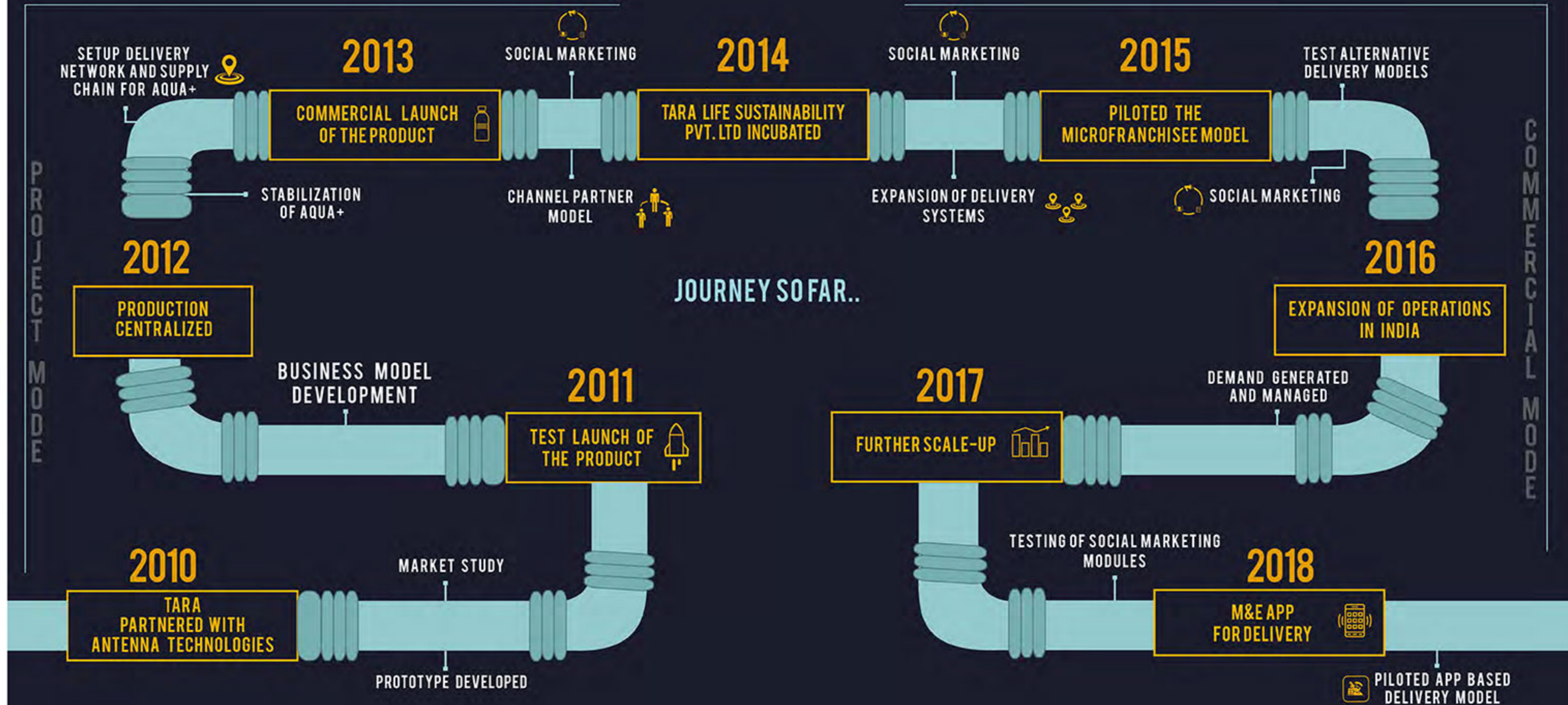


SAFE WATER PROJECT

ENSURING LAST MILE DELIVERY OF SAFE WATER



CASE STUDIES

"This is an excellent opportunity for me to gain hands on experience in applications of chemistry. I really enjoy my work as a production supervisor and a quality control specialist. I feel fortunate to be able to develop a household water treatment solution that enables people to have safe drinking water."



Akash Richhariya
Production Supervisor
and Quality Control
Specialist,
TARAlife since 2014

Rajesh Kushwaha
TARAlife Micro-franchisor
since April 2016
Bhadohi district, UP



I have always wanted to work for the society. Beginning 2016, I was introduced to Aqua+ during my association with TARA as the regional manager of the TARA Akshar Literacy Program. I feel the product has great potential and caters to the safe drinking water demands of the people. With a network of 20 microfranchisees, and support from TARA in terms of social marketing, I have been able to sell a total of 13,000 bottles till date."

"I am very happy selling Aqua+, I make people aware of the benefits wherever I go, I sell it to fellow passengers on the bus too. Along with being a TARAlife microfranchisee, I am an Aqua+ consumer too. I even send the bottles to my maternal family in Mumbai. Being part of the initiative has given me a sense of confidence and a strong positioning in my community."



