

Existing initiatives

Sulabh - Pay-n-use
Dr. Bindeshwar Pathak

Nirmal Bharat Abhiyan (NBA)
Total Sanitation Campaign
Gov. of India

Environmental Sanitation Institute
Mr. Ishwarbhai Patel

Acceptance problems

Sulabh :
Urban community toilets
Rural household toilets

NBA:
Bureaucratic process : Complicated and tiresome
Insufficient money allocation for construction

ESI :
Inability to transform the social beliefs





Apnao 'Svachch', Raho Svasth

An incentivizing common toilet facility that aims to encourage the villagers to accept a sanitized way of life, by incorporating their existing lifestyle within the system.

Benefits

Creating employment

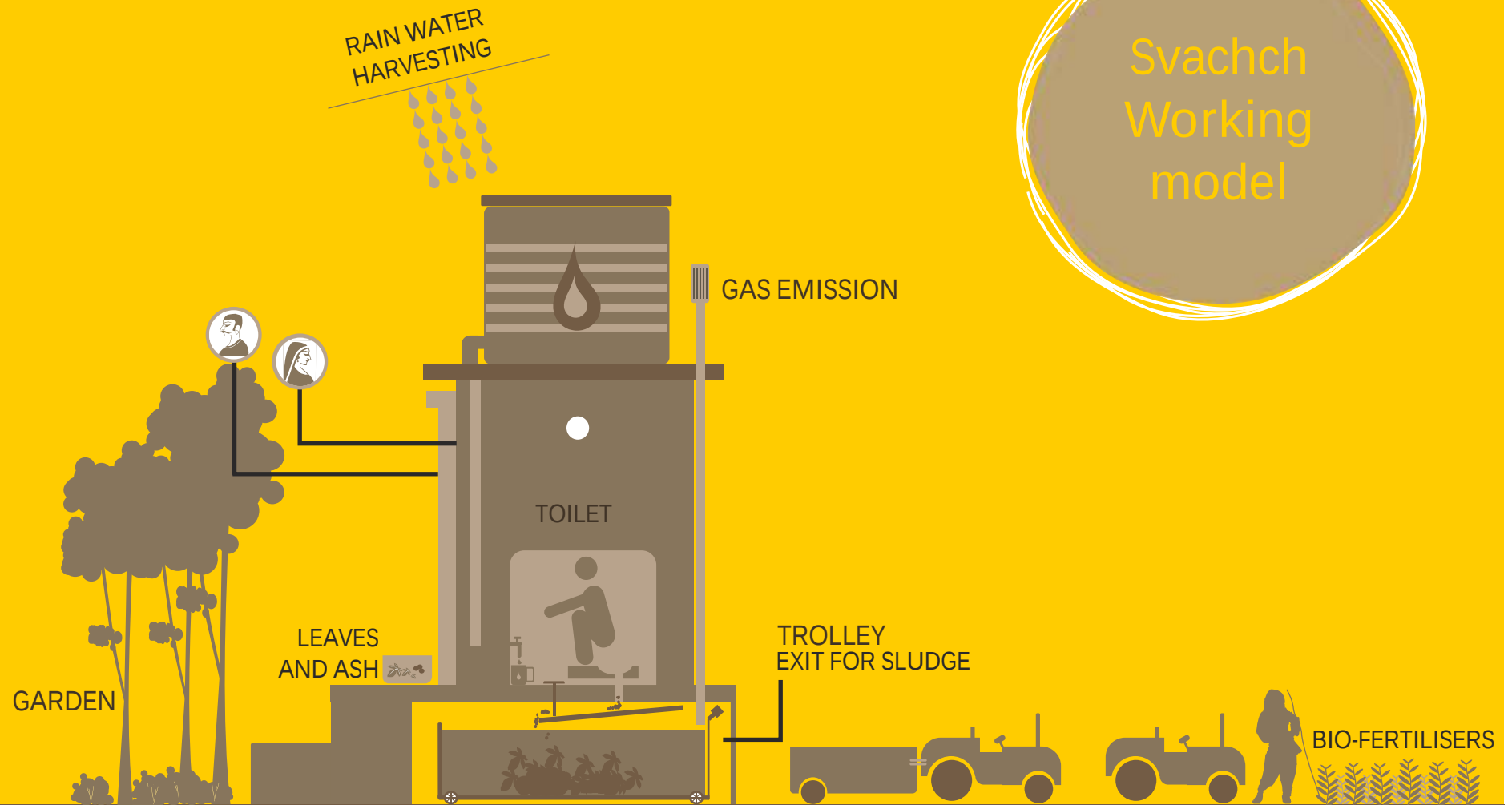
Generating humanure

