

## Transforming lives of the urban poor





**SHELTER ASSOCIATES**, founded in 1994 by a group of architects and urban planners, strives toward ensuring a better quality of life for the urban poor. We work with communities to provide technical support for, and facilitate access to, improved housing and essential services.

#### **OUR VISION**

An India where every citizen has access to basic infrastructure and secure tenure, leading to equal distribution of rights.

#### **OUR MISSION**

To empower communities living in informal settlements to pursue their right to dignity and an elevated quality of life

#### **OUR PHILOSOPHY**

To work with all stakeholders, including the urban poor, elected representatives, government officials and CSOs working for the poor, to generate inclusive policies and projects which are effective, impactful, sustainable and scalable

#### **OUR TEAM**

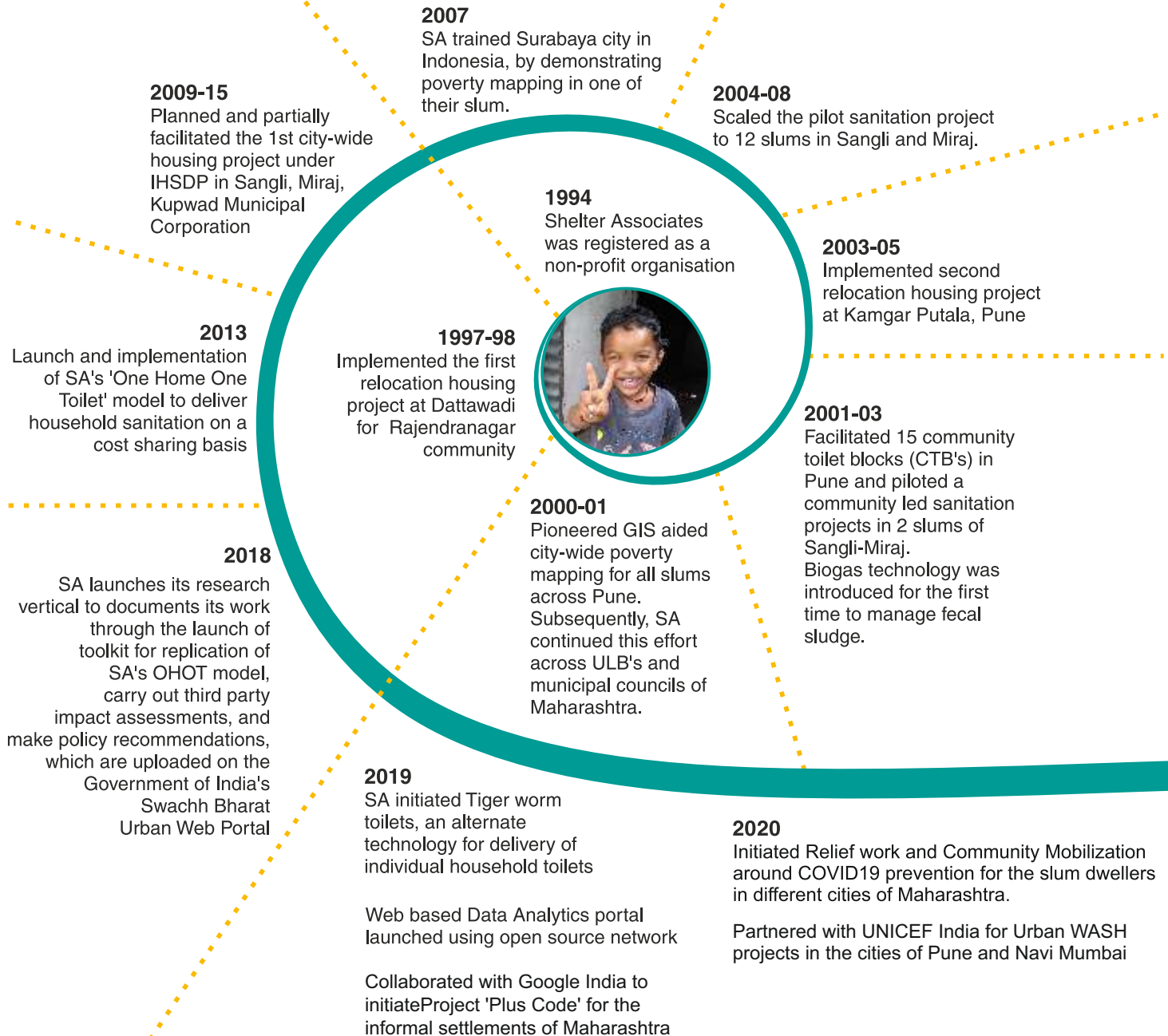
We are a team of architects, social-workers, Geographic Information Systems analysts, and community workers.



