



**Project Sammaan**  
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## **Project Sammaan**

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## PROJECT OVERVIEW

Project Sammaan is an urban sanitation initiative dedicated to redesigning and improving facilities for slum communities across India. The initiative is being piloted in Bhubaneswar and Cuttack with the aim to replicate it in other cities, if successful.

The objective is to rethink the current models of sanitation facilities and design a new programmatic infrastructure and physical structure that instills a sense of dignity while addressing issues affecting sanitation practices in India and encouraging community members to stop defecating in the open.

Over 100 of the re imagined facilities will be built and a dedicated research team will analyze the qualitative and quantitative impact they have on the communities in which they're built. The results of this intensive research will be shared in an open-sourced toolkit that will allow for replication in cities across India and beyond.

Project Sammaan was born out of the research conducted for the Potty Project, an in-depth design research study focused on all aspects of the current sanitation models employed in urban slum communities throughout India.

# FEATURE: *Branding*

## **Naming Project Sammaan**

If you've been keeping up with the developments in the Project Sammaan branding and communications workstream or following the Project Sammaan blog, you may have seen the blog post "Exploring and Establishing Brand Architecture" that outlined the three possible approaches to creating and managing brand identities for Project Sammaan and the sanitation system prototypes being constructed as part of the project.

The three approaches initially discussed were:

- **UNIFIED BRANDING** : A unified identity for Framework for urban sanitation innovation and Sanitation system prototype as Sammaan.
- **SUB-BRANDING**: Sub-brand developed for Sanitation system prototype is endorsed by Sammaan as the parent brand for framework for urban sanitation innovation.
- **INDIVIDUAL BRANDING**: Independent individual brands for Sanitation system prototype and Framework for urban sanitation innovation (Project Sammaan).

Due to concerns of an increased cognitive load for the user to understand and familiarize themselves with the two different brands in the sub-branding scenario and concerns with managing the two different entities and styles of communication under a single brand in the unified branding approach, an early decision was made to create two distinct identities and the individual branding approach was selected as the best means to achieve a clear, effective and efficient branding and communications strategy.

However, after multiple meetings with the partners and principal stakeholders, this approach has been revised, and we have reverted to the idea of a unified branding strategy, with both the framework for urban sanitation innovation and the sanitation system prototypes themselves being referred to as Sammaan.

This decision was born of two primary factors:

- A general fondness and appreciation for the name Sammaan amongst the principal stakeholders, particularly the governments of Bhubaneswar and Cuttack
- Concerns within the Project Sammaan team with managing two discrete identities in the long run

The final decision was arrived at after weighing the risk of confusion with two different entities sharing an identity against the risks of managing two separate identities in the long term. At this juncture, a decision to move forward with a unified strategy was arrived at unanimously. The first iterations of the logo designs have been executed with this decision in mind.

Revisiting the Project Sammaan brand ideas. The primary brand ideas established for the Sanitation System Prototype were as follows:

### ***"The brand is a promise of a Better Life"***

#### **FOR ME & US**

The idea of a Better Life is desirable for the user with respect to self, family and community.

#### **EMPOWERING**

It encourages the user to take action or actively participate in the pursuit of his/her aspirations for a better life.

#### **ASPIRATIONS**

It connects the immediate function/facilities of the brand to larger life aspirations.

#### **PROMISE DELIVERED**

The promise of Better Life is built on prototype attributes (Wellbeing, Convenience, Reliability, Dignity & Ownership) that will be delivered through various facets of its services, operations and communication.

As such, the logo needs to communicate the following:

- Represent the core brand promise of a "Better Life", which in the context of the Sammaan facility translates into ideas of cleanliness, happiness and dependability or trust.
- Represent the "newness" of the overall project design and cue ideas of modernity and change.

To further develop the direction for the visual language of the brand and fuel the directions for the development of the identity, the following traits were key:

- Friendly and Positive
- Modern & Urban
- Stable and dependable
- Memorable visual unit (for strong recall with varying levels of literacy)

- Imagery is not abstract but cues known objects/symbols.
- Learn from FMCG branding which is bright, appealing and high-visibility.

With these cues, and a collection of visual references, the following logo designs were created as a 'Version 1.0' iteration of the Project Sammaan identity.



