

# SKILLS 2015

## 3<sup>rd</sup> International Conference

on Life Skills & Livelihood Skills - Realizing and Sustaining Clean India

2015 NOVEMBER 19 - 20  
ni-msme, HYDERABAD

### CONFERENCE REPORT

Dirt attracts illness and the poor man suffers, due to which work days are lost and monetarily too. I invite your participation in the drive to clean India.

- Prime Minister Shri. Narendra Modi

Conference Hosts:



In cooperation with:



2.5 billion people –or 1 in 3- lack access to improved sanitation; 1 billion still practice open defecation. More people have a mobile phone than a toilet in India. Every minute a child dies from a water-related disease.

- World Health Organization and UNICEF Joint Monitoring Program (JMP) 2014



एक कदम स्वच्छता की ओर

The country needs to build 111.11 million individual household toilets and 1,14,315 community sanitation complexes to achieve Swachh Bharat by 2019.

- Sujay Mojumdar, Director, Ministry of Drinking Water and Sanitation, Government of India

# Conference Acknowledgments

SKILLS2015 is the third in a series of Life Skills and Livelihood Skills International conferences aimed at developing the skills of rural and unorganized people of India.

The theme, Realizing and Sustaining Clean India, was chosen to support the bold call from Indian Prime Minister Narendra Modi for Swachh Bharat. He recognized that India's promising future rests directly on the concerted and sustained action needed to achieve modern sanitation facilities for the entire country. The country's situation of open defecation by three-quarters of a billion people is the fundamental inhibitor for rural health, education and sustainable economic growth.

New sanitation practices are difficult to learn and practice for people who have accepted open defecation for thousands of years. As such, the conference was conceived and dedicated to the social and cultural skills challenge associated with a Clean India. SKILLS2015 took place on November 19-20, 2015 (coinciding with World Toilet Day) at the National Institute for Micro, Small and Medium Enterprises (ni-msme), Hyderabad. The Conference was supported by a variety of Indian and international government agencies, businesses, academic institutions, NGOs and individuals. Some 274 participants and 33

presenters representing a wide spectrum of regulatory, academic, industrial and other sectors of life across India and overseas gathered at the conference to learn, debate and re-dedicate themselves to this urgent endeavor.

More information about the conference is found on the conference website [www.skills2015.org](http://www.skills2015.org). One of the primary objectives of the conference was to raise public awareness of Clean India, and the results are also found on the conference website.

In order to achieve its purpose, a conference of this type requires years of planning and hundreds of hours of dedicated effort by a multitude of people across the world, working as a conference team. Excellent teamwork by volunteers, our sponsors and our Conference Committee, all contributed to the successful outcome of the conference. I thank them all and, at the risk of wearying them out, solicit their continuing support.

A Clean India is an essential pre-requisite for the social and economic development of India. Our efforts do not stop with the conference. A book providing a comprehensive look at the skills requirement for a Clean India is in preparation. So too is the work in preparing for our fourth conference, Skills 2017: Rural Empowerment for a Digital India, to be held on November 16-17, 2017, in Hyderabad.

**Dr. Richard W. Oliver**  
CEO, American Sentinel University  
Chair, Skills 2015  
Director, Life Skills and Livelihood Skills  
Denver, CO. USA

**Dr. Ravi K Reddy**  
Director, Life Skills and Livelihood Skills  
Member, Organizing Committee - SKILLS2015  
Secretary – REEDS  
Hyderabad, India

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## A Call to Action for Swachh Bharat...



### CONFERENCE INAUGURATION (from left)

Dr. K.S. Jawahar Reddy, IAS  
Principal Secretary to Government,  
Panchyati Raj & R W S, Andhra Pradesh

Mr. Konda Vishweshwar Reddy  
Member of Parliament  
Chevella Constituency, Telangana, India

Mr. G Vinod  
Former Minister for Labour & Employment  
Government of Andhra Pradesh.

Mr. Bandaru Dattatreya  
Minister for Labour and Employment Government  
of India

Dr. Kodela Siva Prasad Rao  
Speaker - Andhra Pradesh Legislative Assembly,  
Convener for Swachh Andhra Pradesh at the  
inaugural ceremony.

"The need is critical, the solution is clear, the goal is unequivocal, and the time is now! But success will remain a mirage, off far into the future, unless bold, coordinated action by governments, business and community organizations begins to seize the initiative to make Clean India the number one public issue for the next four years. It is the world's biggest healthcare challenge, but like many such monumental challenges in history, it can be solved. The triumph of the human spirit has demonstrated itself again and again, where there is the will, imagination and drive to accomplish the seemingly impossible.

The challenge of a Clean India goes well beyond merely providing money for sanitation infrastructure. For people accustomed and acculturated for centuries to open defecation, the mere presence of modern sanitation facilities are unlikely to be enough to sustain change. Sanitation skills, acquired in industrialized societies over

generations, are taken for granted. Not so in parts of the world, such as India, where the relationship between hygiene, disease, malnutrition, and even death, are not well known.

Skills2015 provided an invaluable guide to begin today to achieve a Clean India by October 2, 2019."

-Dr. Richard W. Oliver, Chair, Skills 2015

### ...and a generous response!

In addition to sharing of a wealth of knowledge from the participants and speakers at Skill2015, a number of organizations and individuals made generous contributions.

- Charlton Brown, a leading Australian community care training provider will sponsor a master trainer for REEDS & LSLSI Sanitation & Hygiene awareness programs for a

period of 6 months.

- The Foundation of Goodness, a Sri Lankan, an NGO working to uplift the lives of rural communities in Sri Lanka, provide financial support for construction of toilets.
- Vijay K Sastry, a CPA from Canada, will establish a Canadian network for fundraising to support REEDS & LSLSI activities in Sanitation & Hygiene.
- ASV Resources, a premier professional training

organization involved in skilling construction workers in cooperation with the Government of Singapore, is partnering with REEDS & LSLSI to develop sanitation skills sets and construct toilets.

- A crowd sourcing effort to support the conference, organized by Laura Coholan, a graduate student at University of Southern California, raised more than \$US 5K from individuals in Canada and the US.



