

Automating Public Urinal Hygiene: Suchiqar Automated Urinal Disinfection Pilot

A Case Study of Sanizeene Solutions and Geetanjali Government P.G. Girls College, Bhopal, Madhya Pradesh

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Automating Public Urinal Hygiene

Sanizeene Solutions is a Bhopal-based sanitation technology startup developing solutions to improve hygiene, sustainability and dignity in public and shared sanitation facilities. Its flagship product, Suchiqar, is a patented automated urinal disinfection system that detects use and automatically dispenses disinfectant after each use. The system is designed to reduce odour, minimise dependence on manual flushing and cleaning, conserve water and enable touch-free use of urinals.

Its first government pilot was initiated at Geetanjali Government Girls College in Bhopal, where persistent odour in a washroom located close to classrooms was identified as a sanitation challenge during peak-use periods. The pilot deployed two Suchiqar units across seven urinals to test the technology in a real-world institutional setting.



Why now?

Maintaining hygiene in high-use sanitation facilities requires solutions that work with real-world user behaviour and operational constraints. Persistent odour, inconsistent flushing and water use can make urinal maintenance challenging. Sanizeene developed Suchiqar to automate post-use disinfection, creating an opportunity to test a more consistent and water-efficient approach in a government institution.

At A Glance



Project

Suchiqar Automated Urinal Disinfection Pilot



Region

Bhopal, Madhya Pradesh, India



Pilot Scope

2 Suchiqar units across 7 urinals



Pilot Duration

6 months



Private Sector Partner

Sanizeene Solutions



Public Sector Partner

Geetanjali Government Girls P.G. College, Bhopal, Madhya Pradesh

The Problem

Keeping high-use public urinals hygienic, odour-controlled and efficient to maintain

Public and high-footfall sanitation facilities face persistent challenges around hygiene, odour, water consumption and regular maintenance. These challenges are particularly relevant in schools and colleges, transport hubs, markets, healthcare facilities and other settings where sanitation facilities experience repeated use. In such environments, maintaining consistent hygiene can be difficult when facilities depend on regular flushing and manual maintenance.

Urinals present a specific operational challenge because their cleanliness often depends on regular flushing and maintenance. In public and institutional settings, users may avoid touching flush mechanisms or may not flush after use. This can leave urinals unflushed, contribute to unhygienic conditions and result in persistent odour.

The challenge is therefore not simply providing urinals, but keeping them hygienic and functional under repeated use while reducing the dependence on consistent user behaviour and frequent manual intervention. This is particularly important for institutions where sanitation teams have to manage high-frequency use throughout the day.

The challenge at Geetanjali Government Girls College

Sanizeene's first government pilot emerged from this practical problem. At Geetanjali Government Girls College in Bhopal, the institution was experiencing significant odour in a washroom located close to classrooms, particularly during peak-use periods. Sanizeene also observed that users were not consistently flushing the urinals.

This created a need for an approach that could provide post-use disinfection without relying entirely on users to flush or clean the urinal, while also reducing the amount of water used through conventional flushing.

2

Suchiqar units installed

7

Urinals served

50-60

Daily users served

~30,000 L

Water saved

The Solution

Automating post-use urinal disinfection

Sanizeene Solutions developed Suchiqar, a patented automated urinal disinfection system designed for public and shared sanitation environments. The system detects user activity and automatically sprays disinfectant after each use, providing post-use treatment without requiring the user to manually flush or operate the urinal. The solution is designed around the following four key elements:

1 Automated disinfection

Suchiqar automatically dispenses disinfectant after each use, providing consistent post-use treatment without relying on users to manually clean or disinfect the urinal. This directly addresses one of the challenges observed at the pilot site, inconsistent flushing by users.

2 Touch-free sanitation

The automated system reduces the need for users to touch flush mechanisms or other components of the urinal. During the first pilot, users specifically appreciated the touch-free operation.

3 Adaptability to different facilities

Suchiqar can be customised according to the configuration and operating conditions of individual facilities. At Geetanjali Government Girls P.G. College, the two washrooms had different configurations, with four and three urinals respectively, requiring modifications to the system before installation.

4 Reduced reliance on conventional flushing

By automating post-use disinfection, Suchiqar is designed to reduce reliance on conventional flushing practices. The pilot reported almost 30,000 litres of water savings compared with conventional flushing.

Project Implementation

Sanizeene's first government deployment followed a direct institution-led engagement model. The company approached Geetanjali Government Girls P.G. College, demonstrated the Suchiqar system, assessed the existing washroom infrastructure, adapted the system to the site's requirements and installed two units across seven urinals. Following installation, Sanizeene continued to provide user orientation, monitoring, consumables and technical support throughout the pilot period.

1 Institutional Engagement & Demonstration

Sanizeene directly approached Geetanjali Government Girls P.G. College after identifying an opportunity to address persistent odour and inconsistent flushing in its washrooms. The company presented Suchiqar to the college leadership, explaining how the system worked and its potential sanitation benefits. Following the demonstration, the Principal agreed to undertake a pilot.

2 Site Assessment & System Customisation

Before installation, Sanizeene assessed the existing washroom infrastructure and the configuration of the urinals. The two washrooms had different layouts, with four urinals in one and three in the other, requiring the Suchiqar system to be modified to suit each setting.