Pratima recognized the issues around provision of safe access to basic services of water, sanitation, social housing, and waste management, two decades before today's focus on urban planning and development. Her knowledge as an architect and her passion for ensuring equitable distribution of rights and resources led her to form Shelter Associates in 1994 and eventually pioneer in creating and using spatial data to address the gaps in service deliveries more systematically.

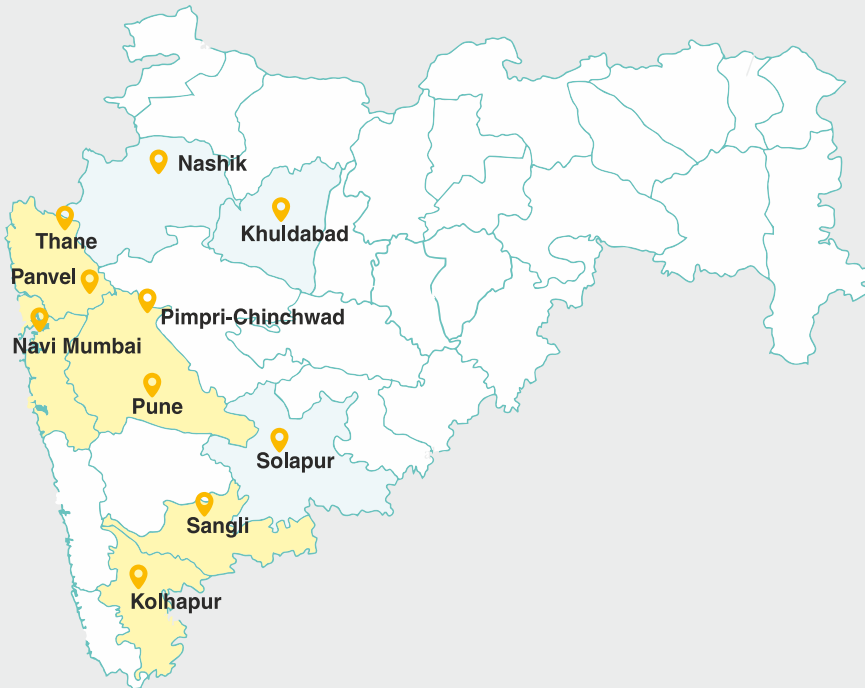
Pratima advocates principles of multi-stakeholder consultation, user-centric design and participative governance in all her work. An architect turned into social entrepreneur, Pratima has successfully empowered communities and has elevated the quality of life of many urban poor in India.

# MILESTONES



# IMPLEMENTATION AREAS

## MAHARASHTRA



# AWARDS

**2007**

Pratima Joshi was awarded with Ashoka Fellowship for outstanding work as a social entrepreneur

**2009**

Winner of Google Earth Hero Award (Only Indian organisation to receive this award)

**2013**

Winner of Google Impact Challenge & Dasra Giving Circle Grant

**2015**

Winner of the Times Network 'Digital social innovation' award & SA's OHOT model has been documented under 'Best Practices' in Sanitation by MOUD

Winner of HUDCO Award for Best Practices in Sanitation (In partnership with PMC)

**2017**

Winner of NASSCOM Social Innovation Forum 2017 under the 'Environment' category & WadeAsia award for her contribution as an architect.

