



# SUVIDHA CENTRES

A SUSTAINABLE, ASPIRATIONAL SANITATION SOLUTION  
FOR URBAN COMMUNITIES

AN IMPACT ASSESSMENT UNDERTAKEN BY RESEARCH TRIANGLE INSTITUTE (RTI) GLOBAL INDIA PVT LTD



# SUVIDHA CENTER IS FOR ALL

A SUSTAINABLE, ASPIRATIONAL SANITATION SOLUTION

## 7 SUVIDHA CENTRES OPERATIONAL IN MUMBAI



In 2016, Hindustan Unilever conceptualized a massive project to drive its vision that sustainable and hygienic living must be affordable and accessible to all.

That was the start of Suvidha – a 5-pronged community hygiene facility providing end-to-end sanitation to underprivileged communities that needed it the most. Targeting densely congested slums in the urban landscape of Mumbai, each Centre runs into 2-3 floors equipped with lavatories, hand wash, drinking water ATMs, a laundromat, and even shower facilities.

The objective of this holistic hygiene solution was to not only create infrastructure but also maintain and self-sustain an urban sanitation program unlike any before.

**Unique Public Private Partnership that encapsulates HUL's purpose of Making sustainable living commonplace – on ground**

### PUBLIC-PRIVATE PARTNERSHIP MODEL



### SUPPORTED BY









The Suvidha Model becomes operationally self-sustainable in average of 6 months, serving about **2,00,000<sup>1</sup>** people in the communities around the centre annually. It is estimated that Suvidha Centres cumulatively save over **35 million** litres of water every year.

The assessment of **desired outcomes, beneficiary satisfaction**, and anticipated impacts of Suvidha on economic, social, and environmental **“triple bottom line”**, indicates that the Suvidha model is **socio-economic positive with minimal environmental disturbance**.

## SUVIDHA IMPACT ASSESSMENT: KEY FINDINGS

Study findings<sup>2</sup>, against expected outcomes and anticipated impacts, indicate that Suvidha has been socio-economic positive on beneficiaries with minimal environmental impact, as reported below:

<p><b>SAFE AND SECURE</b></p> <p>Compared with non-Suvidha users, 81% more Suvidha users reported a higher sense of security and safety; among women, 86% more Suvidha users feel safe while using Suvidha at night.</p> 	<p><b>VALUE FOR MONEY</b></p> <p>Access to cleaner and hygienic toilets and other WASH facilities at Suvidha centres is considered a 'value-for-money' by Suvidha users</p> 	<p><b>RELIABLE</b></p> <p>98% users reported that they rely on Suvidha for continued service, irrespective of local disturbances</p> 	<p><b>CONVENIENT</b></p> <p>9 in 10 users reported that Suvidha, inclusive by design for various groups including women, children, the elderly &amp; PwDs, was easy to access.</p> 
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## USERS ADOPT HEALTHY AND SAFE WASH PRACTICES

Over 98% of monthly pass-holders were retained, reflecting sustained behavior change among Suvidha users following comprehensive community engagement and BCC programs.



