



Aston Business School



HULT GLOBAL CASE CHALLENGE 2011

ASTON BUSINESS SCHOOL



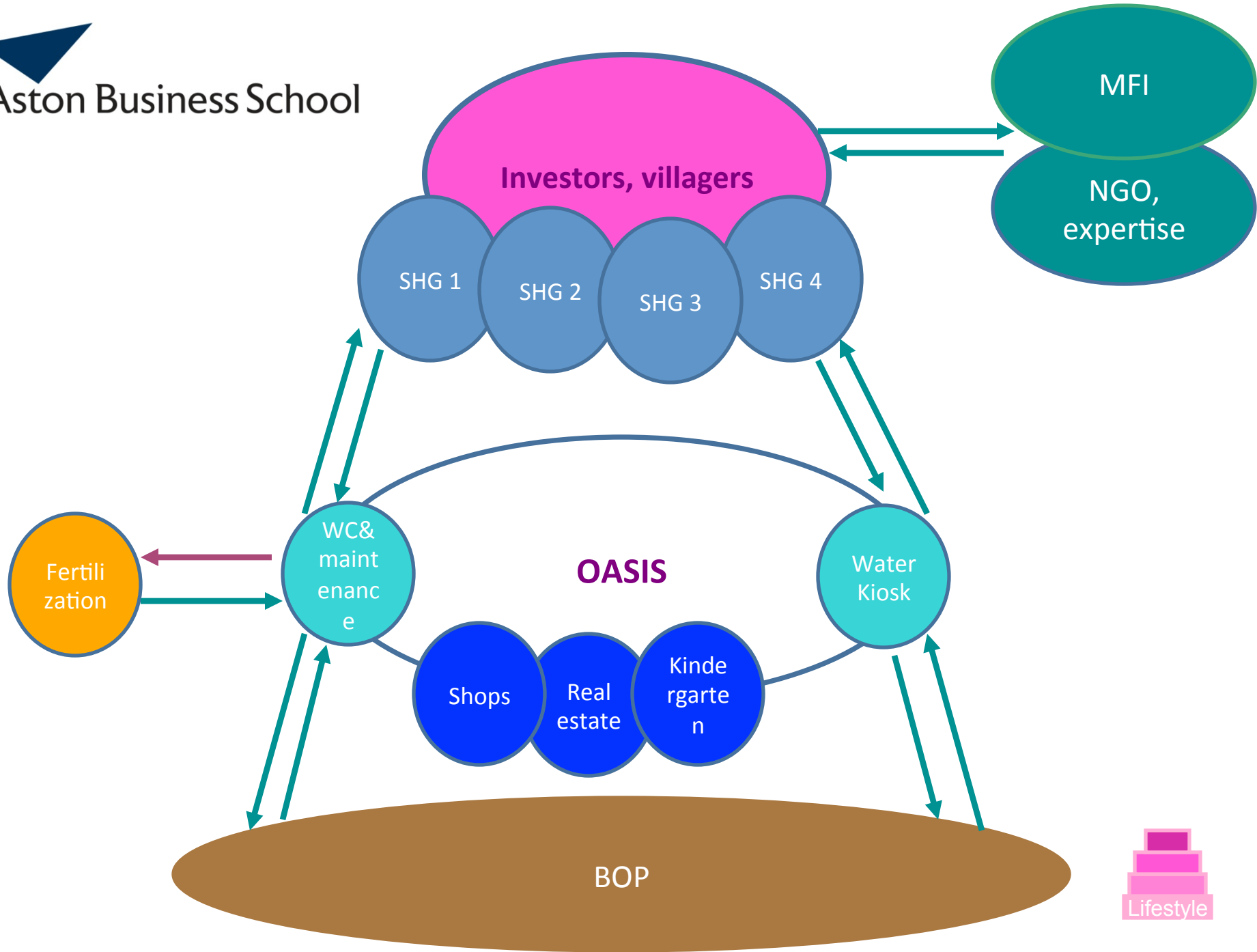
Introduction

- Water, Sanitation- A basic right.
- Challenge:
Make people want to pay for it.
- Create a sustainable value cycle



The Concept

- FIRST- identify areas for need and of interest to investment (run-down WC facilities)
- Centered: Activities of women and children.
- Involve strategic partners AND spur commercial capital
- Build an **Oasis** center which integrate solutions generate synergy effect on health and lifestyle
- OASIS: collection of businesses that are run by local entrepreneurs to provide water, sanitation, health, entertainment, education



Investors, villagers

SHG 1

SHG 2

SHG 3

SHG 4

MFI

NGO,
expertise

Fertilization

WC&
maint
enanc
e

OASIS

Water
Kiosk

Shops

Real
estate

Kinde
rgarte
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BOP

Lifestyle



Oasis-tackle the problems

- Combined solution of clean water and sanitation- combined health benefit
- Accessible and safe
- Empowerment of pyramid
- Lifestyle increasing
- Maintenance
- Waste- efficient usage



Greed Marketing

- Creating incentive
Collecting loyalty points
For instance buying 100 bottles of water (or sanitation usage) which lead to mobile phone top-up
- Listen to customer
- Enriching their life
- Involving local entrepreneurs



Educational Marketing

- Traditional media (posters)
- Mobile phone
- Via street play
- In community centre education takes place



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THANK YOU