



Do-It-Yourself Implementation Guide



www.safewaternetwork.org

Safe Water Network

iJal - Jal Chetna Implementation Guide

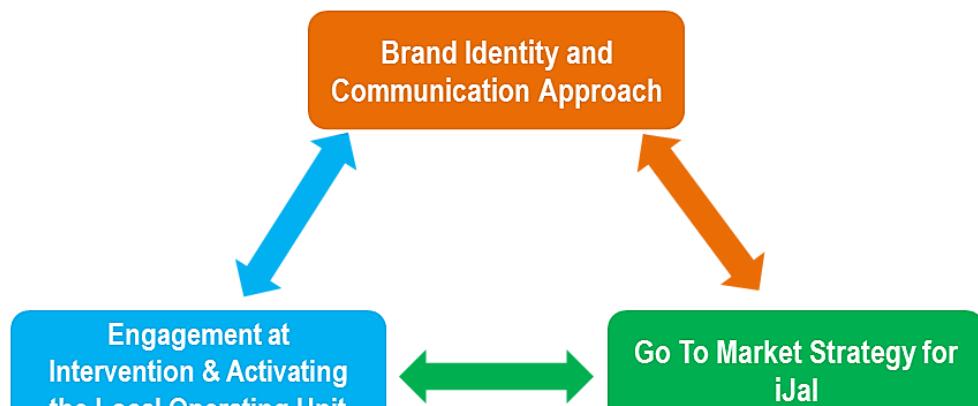
Safe Water Network is a US-based non-profit organization, engaged in developing innovative solutions that provide safe, affordable water to those in need. We bring together diverse capabilities to address the challenges of local ownership and sustainability. Working with the private and public sectors, we advance our field initiatives for broad replication. We also document and share this effort through forums, workshops, reports and case studies. Our water systems provide over a quarter of a million people with safe water access in India and nearly 50,000 people in Ghana.

The organization has been working with a local NGO partner MARI in Telangana district of AP. SAFE WATER NETWORK with its local partner identifies the pockets where there is an issue of ground water quality and in partnership with the Sarpanch and villagers sets up a water treatment facility to provide safe drinking water to the community at an affordable price.

The organization has been present across 16 villages in the Warangal district of Andhra Pradesh as of January 2013 with its brand **iJal** for some time and wants to expand and increase the user base but with limited success.

Dialogue Factory (DF) is our creative partner for developing demand generation packages and enhancing the adoption of safe drinking water among the communities in Andhra Pradesh. Branded as the experiential marketing arm of WPP, Dialogue Factory aims to provide mass consumer contact programs with a difference. What sets them apart is their ability to convert engagement to excitement and from communication to propagation across both rural and urban geographies. Along with ideation, the agency provides last-mile execution as well as measurement of return on investment. They have worked on brands like HUL, Aditya Birla Group, Big FM and GlaxoSmithKline. The agency had also conceptualized and executed the World AIDS Day campaign for Mumbai District Aids Control Society (MDACS).

The Task



Developing the communication package for iJal

Village Engagement Process

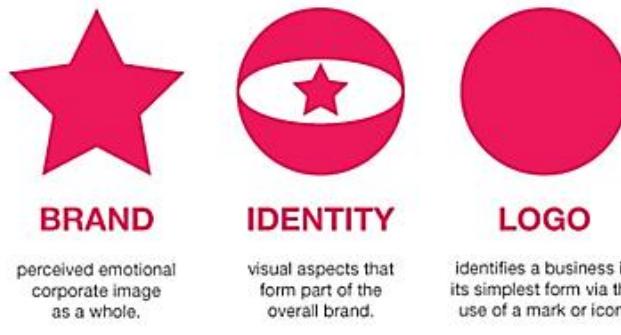
In any one village, there are six critical steps to the entire process of setting up and running a safe water station -

Phase 0 - Screening	Reach out to the block / district where there is water quality challenge based on secondary data from the DDWS site. Visit the PHED department of that state to establish fact of the district / block that need intervention. From the block collect the names of villages that need intervention.
Ad release	To generate interest among the villages cluster and invite applications for safe water station in the block / district
Action Phase 1 - Concept Sell	A village level meeting organized by the Sarpanch where the whole community is invited and we share the findings of water quality analysis in the community and their implications for health. We also introduce the concept of buying water in a can and the financing of a Safe Water Station with the Village Partner to the community and start devising a plan for detailed village analysis
Action Phase 2 - Business Model selection	At this meeting, attended by community leaders and influencers, we jointly establish governance responsibilities, estimate local costs, agree to financial responsibilities, and develop an action plan to prepare a Safe Water Station (3 models – community only, entrepreneur only, hybrid)
Action Phase 3 - Governance and Financial closure	At this point, the Safe Water Station Committee is established and everybody agrees principles of financial management to ensure local leadership and investment decisions. The Operator to operate the plant is selected.
Action Phase 4 - Prelaunch	This is a critical point in determining the success of the station. At this point, the SWS has been erected and commissioned based on the identified model. Cans are sold and free water for sampling is provided for the next few days till inauguration. The Operator is trained. The Village is mapped and distribution points are selected and distributor appointed.
Action Phase 5 - Inauguration	This is the formal launch of the SWS and has all the excitement and fanfare that a major launch event has. An enticing visual display of information is established on the outside of the Safe Water Station to enlist customers and promote key hygiene behaviors. More cans are sold, free water sampling done. The commercial operation of the Safe Water Station is launched through a highly visible, fun, and participatory week-long series of Inauguration activities. Monthly water cards / RFID cards are sold
Action Phase 6 Maintenance program	A continuous program to reinforce the importance of safe water and encourage continued use among users, and recruit new users is done, with the community and the LOU

Brand Identity

A Brand is anything from name, design or logo that helps a consumer identify and differentiate your offerings from that of others.

