



# Expanding Water Purification Practices Among India's Poor

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## POUZN Project Experiences and Lessons

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# Range of POU Options Available

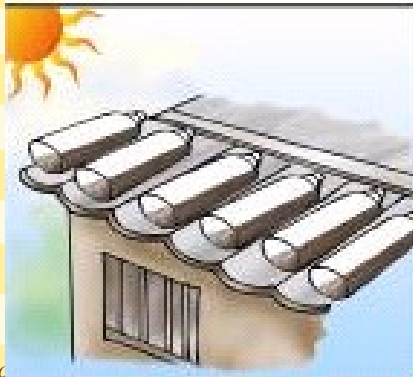
## BOILING



## CHLORINATION



## SODIS



Several PC

## WATER PURIFIERS



# But Still The Poor Rarely Perform POU Disinfection

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- Little perceived connection between water borne diseases and water contamination
- Negligible appreciation of multi point water contamination
- POU methods have been traditionally used as emergency measure
- Lack of proper supply chain of POU products in rural and remote areas
- Lack of money to pay upfront
- Current installment schemes exclude the poor

# POUZN Project Objective

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To test a number of demonstration and operation research models to come up with scalable and sustainable strategies for increasing use of POU water purification methods and devices amongst the poor in India.

# AED Pilot Project

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- AED POUZN implemented a rural pilot project with PANI (NGO) in rural blocks of Faizabad, Sultanpur and Ambedkarnagar districts
- AED POUZN also implemented an urban pilot project with Pratinidhi samiti in 35 urban slums of Lucknow

# What We Did in the Pilot

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- Increased **awareness** among SHG members with help of manufacturers, CBOs and government
- Made different POU products **available** with the help of manufacturers and distribution network
- Facilitated **affordability** with NGO/ MFI help
- **Sustained\*** the NGOs work through profit sharing between manufacturer and MFIs/SHGs
- Built community **distribution** networks through micro distributors

# Pilot Target Audience

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NGO/MFI	Clientele	SHGs	Target Families
PANI	Rural	943	10,013
Pratinidhi	Urban	150	1500
	<b>TOTAL</b>	<b>1,093</b>	<b>11,513</b>

# Drinking Water Scenario Among SHG Members

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- 50% fetch water from public sources
- 70% rural and 99% urban women store water
- 67% urban and 48% of rural women knew that diarrhea is caused by unsafe water

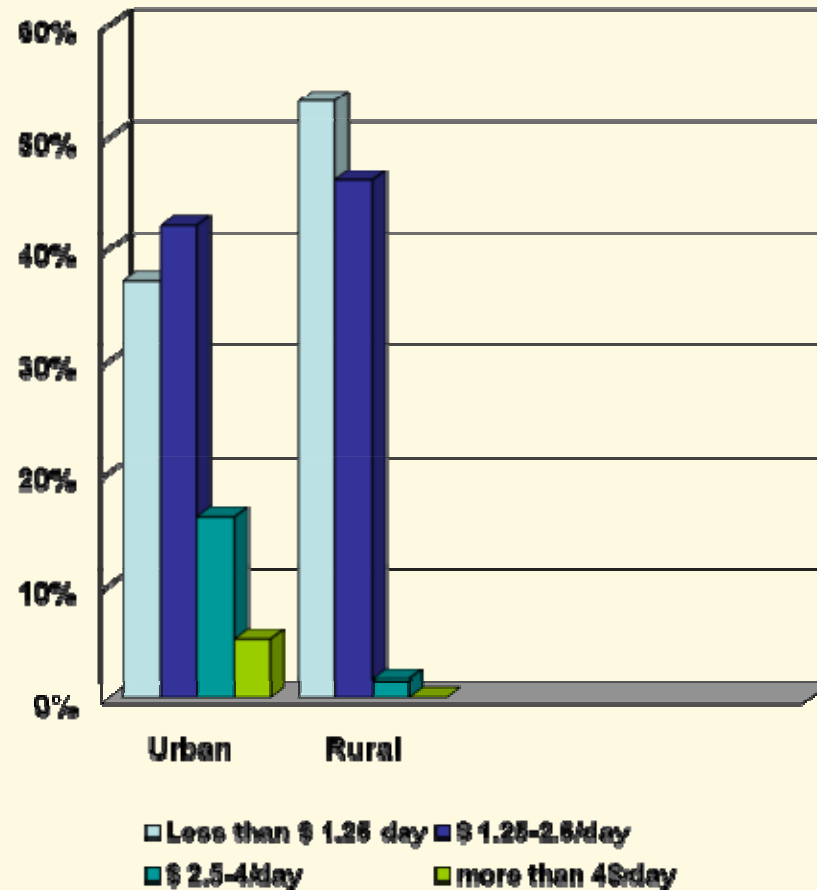
August 2007 Survey

# Drinking Water Scenario Among SHG Members

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- However...
  - A negligible 4% undertook occasional boiling
  - Less than 0.25% used occasional chlorination
  - None of them used SODIS
  - None of them used POU devices
- Rapid assessment of 1300 members in urban slums also revealed that 89.9% are not satisfied with the quality of water supplied

