

PATH

Results from the Safe Water Project Pilots

Safe Water Project Dissemination Meeting

New Delhi, India

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January 19, 2012



Photo credit: PATH Glenn Austin

Learning initiative: Six key questions regarding *impact, sustainability, and scale.*

- 1 What is the **uptake rate** among target consumers of HWTS products?
- 2 What is the extent of consistent and **correct use**?
- 3 What are the **triggers and barriers** to trial and use?
- 4 Can **profit** be earned from sales to target consumers?
- 5 Will partners **continue and/or scale up** the SWP model?
- 6 What other **efforts/inputs/incentives** are needed to stimulate additional supply and demand for HWTS?

Data collection sources and limitations

- Cross-sectional quantitative surveys of potential users.
- Longitudinal quantitative surveys of current users.
- Qualitative research with target consumers and pilot partners.
- Routine tracking of sales, cost, and other management data.
- Operational analysis.
- Water quality testing.

Limitations

Emphasis on testing operational feasibility and commercial viability.

Short pilots of variable lengths (4 to 12 months).

Evaluation approaches informed by Monitor Associates, Research Triangle Institute, Emory, JHU PSI, Abt Associates

Pilot locations





Direct Sales

Photo credits: PATH/SWP



Direct sales pilots: Variations

Model variation	Health worker	Bicycle entrepreneur	Basket-of-goods vendor
Model Description	Sales of an FMCG product door to door by commune health station collaborators (public-sector community health workers)	Sales of an FMCG product by newly recruited and trained bicycle entrepreneurs at weekly markets and door to door	Sales of a durable water filter by self-help group members selling health products through a BOG model at community group meetings and door to door
Locations	Can Tho Province, Vietnam	Pratapgarh, Uttar Pradesh, India	Nyanza and Western Provinces, Kenya
Channel Partner	Zuellig Pharma and public health authorities incl. district medical centers and commune health centers	MART (Rural marketing agency)	Safe Water and AIDS Program (SWAP)
Product & Manufacturer	Aquatabs Medentech	Aquatabs Medentech	Ceramic water filter Chujio
Cost of Product in Local Currency (USD)	1000 VND (\$0.05)	Rs 0.5 (\$0.01) per tablet or Rs 1 (\$0.02)	KSH 1,100 (\$12.00) KSH 700 (\$7.00)
Total Product Uptake	35,788 tabs	312,426 tabs	478 filters