Targeting to change the age-old habits

Providing clean environment



Svachh Working model



Work Flow

1 community = 4 toilets (2 M, 2 W)
4 toilets = 10 families (5 members)

Total faeces excreted = 0.5 (1.5 Lt) Gallons/day/person
1.5ltrs X 5 people X 10 families X 5 days = 375lts per week
Tank ~= 500 litres for 5 days = 10 families.

Awareness campaign

- Posters
- Confidence of Gram Panchayat
- Door to door publicity

Incentivize : Monthly payment
@ Rs 1 per usage, in exchange
of dry leaves and ash

Else,
allow free access without
incentivization

Spread dry leaves and ash
on the excretion : Dispel stink

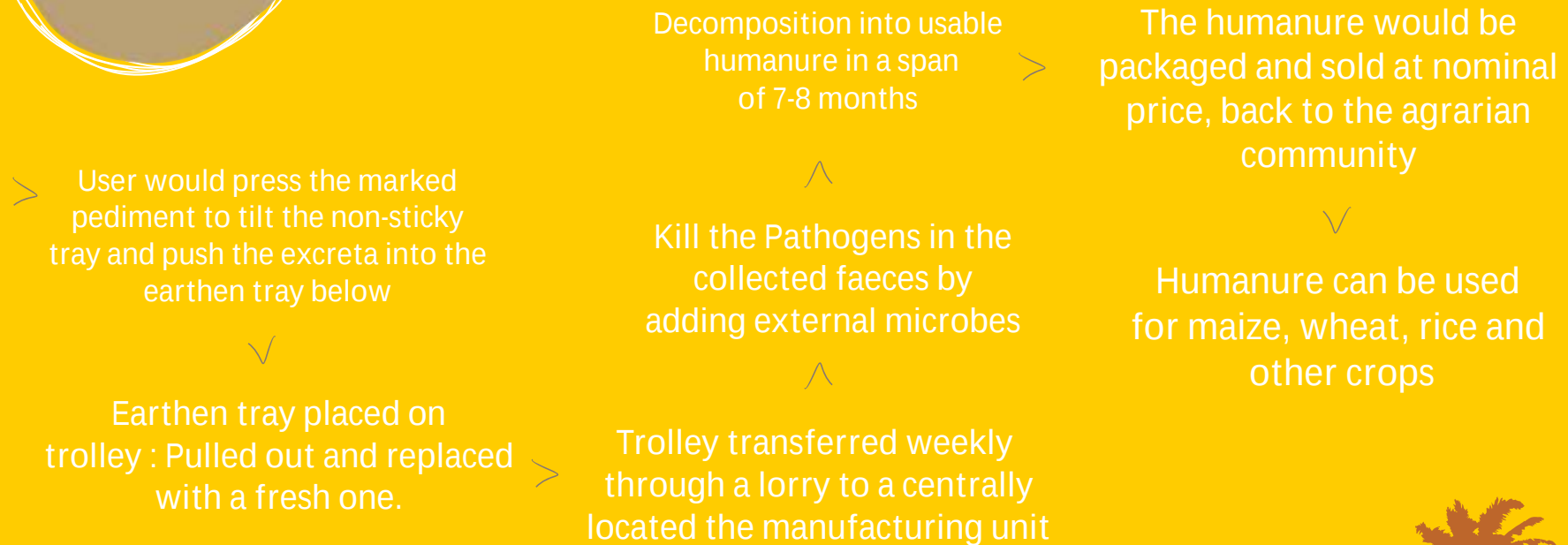
Urine would be absorbed by
the tray : Nitrogen would
degenerate the compost pile

