FINISH Society Newsletter
Let’s Make It Right

Working Together for Success
The One Million Toilet Story

Going Global: Innovating on development financing

Special Feature on Cairn Oil & Gas, Vedanta Ltd.

Impacting Lives

Encouraging Trends
### One Million Toilet Mark

#### Systems Constructed

<table>
<thead>
<tr>
<th>Count</th>
<th>Partnerships</th>
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<tr>
<td>304,447</td>
<td>NGO and MFI partnership since 2009</td>
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<tr>
<td>112,824</td>
<td>NGO and CSR partnership</td>
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**Click here to view the video**

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**One millionth toilet in Dahiya village of Chakiya district of Uttar Pradesh!!**
It was a path-breaking event organized by the Dutch Embassy, WASTE Netherlands and FINISH Society, in association with 3R WASTE Foundation on the 24th of May 2019 at the Residence of the Netherlands Ambassador in New Delhi, celebrated the milestone of construction of 1 million sanitation systems and a roundtable discussion on sanitation in the circular economy. Recognizing and realizing the consistent efforts and the hard work of the FINISH partners, FINISH awards were presented to 10 CSR, NGOs and Government partners who have contributed in achieving this milestone.

Click here to download the official proceedings of the event
FINISH engages multiple stakeholders, communities, businesses, financiers, and governments into one scheme creating a set of interlocking solutions…

**Business**

Feacal sludge management, solid waste management, institutionalization and PPP, business modeling and circular economy in sanitation for agriculture.

**Financial sector**

Sanitation Impact Bond, is a new financial tool developed in order to raise commercial funds (largely from parties outside India seeking channels of foreign direct investment (FDI)) at a discounted rate, which will be linked to the assessment and proof of impact created due to said investment.

**Government**

Partner with local government; PPP in States (like Rajasthan); school sanitation etc. Intertwining with the Government SBM incentive and utilising this strategy becomes an evident path when looking at the numbers. 268280 systems in 2018-19

**Community**

Demand Generation, Training of Trainers, Employment Generation, Women Empowerment, Linking with Financial Institutions, and working with MFIs, NGOs, corporates, etc.

For details, please visit: [http://finishmondial.org/](http://finishmondial.org/)
Beginning this issue, we feature thought leaders who became change-agents in the water, sanitation & hygiene space. In a first of our Special Series, we feature how Cairn oil & Gas, Vedanta Ltd. is ushering in change in its project area.

Zero harm, zero waste, and zero discharge is Cairn’s mantra: In an exclusive interview, Ms Madhavi Jha, Corporate Communication & CSR Head, Cairn Oil & Gas, Vedanta Ltd says her company invested close to INR 30 crore last year on nationally-recognised community development initiatives that have cumulatively touched the lives of more than 16 lakh people in Barmer and Jalore districts of Rajasthan. She says she appreciates the holistic approach that RDO-FINISH Society has taken with its focus on circular economy. Read on...

Q: Give us a sneak peek into your personality and your life's philosophy.
A: My work philosophy demands that if I do something, I must do it well, or not at all. My life’s philosophy is the same, because it imparts a sense of purpose to everything I do. A sense of purpose enables any individual to go past immediate and personal needs and desires, and transforms our life’s work into a positive legacy for everything and everyone we touch.

Q. Share your perspective on what hygiene and sanitation means to you & your company.
A: Personally, I obsess over cleanliness and hygiene. It is extremely important for not just health and wellbeing, but is an integral part of the character of a nation and its people. At Cairn Oil & Gas, Vedanta Ltd., we believe it is necessary that the communities we operate among, are healthy, educated, and prosperous because our fortunes are inextricably linked with the fortunes of the people, stakeholders, and communities that comprise us. The Vedanta Group also operates on the principles of Zero Harm, Zero Waste, and Zero Discharge, and all of the company’s operations are guided by these principles.
Q: How important is corporate communication in your organisation?
A: Business-critical. The company as well as the leadership believes it is not enough to do good work. It is equally important that we communicate about it, in the right way, to the right audiences and stakeholders, using the right communication platforms. Communication plays a vital role in relaying company values, vision, and goals to stakeholders, and in helping earn and maintain the social license to operate.

Q: What does CSR activity mean to you vis a vis Barmer?
A: At Cairn, India’s largest private exploration and production company, we stand for good business driven by a focus on inclusive development and sustainability, founded on the principles of zero harm, zero waste, and zero discharge. We extend the same guiding principles to our corporate social responsibility (CSR) initiatives, where our approach focuses on long-term programmes aligned with community needs.

