



WORLD TOILET SUMMIT INDIA: COMMITMENTS

World Toilet Summit saw the coming together of various stakeholders pledging their contributions towards a Swachh Bharat (clean India). Here is a snapshot of commitments made by corporates, government, multilateral-agencies and NGOs.

(Listed in Alphabetical Order)

American Standard Brands: Through its Flush for Good campaign, American Standard commits to provide improved sanitation to 20 million people by the year 2020 to help reduce disease and save lives in developing countries around the world.

Ashwas Public Amenities Kerala: committed to providing wayside amenities for travellers, especially women and tourists. They will provide 100 units of latrines in 2015 along important road routes and city centres.

Centre for Advocacy and Research (CFAR): CFAR is working in advocacy, and creating awareness about sanitation behaviours. They are working with women's groups to build their capacity to negotiate on sanitation issues. Under Swachh Bharat they are starting a campaign: "We are ready, are you ready?"

Charities Aid Foundation: CAF India has launched a campaign called 'Right to Sanitation' to seek support and funds to build toilets across India and promote hygiene awareness. They are also an implementation partner for the next five years for a nationwide sanitation campaign called Banega Swachh India, launched by NDTV in partnership with Reckitt Benckiser (RB).

Delhi Urban Centre Improvement Board: will continue its work to build community toilets in the slums of Delhi, and create night shelters for Delhi's homeless population.

eKutir: Committed to build 20,000 toilets in Orissa, Maharashtra, Uttar Pradesh and MP.

FICCI-DRDO: FICCI DRDO ATAC program supports bio-digester technology to provide sanitation solutions and create social impact. Partnering with industry, diaspora GOPIO, religious institutions, and NGOs. The Hon'ble Defence Minister of India has announced the removal of royalty fee for DRDO toilet technologies.

FINISH Society: Committed to making villages open defecation free (ODF), one village at a time. Their strategy is to select limited number of villages and concentrate on providing toilets until the entire village is ODF, with a target of constructing toilets in 120,000 household toilets and 250 schools in 2015.

Gramalaya: Gramalaya plans to commit 10 million toilets in India in 10 priority states by 2019. Gramalaya will impact on 50 million lives in India through the Big Clean Up India project in partnership with water.org UNICEF, PRIs, CAF and Arghyam.

Jagran Prakashan Limited (JPL): JPL, one of India's leading media groups, with an audience of 69 million readers, has committed to promoting sanitation awareness through its Swachh Bharat - Swasth Bharat campaign - running at least 1 sanitation-related message every day. They are also working extensively in Bihar on toilet construction, and looking to expand.



Kimberly-Clark Corporation: Kimberly-Clark Corporation who led a behavioural change panel at the summit has committed to working with World Toilet Organization on a behaviour change public awareness campaign to address open defecation in India.

MART: committed to provide sanitation through the following strategies: 1) All for Sanitation - get everyone to focus on sanitation. 2) Provision of sanitation based on business model, not grant or donor driven. 3) Motivated by felt need of women and children through a community co-creation approach.

Observer Research Foundation Mumbai: committed to making electoral ward 92 (covering Santacruz suburb) zero garbage. The project is being implemented through partner organisation Triratna Prerana Mandal, a slum-based organisation in the ward, for maximum decentralised solid waste management, establishing recycler linkages and considerably reduce the trash from reaching the municipal landfills.

Pee Provider: will provide free listing of public and away-from-home toilets on its app.

Reckitt Benckiser (RB): committed to contribute 10 million pounds until 2019 to work in six key states, driving behavioural change and habits through a prevent/promote/treat initiative with a focus on eradicating diarrhoea.

Religious Leaders: The **Diwan Saheb of Ajmer Sharif** has donated land adjacent to the Dargah to be used for building toilets, and **HH Swami Chidanand Saraswati** has committed to building toilets on the land.

Rotary E Club Mumbai: is providing water and sanitation to villages in Maharashtra tribal villages. They are adopting tribal villages where some were going 2-3 km to collect water, digging wells, pipelines and toilets, and involving villagers in the construction work. These projects will be continuing for 4-5 years.

Societal Upliftment Initiative Trust (SUIT): committed to creating school sanitation awareness within communities, currently in two states - Uttar Pradesh and Bihar. They will recruit 500 children as toilet ambassadors to carry the message of proper sanitation in order to reach out to 5,000 households - using children as an agent for change.

Suvida Bio Foundation: Suvida Bio Foundation will aim to adopt schools and community areas in NCR of Delhi for promoting awareness and use of bio toilets. We hope to adopt villages and provide a cost-effective, sustainable and eco-friendly solution.

UN-Habitat: has made the following commitments for the Swachh Bharat mission:
1. 1,000 schools in India in 2015 with separate toilets for girls and boys using CSR funds.
2. Advocacy and behavioural change in three states of India: Uttarakhand, Madhya Pradesh and Andhra Pradesh (as agreed with the Indian Ministry of Urban Development).

UNILEVER: Commitment to sanitation: to help 25 million people gain access to a toilet by 2020.