



**9th
GRIHA
SUMMIT**

**Sustainability
As A Driver of
New Ideas**

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**SANITATION &
LIFE-IMPROVING
SERVICES
FOR THE
URBAN POOR**




21% of communicable diseases are linked to unsafe water & lack of hygiene practices



More than **500 children under the age of five die each day** from diarrhea



Women and girls get **harassed, abused & raped** while trying to find a place to defecate



70 MILLION **URBAN POOR** **LACK ACCESS** **TO SANITATION** **& BASIC SERVICES**



The image shows Prime Minister Narendra Modi in a white kurta and glasses, holding a broom and participating in a 'Swachh Bharat Mission' activity. He is surrounded by other officials and workers, some wearing uniforms and holding brooms. The scene is outdoors, likely at a public event or construction site.

The Opportunity:
**Clean India
Mission**

*A national initiative launched
by the Indian Prime Minister*

Municipal governments are responsible for toilets, but they **struggle to do so**



SAMAGRA TOILETS ARE...



CLEAN



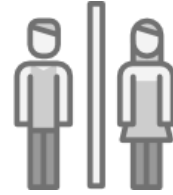
WELCOMING



SAFE



The Impact



150,000+

DAILY USERS



30,000+
**CHILDREN
TOILET USERS**

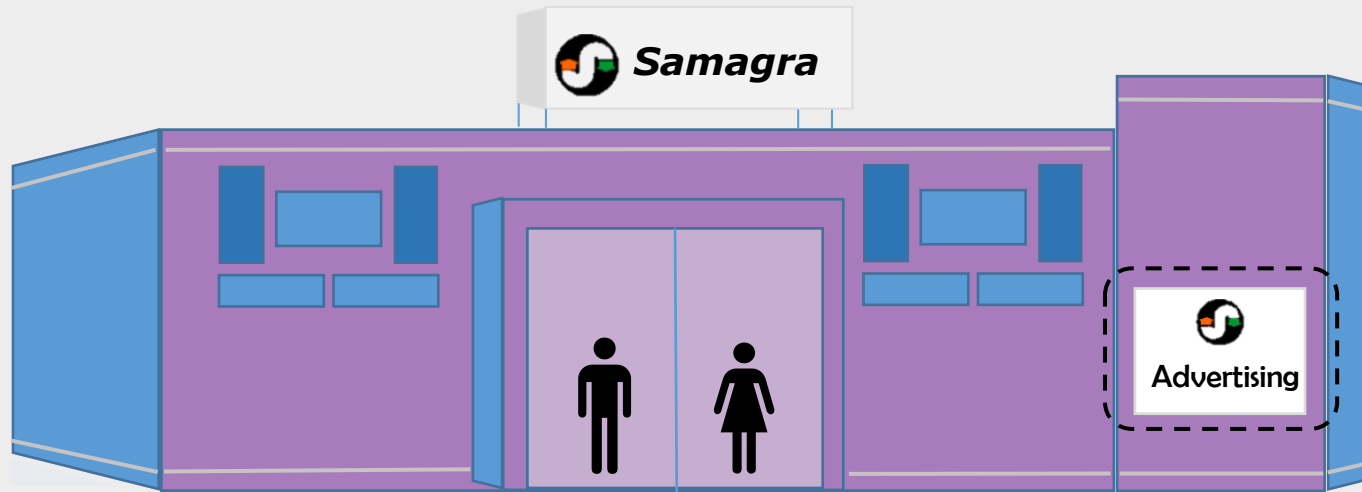


50%
**% DECREASE IN OPEN
DEFECATION RATE**

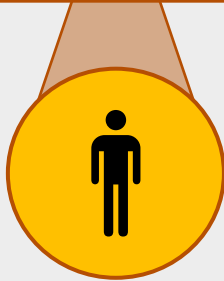
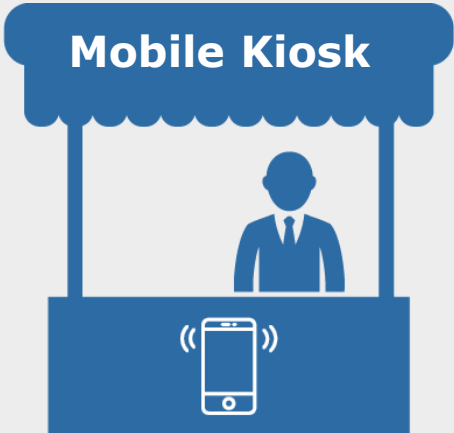


70,000+
**FEMALE
USERS**

Samagra Revenue Model



Samagra creates a **dynamic urban space**, providing **access to socially impactful goods and services** for the low income communities



