MANAGEMENT OF CT/PT KUMBH 2019

Prayagraj Municipal Corporation

COMPONENTS

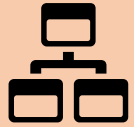| A	Overview
B	ODF Campaign
C	ICT Interventions
D	Community Mobilisation & IEC Campaign
E	Man Power Management

Overview (Mela area)

- **Area : 3200+ Ha.** (20 Sectors)

- **No of Pilgrims : 24 Cr.** Approx.

- **Number of Camps : 6000+**

- **Toilets & Urinals : 114257+**

- **Sanitation Workers : 15000+**

- **Road Length : 480 Km+**

Facts : Deployment of Toilets and Urinals

43512

36301

10534

6000

17910

Community Toilets

Toilets within camps

Toilets in parking & approach roads

Toilets for Govt. Establishments

Urinals across all ghats & river bed

Total 1,14,257 Toilets and Urinals were deployed for the Kumbh Mela 2019

Type of Toilets

Fibre Reinforced Plastic (FRP) Toilets

Prefab Steel Toilets

Prefab Steel Toilets

5

Type of Toilets

Tin Toilets

Kanath Toilets

Kanath Toilets

Operation and Maintenance of Toilets – Key Features

- Toilets were positioned in periodic and coherent patterns along roads, Ghats, vending and activity areas and OD hotspots

- Vendors managed the O&M of toilets (Manpower and Equipment) – 1 cleaner per 10 toilets and 1 supervisor per 10 cleaners were deployed for uninterrupted cleaning operations

- Scientific odour management through use of locally made nature friendly odour solution

- Cleaning of Toilets was done with Jet Spray Machines to minimise the water consumption and hardship to Sanitation Workers

- ICT Based round-the-clock monitoring of the toilet maintenance

- 100% provision of Septic tanks for the toilets deployed close to the river bed

Operation and Maintenance of Toilets – Key Features

- Periodic suction from the toilets with septic tanks and desludging into STPs

- Deployment of 1500 Swachhagrahis for Behaviour change triggering and Monitoring of service delivery

- Health, safety and overall wellbeing of the sanitation workers was paramount for orchestrating the sanitation efforts for Kumbh Mela 2019. Sanitation Colonies with toilets, tents, tin gheras, ration card for each family, insurance, regular medical check up etc. were constructed

- Prayagraj Mela Authority hired Third Party Inspection agency for Toilet O&M inspection.

Operation and Maintenance of Toilets – Key Features

- 250+ suction vehicles were deployed and 24x7 cesspool operations were ensured.

- 2 temporary STPs (1MLD+2MLD) were installed to treat the sludge collected for 10 Sectors.

- For all other sectors, there were designated desludging points connected to permanent STPs at Naini, Rajapur and Salori.

- Color coding of Toilets for easy identification

- Sufficient Signages (Posters-Banners-Pictorial Depictions-Balloons) were put up to build awareness around the significance of healthy living as well as Ganga conservation

Odour Free Kumbh Mela

1. USEPA approved odour management solution prepared by Scientists of Bangalore University.
2. Daily 60000 Ltr. of organic Odour Free Solution was consumed for the Toilets and Urinals to achieve the goal of Odour Free Mela.
3. This environment friendly solution was experimented for the first time in Magh Mela on pilot basis.

Scientific Uninstallation of Toilets

1. The contracts with all the Vendors necessitated systematic uninstallation of toilets and the allied infrastructure after the completion of Mela.
2. All the Septic Tanks and Soak-pits have been uninstalled by the vendors engaged in the Mela by taking away the entire eco-system deployed to achieve zero tolerance towards open defecation.
3. Before covering up the pits a solution - mixture of Malathion and Lime/Bleaching has been used to ensure/check breeding of flies

ICT Interventions

1. Geotagging and QR Coding of Toilets enabled efficient monitoring of O&M service levels and prompt highlighting the challenges/shortfalls to all concerned

2. Mobile Application to take daily systematic attendance of the deployed manpower

3. Installation of Citizen Feedback Systems to record feedback from important stake holders

4. Control Room Setup with multiple screens to monitor the actual progress of works.

5. GPRS Tracking device was installed in every Solid Waste Transportation Vehicle.
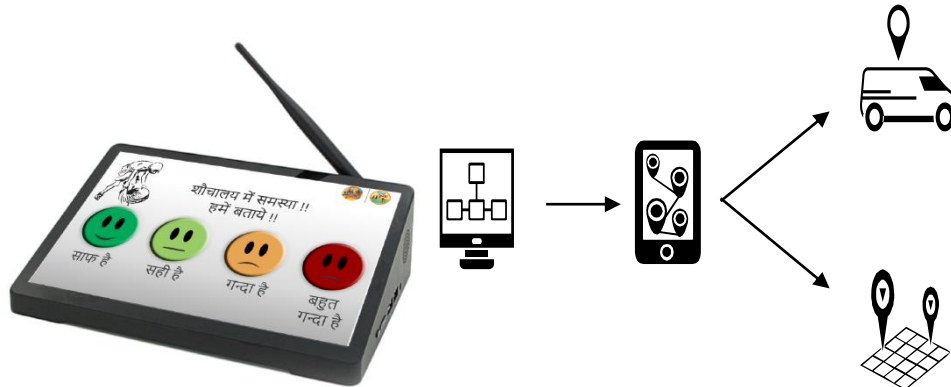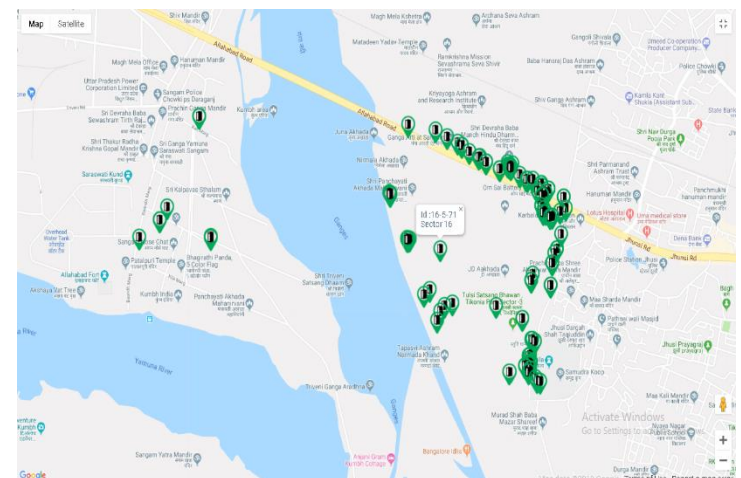
ICT Sanitation
Kumbh 2019

SCAN HERE !

