



WATERLIFE INDIA

**BUILDING A NATION'S
WEALTH...DROP BY DROP**

225th FASID BBL SEMINAR
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Table of Contents

Section	Slide No.
About Waterlife India	<u>3</u>
The Problem: A Growing Water Crisis & Challenges to Addressing it	<u>4</u>
The Waterlife Community Drinking Water Model: A Unique & Sustainable Model	<u>6</u>
Case Study Video: CSR Community Drinking Water Project Implemented for BASF India Ltd.	<u>12</u>
The Smart Program: Key Program Features	<u>13</u>
Impact Stories	<u>22</u>
Why our Model Works	<u>27</u>
Our Corporate Partners	<u>31</u>
Awards & Recognition	<u>32</u>
Huge & Growing Opportunities	<u>37</u>
Contact Us	<u>39</u>

About Waterlife India

- Incorporated in 2008, Waterlife India Private Limited serves the most underserved and low income rural and urban communities by providing access to high-quality potable water in an affordable and sustainable manner
- Waterlife has innovated pioneering concepts and business models in water treatment solutions
- Headquarters: Hyderabad
- Presence: India & Africa (Rwanda)
- Operations: The company has installed more than 4,500 solutions in 15+ states in India, providing drinking water access to over 20 million people
- Key investors: Aavishkar Ventures, Matrix Partners, NABARD for project finance, Michael & Susan Dell Foundation
- Key Awards received: the G20 Challenge on Inclusive business innovation 2012, USAID Millennium Alliance in 2013 & 2016
- Key CSR Partners: Maruti Suzuki, Panasonic, Cairn India, BASF, GE, Wells Fargo, HSBC, Pernod Ricard and many more...

THE PROBLEM: A GROWING WATER CRISIS



<https://youtu.be/8kJsQDI1N2k>

Why the issue was getting difficult to address...

- 🥛 **Rapidly spreading water quality issues**
- 🥛 **Scattered Population Spread**
- 🥛 **Huge capital investments required for centralized solutions**
- 🥛 **Government unable to support long-term Operations & Maintenance**



A new model was necessary...

Waterlife Community Drinking Water Program



Conceived with the vision to provide **high quality, safe water** to under-served communities in an **affordable** and **sustainable** manner

Our Unique and Sustainable model



- ❏ Decentralized micro-utility systems approach
- ❏ High quality clean water catering to WHO guidelines and IS10500 standards
- ❏ Long term sustainability - complete operations & maintenance covered
- ❏ Affordable and accessible to all
- ❏ Inclusive approach - Government and NGOs part of program

