDATION



Best Communication in **Sanitation**



Name of the organisation - OneEarth Foundation
Name of initiative - Drive against plastic pollution
Date of commencement - February 2024
Location - Goa



About the Initiative

The Drive Against Plastic Pollution (DAPP) campaign is a broad initiative targeting the urgent issue of plastic pollution in Goa's coastal marine environments. Its primary goals were to educate the public, raise awareness about waste management, and promote the concept of viewing waste as a valuable resource through the 5Rs framework: Rethink, Reduce, Reuse, Repair, and Recycle. Over 30 days, the campaign engaged various stakeholders, including citizens, students, local fishing communities, and tourists, to encourage shifts toward sustainable practices. It combined adventure activities like kayak cleanups with Information, Education, and Communication (IEC) strategies to highlight the impact of plastic waste on marine life. Covering a 120-kilometre stretch along Goa's coastline, the campaign documented different types of waste to develop sustainable waste management solutions.

Collaboration was key to this initiative, with partnerships involving entities like Centre for Environment Education (CEE), Quest2Travel by MMT, NGOs such as Act for Goa and Drishti, government bodies like the Goa Forest Department, Goa State Biodiversity Board, Corporation of the City of Panaji, and marine conservationists like O.C.E.A.N. With a budget of INR 20 lakhs, the project's revenue generation model focused on sustainable solutions that address environmental challenges while creating income. The organization intercepted plastic waste from mangroves, beaches, rivers, and creeks, transforming it into functional products like shelters, paver blocks, and fences. Their program emphasized circular waste management by reducing refuse-derived fuel (RDF) and processing waste at its source. By converting zero-value waste into valuable goods, they promoted a sustainable business model, reduced virgin plastic production, and generated income.

The campaign's social sustainability efforts included working with fishing communities to address the impact of discarded nets on marine life. Cleanup drives and awareness activities highlighted the importance of sustainable livelihood practices. The "wave of change" festival celebrated collective achievements, fostering ongoing community involvement in environmental initiatives.



Outreach

The campaign effectively combined digital and traditional media, garnering 427K views and 1200 average likes. It showcased milestones and successes, engaging broad audiences and promoting sustainability. This digital strategy encouraged environmental stewardship, extending its influence beyond the campaign's timeline. A dedicated landing page served as the central hub for campaign information, while a live dashboard provided real-time updates, keeping the community engaged. Metrics such as 14.2K reel views, and 3000 post likes, in Instagram profile visits over 30 days demonstrated substantial engagement. The campaign's top video reel garnered 248,000 views, and Instagram profile visits increased by 426% within 30 days, indicating significant online engagement. The initiative reached remote areas like Galgibag, with students from leading Goan colleges inspired to continue the efforts, demonstrating the campaign's effectiveness in mobilizing community action against plastic pollution. Workshops were conducted in regional languages (Konkani, Marathi, Hindi, and English) to ensure inclusivity and effective communication with diverse audiences, promoting sustainable practices in government schools and villages.

Outcome

It successfully engaged 1,300 individuals directly and reached 100,000 people indirectly, collected 1.4 tons of waste, and conducted 30 circular economy workshops. The campaign organized 11 beach cleanups, 6 mangrove cleanups, actively involving community members and students, and 10 turtle conservation sessions to promote sustainable practices and awareness. Qualitatively, the organization received positive feedback from students, volunteers, educators, and tourists, who expressed an increased understanding of plastic pollution and a stronger commitment to environmental responsibility. Many participants shared stories of applying sustainability practices within their communities. For example, a notable college in North Goa not only attended the workshops but also organized a mangrove walk and expressed interest in adopting zero-waste practices. Similarly, workshops motivated a leading engineering college to work toward a near-zero waste model for their institution.



BEST INNOVATIVE FINANCIAL ACCESSIBILITY MODEL

FOR WASH:

IMPACT, DOWNSTREAM
AND UPSTREAM
INVESTORS

NABSAMRUDDHI
FINANCE LIMITED



Best Innovative Financial Accessibility Model for **WASH:**

Impact, Downstream and
Upstream investors



- Name of the organisation** - Nabsamruddhi Finance Limited
- Name of initiative** - Climate-Resilient WASH Funding Program
- Date of commencement** - November 2023
- Location** - Nation-wide



About the Initiative

Nabsamruddhi is a significant player in Water, Sanitation, and Hygiene (WASH) funding as one of India's leading wholesale debt providers among non-banking financial companies (NBFCs). It is the only WASH lender covering all sectors-microfinance, MSME, and affordable/rural housing-across the full risk spectrum, focusing on last-mile needs. As part of its commitment to sustainability, Nabsamruddhi launched the "Climate Ready WASH Funding (CRWF)" program in November 2023, addressing the direct link between climate change and unsafe WASH practices. The CRWF program has expanded across seven Indian states, with plans for nationwide coverage by 2026. The organization has been actively promoting the financing of WASH loans under its Green and Wellness focus, with a strong emphasis on sustainability. The company provides loans for WASH initiatives to underserved households through partners such as NBFCs, Section 8 companies, and trusts. Loan amounts depend on each partner's performance and follow RBI guidelines.