PTC ID : 1-0-173

Sector 1   Vendor : Anchor Container Services
Geocode : 0.0/0.0

Powered by dan TECHNOLOGIES

IEC Campaign
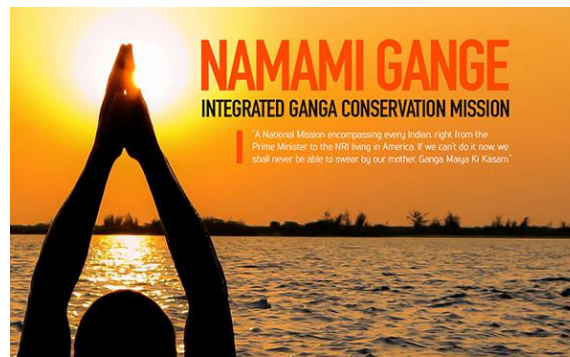

- Deployment of 1500 Swachhagrahis as Sanitation Ambassadors by SBM

- These Swachhagrahis were deployed for triggering and monitoring

- Swachchagrahis resided in the Mela area for the Mela period and were equipped with Tool kits to ensure Behaviour change among Pilgrims and Kalpvasis

Impactful messaging through Hoardings, Banners, LED Screens, pocket booklets, sanitation mascots etc to promote cleanliness and sanitation in the mela and spreading awareness on Ganga conservation
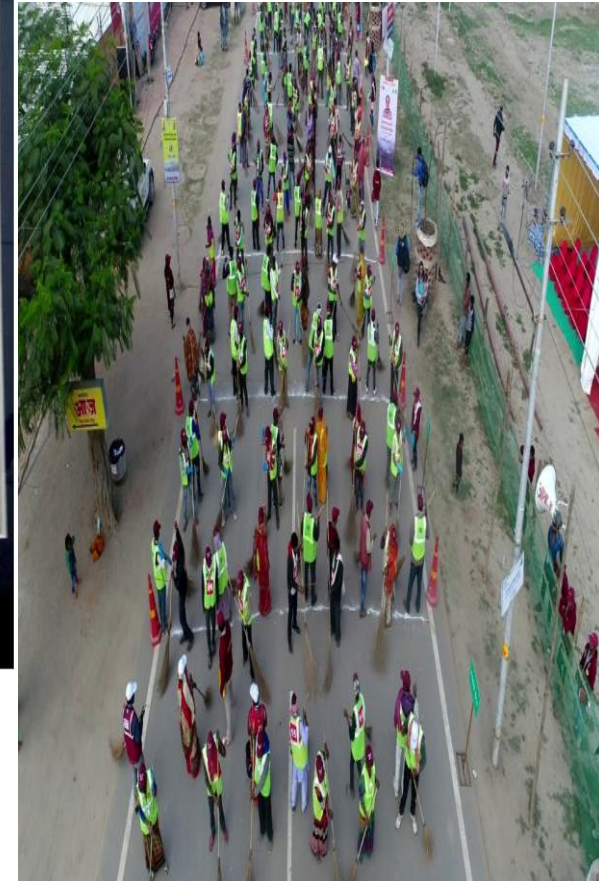
IEC Campaign

- Paint my City Campaign spreading the messaging on Ganga Conservation and Sanitation during Kumbh Mela.

- Around 170 Thousand Sq. Ft area was painted with various themes around Sanitation

- Ganga Sammelan : Conclave based on the theme of Ganga rejuvenation, conservation and protection of the river basin, protection of Ganga Bio Diversity witnessed large participation from wide range of stakeholders

GUINNESS WORLD RECORDS

CERTIFICATE

The most people sweeping the
floor (multiple venues)
was achieved by
Prayagraj Mela Authority,
Government of Uttar Pradesh
(India)
in Prayagraj, Uttar Pradesh, India,
on 2 March 2019.

OFFICIALLY AMAZING

WWW.GUINNESSWORLDRECORDS.COM

RECORD HOLDER

Thank you
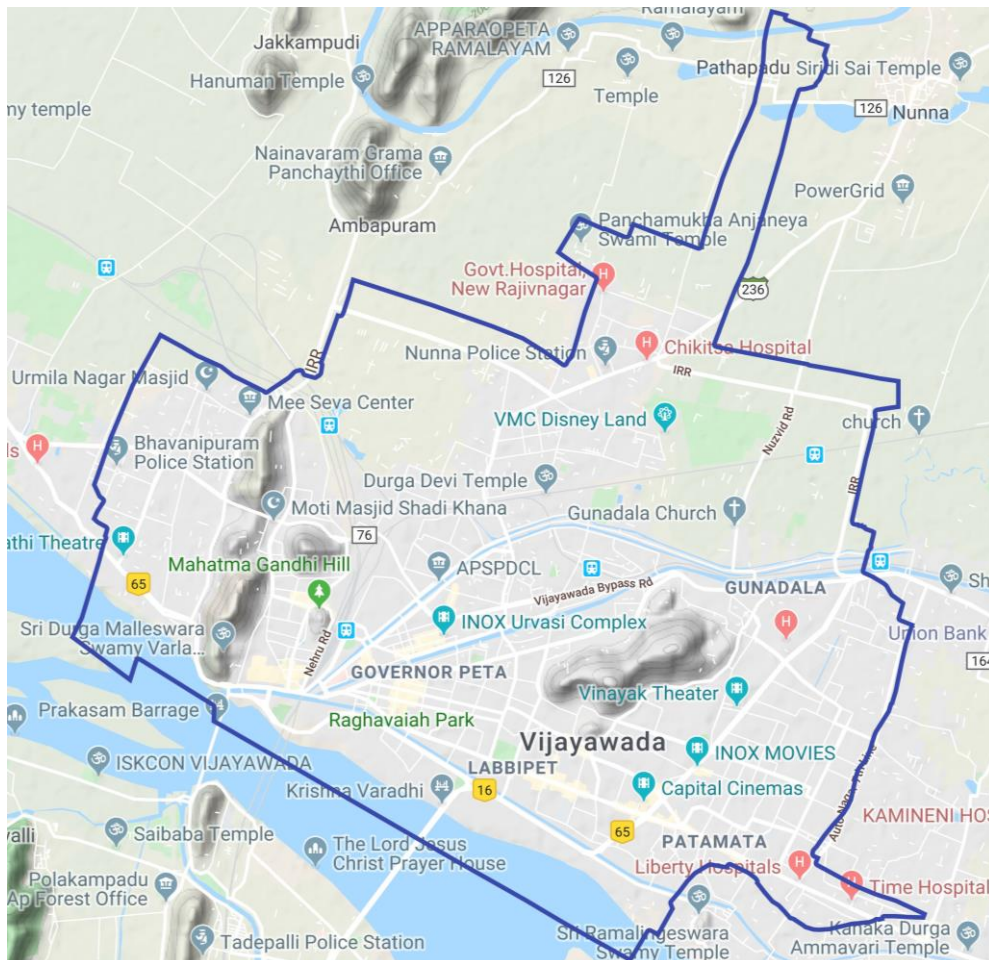
MUNICIPAL AREA
61.88 SQ.KM

POPULATION
10,34,358 (2011 CENSUS)

DENSITY
16798/sq.km (2011 CENSUS)

111 SLUMS
18% POPULATION

TOTAL PH WORKERS
3,233

LITERACY RATE
82.59% (AP: 67%)

