

## **Piramal Sarvajal Provides Accessible Safe Drinking Water Solutions across Bhubaneswar**

- *Leverages 'Hub & Spoke' model to provide access to safe drinking water*
- *Deployed 40 water ATMs that have delivered ~20 lakh litres water since 2006*

**Bhubaneswar, India | January 02, 2019:** Piramal Sarvajal, an initiative of the Piramal Foundation, has strategically deployed 40 water ATMs to make safe drinking water accessible across key locations by using its 'Hub & Spoke' model, in Bhubaneswar. In response to an outbreak of jaundice and dengue cases that occurred in Bhubaneswar in 2014, due to broken water supply lines, a tender was floated by Bhubaneswar Municipal Corporation. This tender was awarded to Piramal Sarvajal in 2016 for installation of safe drinking water facilities. The innovative 'Hub & Spoke' Model consists of 1 purification unit (Hub) and 10 water ATMs (Spokes). A Customized tanker vehicle dispenses water through *no-touch* transfer mechanism, thereby maintaining the purity of the purified water.

**Commenting on the development, Anuj Sharma, CEO, Piramal Sarvajal** said, "We are delighted with the successful deployment of our water ATMs and the resultant off-take witnessed in areas where previously, access to safe drinking water has been a luxury. Leveraging technology for monitoring and key observations provides key insights for our teams, which in turn enable us to offer impactful solutions. The substantial increase in beneficiaries reaffirms our commitment to democratize access to safe drinking water across India."

To minimize reoccurrence of such incidents and to address the challenges of access to safe drinking water faced by the urban underserved population (slums and public places) in Bhubaneswar, Piramal Sarvajal has deployed 4 purification plants (Hub) and 40 water ATMs (Spokes) across the city. The consumers can individually avail 10 litres of water free of cost, daily, in flexible quantities, from any of the Piramal Sarvajal ATMs by using RFID card. Since its set up in 2016, Piramal Sarvajal has provided access to over 20 lakh litres of safe drinking water in Bhubaneswar.

Piramal Sarvajal aims to work towards reaching the last mile. It ensures studying and setting up plants, timely maintenance, spreading awareness and consumption of safe drinking water through its innovative and impactful solutions. The key considerations for efficient deployment of Piramal Sarvajal ATMs:

- Building awareness on ATM locations
- Proximity to denser population of beneficiaries

Based on a review of expected optimal capacity utilization for each ATM, 14 of the 40 Water ATMs were found to be under-utilized. And as suggested to Bhubaneswar Municipal Corporation, these 14 ATMs are being moved to new locations with better water Off-take opportunities. The first 4 relocated ATMs are already dispensing more than 450 litres per day on an average.

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**About Piramal Sarvajal:**

Piramal Sarvajal, seeded by the Piramal Foundation in 2008, is a mission-driven social enterprise which believes that pure drinking water should be accessible and affordable for everyone. Towards this end, it has designed and deployed innovative solutions for creating affordable access to safe drinking water in underserved areas. Sarvajal is at the forefront of developing technologies and business practices in the safe drinking water sector that are designed to make a purely market-based model sustainable in both rural and urban deployment conditions.

**About Piramal Foundation:**

Piramal Foundation is a Section 8 company that develops innovative solutions to resolve issues that are critical roadblocks towards unlocking India's economic potential. The Piramal Group's core values of Knowledge, Action Care and Impact guide the organization in carrying out its responsibilities towards society. It believes that considerable positive change can occur when we collaborate with like-minded partners and nurture projects that are scalable, ensuring a long-term impact.

In line with the Strategic Development Goals, Piramal Foundation is focused on universal primary education, empowering women, reducing child mortality rates, improving maternal health and improving access to safe drinking water.

Recently, Piramal Foundation partnered with NITI Aayog to transform 25 aspirational districts across 7 states in India.

The Foundation currently works across 21 states and has impacted over 90 million lives, mostly in partnership with state governments. It has developed innovative approaches and programs in every vertical and has built strong partnerships with governments, technology partners and international organizations, including Michael & Susan Dell Foundation, Harvard Graduate School of Education and World Diabetes Foundation. The projects are implemented through Piramal Swasthya, Piramal Sarvajal and Piramal Foundation for Education Leadership.

**For more information:**

Piramal Corporate Communications:

Niyati Vora/Wali Shabina

Contact: +91 22 3351 4124/4086

Email: [niyati.vora@piramal.com](mailto:niyati.vora@piramal.com) / [wali.shabina@piramal.com](mailto:wali.shabina@piramal.com)