A brand identity broadly consists of the name, design and logo unit



Since we are talking to rural audiences with low literacy and execution challenges hence we had kept 3 things in mind while designing the identity

- Simple
- Category connect
- Local

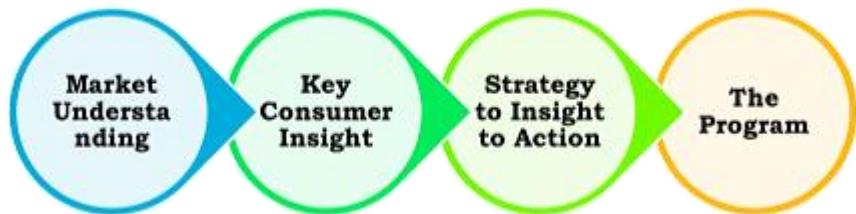
We retained the name but refreshed the entire logo unit with local and category cues



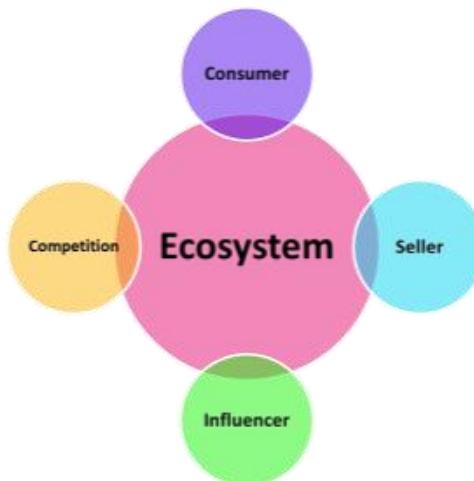
Communication Approach

To build the communication strategy we followed the DF communication funnel approach

We met all the key stakeholders and scanned the ecosystem for understanding their triggers, barriers and other local insights.



Based on the market review we were able to unearth some of the barriers to adoption and decipher key insights that could trigger more adoption. These learnings were used to build the communication package.



Key Barriers to Adoption



Key Consumer Insight

"Parents don't want their children to lead the same life as there; they see education as a window of opportunity and sickness as a hurdle."

Insight to Action

Regular sickness like diarrhea, typhoid among kids not only lead to loss of work / school and financial burden but the long term impact can also be stunted growth that leaves a lifelong scar on the health of the kid.

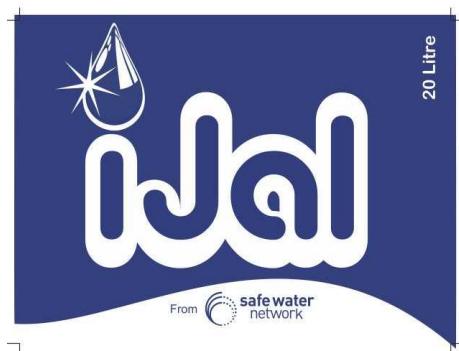
Just by shifting to iJal RO processed water, the village can lead to not just a safer today but a healthier tomorrow.

Communication Route: iJal, Swasth Kal



Other Collaterals

Can Stickers



Branding Guide

1.1 First intervention

- Only Safe Water Network logo to be used at this stage.
- Along with SAFE WATER NETWORK logo, Identity of the 'wave' graphic should also be introduced as this becomes a pre-cursor.



1.2 Second intervention

- iJal logo with the Safe Water Network unit that says from with Safe Water Network logo to appear without the baseline.
- There is no mandate on the relative size/proportions of iJal logo as opposed to Safe Water Network logo. Space/Area of the creative will determine the size of the logos. Check the four basic sizes as reference.
- iJal logo will always be bigger than Safe Water Network logo as iJal is the product that we promote.

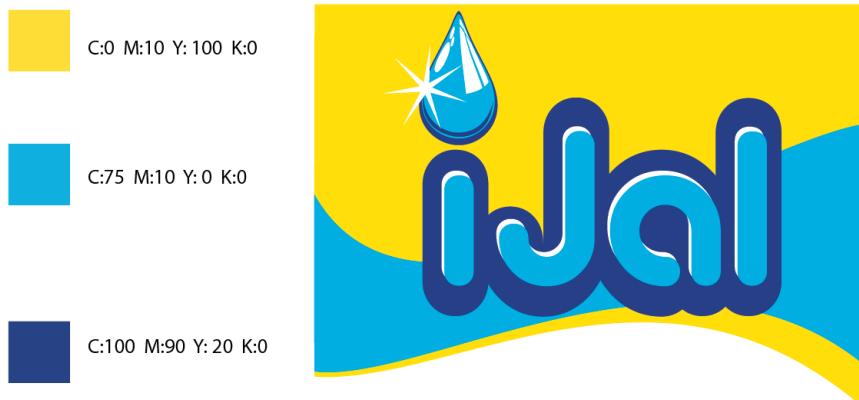
1.3 Third intervention

- iJal logo to appear with 'SWASTH KAL' baseline. Because this is the stage we sell the product benefit. Safe Water Network logo will always appear along with iJal logo on each piece of creative with from mentioned before it.
- Wave graphic with yellow and blue color coding to appear with consistence. Color percentages and swatches provided. Wave graphic references provided.



