

GOVTECH & CIVIC INNOVATION · ASCI × GOTS

INK@WASH & the WASH Innovation Hub

Administrative Staff College of India × Government of Telangana

BRAND · BUILD · OPERATE · EVENT TECH · AWARD WINNER

The challenge

Water, Sanitation and Hygiene (WASH) is among the most ignored sectors in innovation. Conceived in August 2019 under Prof. Srinivas Chary and Dr. Y. Malini Reddy, INK@WASH needed a startup-grade brand, digital platform and IT support to connect startups, students, professors, vendors and government on a mission mode.

What we did

DWI took over INK@WASH 1.0 in January 2020 as the digital, brand and IT partner. The first edition was a roaring success — the Hon'ble Minister for IT & MA&UD announced S-Hub with a corpus of Rs 25 crores on its back.

When the pandemic struck, INK@WASH 2.0 ran fully online with undiminished momentum, extending into the plastic-recycling sector, with multi-functional teams managed like a controlled tsunami.

- By 2022 the Hon'ble Minister committed: 'Telangana will be their first customer'
- The property is now safeguarded by the WASH Innovation Hub — ASCI & GoTS
- WIH continuously builds municipal capacity to implement and sustain WASH innovations

Results at a glance

110+	Rs 25 Cr	600+	1
MOUS SIGNED BY 2022	S-HUB CORPUS ANNOUNCED	STARTUPS IN WIH ECOSYSTEM	NATIONAL AWARD WON

The outcome

DIAS Works received the coveted WASH Stewardship Award for Digital, Brand and IT support, presented by the Hon'ble Minister for MA&UD and IT — recognition at national level for work that was 'ruthlessly meaningful and clear'.

Have a similar challenge? Dwl.agency (a DIAS Works company) takes ideas to sale across brand, web, mobile, enterprise platforms, digital marketing and launches — now accelerated with AI. Brief us at www.dwi.agency/start-project.html or write to vinod@dias.works.