

**2023-24**

# **Annual Progress Report**



**FINISH SOCIETY**

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# Introduction

At FINISH Society, we are driven by an unwavering commitment to advancing sustainable and equitable development in key sectors that directly impact the quality of life for communities across India. Our journey began in 2009 when we conceived the Financial Inclusion Improves Sanitation and Health (FINISH) initiative, a pioneering private partnership model aimed at comprehensively addressing India's sanitation challenges.

Since then, we have continued to evolve and diversify our initiatives, leaving a lasting impact on a multitude of thematic areas. Our success can be attributed to our holistic approach, which leverages local financial resources and builds grassroots capacities while fostering collaboration across various stakeholders. These stakeholders include Indian and international donor agencies, government bodies, corporate entities, and financial institutions, all of whom share our vision of sustainable development.

Our core programs encompass a wide range of critical areas, including Water, Sanitation, and Hygiene (WASH); Solid and Liquid Waste Management; Training and Capacity Building; Health and Nutrition; Skill and Livelihood Development; Financial Inclusion; and Research. These programs have collectively made a profound difference in the lives of the communities we serve.

In our annual report, we proudly highlight the remarkable strides we have taken in achieving our mission. By expanding access to safe sanitation systems for over 1 million individuals, we have not only improved their health and well-being but also contributed to the broader goals of sustainable development. Our success is a testament to the power of collaboration, innovation, and a shared dedication to improving lives.

As we move forward, our commitment remains unshaken. We will continue to work tirelessly, hand in hand with our partners, to create positive, lasting change in the sanitation, health, education, and environmental sectors. Together, we will build a brighter, more sustainable future for the communities we serve, and for India as a whole.

# Message From Our Board Member

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It gives me immense pleasure to present some new beginnings and the work done at FINISH Society. Our teams have set out to showcase ongoing work and achievements across our projects in the country. This report features all the initiatives being rolled out by FINISH Society in partnership with our valued donors.

Inside, you will find compelling case stories that highlight the positive changes in communities, along with photographs and captions illustrating the enthusiasm and commitment of people involved in this movement, which has now grown into a full-time campaign.

Throughout the year, new units have been established in various regions, and the challenges faced by local residents have been addressed through innovative solutions and collaborative efforts between FINISH Society and our partners. We hope these case studies offer meaningful insights into the Society's ground operations and the impact of our projects.

We thank our partners for reposing trust in our expertise and expressing confidence in the execution of the projects which primarily aims to deliver meaningful change. Your suggestions and feedback will be highly appreciated.

Warm regards,



**Board Member- FINISH Society**

**Former Chairman & Managing Director of IDBI Bank Ltd.**

**Former Chairman & Managing Director (SIDBI)**



# Priority SDGs

FINISH Society India is associated with 5 SDGs directly and several more indirectly as it works across sanitation, health, waste, financial inclusion, and livelihoods.

## **SDG 6 (Clean Water and Sanitation)**

Focus on safe sanitation, fecal sludge management, awareness, and ecosystem building.

## **SDG 3 (Good Health and Well-being)**

Health improvements through reduction of sanitation-related diseases.

## **SDG 11 (Sustainable Cities and Communities)**

Promoting sustainable sanitation and cleaner environments.

## **SDG 13 (Climate Action)**

Reducing carbon footprint and promoting circular economy in sanitation.

## **SDG 8 (Decent Work and Economic Growth)**

The society actively works to increase livelihoods by training and empowering women and vulnerable groups through entrepreneurial and vocational skill development such as candle-making, tailoring, and waste repurposing. This promotes self-reliance, economic inclusion, and sustainable income generation.

## **Indirect SDG contributions**

- SDG 1 (No Poverty) and SDG 2 (Zero Hunger): By improving health and economic status.
- SDG 4 (Quality Education): Through better sanitation improving school attendance.
- SDG 5 (Gender Equality): Empowerment of women through sanitation access and livelihood training.
- SDG 12 (Responsible Consumption and Production): Waste management and circular economy activities.
- SDG 15 (Life on Land): Environmental benefits via waste management and reduced contamination.