Rekha Maurya
TARAlife Micro-franchisee
since May 2016
Bhadohi district, UP

Rupa Devi
Aqua+ consumer
since July 2016
Bhadohi district, UP

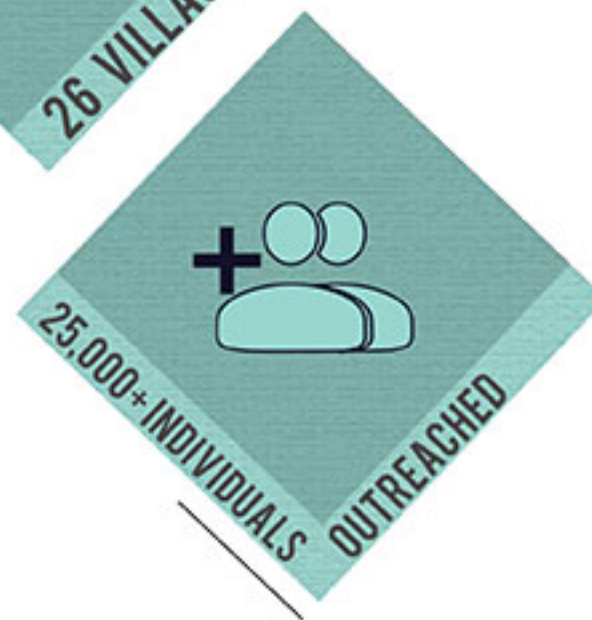
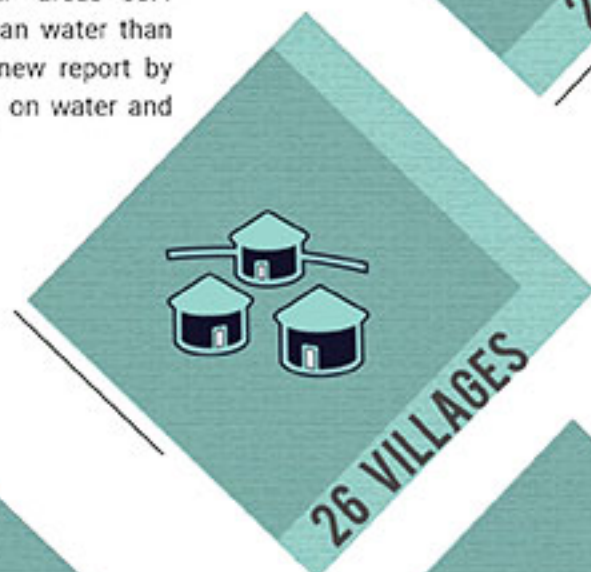


"Since the time I have started using Aqua+, I don't even know what bloating is. Earlier, I used to have a headache starting right in the morning after I woke up. Now I don't have any such problems. All thanks to Rajesh ji for introducing this product in our lives."

THE INITIATIVE

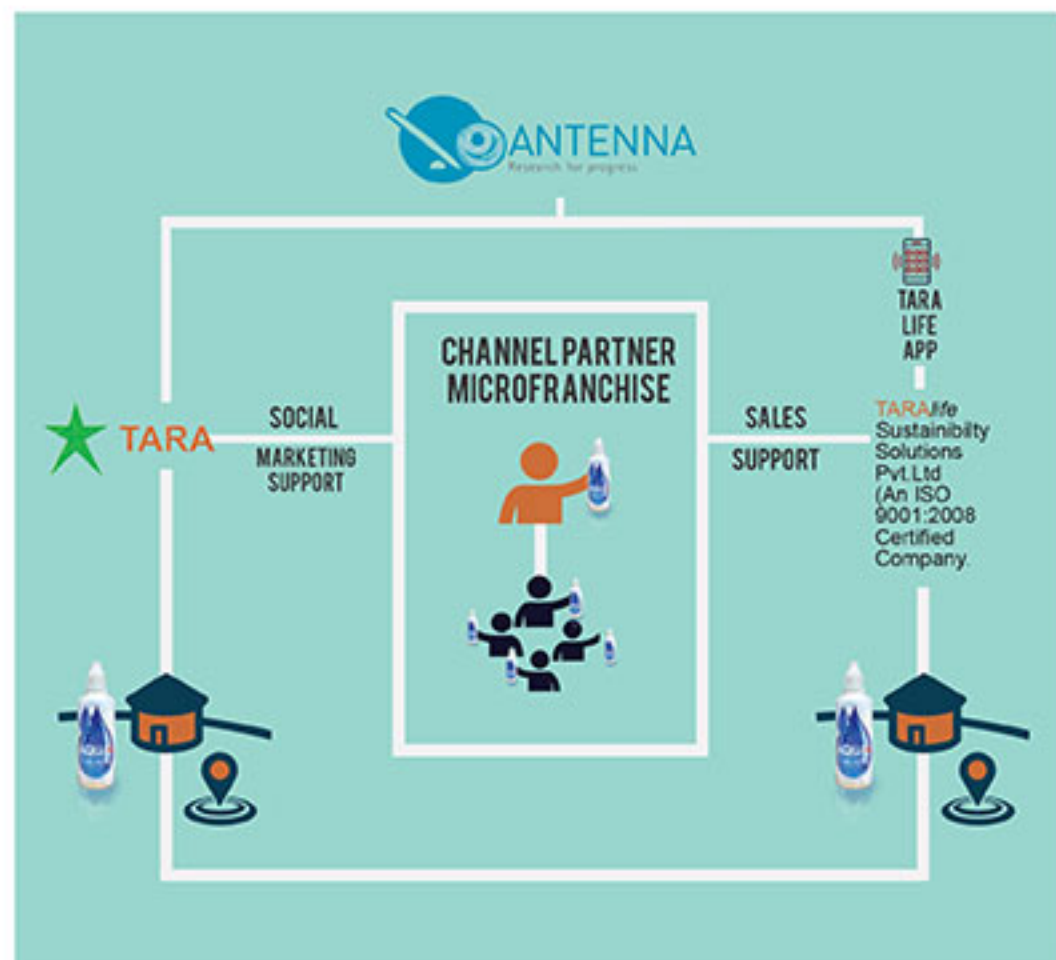
The Human Right to Water and Sanitation (HRWS) entitles everyone to sufficient, safe, accessible, culturally acceptable and affordable water and sanitation services for personal and domestic uses that are delivered in a participatory, accountable and non-discriminatory manner. Ensuring universal access to safe and affordable drinking water for all by 2030 requires we invest in adequate infrastructure, provide sanitation facilities and encourage hygiene at every level and international cooperation is needed to encourage water efficiency and support treatment technologies in developing countries.

