

# Swachh Bharat

Clean India



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# Problem



## Cleanliness

Waste on streets and in communal spaces is a long-running wicked problem for the country



## Infrastructure

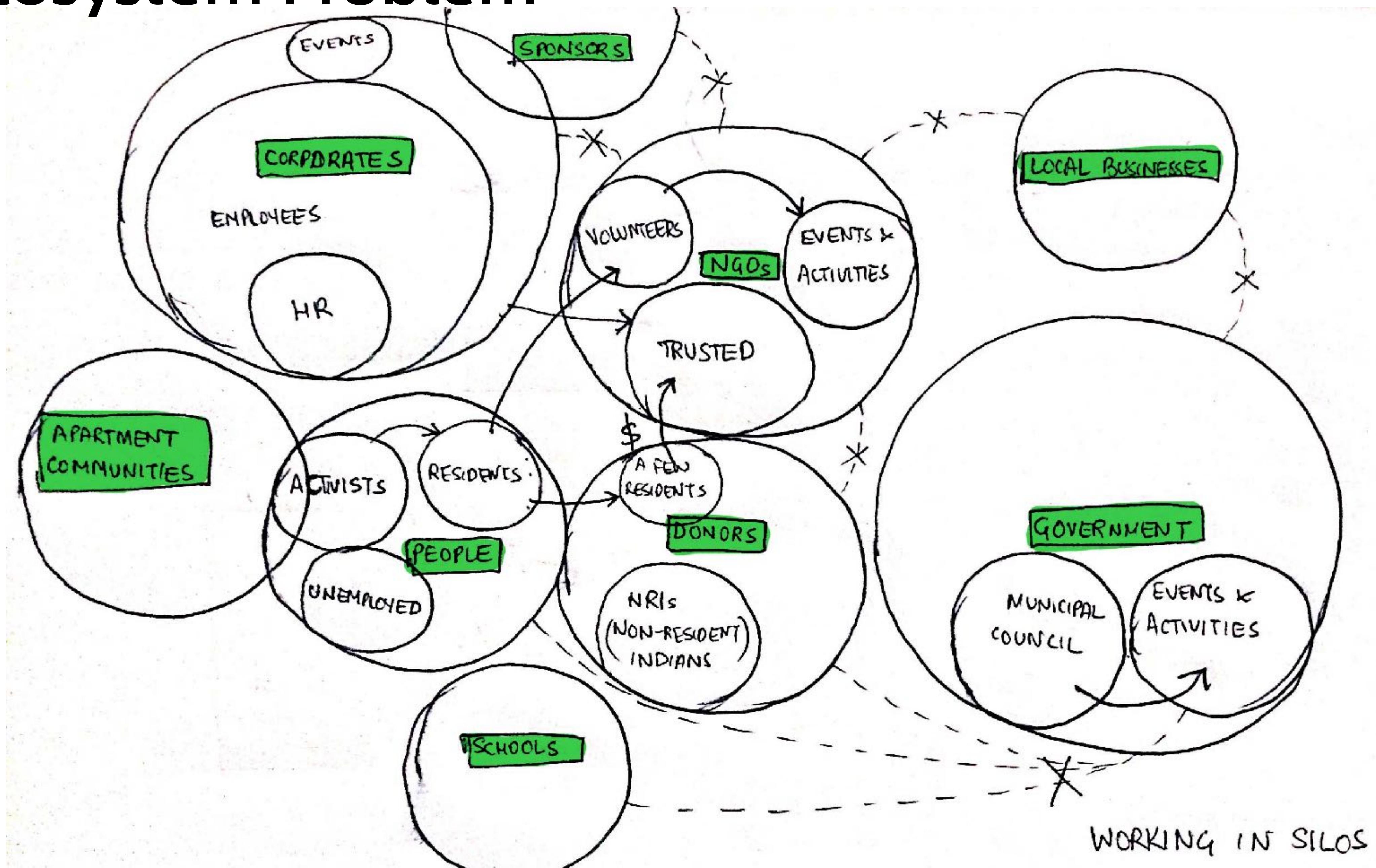
Crumbling infrastructure (potholes, drainage, etc) requires equipment and expertise to fix



## Ineffective Investment

Government has invested ~\$5B since 2014 with minimal impact

# Ecosystem Problem



# Ecosystem Problem



**Corporations**

## CSR Investment

Trouble finding where and how to direct their mandatory profit investment towards society



**Donors**

## Corruption

No trustworthy way for Resident & Non-Resident Indians (NRIs) to find and determine which NGOs they should donate to



**NGOs**

## Lack of Resources

Lack funding, exposure, and volunteers to make significant impact

# Solution

A network based platform that connects Delhi inhabitants, NGOs, corporations, and independent donors to collaborate on improving sanitation and infrastructure by:



## Marking

locations that require attention  
and intervention



## Participating

in gamified activities and  
events by challenging friends/  
neighbors



## Competing

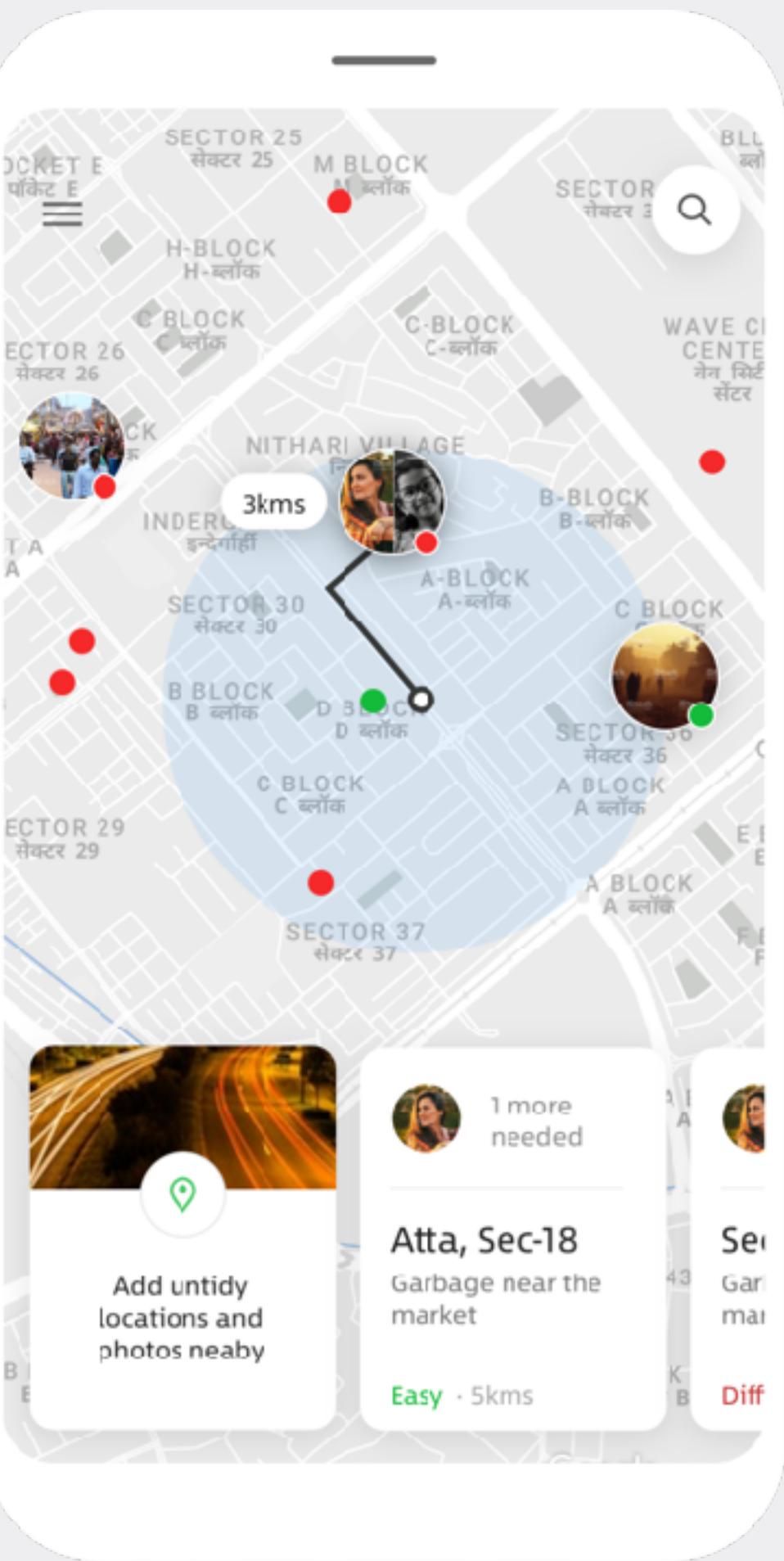
with friends/communities/  
sectors/cities/states

