

PURE HOME WATER PROJECT

NORTHERN REGION GHANA

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INTRODUCTION

- Pure Home Water is a two-year project to provide safe drinking water at a household scale through person-to-person social marketing and microfinance.
- It is a full-time effort of two social entrepreneurs: Hamdiah Alhassan (Civil/Environmental engineer) and Wahabu Salifu (Development planner) working in collaboration with MIT and with assistance from World Vision- Ghana.

OBJECTIVES

1. Reaching approximately 3,600 households and 60 schools for a total target population of 36,000 residents.
2. Training 60 WATSAN committee members, 60 local entrepreneurs, and 60 local teachers (each category with over 60% women).

PROJECT SCOPE

- The Pure Home Water Project is based in the Northern Region of Ghana. This project is initially focused in 6 districts with a population of 757,137 (GSCP,2000).

PURE HOME WATER PRODUCT DESCRIPTION

The Household Water Treatment and Storage(HWTS) products are divided into 3 categories of 6 products, as follows:

1. Safe Drinking Water Storage
 - I. Modified “safe storage” clay pot
 - ii. Plastic “safe storage” containers
2. Filters
 - I. Ceramic filters
 - Tamakloe Filtron filters
 - ii. Biosand Filters

continue

3. Disinfection

I. Household chlorination

ii. SODIS

HWTS PRODUCTS

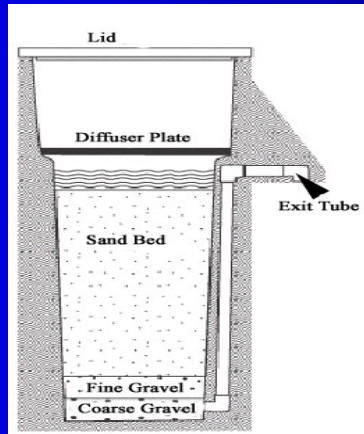
Modified Clay pot



Sodis



Biosand filter



Biosand filter



Ceramic Tamakloe Filtron



PRICING

The table below shows the pricing of the HWTS products promoted in Ghana.

HWTS Products	Retailer price(cedis)	Retailer price(US\$)
CERAMICA TAMAKLOE FILTRON (cash)	170,000	\$ 18.89
CERAMICA TAMAKLOE FILTRON (credit)	180,000	20
C.T. FILTER UNIT	55,000	\$ 6.11
MODIFIED CLAY POT	75,000	\$ 8.33
PLASTIC SAFE STORAGE CONTAINER	75,000	\$ 8.33
BIOSAND FILTER(50L PLASTIC CONTAINER)	100,000	\$ 11.11
FINE SAND	10,000	\$ 11.11
COARSE SAND	8,000	\$ 0.88
GRAVEL	10,000	\$1.11

PROMOTIONAL STRATEGIES ADOPTED SO FAR.

- 61 institutions/organizations have been contacted and 21 have received presentations.
- 5 churches have been contacted ,1 has received presentation.
- 2 communities have received presentation. 1 in Tamale and 1 in Savelugu District.
- Radio promotion and person-to-person promotions.
- Posters
- 3 market promotion on Tamale market days.
- The project has 6 retailers and 4 sales personnel selling PHW project products in the Tamale metropolis on commission basis.

Mode of payment

- Customers are encouraged to pay up-front, but those who cannot pay may buy on credit and pay in 3 installments over 3 months at a charge of 10,000 cedis interest.
- CT Filter (cash) = 170,000 (\$19)
- CT Filter (credit) = 180,000 (\$20)

SALES

1. The Pure Home Water project sold 61 of the Nnsupa Filter , 260 of Ceramica Tamakloe Filtron and 25 of the Safe Storage Plastic containers from August 2005 to March, 2006. In all 346 of the Household Water Treatment and Storage products have been sold.
2. The total amount of money received from the sales of the products and deposited in the bank is 24,407,000 cedis (US\$ 2,711.89).

CHALLENGES

1. Transportation

One major challenge to the project is the lack of a permanent vehicle for operations. This constrains the project from reaching out to potential customers outside Tamale where commercial vehicles don't go.

2. Affordability

Most of the people in the PHW project area are peasant farmers and their income level is low which makes it difficult for them to buy the products.

3. Sales Personnel/Retailers

Lack of cooperation with some of the retailers we contacted.

CHALLENGES

4. Customers

Complaint about slow flow rate, the size, cost and how delicate the filter is to handle.

5. Manufacturer

Packaging of the product by the manufacturers are not good enough and it causes a loss to the project, because some of the products breaks during transport

ANY QUESTIONS

THANK YOU FOR YOUR ATTENTION