

Aquakraft Projects Pvt Ltd- Swachhagraha

- **Background**

In India about 300,000 children die every year before they reach the age of 5 years, and 13 percent of these deaths can be attributed to diseases such as diarrhoea caused by contaminated drinking water. That is more deaths a year than AIDS, Malaria and TB combined. Overall in India only 87 percent of the population has access to safe drinking water. This figure is muddled by the fact that government considers supply from hand pumps and tube wells as 'safe' drinking water. The situation is further compounded by annual flooding in most rural regions of the country which leads to sewage water seeping into drinking and potable water supply.

To solve this predicament, and with an inspiration from the Government of India's Swachha Bharat Mission, Aquakraft projects Pvt Ltd and iTV NETWORK Launched **SWACHHAGRAHA**, an Advocacy Platform in association with the Children's Film Society of India on 15th August 2016. SWACHH is an abbreviation for Sanitation and Water for Children health and Hygiene and AGRAHA is an invitation for all stakeholders of the society for inclusive development for India. The motto of the initiative is **"By the Children, for the Children, of the Children"**.

The collaborators have partnered with Chatur Ideas, a young organisation which is also promoting the Startup India Program. The program implementation is through a unique vehicle called the Corporate Academic Partnership, where the Aquacraft ties up with academics institutions such as colleges and universities to establish Swachha lab to foster innovation and entrepreneurship for sustainable water and hygiene with participation from students. It endeavours to create 50,000 Swachh entrepreneurs addressing over 500 districts by implementing drinking water and sanitation solutions in the next 5 years in the run up to India's 75th year of Independence in 2022.

- **Location, Date**

Launched in Mumbai, 15 August 2016

- **Areas**

Rural

- **Stage/Scale**

Pilot projects in association with Colleges

- **Objective of the assignment**

An integrated Sanitation & Clean Drinking Water Program aimed at powering schools in general and rural schools in particular with a Drinking Water Systems and Toilet set based on the requirement.

- **What was done**

- Aquakraft partners with various Non-Governmental organisations, Colleges, and Private bodies to establish Swachha labs which act as a catalyst to develop sustainable solutions for Water and Sanitary Hygiene through Swachhagraha. On the launch date, 15th August

2016, it partnered with RD National College Mumbai through a Corporate Academic Partnership. In this pilot project three academic institutions R.D. & S.H. National College and S.W.A Science College to establish a Swachha lab to foster social entrepreneurship amongst its students.



- The first undertaking of this lab was to develop a field water testing kit for quick and affordable assessment of community water sources in rural areas. Launched under the aegis of community assessment and awareness survey program, it had also partnered with Chatur Ideas which works with more than 600 colleges to develop a sustainable culture of social entrepreneurship. Through this partnership, Swachhagraha is developing community lead water and sanitation systems such as Water ATMs, where the community has the independence to decide at what cost the water and toilets are to be made available.

• **Impact**

- A relatively young initiative, the ground level impact of this initiative is yet to bear fruit as the project roadmap includes collaboration and franchising at multiple levels before the actual change in the life of the intended benefactors can be quantitatively measured. The implementation has several stages such as establishing swachh labs at academic institutions, fostering sustainable innovations design and models, and then last mile implementation.
- The Swachhagraha is still in its first step, where it has established a pilot swachha lab in a Corporate Academic Partnership with RD National College Mumbai

• **Challenges and Issues**

The research and development of models for water and sanitation for the intended beneficiaries is to be done by college students. Once these models like water ATMs and portable toilets are developed, there are still challenges in distribution and scaling up of these models. From the information available on this project from press releases or news briefs, it is not clear how the project is planned to achieve its intended target.

• **Innovation**

Through its Swachha lab, Aquakraft has developed a water ATM and the first of it was installed in Mumbai.

• **Lessons learnt**

The project is still in its early phase of implementation. Meaningful lessons and insights from the execution phase will only be captured once it is executed in more than one city.

• **Financials**

Not available

- **Economic sustainability/Revenue Model**

- The primary funding for this initiative is through the CSR funds of corporate entities that companies are mandated to spend 2 percent of their annual profits. As per secondary data available 16,200 companies are eligible under this provision, with an estimated amount of 20,000 crore. About 45-50 percent of this amount is to be spent on clean drinking water, hygiene and sanitation given the impetus of the Swachh Bharat program.
- The long term sustainability of this revenue model is dependent on the continuous inflow of these funds, and till now no significant MoUs have been signed to commit fund contribution from corporate entities.
- Aquakraft Projects Pvt. Ltd. has not accounted for any revenue generation in their project model, and the success of the project is entirely dependent on corporate contributions under the CSR mandate.

- **Implementer Contact Persons**

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- **Sources and References**

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