**Sammaan logos, version 1.0**

These directions have been shared with the Project Sammaan team and after discussions and feedback with the partners, Codesign is currently in the process of creating a second iteration of logo designs.

#### Character Designs

While the logo is an important element that helps build cognition around the brand and its attributes and helps create differentiation in the mind of the users, the supporting elements of the visual language will be the platform from which important instructional messaging and communication will be disseminated.

The target audience for the Sammaan toilet facilities poses several challenges to the traditional approach of creating instructional messaging. The primary challenge is the low levels of literacy and diversity of languages spoken in the region. As a means of comprehensively addressing this and other challenges, a decision was taken to create

a visually rich, image-centric approach to the secondary visual language for the Sammaan facilities.

A family of characters was created, designed to be relatable to the target audience (through visual cues), and to exemplify the positive traits (an eye for cleanliness, a modern outlook, responsibility, a positive demeanour) that we wish to encourage with the Sammaan toilet facilities.

These characters are still in development, but here are some early sketches of the head of the Project Sammaan family.



# BLOG HIGHLIGHT: “OF SIGNS & SIGNAGE” BY SIDDHARTH NAIR



As we work on refining the designs for the signs themselves, and creating the specifications for the remaining typologies, this seemed like a great spot to take a step back and reveal the signage program for the Project Sammaan toilet facilities.

There are four different categories of signs in the Project Sammaan facilities:

### Branding & communication

Elements of the identity, such as the Project Sammaan logo, characters, and the like.

### Instructional

Convey critical information, for example “No Smoking” and “Close Taps after Use”.

### Way-Finding

Delineate the various features of the toilet facility, such as “spitting trough” and “clothes-wash area”.

### Temporary signage

Posters, flyers or other notifications about special discounts and scheme for using the facility, and other short-term signage.

Codesign is currently in discussions with the principal stakeholders to finalise the directions for logo & identity, which will also influence the design of the signs themselves. The signs shown below are quick snapshots of the design process as it progresses and can be considered as work-in-progress examples of the final designs.



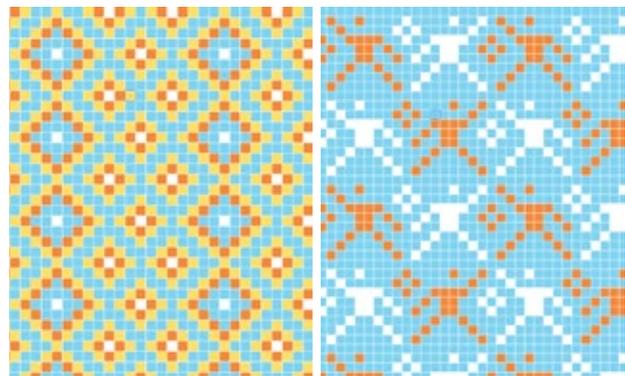
### Example of signage

The colors used here reference the logo directions under consideration. an interesting point to note is the need to maintain contrast with the wall on which these signs will be mounted. In public toilet facilities, the internal walls are made of a local rock called Kadappa, a type of limestone and in community toilets, it will be Laeterite rock.

