

About PATH

PATH is an international, nonprofit organization that creates sustainable, culturally relevant solutions, enabling communities worldwide to break longstanding cycles of poor health. By collaborating with diverse public- and private-sector partners, PATH helps provide appropriate health technologies and vital strategies that change the way people think and act. PATH's work improves global health and well-being. For more information, visit www.path.org.

About PATH's work in safe water

Although safe drinking water is essential to good health, in resource-poor settings, water often comes from unsafe sources and carries deadly pathogens. The World Health Organization estimates that 1.8 million people die each year from severe diarrheal disease, which is often attributable to use of unsafe water. For years, governments and charities have been reaching low-income communities with household water treatment systems, but they have found that the cost of these programs is large and ongoing, and scalability is very difficult.



Through the Safe Water Project, PATH is seeking complementary solutions to sustainability and scale-up by exploring the potential for commercial enterprises to produce, distribute, sell, and maintain HWTS consumer products to low-income populations. To increase access to clean water among low-income households in the developing world, PATH is working to identify, adapt, and develop appropriate products and business models for HWTS devices. The goal is to build a sustainable commercial market for HWTS products in developing nations.

Safe Water Project - India

PATH implemented a number of pilot projects with partners in India to find ways of overcoming distribution and marketing barriers that make it difficult for manufacturers of household water treatment and safe storage products to penetrate lower-income markets. The first pilot was implemented in Uttar Pradesh with Medentech to evaluate the potential of a new distribution and sales channel for Medentech's inexpensive water-purification tablet product, Aquatabs.

PATH then launched several pilot projects in India to test whether collaborations between microfinance institutions (MFIs) and manufacturing companies can result in better market penetration of household water treatment and safe storage (HWTS) devices among base-of-the-pyramid households. Hindustan Unilever Limited, a leading fast moving consumer goods company and Spandana, an Indian MFI partnered to provide low cost water filters supported by consumer loans to low income populations in Tamil Nadu and Madhya Pradesh. In another pilot, Eureka Forbes Limited, a leading provider of water treatment solutions in India partnered with ACCESS, an MFI umbrella organization to take low cost water filters with consumer loans to low income populations in rural Andhra Pradesh.

PATH also conducted a longitudinal ethnographic study on user experiences with existing HWTS products in Andhra Pradesh and provided PATH the opportunity to "road test" five available HWTS products in both rural and semi-urban areas. PATH used the information and insights from the EUT study to inform the development of functional HWTS prototypes designed specifically for the low-income user in India as well as a set of design guidelines for appropriate HWTS products for low income populations in developing countries. Many of the insights are also being used to inform marketing strategies for low-income households who have little experience with HWTS products or water treatment in general.

Safe Water Project in other countries

After in-country activities were initiated in India in early 2006, the project expanded to Cambodia and Vietnam in mid-2007. Here, PATH is worked with potential partners to stage and implement test markets, applying a variety of distribution models to HWTS products and continues to work with some of these partners to scale up the most successful distribution models. PATH also implemented a pilot activity in Kenya to explore the potential for offering a ceramic water purifier (CWP) in a sales model designed for fast-moving consumer goods with the Safe Water and AIDS Project (SWAP). PATH also conducted a pilot in Malawi to promote uptake of WaterGuard, a chlorine water treatment product through introduction as part of a free hygiene kit at antenatal clinics.

