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FS INSIGHT

FINISH SOCIETY-NEWSLETTER

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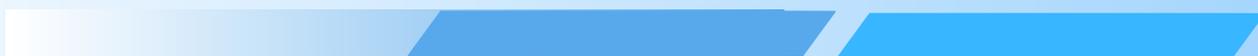


COMMS TEAM,

FINISH SOCIETY

In this edition of FS Insights, we would like to share that our efforts continue to expand across WASH, School WASH, waste management, and emerging focus areas such as sports and livelihoods. As time moves forward, technology is rapidly evolving—and AI has become an integral part of our everyday work. Our commitment is to thoughtfully adopt these new tools and innovations to strengthen our impact on the ground.

Children remain our most valued partners. Whether it is cleanliness, health, or environmental protection, their perspective is refreshingly honest and forward-looking. The next generation is already preparing for the kind of communities and environment they want to inherit—and protect.







WHEN SANITATION BECAME CHILDREN'S VOICE: A STORY FROM ALWAR, RAJASTHAN

The Swachh Jeevan Project, supported by Metso India, is based on a simple idea: if we want clean and healthy communities, we must start early—and we must start together. Sanitation is not just about toilets or waste bins; it is about habits, dignity, and responsibility that grow over time. That is why the project works closely with schools, teachers, children, and local communities, treating sanitation as a shared journey rather than a one-day activity. FINISH Society plays a key role in this process. Working on the ground, it connects institutions with people, bringing practical knowledge and community trust together. The approach is clear—solutions should be local, inclusive, and owned by the people themselves. Children, especially, are seen not just as learners, but as leaders of change.

This belief came alive last month January, in Sankhlakh village of Alwar district, Rajasthan.

The village primary school had been facing many challenges. Broken classrooms, lack of seating, poor cleanliness, and unmanaged waste had slowly started affecting children's attendance and motivation. Although systems existed, delays in repairs meant that sanitation became something everyone noticed—but no one acted on.

That changed because of Karan Sharma, a teacher who believed that responsibility cannot be postponed. Instead of waiting for approvals, he began small repair work on his own.

His actions inspired others. Village head Kallu Khan, School Management Committee president Mehar Singh, and local residents came forward. Through shramdaan and local support, the school slowly began to improve.

Still, sanitation remained a concern.

This is where the Swachh Jeevan Project stepped in—not as an external program, but as a partner. Teachers, parents, children, and community leaders sat together and discussed what cleanliness really meant for their village.

On Prakash Parv, a cleanliness drive was organised at the school and the Gurudwara. Children cleaned alongside elders, teachers worked shoulder to shoulder with villagers, and the FINISH Society team joined in. It was not about instructions—it was about example. The message was simple: sanitation is service, and service belongs to everyone.

The real shift happened when children took charge

They started a "Halla Bol" campaign, visiting homes and politely asking families not to litter. Some people hesitated. The children responded by sitting outside and saying, "We won't go until you promise to keep the village clean."

Their honesty and determination worked. People listened—not because they were told to, but because children reminded them of their responsibility.

Soon, the village committed to waste segregation, composting wet waste, safe handling of dry waste, and Panchayat support. Sanitation stopped being a task and became a shared value.

The same spirit was seen at Government Senior Secondary School, Desula, where over 400 students and teachers took a cleanliness pledge during a Swachh Jeevan awareness campaign.



Every meaningful village transformation begins not with construction, schemes, or infrastructure, but with people. Before change can take shape on the ground, it must first take root in the minds and hearts of the community. With this understanding, FINISH Society, supported by the CSR initiative of AAVAS Financiers Limited, began its comprehensive village development programme in Kalakh village, Jobner block of Jaipur district, by placing community participation at the very centre of the process.

Kalakh is envisioned as a model village—clean, healthy, beautiful, and self-reliant—through integrated efforts in livelihoods, women empowerment, sustainable agriculture, WASH, sanitation, water conservation, waste management, nutrition, education, and healthcare. However, the first step was not implementation. It was building trust. The team recognised that unless the community believes that change is possible—and that they are responsible for sustaining it—no initiative can truly succeed.

During the initial visits, villagers expressed curiosity along with hesitation. Many had seen programmes begin with enthusiasm and disappear over time. These concerns shaped the approach of FINISH Society. Instead of launching activities immediately, the focus was placed on creating a shared starting point—one that symbolised unity, ownership, and collective responsibility. The decision to begin this journey on 26 January, India's Republic Day, reflected this intent.

