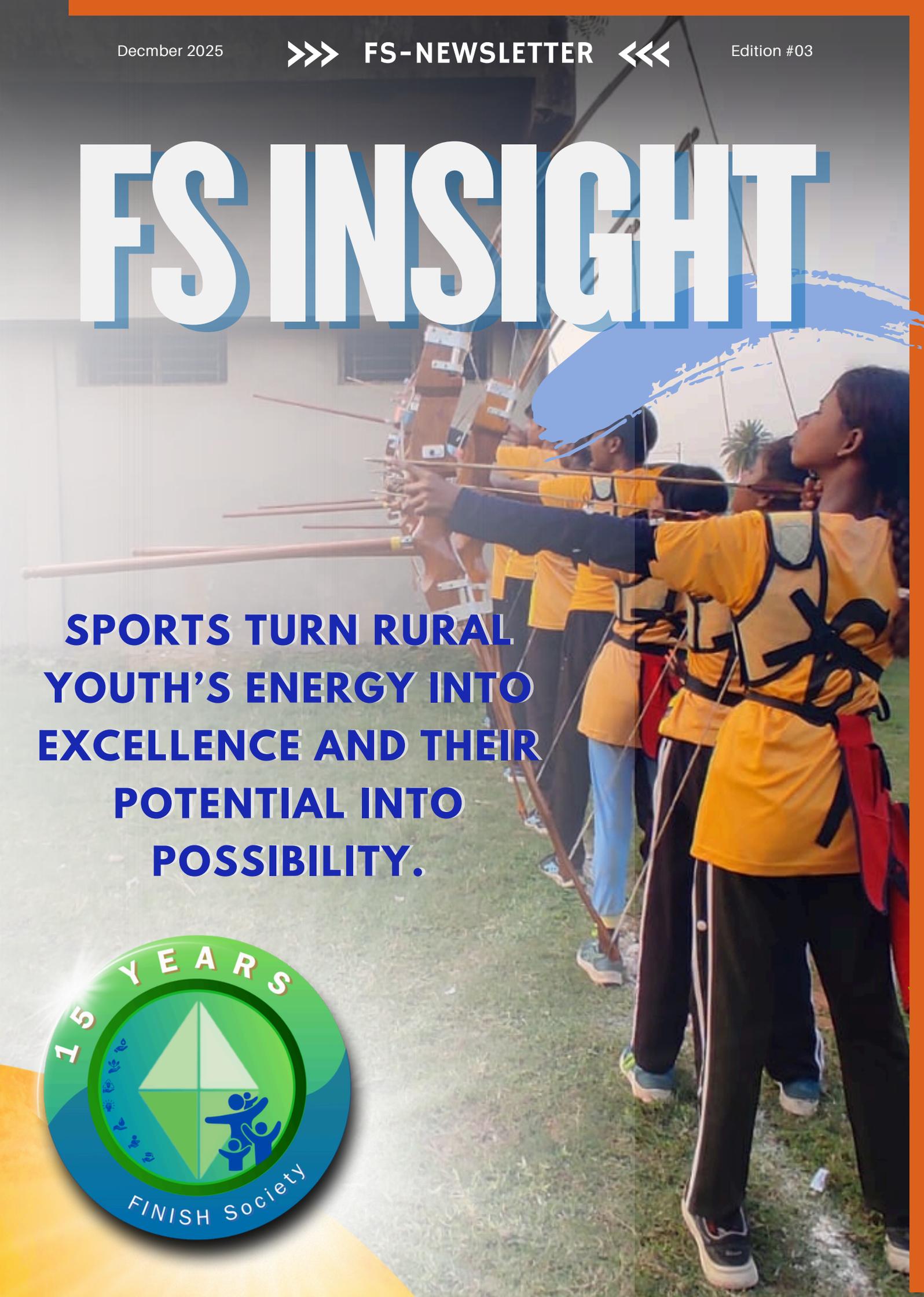




FS INSIGHT

**SPORTS TURN RURAL
YOUTH'S ENERGY INTO
EXCELLENCE AND THEIR
POTENTIAL INTO
POSSIBILITY.**





A. SAHASRANAMAN

**BOARD MEMBER & EX. CHAIRMAN
FINISH SOCIETY**

As FINISH Society marks 15 years of committed service, this newsletter highlights our evolution from promoting financial inclusion in sanitation to becoming a multi-country catalyst for sustainable change. Our journey—supported by dedicated teams and strong partnerships—has led to over two million safe toilets, pioneering waste-management models, and growing advocacy for climate-resilient and community-driven practices. Stories such as the Soap Bank in Alwar and India's first Rural Garbage Café in Mainpat show how simple, locally led ideas can inspire lasting behaviour change and dignity. We also celebrate transformative grassroots leadership, from the Pandya couple's environmental stewardship in Dungarpur to the youth of Nirsa, Jharkhand, who are now emerging as state and national athletes through our sports development partnership with Tata Power Maithan Division and TPCDT. These initiatives reaffirm our belief that when opportunity, mentorship, and community ownership come together, real change follows. As we look to the coming year, we renew our commitment to building cleaner, healthier, and more empowered communities across India.



HIGHLIGHT OF THIS ISSUE

IN NIRSA, JHARKHAND, TATA POWER TPCDT, WITH FINISH SOCIETY, LAUNCHED A SPORTS INITIATIVE TO COMBAT YOUTH ADDICTION AND SOCIAL ISSUES. COVERING 21 VILLAGES, IT PROVIDES NEW PLAYGROUNDS, PROFESSIONAL COACHING, AND STRUCTURED TRAINING, CHANNELING YOUNG ENERGY INTO FOOTBALL, VOLLEYBALL, KABADDI, AND ATHLETICS, FOSTERING DISCIPLINE AND HOPE FOR THE COMMUNITY.





Together, Creating Change: Partner Testimonials



AMAN PANNU
 HEAD OF CORPORATE COMMUNICATIONS & CSR AT
 DCM SHRIRAM LTD AND
 PRESIDENT, DCM SHRIRAM FOUNDATION
 (A PHILANTHROPIC ARM OF DCM SHRIRAM LTD)

