



# TOILET TALES

2.0

HYDERABAD

SWACHH  
BHARAT

## **Jayesh Ranjan**

Principal IT Secretary  
Telangana, India



“Young innovators and entrepreneurs are ruling the world. They have been responsible for some of the biggest path-breaking innovations the world has seen in the last couple of decades. They are the new poster boys (and girls) of the economy. Their prominence is going to grow even further. Nexteen represents a group of school students who are very serious about entrepreneurship. To hone their skills further, while continuing to be in school, they have started working on some real-life problems to understand the art and science of entrepreneurship. I have interacted with them on numerous occasions and have found their enthusiasm to be very refreshing. I am glad that they have collaborated with LooCafe to bring out life episodes of street entrepreneurs. We tend to look down upon street entrepreneurs at the bottom of the pyramid who are surviving on the goodwill of others for their sustenance. But quite a few of them show remarkable grit, resilience and a never-say-die attitude that is worth appreciating and emulating. I hope that this book will go ahead in changing our entrenched mindsets.”



Congratulations and best wishes to the team of Nexteen for bringing super inspiring tales of entrepreneurs from the streets of India. The journey of each entrepreneur is amazing not only because of their own transformation but also in bringing the toilet innovation and making toilet a cleaner and better place. Inspiring to see the members of Nexteen working together on this. You all are doing a fantabulous job in scripting the success of Swachh Bharat Mission !

My best Wishes

Prabal Bhardwaj

Associate Director

KPMG - Government and Public Sector

Lead - Capacity Building,

Swachh Bharat Mission - Urban

Its time to normalize toilet speak as its an integral part of our lives. Toilet hygiene and toilet etiquette are words which need to be introduced & taught to everyone to ensure maintaining our toilet infrastructure. Just building toilets is not enough its needed to ensure clean safe access to toilets for all.

Hari Chandana IAS



# PROLOGUE

In every story presented in this book, the motivation drives everyone running the stalls to become successful in life. This motivates them to become better versions of themselves and leaders of this generation's entrepreneurial world. While curiosity runs through our veins every day, it is the inspiration that drives us to strive for the betterment of our world. Through the means of this book, we take a journey to a world that is far beyond us—The entrepreneurial world. You will come across many instances where only highly prolific people who graduated from top schools in the country have been successful in building their start-ups. However, it's not that you can't establish your own company if you haven't done that, it's about the mindset. As an entrepreneur, it is necessary to learn from your mistakes, accept them, and finally have the power to defeat them. This book includes inspiring stories of such entrepreneurs who are committed to making a change. Likewise, this book shares the tales of 28 brilliant people across the city of Hyderabad, in the heart of Telangana. The driving force behind these tales is LooCafé, an organisation that works tirelessly to support the idea of a clean toilet.

However, this impact has been created by those who chose to trust the process and find the inner spark of magic within themselves. These are the people who refuse to give up and instead choose to provide themselves with a second chance in life. They are nurturers and self-sustainers. Throughout the course of this book, you will come across people who have converted “the sky is the limit” to reality. According to Dr Seuss, “You have brains in your head. You have feet in your shoes. You can steer yourself in any direction you choose. You're on your own. And YOU are the one who'll decide where to go...” If we built our paths ourselves, why not take the risk to make it a little better. The ability to outgrow ourselves is one of the finest abilities humans can possess. A journey of determination, individuality, and worldliness awaits you. The change in our world of feasible toilet facilities for all awaits you to take a part in and join our movement.



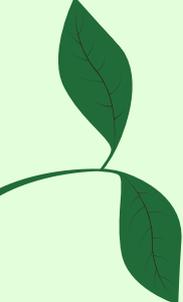
# ACKNOWLEDGEMENTS

Writing a book may have been much harder than we thought, but also more rewarding than we could have possibly ever imagined. This book is filled with interesting case studies and influential entrepreneurs in the WASH sector and the stories of various individuals who strived to make a better life for themselves, but also created a better version of society as they did so. Being able to tell their tales has not only given us an opportunity to understand the impact even the smallest actions can make, but also the satisfaction and joy it can bring to so many. This journey would not have been possible, however, without the support and guidance of the following people.

Firstly, we would like to express our sincere gratitude to the founders of the company as well as the Board of Directors, Operations Team and Technical Team, who gave us this wonderful opportunity to be a part of this book. Without them, the pages you are holding would not have even existed. We are also incredibly grateful for their creation of the LooCafe initiative, which has not only contributed to making cleaner and greener surroundings for us, but becoming one of the cornerstones of the future we are building for the next generation.

The very people this book is celebrating: the LooCafe partners who have taken the plunge and stepped forward to inspire many others with their stories of courage, hope, and determination. Their partnerships have affected and assisted the public in so many aspects, from providing a meal or offering a hygienic restroom to presenting employment opportunities.

Thanks to Anvitha Kollipara, Sanjana Pulipati, Purvaja Yennamaneni, Raiza Goel, Samiksha and Apoorva tumu for their dedicated effects in curating the content for the book and Varun Chandra, Chithari Vaishnav Reddy, Srinivas Kantheti, Pranjal Panda, Riddhi Reddy, Vedanth Nath, Ayush Srivastava and Pakhi Agarwal for making it eye-pleasing with everything from the stylistic layout to the vivid photographs.



# TRIBUTE TO THE GOVERNMENT



LooCafe and Ixora Group are truly grateful to the Government for converting our vision into reality and allowing us to impact many lives around us. This initiative not only provides clean and hygienic washrooms but also a helping hand to the unemployed by providing a stall to them for businesses and contributing to their lives personally. We are thankful for all this continued support by the **Government of Telangana** and the GHMC organization for providing better sanitation facilities for the public and making our world a better place to live in.



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# Introduction To Toilets

## WHAT ARE TOILETS

A room or suite of rooms in a public space/private place providing toilets and lavatories.

A room that is equipped with washing and toilet facilities such as automatic sinks, clean high tech toilets and technology advanced bathing and changing facilities.

### History of toilets

#### Ancient History

The 4th millennium BCE would witness the invention of clay pipes, sewers, and toilets, in Mesopotamia, with the city of Uruk today exhibiting the earliest known internal pit toilet, from c.3200 BCE.

The Indus Valley civilization in northwestern India and Pakistan was home to the world's first known urban sanitation systems.

Mohenjo daro (c. 2800 BC), toilets were built into the outer walls of homes

In Roman civilization, latrines using flowing water were sometimes part of public bath houses

#### Post Classical History

Garderobes were toilets used in Post-classical history, most commonly found in upper-class dwellings.

The other main way of handling toilet needs was the chamber pot, a receptacle, usually of ceramic or metal, into which one would excrete waste.

#### Modern History

The wardrobe was replaced by the privy midden and pail closet in early industrial Europe.

#### Dry Earth Closets

This was the work of Alexander Cumming and Joseph Bramah. Before the widespread adoption of the flush toilet, there were inventors, scientists, and public health officials who supported the use of "dry earth closets", nowadays known either as dry toilets or composting toilets.

#### Flush Toilet System

the flush toilet system which is widely used nowadays was designed in 1596 by John Harington, Flush toilets were also known as "water closets", as opposed to the earth closets described above.

#### High Tech Toilets

High-tech toilets, which can be found in countries like Japan, include features such as automatic-flushing mechanisms; water jets or "bottom washers"; blow dryers, or artificial flush sounds to mask noises. Others include medical monitoring features such as urine and stool analysis and the checking of blood pressure, temperature, and blood sugar. Some toilets have automatic lid operation, heated seats, deodorising fans, or automated replacement of paper toilet seat covers.

# Need for Toilets

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Toilet use is essential to the survival and development of all children in India and around the world, as exposure to human waste causes diseases such as diarrhoea. Every day, almost 400 children under five in India die from diarrhoea linked to poor sanitation and hygiene.

Without toilets, deadly diseases spread rapidly

Using toilets prevents germs from getting into the environment, and protects the health of the whole community. Health is not the only reason to build and use toilets. People also want Privacy.

Lack of proper toilets is linked to the transmission of diarrhoeal diseases such as cholera and dysentery, as well as typhoid, intestinal worm infections, and polio.

Around the world eight lakh people lose their lives every year to sanitation issues! Moreover, the lack of proper washrooms promotes open defecation, contaminating the entire environment. Unavailability or inaccessibility to toilets, in the long run, may lead to chronic malnutrition and stunting because of open defecation and contaminated water sources. The lack of proper washrooms discourages women's education in rural and undeveloped areas. As young girls hit puberty and begin menstruating, many drop out of school if there is no access to adequate toilets.

The risk of spreading diarrheal and waterborne diseases gets compounded by the lack of regular handwashing and microbial contamination of water in their homes and communities. This practice amounted to tonnes of faeces introduced daily into the environment, regularly exposing India's children to excrement through direct contact. The situation contributed to nearly 100,000 diarrhoeal deaths of children under five years in India.

