

*If you want to go FAST, go alone.  
If you want to go far, go TOGETHER*

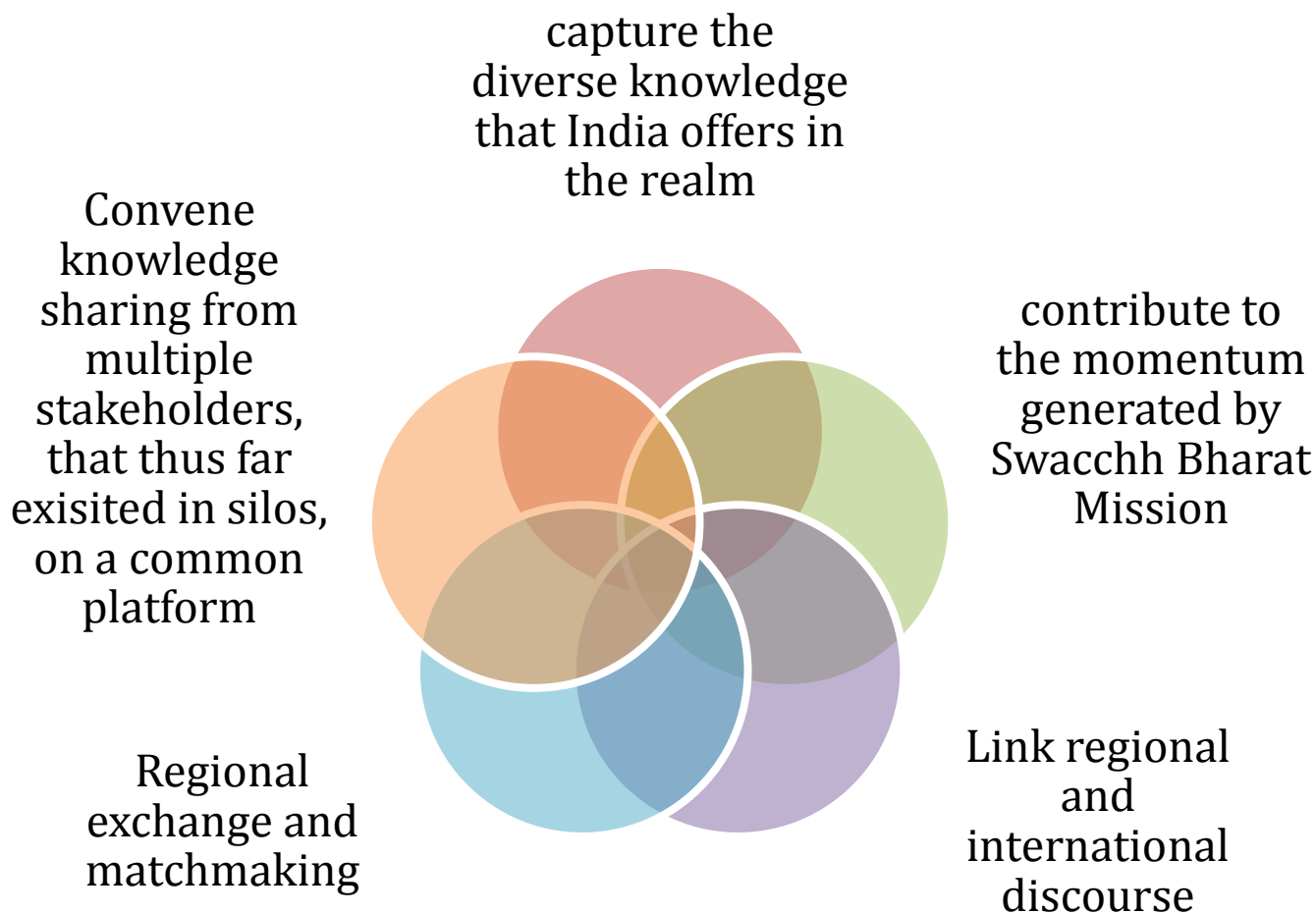


# The SuSanA India Chapter

Vandana Nath, Annkathrin Tempel

18th February 2017

# Why an India Chapter?



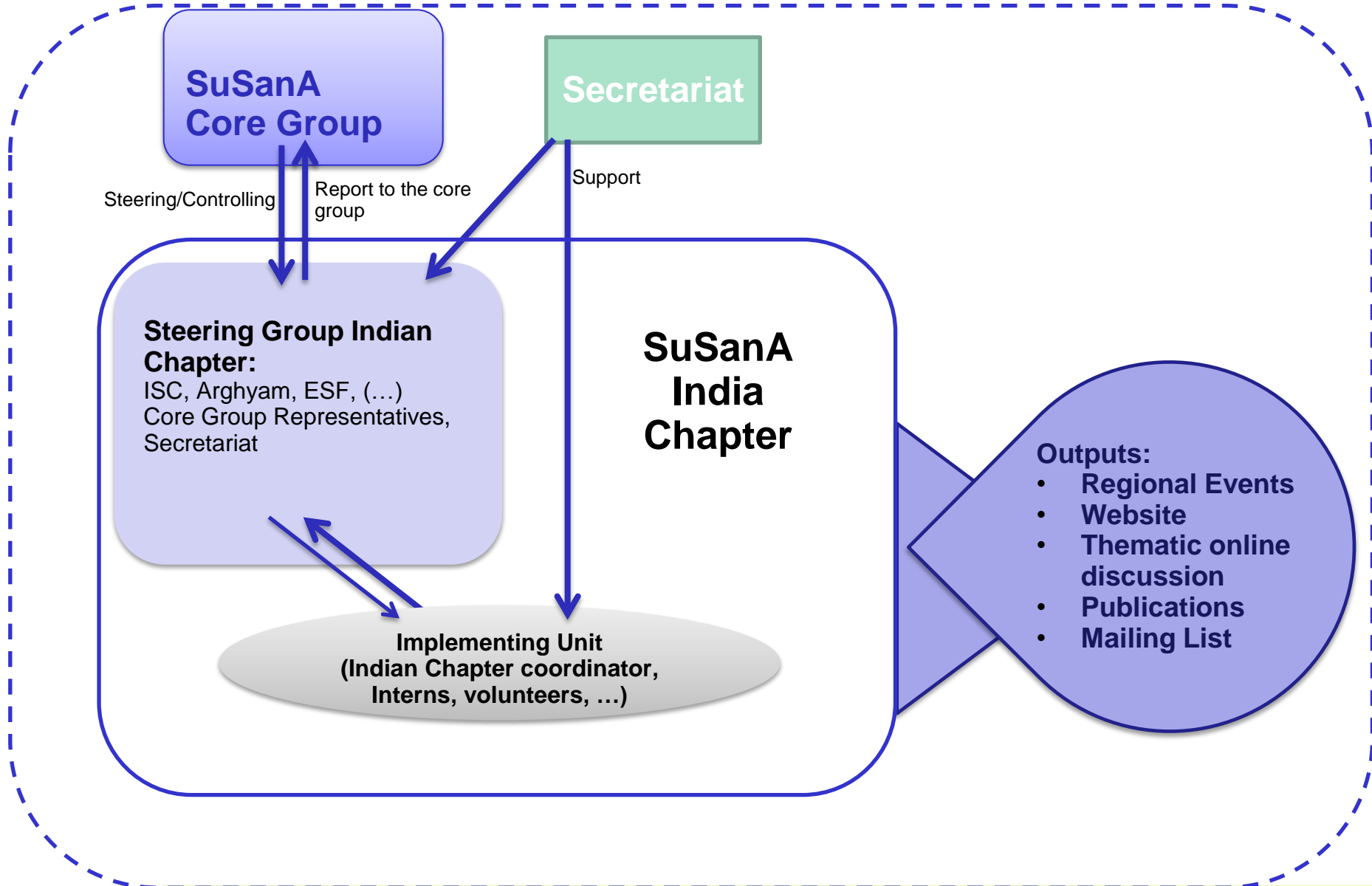
# Aims of the India Chapter

To create  
enabling  
knowledge  
networks

combining  
resources and  
avoiding  
duplication of  
efforts

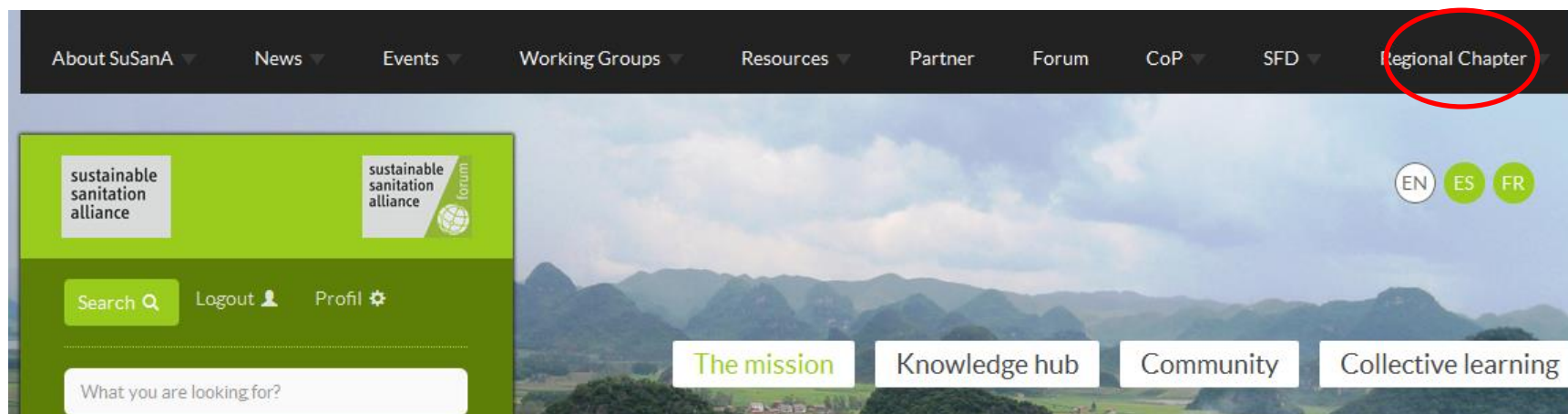
Create a channel  
for connecting  
international and  
national  
discourse

Use the  
SuSanA's  
existing network  
for global reach  
for  
dissemination ,  
that leads to  
Larger impact  
“on the ground”



# The SuSanA Indian Chapter Website

- Go to: [www.susana.org](http://www.susana.org)



- The SuSanA Indian chapter shall contribute to the Indian Government's Clean India Campaign "Swachh Bharat Abhiyan" by strengthening discussion on sanitation and by linking the Indian and the global discourse on sustainable sanitation.