There were doubts, even from village leadership, about whether people would come together. Yet the team believed that participation is not about announcements; it is about inclusion. A culturally rooted approach was adopted—households were invited personally through akshat (yellow rice), a symbol of respect and belonging. The message was simple yet powerful: this initiative belongs to the people of Kalakh.

The response exceeded expectations. Nearly 600 villagers gathered, turning the event into a shared moment of hope and possibility. The nine thematic stalls showcased the proposed areas of work, but more importantly, they became spaces for dialogue. People asked questions, shared ideas, and began to see how their daily actions could shape their village's future.

The participation of SHG women marked a defining moment. Five groups came forward to display their products, gaining recognition and confidence. Their presence reflected what this initiative stands for—local leadership, dignity of work, and collective growth.

This day was not the launch of activities; it was the launch of a process. A process where the community is not a beneficiary, but a partner. From planning and implementation to long-term maintenance and sustainability, the responsibility of Kalakh's development rests with its people. January 26 thus became the foundation stone of a journey built on trust, participation, and shared ownership—because real development begins when communities believe, lead, and sustain change together.



Dungarpur Municipal Council has long been recognised as one of the cleanest cities in Rajasthan, earning state-level accolades multiple times for its consistent commitment to urban cleanliness and effective waste management. Building on this strong foundation, the Municipal Council has taken another remarkable step in the direction of sustainability by adopting CNG-based waste collection vehicles—reinforcing Dungarpur’s position as a forward-looking and environmentally responsible city.

This significant initiative was formally launched at the Municipal Council premises in the august presence of Hon'ble Chairman Shri Amritlal Kalasuva, Vice Chairman Shri Sudarshan Jain, Commissioner Shri Prakash Dudi, and respected Councillors. As part of the first phase, eight CNG-operated waste collection vehicles were flagged off, marking a transition towards cleaner fuel, reduced emissions, and improved efficiency in municipal waste collection systems.

The adoption of CNG vehicles is more than a technological upgrade; it reflects Dungarpur’s long-term vision of aligning urban sanitation with green energy solutions. These vehicles not only reduce air pollution and noise levels but also demonstrate how municipal services can actively contribute to climate action while improving everyday service delivery.

FINISH Society has been closely supporting Dungarpur Municipal Council in this journey. From strengthening waste collection systems to mobilising communities, FINISH Society’s role has focused on ensuring that infrastructure investments translate into real, on-ground impact.

Community engagement and behaviour change are key to making such initiatives successful, and FINISH Society continues to work with households to promote segregation of wet and dry waste at source. Proper segregation enables efficient collection, recycling, and processing—allowing CNG vehicles to operate effectively within a well-managed system.

Beyond collection, FINISH Society has been involved in awareness activities, capacity building, and innovative communication tools to reinforce messages around waste reduction and responsible consumption. One such powerful example was seen during the 77th Republic Day celebrations in Dungarpur, where the Municipal Council’s tableau secured third position at the district level—an achievement that filled the city with pride.

Following the celebrations, the Municipal Council team was felicitated by District Magistrate Shri Ankit Kumar for its outstanding work in sanitation and sustainability. Special appreciation was extended to the “Plastic Man” installation created by the FINISH Society team, which delivered a strong and simple message: “Don’t use single-use plastic.” The installation sparked conversations and reminded citizens that collective responsibility lies at the heart of a clean city.

The demonstration of CNG-operated vehicles during the event further showcased practical solutions for reducing pollution and promoting cleaner mobility. Together, these efforts highlight how strong municipal leadership, community participation, and technical support can come together to create lasting change.



CELEBRATING THE SPIRIT OF SPORTS:

BUILDING FUTURES THROUGH THE ANNUAL SPORTS MEET IN NIRSA

Every January, the Annual Sports Meet in Nirsa marks more than just a calendar event—it celebrates discipline, resilience, and the collective journey of young athletes who choose the field over limitations. Supported by Maithon Power Limited (MPL) and Tata Power Community Development Trust (TPCDT), and implemented by FINISH Society, this annual gathering reflects the deeper purpose of sports in rural youth development.

Sports are not only about competition or medals. They play a critical role in shaping character, building confidence, and nurturing leadership. In communities like Nirsa, where young people often face limited exposure and opportunities, structured sports programs offer a powerful alternative—one that channels energy into growth, teamwork, and self-belief. Sports teach youth how to handle pressure, respect rules, accept failure, and strive consistently—skills that extend far beyond the playground.

