

ENHANCING 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

- Dignity : We nurture respectful relationships
- Quality work : We exceed expectations, ensure sustainable outcomes
- Honesty : We seek, present, and abide by the truth
- Innovation : We find new ways to serve better
- Team work : We build together
- Collaboration : We engage all stakeholders in decision making

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

①

MAHARASHTRA

Pune, Thane, Kolhapur
Panvel, Navi Mumbai,
Pimpri Chinchwad,
Sangli, Solapur, Nashik
Khuldabad

②

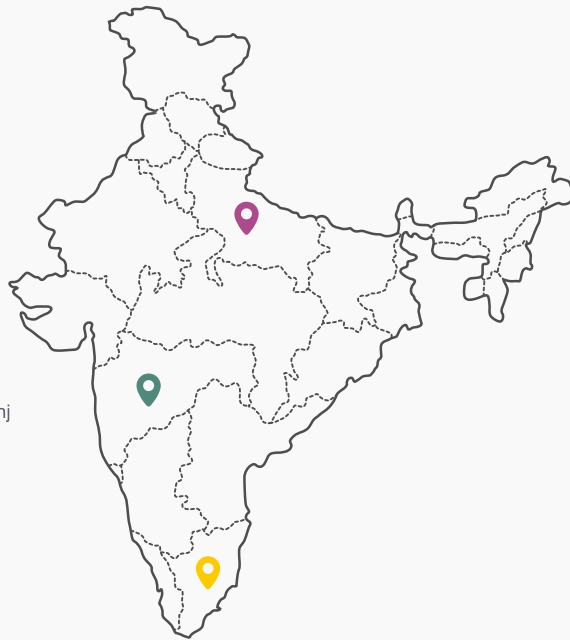
UTTAR PRADESH

Saharanpur, Mohanlal Ganj

③

TAMIL NADU

Nilgiri District



AWARDS

2007

Pratima Joshi 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 Times Network 'Digital Social Innovation' award
Winner of HUDCO Award for Best Practices
in Sanitation (In partnership with PMC)

2017

Winner of NASSCOM Social Innovation Forum
under the 'Environment' category

2018

Winner of ISC-FICCI Awards for Innovative Use of Data

2020

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

2021

Pratima Joshi honored by Forbes India as one amongst
20 'Self-made Women in India'

2022

Finalist of the Time Now's Amazing Indians Award

2023

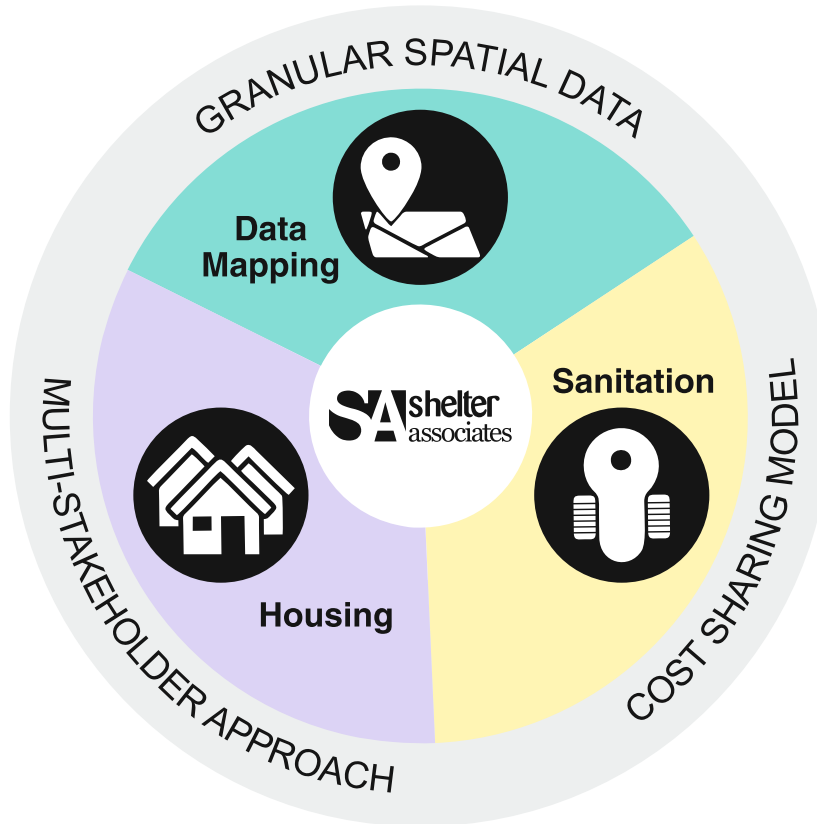
Winner of Infosys Foundation's Aarohan Award for
OHOT under Women Empowerment Category

2024

Pratima Joshi as Speaker at TEDxPune
Pratima Joshi featured on UN Women Coffee Table book

2025

Pratima Joshi honoured with the Women Achievement
Award by MIT-ADT University
SA recognized as 'Best NGO in Sanitation' by Navi Mumbai
Municipal Corporation



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

Data 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.

