

# Leveraging the Private Sector to Scale-Up POU Interventions

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**USAID**  
FROM THE AMERICAN PEOPLE



# POUZN Project Description

- USAID-funded five year project
- Designed to go to scale with both zinc treatment for diarrhea and point-of-use (POU) water disinfection by mobilizing the private sector
- Involved in India, Indonesia and Tanzania
- For POU, POUZN focused on Uttar Pradesh (UP) the state with the lowest health indicators and the most populous (est. 180 M) in India

# The Health Problem

- Diarrhea causes 18% of deaths of Indian children under age five — more than 380,000 children a year
- UP has one of the highest rates of child mortality in India (70/1000 die within their 1<sup>st</sup> year)
- UP burden of diarrhea mortality: 25% of India

# Water



# Water Quality

- Unsafe water a major contributor to diarrhea
- Even if safe at source, water may become contaminated at the household: handling, transport, storage
- Focus on POU (Point-of-Use) water disinfection

# Range of POU Methods

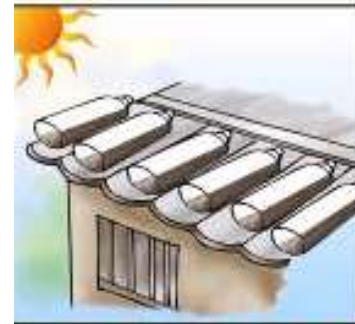
- **Chlorination**



- **Water filters**



- **SODIS**



- **Boiling Water**



# POUZN Project Focus

- Focus on families in urban slums and villages in UP



# Market Analysis

- Use of POU is low among the poor (4% boiling and 0.25% chlorination)
- Not serviced by the private sector
- Chlorine manufacturers small and dispersed
- Filter manufacturers market nationwide to the middle class in urban areas, but ...
- Some are interested in reaching the base of the SES pyramid (BOP).



# Barriers to Reach the BOP

- Lack of familiarity with low-income consumers
- Ability to pay
- Do not extend credit facilities
- Logistics difficulty in supply chain (distribution and servicing to rural areas)