**2018**

Winner of ISC-FICCI Awards 2018 for innovative use of data

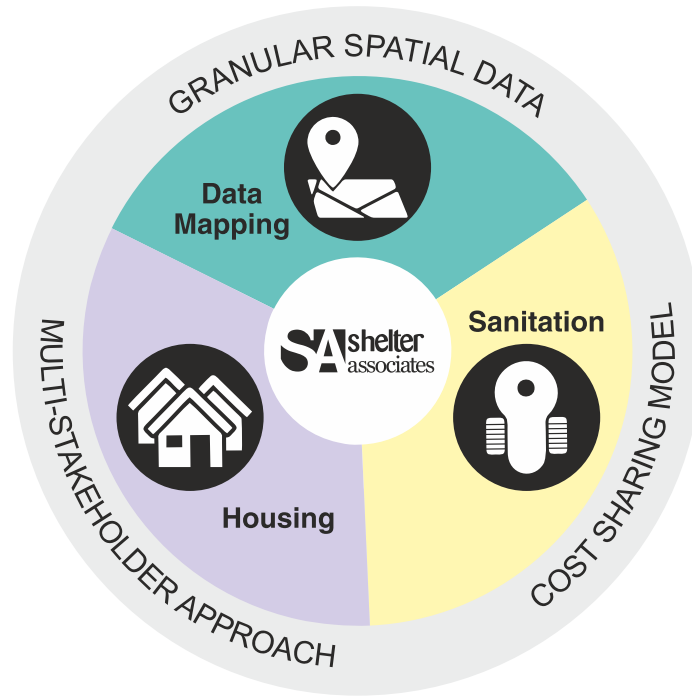
**2020**

Winner of LPC HONOR AWARD at the U.N.-Habitat World Urban Forum 10

**2021**

Honored by Forbes India as one amongst 20 'Self-made Women in India'





## ACTIVITY AREAS

Our core competencies are in Sanitation, Housing & Poverty Mapping with our core values informing our interventions.

We have been working extensively in the these three verticals where detailed slum-wise data is collected and mapped by us to affect change.

In all these endeavors, we have the three principles which ensures that every SA project has a Data-driven, community centric, inclusive multi-stakeholder approach behind it. Our core values have been the same since our inception.

## DATA MAPPING

**D**ata driven approach is the foundation of Shelter Associates where most of the work revolves around mapping based technologies that respond to the ground realities.

SA is engaged in a process of collecting, organizing and publishing slum data with the help of Google Earth and Geographic Information Systems along with ground level household and infrastructure data gathered through Household surveys and Infrastructure mapping.

This data enables us to identify the lesser equipped households and glance through services such as sanitation; water supply & solid waste management and further take assistance from the local government for building supporting infrastructure that facilitates our goal. It also acts as a great resource for the government for planning and execution of other social initiatives. SA's spatial data has leveraged investments by the local government officials towards laying new drainage networks that helps in resolving the basic water problems and simultaneously facilitating the construction of new toilets.



### DATA COLLECTION METHODS

#### **Rapid Infrastructure Mapping:**

Mapping infrastructure such as- drainage networks, water supply, roads, community toilet blocks, waste management systems, etc.

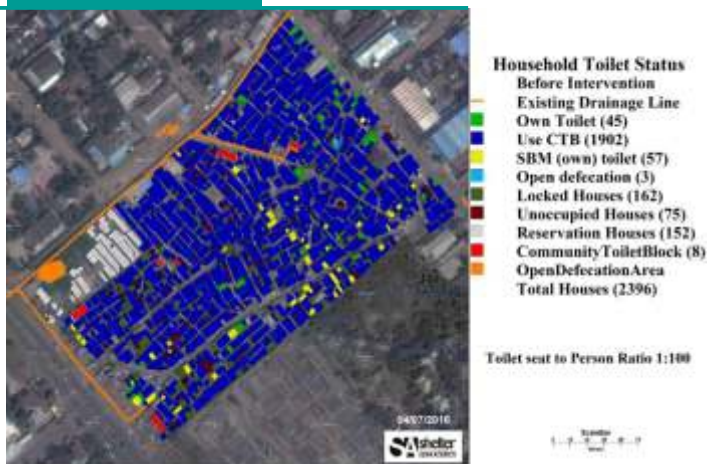
#### **Rapid Household Mapping:**

Collection of household level information such as- family details, water connections, sanitation facilities, house area etc.

