SANITATION & LIFE-IMPROVING SERVICES FOR THE URBAN POOR

Sustainability As A Driver of New Ideas

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21% of communicable diseases are linked to unsafe water & lack of hygiene practices.

More than 500 children under the age of five die each day from diarrhea.

Women and girls get harassed, abused & raped while trying to find a place to defecate.

70 MILLION URBAN POOR LACK ACCESS TO SANITATION & BASIC SERVICES.
The Opportunity:

Clean India Mission

A national initiative launched by the Indian Prime Minister
Municipal governments are responsible for toilets, but they struggle to do so.
SAMAGRA TOILETS ARE...

CLEAN  WELCOMING  SAFE
The Impact

150,000+ DAILY USERS

30,000+ CHILDREN TOILET USERS

50% % DECREASE IN OPEN DEFECATION RATE

70,000+ FEMALE USERS
Samagra creates a **dynamic urban space**, providing **access to socially impactful goods and services** for the low income communities.
SAMAGRA CLEAN WATER SERVICES
Rs 5 FOR 20 LTS

SAMAGRA ATM SERVICES FOR THE URBAN POOR
Unit Economics

Expenses
INR 15,000 per month
INR 1,80,000 per year (USD 2770 per year)

Revenues
INR 2,50,000 per year (USD 3745 per year)

Samagra Revenue Breakdown (per year)
- Water Services: 9000 (USD 140)
- Health Insurance: 80,000 (USD 1230)
- FMCG Goods: 75,000 (USD 1154)
- Media Ads: 75,000 (USD 1154)
- ATM Rental: 14000 (USD 215)

Every Toilet Unit Breaks Even in 6-8 Months of operation
GOAL
20 Million Users In 5 Years

Our supporters:
Sustainable Design

Environmentally Sustainable

Socially Sustainable

Financially Sustainable

Prevent Unintended Consequences | Create Enormous Impact
Is This Sustainable?
Is This Sustainable In Indian Context?
Is This Sustainable In Villages?
Is This Sustainable?