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# Vision and mission

## Vision

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To Provide comfortable, elite, and Unique toilets that are safe and hygienic.

The toilet tales' main aim is to change the perception that people often have about public toilets. People consider them filthy and filled with foul smells, whereas if they are well maintained just like the LooCafes, they won't be perceived in this stereotypical way. As simple as this idea seems, the impact created is vast. Revolution can not be brought in one day, just like an ocean is not made of one drop. Neither is change without small steps being contributed by many every day to get an impact.

## Mission

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Architecting a digital facility ecosystem that would redefine the labelled methods while enhancing the dignity of neglected service staff. To change the perception of washrooms and toilets for the better. To showcase and portray the livelihood of street hawkers who are turned entrepreneurs by LooCafe. To empower the world with simply explained, much needed knowledge about Washrooms, toilets, maintenance, technology, etc. to make this world a better place to live in by eradicating sanitation problems which lead to hundreds of deaths everyday! Washroom is a serene place of privacy and safety. Restrooms are fundamental human dignity and no one should suffer because of this.

# Social Impact



LooCafe envisions obtaining universal, sustainable, and equitable access to safe drinking water, sanitation, and hygiene, as well as the elimination of open defecation by 2030. The motto behind LooCafe is to provide luxury washrooms in every 1 km radius to ordinary people. Luxury washrooms set up by LooCafe are designed to cater to the requirement of physically challenged, women, and other commuters. One such Venture for loocafe is LooCafe pink which is by, of, for women. It is exclusively for women, run by women with special facilities installed such as sanitary dispensers, diaper changing and feeding facilities for the baby to aid the women whenever possible to ensure their safety. LooCafe's vision is to provide comfortable, elite, and unique toilets which are safe and hygienic to use.



In order to eradicate the problems of sanitation, luxury washrooms established by LooCafe offer Diaper Changing Stations, Air Freshener Dispensing, Sanitary Pad Vending & Disposal Bins, Atm & Kiosk, and Children Friendly Toilets. Other than providing clean, hygienic, and accessible washrooms for the general public, LooCafe has generated employment and fixed-income solutions for many street hawkers. LooCafe is providing a platform for street hawkers to establish a small general store in front of these luxury washrooms. These may include cafes, general stores, pan shops, or any other kind of store. Spaces for Revenue Generation for street hawkers have enabled a basic standard of living for them. Precisely, LooCafe is turning street hawkers into entrepreneurs and thus, contributing to the development of society and that is what the toilet tales book portrays and showcases the economic difference it is bringing in the society by empathising with the service staff of loocafe at each and every step. Additionally, the amalgamation of academia, policy, and existing networks has fostered young talent and entrepreneurs both in rural and urban centres and cemented the foundation to harness the creativity and passion of these youths as well as lay a pathway for them to lead a strong, innovation-oriented future.

# Indian context of WASH

Water used for drinking, cooking, and personal hygiene is included in the category of drinking water. For the growth and welfare of humans, safe and high-quality water is essential. One of the best tools for enhancing health and eradicating poverty is providing access to clean water. India has made considerable strides toward eliminating open defecation nationwide, which has a substantial positive impact on improving access to water, sanitation, and hygiene (WASH).

Due to a lack of access to adequate toilets, nearly half of India's 568 million people endured the humiliation of defecating in fields, woods, bodies of water, or other public areas in 2015. 90% of South Asians and half of the 1.2 billion people worldwide who defecated in the open. In addition to eliminating open defecation, UNICEF expanded its goal to include efficient solid and liquid waste management in all towns and cities. The most recent estimates indicate that by 2019, there will be an estimated 450 million fewer individuals without access to toilets.



Only the Government's main programme, the Swachh Bharat Mission, Clean India Campaign, led by Prime Minister Narendra Modi himself and currently in its second phase of implementation, was responsible for this enormous accomplishment.

The UNICEF Country Program in India places a strong emphasis on collaboration and convergence, and WASH is positioned as a cross-cutting assistance that contributes to outcomes in all areas of a child's survival, growth, and development.

The WASH programme is also positioned to reduce infant mortality, prevent malnutrition and avoidable infections, and improve educational outcomes. The Swachh Bharat Mission, the Jal Jeevan Mission, and WASH in Schools are a few of the government of India's key initiatives that UNICEF supports.

# Global Context of WASH

A healthy and productive workforce is also a result of effective WASH facilities and services. Adding WASH services to the workplace can increase productivity and profitability by reducing employee turnover and absenteeism. Included in this is the possibility for cost reductions, which can increase economic efficiency and benefit both producers and consumers.

Nearly 673 million people continue to practice open defecation, which has a huge negative impact on the national economies, food security, and health of the countries involved. WASH services are frequently provided without timely or accurate data. Budgets are made based on past trends rather than the population's current requirements. Government spending on increasing services to those in need and financing WASH, particularly WASH infrastructure, is still very low.



Given the lack of legal frameworks, related risks, and low returns in the water and sanitation industry, private sector investment is likewise seldom sufficient. Therefore, overcoming the significant funding gap is one of the biggest obstacles to reaching WASH-related targets.

Children may die as a result of poor access to water, sanitation, and hygiene (WASH). Due to a lack of basic, sanitary WASH services, more than 700 children under the age of five die from diarrheal illnesses every day. Children are about 20 times more likely to die from diarrheal illness in places of conflict.

It is estimated that inadequate and incorrect WASH services, facilities, and systems cause a staggering \$260 billion global loss annually, primarily as a result of lost time and productivity. Although the poorest populations bear the brunt of the impact, companies and governments bear the bulk of the cost. By making modest changes worldwide to the WASH sector, almost 10% of the entire global illness burden might be avoided.

# KONDA REDDY



Rohit's story gets more and more melancholic and emotional as he speaks about how he started working at the ripe age of 14. The age where many of us are busy playing games and constantly losing those small and precious moments in our lives. Rohit speaks about how he sold goods under the scorching heat of the sun during summer, working day and night and giving blood, sweat, and tears in order to sum up money for a degree that he earned with hardwork. As all of us need our parents' support in our lives to really grow. Rohit's parents supported him unconditionally however as Rohit speaks about his parents he gets more and more emotional stating the fact that he lives so far away from his parents. As the interview starts unraveling, he speaks about how he is originally from the national capital of our country, You guessed it, it is New Dehli. All the way from New Delhi and now to the land of the Nawabs just in search of a job. A job that decides his present and his future as Rohit thanks his friend for helping him get a job in processing. He speaks about how not a single member of his family is there with him which is truly devastating .

The hustling and bustling of the lively city of Hyderabad speak in the background as Rohit starts speaking. Excited, Rohit answers the questions asked by the interviewers. A well-groomed man in his early 20s has a degree in BTech. As he was asked about his hardships in life, He smiled with pain in his eyes and started speaking about the tough and gritty struggles in order for him to study. There are so many students in schools across the world complaining about their education but little do they know that hardworking and determined people like Rohit tried and still try their level best in order to get a proper education and be educated so as to fight with the world with heads held high and degrees in their hands in contrast to many of us who are extremely fortunate and extremely privileged for the expensive education we get. People like Rohit and Rohit himself serve as a center of gravity in situations like these. As the interview goes on,



The average person spends three whole years of their life combined sitting on a toilet.





# MUBASHIR ALI

In fact, he has hired and appointed a person at the café whose job is solely to create awareness about the benefits of hygienic and sanitary practices. Despite his clear conceptualization and perfect investment opportunity in the form of LooCafe, Mubashir Ali still faced challenges. These ranged from questions of whom to contact to inquiries over how to maintain sanitation standards, etc. Eventually, though, armed with a master's degree in both Journalism and Mass Communication, he was able to fend off the obstacles blocking his path and fall into a smooth but bustling routine.

Balancing his work as a trainer in a multinational company in Hyderabad with the LooCafe unit would have been almost impossible if not for the work from home option offered by the pandemic. Mubashir utilized this to the fullest, making sure to drop in at least once every day to check and maintain his unit in the most hassle-free manner possible. He worked exceptionally hard to make sure it was all coming together. On the other hand, this work from home setup also resulted in only 2-4 people using the washrooms per day, occasionally spiking to 10-20. No matter how many customers frequented the place, though, each of them left with great feedback and even some thankful messages and gestures because of his great hospitality. Some were even more impressed and satisfied when they were educated on the fact that the restrooms were free to use, and overjoyed with the work that LooCafe had done. Mubashir Ali's plans in the future include taking more units under his wing, and employing more talented, yet out of work, youth to make a difference for the people in his community.