2.1 iJal logo + wave graphic in single color

- iJal logo and wave graphic in single color appear only when we have a constraint or restriction (Printing or Hand painting). Single color should be avoided as much as possible. Because colors are an integral part of our identity i.e. - Yellow and Blue.
- Single color shade/swatch is provided. Do not use any other brand of colors other than the one mentioned on the swatch sheet.



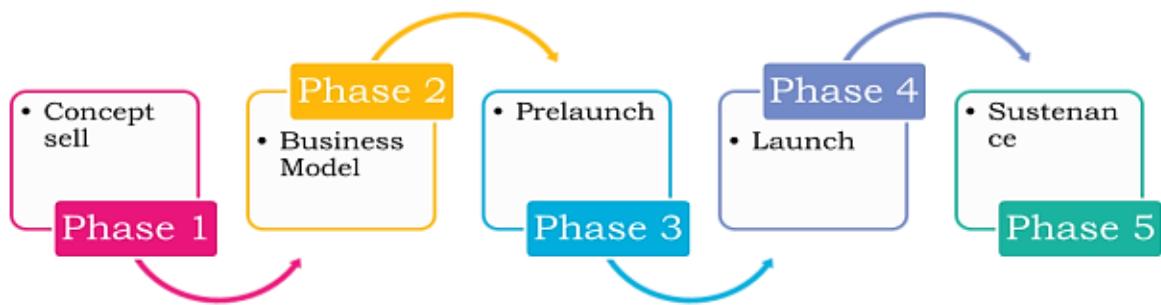
2.2 iJal logo + wave graphic - Branding

- iJal logo and wave graphic as an identity to create strong brand identity to be used across. This includes the Water station façade and even the Operators uniform.
- Wave graphic is kept flexible in its form so that it can be used easily on a horizontal as well as vertical space. See the façade design reference on the reference sheet.
- Color percentages are provided for printing. It is important to adhere to it to maintain consistency.



Go to Market Approach

Changing a behavior requires a long term sustained approach hence the communication program is divided into phases coinciding with progress of the project.

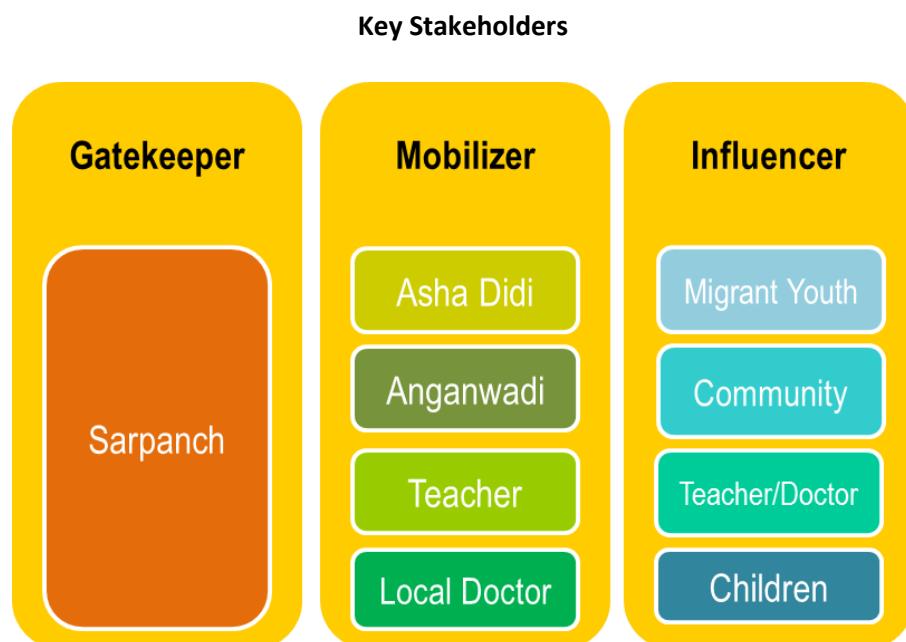


Engagement at Intervention

Phase 1: Concept Selling

Objective: The first phase is about selling the concept of a safe water station to the village. For this we need to get the buy in of the key stakeholders in a village.

We need to keep in mind that there will be 4-5 key opinion leaders in every village who exert influence over the villagers; the key to success is to engage with all of them.



Approach: iJal is about a safe drinking water solution to prevent waterborne diseases from hampering and stunting growth of the communities in the village. To make water safe, we use technology to purify the water available in village and make it safe for drinking which boosts the

health of the village and fights common diseases like diarrhea, fever, typhoid and long terms health problems like skeletal fluorosis, bending of bones, molting of teeth, etc.

The IMRB Research indicated that the local rural community aspires to become an urban consumer and hence, we use technology as our mode of communication for engaging consumers. Through a tablet, we showcase the story of the need of pure and safe drinking water, and endorsement from the key opinion leaders, such as Sarpanch, Asha Didi, Anganwadi, Doctor, and so on. This not only helps us raise the attentiveness of the audience but also standardize our communication and eventually enable replication as we scale.

Program Tools

The Safe Water Network representative will reach the village and identify the key stakeholders, including migrant youth and use the relevant tools to engage with them.

