



FINISH Society



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FINISH SOCIETY

www.finishsociety.org

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CHAIRPERSON'S MESSAGE

Yet another year has checked in and we need to look forward to it with hope and courage. The last two years are here to stay with us and some of us have imbibed it in small ways while others may have faced it in big ways.

The past year has been a testing time for everyone, particularly those who have lost relatives and friends or have struggled with the health impacts of COVID-19. Across FINISH Society we have pulled together to support our people and the communities in which we live and work, to help each other get through these challenging times.

I want to thank my colleagues for their hard work and perseverance. I would also like to thank the frontline health workers who have been helping us in countless ways, as well as the scientists and researchers who have developed and rolled out the vaccines that are saving lives and will enable the world to open up again. Their ingenuity and imagination are an inspiration to us all.

Taking impetus from its previous work FINISH Society aims to expand access to improved sanitation and hygiene services with financial inclusion, reduce plastic waste pollution, conduct comprehensive research and knowledge management around WASH, capacity building, supply chain strengthening and entrepreneurship development in WASH. Our team of dedicated social soldiers do not leave any stones unturned to deliver results at the grassroot level. Their passion and dedication coupled with result driven approach have made us earn the trust of our funders and partners.

Let me end by saying a tremendous thank you to all our generous donors. We could not have done it without you! Thank you.

In each of these, we, at FINISH Society believe that a ray of light has been cast, however transient in an area of shade.

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Mr. Arun Ramanathan

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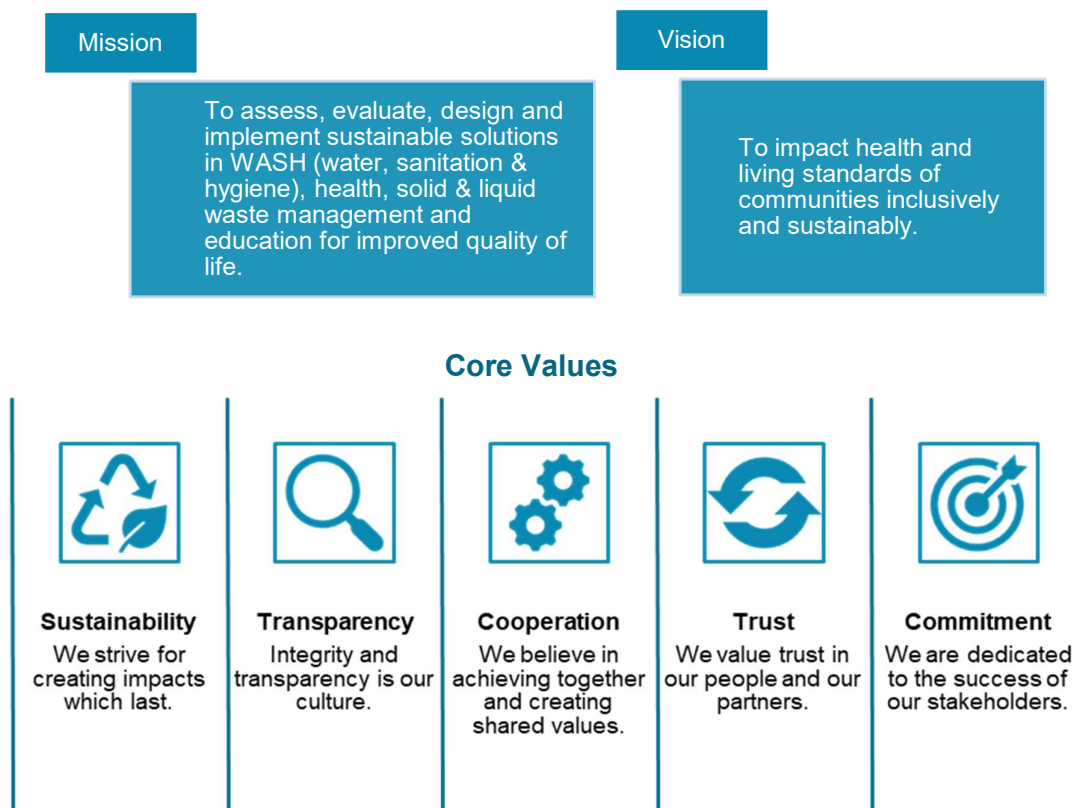
About FINISH Society

FINISH Society is a multistate not-for-profit organization working to promote sustainable and equitable development of the sanitation, health, education and environment sectors to improve lives.

Financial Inclusion Improves Sanitation and Health (FINISH) was conceptualised in 2009 by an Indian Dutch consortium spearheaded by TATA-AIG, ACTIAM (formerly SNS-REAAAL), WASTE and UNU-Merit. FINISH piloted a public private partnership model to address the sanitation challenge in India. It tackles both the sanitation service and value chains. By mobilising the supply side, integrating local financial resources and creating capacities at the grass root level, FINISH raised awareness of and increased access to more than 1 million safe sanitations.

