



dream to deliver

Innovations in Sanitation



CAYA CONSTRUCTS



About CAYA

Founded in Sept 2015 to deliver scalable and sustainable social innovations for the SDGs



एक कदम स्वच्छता की ओर



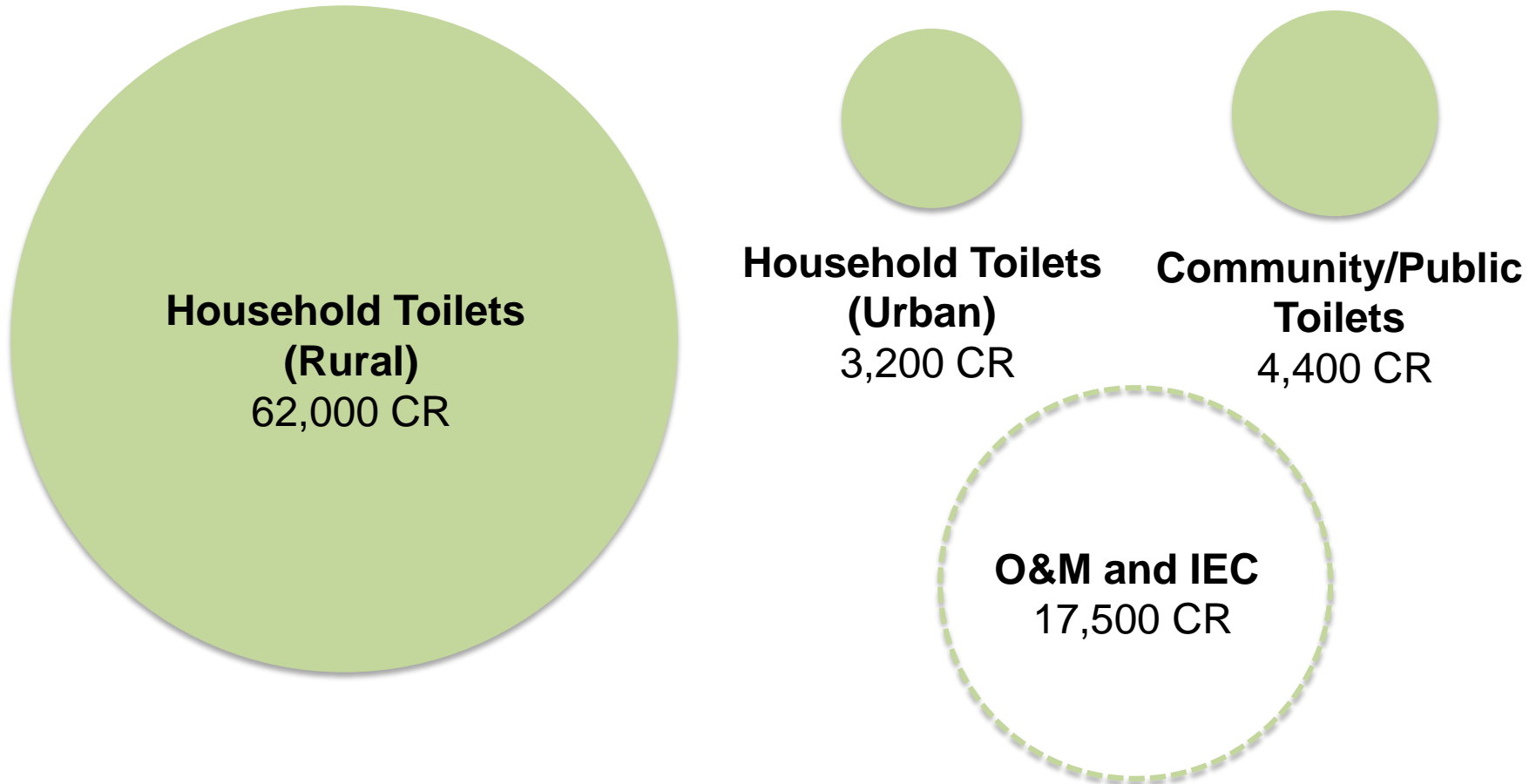
जल स्वावलम्बन



Pradhan Mantri
Awaas Yojana
Housing for All



Swachh Bharat Mission presents 87,500 CR opportunity in sanitation



Market is B2G driven (catch-up game)

Three patent pending products in sanitation



Community Toilets (joint-free structures)

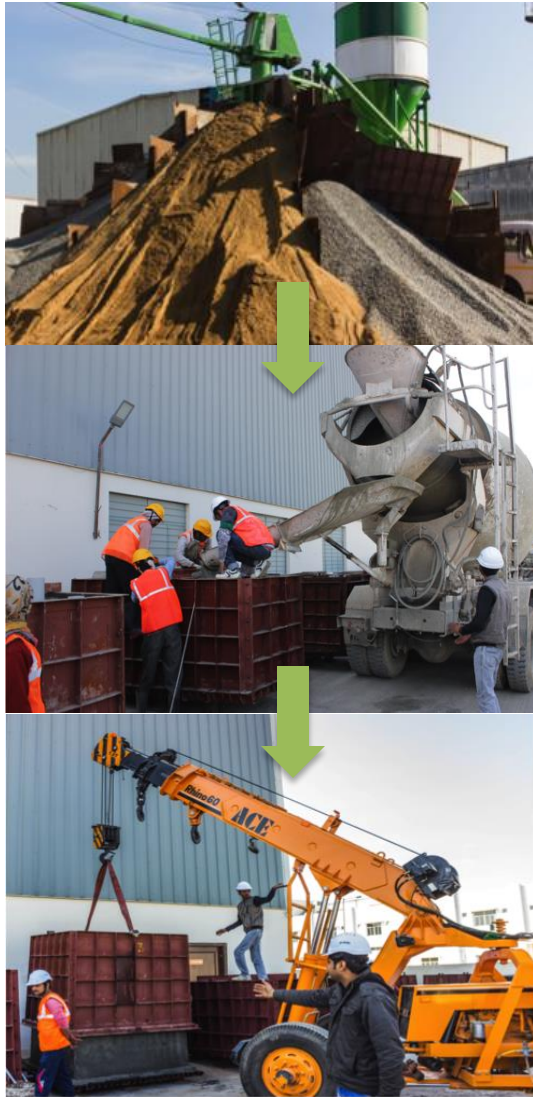


Onsite sanitation units (multiple chambers)