Loans to microfinance borrowers for Water, Sanitation, and Hygiene (WASH) are primarily aimed at underserved households. On average, the ticket size for these loans is INR 15 crore, with a tenure of 2 to 3 years, depending on the product's duration. The interest rate typically ranges from 9% to 16%, averaging around 11% to 12%. Repayment is collected in Equated Monthly Instalments (EMIs). The average repayment period ranges from 18 months to 60 months with a maximum moratorium of 6 months. The loan portfolio caters to a range of entities, from smaller organizations with an asset under management (AUM) of INR 20 crore to larger NBFCs with an AUM of up to INR 10,000 crore. Since its launch, the initiative has financed over five NBFCs/MFI partners, disbursing around INR 30 crore, and achieving cumulative disbursements of INR 358 crore through 36 partners.

The CRWF program is being supported by its parent organization, NABARD, along with technical partners such as Water.org, Sa-Dhan, and FINISH targeting climate-vulnerable districts identified in the Council of Energy, Environment, and Water (CEEW) report. Other key partners are the Climate Policy Initiative, The Blended Finance Company (TBFC), Indian School of Business (ISB), GIZ, ACCESS Development Services, Impact Investors Council, Trust of People,



WASH Innovation Hub, and the Toilet Board Coalition (TBC). Together, they enhance the program's blended finance offerings, knowledge generation, policy advocacy, and capacity-building initiatives.

The initiative involves local communities in creating customized solutions through participatory rural appraisals, consultations, and capacity-building workshops, ensuring inclusive and culturally appropriate interventions for women, the disabled, and marginalized groups. The initiative also supports rainwater harvesting for household water storage and borewell recharge, as well as solar pumps for sustainable water supply, reducing reliance on unreliable electricity and fossil fuels. Engaging local communities through awareness campaigns and workshops ensures solutions are inclusive and culturally appropriate. Nabsamruddhi used traditional and digital media, including brochures, QR codes, and social media, to communicate its values and solutions. Social media platforms like LinkedIn and YouTube were employed to create educational and awareness content, including IEC videos in multiple languages.

Outreach

The cumulative number of direct beneficiaries reached 90 in 2023-24. Indirect beneficiaries exceeded 300,000 during the same period, with 65% being repeat beneficiaries and new beneficiaries accounted for 35%. They have also supported over 50,000 borrowers in the Water, Sanitation, and Hygiene (WASH) sector, with 90% of the beneficiaries being women.

Outcome

Nabsamruddhi's Water, Sanitation, and Hygiene (WASH) initiatives, comprising 35% of its assets, empower communities through sustainable solutions. They covered 50,000 underlying borrowers in the WASH segment, 90% of whom are women, promoting gender equity and boosting incomes through time-saving solutions, such as piped water connections. Their climate-resilient WASH funding has enhanced health and resilience, while support for circular economy practices helps in long-term sustainability.



BEST ENGAGEMENT MODEL IN SANITATION BY A **SOCIAL ENTERPRISE / START-UP**

JK NANOSOLUTIONS
PRIVATE LIMITED



Best Engagement
Model in
Sanitation by a
**Social
Enterprise /
Start-up**



J NANOSOLUTIONS

- Name of the organisation** - JK Nanosolutions Private Limited
- Name of initiative** - Nanotechnology-based simple, rapid, low-cost treatment of sewage and industrial effluent
- Date of commencement** - October 2017
- Location** - Karnataka, Tamil Nadu, Telangana, Delhi, Goa, Maharashtra, and Jharkhand



About the Initiative

JK Nanosolutions, a Bengaluru-based startup founded in 2017, specializes in nanotechnology-driven solutions for wastewater treatment and recycling. Their nanotechnology-based solution, utilizing metal nanoclusters with high surface area, effectively treats up to 98% of wastewater. This innovative approach provides a fast, cost-efficient, single-step alternative to traditional methods, significantly reducing the need for space, power, and maintenance. The company has deployed this technology across several Indian states, including Karnataka, Tamil Nadu, Telangana, Delhi, Goa, Maharashtra, and Jharkhand.

For the year 2023-24, the cost of treating 100,000 litres of water was 1500 INR, with approximately 200 million litres of water recycled. This reflects an increase in recycled water compared to the previous year. In 2022-23, the cost was slightly lower at 1350 INR for treating the same amount of water, with around 150 million litres recycled. Despite the increase in costs over time, the current cost of treating 100,000 litres of sewage water for 1500 INR (or 1.5 paise per litre) remains affordable, especially for low-income communities, which otherwise may spend 800 INR for just 6000 litres of clean water.

The business model centres around the sale of nanosolution (liquid) packages, which are tailored for different types of effluent and wastewater. Revenue generation primarily comes from upfront sales of these solutions. The nanosolution is produced at a very low cost due to the company's patented technology. They ensure inclusivity by engaging the local community for manufacturing and implementation, providing employment and training for those with limited education or skills, and even employing marginalized groups. One of the major challenges the company faced was initial resistance to new technology. To overcome this, JK Nanosolutions has made efforts to educate beneficiaries about the effectiveness and cost-efficiency of their nanotechnology



treatment methods. This includes direct engagement with industrial clients, rural communities, and public entities to build trust and acceptance.

