

Promoting Demand at the Urban Water ATMs for sustainability Terms of Reference

Proposals are invited from experiential marketing agencies to enhance the consumer demand and visibility of Small Water Enterprises (SWEs) or Water ATMs to enhance their financial viability through increased consumer demand of safe drinking water in the urban cities.

Background: Increasing urbanization, and expected population explosions in cities are making the already water-stressed cities difficult to provide safe drinking water to the people in urban slums who endlessly wait for water tankers or 'people on the go' who find it difficult to purchase expensive bottled water. Providing access to affordable safe water is critical hence SWEs¹ are being installed in the cities. SWEs were previously used successfully as a source of safe water in the rural India and are present in more than 17 states of India now. These SWEs supplement the safe drinking water access at an affordable price for the masses and improve public health and related health expenditure, loss in income due to sick days or loss of school attendance, especially for the girl child. They promote local livelihoods and help generate income at the grass roots. In India, there are more than 30 SWE implementers operating in rural and urban space who have collectively established ~ 50,000 SWEs of which ~ 3,000 to 5,000 are in urban spaces. These solutions are complementing government piped water and tanker services by using market-based approaches to deliver high quality drinking water.

Before their implementation in the cities, Municipalities felt that there will be a significant Advertising Revenues potential to augment their sources of funds. However, it did not happen.

The Problem definition:

Task 1: Generate Demand: The urban Water ATMs are located in slums, by the road side, under the fly-over, high footfall areas like hospitals, courts and places of worship. They lack visibility, consumers are not aware of the facility, reluctant to collect water in a can from the Water ATM hence the daily demand for a 5,000 litres daily capacity plant is a meagre 50-500 litres/day. The additional challenges are that i) water is provided by the Municipality hence it cannot be marketed as safe water to differentiate on the basis of quality ii) in the cities, unpackaged water in a jar is not permitted to be distributed through vehicles. Hence, we need to design an IEC campaign that can be rolled across India through the Ministry of Housing and Urban Affairs, State Governments, Urban local bodies, SWE Implementers, etc. to promote their demand and sustainability.

Task 2 Develop Water Knowledge Resource Centers (WKRC) at Water ATMs

Can we create a Water Knowledge Resource Centers (WKRC) at the urban Water ATMs as a knowledge center for the general public or students at the Water ATM to promote (a) citizen participation and (b) value added services for the Urban Local Body (ULB like Municipal Authorities), such as a point of collecting public grievances, bill payment, etc. These are only some of the thought starters and we welcome new avenues for it to be used as a Knowledge Center.

Task 3; Develop Information Education Campaign (IEC) Material for Increased Public Awareness

Develop IEC materials including posters, pamphlets, education-driven materials for i) Citizens and ii) School children

- WASH awareness - hand washing
- Judicious use of water
- Water Quality and its impact on health
- Water conservation – rain water harvesting

Please send in your application to this mail id – psewak@safewaternetwork.org / psingh@safewaternetwork.org / info SEWAH@swnindia.org till June 30th , 2020

¹ Small Water Enterprises (SWEs) are decentralized modular quick to set up and are cost effective water treatment plants that provide affordable safe drinking and cooking water reliably and sustainably.

About Safe Water Network: Safe Water Network has worked alongside communities in Ghana and India since 2009 to establish decentralized and locally-owned community water purification systems that provide affordable, reliable and safe off-grid drinking water. Over the past ten years, Safe Water Network India has established more than 330 safe water stations or small water enterprises (SWEs) called 'iJal Stations' in the Indian states of Maharashtra, Telangana, and Uttar Pradesh providing affordable safe water access to over one million people facing water quality challenges. These social enterprises are operated and managed by the local communities, women self-help groups, or village level entrepreneurs. In addition to the demonstration of work in the field at a credible scale, we share field learnings for policy coherence and advisory services through research-based evidence, conduct training and capacity building and promote knowledge exchange and sector advancement through our initiative of SWE Alliance. We regularly publish the India Sector Reviews, share best practices in the sector through our field insights, case studies, and spotlights that are disseminated nationally through our 'Beyond the Pipe' forum and internationally.

About the Project SEWAH a joint collaboration between Safe Water Network India and USAID aims to strengthen the journey of self-reliance of ULBs by increasing access to safely managed drinking water for urban poor under the Jal Jeevan Urban Mission of the MoHUA.

This project activates a collaborative effort among the civil, public, and private sectors to address the multidimensional challenge of urban water supply. There will be pilots in ~30 cities across 16-18 States in India.

The project would provide technical support that build efficiencies in the city water ecosystem. The main components of the project are

- o **Institutional strengthening** (a) policy advisory and coherence to influence policy that attracts private sector participation in the SWE sector; (b) capacity building; (c) development of model documents,
- o **Knowledge creation:** SWE Alliance web portal as (a) knowledge repository of IEC and training (b) networking and exchange platform, and
- o **Networking and Dissemination** (a) peer to peer exchange, study tours between ULBs (b) Round table and Stakeholder consultations, national forums and (c) international conferences/webinars.

It has four cross cutting initiatives gender, social enterprise, knowledge hub and Small Water Enterprise sector building.

About USAID: USAID leads international development and humanitarian efforts to save lives, reduce poverty, strengthen democratic governance and help people progress beyond assistance. It supports partners to become self-reliant and capable of leading their own development journeys.