Recent topics

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## Recent Topics

0 Replies		<b>"Contribution of Sustainable Sanitation to the Agenda 2030 for Sustainable Development" – SuSanA's revised Vision Document now open for discussion!</b> Category: <a href="#">Announcements regarding SuSanA</a>	<b>132 Views</b>	Last Post by secretariat 30 Jan 2017 13:29	<b>8</b>
0 Replies		<b>SuSanA monthly webinar: Learning from experiences in urban and rural sanitation marketing - Wed 15 Feb, 15:30 CET</b> Category: <a href="#">Webinars and online meetings</a>	<b>79 Views</b>	Last Post by SOlickin 06 Feb 2017 09:16	<b>8</b>
0 Replies		<b>Using CLTS in the transition phase from emergency to development</b> Category: <a href="#">Community led approaches, for example community-led total sanitation (CLTS)  </a> Topic started 07 Feb 2017 22:45 by ruthmiskelly	<b>21 Views</b>	Last Post by ruthmiskelly 07 Feb 2017 22:45	
51 Replies		<b>Bill Gates blog posts: This Ingenious Machine Turns Feces Into Drinking Water (Omni-processor by Janicki to process sludge) - now in Dakar, Senegal</b> ★ Category: <a href="#">Processing technologies for excreta or faecal sludge  </a> Topic started 09 Jan 2015 17:45 by F H Mughal	<b>10.96k Views</b>	Last Post by Joe 07 Feb 2017 21:38	
0 Replies		<b>Call for Proposals: Rural Sanitation Approaches and Costings Analysis</b> Category: <a href="#">Calls for proposals, tenders, applications, expressions of interest (projects and awards)</a> Topic started 07 Feb 2017 20:55 by ruthmiskelly	<b>32 Views</b>	Last Post by ruthmiskelly 07 Feb 2017 20:55	
0 Replies		<b>Recently published reports and other resources on fecal sludge management</b> Category: <a href="#">New publications (books, articles, partner newsletters, journals, blogs, websites, videos)</a>	<b>21 Views</b>	Last Post by campbelllo 07 Feb 2017 18:36	

