

# HULT



Global Case  
Challenge

# HULT Global Case Challenge 2011

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# Introduction





## Facts & Figures

- No access to safe Water - 1 billion people in World water, roughly one-sixth of the world's population.
- Without basic sanitation – 2.5 individuals in the world.
- Deaths caused by diarrhoeal diseases - twice as many people dying from HIV/AIDS.
- Nearly 80% of illness in developing countries – linked to poor water and sanitation.
- Water related diseases, which account for 20% of global disease burden - receive less than 1% of total public and private funds.



## Practical solution

- Clean Water supply
  - Boring
    - Domestic consumption
    - Drinking



## Practical solution

- Sanitation
  - Toilet booth
  - Mobile toilet van

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# Support for solution

- Awareness
  - Generate funds
  - Mass awareness



# Implementation

- Clean Water supply
  - Boring
    - Domestic consumption
      - Multiple taps in scheduled manner
      - Costs – Around \$1000 approximately
      - Time line – 2 month approximately for successful implementation
    - Drinking
      - Reusable water bottle with carbon filters
      - Costs – 5 cent per family per day approximately
      - Time line – 3 weeks approximately





# Implementation

- Sanitation

- Toilet booth

- Costs - \$250 approximately
- Time line – 3 weeks approximately
- 100 – 150 people per day

- Mobile toilet van

- Costs - \$500 approximately
- Time line – 1 week approximately
- 1200 – 1500 per day



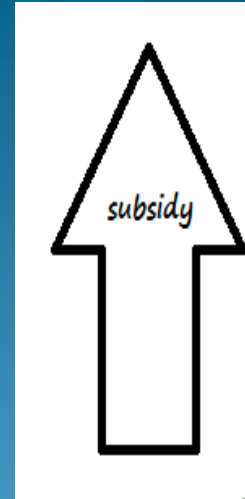




# Support for solution

- Awareness

- Generate funds
  - From corporate
  - Government
  - Philanthropic societies
  - Advertising
  - Collaborative campaign
- Mass awareness
  - Street dramas
  - Road-side shows
  - Personal campaign
  - Banners





- Excellence in execution is vital
- The slogan that helps is  
“I contribute everyday, do you?”