KNOWLEDGE COMPRENDIUM
PRACTICES FOR SAFE AND AFFORDABLE WATER
2010-2020
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**INDIA SECTOR REVIEW: SMALL WATER ENTERPRISES TO MITIGATE THE DRINKING WATER CHALLENGES**

**Year of Publishing:** 2018  
**Author(s):** Poonam Sewak, Pooja Singh, Garvita Chawla, Reena Kumari, Arshiya Tawakley  
**Focus:** Policy and institutional reforms to promote public private partnership

The report assesses the drinking water supply in urban and rural India and the gap that can be filled by small water enterprises amid growing water availability stress and water quality contamination. The report calls for policy and institutional reforms in drinking water sector to promote public private partnership with fair risk tenders and conducive ecosystem for SWE expansion.

**DRINKING WATER SUPPLY FOR URBAN POOR: ROLE OF URBAN SMALL WATER ENTERPRISES**

**Year of Publishing:** 2016  
**Author(s):** Amanda Gimble, Ravindra Sewak, Poonam Sewak, Pooja Singh, Garvita Chawla, Sukirti Vinayak, Sunaina Chauhan, Jennifer Niedinger  
**Focus:** Municipal water supply gaps, policy & enabling environment for SWEs

The report examines the need for Urban Small Water Enterprises (USWEs) and the regulatory framework and market potential to set up USWEs as a complementary solution to piped water supply. It also captures insights from assessments conducted in the cities of Vizag, Hyderabad, Mumbai and New Delhi, gaps in municipal water supplies and use of digital tools.

**INDIA SECTOR REVIEW: ASSESSMENT OF RURAL MARKET SIZE FOR SMALL WATER ENTERPRISES**

**Year of Publishing:** 2014  
**Author(s):** Ravindra Sewak, Poonam Sewak, Subhash Jain, Pooja Sarvotham, Sukirti Vinayak, Ruth Rosenberg, Dave Colner, Somnath Bandyopadhyay, Ryan Hebert  
**Focus:** Sustainable provision of safe drinking water in rural India

This Report identifies the need for community safe water solutions in rural India and reviews the current economic and operating models employed by key sector players to address this need, operating challenges, and funding scenarios for ensuring sustainability and scale-up.
This report assesses the existing drinking water supply situation in Mumbai city, need for SWEs as complementary solution to the piped water supply and the need for digital tools for e-governance and M&E.

This report assesses the existing drinking water supply in New Delhi, need for SWEs as complementary solution to piped water supply and the need for digital tools for e-governance, monitoring and evaluation.

This report assesses the existing drinking water supply situation in Hyderabad city, need for SWEs as complementary solution to the piped water supply and the need for digital tools for e-governance and M&E.

The assessment evaluates the existing piped water supply in Vizag, identify gaps, and provides recommendations to achieve 24/7 piped water supply; evaluates SWE potential to complement piped water supply in urban slums; and assesses the need for digital tools for governance.
HAR GHAJ JAL BY 2030: CURRENT STATUS AND NEXT STEPS

Year of Publishing: 2017
Author(s): Poonam Sewak, Shrestha Chowdhury, Pooloma Ghosh, Pooja Singh
Focus: Bringing piped water to every household

This report is a mid-term assessment of the Strategic Plan 2011-2022 for rural drinking water, which helps operationalize the NRDWP by setting out goals, objectives and strategic initiatives for the sector. It puts forth a broad framework and policy guidelines to help achieve ‘Har Ghar Jal’ by 2030 and address emerging issues. It also provides recommendations, suggesting next steps to bring safe drinking water to every home in rural India by 2030.

