

Drain the Pain

Turning Waterlogging into Waves of Change.

Product: Community Drain Monitoring and Reporting Kit

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www.drainthepain.in



OUR COMPANY AND MISSION



DRAIN THE PAIN

drainthepain.in

Detect

Document

Resolve

Our Mission

To empower schools and communities to detect, document and resolve urban waterlogging through an affordable, hands-on monitoring and reporting kit.

Our Story

In September 2025, Vani Garg launched Drain the Pain after witnessing how seasonal flooding disrupts livelihoods, halts education, and compromises safety in Delhi. This movement started as school sessions at Oscar Public School and now has grown into a citywide movement. Vani developed the Drain the Pain Kit from her own fieldwork, and has already piloted it with students and communities.

Urban waterlogging is a silent disaster.

250+ million people are affected by urban flooding every year, mostly in developing countries.



70%

Of urban floods caused by blocked,
unmapped drains



80%

Of diseases in developing nations
are water-related (WHO)



244M

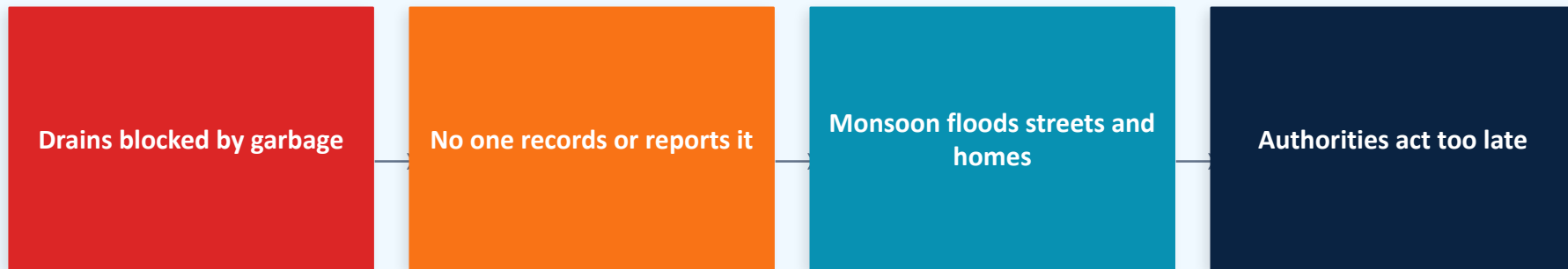
Children miss school annually due
to flooded roads



Rs 1.8T

Annual economic losses from
flooding in India alone

The root cause is not just rain. It is invisibility.



The gap: there is no affordable, structured tool for communities to monitor drains, test water quality, and report hazards to authorities.



Poor families cannot afford disease treatment or home repairs after floods



Dengue, Malaria, Cholera and Typhoid spike every monsoon in Burari, Delhi



Children miss school when streets flood, deepening inequality



Daily wage earners lose income with no flood warning system in place

One kit. Three tools. Total community power.



Field Guide

Physical Booklet

- + Step-by-step drain inspection form
- + Water quality observation log
- + Monsoon safety checklist
- + Photo documentation guide
- + Authority reporting template



Water Testing Kit

DIY Lab-in-a-Box

- + pH paper test strips
- + Transparency test card
- + Smell and colour observation guide
- + Sample collection instructions
- + Result interpretation chart



Reporting Dashboard

Digital Platform Access

- + Online portal to submit findings
- + Auto-compiled reports by locality
- + Direct submission to MCD and DJB
- + Track status of repair requests
- + Community leaderboard and rewards

HOW THE KIT ADDRESSES THE PROBLEM

PROBLEM

Drains are blocked but nobody knows where or how bad



SOLUTION

Field Guide maps every blocked drain by location, depth, smell and visible garbage

PROBLEM

Water quality is unsafe but communities cannot test it



SOLUTION

Water Testing Kit gives students a lab-in-a-box to test pH, clarity and contamination at home

PROBLEM

Reports to authorities are informal and ignored



SOLUTION

Reporting Dashboard compiles structured data and auto-submits to MCD and Delhi Jal Board

PROBLEM

Monsoon disease outbreaks are predictable but unpreventable



SOLUTION

Health link tracking connects drain status to disease risk and triggers early community warnings

TARGET MARKET

TAM

Total Addressable Market

500M+

Urban residents in flood-prone countries: India, Bangladesh, Nigeria, Philippines, Indonesia