# Reaching the BOP through Partnership

Rich

A

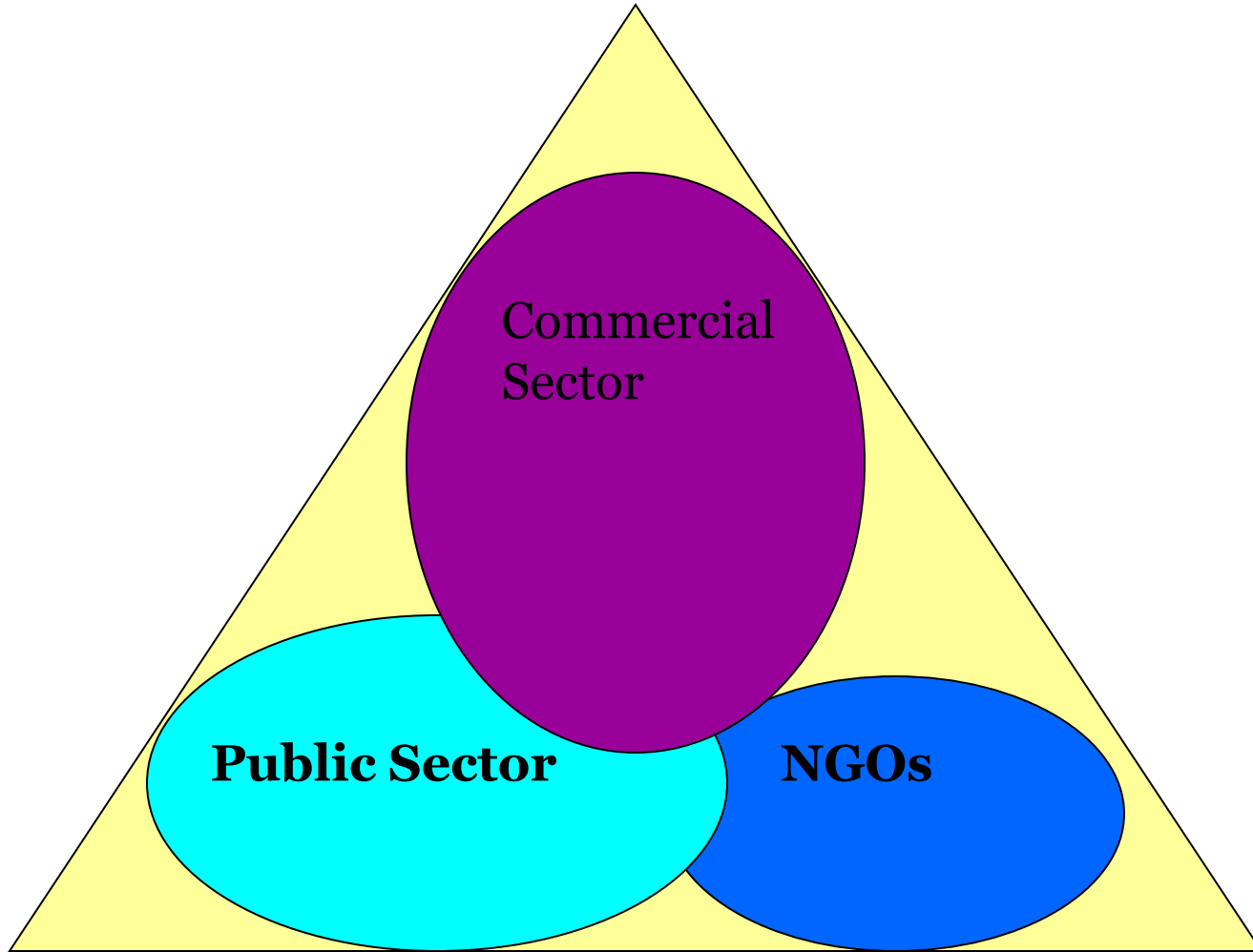
B

C

D

E

Poor



# Commercial and NGO sectors

Strengths in

- Distribution
- Marketing
- Cost effectiveness
- Management

Strengths in

- Community familiarity
- Community trust
- Sensitization

## Collaboration?

Mistrust

Different language

Different objectives

# Creating a Partnership

- POUZN/AED a catalyst to translate/ coordinate/ mediate
- Selection of NGOs and MFIs
- Agreement on pilot program
- Development of micro finance schemes
- Coordination of community program and activities

# Leveraging Mutual Strengths

- Designed IEC materials
- Trained NGO staff
- Negotiated discounts to NGOs
- Ensured supply through micro-distributors



# From Pilot to Scale

- Choice of multiple POU methods, not only filters
- Use of water testing as communication tool
- Adapting micro-financing
- Creating micro-distributors in the community
- Segment strategy to rural and urban slums
- Focus from women SHG to general population

# Urban - Rural Segmentation

- Urban poor are aware of problem and more open to solution (faster behavior change)
- Urban do not have access to micro-finance (find credit solutions)
- Urban are exposed to media (spill over effect of advertising)
- Urban have more access to products (easier distribution)

# The Role of the NGO

The micro-distributor (called *Jal Mitra* – the water friend) is key to success of POU

- Three-day community sensitization activity
- Follow-up household visits





# The Tipping Point

- **A strong BCC tool** (water testing) can help reach the “tipping point” convincingly



# Choice of solutions

- **Solutions** must be offered simultaneously
- People like to be given **multiple options**



New Pureit Compact.  
Pureit ki bejod suraksha,  
ab Rs.1000\*\* mein

NEW

1 CROSS SAFETY CHALLENGE BOTTLE

pure compact

As Safe As Boiled Water™

no boiling needed no bags required no electricity required

Advertisement for Pureit Compact water purifier. A man in a yellow raincoat holds a glass of water next to the purifier. Text highlights safety and affordability.



Aquatabs  
water purification tablets

सिर्फ एक गोली

पानी को पीने योग्य और सुरक्षित बनाने का एक सस्ता उपाय

जल स्वच्छ जीवन स्वस्थ

तंदरुस्त परिवार पानी का स्वाद बरकरार

Advertisement for Aquatabs water purification tablets. A woman in a green sari holds a glass of water. Text emphasizes safety and taste.



स्वच्छ पानी के द्वारा परिवार की रक्षा

सोडियम हाइपोक्लोराईड सॉल्युशन आई.पी.

शेफवाड

जल कीटाणुनाशक

Advertisement for Shefwaad water disinfectant. A family is shown drinking water. Text focuses on family protection and disinfection.

# Results of Partnering with NGOs

(on-going: 900 000/ 1.2 million HH)

- Commercial POU uptake in rural areas: 20%
  - In urban slums: 21%
- Of which repeat users: 23- 28%

# Scaling up

- Commercial partners replicating the model in other states
- New partners attracted to the POUZN model
  - Ion Exchange's Suraksha Plus
  - Tata's new Swach filter priced at 999 rupees



# Lessons Learned on POU

- Converting people to using POU methods takes time and **family/community consensus**
- Urban and rural differences in POU programs may be profound, require **different strategies**
- **Consumer choice** allows the population to utilize most appropriate POU method

# Lessons Learned - Beyond POU

- The commercial and NGO sectors can adopt a **new business model** together
- NGOs can be trained to become effective educators, demonstrators and **micro-distributors**
- Segment carefully sub-groups
- Need for **integrated** work at least initially (role of catalyst)
- **Leveraging** of mutual strengths

Thank You! <http://pshi.aed.org>



PUBLIC-PRIVATE PARTNERSHIP MODEL FOR  
POINT-OF-USE WATER DISINFECTION AMONG  
LOWER INCOME HOUSEHOLDS:  
A Demonstration Project in Uttar Pradesh, India



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