



SWAN India Alliance Leadership Guidelines Terms, Responsibilities & Expectations

The SWAN India Alliance Leadership Team brings together passionate volunteers committed to advancing digital transformation across India's water sector. Leadership positions are open to official SWAN Members who wish to contribute to the growth of the Alliance while expanding collaboration across the smart water ecosystem.

Leader Appointments & Terms

- Leadership positions are open to official SWAN Members who are passionate about advancing the smart water sector and supporting the growth of the SWAN India Alliance.
- Leaders receive visibility across SWAN's global network through the SWAN website, webinars, conferences, social media, newsletters and other thought leadership opportunities.
- Leadership appointments are for a two-year volunteer term.
- Appointments are reviewed and approved by SWAN Management.
- Prior to the end of your term, you may recommend a successor for consideration.

General Expectations (~5-8 hours per month)

- Contribute to the strategic direction and long-term growth of the SWAN India Alliance.
- Attend quarterly India Alliance Leadership meetings.
- Champion initiatives across SWAN's three pillars: Education, Engagement and Execution.
- Share expertise by contributing ideas for webinars, workshops, research, newsletters, surveys and case studies.
- Foster collaboration across SWAN Regional Alliances and Communities of Practice by sharing knowledge and best practices.
- Promote SWAN Membership and encourage participation from diverse stakeholders across India's smart water ecosystem.
- Participate in quarterly Member Engagement calls whenever possible.
- Use Microsoft Teams as the primary collaboration platform.

Learn more about [SWAN India Alliance here](#)



Individual Expectations

- Co-organise at least two India Alliance webinars or events annually alongside the SWAN India Manager.
- Recommend emerging industry topics and identify diverse speakers representing utilities, industry, academia and government.
- Encourage discussions spanning people, processes and technology.
- Actively champion initiatives within their area of responsibility and work closely with the SWAN India Manager to deliver measurable outcomes.

Membership & Strategic Partnerships Lead: Support the sustainable growth of the SWAN India Alliance by expanding membership, strengthening strategic partnerships and building meaningful relationships across India's water ecosystem.

Responsibilities

- Develop and support an annual membership growth strategy with the SWAN India Manager.
- Identify and engage prospective SWAN Members across utilities, technology providers, consultants, academia and government.
- Introduce strategic partners and collaboration opportunities that strengthen the Alliance.
- Promote SWAN Membership through professional networks, conferences and industry events.
- Support member recruitment and retention initiatives.
- Help identify sponsors, partners and participants for regional initiatives, including the SWAN Digital Water Pavilion and India Alliance events.
- Provide market insights to support Alliance growth priorities.

Annual Key Outcomes: Support new membership growth and establish meaningful strategic partnerships each year. Generate 10–15 qualified membership introductions, facilitate 1-2 strategic partnership opportunities, and support 5+ new member conversions annually.

Communications & Thought Leadership Lead: Strengthen SWAN India's visibility and position the Alliance as the leading voice for digital water in India through strategic communications and thought leadership.

Responsibilities

- Develop and support the SWAN India communications strategy.
- Promote member achievements, case studies, and thought leadership through LinkedIn and other SWAN channels.



- Identify relevant smart water news, utility projects, and industry trends for member communications.
- Support development of newsletters, member spotlights, and digital campaigns.
- Identify opportunities to increase the visibility of SWAN India and its members across the industry.

Annual Key Outcomes: Maintain consistent, high-quality communications that increase visibility and member engagement. Deliver a quarterly communications calendar, publish one thought leadership piece per month, and support promotion of all India Alliance initiatives.

Industry & Technical Lead: Guide the Alliance's technical direction by identifying emerging priorities, facilitating knowledge sharing and supporting collaborative industry thought leadership.

Responsibilities

- Develop annual technical themes for India Alliance webinars, workshops and events.
- Identify emerging trends and priority topics relevant to India's digital water sector.
- Recruit expert speakers and facilitate technical discussions.
- Lead the development of at least one collaborative white paper or research initiative with SWAN Members.
- Connect India initiatives with relevant SWAN global Communities of Practice to encourage knowledge exchange.

Annual Key Outcomes: Deliver high-quality technical programming and at least one collaborative industry knowledge initiative annually. Deliver/Facilitate 2–3 technical webinars, recruit 8–10 expert speakers for SWAN webinars/workshops/conferences and lead one collaborative white paper annually.

SWAN staff will provide admin support by supporting speaker outreach efforts, scheduling calls, recording calls, capturing notes, and providing call recaps.

Disclaimer: SWAN reserves the right to dismiss any leader if they engage in misconduct, act unethically, or demonstrate a misalignment with SWAN expectations.

For any questions, please contact:
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