

# WATER KIOSK: SAVDA GHEVRA



The Shudh Jal Ghar Samiti, a service delivery model, is an innovative entrepreneurial concept and a mechanism to deliver safe drinking water to the residents of Savda Ghevra, that was started in the year 2011 by CURE. A 24x7 water supply is provided which served 250 households generating an average income of INR 13000 for a local family which supplies water door-to-door as well. In June, 2013, a second water kiosk was established. Together the two have created access to potable water to homes at affordable prices.

In a Core House set up by CURE, a new plant was established as a joint business venture by two families. The objective was to enable the core house families to repay a loan that has been extended to them for house building through the LRF.

The core house families/entrepreneurs invested in a bore well, vending cart and water jars whereas CURE supported them with building marketing and management skills, business negotiations and transactions. Extensive training was provided to the managers by the TATAs regarding operation and maintenance. Public awareness was created on safe drinking water through street plays, group discussions, posters and pamphlets etc. CURE also helped in developing a Business Plan to identify new distribution area/strategies which includes pricing, branding and regulations.

The water is marketed under the brand Shudh Jal Ghar overseen by Shudh Jal Ghar Samiti, which reviewed the accounts and met once a month and ensured that the two plants continue to offer good quality water at affordable rates. CURE also used this brand in all its other water plants, including in Agra. The branding helped in better recognition of the product.

One plant was supported with setting up a rainwater recharging system to ensure water sustainability, especially as it uses ground water. With rainwater harvesting, ground water levels need to be maintained. Also wastewater from the new RO plant was planned to be recycled to homes for use in flushing/other household chores.

***The water pricing were worked out as Rs.7 for 20 litres with an additional charge of Rs 3 for home delivery. Water users preferred this as opposed to collection from tankers – saving time and effort and resulting in reduced water borne illnesses (as reported by people). Women also felt free to go to work, secure in the knowledge that water shall be available 24x7***

