



Press Release

Ministry & Corporate Join Hands at World Toilet Summit to Make India Clean & Hygienic Country

- *Summit witnessed commitments from both corporate and government*
- *Participants included Ministers, Govt. Officials, NGOs, Religious leaders and Corporate*

New Delhi, 21st January, 2015: The 14th edition of the World Toilet Summit over the past two days has been a game changer in the government's quest for making the country clean and hygienic. A glimpse of the outcomes of the summit came from an announcement made by **Mr. Devendra Chaudhary, Special Secretary, Ministry of Power** while addressing the summit on the concluding day, 20th January 2015 at Vigyan Bhawan, when he announced that **the Ministry of Power will construct around 1 lakh toilets in close to 60,000 government schools spread across the country.**

In his address, Mr. Chaudhary also stressed the need to think of business and commercial solutions for not only building toilets, but also maintaining them. He was speaking at the inaugural session of the day titled **'Swachh Bharat and Swachh Vidyalaya'**. **Senior BJP leader and renowned economist Mr. Subramaniam Swamy** was also one of the panellists during the session. In his address, he called upon the private sector to make a collective effort towards a cultural shift in partnership with government.

During the second day of the summit, various sessions on **'Dignity for Girls/ Women through sanitation - Access; Behavioural change and empowerment; Low cost solutions: Best practices; Implementing innovation solutions to better sanitation and Sanitation from a privilege to a Right'** were held wherein eminent people including DRDO (Director) Mr. S Radhakrishnan, and Mr. Sandeep Sethi, Education Officer, Central Board of Secondary Education participated. The summit also witnessed the participation of various NGOs including World Bank, USAID, World Toilet Organization, BRAC, CLTS, Water.org, WaterAid, Aqua for All, Sulabh International, the Bill & Melinda Gates Foundation, WASTE, and FINISH Society among others. Representatives from the private sector included Reckitt Benckiser, Hindustan Unilever Limited, Kimberly-Clark Corporation and American Standard Brands.

Commenting on the outcomes of **World Toilet Summit, Mr. Jack Sim, Founder, World Toilet Organisation said**, "We have come together in the mood of collaboration at a historic moment, to support Prime Minister Modi's vision to end the sanitation crisis in India, and had phenomenal commitments from religious leaders from many faiths, government ministers, non-profits, and the private sector. I want everyone to have a vision of an India where people want to use the toilet - a vision of clean, beautiful, safe and enjoyable toilets for all. Through collaboration and effective coordination this vision can become a reality."

Adding to Jack Sim's views, **Mr. Anurag Saxena, CEO, Asia Pacific, World Education Foundation** said, "We are overwhelmed by the overall response at the summit. Every section of our society - people, NGOs, and corporates will have to play a big role in the success of the Swachh Bharat mission, and perhaps the most important role will be that of students, and schools administration in the whole process."

Lalitt Gattani, Chief Creative Officer, Showcraft Productions said, "I am very thankful to various departments of Government of India for extending their support and participating in full force in the 14th World toilet summit. I am personally very thankful to our religious leaders for showing the way and



demonstrating the true secular fabric of our society, and this will surely start a new beginning in building a Swachh Bharat, a thought initiated by PM Modi which is all set to become a reality."

Mr. Rajiv Chandra, Senior Vice President - Global Category Officer - Hygiene, RB plc, spoke of the need for effective measurement: "We need to match the enthusiasm of our collective intentions with equal rigour in transparency and accountability in implementation. But because it is a once-in-a-generation opportunity, we must stretch to meet the challenge even if it is uncomfortable or unfamiliar. To address this, we recommend forming a council of experts who will join hands to derive a mechanism for timely tracking the progress of the efforts towards our nationwide campaign - Dettol Banega Swachh India."

Participating in a session titled Behavioural Change and Empowerment, **Ben Johnson, Global Intimate Care Senior Brand Manager from Kimberly-Clark Corporation** said, "A common theme we've heard throughout the summit is that solving the sanitation crisis is a major undertaking and will require commitment, creativity and innovation from around the world to not only build toilets, but to inspire a behavior change revolution. The summit has enabled government representatives, NGOs and the private sector to continue building much-needed relationships and challenge each other to think beyond what's been done in the past so that our collective impact will be greater and more meaningful."

One of the key features of the 2-day summit was the commitments made by NGOs, corporates and even the religious leaders. And as a mark of true religious bonhomie, **HH Swami Chidanand Saraswatiji Maharaj and Jaan Syed Zainul Abedin Ali Khan, Dewan Saheb, Ajmer Sharif** joined hands for the noble cause of sanitation. Dewan Saheb announced donating his personal land adjacent to the Dargah for building a toilet block, while HH Swami Chidanand Saraswatiji Maharaj committed the entire expense for building the same.

Among the corporate commitments, **Reckitt Benckiser** 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. **Kimberly-Clark Corporation and Thompson Social, JWT** have committed to working with World Toilet Organization on a behaviour change and public awareness campaign to address open defecation in India. **Hindustan Unilever Ltd.** committed to help 25 million people gain access to a toilet by 2020. Similarly through its Flush for Good campaign, **American Standard** has committed to providing improved sanitation to 20 million people by the year 2020. Several other commitments were also made by various corporates.

"At HUL, we believe that universal access to WASH is fundamental to eradicating poverty and enabling inclusive, sustainable economic development. We are proud to have supported the World Toilet Summit which was a great opportunity to bring together government, civil society and the private sector to discuss challenges around sanitation and WASH, and plan how we can all progress Prime Minister Modi's Swachh Bharat Abhiyan," **said Ms. Priya Nair, Executive Director - Home Care, Hindustan Unilever Limited.**

"The sanitation crisis in India is multifaceted with social, economic, behavioral, and logistical challenges. Where companies like American Standard can play a role is in providing affordable, aspirational toilet products that people really want to own and use because it makes everyday life a little better. There is a big gap in this product space, and a lot of excitement at this World Toilet Summit around taking action to improve the situation," said sanitation expert **Dr. Jim McHale of American Standard Brands.**

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 organised by a host government and local organiser, 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. www.wtsindia.com

About World Toilet Organization

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; 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. In 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.

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