WATER SUPPLY
182 MLD/DAY
150 LPCD

ROADS (KM)
1250 Km

vijayawada
MUNICIPAL CORPORATION

SWACHH
SURVEKSHAN
2022

75
आज़ादी का
अमृत महोत्सव

Ministry of Housing and Urban Affairs
Government of India

स्वच्छ भारत
एक कदम स्वच्छता की ओर

SALIENT FEATURES IN ULB

❖ 3rd rank in Swachh Survekshan – 2021

❖ ODF++, Water Plus, GFC – 5 star rating

❖ Climate Smart Cities – 4 star rating

❖ Toilets

   ❖ 50 public toilets

   ❖ 15 community toilets

   ❖ 40 stand alone modern urinals

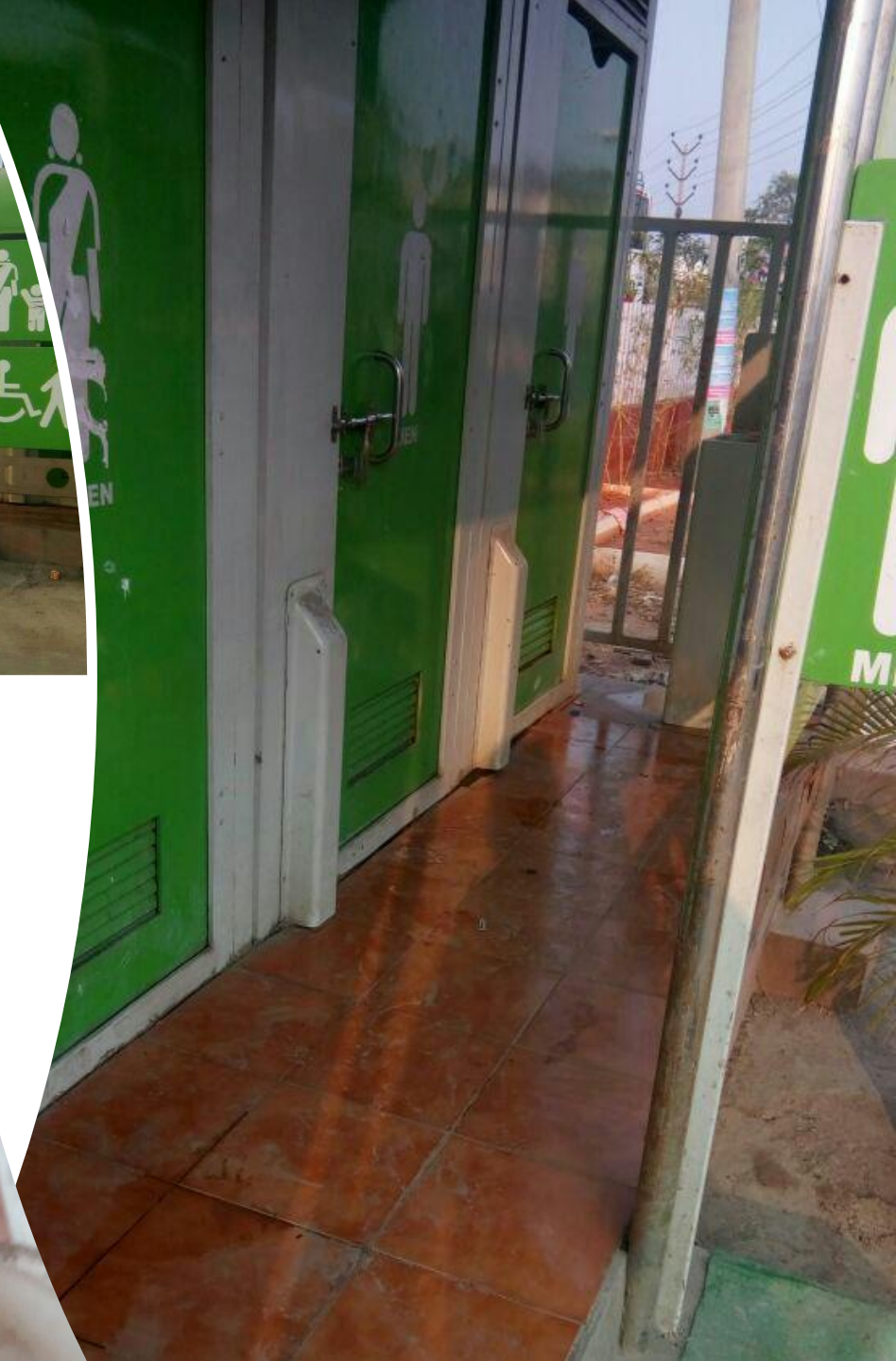# Intensive IEC Campaign

- SHGs
- Volunteers

Community Kitchen

Greenery around toilets

Namma Toilets

Namma Toilets

- The toilet structure is made with FRP (fibre reinforced polymer) material, allowing easy installation

- Being modular, toilet facilities can either be installed as standalone units or assembled to desired configuration based on space and footfall with minimum masonry work

- Time frame for installation is 2 months, making it ideal to install in response to immediate demands

- Made of composite material, maintenance is easier in areas with high footfall and requiring frequent maintenance.

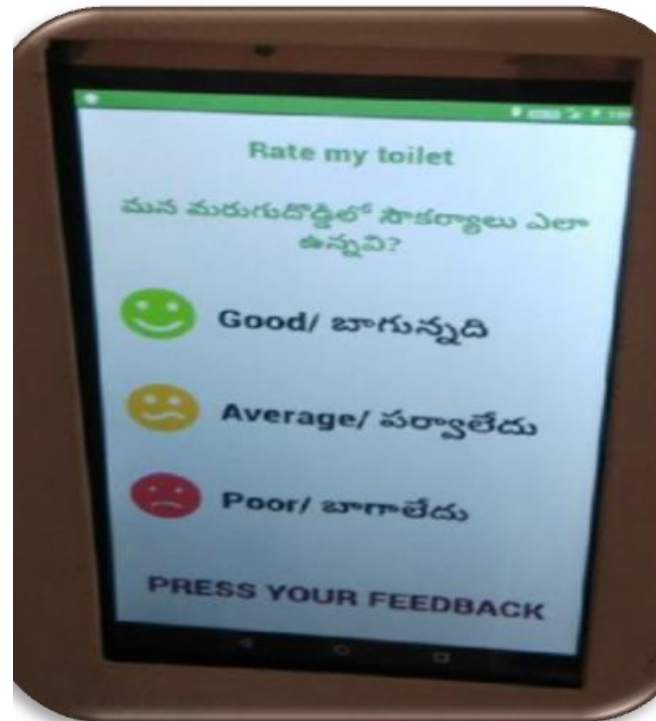# Toilets developed under Public Private Partnership

CITIZEN FEEDBACK

❖ Vijayawada Municipal Corporation (VMC) had installed a vending machine and incinerator to dispense and dispose of sanitary napkins

❖ "Feedback Machines were installed all the places in both the Community Toilets and Public Toilets for Public Opinion on Operation & Maintenance "
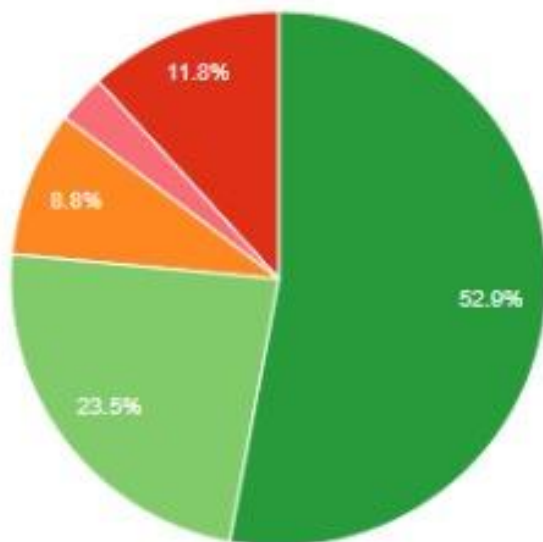
PULSE

- DASHBOARD
- DEVICES
- SUMMARY
- ACTUAL DATA
- REPORT
- ADMIN ALERT
- CUSTOMER SMS
- ANALYSIS

Chart Legends

11.8%

8.8%

52.9%

23.5%

Count

15

10

5

0

01st Jun - 07th Jun | 08th Jun - 14th Jun | 15th Jun - 21st Jun | 22nd Jun - 2 Jun

Days

100%

50%

0%

01st Jun - 07th Jun | 08th Jun - 14th Jun | 15th Jun - 21st Jun | 22nd Jun - 28th Jun | 29th Jun - 05th Jul

West Railway Booking, OneTown

Undefined-15

Post office backside

- Public feedback report based on the maintenance of Toilets

DATE	LOCATION	FEEDBACK
Wed, Jun 08 2022 05:01:08 PM	Post office backside	V.GOOD
Wed, Jun 08 2022 05:01:07 PM	Post office backside	GOOD
Wed, Jun 08 2022 05:01:06 PM	Post office backside	GOOD
Wed, Jun 08 2022 05:01:05 PM	Post office backside	V.GOOD
Wed, Jun 08 2022 01:15:53 PM	Post office backside	V.GOOD
Wed, Jun 08 2022 01:15:52 PM	Post office backside	V.GOOD
Wed, Jun 08 2022 01:15:46 PM	Post office backside	V.GOOD

