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FINISH Society is awarded prestigious Sarphati Sanitation Award for Young Entrepreneur, 2017, at a grand ceremony held on 30th October, 2017, during the Amsterdam International Water Week. For the Young Entrepreneurial Award, three promising initiatives were selected and the winner was selected by a panel of eminent jury. FINISH was nominated for the third time running, and is proud to receive this honour.
FINISH is empanelled as Key Resource Centre (KRC) for training and capacity building, under The Ministry of Drinking Water and Sanitation, Government of India for Swachh Bharat Mission (Gramin). FINISH Society has been empanelled as KRC directly under the MDWS for providing support to states and districts. This is for a comprehensive and sustained capacity building that would build a permanent capacity to manage program functions and deliver services. FINISH will support states and districts in training and capacity building of different stakeholders involved in implementation of SBM (G) program.
FINISH Society receives NGO Leadership Award, 2017- FINISH Society added another feather in its cap by receiving the prestigious NGO Leadership Award of the year on 14th September, 2017, at Hotel Taj Vivanta, Lucknow. The ceremony was supported by the 25th Business School Affaire and Dewang Mehta National Education Award, 2017, and organized by World CSR Day and World Sustainability, Mumbai. The Guest of Honour at the event was Deputy Chief Minister of Uttar Pradesh, Dr. Dinesh Sharma.
With learnings from the flagship FINISH program, FINISH Society has expanded its partnerships with corporates and local institutions. Currently, there are more than five sanitation programs being implemented in Uttar Pradesh, Jharkhand, Punjab, MP, Rajasthan and Maharashtra. Focus of our sanitation programs is to bring positive behavior changes that are not temporary, spread knowledge about safe sanitation, facilitate financial inclusion, supply chain solutions and advocating reuse incentives.

In partnership with J K Tyre, gram panchayat Noorabad became open defecation free (ODF) through community-led efforts. In another partnership with JK Tyre in Rajsamand, Rajasthan around 900 toilets were constructed for individual households and as a result Binol gram panchayat was made ODF.

In an innovative approach to financial inclusion in sanitation, a program is being implemented by involving self-help groups to facilitate access to finance, leading to construction of toilets in Kapoorthala, Punjab supported by ITC Ltd. More than INR 250,000 have been mobilized through self-help groups resulting in access to more than 110 individual household toilets. Under another ITC partnership in Jhalawar, more than 250 toilets have been constructed with support from Govt. & ITC.
Promoting Sanitation & Health

`Under the sanitation program in Barmer, Rajasthan supported by Cairn India, FINISH has piloted an innovation in incentivizing households by promoting regular usage. The strategy has resulted in bringing about sustainable behavior change in people and was appreciated both by the partner and the Govt.

`In its efforts to convert a population practicing 100% open defecation into 0% open defecation, FINISH, in partnership with Maithon Power Limited (A Tata Enterprise), initiated a program to improve living conditions in and around Maithon area of Dhanbad District in Jharkhand.

`Under the “Swachh Bharat Abhiyan”, FINISH, with support from Tata-Aldesa (JV) has taken a pledge to ensure open defecation free (ODF) status to four blocks of Hathras district in Uttar Pradesh, through innovative approach to behavior change towards sanitation and hygiene.

`In a new partnership with HSBC Bank and Govt. of Maharashtra, FINISH (through partner- RDO trust) is implementing a program for promoting sustainable ODF in 7 cities impacting more than 10,000 families. The program uniquely focuses on changing behavior towards sanitation, hygiene behavior and waste management with community-led approaches.

Ongoing Programs & Partnerships:

Kapoorthala, Punjab with ITC Ltd
Jhalawar, Rajasthan with ITC Ltd
Morena, MP with JK Tyres
Rajasmand, Rajasthan with JK Tyres
Udaipur, Rajasthan with Udaipur Municipality
Jharsuguda, Odisha with OPGC
Barmer, Rajasthan with Cairn India Ltd
Yavatmal, Maharashtra with HSBC Bank
Schools are not only providing the basic right to education but also the laying the foundation for adapting good hygiene behavior. FINISH Society has been working to improve the status of Water, Sanitation & Hygiene in schools, since 2013. The first program began with UNICEF in 150 schools of Dungarpur, Rajasthan. Making further strides, the interventions have slowly expanded from rural to urban schools, with new partnerships.

