



Kingdom of the Netherlands



PROCEEDINGS

Celebrating the Milestone of Construction of 1 Million Sanitation Systems and a Roundtable Discussion on Sanitation in the Circular Economy

Session Chair: Marten Van den Berg – Ambassador, The Netherlands Embassy

Friday, 24th March 2019

**Venue: Residence of the Netherlands Ambassador
10 APJ Abdul Kalam Road, New Delhi, India**

*Organized by: The Netherlands Embassy, WASTE Netherlands and FINISH Society,
in association with 3R WASTE Foundation*



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Introduction

1. Equal access to essential health, clean water and sanitation services continue to be a priority for India and many developing countries. Inequality in access is acute, with more than 90% of urban residents accessing sanitation facilities compared to only 39% in rural India. (World Bank, 2015). Hence, to accelerate the efforts to achieve universal sanitation coverage and to put focus on safe sanitation, the Prime Minister of India launched the Swachh Bharat Mission on 2nd October, 2014. During these years, the Swachh Bharat Mission improved the levels of cleanliness through Solid and Liquid Waste Management activities and contributed in making Gram Panchayats Open Defecation Free (ODF), clean and sanitized. Between 2014 and 2018, the Government of India built around 92.2 million toilets all across India due to which the basic sanitation coverage went up from 38.7% in October, 2014 to 98.9% in February, 2019 (Swachh Bharat Mission Gramin, Retrieved 18 February 2019), with rural India having constructed 8.7 crore individual household toilets, 5.15 lakh villages, 530 districts and 25 States and Union Territories have been declared ODF (Ministry of Drinking Water and Sanitation).

Opening Session

2. **Ms. Maya Acharya, Senior Policy Advisor, Netherlands Embassy** extended her deep appreciation to all the participants for attending the precious event. She also extended her warm welcome to the Ambassadors and Diplomats from the three countries: His Excellency Mr. Baraka Luvanda, High Commissioner, Tanzania High Commission, His Excellency Mr. Mohammad Kezaala, Deputy High Commissioner, Embassy of Uganda and Mr. Jamal Ahmed, Counsellor, Bangladesh High Commission.



She extended her special welcome to Mr. V K Jindal, Joint Secretary, Ministry of Housing and Urban Affairs and Shri K.K.Gupta, Chairman of Nagar Parishad Dungarpur. In her welcome address, she mentioned that in order to promote an innovative sanitation program, Financial Inclusion Improves Sanitation and Health (FINISH) was conceptualized in 2009 by an Indian Dutch consortium spearheaded by TATA-AIG, SNS-REAAL, WASTE and UNU-Merit. FINISH piloted a public private partnership model to address the sanitation challenge in India. The program received a grant from the Government of Netherlands for five years as an

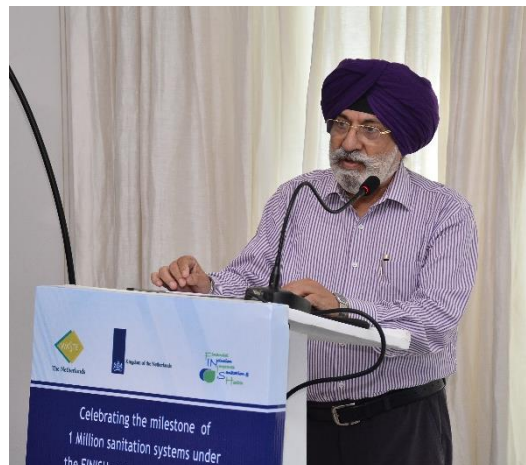
innovative answer to the sanitation target of the Millennium Development Goals. She also mentioned that the FINISH Society not only managed the FINISH program but also expanded the program with local partnerships with the Government. The Society continues piloting innovations and expand its activities for improved water, sanitation, environment services enhancing quality of life for all. In conclusion she expressed her heartiest congratulations to all the deserved recipients of the special FINISH awards for their contribution in ensuring sanitation in the circular economy.