# Projects at a Glance

## Chirala (ITC)

The report covers two main components implemented in Bapatla and Guntur districts with support from ITC Mission Sunehra Kal:

### School WASH Program

- Coverage: 100 schools and 5 Anganwadi centers in Chirala and Vetapalem Mandals
- Infrastructure Support: 12 schools and 4 Anganwadi centers received construction/renovation of toilets, urinals, handwash stations
- Key Achievements: 92 child cabinets formed, 94 School Management Committees strengthened, 78 awareness activities conducted reaching 2,922 participants
- Local Contribution: Rs. 5,00,252 mobilized for sustainability

### Solid Waste Management

- Urban SWM: Implemented in 25 wards of Chirala municipality covering 24,858 households
- Rural SWM: Extended to Guntur district villages with decentralized waste management promoting resource recovery and minimizing waste dumps below 10%
- Activities: Training programs for stakeholders, distribution of IEC materials, cluster composting boxes, capacity building for waste segregation

### Key Training Programs

- SDMC trainings (92 members), Mid-day meal workers and toilet cleaners training (126 participants), Menstrual Hygiene Management sessions (565 adolescent girls)
- PRI members training on GPDP and civic infrastructure, stakeholder meetings across multiple mandals



# Projects at a Glance

## Kota (DCM Shriram Foundation)

### Project Overview

The project aimed to demonstrate a decentralized approach to municipal solid waste management in residential apartments, addressing Kota's challenge of generating 551 metric tons of waste daily with 84% of residents not practicing source segregation.

### Key Activities

The project implemented comprehensive awareness campaigns reaching 527 households through door-to-door monitoring, wall art, drawing and rangoli contests, and educational sessions. Social inclusion initiatives trained waste pickers, domestic helpers, and green workers while creating employment opportunities. Community empowerment involved forming four monitoring groups and identifying natural leaders within RWAs. IEC activities distributed pamphlets, banners, and video films to educate residents on proper waste management.

### Major Achievements

Source segregation increased dramatically from 0% to 93% across the three societies, with specific rates of 93.1% in Devashish City, 94.3% in Suwalka Emerald, and 97.3% in Kanchanjunga Nainani. The project removed 10 Garbage Vulnerable Points and constructed 3 Material Recovery Facility sheds. Over 47,207 kg of wet waste was collected and processed, producing 1,719 kg of organic compost distributed to residents and gardens. The initiative achieved a 69% waste diversion rate from landfills and generated revenue of Rs. 76,947 from recyclable materials.

### Sustainability Measures

The project established monitoring committees, trained community members, and created financial sustainability through user fees and revenue from recyclables. Waste workers' income increased from Rs. 500-1000 to Rs. 1500-2000 monthly through proper segregation. RWAs now save costs by producing their own compost and reducing waste collection vehicle frequency from daily to 4 times weekly.



# Projects at a Glance

## Khambhalia- CTSI Trust

### Project Objectives

The project aimed to create value in the waste management chain through systematic processes, stakeholder alignment, and innovation, specifically targeting integrated waste management models, capacity building of stakeholders, introduction of dry waste management innovations, and technical advisory support to Urban Local Bodies (ULBs).

### Key Achievements

**Household Engagement:** Over 1,100 households in urban areas and approximately 800 households in rural areas were practicing source segregation by the end of the project period. Door-to-door collection services were strengthened across all 7 urban wards and 14 rural villages.

### Community Awareness

Conducted over 100 community and mahila meetings reaching more than 2,000 participants throughout the year. School awareness programs engaged hundreds of students through competitions, dramas, and sessions.

### Infrastructure Development

Established a Material Recovery Facility (MRF) center with machinery including bailing machines, conveyor belts, dust removers, weighing scales, and forklifts. By March 2024, the MRF processed 54,555 kg of waste and recovered 3,126 kg of valuable recyclable items.

### Plastic Ban Enforcement

Distributed cloth bags to communities to reduce single-use plastic usage. Marketplaces were onboarded to promote plastic-free practices.

**Garbage Vulnerable Points (GVP) Closure:** Successfully closed multiple GVP points through deep cleaning campaigns in both urban and rural areas. Conducted spot cleaning activities at over 70 locations across villages.

### Safai Sathi Support

Organized training sessions and safety kit distributions for waste workers. Conducted medical camps and capacity-building programs to improve working conditions. A special Women's Day event was organized to appreciate safai sathis' achievements.

### Special Initiatives

**Deep Cleaning Campaign:** Launched "Swachh Halar" initiative covering 8 villages with comprehensive deep cleaning activities.

### Home Composting

Promoted home composting at household level with regular monitoring and follow-up support.

**Government Coordination:** Regular meetings with Sarpanchs, Talatis, municipal officials, and government officers ensured institutional support for segregation shed construction, vehicle maintenance, and waste collection infrastructure.

**Bulk Waste Generators:** Onboarded hotels, restaurants, and commercial establishments for source segregation practices.