# Product Sketches

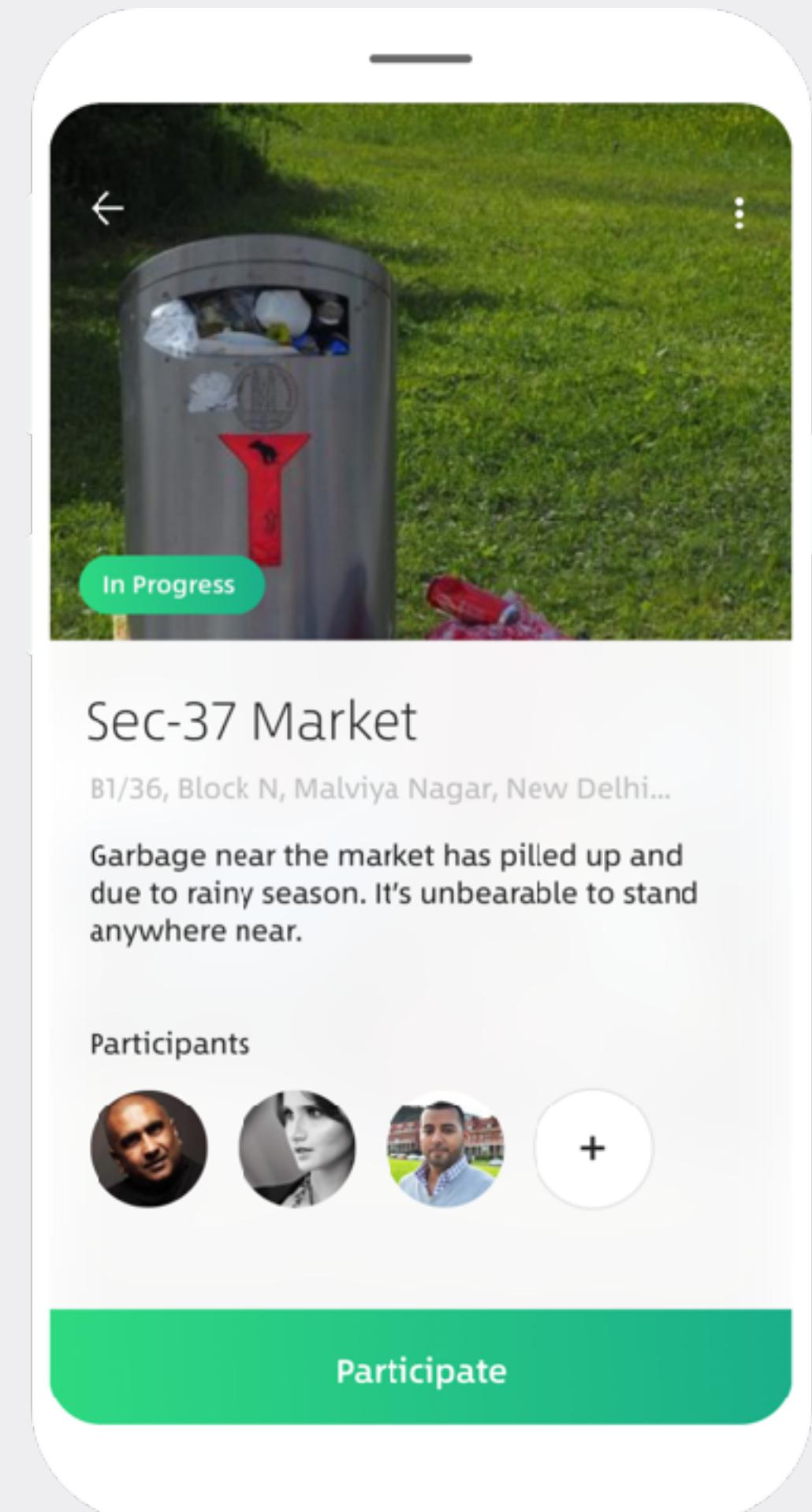
Map the locations near you that require attention (garbage, potholes, etc.) by placing AR objects



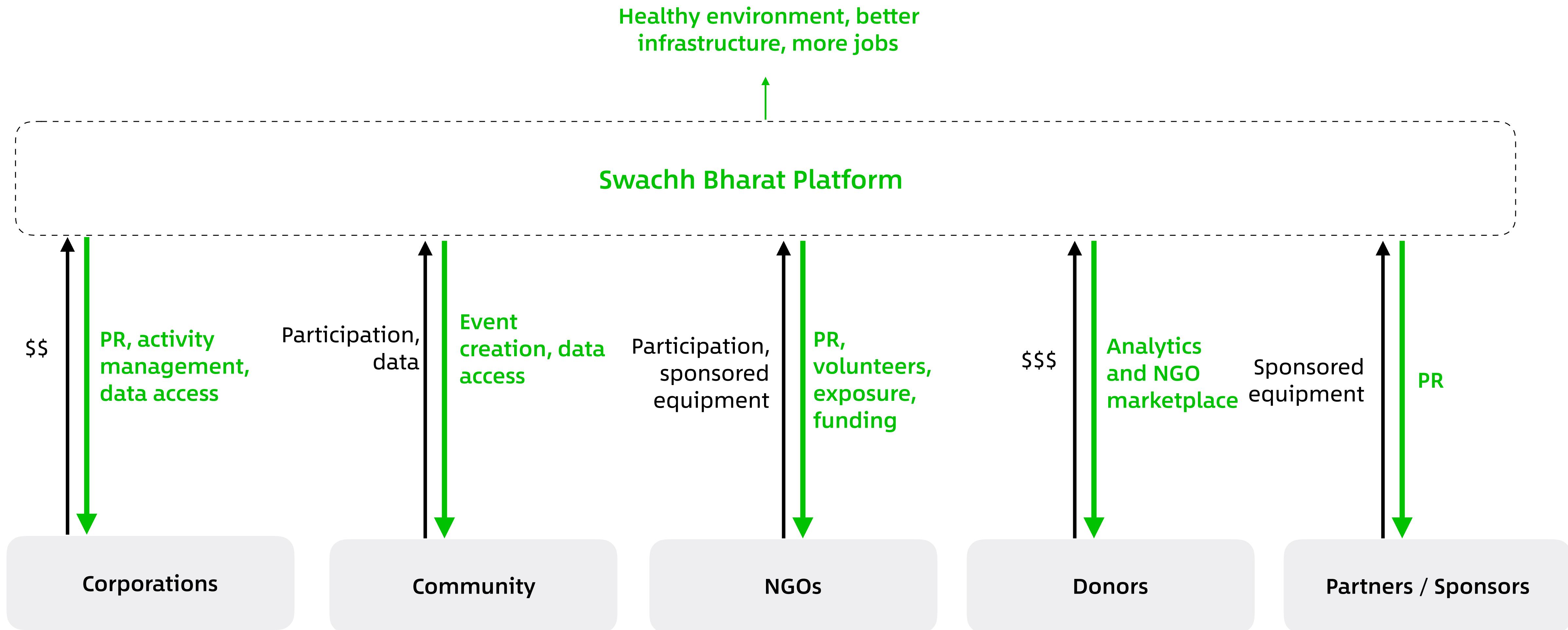
View all the activities happening near you. Compare and compete with other groups



Contribute to the nearby activity by challenging friends and neighbors to participate with you