The initiative has worked with government agencies such as the National Green Tribunal, Pollution Control Boards, and CSR initiatives from corporations like Phoenix Group and Tata Trust. These partnerships have allowed JK Nanosolutions to execute large-scale projects, such as cleaning lakes like Nanakramguda in Hyderabad and Nidige Lake near Shimoga.

Outreach

JK Nanosolutions started their intervention in Karnataka in 2017 and have gradually increased to 7 states (Karnataka, Tamil Nadu, Telangana, New Delhi, Goa, Maharashtra, Jharkhand) in the last 7 years and have treated more than 500 billion litres of water and counting. The project has gained traction in treating large-scale wastewater from various industries, laundry centres, and public transportation depots.

Outcome

The initiative has successfully treated over 500 million litres of wastewater across multiple regions, contributing significantly to environmental sustainability. In addition, the technology requires minimal space, power, and maintenance compared to conventional methods. The technology developed by JK Nanosolutions enables the treatment and reuse of 98% of water, addressing pollution in industrial sectors like textiles, vehicle washing, and laundry services (dhobi ghats). This has led to a significant reduction in untreated chemical discharge into rivers and lakes, such as the Bellandur Lake in Bengaluru. The treated water is not only clean, but the nano-treated particles act as micronutrients for plants, making the system environmentally sustainable and beneficial for agriculture.



SPECIAL RECOGNITION AWARD FOR THE **GOVERNMENT**

COMMISSIONERATE
OF RURAL DEVELOPMENT
- GUJARAT



Special Recognition Award for the **Government:**

Commissionerate
of Rural Development -
Gujarat



श्रमयोग • संगठन • समृद्धि



Name of the initiative - Gujarat's VEDANCHHA Model: Sustainable greywater management for achieving sustainable development outcomes.

Date of commencement - 2021



About the Initiative

The Vedanchha model is a groundbreaking initiative in sustainable greywater management launched in rural Gujarat in 2021. This model is named after the Vedancha Gram Panchayat (GP) in Banaskantha District and is a part of Gujarat's broader efforts to achieve sustainable development goals through nature-based solutions. The Vedanchha Greywater Management Plant utilizes decentralized wastewater treatment systems (DEWATS) combined with Waste Stabilization Ponds to treat greywater at the community level. This approach is a cost-effective, indigenous solution that is both easy to operate and maintain by local Gram Panchayats (GPs). The system ensures that approximately 200 KLD (Kilolitres per day) of greywater is treated daily, producing clean water suitable for groundwater recharge and irrigation. The organic manure generated during the treatment process is utilized to support organic farming, further contributing to sustainable agricultural practices in the region.

The treatment process involves six stages, including the use of granular filters, settling tanks, and charcoal filtration, ensuring that the water meets the Central Pollution Control Board (CPCB) standards before being released. The organic manure collected from settling tanks is sold through village fertilizer cooperatives to the farmers at ₹200 per 30 kg bag, which aids farmers and also generates revenue for the local GP. The treated greywater is supplied to the farmers for irrigation at no cost which helps in conserving groundwater.

The Vedanchha model is supported by various government schemes, including Swachh Bharat Mission - Gramin (SBM-G) and Jal Jeevan Mission (JJM), with financial backing from the 15th Finance Commission. The model is a collaborative effort that aligns with other initiatives such as the Atal Bhujal Yojana and MGNREGS (Mahatma Gandhi National Rural Employment Guarantee Scheme).

Their long-term goal is to treat 18 MLD (million liters per day) of greywater, contributing significantly to irrigation and organic farming practices, thus promoting a circular economy where waste is converted into valuable resources. Additionally, building the capacity of Gram Panchayat stakeholders for the operation and maintenance (O&M) of these plants is vital for their sustained success. Future plans aim to integrate O&M activities into the Gram Panchayat Development Plan (GPDP) for a smooth transition of responsibilities to local authorities.

The model has been implemented in over 10,000 villages in Gujarat, incorporating both centralized and decentralized options for greywater management. As of 2023, the Commissionerate of Rural Development in Gujarat has installed 90 greywater treatment units statewide, with plans to establish an additional 201 units across 33 districts by 2024-25. In Vedancha Gram Panchayat, monthly sales of 300 manure bags at ₹200 each result in an annual revenue of INR 7,20,000, post operational costs. The initial capital investment has a payback period of just over four years, positioning this model as economically sustainable in the long term.



Name of the initiative - Empowering Women Through Energy: Gujarat's GOBARDHAN Initiative Transforms Waste into Opportunity

Date of commencement - January 2022

About the initiative

The GOBARDhan (Galvanizing Organic Bio-Agro Resources Dhan) initiative in Gujarat, under the Swachh Bharat Mission Gramin, aims to convert organic waste like cow dung into clean energy, promoting sustainable waste management and empowering rural communities. Under the cluster model, the initiative leverages the Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS) to target households with cattle and groups 200-250 households for flexi biogas plant installations at the household level. Under the dairy model, dung is also collected through dairy from around group of 200 to 250 farmers.