SAM

Serviceable Market

25M+

Students and families in Indian cities with recurring monsoon waterlogging: Delhi, Mumbai, Kolkata

SOM

Year 1 Target

50 Schools

North Delhi pilot: 50 schools and 200 RWAs in Burari, Mukherjee Nagar and Swaroop Nagar

Who Buys the Kit



Schools (B2B)

Buy for students and classrooms



RWAs (B2B)

Buy for resident communities



NGOs (B2B)

Buy in bulk for low-income areas



Families (B2C)

Buy directly via website

HOW WE REACH OUR AUDIENCE

School Partnerships



Direct outreach to school principals. Offer a free pilot kit to first 10 schools. Each student becomes an ambassador who reaches 3 families.

Digital Presence



Live website drainthepain.in. Instagram [@drainthepain.india](https://www.instagram.com/drainthepain.india). Testimonials, gallery and community stories build credibility and drive orders.

RWA Outreach



Present at monthly RWA meetings before monsoon season. Demonstrate the kit live. Offer bulk pricing for 10 or more kits.

NGO and CSR Partners



Partner with Tribes for Good and corporate CSR programmes to fund subsidised kits for low-income areas. Grants supplement kit revenue.

Virality engine: each student tells 3 families. 1 school of 500 students reaches 1,500 households in one month.

WHY SOMEONE SHOULD BUY THE KIT

No other product does what the Drain the Pain Kit does.

Feature	Drain the Pain Kit	Govt Awareness Drives	Generic Science Kits
Drain monitoring and mapping	Yes	No	No
DIY water quality testing	Yes	No	Sometimes
Direct authority reporting tool	Yes	N/A	No
Designed for monsoon hazards	Yes	No	No
Affordable for schools and RWAs	Yes	No	No
Used by real communities already	Yes	No	No

The Drain the Pain Kit is the only product combining field monitoring, water testing and civic reporting in one affordable community toolkit.

ETHICS AND SOCIAL IMPACT

Community Consent First



All student activities require parental consent. Photos and data shared only with permission. Privacy protected at every step.

SDG Aligned



Directly supports SDG 3 (Good Health), SDG 6 (Clean Water), SDG 11 (Sustainable Cities) and SDG 13 (Climate Action).

Equity by Design



Kit priced affordably for schools and RWAs. CSR and NGO funding used to provide free kits to low-income communities.

Youth as Leaders



Students are trained as Observers, Photographers, Mappers and Presenters. They own the process and drive change in their own communities.

We are more than a product. We are a movement to restore dignity, opportunity and resilience.

The Drain the Pain Kit is not just an idea. It has been piloted and proven.



5 Education Sessions Delivered

Full curriculum piloted at Oscar Public School covering drain monitoring, water testing, disease prevention, safety and reporting.



Field Guide Developed and Tested

Students trained to record drain location, water depth, smell, garbage, health impacts and photograph evidence for authority submission.



Water Testing Kits Used

pH strips, transparency tests and smell observation carried out by students. Results logged and compared across water sources.



Authority Letter Submitted

Formal letter drafted and sent to Delhi Jal Board highlighting waterlogging problems observed and requesting short and long-term support.



Live Website and Social Media

drainthepain.in launched with Our Work, Gallery, Testimonials and Join Mission pages. Active on Instagram @drainthepain.india.



NGO Partnership Active

Partnered with Tribes for Good to scale beyond Oscar Public School into the broader North Delhi community.