Dignitaries @ Conference Exhibition

# Introduction

## Life Skills and Livelihood Skills- Realizing and Sustaining a Clean India 19-20 November 2015, Hyderabad, India Coinciding with World Toilet Day, United Nations, November 19, 2015

SKILLS2015 is the third in the series of conferences on Life Skills and Livelihood Skills, an initiative by Rural Economic and Educational Society (REEDS), and Life Skills and Livelihood Skills - International (LSLSI) both not-for-profit organizations that undertake programs relating to improving the quality of life in rural India.

With a view to bring in diverse stakeholders together to deliberate on the challenges and possible solutions in the critical area of skills development for a Clean India, the two-day event was organized in collaboration with the Department of Panchayati Raj and Rural Water Supply, Government of Andhra Pradesh, the National Institute of Micro, small and Medium enterprises (ni-msme), Government of India and UNICEF.

An international Advisory Committee supported the conference and a number of national and international institutions cooperated and lent support for the conference.

The conference gathered professionals, academicians, government officials, and education and training providers in addition to students and trainees. In addition to India, conference participation included representatives from Australia, Canada, South Africa, Sri Lanka, UAE and USA.

This report contains brief descriptions of the intent, presentation summaries, names of presenters and specific recommendations from each of the four specific sessions of the conference. In some cases, due to travel and time considerations, some speakers designated for a topic on a specific session were unable to present during that session but delivered their presentation in another session. This conference summary, however, has included their important insights in the appropriate session to ensure the maximum value to readers seeking best practice suggestions for their own Clean India initiatives.

The present pace of sanitation progress (from 2001 to 2011) in India is one percent. At this rate, universal sanitation will be achieved only by 2081!

- Santha Sheela Nair, Tamil Nadu Planning Board - 16 February 2015



# Inaugural Session



## CONFERENCE INAUGURAL SESSION (from left)

Dr. K.S. Jawahar Reddy, IAS  
Principal Secretary to Government,  
Panchyati Raj & R W S, Andhra Pradesh  
Konda Vishweshwar Reddy  
Member of Parliament  
Chevella Constituency, Telangana, India  
Dr. Richard Oliver  
Founder & CEO, American Sentinel University, USA.  
Bandaru Dattatreya  
Minister for Labour and Employment Government  
of India.  
Dr. Kodela Siva Prasad Rao  
Speaker - Andhra Pradesh Legislative Assembly,  
Convener for Swachh Andhra Pradesh at the  
inaugural ceremony.  
Ruth Lascano Leano  
Chief, UNICEF Field Office for Andhra Pradesh,  
Telangana and Karnataka.  
Dr. S K Hajela  
Chairman, ITU Foundation.

The Inaugural session introduced the importance, scope and commitment to Swachh Bharat and the Skills2015 conference theme by national and state governments, and international agencies such as UNICEF. Each speaker added immeasurably to the conference by describing their respective activities and commitments to the mission of a Clean India. The speakers included:

Bandaru Dattatreya  
Minister for Labour and Employment, Government of India

Konda Vishweshwar Reddy  
Member of Parliament, Chevella Constituency, Telangana

Dr. Kodela Siva Prasad Rao  
Speaker - Andhra Pradesh Legislative Assembly, Convener  
for Swachh Andhra Pradesh.

Ruth Lascano Leano  
Chief, UNICEF Field Office for Andhra Pradesh, Telangana &  
Karnataka.

Dr. K.S. Jawahar Reddy, IAS  
Principal Secretary to Government, Panchyati Raj & R W S,  
Andhra Pradesh.

## Major Themes

- Mahatma Gandhi believed that sanitation is more important than independence. Consequently, the Swachh Bharat Mission's goal is to achieve a Clean India by 2019, coincidence with the 150th anniversary of Gandhi ji's birth. Gandhi ji inspired others with the commitment of his personal time to keep India clean.
- The Government of India is embracing Gandhi ji's dream and called for Clean India Mission with participation by industry, NGOs, and requested every Indian to devote their 100 hours per year for cleanliness.
- The Clean India plan is to provide sanitation for 2,47,000 villages, at a cost of ₹ 62,000 Crores. Campaign to make



rural areas free of open defecation by 2019 is 1,34,000 Crores for constructing approximately 111.11 million toilets.

- Sanitation facilities for schools is of particular concern. In Bihar, for instance, of 70,673 schools, 17,869 are without girls' toilets and 19,422 without boys. The goals of Clean India included one toilet for girls and one for boys for at least every 20 students in every school.
- Clean India is focused on sanitation but also includes concerns about adequate supply of drinking water, bio-gas, garbage, solid and liquid waste, and even management of burial grounds. Hyderabad, a city of eight million, for example, has only half the drinking water it needs, so the state government has undertaken measures to correct that by next year and have a 24-hour water supply. The complexities in doing so included focusing on acquiring enough power (from other states) to ensure 24-hour power to the pumps for sanitation pipes, and the lack of maintenance over the past 60 years has led to contamination from sewer pipes into water pipes. India was once the largest producer of bio-gas but has fallen well behind other countries such as China. One of the problems is the lack of skills such as masonry to build bio-gas facilities, which the government is now addressing with the institution of apprenticeship programs.
- High death rates from water and air borne diseases, worm infections and crime are a consequence of open defecation.
- Redefining social, cultural norms and teaching sanitation and hygiene skills, particularly for children and young people is critical. Modern hygiene skills and practices must become the 'new normal'. Another serious concern is the dearth of fundamental research on all areas of sanitation.
- WASH (water, sanitation and hygiene) is a parliamentary and NGO initiative committed to construction, use and maintenance of toilets and other sanitation programs such as the construction of bio-gas facilities.
- Investments in sanitary infrastructure, skill development and bio-gas production would not only solve many of the problems called for in the Clean India programs but have a positive impact on employment and the economy. India could create enough bio-gas to reduce its energy imports, fuel every vehicle, and create rural employment.
- India's sanitation problem is complex and requires global and community partnerships and cooperation and the commitment of national, state and local governments to solve the sanitation and related problems. Special consideration must be paid to the special needs of women, children and the elderly.