**§AMAGRA CLEAN WATER §SERVICE§
R§ 5 FOR 20 LT§**



**§AMAGRA ATM §SERVICE§ FOR
THE URBAN POOR**



Technology Driven Value Added Services



Toilet = Payment Centers

SAMAGRA LOW COST INSURANCE R; 2000 PER FAMILY PER YEAR



Samagra is excited to announce launch of HEALTH INSURANCE for toilet users

अपलिफ्ट समग्र बिबादरी
तकलीफ एक की, साथ सबका



बीमारी से पहले,
बीमारी के बाद
बखे सहायता जानी
आपकी अपनी
अपलिफ्ट बिबादरी

एक साथ आने पर मिलने वाली स्वास्थ्य सुविधायें



"हमना डॉक्टर"
के-सल्लेन फॉल सुविधा



"असल बी वेल"
के-सल्लेन ब्याकाले ने जीव



ब्याडो पी छूट



स्वास्थ्य मिडियन



स्वास्थ्य सुविधाओं का नेटवर्क



अस्पताल में शर्ती होने पर कुछ
आर्थिक मदद

अधिक जानकारी के लिये संपर्क करें - 8007420101



\$AMAGRA MEDIA/OOH



Technology Driven Value Added Services



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"हमना डॉक्टर"
के-सालेन फोन सुविधा



"अल बी वेज"
के-सालेन बसकारने में जीव



बवाडों पे छूट



स्वास्थ्य मिडियन



स्वास्थ्य सुविधाओं का नेटवर्क



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SAMAGRA ATM SERVICES FOR THE URBAN POOR



SAMAGRA MEDIA/OOH



Unit Economics

Expenses

INR 15,000 per month
INR 1,80,000 per year
(USD 2770 per year)

Revenues

INR 2,50,000 per year
(USD 3745 per year)



Samagra Revenue Breakdown (per year)

- Water Services : 9000 (USD 140)
- Health Insurance : 80,000 (USD 1230)
- FMCG Goods : 75,000 (USD 1154)
- Media Ads : 75,000 (USD 1154)
- ATM Rental : 14000 (USD 215)



**Every Toilet Unit Breaks Even in 6-8 Months
of operation**

GOAL

20 Million Users In 5 Years



Our supporters:



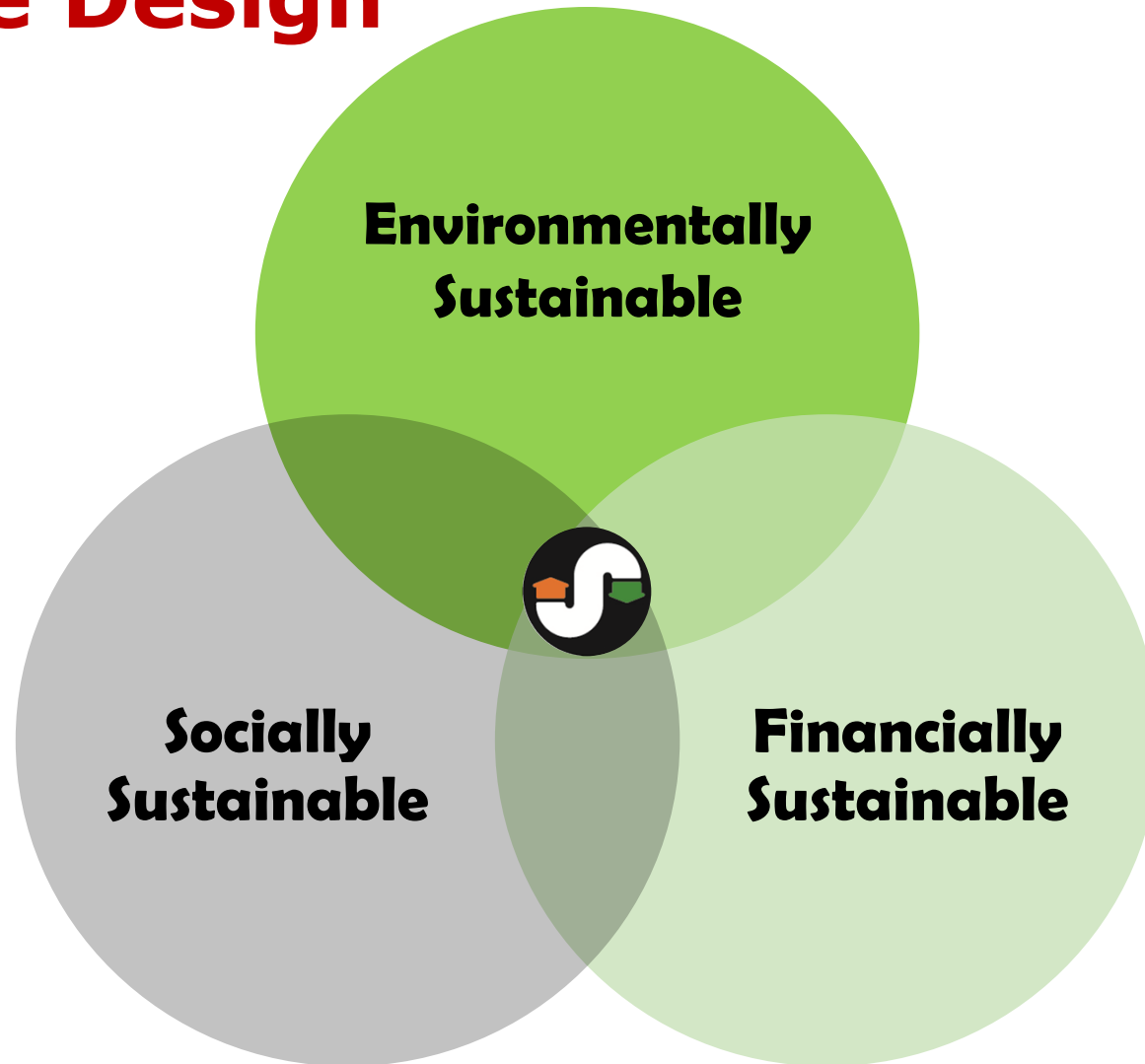
Deloitte.