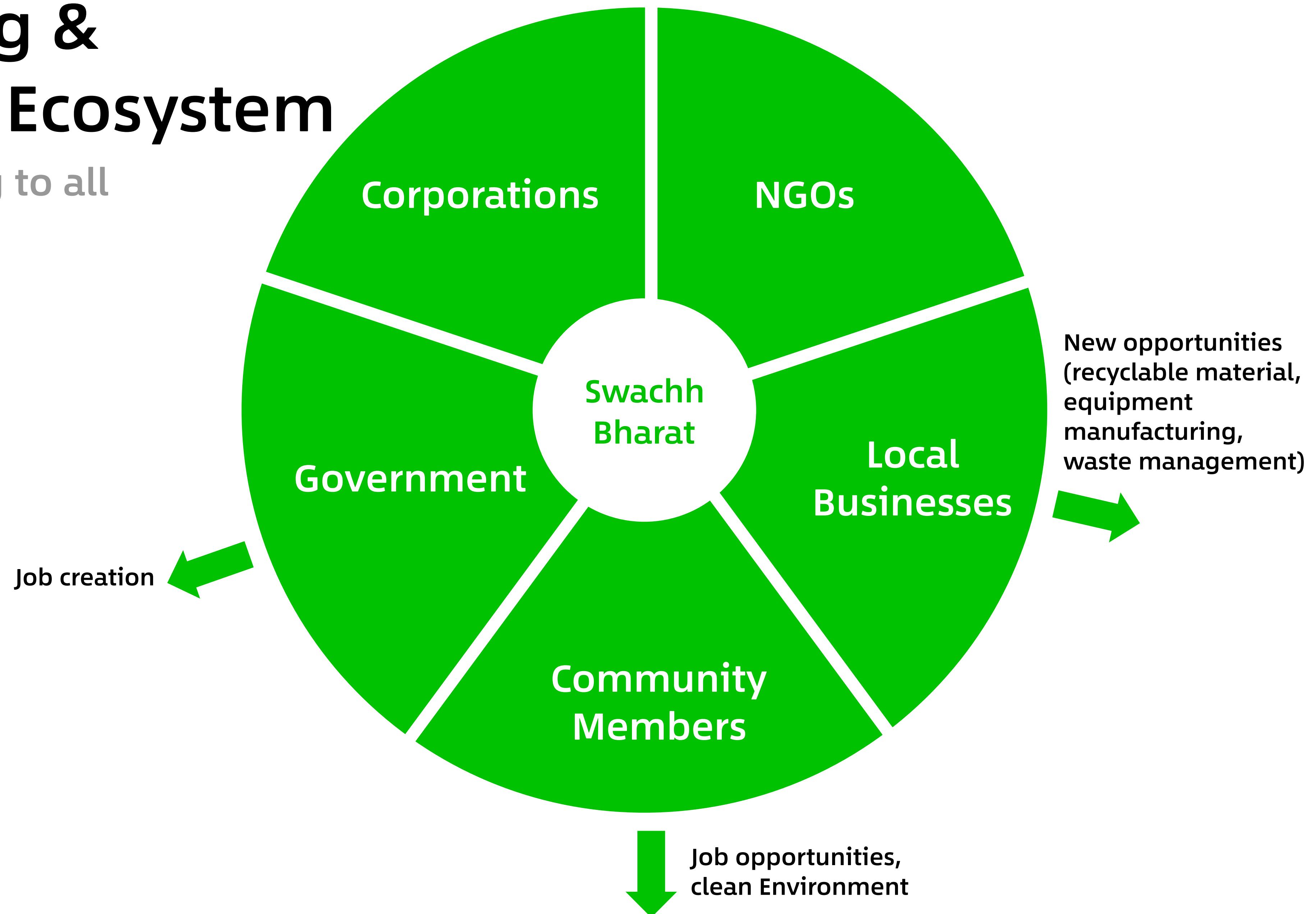


# Value Ecosystem Diagram



# Self Sustaining & Regenerative Ecosystem

Intrinsically motivating to all



# Revenue streams



**Corporations**

**SAAS Subscription**

Activity management, CSR reporting & analytics



**Donors**

**Transaction Fees on Donations**

Vetted NGO marketplace



**Donors**

**Premium Services**

Impact reporting of NGOs



**Government**

**Data as a Service**

Data analytics of crowd sourced marking locations



**Sponsors**

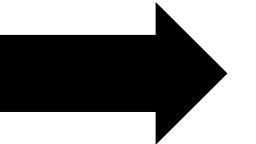
**Brand Sponsorship**

Advertisement, equipment and resources

# Market size

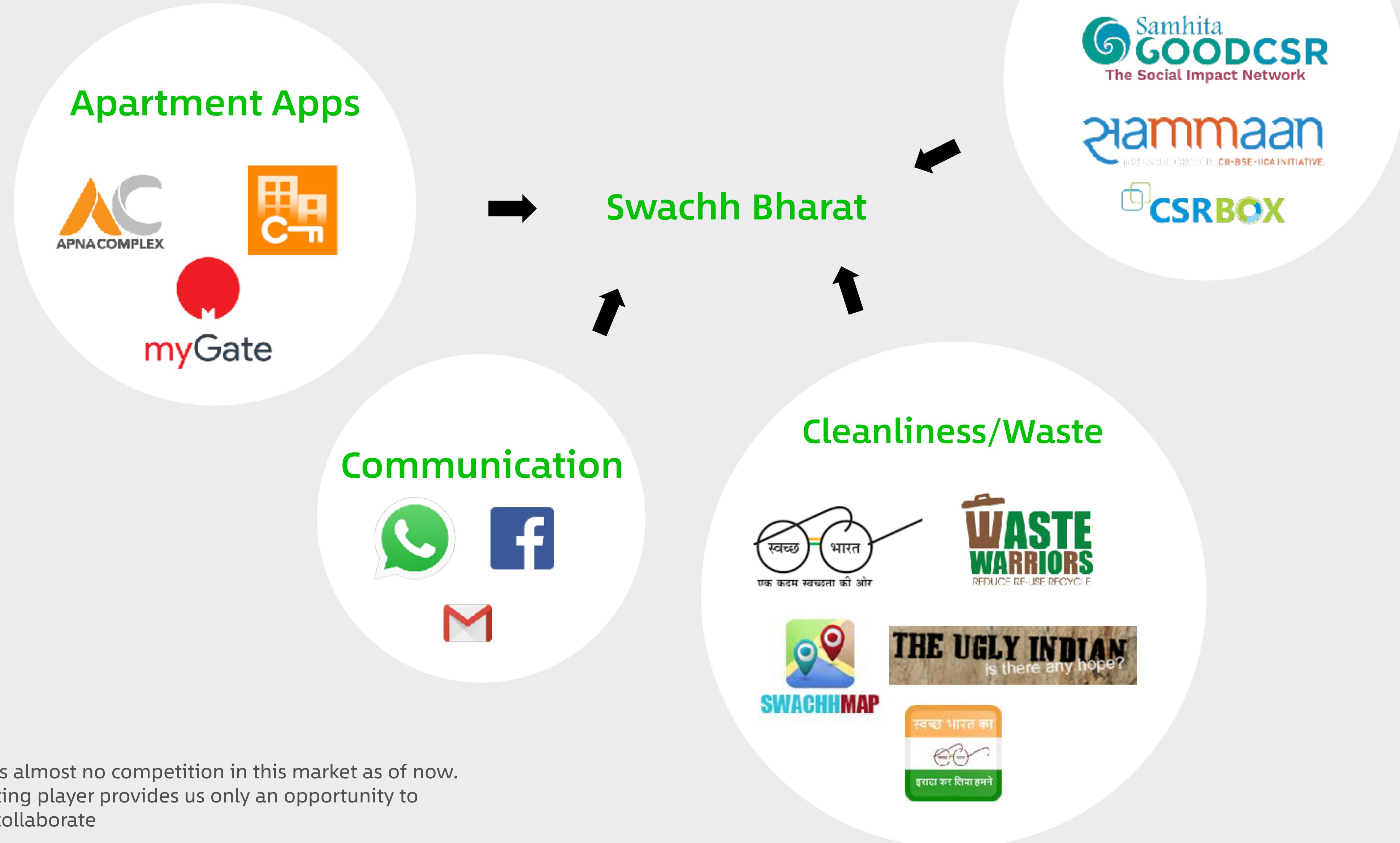


**CSR investments in  
Delhi for 2015-16**



**CSR investments in  
India for 2015-16**

# Landscape



# Competitive Advantages

## CSR

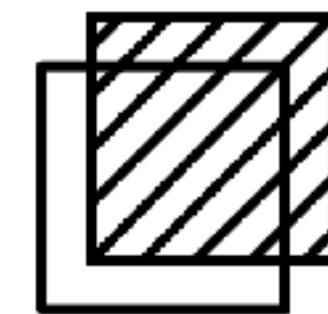
### Full Suite

One-stop solution to connect corporations to cleanliness efforts



### Network

An integrated network of all the groups in the ecosystem



### User Experience

Usable and desirable experience customized for Delhi's mass market

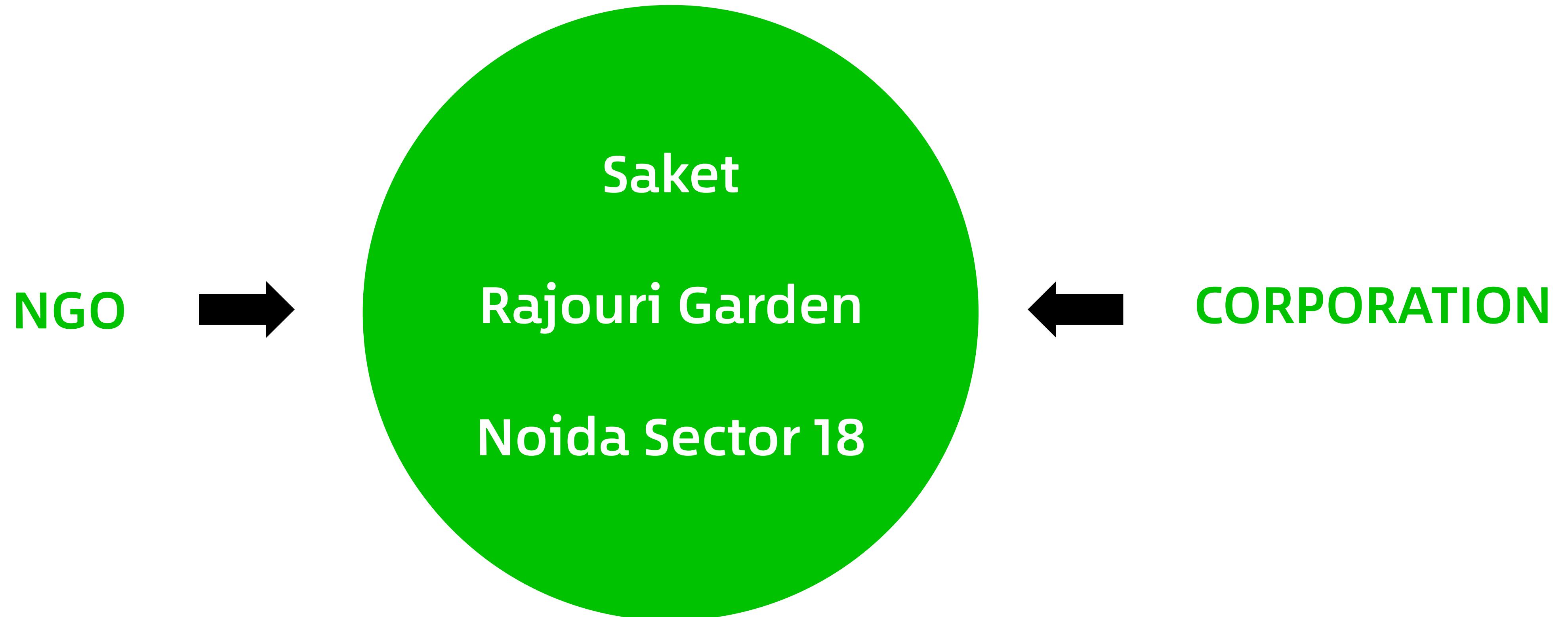
### Gamification

Peer-to-peer challenges and credit based ranking system to drive behavioral change