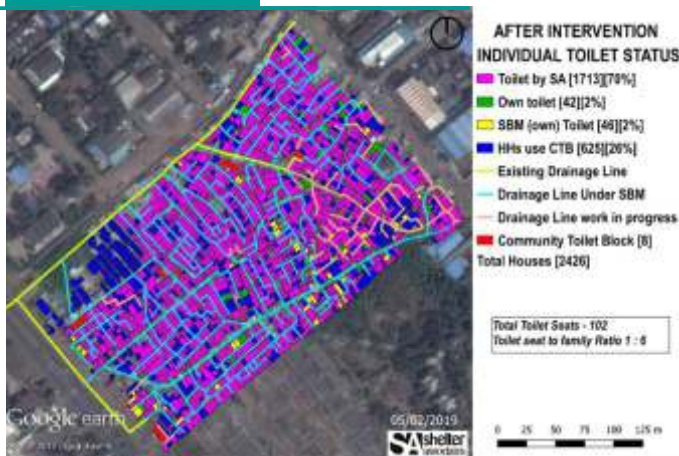
#### **Impact Assessment:**

Impact is measured through an Impact Assessment Survey through a random selection of beneficiary households where toilets have been facilitated. It not only measures the satisfaction level but also helps in identifying any bottlenecks during the process

## BEFORE INTERVENTION



## AFTER INTERVENTION



BALAJINAGAR, C WARD, PCMC

## Citywide mapping of slum households

Pune - 62%  
 Pimpri Chinchwad - 100%  
 Kolhapur - 100%  
 Navi Mumbai - 100%  
 Thane - 30%  
 Panvel - 100%  
 Khuldabad - 100%  
 Nashik - 75%  
 Solapur - 25%

“ The creation of spatial data through the use of GIS, mobile and remote sensory technology by SA has helped the Municipal Corporation to identify critical gaps in the delivery of sanitation. This has led to the additional budgetary allocation of laying additional drainage lines in some of the slums of PCMC to encourage families to build their own toilets either through SBM funds or CSR funds through SA. SA's model of providing individual sanitation which is sustainable, replicable and cost effective has given the impetus for achieving ODF status of the city. ”

**Mr. Shravan Hardikar (IAS)**  
 Municipal Commissioner, Pimpri-Chinchwad  
 Municipal Corporation

## HOUSING

**M**any of India's citizens live in slums without access to security of tenure or essential services. Slum settlements demonstrate how poor habitable spaces can undermine the well-being of families and have a detrimental impact on their dignity, education, health, privacy, and safety.

**SA facilitates housing and slum rehabilitation projects which are:**

(1) based on accurate, spatially organised data;

(2) generated from a city-wide approach which considers housing as an integral part of the city along with areas of employment, healthcare, education, and convenience; and

(3) implemented in partnership with beneficiary communities.

The design process includes a series of consultations with the community members to address their aspirations and lifestyles.

A range of techniques in the form of scale models, life size drawings & live mock-ups are utilized to develop the design and to communicate the proposal to the beneficiaries, while ensuring that the nuances of the community's culture, and the reality of their economic situation, are incorporated into the site layouts, the buildings, the residential units, and the communal spaces.



### Our Key Guiding Principles

Image of  
the  
building

Territoriality

Visual  
Surveillance

Hierarchy  
of Spaces



## SA has executed three major resettlement projects in Pune and Sangli-Miraj

**Dattawadi, Pune**  
Facilitated 56 families

**Kamgaar Putla, Pune**  
Facilitated 176 families

**Aba Dhotre, Sangli**  
Facilitated 1400 families

**Individuals impacted - 9000+**

“ We have spent most of our lives in the slums, but we are more than happy that our children will be able to live in better houses. Even before we went to the municipal corporation we visited the office of Shelter Associates who explained the entire scheme to us and gave us a lot of support in getting us our home.”

**Rekha Jadhav, Sangli**  
IHSDP beneficiary



# SANITATION

'One Home One Toilet' caters to the basic need for hygiene and sanitation in urban slums and informal settlements.