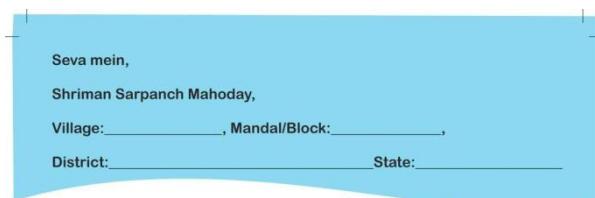
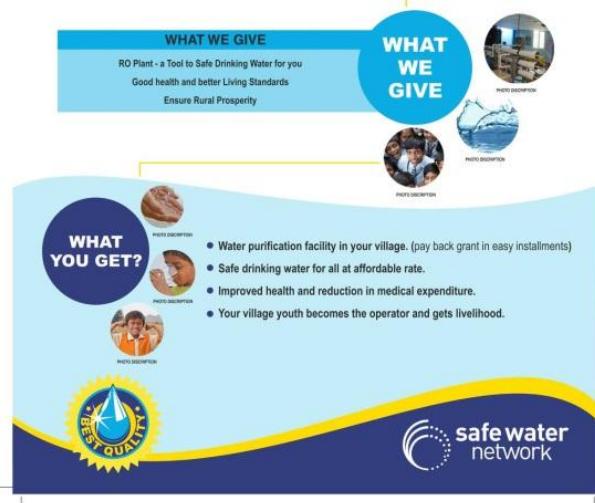
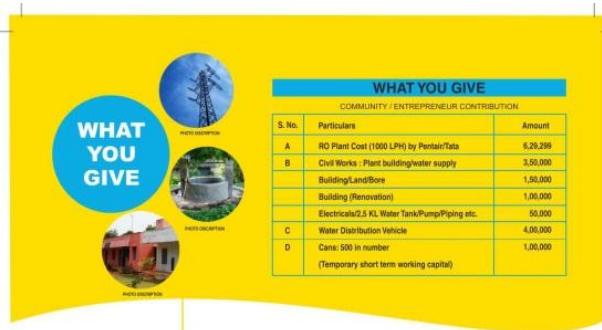
- Village Sarpanch to sell the concept
 - Tools
 - Brand Spiel / story through Tablet



- Water challenge demo



■ ROI Calculations and Thank you letter



safe water
network

Seva mein,
Shriman Sarpanch Mahoday,
Village: _____, Mandal/Block: _____,
District: _____ State: _____

Vishay: Swach jal plant ke sambandh mein

Mahoday/Mahodaya,

Namaskar,

First of all we extend our heartiest congratulations to you for being a part of this one-of- its kind initiative that is 'Swach Jal Abhiyan'. And we at Safe Water Network express our deepest gratitude towards you for taking up this initiative to set up the iJal station in your village.

We are sure that this small but important step by you will help your village take a giant leap towards better health and prosperity. And we are proud to be associated with a Sarpanch like yourself who participates actively in the task of Building our Nation by contributing your immensely valuable time and support for this initiative.

Your support for Safe Water Network's iJal Plant has sown a seed which will need not only make the entire village healthier today but will also enable them to have a bright and secured future. Your support in helping us to get a adequate piece of land, a viable water source and the all-important electric connection is much appreciated by us.

Once again, we want to thank you for sharing our vision of bringing the dawn of a better tomorrow in each and every village of our great nation. And we hope that with the installation of this plant, the villages is blessed with better health and brighter future.

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network

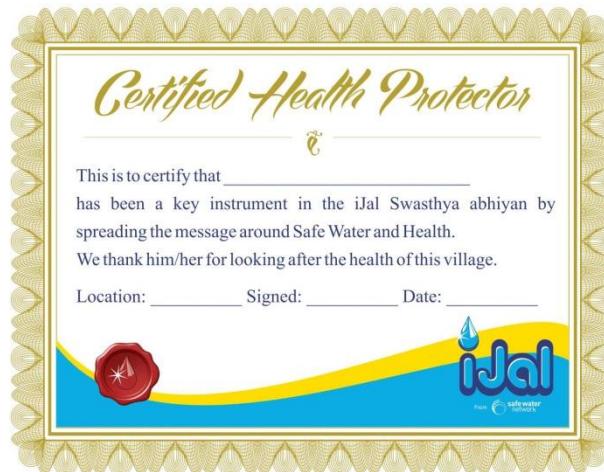
- Asha Didi / Anganwadi / RMP / Teacher
 - Tools
 - Brand Spiel / story thru tablet



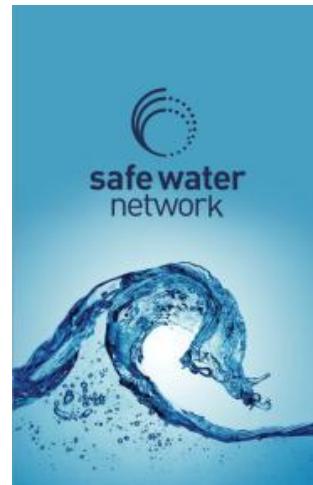
- Water demo



- Certificate of appreciation



- Village community
 - Tools
 - Brand Spiel / story through flipchart & audio



- Water challenge demo

- Water Report Card

 SWASTHYA SHIVIR										
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Action Suggested _____										