Operation and Maintenance

- PT – Revenue Sharing Model
- CT – Same agency entrusted for no cost to VMC
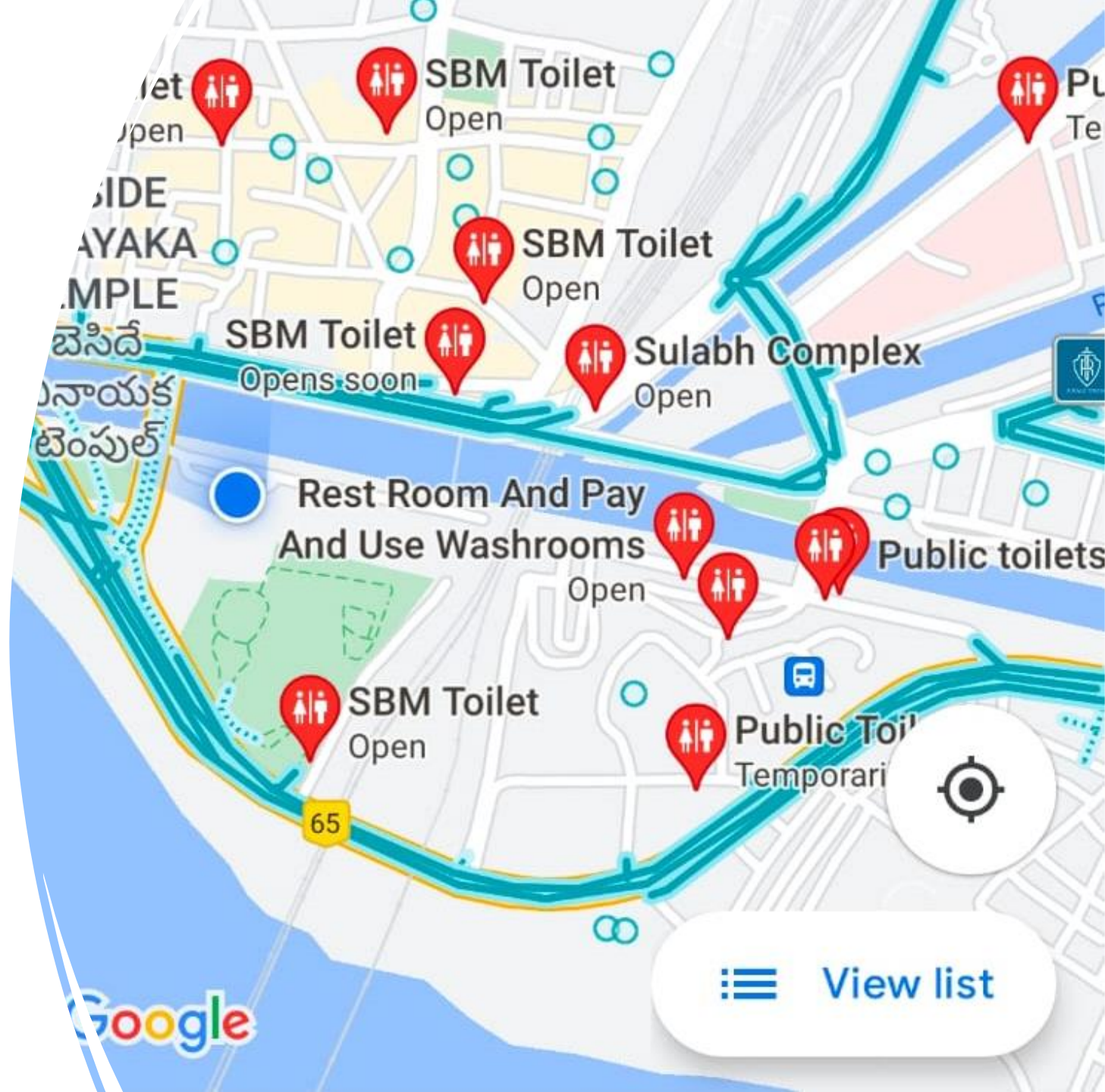- Stand alone Urinals – 3rd party agency

Sanitation and
Hygiene

Geotagged all the Toilets within the city for general public usage and convenience of the visitors.

vijayawada
MUNICIPAL CORPORATION

SWACHH
SURVEKSHAN
2022

आज़ादी का
अमृत महोत्सव

Ministry of Housing and Urban Affairs
Government of India

स्वच्छ भारत
एक कदम स्वच्छता की ओर

FUTURE PLANS FOR ENHANCING CITIZEN ENGANGEMENT

❖ Establishing Pink Toilets for women with all facilities like Sanitary Napkin Vending Machine and Incinerators.

❖ Planning for establishing 2 No's New Air Conditioning Deluxe Sulabh Complexes on BOT/CSR Scheme by Sulabh International Social Service Organization.

❖ Public expectations for sanitation in facilities are at an all-time high, and customers are increasingly looking for a positive restroom experience.

❖ Functional components of hygiene, cleanability, and conservation of resources remain primary concerns, tempered by our innate need to be surrounded by aesthetically pleasing design.

❖ Ensuring adequacy through construction of community and public toilets and effective operations and maintenance.

Easily Accessible

Basic Facilities (Water and Electricity)

Child care Facilities

Gender Sensitive Toilet Facility

Properly Maintained

Menstural Hygiene Management

Ensures Privacy, Dignity and Safety

Thank You

BHOPAL MUNICIPAL CORPORATION

Public Sanitation
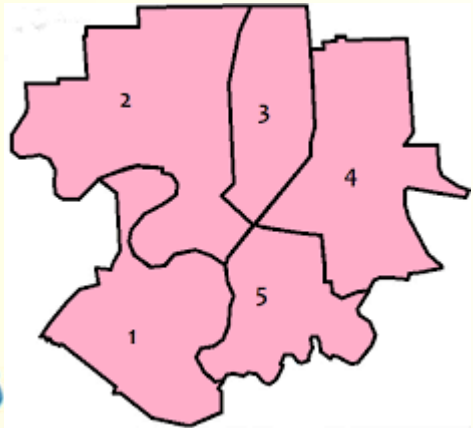# Best Practices from BHOPAL

Bhopal

Population: Approx. 2238202

Area: 413 Sq. Km

Household: 4.37 lakh

19 zones and 85 wards

Slums Population 568242

assembly constituency: 6

Public toilets and community toilets

Year	Public Toilets	Community Toilets	Total
2014	92	0	92
2022	143	63	206
2031 का लक्ष्य	202	113	315

Third Gender Toilet

Exclusive Public Toilet for Third Gender

Waiting room with seating facility

All facilities available

SHE Lounge

On PPP Model without any investment from BMC

Specially for women, 3 units running since 2015

Maintained by women staff only

Feeding room with seating facility

Sanitary services

Novelty shop of cosmetics and daily needs

Bio Toilets

3 Bio- toilets are functional by BMC

It has its own digester which help eco-friendly composting.

Sludge generated in the bio-toilet can be directly used manure

On PPP Model

Feeding room and changing room for women.

Waiting room facilities are also available.