### Transparency

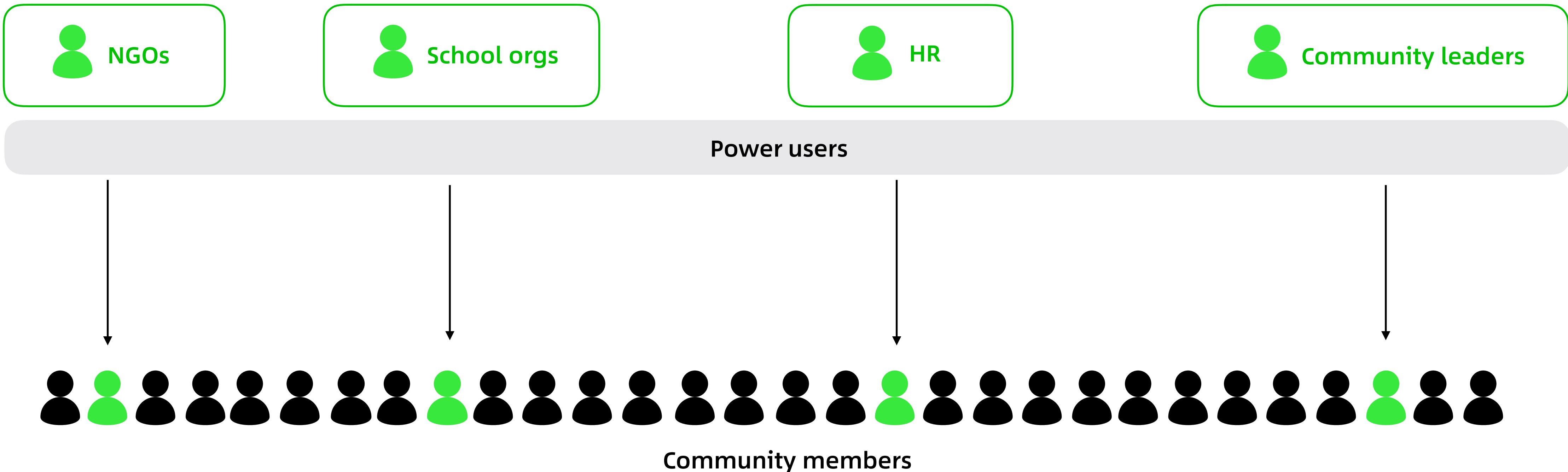
Empowering all parties to make fully informed decisions

# Implementation

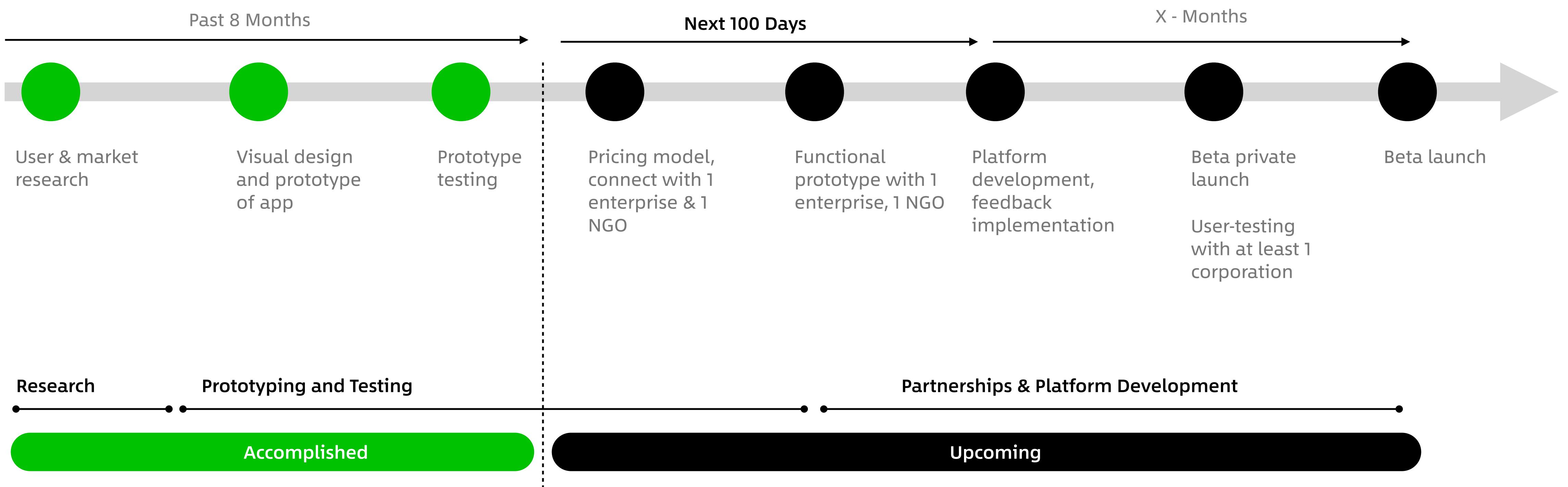


Potential NGOs: Chintan Environmental Research and Action Group,  
Swechha, Inspire, CSE etc

# Scaling



# Roadmap



# What we need

## Mentorship

- Pricing model insights
- Go-to-market strategy
- Technical infrastructure guidance
- Networking

## Funding

- Technical resources
- Development staff
- On-location staff

**Thank you!**

**Questions?**



# Appendix

## Eco-system problem



Corporation

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NGO

### Lack of Resources

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Community Leaders

### Lack of Expertise

Don't have the training and expertise to clean the streets and rebuild infrastructure