MOMENTS OF HAND WASHING



Wash your hands with soap after using



Wash your hands before cooking



Wash your hands before eating

STEPS TO PROPER HAND WASH



Wet your hands



Apply soap



Lather hands



Rinse your hands



Dry your hands

- School Contact Program
 - Tools
 - Water challenge demo
 - Drawing Competition



- Freedom from waterborne diseases
 - iJal Slogan Lyrics
 - Slogan Competition
 - Race Competition
- Stencil Competition
 - *Ab na hoga Ulti, Dast ya Haija ka vaar, Jab le aayenga hum iJal apne dwar.*
 - *Subah ho ya Shaam, iJal peekar rakho sehat ka dhyan.*
 - *iJal piyo, swasth raho.*
 - *Daant aur haddi ki pareshayion ko dur bhagao, iJal ko ghar mein lao.*



The Flow

Meeting the Sarpanch:

- The representative to reach the selected village and meet the Sarpanch / Ex Sarpanch and a few influence leaders (Village Leader)
 - Safe Water Network team to identify and share the details of the key stakeholders
- The Safe Water Network representative meets the village leader and takes him thru the communication with the help of the tablet
 - The representative will keep it interactive with questions and discussion during the communication
 - The representative will throw at him an open water challenge and take him through the water demo
 - He will then highlight the long term health problems that it can lead to in case of regular consumption of this water
 - He closes his discussion with his acceptance and support for the cause
 - He then requests him to introduce him to the other KOL (Asha Didi, Anganwadi, RMP, etc.) of the village for their support as well

Meeting other KOL:

- The Safe Water Network representative meets the KOL with the help of the Village leader
- He takes them through the communication along with the demo in the similar way
 - The communication for KOL is different from the Village leader
- Once he has taken the KOL through the communication, he seeks their support in spreading their message to the community at large

Community Mobilization:

- With the help of the KOL the representative will arrange for a gathering of around 20-30 people at one location. Hold 9 such meetings in each village.
 - The location can be central (under a tree) for men and children



- The location can be one of the KOL house in case of women and children
- The representative needs to do at least 2-3 locations to spread the message to the larger audience and reach out to different section of the village
- He will go door to door to invite the audience saying

"Namaste! Hum Safe Water Network naamak samajsevi sanstha se aaye hain. Hamara kaam har gaon mein swachh pay-jal uplabdh karwana hai. aap jis paani ko saaf samajhkar pitey hain, asal mein wo ashudhh aur swaasth ke liye hanikarak hai. Aapki zindgi si judi kayee beemariyon ka karan yeh ashuddh paani hai. Agar aapko lagta hai ki aapka paani saaf aur swachh hai to hamare paas apna paani kee jaanch ke laaiye aur asliyat khud apni aankhon se hee dekh lijiye."

- The representative will conduct the session at these location with the help of KOL
- The KOL to be used to introduce the Safe Water Network team to the villagers
 - This would add to the credibility of Safe Water Network as KOL enjoy the respect and trust of the village community
- Once the introduction is over the rep will start his session with his introduction again followed by some interactive questions to break the ice
 - How many HHs in this village
 - Key occupation of villagers
 - How many children going to school
 - Key source of water, etc.
 - Dreams for family and kids
 - Water sources in the village
 - Health condition of the community
- Post the ice breaking he will start his communication with the help of flipchart and audio tape
 - The communication needs to be engaging and interactive with questions to the audience in between
 - The rep should take relevant pause and put in local example, etc.
 - The rep should challenge the audience (before the demo)
 - Ask some kids to collect water from local source and get , he needs to make sure it is not an RO or filtered water but direct from source
 - While the kids are getting the water he should introduce the Electrolyser Test to the audience
 - Once the kids get the water he puts it in the glass tumbler from the demo kit and places it in front of them along with iJal tumbler

The demo

"See, I have kept two glasses of water in front of you – one having your village's groundwater and the other, having iJal water.

[And the representative / KOL pour the water in front of them.]

Though both appear the same, but today we will come to know of the truth which cannot be seen with a naked eye. Look at this! How the water of your village has become frothy, greenish and the glass has become hot too, whereas, iJal water still appears the same as before. [Then he/she calls a kid to take it around the crowd gathered.]

Think about it, you consume this water every day and your kid too! This water which enters your body gives rise to many different forms of waterborne diseases; jaundice, diarrhea, to name a few. Imagine, what looks so ugly from outside, what harm it causes when it enters your body every day! But don't worry; we will give you the solution too."

- The representative or KOL will then introduce iJal as the solution.
- Close the communication with sum up how water can lead to health / prosperity
- Make the villagers to take a pledge that they would not play with their families health / future and adopt Safe Water Network's iJal

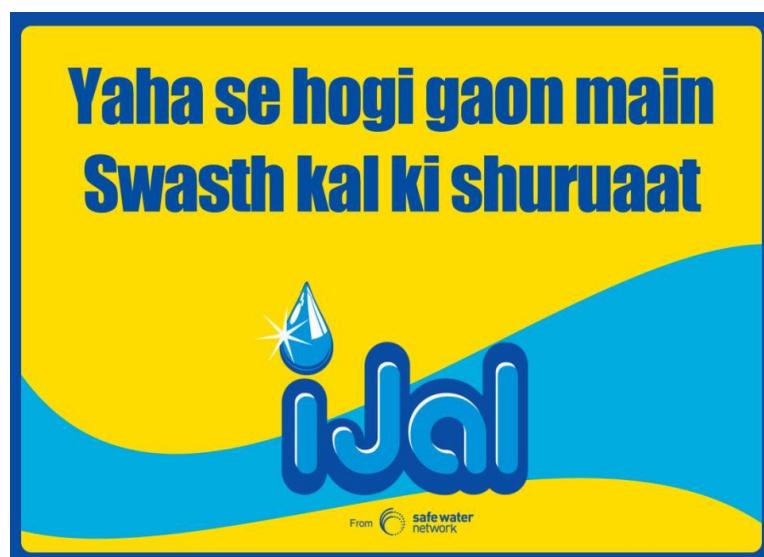
- **Phase 2 – Business Model Selection** – Safe Water Network representative will close the business model with village leaders or entrepreneurs
- **Phase 3 – Governance & Financial Closure**

Objective – The primary objective of this phase would be creating widespread awareness and anticipation amongst villagers. At this phase we will own the space of 'Healthier Tomorrow'.