The Society, since its inception has expanded its work in different thematic areas. FINISH works with diversified stakeholders including Indian and International Donors Agencies, Government, Corporates, Government and Financial Institutions.

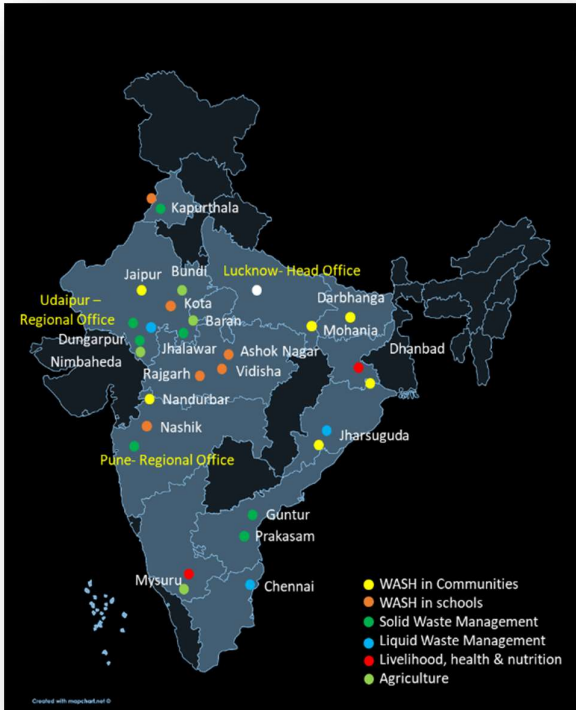
Our core programmes include WASH, Solid & Liquid Waste Management, Training & Capacity Building, Health & Nutrition, Skill & Livelihood Development, Financial Inclusion and Research.



Our Presence

India - FINISH Society is present in 12 states (Odisha, West Bengal, Jharkhand, Bihar, Uttar Pradesh, Rajasthan, Madhya Pradesh, Gujarat, Maharashtra, Punjab, Tamil Nadu & Karnataka)

and has head office in Lucknow and three regional offices in Udaipur, Pune and Ranchi, respectively. With our own project offices and teams in different parts of these 12 states.



The Sustainability Progress Snapshot till Date

.13,08,249	Number of households with sanitation system
95,80,695	Number of people impacted
.1,80,385	•Number of children impacted
.3,08,773	Number of families covered under SWM
57,336	Total Solid Waste managed (Tonnes)
.10,180	Total CO2 equivalent GHGs emissions saved through Organic Waste Treatment (t CO2)

With a comprehensive development approach, FINISH Society, positively touches the lives of million every year.

10+ million lives touched since inception.



Programmes

FINISH Society, since its inception has expanded its outreach in different thematic and geographical areas. FINISH has worked with many stakeholders like Govt. Agencies, India and International, Academic institutions, Corporates, Financial Institutions in multi-stakeholder partnerships. Our core programmes are Water, Sanitation & Hygiene (WASH), Health & Nutrition, Education, Solid & Liquid Waste Management, Skill & Livelihood Development, Financial Inclusion and Research & Studies.

WASH

Our WASH programmes promote access to improved water, sanitation and hygiene in an inclusive manner for better health outcomes. FINISH supports marginalised rural and peri-urban communities with knowledge, awareness and access to finance for investing in improved WASH systems. With this integrated approach, FINISH has facilitated access of over 12 lacs household toilets in 12 states in India under a Government of Netherlands supported programme. For engagement at the grass-root level, FINISH has partnered grassroots Microfinance institutions for providing credit for water and sanitation. The implementation partners are supported towards technology assistance, capacity building and for organising IEC activities to spread awareness and create demand for safe sanitation.

FINISH stands for Financial Inclusion Improves Sanitation & Health and started as a programme in 2009 with support from the Government of Netherlands. The idea was conceptualized by an Indian-Dutch consortium led by WASTE, Netherlands involving financial, social and academic institutions from the two countries to improve sanitation through financial inclusion, demand generation and supply chain strengthening.

FINISH Society started with the objective of managing the FINISH programme along with expanding the local partnerships in India. The Society continues to scale up the WASH in communities programme, abiding by the principles of SBM-G Phase II guidelines to ensure that no one is left behind with focus on ODF sustainability, retrofitting, regular usage and safe technology of toilets. In our endeavor to improve access to safe sanitation and hygiene services, FINISH is supported by corporates, Government and aid agencies.



Figure 1 Women holding the loan card with details of the toilet construction.