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# Projects at a Glance

## UNDP Utthaan-Lucknow, UP

The project exceeded its targets: 2,040 safai sathis were surveyed and had documents verified (102% of target), 300 beneficiaries were linked to one benefit scheme (150% of target), and 150 beneficiaries received two benefit schemes (75% of target). Additionally, 400 people participated in mass awareness programs and door-to-door outreach.

### Project Focus

The initiative worked with both formal and informal waste workers across Zones 1, 2, 3, 5, 6, and 8 of Lucknow. Approximately 37-38% of participants were women, and the average salary of safai sathis was INR 7,000-8,000. The project organized 8 training camps between October and December 2023, reaching 405 participants total.

### Key Interventions

Workers were linked to critical schemes including Ayushman Bharat (195 beneficiaries) and e-Shram (205 beneficiaries). The project addressed challenges such as exploitation by intermediaries demanding money for free government schemes, salary delays of 2-3 months, lack of PF/ESIC transparency, and widespread mistrust due to unfulfilled promises from previous interventions.

### Impact

Through persistent engagement, trust-building, and awareness campaigns, the project successfully increased awareness about government schemes like Sukanya Samriddhi and pension programs that beneficiaries had never heard of before. The initiative empowered waste workers with essential documentation and social security access, improving their healthcare coverage and financial stability.



# Projects at a Glance

## Guntur- ITC

The Guntur Urban Solid Waste Management Programme is a partnership between FINISH Society, ITC Mission Sunehra Kal, and Guntur Municipal Corporation, covering all 57 wards with 2.20 lakh households generating 420 metric tonnes of daily waste.

### Key Achievements

The programme conducted 56 Mohalla Committee meetings and 51 apartment meetings, established 30 Eco Clubs reaching 6,012 students, and trained 330 SHG members on financial literacy. It covered 10,601 households with 7,910 practicing source segregation, processed 13,470 metric tonnes of waste including 3,930 MT recyclables and 2,935 MT through home composting. Innovative initiatives included installing 38 recycled plastic benches in schools (using 570 kg waste) and 175 water-saving aerator taps achieving 40-50% water reduction.

### Community Impact

The programme organized seven major awareness events, supported six schools for Swachh Vidyalaya Puraskar, conducted 20 meetings with temple officers and vendors promoting zero-waste practices, and arranged an exposure visit to Indore for GMC team members to learn best practices. These comprehensive efforts contributed to Guntur's remarkable jump from 108th to 17th rank in All India Swachh Survekshan 2023 and third place in Swachh Vayu Survekshan 2023-24, demonstrating successful integration of decentralized waste management and circular economy principles.





# Projects at a Glance

## Ranjangaon- ITC

### Program Scope

Mission Sunehra Kal, supported by ITC and implemented by FINISH Society, operated in 41 villages of Shirur Block, Pune from April 2023 to March 2024, focusing on waste management, Green Temple initiatives, and WASH in schools.

### Key Achievements

#### Waste Management Performance

- Handled 1,542.14 MT total waste with 1,282.93 MT compostable and 222.54 MT recyclable waste managed
- Reached 25,542 households (102% of target)
- Conducted 35,703 household visits for waste segregation education
- Formed 130 Mohalla Committees engaging 4,753 participants
- Constructed 497 household soak pits for liquid waste management

#### Lighthouse Initiative

GP Dahiwadi and GP Malthan achieved Open Defecation Free Plus (ODF+) status. A Grey Water Treatment Plant was constructed in Dahiwadi treating wastewater from 55 households, reducing COD from 281.2 mg/L to 48.0 mg/L. Both villages received tricycles, plastic holding units, community incinerators, and multiple soak pits for comprehensive waste management.

#### WASH in Schools

- Transformed 40 Zilla Parishad schools with 5 new toilets, 4 boundary walls, and 11 school renovations
- Provided 250 benches, 380 desk bags and IEC kits
- Conducted 78 hand wash activities and established 49 Soap Banks
- Formed 40 WATSAN Committees for sustainable infrastructure maintenance

#### Green Temple Initiative

- Established 7 Green Temples managing 5 kg daily waste through composting
- All temples completed first composting cycle successfully

#### Community Engagement

- Organized 95 community meetings with 3,044 participants
- Conducted 15 promotional events engaging 2,335 people
- Supported 37 waste worker families with health camps and government scheme access
- Screened 1,036 children and women for health indicators
- Renovated 31 Anganwadi centers

#### Capacity Building

Training programs covered 55 staff members (POSH training), 42 PRI members (Village Development Planning), teachers, Anganwadi workers, and students across multiple ZP schools on life skills, WASH practices, and sustainable waste management.