India has more people in rural areas—63.4 million—living without access to clean water than any other country, according to a new report by Water Aid, a global advocacy group on water and sanitation.



OUR APPROACH

To enable *last mile access to safe drinking water*, we work towards building a strong distribution network complemented with *good social marketing capability*. The business model is based on the idea of working with organisations that have a strong grass root connect - NGOs, commercial distributors and local social businesses to ensure door to door delivery of Aqua+. We work in a *business-to-business realm with the channel partner/microfranchisor*, building an end-to-end chain till last mile delivery. We are currently working towards adding more products to our existing portfolio, thereby aiming to generate a stable revenue stream for the channel partner/microfranchisor and further bring down costs at the consumers' end. To support the network, our approach for demand creation and management has been to use behavior change as a tool. Social marketing therefore, has been the focus and key component of all activities done by us ensuring last mile delivery, especially in the basic need fulfillment space.



ABOUT AQUA+

What is Aqua+?	50 ml bottle, priced at Rs.42 Point of use water purification solution i.e. Aqua+ (sodium hypochlorite solution) that is affordable and reliable
Who is the product for?	Rural consumers with average monthly income on INR 3200-3500
How is it delivered?	Network of channel partners and micro franchisees, supported through social marketing efforts to ensure demand creation
How is it different?	<ul style="list-style-type: none"> • Easy to use, reliable and low cost solution with no side effects • National Test house certified product meets the requirements of IS: 10500:2012 for drinking water. • NABL accredited production facility

HOW TO USE IT?



ADD 1/2 CAP IN 20 LITRES OF WATER OR 2 DROPS



WAIT FOR 30 MINS



NOW WATER IS SAFE TO DRINK



OUR VISION

TARA is creating a path towards achieving the Sustainable Development Goal 6, i.e. to ensure the availability and sustainable management of water and sanitation for all by 2030, by leveraging the capacities of communities across the supply chain.

With the project fund, TARA is developing a supply chain that has inducted local people as microfranchisors and franchisees as a resource who then become influencers in the community and are able to create profitable small and micro enterprises for themselves. This ensures that the **supply chain setup is financially sustainable**, even when the project support is over, creating access to safe drinking water through consistent provision of Aqua+.



Micro franchisees selling Aqua+ at a Community Event in Bhadohi, Uttar Pradesh

Our Team conducting social marketing activities for Aqua + in Mirzapur, Uttar Pradesh.



ABOUT TECHNOLOGY AND ACTION FOR RURAL ADVANCEMENT (TARA)

Technology and Action for Rural Advancement (TARA) is a 'social enterprise', part of the Development Alternatives (DA) Group, set up in 1985 at New Delhi. Its vision is the creation of sustainable livelihoods on a large scale, in pursuit of which, TARA develops and promotes "scalable solutions for people and the planet". As an 'incubation engine', TARA's organizational objectives have been defined around impact in the areas of Employability, Entrepreneurship, Clean Technology, Basic Needs, Natural Resource Management and Institutional Strengthening.

ABOUT TARALIFE SUSTAINABILITY SOLUTIONS

TARALife Sustainability Solutions, an ISO 9001:2008 certified company is a social business being incubated by TARA. The company aims to provide basic need products and services such as water purification solutions, soil and water testing kits, biomass pellets and solar home lighting solutions, to the under-served communities.

ABOUT ANTENNA TECHNOLOGIES

Antenna Technologies is a Swiss foundation committed to the scientific research of technological, health and economic solutions in partnership with universities, non-profit organizations and private companies to meet the basic needs of marginalized populations in developing countries.