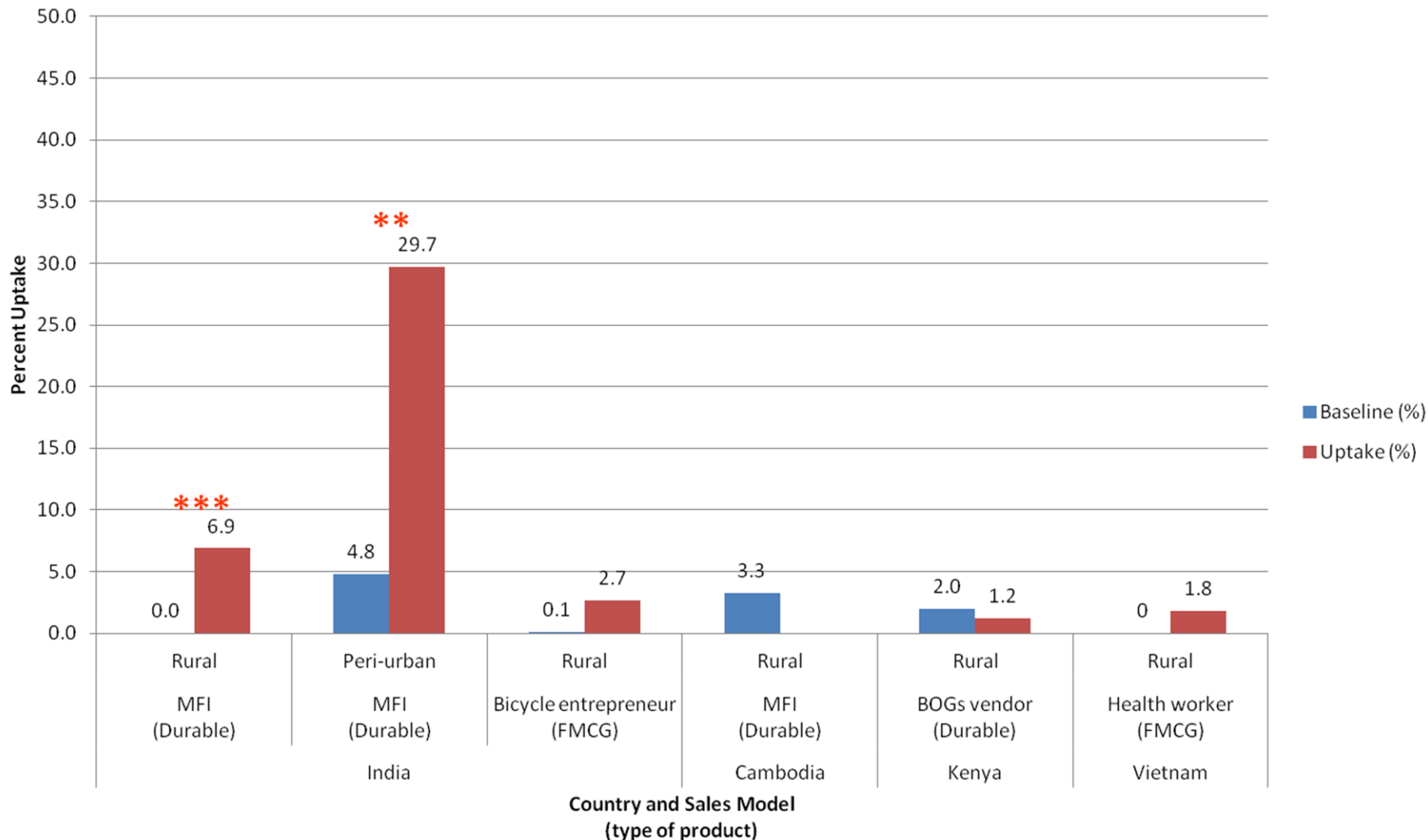
MFI pilots: Variations

Model variation	India MFI	Cambodia MFI
Model Description	Sales of durable water filter by installment payment. Products distributed by manufacturer through MFI customer channel.	Sales of durable water filter by installment payment. Products distributed by manufacturer through MFI customer channel.
Locations	Tamil Nadu, India	Kampong Speu Province, Cambodia
MFI Partner	Spandana	VisionFund
Product & Manufacturer	PureIt Filter Hindustan Unilever	Super Tunsai ceramic filter Hydrologic
Cost of Product in Local Currency (USD)	2,000 Rs (\$42.00)	92,000 Riel (\$22.50)
Total Product Uptake	4,763 filters	4,394 filters



