Sewber

Problem Statement:

It is not an overstatement when we say that today India is drowning in its own excreta! About 80% of the sewage that is generated flows untreated into our water bodies. Sewage leaching into the groundwater aquifers has caused nitrate levels of our water to increase excessively. We being aware of the situation have come to realize that prompt action must be taken. Most cities in India do not have underground sewage systems to dispose its sewage.

Solution:

SEWBER, a mobile based application, is an initiative designed to create a systematic, regulated way of treating and managing sewage. The aim is to create a methodical connection between septic vendors and their customers to solve the problem managing sewage and also to create an environment friendly disposal method with cost effective pricing.

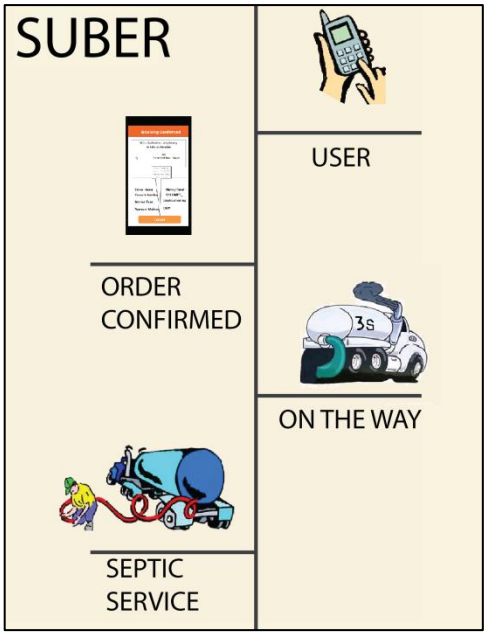

Figure 1

Scope of the project:

To build a mobile based application, which would be a one stop platform for all customers that need on demand septic services and drain cleaning. Customers will be able to book a septage/pluming cleaning service from any part of India, based on the real time information. There would also be a toll free number for people to call on and book services if they do have access to a smart phone. This application will be used by septic vendors and their customers.

The pilot would be carried out in Pune and Bangalore.

Benefits for 3s:

This application would help :

- To provide septic/drain cleaning services in areas where 3S does not have reach.
- 3S would still have a revenue system generated from the trips completed through this application via an incentive system.
- To manage large quantities of waste productively 3S would set up their own Sewage treatment plants. This would also give rise to competition amongst the Government and Private owned sewage treatment plants to run it more productively.

Value Proposition:

SEWBER would create a one stop mobile platform to bring all the operators in the septage/pluming services together. It would help manage the way sewage is collected and disposed in India and eventually across the globe.

Currently there are many challenges related to gaining the required permissions to dispose of the sewage responsibly. SEWBER would also be helping the septic vendors on its platform gain the necessary permissions to dispose of sewage responsibly.

Business Model:

Septic vendors would pay an initial registration fee of Rs 1000/- to download the mobile application. A commission of 10 % would be earned by SEWBER on complete transactions (trips carried out by the septic tanks) as the aggregator. Vendors would also have the option of advertising on the application for an additional fee per month. If a vendor or its drivers do not own smart phones, the same would be provided by SEWBER on EMI basis as well.

Impact:

The SEWBER application would bridge the gap between septic services demand and supply. It would help scale the number of trips for vendors from an average 5-6 trips/day to an additional 8-9 trips/day in the first year. This would result in collection and responsible disposal of approximately 78,000 litres of sewage in a day per vendor compared to approximately 30,000 litres being disposed currently. SWEBER would create a competitive septic/drain market and boost the septic industry, which is otherwise looked down upon. SEWBER would help stabilize the septic service prices.

Open defecation in India has given rise to the practice of manual scavenging. Though there is a law which bans it, in the absence of an effective system the practice regrettably continues. If there are no drainage lines connected, which are also expensive and not a viable solution in certain areas. The members of a community would be encouraged to build

septic tanks and be assured that septic cleaning service would be provided in a timely fashion. This could help aim to bring the issue of manual scavenging reduce.

SEWBER would not only make the booking process easier (to order septic tanks), but also dispose the sewage responsibly.