The flexi biogas plants are made of durable high-density polyethylene gas containers and PVC-coated fabric which convert cow dung into biogas for clean cooking fuel, reducing dependence on firewood and LPG. A token contribution from beneficiaries promotes a sense of ownership and leads to better asset maintenance. Additionally, the slurry byproduct obtained from biogas production is processed into organic manure, which is sold directly or through cooperatives to the farmers, contributing to agricultural productivity and a circular economy. A total of 7,600 biogas plants have been constructed in Gujarat, benefiting 7,276 individuals. With a target to install an additional 10,000 biogas units, Gujarat aims to expand its reach through strategic partnerships with dairies and other agricultural cooperatives. To ensure the continued success of the GOBARDhan initiative, Gujarat is focusing on customizing waste management strategies to suit local conditions, making them more adaptable and scalable. This includes building the capacity of local Gram Panchayats to manage and maintain biogas plants effectively.

The GOBARDhan initiative significantly reduces greenhouse gas emissions and mitigates air pollution associated with traditional cooking methods. The conversion of biogas into renewable energy has yielded economic savings for rural households by reducing their expenditure on LPG cylinders. The replacement of traditional biomass fuels with biogas has led to improved health outcomes, such as - significant reduction in respiratory and eye infections due to reduced exposure to kitchen smoke. Utilizing slurry from the biogas plants as fertilizer has led to noticeable improvements in crop yields. Studies conducted by Sabar Dairy indicate an increase in crop productivity-Bajra production rose by 10.28%, Juvar by 8.55%, paddy by 5.33%, and wheat by 7.86%-demonstrating the positive impact on agricultural output. A separate study by AMUL highlighted a considerable reduction in time spent on fuel collection and preparation, particularly for women. On average, households save 1.85 hours per day, translating into improved quality of life and greater time for other economic or social activities.



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BEST MODEL IN FAECAL SLUDGE AND SEPTAGE MANAGEMENT

(FSSM)

MUNICIPAL COMMITTEE
LEH AND BLUE WATER
COMPANY



Best Model in Faecal Sludge and Septage Management (FSSM)



Municipal Committee Leh
and Blue Water Company



सत्यमेव जयते

MUNICIPAL COMMITTEE LEH



- Name of the organisation** - **Municipal Committee Leh and Blue Water Company**
- Name of initiative** - Sustainable Faecal Sludge Management at Leh with PPP Mode.
- Date of commencement** - August 2017
- Location** - Leh



About the Initiative

India's first Public-Private Partnership (PPP) for integrated Faecal Sludge Management (FSM) in Leh was launched through the collaborative efforts of the Municipal Committee Leh, Blue Water Company, and BORDA (Bremen Overseas Research and Development Association). This initiative was designed to tackle the growing sanitation challenges in Leh, particularly given the region's rapid development and increased tourism, coupled with its unique geographical and climatic conditions. The Faecal Sludge Treatment Plant (FSTP) in Leh is more than just a facility-it serves as a sanitation park, incorporating nature-based treatment methods set against the backdrop of the Himalayas. It has been self-sustaining for six years, with efficient truck operations, and continues to maintain a sustainable model with only 10% of the work done manually to upkeep the site and landscape.

Technological innovations are key to the success of this project, particularly in wastewater treatment and desludging. Gravity-based aerobic stabilization and DEWATS are used for efficient water treatment. Vacuum-based desludging has replaced manual methods, improved hygiene and reducing environmental contamination. GPS-enabled desludging vehicles optimize service delivery through better routing and tracking, while digital payment systems enhance transparency and accountability. In difficult-to-access areas, a low-cost double boosting pumping station is used to empty septic tanks over distances of 200-250 feet, offering a more affordable and efficient alternative to technologies like Vacutug and Gulper. This system, which includes a Honda SWT-30 trash pump, addresses accessibility issues, reduces manpower, and promotes sanitation in underserved areas.

The initiative has demonstrated cost-effectiveness over the years, with operation and maintenance costs steadily increasing. In 2021-22, the combined cost for FSTP maintenance and truck operations was INR 20 lakhs, rising to INR 23 lakhs in 2023-24.



The average annual cost for operation and maintenance remains around INR 20 lakhs for nine months, covering both truck operations and the FSTP. The project generated revenue through user fees for desludging and treatment services, with performance-based payments driving efficiency. The treatment process minimized water and energy use, with real-time monitoring reducing the carbon footprint. They provide services to army units, hotel, households and difficult-to-reach areas of the city.

Outreach

The integrated Faecal Sludge Management (FSM) initiative in Leh has significantly improved sanitation services for 45,000 residents, 270,000 tourists, and 80,000 temporary workers. Over the past three years, repeat beneficiaries have remained high at 88% while new beneficiaries accounted for 12% in 2023-24.

