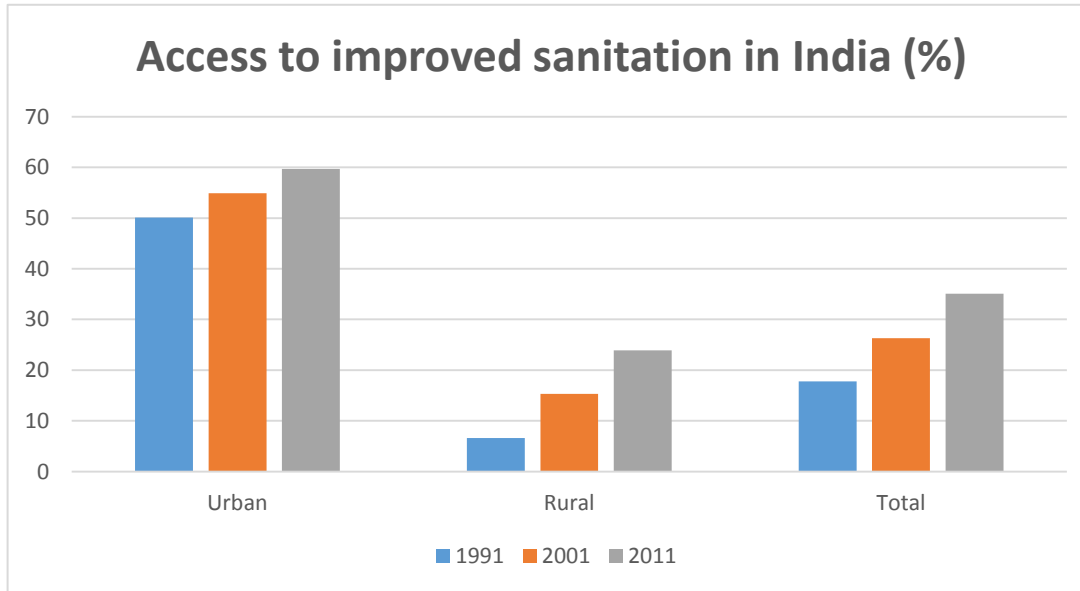


Setting the Context: Ending Open Defecation in India

How do we achieve this?



Sanitation in India – A Fact Sheet



**Source: Census of India 1991,2001 and 2011*





\$54 billion

The annual economic burden
draining the Indian economy
due to not having adequate
sanitation facilities

Nearly

1.5 million children

under the age of five die
every year from diarrhoea
globally

Over

70 per cent

of India's
waste goes untreated into the
environment

60%

of all the people in the world,
who do not have access to
sanitation facilities are in
India

Washing hands could save

3.5 million children

lives every year

**\$225
billion**

Estimated annual gain in
economic productivity if
everyone had a toilet

India was unable to meet the MDG target for sanitation.

There is a renewed focus under the SDGs.



Government Response to the Sanitation Crises

Nodal Ministries:

- Ministry of Drinking Water and Sanitation (MDWS)
- Ministry of Urban Development (MoUD)
- Ministry Ministry of Housing and Poverty Alleviation (HUPA)

Policies & Guidelines:

- Ministry National Urban Sanitation Policy, 2008. Aim to create 'sanitized' cities.
- Ministry Guidelines/Framework on Corporate Engagement in sanitation by MDWS
- Ministry Guidelines by Ministry of Railways on CSR engagement by Corporates

Key Programs and Initiatives:

- Central Rural Sanitation Program (CRSP) in 1986 and later reformed to become Total Sanitation Campaign (TSC) in 1999 and Nirmal Bharat Abhiyan (NBA) in 2012.
- Integrated Low Cost Sanitation Scheme (ILCS) running since 1980 with an objective to remove the existing dry latrines.
- Sanitation component under the Jawaharlal Nehru National Urban Renewal (JNNURM) and Rajiv Awas Yojna (RAY) which later have been renamed as AMRUT, Smart Cities etc
- Swachh Bharat Rural and Urban from 2014 onwards

What are the companies doing in sanitation?



Caption skip caption to come herecaption to come herecaption to come herecaption:caption caption

- **Corporate India has responded enthusiastically** to the Government's call-to-action on Water, Sanitation and Hygiene (WASH) issues.
- Industries with strategic interest in WASH lead the way
- CSR in WASH is **focused on the creation of infrastructure**, but discounts software aspects such as behavior change
- The operation and maintenance of toilets is neglected
- Programs on influencing behavior appear tokenistic
- CSR programs in WASH are **broadly aligned to the needs of states**, although North-East India has been ignored

Key Gaps?