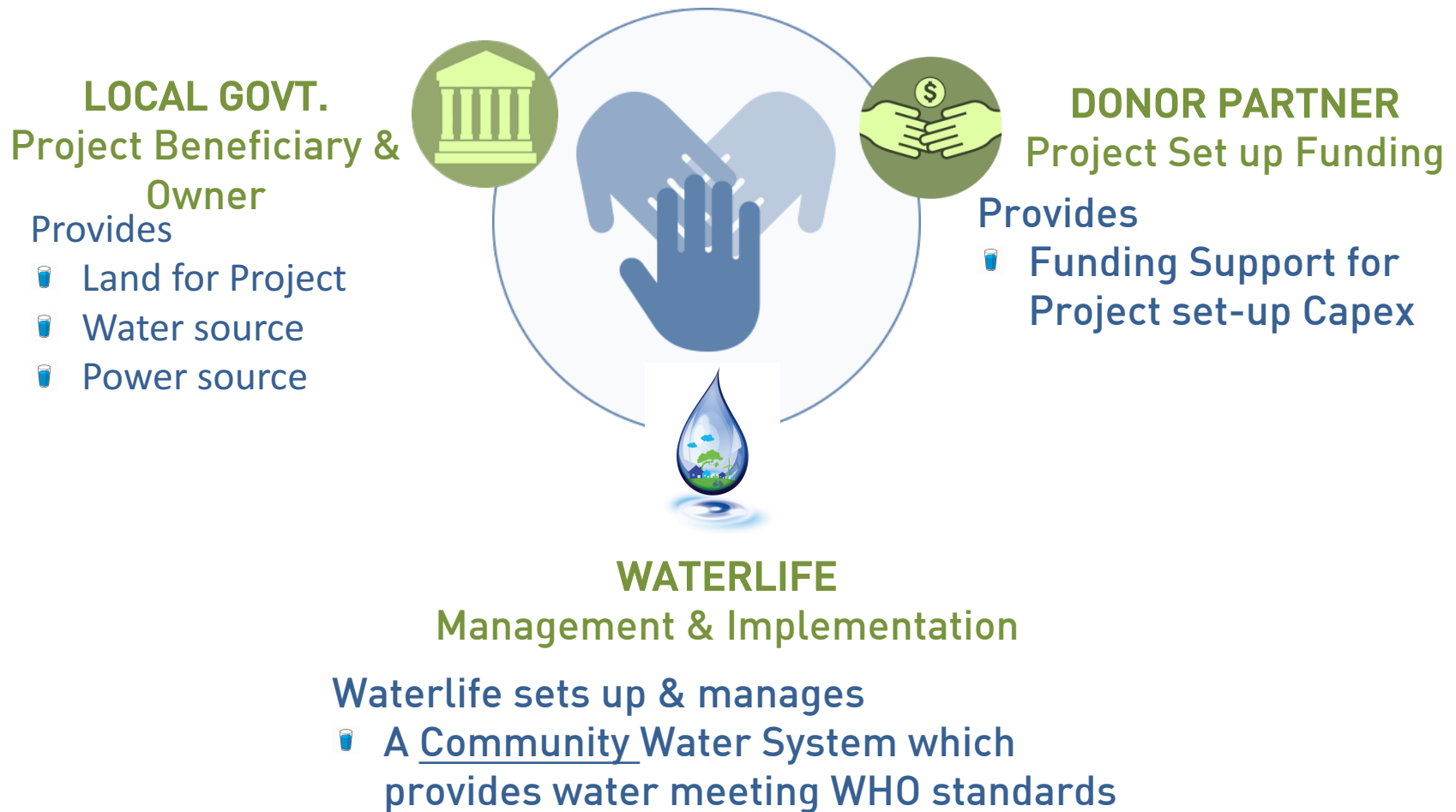
The Waterlife Model

- 🍷 Resources of Land, Raw Water, Electricity from Local Government Bodies
- 🍷 Funding from Corporates / Donor Organizations
- 🍷 Technology & setting up of plant by Waterlife
- 🍷 Operations & maintenance of plant for 10 years by Waterlife
- 🍷 Affordable price of Rs. 7 (USD 0.11 / ¥ 12.08) for 20 litres
- 🍷 Technology agnostic & use of superior green technology to set up the plant
- 🍷 Monthly water quality test report to ensure consistent quality of water
- 🍷 Awareness campaigns on safe drinking water

Superior financial, social and environmental returns



The Stakeholders' Roles



Bringing in Long-Term Sustainability



Awareness campaigns
conducted to
strengthen **adoption**
& **reach** of the program



Clean water provided to
community @ **affordable**
price



Revenue generated takes
care of operation and
maintenance cost of the
plant, thereby making it
self sustaining

Revenue Model

- 🥛 High Quality water catering to WHO guidelines and IS10500 standards at an affordable price even the poorest of poor can afford
- 🥛 Rs.7.00 (USD 0.11 / ¥ 12.08) for 20 litres of SAFE, PURE water. Same quality of water in urban areas at Rs.40-70 for 20 litres.
- 🥛 Salaries for Operators and maintenance of System covered by user price
- 🥛 Seeds local entrepreneurship by local franchisees
- 🥛 Community owns self sustaining and revenue generating asset

A Case Study Video



Singaperumal Koil, a small village in the southern part of India. Here access to clean drinking water was a critical need.

<https://youtu.be/OEmBNfqcFr0>



The Smart Program

Smart Community Drinking Water Plant



10 stage filtration process: Treats all types of contamination: Microbial, TDS, Fluoride, Arsenic, Nitrates, Iron, Hardness etc.
Remote Monitoring Process to monitor key quality parameters

Smart Community Drinking Water Plant



Automated Water Dispensing system through a contact less card for hassle free and convenient and cash less transactions

Smart Technology with Right Skilling



Operators employed from Local community
Extensive conceptual and hands on training provided for
managing daily plant operations

Strengthening Awareness & Adoption Through Outreach



Extensive Door to Door Awareness Generation & Community Awareness Drive

Strengthening Awareness & Adoption Through Outreach



Reaching out to school children – who can be change agents of the future

Strengthening Awareness & Adoption Through Outreach



Community mobilization through Rallies, Publicity Vans, Street Plays, Promotions etc.