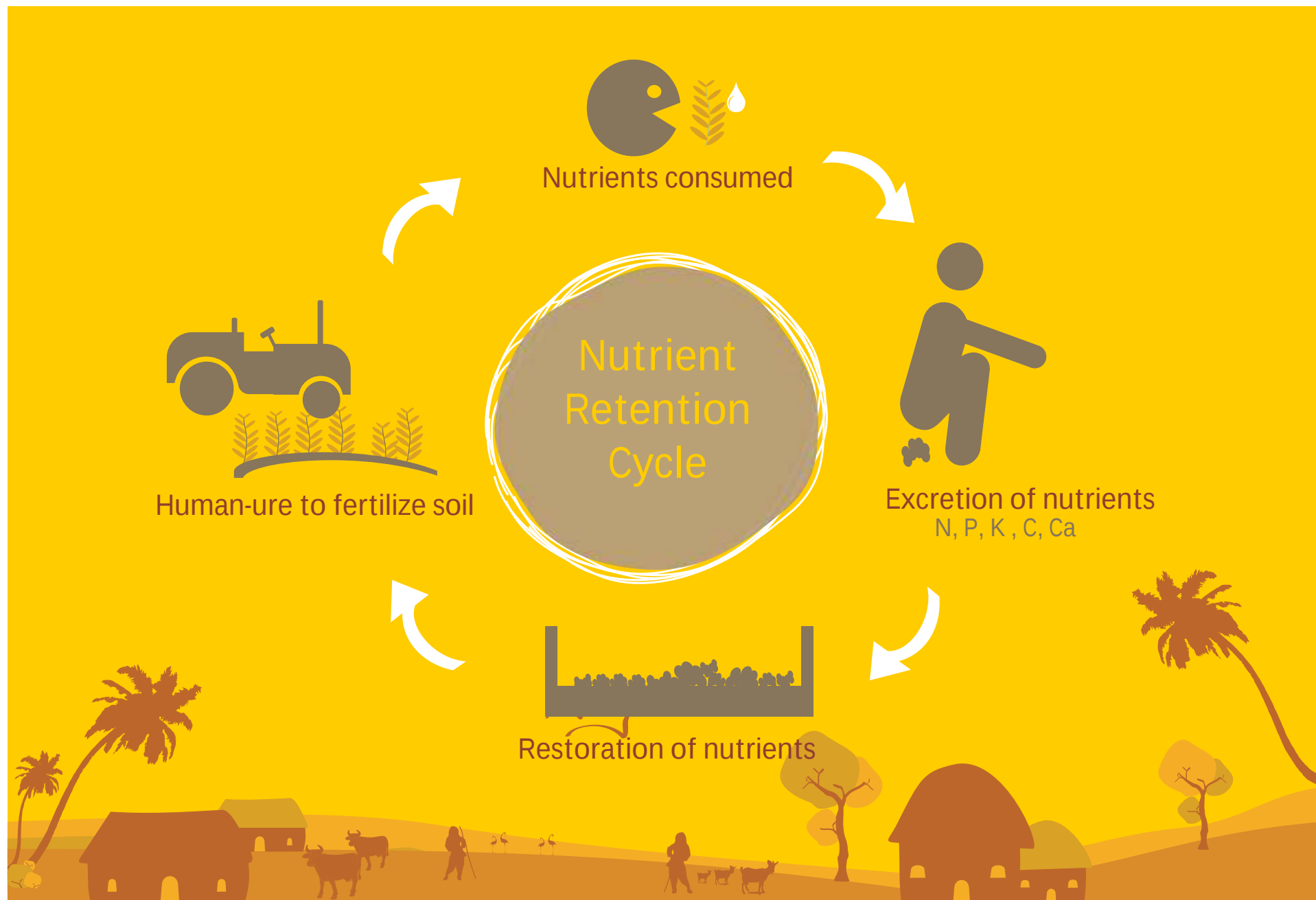
Rain water harvesting : Water
for cleaning private parts
and not flushing

Tanks cleaned every
fortnight : Chlorine and soda



Work Flow





Business Model