## 1 Creating Spatial Data

Creation of Spatial Data to identify areas with open defecation, vulnerable slums which lack basic sanitation facilities, and prevalence of supporting infrastructure such as water connections, drainage system. This process generates access to granular data and a foundation for collaborating with local authorities. Our data has leveraged investments by the local government officials towards laying new drainage networks that helps in resolving the basic water problems and facilitating construction of new toilets.

## 2 Mobilizing Communities

Mobilizing communities through various activities such as community meetings, workshops, focus group discussions, awareness programmes, Rallies, transect walks, street plays, etc. to engage, educate and empower them with sanitation-related awareness, ensuring our programme's sustainability. Community workers at SA mobilises communities in order to ensure that every section of the population in informal settlements is reached.



## 3 Delivering Toilets

Delivering toilets through a cost sharing model wherein SA provides materials required to build a complete toilet and beneficiaries bear the labour cost, facilitating a sense of ownership as well as flexibility in the toilet layout. Our model is data driven, community centric, and inclusive in its approach as we engage all stakeholders to deliver sanitation. We also encourage the formation of slum level committees for issues related to various services with the local ward offices even after we have withdrawn from the community.





Facilitated Individual household toilets

**25,000+**

Individuals impacted

**3,80,000+**

(Updated Dec 2021)

“ I live with my 5 daughters, one being physically challenged. This toilet in my home has benefitted me beyond imagination. My daughters don't need to starve for the fear of going out in the open. They feel so safe and secured. ”

Chaya Shinde, Resident of Ramamata Ambedkar Nagar, Belapur

“ This household toilet that has been facilitated by Shelter Associates is great. I am very happy that it has incentivized upgradation of my house enabling comfortable living in addition to safe sanitation. ”

Poonam Dhavare, Resident of Morwadi, Pimpri-Chinchwad

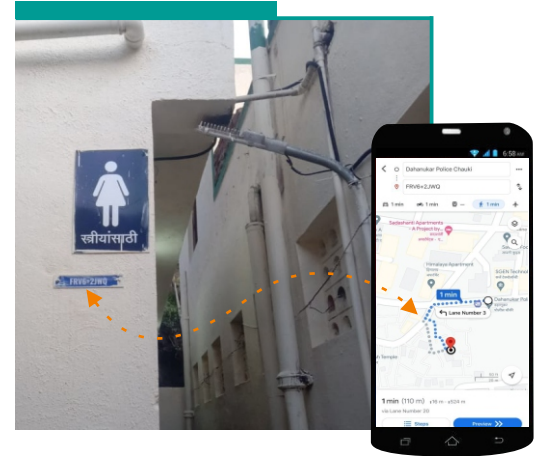


## PLUS CODE

An easily navigable address is most essential especially for the slum dwellers who are often crammed into overcrowded dwellings. They either don't have an address or have one that does not identify their house or business location accurately.

Therefore, for basic facilities & emergency services to reach their doorsteps, Shelter Associates have partnered with Google to provide **Plus Codes**, a unique location code for the informal settlements which are navigable through Google maps. Along with individual houses, these codes are also provided to the infrastructure with the settlement, such as community toilets, manholes, water stand posts, etc.

Plus Code has also been playing an instrumental role for effective e-governance across the Urban Local Bodies. Every department can link this data to their existing data through which they can reach out to communities easily.



## METHODOLOGY



In-house GIS experts work on selection & mapping of slums, collection of household & infrastructure data. Slum maps are generated.



The Urban Local Body connected to the slum settlement validates the slum data.



Plus Codes are generated and linked to individual houses & infrastructural facilities.



Acrylic Plus Code plates are fixed on the doors of houses, shops & community toilets.



Community mobilization is conducted to educate communities & ULB on Plus Codes.



Individual slum maps with their Plus Codes are uploaded on Google MyMap tool.