On behalf of DCM Shriram Ltd., I would like to congratulate FINISH Society and its entire team on completing a landmark decade of creating Social Impact in India. The impact created by the organization over these years is truly remarkable. Organizations are made by their people and it holds true of the commitment that the grassroots team members at FINISH Society bring to the forefront. We at DCM Shriram are indeed proud to have been working with FINISH Society for our Shriram Swachhagraha School Led Total Sanitation intervention program. Post our signing of an MOU with the District Administration of Kota in May 2018 for constructing/renovation of 1072 government school toilets, the impact that we have made in the lives of our communities through the Behavior Change Program in the schools over the years has been possible due to the commitment and ground level initiatives taken on by the FINISH team. The collaboration with FINISH has been a learning experience for us also in terms of Behaviour Change project implementation of SLTS.

FINISH Society has been partnering with ITC Mission Sunehra Kal for many years now in thematic interventions comprising sanitation, school WASH and solid waste management. Happily, the partnership has steadily expanded and now spans ITC Mission Sunehra Kal's interventions in four states. FINISH Society brings strong community mobilisation ability, knowledge and commitment to the table. Specifically, commendable has been their rapid internalisation of ITC's decentralised community led solid waste management approach and thereafter its effective roll out in the project areas. I would like to congratulate FINISH Society on their Anniversary and look forward to a continued successful partnership in the times ahead.



ASHESH AMBASTA
 EXECUTIVE VICE PRESIDENT AND HEAD
 (SOCIAL INVESTMENTS), ITC LTD.



SOAP BANK THAT MADE ALL THE DIFFERENCE



“Everyone says we must wash our hands with soap before meals and after using the toilet... but where is the soap?”

This was the question that echoed almost every morning in a government school in Alwar.