Government

### Lack of Data

Lack the data and resources for focused intervention efforts

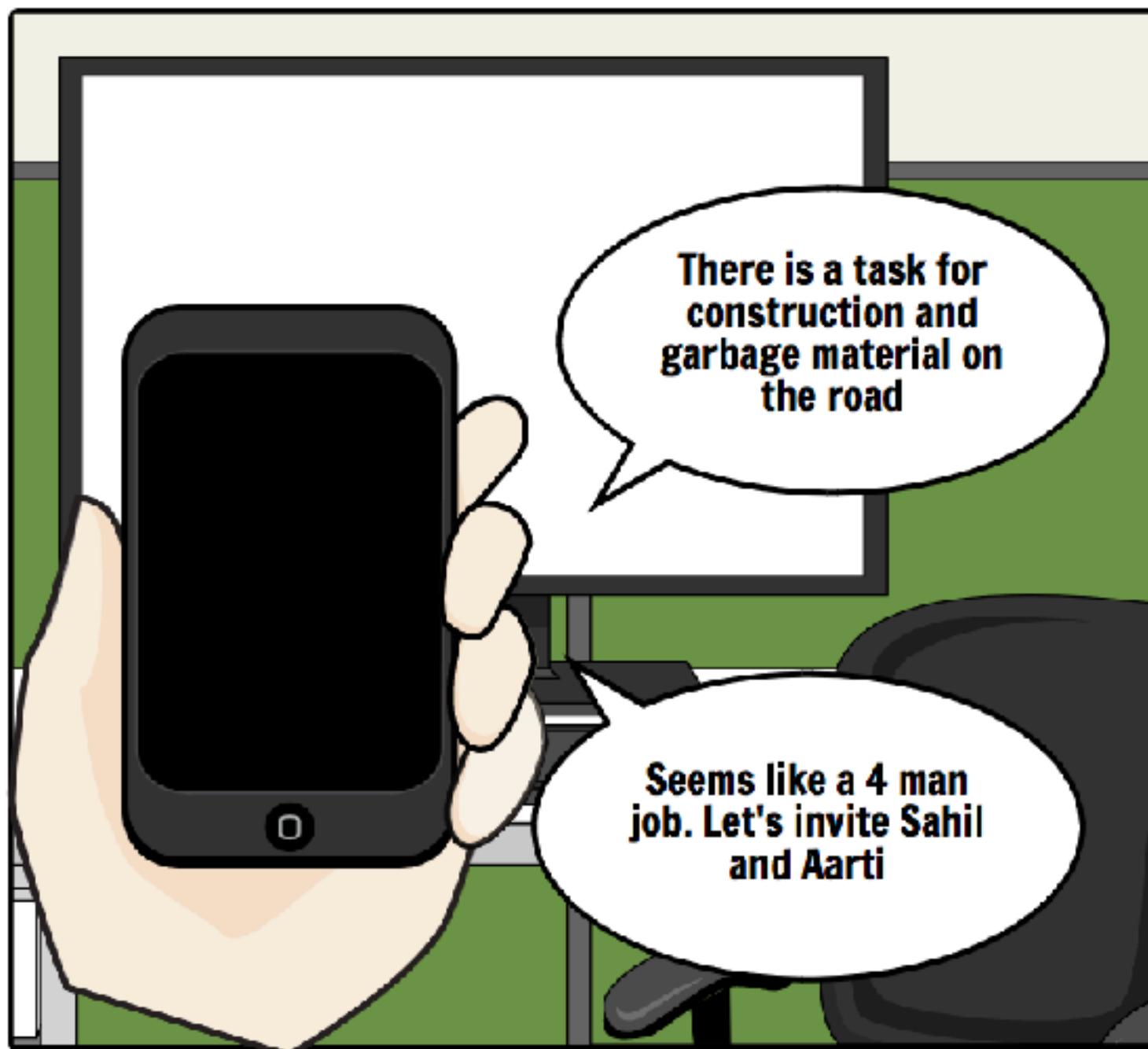
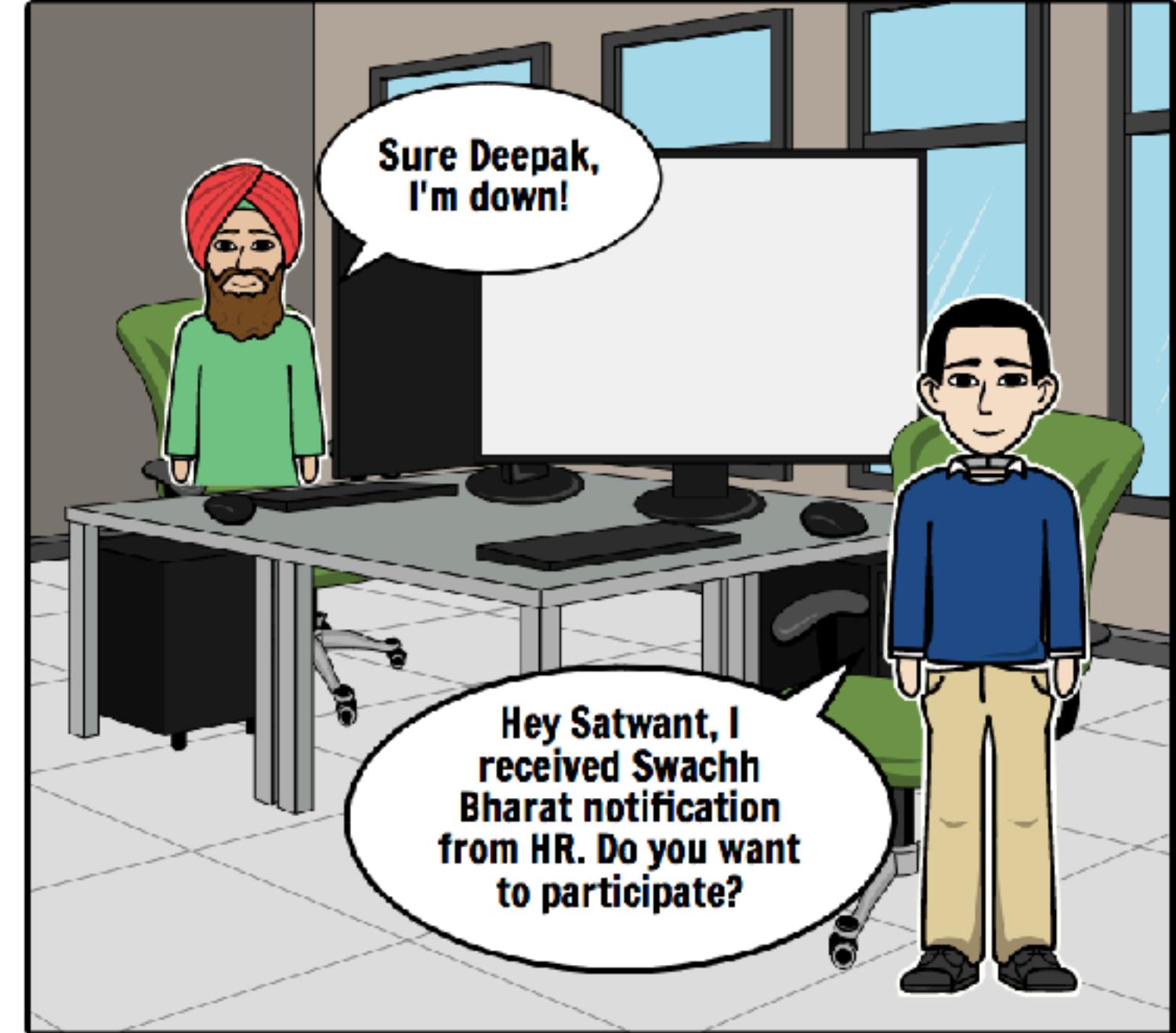
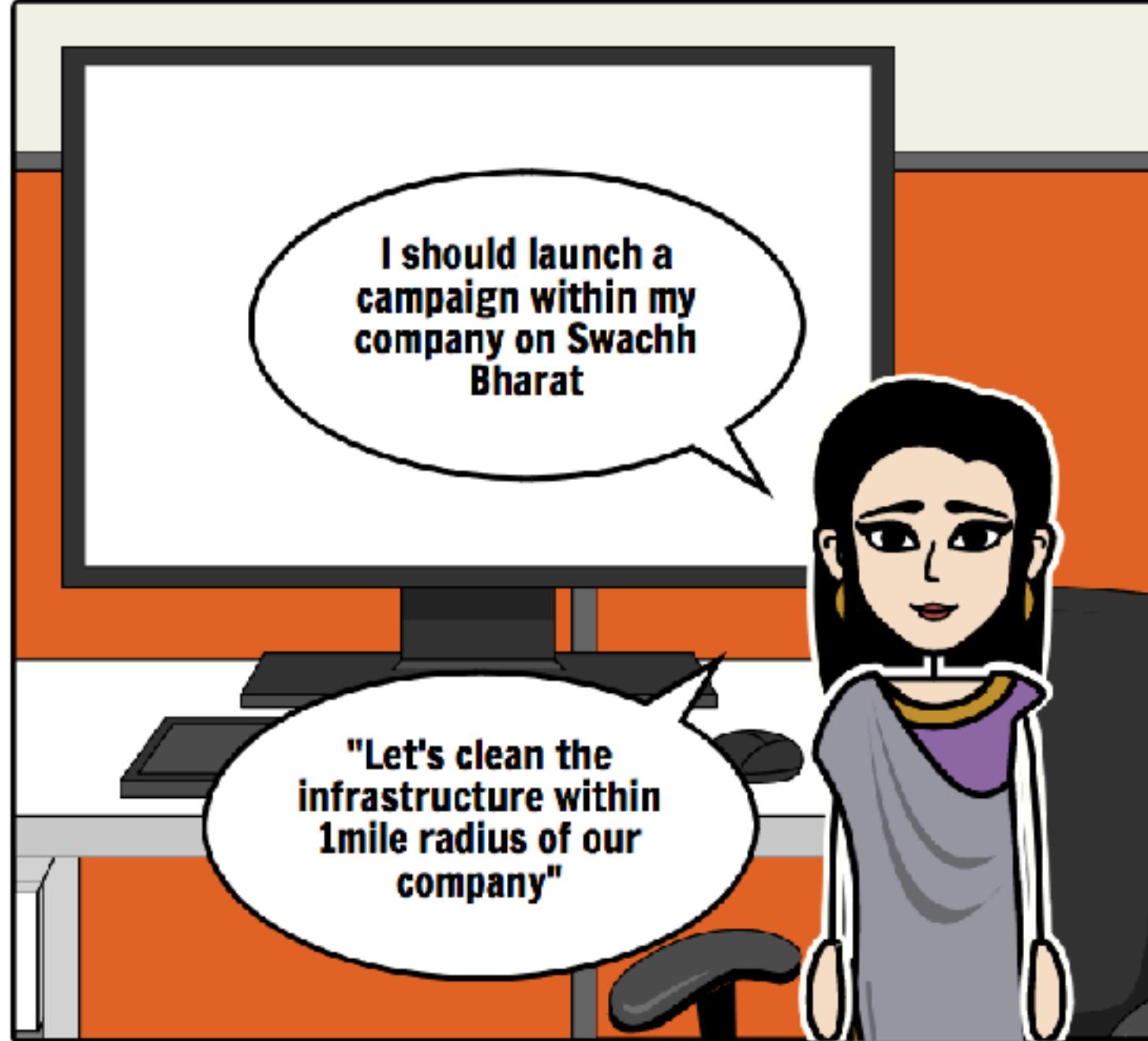
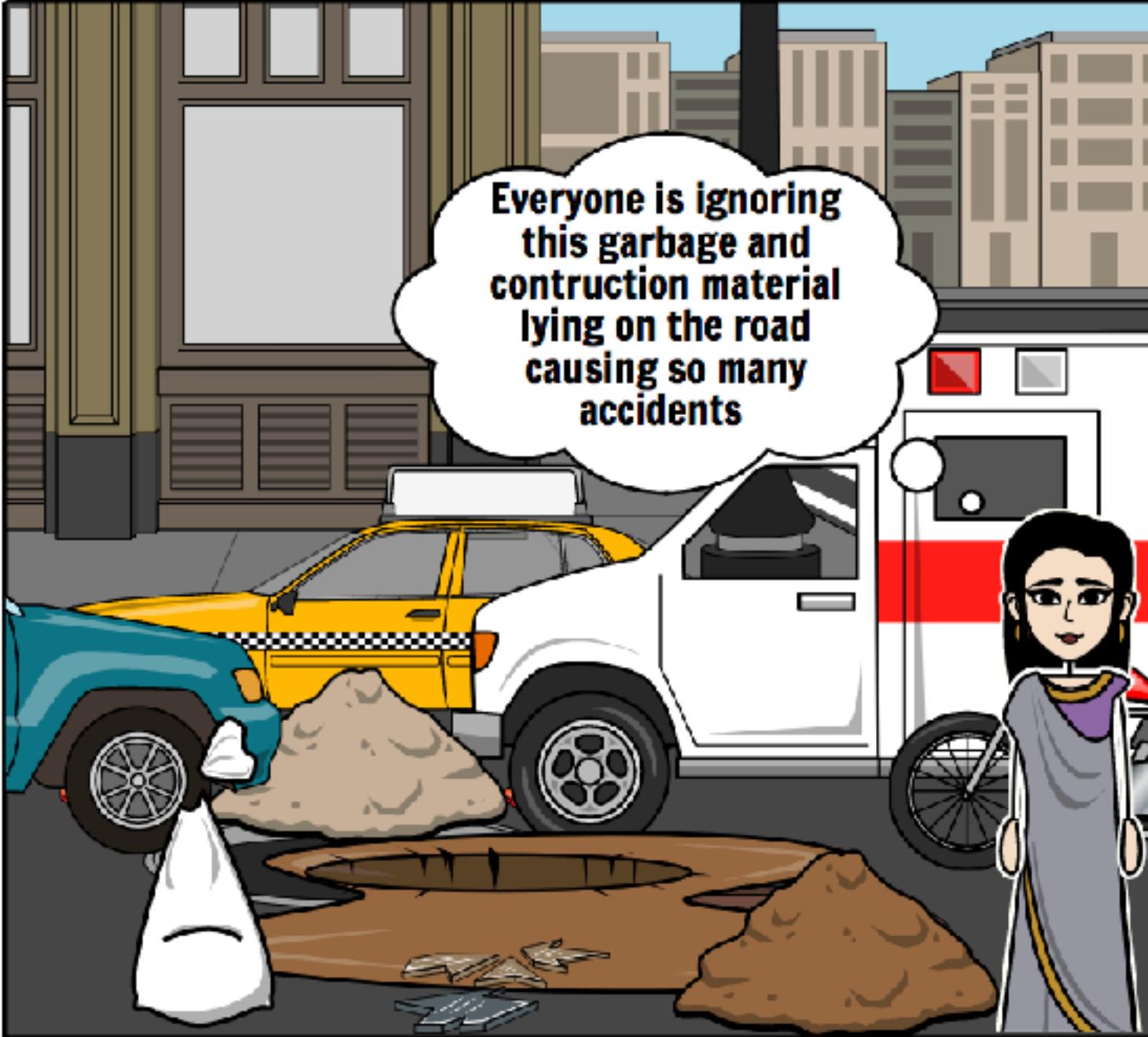