MFI and direct sales pilot results: Effectiveness

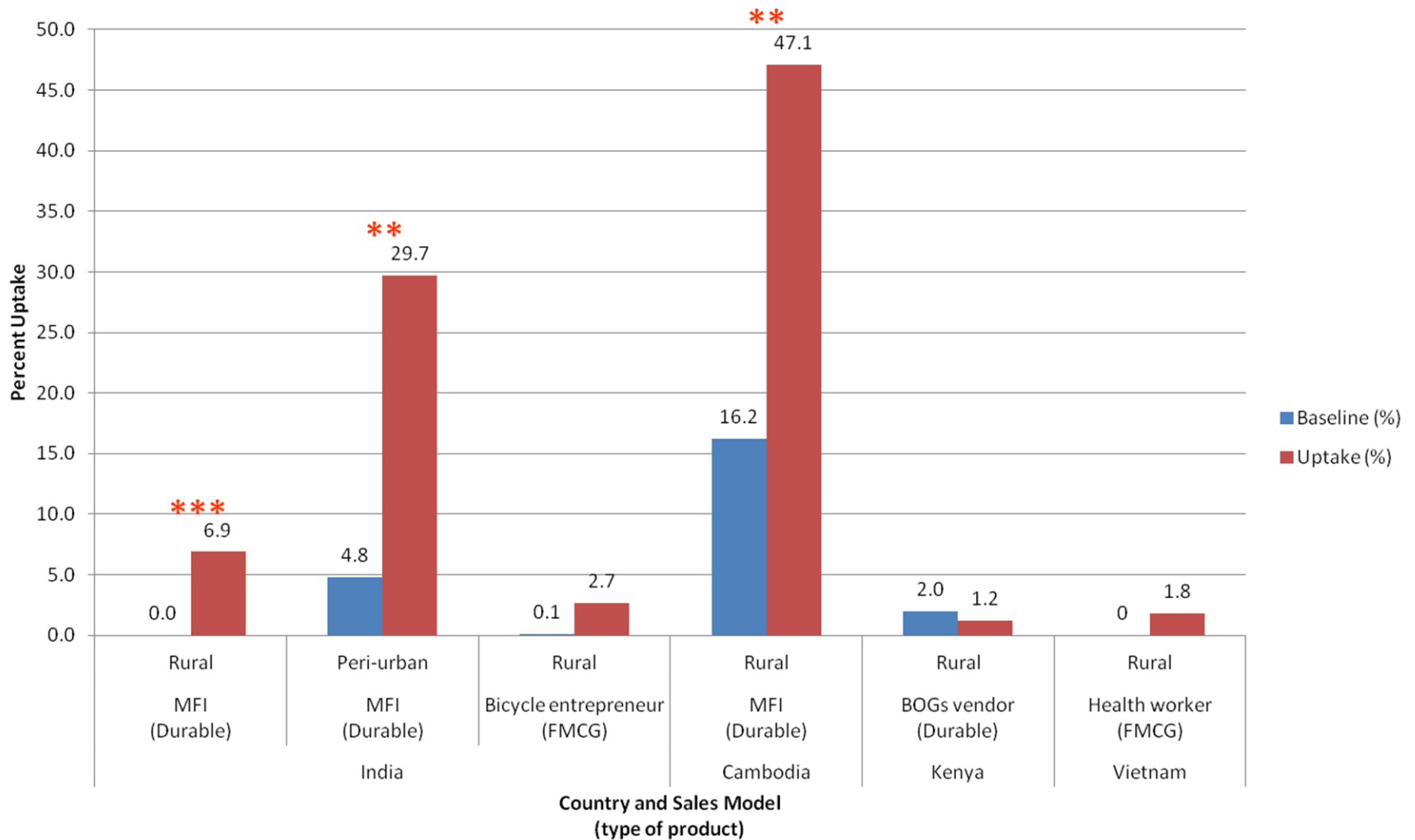
To be updated with final Cambodia results