• We design developmental programmes that scientifically identify, measure and address local community needs.
• All programs are aligned with national priorities and Sustainable Development Goals (SDGs).
• Programs are deployed in partnership with leading and credible NGO partners and the government. This ensures program sustainability and a truly lasting impact on community livelihoods, living standards, and the environment.

Accordingly, over the course of the last year alone, Cairn invested close to INR 30 crore on nationally-recognised community development initiatives spanning children’s well-being and education, women’s empowerment, sports, water, healthcare, and agriculture. These initiatives have cumulatively touched the lives of more than 16 lakh people in and around our operational areas in Barmer and Jalore districts in Rajasthan.
**Q:** Have you measured the socio-economic impact of your sanitation intervention in Barmer. If yes, how?

A: Cairn Oil & Gas has a robust system to measure projects outcomes and impact in different phases, (baseline, midterm, and impact assessment after completion of the project). We have also empanelled competent agencies to measure the sanitation project impact in terms of different dimensions and indicators. NRMC and TARU conducted our baseline and impact assessment in 2017-18 and 2018-19.

**Q:** Please share with us one of your on-field experiences

A: Mr. Purkha Ram is a specially-abled person in Chockhla village who lost his eyesight 24 years ago. He has been instrumental in motivating more than 300 people from the village to construct toilets, and has engaged local leaders, school students and service providers to monitor the usage of toilets. The women too are confident in talking about personal hygiene and sanitation issues. However, water scarcity continues to be a barrier in utilizing sanitation facilities, and the team continues to think about answers and alternatives.

**Q:** How different was your experience working with RDO-FINISH as compared to other such projects you are doing?

A: Cairn Foundation appreciates the holistic approach that RDO-FINISH has taken with its focus on the circular economy. We understand that programs on sanitation and hygiene, and any other social initiatives cannot be sustainable if they only entail cost and not incomes and profits. When we are able to create jobs and opportunities out of the business of sanitation and hygiene is when we are able to make the initiative not merely sustainable, but also lucrative for participants and contributors of the circular economy.

**Q:** Please share as to what are your future plans for Barmer and other project sites

A: We continue to expand and scale up our footprint of community initiatives in Rajasthan, and across the country, including at the new blocks the company will be exploring oil in. We will be doubling our CSR spends this year and our programs and beneficiaries will expand significantly.
We won the battle of Barmer despite daunting odds: With a Bachelor’s degree in Ayurveda (BAMS), and Masters in Public Health, Dr Uma Bihari Dwivedi is Program Manager, Barmer, for Cairn Oil & Gas, Vedanta Ltd. He has spent more than 20 years in the health & community development sector and has developed & executed various projects focused on health, water and sanitation. In a freewheeling interview, he shares how the Barmer project became a success with active collaboration of the RDO-FINISH team.

Q: What motivated you to bring about behavior change towards sanitation and toilet usage in Barmer?
A: Barmer is the most backward district of Rajasthan and all developmental indicators showed poor performance. Considering the harsh terrain and the unwillingness of service providers, were two daunting challenges. Education and awareness level are also very poor in rural Barmer. Household toilet is a critical need for the people of Barmer. For instance, rural population of Barmer had only 25.775% density of toilets. There was huge scope to support the community as well as district administration with regard to promoting sanitation and personal hygiene.

Q: What kind of resistance did you face in the project area?
A: The living conditions and patterns in Barmer district poses a challenge for those working on the ground since each village is spread over a minimum of 7 to 10 km. It was very difficult for us to organize field activities, group meetings and communicate to people. Further, it was very difficult to retain project staff due to extreme temperature and limited facilities at the base level. To make matters worse, water scarcity is the biggest impediment for toilet usage.
Q: Share how you managed to win the trust of the community?

A: Community mobilization and stakeholder management are the key factors for the success or failure of any project. We took a focused approach towards community engagement, hired local people as motivators in each village who could communicate with the community in the local language and traditions. Secondly, we developed more than 17 rural entrepreneur marts at Gram Panchayat level to provide construction material from nearby villages. We did this so that the community can purchase construction material at cheap prices. Now these entrepreneurs are engaging with different government schemes through the Gram Panchayats and earning good amount of money every month.

Q: You incentivized toilet usage to ensure sustainability? Why did you take this approach?