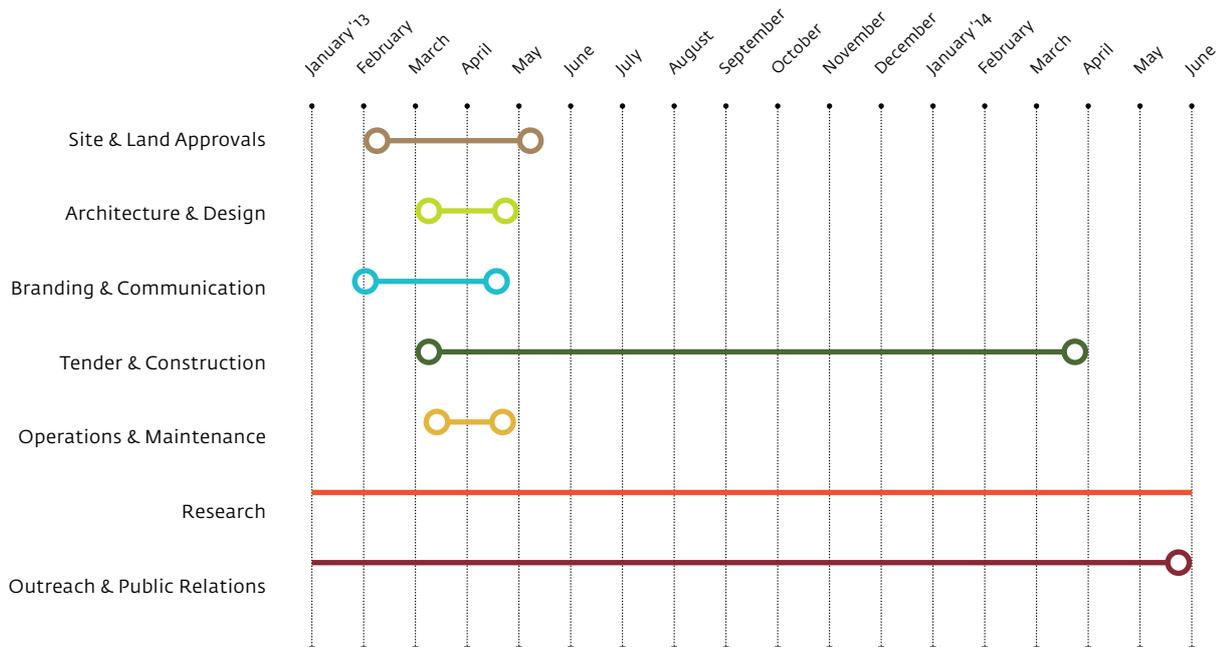
The color options shown above, while borrowing from the identity color scheme, also ensure consistently high-contrast with the background, ensuring high visibility.

Apart from the signage categories mentioned above, Each Sammaan facility will also feature tile graphics, which are patterns derived from traditional Odisha art motifs and styles.

The following images depict some of these patterns:



# TIME LINE



# MILESTONE OVERVIEW

### To date

- Community facility designs finalized by Anagram Architects
- A list of sites that can fit DEWATS and improved septic tanks were identified and presented to the municipal corporations
- Completion of tender documents for 18 sites in Cuttack

### Upcoming

- Public toilet O&M processes and guidelines will be completed by J-PAL
- J-PAL will complete the remaining census data collection activities in Bhubaneswar
- The Project Sammaan Technical & Design Guidelines document (version 1.0 of the Project Sammaan toolkit) to be completed and submitted for review
- Public toilet O&M processes and guidelines will be completed by J-PAL and the corresponding tender document released

### August calendar of events

- Codesign will make the final visual presentation of the facility branding
- The tender documents for Batch 1 facilities will be released with Arkitechno managing
- CTRAN will help facilitate the Submission of tender documents for 32 Batch 2 facilities in Cuttack
- The tender documents for 40 Batch3 facilities in Bhubaneswar will be submitted

# WORKSTREAMS

## A. Liaisoning & Capacity Building

The month of July was phenomenal for both strategic planning and milestone achievement!

Among these milestones was the procurement of administrative approval from the Government of Odisha by the Bhubaneswar Municipal Corporation, which was routed through the Housing and Urban Development Department. This approval from the government was the final authentication on the estimates of the public sanitation facilities. This also supported a step ahead in the project by initiating the tendering process; the format of the tender document has been pushed to the Engineering team for final scrutiny.

July was very busy and productive month at the Cuttack Municipal Corporation. With Administration approval in place, the funds were successfully mobilised for the community sanitation facilities in Cuttack. This was of prime importance to the initiation of the tendering process. Also, review meetings at both municipal corporations resolved pending technical issues and moved the project ahead.

Regarding software, the preliminary meeting with the Development Commissioner and the Principal Secretary of the Housing and Urban Development Department was crucial in order to incorporate his suggestions for planning of the management and pricing models.

July marked a huge leap in terms of progress both for the municipal corporations. Meetings with Development Commissioner involved the officials in this project and helped them absorb the intricacies of the project.

*Activities in August include:*

- Release of the tender for the public sanitation facilities and related activities, including discussions on the Operations help desk and capacity building activities.
- Coordinating meetings to facilitate the tender process.