3. A short film on achieving the milestone of 1 million toilet systems was played at the event. On March 27th 2019, FINISH Society's 1 millionth toilet was inaugurated in Dahiya, Chandauli District. Since 2009 FINISH Society has been working to get people access to microfinance, education, health information, sanitation products and trained masons. The successful track record in India has given the FINISH team, the ambition to reach more people and provide access to safe sanitation systems. Through this model FINISH has contributed to open defecation free villages and towns across India and Kenya. The next phase of the FINISH programme will continue in the toilet construction business, supporting local entrepreneurs to develop fruitful sanitation businesses, especially in waste management and creating valuable products out of the collected waste.

Video link to the short film is given below:

<https://player.vimeo.com/video/340395623>

4. While welcoming the participants, **Dr. Kulwant Singh, Chairman, FINISH Society** talked about addressing the single biggest problem in the developing world that is to provide clean drinking water and sanitation for every village, town and city. In the year 2000, the United Nations adopted eight Millennium Development Goals to be achieved by December 2015 but these MDGs did not have any sanitation goal or target. He further mentioned that in 2010, the United Nations passed a resolution declaring access to sanitation as a basic human right. However, in 2015 when the time frame for MDGs was over, the world could not achieve the sanitation goal of providing



access to sanitation to 50% of the population not having access to sanitation in the year 2000. The world then adopted Sustainable Development Goals in September 2015 which included a specific goal SDG 6 relating to Drinking Water and Sanitation. All the targets under this goal are expected to be achieved by 2030 but some targets including the world to be made ODF is to be achieved by 2025. He mentioned that in August 2014, the Government of India adopted the new programme called Swachh Bharat Mission under which it was targeted to make the country ODF by October 2019. The programme has achieved a great success as the country has constructed nearly 95 million toilets which has enabled nearly 80 percent of the districts ODF. In this journey FINISH Society of India set up in 2009 as a not for profit Organisation supported by DGIS of the Government of the Netherlands and several other Indian partners including local and State Governments, Corporates and private sector have played a major role in facilitating the construction and use of more than one million sanitation systems. He said that the primary objective of the event is to place on record a deep sense of gratitude to all the partners of FINISH Society who were part of this journey by recognizing their big contribution. He concluded by saying that the journey is still long as large gaps exist between urban and rural coverage of safely managed services. The event will also discuss the way forward as to how FINISH Mondial will contribute in the development effort of the six countries: India, Bangladesh, Tanzania, Uganda, Kenya and Ethiopia countries by facilitating and promoting sustainable sanitation in the circular economy.

Video link to Dr. Kulwant Singh's address is given below:

https://drive.google.com/file/d/1Xb3JRK_eCQ-v_5f0l5Bc-SkG7FaivmVI/view?usp=sharing

5. **H.E. Mr. Marten van den Berg, Ambassador, Netherlands Embassy**, expressed his deepest appreciation and welcomed all the guests from India and the Netherlands to the event on sanitation in the circular economy. In his inaugural address, he deliberated upon the status of sanitation, and the progress that we have jointly made in this area under our joint responsibility under the SDG-agenda. He mentioned that the SDGs will be the key focus of our program in India in the coming years – and therefore, this event fits very well into this agenda. He talked about how the Swachh Bharat Mission is playing a



crucial role in ensuring ODF status of Indian towns and villages. He mentioned that the quality and sustainability are important elements in the Swachh Bharat Mission implementation mechanism, especially now that a majority of districts across the country have achieved Open Defecation Free (ODF) status. For this, it will be important that the Government, as well as implementing Development Organizations, should consider a range of quality and sustainability indicators and sustainable financial mechanisms in order to improve infrastructure and data quality. He further said that their support to FINISH Society clearly shows that the Government of Netherlands stays committed to these efforts. He extended his regards and thanked the FINISH Society and WASTE Netherlands team to achieve this milestone. In conclusion, he mentioned that only constructing toilets will not be enough. It will be equally important to raise awareness and influence behavior change so that people understand the risks of open defecation and begin to use these toilets.