Outcome

This project has achieved 100% coverage in the city of Leh, significantly reducing environmental pollution and groundwater contamination, which has resulted in improved public health outcomes. Increased awareness of sanitation and hygiene among residents has encouraged greater community participation. The project also partnered with local organizations to reach marginalized communities and ensure equitable access to sanitation services.



BEST INITIATIVE IN SANITATION FOR EMPOWERING **SANITATION WORKERS**

JAGRAN PEHEL



Best Initiative in Sanitation for Empowering Sanitation Workers

Jagran Pehel



Pehel



- Name of the organisation** - Jagran Pehel
- Name of initiative** - Harpic World Toilet College
- Date of commencement** - August 2018
- Location** - 14 states and 2 UTs



About the Initiative

The Harpic World Toilet College (HWTC) initiative was launched in 2018 by Reckitt in partnership with Jagran Pehel and the Government of Maharashtra. This initiative was created under the larger umbrella of Reckitt's "Dettol Banega Swachh India Campaign," aiming to support India's flagship "Swachh Bharat Mission." Jagran Pehel has been involved in sanitation efforts through a comprehensive Corporate Social Responsibility (CSR) initiative, made possible by an ongoing grant from Reckitt. In this initiative, their role includes full management of the program, ensuring impactful and sustainable results in the communities they serve.

The main focus of HWTC is on empowering sanitation workers and eliminating the inhumane practice of manual scavenging, thus improving sanitation standards across India. This is achieved through a multi-phase approach, starting from the establishment of training centres in Aurangabad, Maharashtra. After the end of the 6th phase (2023-24), their initiative has now reached multiple states, including Bihar, Uttar Pradesh, Himachal Pradesh, Rajasthan, Karnataka, Andhra Pradesh, Tamil Nadu, Kerala, Uttarakhand, Punjab, Telangana, Goa, Orissa and union territories of Ladakh and Pondicherry, with a vision to train over 68,000 sanitation workers. The HWTC addresses critical issues faced by sanitation workers, such as exposure to hazardous environments, lack of safety gear, and social stigma. The Harpic World Toilet College (HWTC) provides extensive training, health support, and placement assistance for sanitation workers, setting it apart from similar programs. By focusing on safety and well-being, HWTC educates workers on using personal protective equipment (PPE) and offers "dignity kits" with essential safety items. Health camps ensure regular check-ups, reducing occupational risks. HWTC's strong placement support connects workers with over 100 recruiters across hotels, malls, and hospitals, enhancing employability. Additionally, initiatives like the all-women World Toilet College in Pondicherry break gender barriers, fostering dignity and inclusion in the sanitation sector while promoting cleanliness in schools. One of the innovative outreach



programs includes the "School Sanitation Bike & Van" initiative, where school children are educated on the importance of hygiene, sanitation, and the critical role sanitation workers play in maintaining public health.

The primary stakeholders in this project include government officials from the Ministry of Housing and Urban Affairs (MoUHA), along with local authorities at the District, City, Town, and Block levels, such as Municipal Commissioners, Executive Officers, and representatives from NGOs, local self-help groups (SHGs), the National Commission for Safai Karamcharis (NCSK), the National Safai Karamcharis Finance and Development Corporation (NSKFDC), and community leaders within sanitation worker communities. Key partners supporting this initiative include Reckitt, the World Toilet Organization, the Administrative Staff College of India (ASCI), the Global Interfaith Wash Alliance, Amar Jyoti Yuvak Sangha, Green Sparsh Foundation, Give Grants, and E Tech. The initiative was funded at over INR 12.5 crores over a span of three years.

Outreach

In terms of quantitative results, the initiative has trained more than 60,000 sanitation workers, secured jobs for over 64,000 individuals. The initiative has also reached over 5 lakh family members of the sanitation workers through health camps and awareness campaigns.

Outcome

There have been significant improvements in the health, safety, and dignity of sanitation workers, supported by reports, positive feedback. Out of all the sanitation workers that were trained, around 96% of them are now more aware of the Prohibition of Employment as Manual Scavengers and their Rehabilitation Act, 2013, while 95% have gained greater awareness of government welfare schemes for sanitation workers. Additionally, 80% of sanitation workers have improved their soft and technical skills. As a result, 45% of sanitation workers have experienced an increase in household income, and 36% have reduced their consumption of alcohol and tobacco. Furthermore, 30% of sanitation workers report lower healthcare spending, and 24% have seen a reduction in skin diseases and respiratory disorders. The graduates of HWTC have transitioned from manual scavenging to secure jobs in sectors such as facility management in hotels, hospitals, malls and offices, and now earn regular wages with social security benefits. Previously earning Rs. 200-300 per day, trainees from the World Toilet College now make Rs. 9,000-10,000 monthly, reflecting over a 50% income increase after skill training.



WOMEN CHANGEMAKERS IN **SANITATION**

SONAM RATUBHA SODHA



Women Changemakers in Sanitation



Sonam Ratubha Sodha



- Woman changemaker** - **Sonam Ratubha Sodha, Managing Director and Chief Operating Officer, Himalayan Hemp Industries**
- Name of initiative** - World's 1st cannabis hemp sanitary pads
- Date of commencement** - October 2019
- Location** - Himachal Pradesh



About the Initiative

Sonam Ratubha Sodha, an entrepreneur and changemaker, is leading an impactful initiative through Himalayan Hemp Industries Private Limited, where she holds the position of Managing Director & Chief Operating Officer. With a background in business management and a deep understanding of sustainable practices, Sonam has been instrumental in scaling the company's operations and enhancing its market presence.