## PLUS CODE FOR GOOD GOVERNANCE



Electricity Department



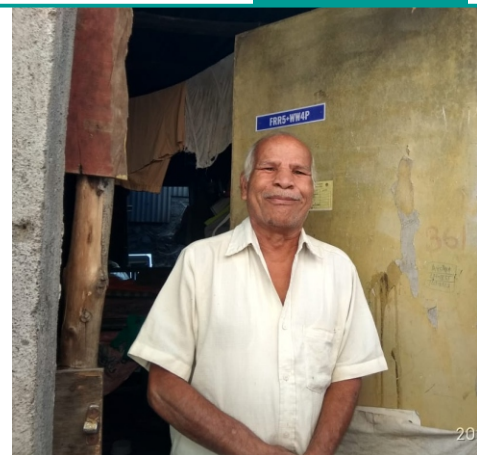
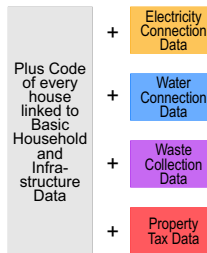
Water Department



Solid Waste Department



Property Tax Department



## MENSTRUAL EDUCATION

**M**enstrual hygiene has been a vital aspect of health for women and adolescents particularly those residing at the informal settlements. Women are still ignorant about the scientific facts and healthy practices during menstruation.

Shelter Associates have undertaken the initiative to understand the menstrual hygiene practices and the knowledge of targeted women and adolescents through interviews and focused group discussions. Upon data collection, Menstrual Education and Awareness Workshops are conducted to educate them on the female anatomy and the different aspects of menstrual hygiene.

This platform has been created to encourage open dialogue with the women where they share their experiences and problems related to menstrual hygiene and are educated on the knowledge, practice and appropriate behaviour during their menstrual period.



### WORKSHOP CONTENT



Knowledge about the women's reproductive system and how the menstruation cycle works.



Importance of good menstrual habits and the various ways to maintain it.



Learning the ill-effects of chemical based sanitary pads and its negative consequences to the human body and the environment



Busting the myths and misconceptions followed during the menstruation period.



Knowledge of eco-friendly sanitary products and its proper usage.

**100+**

**Menstruation Hygiene Education & Awareness Workshops conducted**

**1300+**

**Women & Adolescents have stopped using chemical based sanitary pads**

(Updated Dec 2021)

# COVID-19 Awareness & Vaccination

Spatial data and mobilization efforts of Shelter Associates has been instrumental in providing relief to the residents of informal settlements during the crucial time of COVID-19 outbreak.

As a direct relief, Shelter Associates planned and conducted community outreach through telephonic campaigns to create awareness within the slum communities, conducting extensive community awareness activities around COVID-19 prevention within the informal settlements, distributed hygiene kits and other relief materials and conducted vaccination camps in the informal settlements of Maharashtra where it's the most essential.

Shelter Associates' In-house GIS Data and field teams play a very important role in driving COVID relief and the vaccination process. With the use of GIS based softwares, digital address codes, primary and secondary data collection and monitoring techniques, the vaccination coverage within the target settlements is tracked successfully.



## COVID RELIEF & FACILITATION



Distribution of hygiene kits and essential supplies to the families of informal settlements



Counseling families through telephonic calls and informal meetings during lockdown



Identification & training of community volunteers for relief work in the settlements



Facilitation of safe sanitation & individual household toilets through WASH interventions



Mobilizing communities through activities & awareness programs around COVID-19

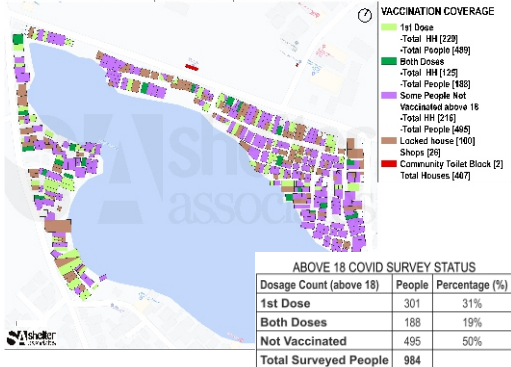


Facilitating residents to get registered online on the CoWin platform for COVID vaccination

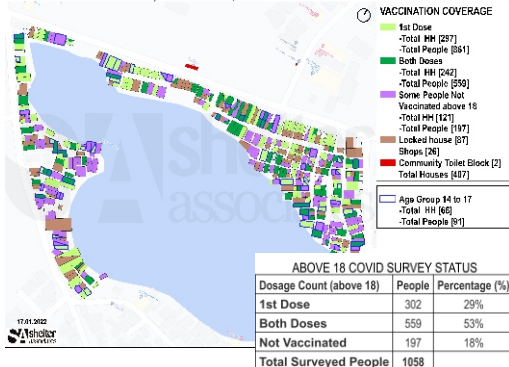


Setting up Vaccination Camps to ensure every person of the target settlement is vaccinated.