Video link to H.E. Mr. Marten van den Berg's address is given below:

<https://drive.google.com/file/d/1pn1zNSwVtcejwE9R99blo2pfLLIYuPR7/view?usp=sharing>

6. **Mr. Valentin Post, Deputy Managing Director of WASTE Netherlands** discussed the outline of the FINISH Mondial. He mentioned that the Dutch WASH sector has a strong focus on sustainability, resource mobilization, inclusiveness and gender equality with a target of providing access of safe sanitation systems to 50 million people by 2030. It has some core or flagship programs such as the Waterworx program. In this program, Dutch water companies work in partnership with water companies from other countries to bring



sustainable changes in the water sector. In another program known as the Blue Deal, the water boards from the Netherlands work with counterpart organizations (sewer companies) to bring about a lasting change in waste water treatment. In the water finance facility, the target is to mobilize local institutional funding for the water and sanitation sector. One such flagship program of the Dutch Government is FINISH Mondial. FINISH Mondial (FM) is a scalable approach derived from the successes of FINISH Society in India. The programme starts with ensuring that people are aware of the need for a safe and durable toilet, people want to buy one, which local people can build, and that they can afford. Mr. Post mentioned that people

take loans to build their toilets, come in debt and moreover after a few years their toilets become dysfunctional. Hence supply side measures are necessary. This can be achieved through the Diamond approach where the identified key stakeholders (communities, businesses, financiers, and governments) facilitate inclusive scale. The FM approach has been remarkably successful to date, improving and constructing over 1 million safe sanitation systems (designed to safely manage faecal sludge), benefiting over 5 million people so far, converting over 25,000 tonnes of human waste into compost/soil conditioner, and contributing to Open Defecation Free (ODF) villages across both India and Kenya. Due to FM operations in India, 273,750 tonnes of human waste have been safely stored to date. FM aims to contain and recycle up to 1 million tonnes of faecal sludge, saving an estimated 37.5 million tonnes of carbon dioxide. Converting human waste into valuable products presents promising business opportunities, thus creating employment in a climate-positive manner, restoring previously exploited local environments. The Dutch government kick started the process with a Public-Private Partnership (PPP) grant which has been leveraged with local financing more than 25 times to about € 150 Million. Successes in the Indian and Kenyan context have given way for the next phase, as the programme achieves scale and synergy in four new countries including: Bangladesh, Uganda, Ethiopia and Tanzania.

Financial Leveraging for Sanitation

7. The FINISH Mondial model works by leveraging financing to expand both the sanitation service and value chain, connecting the two sectors to create sustainable sanitation and waste infrastructure, meanwhile developing innovative financing instruments such as the ‘first of its kind’ Sanitation Impact Bond in India, the Take-a-Stake Fund for small and growing businesses in the WASH sector (India, Kenya, Uganda)) and sustainable circular economies which will continue to thrive long after intervention. The scalability of this model has been proven and its mechanisms are ideal for leveraging grant financing to achieve its desired full scale. FM provides a model to significantly increase private sector contribution to sanitation. The next phase sets a target to match each euro grant at least 14 times and leverage a combined maximum of €640 million. It is foreseen that at least half this contribution is from the private sector, balanced from self- financing by people and contributions by local governments. FINISH Mondial’s primary focus is on contributing to SDG 6.2: By 2030, achieve access to adequate and equitable sanitation and hygiene for all and end open defecation, paying special attention to the needs of women and girls and those in vulnerable situations. Through the realization of 4 million safe sanitation systems, 20 million people will have access to safe

sanitation systems by 2025. This amounts to nearly half of the Dutch government's 2030 target. Furthermore, in the modus operandi of FM, gender equality is at the forefront. FM aims to positively contribute to improving gender equality across the sanitation service and value chain.