Poor sanitation costs 6% of the India economy.  
- World Health Organization



## Session 1: Clean India: The Socio-Economic Imperative



CONFERENCE Socio-Economic Imperative session  
(from left)

Dan Coholan  
Vice Chair, Royal Bank of Canada, Canada.

Kushil Gunasekera  
Founder, Foundation of Goodness, Sri Lanka

Prof. Shekar Babu  
Chairman of International Programs, AMRITA  
University, Bangalore Campus, India.

A critical imperative in meeting India's global economic goals is the success of the Clean India program. Support from corporate philanthropy is gaining traction in India for Clean India. Speakers noted that spending by Indian companies on Corporate Social Responsibility (CSR) activities is estimated to grow further by more than four times to \$US 2.5 billion (over ₹ 150 billion) a year as corporate social responsibility became mandatory under the new Companies Act, 2013. This session provided an overview into CSR concepts, trends, key drivers that can contribute to realizing Clean India Mission; share new thinking, global standards and good practices and real life examples; challenges involved in making CSR investments genuinely impactful in the long run. Two case studies were presented: the Royal Bank of Canada Corporate Citizenship Strategy; and a presentation of successful program for knowledge, skills and training in Sri Lanka. A student group researching CSR as part of the MBA program presented their

initial research findings.

### Panel

Dan Coholan,  
Vice Chair, Royal Bank of Canada, Canada.

Prof. Shekar Babu,  
Chairman of International Programs, AMRITA University,  
Bangalore Campus, India.

Bhargav Avinash, Doraswami.H, Parimi Mastan Rao, Snehal.  
R, Tejaswi Kayala, Uppuluri Supriya,  
MBA students Amrita School of Business, Bangalore.

Kushil Gunasekera,  
Founder, Foundation of Goodness, Sri Lanka.

## Observations & Recommendations:

1. CSR is a fundamental imperative of doing business, as a healthy community is critical to corporate success, and should not be thought of as 'charity'.
2. Business priorities expanding to 3Ps: People, Planet with Profit.
3. CSR programs work best when strategically focused on a limited set of goals and initiatives.
4. CSR programs work best when there is engagement with a few key NGOs with good records of success.
5. CSR programs work best when there is not only community engagement but extensive employee engagement as well, with financial and time-off support by the employer.
6. CSR programs should be measured by their social, economic and environment impact.
7. As study of 6 company CSR programs focused on skills on literacy and job ready skills such as those for fishing, nursing as well as general education and the provision of employment opportunities.
8. Digital media, video and ICT can be powerful tools for educating children about sanitation and hygiene, especially when combined with demonstration activities. Activity alone was useful for educating adults.

A review of rural water system sustainability in eight countries in Africa, South Asia and Central American found an average project failure rate of 20-40 percent.

- Lockwood, Harold and Stef Smits (2011)



Conference Executive Team

## Session 2: Clean India: Extension Services For Sanitation



### Panelists of extension services for sanitation (from left)

Prof. Hemnath Rao H  
Formerly Dean of Management Programmes,  
Administrative Staff College of India (ASCI).

Prof. S. Venku Reddy  
Agricultural Extension Specialist,  
Founder: SVFD, Hyderabad.

Dr. V.V.Sadamate  
Agriculture Convergence Expert,  
World Bank.

Prof. Beena Chintalapuri  
Faculty In Charge, Counsellor Training Center,  
Osmania University.

Dr. Surya Mani  
Director, Extension Education Institute, Hyderabad.

The focus of the session was to discuss the need for more professional approach to realising the vision of 'Clean India' (Swachh Bharat Mission [SBM]). Towards this, the panel considered the merits and contribution of the Agricultural Extension System in the country as a template for formulating a sanitation extension service that can serve as a vehicle for transfer of sanitation models, technologies and practices to the household in both rural and urban communities.

### Panel

Dr. V.V.Sadamate,  
Agriculture Convergence Expert, World Bank, India.

Prof. S. Venku Reddy,  
Agricultural Extension Specialist, Founder: SVFD,  
Hyderabad, India

Prof. Beena Chintalapuri,  
Faculty In Charge, Counselor Training Center, Osmania  
University, India

Dr. Surya Mani, Director,  
Extension Education Institute, Hyderabad, India.

Prof. Hemnath Rao H,  
Formerly Dean of Management Programmes, Administrative  
Staff College of India (ASCI).

### Observations & Recommendations:

1. The panel recognized that the magnitude of the sanitation challenge demands the need for a dedicated extension arm for the mission to percolate down to the target households and communities. One option would be to leverage the existing extension machinery available with departments like agriculture, health and cooperation and the other could be to develop a national



sanitation extension service ab initio.

2. An immediate beginning can be made by orienting the existing development functionaries serving in various departments and institutions like Panchayati Raj Institutions, Urban Local Bodies, Cooperatives, Village Water Sanitation Committees etc, on SBM and its objectives and targets. There is also a strong need for capacity building and enhancing the technical competence of SBM personnel at various levels.
3. IEC program may be more broad based in content and delivery to incorporate issues of health and hygiene for all age groups, vulnerable communities and geographies. This would help bring about behavioral modifications and attitudinal changes. Innovative

instructional design models, extension methods and ICT technologies may be leveraged in the process.

4. A pilot project covering as above may be implemented in selected villages in identified blocks to begin with Andhra Pradesh and Telangana supported by governments – State/Central along with national and international agencies.
5. To achieve the above and to integrate sanitation issues with educational curriculum including the design and delivery of certified courses for grooming sanitation professionals, an apex Sanitation & Hygiene Training and Development Institute (SHTDI) is recommended. Options such as Public Private Partnerships and international sponsorships may be explored.

Improved sanitation facilities are estimated to result in an average reduction in cases of diarrhea by approximately 28%.

- Tropical Medicine and International Health, 2014



## Session 3: Related Critical Activities



Panelists of Related Critical Activities (from left)

Prof. Jaya Indiresan  
Educationist & Social Researcher, India.

Sidharth Singh Mehta  
Former Managing Director, Haryana State Export & Small Industries Development Corporation.

Dr. CB Prakash  
Environmental Consultant, Canada.

Koutha Venkata Sai Sri Harika, Mantha Jaya Vardhani, Shruthi. S, MBA students Amrita School of Business, Bangalore.