# SHG Members' Economic Status in Intervention Area



# Project Phases





Group Awareness Meetings



Water Testing Assessment

NGOs  
Awareness

Increase POU  
Usage



Commercial  
Partners  
Availability

■ Demo Of POU device



MFIs  
Affordability

■ SHG member with POU devices

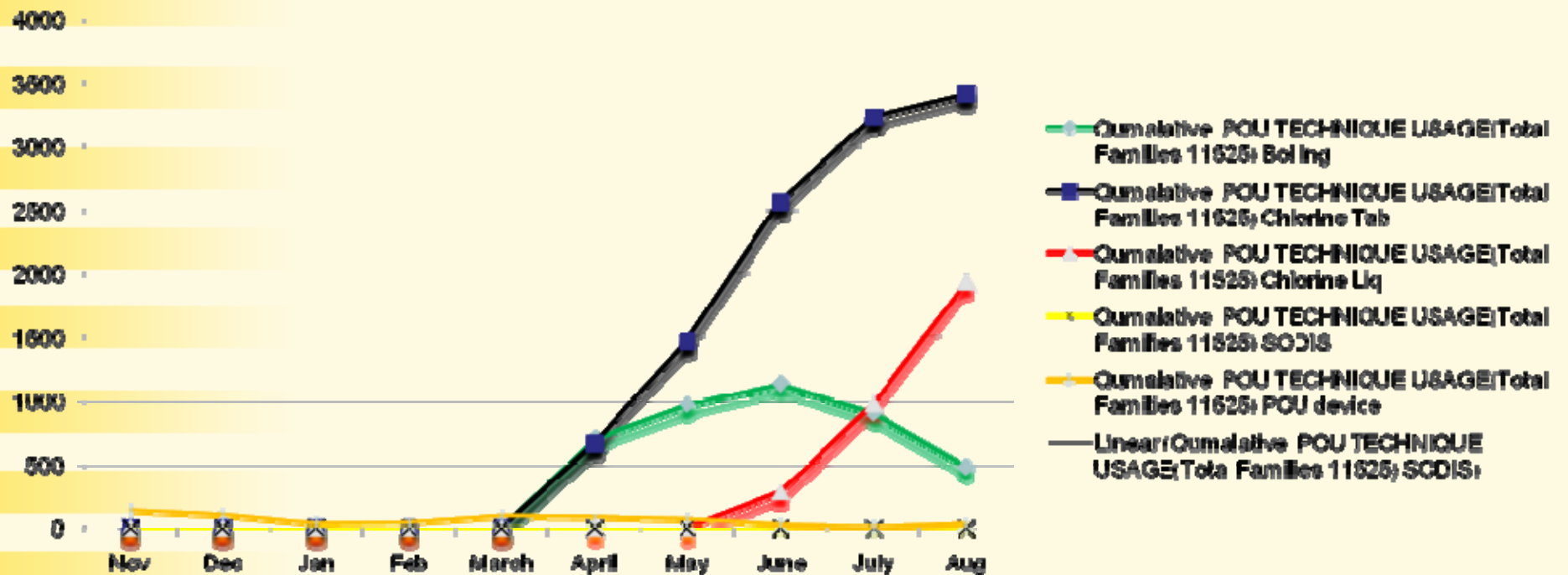
# Intermediate Intervention (M.P.W.T)

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- To increase appreciation of multiple points of contamination multi-point water testing was done with H2S kits
- Multi-point water testing results showed water was pure at source but contaminated in households



# POU Method Usage



# Key Lessons Learned

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- “**Tipping point**” is reached when a household realizes its water is bad and it needs to do something about it
- **A strong BCC tool** can help reach the tipping point in just 15 minutes
- **Solutions** must be offered simultaneously to resolve the problem
- People like to be given **multiple options**
  - They will eventually gravitate to what is best for them

# Key Lessons Learned

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- **Providing products to sell** instead of money motivates grass roots NGOs and micro distributors to work harder without intense supervision
- **A long term-low intensity** “product based” & “community workers driven” follow on intervention can maintain behaviors successfully
- **Micro finance/installment** schemes are essential for filters

# For More Information, Contact:

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