A: During the early stage of the project, our focus was on quality toilet construction only. However, post midterm assessment we observed that the usage percentage of toilets was very low. Even getting support of the Gram Panchayat for verification of toilets was a very challenging exercise. Based on the findings of the midterm study we changed our strategy and launched a scheme to ‘incentivize usage.’ This scheme was meant both for community groups and individual beneficiaries. The impact assessment report showed favorable results when the project block was declared 1st ODF block. Even the district reported highest usage of toilets in Barmer district (85% usages of the toilets). We knew we had hit upon a winning formula.
Q: Share your experience working with the RDO-FINISH Society team

A: RDO-FINISH Society is well known in the sanitation sector. The agency worked with Cairn for more than 3 year in household sanitation as well as school sanitation projects. Under the sanitation program Cairn in collaboration with RDO-FINISH constructed more than 16,000 household toilets along with 130 school toilets. The organization has a professional team with technical & operational knowledge on the subject. During review meeting and field visits it was observed that the team had the potential to handle ground level situations and manfully cope with adverse conditions. Overall, the FINISH Society can manage big programs and has the ability to leverage funds from government schemes.

Q: What is the way forward to empower the community in Barmer?

A: We, at Vedanta Cairn Oil & Gas follow the 3 R theory (respect, relation and responsibility) and committed to support local community in maximum key sectors which support the SDGs. Under our CSR imitative, we are running different flagship programs that focus on health & nutrition, agriculture, skill development and education. Through these interventions we are trying to regularly connect with our community and feel the pulse of the people, for rolling out our future plans. We are shortly going to launch some new projects to improve education facilities and indicators, women empowerment, solid waste management of Barmer urban, and sports promotion for the youth. Our objective is community empowerment through double income of farmers, strengthening education system and facilities and provide appropriate platform to local youth for better employment and performance.
HOW GUNTUR TURNED ITS WASTE INTO GOLD

Under ITC Mission Sunehra Kal, FINISH Society as an Implementing partner believe that Waste Segregation at source is the first step to a clean & green society! This process can well pave the path of waste disposal in a safe manner. The Guntur Urban SWM program was aimed to strengthen the capacities of two medium-sized emerging wards in Guntur Municipal to better manage their household waste through effective participatory planning and the introduction of sustainable waste management systems. The project worked with the two chosen wards and a variety of local stakeholders, including the Guntur Municipal Corporation (GMC), community leaders, small-scale entrepreneurs, and local formal and informal sector enterprises that provide waste management services.

When the project started, the target community groups were found to have limited access to information on

➢ how to improve waste systems,
➢ how to use waste in an economically productive way, and
➢ alternative waste management techniques and practices which would significantly improve the livelihood, health and environment of the urban poor.

Even though waste collection systems were still in place, the introduction of safe and low cost waste disposal systems was needed. Promoting the concept of waste reduction, reuse and recycling among local communities was also required to be introduced and executed.
To decrease the dump waste into landfill of Guntur we had initiated our strategy implementation from word No. 23 & 24. We educated, trained and handheld the community for their waste segregation behavior by promoting the thought of Reduce-Reuse-Recycle at the household level. Our target was to impact 5195+ households. This entire project was divided in 2 different phases. Phase one was to concentrate on source segregation of domestic waste; in which we have successfully impacted 90% source segregation of domestic waste into wet and dry waste till now. Our second phase was to work on safe disposal of that segregated wet waste by adopting organic way of home composting and cluster composting. This initial two phases had helped us win the hearts of the society.

To make the above impact, we faced many challenges from households such as, not accepting the idea of segregation at source, households said NO to home composting. To make matters worse, many of the households had demanded dustbins before starting the segregation at their household level. Initially, no one was ready to volunteer the segregation into dry & wet waste and home composting at source level. Further, there was no expert knowledge to start organic home composting at home and households were clueless about home composting.

After identifying the need and to overcome the challenges, we had strategically started working on the Behavior Change part of the households. We started by creating awareness on segregation through the medium of Kala Jathha a cultural way of giving awareness in Art form, while reaching more people in less interventions, this Kala Jathha art form helped us in mobilizing more and more people to start working on segregation.
To interact with people individually, we had started door to door visit and developed a personal relationship with households which helped us in building good rapport with them. To make it smoother, Mohalla committees were formed because mohalla members are very well aware of their waste problems and solutions and they did gather the households, organize the meetings and implement the decisions.

We also organized training workshops for households while a Subject Expert had been invited to share and guide knowledge and information related to Home Composting and Waste Segregation at household level. We had organized daily Video sessions in Mohalla Committees to generate awareness through visual media to make aware people on composting and segregations. To build & create emotional connect and create a psychological impact on household’s behavior, we had initiated to paint the valuable messages through wall paintings with the messages saying Segregation is the first step to Swachtha in the Mohalla or wards.