- **Lack of complete ecosystem.**
- Lack of produce to use knowledge
- Capacity Gaps to look at sustainability and scalability



**India
Sanitation
Coalition**

Build

Use

Maintain

Treat

ISC BUMT Video

<https://www.youtube.com/watch?v=n6r1zGJxU7M>

India Sanitation Coalition Launch

June 25, 2015 - New Delhi



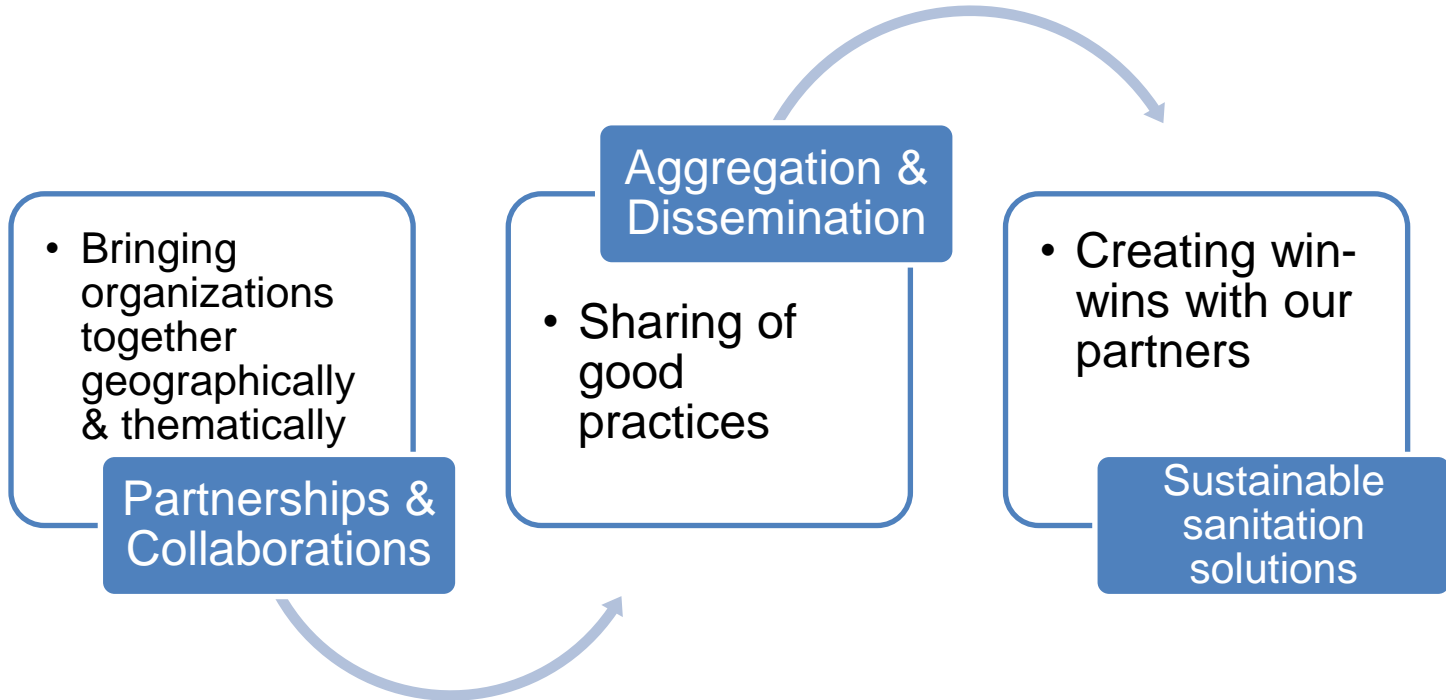
25 June 2015

India Sanitation Coalition was launched at FICCI, New Delhi by Shri Birendra Singh, Hon'ble Minister of Drinking Water and Sanitation and Smt. Vijaylaxmi Joshi, Former Secretary, Ministry of Drinking Water and Sanitation, Govt of India.

FICCI serves as the Project Coordination Office and Secretariat for the Coalition.



Our Objective





प्रधान मंत्री

Prime Minister

MESSAGE

I am very happy to learn of the launch of the India Sanitation Coalition. The Call for Action to create Swachh Bharat – a clean, open-defecation free India is one of the greatest challenges before Team India. We have to all come together to fulfill this objective. It is, therefore, extremely heartening to see different stakeholders, civil society organizations, corporate bodies and government come together on a common platform to create Swachh Bharat.

The challenges of sanitation in India are immense; but we can overcome them with proper channeling of resources, with an understanding of what has worked in the past and what has not. Simply put, we must work together. We cannot keep doing what we have always done, and expect a different result. Innovation is key, as is learning from each other. The Coalition will surely prove to be an asset, as it acts as a catalyst for development.

There is no underestimating the power of collaboration in making this nationwide movement a success. We can all become agents of change. The Coalition will be a refreshing and positive shift away from working in silos and moving towards sustainable results.

I have full faith that the India Sanitation Coalition will help us achieve our objective of a clean and healthy India.

(Narendra Modi)

New Delhi
18 August, 2015







The very philosophy of the coalition embodies the principles of build, use, maintain and treat, signifying a holistic approach to sanitation rather than a mere emphasis on toilet construction



Advocacy,
Branding and
Communication



Identification and
Dissemination of
Best Practices



Engagement with
Central and State
Governments



Partnerships and
Collaborations

A Growing Coalition



More than 100 organisations engaged....and growing...



Build Use Maintain Treat

ISC-FICCI Sanitation Awards



ISC-FICCI Sanitation Awards

April 27-28, 2017

FICCI, Federation House, Tansen Marg, New Delhi

HOW TO APPLY

Nominations for awards to be conferred in 2017 are invited, in confidence, on the Nomination form, in hard and soft copy to the undersigned with a subject line 'Organisation Name_Nomination form for ISC Sanitation Awards 2017'.

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

Details for eligibility and parameters are available in Award Templates.
Please visit www.indiasanitationcoalition.org

For further information, please contact

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Federation of Indian Chambers of Commerce and Industry (FICCI)
Federation House, Tansen Marg, New Delhi-110001

DEADLINE

February 22, 2017

Thank you!

