



# SAFE DRINKING WATER PROGRAM

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Unilever

# Safe Drinking water is a basic human right

## The UN General Assembly declaration on July 26, 2010

1. *'Declares the right to safe and clean drinking water and sanitation as a human right that is essential for the full enjoyment of life and all human rights*
2. *Calls upon States and international organisations to provide financial resources, capacity-building and technology transfer, through international assistance and cooperation, in particular to developing countries, in order to scale up efforts to provide safe, clean, accessible and affordable drinking water and sanitation for all*
3. *Welcomes the decision by the Human Rights Council to request that the independent expert on the issue of human rights obligations related to access to safe drinking water and sanitation present an annual report to the General assembly ...'*

# WHO's recommendation regarding in-home water purification

- *‘ There is now conclusive evidence that simple, low cost interventions at the household level can reduce the risks of diarrhoeal disease for people of all ages in both the developed and developing world ’ \**
- *Improvements in drinking water quality appear to be of significant benefit to health when improvement is secured close to the **point of use** – that is in the household*
- *‘Provision of safe water alone will reduce diarrhoeal and enteric disease by upto 50%, even in the absence of improved sanitation, or other hygiene measures ’ \**



\* Source: WHO/SDE/WSH/02.07)

\*\* 2008 WHO (page 18) (WA 675)

# Consumers are concerned but forced to make various compromises with current solutions

**Widely prevalent habit of boiling water, but it is**  
Expensive, time consuming, poor tasting,  
and energy intensive



## **Standalone filters**

Do not deliver adequate germkill  
(vis-à-vis viruses, bacteria, parasites)



**Bottled Water**  
Is expensive



**Premium purifiers** (ultraviolet, reverse osmosis technologies)  
Dependent on electricity & piped water; expensive



## **Water liquids/tablets**

Cumbersome, often ineffective, poor taste



# Unilever Pureit

## A breakthrough innovation

- Unilever Pureit has been designed so as to provide safe water in all parts of the world
  - Complete protection from all harmful germs – viruses, bacteria and parasites
  - As safe as boiled water
  - Meets the stringent germkill criteria of the Environmental Protection Agency of the U.S.A
- Can be used in all urban and rural areas because it doesn't depend on electricity and pressurised tap water
- Assured safety for consumers because of:
  - Unambiguous end-of-life indicator
  - Auto-switch off system



The advertisement features a white and blue Unilever Pureit water purifier on the right, with water splashing at its base. On the left, the Unilever Pureit logo is displayed in a white oval. Below the logo, five icons with corresponding text describe the product's benefits: a globe icon for 'Meets International Safety Norms', a virus icon with a red slash for 'Protects from Bacteria, Virus, Parasites', a gear and chemical icon for 'Removes Metallic & Chemical Impurities', a power plug icon with a red slash for 'No Electricity', and a stack of coins icon for 'Huge Savings vs Bottled Water'. The text 'excellent in taste' and 'Control Life Indicator' is visible on the purifier's front panel.

