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# Blue Water Company



## FSM in Leh

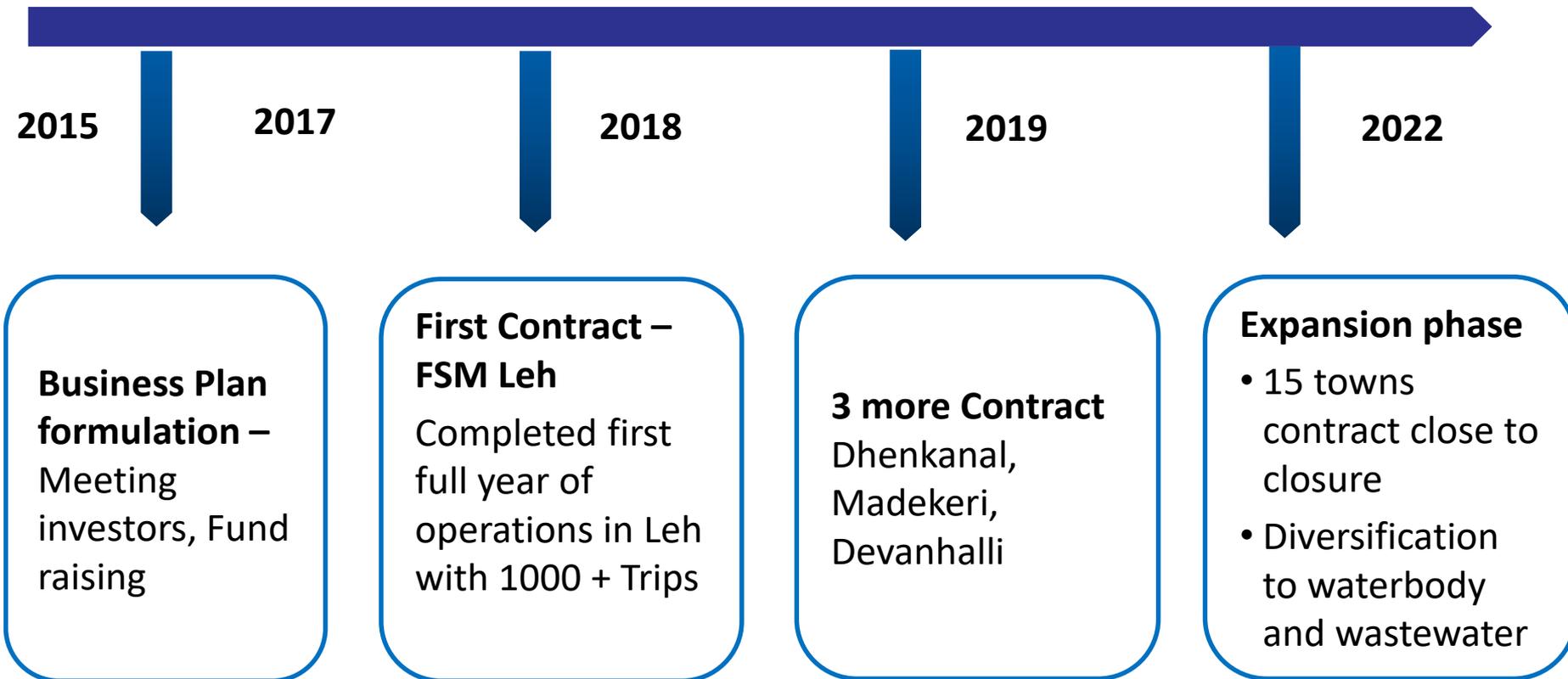
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Snehit Prakash

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# Timeline



Build a business case , then Expand



# Concept Vs Reality - Scheduled Desludging (SD)

## Planning

- Convinced about SDs Benefit – Less Transport cost, consistent loading, environmental benefits
- Made government agree to SD – Most challenging part
- Contract signed for SD
- Road Mapping, Plan prepared, GPS integration

## On Ground experience

- Imbalance between supply & demand – High Demand
- Reacting to Emergency overflows was priority
- Many units have soakpits – were empty – Difficult to convince for
- Differential desludging time for different onsite systems



# Operations Snapshot

METRIC	
Total Desludging Conducted	775
Volume Desludged	26,00,000 Litres
Unique Customers Served	250
Capacity Utilization	98%
Trips per Operating Day	4.5
<i>Total Distance Covered</i>	<i>4800 Kms</i>
Max Distance Desludged	<i>310 feet</i>
FS – Leh town treated	14.5%

**Earlier only 4-5 trips a month now 100 Trips a month after PPP**



# Operational Challenges

1. Inaccessibility – Double Booster pump – From 20ft to 500 Ft
2. Lack of Homogeneity – Agitator
3. Lack of Pride among sanitation workers - Corporate office + Smart dressing + Hi Tech Gadgets +Competitive compensation
4. No safety Gear – Lots of pushing- Safety & Health aspects sessions
5. Grey water : We are building greywater treatment system





# 2018 Financials

Revenue/ Trip : \$ 40	Total Trips in 2018 : 800
Total Revenue Collection : \$ 32,000	Total Expenditure : \$ 30,000
Profit Before Tax Etc. : \$ 2,000	Profit /Trip : Approx. \$2.5
Cost / Trip – Truck : \$ 25	Cost / Trip Plant : \$ 12

1. Overall financial viability – needs external support for covering CAPEX
2. Integrated contracts increases viability – still doesn't cover full cost
3. Clustering & Scaling up can make business case viable
4. Hype Vs Reality needs more data gathering



# Some Pictures..





- Schedule desludging – Practical experience in Leh points against too much hourly/household level scheduling. Zone and weekly level works better. Need Incremental approach
- Leh is designated as good FSM town, but we handle only less than 10% of town sludge. Need to make distinction between good and bad FSM town
- FSM is not as profitable as currently imagined. If priced less than INR 2k per emptying, we doubt sustainability



THANK YOU



