



# ISC FICCI SANITATION AWARDS & INDIA SANITATION CONCLAVE

APRIL 27-28, NEW DELHI

# INTRODUCTION

Around 564 million people, which is nearly half the population of India, defecate in the open. India accounts for 90 per cent of the people in South Asia and 59 per cent of the 1.1 billion people in the world who practice open defecation. Almost 40% of households in rural areas do not have access to toilets<sup>1</sup>. The present Indian government has demonstrated its political will to make India Open Defecation Free (ODF) by 2019 by launching the Swachh Bharat Mission (SBM) in both urban and rural spaces. The government is actively seeking technical, capacity strengthening, and monitoring support to achieve this goal. This call to action has brought forth an overwhelming response from multiple stakeholders – Corporates & Small Businesses, Faith Based Organisations (FBOs), Skill Development Institutions, Development Partners (NGOs, iNGOs, Multi/Bilateral Organisations) and motivated individuals.

In light of the above, the Coalition has on board, major industry players, amongst other stakeholders, who recognize the business imperative to improving access to sanitation and are keen to join hands towards a Clean India. The Coalition & Government of India recognise that there is great scope and potential available for these stakeholders to engage in the sanitation space and this conclave provides a platform to discuss a gamut of issues & opportunities available for them to indulge in order to actively drive the sanitation mission forward.

<sup>1</sup>MDWS Swachh App



## ISC-FICCI SANITATION AWARDS

The ISC-FICCI Sanitation Awards aim to recognize excellence of multiple stakeholders across the whole value chain of sustainable sanitation, in terms of Build-Use-Maintain-Treat (BUMT). Through these Awards, the India Sanitation Coalition (ISC) seeks to further its mandate to share knowledge and expertise, showcase forward-thinking best practices and promote partnerships across the sector in order to achieve a sustainable sanitation ecosystem.

### Award Categories

- Best Corporate Initiative in Sanitation
- Best Non-Profit Engagement Model in Sanitation
- Best Innovation in Sanitation
- Best Financial Accessibility for Sanitation
- Media for Sanitation
- Special Recognition Award for Government in Sanitation



# INDIA

## SANITATION CONCLAVE

The India Sanitation Conclave will be a platform for deliberating on the various themes around corporate engagement in sanitation across India, from policy and regulatory enablers to best practices emulation and the business opportunity through the B-U-M-T value chain. It further envisages the scope of partnerships in the rural context along with battling the FSM challenge in the urban setups. Outreach through faith based organisations and the scope of skill development in sanitation are other areas to be deliberated in the sessions.

### Sessions

- Role of corporate sector in sanitation
  - Sanitation: The Business Opportunity
    - Changing Behaviour: Role of Faith
    - Partnerships to address Challenges in Rural Sanitation
  - FSM- The Urban Challenge
  - Sanitation & Skills Development



## SESSION THEMES

Sanitation: The Business Opportunity

Corporates and the private sector play an important role in establishing a sanitation ecosystem by establishing partnerships in these sectors in both urban and rural areas. The supporting ecosystem of services together provides the required market framework. The various industry players can bring in expertise in the areas of sanitation technology, infrastructure, O&M and other components to create a robust market place for sanitation. This session seeks to identify the factors that drive the creation of such an ecosystem with key products, services and technology.

Specific policy and regulatory enablers have been introduced by the government, to encourage corporate participation in the sanitation sector. Sustaining the sanitation movement beyond the 2019 goalpost requires addressing the entire sanitation value chain of Build, Use, Maintain and Treat (BUMT). Building on the work done by the corporate sector so far, this session will deliberate on engaging corporates across the sanitation value chain for maximum impact.

Role of Corporate Sector in Sanitation

• Changing Behaviour: Role of Faith

Many faith-based organizations have been supporting safe drinking water and sanitation projects. Through prayer, advocacy and financial assistance, these religious congregations have brought extraordinary support to this critical area. This panel will further explore the role of faith in influencing behaviour change and execution support.

• Partnerships to Address Challenges in Rural Sanitation

Sanitation in rural India necessitates looking at the entire sanitation value chain by multiple stakeholders. This session aims at creating a broader understanding of what and who is needed to provide sustainable sanitation in rural India through a collaborative approach, beyond construction of toilets. This session will further articulate roles for each stakeholder and ways to leverage the strengths of the others through the nexus to achieve the required speed, scale and impact.

FSM- The Urban Challenge •

With increasing urbanisation, it is imperative that critical issues like adequate sanitation provision are addressed and players who understand the importance of sustainability and scale are brought in through the entire value chain; including Faecal sludge management (FSM). This session aims to understand the way in which multiple stakeholders can converge to address the urban sanitation problem in its entirety.

• Sanitation & Skills Development

This panel will address the need for institutional, regulatory and social frameworks in providing skill development courses and vocational training in building the relevant skills for sanitation. The session will further identify the gaps in skilled resources and look for solutions to overcome these issues from an urban and rural perspective.

## Target Audience

- ❖ Policymakers
- ❖ Corporates & Small Businesses
- ❖ Faith Based Organisations (FBO)
- ❖ Skill Development Institutions
- ❖ Development Partners (NGOs, iNGOs, Multi/Bilateral Organisations)
- ❖ Motivated Individuals

## Expected Outcomes

- ❖ Enhanced clarity among corporates & other stakeholders about their prospective roles
- ❖ Road Map on synergies within the multi-stakeholder (government, corporates, FBOs & Development Partners) nexus for Rural partnerships, FSM urban challenges & skill development
- ❖ Scope and incorporation of supplier groups and businesses across value chain of Build-Use-Maintain-Treat

For Speaking  
Opportunity or to  
suggest a speaker,  
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# India Sanitation Coalition

The India Sanitation Coalition operates with the following mandate:

## Vision

To enable and to support an ecosystem for sustainable sanitation.

## Mission

To be an aggregator of knowledge and networks with nationwide outreach, focusing on models for achieving sustainable sanitation in alignment with the Swachh Bharat Mission and its goals.

## Purpose

To bring organizations and individuals together to find sustainable solutions for sanitation through a platform for corporates, civil society groups, government, financial institutions, media, donors, bilaterals/multilaterals, experts etc.

The India Sanitation Coalition aims at bringing together all actors in the sanitation space to drive sustainable sanitation through a partnership mode. FICCI serves as the project coordination office and is hosting the secretariat of the coalition. The work of the coalition is carried out by 4 taskforces composed of coalition members.



## Task Force - 1

Advocacy, Branding and Communication



## Task Force - 2

Identification and Dissemination of Best Practices



## Task Force - 3

Engagement with Central and State Governments



## Task Force - 4

Partnerships and Collaborations

For further information, please contact

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