POLICY & ENABLING ENVIRONMENT REPORT: FOR SCALE UP OF SMALL WATER ENTERPRISES

Year of Publishing: 2017
Author(s): Ravindra Sewak, Poonam Sewak, Amanda Gimble, Pooja Singh, Shrestha Chowdhury
Focus: Influence government policies & plans to promote SWE expansion

The Report captures the prevailing policy & enabling environment for USWEs in cities, with a focus on slums, and highlights critical factors that need to be addressed to enable their set up. It seeks to influence government policies, plans, and incentives to create a conducive enabling environment - one that allows for the expansion of an urban water policy framework beyond piped water and recognizes SWEs in formal city water plans as complementary solution.
**CASE STUDY: RELOCATION OF iJAL STATIONS FOR ASSET PROTECTION**

**Year of Publishing:** 2020  
**Author(s):** Pooja Singh, Poonam Sewak  
**Focus:** Relocation for Project Sustainability  

This case study assesses the performance of iJal stations in terms of ensuring Social, Operational, Financial, Institutional & Environmental (SOFIE) sustainability both pre and post relocation. Relocation is essential to ascertaining portfolio optimization & continued asset utilization towards ensuring safe affordable water access.

**FINANCIAL SUSTAINABILITY: FINANCIAL DRIVERS FOR SUSTAINABILITY OF SMALL WATER ENTERPRISES IN INDIA**

**Year of Publishing:** 2015  
**Author(s):** Garvita Chawla, Ravindra Sewak, Indrani Handa  
**Focus:** Financial Drivers of Reverse Osmosis Water Systems in Rural India  

This Field Insight informs the key financial drivers to ensure financial sustainability drinking water treatment systems, using inferences from our water stations in India. These include population, household size, household penetration, distribution activities and per capita consumption.

**SOLVING FOR WATER SECURITY IN A MICRO-WATERSHED**

**Year of Publishing:** 2015  
**Author(s):** Subhash Jain, Ravindra Sewak, Christopher McGahey  
**Focus:** Modeling Environmental Sustainability of Community Drinking Water Solutions in India  

This Field Insight describes the measured hydrologic footprint of iJal water stations in a micro-watershed to ensure that environmental requirements are used to inform evaluation, site assessment and promote efficient water resource use.

**SHARING VALUES TO MARKET RURAL DRINKING WATER CREATING TEAM iJAL WITH LOCAL NGO**

**Year of Publishing:** 2014  
**Author(s):** Christopher McGahey, Poonam Sewak, Raimisetty Murali  
**Focus:** Market-based model, led by local community  

This Field Insight explores value based collaboration among partners to identify and reduce frictions, and converge skills to share and disseminate best practices learnt on-the-ground towards meeting safe drinking water needs for the underserved for sector replication.
SAFE WATER DISTRIBUTION IN INDIA: IMPROVING FINANCIAL VIABILITY THROUGH COST EFFECTIVE SERVICE DELIVERY

Year of Publishing: 2014  
Author (s): Ryan Hebert, Ravindra Sewak, Hew Crooks, Sumanta Mitra, Shanker Batra  
Focus: Improving Financial Viability Through Cost-Effective Delivery Services

Safe Water Stations need to reach minimum sales volumes to become financially viable. We’ve field-tested a range of approaches to enable third-party distribution networks, with the goal of demonstrating a model that’s profitable for local distributors and standardized for replication.

CONSUMER ACTIVATION IN INDIA, PART I

Year of Publishing: 2013  
Author (s): Somnath Bandyopadhyay and Ryan Hebert  
Focus: Understanding community knowledge, attitudes, practices & beliefs

This Insight informs about our assessment on the factors shaping the decisions of safe water consumers and non-consumers. We conducted focus group discussions, formal and informal interviews with key stakeholders, and field-testing of alternative messaging approaches.

CONSUMER ACTIVATION IN INDIA, PART II

Year of Publishing: 2013  
Author (s): Poonam Sewak, Amanda Gimble, Ryan Hebert, Pooja Singh  
Focus: Health-focused messaging, targeted videos for different audiences on electronic tablets, and public water quality demonstrations

Consumer demand is critical to the financial sustainability of a water system. To increase adoption and use, a new consumer activation campaign was developed that leveraged the whole community’s influence.
CAPACITY BUILDING: DIY TOOLKITS

WASH TOOLKIT

This toolkit is an attempt to provide an exhaustive framework of necessary aids, techniques and templates to be used by different stakeholders such as key opinion leaders, schools, officials and functionaries at urban local bodies who play an important role in facilitating and providing improved water, sanitation and hygiene services.