We will ride on this wave on anticipation to spread the message of drinking safe water and how iJal station will enable them to bring in a healthier tomorrow for their family and the village.

Approach –

- **At the site** – we will place a site board announcing the arrival of the plant and place the pledge board that the villagers had signed in our earlier interaction with the community. The pledge board will showcase the whole community's involvement and participation to this movement which in turn will help us drive 100% participation from all parts of the village right from the R1 to R4.



- **In the village** – directional signage will be placed in all village clusters to announce and create anticipation for the iJal station. The placing of these directional signages will also signify that the iJal plant is for anyone and everyone.

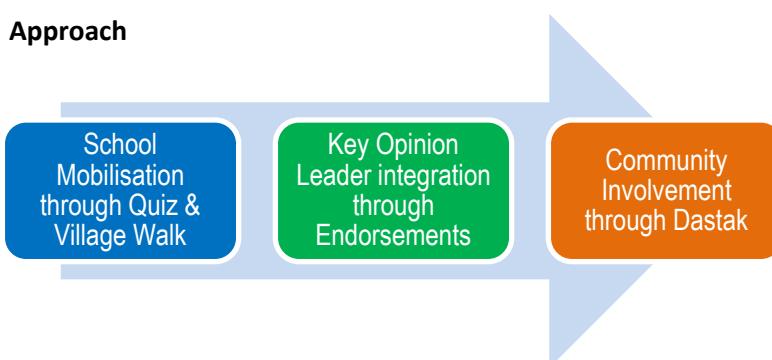


- **Phase 4 – Pre launch**

Objective: Once the plant is ready, we would need a strong village wide movement to drive enrollments for the program. At this stage we will mobilize the stake holders we had touched before and address any fresh queries or reservations they may have and then facilitate a mass movement to drive awareness and participation. We begin the can sale program and enroll a minimum of 200 households.

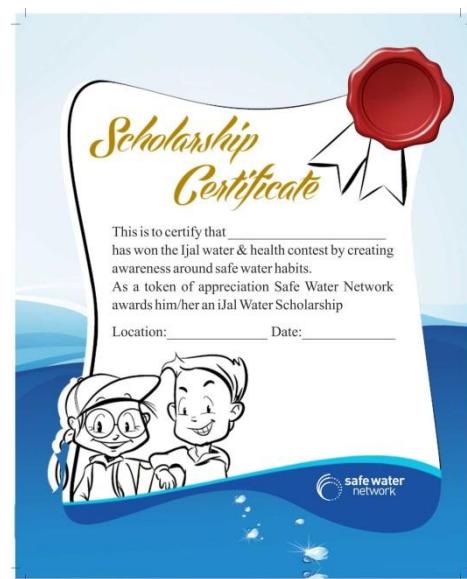
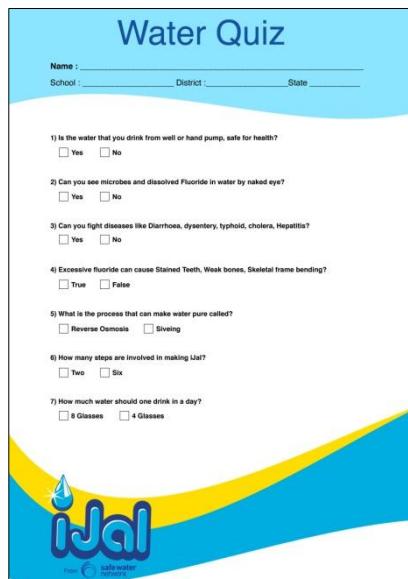


Approach



Tools:

- School Contact Program –
 - Demo
 - Quiz



- Village March



- Dastak –
 - Demo
 - Sampling
 - Promo

Flow:

- Once we are ready with the plant, to drive enrolment and create village mobilization, we will again reach consumers and engage them to create a movement to adopt iJal
- We will start with the schools where we will do a recap of our last visit and remind them thru the demo that the water condition is still bad if not worse
- We will make kids participate in a water quiz, with the winner being felicitated in front of the whole village
- After the quiz, the kids will be assembled to carry out the march in the village
- The kids will handed slogan banners which they will carry across the villages at all key clusters and culminate the march at the gathering of all key KOL, parents of the kids and Safe Water Network team.
- To invite the Sarpanch and other KOL the rep will meet them and say "Sarpanchji...we are inspired by you and your guidance in starting this great work. You have always considered the interest of your villagers first. We are motivated to serve the village along with you.

We too wish to transform this into a healthy village like you do.

Like you Sarpanchji... other village councils and Sarpanchs have rendered their support for us.

We have been successful in making many villages across India, disease free, with their support.

Who does not know the importance of water in our lives?!

We can do nothing without water, can we?

The slightest of impurities in water endangers our life, do they not?