Video link to Mr. Valentin Post's address is given below:

<https://drive.google.com/file/d/1eECmOrG7NfLPoEFwqBh0hZcIcLbzxH-I/view?usp=sharing>

Link to the PowerPoint Presentation is given below:

<https://drive.google.com/file/d/1Qik--MdJN09qQUCM1NMPBYGkt5vB4oY/view?usp=sharing>

8. Mr. V.K. Jindal, Joint Secretary, Ministry of

Housing and Urban Affairs delivered the key note address of the event. He mentioned that as far as achieving ODF status is concerned, the Govt. of India has put their best foot forward and achieved results. The Swachh Bharat Mission Urban has been successful in constructing 0.6 million individual household latrines in Urban India. He mentioned that due to lack of space in many urban slums and squatter settlement



areas, community toilets have been constructed. Till date, more than 5 lakh community toilets have been constructed under Swachh Bharat Mission Urban. In India, there are 4378 urban local bodies (ULBs) and out of the 4378, 4150 ULBs have already been certified and achieved the status of ODF. These certifications need to be renewed in every 6 months, so that the sustainability of the toilets is ensured. The Ministry of Housing and Urban Development has also partnered with Google Maps that enables the users in locating the nearest SBM toilet. The costs around Rs. 8700/year/family if sanitation facilities are not provided and almost around 22.2 billion dollars can be saved if access to safe sanitation is provided to all the people in the country. Mr. Jindal also talked about the 4S: Swachhta meaning cleanliness, Samriddhi meaning prosperity, Swasth meaning health and Samarthta meaning empowerment, and deliberated on how SBM Urban has worked towards achieving all the 4 S. He mentioned that in Chhattisgarh, around 10,000 women workers are involved in collection and segregation of solid waste and they earn up to Rs. 15,000 per month. The consistent effort of these women workers are bringing in results and contributing towards a zero landfill state. In urban India, 400 cities have been declared ODF+; all the toilets are at least in usable condition and in this

way sustainability is ensured. Mr. Jindal emphasized on the challenge of faecal sludge management. 70% of the urban population in India uses septic tanks and the faecal sludge is emptied in the open due to the limitations of sewerage connection coverage and insufficient capacities of the faecal sludge treatment plants. At the moment, the cost to provide sewerage system to the cities lacking sewerage systems is almost around Rs. 2-5 lakh crore. He further mentioned that in order to create awareness among the people, the Ministry has released two movies focusing on waste management and sanitation. He deliberated on the fact that water reuse and recycling along with sustainable solid waste management is extremely crucial in ensuring sustainability of the sanitation systems. Keeping in view the principles of circular economy, sanitation policies should be developed that also takes into account the sustainable solid waste management and water recycling practices. Mr. Jindal mentioned that out of the total solid waste generated in the country, 54% is processed. In the past 5 years in the waste processing has increased 3 fold. He talked about developing municipal finance bonds and deliberated on the importance of private sector participation in both the sanitation service and value chain. Lastly, he expressed his wishes to the members of the FINISH team in achieving this milestone.

Video link to Mr. V.K. Jindal's address is given below:

<https://drive.google.com/file/d/1B2AdVENZ9TATl35qpMPc3LZd-hhdt3ZN/view?usp=sharing>

FINISH Awards

9. Recognizing and realizing the consistent efforts and the hard work of the FINISH partners, FINISH awards were presented.

- I. Bharathi Women Development Centre (BWDC)* was presented with the Pioneer Award for their contribution in using micro-credit for improved sanitation and living conditions of poor rural and peri-urban households in Tamil Nadu.
- II. DCM Shriram Foundation* was presented with the Swachh School Award for their DCM Swachagraha initiative, under which the Foundation has been working tirelessly in the area of School WASH to make a difference to the lives of children across 1072 government schools in Kota, Rajasthan.
- III. ITC Ltd.* was presented with the Corporate Innovation Award. ITC Ltd. was presented with the award for their innovations in Mission Sunehra Kal. ITC has partnered with FINISH Society in rolling out sanitation and waste management projects in different

parts of the country. ITC uses a unique community participation model to promote home composting.

