Dear cartoonists, caricaturists and creative minds,

Just like you, we think a good way to make people talk about something is to make them laugh – with your creativity we want to break the silence about toilets and sanitation in India! One reason why bad sanitation kills more than 1000 children every day in India is because it is a taboo topic. People don’t talk about it even though it’s an issue that concerns all of us - several times a day, every day.

We invite you to use your creativity to break the taboo about toilets and sanitation in the form of a Cartoon, Caricature or Infographic submission, which will generate laughter and foster humorous and insightful knowledge around sanitation.

Surprise the silent majority and make them laugh and talk about toilets and sanitation!

20 Cartoons, Caricatures and/or Infographics will be pre-selected by a jury and exhibited during the celebration of the World Water Day, 22nd March 2014 in Jor Bagh, Delhi. The guests at the celebration will vote for their favourite work on the evening of the 22nd March in Jor Bagh. The five most favoured works will receive prizes: 1st prize ₹50,000, 2nd prize ₹20,000 and 3rd, 4th & 5th prizes ₹5,000.

The celebration will take place following the Bill & Melinda Gates Foundation’s “Re-invent the Toilet” fair in New Delhi where “Next-generation” toilets will be showcased. The pre-selected designers are welcome to join us at the World Water Day celebration and to meet others fighting for the cause from different positions (German development cooperation agency representatives, NGO employees with field experience, and scientists from the US, Asia, Europe and Africa).

Please submit your entry via the online Sustainable Sanitation Alliance (SuSanA) portal. Submissions will be accepted until 10th March 2014. You will find additional information and the registration form at: http://www.susana.org/lang-en/meetings/side-events/173-side-events/851-breaking-the-taboo-sanitation-cartoon-competition or on the SuSanA Facebook page: https://www.facebook.com/susana.org.

Sincerely yours,

Dr. A. Panesar & T. Surridge (SuSanA Secretariat held by GIZ)
Dr. C. Luethi (Head, SuSanA Working Group on Sanitation in Cities)
Mr. VS Narendra (Managing Trustee, Indian Institute of Cartoonists)