



# TRUST OF PEOPLE

## ABOUT US

Trust of People (TOP) is dedicated to addressing complex challenges at the intersection of social and environmental issues. With a mission to enhance the quality of life for all, TOP employs a holistic approach that encompasses diverse initiatives spanning Water, Sanitation & Hygiene, Solid & Liquid waste management, Plastic waste management, Faecal Sludge Management, Menstrual Hygiene Management, Entrepreneurship Development and Gender Equality & Social Inclusion. Since inception, we have been working in as many as 13 states across India.

By actively engaging in multifaceted endeavours, TOP aims to contribute significantly to sustainable development, environmental responsibility and championing social well-being. By adopting a Circular Economy approach, TOP aims to create sustainable solutions that not only address immediate needs but also contribute to long-term community development.

## OUR STRENGTH

We believe in people. We've seen the resilience in communities when they're given the right tools and guidance. The focus on financial inclusion ensures that communities are actively involved and empowered in shaping their own WASH programs for a more sustainable future.

We focus on appropriate technologies that are easy to maintain and replicate, ensuring long term impact even in the resource scarce areas.



Through our programs we have impacted over 11 million people with a focus on gender & social inclusion and climate change adaptation. Our work directly impact SDG-6 and indirectly contributes to more than 09 Sustainable Development Goals.

## SECTORS WE IMPACT FOR SUSTAINABLE IMPROVEMENT IN QUALITY OF LIVES



**Water, Sanitation & Hygiene (WASH)**



**Waste Management**



**Menstrual Hygiene Management (MHM)**



**Gender Equality**



**Climate Action**



**Skills & Livelihood**

## WASH

TOP is actively implementing the FINISH Mondial program in India funded by Govt. of Netherlands. This initiative places a strong emphasis on promoting financial inclusion-led WASH programs. By partnering with local authorities, corporates, and international agencies, and leveraging diverse financing options under the FINISH Mondial program, TOP promotes safe sanitation, circular economy practices, and sustainable behavior change, all backed by a well-trained team and extensive field experience to enhance services for improved quality of life. TOP has developed scalable co-composting solutions that convert organic waste, including faecal sludge and kitchen waste, into high-quality fertilizer, while supporting the private and informal sectors with training, capacity building, and technical assistance for innovative sanitation solutions.

## WASTE MANAGEMENT

The FINILOOP (Financial Inclusion and Improved Livelihoods Out of Plastics) program is dedicated to establishing plastic waste-free cities in Udaipur and Jaipur (Rajasthan) and Amritsar (Punjab) by implementing a comprehensive, inclusive waste management model that combats plastic pollution, enhances solid waste practices, and uplifts the livelihoods of informal waste workers. By increasing recovery rates, reducing plastic waste leakage, and professionalizing the sector, FINILOOP aims to create cleaner communities through awareness and behavior change, while empowering marginalized groups and serving as a global model for sustainable, circular waste management.

## WOMEN EMPOWERMENT

The STREE project (Strengthening tools for resilience empowerment and employment), piloted in Nandurbar, Maharashtra aims to empower adolescent girls and women in rural India by establishing safe, community-based centers called PINK rooms. Through regular offline and online sessions on health, personal hygiene, menstrual hygiene management, skill development, entrepreneur development, financial literacy, etc. they are being trained. In collaboration with the National Skill Development Corporation (NSDC) under the Skill India program, the initiative has trained over 1,200 women across 30-35 Gram Panchayats. The project seeks to address critical issues and socio-economic challenges, fostering gender equality and empowerment of women and girls in rural communities.

## WATER

Since June 2024, FINISH is promoting safe drinking water by renovation and conservation of dug wells, combined with effective fluoride/arsenic removal techniques, can address both the water scarcity and fluoride contamination issues. A strategy developed for conservation and protection of dug wells in areas with high fluoride/arsenic levels, focusing on methods to remove fluoride from existing dug well water before it's used. The approach is focussing both in-situ and ex-situ methods for fluoride removal, including well maintenance and recharge systems, and capture the rain water to recharge the surface water sources.

## CHILDREN FOR CLIMATE

TOP started a climate change awareness pilot program engaging students in interactive sessions that used age-appropriate activities, discussions, and creative assignments to make climate issues relatable and actionable for children. Divided into groups by grade, students participate in tasks like poster-making, sapling planting, best out of waste and home energy audits, with follow-up sessions recognizing "Young Climate Champions". Our School WASH programs aim at facilitating a healthier and improved learning environment by behavioral change communication and capacity building on life skills education, hygiene, menstrual hygiene management.

## DIGITAL OUTREACH

Launched in November 2023, the FINI Chatbot on WhatsApp was designed to enhance organizational visibility, streamline communication, and provide 24/7 multilingual support for masons, adolescent girls, women, MFI staff, waste workers, and other community members across multiple states offering information on entrepreneurship, MHM, WASH, waste management, climate, skills, job opportunities, and personal health. FINI has a subscriber base of approximately 31,000. The chatbot not only boosts awareness and outreach but also gathers community insights, and supports users seeking information and opportunities, while future plans include expanding communication channels, connects with donors, diversifying content, and enhancing user experience.





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## OUR IMPACT



**20,00,000 +**  
Families impacted with  
access to safely managed  
sanitation systems



**25000+ Tonnes**  
fecal sludge  
collected & treated



**5000+**  
Masons and entrepreneurs  
trained on improved  
sanitation services



**2,00,000 +**  
Girls & women benefitted  
with awareness and  
capacity building



**95,000+**  
Households of 3 cities  
impacted through plastic  
waste management



**1456+ Tons**  
Plastic waste Managed



**1500+**  
Informal Waste  
Workers onboarded



# WHAT NEXT ?



Trust Of People (TOP) has expanded its operations across UP, Odisha, Tamil Nadu, and Bihar, maintaining a presence in Jharkhand, Madhya Pradesh, Gujarat, Andhra Pradesh, and Karnataka. TOP's focus has broadened to include liquid waste management, faecal sludge management, menstrual hygiene, climate and gender equality to foster a circular economy with a market-driven approach. Key strategies include:

- Affordable & Climate Resilient WASH: Promoting technically sound, climate-adapted, and affordable products and services.
- Supply Side Optimization: Strengthening value chain actors and local businesses in WASH and waste management.
- Circular Economy & Climate Action: Monetizing waste and implementing solutions for solid and liquid waste management, with a focus on smaller cities and towns.
- Value-added Education: Providing functional and financial literacy for underprivileged children and (in)formal waste workers.
- Partnerships for Scaling Impact: Collaborating with clean energy and agricultural sectors for holistic community development.
- Advocacy and Capacity Building: Empowering stakeholders at all levels through advocacy and capacity building initiatives.
- Health Awareness: Educating communities, especially women and children, on sustainable health solutions.
- Gender and Social Inclusion: Addressing the needs of diverse and vulnerable populations across programs.

Reach us at