She founded Himalayan Hemp, specializing in hemp-based products that prioritize both sustainability and innovation. Her organization manufactures reusable, biodegradable, and eco-friendly hemp sanitary pads made from cannabis hemp fibre. These pads, crafted from 100% cannabis hemp fibres, are rash-resistant, antibacterial, and reusable for up to 60 washes, making them cost-effective and environmentally sustainable. With a lifespan of up to two years, they significantly reduce plastic waste and carbon emissions. Sonam introduced these pads to address menstrual hygiene challenges in rural areas, where disposable sanitary products heavily contribute to environmental pollution. She aims to educate rural girls on menstrual hygiene and promote reusable, eco-friendly products, thus helping to reduce biomedical waste. Her initiative adopts a cooperative model that involves farmers, artisans, and rural sales teams, supporting local economies while ensuring a sustainable supply chain. Sonam's organization engages at the grassroots level to raise awareness about menstrual hygiene and environmental conservation by visiting schools and rural communities to conduct seminars on menstrual hygiene management, the benefits of hemp sanitary pads, and reusability.

Her organization also participates in charitable activities that support health and wellness programs and contribute to environmental conservation. Targeting



environmentally conscious consumers, Sonam's initiative reaches both domestic and international markets, including the USA, Scandinavia, and Japan, through online platforms. They employ the AIDA model (Awareness, Interest, Desire, and Action) for online and offline awareness-building and has established a strong organic presence on social media, with 12,000 followers on Facebook and 6,000 on Instagram.

With a budget of INR 1.5 crores, the organisation is aiming for a revenue of approximately INR 70 lakh within the first three years of operations. Their pads are priced at INR 349 for a pack of four, offering a much more affordable option compared to the INR 720 typically spent each year on disposable pads.

Outreach

They have created local employment opportunities for 125 artisans and 50 village saleswomen. Their reusable sanitary pads have reached over 5,000 women across urban and rural areas. Starting with just 10 villages, the initiative has now expanded to 50 villages and urban neighbourhoods.

Outcome

The most significant outcome of Sonam's intervention is the increased awareness of and access to sustainable menstrual hygiene products in rural communities. This initiative has both environmental and economic impacts. By adopting 250,000 reusable hemp sanitary pads, CO2 emissions are projected to decrease from 31.8 million kilograms to just 0.225 million kilograms, and plastic waste will be reduced from 216 tonnes to 25 tonnes.



BEST INITIATIVE IN PLASTIC RECYCLING & WASTE MANAGEMENT BY **SME/MSME**

RHINO MACHINES
PRIVATE LIMITED



Best initiative in Plastic Recycling & Waste Management by **SME/MSME**



Rhino Machines Private Limited



Rhino



Name of the organisation - Rhino Machines Pvt Ltd
Name of initiative - Silica Plastic Block (SPB)
Date of commencement - November 2018
Location - Anand, Gujarat



About the Initiative

Rhino Machines Pvt Ltd launched the Silica Plastic Block (SPB) initiative to address the issue of waste management, specifically focusing on low-value plastic waste and foundry dust. The SPB technology combines plastic waste and silica industry waste to create a composite, moldable green material that can replace traditional materials like paver blocks and bricks. The SPB is a sustainable product aimed at reducing waste while generating economic value. Their initiative is built around collaboration with various key partners and stakeholders, including entrepreneurs, startups, waste producers, social foundations, research institutes, vocational training institutes and government bodies.

Rhino Machines have invested approximately INR 1.5 crore since 2018 to enhance its technology and incubation efforts, dedicating around 2% of annual turnover to R&D each year. Funding for the project comes from grants, CSR contributions, and equity investments, covering machinery and infrastructure costs. They have established plants in Manipur and Bangalore that use locally sourced materials, which boosts local economies, supports community well-being, and promotes sustainable livelihoods. Adjustments are made to accommodate regional variations in material availability and consumption patterns.

Rhino Machines has collaborated with institutions like CSIR-CMERI, CIPET, and MS University for technology development and research. They also work with self-help groups (SHGs) and social entrepreneurs to train workers in SPB technology, creating community-based micro-enterprises. They utilized social media, physical exhibitions, virtual conferences and webinars, printed media, articles, live demonstrations at exhibitions, internships with youth, academic collaborations, institutional partnerships, product displays in museums and curated spaces, engagement with social influencers,



and collaborations with NGOs and socially active individuals or communities-taking every opportunity to connect with diverse target audiences. The initiative incorporated innovative strategies to address challenges and enhance overall beneficiary engagement by adhering to the principles of being better, faster, and cheaper simultaneously.

Outreach

They estimate to employ over 100 million people (directly and indirectly) in the next 5 years.