# Thematic Discussion Series

- Connect the Indian discourse and international discourse
- Focussed on non-conventional topics
- Solution oriented
- Time-bound discussions (3-4 weeks)
- Structured in different topics and Expert facilitated
- Moderated
- Outputs: e.g. Synthesis and White Papers



Online Discussion SuSanA India Chapter:  
**Faecal Sludge Management (FSM) -  
India's pathway to 'Clean India'?**  
January 10<sup>th</sup> – 30<sup>th</sup> 2017

**Topics:**

1. FSM beyond awareness and tools
2. Getting the bigger picture –  
Creating sanitation systems for whole cities
3. Engaging the private sector in FSM

Supported by: Water, Sanitation & Hygiene (SNV) – GIZ (Support to  
National Urban Sanitation Policy) – India Sanitation Coalition (ISC)

@susana\_org  
info@susana.org



# SuSanA Thematic Discussions

## Thematic Discussion - FSM- India's Pathway to 'Clean India'?

For more information, please [click here](#) to visit the discussion on the SuSanA Forum.

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[Read more ...](#)

## Thematic Discussion - Corporate Engagement in Sanitation

For more information, please [click here](#) to visit the discussion on the SuSanA Forum.

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[Read more ...](#)

## Thematic Discussion- Swacch Bharat Urban

For more information, please [click here](#) to visit the discussion on the SuSanA Forum.

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[Read more ...](#)

## Thematic Discussion - Swacch Bharat Gramin

For more information, please [click here](#) to visit the discussion on the SuSanA Forum.

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[Read more ...](#)

# Discussion Outputs



Shipra Saxena on FSM and the private sector

Sustainable Sanitation Alliance (SuSanA)  
 36 views  
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sustainable sanitation alliance



## Corporate Engagement in Sanitation

A Thematic Discussion Series hosted by India Sanitation Coalition and SuSanA

### Table of Contents

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3 Challenges for corporates	3
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7 Conclusions & bibliography	7

### 1 Discussion Introduction

Under the umbrella of the SuSanA Indian Chapter, the India Sanitation Coalition in partnership with SuSanA, held a four-week thematic discussion on exploring opportunities and challenges of corporate engagement in sanitation.

The discussion not only focused on corporate engagement via Corporate Social Responsibility (CSR), but also took different forms of engagement like Microfranchising opportunities and starting a business in sanitation into consideration. Since the Companies Act of Section 135 from 2013 was amended to make it compulsory for them to spend 2% of their net profits on corporate social responsibility, sanitation has been one of the areas of attention. See full online discussion here: [SuSanA Forum Discussion Corporate Engagement in Sanitation](#)

#### Some of the barriers to corporate participation that were found include

- Lack of usable knowledge on best practices and available models across the WASH value chain
- Perception that it is difficult to find implementation partners, especially those with experience of behaviour change or community mobilization.
- Difficulties in quantifying and measuring impact, especially in terms of changing habits and attitudes
- Lack of clarity on what constitutes CSR as per Section 135, especially for companies whose products are aligned to WASH
- Difficulties in accessing government networks

A recent IS-C-Gamitha position paper says, "An analysis of the CSR efforts of 100 companies with the largest CSR budgets was conducted by ISC and Gamitha. This found that 75% companies were supporting programmes related to creating infrastructure, such as the construction of toilets while ignoring behaviour change, maintaining and operating toilets or solid and liquid waste management." There are around 1600 eligible companies for CSR in India. However, only a few seem to have addressed the problems of construction and use of toilets due to several socio-cultural and economic issues in the communities. Running for four weeks from 14 November to 10 December 2016 on the SuSanA online discussion forum, the discussion looked at four key topics which were lead from different experts each week:

**Sharing your experiences from India and abroad on corporate support to sanitation.**  
 Hosted by Jayashree Shukla, Executive director of United Way, a network from Mumbai that improves lives by mobilizing the caring power of communities to advance the common good.