DO-IT-YOURSELF IMPLEMENTATION GUIDE

The DIY Implementation Guide encapsulates various intervention programs conducted at the grassroots level, including village engagement, 'Jal' brand identity, communication approach, key consumer insight, and go-to-market approach with targeted spiels in local regional languages towards community mobilization.

TOOLS FOR SAFE WATER STATIONS: QUALITY MODULE

This module defines steps and standards of quality assurance due diligence to ensure the continual performance of high quality safe water stations and delivery of treated drinking water to consumer

TOOLS FOR SAFE WATER STATIONS: WHY A TOOLKIT?

This Tool Kit provides step-by-step guidance to direct program implementers to supply safe drinking water to and by the poor through decentralized, locally owned Safe Water Stations. The Kit compiles the best practices of development professionals and the private sector and offers to users nearly a decade of lessons learned by the Safe Water Network.

PERFORMANCE STANDARDS: BENCHMARKING SMALL WATER ENTERPRISES

These standards provide a framework for Urban Local Bodies and Rural Water Supply & Sanitation department to measure, analyze and monitor SWE performance. SWE Implementers can also use these standards to evaluate their own performance.
IMPACT ASSESSMENT REPORT: TELANGANA

Year of Publishing: 2020
Author(s): Poonam Sewak, Pooloma Ghosh, Garvita Chawla, Reena Kumari, Vibha Hanaria
Focus: Impact of Safe Water Access Intervention in 154 communities in the Telangana State

An impact assessment study was carried out to assess the impact of 154 water stations. The purpose of the assessment is to understand communities’ knowledge, attitude, practices and behavior; drudgery reduction of women and girl child and well-being of the communities; Perception of current sources of water regarding availability, timing, supply, quality etc. and impact of iJal on health, education, expenses, wage savings.

IMPACT ASSESSMENT REPORT: TELANGANA

Year of Publishing: 2017
Author(s): Poonam Sewak, Pooloma Ghosh, Pooja Singh, Amanda Gimble
Focus: Expansion of safe drinking water “iJal stations” in Telangana

This assessment captures Honeywell-supported project impact with safe, affordable drinking water provision, especially focusing on the women and their kids, who suffer untold drudgery carrying daily household water from miles away and to improve the health by preventing incidences of waterborne diseases.

IMPACT ASSESSMENT: BHANDARA, MAHARASHTRA

Year of Publishing: 2015
Author(s): Poonam Sewak, Sameer Muthreja
Focus: Impact of safe drinking water provision in Bhandara, Maharashtra

This report captures how the impact created on the 10 communities where iJal Safe Water Stations were commissioned with support from Bharat Heavy Electricals Limited (BHEL) in quality-affected regions of Bhandara district.
DISTRICT MEDAK, TELANGANA

Year of Publishing: 2017
Author (s): Poonam Sewak, Pooja Singh, Amanda Gimble, Vibha Hanaria
Focus: SHG-led stations performance

This report assess the performance of 31 iJal station situated in Medak that bring safe and affordable access to over 100,000 people. These stations are governed by Self Help Groups (SHGs).

WOMEN EMPOWERMENT, TELANGANA

Year of Publishing: 2020
Focus: Role of Women led Small Water Enterprises in public health

The purpose of the assessment was to get insights into: To understand communities’ knowledge, attitude, practices and behavior; Drudgery reduction of women and girl child and well-being of the communities; Perception of current sources of water regarding availability, timing, supply, quality etc.; impact of iJal on health, education, expenses, wage savings

URBAN WASH ALLIANCE

Year of Publishing: 2017
Focus: Role of Women led Small Water Enterprises in public health

This report provide summary of several cross-cutting initiatives undertook in association with USAID, including: (i) mapping existing urban water supply to evaluate the potential for small water enterprises for the urban poor; (ii) assessing the viability small water enterprises to be operationally, financially, and technically sustainable; (iii) evaluating the policy and enabling environment to understand barriers to scale; (iv) recommending performance standards aligned with Government of India safe water goals; and (v) developing open-source digital tool apps to support the scale-up of small water enterprises.
Safe Water Network’s mission is to promote the scale up of Small Water Enterprises (SWEs). It develops Decision Support System (DSS) digital tools to enable entrepreneurs, communities and WASH promoters to own and operate sustainable SWEs.