WASH In Schools

Educational institutions being an integral part of society, is also a medium to reach out to communities through children and teachers. During our journey, we realized that School led total sanitation was of paramount importance to increase our reach to the last mile.

Our School programmes aim at facilitating a healthier and improved learning environment by enabling physical infrastructure along with behavioral change communication, capacity building and operations & maintenance on the issues of water, sanitation and hygiene. FINISH designs and implements programmes that are contextually relevant to each school. Functional water, sanitation and hygiene facilities along with effective hygiene education have proven to be a powerful incentive for children to attend schools, especially girls. To ensure sustainability, these interventions are further spruced with arrangements for proper operations and maintenance, life skills education, menstrual hygiene management, health education etc.



Figure 2 Hand wash and toilet blocks made in Kapurthala School

CASE STUDY

A wise man takes his own decision



Figure 3 Chhitar Lal and his son standing in front of their toilet

Shriram Swachhagrah is a CSR programme of DCM Shriram operational across Kota district in Rajasthan, Hardoi & Lakhimpur districts of Uttar Pradesh and Bharuch district of Gujarat for providing sanitation facilities and creating awareness for usage and sustainability. In Kota district, the programme is implemented in 1072 government schools through an innovative school led total sanitation approach (SLTS).

Due to COVID pandemic prevailing in India and across the globe, several projects and activities went on a stand still mode. Government school children and teachers are facing the most of heat of this pandemic. With complete closure of schools and lack of digital infrastructure, tools, resources, skills and knowledge, Government school children and teachers are forced to stay at home.

DCM Shriram team did not lose hope and like silver lining in the dark cloud, they planned to meet parents, families, teachers in the communities. They asked them to take precautions, practice social distancing, wear masks, wash

hands regularly, keep personal hygiene, and encouraged them to fight against the pandemic.

In their endeavour to meet families in villages of Kota, the team visited house of Mr. Chhitar Lal, from Girdharpura village, Gram Panchayat Basyahedi. Chhitar Lal was living in his house for several years. The house was constructed by his father and now he lives with his son and wife. They have never thought of constructing a toilet in their house before. DCM team met him and asked him to evade from the practice of open defecation. They also explained him and his family about the ill effects of open defecation on our health and environment.

Chhitar Lal immediately understood the need and asked the team about the modalities and aid that he can prevail under current Government scheme. The team connected him with his Panchayat members and Sarpanch for application for subsidy. Meanwhile, Chhitar Lal put some of his own savings into the construction of toilet.

After 2 weeks, he had his own toilet constructed and his family is using and maintaining the facility. They promised to stop open defecation and use soap and water for regular hand wash as well as follow all necessary covid protection norms.

Solid & Liquid Waste Management

Our aim is to promote scalable solutions to manage solid and liquid waste sustainably for a healthier environment and circular economy.

Improper management and disposal of solid waste has a severe impact on both human health as well as the physical environment. According to the United Nations, India's population will increase from 1.3 billion in 2018 to 1.62 billion in 2050. As more and more people start migrating to the urban areas, the consumption patterns will change and in turn the waste streams are expected to grow exponentially. With such a large population the management of waste is not only a problem because of the associated aesthetic and environmental concerns but also because of the enormous quantities that are generated.

Thus, the solution to tackle such an issue now is to discover service delivery and technological models that work, are practical, socially acceptable, institutionally compatible, and commercially viable. It is also extremely essential to consider value chain recycling for resource recovery and thus ensuring a smooth transition to a circular economy.

FINISH works towards finding new approaches to involve the key stakeholders in reconstruction of local waste management systems through changing attitudes, strengthening the role of the informal sector, involving local Govt & communities and building capacities. FINISH Society promotes solutions to tackle waste management that are effective, practical, socially acceptable, institutionally compatible, and commercially viable. Our interventions try to foster a value chain for resource recovery and thus ensure a smooth transition to a circular economy.

Rural-Urban SWM Solutions:

SWM strategies for rural and urban spaces are designed differently, taking into consideration the local variables. In rural areas, waste collection is planned in view of available financial resources only. We implement "Hub and Spokes" model for SWM in rural areas. Wet waste is treated at source through home composting, kitchen garden etc. Ensure source segregation in urban areas, mechanized vehicles for waste collection in segregated manner.

CASE STUDY

Working towards a 'landfill-free' zone...

"Waste management should be such that a landfill site should not look like a landfill site," believes Himmat Singh Barhat, Commissioner, Municipal Corporation, Udaipur. The municipal corporation is undertaking a phenomenal waste segregation under the joint efforts of FINISH Society which is the implementation partner. Out of 70 wards, FS has 38 wards and as per Project Manager, Naval Sharma zero percent waste is being dumped in the landfill after source segregation at the MRF (material recourse facility) centre.