**What are the challenges faced for corporates that are starting to work in sanitation and what assistance can be provided by a facilitator?**  
 Hosted by Nareal Jais from PATH, an organization working to promote better health. By accelerating innovation, PATH is transforming the face of the world's most vulnerable women and children.

**Apart from CSR, what are the possible ways a corporate can get engaged in the sector?**  
 Hosted by Cheryl Hinks from the Toilet Board Coalition, a business platform for creating private sector engagement and connecting different stakeholders to accelerate sanitation for all.

**How can companies incentivize sanitation and recognize good work to motivate others to do so?**  
 Hosted by Sandhya Tenneti from Bambhala Social Ventures that collaborates with companies to develop impactful CSR initiatives.



Nitya Jacob on Faecal Sludge Management

Sustainable Sanitation Alliance (SuSanA)  
 31 views  
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## Fecal Sludge and Septage Management: Ushering A New Era in Sanitation Value Chain Management in Rajasthan

Insights Series



India Sanitation Coalition, IRC and IARI Leading Edge invite you for Insights' second dialogue on

### FSM Matters: Looking Forward

The **India Sanitation Coalition** (ISC) was formed with the objective of bringing all stakeholders in the sanitation field onto one platform where they can share information, learn from others, partner and collaborate. Today, the ISC has NGOs, donors, corporates, foundations, trusts and government as partners, working together to create a larger impact rather than each one working in their vertical. ISC follows the approach of Build, Use, Maintain and Treat. As partners come together to support the country's Swachh Bharat (Clean India) Mission, it's important for all to understand what the essential good practices for each of the four phases are. These need to be part of the project design for all sanitation related interventions.

#### I. Participants:

The forum brought together representatives of Directorate of Local Self Government (LSG) and Rajasthan Urban Infrastructure Development Project (RIUDP) and several experts from the development sector including World Bank, WaterAid, Population Services International (PSI), CEPT, National Institute of Urban Affairs (NIUA), Centre of Policy Research (CPR), Consortium for DEWATS Dissemination (CDD) Society, Population Services International (PSI), SCEPT, IPE Global, WASH Institute, Cairn India, NPFSSM Alliance.



Vandana Nath on FSM in India

Sustainable Sanitation Alliance (SuSanA)  
 224 views  
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## On the way to a "clean India": 2 years of Swachh Bharat Mission (Gramin/Rural)

Thematic Discussion Series: Synthesis (20th July-21st August 2016)

Since it was launched on 2<sup>nd</sup> October, 2014, Swachh Bharat Mission (SBM) has been one of the Indian government's flagship programmes. The percentage of the eligible rural population with toilets has increased to 56% from about 28% in 2012, according to the Ministry of Drinking Water and Sanitation (MDSW), that runs the mission for rural India.

In urban India, the Ministry of Urban Development is the nodal agency. While coverage is substantially better, at about 91% but there are major irregularities in the collection and treatment of sewage, other liquid effluents and solid waste.

### 1. SBM Rural

A major challenge has been to ensure everybody uses toilet at all the time to make communities free from open defecation (OD). Since SBM Rural was launched, the annual achievement against targets for construction of toilets has been higher than the earlier Total Sanitation Campaign and Nirmal Bharat Abhiyan, as shown in this table:

FINANCIAL YEAR	TOTAL	How close to targets	
		Below Poverty Line	Above Poverty Line
2010-2011	46,90%	30.50%	41.35%
2011-2012	50,05%	35.5%	45,00%
2012-2013	38,1%	45,2%	26,65%
2013-2014	49,50%	57,47%	43,25%
2014-2015	46,6%	47,88%	45,37%
2015-2016	44,65%	41,24%	47,24%
2016-2017 (II September)	35,1%		

SOURCE: MDSW

In six months of the current year, 36.1% of the target has been met. This indicates that the construction of toilets is. This is achievement against the overall annual implementation target for construction on individual household latrines as compiled from the AIPS of 30 states from the website of MDSW.