With field learnings and experience, our school WASH programs were strengthened. Taking the FINISH approach, our flagship school WASH program combines infrastructural support, behavior change knowledge, capacity building, operations & maintenance support, and advocacy for accountability at institution level.
Swachh Vidyalaya – Swasth Vidyalaya

Under capacity building activities, along with trainings for teachers, children groups, school management committees, mothers groups too, are also involved, especially for awareness on menstrual hygiene. The program tries to connect all possible missing links to sensitize stakeholders to contribute in their capacity for enabling better learning environment for the underprivileged.

With PwC India foundation, FINISH Society implemented a WASH program for 16 schools in Ajmer city in Rajasthan and Hyderabad, improving lives of more than 10,000 children. This program helped in providing functional, child-friendly infrastructure for children, educating them about critical good hygiene practices, including hand washing and enabling mechanism of operations and maintenance.
In its first comprehensive school WASH program supported by National Stock Exchange Ltd in Maharashtra, FINISH team selected 9 schools with a unique combination of socio economic background Rural, Peri-Urban and Urban areas of Nasik district. All the schools were supported with augmentation of infrastructure, knowledge and capacity building activities and operations & maintenance advocacy. In the next phase in Nasik, a partnership has begun with WaterAid and NSE for 8 Ashramshalas (tribal residential schools).
Providing Sustainable Solutions in SLWM Space

With economies in their endeavour to reach out to the bottom of the pyramid, indiscriminate market growth and public’s inclination towards consumerism, the apparent side-effect is ‘unmanageable waste’. Waste Management has come up as one of the biggest challenge in growing villages and cities. FINISH, with support from WASTE, Netherlands has piloted toilet linked biogas, septage management and reuse initiatives.

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In one such initiatives, a community toilet-linked biogas Plant has been established in Palani Hills. It is a collaborative project located at Village Papampatti in Palani Taluka of Dindigul district, Tamil Nadu. It is between Palani Hills Conservation Council (PHCC), FINISH, WASTE Foundation and Papampatti Gram Panchayat to provide sanitation facilities and at the same time generate energy and organic fertilizer to communities.

FINISH Society, in collaboration with Rural Development Organization (RDO) Trust, have set up a Faecal Sludge Treatment Plant (FSTP) and a Waste Water Recovery system with the technical support of WASTE, Netherlands. This is set up as a social enterprise with Chamraj Tea Estate, the largest private organic tea grower in the Nilgiris. This is a unique intervention to combine solutions of waste management with revenue and thus linking livelihood.
Providing Sustainable Solutions in SLWM Space

FINISH Society started implementation of its first end-to-end waste management program supported by ITC Mission Sunehra Kal in Ranjangaon & Karegaon villages in Pune. Around 2000 households are being provided door to door waste collection services in the program areas by a group of women. 200 Kgs of organic waste is converted into compost on a daily basis, and 500 Kgs of dry waste is being recycled every month. Livelihood is being generated while facilitating waste management and the team is capacitated with training and capacity building. Waste Pickers have been institutionalized in a self-help group named as Swachh Ratna for sustainability. The compost also is branded and being marketed for improved revenue.
Providing Sustainable Solutions in SLWM Space

In another waste management initiative supported by Dungarpur municipality in Rajasthan, FINISH has provided community linked biogas plant which will generate energy for the municipality, and simultaneously managing organic waste. In the same project, a sanitary landfill is also prepared to ensure safe disposal of waste at dumping sites. Our program focuses on closing the loop, thus enabling a circular economy. A team is collecting around 15 tons of waste every month, from 10 wards and managed further. Few more waste management programs are at the discussion stage with new partners.
Impacting Lives

**Pride & self-identity**

The primary aim of the solid waste management intervention in Ranjangaon is to enable the village to manage their solid waste sustainably. This is being done by designing, piloting and implementing appropriate low cost and environmentally-safe waste management solutions. This is being done together with community mobilization so as to make the whole program sustainable supported by ITC Ltd.