All it takes is some unpredictable times to get the best out of you. For every experience in life, you learn something from that, and grow out of it for the sake of your own good. Being an inspiration for everyone around him is 35-year-old Mubashir Ali, whose LooCafe journey began during the Covid-19 lockdown. While for many, this time was only burdening, he certainly knew that this was the time for him. During this period he was approached by several chefs and helpers from small restaurants or shops who found themselves

in an

unstable condition. These people not only had financial issues, but nothing at all after losing their jobs to COVID-19. Mubashir decided to be a knight in armour for them by supporting them in a business venture that had always been an idea that piqued his interest, this unprecedented situation seemed to provide the perfect burst of inspiration to push him into action. Thus, began the hunt for the medium through which he could fulfil this dream, convert his imagination to actuality and so Mubashir seemed to hit the jackpot when he stumbled upon LooCafe. It matched his capability and interest to do something for the others perfectly. He created a place where people could enjoy their leisure time at cafés while simultaneously being introduced to steadily developing hygiene technology and standards in their surroundings.



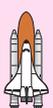
I had to unclog my sink today. I found it to be very draining.

# VIJAY KUMAR



For some, life is a mixed bag of challenges and duties. You never really know what's in it for you, but have a feeling in your heart that this might be the one for you. The story of Vijay Kumar is one such, the balance of public service and business at Loocafe is what struck a chord, he explains over the steady stream of purring engines and squealing horns in the background. It especially impacted him as a platform for people from underprivileged backgrounds, a facet Mr Kumar was particularly passionate about, considering his own family background. Beginning at a tender age of eighteen, he was required to juggle both his academics and a job in order to support himself and his family. From promotions in 11th and 12th grade to working in a call centre during graduation, all the way through his B.Com Computers degree, Vijay struggled day and night to strike the perfect balance between his studies and maintaining a livelihood.

These challenges not only made him tougher and stronger in life but gave him an idea of how hard life can be. As it is, constant hard work never goes to waste, just after he received his degree, he accepted a job at a passport and visa consultancy agency, which provided him with the opportunity to familiarize himself with business but never truly excited him. He knew that this was not what he truly wanted. It was the pandemic that helped him discover his passion last year and emerged as a ray of sun in his life, at the age of 31, when he took a friend's reference to seek out Ixora Group representatives and develop a partnership through Loocafe he was successful. Due to his undying love and zeal towards the project today, around 200-300 customers frequent the café per day, all with glowing reviews for the establishment and the desperately needed service it provides. This comes as no surprise, either, considering Vijay is diligent about maintaining the café and ensuring the washrooms are cleaned every morning and evening. He is just as appreciative of the café as the customers are, especially in regard to the opportunities it has provided him. In the future, he hopes to maintain his relationship with Ixora Groups as he expands his business, hopefully being able to one day provide the same chances he has received to others like him.



**NASA invested more than \$20 million in a suction-style toilet for the International Space Station.**

# PULLAMMA



Now, with her own unit, she prioritizes hygiene above all else and ensures everything is of the highest standard in alignment with Ixora's values. She is incredibly grateful to both the company, and the government, for the opportunities she was provided to take control of her own life in a society where she would otherwise have to depend financially on her family, spouse, or in-laws. Another huge supporting factor in her life has been her parents, who also ensured she was provided with the right tools to regain her independence by instilling the value of education in her and aiding her studies. Even though her mother was bed bound due to illness, and they did not have the financial means to support her business dreams, they managed to support her in every way they could. When her mother was healthy, she began three women's groups by herself, taking Pullamma with her to help her as she had not been given the chance to get an education herself. And now, Pullamma is returning all her parent's support and love by taking care of them as she finds stability. Even though she and her family still face issues, she believes that a woman will remain strong no matter what circumstances or conditions befall her. Pullamma was told by society, and is still told, that as a woman she could not run a store or manage a business. But in a society where women are mocked for simply dreaming, it requires unimaginable strength to soldier on and take action. Pullamma hopes to provide this strength to as many women as she can, and raise awareness as she also expands the Loocafe unit to provide employment opportunities to as many people as possible. And throughout it all, she draws on her father's words: "Go forward, and face the challenge."

It is rightly said if you can dream it you can do it and that only sky is the limit. 30-year-old Pullamma, who partnered with Loocafe eight months ago, has always fostered an interest in business. In fact, her main motto is "Do business only." inspiring everyone around her. Ever since she was a child, she has believed that business offers you happiness in ways no other career can. She explains it to us in two streams, the excitement and joy in her voice palpable as she begins discussing what seems to be her greatest joy: the first is service to customers, and the second is service by providing employment to those who are passionate about their job.

Pullamma's own passion resides not only in business, but in working towards and for women's rights. Before joining Ixora, she worked as an RP in her municipality's women's groups, and helped educate those within her community on finances and assisted them with obtaining loans, among other things. It was from one of these groups that she was notified of Loocafe, and was immediately intrigued at the prospect.



**What should you do if there's a sink knocking on your door?  
Let that sink in.**

# KALAVATHI



While the challenges, whether personal or financial, continued, she managed to soldier on with perseverance. It was this same perseverance that kept her fighting when she realized that her husband's job as a car driver did not make enough to keep them afloat after Kalavathi lost her job— especially with the ever-growing pile of electricity bills and reminders of rent on top of the necessity of their basic needs. That was, until the GHMC notified her of LooCafe, and she began her business in partnership with the Ixora group. She ensures the bathrooms are cleaned every morning, and the café is kept open even at night as a welcome and safe haven for anyone who may need it. While she still battles problems, from unruly customers to financial crises, Kalavathi's determination, bravery, and fighting spirit remain steadfast.

There have been situations in life where it is particularly hard to get over them. But there are some people who fight through it, one such example is Kalavathi. Kalavathi has been taking care of Senor Valley LooCafe for eight months now, ever since the Covid-19 lockdown wrenched away her job at a daycare and made her another victim of unemployment and the struggles it brings. However, challenges were not something Kalavathi was new to. Hailing from a middle-class background, she studied in a Telugu medium school until sixth grade. At an age when most people are still busy playing and learning, growing with their heads still in the clouds, Kalavathi was dragged back to earth and forced to ground herself as she faced a momentous occasion that no one should have to handle at the age of a mere twelve— she was married.



# SOUMYA



Despite his willingness to resume work, his age prevented him from rejoining as a chef or taking up any other taxing or labour intensive jobs. LooCafe appeared like a blessing in disguise when Anjaneyulu, a fellow owner and his close friend of several years, heard of his dilemma and helped him find contacts to provide Somayya with a free chai counter, a Dr Rabinder Nath Foundation initiative powered by Ixora Group and Kadak House. Now, there are around 100 people who use the washrooms daily, and in safe and hygienic conditions thanks to Somayya's dedication and diligence- the same values he has always prioritised in his life, from forty years of loyalty to a job to protecting his family from a mere fifteen years old.

Whenever the responsibility falls on your shoulders, you should take it. And that is exactly what 60-year-old Somayya, who lost his father when he was only fifteen, did. The oldest of three brothers, he migrated with his family to Hyderabad from their hometown in Kurnool in 1986, so he could provide for them. He took up a job at the Nizam Club as a chef when he was 20 and proceeded to work there for 40 years before retiring, along the way helping both his brothers to settle in the city as well. While his children, three daughters and one son, had all married and settled along with his younger brothers by the time he retired, the relief of no longer having to fend for them did not last not as long as Somayya had hoped. He soon found his financial situation worsening post-retirement, to the point where even daily meals were becoming difficult to manage.



**More than 7 million Americans have confessed to dropping their phones in the toilet.**



# ANJANEYULU



Even though the café is frequented by news teams and reporters very often, even more valuable is the appreciation he receives from the public, sometimes in the form of donations and other times just a heartfelt thanks for striving to uphold this service. With the passing of both his parents, a surgery that left his wife incapable of assisting him financially, and an 11-year-old son whose education he needs to provide for on top of their basic needs, his previous job as a painter did not earn him a sufficient livelihood as the only breadwinner. LooCafe has provided Anjaneyulu with the same safe space that he endeavours to make for others, allowing him to give his son the childhood he deserves and fulfilling his passion of community service.

Some people are just different from others in numerous ways. What is it with people always coming up with something extraordinary and unique for their community? Anjaneyulu's LooCafe concept is a little different to most and is a Dr Rabinder Nath Foundation initiative: a free chai counter. He provides tea, water, biscuits, and even meals at times to the public— all for free. While the café is open to everyone, no matter their religion, race or gender, Anjaneyulu places emphasis on the fact that the café is a safe space for the elderly and women of Hyderabad, who often find themselves in need of shelter, food or a sanitary restroom. He is incredibly grateful to Ixora for providing him with a medium through which he can serve his community, whether it be feeding a homeless person or offering a hygienic restroom for a traveller.