Just before the mid-day meal, a child would reach the handwash platform, turn on the tap, water would flow... but the soap was missing. Teachers would remind them, “Washing hands is important, make it a habit,” but the child’s innocent reply was always the same—

“Sir, but there is no soap!”

And this is exactly where the story of the Soap Bank begins—

a small problem that led children, teachers, and parents toward a thoughtful and lasting solution.

Under **the Swachh Jeevan Project, supported by METSO India**, the FINISH Society team was working to strengthen handwashing habits and behaviour change among students. The team had previously established successful “Soap Bank” models in other regions. Their experience was clear—if hygiene practices must be sustained, one needs not only resources but also ownership.

With this understanding, the conversation in this school took a new direction.

During a school assembly, the FINISH Society team asked:

“Is washing hands important?”

The children answered together, “Yes!”

“Then why is there no soap?”

Silence. After a moment, Mohit from Class 6 said softly, “Sir, the soap gets finished... and the new one takes time to come.”

That moment opened the door to a new idea:

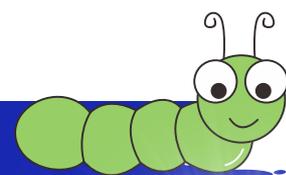
“What if you all create your own Soap Bank? A place where soap is always available for every child.”

It wasn’t easy in the beginning. It had to be explained that this was not just a box for keeping soap—it was a symbol of responsibility.

The school management supported the idea wholeheartedly. The Principal said, “If children take the lead, this change will sustain. We are with you.”

The following week, children gathered again—this time with excitement.

“Where everyone once asked—‘Where is the soap?’ the children created the answer: The Success Story of the Soap Bank”



They were introduced to the idea of forming a Children's Parliament. Elections were held—Child Prime Minister, Hygiene Minister, Finance Minister, Monitoring Minister... each position chosen by students themselves.

Neha from Class 7 was elected Hygiene Minister. With pride she declared,

"Now soap will never run out in our school. We will take care of it!"

Soon after, children collected old cardboard boxes and crafted a colourful, beautifully decorated box with large letters:

"Our Soap Bank – Our Responsibility"

The next step was to change a long-standing school tradition.

Children often distributed chocolates on their birthdays. FINISH Society explained—

"A chocolate lasts a few seconds, but a bar of soap can help the whole class for days."

Children embraced the idea wholeheartedly.

That very week, Aryan—whose birthday it was—did not bring chocolates.

Instead, he placed a ₹10 soap bar in the Soap Bank.

"I brought soap for my friends today... so no one has to wash hands without it," he said proudly.

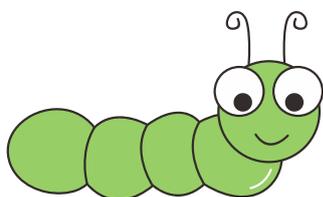
This small act became a movement. Teachers, staff, and even local education officials appreciated the initiative.

When the METSO India team visited, they were delighted. They said,

"This is real behaviour change. Providing resources is easy, but maintaining them—children have mastered that."

Within weeks, the impact was visible:

- The handwash platform always had soap.
- Children lined up before meals with confidence—because clean hands were no longer uncertain.
- The Children's Parliament created a monitoring register tracking how much soap came in, how much was used, and when to refill.



One day, the same child who once asked, "Sir, there is no soap," washed his hands and smiled—
"Now it's always here! This is our Soap Bank!"

The school administration adopted this model in their annual hygiene plan. The education department also indicated that this could be replicated in other schools.

Today, in this school in Alwar, the Soap Bank is not just a box—

it is a symbol of student leadership, collective responsibility, and sustainable hygiene.

The combined efforts of FINISH Society, METSO India, and the school team have shown that when children are trusted with leadership, even the smallest idea can bring about meaningful change.

The story leaves a simple message—

"When responsibility is placed in the hands of children, hygiene becomes not just a habit, but a culture."