# Projects at a Glance

## **TATA Power SHG- Nirsa, Dhanbad**

This is a Grant-in-Aid Agreement between Tata Power Community Development Trust (TPCDT) and Financial Inclusion Improves Sanitation And Health Society (Lucknow) for implementing a social and financial inclusion project focused on Self-Help Groups (SHGs).

### **Project Overview**

The project titled "Social and Financial Inclusion" ran from April 1, 2023 to March 31, 2024 with a total grant amount of ₹20,21,500 (₹20.21 lakhs). The project was implemented in 21 villages of Nirsa, targeting 10,000 beneficiaries including 10% SC/ST communities.

### **Key Objectives**

The project aimed to support SHGs through six main activities: clubbing SHGs based on product and area, providing demand creation support, assisting in raw material acquisition, maintaining product quality uniformity and packaging standards, facilitating product sales, and guiding groups in account maintenance and bookkeeping.

### **Financial Structure**

The grant was disbursed in four equal installments of ₹5,05,375 each (25% per installment), contingent on achieving specific milestones including completion of deliverables, 80% utilization of previous installments, and achievement of key performance indicators. Project management charges were capped at 5% of the total grant amount.

### **Partnership Framework**

The agreement established a collaborative framework emphasizing transparency, accountability, community-based approaches, and technology-enabled interventions.

# Projects at a Glance

## TATA Power Sports- Nirsa, Dhanbad

### Project Overview

The Sports Promotion project was implemented by Financial Inclusion Improves Sanitation And Health Society (Lucknow) in partnership with TPCDT with a total grant of ₹23,88,600 for the period April 1, 2023 to March 31, 2024.

### Key Activities

**Sports Training Program:** The project focused on promoting sports through systematic training delivered over 12 months across 21 villages in Nirsa.

**Equipment Provision:** Sports equipment was provided to beneficiaries as part of the sports promotion activities.

**Infrastructure Development:** The project included development of sports facilities in the target locations.

### Achievements

**Beneficiary Coverage:** The project impacted 500 beneficiaries across 21 villages in Nirsa, with 30% representation from SC and ST communities.

**Structured Implementation:** The project was executed in four phases with quarterly milestones at 4, 8, and 12 months, ensuring systematic sports training and promotion throughout the year.

**Community Development Approach:** The project adopted a bottoms-up, community needs-based approach with emphasis on transparency, accountability, and technology-based interventions for higher impact and outreach.

# Projects at a Glance

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# Projects at a Glance

## PWC- Jaipur

### Key Activities

The project empowered women entrepreneurs in Jawahar Nagar, Jaipur through comprehensive training and business development support. Regular meetings were conducted with women entrepreneurs to educate them about self-help groups, savings systems, and the objectives of "Hamari Hunarshala". A four-day Entrepreneur Development Program was organized, covering business planning, budgeting, and relationship management, which benefited 125 women out of the targeted 200.

**Skill Development and Training:** A stitching trainer was appointed to enhance the sewing capabilities of eight women, teaching them pattern cutting and improving garment quality. PwC volunteers conducted weekly Saturday sessions to improve English and mathematics skills of female leaders, focusing on essential business vocabulary and arithmetic. Additional training covered handicraft techniques, marketing strategies, and the distinction between enterprises and entrepreneurs.

**Market Engagement and Exposure:** The marketing team conducted extensive field visits to Jaipur markets to research pricing, packaging, and competitor strategies for food and stitching segments. Women leaders visited established businesses like M/S Suman Textile and M/s Ekta Sports Attire to learn about systematic production processes, time management, and quality standards. These exposure visits significantly boosted their confidence in marketing and pricing their products.

### Major Achievements

- Business Registration: Successfully obtained FSSAI license and applied for trademark registration
- Financial Performance: Total sales reached Rs. 839,135 by December 2023, with Rs. 2 lakh contributed by women members
- Market Penetration: Engaged with 50 retailers for product distribution and visited 2,850 households during door-to-door campaigns
- Digital Presence: Launched official website and listed select products on Amazon and Meesho, with active presence on Facebook, Instagram, and YouTube
- Product Development: Developed prototypes for cosmetic segment including face soap, scrubber, and herbal face pack, alongside food products (spices) and stitched garments
- Community Outreach: Organized cookery shows and promotional events across Jaipur, with product displays at high-footfall locations

The project successfully created a sustainable women-owned enterprise that empowered marginalized women from Jawahar Kachhi Basti, providing them with skills, financial independence, and confidence to become entrepreneurs while contributing to over 10 Sustainable Development Goals.