Community Members

### Financial Prioritization

Populations that are unemployed or in poverty have to prioritize income opportunities over volunteer work

# Appendix



# Appendix

## One stop solution for all CSR activities

### Mark

1. Garbage
2. Broken roads
3. Footpath
4. Toilet
5. Road block
6. Road construction
7. Paint
8. Electricity
9. Water tank
10. Unsafe for women
11. Criminal activities

### Donate

1. Money
2. Clothes
3. PM's national relief fund
4. Blood
5. Food
6. Books
7. Utensils

### Events

1. Cleanliness
2. Education
3. Hunger
4. Women's safety
5. Slum development
6. Rural development

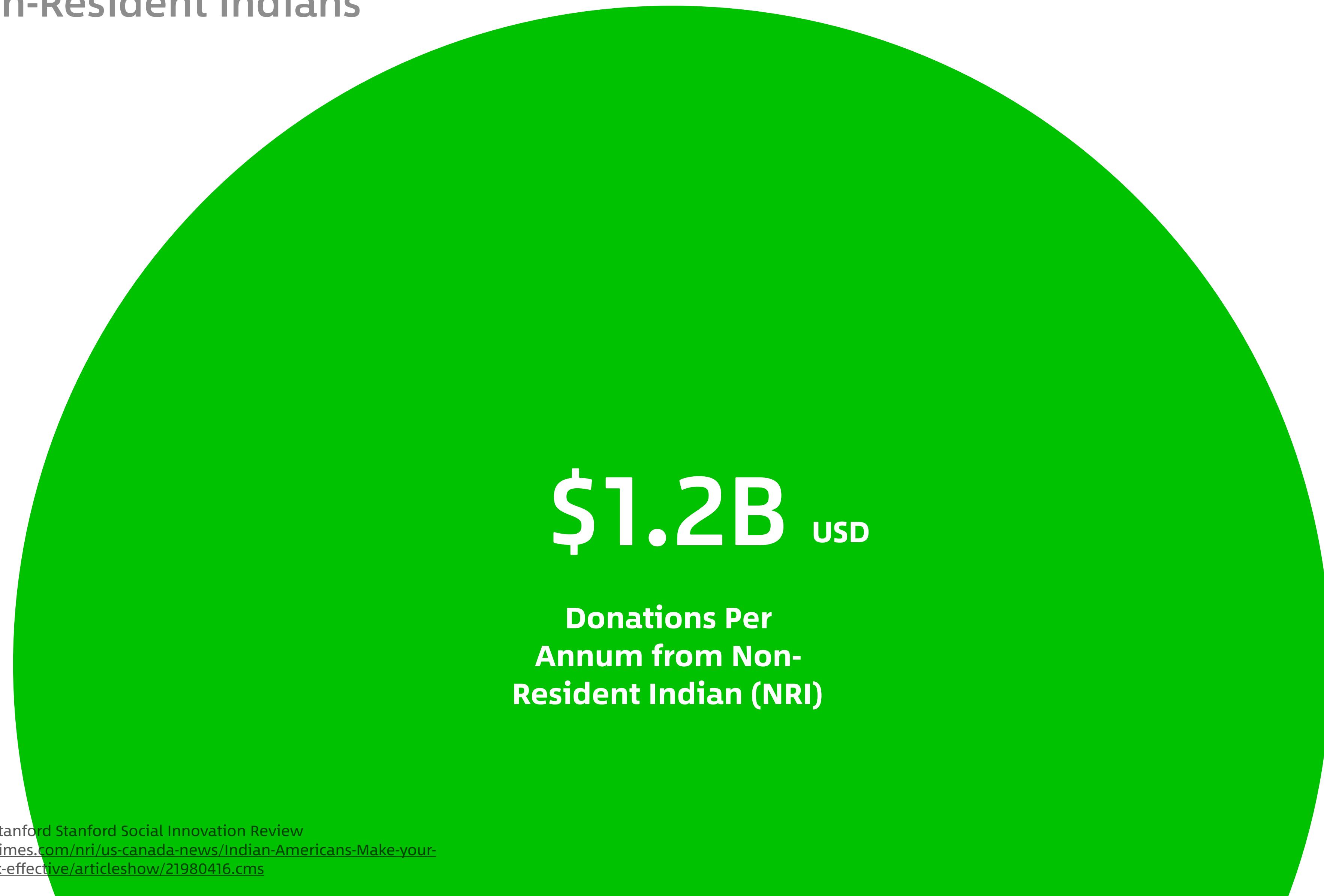
Cleanliness

All CSR

## Appendix

# Market size of NRI donation potential

NRI — Non-Resident Indians



Source: Impact India and Stanford Social Innovation Review  
<https://timesofindia.indiatimes.com/nri/us-canada-news/Indian-Americans-Make-your-India-charity-donations-tax-effective/articleshow/21980416.cms>

# The Business Model Canvas

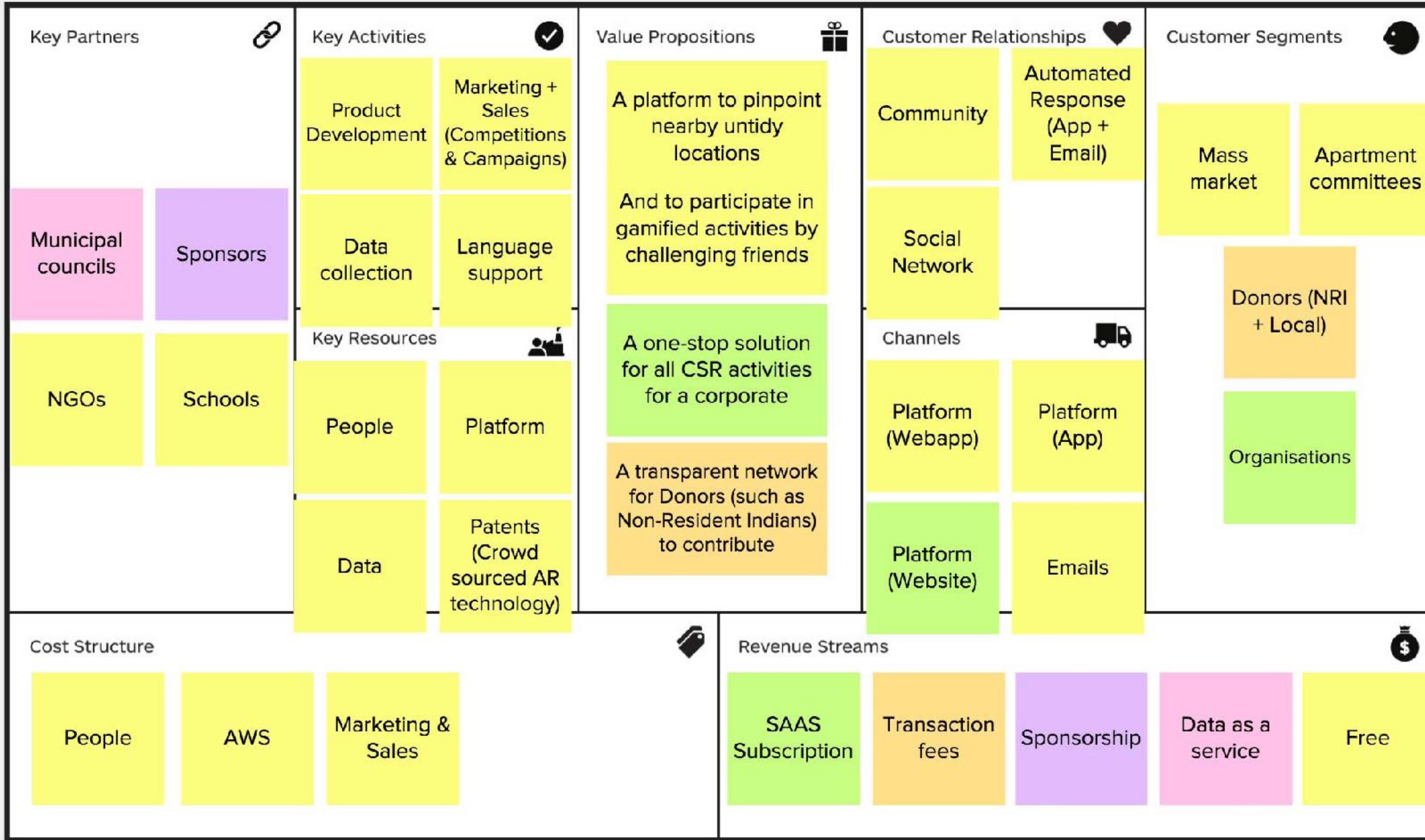
Designed for: Swachh Bharat

Designed by: Sohaj Singh Brar

Date: 04/20/18

Version:

## Appendix



# Appendix

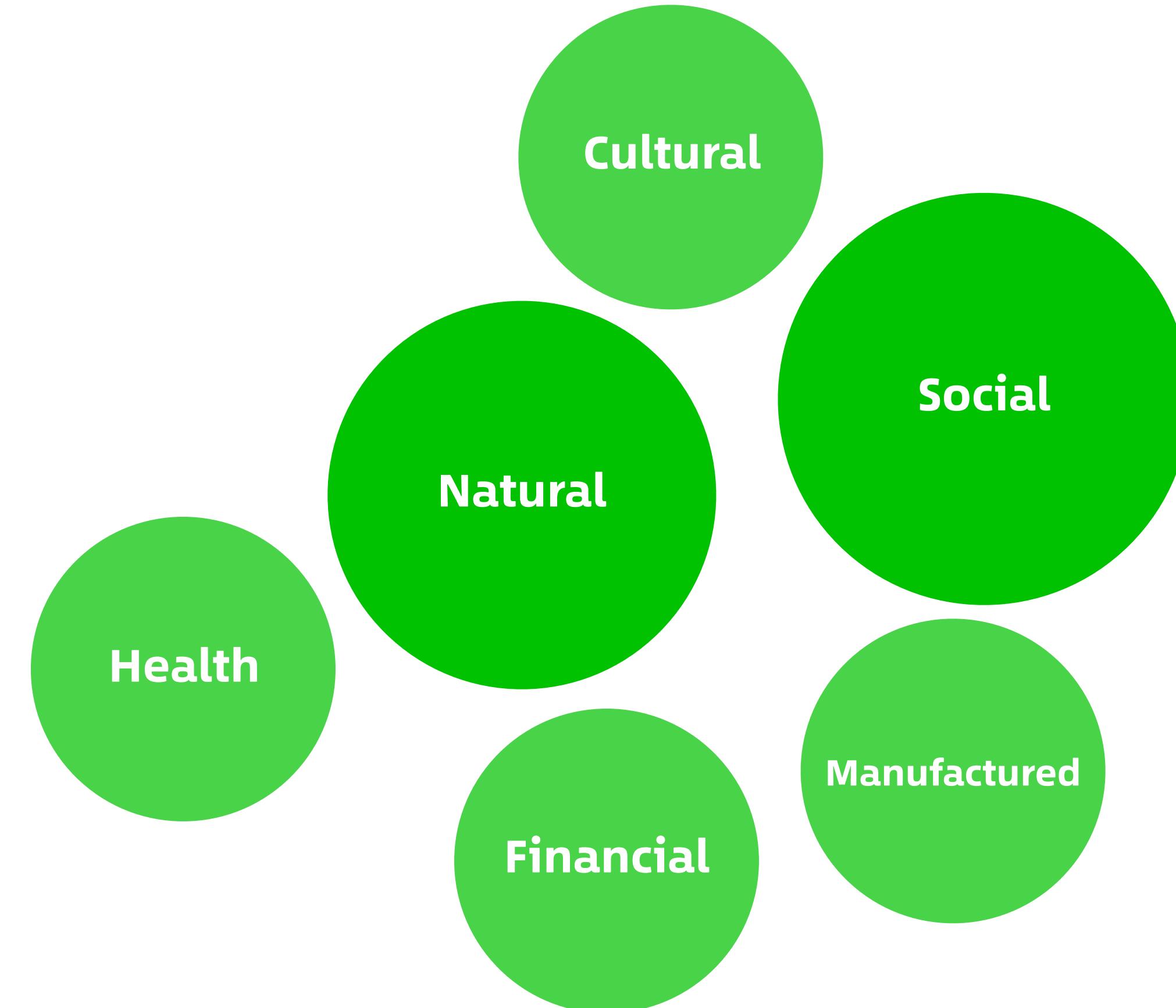
## Low-cost high-impact

### Natural

- Swachh Score\*
- Pounds disposed/person/year
- Ecological footprint assessment

### Social

- Contribution score\*\*
- Network analysis (collaboration graphs, followers etc)
- Corporation/locality/city comparison matrix
- Social impact assessment (of corporations, NGOs, community members, municipal councils)



\* = No of clean areas / No of untidy areas

\*\* = No of areas cleansed x task difficulty

## Appendix

# Accountability & Credibility

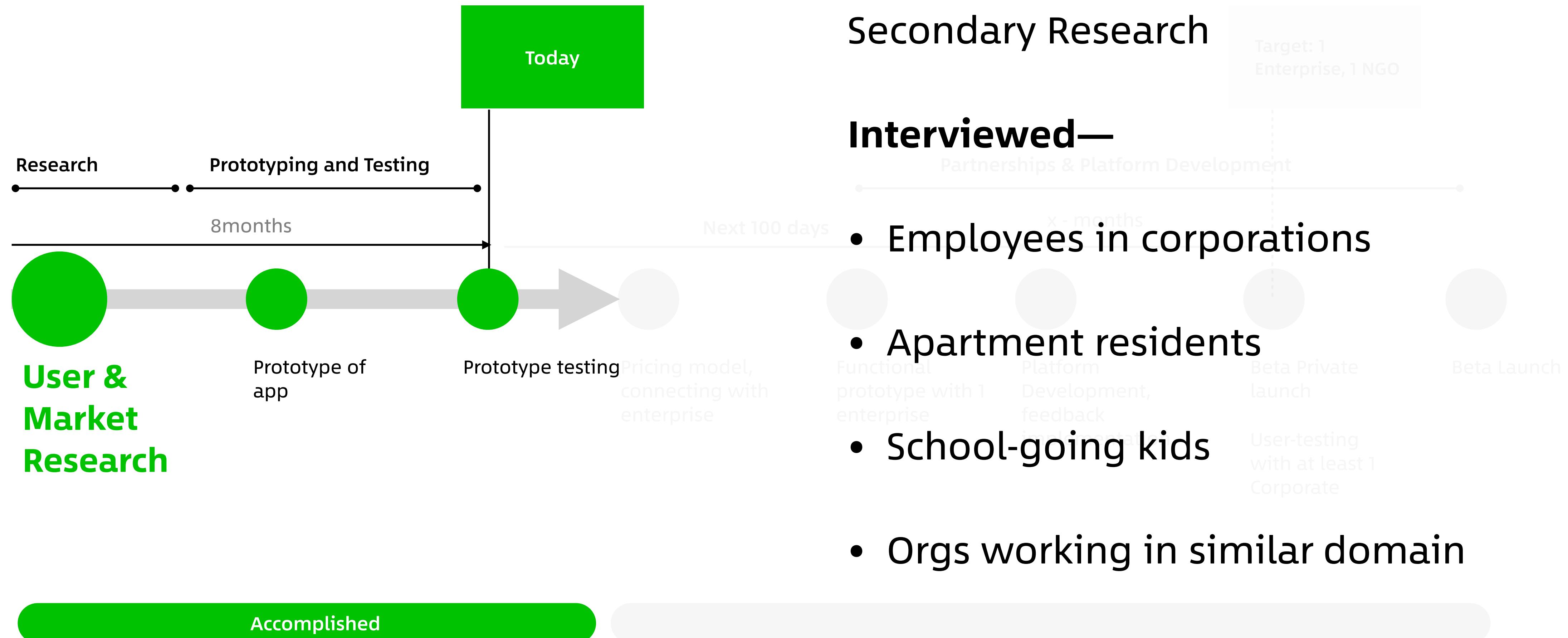
Tasks will be validated by people with higher roles and responsibilities. With every stage the validation criteria becomes more difficult and requires multiple parties to approve. This gamification methodology gives people recognition, sense of purpose, and social status by giving back to their community.



NOTE: These icons, titles or roles are a concept as of now and still need to be implemented in the prototype

