



WOMEN AND WATER ALLIANCE

WOMEN
+ WATER



USAID
FROM THE AMERICAN PEOPLE

Gap Inc.

water.org®

OVERVIEW

Access to safe water and sanitation is essential for community health and well-being. In India, 163 million people lack access to improved water sources and 210 million lack access to improved sanitation. Over the next five years, this number is expected to increase as India finds itself in the midst of a growing water and sanitation crisis. The Indian apparel industry - as one of the most intensive users of water - is a critical player in ensuring sustainable access and stewardship of this critical resource.

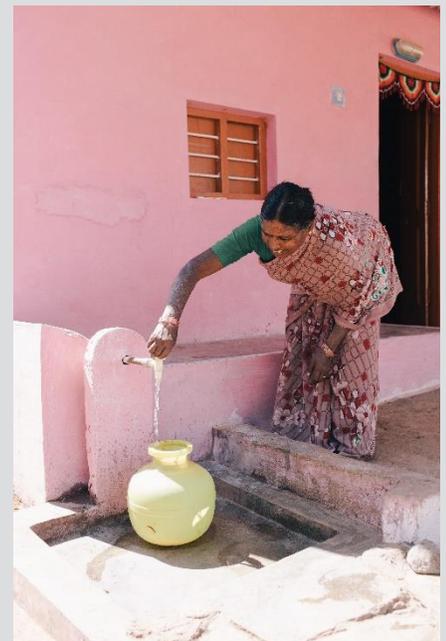
Led by the United States Agency for International Development (USAID) and Gap Inc., a global apparel retailer that sources products from about 800 facilities in 30 countries, the Women + Water Alliance (W+W Alliance) is a public-private partnership that aims to improve the health and economic well-being of women and communities touched by the apparel value chain through the provision of sustainable access to safe water, sanitation, and hygiene (WASH).

The W+W Alliance will create large-scale change in how water is managed by leveraging expertise, resources, and innovative approaches from a consortium of partners from civil society, private sector, and government. Water.org, joins CARE, the Institute for Sustainable Communities (ISC), the International Center for Research on Women (ICRW), the Institute for Development Impact (IDI), to implement this critical work and unlock the potential of women in communities touched by the global apparel industry

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AREAS OF IMPACT

- Water and Sanitation Financing
- Water, Sanitation, and Hygiene (WASH) Access
- Women Empowerment





ABOUT WATER.ORG

For more than 25 years, we've made it our mission to bring water and sanitation into the world. Founded by Gary White and Matt Damon, we are an international non-profit organization that pioneers market-driven financial solutions. To date, we've transformed more than 16 million lives in 16 countries – giving women hope, children health, and families a future.

Since 2005, Water.org has played a significant role in India's progress towards improved water, sanitation and hygiene. Our solutions have empowered more than 8.5 million people with access to safe water and sanitation.

By partnering with diverse types of organizations, including microfinance institutions, self-help group federations, housing finance corporations, commercial banks, social enterprises and the Government of India, Water.org is mobilizing resources and sharing knowledge to increase access to improved sanitation and safe water.

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FOR MORE INFORMATION

Manoj Gulati
Executive Director, India
mgulati@water.org

Rajash Sarin
Sr Regional Manager, South Asia
rsarin@water.org



CONNECTING BUSINESS TO COMMUNITY

The W+W Alliance sets the stage for a new way of collaboration, one that promotes adopting water stewardship practices in a holistic manner by engaging and connecting communities with the government, businesses and NGOs. Through Gap's globally tested P.A.C.E. (Personal Advancement & Career Enhancement) program, the W+W Alliance is enhancing the knowledge, life skills, and capacities of women to champion water, sanitation, and hygiene in their communities while simultaneously expanding their access to WASH services including through finance.

WATER.ORG'S ROLE

Lack of financing is a primary barrier to improving access to safe water and sanitation. With a focus on Maharashtra and Madya Pradesh, Water.org is creating access to water and sanitation services in P.A.C.E communities by addressing the financial barriers that limit a households' ability to access credit-enabled WASH services.

Through an ecosystem approach, Water.org is:

- Opening lending channels for families living at the base of the economic pyramid to access credit for water and sanitation improvements, by working with a range of financial partners, including microfinance institutions (MFIs), public and private sector banks, and government entities (e.g., State Rural Livelihood Mission),
- Securing institutional support by collaborating with national and state level governments to advocate for the integration of government WASH programs and services with demand generation and credit financing activities.
- Expanding water and sanitation business activities and infrastructure services by supporting supply-side enterprises, such as sanitation marts and water kiosks, through technical support and the provision of affordable capital; and

By creating an ecosystem that works for, not against, families living at the base of the economic pyramid, the W+W Alliance and Water.org are unlocking the potential for women and children in communities touched by the global apparel industry — opening the door to increased income, education, and better health.

