



USAID
FROM THE AMERICAN PEOPLE



National Institute of Urban Affairs



IHUWASH

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

IHUWASH

Catalyzing
Innovations
in Urban
WASH



CREATING AN ECO-SYSTEM FOR WASH INNOVATION

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.

India houses 11% of the world's total urban population and 43% of urban population that defecates in the open.

More than 80% of the sewage remains untreated in India

30 million of urban households relies on untreated water supply in India

WATER



SANITATION



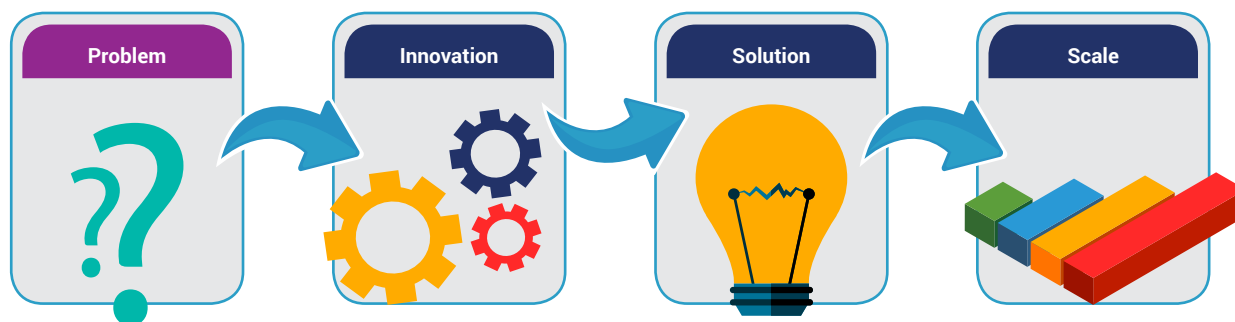
HYGIENE



IHUWASH- INNOVATION HUB FOR URBAN WATER, SANITATION AND HYGIENE SOLUTIONS

IHU-WASH is a collaborative initiative of the National Institute of Urban Affairs (NIUA), TARU Leading Edge, IRC and Ennovent. It is supported by the United States Agency for International Development (USAID) and aims to improve the performance of urban WASH programs within a collaborative framework. It works through incubation and acceleration of innovative, scalable, community and market-based solutions using technologies, programs and service delivery models

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.



ROAD FROM INNOVATION TO MARKET-BASED WASH SOLUTIONS

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



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 actors to bring about transformative WASH outcomes.



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.

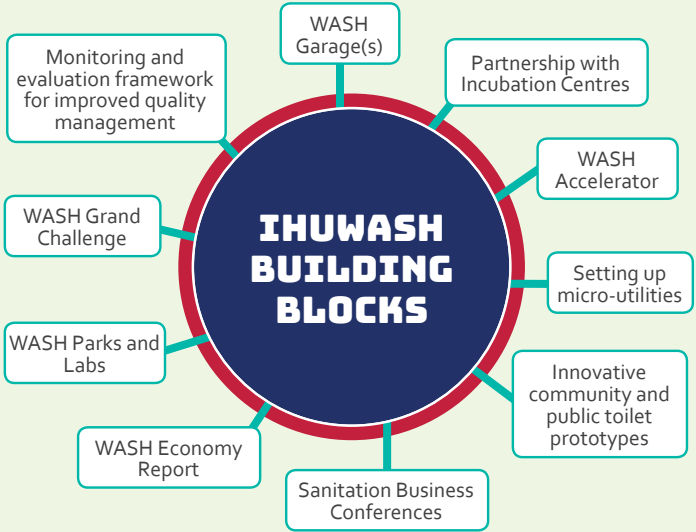
PROJECT IMPACT

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), finance 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.

IHWASH BUILDING BLOCKS



PROJECT SITES



ABOUT US



Supported by:

→ **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



Lead Implementing Partner:

→ **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; municipal finance and governance; land economics; transit-oriented development; urban livelihoods; environment, climate change; and smart cities.

www.niua.org



Consortium Implementing Partners:

→ **Taru Leading Edge** is a leading development advisory and think-tank that delivers innovative, transformative solutions and insights in the development space. Incorporated as a private limited company, TARU's mission is to 'bridge the science-institutions-society interface with a core agenda of providing transformative solutions to development 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



→ **Ennovent** is a business innovations catalyst for sustainability. We believe sustainable solutions for low-income markets can create long-term business value. We partner with the private, public and third sectors to take novel business ideas to these markets in developing countries.

www.ennovent.com



Strategic Private Partners:

→ **Yes Bank** is a private sector bank in India. Over last 2 decades, it has steadily built a Corporate, Retail & SME Banking franchise, Financial Markets, Investment Banking, Corporate Finance, Branch Banking, Business and Transaction Banking, and Wealth Management business lines across the country.

www.yesbank.in



→ **Valluri Technology Accelerators** focuses on building solutions in the areas of Energy, Water, Environment & Pollution, Sanitation & Waste, Healthcare and Transportation & Mobility through convergence of multiple high-end domain technologies by partnering with leading global and national organizations.

www.vallurita.com/

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, commercial and administrative hub. Since the city is a tourist and heritage centre, it is covered under Swachh Bharat Mission and the AMRUT.



Udaipur, 'The City of Lakes' in the state of Rajasthan and is known for its picturesque surroundings and royal past. Its rich architectural heritage and beautiful lakes fascinate tourists worldwide and encourage them to visit the historic city. It is being developed under the Smart Cities Mission, Swachh Bharat Mission and AMRUT.

For more details, contact:
Prof. Jagan Shah, Project Director

Email: director@niua.org ; wash@niua.org, Phone: +91-11-24643576