As per government norms, one is allowed to dump 25 percent waste (which can't be recycled or put to any use) in the landfill, after segregation but in the past two years Nagar Nigam and FS has been successful in dumping zero waste from these 38 wards.



Figure 4 Women waste workers at MRF Centre in Tithardi, Udaipur

Barhat says, “Door to door collection and source segregation is a very challenging task but FS has paved the way. It has inspired other organizations too, to take steps in this direction. As a result of this, the mindset of the people has changed and it is visible because changing the mindset of people is difficult but the work done in this regard is appreciable.” He adds that he values the association and hopes towards a landfill free city by next year end.

The waste collection did not begin randomly. The households were mobilized by making them aware about waste segregation (wet, dry and hazardous) first to win the trust which was followed by a route map preparation and a pick-up time that would be convenient for them and finally a Mohalla committee for easy facilitation. Out of the waste collected, around 25-30 tons wet waste is used to create compost and a team of around 40 women are working where the waste is segregated in 18 categories, which are then sold to respective vendors. As of now, over 1100 households engage in home composting regularly and motivate others.

Saurabh Angihotri, COO, FS, says, “In the beginning, it was tough because sanitation sector is not easy to implement. It is difficult to convince people especially when it is about recycling waste but with a lot of efforts we managed to find workers and vendors who were ready to collaborate. The visible result is a culmination of efforts put forth by the Nagar Nigam, various players and our organization.”

He adds that they were facing issues with respect to waste matter like cloth, MLP (multi-layer plastic), sanitary napkins and so on but finally it was decided that these can be sent to cement factories or RDF (refused derived fuel) plants as these can act as a replacement for coal for generating biomass energy. “If this is accepted country-wide then Udaipur will be one of the pioneers in Rajasthan to bring forth this change.” He adds that the only thing one needs to make sure is that no glass or metal goes into waste that is collected by vendors before sending it into the cement factories for which regular quality checks are done.

He further adds that convincing these factories was difficult initially but with support from vendors, they finally managed to persuade them. He says, “More cement factories and thermal power plants

need to come forward and collaborate with the government in creating business solutions using this. This not only holds economic value but helps to manage waste from going into the environment without being processed correctly. Moreover, this proposition will help generate jobs as well. This will prove to be a win-win situation for all."

Sustainable *solutions to manage your waste!*

Impact

300,000+

HHs covered per month

38,274+

HHs are practicing home composting

670+ tonnes

Dry waste recycled and sold per month

1,000+ tonnes

Wet waste is composted per month

Skill & Livelihood Development

FINISH Society regularly conducts capacity building programs for masons, entrepreneurs, sanitation workers, waste management workers as part of programmes and also with external partners with an aim to improve skills and thereby income. Our livelihood work promotes small enterprises, SHGs, federations, Farmer Producer Organisations (FPOs) operating in businesses involving masonry, sanitation & hygiene, recycling, food processing etc.

FINISH Society organizes different engagement activities, meetings, school activities and awareness activities through our different projects. **Livelihood** development programmes were designed to help improve the quality of life for marginalized people by providing them with access to health care, livelihood opportunity and protection; thereby giving them hope to constructively contribute to their communities. FINISH Society also engages socio-financial weaker sections of the society and believes in women empowerment through women motivators who are the main change agents and SHGs. They play various roles by going from house to house, make people aware, motivate, educate and implement the project activities.

Case study - Chaibasa Scripts an Inspiring Skill Development Story

Chaibasa district in Jharkhand is known for its natural resources, mines and water bodies. However, as of date it is better known for abject poverty and lack of job avenues since it is an impoverished and disturbed area mainly consisting of untrained tribal population. Young students who were either rendered jobless or had dropped out of school due to the Covid 19 pandemic had nowhere to turn to, except to drown their miseries by smoking weed and drinking alcohol. Whiling away time on the roads and on culverts both boys and girls had become abusive and had developed anti-social habits with no light at the end of the proverbial tunnel.

Having been left to fend for themselves, the parents of these tribal children had also given up hope on their children getting a job. It is at this point in time, (just when the pandemic had taken a

heavy toll) that ACC Cements CSR arm Disha Center, the West Singhbhum District administration and FINISH Society joined hands to script a miraculous comeback story.

“The youngsters in the area had lost confidence and were whiling away time by drifting aimlessly without direction, so we identified such students and motivated them to become employable. We decided to focus on the unemployment problem and since school dropout rate is very high due to lack of funds for education, we targeted such youngsters. We don’t look at such social issues not only through the CSR prism, but as human beings. ACC wanted to give back to society and ensure students get a job. As a human being and as a company, we work on the catchphrase “Education for all, and employment for all.” This has been our major objective,” says Mr Raj Gurung, Director, ACC Jhinkpani, Chaibasa. ACC has been working tirelessly in West Singhbhum, he adds.

