

Job Description
Consultant – Market Assessment
Accelerated Commercialization of Transformative Sanitation Technologies

About WASH Innovation Hub (WIH)

[WASH Innovation Hub](#) is established by the [Administrative Staff College of India \(ASCI\)](#) to foster innovations in water, sanitation, hygiene (WASH) and climate-resilient areas. As one-of-its-kind platform, WIH works towards revitalizing, *inter alia*, waste water, solid and liquid waste treatment and recycling by diffusing innovations through transformative technologies at large scale to help India and South Asia achieve Sustainable Development Goals (SDGs).

About the Program

WIH, in association with a development sector organization having global sanitation footprints, is executing a large-scale program to accelerate commercialization of Transformative Sanitation Technologies (TTs) in India and South Asia. The program is aimed to create an enabling environment for adoption of TTs. The program objectives include:

- (1) Accelerate development and refinement of TT-based products, and their testing, piloting, validation and demonstration;
- (2) Strengthen supply- and demand-side for manufacturing, deployment and commercialization of TTs in the Indian market;
- (3) Forge global collaborations and partnerships to facilitate accelerated commercialization of TTs in India; and
- (4) Create enabling policy and regulation environment in India to facilitate market demand and supply for TTs.

The program is aimed to develop and leverage TTs to treat and recycle liquid and solid wastes to move from sewerage to non-sewerage sanitation ecosystem that is inclusive and innovation-driven. This is to be achieved through development, demonstration, deployment and diffusion of a set of next-generation TTs at household and community levels. The program is designed to shift the paradigm and the way human liquid and solid wastes are captured, treated and recycled to achieve SDG-6, thereby revamping the way sanitation industry functions.

For this purpose, WIH works to create and strengthen multi-stakeholder participation to adopt (or adapt) TTs; establish and strengthen forward and backward supply chains to ensure TTs' diffusion at the marketplace; and to ensure the learning and knowledge so developed through the project shall be optimally leveraged for wider TT deployment and diffusion in South Asia.

About the Role

We are seeking a high-calibre professional to join our leadership team at the intersection of technology and business. This role is designed for a strategic thinker who can navigate the complexities of environmental engineering - specifically in wastewater management, FSTPs, sanitation infrastructure - while driving commercial growth through data-driven market insights. The successful candidate will be responsible for bridging the gap between technical innovation and market viability, ensuring the sanitation solutions are not only engineering-sound but also financially sustainable and business-viable.

Job Description

- Work with internal team and external partners/collaborators/vendors for conducting end-to-step market assessments, including segmentation, sizing, and competitor analysis within the Indian sanitation sectors.
- An array of such studies shall include

- Development of comprehensive Go-to-Market (GTM) strategies for new/transformational sanitation technologies and solutions.
 - Market entry commercials, including pricing strategies and value proposition development.
 - Financial models (CAPEX/OPEX) for large-scale projects, such as Fecal Sludge Treatment Plants (FSTPs) and Sewage Treatment Plants (STPs).
 - Business models that align with government tender requirements and private-sector demand.
 - Government regulations and policies to identify subsidies, compliance mandates, and R&D partnership opportunities.
- Contributing towards collection, collation, analysis, interpretation, and presentation of large datasets to identify market trends and operational bottlenecks.
 - Translate complex data into meaningful insights and executive action items.
 - Act as the primary liaison in multi-stakeholder environments, interacting with internal teams, external collaborators, partners, and other key ecosystem players.
 - Foster effective collaboration across teams to ensure project goals are met on time.
 - Oversee documentation, including the drafting of professional reports, official project minutes and various other documents of relevance.
 - Other activities and responsibilities that are incidental to the above, and connected therewith.

Qualifications and Experience :

1. Post Graduate degree/diploma in business management/administration with a degree in engineering or environmental sciences. Preference will be given to the candidates having degree in environmental engineering/sciences and relevant subjects
2. Minimum 5 years of hands-on experience in conducting large-scale studies on market assessments, market segmentation and sizing, business and financial modeling, business model development, go-to-market strategies, government regulations, pricing strategies, market entry commercials and allied areas.
3. Ability to coordinate, interact and transact in multi-stakeholder environment.
4. Relevant experience to work at the intersect of technology and business.
5. Capability to collect, collate, analyze, interpret, present large data-driven meaningful insights, and create action items therefrom.
6. Excellent communication, documentation and interpersonal skills in English.
7. Strong problem-solving skills and the ability to contribute to the critical decisions in complex and dynamic environments.
8. Ability and experience to coordinate with different teams, set goals, and foster effective collaboration among team members.

Position	Consultant – Market Assessment Studies
Report to	Team Lead
No. of Positions	1
Experience	Minimum 5 years
Salary	Will be commensurate with qualification, experience and the current CTC of the applicant
Duration	06-12 months
Location	Hyderabad
Last date of application	29 th April 2026
Job ID	Consultant/ASCI/WIH

Application Process:

Candidates meeting the above requirement may apply in confidence with the most recent Curriculum Vitae (in ASCII Format), along with a cover letter (PDF files, not password protected) to careers@asci.org.in mentioning Job Title and Job ID in the subject line.