In addition to sanitation and hygiene skills training, several related issues including clean air and water were addressed at the conference.

### Panel

Prof. Jaya Indiresan,  
Educationist & Social Researcher, India.

Sidharth Singh Mehta  
Former Managing Director, Haryana State Export & Small Industries Development Corporation.

Dr. CB Prakash  
Environmental Consultant, Canada.

Koutha Venkata Sai Sri Harika, Mantha Jaya Vardhani, Shruthi. S, MBA students Amrita School of Business, Bangalore.

### Observations & Recommendations:

1. As part of Clean India, urgent consideration should be given to improving the air quality in such Indian cities as Delhi, where the air quality has approached dangerous levels.
2. Finding ways to make Clean India profitable for entrepreneurs is an excellent way to ensure project completions and sustainability.
3. Children are excellent 'triggers' for ensuring hygiene changes.
4. Trust by the village is an essential ingredient for change agents undertaking hygiene training.
5. The use of competitions among children in groups is an effective means to generate participation.

## Session 4. Skills for Success



### Panelists of Skills for Success session

Harrikrishna A. Narismulu  
Head, Hire Intelligence.

Peter Linford  
Chief Executive Officer, OGM Technical Institute, Australia.

Petrina Fraccaro  
General Manager and Vice President, Charlton Brown, Australia.

Raymond Rampersad  
Head: Durban Solid Waste, Durban, Republic of South Africa.

This session focused on current and needed skills for the wide-spread adoption of healthy sanitation practices. The speakers shared the best training practices, innovation and technologies to build skills and capacities; appropriate scalable skill development models; and diffusion of healthy practices in an expeditious and equitable manner to achieve national sanitation targets.

### Panel

Raymond Rampersad,  
Head: Durban Solid Waste, Durban, Republic of South Africa.

Ravesh Haripersad Ramgobin,  
Chief Executive Officer, Best-2-Recycle Durban, South Africa.

Mark Choonoo,  
Operations Manager, Best-2-Recycle, Durban, South Africa.

Peter Linford,  
Chief Executive Officer, OGM Technical Institute, Australia.

Petrina Fraccaro,  
Vice President, Charlton Brown, Australia.

Harrikrishna A. Narismulu,  
Head, Hire Intelligence, South Africa.

### Observations & Recommendations:

1. International training must be contextualized locally in delivery and cost to achieve the huge volume based model.
2. Courses should be reverse matched to sanitation skills shortages ensuring employment opportunities.
3. Training should combine classroom training with "hands on" activities to produce genuine "work ready" graduates with quality accredited certifications.
4. Embed good hygiene and sanitation practices from an early age and prepare them for a better education and successful economic future.
5. Behavioral change can be accomplished through e-learning to students and community members.

## Special Session: Project Presentations



panelists of project presentation session  
(from left)

Aggi Ramulu  
President Sadarpur Village.

Katta Ramesh  
President Abburu Village Gram Panchyat.

RCM Reddy  
Managing Director & CEO, IL&FS Education & Technology.

Dr. Ravi K Reddy, Member of Conference Organizing Committee & Vikram MR, Chairman REEDS also present.

This session showcased important real-time best practices in making two of the villages open defecation free through committed community participation in a record time of 3 months. The panel also discussed the education and skills needed for sustainable sanitation. Observations and recommendations were made for appropriate scalable skill development models and diffusion of healthy practices in an expeditious and equitable manner.

### Panel

Ramesh Katta  
President Abburu Gram Panchyat, Guntur District of Andhra Pradesh.

Aggi Ramulu  
President Sadarpur Gram Panchyat, Karimnagar District of Telangana.

RCM Reddy  
Managing Director of IL&FS Education and Technology Services.

### Observations & Recommendations:

1. A systematic planning from identification of beneficiaries, mobilization of resources including eligible subsidies and adhering to the plan was the first step towards achieving open defecation free village.
2. Community involved at all levels creates ownership of the cause.
3. Creating awareness on the impact of good hygiene and sanitation practices on individual and environment, especially highlighting the issue of women's dignity, lead to lasting behavior change.
4. A combined bath/toilet room has been a key in sustaining the change.
5. Women and youth sanitation training and skills make them "Sanitation Technicians."
6. Such trained Sanitation Technicians should be linked with Panchayaties for construction and maintenance of sanitation facilities.



## Special Addresses



Panelists of special addresses session  
(from left)

Dr. Richard Oliver  
Founder & CEO, American Sentinel University, USA.

Prof. Jack Sim  
Founder, World Toilet Organization, Singapore.

Two presentations focused on sanitation from a global perspective. One called the need for sanitation infrastructure and skill training, the world's greatest healthcare challenge because of the global spread of diseases such as ebola and zika. Further, the development of a world class, sustainable economy in India was dependent upon the education and training, but that was dependent upon good health, which was in turn dependent on proper sanitation this, in turn, was dependent upon sanitation infrastructure, cultural norms and personal practices. The second presentation focused on the need to challenge and change those cultural norms and personal practices.

### Panel

Prof. Jack Sim (aka. Mr. Toilet),  
Founder, World Toilet Organization, Singapore.

Dr. Richard Oliver,  
Founder & CEO, American Sentinel University, USA.

### Observations & Recommendations:

1. Cultural norms and personal practices, particularly the reluctance to discuss personal hygiene practices, is a major roadblock in providing sanitation services around the globe.
2. A <sup>\*</sup>video, found at <https://www.youtube.com/watch?v=mmDtw4npb1g> provides a humorous but insightful look at personal hygiene practices and the need for change.
3. To the conference themes of "change, commitment, collaboration and culture," should be added the additional ideas of "complexity and children".
4. The idea of making sanitation practices profitable would ensure their success; it was referred to as "wealth from waste."

\* <https://www.youtube.com/watch?v=mmDtw4npb1g>

5. A further critical component of success in sanitation skills development, is to recognize the special role of women as the motivating factor in the identification of problems and their critical role in solving the skills challenge.
6. The achievement of a Clean India will take: personal dedication (perhaps promoting actions like a 'birthday toilet'; professional advice (suggested the development

of a best practice book); private sector commitment through CSR and financial support for hygiene materials in the schools; and the exercise of political will, with Private Public Partnerships.