Till today, under the Swachh Jeevan Project supported by METSO India, FINISH Society has successfully developed Soap Banks in 18 schools across Alwar



INDIA'S FIRST RURAL GARBAGE CAFE: WHERE WASTE TURNS INTO TASTE



In the misty green hills of Mainpat, a picturesque destination in Surguja district of Chhattisgarh, mornings bring not just sunlight but also the fragrance of change. The country's first Rural Garbage Cafe has opened its doors at Gram Panchayat Ropakhar, offering a simple bargain: bring your waste, get a meal.

The concept couldn't be more straightforward. Drop off one kilogram of plastic bottles, aluminium cans, or glass containers, and breakfast is served. Double that to two kilograms, and you've earned yourself a complete meal. No cash required—just consciousness about the environment.

Here, when a villager or tourist walks in with a sack of plastic bottles or tin cans, they don't just carry waste—they carry responsibility and the possibility of transformation. In exchange for 1 kilogram of clean plastic bottles, MLP packets, or tin cans, they receive a hot meal of samosas, kachoris, or vada with curry. For 2 kilograms, a full thali awaits them—dal, rice, roti, and vegetables. Food in exchange for waste. It sounds unusual, but it is here that a quiet revolution has begun.

This Cafe is not a standalone idea—it is part of a larger vision. With the support of Surguja District Administration, LIC-Housing Finance Ltd. (LICHL) through the Green Tomorrow project, and FINISH Society, the initiative aims to create a model of scientific waste management, environmental awareness, and sustainable livelihoods for rural women.

The cafe owes much of its success to Mr. Akash Prajapati, the operator of Curb Hut Kitchen. With years of restaurant management experience, Akash and his dedicated staff have ensured that the meals served here are not just wholesome but also filled with warmth. Their contribution has made the Cafe more than just a dining spot—it has become a space of belonging, where villagers feel respected, valued, and part of a larger movement.



A New Way of Thinking

The cafe serves a dual purpose beyond waste collection. It's transforming how both tourists and locals perceive environmental responsibility. Visitors who once might have carelessly discarded bottles now hunt for recyclables, turning cleanup into a treasure hunt with edible rewards.

Launched as part of the nationwide Swachhta Hi Sewa campaign and Swachh Mahotsav 2025, the café embodies the principle that cleanliness isn't a seasonal effort but a daily commitment. The administration envisions this model inspiring similar initiatives across rural and tourist destinations nationwide. When a young boy munches on a samosa and proudly tells his mother, "Next time, let's collect more bottles so we can come here again," it is not just about a snack. It is about instilling a habit—of collecting waste, of respecting the environment, and of linking dignity with responsibility.

The Cafe is proof that cleanliness is not just about sweeping streets—it is about dignity, livelihoods, and environmental responsibility. It shows how a small village can become an example for the whole country.

The Taste of Hope

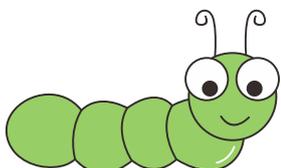
Today, the rural Garbage Cafe of Ropakhar has become more than just a Cafe—it is a symbol of change, the fragrance of cleanliness, and a new path to sustainable livelihoods.

What makes this café particularly brilliant is its simplicity. No complex technology, no hefty infrastructure—just a direct exchange that makes environmental stewardship tangible and immediately rewarding. Every plastic bottle traded represents one less piece of litter marring Mainpat's natural beauty.

Every steaming plate, every thali served, carries with it the reminder that waste can be turned into opportunity, and that together we can build a greener, cleaner, and more respectful tomorrow. This is not just a story of waste management—it is a story of hands that sweep, steps that walk the lanes, and minds that choose to turn every sack of waste into a brighter future.



Do you know?



Where resources are few, sports become the biggest teacher of courage and character.