**TECHNOLOGY SELECTION TOOL**

*Year of Development: 2016*

*Focus: Treatment Technology Selection and Recommendations*

Used to select appropriate technology for water purification based on water quality contamination. It allows for comparison of water quality parameters to various international standards; including WHO Guideline Values, Bureau of India Standards, etc. It suggests primary and secondary treatment technologies and compares the treatment options using a star rating across Capital Cost, Operating Cost, Water Quality and Environment-friendliness. The tool has brief descriptions of various technologies, water quality parameters and their definitions, importance of safe water to humans, health hazard of impure water etc.

**PLANT ASSESSMENT TOOL**

*Year of Development: 2016*

*Focus: Small Water Enterprise assessment as per different parameters for sustainability*

Used to assess the performance of Small Water Enterprises (SWEs or, water purification plants) at community level. It assesses the plant performance against specific Performance Standards on the basis of five criteria: Social, Operational, Financial, Institutional, and Environmental (SOFIE). The tool evaluates performance of SWEs and delivers a quantifiable SOFIE score on each of the five evaluation criteria both in a graphical and tabular format. It provides insights in decision making to improve the plant performance for sustainability.

**FINANCIAL VIABILITY TOOL**

*Year of Development: 2016*

*Focus: Financial Viability Assessment of Small Water Enterprises*

Used to record, process, tabulate and evaluate financial and operational information for WASH Entrepreneurs. It supports financial decisions in relation to capital allocation, with ready calculators, for return on investment, viability period and drives superior performance over time. The tool also aids decisions for aggregators to evaluate cluster viability, calculate subsidies required to ensure financial viability and payback period. In addition, the tool provides users with ready graphs and charts to better understand information over time along with sensitivity analysis.
Rainwater Harvesting Program spanned across 2008 to 2010, whereby over 1,000 rooftop rainwater harvesting cisterns (or, kunds) – community and household – were constructed in 55 villages in the Churu district of Rajasthan state. This benefitted more than over 17,000 people, majority of which residing below the poverty line).

**RAINWATER HARVESTING STRUCTURES IN THE VILLAGE OF CHURU DISTRICT, RAJASTHAN- AN INDIGENOUS STRATEGY TOWARDS SAFE DRINKING WATER SUPPLY**

This report details the Rainwater Harvesting Program – how the structures were developed in a sustained way, to ensure safe drinking water is made available to approx. 17,000 poor families in Churu district, Rajasthan. The project created total water storage capacity of 24 million liters by constructing 975 household cisterns and 40 community cisterns.

**MASTON TRAINING MODULE FOR PROMOTING ROOFTOP RAINWATER HARVESTING PROJECT**

This module is designed to support Rainwater Harvesting Program for communities having lack of access to safe water. The program that spanned for a couple of years (2008-2010) including providing a comprehensive training (step-wise guidebook) to the masons on how to build sustainable rainwater harvesting structures – brick-based 20,000 liters tankas (cisterns) for the communities as well as households and ensure their operations and maintenance.

**RAINWATER HARVESTING STRUCTURES IN THE VILLAGE OF CHURU DISTRICT, RAJASTHAN- A WHITE PAPER**

This White Paper, conducted in partnership with the Indian Institute of Health Management Research (IIHMR) – Jaipur (Rajasthan), encapsulates the entire Rainwater Harvesting Program and its success story, including the social and demographic profile of the project villages in question; the economic profile of people in these project villages; and the social and economic dimensions of the variables related to water, sanitation, and health issues.
FLUORIDE IN GROUNDWATER: EVALUATION OF REMOVAL METHODS

Year of Publishing: 2016
Author(s): Dr. K.L Saxena, Ravindra Sewak, Robert Stea
Focus: Prevention and control of fluorosis

This Paper highlights the various methods of treatment and their advantages and disadvantages in detail, and recommends suitable treatment technologies for fluoride removal from groundwater to bring down the fluoride level as per national drinking water standards.