- IV. **Cairn Oil & Gas Ltd.** was presented with the Corporate Innovation Award. Cairn Oil & Gas has set new benchmarks in pro-actively engaging with stakeholders in the sanitation space. In partnership with the FINISH Society, it has achieved the mammoth task of facilitating the construction of 20,000 IHHLs in Barmer district of Rajasthan through motivation and awareness generation.
- V. **RDO Trust** was presented with the circular economy award for strongly believing in the benefits of a circular economy, and their path-breaking work in women empowerment, watershed management & total sanitation.
- VI. **The National Stock Exchange (NSE) Foundation** was awarded the Enriching Partnership Award for their unrelenting efforts in transforming lives of the underprivileged across India. Setting new benchmarks in corporate social responsibility, the Foundation is supporting one of its first and largest WASH programs in more than 150 tribal schools, known as Ashramshala (tribal residential schools) in Maharashtra.
- VII. **Mr. K.K Gupta**, Chairman, Nagar Parishad Dungarpur was presented with the Lifetime Achievement Award for the innovative ways to mix green waste, cattle waste and human waste to feed a biogas plant to produce electricity, for developing a unique model of using land as a resource for a scientifically developed land fill site, in collaboration with FINISH Society.
- VIII. **Tata Power Community Development Trust (TPCDT)** was presented with the community empowerment award. Tata Power Community Development Trust (TPCDT) is doing a tremendous job in 21 remote villages of a very backward block of Dhanbad named Nirsa. The Trust has taken a holistic approach by linking sanitation and health awareness through FINISH Society.
- IX. **Cashpor Micro Credit** was presented with the Partnership Innovation Award. Cashpor provides microfinance to below poverty line (BPL) women in five states of India, including Eastern U.P. and Bihar. An innovative financial instrument called the sanitation Impact Bond is piloted with Cashpor. In the pilot, Dutch institutional funds are routed by ACTIAM through Cashpor to finance household sanitation.
- X. **Odisha Power Generation Corporation (OPGC)** was presented with the Holistic Approach Award. Odisha Power Generation Corporation has embarked on a unique program to help improve the quality of life by preventing open defecation and improved hygiene practices in 8 villages of Jharsuguda by providing quality toilets with bathrooms. OPGC is further providing piped water to each household in the territory.




(Citations for all the awardees are attached as an annexure)

Award Category	Organization	Received By	Photograph
Pioneer Award	Bharathi Women Development Centre (BWDC)	Mr. Manikandan Muthukumarsamy	
Swachh School Award	DCM Shriram Foundation	Mr. Vinoo Mehta	

Award Category	Organization	Received By	Photograph
Corporate Innovation Award	ITC Ltd.	Mr. Akhilesh Yadav	
Corporate Innovation Award	Cairn Oil & Gas Ltd.	Dr. Uma Bihari Dwivedi and Ms. Madhvi Jha	
Circular Economy Award	RDO Trust	Mr. N.K. Perumal	

Award Category	Organization	Received By	Photograph
Enriching Partnership Award	National Stock Exchange (NSE) Foundation	Mr. Gaurav Kapoor	
Lifetime Achievement Award	Mr. K.K. Gupta, Chairman, Dungarpur Nagar Parishad	Mr. K.K. Gupta, Mr. Ganesh Lal Khadadi and Mr. Vikas Legha	
Community Empowerment Award	Tata Power Community Development Trust (TPCDT)	Mr. Mrityunjaya Ray	

Award Category	Organization	Received By	Photograph
Partnership Innovation Award	Cashpor Micro Credit	Mr. Mukul Jaiswal	
Holistic Approach Award	Odisha Power Generation Corporation (OPGC).	Mr. Dinesh Patel	