KADAM KHAN VASHINAKA, WARD NO. - 1, KMC.



KADAM KHAN VASHINAKA, WARD NO. - 1, KMC.



Persons facilitated through counseling, distribution of Hygiene kits & Dry Ration

10000+

Individuals registered online through the COWIN Application for Vaccination

35000+

Household data gathered by Shelter Associates reveal that there is confusion & lack of knowledge about vaccination among the informal settlement residents. At the same time, Urban Local Bodies lack data regarding vaccination status and its requirements for informal settlements. This has led to the misconception that people from informal settlements are hesitant to get vaccinated.

Shelter Associates in collaboration with various City Municipal Corporations has initiated COVID-19 Vaccination Drive for the informal settlements in Maharashtra. The objectives are (1) Generating awareness amongst the children, women, adolescents, youth and men with respect to COVID19 prevention, vaccination, busting the myths and advocacy for 100% mask use (2) Conducting vaccination camps and providing assistance around COVID19 vaccination by close coordination with the local health department of the ULB.



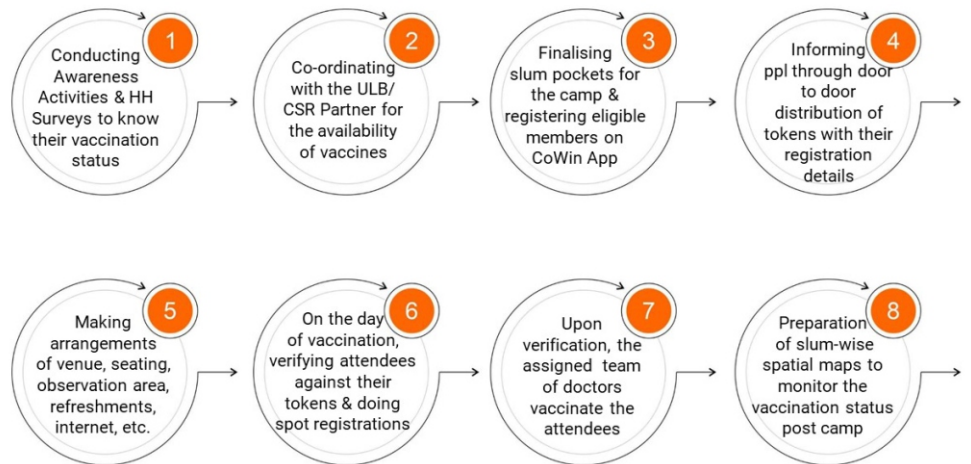
**Persons impacted through the vaccination Drive**

**106000+**

(Updated December 2021)



### SHELTER ASSOCIATES VACCINATION DRIVE METHODOLOGY



We deeply express our gratitude to our partners and funders who have supported and enabled us to reach out to many more communities.

## FUNDERS

Bank of America  
HT Parekh Foundation  
Alfa Lava  
Yardi Vasti Vikas Prakalp  
DMI Finance Pvt. Ltd.  
Chintu Gudiya Foundation  
Elantas Beck India Ltd  
Tata Trusts  
Cities Alliance  
FANUC India Private Limited  
Sun Vacuum Formers  
TRW Sun Steering Wheels Pvt. Ltd.  
LIC Golden Jubilee Foundation  
IKEA India

## PARTNERS

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Pune Municipal Corp.  
Thane Municipal Corp.  
Panvel Municipal Corp.  
Kolhapur Municipal Corp.  
Navi Mumbai Municipal Corp.  
Friends of Shelter Associates  
Collective Good Foundation

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