LIVESTOCK WASTE AND ITS IMPACT ON HUMAN HEALTH

Year of Publishing: 2016
Author(s): Dr. K.L Saxena and Ravindra Sewak
Focus: Impact of livestock on human health

Livestock rearing is an integral part of the Indian culture and is a key component of the agriculture and economic activities. India has about 512 mn livestock population and is largely affected by zoonotic diseases. The Paper informs how this can be prevented and controlled through improved water quality and quantity supplied by state agencies, hygiene standards amongst other key measures.

FLUORIDE CONSUMPTION IN ENDEMIC VILLAGES OF INDIA AND ITS REMEDIAL MEASURES

Year of Publishing: 2015
Author(s): Dr. K.L Saxena and Ravindra Sewak
Focus: Impact of Fluoride consumption and its remedy

Fluoride ingestion is caused not only through water but also through food, tea, toothpaste, milk, etc., in the ratio of 30:40 from food and 60:70 from water as per prior literature surveys. To control its overall intake, the only controllable aspect is water recommended at 0.5 mg/day/kg of body weight maintaining good health.
REMOTE MONITORING OF SMALL WATER ENTERPRISES FOR SUSTAINABLE SAFE DRINKING WATER ACCESS AND DATA ANALYTICS FOR PREDICTIVE MAINTENANCE

Year of Publishing: 2019
Author(s): Ravindra Sewak, Poonam Sewak, Pooja Singh, Arvind Nagwani
Focus: Decentralized rural water access programs

This paper presents a case study of iJal Safe Water Stations in India that use IoT-based parametric monitoring systems to raise automatic alarms and send regular alerts, to facilitate both local operations and remote diagnostics conducted by a service entity to identify service and spare-parts requirements on a timely basis.

DRINKING WATER AVAILABILITY AND ACCESSIBILITY

Year of Publishing: 2017
Author(s): Poonam Sewak, Pooloma Ghosh, Amanda Gimble, Shrestha Choudhury, Pooja Singh, Garvita Chawla
Focus: Deploying SWEs to provide rapid and safe drinking solutions

This Paper informs the status of rural drinking water supply as per India’s NRDWP with a focus on rural water supply in Telangana and identify how SWEs can play an important role in providing decentralized, affordable safe water to communities complementary to piped water supply.

EVALUATING THE CURRENT STATUS OF DECENTRALIZED GOVERNANCE: TRANSFORMATIONS TO REACH ‘HAR GHAR JAL’ BY 2030

Year of Publishing: 2017
Author(s): Poonam Sewak and Shrestha Chowdhury
Focus: Decentralized rural water access programs

This paper assesses the current state of decentralized governance of water programs and challenges in efficient implementation of rural water programs. Utilization and monitoring of support funds at state and district levels critical to the long-term sustainability of community water programmes are assessed.

PRINCIPLES OF LEAN MANAGEMENT SYSTEM

Year of Publishing: 2014
Author(s): Ravindra Sewak
Focus: Towards optimizing capital and operating expenses and ensuring model sustainability

This Paper talks about optimizing capital and operating costs to make Water Treatment model economically sustainable and viable, using Lean Management theory of ELIMINATE, COMBINE, REDUCE, SIMPLIFY (ECRS).
SMALL WATER ENTERPRISES: TRANSFORMING WOMEN FROM WATER CARRIERS TO WATER ENTREPRENEURS

Year of Publishing: 2019
Author(s): Poonam Sewak, Pooja Singh, Reena Kumari, Garvita Chawla, Vibha Hanaria, Arvind Deshmukh, Amanda Gimble
Focus: Women-led Small Water Enterprises, Promoting Gender Equality

The report details how Safe Water Network has helped mainstream women switch to entrepreneurial and operational roles to own and manage small water enterprises (SWEs). SWEs are locally owned and operated water treatment plants that expand access to safe, affordable water for communities.