All data from Abt Associates

Significance: ** refers to $p < 0.05$ *** refers to $p < 0.01$

MFI and direct sales pilot results: Effectiveness



All data from Abt Associates

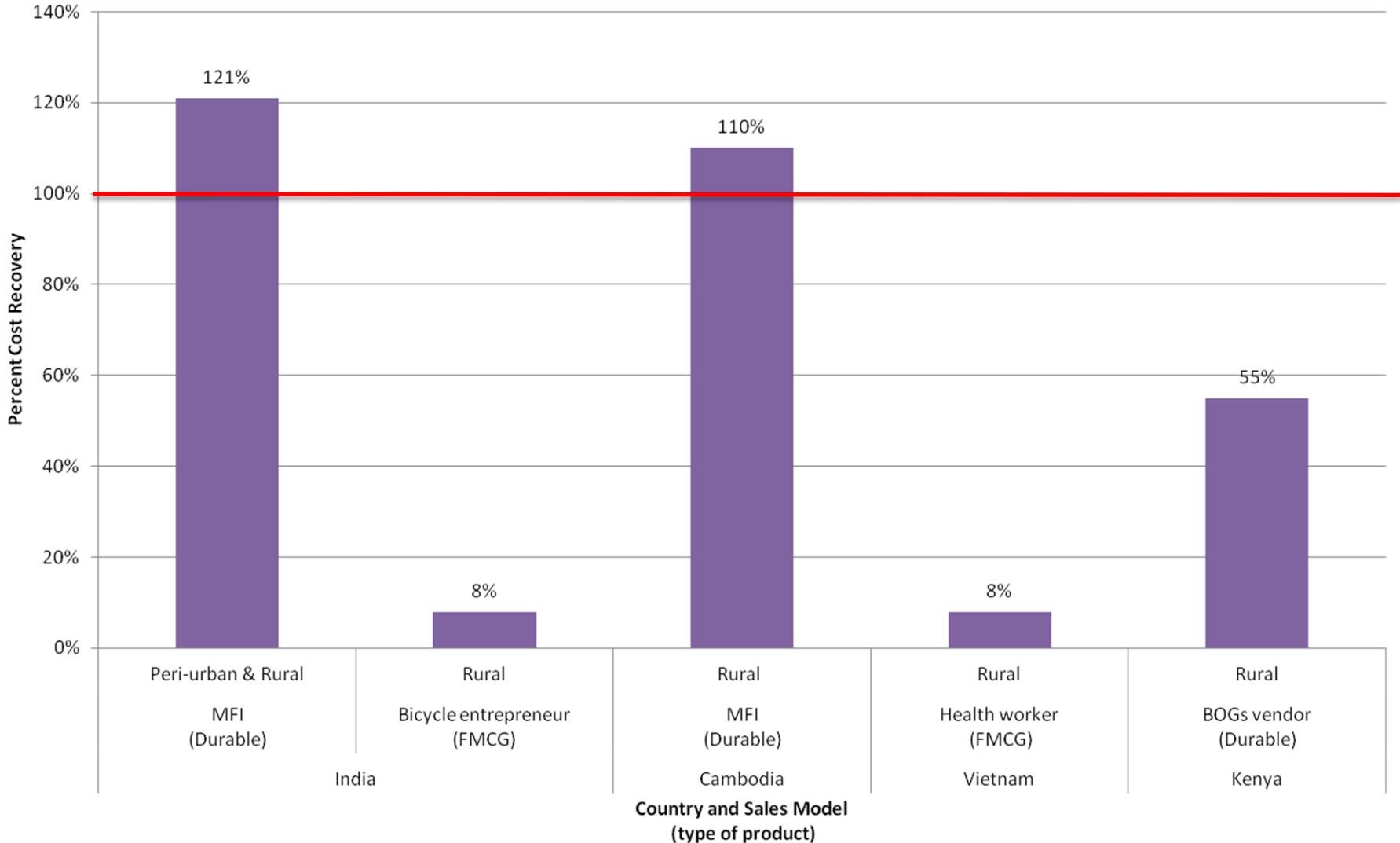
Significance: ** refers to $p < 0.05$ *** refers to $p < 0.01$

Total cost recovery

1. Sales
2. Costs (cash basis not amortized over period of true benefit)
 - a. Product costs
 - b. Distribution costs
 - c. Marketing and promotion costs
 - d. Administrative costs

Total cost recovery calculation: Sales/Costs

Distribution pilot results: Total cost recovery



Triggers and barriers for purchase – all pilots



Barriers

- Lack of felt need to treat.
- Smell and odor (chlorine).
- Low availability of product.
- Insufficient cash flow for purchase of filter and cartridges (which also require financing).
- Free product not effective in generating continued use (high levels of resale, lack of felt need).