Unhygienic water has become a way of life. This must change.

Drinking such water makes us unhealthy. We lose our immunity and become prone to disease and visit hospitals. What about the expenses? Obviously unbearable!

Some sample of tap water from your home will help us show you what we mean.

This instrument Sarpanchji is an electrolyser.

It tests the quality of water we use.

What you just saw Sarpanchji, proves what we have been saying.

Can anyone remain healthy after taking this water for long?

This impure water affects our lives in more ways than you can think.

When this project is completed during your term in office, you will have made a great contribution to the lives of these villagers and to the village as a whole, for which you will always be revered.

Everyone will be grateful to you for adding such value to their lives.

Taking good care of your health is as important as making progress in life.

Together – your support and our advanced technology will transform this into a dream village.

This technology ensures safe and clean water for all villagers.

Horrible diseases, stained teeth, back pain...will disappear with safe water to drink.

Jaundice, typhoid and cholera will be a thing of the past.

All shall be happy and cheerful and the village will ring with the jolly laughter of its healthy children.

This is possible with the scientifically treated water iJal which we bring to you.

It makes us very happy that you will take on this project to maintain your health.

On behalf of Safe Water Network family, we congratulate you!"

- The gathering could be at the school compound or at any other aggregation point in the village.
- At the gathering, the Safe Water Network representative will first felicitate the KOL and thank for their support and presence. He then reinforces the program with Dastak and Electrolyser Test.
- The KOL will publicly buy iJal cans starting with the Sarpanch and encourage the community to do so.



Operator

Operator is trained on:

- On dress code
- How to engage with consumers and handle questions.
- Procedures to reach out to consumers, lapsers and non-users reach out program
- On the RO process to effectively demonstrate the water purification to the consumer at plant- AV on tablet



■ Phase 5 – Launch

Objective: Creating buzz about the opening of the iJal Station in the village and make them experience the station and make them feel welcomed. Also establish the station as the center of health excellence.

Approach: Ensure maximum participation for the launch to signify a community movement and mass participation. The first step to this will be ensuring presence of all KOL for the launch by giving them important roles for the opening of the station and address the assembled community. Also to get participation from all villagers all caste and groups, we need to ensure we have a camp which will not be a sufficient reason for them to come but also establishes ourselves as the torch bearers of health.

Tools:

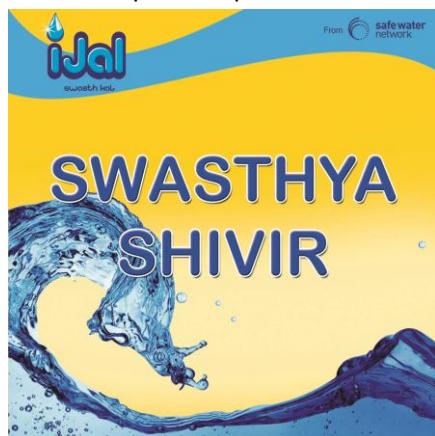
- Coconut-breaking ceremony, Speeches, Plant Process, Can Sale Program



- iJal Station – Signage and Look



- Health camp – set up and health card



- Stickers for Regular Users



Flow:

- On the launch day, all the key opinion leaders are personally invited.
- A team also goes around the village to invite the community.
- Once all the key KOL have gathered, the Sarpanch is asked to cut the ribbon for the iJal plant, while other KOL are asked to break a coconut.
- Once opened, the assembled guests, mainly the community is given the plant tour.
- Can Sale Program is continue.

■ **Phase 6 – Sustenance**

Objective: To ensure that we achieve 100% adoption and block any lapses

Approach:

- Village Mapping / Tracking – the Safe Water Network representative will map the entire village households and track their usage
- House to house contact – a team will contact all households and based on their status, give a spiel on iJal
- Mohalla meeting - the rep is association with the KOL, should organize a mohalla meeting every month and propagate the use of iJal.
- Communication for current user – the rep should greet the current user and communicate on other usage of iJal like for cooking
- Communication & strategy for non-users – should handle the objections raised by non-users and try to invite them to the plant and give a tour of the facility and the process of purification
- Barriers identification & solutions

■ **Calendarised Activities**

Event	Date	Activity	Target
World Water Day	March 22	Can Sale Program	Men, Women, School Children
Freedom from Waterborne Diseases	August 15	School Program	School Children
iJal All Time – Drink iJal, Cook in iJal	November 14	Cooking rice – ‘White Rice’	Women

A Recap:

S. No.	Phase 1: Concept Sell	Phase 2: Business Model Selection	Phase 3: Governance & Financial Closure	Phase 4: Prelaunch	Phase 5: Inauguration	Phase 6: Maintenance
Activity	Sarpanch /KOL Contact/Mohalla / School Engagement	NA	SWC / Operator	Mass visibility, children rally, can sell program and enrollment thru sampling	Launching the Live station Continue Can Sale Program	Activating the LOU (Digital & real)
Elements	Introduction to Safe Water Network Demo Kit Health Story Skit Story and product demo		Plant visibility, Direction board	Banners ,placards and site branding	Inauguration through Sarpanch /KOL Community to see the plant and explain 6-step purification process	Calendarised Activities
Collaterals Brand Identity Can label SWS signage	Tablet spiel for KOLs, RO process, Community, Electrolyser test Creative: Sarpanch letter, Certificate, Muppet story, stencil, Water health card, pledge board		Directional signage and site board	Mohalla program: Canopy, Water Quiz with Certificate, Village walk slogans	iJal Station look	iJal Parivar (family) with Stickers

ANNEXURE

Spiel for the Sarpanch

Sarpanchji...we are inspired by you and your guidance in starting this great work.

