

Promoting Access to Safe Water to BOP

Strategies for Disseminating Technology Research Benefits

Lead Organisation: Sumitra Samajik Kalyan Sansthan (SSKS)
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Geographic Spread: Naugaon and Rath blocks,
Chhatarpur and Hamirpur, Bundelkhand
20 villages and 10 wards, 35000 people



Key Message:

There is a potential of promoting and disseminating advance technologies for safe water among the rural poors using community institutions. Institutions like SHGs can be the driving force for leveraging the efforts of entrepreneurs in developing long term business in rural areas. Sensitization and strengthening of the community institutions are necessary to evolve the business model for promotion of a better option for safe

Need

Water impurities, especially biological contamination is one of the major sources of health related problems in the rural areas of Bundelkhand. It was observed that water borne diseases were leading to severe health problems amongst the villagers (stomach related problems like- typhoid, dysentery, etc.), leading to a loss in their livelihood generating activities. Most of the people were unaware that their declining health was due to contaminated water supply and this lack is the biggest channel, which is preventing the business based models to reach in the rural parts.

Response

DFID supported initiative of promoting access to Safe Water to Bottom of Pyramid population will facilitate the development of a community institution based business model for disseminating the best options for safe water. It will also enhance the awareness level of the rural community on the impacts and importance of safe water. This may also help the institutions e.g. SHGs to raise their economic status through new business opportunities and to expand their market to larger areas outside their identified geographical area.

Drivers of the Initiative

Health: Safe water solutions mitigate the issues of water borne diseases that are taking its toll on livelihoods by purifying the biological contamination. Awareness on the health ramification of poor quality water will bring behavioral changes among the community towards adoption of safe water options.

Local Economy: With the marketing of safe water filters the financial position of the identified SHGs have raised to some extent with a new business effort.

Objectives

- To create the awareness among the community about the water contamination, its impacts and importance of safe water
- To share the potential of commercial filter as an better option for safe water
- To strengthen the community systems to promote the filters in the neighboring community

Stakeholders Involved

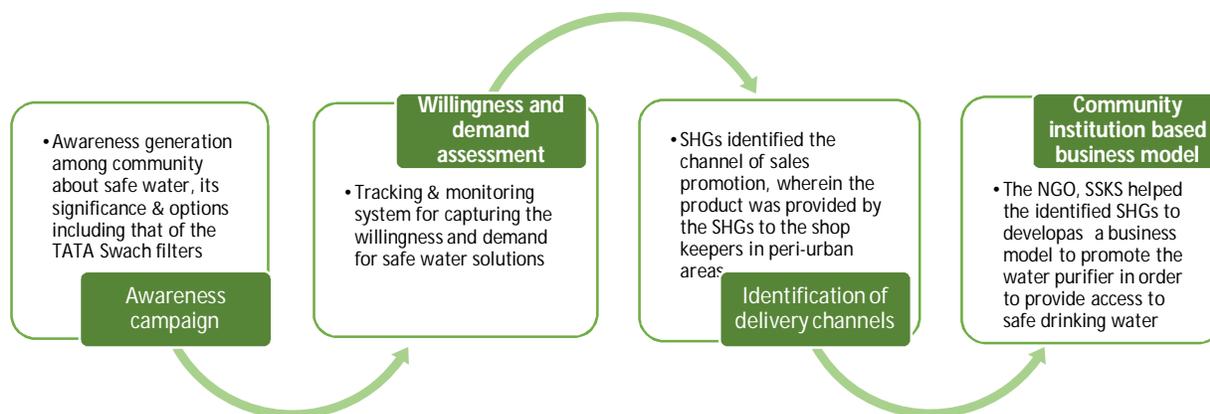
Community Institutions: The SHGs of the identified geographical domain which take the responsibility of promotion of the safe water options that of the TATA Swach filters.

Civil Society Organization (CSO): The NGO, Sumitra Samajik Kalyan Sansthan (SSKS) acts as a mentor and helps in creating the community based business model for marketing of TATA Swach and awareness generation among community on importance of safe water.

Innovative Features

The project got implemented by empowering an SHG with a community institution based business model which would promote and sell the water purifier. The commission on the water purifiers would go the people promoting it, as marketing cost. Moreover, to facilitate the accessibility to safe water micro-financing options were made available by the NGO, through the SHG's own funds and 'Rashtriya Mahila Kosh' and the NGO has reported no defaulters as of now.

The Process



Overcoming Barriers

It was found during the implementation phase that business models for promoting safe water options in rural areas are not of much success as there is inherent poor relation between sales and time, especially in case of safe water aspects, due to the lack of awareness in the target community. Routine business models consider (marketing in rural areas i.e. awareness generation) comparatively a heavy investment with less margins/ or higher losses. . Decentralization or local distribution channels, reduce the market size for each of the promotion agent thus their incomes and sustainability of income as promotion of filters as safe water option is not a kind of repeat business.

It reflects that there is interrelationship between market development costs and profitability potential depending on market size. If agents work in bigger market size for higher and long term business perspective (geographical area/ target community size) the awareness generation costs (marketing costs) are significantly higher, and if considering awareness efforts market size be kept small, the size and business sustainability become limiting factor.

Considering these factor, it has been strategized that one entity (the identified SHG) will be doing the long term business and the driving force in the identified geographical domain, and it will leverage the efforts of the small time entrepreneurs, who can promote the filters in their available time or devote their partial resources only to generate some extra income whenever and wherever is possible which can be considered as part of marketing costs for the SHG and thus it will take the responsibilities of assigned costs. In turn it will have access to the larger market, and in fact

which will not be limited to the identified geographical domain.

Environmental Benefits

Increased consciousness and education on safe water will reduce the degradation of water quality of the available resources.

Economic Benefits

SHGs will get financial benefits (profit @Rs. 61 per filter) of marketing the filters.

Social Benefits

Women groups realize the benefits of a self-sufficient institution to have a social identity and economic development.

Health Benefits

The health benefits from accessing clean and safe drinking water are an added unaccounted benefit for the marginalized.