Fresh Rooms

Digital Monitoring of CT/ PT

FEEDBACK LIST

Home / Toilet Management / Feedback List

🔍 Filter

Click to Search

LIST OF FEEDBACKS

Toilet Id	Provider	Name	Mobile Number	Email	Created At	Action
802312PTB0042	Citizen	Ritik panthi	6263473942		Jun 23, 2022	👁
802312PTB0148	Citizen	Ankit Meena	8839192650	ankitrock1210@gmail.com	Jun 20, 2022	👁
802312PTB0042	Citizen	Harsh rao	8871958252	actharshrao@gmail.com	Jun 18, 2022	👁
802312PTB0042	Citizen	Ankit Tiwari	9111573076	actankittiwari@gmail.com	Jun 18, 2022	👁
802312PTB0042	Citizen	Rameez	9200033303		Jun 18, 2022	👁
802312PTB0042	Citizen	Jai	7024609607	devnani_jay@yahoo.com	Jun 17, 2022	👁
802312CTB0035	Citizen	Nishant	7974552531	eedeepanshchoudhary@gmail.com	Jun 16, 2022	👁
802312PTB0042	Citizen	Govind Khare	7415715191	govindkhare26@gmail.com	Jun 15, 2022	👁
802312PTB0104	Citizen	Amit khatwa	9399482278	amitkhatwa27@gmail.com	Jun 15, 2022	👁
802312PTB0037	CareTaker	vinod	9074504981	karosiyavinod89@gmail.com	Jun 11, 2022	👁

Thank You

Loocafe.com

India's first Self sustainable Free to Use Luxury Public Washrooms

Presented By Ixora Group

Pitch

what Is a LooCafe ?

A prefabricated model, made out of a shipping container, where there are 3 luxurious washrooms at the back with retail space in front.

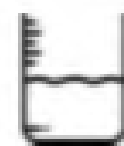*Powered by IoT, understanding sustainability—* *On a mission to change the perception of Indian Public Toilets.*
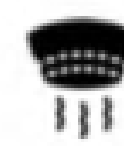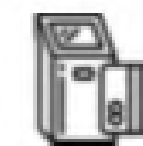
RFID Support

Footfall Sensor

Feedback Support

Water Level Sensor

Stink Sensor

ATM & Kiosk

Café: Funky, clean and utilitarian

Pitch

Business model

Mobile Application

- Powered by - Technology
- Managed By SLA
- Partner Training
- Sustainability Check
- Feedback

Point of Sale + Toilets =   SUSTAINABILIY

Revenue For Sustainability

Salinet Features

VANITY	IOT	TOILETS	RETAIL SPACE	STRUCTURE
Vertical Garden	Stink Sensors	Sanitary Pad Dispensers	Retail Kiosks	A Shipping Container
Free WiFI	Washroom Management System	Air Freshner Dispensing	Fiancially Self-Sustain	Rainwater Harvesting
Green Lung Spaces	24x7 Survelliance	Infant Care Station	Safe Disposal System	Waste Water Recycling
Biodigester	Solar Powered + Clean Energy	Specially Abled Toilet	Mini, Standard, Larger Models	Pre Fabricated Model

J&K 50+

Delhi - 1

AS - 10

MH 5

TS - 250+

TN =- 50+

ON GOING PROJECTS

COMPELETED PROJECTS

Pitch
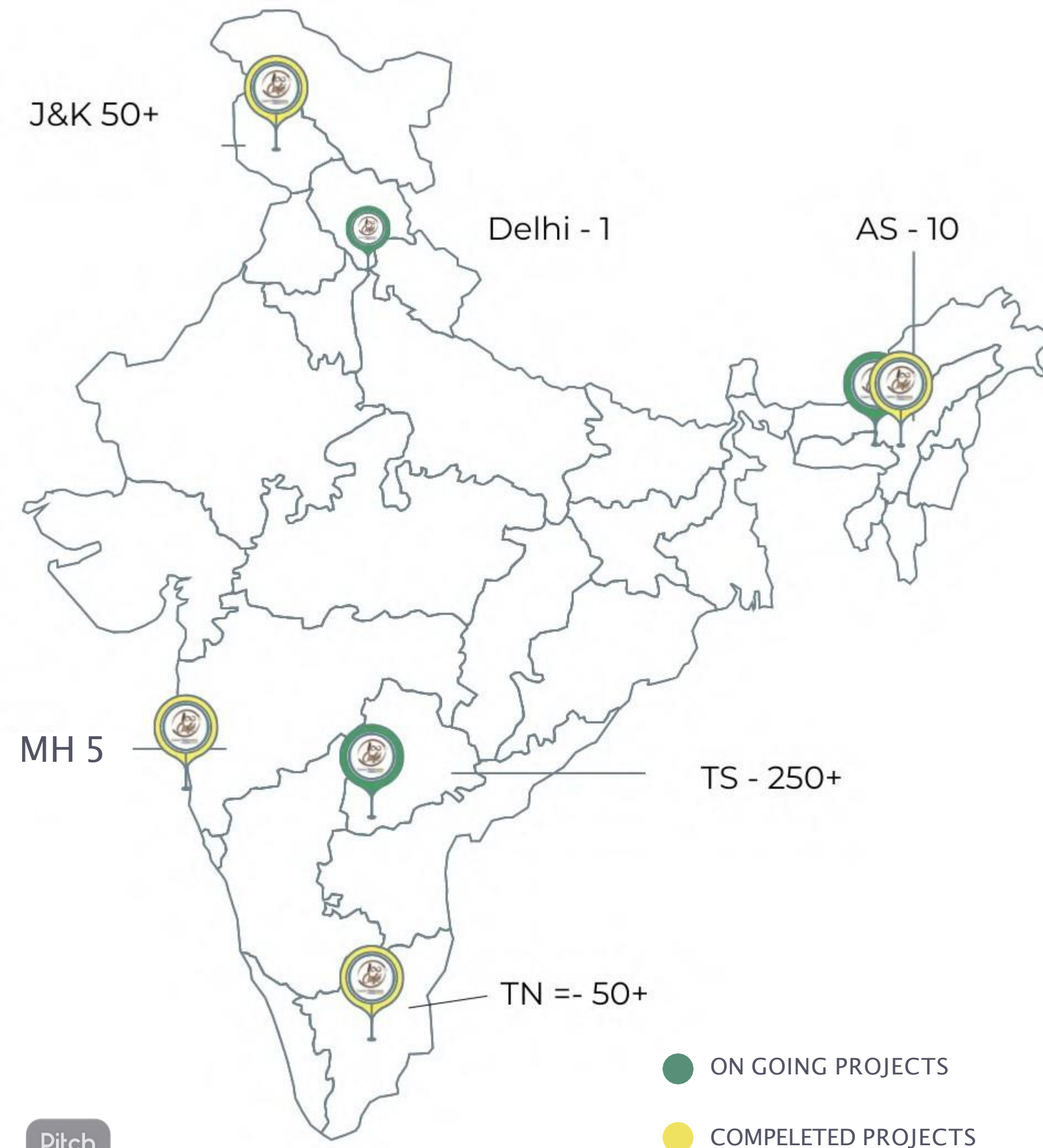
Every Aspect of a Toilet

Security – With the owner of the PoS is always present with their staff, trained and supervised by us.

Sanitation – Ensured by IoT, regulations, technology, supervision

Accessibility – LooCafe standards have Washrooms for specially–abled people, larger models, and a few LooCafes have been made for women only or LGBTQ+ people.

Technology – Easy tech for users, supervisors, owners, cleaners & employees

350+ LooCafe's Across India

Adaptable for Urban & Semi–Urban Settings

☑ Toilet with a sustainable Low Opex Model

☑ Off–Grid

Replicability & Investment

Works on 50-50 or a PPP Model. (Equity or inclusion aspects)

Smartly made for urban, semi-urban needs of a toilet with a sustainable low OPEX model.