FROM WASTE TO WEALTH: MAINPAT SCRIPTS A NEW CHAPTER



Mainpat, a picturesque hill station in Chhattisgarh, is known for its natural beauty, dense forests, waterfalls, and cool breeze. Perched at around 3,200 feet above sea level, it is often called the “Shimla of Chhattisgarh.” Its valleys and serene environment attract tourists, while the Tibetan refugee settlement here adds cultural richness. Yet, preserving this natural beauty was never easy. Narrow lanes, uneven trails, careless tourist behaviour, and weak waste management posed serious challenges to the region.

Tourists enjoyed the scenic landscapes but often left behind piles of plastic bottles, snack wrappers, and polythene, slowly ruining the forests. In villages and markets, waste collection vehicles could not access the narrow alleys. Women sanitation workers worked tirelessly, but delays in payment and lack of monitoring weakened the system and dampened morale.

It was at this juncture that FINISH Society, under the LIC-HFL Green Tomorrow Project, stepped in. With years of experience in building sanitation solutions across rural, semi-urban, and urban areas, FINISH Society began by engaging with the local administration—village secretaries and the BDO. The first priority was to release pending payments of sanitation workers, recognizing that these women were the backbone of cleanliness. A pilot was launched in Asgawan, where a strong monitoring system was developed, ensuring timely payment to sanitation workers linked with farmers’ self-help groups. Encouraged by its success, neighbouring villages also adopted this system.

The second challenge was the careless attitude of tourists. To address this, FINISH Society, along with the administration and LIC-HFL, set up collection pits at key spots and launched an awareness campaign urging people to dispose of waste responsibly. Slowly, visitors and locals alike began adopting eco-friendly behaviour. The third issue was the inaccessibility of waste collection vehicles in narrow lanes. Here, FINISH Society replicated the famous Ambikapur Model—a nationally recognized zero-waste initiative led by women’s self-help groups. In Mainpat, SHGs like Laxmi Group from Ropakhar and Jai Maa Badi Dai Group from Kotachhal were entrusted with waste management.

Under this model, wet waste is being converted into compost for farming, while dry waste such as plastics, metals, and tins is segregated and sent for recycling. This turned the vision of “waste to wealth” into a local reality.

To mark the beginning, Mr Roshan Gupta, Mr Kuber Singh Uraiti and Mr Prshant Sharma flagged off e-rickshaws for door-to-door waste collection. Mr Kuber Singh Uraiti appealed to citizens to keep two dustbins in every household—green for wet waste and red for dry waste—and to hand them over separately to sanitation workers.



Mr Roshan Gupta emphasized that this small act of responsibility is the key to success. “The Ambikapur model has become a national example, and with Mainpat’s participation, this region will soon create its own identity in sanitation,” he said.

Early results proved the effort was working. For example, SHG Krishi GP Chainpur sold 338.2 kg of dry waste to recyclers, while Jai Maa Badi Dai GP Kotachhal sold 487.7 kg. These were not just numbers but evidence that sanitation was becoming part of people’s lifestyle in Mainpat. Today, Mainpat’s fresh air carries only the fragrance of nature—not the stench of garbage. This initiative is not just about waste collection, but also about sanitation, livelihoods, and dignity. Local women now have both employment and a respected role in society. FINISH Society’s experience and commitment have shown that no challenge is too great when addressed with the right vision and community participation. Mainpat is now on a path where every citizen’s contribution will keep it clean, green, and sustainable. This story is not only about Mainpat—it is a message for every place where people come together to improve their environment.



Do you know?

A playground can shape a rural child’s future more than a classroom alone.



PLANTING SEEDS OF HOPE: NURTURING CHANGE



Mrs. Deepika Pandya and her husband, Mr. Deepak Pandya, are not just dedicated teachers at a government school in Dungarpur district, Rajasthan—they are passionate environmentalists and role models in their community. Their story is not merely about teaching inside classrooms, but also about inspiring change outside of them, through tireless efforts in environmental conservation and community engagement.

The Pandya couple firmly believes that education should not be confined to textbooks or school walls. True learning, in their view, extends to one's surroundings, behaviour, and contributions to society. Over the years, they have been honoured with several state and national awards for their innovative educational practices. However, what truly sets their journey apart is the beautiful synergy they have created between education and environmental responsibility.