In a similar vein, the implementation of Solid Waste Management program in Ranjangaon is started by a group of waste pickers. These waste pickers, not only made door-to-door collection but also contributed towards waste management. They were capacitated, coupled with exposure visits to learn about source segregation, recycling and composting. These women come from marginalized sections of the society. Other than skill training, it was very important that they respect their profession and not look down upon it. They were continually motivated and encouraged and a lot of community level meetings were conducted for making people aware. Most importantly, it was the regular and reliable service of the women which laid the foundation of the program.
To change people’s outlook towards these women, the group was named Swachh Ratna and the staff was addressed as Swachhta Sakhis. Going one step further, Swachhta Sakhis educate households to ensure waste segregation at source, and to do composting.

Savita Shinde was among the first waste picker to join the team in Ranjangaon. Savita was earlier doing a few chores for a living, and was earning around 2000-3000 per month. She was then approached by FINISH to undertake door-to-door collection of waste, in the beginning. Slowly, with the support from the NGO and ITC, she could convince more women to join in, and expand work. She not only started leading and guiding other women but also supervising operations.
At the age of 35, Savita Shinde, has partly realized her dream of becoming independent and empowered. She represents many other women who do inconsistent and informal work to earn some money for contributing towards family’s expenses. Savita stays in Ranjangaon with her family members, including her husband and kids. She recollects, ‘I was very unsure in the beginning whether to join or not but I was in need of work and thought of making a beginning. After a few weeks, I started enjoying my work and also developed a feeling of pride for my profession.’ Fondly known as Savita Tai, she is loved by her team of Swachh Ratna and also by the villagers, especially women. Savita beams with pride while sharing her experience and is now being considered for being given the role of supervisor for having her own small enterprise.
FINISH is facilitating sanitation work in Jhal Thikriwal village of Kapurthala district, Punjab through financial support of ITC ltd. through their flagship program “Mission Sunhera Kal”. It is found that open defecation is one of the reasons for the spread of polio in that area. Kamaljeet ji is Pathi of Guruwara at Jhal Thikriwal village and was suffering from polio since childhood. He is not able to walk. After getting sensitized by the FINISH team, Kamaljeet Singh arranged for a meeting with the Sarpanch and other leading persons to discuss about the village’s problem of open defecation. They planned to make Jhalthikriwal village open defecation free. To begin with, they made a list of households without toilets. Women’s self-help groups were formed for toilet construction and repair work.

A vigilance committee was put in place and a children’s Vanar Sena was formed for morning follow-up. Soon after, toilet construction work started in the village and 30 households were selected in government support list.
Most of the households constructed their toilets but Narender Kaur, a resident of the same village was not able to construct toilet in her house, as her name was not there in the government approved list. Narender Kaur is a widow and has two children. Her children were suffering from polio and were also mentally disabled too.

Open defecation is one of the reason why Narender Kaur and her family members were suffering from poor health. The vigilance committee decided that even if one family does not have a toilet then the village will not get open defecation free status. With the support of ITC ltd., the committee decided to construct toilet for Narendar Kaur’s family. The toilet was constructed with the help of a ramp in Narender Kaur’s home and today her family is very happy to use the toilet regularly.

The story doesn’t end here. A wall painting with slogan was designed on the toilet wall which was made by the surveillance committee. This was then posted on social media seeking help. A non-resident Indian named Paramjeet Singh, who lives in Italy, noticed it and was impressed and motivated enough to reach out for help.
He decided to support the needy family. After doing a background check of the village, he repaired an almost run-down home at a cost of INR 45000. Further, he has sent the handicapped child to a free treatment center. Not only this, he is also taking care of their family’s food and medical expenses.
Empanelment & Coalitions

- S2S (Sensitize to Sanitize) Coalition with Habitat for Humanity
- Implementation Agency Hub on IICA (Indian Institute of Corporate Affairs) platform
- TISS CSR Hub
- Guidestar India
- FICCI India Sanitation Coalition
- Member at Susana Forum
- Member, Niti Aayog
Encouraging Trends

➢ Every 3 minutes 1 toilet is Facilitated
➢ Operating in 10 states.
➢ People reached (est.) safe sanitation: 6,000,000
➢ 297,392 safe toilets built.
➢ Created 3000+ livelihoods
➢ 2000+ health micro insurance policies.
➢ 60+ partners.
➢ Sanitation density >75% in 717 WARDS
➢ 30% decrease in cost
➢ Technology partnerships with AKVO, the Netherlands & Dimagi, USA
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