Triggers and barriers for purchase – all pilots

Triggers

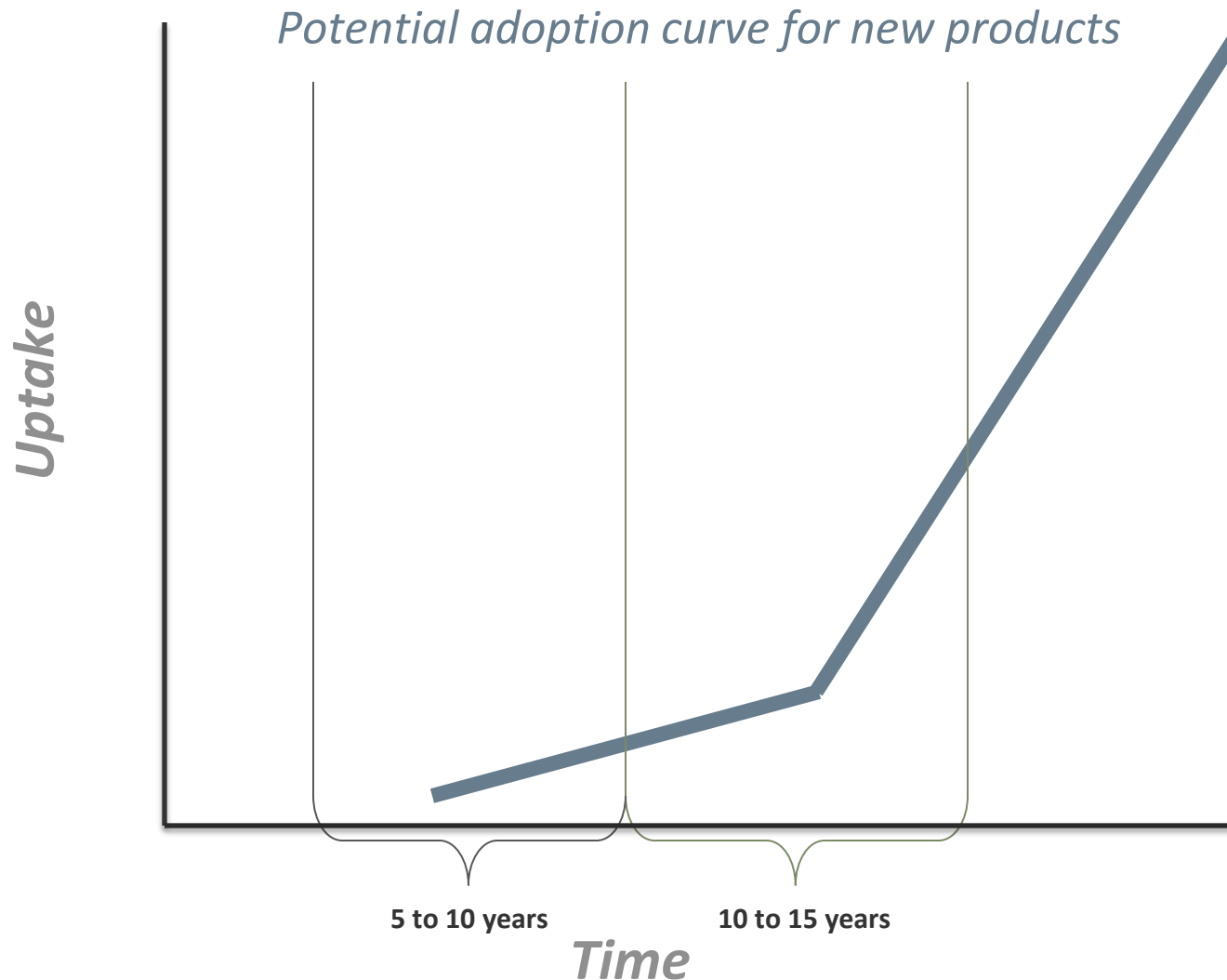
- Financing.
- Trusted social influence at time of sale (group dynamics, health worker, friends).
- Product appeal (attractive, effective, convenient, affordable).
- Product demonstration.
- Involving other family members.

“Was interested in this, and the loan made me go for it.”

“When we saw this, wanted to buy. It is beautiful.”

“I am young so my mother-in-law makes these decisions.”

Project results in a market context



Source: Golder PN, Tellis GJ. Will it ever fly? Modeling the takeoff of really new consumer durables. *Marketing Science* (1986–1998). 1997;16(3):256–270.

Conclusions on the potential for market-based solutions in the HWTS provision

If it works, it scales

- The microfinance model has most potential for success.
- Currently being scaled without donor support.

There *is* a role for market-based solutions in reaching further down the income pyramid

- NGOs and the public sector *can* add value:
 - Catalyze innovation.
 - Provide incentives and reduce risk.
 - Conduct real-time monitoring for improved results.



Overall learning

- Well managed and resourced operations are essential.
- Structure of business models is flexible for local conditions but must be based on sound business practices.
- Subsidy spoilers: when giveaways spoil demand.
- Finance has to fit.

PATH's tool box fits other WASH challenges



- We are already applying tools to sanitation and community water.
- Sanitation financing models.
- PATH platform approaches provide economies of scale, lower costs of manufacture, and increased quality and functionality.

Thank you to all our SWP partners!



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