Outcome

Their initiative aligns with several Sustainable Development Goals (SDGs) by promoting responsible consumption and production, creating jobs, and supporting climate action. Its key impacts include contributing to Climate Action (SDG 13) by reducing the carbon footprint through recycling waste materials into usable products, thereby lowering greenhouse gas emissions. It also supports Livelihood Creation (SDG 8) by generating employment opportunities in the production and distribution of SPBs. Additionally, the initiative promotes Responsible Consumption and Production (SDG 12) by turning waste into a resource, minimizing environmental impact, and encouraging sustainable production practices. Lastly, it advances Sustainable Cities and Communities (SDG 11) by developing sustainable infrastructure through the use of eco-friendly alternatives in place of conventional materials. The projected impact for India includes recycling 4.28 million metric tons of plastic waste and 12.85 million metric tons of foundry waste in the next 5 years.



BEST SHG MODEL IN LIVELIHOOD FOR **WASH**

INDIAN INSTITUTE FOR
HUMAN SETTLEMENTS
(IIHS)



Best SHG model in livelihood for **WASH**



Indian Institute for Human
Settlements (IIHS)

iihs®

INDIAN INSTITUTE FOR
HUMAN SETTLEMENTS

- Name of the organisation** - Indian Institute for Human Settlements (IIHS)
- Name of initiative** - Aspirational Toilets - the SHG-Led Sanitation Revolution
- Date of commencement** - April 2022
- Location** - Tiruchirappalli, Tamil Nadu



About the Initiative

The initiative titled "Aspirational Toilets - the SHG-Led Sanitation Revolution" was spearheaded by the Indian Institute for Human Settlements (IIHS) and commenced on April 21, 2022, in Indiranagar, a low-income settlement in Tiruchirappalli, Tamil Nadu. The settlement consists of around 180 households, most of which engage in waste picking or work as sanitation workers under contract with the Urban Local Body (ULB). The area is surrounded by the Korai River and a pond, making the water table high and thus unsuitable for typical containment structures, which contributed to the prevalent practice of open defecation. The Self-Help Group (SHG) federation WINMIN (meaning "star and galaxy" in Tamil) has led a transformative sanitation initiative in Indiranagar, providing interest-free loans, technical support, and material procurement options to empower local households to build and design their own toilets. This community-driven model builds a sense of ownership, encouraging residents to take responsibility for sanitation improvements while ensuring that toilets are tailored to individual needs. SHG members were trained in masonry which helped lower construction costs by utilizing local labour. WINMIN's short-term goal is a zero percent open defecation rate, ensuring that each household has access to a well-maintained, private toilet. Long-term, WINMIN aspires to address all household sanitation needs, strengthening their impact within the community. The federation has received support from the Collector, district officials, and Urban Local Body (ULB) officials for their operations.

The SHG federation initially used their own savings to register their enterprise and start operations. By taking on community development and awareness-raising projects, they built up a corpus fund of ₹4,00,000, with support from IIHS. This fund functions as a revolving pool, providing interest-free loans to SHG members' families to help them construct their aspirational toilets.



Community engagement has been a core component, with awareness raised through street plays, games, and meetings that informed residents about sanitation practices and the loan process. Using a participatory approach, SHG members identified beneficiaries and emphasized inclusivity of vulnerable groups, integrating features like grab bars for the elderly. The initiative extended beyond sanitation, examining ways to adapt the model for other community challenges, setting the stage for scalable and replicable impact.

An Excel-based tool was developed to assist clients in customizing toilet components-such as roof type, door style, wall material, and water access-based on their preferences and budget. By allowing clients to mix and match options, the tool promotes autonomy in decision-making, aligning with WINMIN's mission to create sustainable, community-centred development solutions.

Outreach

Over 1,000 members were educated about the dangers of open defecation, proper containment methods, available options, and safe maintenance of household toilets. Total number of 136 members have benefited from the toilet construction support daily and 233 members were benefited from technical guidance.

Outcome

By prioritizing sanitation, the program enhanced dignity and accessibility, reducing the need for open defecation. This led to fewer insect bites, illnesses, and safety concerns. Community involvement in design and construction ensured culturally appropriate, sustainable toilets that align with user needs, reinforcing both long-term impact and community engagement.



PAST WINNERS OF ISC-FICCI **SANITATION AWARDS**



WINNERS OF 2023

2023

Best Corporate Initiative in Sanitation (CSR):

LARGE



Best Non-Profit Engagement Model in Sanitation

RURAL



URBAN

JANVIKAS

A Quest for 'Just' Human Development

Best Communication in Sanitation

TRADITIONAL



DIGITAL



WINNERS OF 2023

Best Innovative Financial Accessibility Model for WASH



Best Engagement Model in Sanitation by a Social Enterprise / Start-up



Special Recognition for Government

State that undertakes maximum GPs
under the Lighthouse Initiative :
Government of Uttar Pradesh
represented by Mission Director,
SBM(G)

State with maximum model GPs
under the Lighthouse Initiative
framework:
Government of Bihar
represented by CEO-cum-Mission
Director, SBM(G)