3 Smart Designs Toilets with a POS attached.

LooCafe Larger

40 X 8 Feet

LooCafe Mini

8x8 Feet

LooCafe Standard

20 X 8 Feet

Future Plans

Fostering a WASH Unicorn by 20251

5k—10k Loocafe's within 3 to 4 years, in 200 smart cities and 10– 15 LooCafes each

Major Learnings

4 Years of LooCafe   Scaled upto 450+ Units

Every location had to be done with different structure plan

Every kid is different, so is every toilet's installation

Liasoning with different procedures

From town planning, to electricity, water. Everyone had their procedures

Only 30-40% are accept a prefab structure

Convincing about the concept

Socio- Cultural & Religious Aspects

Community sensitive to installation of washrooms

Street Conflicts

Objections from local public , shops etc made us to remove shift units installed which added to spends

Scaling with Tech
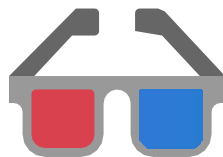
Washroom Management System

Tech enabling all IoT Devices, Using monitoring systems

Startup Enabling a LooCafe

An open API Model
Any startup can come and build in a LooCafe

3D Printing & Moulding Public Toilets

DIY Toiltes?

Ensuring Accountability

Monitoring, Accountability, SLAs. Building better urban infrastructure with technology

Pitch

THAN K YOU

loocafe.com

MES

"IoT based E-toilets: Business Model for public toilets"

A Micro-Unit Enterprise Model - *sustaining sanitation and enabling livelihood*

June 2022

Why eToilet ?

Objective

- **Ensure Sanitation Space is Clean all the time**
- **Social impact - improved facility**
- **Promoting - behavioral changes**

Operational Efficiency

Efficient O&M Support

- India's best O&M provider for public sanitation
- Multiple user /customer feedback systems
- Efficient waste management solutions (Bio-digester, DRDO and others)

Concept of Internet of Things (IOT)

- Every eToilets are mapped through a remote web server/ Mobile App
- Show eToilet status
- Customer can Share feedback - Mobile App, QR Code and Feedback switch
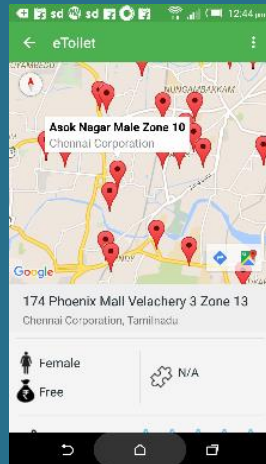
FEATURES

- Easy to install
- Unmanned operations
- Coin operated entry/free access
- Onsite waste treatment
- Power efficient
- Enhanced cleanliness through auto flushes & floor washing
- Consumes less water & power
- Outdoor advertising space on eToilet panels
- No regular manual cleaning/ maintenance required

FUNCTIONALITIES
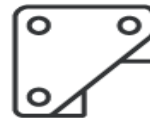
- Stainless steel assembly structure
- Wash basin & health faucet
- Sensor for water conservation
- Sensors for electricity conservation
- Web reports on health status
- In-built water tank
- Stainless steel platform with SS Closet
- Pre flush, auto flush, platform cleaning

Upscaling eToilet - Micro Enterprises for Sanitation (MES)

A Business Model for Sanitation Sustainability and Capacity Building of Communities

providing sanitation, enabling livelihood

MES AT ANGUL, ODISHA

KEY ASPECTS

Entrepreneur 'Community Led'
Lease land/space from ULB/ Privately -Owned 3 sources of revenue (ad, sanitation, retail)

Eram: Infrastructure
eToilet (@ Cost) eShop (@Cost) Service & Training

Fund: Investment, CSR, Govt.
eToilet (@ Cost) eShop (@Cost) Service & Training

Location /Space – Govt. Enabled, Private Owned
Provide land as per Street vending act Govt. enable document/license/ authorization support

HIGHLIGHTS

- **Government-owned** public toilet - land/space

- **'Entrepreneur'** - Community of the region

- **Trained and Upskilled** - 'Entrepreneur'

- **High Quality Infrastructure** – Alloy for Durability

- **Partnership & Collaborations - Shop Product Portfolio**

- **IOT enabled Toilet + Kiosk Format** provides data & remote monitoring

- **Generate** sustainable livelihoods for SDG 3 (Good Health and well-being)

MES Model consists of 2 units:
- **One or two eToilets**
- **One Kiosk**
- **Service & Training**

MES AT OMP SQUARE, CUTTACK

MES Business Model | Operations – Kiosk

Entrepreneur

Structured as the Joint Liability Group (JLG)
.

One Toilet Complex + Kiosk will be owned by 2-3 entrepreneurs based on the Kiosk format.

Govt. support to
- Identify high footfall location which very crucial for model to succeed
- Space and license to operate for 10 - 15 Years
- Facilitate Bank loan without collateral for the entrepreneur
- Documentation/License Support For the Enterprise

Operations Model

Toilet operational hours: 24x7

Shop: 8 hours per day (As per local shop rules) all days

Product Sales: During shop operational hours

For Health Assessment Options:
- At the shop
- Door step service, schedule booking done at shop

MES instance | Formats

eTS FORMAT	FOOD KIOSK	FOOD & HEALTH KIOSK	TELEMEDICINE & TELECONSULTATION	TOURISM & WAYSIDE AMENITIES
LOCATIONS	• Linear parks • Traffic junctions • Avenues • Zoos • Green covers	• IT Parks • Government Complexes • Green Covers and Zoos	• Bus Station vicinities • Designated Streets • Government Complexes	• Tourism Locations • Rest points along major roadways and vantage points
SHOP ITEMS	• Coffee/Tea • Fresh Snacks • Packed F&B items • Organic • Milk Products • Frozen Items	• Rapid Health Test • Diabetic, Heart, Anemia Screening Tests • Wellness Products	• Diagnostic Tests • Vision test and affordable reading glasses • Tele Medicine & Tele Health	• Way side convenience products • Products required by travelers/trekkers • Sales of traditional industry products like handicrafts, antiques

Angul MESH

- Food Kiosk + Health Kit + eToilet

- Shop managed by 2 Transgender
- Entrepreneurs selected by Angul Municipality and ESS.
- The Sales Report for May, June show an average per day sale of Rs. 2500/- and Rs. 1500 respectively
- On an average, Coin collection from Toilet peaks to 1500/- per month (INR 2 per usage)

- The SHG group provided training and support for 'Health Kit",

- The Kit provides screening Test for atleast 10 parameters of the Body – BP, Oxygen Check Up, Sugar/Glucose levels, Heart Parameters and so on at very Affordable Price

May-21	Sale per Day
03.05.2021	1085
04.05.2021	720
05.05.2021	2050
06.05.2021	2742
07.05.2021	3665
10.05.2021	3520
11.05.2021	1160
12.05.2021	3300
13.05.2021	2000
14.05.2021	2550
17.05.2021	4100
18.05.2021	4500
19.05.2021	3900
20.05.2021	2750
21.05.201	3700
24.05.2021	2850
25.05.2021	1660
28.05.2021	930
31.05.2021	1520

MES Impact & Scale |

- 1. MES AT OMP SQUARE, CUTTACK
- 2. MES AT MADHUPATNA, CUTTACK
- 3. MES AT BEACH, PURI
- 4. MES AT BUS STAND, PURI
- 5. MES AT JAYDEV VIHAR, BHUBANESHWAR
- 6. MES AT Baliyatra Padiya ,CUTTACK

Smart, Clean Sanitation And Waste Disposal
- Accelerate the achievement of SDG 6 (WASH) for clean sanitation space, SDG 3 (HEALTH), SDG8 (LIVELIHOOD), SDG5 (GENDER EQUALITY)

Building Skills & Entrepreneurship Development
- Empowerment of SHGs
- Handholding – To generate decent income
- MES Proximity - value to the community

Women's Development & Economic Resilience
- Role model to drive safe & Clean sanitation messages
- Catalyze socio –economic development

Innovation & Digital Empowerment
- Empowering Women with Economic Independence
- Training and Skill Development Digitally empowered.

