USAID is the lead agency of the Government of the United States which works, globally, to end extreme poverty and enable resilient, democratic societies to realise their potential. USAID supports technical expertise, building partnerships, sharing best practices and innovative development models, and capacity building.

www.usaid.gov/india

NIUA is a premier institute for research, capacity building and dissemination of knowledge of the urban sector in India and the lead implementing organisation of this initiative. It conducts research on urbanisation – urban policy and planning, urban finance and governance, urban services, urban land and environment, climate change, and related issues.

www.niua.org

Taru Leading Edge is a leading development advisory and think-tank that delivers consulting, transferable solutions and insight in the urban agenda. It is positioned as a partner-led company, TARU’s success is in Tandem with various institutions society interface with a clear agenda of providing transformation solutions to developing world challenges.

www.taru.co.in

IRC is an international think-and-do-tank that works with governments, non-governmental agencies, entrepreneurs and people around the world to find long-term solutions to the global crisis in WASH services. At the heart of its mission is the aim to move from short-term interventions to sustainable WASH services.

www.ircwash.org

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IHUWASH

INNOVATION HUB FOR URBAN WATER, SANITATION & HYGIENE SOLUTIONS IN INDIA

For more details, contact:
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About Us

City Partners:

Faridabad is an important industrial hub, the most populated city in Haryana and part of the National Capital Region (NCR). It is being developed under the Smart Cities Mission, Swachh Bharat Mission and the Atal Mission for Rejuvenation and Urban Transformation (AMRUT).

Mysore is the second largest city in Karnataka and an important educational, cultural and administrative hub. Since the city is a tourist and heritage centre, it is connected with The 1st National Urban Innovation and Urban Transformation (NIU-UT).

Udaipur, ‘The City of Lakes’ in the state of Rajasthan and is known for its picturesque landscape and scenic beauty. Its rich architectural heritage and beach of Fateh Sagar Lake attract tourists and encourage them to visit the Historic city. It is being developed under the Smart Cities Mission, Swachh Mission Urban and AMRUT.
India has achieved water supply coverage for about 90 percent of its population. However, it continues to be severely deficient in sanitation services. Critical issues that hinder service delivery are a lack of capacity, innovative and sustainable solutions, evidenced knowledge, and partnerships (within the government and non-government systems, and the private sector). The service delivery deficit impacts India’s urban population, particularly, the growing numbers of the urban poor. Rapid urban growth further compounds this problem and sustainability of water and sanitation services are expected to be affected even more severely in the future. Therefore, the Urban WASH sector needs urgent attention.

Solutions lie in innovative technologies and management (especially at the community-level), behaviour change communication (BCC), and sustainable financing and business models. In addition, it is imperative that these solutions be both affordable and responsive to local realities and demand. A deciding framework for WASH must, therefore, be rooted in innovation. This will create an ecosystem that enables faster transformative change and which can also leverage opportunities created by government programs such as Swachh Bharat Mission, Smart Cities Mission, Atal Mission for Rejuvenation and Urban Transformation (AMRUT), Make in India, Skill India and Start-up India, among others.

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Under IHU-WASH national and city-level innovation hubs will be established. These innovation hubs will work closely with the administration of Faridabad, Mysore and Udaipur cities. It will identify city-level WASH issues and address them by contextualising, testing and scaling effective, affordable and sustainable innovations, sourced at the national and international level.

IHU-WASH adopts an integrated approach for WASH sector transformation especially with a market-based framework through innovations. It uses three inter-related strategies:

- **Agglomeration**
  - These strategies will support a) consolidation of fragmented and dispersed actions, and b) initiatives, resources and knowledge, so that they can be shared and integrated into systems and programs that affect WASH outcomes in a sustainable manner.
  - Here, strategies will support innovative technologies, ideas, programs and processes that assist policy makers, systems and individual actions to bring about transformative WASH outcomes.

- **Innovation**
  - These strategies will support innovative ideas, technologies and business models that have the potential to be replicated and scaled up to benefit the Urban WASH sector.

- **Acceleration**
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Overall, the initiative will contribute significantly to achieve the recently adopted Sustainable Development Goals (SDGs) agenda on water, sanitation and hygiene with commitments of USAID and the Government of India in the WASH sector.
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**Project Impact**

Sustainable Innovation Hubs will be established at the project sites to foster:

- Prompt access to innovative, sustainable and scalable solutions for technology, behaviour change & communication (BCC), financing, and management.

- Promotion of WASH businesses, with the focus on sanitation.

- Improved WASH and health outcomes.

- An enabling environment for collaboration.

- An ecosystem for developing innovative WASH solutions.

Overall, the initiative will contribute significantly to achieve the recently adopted Sustainable Development Goals (SDGs) agenda on water, sanitation and hygiene with commitments of USAID and the Government of India in the WASH sector.
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Mysore is the second largest city in Karnataka and a coastal metropolitan city. It is one of the most popular tourist destinations in India. Mysore will be part of the National Capital Region (NCR). It is being developed under the Smart Cities Mission, Swachh Bharat Mission and the Atal Mission for Rejuvenation and Urban Transformation (AMRUT).

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