REVENUE MODEL AND GO-TO-MARKET STRATEGY

Kit Pricing

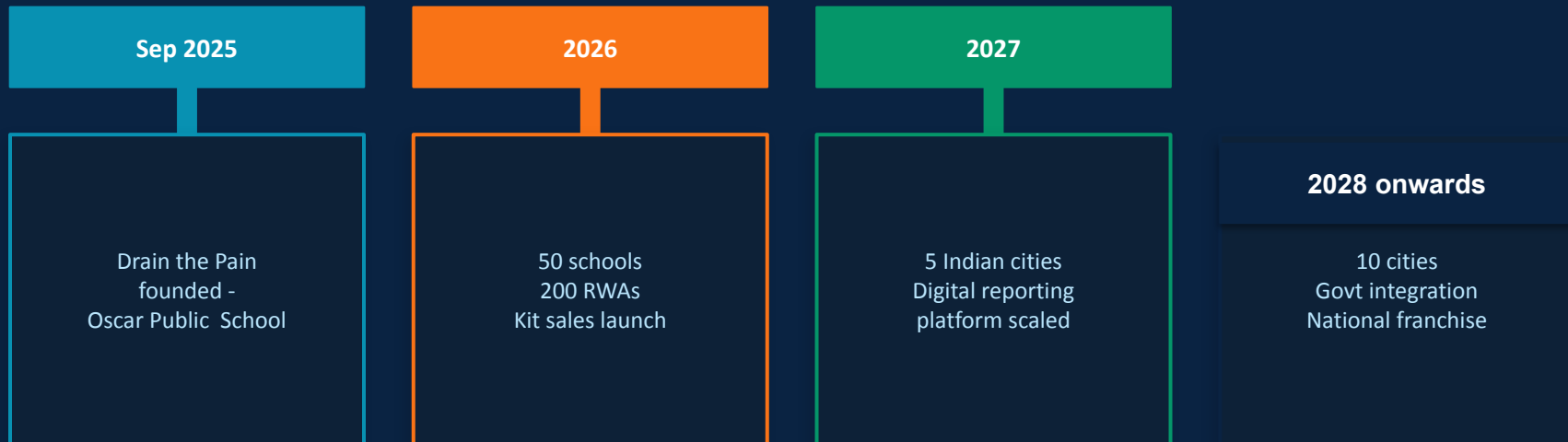
School Kit Per student kit for classroom use	Rs 499
RWA Bulk Pack 10-kit pack for resident communities	Rs 3,999
NGO / CSR Subsidised Subsidised via grants for low-income areas	Rs 199

Rollout Phases

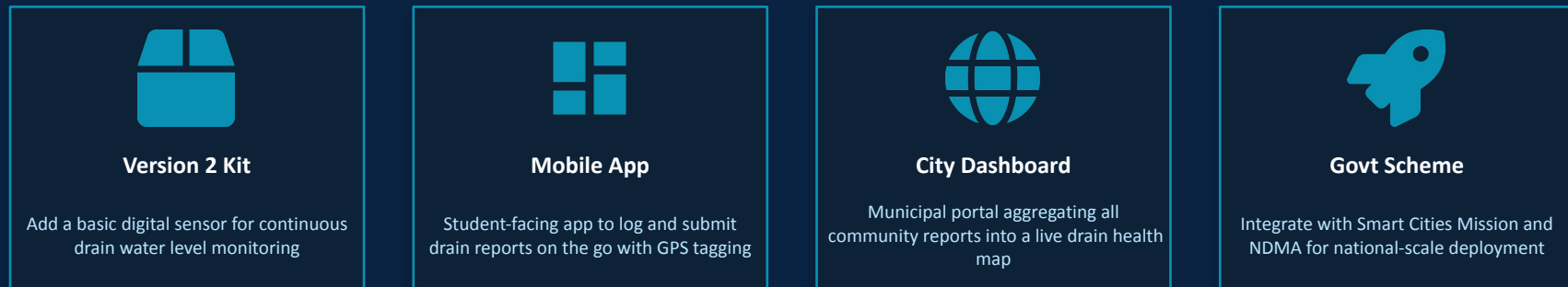
Phase 1 2025 to 2026	Phase 2 2026 to 2027	Phase 3 2027 onwards
School Pilot + 3 schools in North Delhi + Free trial kits to build data + Build brand and testimonials	City Scale + 50 schools and 200 RWAs + Paid kit sales launch + CSR and NGO grants	National + 10 Indian cities + Social franchise model + Govt scheme integration

Revenue streams: Kit sales (B2B and B2C) | Bulk RWA packs | NGO and CSR grant funding | Social franchise licensing

PLANS FOR FUTURE GROWTH



Product Expansion Roadmap



One Kit, One Community

Zero Floods

The problem: 70% of urban floods caused by blocked, unmapped drains. The poorest communities suffer most.

The product: The Drain the Pain Kit. Field guide, water testing kit and reporting dashboard in one box.

The proof: Already piloted at Oscar Public School. 5 sessions delivered. Letter sent to Delhi Jal Board.

The vision: 50 schools and 200 RWAs in Year 1. National scale by 2028. Zero community left invisible.