**Communities mapped
650+**

**Households mapped
3,50,000+**

(Updated March 2025)



DATA COLLECTION METHODS

Rapid Infrastructure Mapping:

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

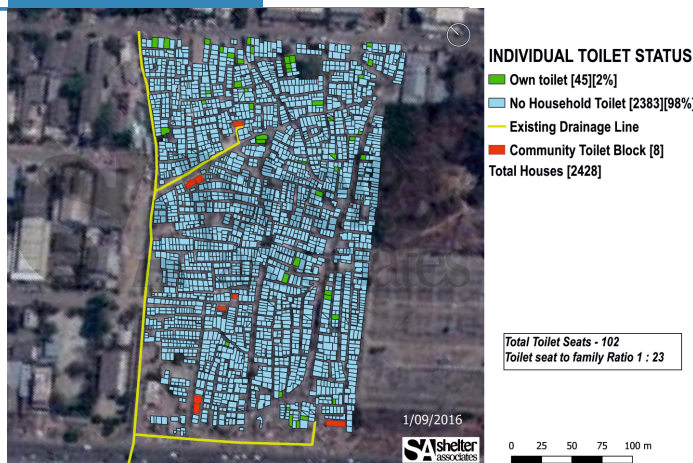
Rapid Household Mapping:

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

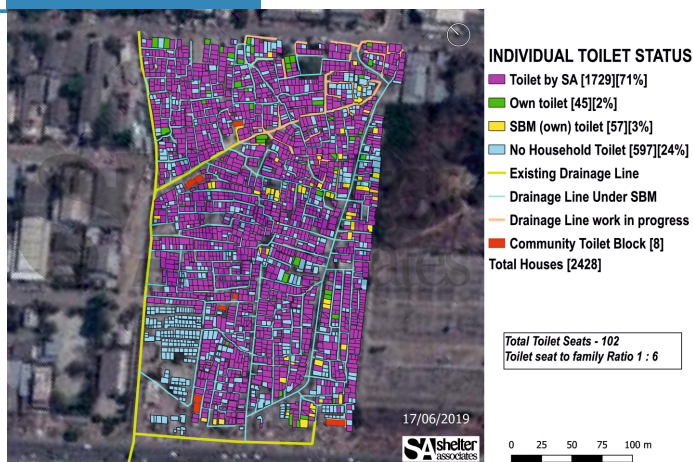
Impact Assessment:

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 - 85%
Pimpri Chinchwad - 100%
Kolhapur - 100%
Navi Mumbai - 100%
Thane - 35%
Panvel - 100%
Khuldabad - 100%
Nashik - 75%
Solapur - 25%
Mohanlalganj (UP) - 100%*

(*This is citywide mapping including slum & non slum)

(Updated March 2025)

“ 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

Many 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 four major resettlement projects in Pune, Sangli-Miraj and Kolhapur

Dattawadi, Pune
facilitated 56 families

Kamgaar Putla, Pune
facilitated 176 families

Aba Dhotre, Sangli
facilitated 3465 families

Bondre Nagar, Kolhapur
facilitated 77 families

Individuals impacted - 9345+

(Updated March 2025)

“ The gutter behind our house gets flooded during monsoons. This causes inconvenience, health issues and added on expenditure for us every year. We are so happy to see our new house getting constructed, we will finally be free of many troubles.”

Ram Dhere

Resident, Bondre Nagar

PROJECT 'BONDRE NAGAR' KOLHAPUR

The community-led slum redevelopment project is in its final stages, providing secure tenure and well-constructed homes for 77 vulnerable families from Bondre Nagar, Kolhapur.

This unique in-situ rehabilitation project, executed under the Pradhan Mantri Awas Yojana (PMAY) housing scheme, has been completed, and essential amenities are being provided to the beneficiaries.

Families are settling into their new homes.



Image featuring actual beneficiaries from Bondre Nagar

G+1 homes

Good light & ventilation

Enough open spaces

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.