**Globally, 1 in 3 schools do not have adequate toilets, and 23% of schools have no toilets at all**

# SAMEER SYED



Thus, a dedicated staff was hired for the maintenance and cleaning, especially of the restrooms. They all followed the set protocols for the cleaning, utilizing the standard materials always in stock at every outlet. This staff was joined by members of the team assigned to the preparation of the chai, as well as management in shift systems to assure smooth operations at all the stores. Especially as it is often difficult to find clean restrooms, the initiative has helped maintain healthy practices and environments while also providing business owners with a platform to share their product(s). Over 250 people visit the café and restrooms daily, and as more such outlets and awareness programs are initiated and implemented beneath the Swachh Bharat initiative, the number will only rise.

When dreams turn into passion and passion turns into reality, you achieve your dream. Sometimes you get to know your purpose a lot later in life. Sameer Syed had been in IT Enabled Services for almost ten years before venturing into a career very different- a tea café business. Even before setting up the Kadak House outlet, he had had a passion for tea and all its various types. This led to him conducting a lot of research on the methods of preparation, from ingredients to times, as to deliver the perfect authentic taste and accompanying benefits. It was a simple idea, but a creative one that Mr. Syed was left with in the end. A tea based café that would serve several variants of hand made teas, all the highest quality in terms of taste and authenticity.



Urine charge of your own hydration



# ROHIT



Rohit speaks about how he sold goods under the scorching heat of the sun during summer, working day and night and giving blood, sweat, and tears in order to sum up money for a degree that he earned with hard work. All of us need our parents' support in our lives to really grow. Rohit's parents supported him unconditionally, however as Rohit speaks about his parents he gets more and more emotional stating the fact that he lives so far away from his parents. As the interview starts unravelling, he speaks about how he is originally from the national capital of our country, You guessed it, it is New Delhi. All the way from New Delhi and now to the land of the Nawabs just in search of a job. A job that decides his present and his future, as Rohit thanks his friend for helping him get a job in processing. He speaks about how not a single member of his family is there with him, which is truly devastating. Rohit's story up until now is nothing but heart-touching of how so young of a boy has struggled so much in order to get a degree and a job. Hats off to him for his bravery and determination! And by god's grace, he now has a job in one of LooCafe's partner stalls. Not only is he a determined man but someone who gives cleanliness as the top priority and his washrooms are cleaned once a day. As the interview comes to an end, he is asked about his future plans, and Rohit laughs and says that it's yet to be settled. Rohit is a man of determination and one of the few brightest future individuals in our country.

The hustle and bustle of the lively city of Hyderabad fill the background as Rohit starts speaking. The excitement is palpable in his voice as the well-groomed man in his early 20s, with a B Tech degree, settles down with the interviewers. As he was asked about his hardships in life, He smiled with pain in his eyes and started speaking about the tough and gritty struggles in order for him to study.

There are so many students in schools across the world complaining about their education, but little do they know that hard-working and determined people like Rohit tried and still try their level best in order to get a proper education and be educated to fight with the world with heads held high and degrees in their hands in contrast to many of us who are extremely fortunate and extremely privileged for the expensive education we get. People like Rohit and Rohit himself serve as a centre of gravity in situations like these. As the interview goes on, Rohit's story gets more and more melancholic and emotional as he speaks about how he started working at the ripe age of 14. The age where many of us are busy playing games and constantly losing those small and precious moments in our lives.



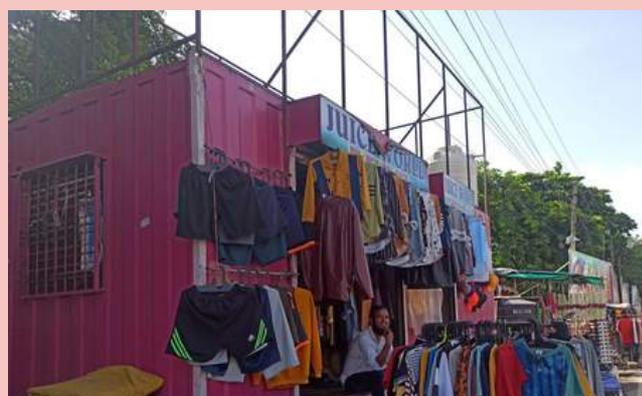
**If everyone around the world washed their hands, over a million deaths could be prevented each year.**

# KALAVATHI



Financially, Raj Kiran says that having bought this stall, it has helped him grow a lot and also turns immediately happy as he speaks about how he relishes working alone and being the boss yourself is much fun to any man and woman alive than working under someone constantly only to be treated badly. Come on now! It's true, isn't it? As the sound of trucks driving and cars racing grow louder and louder, coincidentally the interview goes a bit darker asking Raj Kiran about the dark sides of how Covid-19 impacted him as Raj Kiran answers by an example of his unemployment and how he conducted home tuitions for a while. I am sure students would love to study under such a work oriented and passionate man like Raj Kiran. He also says he is very thankful that he was able and was fortunate enough to rent this stall that changed his financial structure drastically. His daily customers are about to a total 100-150 ! Now that's something ! He also talks about his sanitation facilities, like cleaning the washrooms twice in order to maintain hygiene. The interviewers ask him about his wife and her job as Raj Kiran answers of her being a teacher ! It indeed is lovely to see working women in the judgemental world there is. Raj Kiran's determination and passion towards his stall and life is unlike many.

The sound of the birds chirping, the trucks flowing past the roads just like the movement of waves. In the chaotic beauty of the bright early morning. Raj Kiran is all ready and set to start with his interview. 40-year-old Raj Kiran begins by talking about his job as a Senior Analyst Manager at different banks like HSBC, WIPRO and Royal Bank of Scotland. He is also a victim of the gritty unemployment of positions during COVID-19 lockdown. As Raj Kiran speaks, you can see in his eyes how much of a Homet COVID-19 own lover he is. In his own words, he says that he has refused jobs or projects in cities like Chennai and Noida only because he wanted to work at Hyderabad. "Home is where the heart is" they say, and Raj Kiran proved it. When many dreams of living abroad for their jobs, including me, people like Raj Kiran are happy in their home country and home state which is nothing more than sheer joy to see.



**YOU USE 8 LITRES TO FLUSH A TOILET - ABOUT THE SAME AS YOU USE TO BRUSH YOUR TEETH.**

# RAJ KIRAN



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**What did one toilet say to the other? You look a little flushed!**



# SHEIKH MAHBOOB BASHA



Taking cabs have become one of the common habits of humans now, but we do know very little of the driver or what his story is about and some of us don't even thank the drivers for them working day and night to we can reach to our destination safely. One of such drivers, Sheikh Mahboob Basha speaks about how he lost his job due to COVID-19 and has been working in the stall currently with the help of a connection through his friend. They say a "Friend in need is a friend indeed" and it's true, or so at least in the case of Mahboob.

He now has been working in the stall for 1 year. As kids, we constantly hear our teachers saying 'Be consistent' or 'Consistency is the way to success' 29-year-old Mahboob has shown us despite losing a job and working in a stall after suffering a huge loss, it is possible to be consistent and work hard in order to be stable come what may or the time taken. As the utensils clatter and someone speaks in the phone in the background, the interview starts unravelling and Sheikh talks about his education in an English medium school up until 10th grade. He starts talking about his daily two times sanitation policy in the washrooms. As the interview ends, Sheikh says he wants to grow his current business more and look forward to more ventures, and we wish him nothing but the best.



**Toilets save lives! Over 750 children under five die every day from diarrhoea caused by unsafe water, sanitation, and poor hygiene.**



# ASIF



He opens his current LooCafe stall at 6 in the morning when birds are chirping and many still snoring to midnight when Hyderabad glows like fairy lights from the sky above. As the interviewer asks about his problems, Asif almost sorrowfully laughs and answers how he has several family problems but is happy about the fact that the money earned is enough to pay for his rent. He also speaks about his family his wife, kids, and his mother, and if you ask me it's nothing short of a wholesome family and goes on to talk about his education in the beautiful state of Karnataka which is filled with joy and greenery till 7th grade. 27-year-old Asif also keeps his stall's sanitation and hygiene as his utmost priority and uses products like 'Dettol' to clean it. Asif may be a simple man like many of us, but has also made a difference to many's needs in the state. All the very best to Asif's future endeavours.

The continuous sound of motorbikes and the prayers from the mosque playing loud in the speakers as Asif puts his mic on ready to speak. He is ready and so are we. Asif starts speaking rather sorrowfully about his previous job, of how he had to leave it due to increasing rent and traffic jams around the shop. Asif's situation though solved is a good learning lesson as we can't hold on to something we love, There will always come situations where one has to go from their comfort zone. Circumstances or not, one must not fear change and stop working but be passionate enough to get up and look for a job, and Asif has done exactly that.



**I feel bad for toilets, they go through a lot of shit**



# REUF



As the interview goes a bit darker and melancholy asking about his struggles, Reuf laughs and reminisces about his struggle with failure and discontinuing his degree however with a bit of determination and passion and his love for business he is keeping the stall where it is today, and ensuring sanitation by cleaning the washrooms daily to ensure good sales for him and his family. Reuf's love for business is something very rare but refreshing to see.