7. The goal for India should be no less than: 'share of brains'; and innovation, with economic, social, moral and cultural leadership.

82 % of those who lack access to improved water live in rural areas.

- World Health Organization & UNICEF Joint Monitoring Program, 2014



Students from Amrita School of Business.



Session of Conference Attendees.

# Valedictory



## Valedictory addresses (from left)

Prof. Satish Kumar Manocha  
Dr. Ravi K Reddy  
G. Vinod  
B. Kalyan Chakravarthy, IAS  
Dr. Richard W. Oliver  
M. Chandrasekar Reddy  
M. Ravindra Vikram

This session provided a summary of the key themes, observations and recommendations from the various sessions.

## Panel

M Chandrasekar Reddy,  
Director General, ni-msme, Hyderabad.

B. Kalyan Chakravarthy, IAS,  
Director General, Environment Protection Training & Research Institute.

Prof. Satish Kumar Manocha,  
Former Chairman and Managing Director, ITI Ltd, Bangalore.

G. Vinod,  
Former Minister for Labour & Employment Government of Andhra Pradesh.

## Major Themes

- Realizing and sustaining the Swachh Bharat Mission objects requires a systematic approach to defining, designing and monitoring adherence systems for programs instituted.
- Continuous dissemination of sanitation related best practices, education and skills are essential in addressing the massive sanitation challenge and realizing sanitation goals.
- As a Sustainable Development Goal, Sanitation & Hygiene is critical for the development of not only India but for the world. Open defecation is a huge problem the country facing leading to severe health issues.
- India is responding in a very strong way in meeting the Swachh Bharat challenge.

- A critical issue in addition to building toilets merely as a matter of numbers and targets, a change in behavioral attitude toward personal hygiene practices must be emphasized. Technology and design of the sanitation facilities also plays critical role in the behavioral attitude change.
- Historical thinking of cleaning is the job of certain communities that were lower in social order requires

change to the belief that sanitation is everybody's responsibility.

- Sanitation should be viewed as business opportunity.
- Sanitation and safe drinking water is a fundamental right, and for this right to be realized, a collective and collaborative effort from all stakeholders is required.

## Conference Committees

### Organizing Committee

Dr. Richard W. Oliver, USA  
Chairman, CEO, American Sentinel University.

Dr. S K Hajela, India  
Chairman, ITU Foundation.

Prof. R Sadananda, Australia  
Adjunct Professor at Griffith University.

Dr. Ravi K Reddy, India  
Secretary, REEDS





# International Advisory Committee

Prof. Abdul Sattar, Australia  
Griffith University.

Prof. Ahmed C Bawa, South Africa  
Vice-Chancellor, Durban University of Technology.

Prof. Amitabh Mattoo, Australia  
Director, Australia India Institute.

Dr. Anila Sadananda, Australia  
Education Consultant.

Dr. Chandra Shekara, India  
Director (Agricultural Extension), MANAGE.

Deodhar PS, India  
Chairman, APLAB Group.

Prof. Goyal NK, India  
President CMAI Association of India.

Harrikrishna A Narismulu, South Africa  
Director, Hire Intelligence.

Prof. Hemnath Rao H, India  
Director, Stratlead International.

Prof. Jaya Indiresan, India  
Educationist, Trainer & Researcher.

Kay Ganley, Australia  
CEO, Charlton Brown.

Kushil Gunasekera, Sri Lanka  
Founder, Foundation of Goodness.

Peter Linford, Australia  
Director, OGM Technical Institute.

Prof. Pradeep Khanna, Australia

Director, Global Mindset.

Prof. Prakash CB, Canada  
Environmental Consultant.

Dr. Sadamate VV, India  
Agriculture Convergence Expert.

Salathiel R Nalli, India  
Water, Sanitation and Hygiene Officer, UNICEF.

Sampath Kumar Karra, UAE  
Managing Director, ACE Infrastructure.

Dr. Sanjeev Nayan, India  
Head: Production & QM at Limagrain Group, France.

Prof. Satish Kumar Manocha, India  
Former Chairman and Managing Director, ITI Ltd.

Dr. Shantha Sinha, India  
Former National Commission for Protection of Child Rights.

Sharada Prasad, IAS (Retd.) India  
Former DGE&T, Government of India.

Shashi Bhushan Kumar, IAS, India  
Secretary, Water Resources Department, Govt. of A.P.

Prof. Shekar Babu, India  
AMRITA University.

Dr. Sourav Kundu, Japan  
Chairman, Knowledge Solutions Group Inc.

Sridhar DLV, India  
Director, STC Corporation.

Srinivasa Rao S, India  
Former Managing Director of APITCO.

Suresh Kumar, IAS (Retd.) India  
Former Principle Secretary, Government of Maharashtra.

Sue Freeman, Australia  
Director, Australian Retail College.

Dr. Surya Mani, India  
Director, Extension Education Institute.

V N Sastry, India  
Federation of Indian Micro and Small & Medium Enterprises.

Prof. Venku Reddy S, India  
Participatory Rural Development Initiatives Society.

Vijay Sastry Kotamarti, Canada  
Certified General Accountant.

Vikram Ravindra M, India  
Trustee, MV Foundation.

Vinod Gaddam, India  
Former Minister for Labour and Employment AP.

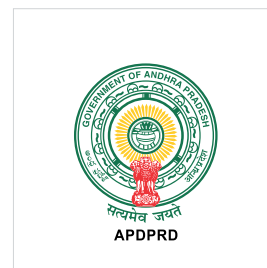
Virender M Trehan, India  
Chairman, Mekaster Group.

Prof. Young Soo You, South Korea  
Director, International Venture Network.