3 Installation, Commissioning & User Orientation

Sanizeene installed two Suchiqar units across seven urinals, with each installation taking approximately three to four hours. Once installed, the company began monitoring the system. An early implementation challenge was user behaviour: some users continued to flush or pour water over the urinals because they were accustomed to conventional sanitation practices. Sanizeene therefore provided on-site guidance.

4 Monitoring, Technical Support & Continued Engagement

Sanizeene retained responsibility for monitoring the system during the pilot and continued to provide consumables and technical support. The pilot was designed to run for 06 months, allowing the company to observe system performance under real-world conditions and understand the requirements for continued operation.

Implementation Journey



Phase 1 – Engagement & Assessment

Institutional outreach → Product demonstration → Site assessment

Sanizeene engaged the college, demonstrated Suchiqar and assessed the existing washroom configuration before installation.

Phase 2 – Installation & Adaptation

System customisation → Installation → User orientation

The system was adapted to the two washroom configurations, two units were installed across seven urinals, and users received initial guidance on the automated system.

Phase 3 – Monitoring & Learning

Performance monitoring → Technical support → Operational learning

Sanizeene continued monitoring the system and providing consumables and technical support throughout the pilot, generating insights into user behaviour, infrastructure requirements and operational performance.

Success Factors

Sanizeene's first government pilot highlighted several factors that supported implementation and early institutional acceptance, from addressing a visible sanitation problem and designing around real-world behaviour to adapting the technology to different facility configurations and remaining engaged beyond installation.

- 1 Solving a visible, everyday sanitation problem**
 The intervention addressed persistent odour and inconsistent flushing in high-use urinals — a problem that users and administrators could immediately recognise. This clear problem–solution fit helped the institution understand the value of the intervention.
- 2 Designing for real-world behaviour**
 Users initially continued to flush or pour water because they were accustomed to conventional practices. On-site orientation helped users adapt to the automated system, highlighting the importance of designing for actual behaviour.
- 3 Adapting to different facilities**
 The two pilot washrooms had different urinal configurations, requiring modifications before installation. The ability to adapt the system to individual site conditions supported deployment across seven urinals.
- 4 Staying involved beyond installation**
 Sanizeene continued to monitor the system, provide consumables and offer technical support throughout the pilot, supporting system performance and building confidence among institutional users.

From One Pilot to Early Replication

The first government deployment provided Sanizeene with more than an opportunity to test its technology. It created a reference point for engaging with other public institutions and helped demonstrate how Suchiqar could operate in a government educational setting.

Following the initial deployment, Sanizeene reported receiving two additional government girls' college references and subsequently installing additional pilot systems. The company reports 12 Suchiqar devices deployed across its pilots to date.

FIRST GOVERNMENT PILOT
Geetanjali Government Girls
P.G. College



EARLY VALIDATION
Reference site for other institutions



TWO ADDITIONAL REFERENCES
Government girls' colleges



12 DEVICES DEPLOYED
Across Sanizeene's pilots to date

"When we installed Suchiqar, our objective was to test its performance in a real-world environment. What stood out during the pilot was the positive response from government institutions and facility users, who were actively looking for practical solutions to improve hygiene while reducing maintenance burdens. It became clear that many public facilities need simple, retrofit, touch-free sanitation systems that can work within existing infrastructure without requiring major changes."

The pilot strengthened our conviction that automated sanitation should not remain limited to pilots. The larger opportunity is to make solutions like Suchiqar a standard part of public infrastructure, helping facilities maintain better hygiene, save water, and deliver a cleaner experience for users every day."

Dr Shreeja Pillai
Founder, Sanizeene solutions



Learnings

The pilot highlighted that scaling sanitation innovation requires more than technical performance. User behaviour, site-specific requirements, installation efficiency and public-sector procurement all influence successful adoption.



Learning 1 – Adoption requires behaviour change

Users initially continued to flush or pour water over the urinals because they were accustomed to conventional practices. Sanizeene found that short-term user orientation was important to help users adapt to the automated system.



Learning 2 – Every facility requires some customisation

Different urinal configurations and site conditions required the Suchiqar system to be adapted before installation. Site assessment is therefore an important part of deploying the technology across different facilities.



Learning 3 – Installation efficiency matters for scale

The pilot highlighted installation time and associated labour as areas for improvement. Simplifying installation will be important for making future deployments more efficient.



Learning 4 – Scaling requires enabling procurement pathways

The absence of dedicated budgets for innovative sanitation technologies can make public-sector adoption challenging. Wider uptake will require automated sanitation solutions to be better integrated into government programmes and procurement frameworks.

Conclusion

Sanizeene's experience demonstrates how a public-sector pilot can provide an opportunity to test, adapt and refine a sanitation innovation in a real-world setting. The Suchiqar pilot helped the company understand user behaviour, site-specific requirements and the operational considerations involved in deployment.

The initial deployment also generated interest from other government educational institutions. Sanizeene reports receiving two additional government girls' college references and subsequently deploying additional pilot systems, bringing its reported total to 12 Suchiqar devices across its pilots to date.

The next phase will be to build on this initial deployment experience, strengthen the operating model, and address procurement and funding barriers to support wider adoption.

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