Reuf was always a lover of business ever since he was very young. Talk about determination! As the shadow of the trees fall on the stall and the driving of cars feels like swooshing of winds, Reuf talks about his journey of how he was previously working at his electrical shop but due to lack of sales he had to think of another alternative and that was buying a LooCafe stall. His long dream of business led him to go to countries like Saudi Arabia to find success and his brother ended up settling there, however he did not lose hope after the failure of his electrical shop and finally is stable enough and plans to open a coffee shop shortly.



1. Fibreboard toilet seats are recyclable, and they can be recycled into products like paper fibre, hog fuel, landscape mulch, and compost.



# Sanitation:



## The Problem



Toilets are a basic sanitation facility, and a vital one. Allowing people to dispose of their waste appropriately is necessary to prevent contamination of their environment and reduce risk of diseases. An unhealthy environment can contaminate water and land which not only leads to lifestyle issues but also infections and diseases such as E. Coli, which is the biggest contaminant of water, cholera, diarrhoea, and dysentery which can kill hundreds of thousands of people every year. Communities often have no choice but to use and consume water, soil, food and other agents that have been polluted by the waste of ailing individuals. This puts them at risk for future infection, and drives the infection cycle of many bacteria and germs. These WASH facilities are also unavailable in areas such as schools, with nearly one third of them around the world lacking basic services. These are especially important for the participation and attendance of girls, 10% of whom do not have a private area to wash and change at home in at least 15 of the 36 countries that were surveyed.

## The Solution



Loocafe's innovative designs provide a public washroom that is not only hygienic and safe, but also India's first ODF as well as guidelines complied restroom. From sensors to alert cleaning teams when the room has an odour and integrated UV lights that regularly disinfect the copper knobs, seats and floors, to waste water recycling systems, the array of facilities ensure a sanitary environment. Additional features such as 24/7 surveillance, diaper changing stations and children friendly toilets further their vision of accessibility and safety. Loocafe Pink modules, which are geared specifically towards women, are directed towards empowering girls and supplying them with sterile conditions. Powered and maintained by women, the overall design ensures to create a friendly environment for women through providing motivational messages and notes on safety, which assists in connecting women to resources necessary in the situation of an emergency or aftermath of sexual abuse case. So far, there are 5 Loocafe Pink's across Hyderabad, and more are being established across Asia. Furthermore, sanitary pad vending machines, which dispense the napkins through an automatic self-service process, are accompanied by disposal bins in all Loocafe's.

# RAJU



Seeing young lads like Raju is something so refreshing to see and brings back faith in humanity to many. Raju as he speaks, says he previously worked as a cab driver at the company 'UBER' but fell fresh into the black hole of victims harmed during COVID-19. As he speaks now all together with a different tone how he was hit with a loss of 5 lakhs rupees, but he feared not and got right back up like how winners do and fought and now is financially stable. Raju speaks positively about his sales at his stalls he says "It will be good one day and bad a day, but our mind should not be upset". This is such a learning lesson to the youth of the country as one might feel failure hit them hard, and those days will be bad but will be good days, and they will make you feel so lucky to be in this life. Though Raju and his wife educated and uneducated are the real and true examples that a woman or man does not need a degree to be a human or have humanity but rather have the heart to be a human and have humanity. A salute to people like Raju and his wife.

'Raju' he says his name to the interviewer, which was followed by a question of his time in the workforce. His wife and he answered 10 months simultaneously. Raju appears as humble as he sounds. The honking of cars overlapped with the questions asked by the interviewers. The most awe striking fact that Raju revealed during the interview was that ladies or women have problems with washrooms, while men are able to use washrooms anywhere. This issue has been lasting for many generations, but Raju says that "SHE" toilets have been an enormous help to women. This is the most thoughtful thing (though a necessity) a man could have said in contrast to some judgemental people in our society not being even considerate to men, let alone being to women.



What do you call the colleagues who visit the restrooms together? Peers





# SHAIKH TAJAMMUL HUSSAIN



As sophisticated as he is, twice more thoughtful and passionate about Shaikh as he says was always a believer in hard work and focus to help with progress in your job and life. A dedicated man, he previously had his own business in Computer Hardware & software development. His belief and dedication helped him not only to maintain the hygiene but gain the trust of his customers. He says “ To be able to achieve any progress, one has to put in their efforts, time, patience, and dedication. The only consistency in following these qualities will make any plan achievable” His words hit straight through our hearts as it's the truest thing in today's world. As everyone is in their race to live or rather in their race to win, one must have dedication, patience, effort, time, and consistency in one's character to really 'win'. His words feel like honey the deeper he talks.

Shaikh continues with his routine, he follows a very organized routine to make sure they provide the benefit to the public along with providing the everyday store (café) facility to the valuable customers. The work-oriented man he is he equally has a positive outlook towards life as he says that everything has its merits and demerits like how everyone has in their lives, continuing about his sanitation he says about how people usually have a poor perception regarding the hygiene of a public toilet but his main aim in his LooCafe stall is to change this perception of people and for this he needed to maintain hygiene since day one. As a believer in hard work and focus, Shaikh in the future would like to continue to provide efficient service and maintain the standard of his café meeting Shaikh's expectations. With Shaikh's story coming to an end, We wish him all the best in his future endeavours.



**Diaper disposal costs equate to \$350 million annually.**

# KHETHU SINGH



Ketu laughs more in sorrow and tells about the many difficulties he faced, many of which include his hometown, The land of culture, and well the desert. That's right. Ketu is from the royal city of Rajasthan, and he talks about his struggles of only studying till his 2nd grade nevertheless despite his education, Ketu Singh is passionate and hopeful and more importantly as hardworking as he can get to reach the level he is today. He is quite financially stable after his hard work. It truly is a fact that men and women like Ketu Singh who migrate from the other part of the country can thrive just like Ketu did with a bit of hard work and a bit of sparkle dust of patience. Ketu is also passionate about his sanitation installs and his future. We wish Ketu nothing but the best in his future ventures.

As the birds start chirping and the sound of motorbikes growl in the distance. 35-year-old Ketu Singh starts prepping up for his interview under the bright sun shining in the city of Hyderabad as Ketu gives out his period in the LooCafe stall ranging for up to a month as he works here. He previously used to work at a general store, but had left it due to several reasons. As the interview goes sadder, And the interviewer asks questions, Ketu is asked about his problems as a child or as a teen rather.



The average person uses a toilet about 2,500 times annually.

# MOHAMMED GHOUSE AND MOHAMMED IRFAN



As Ghouse and Irfan started speaking, they seemed highly passionate about business and their stall, which is all a customer needs. They also are positive about how there are no problems in their stall and have a positive outlook on any criticism received. They are looking forward to building up their business and hope to be financially stable and be able to repay their debts. As the family-oriented men they are, they would like to help their families with the money received. With their stall looking clean and the washroom looking well sanitized, we can say that they are passionate owners.

This is slightly different from most of the interviews taken, as the interview has been answered by two people. More the merrier, as they say! All jokes aside, the two owners Md. Ghouse and Md. Irfan is highly passionate and work-oriented. As they talk about their routine interrupted by the sound of birds, they begin with how they open their shops early morning at 7 when it's the peak hours for women and men to go to offices and children to go to school. They begin with cleaning the shop to ensure it is sanitized and cleaned enough to do their business.



The oldest toilet is still functioning about 4000 years after it was built. It can be seen in Knossos in Greece in a small castle.

# SHAIKH MOHAMMED OSMAN



Shaikh's stall is also managed by his brother as he calls 'Asif' the older brother who had studied till degree second year and loves to help his younger brother with the shop. "I never had any problems," Osman says. As this short interview of him comes to an end, He is excited about where the future takes him and will love to take steps to grow his stall. Shaikh is such an inspiration to many as he is so positive even facing the tough times of his life in this young age that he never considered it to be any major concern of his life.

Our world today is dependent on the youth of our country. The young 18-year-old Shaikh Mohammed Osman was approached for this interview one fine evening while he was working on his stall. He was all excited and prepped up for this interview. He says he has been working in this stall for about 6 months and studied till his 10th grade as he could not complete it after the unfortunate COVID-19 lockdown. This throws light on the negative impact that the virus had on the less educated people, but the positive outlook and willpower to move on in life and count blessings instead of deprivations is truly inspirational.



YOU MAY HAVE TO VISIT SPACE IF YOU WANT TO SEE THE MOST EXPENSIVE TOILET IN THE WORLD. IT IS FITTED IN THE INTERNATIONAL SPACE STATION. IT COSTS AROUND 19 MILLION DOLLARS.