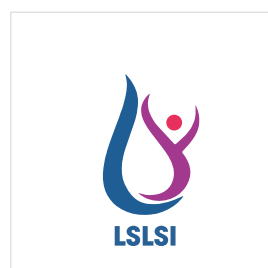
## Conference Hosts



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## Messages

एम. वेंकैया नायडु  
M. VENKAIAH NAIDU



सत्यमेव जयते



शहरी विकास,  
आवास और शहरी गरीबी उपशमन एवं  
संसदीय कार्य मंत्री  
भारत सरकार  
MINISTER OF URBAN DEVELOPMENT,  
HOUSING & URBAN POVERTY ALLEVIATION  
AND PARLIAMENTARY AFFAIRS  
GOVERNMENT OF INDIA

### MESSAGE

I am glad to learn that the 3<sup>rd</sup> International Conference, **SKILLS2015**, on Life Skills and Livelihood Skills – Realizing and Sustaining Clean India, is being organized on 19<sup>th</sup> – 20<sup>th</sup> November, 2015 at ni-msme, Hyderabad.

I am happy to note that a very apt theme – *Life Skills and Livelihood Skills for achieving and sustaining a Clean India* – has been chosen for the 3<sup>rd</sup> International Conference. The NDA Government's firm resolve to secure *Swachh Bharat* (Clean India) by October 2019 needs no emphasis. We all have been striving hard to realize the goal set by Hon<sup>ble</sup> Prime Minister of India.

I am also pleased to note that one of the chief objectives of the Conference is to provide impetus to the ongoing *Swachh Bharat Mission*. I hope the Conference provides a platform to the delegates to deliberate, reflect and exchange the ideas rooted in practice related to the skills, technologies, approaches and best practices necessary to realize and sustain Clean India.

I send my greetings and good wishes on the occasion. My compliments to the organizers for their efforts. I am sure the Conference will be great success and the outcome will be beneficial to all the stakeholders.

*M. Venkaiah Naidu*  
(M Venkaiah Naidu)

New Delhi, 17<sup>th</sup> November, 2015



OFFICE OF THE  
LORD MAYOR  
Brisbane

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Brisbane Qld 4001 Australia

19 October 2015

Dr Ravi K Reddy  
Secretary, REEDS  
Member, SKILLS2015 Conference Organizing Committee  
reddysrk@gmail.com

Dear Dr Reddy

Thank you for your letter of 3 October 2015 and kind invitation to attend the SKILLS2015 International Conference: 'Realizing and sustaining Clean India' from 19-20 November.

Unfortunately, due to prior commitments, I will be unable to attend this year's conference. I wish you all the best with the event and look forward to hearing of the positive outcomes that result.

It was a pleasure to see you again during the Business Mission to Hyderabad in 2014 and to witness the signing of the Memorandum of Understanding between REEDS and Charlton Brown. I sincerely hope that this Memorandum has been productive.

I also understand you received an honorary degree of Doctor of Letter from American Sentinel University in June for your efforts in rural development. Please accept my sincere congratulations for this achievement.

Thank you for contacting me. I look forward to working with you and your organisation again in the future.

Yours sincerely



Graham Quirk  
**LORD MAYOR**

Ref: LM05455-2015

**Ministry of Health  
and Long-Term Care**

Office of the Associate Minister

11<sup>th</sup> Floor, Hepburn Block  
80 Grosvenor Street  
Toronto ON M5G 2E5  
Tel. 416 327-4300  
Fax 416 325-3862  
[www.ontario.ca/health](http://www.ontario.ca/health)

**Ministère de la Santé  
et des Soins de longue durée**

Bureau de la ministre associée

Édifice Hepburn, 11<sup>e</sup> étage  
80, rue Grosvenor  
Toronto ON M5G 2E5  
Tél. 416 327-4300  
Téléc. 416 325-3862  
[www.ontario.ca/sante](http://www.ontario.ca/sante)



Dear SKILLS2015 Conference Participants,

Congratulations on your ongoing endeavours on the Swachh Bharat Abhiyan (Clean India) Campaign. I commend your work to develop skill levels, promote sustainable economies, and improve the quality of life for those living in rural India.

Conferences like **SKILLS2015** present a valuable platform for idea development and collaborative discussion from individuals and groups at the forefront of rural development efforts in India and around the world.

I wish you a successful and insightful conference. And I look forward to seeing these ideas and discussions become a reality in the years to come.

Thank you,

Hon. Dipika Damerla  
Associate Minister of Health and Long-Term Care  
Government of Ontario



Mailing Address: 5237, Middlebury Drive, Mississauga, ON L5M 5E5  
email: [info@canadaindia.org](mailto:info@canadaindia.org)

November 7, 2015

Dr. Ravi Reddy,  
Secretary, REEDS India

Dear Dr. Reddy,

On behalf of Canada India Foundation, I extend my congratulations and best wishes to the Organizing Committee for a productive and successful SKILLS 2015 conference, taking place on November 19-20, 2015 in Hyderabad, India.

The objective of the SKILLS2015 is not only noble, but in the Indian context highly relevant and essential. The fact that 70% of rural households in India are without access to toilets, leading to not only to greater healthcare costs but also loss of productivity, is a matter of great concern not only to India, but also to the whole world. India's Prime Minister Shri Narendra Modi had taken the lead in rectifying this situation with his Swachh Bharat Abhiyan campaign, and it is up to civil society in India as well as international well-wishers to make this campaign successful. Canada India Foundation is proud to be represented at the conference by one of its Directors of the Board, Mr. Vijay SastryKotamarti, who is also a Member of the International Advisory Committee for SKILLS 2015.

I wish the organizers continued success with the follow-up to the conference as well.

Sincerely,

**Kalyan Sundaram**  
Executive Director  
Canada India Foundation







**Yunus Centre**

Grameen Bank Bhaban  
Mirpur 2, Dhaka 1216, Bangladesh  
Phone: 880 2 9035755  
[www.yunuscentre.org](http://www.yunuscentre.org)

**Professor Muhammad Yunus**

Chairman  
Nobel Peace Laureate 2006

Dr. Richard W. Oliver  
CEO, American Sentinel University  
Hyderabad, India

October 27<sup>th</sup>, 2015

Subject: Regret Letter

Dear Dr. Richard W. Oliver,

Thank you for the kind invitation as a speaker at the Skills2015 conference which is scheduled to be held in Hyderabad, India on Nov.19-20. Regretfully, I will not be able to attend the event due to conflict in my schedule.

I wish all the success of this event.

Sincerely,

Professor Muhammad Yunus  
Founder, Grameen Bank

KAY GANLEY  
CEO, Charlton Brown  
Chinatown Mall, Level 3 /31 Duncan Street,  
Fortitude Valley Qld 4006,  
Australia.

