



INDIA SANITATION CONCLAVE: CONCEPT NOTE

“Achieving sustainable sanitation through multi-stakeholder collaborations”

April 27th & 28th, 2017

Vigyan Bhawan, New Delhi, 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 toilets¹. Only 11 per cent of Indian rural families dispose of child faeces safely. Eighty per cent of children’s faeces are left in the open or thrown into the garbage that can lead to adverse health effects². With 44 per cent of mothers disposing of their children’s faeces in the open, there is a very high risk of microbial contamination (bacteria, viruses, and amoeba) of water which causes diarrhoea in children³. 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, Skill Development Institutions, Development Partners (NGOs, iNGOs, Multi/Bilateral Organisations) and motivated individuals.

As toilets get constructed in full swing and behaviour change communication around sanitation & hygiene is now being prioritised, it is crucial for all stakeholders to actively engage in this space to support the mission to make India ‘Open Defecation Free’ by 2019. Till date, various industry players have come forward to support the mission by committing to provide technical and financial support across the various components and are now seen conducting massive campaigns for better usage and maintenance for sustainability. As mandatory CSR rule for companies becomes common, sanitation is prioritised for CSR initiatives with programs such as ‘Swachh Vidyalaya’, construction & maintenance of sanitary toilets, Faecal Sludge Management, Behaviour Change Campaigns, Skill Development for sanitation etc. However, there remains a huge potential for greater engagement of stakeholders to come forward. The government has provided a major impetus to increase stakeholder involvement in Swachh Bharat through creation of the *Swachh Bharat Kosh* and the *Corporate Facilitation Desk (CFD)*⁴. Further, due to an apparent lack of coordination among key actors working in the sector, most of them seem to be working in silos leading to duplication

¹ MDWS Swachh App

² <http://unicef.in/Whatwedo/11/Eliminate-Open-Defecation>

³ <http://unicef.in/Whatwedo/11/Eliminate-Open-Defecation>

⁴ <http://sbm.gov.in/cfd/CorpArea.aspx>

of work in many cases. These barriers may lead to lack of efficiency and effectiveness which can be dealt with, by means of a collective and collaborative response to the sanitation challenge.

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.

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.

Session Themes & Objectives:

The India Sanitation Conclave will be a topical brainstorming platform with knowledge and networking as additional takeaways to facilitate multi-stakeholder engagement to achieve a sustainable sanitation ecosystem:

- Highlighting role of corporates in sanitation with government policies & regulation in this sector
- Presenting best practices from corporate sanitation initiatives across various themes (schools, skills, products & technology, etc.) by means of a compendium of best practices in order to as a tool to encourage sharing of knowledge among corporates for achieving sustainable sanitation
- Exploring potential of sanitation as a business opportunity for products, services & technologies across the sanitation value chain (Build-Use-Maintain-Treat)
- Sanitation: State of play and impending gaps in Rural and Urban India
- Behaviour Change & Role of Faith in Sanitation
- Skill Development & Sanitation

Target Audience:

The Conclave would be attended by policymakers, corporates & small businesses, Faith Based organisations, Skill Development Institutions, Development Partners (NGOs, iNGOs, Multi/Bilateral Organisations) and motivated individuals

Expected Outcomes:

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

ABOUT THE INDIA SANITATION COALITION

The Coalition Mandate

Success is attainable with a solid foundation. For this, 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. While FICCI serves the role of the secretariat of the coalition, the work of the coalition will be carried out by 4 taskforces composed of coalition members.



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