

WaterHealth India: Crafting Sustainable Strategies for Potable Water

Hristina K. Dzharova
Research Assistant
Beedie School of Business, Simon Fraser University, Vancouver, Canada
E-mail: hdzharov@sfu.ca
Tel: +1 778.927.7691

Prof. Sudheer Gupta
Associate Professor & Director Jack Austin Centre for Asia-Pacific Business Studies at
Simon Fraser University, Vancouver, Canada
E-mail: sudheerg@sfu.ca
Tel: +1 778.320.7461

Dr. Jai Ganesh, Director of Technology at Cognizant, Bangalore, India
E-mail: Jai3.Ganesh3@cognizant.com
Tel: +91 806.680.8000

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Abstract:

Estimates indicate that roughly 25% of Earth's population lacks access to safe drinking water, and nearly two million children die every year from waterborne diseases. WaterHealth India (WHIN) is attempting to tackle this complex challenge via a unique business model to provide cost-effective, sustainable and scalable water solutions to under-served communities in Indian rural arena. Contemplating on expansion plans and its recent debt financing, Mr. Shah, WHIN's COO, is challenged to evaluate its business model sustainability in light of the dynamics of the rural market, scalability to urban areas and other regions, competitive environment, and entrepreneurial opportunities arising from alternative public-private partnership alternatives.