Dear Ravi,

I'm very disappointed that I'm unable to join you this year. I believe REEDS is such an important contributor to the improving the lives of rural poor in India. I know that the REEDS' SKILLS2015 Conference will again provide opportunities for the participants to gain further knowledge and inspiration from the speakers and the program. I wish you the very best for the conference this year.

---

CHAITANYA DATTA  
Program Assistant on assignment  
Bill & Melinda Gates Foundation.

Dear Ravi,

There is a major gap in skills at every level especially at the final mile delivery of sanitation services and products. The Gates Foundation is appreciative of the efforts made to skill India's labour and enhancing economic opportunities for them and to bring scale to the government's mission of Swachh Bharat. It is important that technical skills are upgraded to provide quality services and products in critical sectors such as health, and water and sanitation.

We wish you all the best for a successful Conference and thank you again for the invitation.

DR. CHRISTOPHER DAVID HEMSON  
Water expert and Climate Change Adaptation Specialist  
United States of America.

Dr. Ravi Reddy and assembled colleagues,

Warmest greetings and best wishes for your conference. You are setting high goals for India to achieve sanitation for all through Clean India (Swachh Bharat). This campaign has now attracted international interest by setting the ambitious target of installing 111 million toilets over the next four years. I hope that my message would be a modest contribution to strengthen the mobilization towards this goal.

Social attitudes which reflect the desire for a better life and reject insanitary conditions will be the best stimulus for improved sanitation. Public campaigns, in schools and in the media, to explain the health and economic benefits of using toilets and of better hygiene are the necessary instruments for change.

Strong positive attitudes towards sanitation within the rising generation will stimulate adequate provision in public institutions, buildings and households. This insistence on dignity – along with clear planning and the allocation of sufficient resources – will be the driver of improved sanitation.

I wish you all the best for your conference which I'm sure will strengthen the determination throughout India to achieve your goal. I will be following your progress with keen interest.

---

ADDITIONAL PRIVATE SECRETARY  
Minister of Human Resources Development  
Government of India, New Delhi.

Dear Dr. Reddy,

Hon'ble Minister of Human Resource Development, Government of India conveys her best wishes for the success of the SKILLS 2015 Conference.

AHMED C BAWA  
Vice-Chancellor and Principal,  
Durban University of Technology.

Dear Dr Ravi K Reddy

As we celebrate another great idea of REEDS to co-host with LSLSI, the SKILLS2015 event around one of the world's most important social justice issues, sanitation for all, I wish I could have been there to share this event with you. Unfortunately the challenges of leading a University of Technology in the prevailing situation preclude my attendance. However please be assured that the conference as well as the theme bears a strong resonance with us.

21 years after democracy was achieved in South Africa the issue of sanitation and the delivery of water to households remains one of the key challenges of its reconstruction challenges for just and equitable society. This is indeed true for much of the developing world. This has partly to do with the lack of political will and the fact that for many politicians and their families this is not an issue and it has partly to do with the fact that the delivery of sanitation is often left to governments and big companies even though communities at the local level may achieve much. And this is where REEDS comes in – developing skills for local empowerment. I salute your initiatives to make tangible differences in fundamental and basic rights.

On behalf of Durban University of Technology (DUT), its staff and its students, I wish you every success on the 19th and 20th of November 2015 as you gather in Hyderabad around the theme of skills for sanitation.



# Conference Schedule

DAY 1: Thursday, 19 November 2015	
09.30 - 11.30	INAUGURAL SESSION
Guests of Honor	
Mr. Bandaru Dattatreya Minister for Labour and Employment Government of India	Shri Konda Vishweshwar Reddy Member of Parliament Chevella Consitutency, Telangana
Special Addresses	
Dr. Kodela Siva Prasad Rao Speaker – Andhra Pradesh Legislative Assembly Convener for Swachh Andhra Pradesh	
Ms. Ruth Lascano Leano Chief, UNICEF Field Office for Andhra Pradesh, Telangana and Karnataka	Dr. K.S. Jawahar Reddy, IAS Principal Secretary to Government Panchayat Raj & R W S, Andhra Pradesh
11.30 – 11.45	Tea Break
11.45 – 12.45	Special Addresses/Project Presentations
Mr. RCM Reddy Managing Director & CEO IL&FS Education & Technology, India	Mr. Aggi Ramulu President – Sadarpr Gram Panchyat Karimnagar District
Mr. Ramesh Tatta President - Abburu Gram Panchyat Guntur District	
12.45 – 13.15	Lunch Break
13.15 – 15.15	SESSION – 1: Clean India: <i>The Socio-Economic Imperative</i>
Mr. Harri Krishna Narismulu Head, Hire Intelligence South Africa	Mr. Dan Coholan Vice Chair, Royal Bank of Canada, Canada
Prof. Shekar Babu. Chairman of International Programs at AMRITA University, Bangalore Campus. India	Mr. Kushil Gunasekera Founder, Foundation of Goodness Sri Lanka
15.15 – 15.30	Tea/Networking Break
15.30 – 17.00	SESSION - 2: Extension Services for sanitation
Dr. V.V.Sadamate Agriculture Convergence Expert World Bank, India	Prof. S. Venku Reddy Agricultural Extension Specialist Founder: SVFD, Hyderabad, India
Dr C. Beena Psychologist & formerly professor and Registrar Osmania university, Hyderabad, India	Dr. Surya Mani Director, Extension Education Institute Hyderabad, India
Prof. Hemnath Rao H Formerly Dean of Management Programmes, Administrative Staff College of India (ASCI)	
End of Day 1	

