



Point-of-Use Water Treatment in Nyanza Province, Kenya



*Presentation to Global Entrepreneurship Class
MIT Sloan School of Management*

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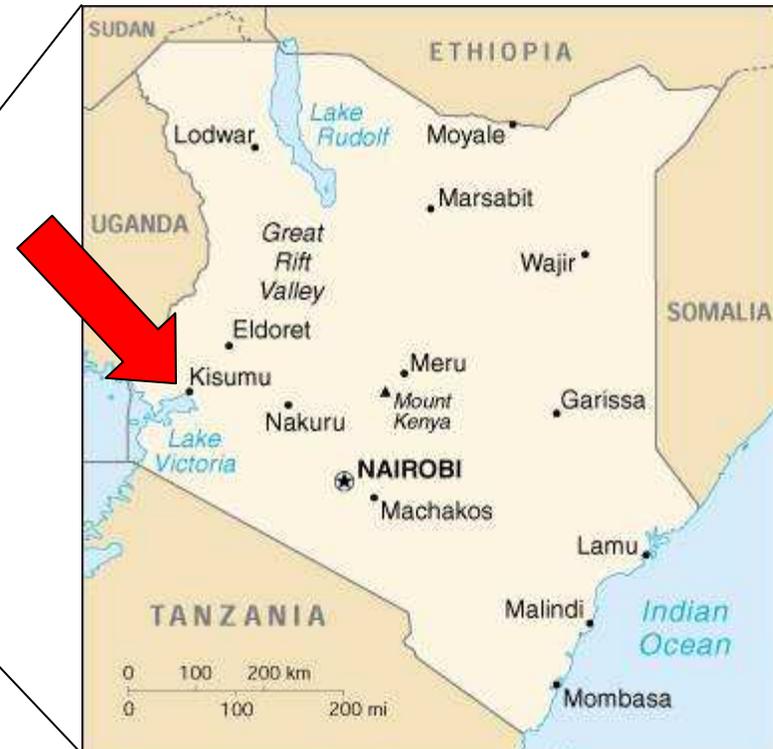


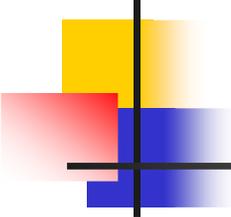
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Context – Nyanza Province



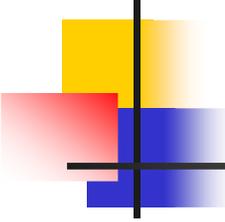


Context – Nyanza Province

- Highest HIV/AIDS infection rate in the world (>40%)
- Highest malaria infection rate in the world
- Life Expectancy = 37 years
- Very low education level
- Lowest per capita income in Kenya
 - <\$150 per year
- Access to clean water is a major issue
 - Not only is water scarce, the quality is extremely poor

Examples of typical water sources



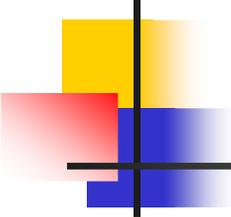


The importance of clean water

- Water can contain:
 - Typhoid
 - Giardia
 - Cryptosporidia
 - Other nasties
- Unclean water can cause recurring, life-long digestive problems and health issues
- Waterborne illnesses are the leading cause of death among children under 5
- People with weakened immune systems have increased vulnerability (and mortality)

Clean Water Products- Waterguard & PuR





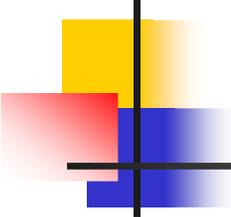
Products- Waterguard & PuR

WaterGuard

- Developed in conjunction with CDC
- Sold in bottles
- One bottle treats 2500 liters
- One bottle = 35 ksh (approx. \$0.44)
- Margin: 5 ksh
- Disinfects

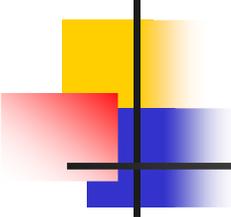
PuR

- Developed by Proctor & Gamble
- Sold in sachets
- One sachet treats 10 liters
- One sachet = 5 ksh (approx \$0.06)
- Margin: 2 ksh
- Disinfects and treats turbidity



SWAK (Society of Women and AIDS in Kenya)

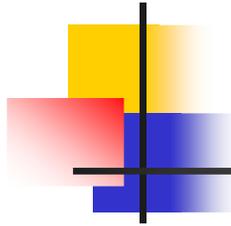
- Train and mobilize local community groups to respond to the AIDS crisis in the region
- Groups are mostly AIDS widows, or individuals infected with HIV
- Central Nyanza office provides health-related products at wholesale prices to 15 SWAK registered groups
- Groups then sell products at retail prices to community



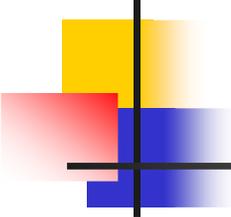
Problem

- Even the best group sells only 96 bottles per month at 5 shillings margin per bottle
- Most groups sell less than 24 bottles per month
- Product has been available for 2 years and there is still essentially a 0% penetration in Nyanza province

What can be done to help them?

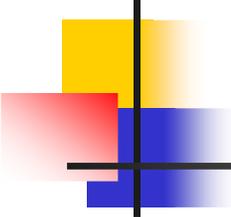


Class Discussion



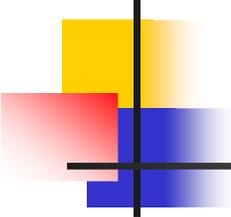
Project Structure

- Stakeholder interview meetings
- Focus groups
- Individual interviews
- Home visits



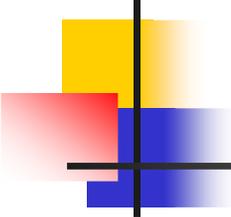
Findings- SWAK Groups

- No access to financing
- No incentives to sell
- No business education
- No record keeping
- No training plan
- No transportation
- Low entrepreneurial drive



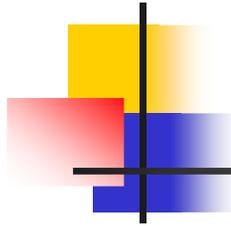
Findings- Customers

- Low understanding of waterborne illness
- Low understanding of products
- Low discretionary funds



Results

- Defined best practices
- Created a training plan
 - Product training
 - Raising capital
 - Record keeping
 - Customer segmentation
- Offered solutions to common challenges



Questions and Answers

Thanks!



Team "Komba" 2005