**Synthesis during a brainstorming session**



**Engaging with a community member**

## B. Research/Operations & Maintenance

Field activities in the month of July were focused towards completing the census data collection in the remaining 10 community toilet locations in Bhubaneswar. J-PAL has finished first round of data collection in 5 sites with a completion rate of more than 80%, and will revisit these sites to improve the completion rate and start data collection in the remaining sites.

The project's Principal Investigator, Prof. Mushfiq Mobarak, Assoc. Professor at the Yale School of Management, visited the project in July. He presented the Software and Research aspects of the Urban Sanitation project to the Additional Chief Secretary, Mr Srinivas. The presentation led to a constructive dialogue on the practical challenges to keep in mind while implementing the research methodology.

The team has been working on the management frameworks for community and private management models, and has also been finalizing the model for the estimating pricing of the toilet services.

*Activities in August include:*

- Completing the remaining census data collection activities in Bhubaneswar.
- In August, J-PAL will focus on preparedness for the Baseline Survey. The pricing model and management frameworks for community toilets will also be detailed out.

## C. Tender & Construction

The tendering process for all building works remains the same whether it is roads, railways, or sanitation; the simple objective is to construct the infrastructure or facilities by a contractor.

# WORKSTREAMS

As Project Management Consultants, Arkitechno evaluates the capabilities of the contractor and then supervises the work along with quality control, check-in measurements and payment certification.

The Notice Inviting Tender for Public Toilets was changed from individual toilets to groups, which took approximately one week at the BMC office. These will be floated soon, pending approval by City Engineer.

Eighteen BoQs and drawings were received by Arkitechno for the Community Toilets and are currently under printing. These will be sent by this week to CMC for evaluation.

Out of the 60 Community Toilets in Bhubaneswar, site selection has been completed for around 43 sites. We are awaiting tender documents for submission to BMC.

*Activities in August include:*

- Submitting tender documents for 32 Community Toilets in Cuttack
- Assisting Bhubaneswar municipal corporation in releasing Batch 1 tender.



**A boy standing outside his home in Bhubaneswar**

## **D. Architecture & Design**

The last month has been exceptional in terms of progress of the architectural work. The deadlines for Project Sammaan have always been challenging, but this time the work was fourfold and the deadline was even tighter.

Earlier we submitted tender and good for construction drawings (GFCs) for the Public Toilets, which were six designs covering 27 sites. This time for the community toilets (CTs) in Cuttack and Bhubaneswar we had 14 designs covering 32 and 43 sites, respectively, with the same stringent deadline as with the Public Toilets. On top of that, the whole process was delayed by two weeks due to various reasons. However, Anagram took the responsibility to bring the whole project back on track.

Anagram has aspired to make the designs better both functionally and aesthetically from the start. The team spent considerable time developing the design language which can fit transversely in all the designs ranging from 'very small 2 WC' to '12 Seater' typologies. Handmade models in the studio helped us to understand the massing and scale. Besides, functionally, the introduction of turnstile and the electrical incinerator will make the circulation and the dumping of menstrual waste more efficient. We are using laterite stone to make the design sustainable. This also adds to the visual language.

We had a very thoughtful meeting with our sewage consultants, CDD, over Cuttack and Bhubaneswar sites regarding the designing, functioning and placements of advance settlers on sites. Currently, we are on track by submitting Cuttack Municipal Corporation the first part of the tender, featuring four typologies covering 18 sites. Our in-house design team and the consultants worked vigorously to achieve this.

*Activities in August include:*

- Submitting the remaining 7 typologies of Cuttack covering 14 sites by the first week of August. The complete set of Bhubaneswar tender will be submitted by the middle of August and will start with the GFCs for Cuttack and Batch III drawings of Public Toilets.

## **E. Outreach & Public Relations**

July activities were centered on maintaining and updating the communications channels, while also making slow, but steady, progress on the Technical & Design Guidelines Document.

Several new posts were uploaded to the project blog. These discussed tendering, architectural design, menstrual waste disposal, construction, and interface management. All partners are encouraged to contribute at least one blog post per month.

An abstract of the Technical & Design Guidelines document was drafted to provide a brief snapshot of Project Sammaan while also outlining the document's sections. This will be used for discussions around the project with interested parties, and as a reference point for the toolkit.