The District Collector West Singhbhum, Mr Ananya Mittal says “since there were no avenues to train and employ misguided students. Once they are trained and get a job in a place like Bengaluru they are exposed to a global culture.”

In the meanwhile, FINISH Society was given the onerous task to convince these youngsters to partake of a three-month free skill development program being run at the Disha Centre which also guaranteed them a job in automobile ancillary units and construction companies based in Bengaluru. However, the job was easier said than done. None of the errant students were interested in the skill training since they lacked the basic social etiquettes and were victims of low self-esteem. Unkempt and wild, they had lost all interest in being productive members of society, and the motivation team had to use all the skills at their command to convince these youngsters to take a chance and reboot their lives by agreeing to be a part of the skill training program. “We were able to convince 41 girls and 49 boys who had completed their class X and class XII schooling to participate in the three-month long training program,” says FINISH Society Project Manager Abhishek Kumar.



Figure 5 Group photograph of all the candidates who got placements after the training.

It may be mentioned, that FINISH Society was selected as one of the implementing partners to execute the project for the Disha Center at Jhinkpani. As part of the project FINISH had been mandated to train 90 unemployed youth in relevant domain and provide livelihood opportunities to at least 70% of the successfully trained candidates. The field team had to make innumerable visits to the nearby villages and convince the youngsters to give themselves a chance to get back to

mainstream society. In the beginning, 5 or 6 students agreed to join the free skill training at the Disha Center and that was half the battle won. Over a period of one month, the FINISH team managed to convince 102 youngsters (12 more than the targeted numbers) to be part of the skill development program which was largely imparting technical skills. However, the trainers had chalked out an action plan in which an interactive personality development program was made an integral part of the training. This soft skill program had a transformative effect on the youngsters and they learned to have a daily bath, wear clean clothes and became eager to train themselves and also talk in a civil manner. This exercise turned them into positive members of the workforce and soon they learnt the skills required for the jobs on hand.

The Job Roles under which training was offered were Automotive Service Technician 2 & 3-Wheeler (Automotive sector) and Assistant Electrician (Construction Sector). Candidates were also imparted training in Soft Skills, Entrepreneurship, Financial, and Digital Literacy.

Talking about the success of the project, FINISH Society Project Manager Abhishek Kumar put things in perspective when he says: “Disha skill training program in Chaibasa was jointly managed and monitored by ACC Cements and Finish Society. The project was started in September 2021. The main objective of the program has been to train poor, backward and directionless youngsters and connect them with jobs. Through this program, we also focus on those people who could not complete their education due to any reason or those who are looking for employment opportunities.”

“To such people, we provide skill training & self-employment lessons by showing them the right direction & motivate them to become productive & earn a livelihood. Through this initiative, we trained 90 candidates in the last season, and gave them placements in companies based in Bengaluru. It is a feeling of great joy to learn that the placed candidates have become self-reliant and are also taking responsibility towards their family.”

Once the training was complete, there was another miracle waiting to unfold itself. When the placement officers of two Bengaluru based companies interviewed the candidates, all 102 candidates were absorbed in these two companies. That meant 12 more than the designated number of 90 students got a fresh lease of life.

Knowledge Management, Research & Studies

Insights, Design & Application

Expanding our work with grass root experiences, FINISH started conducting research & studies in WASH and other sectors since 2012. Our approach for knowledge management is to gather information, analyse, evaluate and share the learnings for widespread multi-disciplinary application. Our research designs are always formulated in close partnership with all stakeholders and experts in the fields to ensure rigour, credibility and fit. Thus, each project design is developed in accordance with the needs of the client.

Data collection is conducted by a cadre of well trained and experienced teams. Our experience in having implemented various developmental programs also helps us in better understanding of the social, economic and technical aspects. Our aim is to analyze data and information to develop insights, design and knowledge that can be applied for making informed decisions. FINISH also develops research papers, learning materials, process documents and policy briefs for cross sharing of knowledge on emerging issues. Here is the link to find more on our research work in Assessment-of-Grievance-Redressal-System-in-Bihar: <https://www.finishsociety.org/wp-content/uploads/2022/10/Final-Report-Assessment-of-Greivance-Redressal-System-in-Bihar.pdf>

and on Sustainability-Assessment-of-Toilets-in-Bihar: <https://www.finishsociety.org/wp-content/uploads/2022/10/Sustainabili.pdf>