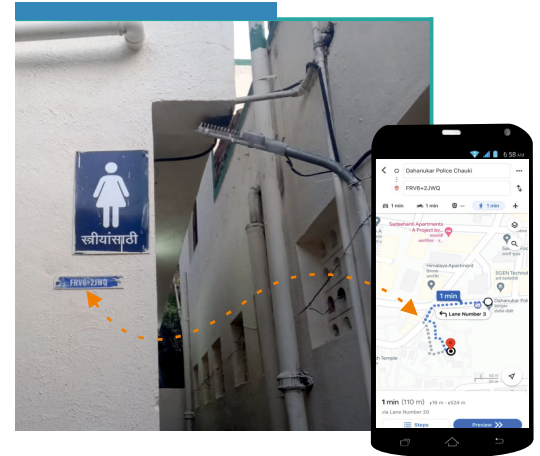


PLUS CODE

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

Plus Code of every house linked to Basic Household and Infrastructure Data

+

Electricity Connection Data

+

Water Connection Data

+

Waste Collection Data

+

Property Tax Data

1,12,000+

Plus Codes generated in the informal settlements of 5 cities of Maharashtra

(Updated March 2025)



Facilitated Individual household toilets
28000+

Individuals impacted (directly & indirectly)
400000+

(Updated March 2025)

“ 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



ZERO WASTE MENSTRUATION

Menstrual 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.



1156+

Menstruation Hygiene Education & Awareness Workshops conducted

2963+

Women & Adolescents have stopped using chemical based sanitary pads

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

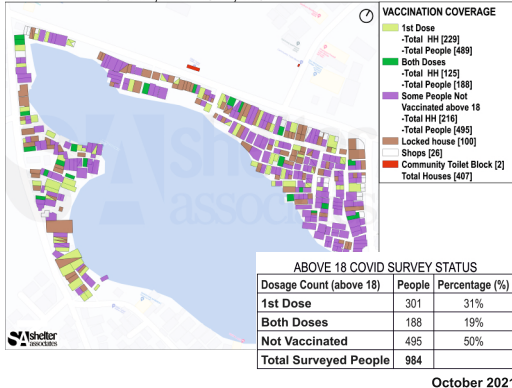


Facilitating residents to get registered online on the CoWin platform for COVID vaccination

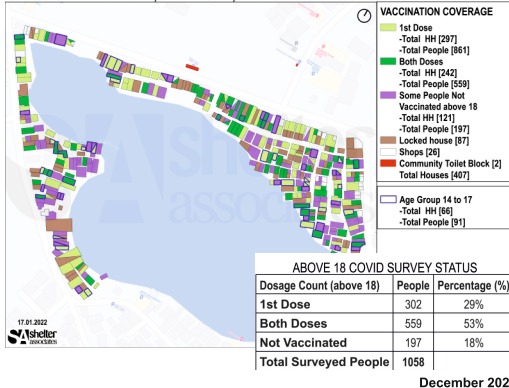


Setting up Vaccination Camps to ensure every person of the target settlement is vaccinated.

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.

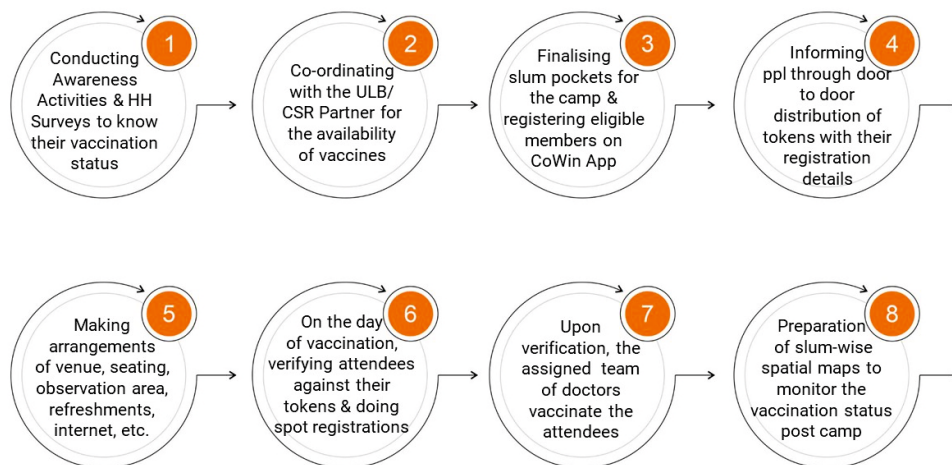


Persons impacted through the vaccination Drive

106000+



SHELTER ASSOCIATES VACCINATION DRIVE METHODOLOGY



BOARD MEMBERS

President

Arun Kadekodi

Founder and Secretary

Pratima Joshi

Treasurer

Supriya Jyoti Vaidya

Governing Body

Dr Nirmala Pandit

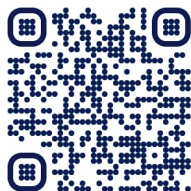
Vishal Jain

Ashwin Trimal

Vaishali Bhagwat

Manas Rath

**Support our cause
join us in making a difference!**



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

HDFC Life

ATECF

Infosys Foundation

B.C. Mehta

PARTNERS

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Thane Municipal Corp.

Panvel Municipal Corp.

Kolhapur Municipal Corp.

Navi Mumbai Municipal Corp.

Friends of Shelter Associates

Collective Good Foundation



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