# Appendix

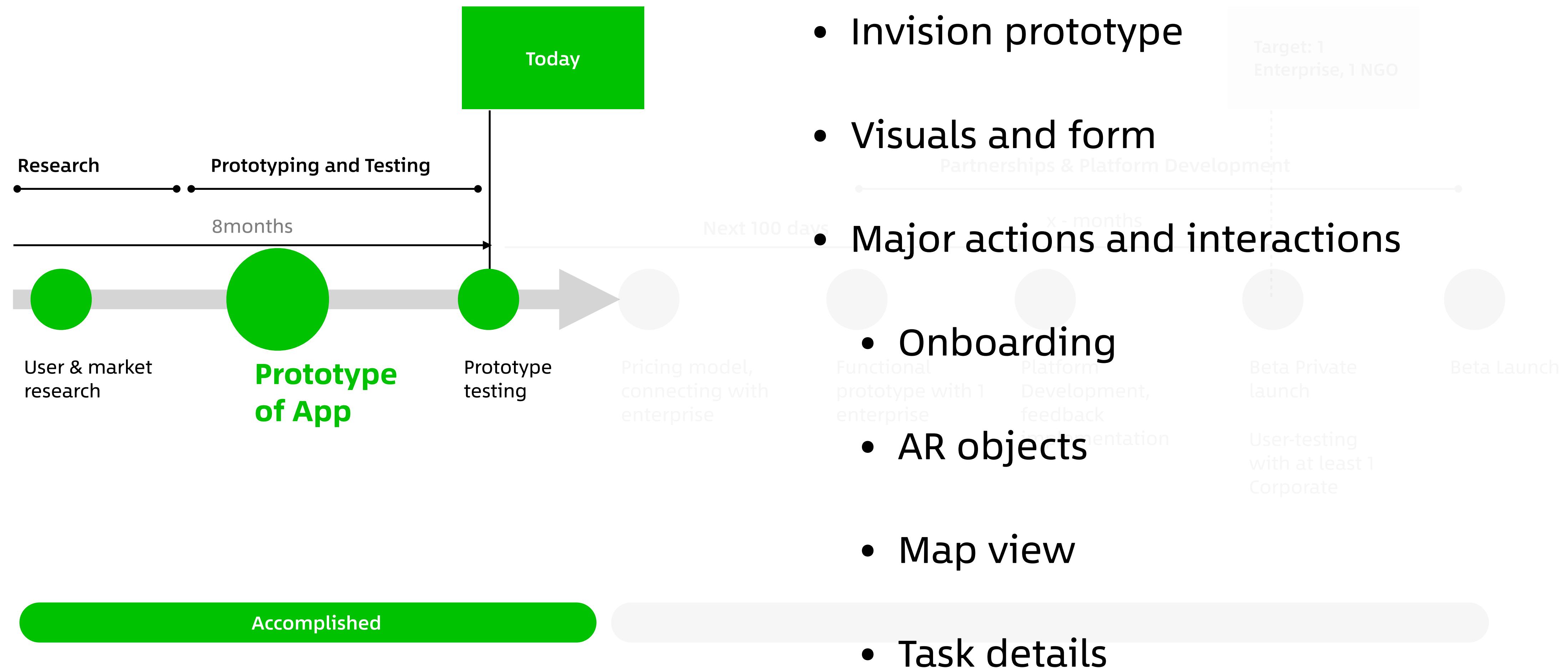
# Roadmap



The starting focus will be Enterprise market only; and how to leverage enterprise needs and resources to achieve the milestones quickly

# Appendix

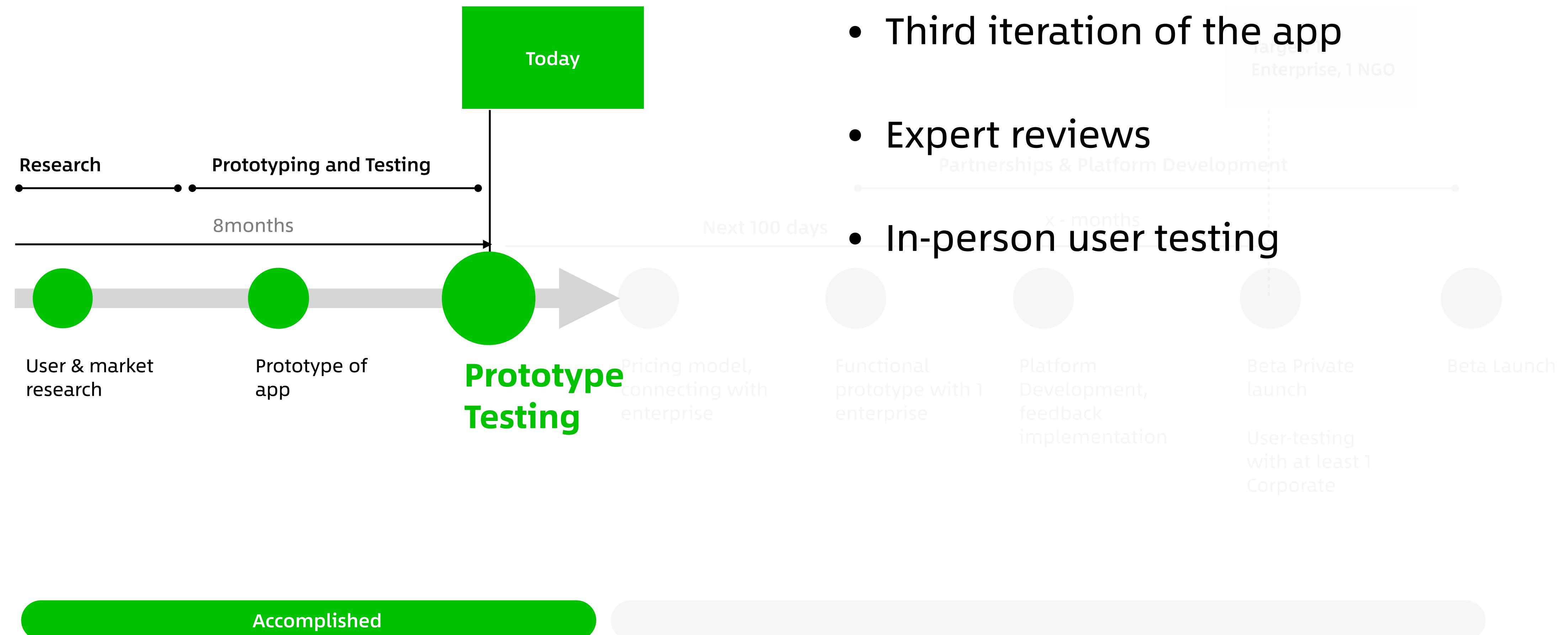
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# Roadmap



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# Appendix

# Pricing & features

## Individual

**Free**

- ✓ View marked locations / details
- ✓ Mark Locations / AR objects
- ✓ Participate in activities
- ✓ Create/manage groups (< 20 members)

## Enterprise

**₹ X**

Full enterprise

- ✓ All community features
- ✓ Launch campaigns
- ✓ Awards & recognitions
- ✓ Add partners (NGOs, other corporations, gov't etc.)

## Stats

New Delhi Population: 21.75 million

Below Poverty line: 16.96 lakh (~10% of total population)

**CSR:**

The new law mandates that all companies with a minimum net worth of Rs 500 crore, turnover of Rs 1,000 crore (\$150M USD) and net profit of at least Rs 5 crore, spend at least two percent of their profit on CSR

As per BSE's analysis, there are 1294 companies listed on the BSE that are required to spend nearly Rs 7800 crore (\$1B USD) on CSR activities in FY 2016. Of these, nearly 1167 companies have a CSR budget of less than Rs 10 crore each. There are an estimated 20 lakh NGOs registered in India

**NGO:**

The Indian diaspora has been a notable contributor of Save the Children's causes. Save the Children, however, believes that the Indian diaspora has not been able to do as much as it can, due to lack of knowledge or information. The worth of NRIs is huge (estimated to be US\$ 1 trillion) and if NRIs decide to donate even small amounts from their income, due to currency conversion, it can make a huge difference in India.

# Appendix

## Competitors/ Partners

<http://www.swachhmap.com/>

<https://play.google.com/store/apps/details?id=com.swachhbharat>

<http://wastewarriors.org/>

<https://www.apnacomplex.com/>

<https://yourstory.com/2018/03/online-marketplace-connects-csr-initiatives-incubators-startups-anil-misquith-samhita-social-ventures/>

<https://economictimes.indiatimes.com/news/company/corporate-trends/cii-bse-iica-create-an-online-platform-to-pick-ngos-for-csr-activities/articleshow/47471365.cms>

## Resources

CSR: The new law mandates that all companies with a minimum net worth of Rs 500 crore, turnover of Rs 1,000 crore and net profit of at least Rs 5 crore, spend at least two percent of their profit on CSR

CSR companies India: <https://www.futurescape.in/india-best-companies-for-csr-2015/>

About Swachh Bharat India Campaign: <http://indiacsr.in/tag/swachh-bharat-abhiyan/>

Swachh Bharat and Corporate: <https://economictimes.indiatimes.com/news/politics-and-nation/private-companies-can-choose-swachh-bharat-projects-online-now/articleshow/57723326.cms>

<https://www.indiafilings.com/learn/corporate-social-responsibility-companies-act/>

Reference for Community pricing: <https://groups.commonfloor.com/pricing>

Companies in Delhi [https://en.wikipedia.org/wiki/List\\_of\\_companies\\_of\\_India](https://en.wikipedia.org/wiki/List_of_companies_of_India)

<https://www.fundoodata.com/companies-in/delhi-ncr-l0?>

About CSR: <https://www.theguardian.com/sustainable-business/2016/apr/05/india-csr-law-requires-companies-profits-to-charity-is-it-working>

<https://spsmw.org/2017/04/26/what-is-eco-justice/>

[http://www.scg.com/en/05sustainability\\_development/eco-value.html](http://www.scg.com/en/05sustainability_development/eco-value.html)

<https://www.quora.com/How-can-a-new-NGO-in-India-raise-funds>

<https://gramener.com/swachhbharat/#?rank=1-10>

# Appendix

## Enterprise financials

Financials: <https://docs.google.com/spreadsheets/d/1S4iVM0GL2pBf5N0zJ6qgfLoOP14Mbd1keeE4MPXCu9I/edit?usp=sharing>

Enterprise	
Market Size (Number of companies with CSR resources in Delhi)	18,000 <a href="http://www.mca.gov.in/Ministry/annual_reports/annualreport2009/Eng/MCA_AR0910_English.pdf">http://www.mca.gov.in/Ministry/annual_reports/annualreport2009/Eng/MCA_AR0910_English.pdf</a>
Market share %age	0.03%
Market Share (no. of targeted companies)	400 400
Avg number of employees	500
Subscription Price / user, in Rs	1,299 \$20
Revenue, in Rs (monthly)	260,000,000 ~\$4M
Revenue, in Rs (yearly)	3,120,000,000 \$48M

## Community financials

Community Pricing	
Minimum no. of Project Communities in New Delhi	8,500
Avg number of apartments in one project community	800
Market size (No of apartments in New Delhi)	6,800,000
Market share %age	10.00%
Market share (no. of communities)	80
Market share (no. of apartments)	680,000
Subscription Price of Premium Services, in Rs (monthly)	10 of Premium features of app (advanced management, communication within community, task participation etc.) (for >50 members),
Subscription Price of Basic features (marking location) of app, in Rs	0 Free
Revenue, in Rs (monthly)	6,800,000 \$100K
Revenue, in Rs (yearly)	81,600,000 \$1.3M

Work in Progress