Training & Capacity Building

FINISH Society has a recognised training and capacity building approach. Government of India had recognised the capacities of FINISH Society and had appointed it as a Key Resource Centre for sanitation. FINISH is working with the Bihar Government since 2017, in 3 districts of Uttar Pradesh with the support of UNICEF for accelerating ODF outcomes and strengthening the process and outcomes for ODF+ and in Rajasthan on 3 districts. The staff members were initially trained by Master Trainers from WASTE the Netherlands. The team is periodically trained by FINISH master trainers on different thematic areas in relation to health, sanitation, waste management and also on the technical aspects of toilet construction. Key members received additional training by UNICEF, GIZ, Govt of India, 3R Waste Foundation on various aspects of sanitation and waste management. This enables the team to keep abreast with updates and trends and enables them understand social, health and technical dynamics associated with sanitation and waste management. FINISH Team has also provided capacity building support to FINISH Kenya team and masons / artisans on technical aspects. Also, in Bangladesh to BRAC IRC project partners on sanitation.

New Initiatives

In line with our vision to improve health, environment and quality of lives for all, FINISH has expanded its interventions to help farmers in improving climate friendly agricultural practices, linking marginalised people with social security & protection, promoting financial & functional literacy for adults, channelising energies of youth and children into sports and recreational activities, and improving health & nutrition status for rural and peri-urban communities. Many of these initiatives were started in response to the need in our existing interventions and later scaled up into dedicated programmes with support from our partners.

TATA POWER -FINISH SOCIETY TURN THE TIDE IN DHANBAD – A CASE STUDY

Shaping 400 young rural prodigies to usher in a sporting revolution



Figure 6 Children posing before starting their football match.

Team work, discipline and healthy competition are three basic tenets of a sports programme, which was recently launched with much fanfare in Dhanbad. You could say it is a case of breaking new

grounds in harnessing the energy of youth in a post-Covid 19 society. The cash flow in the area is better as compared to other areas in the block but this also results in involvement of the youth in turning towards social ills like alcoholism, drugs, gambling, betting, etc. The project was envisaged to channelise youngsters' energies towards sports disciplines and within a short period of around three months they have succeeded in turning the tide to a large extent.

Only recently, Tata Power Community Development Trust (TPCDT) and FINISH Society joined hands to celebrate National Sports Day at Raj Ground in Poddardih village in Nirsa block of Dhanbad district of Jharkhand under a project on Financial and Social Inclusion. The number of medals won by their teams in the team and individual events was so heartening that the two partners realised they were on the right track. This project is sponsored by TPCDT in their Maithan Power Limited, Nirsa project area and implemented by FINISH Society.

They organised this meet to motivate rural youth and children to take up various sports that are being promoted under the project. The project covers 21 villages in the area and provisions have been made for coaching by hiring 6 national and state level layers. These 6 professional coaches are providing training in football, kabaddi, volleyball and athletics in two grounds situated at the Maithan Power Ltd (MPL) campus which is immaculately maintained complete with a football ground, volleyball court, kabaddi court and provisions for track and field events. The ground maintenance and sports equipment are also provided by the project. The project initially aims to cover 400 youth and children in the area. The coaches have to visit students' parents to convince their children to help them acquire cutting-edge skills under the guidance of the six coaches appointed by FINISH Society.

Preparing Football Prodigies

After 14 years of active participation at the district level national football coach Vikram is busy preparing football prodigies of the future. He says, "One of my students recently played at the national level (under 17) held at Silchar, Assam and four of my students were selected to be trained under a specialised coach from abroad, at Jamshedpur. Usually we select around 20 children for a team but we keep working on the rest and train them further." He also said that many boys and some girls have also shown interest which is a good sign. He adds, "My children are mostly from poverty-stricken families but I advise them to consume eggs and bananas regularly and in case, that is difficult I advise them to consume rice starch as it is a very good source of energy." He further adds that they not only train them to be a good sportsperson but teach them discipline and try and bring about behavior change too.

Volleyball Coach Ganesh

National Volleyball coach Ganesh who currently trains around 35 children, has recently played for the senior nationals at Jharkhand. He too says, "Most of the children come from backward areas where people are hardly aware of volleyball and are mostly inclined towards football. Sometimes it is hard to motivate them but I hope to have at least 30 more children soon." He adds that he persuades them to see the game first, understand and then join the team.

He adds: "Recently there was a match and I took the responsibility of picking and dropping some children. I also took care of their refreshments and tried everything to build their interest." He added that out of the 16 teams that participated in the recent match, he took three teams and paid their entry fees as well and as expected they had a winner too.

He also adds that most children play barefoot as they don't have shoes. Often, they are not properly dressed due to lack of amenities but their enthusiasm is worth encouraging them for the future.

Girls' Athletics Coach Basanti

It is indeed difficult for just two coaches to train so many children in various athletic events but national football player and female coach Basanti aims to achieve a lot in the coming six months. Basanti, who takes care of discuss, shot-put, javelin and other athletics including running has high

hopes from at least 6 children out of the 34-35 children she trains. She says, "I am sure to get at least five medals in the forthcoming district meet."