SMALL WATER ENTERPRISES: PROVIDING SAFE DRINKING WATER FOR RESILIENT CITIES

Year of Publishing: 2018
Author(s): Poonam Sewak, Pooja Singh, Reena Kumari, Amanda Gimble
Focus: Regulatory framework for the advancement of USWEs

This report informs how USWEs can be a sustainable complementary solution to the Government’s existing piped-water supply and support the transformation of safe-water-stressed cities into resilient cities. It further outlines the requirements for creating more conducive environment and a regulatory framework for the advancement of USWEs.
WEBINAR 2020: IMPACT OF DRAFT NOTIFICATION ISSUED BY MoEF ON SWE SECTOR

Hosted in: June 2020
Focus: Regulation on use of Membrane based Water Purification System

The webinar invite opinion from various SWE implementers on the notification issued by Ministry of Environment, Forest and Climate change (MoEF). The webinar facilitated a dialogue between the MoEF notification impact and SWE practitioners seeking perspectives primarily on four points: (a) Are the prescribed recovery rate of 80-90% to be achieved by 2021-2022? (b) Is it applicable to village level SHG, women Entrepreneurs, Community Groups currently being mobilized by this sector; (c) Will the detailed consents/ approvals/licenses required for operation – Are we back to Panchayat Raj? And (d) Does this notification incapacitate the small-scale industries serving the water sector?

WEBINAR 2020: SMALL WATER ENTERPRISES STRATEGY TO ADAPT DURING COVID-19

Hosted in: May 2020
Focus: Partnering for Sustainable Scale in Community Safe Water Solution

The Webinar focus on promoting knowledge exchange and discuss scale up strategies among SWE implementers under the aegis of SEWAH – ‘Sustainable Enterprises for Water and Health’. The SWE implementers shared the challenges and adaptation strategies to run sustainable operations, retain teams, and continue to serve communities in these unprecedented VUCA times that pandemic COVID-19 has thrust upon mankind. The SWE sector suffered a setback as COVID-19 lockdown hit at the beginning of the peak summer, during which more than 50% of annual business is transacted by water sale.

BEYOND THE PIPE 2018: SMALL WATER ENTERPRISES TO MITIGATE THE DRINKING WATER CHALLENGES

Hosted in: 2018
Focus: Launch of Small Water Enterprises (SWE) alliance

The key highlight of the forum was launch of SWE Alliance web portal (www.swealliance.org), accessible to members interested in exploring information related to small water enterprises and participating in discussion forums. The Forum also facilitated a dialogue between the FSSAI Standards Regulator and SWE practitioners seeking perspectives on water quality regulation, with a particular focus on FSSAI’s draft regulation for unpackaged drinking water at automatic vending machines to come under the same regulation as packaged drinking water.
BEYOND THE PIPE 2014: PARTNERING FOR SUSTAINABLE SCALE IN COMMUNITY SAFE WATER SOLUTION

Hosted in: 2014
Focus: Partnering for Sustainable Scale in Community Safe Water Solution

The Forum provided a platform for CSWS implementers and Telangana’s state government, along with their advisors, to share stakeholder-specific challenges and chart a way forward for Public Private Partnerships (PPPs). These partnerships have great potential to achieve sustainable scale of community water solutions that are socially inclusive and affordable. Participants included leaders from the Telangana government, CSWS implementers from across the country, corporates, Public Sector Undertakings (PSUs) and civil society.

BEYOND THE PIPE 2016: CHARTING THE ROADMAP TO SCALE SMALL WATER ENTERPRISES

Hosted in: 2016
Focus: Rapid emergence of SWEs as a response to inadequate and unsafe supply of drinking water in urban slums

The Forum marked the launch of three digital tools developed which serve as open source decision support: (i) Technology Selection Tool (TST); (ii) Plant assessment Tool (PAT); (iii) Financial Viability Tools (FVT). This Forum also captures the drinking water supply situation from field surveys & interviews in four cities; Hyderabad, Mumbai, Delhi & Vizag.