DAY 2: FRIDAY, 20 NOVEMBER 2015	
09.30 -11.30	SESSION – 3: Clean India: <i>Related Critical Issues</i>
Prof. Jaya Indiresan Educationist & Social Researcher India	
Mr. Sidharth Singh Mehta Former Managing Director Haryana State Export & Small Industries Development Corporation	Dr. CB Prakash Environmental Consultant Canada
11.30 -11.45	TEA/NETWORKING BREAK
11.45 -13.45	SESSION – 4: Clean India: <i>Skills for Success</i>
Mr. Raymond Rampersad Head: Durban Solid Waste Durban, Republic of South Africa	Mr. Peter Linford Chief Executive Officer OGM Technical Institute, Australia
Ms. Petrina Fraccaro General Manager CHARLTON BROWN, Australia	
13.45-14.15	LUNCH BREAK
14.15 -15.15	SPECIAL ADDRESSES
Dr. Richard Oliver Founder &CEO American Sentinel University USA	Prof. Jack Sim Founder World Toilet Organization Singapore
15.15 - 15.30	TEA/NETWORKING BREAK
15.30 – 17.00	VALEDICTORY
GUESTS OF HONOUR	
Mr. M Chandrasekar Reddy Director General, National Institute for Micro, Small and Medium Enterprises	Mr. B. Kalyan Chakravarthy, IAS Director General, Environment Protection Training & Research Institute
RAPPORTEUR'S REPORT	VOTE OF THANKS
Prof. Satish Kumar Manocha Former Chairman and Managing Director, ITI Ltd, Bangalore	Mr. G Vinod Former Minister for Labour & Employment Government of Andhra Pradesh
End of Day 2 & Conference	

# Conference Media Report

- apnnews – November 18, 2015
- apnnews – November 19, 2015
- bigbusinesshub – November 18, 2015
- businessindiafocus – November 20, 2015
- Chennaipatrika - November 19,2015
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- thehindubusinessline – November 18, 2015
- thehindubusinessline – November 19, 2015
- thesmetimes – November 19, 2015
- unitednewsfindia – November 18, 2015
- unitednewsfindia – November 19, 2015
- <https://youtu.be/BDDx5kOb0sw>
- <https://youtu.be/zHrUTNNjXjk>



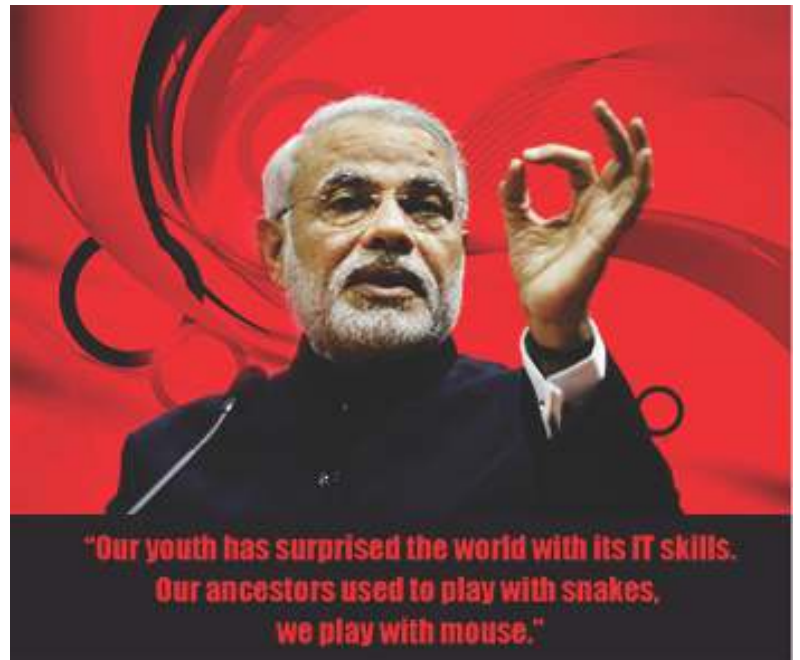
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# our 4th conference

## Skills 2017: Rural Empowerment for a Digital India



16-17 NOVEMBER 2017, HYDERABAD



Prior to the Industrial Age, the entire world was largely rural and poor, with only a select few enjoying the benefits of wealth. While there were some differences, poor rural populations were largely indistinguishable from one part of the world to another.

Radically differing acceptance and exploitation of Industrial Age technologies divided the world into three major groups: The First World that embraced industrial technologies; the Second World, which was more conservative politically to these technologies; and the Third World that remained largely rural, agricultural subsistence economies.

With the advent of digital technologies, rural agricultural economies such as India, have the opportunity to “leapfrog” into the Digital Age by providing their people with advanced skills and digital tools.

Skills2017 will address these critical questions, as well as .....



## about Hosts



Rural Economic and Educational Development Society [REEDS] is a Not-for-Profit organization established in the year 1989. REEDS believe rural empowerment is a concern to a country like India and the rural human resources that represent almost 70% of country's population need to be reinforced towards enhancing their quality of life and livelihoods. REEDS action programs touching various spheres of rural life spread across seven states covering over 70 Districts and close to 5000 villages.

REEDS is involved in several interventions and assignments related to rural empowerment and played active role for and on behalf of government agencies, ministries and national and international affiliates. REEDS was conferred with Government of Andhra Pradesh's 'Letter of Appreciation' for its extensive involvement in the area of Sanitation in the State; and one of the state level NGO empanelled by Government of Andhra Pradesh for implementation of Swachh Bharat Mission (Gramin) in the state. [www.reeds.in](http://www.reeds.in)

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Life Skills and Livelihood Skills – International (LSLSI) is an initiative of Rural Economic and Educational Development Society (REEDS) which is aimed at addressing various issues pertain to the area of skill development in India and ensuring meaningful utilization of its significant demographic dividend with international cooperation as a key ingredient.

Established in the year 1989, REEDS is involved in formulating and implementing programs relating to different spheres of rural life. Leveraging REEDS experience and endeavors, LSLSI aims to promote and facilitate life skills and livelihood skills development generally leading to an equitable and inclusive growth through engagement in policy advocacy, capacity building, program management and advisory services. [www.lslsi.org](http://www.lslsi.org)





1 in 3 women worldwide risk shame, disease, harassment and even attack because they have nowhere safe to go to the toilet. Of these, 526 million women have no choice but to go to the toilet out in the open. Sanitation would make 1.25 billion women's lives safer and healthier.

- WaterAid 2012



The impact is felt across health, education, the environment, as well as industries such as tourism. Economic losses from lack of access to sanitation amount to an estimated US\$260 billion annually, more than the entire gross domestic product of Chile.

- World Bank



# **SKILLS 2015**