# HARI KRISHNA



His hardships became more of a burden with each day passing by. The pandemic and its alongside shortages forced him to sell his sole source of income – the cars he owned. He also mentioned a bit about his personal life. He is a family man and lives with his wife and two beautiful young children. Not only that, but he has rather started working at the stalls quite recently and has been there for about a month now. The stalls have become a ray of hope in his life and seem to be a rather promising source of income for him, which in turn can bring out a revolution in his life financially. He also elaborates on the people that visit his stall every day, giving him a chance to offer his services to them on a daily basis. The sanitation facilities at his stall are impeccable, he makes sure that the washroom is cleaned at least once a day. He is yet to receive proper feedback about his services and the sanitation facilities at his stall. Needless to say, the stall has become a light in his life, and he is proud of the work he does, bringing about a revolution in the country. You can see him at the Jubilee check post, contributing towards a brighter future.

It is often heard that necessity is the mother of invention and whoever does this is on the right path of success. Krishna, still in his early thirties, is an immensely hard-working man from the heart of Telangana—Hyderabad. Having been educated only till grade 10th in a Telugu Medium school, he believed in himself and knew he had a different purpose in life altogether. While his peers at the mere age of 10 were still laughing and playing around, he had already started working and has ever since come a long way forward. He has faced a lot of hardships and struggles miserably in some phases of life right from his childhood. His struggle began with not getting the opportunity to continue his education, which without a thought is one of the most necessities of life in today's time. He worked as a driver during the various phases of the deadly COVID-19 virus during the entire course of the pandemic. However, this made him realize that this was not something he was meant for. It became a rather tedious job for him as it was not at all steady and his days always ended up moving from one place to another.



**Strange objects like seashells and stones were used to clean after using the toilet, before the invention of toilet paper**

# KEERTHANA



Talking about her daily routine in the stall, the workers come in the shop around 7:30-8:00 in the morning and start planning for production for the rest of the day/week and cater to the crowds coming in the morning which in the weekdays according to her ranges from low to very low. They work until 10:30-11:00 in the night, planning for the production of fresh food for the next day. She talks about how the pets and customers enjoy the occasional events hosted. The washrooms in her stalls are cleaned by the watchman's wife every day at around 6 in the morning and 4 in the evening before the evening crowd hits the stalls. The washrooms have soaps present at all times along with the presence of naphthalene balls to ensure no foul smell. The stalls are also occupied with sanitizers to maintain Covid-19 protocols. The reviews of her shop are fantastic, with happy customers and the stars of the show – the pets. She continues to be an inspiration every day.

For those who have never experienced success or have it deprived from them are the ones who want it the most and so did Keerthana. Keerthana is a 24-year-old who stepped into the entrepreneurial world about a year ago, when she decided to open a stall that caters to the needs of not only humans but animals like dogs too. She has done her BA in culinary arts and is a chef by profession. She graduated in 2019, also known as the last normal year before Covid-19 decided to lock us inside our houses forever. The lack of space in her house and inability to cater to a large crowd were the main reasons she decided to open a LooCafe stall, and she now has an improved and ideal space to work with. Previously, she worked as a chef in 'Over the Moon Brew Co' and later became a home baker baking cakes and goodies; however, her primary concern was to get a large crowd to cater to. Hence, the venture of LooCafe at Dog Park began. Her passion lies in baking and dogs, which is how she got inspired to start this venture. Just like many others out there, she carefully started and mastered a few recipes for the pets and customers to avoid any problem their way. She is also conscious about giving treats to pets, as she is a strong believer in the fact that one should handle carefully and with knowledge of what and what not to feed a pet. Thus, the development of her chains of pet-friendly cakes and treats, all home-baked with no added preservatives and packaged in small packets with amazing reviews.



**Cell phones carry 10 times more bacteria than most toilet seats.**



# SAPNA



To achieve perfection, sanitation facilities are the top most priority for her. There are also LooCafe washrooms that are cleaned every alternate day and keep them clean, sterile, and sanitized. The feedback that she receives from all the customers is excellent, with a majority of them being positive and showing her appreciation for using their services. Approximately 50-60 customers visit the toilets daily. As of now, her future plans remain directed towards Ixora Group. She is a role model for many young people out there and continues to strive for the betterment of the world.

The secret of happiness is this: let your interests be as wide as possible, and let your reactions to the things and persons that interest you be as far as friendly as possible rather than hostile. This is what Sapna had in her mind all along while building the course of her initiative by tying up with the Loo Café. You can find her opposite the dog park, doing her work wholeheartedly. Sapna from a very young age has been keen in entrepreneurship. After working very hard throughout her life, she is now an accomplished individual in this field. She is really enthusiastic about life as a whole and content as a proud partner of the Ixora Group.



**Germs from a flushing toilet can travel up to 6 feet.**

# SUBHASH



Among the concrete jungle and busy schedules of the people of Hyderabad, the NTR gardens are a must-visit. Just by the road of these gardens, you can find Subhash. Subhash is a dynamic, assertive, 41-year-old man who has been running a tea stall for over 15 years now. He partnered with LooCafe two years ago. When times were hard, Subhash faced heavy difficulties with the Covid-19 pandemic, which ultimately resulted in his family barely having enough to eat. They experienced such downfall in life where they had no option but to borrow money. There were many others like him, but he had a sense of belief in himself which has now made him reach where he is.

He was introduced to LooCafe by Shaya. LooCafe has helped Subhash with her financial situation and got him into better shape in life by entirely changing his perspective of life about how there is light in the darkest of times. Subhash has made hygiene a priority in the café to provide an environment for the customers to feel comfortable and provide them with adequate facilities. He receives positive feedback from everyone who is taking advantage of the toilets. He aspires to continue this brilliant initiative and grow as a person individually and in the society.



**Clean your desks! The average work desk is actually 400 times dirtier than the average toilet seat.**



# PARMESHWARI



Her previous job did not let her commit any time to her child but this one, not only helped her fulfil her duty as a mother but also gave her the happiness to keep her child close to her. The distress from all the financial problems had been a major concern for her. Her husband was a painter who only had an income when there was any project available, which made her the only person in her family who had a stable income and made her the breadwinner of the family. She really appreciates how LooCafe has changed her life entirely, and therefore she has made it an integral part of her life. They have had a tremendous impact on her emotional and financial growth. The crowded location of the café is a major advantage, leading to an increased footfall. She makes sure to maintain the sanitation facilities of her stall. The place is extremely hygienic with the best amenities. It is well maintained and sanitized at least 3 times a day, making it a worth-remembering experience for all the customers who visit her café. She continues to spread smiles by contributing to society.

Motherhood teaches you the lows and highs in life and that's what happened with Parmeshwari whose child was her topmost priority. Parmeshwari is a role model for many people in their late 20s. Having previously worked as a Security Guard in a club at Banjara Hills, she knows the meaning of struggle and willpower in life. She partnered with the LooCafe in association with the Ixora Group almost a year ago. Her acquaintances who were already employed there made her aware of this wonderful community initiative helping many people which was taken by the Ixora Group. She believes her association with LooCafe has made a substantial difference in her life both financially and emotionally because even though she is an entrepreneur, she is a mother too.



A single roll of toilet paper costs 37 gallons (ca. 168 litres) of water & 1.5 pounds (0.68 kg) of wood. Each use of a faucet would be around 2 gallons of water (9 litres)



# SRINIVAS

Srinivas, who once lived a hard life, is now living the life of a normal person with a stable income. Many of the factors that aided in making this happen have been the assistance of his area corporator. The corporator introduced the concept of LooCafe an initiative that not only helps the public to maintain a clean and green society, but also helps to keep city, communities, and people healthy while assisting the person who is partnered in growing economically. He makes sure to clean the washrooms and keep toilets and sinks clean always. He spends his day selling cool drinks to the customers at LooCafe as well as people who pass by his stall. But it seems as though everyone has an opportunity to live a life, and so Srinivas has got his chance now. Those who remain will find the opportunity that everyone is given, but those who remain will be the most fortunate of all.

We never know when life gives us a new chapter to look at or when life throws us at new opportunities. That is what happened with the life in this story. Srinivas, a middle-aged man who was previously unemployed, is one of many people who decided to partner with LooCafe. Without thinking twice, he decided to make a move, because he knew that he wanted to make a difference in the lives of many who do not get the privilege of a clean toilet. LooCafe has assisted him in achieving a means of creating a financial income for himself. A person with an unstable income is sure to have a rough life, and to have a life without an income is certain to be rugged.



IT'S RUMOURED THAT TOILET PAPER WAS FIRST INVENTED BY THE CHINESE IN THE 6TH CENTURY. EACH SHEET WAS TWO FEET BY THREE FEET. IMAGINE TRYING TO GET AN 8-PACK OF THAT STUFF IN THE CUPBOARD UNDER THE STAIRS!