# Projects at a Glance

## SBI- Karauli

### Project Overview

The Green Power Initiative was a solar energy project implemented by FINISH Society for SBI Cards Payment Services Pvt. Ltd. in Karauli district, Rajasthan. The project involved designing, supplying, and commissioning a 620 KWp grid-tied solar PV plant across 4 district and sub-divisional hospitals, with 2 years of maintenance support to ensure sustainability and optimal performance.

### Key Activities

- Installed 320 KWp in first quarter at two hospital locations with inauguration ceremonies
- Completed remaining 300 KWp installation across district hospitals by third quarter
- Implemented monitoring systems via app and cloud portal for tracking performance
- Conducted maintenance every 15 days including cleaning, inspections, and technical checks

### Major Achievements

#### Environmental Impact:

The project achieved remarkable environmental results with a total CO<sub>2</sub> reduction of 293,639 kg during the reporting year. This significant reduction in greenhouse gas emissions represents a critical contribution toward combating climate change and aligning with global sustainable development goals, particularly SDG Goal 7 (Affordable and Clean Energy). The solar installation successfully substituted grid electricity consumption with clean and green energy across all four hospital locations.

#### Energy Generation:

- Generated 294.522 MWh of electricity during the year
- Total cumulative yield reached 306.095 MWh
- Provided stable, reliable power supply even during summer power outages, crucial for life-saving medical equipment

#### Economic Benefits:

- Revenue generated this year: ₹2,356,180.00
- Cumulative total revenue: ₹2,448,760.00
- Substantial cost savings on electricity bills, allowing hospitals to reallocate resources toward patient care and medical services

#### Social Impact:

- Positively impacted approximately 1.2 million people by providing access to clean energy
- Enhanced quality of healthcare services through reliable, uninterrupted power supply
- Empowered communities by promoting sustainable living and energy independence

### Challenges Overcome

The project team successfully navigated several obstacles, including ongoing construction at rooftop sites that caused delays in installation at the new district hospital and MCH Karauli. Despite initial projections that construction would complete by February, delays extended the timeline to November 2023. However, through continuous follow-ups with hospital staff and dedicated site visits by the FINISH team, all installations were completed successfully. Solar panels and materials were safely stored in rooms provided by hospital administration during the waiting period.





# Projects at a Glance

## Hardoi- HCL

### Project Activities

#### Community Mobilization & Triggering

- Conducted 115 triggering meetings using Participatory Rural Appraisal (PRA) methods to awaken community awareness about clean village goals
- Organized 31 baseline assessments across Gram Panchayats to understand waste management situations

#### Institutional Strengthening

- Strengthened Swachhta Samiti (sanitation committees) in 26-31 Gram Panchayats as vigilante groups for waste management
- Formed Self-Motivated Groups (SMGs) with 10-12 members including SHG representatives, PRI members, and farmers

#### Waste Management Initiatives

- Introduced household-level plastic holding practices for source segregation of non-biodegradable waste
- Promoted decentralized aerobic composting through windrow method for animal excreta and agricultural waste
- Introduced community drum composters for domestic organic waste management

#### Cleanliness Drives & Beautification

- Organized 68-164 mass cleanliness drives with support of sanitation workers and Panchayati Raj Institutions
- Eliminated 109-296 Garbage Vulnerable Points (GVPs) across villages
- Developed children parks using waste materials like eco-bricks and tire art
- Conducted plantation activities in 499 locations

#### Capacity Building & Awareness

- Conducted 5-9 capacity building training sessions for stakeholders
- Organized 46-53 Behavior Change Communication (BCC) campaigns including candle marches, rallies, and ratri chaupals
- Designed IEC materials on plastic waste management, organic waste management, and community-owned rural solid waste management

### Key Achievements

#### Waste Management Results

- Collected 3,942-5,235 kg of plastic waste through household plastic holding initiatives
- 1,717-1,915 households adopted composting methods
- Managed 4,556,600-4,728,100 kg of organic waste through aerobic composting
- Produced 1,785,400-1,882,440 kg of quality organic compost

#### Geographic Coverage

- Successfully implemented the model across 30-31 Gram Panchayats in 4 blocks (Bahendar, Kothanwan, Sandila, and Baharawan) of Hardoi District, Uttar Pradesh

#### Sustainability Impact

- Created visibly clean and beautiful village environments
- Identified and trained Natural Leaders as sanitation champions for sustainable cleanliness practices
- Established a low-cost, community-owned model for rural solid waste management
- Built local capacity through trained Self-Motivated Groups to ensure long-term sustainability

# Projects at a Glance

## Angul- JSPL

The Lighthouse Initiative (LHI) conducted a rapid need assessment in 4 Gram Panchayats across 2 blocks of Angul district, Odisha, from March to June 2023, focusing on ODF (Open Defecation Free) sustainability and WASH (Water, Sanitation, and Hygiene) services.

