

- **Title of grant:** Support India Sanitation Coalition
- **Subtitle (more descriptive title):** Housing, facilitating, and enabling the India Sanitation Coalition Secretariat
- **Name of lead organization:** Federation of Indian Chambers of Commerce and Industry
- **Primary contact at lead organization:** Rita Roy Choudhury
- **Grantee location:** New Delhi, India
- **Developing country where the research is being or will be tested:** India
- **Start and end date:** 2015-2017
- **Grant type:** (e.g. Global Challenges Explorations, Reinvent the Toilet Challenge, Other)
- **Grant size in USD:** \$1,313,625 as per grant database: <https://www.gatesfoundation.org/How-We-Work/Quick-Links/Grants-Database/Grants/2015/11/OPP1137099>)
- **Short description of the project:**

The Government's Swachh Bharat Abhiyan, which aims to eliminate open defecation by 2019, has put the much needed spotlight on sanitation across India. There are strong players on the ground who have the expertise in implementation, who are working at the grassroots level on sanitation. They are the ones who carry the mantle of direct delivery.

What is needed is a platform where all these stakeholders coalesce. That is where the India Sanitation Coalition (ISC) sees its role – bringing different actors together to share their learning and expertise, to find collaborations, to leverage each other's strengths in different geographies, and to synergise where possible. We recognize that those involved in sanitation are repositories of knowledge, expertise and practical insights. We want to build on this wealth of experience for everyone to gain, and support mechanisms that make it easier for various stakeholders to engage in the sanitation space.

ISC is therefore a platform to empower, to act as a catalyst, galvanize stakeholders (corporates, governments, communities), while also ensuring inclusiveness. Doing so will help build a sustainable sanitation ecosystem. The ISC defines sustainable sanitation to include the entire value chain of Build, Use, Maintain and Treat (BUMT) and we strongly advocate that both the conversation and efforts around sanitation need to be viewed through this lens.

The ISC was launched on June 25, 2015 at FICCI, New Delhi by Shri Birendra Singh, Honourable Minister of Drinking Water and Sanitation, and Smt. Vijaylaxmi Joshi, Former Secretary, Ministry of Drinking Water and Sanitation, Government of India. FICCI houses the Secretariat. The work of the Coalition is centred around four key areas:

- 1) Advocacy – we believe advocacy on sustainable sanitation needs to be targeted towards all stakeholders to create the ethos, the demand, the marketplace, the policy interventions and effective delivery.
- 2) Identification and dissemination of best practices – we believe we need to empower stakeholders to make informed decisions. ISC's focus is to help them learn from each other's experiences.

3) Active engagement with central and state governments – we believe in all what we do, our engagement with the government is key.

4) Finally, creating partnerships and collaborations is at the core of our mission. So that is the fourth pillar of the Coalition's work – to build on the strengths that organizations can provide each other to achieve scalable, sustainable outcomes. It will connect different stakeholders.

ISC currently has over 100 organizations that are engaging with it in various capacities. Our core purpose is 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.

- **Goal(s):** to bring organizations and individuals together to find sustainable solutions for sanitation through dissemination of best practices, partnerships and collaboration, and advocacy. (Description: As a member of the India Sanitation Coalition we aim to contribute to the coalition task forces agenda and participate and influence in policy dialogues to find sustainable solutions for sanitation through dissemination of best practices, partnerships and collaboration and advocacy)

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

- **Objectives:**

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, bilateral and multilateral organizations, experts etc.

- **Research or implementation partners:**
India Sanitation Coalition will facilitate partnerships between corporates, civil society groups, government, financial institutions, media, donors, bilateral and multilateral organizations, experts etc.

- **Links, further readings – results to date:**

www: indiasanitationcoalition.org

- **Current state of affairs:**

The Coalition has constituted 4 Task Forces with specific mandates to carry out its work. These Task Forces are spearheaded by experts in the WASH space. Since the launch, we are working with the Ministry of Rural Development on sanitation under the Saansad Adarsh Gram Yojana (SAGY) as well as with the Ministry of Drinking Water & Sanitation. We have also embarked on our first state level engagement with the Government of Rajasthan where we will have a deeper involvement in state-wide sanitation interventions. Apart from these initiatives, the Coalition has also initiated dialogue on skills development and schools, and our Task Forces are developing specific action plans for these and other projects.

- **Biggest successes so far:**

Amongst many of its initiatives, the India Sanitation Coalition has been successful in launching and progressing on:

- Research and thought leadership through studies, reports and surveys, focused mainly on urban sanitation whilst simultaneously working with the government to propagate relevant advocacy messaging
- Thought leadership, communication and brand building through an Op-Ed series, ISC Blog series, social media outreach and various other social and digital media campaigns
- Working and liaising with the Project Management Unit at the Ministry of Urban Development in conjunction with digital marketing agencies to socialize and incite public participation in the SBM movement
- Engaging with the media through media sensitization workshops to strengthen informed and evidence based reporting on key sanitation issues. These could include issues related to sanitation technology, city or urban planning, regulation and bye-laws to safeguard resources, behavior change across the board and community engagement in strengthening behavior change; examining the relevance and efficacy of programmes such as Swachh Bharat Mission and Total Sanitation Campaign in addressing open defecation, etc.

- **Main challenges / frustration:**

In all Coalition initiatives and successes, organizations play dual roles; at times it can be challenging to find a balance between being recognized as an individual organization versus being positioned as a Coalition partner.