2023

WINNERS OF 2023

2023

**Best Faecal Sludge
and Septage Management
(FSSM) Model**

RURAL



**Best Skilling
Initiative for Sanitation**

**Housing & Urban
Development Department,
Government of Odisha**



**Excellence on Work for
Upliftment of Sanitation
Workers**



WINNERS OF 2023

Women Changemakers in Sanitation

WINNER

Aspiya Banu, Member, Sanjeevini
Grama Panchayath Level Women's
Federation, Gargeshwari, Karnataka

Meghna Sahoo, President,
Transgender Swikruti SHG,
Bhubaneswar, Odisha

SPECIAL MENTIONS

Priyanka Tiwari, Pradhan, Rajpur,
Uttar Pradesh

Komal Kumari, Mukhiya,
Harla, Bihar

Special Category: Best initiative in Plastic Recycling & Waste management by a Micro, Small & Medium Enterprise (MSME)



Special Category: Best collaboration in Plastic Waste Management- Medium and Large Corporates

xynteo

2023



WINNERS OF 2022

2022

**Best corporate initiative
in Sanitation (CSR):
Large and Small**

RURAL



**Best Non-Profit
Engagement Model in
Sanitation: Rural and Urban**



**Best Communication in
Sanitation:
Traditional and Digital**



WINNERS OF 2022

**Best Innovative Financial
Accessibility model
for WASH**



**Best Engagement Model
in Sanitation by a
Social Enterprise
/ Start-up**



**Special recognition
award for Government:
Urban and Rural**

**Shri Radhe Shyam Meena,
Mission Director SBMG,
Andaman & Nicobar Islands**

2022

WINNERS OF 2022

2022

**Best Faecal Sludge and
Septage Management
(FSSM) Model**



**Best Skilling
Initiative
for Sanitation**



**Women
Changemakers
in Sanitation**

**Soumya Dabriwal
Project Bala**

**Sasmita Barik
Bhadrak, Odisha**

**Dr. Smita Singh
Kam Foundation**

**Excellence on Work
for Upliftment of
Sanitation Workers**



WINNERS OF 2021

**Best Innovative Financial
Accessibility model
for WASH**



**Best Non- Profit
Engagement
Model in Sanitation**



**Best Communication
in Sanitation**



Rural Drinking Water & Sanitation Department
Rural Development & Panchayat Raj Department

Special Mention



2021



WINNERS OF 2021

2021

**Best Innovative Financial
Accessibility model for
WASH**



**Best Faecal Sludge and
Septage
Management Model**



Dhenkanal Municipality

**Best Skilling Initiative
for Sanitation**



WINNERS OF 2021

**Excellence on Work for
Upliftment of
Sanitation Workers**

iihs[®]
INDIAN INSTITUTE FOR
HUMAN SETTLEMENTS

**Special recognition
award for Government**



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

**Women Changemakers
in Sanitation**

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

2021

WINNERS OF 2020

2020

**Best Corporate
initiative in Sanitation**



**Best Non- Profit
Engagement
Model in Sanitation**



AGA KHAN FOUNDATION

Special Mention



**Best Communication
in Sanitation**



WINNERS OF 2020

Best Financial Accessibility Model in Sanitation



माविम
महिला आर्थिक विकास महामंडळ (माविम)

Best Engagement Model in Sanitation by a Social Enterprise



“AGRATA”

A CITY LEVEL FEDERATION
Berhampur, Ganjam, Odisha

PadCare
Labs

Best Faecal Sludge and Septage Management Model



Berhampur Municipal Corporation

Special Mention

BANKA BIOLOO
Science | Sustainability | Social Impact

2020



WINNERS OF 2020

2020

**Best Skilling Initiative
for Sanitation**



**Excellence on Work for
Upliftment of
Sanitation Workers**

JALODBUST

**Special Recognition
Award for Government**

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



WINNERS OF 2019

Best Corporate Initiative in Sanitation



Best Communication in Sanitation



Best Engagement Model in Sanitation by a Social Enterprise



2019

WINNERS OF 2019

2019

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

WAVE Federation



**DHAN Foundation
SUHAM Trust**

**Best Financial
Accessibility
Model in Sanitation**



**ANNAPURNA
FINANCE**
GROWING TOGETHER.

**Special Recognition
Award for Government:
Urban and Rural**



WINNERS OF 2018

Best Corporate Initiative in Sanitation



A Maharatna Company

Best Non Profit Model in Sanitation



CEPT
UNIVERSITY



Best Financial Accessibility Model in Sanitation



2018

WINNERS OF 2018

2018

Special recognition
in Media



Vikram Chandra
(Individual)



Special Individual
recognition



Mr. D. Kannan

Special recognition to
the Government



Nipun Vinayak



WINNERS OF 2017

Best Corporate Initiative in Sanitation



ACC



TATA
TATA CONSULTANCY SERVICES

Best Non-Profit Engagement in Sanitation



AGA KHAN FOUNDATION

Best Innovation in Sanitation



Consortium for
DEWATS
Dissemination
Society



Svadha
Opportunity driven by dignity

2017



WINNERS OF 2017

2017

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.



About 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.



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