Unilever pureit

Meets International Safety Norms

Protects from Bacteria, Virus, Parasites

Removes Metallic & Chemical Impurities

No Electricity

Huge Savings vs Bottled Water

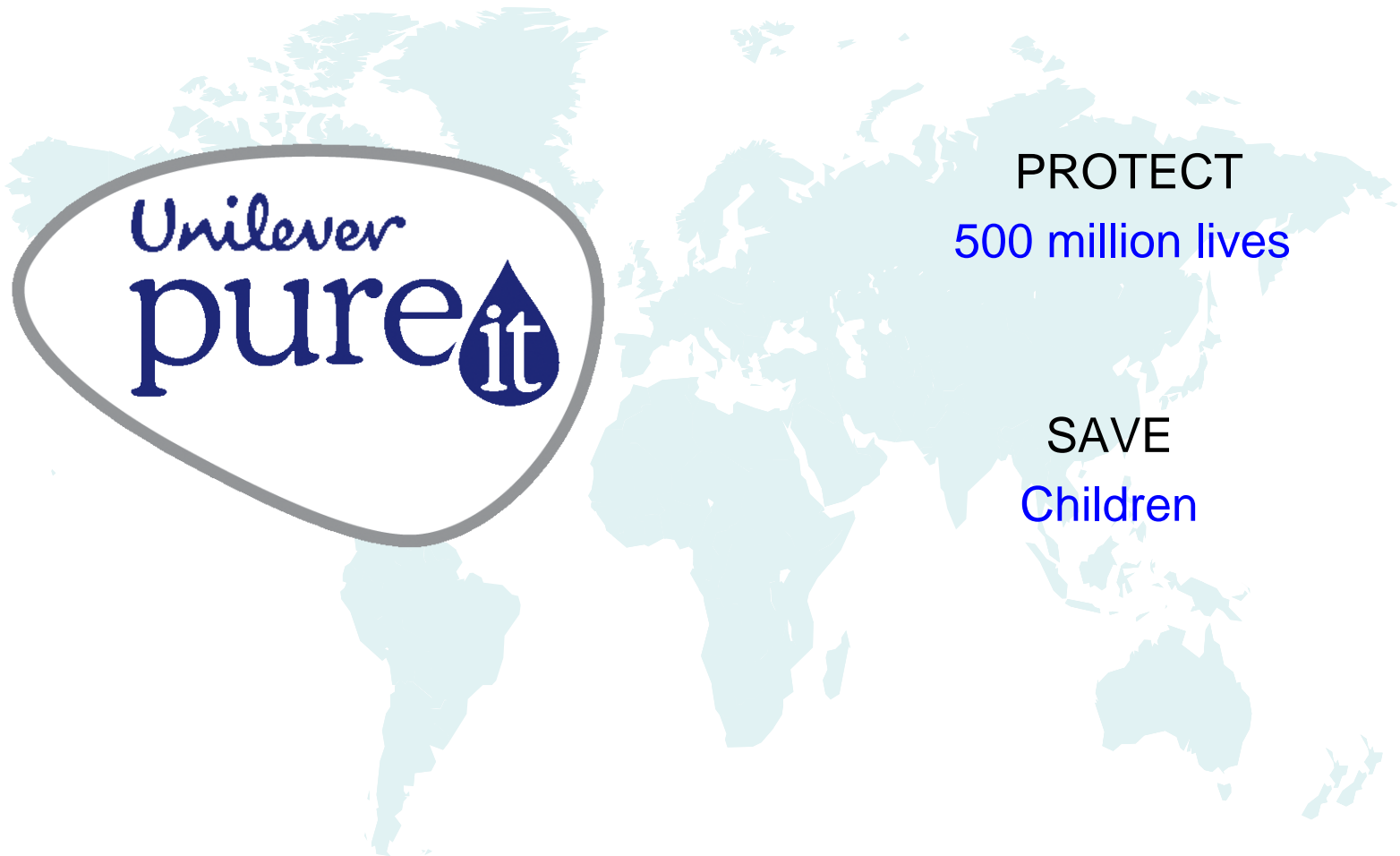
excellent in taste

Control Life Indicator

Now Protects 55 Million Lives in 13 Countries

Visit [pureitwater.com](http://pureitwater.com) to learn more

# Unilever's safe drinking water mission

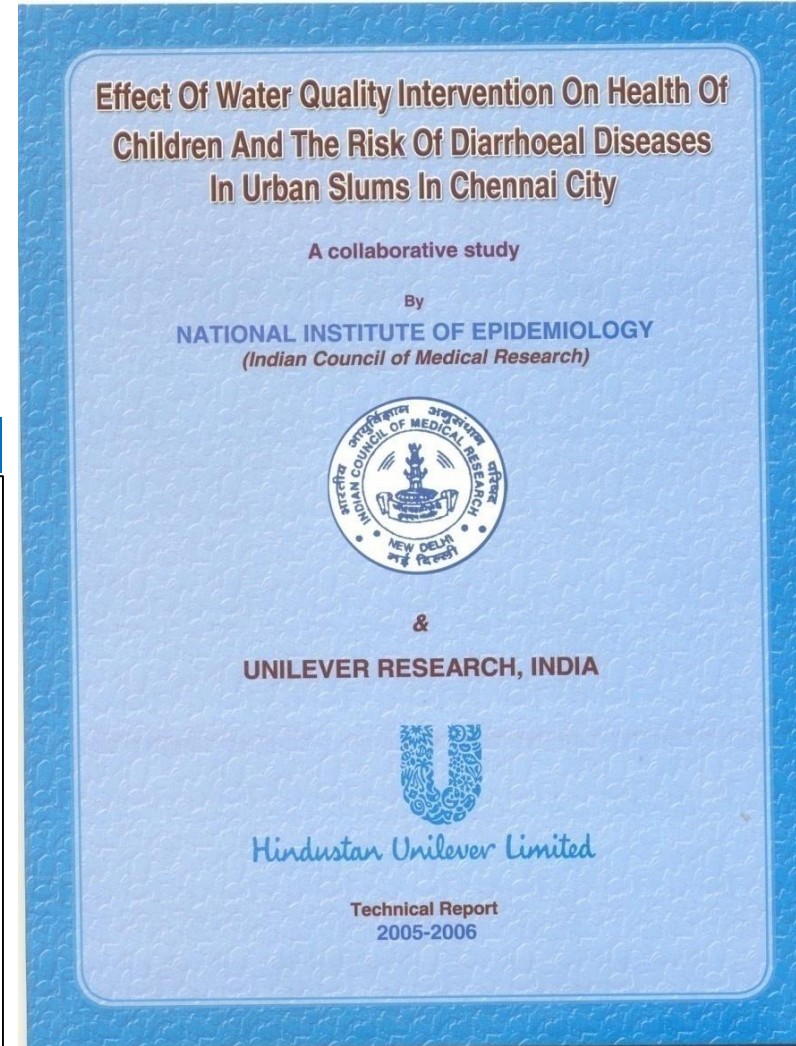
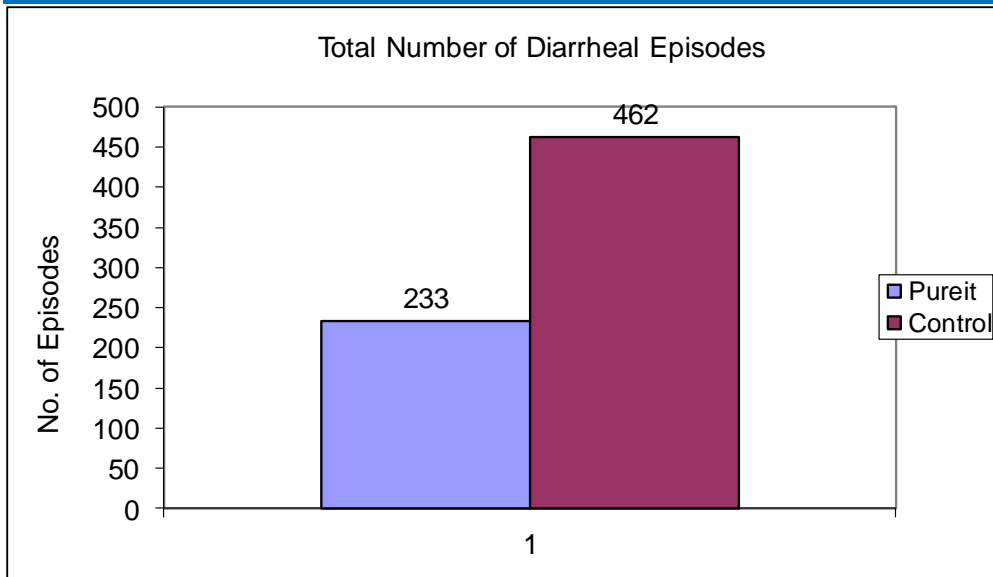




# Unilever Pureit: Health impact demonstrated

- Health impact study amongst young children.
- One year intervention under the aegis of the National Institute of Epidemiology, Government of India

## 49.4% reduction in prevalence of diarrhoea across Pureit group



# Unilever Pureit's favourable environmental impact (Reduction in carbon dioxide emissions)

- **Some comparisons of typical carbon dioxide emissions for one litre of drinking water**

- **1 litre of bottled water (@PET) in INDIA : 75 g**
- **1 litre of bottled water in BRAZIL / MEXICO : 45 g**
  
- **1 litre of boiled water : 59 g**
  
- **1 liter from Pureit germkill kit (@2250L kit) : 1.5 g**
- **1 litre from Pureit germkill kit assuming five year purifier life : 3.2 g**  
(@ Pureit Classic purifier)

- **Carbon dioxide emission reduction when someone:**

- **Switches from boiling water to using Pureit : 94%**
- **Switches from using bottled water to Pureit : 93-95%**



# Challenge is to reach the poor



**Myths to bust**  
Clean Water = Safe  
Suspicious of new products



**Right channel**  
Retail doesn't work  
1-1 engagements expensive



**Unable to pay upfront**

**MFI's help us address all the above challenges**

# Pureit-MFI partnerships : WINNING PROPOSITION FOR all stakeholders



Unilever

## Microfinance Institution

### Triple Bottom Line

- Provides access to their clients.
- Sanctions microloan to their client, takes the credit risk
- Makes payment to Unilever distributor on behalf of client.
- Collects repayment in equated installments (with interest)
- Earns Fee income from UL & interest income from client.

