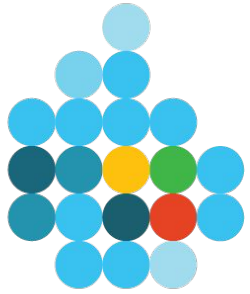


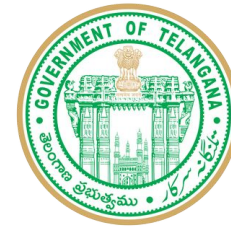
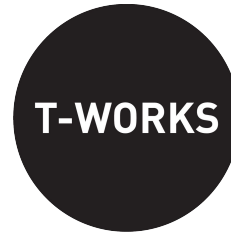
WSH Industry Alliance to Accelerate Commercialization of Transformative Technologies: Telangana, India



WSHTM
INNOVATION
HUB



asci
Leadership through Learning



WASH Innovation Hub

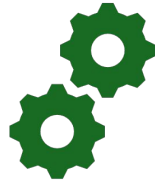
Accelerating innovations & transformative technologies in sanitation, water and hygiene to achieve SDG 6 & National Missions: India



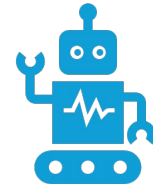
Our approach



Ease-of-doing
business for
innovators



Ease of
designing &
prototyping



End-to-End
Commercializa
tion Support



Ease-of-Financ
ing (Pvt., Govt.,
CSR)