Panel Discussion

10. The panel discussion on *FINISH Mondial: The Future Perspectives* was moderated by Ms. Sarbani Bhattacharya, Board Adviser, WASTE Netherlands and Former Partner KPMG. The panelists included Mr. Theo Brouwers, Director ACTIAM, Mr. Mukul Jaiswal, Managing Director Cashpor Micro Credit, Mr. Manoj Gulati, Executive Director Water.org, Mr. Saibal Paul, Associate Director Sa-Dhan, Mr. Akhilesh Yadav, Regional Manager ITC Ltd. and Mr. Abhijit Banerjee, Director FINISH Society. The panel deliberated on the willingness of the users to take a loan to construct a sanitation system. It was discussed that compared to regular



loans, the performance of sanitation loans in terms of repayment is better as the households are motivated, but there might be other reasons too. The small sanitation construction companies find it difficult to get finance for sanitation businesses as access to finance is a major barrier. It was also discussed that ACTIAM and water.org are investing in household sanitation loans in India. They are not investing in households directly but in Micro Finance Institutions, and hence their loan is earmarked for sanitation. The panel deliberated on the importance of sanitation financing to move towards the targets of SDG 6. The panel also deliberated on the need of development of reliable data sets and scientific methodologies to consider transitioning to a circular economy. Best practices/cases of well-designed finance policies and programmes,

institutional arrangements and capacity building and technology transfer programmes, both at a national and international level were also shared by the panel.

Concluding Session

11. In the concluding address, **H.E Mr. Marten van den Berg, Ambassador of the Netherlands Embassy** thanked everyone for taking their time out and participating in this precious event. He mentioned that FINISH Mondial is now getting set up with the support of (a) the Government of the Netherlands and (b) several Dutch organizations that include WASTE the Netherlands, Aqua for All, Amref Flying Doctors and ACTIAM. He further mentioned that Sanitation Impact Bonds, sanitation linked to telemedicine and microfinance, dedicated funds for small and growing business (Take-a-Stake fund), blockchain and carbon financing are among the various financial tools for promoting sanitation in six Mondial countries. He emphasized his expectations of further development of this workshop to be able to share more information actively, not only on sanitation activities but also on a wider range of activities for the transition to a circular economy. He expressed confidence that the knowledge and experiences shared in the workshop would be valuable to identify specific policies, programme and initiatives to strengthen sanitation policies and their implementation. He further hoped that key suggestions and recommendations emerged from the event would be a vital input to several high-level meetings and to related international cooperation frameworks. He finally expressed his deep appreciation to the keynote-speaker, Mr. V.K Jindal and all the panelists for sharing their valuable knowledge, insights and experiences and declared the closure of the event officially.

Event Participation

12. The event with the theme of “Sanitation in the Circular Economy” took place in the residence of the Netherlands Ambassador in New Delhi, on Friday, 24th May 2019. The key objective of this event was to celebrate the contribution of FINISH Society in constructing 1 million toilets in India. The event was also aimed at recognizing the role of the partners and presenting them with the FINISH award for their contribution in assisting FINISH Society in achieving the milestone. Sustainability is a key concern amongst WASH professionals, which is why the roundtable discussion engaged the participants in innovative thinking on how to grapple with all that goes into completing the circular economy of waste.



***From Left to Right:** Dr. Kulwant Singh, H.E. Mr. Marten van den Berg (Ambassador, Netherlands Embassy), H.E. Mr. Baraka H. Luvanda (High Commissioner, Tanzania High Commission) and Mr. Mohammed Kezaala (Deputy High Commissioner, Embassy of Uganda)*

The event was attended by more than 60 participants comprising of high level government representatives and policy makers, City Mayor, local Government representatives, experts and international resource persons, representatives of international organizations, including international financial institutions and donor agencies, representatives of the private and business sector, NGOs and other relevant stakeholders. The event was also attended by the High Commissioner of Tanzania High Commission in New Delhi, Deputy High Commissioner of Embassy of Uganda in New Delhi and the Counsellor of Bangladesh High Commission in New Delhi.

(List of Participants is attached as an annexure)

[Annexure 1 \(Programme Agenda\)](#)

[Annexure 2 \(Participants List\)](#)

[Annexure 3 \(Citations\)](#)

[Annexure 4 \(Event Photographs\)](#)