BEYOND THE PIPE 2017: SCALING SMALL WATER ENTERPRISES FOR SAFE, AFFORDABLE DRINKING WATER TO POOR

Hosted in: 2017
Focus: Decentralized rural water access programs

This forum brings together diverse stakeholders to discuss insights and proposed recommendations for addressing the barriers to scale USWEs in India, focusing on how we recreate a conducive policy and enabling environment for USWEs. This includes adopting policies, plans and models to encourage public private partnerships and attract financing, as well as the performance standards and tools to ensure that USWEs meet water quality, affordability, reliability and other standards.
MEET THE AUTHORS

KURT SODERLUND
Kurt is the founding CEO of Safe Water Network and a member of its Board of Directors. He has applied both his private sector and not-for-profit experiences to develop the organization’s market and growth strategies and conceive of the organization’s business models to address the considerable challenges of fragmented, base-of-the-pyramid markets. He also built Safe Water Network’s international presence, supporting multiple field initiatives and market development programs. Kurt has degrees from Cornell University and the Kellogg School of Management at Northwestern University.

POONAM SEWAK
Poonam brings over 25 years of rich multi-disciplinary experience in policy, strategy consulting, research, entrepreneurship and institution building. She has founded the organization’s flagship sustainable social enterprise model, ‘Jal stations’. Poonam has co-authored sector reports in Drinking Water Sector and has also provided policy recommendations to the ‘National Rural Drinking Water Program’ of the Ministry of Drinking Water and Sanitation for ‘Har Ghar Jal’ vision by 2024. Poonam has conceptualized the Small Water Enterprise Alliance, a multi-sectoral partnership for sector collaboration and advancement of SWEs. She is currently a Member of the Bureau of Indian Standards committee and a Guest Speaker at national and international forums. She holds a Master’s degree in Pharmacy from the Nagpur University with a Gold Medal in her graduation.

AMANDA GIMBLE
Amanda is the former Senior Vice President of Strategic Initiatives with Safe Water Network, where she was majorly engaged in developing initiatives to improve and scale our model. This included developing the evidence base for our approach and its impact on communities, sector engagement internationally, as well as knowledge products. Drawing upon her strategic planning and financial experience attained at Merrill Lynch, Amanda implemented a comprehensive consumer market development program and conducted market assessments. Amanda was also a senior consultant at KPMG and has advised several not-for-profits. She holds a Bachelor’s degree from Hunter College and a Master’s degree in Finance and Marketing from the Kellogg School of Management at Northwestern University.

POOJA SINGH
Pooja is a WASH specialist who has been engaged in project management, strategic planning, gender analysis, knowledge documents, WASH-related sector reports, research, and communications for more than 13 years. She also represented Safe Water Network at SIWI, Stockholm and informed gender empowerment program initiative by the organization. She has previously worked with FICCI as Assistant Director – ASEAN Division. Pooja is an Environmental Law post-graduate from National Law School of India University, and has a Master’s degree in International Business. She has also earned certification in “International Water Law” from University of Geneva and UNITAR.

GARVITA CHAWLA
Garvita focuses primarily on developing scale models, business analytics, designing financial tools and providing support for market development projects. She also manages the finance function, supporting the team on budgets, proposal costing, donor reporting and internal monitoring and evaluation. Prior to joining Safe Water Network, Garvita had spent a decade working with banks and financial institutions and has featured on National Television, giving advice on stock markets and addressing investor queries. Garvita is a Chartered Accountant by qualification and holds a Bachelor of Commerce from Delhi University.
MEET THE AUTHORS

RAVINDRA SEWAK

Ravi is the co-founder of Safe Water Network in India since 2009, and has been overseeing Safe Water Network’s rapid growth and developing the standards and systems to support large scale replication. He has facilitated 330 iJal Water Stations in India, providing affordable safe water access to over 1.2 million people. He holds over 30 years in water and waste-water operations, bulk-water processing, green energy, and point-of-use purification systems for the PepsiCo vending machines in the past, as their Sustainability Director, India. He is on the standards forming committee for water and beverage of BIS FAD 14; a Member of the National Water Committees of the FICCI, CII, & PhD Chamber of Commerce. He has also mentored at the Legatum Center at MIT and Santa Clara University in the past. Ravi has a Master’s from Indian Institute of Management, Ahmedabad, and is a graduate in BE.

