

eradicating poverty

www.naandi.org

a social enterprise | estd 1998



Dr K Anji Reddy

Chairman

Dr Reddy's Laboratories Ltd

Anand Mahindra

Vice Chairman & MD

Mahindra & Mahindra Ltd

Naandi's Board of Trustees



Dr Isher Judge Ahluwalia

Chairperson

International Food Policy
Research Institute

M Rajendra Prasad

MD, Soma Enterprise Ltd

Founded in 1998
Works in partnership
with state
governments &
municipalities
with funding from
governments,
bilateral agencies,
foundations and
corporates

- Andhra Pradesh
- Madhya Pradesh
- Maharashtra
- Nagaland
- Chhattisgarh
- Rajasthan
- Orissa
- Punjab
- Haryana
- Tamil Nadu
- Karnataka
- New Delhi

Drinking water in India

Ground realities

Contaminated surface water



Contaminated ground water

Ground water in most cities & 200,000 villages of India contains beyond the permissible limits of fluoride, nitrates, Ecoli, pesticides etc.
(World Bank 2006)



Technical & Distribution Issues

Government has created infrastructure for safe drinking water at the village level but no operations & maintenance capacity at village level.

Technological and Distribution Challenges immense.



The only other alternative.....

Private unregulated supply of drinking water @ 1000 liters for \$ 4 /5 or even more in water scarcity areas. House Hold consumption is up to 200 to 300 litres per day . HH spending on water about \$1.25 to 1.50 per day which they can ill afford.



The stake holders

- In rural India, five stakeholders: policymakers, owners, financiers, customers and regulators
- The state being the owner and operator of services normally there is no motivation for quality services.

The Need



A model which:

- Has good governance and transparency
- Gives customer satisfaction
- Is accessible by all, including the poorest
- At an affordable price

Safe drinking water for rural populations in India

The Naandi Way

The Naandi Model

Safe drinking water for rural populations:

- Through community based systems
- For a nominal user fee
- Brings together the state, local governments and private technology providers

Well-defined, transparent, innovative, sustainable

- **Solution:** Small-scale water treatment plant per village, safe water in jerry cans
- **Approach:** An integrated service provider for the community. BOT contract; ownership remains with the community
- **Hybrid model:** Grant covers initial capex, user fee covers opex and ensures sustainability



Naandi Sustainable Partnership Model



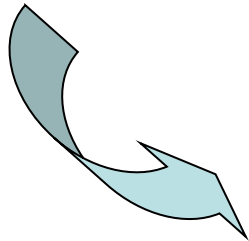
CAPEX FUNDING



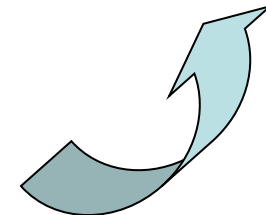
COMMUNITY

- **Water Source**
- **Land**
- **Access to Power**
- **Support for IEC**

- **Govt.**
- **Corporates**
- **Individuals**
- **Funding Agencies.**
- **Joint Funding**



- **Technology**
- **Community Mobilisation**
- **Social Marketing**
- **Implementation of the project**
- **Operation & Maintenance**
- **Quality Assurance**







20 litres of safe water for 5 to 10 cents

- **Income creation**
2 local hires per plant
- **Health impact**
Tackling water borne diseases
Increase in productivity
Consequent increase in income
Improved School attendance
Saving on Medical Expenses
- **Social equity**
Affordable water price (\$ 0.5/ 20 L)
Reduced gender inequity
Children main beneficiaries

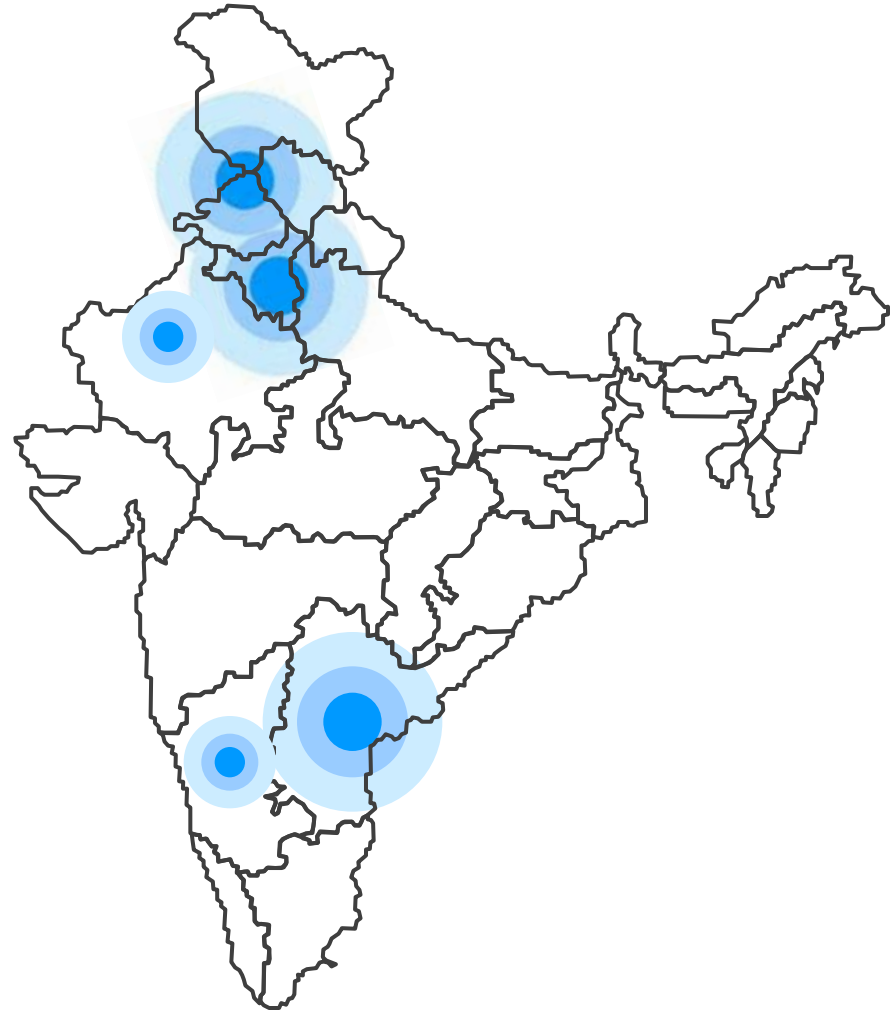


A replicable model

- **Standardized, cost-effective design:**
Standard plant capacities and prefab constructions, 1,500 LPH plant able to serve 900 families per day
- **Supply chain in place:**
Relationships with existing suppliers for all components
- **Standardized processes:** To ensure consistent quality for users



**Largest operator of
community water
systems in India :**
450 plants in operation in 5
states



Aspirations: Touch 10 million lives with healthy drinking
water

Thank you