### Key Activities

The assessment team implemented multiple data collection methods to understand the WASH situation comprehensively:

- Conducted pocket focus group discussions (FGDs) with community members across all four GPs (Natada, Parang from Chendipada block and Sankerjang, Jarasingha from Banarpal block)
- Performed household interviews to gather insights on sanitation facilities, water access, and waste management practices
- Organized key informant interviews with youth groups, women's groups, and other stakeholders to understand behavioral patterns and community engagement
- Executed transect walks and observational surveys to assess infrastructure quality, toilet conditions, and waste management systems across villages

The assessment covered multiple WASH dimensions including sanitation facilities quality, water resource accessibility, solid waste management systems, wastewater management infrastructure, faecal sludge management practices, and socio-economic conditions affecting WASH sustainability.

### Major Achievements and Findings

**Sanitation Infrastructure Progress:** Under the Swachh Bharat Mission (SBM-Gramin), Angul district witnessed unprecedented progress with construction of more than 2 lakh toilets till 2019-20, and all villages were declared ODF. The initiative successfully increased household toilet access from just 11% in 2014 to near-universal coverage by 2019-20.

**Water Supply Expansion:** Under the Jal Jeevan Mission, new water connections were added across the district, providing most households with piped water supply infrastructure, though availability and timing of water supply remained challenging.

**Community Infrastructure Development:** Material Resource Facilities (MRFs) were built in all villages for solid waste management, and soak pits (3-ring structures) were provided to households in several GPs for grey water treatment. Community-level dustbins were installed at public locations in Sankerjang GP, and drainage lines were established on main roads in Parang, Sankerjang, and Jarasingha.

**Evidence-Based Recommendations Generated:** The assessment successfully identified critical gaps and developed targeted recommendations for retrofitting toilets to meet safely managed sanitation standards, addressing anxiety about pit filling as a barrier to toilet use, establishing viable faecal sludge disposal systems beyond the Angul FSTP, promoting organic waste composting leveraging existing kitchen garden practices, and implementing comprehensive stakeholder engagement and capacity building programs.

# Case Study



## Kota's Dawn of Positive Change

In the city of Kota, Rajasthan, a dawn of positive change has brought about a transformation in the area. The DCM Shriram Foundation, in collaboration with various housing societies, initiated the "Khushhali Swachhta Pariyojana". Among them was the Kanchanjanga Nainani Housing Society, where residents like Jyoti Khurana, Abhilasha, and Smita were grappling with a persistent issue – improper waste disposal. These three determined women envisioned a clean and healthy society, but they were constantly troubled by heaps of garbage near their homes. Despite regular garbage collection services, neighboring shops and settlements continued to dump waste haphazardly, creating an ongoing problem. The trio aspired for cleanliness in their surroundings but often found themselves disappointed. On December 16, 2023, a crucial turning point was reached. A cleanliness drive was organized outside the society, targeting a large heap of waste known as a Garbage Vulnerable Point (GVP) Point, which was seemingly impossible to clear. With the support of their society and FINISH Society, Jyoti Khurana, Abhilasha, and Smita successfully organized the cleanup of this substantial waste heap. Empowered by this small victory, these enthusiastic women took matters into their own hands. Opting for a creative and impactful approach, they decided to convey their message through art. On the same day, these women gathered near the GVP Point and adorned the surroundings with vibrant rangoli, sending a powerful message – no more littering. This artistic effort served as a symbolic gesture, representing their commitment to maintaining cleanliness. The lively

colors spoke louder than words, urging everyone to rethink their habits and contribute to a cleaner environment. The beauty of the rangoli stood in stark contrast to the filth that had previously marred the landscape. However, the women did not stop at merely expressing their disdain for littering. The society's women's group initiated a campaign akin to a protest in front of homes and shops. With determination, they educated people about the detrimental effects of indiscriminate waste disposal and implored them to refrain from littering. In an assertive yet constructive manner, the women's group emphasized the importance of taking responsibility for one's waste. Any attempt to discard garbage improperly would be met with opposition, and individuals were encouraged to approach the society members if they needed assistance with proper waste disposal methods. The story took a positive turn as the society collectively decided to explore sustainable solutions. Discussions were initiated to plant greenery and foster a sense of responsibility towards the environment. The enthusiasm for change and the united front presented by the residents showcased the transformative power of collective action. In the end, the Kanchanjanga Nainani Housing Society emerged as a shining example of how a community's dedication could lead to a cleaner, healthier, and more environmentally conscious way of living. The women, who once faced the disheartening sight of waste near their homes, became the catalysts for positive change in their community.