Individual Household Latrine
or IHHL
(6-piece modular toilets)

Best technology to manufacture products for the masses



Sanitation Challenges	CAYA Solution
Product not designed for masses	<ul style="list-style-type: none"> • Durable, high-quality product • Precast & RCC technology • Suitable for all geographies & climate • Can withstand high usage • Salvageable
Not standardized	<ul style="list-style-type: none"> • Factory production, consistent quality • Quality check & product inspection
Non-scalable	<ul style="list-style-type: none"> • Quick to produce at scale • Minimum onsite work • Helps provide large quantities at low cost
Poor maintenance	<ul style="list-style-type: none"> • Hygienic and easy to clean product • Reliable, high-quality maintenance services for community toilets



Community toilet – easy to install



1. Transported in trucks



2. Lifted using crane and placed onsite



3. Plumbing work



IHHL – Quick and easy to assemble



1. Lay the foundation on an even surface



2. Place 1 front and 1 back wall on ring



3. Place the 2nd back wall



4. Place the 2nd front wall



5. Place the roof and close the locks



6. Use stones, cement mix, etc. to secure seat

IHHL – lego-style modular toilet that can be upgraded



△ Tiling

△ Paintwork

△ Water tank

△ Others?

ODF would not be possible without covering the entire value chain



UNIVERSAL
COVERAGE



High-tech toilets



Cleaning & maintenance*



Behaviour change

Smarter toilets

New business models

OPEN
DEFECATION

CAYA's Sanitation Solutions

* For community toilets only



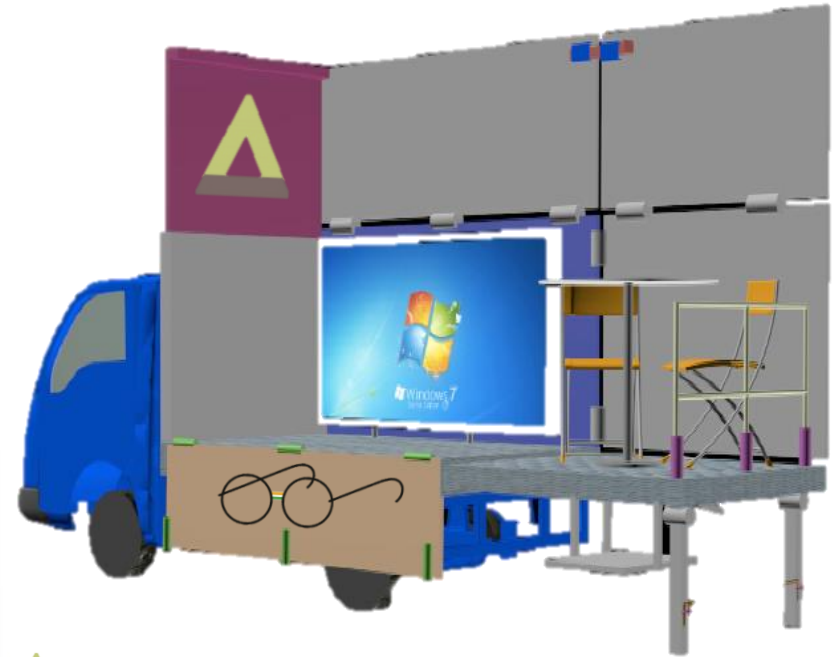
CAYA's services for demand generation

Operations & maintenance



- △ O&M by well-trained, uniformed swachhta sainiks has taken stigma out of cleaning job

Behaviour change



- △ Standardized IEC activities will cover slums, schools, markets and health centers



5 lakh people in 150 cities reached so far



5 500
Community toilets

4 000
IHHL

1 000
O&M services

120+
ULBs as customers



* ULBs – Urban Local Bodies

Beyond 2020:



- △ Sustained demand from government
 - △ Optimal number of toilets per capita
 - △ Continued urbanization
- △ Demand from households
 - △ Not covered during SBM
 - △ Upgrade the toilets
- △ Data collection- IOT/ Demographic
- △ Smarter toilets

New business models for sustainability



Build-Operate-Transfer (BOT) model for public toilets



- △ AD revenue for building and operating
- △ Compact → easy to place roadside
- △ Salvageable in case of road widening
- △ Cost-effective → BOT can be sustainable for tier-2 cities/ district HQs





Retail models for IHHL

Current : **B2G** → targeting urban HHs, no DBT
Same can be done for SBM- Gramin



Government of Rajasthan

PROSPECTIVE MODELS

Conventional retailing

- ✓ Interpersonal relationship
- ✗ Willingness to take credit risk ?
- ✗ Capacity to do installation ?

Microfinance Institutes

- ✓ Good outreach
- ✓ Deal in commodities (solar lights)
- ✗ Interest can be a deterrent

Post Office

- ✓ Penetration in India
- ✓ Large workforce
- ✗ Collaboration with new ministry

Anaj Mandi

- ✓ Penetration in India
- ✗ Accessed by farmers only



Thank You