

Distributing Safe Water

-Hult Global Case Challenge, London Regional Final-

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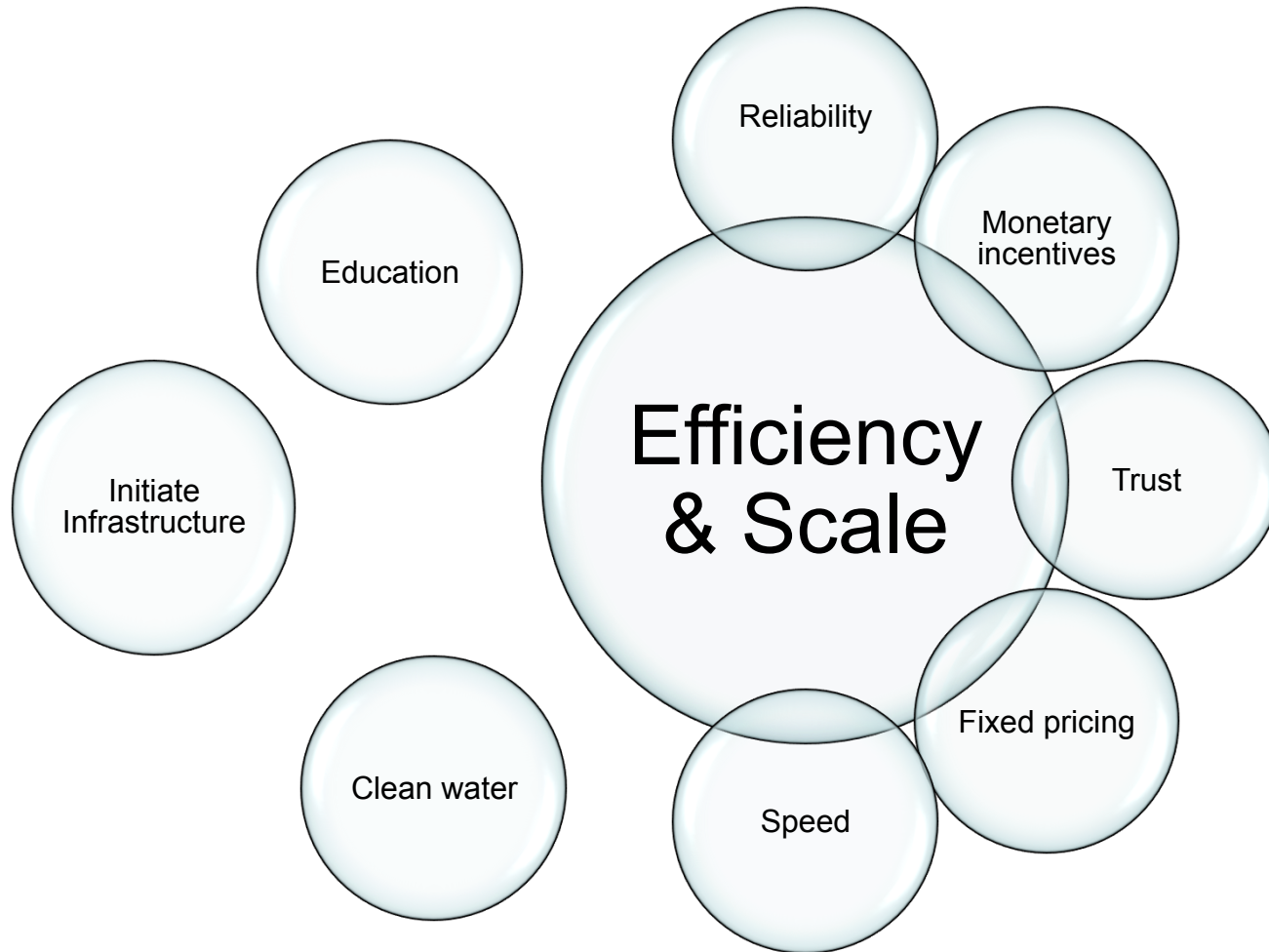




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Advantages of Vending Machines