*Activities in August include:*

- Completing the Technical & Design Guidelines document, provided partner participation improves
- Updating the project blog and social media channels
- Filming for the workstream videos



The Abdul Latif Jameel Poverty Action Lab (J-PAL) is a network of 70 affiliated professors around the world who are united by their use of Randomized Evaluations (REs) to answer questions critical to poverty alleviation. J-PAL's mission is to reduce poverty by ensuring that policy is based on scientific evidence.

J-PAL is the primary grantee and the project's principal investigators and are designing and conducting the monitoring and evaluation for the facilities:

- » Business model development
- » Operations and Maintenance modelling
- » Project evaluation

A multi-disciplinary innovation consultancy that places user-centered design principles at the core of every innovation effort. The studio has successfully delivered on several new services, products, brands and developmental strategies, creating both measurable social and business impact.

Quicksand is responsible for project management as well as anchoring the hardware design process for the project:

- » User-experience research and corresponding hardware design
- » Design, branding and communication project management
- » Project toolkit and website development



The municipal corporations of the pilot cities Bhubaneswar and Cuttack. These entities are tasked with providing services in sectors such as Health & Sanitation, Slum Development, Urban Planning, and Waste Management to improve the quality of life of their respective citizenries.

The local municipal corporations are key partners in the project and aid in the facilitation of its various components:

- » Provide funding for construction and infrastructure
- » Site selection assistance
- » Identify contractors for construction
- » Ensure regular water, electricity, and sewerage facilities for the toilets
- » Manage sewerage and waste treatment systems
- » Oversee functioning of facilities through a PMO until capacity-building with the BMC is complete
- » Provision of temporary sanitation facilities
- » Ensuring long-term sustainability of the project

The Centre for Advocacy and Research (CFAR) is an Indian organization committed to working and partnering with marginal communities. It has expertise in conducting research, process documentation, capacity building and strengthening advocacy by leveraging media and networking to shape and impact policy issues related to urban poor.

CFAR is actively involved in facilitating community interactions in the field:

- » Social mapping of each slum
- » Community engagement and dialogue during design and construction phases
- » Facility management training for community members



CTRAN Consulting Manages large, complex development projects, providing the right mix of program management and technical assistance.

They are the one-point contact for interfacing with various government agencies:

- » Establish a Project Management Office within the two municipal corporations to ensure continued, and future, use and grievance redressal of the facilities
- » Facilitate meetings with government representatives
- » Assist in land approval process
- » Set up and operate the help line that ensures proper functioning of the facilities



Arkitechno Consultants (India) Pvt. Ltd is a multi-disciplinary firm of consultant engineers offering a full array of consultancy services ranging from concept to implementation. This includes: environmental & social planning, feasibility studies, design review & construction supervision, operations & maintenance and project management consultancy for infrastructure projects, and many others.

They are the main project managers for on-field activities:

- » Tendering
- » Facility construction management»

## CODESIGN

anagram architects

A brand and communication design studio whose expertise lies in bridging the gap between product and service offerings and what end-users really care about, with communication that is meaningful and relevant.

Codesign is the communication and brand consultant for Project Sammaan.

- » Ensure facility related branding and communication is contextually relevant and encourages behaviour change and adoption
- » Develop the facility identity and corresponding collateral that promotes larger goals of sanitation and health for better life
- » Creating facility signage that is functional and facilitates access and experience

An award-winning consultancy internationally recognized as amongst the top emerging practices in the world with a commitment towards delivering innovative, context specific designs that encourage sustainable lifestyles. Anagram Architects is a full spectrum spatial design consultancy firm that offers expertise in urbanism, architecture, interior design, and research.

They are leading the architectural design of the 119 facilities:

- » Provide site-specific architectural designs
- » Consult on waste management issues
- » Oversee facility construction

## CONCLUSION



August will be yet another extremely busy month for the Project Sammaan team: the tenders for 70+ community toilets in Bhubaneswar and Cuttack will be released along with the tender for Batch 1 toilets in Bhubaneswar, the final visual identity will be presented, version 1.0 of the toolkit should be prepared, project activity and representation on the one of the world's largest online sanitation forums will increase, decisions will be made processes and pricing for O&M, and pre-construction activities will commence.