Private
sector/MSMEs
partners'
engagement



Advocacy and
Convening of
Stakeholders

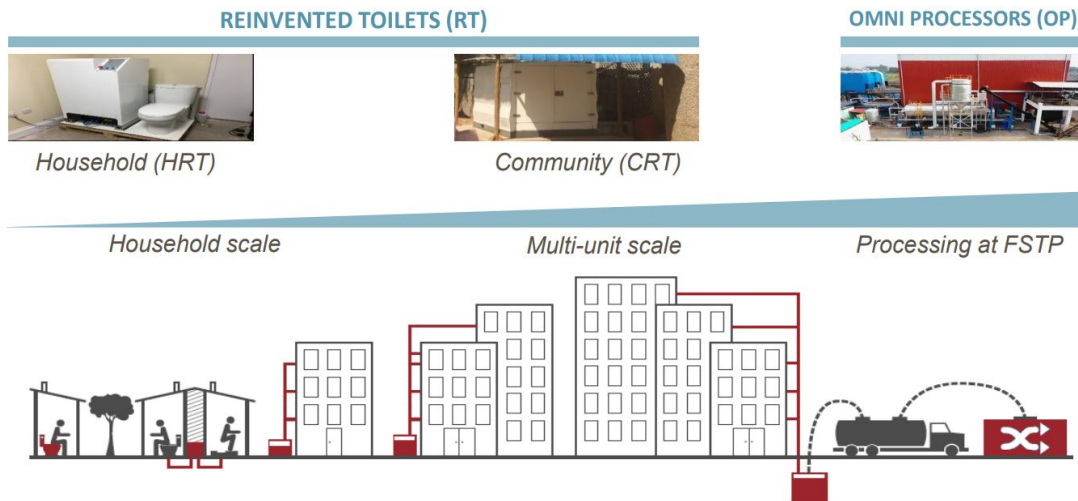


Policy Support
for ecosystem
development

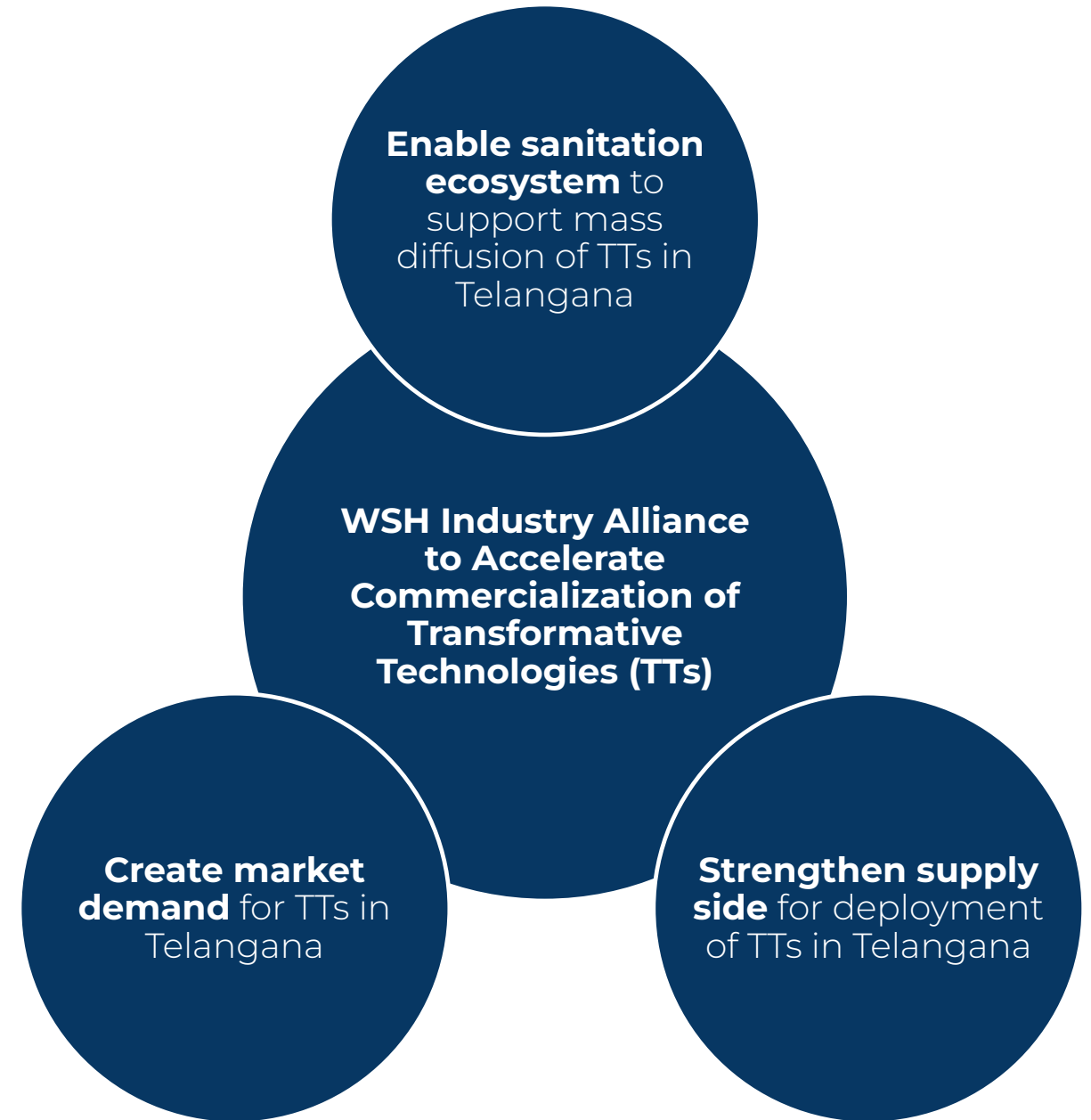


Capacity
building,
mentoring &
knowledge
sharing

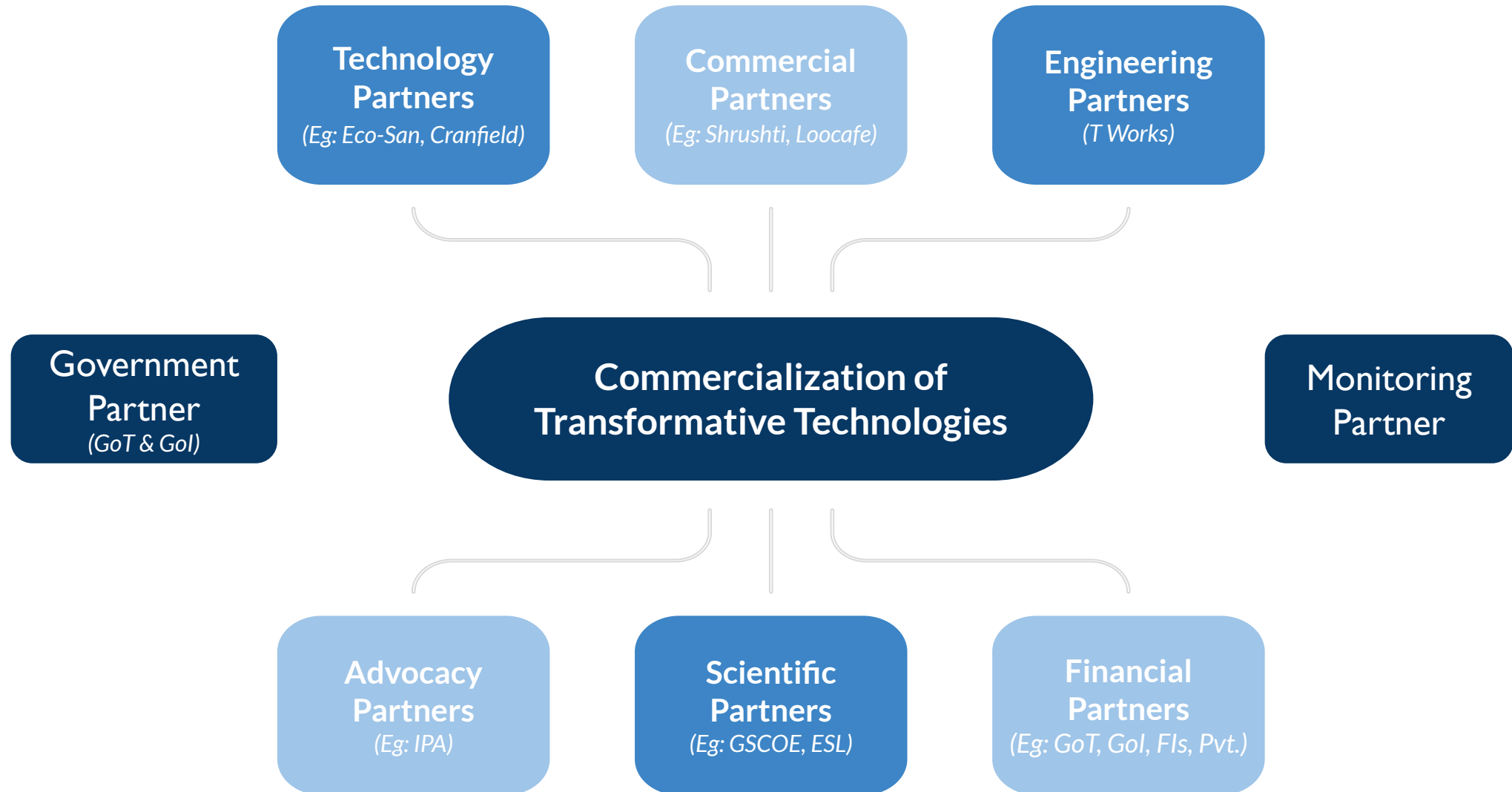
Program's conceptual framework



transformative solutions



ECOSYSTEM DEVELOPMENT FOR SCALE WIH/ASCI – BMGF PARTNERSHIP



Program activities

Create Demand (Market Readiness)

Market Assessment &
Penetration Exercise

Market Sizing & Market
Segmentation (*Laser-sharp
focus on 'Early Adopters'*)

Demo & Reference Projects
(CRT, HRT, OP)

Business Case Development
with Product Differentiation
(*A Business Blueprint for CPs*)

Large-Scale Targeted
Promotional Campaigns
(*TT-wise, Segment-wise*)

Strengthen Supply Side (Technology Readiness)

Unearth, Screen &
On-Board Agile CPs
(*TT-wise, Segment-wise*)

Re-optimization of
TTs' Unit Economics

Wide-Spread Performance
Testing, Validation & ISO
Certification Support

Establishment of Backward
and Forward Supply Chains

Sanitation Industry Alliance (IPA)

Financing/Funding Support for
Large-Scale Production of TTs

Enable Ecosystem (State Readiness)

Advocacy and interventions to
ensure Building Approval
Systems with TT component

Recognition of ISO Certified
Products in Public & Private
Procurement Systems

Market Segment-wise interventions
(*ex., public schools, public toilets,
residential dwellings*)

Codes & Standards for On-Site
Containment Systems, Zero
Discharge, Water Circularity

Incentive Systems, Subsidy
for Adoption of TTs

Commercialization of RT

- 1** Cost Reduction through Reengineering / Localization (T-Works & CPs)
- 2** On-Boarding CPs & Demo Projects
- 3** Market Assessment & Segmentation
- 4** Early Adopters & Reference Projects
- 5** Sanitation Industry Alliance for End-to-End Supply Chain Support
- 6** Regulatory Changes for Adoption of Transformative Technologies (GoT)