# RAMA RAO



He feels everyone needs to have a proper toilet that can be used by any age group comfortably. To accommodate the 80-100 people visiting daily, the washrooms are cleaned six times a day at regular intervals, in accordance with Rama Rao's standards of giving utmost importance to hygiene. Consequently, he has never had a complaint about the neatness and hygiene of the restrooms. And throughout all of this, his values of family importance never changed. He still lives with his parents to take care of them. When asked about his future plans, he said he is happy with what he has and is also willing to expand his business. He is a man with a kind heart and a helping nature. He helps many people who come to his unit like him with the information, procedures, and contact details of the company to get them a unit and lead their lives. No matter what hurdles cross his path, Rama Rao crosses them with a smile, just as he runs his stall.

People migrate to different places for their livelihood, Rama Rao's father was one of these people, their family moved from Andhra Pradesh to Kolkata, West Bengal to work for a construction company. Rama Rao was born and brought up in Kolkata and completed his education till the 10th grade before he relocated with his family to Hyderabad. He began to work for a food chain company. However, due to the pandemic, he, like many others, lost his job. This opened a floodgate of many mental and financial difficulties. One day, while roaming in scorching heat in search of jobs, he felt thirsty and found a LooCafe nearby. He bought a water bottle and then saw the washroom facilities and was impressed by the idea of having a shop and public toilets together. Then he asked the shopkeeper how he got a chance to have a shop like the unit. Then, with the information provided by the shopkeeper, he contacted and became a partner, and is now running his own business.



**The oldest toilet is still functioning 4000 years after it was built.**



# VENKATESH



That's when he came across his locality MLA and Mayor Lady inaugurating LooCafe washrooms. He inquired and found out the process of installing a LooCafe and how to be a partner with Ixora. He found out how, being with the Ixora Group, he could maintain a shop along with maintaining the washrooms when he visited the office. Furthermore, he looked at it as an opportunity to wash away the unemployment in his life. His day is busy, with the shop being crowded almost all day. He maintains the place with hygiene and cleans the washrooms twice a day. He starts his day at 8 in the morning and goes up to 12 at night. Venkatesh is a single man with many dreams to accomplish and be in a financially better condition than he is now. He receives feedback from the customers that the washrooms are maintained in a luxurious manner and are impressed by it.

A person who chases for what he wants in life is a person who will achieve them. Venkatesh, a man in his late 20s, is a hard-working and dedicated person. He is a person who doesn't stay still for people to give him an opportunity, rather, he is that person who goes in search of an opportunity. His journey with LooCafe began with the hit of the global pandemic. Many families were shattered and suffered losses emotionally as well as financially. Venkatesh worked in the field of automobiles, the fastest growing industry in 2022, but everything had to face a downfall at some point in time and the pandemic was that era where the automobile industry took a blow. Down with it came the business that Venkatesh was running since all the companies closed for a while, he was unemployed for almost a year and a half. He faced a critical situation and was down financially.



I feel bad for toilets, they go through a lot of shit

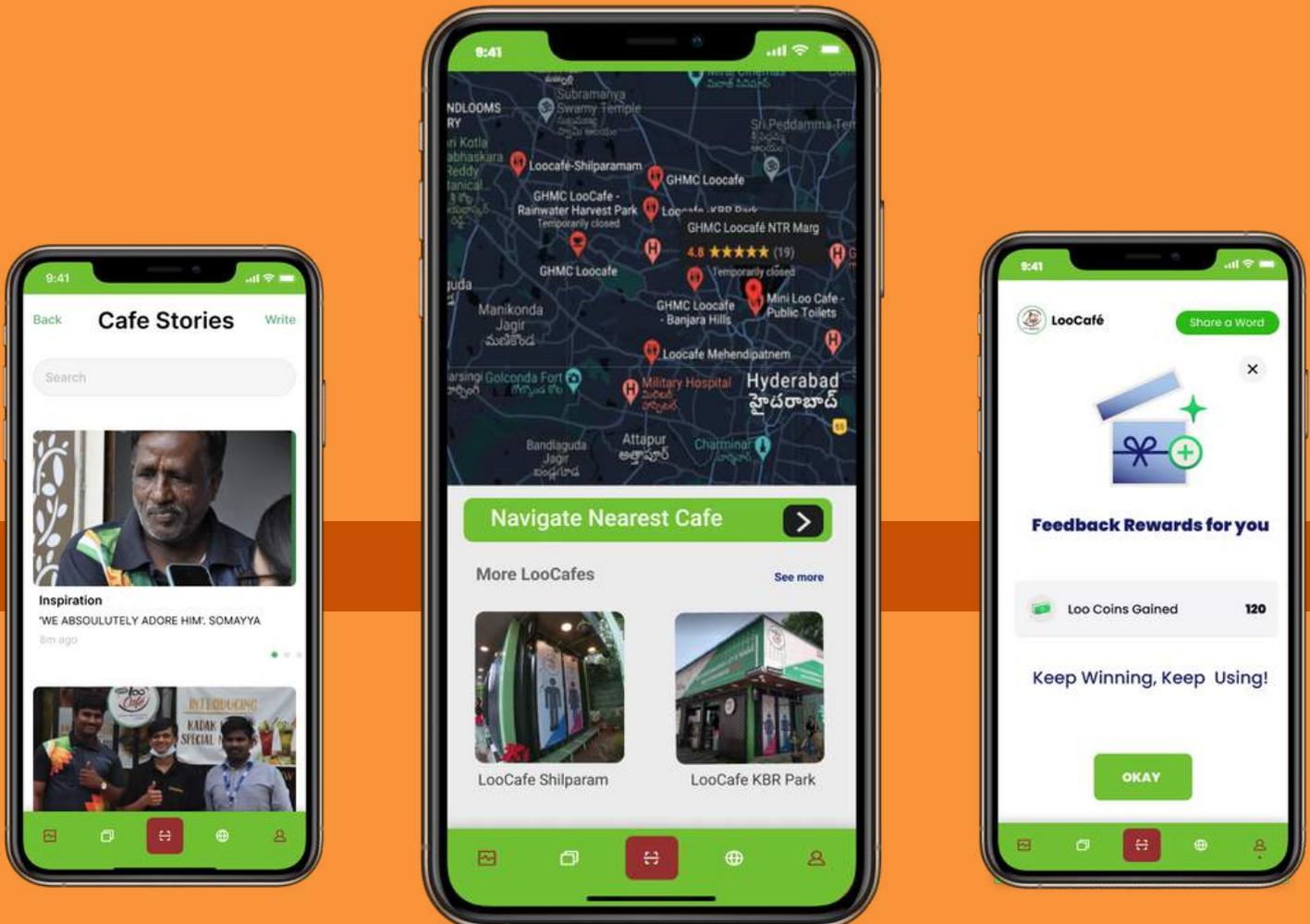




# Tech for Toilets

## Why need of Tech in Toilets?

- Failure of existing public washrooms due to poor maintenance
- No Access to safe, hygienic washrooms for the rapid growth of the city dwelling educated population.



## Key Solutions

## Washroom Management System

Blockchain Based  
Monitoring & Rewarding System

Smart IOT Integrations

# LooCafe Pink for #WOMEN



Women have been faced with the issue of inability to safely access public places in general due to the rise in sexual abuse cases. Washrooms that are already available with restrooms for women that provide safe environments generally don't have facilities better assisting women. For example, many of them don't provide access to sanitary disposal facilities, something that is crucial for womens' restrooms.



The Design is to empower and assist women and adolescent girls in accessing public washroom & Facilities.

With Sanitary Pad Dispensers, & Women Entrepreneurs

# Loocafe Overview

## Case Study

### Lack of access to safe and well-maintained public toilets

Open defecation has been an extended problem in India due to in-built cultural stigmas, values, beliefs, and norms regarding the unaccountability of purity. Though India does have widespread access to latrines, they aren't deemed to be sanitary. The toilets already available are stigmatized as "untouchable". Even the toilets already put into place such as the 100 million toilets built through the Swachh Bharat Mission for Mahatma Gandhi's mission to end open defecation haven't been properly maintained and cleanliness has been undermined.

Continued open defecation has caused a raise in the risk of diarrheal diseases, fatally impacting children under the age of 5 who live in bottom of the pyramid communities. Additionally, there has been growth in the rate of sexual abuse cases impacting women and children, particularly in public places at night. This leads to discomfort for women of all age group in accessing public facilities when in need. Even the toilets that are generally available have failed to exist due to the lack of proper maintenance. Though these problems seem fairly disconnected, they all have one singular solution. The root cause for all of these problems is the lack of access to safe and well-maintained public toilet facilities.