“Be it school, home, or neighbourhood—wherever there is space, let there be plants. Nurture them like your own children. It is heartbreaking to see flourishing trees being cut down mercilessly.”

About Thirteen years ago, the Pandyas were transferred to a government school located on a barren hillside in Bhilawata village, Dungarpur. The site lacked both infrastructure and greenery. Many believed that nothing could grow on the dry, rocky terrain—but the couple thought differently. With firm determination and deep faith in nature's potential, they began transforming the landscape—starting with planting saplings.

They didn't wait for government funds or special orders. Instead, they collected plants from local nurseries, reused grey water for irrigation, and encouraged students to take personal responsibility for the care of each plant. Slowly, what was once a barren space turned into a thriving green schoolyard. Today, those young saplings are growing into trees that offer shade, colour, and life. This transformation has not only improved the local environment but has also instilled a sense of pride and ownership in the students and the community.

Their environmental dedication doesn't stop at school. At their home, the path from the gate to the door is lined with flower pots filled with rich compost—made using the Matka Home Composting method from household organic waste. For the past five years, Deepika ji has meticulously segregated kitchen waste and turned it into natural fertilizer. This compost is then used to nourish plants around their home.

Deepika ji has also created a green patch on their rooftop and alongside their house using repurposed materials such as old buckets and bottles. She even prepares natural pesticides and fertilizers, ensuring that her gardening practices are sustainable and chemical-free.



What truly amplifies the impact of their efforts is the way they involve their neighbours and local community. Deepika ji often holds informal gatherings with local women, teaching them how to compost at home, the benefits of tree plantation, and how to live a greener lifestyle. Meanwhile, Deepak ji engages with residents and inspires them to rethink how their neighbourhood can look.

He says, “When we visit posh areas in Delhi or Mumbai, we’re amazed by the beauty and cleanliness. We assume it’s because the people there are rich or influential. But if we start keeping our own surroundings clean, plant trees and flowers along our lanes, we too can create the same beauty in our mohalla and city.”

This vision and commitment brought the Pandyas in contact with FINISH Society. Recognizing their genuine efforts, FINISH Society proudly supports change agents like Deepika and Deepak Pandya. We understand that passionate individuals often struggle to find time or resources, and that’s where FINISH Society steps in—to help them turn their dreams for their neighbourhood, school, or city into reality.

The Pandya couple isn’t just planting trees—they are planting hope, responsibility, and sustainable change. Their journey aligns beautifully with the goals of sustainable development and serves as a gentle reminder that the power to transform our earth lies within each of us.



Do you know?

Sports give rural youth the strength to dream beyond boundaries.



FROM DUSTY FIELDS TO NATIONAL FAME



Nirsa, Dhanbad

In the heart of Jharkhand's coal belt lies Nirsa, a small village in Dhanbad district where dreams once lay dormant under the weight of poverty, addiction, and lack of opportunity. But in recent years, the winds of change have begun to blow — led by the resolve to turn problems into possibilities.

To address growing concerns of youth engagement in alcoholism, gambling, drug abuse, and social alienation — particularly in a post-COVID-19 world — Tata Power Maithan Division (MPL) and its CSR arm Tata Power Community Development Trust (TPCDT), in partnership with FINISH Society, launched a grassroots sports development initiative.

The objective: Channel youth energy into sports and discipline, while empowering them with the confidence, life skills, and exposure to shine beyond the boundaries of their villages.

Tackling Social Ills With Sporting Will

While Nirsa enjoys a relatively better cash flow compared to nearby regions, the lack of structured activities had pushed many young people into unproductive and harmful lifestyles. The sports project, designed under the broader umbrella of financial and social inclusion, covers 21 villages around Nirsa.

In just a few months, the project has become a beacon of hope. With 7 playgrounds developed and equipped, and 6 professional national and state-level coaches appointed, the initiative is providing coaching in football, volleyball, kabaddi, and athletics.