## Consumer

### Access to affordable safe water

- Receives the device & usage guidance from UL distributor & staff.
- Repays in equated installments to MFI
- Receives After Sales service from Unilever

### Reach the difficult to reach

- Provides World class products.
- Promotes Safe drinking water habits to MFI clients.
- Delivers, Installs and services the devices.
- Pays Service Fees to MFI Partner.

# •Partnership Model

## •*The need for strong partnerships*

### •Partnerships – a key Enabler

- Active presence of Like Minded institutions to unlock the following
  - Access to loans
  - Commitment to health and social issues
  - Operate in concentrated geographies, with a large membership base
  - Have direct on-ground presence, to drive issue awareness

## Roles and Responsibilities – 4A's

Barrier	Responsibility	Role
Awareness	Partner / Unilever	Leverage existing partnership network to establish need for safe water
Authority	Partner + Unilever	Unilever pedigree and long-standing partner relationship with end-consumers can allay fears wrt new products / offerings
Availability	Unilever	On-going distribution and after sales service support
Affordability	Partner	partners provide micro loans

# Key Considerations in the Model

## **MFI Partners' concerns resolved by Pureit**

**Concerns: Will a problem with the product or Process lead to defaults?  
Will this overburden the staff of MFIs?**

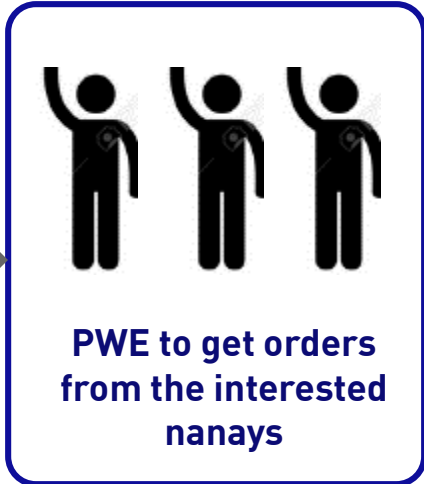
**Steps taken by the Pureit team to minimize this risk:**

- 1- World Class devices at reasonable prices.
- 2- Detailed Product information given-Including what the product can not do.
- 3- Promotion & sales activity done by a team separate from Loan officers.
- 4- One Year Manufacturers' warranty to cover all or most of the loan tenure.
- 5- Provide Door delivery and installation of devices.
- 6- Provide After Sales service
- 7- Provide either Long life devices or Devices bundled with Consumables in the initial Loan.



# PUREIT OPERATIONS IN MFI CENTERS

Daily MFI center meetings will be utilized as an avenue to market Pureit



### NOTES:

- MFI to provide access to branches and loan structure
- Unilever to provide necessary manpower, logistics, resources
- Unilever to conduct daily sessions in all agreed pilot branches/centers



*\*actual center meeting photos*

# 5-month Pilot: Results & Learning

## Results

- 8 Pilot Branches (5 ASHI, 3 KDCI)
- 10,000 client-members educated
- 60% of presented clients interested
- **2,000++ clients purchased (20% penetration)**
- 95% MFI staff satisfaction (ASHI)



## Learning

- 1) Importance of working with like-minded partners who believe that access to **Water, Sanitation & Hygiene (WASH)** is integral to inclusive growth
- 2) If we are able to bring down the price of their weekly installment to lower than their current spend on water, interest in Pureit usually leads to purchase **(Php 200 a month)**
- 3) **Full collaboration with field staff** is as crucial as alignment with the head office.
- 4) The presentation in center meetings is crucial... but it takes multiple visits to get the nanays to finally decide to buy.



**UNILEVER**  
**SUSTAINABLE**  
**LIVING PLAN**  
MAKING PROGRESS, DRIVING CHANGE



**THANK YOU**