Objectives of the Dissemination Workshop

- 1. Expansion of market for household water treatment and storage (HWTS) products for low income populations in India:** The Safe Water Project is seeking to catalyze the HWTS space for provision of products and services to low income markets in developing countries to address the disease burden of diarrheal disease. The pilot, product design and research activities conducted in the project, in close collaboration with private sector partners, have helped PATH collect evidence and learning about the dynamics of this proposition. PATH plans to disseminate this learning to catalyze larger participation in targeting HWTS and other WASH products and services to low income populations in vulnerable settings, reducing cost of provision and services for these populations, and increasing the number and efficacy of the products and solutions available to the target populations. In addition, the PATH SWP is seeking to understand the usefulness of the tools and approaches that the project has generated, and any adaptation or refinement that would strengthen them.
- 2. Introduce promising technology and user research for appropriate products:** There are a wide variety of HWTS products available in developing markets but many are not available for use by or even familiar to the most vulnerable populations due to lack of access, affordability as well as behavioral constraints. PATH has developed HWTS products and technologies which are appropriate for adoption and use by vulnerable populations at the bottom of the pyramid in developing countries and has also conducted extensive user testing to understand and translate consumer behaviors around HWTS products. These efforts have also led to the creation of design guidelines for HWTS products. PATH seeks to disseminate these technology developments to key stakeholders in the HWTS manufacturing and distribution space in India to catalyze availability of such products to vulnerable populations which the current manufacturers are not able to reach.
- 3. Catalyzing use of alternative commercially sustainable distribution channels for products targeting low income populations for a public health impact:** Safe Water Project has learned tremendously from the various distribution models piloted during the project. This learning can be used to influence new and at-scale implementation of a wide variety of public health products and services. PATH plans to disseminate the results and learning to private and public sector audiences to catalyze adoption of the demonstrated tools and approaches for commercially sustainable provision of healthcare services and products to low income populations.
- 4. Way forward for reducing the incidence of diarrheal diseases through an inclusive commercial sector approach:** SWP has focused on HWTS products, tools, and approaches that can be effective in providing HWTS products to low income populations in resource poor settings. However, HWTS products touch on only a part of the preventive side of the larger WASH landscape. To address diarrheal diseases effectively, the entire spectrum of challenges and prevention and treatment solutions need to be considered. PATH plans to disseminate the takeaways from Safe Water Project covering commercial sector approaches to international donors and multilateral agencies to catalyze discussion about addressing the spectrum of WASH issues through these approaches and incorporating the learning from the SWP in future programmatic activities.

Venue: Silver Oak, India Habitat Centre

Day 1, January 19th 2012

9:00-9:30 am	Registration
9:30-10:00 am	Welcome Address Keynote Address Gourishankar Ghosh, Ex-Mission Director, RGNDWM
10:00-10:30 am	Introduction to PATH's Safe Water Project Glenn Austin, Director, WASHDD, PATH
10:30-11:00 am	Tea
11:30-12:30 pm	Appropriate products - Closing the gap to reach low-income consumers <ul style="list-style-type: none">• Water Quality Treatment Standards - India and WHO standards Pat Lennon, PATH K. Chandrasekhar, Water Quality Association• Product demonstrations and discussion breakouts <i>PATH and other organizations with appropriate HWTS products available in India Hindustan Unilever limited, Eureka Forbes Limited, Tata Chemicals Limited, Cloud Water Campaign – Bihar etc.</i>
12:30-1:00 pm	Market based solutions for WASH Lessons from PATH's Safe Water Project

1:00-2:00 pm	Lunch with walk through of displays
2:00-3:30 pm	<p>Microfinance as a vehicle for delivery of public health products and services</p> <p>Plenary Session I: Operational business models and their impact</p> <ul style="list-style-type: none"> • Tanya Dargan, PATH • Deepak Saksena, Hindustan Unilever Limited • Elaine Marie Ghosh, Parinaam Foundation • Ashish Karamchandani, Monitor Inclusive Markets <p>Working group session and readout: Way Forward</p>
3:30-4:00 pm	Tea
4:00-4:15 pm	<p>Inclusive markets - Public-private partnerships and their role in reaching low income populations</p> <p>Lessons from PATH's Safe Water Project</p>
4:15-5:15 pm	<p>Plenary Session II: Market-based solutions that can be integrated with health care delivery</p> <ul style="list-style-type: none"> • Tim Elliot, PATH • Sheena Chhabra, USAID • Amir U. Khan, Bill and Melinda Gates Foundation • Urvashi Prasad, Michael and Susan Dell Foundation • Vinod Kothari, Sir Ratan Tata Trust
5:15-5:30 pm	Closing

Venue: Magnolia, India Habitat Centre

Day 2, January 20 th 2012	
10:00-10:30 am	Registration
10:30-11:15 am	Review of Lessons from Day 1
11.15-11.45 am	Tea
11.45-1.15 pm	<p>Working Group Session - Way Forward for market based solutions and water treatment in India for a public health impact</p> <p>This working group session will take the lessons from Day 1 to answer questions about which methods work best in increasing the reach of household and community water treatment to vulnerable populations. The discussion will address key questions about the public sector's priorities, role of private sector partnerships, coordination of subsidy programs with market based approaches, role of appropriate products and the nuances of taking implementation to scale.</p>
1:15-1.30 pm	Closing
1.30-2.30 pm	Lunch