To inculcate home composting practices at each household, low cost solution of home composting bin was provided and continuous handholding up to 65-90 days was carried out. During this handholding period we provided on site technical support to each household on how to start home composting at their door steps, and also the do’s and don’ts. We also addressed their queries on odor and leachate problems.
Ward Wise Waste Management Status

To widen our reach on source segregation, we also introduced “Cluster composting”. This turned out to be the force multiplier as it meant composting huge amount of domestic wet waste at one place. This idea helped us reach out to more people on sending out the message regarding importance of wet waste segregation at source level. We started from ward no. 23 Kannavari Thota, 6th lane Guntur, and covered waste from 120 to 150 households initially, to compost at one place at a time. We produced 12 Kg compost waste as a result of Pure Organic manure.

This motivated us to start one more Cluster Composting initiative in ward no 24 at Ankammanagar, and we finally ended up with the installation of 3 more cluster composters. To initiate Cluster Composting at ward No. 23 & 24 we faced many different challenges. For one, households were denied to install Cluster Composting Pit near their homes since, no one was interested to accept the idea of composting. They were afraid of the stink and bad aroma, and thought it might affect their health. Hence, space became an issue to make people accept the installation of a cluster pit in their own areas.
Thankfully we successfully implemented as many as five cluster composters in the respective wards. The impact of five Cluster composters resulted in pure organic manure of 150 kgs. This manure had been distributed among the households for their house gardening and other purpose at a bare minimum cost of INR 6/- per kg where wet waste has become the best organic manure and helped in saving the environment rather than adversely impacting the environment. The amount which has been earned from compost sale is going to be used for Green Ambassador’s welfare to promote and support Women Empowerment.

“Cluster Composting” A Beautiful Initiative started by Guntur Municipal Corporation, ITC MSK & FINISH Society

For Empowering women, handover the prepared manure to green ambassadors to take the step towards ownership & sustainability

Selling the Cluster Composter Manure to the Local households.

Result of terrace gardening while using natural manure prepared by households themselves from their food and other organic waste
STUDENTS SEE LIGHT AT THE END OF THE TUNNEL

When DCM Shriram Foundation and FINISH Society entered the Government upper primary school (GUPS) in the Chiranhedi (GP- Arandkheda) in Kota, Rajasthan, the school toilet was in a state of disrepair and neglect. This was mainly because there was no designated full-time sweeper nor were cleaning resources available. The students had to undergo a traumatic experience in case they wanted to use the toilet. The problem was further compounded by the fact that the stench in the toilet was too overpowering and using the toilet would lead to diseases. Under these circumstances, it was found that teachers, parents and students had very low awareness about healthy hygiene practices. The school needed a stiff does of awareness, a clean & bacteria-free toilet and better facilities for Menstrual Hygiene Management (MHM).

This was one of the 1072 schools in Kota district which had been adopted by the Shriram Swachchagraha Yojna. And this intervention came like a beacon of hope for the GUPS. What made the intervention inspirational was the single-handed devotion of Swachchagrahi Saurabh Shukla. Deeply influenced by the IEC material and video film shown by the FINISH team, he set upon himself to form a child cabinet in the school. Having won the confidence of all stakeholders involved, Saurabh identified the natural skills of the cabinet and assigned them portfolios. His first and foremost task was to assign responsibilities of maintaining the school premises to the cabinet members. It also entailed handing over the toilet maintenance work to the cabinet. Saurabh was committed to change the course of this school and he started holding awareness classes. Within a week the school principal and the staff got motivated enough to support the students for this noble cause. More importantly, the children were slowly willing to bring about change in their rundown school.
Saurabh’s weekly meeting of the child cabinet became a rallying point and within a month, the girls had got to learn enough of safe menstrual hygiene practices, and MHM Mobilizer Rama took great pains to bring about awareness among the girls. Finally, with the help and support of Pratibha ma’am a Pink Room was set up for girls undergoing periods. They could now use this room exclusively to address their monthly issues. In the meanwhile, the students enjoyed sharing responsibility and what looked like a herculean task became a mission for the young boys and girls. Today, the boy’s toilet and the girl’s toilet both have become ‘clean’ beyond imagination.

The school today wears a clean and positive image and there is much to celebrate about. A hand wash station has been put in place and none of the students partake of the mid-day meal without washing their hands properly. Saurabh used IEC material and entertainment education model to bring about this change. Today, the school children keep their chappals in neat rows. The child cabinet members, along with Saurabh & Rama conduct classes for the parents and train them about the need for physical hygiene and how it can bring about change in habits. The school is very grateful to the Shriram Foundation for being partners in change and in taking a pro-active part in addressing their needs and help the girls in setting up the pink room and in designing wall paintings and signages for sustaining this change.
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Encouraging Trends

Total outreach: 54 Lac

Sanitation Systems
Financing (INR M)

IHHL Government projects
IHHL CSR projects
School WASH projects
Waste management projects
Partner’s outreach

Total outreach: 54 Lac
FINISH Society

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