She also adds that after Neeraj Chopra made the country proud, a lot of children have shown interest in throw events especially girls. She says, "Whenever an athlete is tired, I make it a point to motivate her to keep going and not quit practice."

Talking about how she got interested in sports as a career was when she saw a ball and started playing with it. This helped her come forward and she realised that football and field sports were her calling, and her family too happily supported her. She adds that since most students are children of farmers and workers in the company, arranging fancy athletic gear is difficult but she hopes to provide them with kits soon.

Girls' Football Coach Jayashree Gorai

Former national player and Jharkhand girls' team manager Jayashree currently takes care of 85 footballers. She shares that two of her boys' team will be participating in the district league soon. She shares that children from all backgrounds practice at a couple of grounds situated at MPL which is close by. These sports include football, athletics, volleyball and kabaddi.

She says, "In most cases I visit door to door for mobilisation. I often give examples of two girls from Dhanbaad Aasha and Sangeeta who are among the seven girls selected from Jharkhand. They are presently representing the country at the international level. I say that all these girls belong to underprivileged families and if they can make it why can't you. Your guardians also motivate you unmindful of the fact that you are daughters." She adds that it was not easy for her to make youngsters to come forward but persistence pays, she adds with a smile.

Two of her girls Reema Bawri and Anamika Kumari also shared their happiness at being members of the football team and being guided by her. Their enthusiasm can be clearly seen when they talk animatedly about their practice sessions.

Athletics Coach Abhijit Patra

State level Athletics coach Abhijit Patra is sure to get at least ten medals at the forthcoming district meet. He says, "I want to continue doing whatever I can to make these children achieve whatever I couldn't."

Kabaddi Coach Resham

District and state-level Kabaddi player Resham currently trains around 40 children and shares that six children played at the district level last year.

She shares that initially many children were shy to play because they were not comfortable wearing shorts as most of them belong to villages. She says, "I motivated them by saying that costume doesn't matter. Many sportspersons have reached heights while being from small towns and villages too."

Her children belong to the age group of 8-24 years of which 15 are girls and rest are boys. She shares that the best thing about her players is punctuality and that is what warms her heart. She says, "It's wonderful to be asked about my children and what we are doing."

Rupesh- Football Star On The Horizon

Fourteen-year-old defender Rupesh loves football more than anything else. Rupesh dreams to play nationals one day. His enthusiasm is clearly visible when he speaks about his one-week training session with foreign coach Carlos who has been brought from Spain to train select young footballers. He says he found the coach's techniques very innovative and interesting when compared to the traditional techniques that he has been taught so far. He smilingly says: "My idol is Paris Saint Germain (PSG) team's Sergio Ramos who earlier played for Real Madrid." Rupesh practices for over five hours a day to achieve his goal of playing in the nationals soon.

Mihilal Mirandi Holds Promise

District level football tournament winner and under 17 player Mihilal Mirandi is all praise for his football coach Bikram, who is playing football since the age of 11. He is one of the lucky fellows who gets full support from his family.

Moumita Poddarich Loves Her Football

Class eleven student Moumita Poddarich who has been playing football for the past two years under her coach Jayashree, gives equal importance to studies too. She doesn't have a father, and stays at her uncle's place with her mother and sister. Her grandfather is the sole bread-winner and works hard to help Moumita achieve her goal of becoming a top footballer. She loves the way her coach trains her. She says, "When we are unable to play due to rains, she takes theory classes too for better understanding." This 18-year-old girl aims to play in the nationals in the not too distant future.

It is still early days for this project, and in the next three months this joint initiative is likely to hit the national headlines given the rising love for sports other than cricket now that the Tokyo Olympics has brought India on the world sporting map.

Monitoring, Evaluation and Learning (MEL)

Derived from the Theory of Change, the MEL team has compiled a monitoring and evaluation framework. The framework is supported by indicators on impact, outcome and output level including the frequency and methodology of data collection. Next to baseline and end line studies, midterm and end term evaluations, monthly reporting schedules emphasis is placed on digital data collection and analysis.

Since last year, most of the projects have moved to submitting a consolidated data on Collect App for key indicators from different thematic areas. FINISH is using a new tool to enable data visualization with dynamic dashboards from different projects on Kobo platform. A project is ongoing with Genpact on strengthening MIS governance that will help us in this objective. Regular trainings are conducted for the team on monthly reporting. All partner validations have been moved to digital mode with google data studio analysis to improve quality of report.

