



TOGETHER FOR WATER

A Public-Private-Community
Partnership Program for
Safe Drinking Water





Facing the facts about water scarcity

- Less than 1% of the world's fresh water is readily accessible for direct human use
- 98% of water related deaths occur in countries in the developing world, such as India
- The safe water crisis has claimed more lives than all the wars in the world
- Poor Indians from rural areas often end up paying 5 to 10 times more for safe water than wealthy counterparts in cities
- Every 15 seconds, a child dies from a water related disease
- Millions of women and children spend several hours a day collecting water from distant, often polluted sources.
- 3.6 million people die every year from diseases caused by drinking unsafe water
- Access to safe drinking water alone, without any other supporting activities, can reduce this number by nearly 30%

RURAL INDIA

Where safe water scarcity has become a way of life

While urban India shines with development – shopping malls, IT parks and skyscrapers, the picture in rural India is dramatically different. Despite an annual growth rate nearing 9%, basic infrastructure



services in rural India such as access to safe drinking water are life-threateningly limited. A large

population of rural India is forced to access available water resources which are bacterially and chemically contaminated. The problem is further exacerbated by poor hygiene and sanitation.

Community awareness regarding basic sanitation practices is very low. These issues when coupled with exploitative livelihoods, lack of access to basic medical facilities and defunct or nonexistent rural water supply schemes, make rural water scarcity a real and debilitating problem – not only for the millions of deprived, but for development of the country at large.

The Waternet project

Community based safe drinking water

Each Community-based Safe Drinking Water Center (CSDWC) involves the community (represented by the village panchayat), Waternet World play the role as Project Implementing Agency. The roles of each are defined below;

1. Community – as represented by the village Panchayat (village council): The village Panchayat will provide a regular source of water linked to the RWS source and land for the CSDWC with the necessary perimeter fencing to secure the location for the treatment facility. They will also facilitate in raising the Community contribution. Waternet World shall constitute a 3-5 all women water users committee which shall be giving feedback on the project implementation, covering all aspects of the project from IEC campaigns, project development to membership-fees, etc.

2. Individual and Institutional Donors - Supporting the projects up to 80% on community contribution where the rural communities are too poor to raise the community contribution on their own and there is no other external donor support project. This

has enabled Waternet World to set up projects in extremely deserving villages, creating access too many more below the poverty line families.

3. Waternet World – Waternet World will act as the Project Implementing Agency. It will ensure that the project meets its deliverables, as well as being responsible for delivering overall CSDWC. This includes operations and maintenance for the plant for five years. Waternet World will be responsible for undertaking campaigns to educate rural communities on the importance of safe drinking water and incentivizing the local community to use the treated water of the project to meet their basic needs. Upon completion of the construction, Waternet World will also be responsible for collecting membership fees.

4. Technical Partner – Technical partner will install the CSDWC (Reverse Osmosis Technology – with associated storage tanks) for each village. Technical provide will ensure that all plants will meet Indian quality guidelines (BIS:10500). They will continue to provide technical, maintenance and operational assistance.





This innovative model of Public-Private and Community Partnership has the following salient features:

- Reaches the poorest of the poor through a replicable, sustainable commercial model wherein capital and recurring costs are recovered through the collection of user fees, whilst ensuring that no section of rural community is excluded from access through cross sectional contributions.
- Engages communities through a Health & Hygiene Education Campaign specifically targeted towards behavioral changes such as the elimination of open defecation. An intensive on-ground campaign combines education on water, sanitation and health. Its effectiveness is measured through concrete outputs such as the increased consumption of safe drinking water and improved sanitation practices among village community members.
- Tackles the issue of contamination in drinking water through a unique combination of advanced and appropriate technology, which gives quality assurance by conforming to the prescribed standards of BIS (Bureau of India Standards)
- Local employment generate (job opportunities are generated at the village level)
- Community's contribution increases ownership, improves accountability of services ensuring long term sustainability.
- Right to use water source retained by the community.

The expected outcomes of the Community Safe Drinking Water Projects are;

- Reduced cases of fluorosis-linked health problems
- Improved overall health of the rural communities
- Expanded access to safe drinking water to a wider section of society, especially people with lower purchasing power, who in the past would not have had access to treated water
- Enhanced employment opportunities within the village
- Reduced health expenditure/debt burdens
- Increased school attendance
- Increased productivity of rural communities



Participate in the Waternet Project.

Together, we can make a difference.
Fund a community safe drinking water and your efforts will go a long way towards making life better for millions of rural Indians, languishing without access to safe drinking water.

Visit www.waternet.com/donate Or Contact us at

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