# Case Study



## Temple Bells Show Environmental Commitment

In the enchanting district of Chittorgarh, Rajasthan, the tranquil and spiritually significant Sanwariya Ji Temple stands tall. Also known as Sanwariya Ji, this temple holds a special place in the hearts of devotees who come from Rajasthan, Madhya Pradesh, and Gujarat to seek the divine blessings of Lord Krishna. The revered temple's origin dates back to the year 1840 when a Gwala (cowherd) named Bholaram Gurjar had a dream in his village of Bagund. In his dream, he saw three divine idols buried in the Chhapar region of the village. Following the vision, the site was excavated, and indeed, three exquisite idols of Lord Krishna were discovered – one was taken to Mandfiya, another to Bhadsoda, and the third remained at the exact spot in Bagund village where it was found. Three temples were erected to house these idols, all situated within a 5 km radius of each other. Of the three temples, the Mandfiya Temple gained prominence and is now recognized as the Sanwariya Ji Dham, the divine abode of Sanwariya Ji. Devotees throng to these temples in large numbers daily, offering flowers and other sacred offerings to Lord Krishna.

The sanctity of the place has made it a significant pilgrimage destination, drawing believers from far and wide. Mandfiya, now known as Shri Sanwariya Dham, holds the second position for Vaishnav followers after Nathdwara in Rajasthan. While the influx of devotees is a testament to the spiritual significance of Sanwariya Ji Temple, it has also presented challenges. The overwhelming numbers of devotees bringing flowers and other offerings have led to a significant issue – the improper disposal of offerings. The large quantities of floral offerings and other organic waste often end up being discarded improperly, creating a challenge for the authorities. In collaboration

with FINISH Society and the Sanwariya Ji Trust, a project has been initiated to address this issue. The project focuses on the proper and dignified disposal of offerings, including the creation of incense from flowers and converting other organic waste into compost for use in the temple gardens. The initiative also includes cleanliness drives in the temple surroundings and educating devotees about the significance of maintaining cleanliness in the premises.



sense of responsibility among the worshippers.

The project aims not only to address the immediate challenge of waste disposal but also to bring about a gradual shift in the mindset of devotees. By explaining that cleanliness is a form of worship and that Lord Krishna is pleased with cleanliness, the organizers hope to instill a

As the efforts are ongoing, the story of Sanwariya Ji Temple unfolds as a tale of spiritual devotion combined with a commitment to environmental sustainability. The changes being implemented reflect a harmonious blend of tradition and modern practices, ensuring that the sanctity of the temple remains intact while addressing contemporary challenges.

# Case Study



## Retd. Govt. Officer Spearheads SWM Work In Hardoi

Caste and class distinctions are fraught with deep-rooted biases and prejudices in the Indian hinterland. During DCM SHRIRAM Foundation Khushali Swachhata project implemented by FINISH Society in Hardoi district, the team faces many unlikely situations, during the worst and best of circumstances. However, the team is able to successfully overcome them because of some people, who selflessly support the Project. A case in point is that of support received from Rajesh Kumar, a resident of the Gupta Colony of Hardoi Ward-5.



When team FINISH Society implemented the work in Ward No. 5, success seemed far away. The team observed that segregation of dry and wet waste

and giving it to the sanitation worker was not a part of most people's daily routine, and when they were repeatedly asked by the team members to change their behaviour and at times reprimanded them for wrong behaviour, the team members also had to face opposition from the people. Some people began to harbour doubts as to how long this kind of good work can be done in a small district like Hardoi. Others had a sneaking belief that because the municipal elections were around the corner, that's why this type of work was being done at this point in time. It was under these circumstances that work started in Gupta Colony a locality of the ward-5.

When the team reached Gupta Colony, they met with Rajesh Kumar a resident of Gupta Colony. After talking to the team, Rajesh came to know and understood the objective of the organization and this program, and knowing the behaviour of people, Rajesh agreed to come out of retirement and give his full cooperation; not only for his small locality of 13 houses but for the entire ward. When the garbage started getting picked up daily from Gupta Colony, this small colony was transformed quickly into a haven of hygiene. Rajesh, a former assistant development officer of Barabanki district, joined hands with the team and started explaining to the people of other localities. He gave the example of Gupta Colony, to people who till now were never ready to change felt very ashamed. Soon, everyone took a vow that from now on they will give their waste only after separating the dry and wet garbage of their house. Rajesh fully supports the FINISH Society team in organizing night meetings, cleanliness rallies, and other activities and accompanies the team during door-to-door visits. Even today, Rajesh, along with the team or along with the sanitation vehicle goes out to the ward and personally starts explaining to the people about the benefits of the project.