Strengthening Engagement Through Outreach



Health Camps



Cleanliness Drive

Giving Back to the Community

- 🥛 Holistic Community Development supported through plough back of part revenue into a **Community welfare fund**



- 🥛 Waterlife sets up rainwater harvesting structures in the villages where we have our plants for utilization and groundwater recharge





Impact Stories

The Waterlife Model impacts many of the 17 Primary SDGs, besides Clean Water & Sanitation



IMPACT: Safe Water impacts **all** aspects of life

Key Findings from IRMA Independent Study done on Waterlife plants



Health:

Reduction in water borne diseases (60%)

Reduction in visits to the doctor (dropped from 57% to 25%)



Employment productivity

Saving upto 2-3 days of lost labour



Education:

Reduction in school absenteeism due to waterborne illness - from 3 days a month to Nil



Household Savings

Substantial financial savings ...on average Rs.1687 per month per rural household



Quality of Life

Saving in Fuel and Time, Taste of Water



Livelihood

Through employment of operators, distribution facilitation, women employment

World Bank: Clean water alleviates poverty



Mr. Jim Kim,
President – World Bank

Statement by Mr. Jim Kim, President, World Bank

*“In many developing countries, governments struggle to reach people living in extreme poverty and bring them into the formal economy. But even in the toughest places, **a special kind of entrepreneur is doing what governments often can’t. Waterlife**, a for-profit social enterprise, uses technology to provide affordable drinking water to underserved populations in South Asia and Sub-Saharan Africa. Through a small grant and capacity building support from the World Bank, Waterlife scaled its model in the poorest states of India.”*

Waterlife Impact Story Videos



School Children story

<https://youtu.be/a-xPCOXkf6U>



Tea Seller story

<https://youtu.be/4KE7oJAKxdU>

And our Unique model Works!



We have installed more than 4,500 solutions in over 15 states in India

And our Unique model Works!



Today we provide safe, clean drinking water to over **20 million** people across India

Why this model works...



Community Engagement



Value for all stakeholders



Self-sustaining



Trust & Transparency

Value for all Stakeholders

The Community

- 🥤 Better health, well-being, prosperity

The Government

- 🥤 A critical problem addressed

The Donor Company

- 🥤 End-to-end community program
- 🥤 Tangible & intangible benefits - stronger goodwill, image & community perceptions

Waterlife

- 🥤 A sustainable & successful business model

Our Corporate Partners



WE FUEL AMAZING

Panasonic





Awards & Recognition

Awards and Recognition for Waterlife

- US AID Millennium Alliance Award – 2013 & 2016
- Winner of the G20 challenge on Inclusive Business in 2012 - a prestigious award that recognizes 15 companies globally.
- Sankalp Award Winner for 2011 for Growth in Social Impact Industry.
- Winner of the Social Entrepreneurship award, 2011.
- Featured in Business Today in 2010 as the fastest growing company addressing community potable water needs
- Featured among the '50 Fab companies' in Forbes magazine and '11 Startups to watch' in 2012



Awards & Recognition to our Clients



Petrotech CSR Award to Cairn India Ltd. in December 2016



Cairn India Ltd. invited to The Global Water Conference 2016 at Myanmar to showcase our drinking water project

CII-ITC Sustainability Award to MARUTI SUZUKI INDIA Ltd in Nov. 2016



R C Bhargava,
chairman, Maruti
Suzuki India,
received the award
from Prakash
Javadekar,
minister of HRD

Maruti Suzuki awarded KPMG-ET CSR Gold Standard Award in Aug. 2017





**Huge & Growing
Opportunities...**

Huge & Growing Opportunities for our Model & our Partners

We have only just touched the tip of the iceberg

In a nation of a billion plus people, 534 districts out of total 640 districts in India have water contamination issues and the number is fast growing.

Jaco Cilliers, Country Head, UNDP recently stated that **12 trillion dollars** can be earned in solving social problems in India

Contact Us



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THANK YOU



Waterlife
Putting purity back into water