### Well-maintained free to use public toilets across Asia.

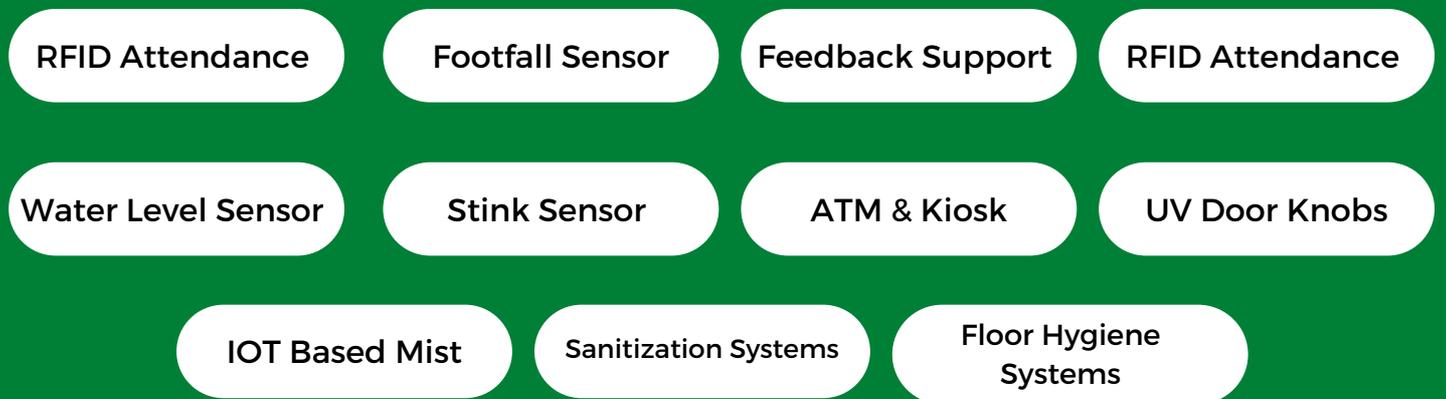
In order to control these problems, India needs to receive access to well-maintained public toilets. For this reason, Loocafe has invented revolutionary "IOT" based smart luxury washrooms attached to cafes. These public bathrooms utilise technology to maintain sanitary and hygienic environments, breaking the stigma of unclean public toilets. These toilets not only goal to end challenges such as open defecation and access to safe facilities for women, but they also encourage entrepreneurship. With cafes set up in front of these washrooms, Loocafe's goal is to provide individuals with the opportunities to set up small-scale shops and impact local markets through Loocafe. This assists many of the shopkeepers who are street hawkers turned entrepreneurs.

The designs that Loo cafe has been able to implement ensure access to toilets for all age groups and communities. Apart from the original Loo cafe design, Loo cafe also introduced designs such as Loo cafe mini and Loo cafe pink. These are specific washrooms that have been introduced for only women, promoting safety for women and mini washrooms that help with the optimisation of space. These designs assist Loo cafe in its goal of impacting Asia by providing clean and safe public toilets in every 1 kilometre radius.

### Loo cafe Services

To generate revenue, users can receive crypto currency used as incentivization system once using the restrooms

Loo cafe uses IOT to ensure excellent user experience and comfort.



## Sustainability Model

Loo cafe has two sources of revenue. The first is the “cafe” aspect of Loo cafe. Loo cafe receives revenue through the individuals that rent out the spaces in front to set up retail stores. Additionally, Loo cafe also generates revenue through the advertisements placed above Loo cafes. Organisations can pay to advertise their brands to the public above Loo cafe structures.



### Loo cafe’s Involvement with the Government

Loo cafe, powered by IXORA, has been working along with governmental bodies, particularly ULBs, to receive support in regards to acquiring permissions to set up its structures for each state. Governmental bodies have been in extreme support of Loo cafe and its mission to end open defecation. For example, honorable minister KTR sir has supported the inauguration of the first version of Toilet Tales, Toilet Tales 1.0. We also received immense support throughout the process of launching the very first Toilet Tales through individuals such as Roopa Mishra ma’am who work towards the Swachh Bharat mission!



## Loocafe Models

**Loocafe Standard:** The standard Loocafe is 170 square feet in size including three toilets including the disabled people's washroom. This model is what is most commonly used across Asia and is accessible to all. It has all of the in-built IOT technology as mentioned above.

**Loocafe Mini:** Loocafe mini is a type of loocafe design used to optimise space. This 10 square foot model is designed to optimise space in smaller areas. It is built to encourage entrepreneurs to set up shops and has two restrooms, one male and one female.

**Loocafe Pink:** Loocafe pink is a specific design made and maintained by women. It has been set up to ensure the safety of women, particularly with the raise in cases of sexual abuse in public cases against women. The Loocafe pink includes additional features such as sanitary product dispensers and diaper changing stations. It has been optimised to best match the safety and needs of women, powered by women and made for women

## Loocafe's Impact

There are 400 Loocafes currently set up across Asia.

Loocafe has access to facilities for the disabled such as specific restrooms with accessibility features.

Loocafe impacted 24 million people and provided over 2000+ jobs



A prefabricated model, made out of a shipping container, where there are 3 luxurious washrooms at the back with retail space in front.

**Powered by IOT, understanding sustainability -  
On a mission to change the perception of  
Indian Public Toilets.**



RFID Support



Footfall Sensor



Feedback Support



Water Level  
Sensor



Stink Sensor



ATM & Kiosk

# OUR TEAM



**Vedanth  
Nath**



**Ayush  
Srivastava**



**Karthik  
Nagapuri**



**Anvitha  
Kollipara**



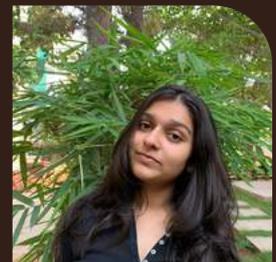
**Harshvardhan  
Shukla**



**Pratika  
Kumar**



**Vedika  
Bajaj**



**Pakhi  
Agarwal**



**Raiza  
Goel**



**Purvaja  
Yennamaneni**



**Varun  
Chandra**



**Sanjana  
Pulipati**



**Vaishnav  
Reddy**



**Pranjal  
Panda**



**Riddhi  
Reddy**



**Srinivas  
Kantheti**

We finished a magazine in less than 2 days.  
What a Team!



## Words from Youth for Wash

“LooCafé is not just an organization but its a movement towards solving global challenge of sanitation & hygienic toilets.A big congratulations to the whole team of LooCafé & Nexteen who worked day in and out to make all this happen, i’m proud to have managed this team”

- [Ayush Srivatsava - 19](#)

“The Nexteam Loocafe has worked endless days and hours towards creating Toilet Tales and being a part of Gen-Z, it is great to see the scope for impact we have as teens in WASH and i’m glad I can be a part of this impact”

- [Harshvardhan Shukla - 19](#)

“There are a lot of people in booming areas like biotech, crypto and more but the most fundamental challenge of toilets that's responsible for 60% of the worlds' health issues needs more attention.This book showcases how young teams have made a worldwide impact, and how aspirational public toilets can change the world.”

- [Vedanth Nath - 16](#)

“WASH is a fundamental need and Gen-Z is the fundamental generation to work in it. I am glad to work with such an amazing team of change-makers to impact the WASH industry through Toilet Tales.”

- [Anvitha Kollipara - 15](#)

“Creating a book of Real stories from months of work by us youth for Nation was a big Journey with meeting common people whose stories are Uncommon which make these people Real OG's (Original Gangsters) who's inspiration for many.

#Toilet-Tales - The Voice of Toilets :)”

- [Karthik Nagapuri, 22](#)

“WASH is a fundamental sector, yet one of the most overlooked considering the vital role it plays in the world, overlapping with everything from education to technology. I’m incredibly proud and grateful to work with such a dedicated and passionate team to create Toilet Tales.”

- [Purvaja Yennamaneni - 14](#)

“Toilet Tales has been our team's proudest brainchild! It inspires me everyday knowing how much this team can achieve and impact the world in such a short amount of time! And did I mention, we're all under 21?!”

- [Varun Chandra - 16](#)

## TESTIMONIALS

"I'm really glad to be part of a team that is making a great impact in the world. I'm so appreciative of the opportunities that I've received to impact the WASH industry."

- Sanujana Pulipati -15

"Leading this team and going on field days to interview the entrepreneurs for this book has been a very enriching experience. I'm thankful for how far we've gotten. Here's to many more successes!"

- Pakhi Agarwal - 17

"Designing this book with the rest of my talented team has been an amazing experience! I am glad to be able to help make an impact on the WASH Industry via Toilet Tales!"

- Vaishnav Chithari - 16

"For the longest time I have wanted to contribute to the WASH sector by providing the best of my abilities, I have now been able to finally achieve this through the medium of Toilet Tales for the second time. It has been an absolutely eye opening and informative experience for me while working on this project"

- Raiza Goel - 15

"I am really glad I came across this as it gave me such good company and experience, I enjoyed learning things through this unique experience"

- Riddhi Reddy - 18



# What If we can provide Toilets to everyone?



## #Youth for WASH - The Change Started Here

Youth representing at INK@WASH 2022, A Global WASH SUMMIT

Sometimes heartening, sometimes harrowing, and sprinkled with hilarity, this magazine illustrates the passion and hardwork that fuels the WASH sector.



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