Today, with the cooperation of volunteers like Rajesh Kumar, it has taken the program to new heights. An activist by disposition, Rajesh participates in many programs for th



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## CCTV Camera To The Rescue Of Waste Disposal In Hardoi

Sometimes it may be difficult to raise our voice against wrong just because we are scared, but there are some people who have the guts to speak out boldly. Aparna is a fearless and combative daughter of Hardoi, who not only showed the courage to call out the wrong but also took the initiative to correct it. Aparna has been a topper since childhood and is now a software engineer who lives with her grandmother in Hardoi. Aparna always wanted to do something for society; and has been associated with many social outreach activities.

Talking about Hardoi, she says it was once one of the most backward districts of the country but is now an emerging industrially developed district because of its proximity to the state capital Lucknow.

People have started adopting a healthy lifestyle but there are other habits that needs to be changed urgently, she opines. The proper disposal of the garbage and waste of the house, is one such important habit.

She says now government & non-government organizations have started SWM campaign like the one rolled out by DCM Shriram Foundation Khushali Swachhata Project implemented by FINISH Society.

Under this campaign, when the FINISH team reached ward number-21, they faced many hurdles. The team draws courage to combat these difficulties from young and bold people like Aparna.

When the team met with Aparna to discuss the problem that there were some

people who were not giving household garbage to the Swachhveers, and instead secretly threw their waste in the street corner where Aparna's house is located. Since she herself was facing the challenge a large number of animals would gather daily at her doorstep to eat the vegetable and fruit peels present in the secretly dumped garbage. On one occasion a bull attacked a child of her family and the latter suffered a lot of injuries.

To get rid of all these problems, Aparna along with the FINISH Society team drew out a plan and with her own savings, she installed a CCTV camera at the main door of her house to keep an eye on the defaulters. Through monitoring the camera she identified those people indulging in this kind of unsocial act, and soon had compiled list of all the defaulters. Aparna could have insulted these people by putting out their videos on social media, but instead this brave girl, together with the FINISH Society team, started discussing the issue of throwing waste with each person individually and explained to them why it was necessary to segregate and scientifically manage the solid waste. When Aparna talked to everyone in this polite but firm manner, all those people felt ashamed of what they were doing and they all apologized to Aparna and promised to dispose their household waste by following the right path. Today, the winds of change are sweeping the area.

Daughters like Aparna are beacons of hope for an emerging, clean and healthy India.



# Next Steps

Finish Society India's future strategy will be deeply aligned with broader sustainable development objectives, emphasizing integrated approaches that link sanitation, health, renewable energy, livelihoods, and environmental sustainability. The key focus areas include:

### Advancing Health (SDG 3):

Strengthening sanitation and hygiene practices to prevent waterborne diseases, improve community health outcomes, and support maternal and child health through safe sanitation and awareness campaigns.

### Promoting Renewable Energy:

Leveraging solar and other renewable energy sources to power sanitation infrastructure, support environmental sustainability (SDG 13), reduce carbon footprints, and create clean energy livelihoods, especially in rural areas.

### Fostering Circular Economy:

Promoting waste reuse, recycling, and resource recovery—particularly in sanitation and waste sectors—to support responsible consumption (SDG 12), environmental health, and climate resilience.

### Scaling Livelihoods (SDG 8):

Building sustainable income opportunities by scaling entrepreneurship, vocational training, and inclusive value chains in waste management, sanitation services, and renewable energy sectors. This enhances economic resilience and social inclusion.

### Enhancing Gender and Social Inclusion:

Empowering women and marginalized communities through livelihood opportunities, gender-sensitive sanitation initiatives, and health education to advance SDGs 5 and 10.

### Supporting Policy and Financial Ecosystems:

Influencing supportive policies, enabling investments in renewable energy and sanitation systems, and integrating community-based financing models for sustainable impact.

# Acknowledgements

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We are deeply thankful to government authorities, local community leaders, and sanitation workers whose dedication and cooperation have been instrumental in implementing our projects on the ground. Special appreciation is extended to our team members, volunteers, and skilled entrepreneurs who tirelessly work towards building healthier, more resilient, and inclusive communities.

Lastly, we acknowledge the invaluable encouragement from families, supporters, and well-wishers who motivate us to pursue our mission with passion and commitment. Together, through collaborative efforts, we continue to contribute meaningfully to the achievement of the Sustainable Development Goals and the creation of a sustainable future for India.

**We thank you for your continued support in  
our efforts to contribute to the SDGs**

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