



Press Release

Sanitation at Heart: World Toilet Organization, the World Education Foundation join hands with Urban Development Ministry for Swachh Bharat Initiative

14th annual World Toilet Summit to be held in New Delhi in January 2015

New Delhi, 4th December, 2014: Swachh Bharat Abhiyan launched by Hon'ble Prime Minister Mr. Narendra Modi for making India a clean and hygienic country is receiving support from all quarters. **World Toilet Organization (WTO)**, a global non-profit committed to improving toilet and sanitation conditions worldwide, and **World Education Foundation** will be organizing the **14th annual World Toilet Summit** on 19th and 20th January, 2015 under the aegis of Ministry of Urban Development, Govt. of India. Showcraft Foundation is the strategic partner and key driver in bringing this global initiative to India.

The announcement of the summit was made at a press conference held in New Delhi by **Mr Shankar Aggarwal**, Secretary, Ministry of Urban Development and **Mr Lalitt Gattani**, Chief Creative Officer, Showcraft Foundation. **Mr Jack Sim, Founder**, World Toilet Organization, **Mr Anuraag Saxena**, CEO, Asia Pacific, World Education Foundation joined live via a video link.

To be organized at Vigyan Bhawan, the two day summit will witness participation from various stakeholders including government, Municipal Corporation, corporate and non-government organizations among others. The event will deliberate on various aspects related to sanitation including the way forward, the experiences in other countries and evolving technologies which can play a pivotal role in the area of sanitation and can help overcome the issue of open defecation, which is rampant in India.

Optimistic about the outcome of Swachh Bharat Mission, **Mr Shankar Aggarwal, Secretary, Ministry of Urban Development**, said, "Under the guidance of Hon'ble Prime Minister Mr. Narendra Modi, Government is determined to improve the sanitation and hygiene in the country and we are taking all possible steps for the same. We are confident together with organization such as World Toilet Organization and World Education Foundation, we will achieve our goal."

Speaking via video link, **Mr Jack Sim, Founder, World Toilet Organization** said, “With the current momentum addressing toilet infrastructure in India, it is crucial that we also address behavioural change so that people will be motivated to own and use a toilet as a lifestyle choice. Through World Toilet Summit India, we hope to mobilise partnerships to address India’s sanitation challenge, and end the practice of open defecation. We are excited to partner with the Government of India for the summit to address this critical issue.”

Mr. Jack Sim’s views were echoed by **Mr Anuraag Saxena, CEO, World Education Foundation**. Speaking on the occasion through video link, Mr Saxena said, “We have data on school-dropouts from across the globe.

It is now well-established that thousands of girls are dropping out when they hit puberty, largely because of a lack of toilets in their schools. We are unconsciously building in gender-inequality from an early age.”

Mr Lalitt Gattani, Chief Creative Officer, Showcraft Foundation said, “World Toilet Summit will help us create awareness at the grassroot level, build strategic alliance to start action on the ground and strengthen government commitment.”

During the summit, sessions on global best practices and the scope for public-private partnership for sanitation will also be organized. The impact that education may have on sanitation will be deliberated with focus on ways to make our schools a better place. It will also discuss low-cost solutions that might be helpful in mitigating the problems.

About World Toilet Organisation

Founded on 19 November 2001, World Toilet Organization (WTO) is a global non-profit committed to improving toilet and sanitation conditions worldwide. WTO empowers individuals through education, training and building local marketplace opportunities to advocate for clean and safe sanitation facilities in their communities. Breaking the silence on the sanitation crisis is at the heart of WTO’s efforts. WTO established World Toilet Day and the World Toilet Summit in 2001; this was followed by the World Toilet College in 2005. Through its initiatives, WTO continues to provide an international platform for toilet associations, governments, academic institutions, foundations, UN agencies and corporate stakeholders to exchange knowledge and leverage media and corporate support in an effort to promote sanitation and public health policies. On 24 July 2013, WTO achieved a key milestone for the global sanitation movement when 122 countries co-sponsored a UN resolution tabled by the Singapore government to designate 19 November, World Toilet Day as an official UN day. World Toilet Organization was granted consultative status with the United Nations Economic and Social Council in 2013. Website <http://worldtoilet.org/>

About the World Education Foundation

The World Education Foundation (<http://www.wefuk.org>) is a UK-based not for profit that enables improved learning-outcomes globally. WEF believes that schools are the incubators of our future. In line with this belief, WEF was founded to establish and promote the agenda for education in modern society. WEF is keenly supportive of, and partners with various global agencies like the United Nations Girls Education Initiative (UNGEI), Global Movement for Children, United Nations Academic Impact and The International Society for

Teacher Education. WEF believes that every child should have access to a safe and supportive learning environment, regardless of gender, socio-economic status or financial ability; and is proud to support the toilets-in-schools initiative of the Indian Government.

About The Showcraft Foundation

Showcraft Foundation is an alliance initiated by seasoned professionals from multiple sectors and Showcraft Production. With the capability to integrate sector specific information, we utilize the key information to add values, define & strengthen business, position and enhance alliance. We liaise with industry specific organizations & Government to initiate business networking verticals; CSR initiatives for woman empowerment, child education development, social environment exchange programs and manage them as turnkey projects.

About World Toilet Summit

The World Toilet Summit (WTS) is a unique global platform that brings together sanitation stakeholders to share, learn and collaborate to address the global sanitation challenge. The annual summit is jointly organized by a host government and local organizer, and the World Toilet Organization and involves policy makers, toilet associations, non-profit and for-profit entities and private sector stakeholders in the sanitation sector. WTS was established in 2001 and to date has been hosted in 12 cities. Each summit aims to address issues of toilets and sanitation including: technology, design and maintenance, finance models, social entrepreneurship, capacity building and other related topics. This event creates massive media coverage, interest and momentum for the sanitation movement. WTS is the only global sanitation summit that straddles urban and rural sanitation.

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