Implementation Scheme

Phase 1:
Government

Phase 2:
Target Local Institutions

Phase 3: Encourage Local
Entrepreneurs

Phase 4:
Re-invest Profits



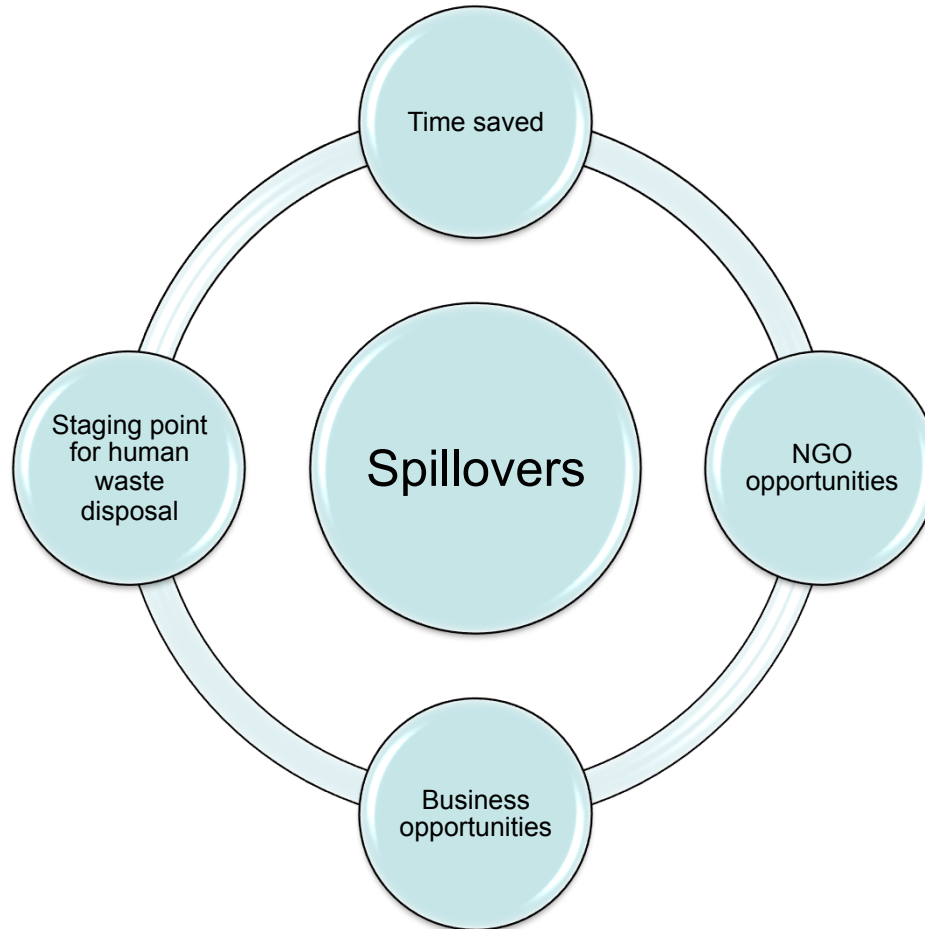




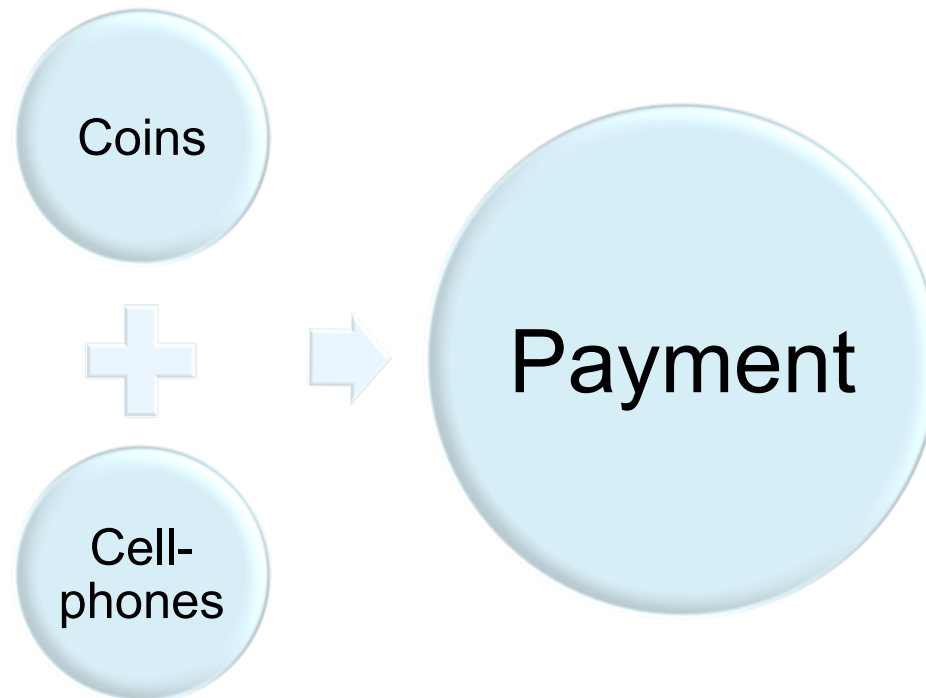




Spillovers



Payment







Thank you for your attention!

Any Questions?

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Appendix 1.

The Government of India's norms for water supply are:

- | | |
|-------------------------------|--|
| 1. For population upto 10,000 | 70 to 100 lpcd |
| 2. For population 10 - 50,000 | 100 - 125 lpcd |
| 3. For population over 50,000 | 125 - 200 lpcd
litres per capita per day (lpcd) |

Table 2. Service Level Descriptors Defined by Distance and Time to Water Source, Quantities of Water Collected and Level of Health Concern (Taken from Howard and Bartram, 2003)

Service Level	Distance to Source & Total Collection Time	Approximate Quantities Collected	Level of Health Concern
No Access	> 1000 m	Very low	Very high
	> 30 min total collection time	Less than 5 L/capita-day	Hygiene not assured, consumption needs may be at risk. Quality difficult to assure.
Basic Access	100 – 1000 m	Low	Medium
	5 – 30 min	Unlikely to exceed 20 L/capita-day ²	Not all water needs may be met. Quality difficult to assure.
Intermediate Access	On-plot	Medium	Low
	e.g. single standpipe on compound or in house	Around 50 L/capita-day	Most basic hygiene and consumption needs met. Quality more readily assured.
Optimal Access	Multiple taps in house	Varies	Very low
		Likely to be 100 L/capita-day and possibly up to 300 L/capita-day	All uses met. Quality readily assured.

² Laundry or bathing may occur at a source with additional quantities of water used.