## REDUCED FRESHWATER CONSUMPTION

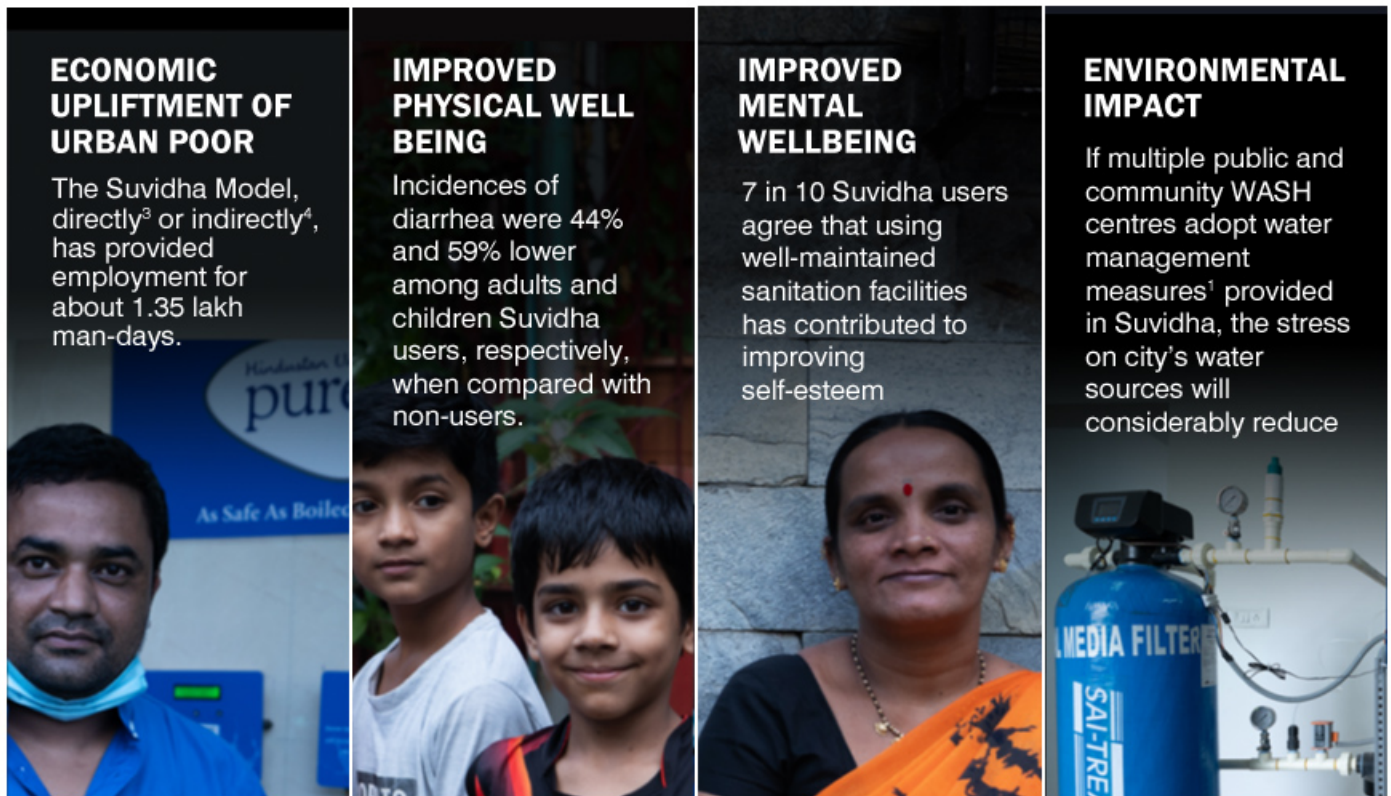
All Suvidha Centres save approximately 35 million litres of fresh water every year.

<sup>1</sup>Based on estimations for all seven Suvidha centers

<sup>2</sup>Based on assessment of Suvidha centers at Andheri and Ghatkopar undertaken by Research Triangle Institute (RTI) Global India Pvt Ltd and Kantar Group Ltd in later half of 2020



## SUIDHA IMPACT ASSESSMENT: KEY FINDINGS



## UNEXPECTED OUTCOMES/ FINDINGS

Suidha has delivered a few unexpected outcomes, some of which were identified during qualitative discussions with stakeholders while some were based on secondary research. These included: Cleaner neighbourhoods; reduced anti-social elements due to well-lit Suidha premises; sense of oneness within the community; and conformance of Suidha with national and international standards.

SUIDHA ALIGNS WITH UNITED NATION'S SUSTAINABLE DEVELOPMENT GOALS



## MEETING INTERNATIONAL BENCHMARKS – MAKING INDIA PROUD

Such heartening results and incredible value to customers, stakeholders, and communities with a holistic, self-funded, and self-sustaining solution could hardly sit unnoticed. RTI International, a 60-year-old independent, non-profit research institute compared Suidha's facilities to ASEAN Public Toilet Standard and Guide to better public toilet design and maintenance published by Restroom Association of Singapore.

*Collaborative public-private partnership efforts have the potential to create strong health and wellbeing outcomes for citizens and the Suidha initiative is a great example of this.*



Mayuri Ghosh, Head of Healthy Cities & Communities initiative,  
World Economic Forum

<sup>1</sup>Based on estimations for all seven Suidha centers

<sup>2</sup>Based on assessment of Suidha centers at Andheri and Ghatkopar undertaken by Research Triangle Institute (RTI) Global India Pvt Ltd and Kantar Group Ltd in later half of 2020

<sup>3</sup>Direct employment of 0.4 lakh man-days has been estimated from date of inception up to 31st March 2022 for all operational Suidha centers.

<sup>4</sup>Direct or indirect employment of 0.95 lakh man-days has been estimated for the planning, design, and construction phases of all operational Suidha centers as of 31st March 2022. Estimates are based on manpower deployment information provided by contractors engaged by HUL.