- **CSR Projects - HDFC , JSW (Ongoing)**

- **INVESTMENT FUNDING FOR 100MES**

2,00,000+
Approx. revenue from 4 HDFC MES units in the first month

5000+
Usages of eToilets in a month

Scale to Drive Impact in Livelihood - 5000+ MES Models

- Directly provide employment to 15,000+ 'entrepreneurs'
- Positive Pipeline of Foreign Investment Funding to install MES
- Collaborations and partnerships between CSR companies, Government & Local SHGs
- Potential to enable achievement of SDG goals and community development and livelihood enhancement
- Last mile delivery of services & outreach programs to communities through MES
- Good practices in sanitation and awareness of better products & services

KEY BENEFITS

Solves Sanitation and Livelihood
2 in one
Public Hygiene key beneficiary

Large Scale Employment Generation
Ex: Chennai needs 15,000 toilets in public spaces 100 MES can directly employ 200-300 people

Advancing the Sanitation Economy
Corporate Branding Impact on WaSH (access, waste treatment, reuse)

95%

TO REACH 95% OF OUR TARGET GOAL OF 2 MILLION MONTHLY ACTIVE USERS OF MES BY THE END OF 2022 - 2023

PATHWAY TO SCALE

First automated public toilet in India
4000+ Installations
12M+ users
15k+ users/day
23 states
5 countries

50+ Awards

Zero-Grid ECR toilet
Fully-merged off-grid tech Recycled Water, Nutrients, Solar

Anti-Virus toilet
Public health surveillance for community disease spread

Scaling the Micro Entrepreneur Program
India: 100 shops, 10 states in 1 year MENA: 2 countries in 3 years Impacting community sanitation Enabling sustainable livelihood

MES AT BUS STAND, PURI

MES Learnings | A Work in Collaborations

Key Learnings

&

Government Support as Enabler

Key Learnings:

- Sustaining and maintaining public utilities require human intervention, irrespective of technology
- Technology is great enabler
- For sustainable living, community engagement is key with support mechanism
- A collaborative efforts of various stakeholders, Govt, and SHG enable growth ecosystem and conscious care of environment

Government Support is key in scaling the Sanitation Economy

- Implementation support and fast tracking approvals .

Financial Schemes & Policies to support WaSH projects

- Listing WaSH solutions in separate schemes for MSME directly supported by Central Government like PMEGP
- Listing such solutions as special categories for faster implementation time and scale
- Enable Loan Schemes to support SHGs involved with such livelihood + sanitation projects.

Encouraging Circular Economy Through Zero-grid Sanitation And Waste Management Solutions

- Policies and schemes to enable and guide ULBs to such sustainable technologies and projects

Recipient of Safaigiri Toilet Titan Award

THANK YOU

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Fresh Rooms
for
Healthy & Hygienic
Cities

FR is the winner of National Startup Award 2020 which bring sanitation, healthcare and hospitality under one roof driven by the (IoT)

HYGIENIC

- Clean and fresh environment, touchless experience, tissue dispenser, automatic sanitary pad dispenser in female toilets, sanitary pad incinerators, separate dustbins for biodegradable items and dry trash

COMFORT

- Free Wi-Fi with Waiting Lounge
- Daily News Paper stand
- Train and Bus arrival and departure feed on the outdoor video wall

SAFETY

- Separate toilets for Male, females and Differently abled along with waterless urinal
- QR scan enabled entry
- Safe Lockers on an hourly basis

CONVENIENCE

- Hot/ Cold Fast Shower and change rooms
- Vending of convenience items like Tea, Coffee, Snacks
- Short Stay Services: After every Single person use bed linen will be changed
- Separate space for child care and breastfeeding
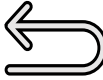
REVENUE STREAMS

- Using Fresh Rooms services provides customers with points which are redeemable across India at other Fresh Rooms outlets
- Digital Display Outdoor wall for Outdoor Advertising Size 8*10 Sq. Ft. or above

Fresh Rooms has ticked all the boxes of Swatch Bharat matrix to become aspirational Hygiene space

Fresh rooms is an innovative technology enabled solution to the rampant challenge of poor sanitation in the country

FR — *Fresh Rooms*

01 Comprehensive Offerings

It provides smart solutions such as e-toilets, smart cafeterias, nap zones, healthcare facilities, lounge areas and salon services to their traveling clientele

.

02 Transformed Business Model

Bringing several services bundled with the "Toilet" that helps City Government to increase focus on citizen services whereas the "traditional toilet" is now a revenue generating mode

How is Fresh Rooms redefining the sanitation space

03 Technology Integrated

Entire offering is closely integrated with technology for real-time monitoring of services and operations and data can be shared with government command and control center for better citizen services

04 Changing perception: Not just a toilet… but a place to get ready

The "Traditional Dirty Toilet" is transformed into a place where you can get freshen up, have a power nap and have your coffee before you head-out for work

Customer they serve..

Male / Female business travelers	Backpack/ Tourists	Pilgrims
Corporate Travelers	People On-the-go	Road bound Travelers
Railway Officials	Same day returning Executives & Business people	Young Travelers
Shoppers from near by towns	Relatives of patients in hospitals	Relatives of students in Colleges/ Universities

Fresh Rooms has the potential to bring across economical, social and health impacts amongst others

	Impact Type	Description
	Economic	Job creation
	Health	Positive health impacts through better sanitation outcomes
	Environmental Sustainability	Smart environmental solutions that use low water consuming and eco-friendly equipment, waste segregation, re-cycling and renewable energy.
	Societal	Better public facilities contributing to better public outcomes
	Safety	Contributing to the safety of women and children through safe and hygienic public sanitation facilities with special provisions for women mothers
	Inclusivity	All Fresh Rooms facilities follow Government approved accessibility guidelines and features
	Cultural	Contributing to behavioral change through promotion of awareness on sanitation, hygiene and water conservation
	Policy alignment	Alignment with government programs such as Swachh Bharat and Digital India

FR has a comprehensive set of offerings divided into 6 variants, set to roll out in a phased manner across the country

Fresh Rooms aims to cater to specific needs of the traveler, namely freshening up (toilet, shower), resting (sleep, rest, nap), eating (tea/coffee/beverages, snacks, desserts) and meeting (meeting space)
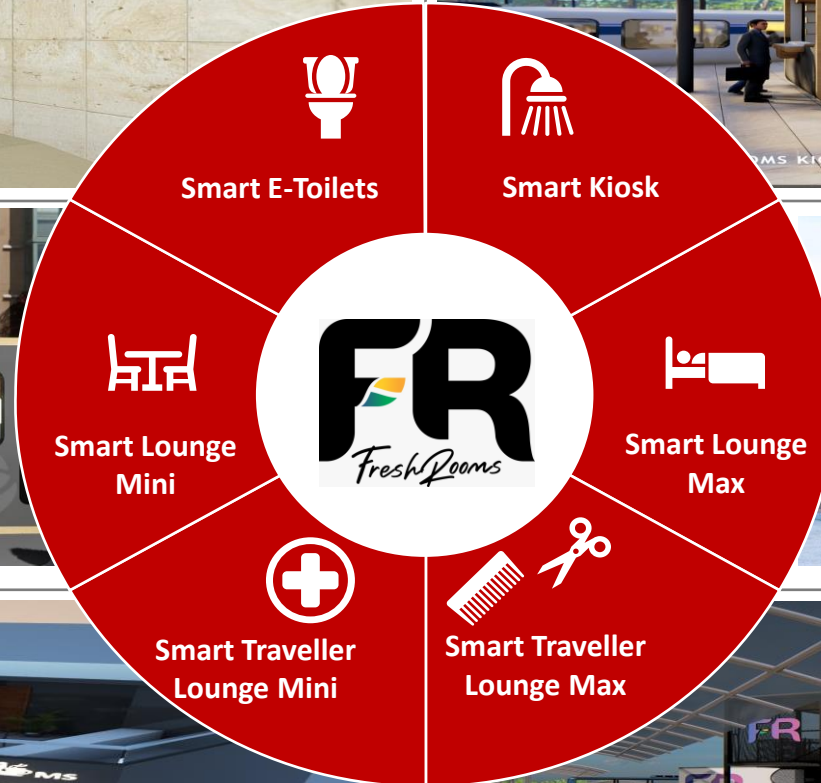
How FreshRooms is changing the existing model