### The utilization of funds has, however, been much higher as shown in this table:

FINANCIAL YEAR	Total Available Fund in Lakh \$	Expenditure (in Lakh \$)	% Utilization Released
2010-11	412900.11	179645.98	43.51
2011-12	442059.9	206533.4	46.71
2012-13	527795.97	230690.08	38.45

# Corporate Engagement in Sanitation: Value Propositions

## Corporates in Sanitation: The value proposition

*Saxena. S., Nath.V, Shahpuri. A, Bauer, M.<sup>1</sup>*

### Background

The Government of India has set an ambitious target in its Swachh Bharat Mission (SBM) to create an India that is open defecation free by 2019, and has called for corporates, development partners, and all other relevant stakeholders to pool efforts for sustainable, scalable solutions. To achieve this, activities are focused around changing behaviors to encourage people to demand toilets, and of course constructing the toilets. The Government has created a conducive environment for sanitation by developing flexible yet comprehensive guidelines on sanitation, and a space for companies to engage.

### 1. Why Sanitation?

#### 1.1.Social impact

The World Bank<sup>2</sup> has noted poor sanitation causes an economic loss of \$5.6 billion annually to the Indian economy. That is Rs 2200 per capita per year. Additionally, diseases caused by poor sanitation, diarrhoea, cholera, jaundice, dysentery, etc. lead to the deaths of about 150,000 people every year. These are two powerful economic and humanitarian reasons for companies to support sanitation.

#### 1.2 Business Opportunities

There are sound business reasons as well. Cities produce about 40,000 million litres of sewage each day, of which only about 11,000 million litres are treated. The concept of waste-to-wealth is not new, but has been seldom applied to sanitation. The untreated sewage is a business opportunity waiting to be tapped that can generate products, energy and water for sale. The looming water scarcity in India has made many companies turn to using treated sewage in their factories. These business opportunities exist at all levels, from the bottom to the top of the pyramid.

systems, sewage treatment and garbage management like Waste Ventures, Wabag, Green Power, A2Z Waste Management, Ramky Enviro Engineers etc. Companies with expertise in these areas can take up projects that are remunerative given the rapid growth of small and medium towns, and the extreme shortage of water in large parts of urban India.

The millions of toilets being built are an enormous construction opportunity for companies, as well as offering maintenance options for the long-term.

### 2. Defined Forms of Engagement

#### 2.1 Corporate social responsibility

CSR remains the most sharply defined form of engagement, which is a mandatory 2% requirement for companies with a turnover more than 100 crore annually. The CSR guidelines specify areas where companies can spend their money, that includes sanitation after the launch of Swachh Bharat Mission in 2014. The Government realized it could not meet the challenge of making 111 million toilets in five years alone. To encourage companies to invest in sanitation, the Government set up several channels. Companies could choose to work through their own foundations, NGOs or contractors. They could also donate to the Swachh Bharat Kosh that was set up in 2014 to support SBM<sup>3</sup>. Mata Amritanandamayi Math, with a contribution of INR 100 crore, remains the largest donor, followed by Larsen & Toubro (INR 60 crores). Other top contributors include Rural Electrification Corporation, Indian Railway Finance Corporation, IFFCO, ITC Ltd etc. Many corporates prefer to work on projects with direct accountability and project management rather than just contributing large sum into a single corpus

#### 2.2 Mentorship and Management Support

# SuSanA Partners active in India



More than 110 SuSanA partners active in India e.g.:



Basic Sanitations Pvt. Ltd. BSPL



# SuSanA Partner Profiles

A great way for knowledge sharing, networking and self-marketing!