ARVIND NAGWANI

Arvind brings over18 years of experience, predominantly in the field of Information Technology. Arvind’s career in IT began at Siemens Information Systems Limited followed by as business unit head for start-up Manchitra Services. He holds past experience in providing solutions in the field of GIS and workforce management, and managed accounts for the fixed-line, DSL, and direct-to-home verticals of India’s largest telecom service provider, Airtel. Having worked with African clients such as TELMA (Madagascar), UTL (Uganda), and MTN (Uganda), Arvind is also engaged for Safe Water Network’s commitment to collaboration between our Ghanaian and Indian operations. He holds a degree in science (physics, statistics, and mathematics) and completed post-graduation in IT from the S. P. Jain Institute of Management & Research, Mumbai.

SHANKER BATRA

Shanker heads the Operations in the field, and is responsible for planning & reporting, consumer activation programs, sales process optimization, sales training, program implementation, sales administration, and overall productivity and effectiveness of the sales operations. Having formerly worked with PepsiCo, Shanker brings over 15 years of experience in new market development, strategic planning and system implementations. His insight and implementation skills helped rapid rural distribution expansion and company profit lines in terms of service market expansion to over 150 million people in rural populations with organized awareness and communication activities. He was awarded the BU ring of Honors in 2006 for his remarkable rural execution and outstanding sales. Shanker holds a Master’s in Business Administration, with specialization in Marketing from Sikkim Manipal University.

ARVIND DESHMUKH

Arvind Deshmukh has an extensive experience in sales, account management, research and project management in the IT and Higher Education sectors. Prior to joining Safe Water Network, Arvind has worked with organizations like Arizona State University, Thunderbird School of Global Management, Akamai Technologies, HCL and IBM in various roles. Arvind shoulders the responsibility of developing content for reporting and publications at SWNI. He also manages the Small Water Enterprise (SWE) Alliance network and is responsible for driving engagement within the alliance.
Vibha assists in developing dashboards and other metrics for monitoring and evaluation, oversees donor reporting and intranet management, and coordinates with the field team to address issues in data acquisition and analysis. Vibha brings years of hands-on experience in the publishing and e-commerce industries, working for firms such as Thomson Digital and NSI Infinium Global Limited. Vibha earned a post graduate degree in Business Administration from Maharishi Dayanand University, Haryana, and holds a bachelors degree from Delhi University.

Shweta supports the research, design, and evaluation of Safe Water Network India’s partner program initiatives, research-based reports, impact assessments, and case studies through field-based learnings. She also engages in water quality monitoring as a part of the Quality team. Having previously worked as a Research Associate at the Indian Institute of Technology, Delhi, Shweta’s research interests are in the field of biomedical engineering—specifically the development of polymeric-inorganic hybrid nanosystems as contrast agents for magnetic resonance imaging (MRI). Shweta holds a PhD in Polymer Science and Biomedical Engineering from the Indian Institute of Technology, Delhi.

Reena supports the Market Development team, where she applies market research techniques and consumer insights, and prepares reports. She brings more than eight years of experience to her position, having worked with organizations such as Xchanging Plc, Mott Macdonald, and InfoTech Global India Ltd. Reena holds a Master’s degree from the Alliance School of Business, Bangalore, and a Bachelors of Technology (with a specialization in Biotechnology) from the Allahabad Agricultural Institute, Allahabad.

Shweta Arora

Shweta brings her demonstrable skills into preparing village-level financials in QuickBooks, Tally and Fund-EZ; financial accounting; book-keeping and monitoring bank-related activities. She is also responsible for procurement, managing budgets, assisting in audits and employee compensation management and reimbursements. Shweta brings over 8 years of prior experience in accounting and bookkeeping. At PepsiCo India, she managed project procurement, MIS and liaising with concerned project personnel, before beginning her journey with Safe Water Network. She holds a Master’s degree in Finance from the Sikkim Manipal University.

Shweta Mahajan

Reena Kumari

Vibha Hanaria
For more information:

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