Important events

Virtual Roundtables

Role of men in Menstrual Hygiene Management (MHM)

Post COVID, many companies re-worked on their strategy and devised new mechanisms and systems to operate and to reach out to their customers. FINISH Society, with its sound understanding of digital marketing channels, started conducting online events for internal as well as external audience, customers, partners, donors, etc. In its endeavour to share knowledge and awareness around WASH, FINISH Society conducted its first virtual roundtable titled "Role of men in MHM on 21 July 2021. The objective was to increase awareness and understanding around MHM by engaging Universities, International practitioners, CSR partners' roles and activities to explore ideas of converging at a common platform and work together. Some of our distinguished speakers were Dr Ruchita Sujai Chowdhary, Assistant Professor, Khwaja Moinuddin Chishti Language University, Lucknow, Ms Anjana Goswami, Senior Programme Manager, Equal Community Foundation, Mumbai, Dr Neelam Singh, Secretary, Chief Functionary, Vatsalya (MBBS, MD), Ms. Charlotte Mong'ina (GESI lead FINISH Mondial, Kenya, Dr Sanjay Johri (Director, Amity School of Communication and Ms Shailvee Sharda (Special Correspondent at

Times of India). They spoke about how the role of men is critical in MHM with their own experiences and background.

Livelihood through WASH linkages

Second virtual roundtable was conducted on “Livelihood through WASH linkages” to share and create a knowledge-sharing platform for experts from Universities, International practitioners, CSR partners’ and Industry practitioner on 7 December, 2021. Saurabh Agnihotri, Chief Operating Officer, who is also the member of the Governing Body talked about FINISH’s philosophy that revolves around employment generation and livelihood programmes so that WASH beneficiaries become members of mainstream society, the session began with an interesting start. The esteemed speaker panel included Dr Col MZA Siddique, Director General, Axis Group of Colleges, Kanpur, Dr Areena Mirza Zainub, Professor Amity University, Sophie Van der Berg, Solid Waste Expert and Plastic Recycling Business Adviser, WASTE The Netherlands & Jeroen Ijgosse, WASH specialist, John Mathai, Executive Director, Take a Stake, Mihir Sahana, Executive Director, 4S, Shalab Mittal, Head, SSE, Jaipur, Prabhakar Sinha, WASH Head, UNICEF Bihar and Pooja Barry, Station Head, Fever Radio. They all came together to share their experiences and perspectives regarding livelihood opportunities for marginalised/socially excluded people including women in this field.

Training and capacity building

Mason training

Several online trainings were organised for FINISH team to upskill and upgrade their capacities on relevant functions and operations. Mason training was organised by Water.org on 21 August for 15 selected Master trainers who are engaged in delivering mason trainings to grassroots entrepreneurs. The objective was to upskill them about ODF-sustainability including retrofitting, all accessible family toilets, grey water treatment along with improved sanitation technology, sanitation demand and generation activities, common toilet technologies, and improved hygiene facilities.

Cyber awareness

With increased usage and dependency on digital marketing channels, cyber threats and attacks are becoming rampant. To understand and mitigate the organization's risk with an effective cyber awareness programme, one can make their employees their first line of defense against cyberattacks. Cyber awareness programme was organised by our partner PwC India Foundation on 21 October to increase the level of awareness and understanding of end users about cybersecurity best practices and the cyber threats that the networks or organizations face everyday.

Great Place to Work

Great place to work is a Certification that recognizes employers who create an outstanding employee experience. Certification is a two-step process that includes surveying employees and completing a short questionnaire about the workforce. As it is based on employee feedback mechanism, this Certification helps job seekers distinguish which companies genuinely offer a great company culture. Certification gives employers a recruiting advantage by providing a globally recognized and research-backed verification of great employee experience. A session was conducted for 40 employees in November, 2021.

Gender equality

Trainings for FINISH staff (in batch of 20) is conducted in every 3-4 months on gender equality and social inclusion by Equal Community Foundation (ECF), to equip the team with the knowledge and skills to become agents of change and take action for gender equality and enable them to understand the influence of patriarchy on themselves, their families, their peers and society. The

training is based on the Action for Equality (AfE) curriculum. The training also covers the Gender transformative approach and enable the participants to understand the need to integrate it with their existing work.

Funds And Expenditure

FINISH Society in India raises local grant from corporates, aid agencies, Government and private businesses for programmes in sanitation, school WASH and Solid and Liquid Waste Management (SLWM). While Swachh Bharat Mission helped in attracting significant investment by giving incentives to the households, FINISH helped in creating an ecosystem attracting sanitation financing, client's investment and CSR investment.

Sanitation financing is mainly done through micro finance institutions along with government incentives and household contributions. SLWM programs are leveraged for software support from corporates and investments from government and private sector. Similarly, WASH in school programs leverages contribution from corporates and communities for hardware and software support. Capturing household contribution and community contribution is relatively complex due to diversity and spread of programs and was not being captured at all levels so far.