Transformation

- ✕ **Poor Hygiene**
- ✕ **Staff and safety is always an Issue**
- ✕ **Low Maintenance and Sanitization**

- ✕ **Non Sustainable operation model due to single source of revenue**

- ✕ **Very Hard to Expanded without strong government Incentive**
- ✕ **Very few private Player Interested**

- ✓ **Smart toilet and IOT based sanitation**
- ✓ **Trained staff with upmost care taken of safety**

- ✓ **Multiple Source of revenue from :- F&B,Ad space, Lounge, Relaxation make the business sustainable**

- ✓ **Easily scalable business model due to high engagement of private player**
- ✓ **Easier public private partnership**

FR Road Ahead- More than 200+ Locations Identified

STATES	CITIES	CONVERSATIONS No's	TARGET IN 36 MONTHS
15 NO'S	120++	100++	500++

POTENTIAL SEGMENTS

LOCAL MARKET PLACES   BUS STANDS   AIRPORTS   HOSPITALS   METRO STATIONS

RAILWAY STATIONS   HIGHWAYS   COMMERCIAL   TOURIST PLACES   PARKING AREAS

FR is operating 10 outlets in India & discussions are in progress for an international foray.

1. Bhopal - 3 Units
2. Ujjain - 5 Units
3. Puri – 1 Unit
4. Paryagraj (Railway station)
5. *Cuttack – 1 Unit
6. *Bhuvneshwar – 1 Unit
7. *Lucknow (Railway Station) - * under construction

ABOUT TOILET BOARD COALITION

OUR VISION

We envision a global marketplace – a sanitation economy – for self-sustaining and resilient sanitation systems that serve our population, strengthen our planet and generate economic returns for businesses of all sizes and geographies.

OUR MISSION

Drive private sector engagement towards universal access to sustainable safely managed sanitation.

TOILET
BOARD COALITION

Catalyse Sanitation Economy ecosystems through strategic projects and thought leadership to build opportunities and environments for the private sector to grow the Sanitation Economy and contribute to SDG 6.2.

Focused private sector engagement to drive and demonstrate scale

ECOSYSTEMS

ENTREPRENEURS

Ensure there are scale-ready sanitation economy businesses to take advantage of investment and business opportunities via the Accelerator Programme

THE TOILET ACCELERATOR WORKS WITH SANITATION BUSINESSES IN 3 WAYS

TOILET
BOARD COALITION

ACCELERATING
Identifying promising sanitation business models with prospect for scale – and matching expert mentors from across the TBC membership to address critical business issues to ensure access to capital and partnerships for scale.

CO-INNOVATING
Co-innovating new solutions where critical components of the system do not exist, i.e. leveraging the innovation & R&D departments of our sophisticated TBC member companies to solve business and technology issues.

BUNDLING
Identifying opportunities to bundle sanitation with other solutions also targeting the same users, i.e. affordable housing, water, energy, and mobile for development.

TOILET INNOVATORS
WELCOME
THE TOILET ACCELERATOR IS SEEKING TO WORK WITH BUSINESSES* THAT MEET THE FOLLOWING GENERAL CRITERIA:

EMERGING & FRONTIER MARKETS
Target market includes populations most at risk in Asia and Africa

SCALABLE
The business is positioned to deliver sanitation at scale and is connected to the full value chain of sanitation service delivery

INNOVATIVE/ REPLICABLE
Product offering that is aspirational for its target market and provides an improved solution to the market. AND/OR Product offering that is proven and replicable

MARKET BASED
Commercially viable businesses, at every point in the sanitation value chain, delivering sanitation to those without access, profitably
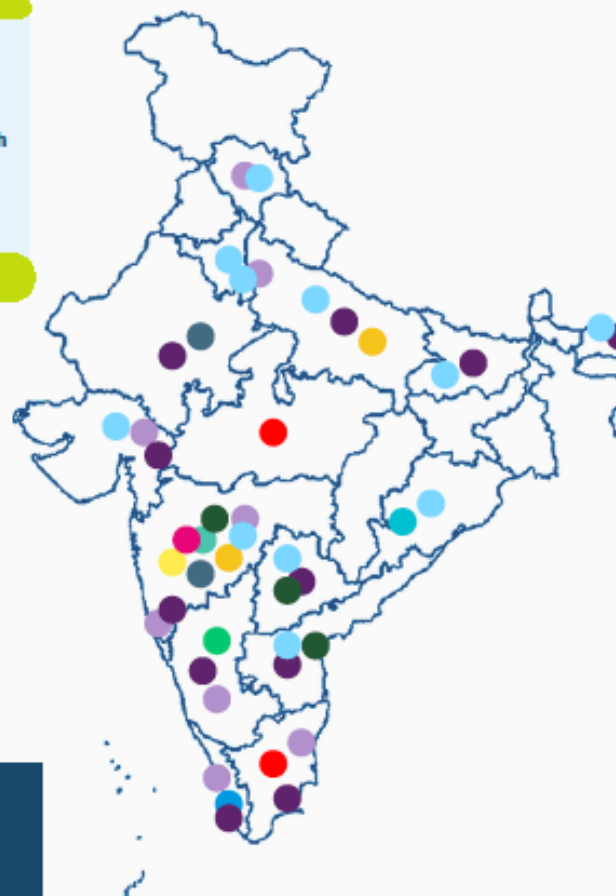
TOILET ACCELERATOR

OUR IMPACT

WORLD'S FIRST ACCELERATOR PROGRAMME DEDICATED TO SANITATION ENTREPRENEURS

Since 2016 the Toilet Board Coalition's specialised corporate accelerator programme has been supporting entrepreneurs with bespoke mentorship, partnership and the visibility to scale their sanitation economy businesses. More than toilets alone, we look for commercially viable businesses across the Sanitation Economies - including innovative sanitary-ware infrastructure, products & service providers; toilet resource collection, treatment, and transformation.

	Biomass Control	Eco Dew	Eram Scientific	Fluid Robotics	Garv Toilets	Lootel	Organica Biotech
Daily Users	50,000	28	15,000		250,000+	6,000	

	PadCare	Saathi Pads	Svadha	Tiger Toilet	TrashCon	Ti Bus	Woloo
Daily Users	1,500	60,000		35,000		11,000	

70 M

To date, we have accelerated fourteen small and growing businesses in India, which have touched over 70 million individuals with their products and services. We've executed two large scale projects in the country and built a strong network of stakeholders in the business, government and development domains.

93%
of alumni secure investment and/or partnerships to scale their venture

A portfolio of **14** business solutions

CO2/ GHG emissions avoided **20kT**

INDIA PORTFOLIO

ULB Awareness Webinar Series

- Bridge information gap between ULB decision makers and entrepreneurs

- Quarterly webinar series - completed 2 webinars

- Next webinar – focus on **TREATMENT SOLUTIONS** – **20 July**

- Contact: agarwal@toiletboard.org

MEMBERS

THANK YOU