**Published resources in the SuSanA-Library**

**Details of the Profile**

**SuSanA - Partner Community Panel**

**Project description details**

**"Edit" section behind the scenes**

**Countries of Activity**

**Partner map**

**QUADINUT Project - WASH and Nutrition Integration**  
 Research on the benefits of a household WASH package to Community Management of Acute Malnutrition (CMAM) program in Chad  
 Project period: 2014 - 2016

**GIZ (Deutsche Gesellschaft für Internationale Zusammenarbeit)**  
 The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) (formerly known as GTZ: Deutsche Gesellschaft für Technische Zusammenarbeit) is a federally owned organisation. It works worldwide in the field of international cooperation for sustainable development. Their mandate is to support the German Government in achieving its development objectives. It provides viable, forward-looking solutions for political, economic, ecological and social development in a globalised world.

**Projects**  
**WaCCIM**  
 Water and Wastewater Companies for Climate Mitigation  
 Duration: 2013 - 2019  
 The Water and Wastewater Companies for Climate Mitigation project, WaCCIM, supports utilities in Middle Income Countries in identifying processes and technologies to reduce their energy and

# India Sanitation Coalition ISC

The India Sanitation Coalition has been established to bring organisations and individuals together on a common platform to find sustainable solutions for sanitation through dissemination of best practices, partnerships and collaboration and advocacy.

## The Coalition Mandate

Success is attainable with a solid foundation. For this, the India Sanitation Coalition will operate 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 organisations 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.



## Contact

 Amri Shahpuri

 [indiasanitationcoalition.org/](http://indiasanitationcoalition.org/)

 Please Login  
to see all contact details.

## Countries of Activity



 enlarge

# India Chapter Library



1572 Total Views • 11 Downloads

WSP (2010)

## A decade of the total sanitation campaign

Vol.1: Main report: Rapid assessment of processes and outcomes

[read more & download ...](#)



2702 Total Views • 178 Downloads

Mobarak, M., Shane, K. (2013)

## Communal sanitation solutions for urban slums

Various documents on results from research grant

[read more & download ...](#)



7049 Total Views • 362 Downloads

Zimmermann, N., Wafler, M., Thakur, P. (2010)

## Decentralised wastewater management at Adarsh College Badlapur, Maharashtra, India

Case study of sustainable sanitation projects

[read more & download ...](#)

# Project Database

**Project: Bio-digester Toilets: Sustainable Solution to India's Sanitation Challenge**

The bio-toilet consists of an easy to install super-structure, a multi-chambered matriced bio-tank that holds the bacterial culture and supports the treatment of human waste. It is an eco-friendly bio-toilets (or bioloos) solution.

Organisation: **Banka BioLoo Pvt Ltd**

Duration: 2012 - now

[Discussion on the forum](#)

[More about this project ...](#)



**Project: WASH in the context of maternal health and menstrual hygiene**

Finding out the specific needs of users, especially women, with regard to water, sanitation and hygiene service provisions in public health facilities in India and Uganda

Organisation: **Eawag (Swiss Federal Institute for Aquatic Science and Technology)**

Duration: 2014 - 2016

[Discussion on forum](#)

[Brief project description](#)

[More about this project ...](#)



## CEPT University Research Projects

CEPT University, in India, focuses on understanding, designing, planning, constructing and managing human habitats. This includes water and sanitation projects, a current major project being the Performance Assessment System (PAS) Project.

content provided by

CEPT  
UNIVERSITY





# Event Calendar

- Past and present events

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10.01.2017 • 14:00 - 17:00

## FSSM matters: Looking Forward

Jaipur, India

India Sanitation Coalition together with IRC and TARU are inviting actors from Rajasthan to participate in the second Insights Knowledge Series. The objective of this dialogue is to understand the significance of faecal and septage management in the sanitation value chain.

[read more ...](#)

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04.01.2017 - 06.01.2017

## Tenth Annual Global Water Alliance Conference

Kolkata, India

Role of locals in implementing post 2015 Water, Sanitation and Hygiene (WASH) Sustainable Development Goals

[read more ...](#)

# Opportunities for members



Engage in  
Discussions

Share  
resources




Disseminate  
best practices

Connect with  
others



# Help us answer!



Critical Loopholes in Knowledge Management that should be addressed

How do we simplify our approach and reach out to the last mile (thought courtesy Vishwanath, Biome Trust)

How can we create synergies between different knowledge management activities?

What efforts can we make in capacity of the India Chapter to make it a more fruitful chapter