

WATER AUNTIES:

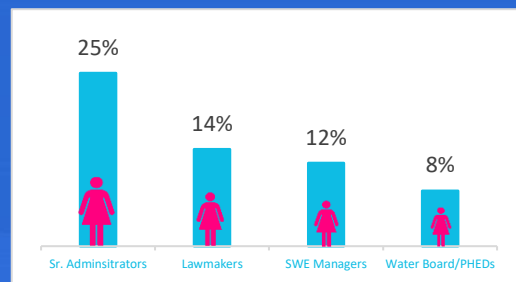
GENDER EQUALITY THROUGH ECONOMIC EMPOWERMENT

Water Aunties program promotes gender equality where every woman in the Safe Water Enterprise value chain earns a livelihood as an entrepreneur, operator, distributor or retailer rather than carrying water on her head.

WHAT DO WE KNOW?

Women's participation in decision-making and economic activities of water management is limited. This leaves them behind, in all spheres of life social, health, economic, and physical.

MISSING WOMEN IN WATER SECTOR - INDIA



THE CHALLENGE



SOCIAL

- Patriarchal norms and defined gender roles
- Lack of self-confidence triggered by societal discrimination



POLITICAL

- There are few women in law-making, administration, management and governance to make water policies and programs



EDUCATIONAL

- Lack of education
- Lack of technical and managerial skills
- Lack of courseware and trainers



INSTITUTIONAL

- Limited access to information, resources or training institutes
- Lack of access to capital
- Lack of role models or peer exchange platform

THE SOLUTION

- Social Innovation using QUIT Strategy – Question, Undo, Involve, Trust to involve women in SWEs
- Technology Solution to release the burden of reporting and time spent at the SWE
 - Remote Monitoring System
 - Digital Payment
 - 24X7 Automatic Dispensing

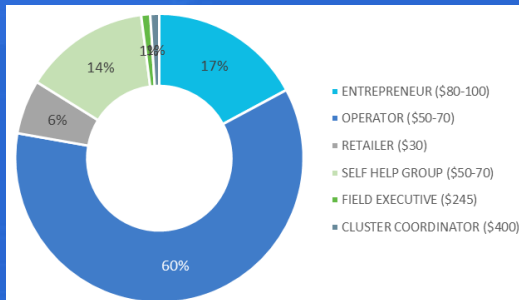
QUIT STRATEGY



RESULTS

- Program scaled to 12 States, 30 cities in India through seven SWE implementing partners
- 71% of SWE implementing partners created an allocation of ~3-5 % funds for women inclusion in SWEs
- 80% reduction in drudgery as men collect water from SWEs
- 67% women reported a decrease in gender-based violence at water collection points as the water is available 24X7

WOMEN EMPOWERMENT IN SWEs



WHAT'S NEXT?

- Create a dedicated fund, capital access from banks
- Expand usage of the Knowledge platform www.swealliance.org which has capacity-building toolkits and peer exchange platform for gender inclusion