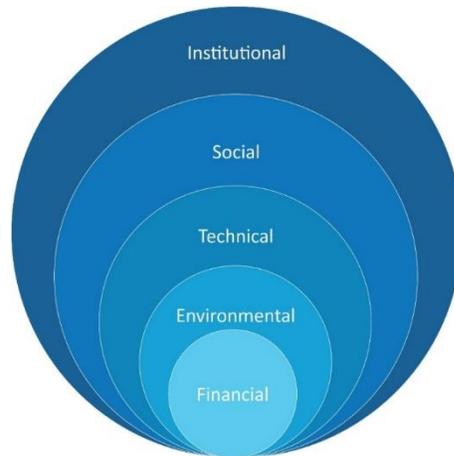


WaterHealth is the next generation water ‘micro-utility’, delivering a sustainable service that purifies locally available water to WHO quality drinking water. Sustainability of a WHC is based on five (5) key pillars,

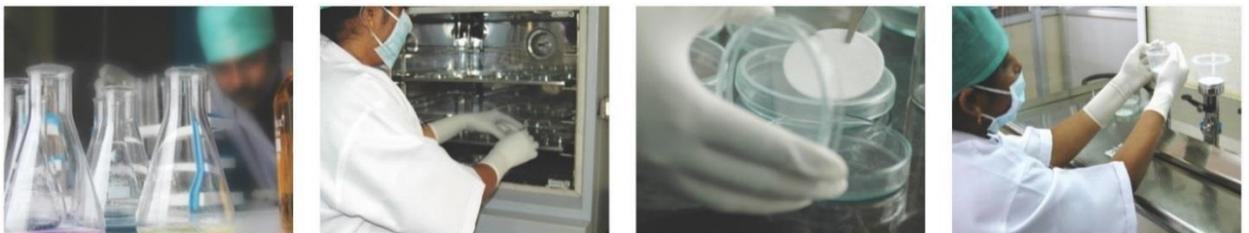
Figure 1: WaterHealth’s Sustainability Matrix:



- a. **Financial sustainability:** WaterHealth manages all the processes and systems associated with consumer life cycle. This includes acquiring consumers and managing distribution channels thereby leading to better adoption of safe drinking water.
- b. **Environmental sustainability:** WaterHealth Centers use less than 1% of water available to the respective communities. The water purification systems convert 65% of this small quantity of water to purified drinking water. The remaining (reject water) is discharged back into aquifers after treating that water to specified standards (as stipulated by the respective government) resulting in ‘zero’ water loss. WaterHealth also practices rain water harvesting (wherever possible) to augment the aquifers.



- c. **Technical sustainability:** WaterHealth ensures that standardized operating and maintenance procedures are run across all its WaterHealth Centers in strict conformance to defined guidelines. The quality at each Center is monitored through centralized state of the art laboratories [Chemical and Microbiological] to ensure that each drop of water is safe for drinking.



- d. **Social sustainability:** The Company's scope of work extends beyond purification and water life cycle management. WaterHealth runs well conceived social marketing programs to change community behavior towards safe drinking water, fundamentally targeting women and children. These programs are customized to spread awareness about the health benefits of safe water, even in communities where little or no healthcare knowledge exists.



- e. **Institutional sustainability:** WaterHealth partners with local institutions and key opinion leaders to drive community engagement programs. WaterHealth also works on capacity building in the community by hiring Business Associates (plant operators) and Delivery Service Providers (local entrepreneurs who provide door delivery to consumers). The organization conducts structured training programs to improve their skill and ensure that they are successful.

