



India



## Sanitation Entrepreneur Development

Svadha 

Svadha links rural entrepreneurs with high quality sanitation materials and assists them in implementing sanitation infrastructure.

Launched in 2013, For-profit , Sanitation , South Asia: India

Partners: Unilever, World Toilet Organization, and suppliers such as Tata, Vishaka, Vision Spring.





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### Problem Addressed

Svadha works with people residing in rural areas with limited awareness of the importance of sanitation, limited access to adequate sanitation facilities, and limited access to materials required for toilet construction. Furthermore, these residents often lack productive economic opportunities.

### Innovative Approach

Svadha's approach ensures a customized, market-based approach to effectively provide sanitation to underserved rural areas with quality products, by both negotiating with national brands for materials and providing hands-on assistance to entrepreneurs and equipping them with tools to expedite and improve the efficacy of sanitation products.

To fulfill the comprehensive WASH requirement of rural consumers, Svadha provides its products and services through several brands such as Svadha Mart (for village entrepreneurs), Svadha lite (for hardware shop entrepreneurs), and Svadha Plus (for women entrepreneurs focusing on total household hygiene and health requirement).

### Program Solution

Svadha, a subsidiary of eKutir, equips rural areas with sanitation products and services, using an enterprise-driven approach. It partners with grassroots level entrepreneurs and trains them on how to assess the sanitation requirements of their clientele and how to address them. Addressing their sanitation needs is not limited to providing them with the necessary infrastructure, products, and services, but also extends to providing education on sanitation where required.

Svadha works with these entrepreneurs in designing specific solutions. The organization does not have a 'one-size fits-all' approach to sanitation needs; it designs various solutions to challenges across a range of areas spanning behavior change communication, toilet design (including the components used to construct toilets, whether the toilet includes a washing area, etc.) and toilet technology (including two pit latrine systems, pre-fabricated solutions, and low-cost but high quality bio-digester solutions developed by the organization).

The organization is piloting an ICT tool to assist entrepreneurs. The 'sani-tool,' a tablet-based software, assists entrepreneurs in needs assessments in their specific markets which will also act as a database for big data analytics on

consumer behavior in the near future, which would be of great interest to different stakeholders like corporations, NGOs, and government.

Svadha develops supply chains to assist rural entrepreneurs in accessing the supplies they need; these services generate revenue for the organization. To assist the rural populace in accessing adequate sanitation facilities, it also links them to local microfinance institutions.