The Annual Sports Meet serves as a platform where months of training, discipline, and preparation come together. Athletes compete across multiple disciplines, testing not just physical strength but also mental endurance and strategic thinking. For many participants, this is their first experience of organised competition—standing on a field, wearing a team jersey, and performing with confidence in front of an audience. The meet reinforces a simple but powerful message: every child deserves a chance to perform, compete, and be recognised.

In Nirsa, FINISH Society, in collaboration with MPL and TPCDT, has been working consistently to make this vision a reality.

The initiative focuses on developing sports infrastructure, identifying and nurturing talent, and providing regular coaching across multiple disciplines. Training grounds have become safe, inclusive spaces where children and youth—especially from underprivileged backgrounds—can practice, learn, and grow. Equal emphasis is placed on participation, consistency, and discipline, ensuring that sports become a way of life rather than a one-time activity.

Beyond physical fitness, the program contributes to social transformation. It encourages youth to move away from unhealthy habits, reduces screen dependency, and builds a sense of purpose and belonging. Families and communities gradually begin to see sports as a pathway to confidence, education, and even livelihoods, rather than just recreation.

The January Annual Sports Meet symbolises the progress made so far—and the journey ahead. It is a reminder that champions are not created in a day, but through sustained effort, guidance, and opportunity. As FINISH Society continues to work alongside MPL and TPCDT, the goal remains clear: to empower rural youth through sports, nurture potential at the grassroots, and create pathways where dreams can move from local fields to larger arenas—with dignity, discipline, and hope.



Last month, an article published in Lokmat Times drew widespread attention to Guntur—not through statistics or announcements, but through a deeply human story that reflected years of silent transformation. The feature highlighted how everyday sanitation work, when supported by the right systems and partnerships, can build dignity, resilience, and lasting urban change. At the heart of this story lies the collective impact of a project being implemented by FINISH Society with the support of ITC Mission Sunehara Kal.

Two decades ago, waste management in Guntur was largely unstructured. Mixed waste, overflowing carts, and informal practices defined the daily reality of sanitation workers. Over the years, however, the city has undergone a steady yet powerful shift. Today, Guntur stands more aware, more accountable, and more committed to cleanliness—and this transformation has been shaped through consistent community engagement and system strengthening.

The FINISH Society–ITC Mission Sunehara Kal partnership has played a key role in this journey by focusing on source segregation, decentralised composting, and behaviour change. Households now segregate wet and dry waste as a routine practice. Organic waste is composted at home or processed through cluster and community composting units, while clean dry waste moves efficiently to recyclers. This has reduced roadside dumping, eased pressure on landfills, and improved overall urban hygiene.

What makes this change significant is that it is not only technical—it is deeply human. Sanitation workers are no longer seen only as collectors of waste, but as educators, facilitators, and anchors of sustainable practices within communities. Through regular training, ward-level engagement, and city workshops, frontline workers have been equipped with knowledge, confidence, and a voice. Their lived practice—such as composting at home themselves—has strengthened trust and inspired households to follow suit.

The article also highlighted how improved coordination with the Guntur Municipal Corporation has enhanced accountability and responsiveness. Faster grievance redressal, better equipment support, and open dialogue have transformed daily challenges into a sense of partnership. This ecosystem approach—linking municipal systems, community participation, and worker empowerment—has become a defining feature of Guntur's sanitation model.

Recognition has followed. From cleanliness campaign commendations to district and state-level honours, these acknowledgements reflect the collective effort behind Guntur's progress. Yet, as the Lokmat Times article poignantly noted, the real reward lies beyond awards—in cleaner streets, healthier neighbourhoods, improved livelihoods, and the dignity of work restored.

By bringing this story to a national audience, Lokmat Times reminded us that sustainable urban transformation is built quietly, over time. As FINISH Society continues its work with ITC Mission Sunehara Kal in Guntur, the city stands as a powerful example of how people-centric sanitation systems can touch lives and build a legacy—one street, one household, and one cart at a time.



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Together For Tomorrow

Message from the FINISH Society to India

As we stand in February 2026, we reflect with gratitude on the journey so far and the collective strength that drives meaningful change. Building better communities and protecting our environment is a shared responsibility one that grows stronger with your support.

We invite you to walk alongside us, support grassroots action, and help create inclusive, sustainable solutions. Together, we can turn intent into impact and hope into lasting change.

Together
We Can!

TEAM FINISH SOCIETY

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