BILL & MELINDA
GATES foundation

 Project funded by:
Grand Challenges Canada™
Grands Défis Canada™



Sustainable Design



Prevent Unintended Consequences | Create Enormous Impact

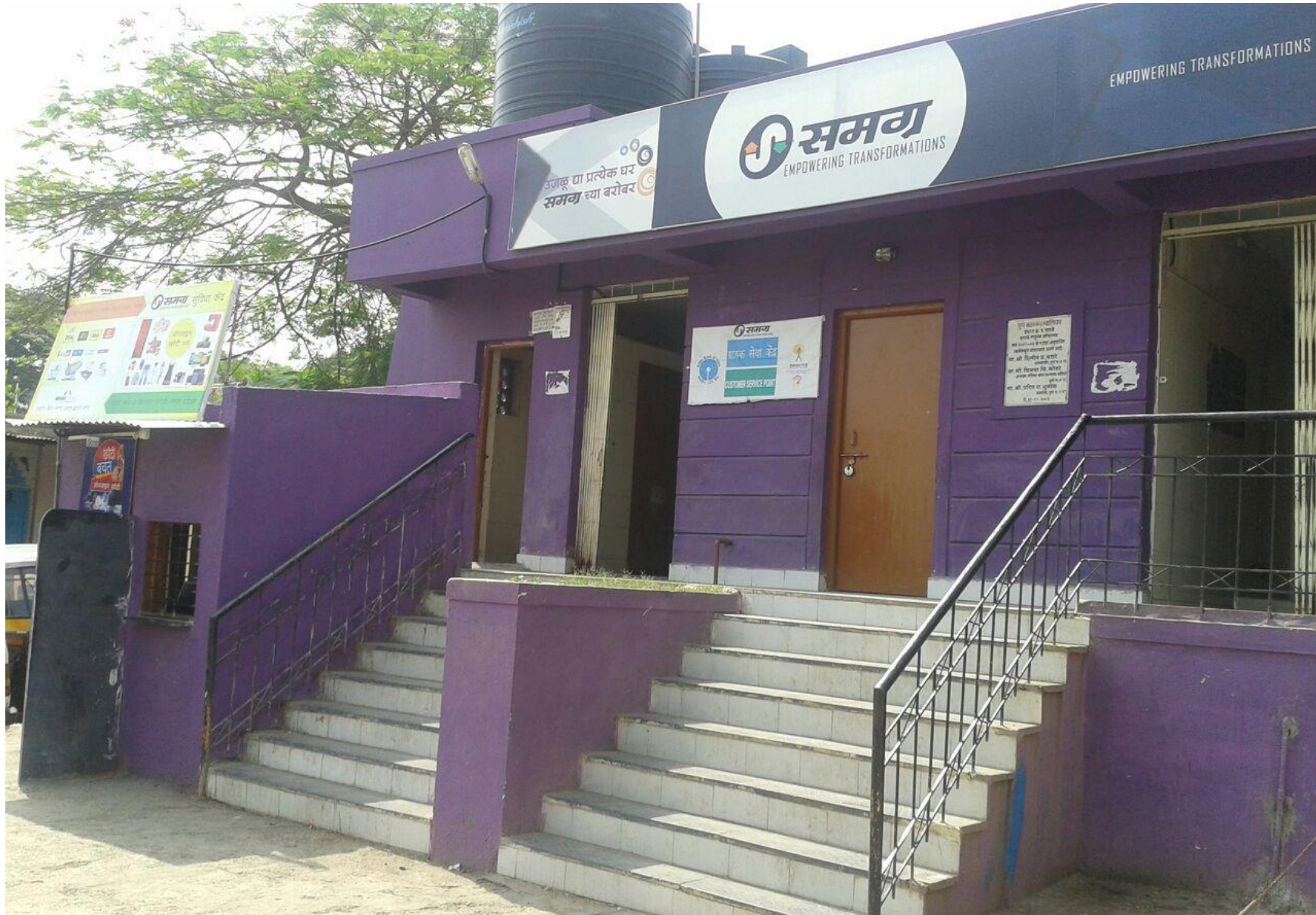
Is This Sustainable?



Is This Sustainable In Indian Context ?



Is This Sustainable In Villages?



Is This Sustainable?