Tackling Social Ills With Sporting Will

While Nirsa enjoys a relatively better cash flow compared to nearby regions, the lack of structured activities had pushed many young people into unproductive and harmful lifestyles. The sports project, designed under the broader umbrella of financial and social inclusion, covers 21 villages around Nirsa.

In just a few months, the project has become a beacon of hope. With 7 playgrounds developed and equipped, and 6 professional national and state-level coaches appointed, the initiative is providing coaching in football, volleyball, kabaddi, and athletics. Over 1,000 children and youth, including a growing number of girls, are now actively participating.

National-Level Coaches Leading the Charge

From football coach Bikaramaditya Singh, whose student just competed at the U-17 nationals, to volleyball coach Ganesh Kumar Yadav, who played at the senior nationals, each mentor has gone beyond coaching — from sponsoring entry fees and refreshments to visiting homes to convince parents.



Jayashree Gorai, former national player and Jharkhand girls' team manager, trains 85 footballers and motivates rural girls by sharing inspiring stories of Asha and Sangeeta, two girls from Dhanbad now representing India internationally.

Kabaddi coach Resham Tara and athletics coach Avijit Patra are also shaping local youth into district-level competitors, breaking cultural barriers, and promoting inclusivity.

From Nirsa to National Podiums

The results are already inspiring:

- At the 14th Jharkhand State Open Senior Athletics Championship held in Bokaro (May 2025), MPL-trained athletes made their mark:
 - 🏆 Bhumika Roy – 1st in Discus Throw
 - 🥈 Shilpa Sahish – 2nd in Discus Throw
 - 🥉 Saraswati Kumari – 3rd in Javelin Throw
- Karan Soren, a player from MPL Sports Club, won Gold at the Khelo India Youth Games 2025, representing Jharkhand and defeating Odisha in a nail-biting final.
- Birbal Mohli has been selected to represent Jharkhand at the U-20 Swami Vivekananda Men's National Football Championship to be held in Chhattisgarh.
- Four girls — Moutushi Mondal, Gouri Singh, Purnima Kumari, and Sunena Tudu — are heading to Kolhapur, Maharashtra to play in the SGFI National U-14 Football Championship.
- The U-15 girls team clinched the Winner's Trophy, and the U-13 girls finished Runners-Up at the Khelo India Asmita Women's Football League. Special mention to Bharti Marandi for emerging as the Best Scorer.
- At the 67th Lohardaga District Athletic Meet, athletes from MPL Sports Club secured multiple podium finishes in shotput, discus, and javelin.



A Model for Rural Transformation

This initiative is more than just about sports — it's about character building, instilling discipline, building team spirit, and creating a healthy and purpose-driven lifestyle for rural youth.

As Coach Jayashree puts it, "If girls from humble villages in Jharkhand can reach international arenas, anyone can. All they need is a platform — and belief."

With the ongoing support from Tata Power Maithan Division (MPL), TPCDT, and FINISH Society, the Nirsa model is now being looked at as a replicable solution for youth development and community empowerment across rural India.

The journey from dusty fields to dazzling stadiums has begun — and Nirsa's youth are sprinting ahead.



A Renewed Commitment

Message from the FINISH Team to India

As the year comes to a close, we extend our heartfelt gratitude to every partner, field team, community leader, and family who walked with us on the path of safer sanitation, cleaner environments, and stronger communities.

Together, we turned challenges into opportunities and dreams into impact.

May the coming year bring even more collaboration, courage, and change.

Happy
New Year 2026

TEAM FINISH SOCIETY

SANITATION | LIVELIHOOD | INCLUSION | SUSTAINABILITY





FOLLOW US



FINISH Society
Near New Wisdom Progressive Inter College,
New Nandi Vihar Colony, Chinhat,
Lucknow-226028
Uttar Pradesh, India.
Email: info@finishsociety.com
Call us- at +91-522 3516328