You have always considered the interest of your villagers first. We are motivated to serve the village along with you.

We too wish to transform this into a healthy village like you do.

Like you Sarpanchji... other village councils and Sarpanchs have rendered their support for us.

We have been successful in making many villages across India, disease free, with their support.

Let us hear from our neighboring Sarpanch, what he has to share about his experience.

Greetings! I am Omprakash. I have seen many problems since the time I have been sarpanch from 2006. After consulting with this organization, we have installed a Safe Water Station in a village close by. Mr. Suleman Gori has donated land in this village to install a similar water station. Presently we are transporting water by auto rickshaws to quite a number of villages nearby.

Who does not know the importance of water in our lives?!

We can do nothing without water, can we?

The slightest of impurities in water endangers our life, do they not?

Unhygienic water has become a way of life. This must change.

Drinking such water makes us unhealthy. We lose our immunity and become prone to disease and visit hospitals. What about the expenses? Obviously unbearable!

Some sample of tap water from your home will help us show you what we mean.

This instrument Sarpanchji is an electrolyser.

It tests the quality of water we use.

What you just saw Sarpanchji, proves what we have been saying.

Can anyone remain healthy after taking this water for long?

This impure water affects our lives in more ways than you can think.

When this project is completed during your term in office, you will have made a great contribution to the lives of these villagers and to the village as a whole, for which you will always be revered.

Everyone will be grateful to you for adding such value to their lives.

Taking good care of your health is as important as making progress in life.

Together – your support and our advanced technology will transform this into a dream village.

This technology ensures safe and clean water for all villagers.

Horrible diseases, stained teeth, back pain...will disappear with safe water to drink.

Jaundice, typhoid and cholera will be a thing of the past.

All shall be happy and cheerful and the village will ring with the jolly laughter of its healthy children.

This is possible with the scientifically treated water iJal which we bring to you.

It makes us very happy that you will take on this project to maintain your health.

On behalf of Safe Water Network family, we congratulate you!

Spiel for the Community

I am a representative of the Safe Network family.

This is my friend; together we shall help you.

It makes us happy to be here. Your culture, people and lifestyle has made a profound impact on us.

You can make your village an ideal place to live in. Our organization has some suggestions to offer you to affect this change. Health is your prime concern, isn't it? The issue can be taken care of right away. Why do you think the people here are suffering from poor health conditions?

Mothers, sisters and brothers! Health is wealth! Unless you are healthy you cannot enjoy the benefits of development. You have to be in good health, free from diseases so that you can fulfill your dreams. Our organization shows you the way to maintaining robust health.

This organization provides safe drinking water at a very affordable price in every village.

Gorikothapally is one such village. Their Sarpanch wishes to share his experiences with you.

Greetings! I am Om Prakash. Our village had a lot of issues with safe water. People were falling ill.

After consulting with Safe Water Network, we had a water station installed in the neighboring village. In this village, Mr. Suleman Gori has donated land to install a safe water supply station. Now we are also transporting safe water to other villages using auto rickshaws.

Mothers, sisters and brothers! After working very hard for years, we have now successfully formed a scheme by which the entire village can become disease-free.

The root cause of several diseases is unhygienic water. There are mainly two types of effects. The first type is instant reactions like fever, diarrhea, etc...the second is latent and takes time to manifest.

Drinking unsafe water leads to unhealthy and painful bone structure. It also discolors your teeth which turn yellow. All these effects start at childhood. Therefore supply of safe drinking water for children is very important.

Now, walking with a stick, painful spine, dental problems can all be things of the past.

Mothers, sisters and my dear brothers! It is definitely possible.

We have proved this all across the country not just in neighboring villages!

Due to our success, we are working across many nations in such a short span of time.

When you get a supply of scientifically treated water, everyone in the village will become healthy.

You will enjoy robust health when you start drinking this safe and pure water.

Your quality of life will improve manifold.

You may ask, 'Is the water I have been drinking so impure?'

'Has it been of no use?'

"Nothing happened to our forefathers who have also lived on this water; why should we be affected?"

Those days are no more, my friends! In those days one did not have to dig deep to get water. Now the ground water level has gone deeper. The deeper it is the more poisonous and impure the substances are. These are toxic and harmful. The quality of ground water has deteriorated tremendously and has become absolutely unsuitable for consumption.

The answer to all these doubts and questions we will conduct an unbiased testing of water. Just take some tap water.

This scientific instrument will tell us whether the tap water is safe or not.

Sisters and brothers! This is an electrolyser test which is used to test the purity of water and is used all over the world.

It is going to be used in your village now, for the first time.

It will clarify all your doubts.

Here is the result! Did you see?

Come, see for yourselves!

Look at the condition of the water that you use!

Imagine... you drink this impure water every day too!

Now you know why you are in such poor health and how much your health has been adversely affected by this water.

Slowly, every day, yours and your family members' health is harmed by this water.

By simply drinking this water, you have invited life-threatening diseases into your body.

You know that you suffer from diarrhea, typhoid and jaundice. That's the proof!

More proof... aging before time, mottled teeth, using a walking stick...

There is an intelligent and simple solution to all these problems and we have it.

Only scientifically treated water that is pure; it will safeguard your health for life.

You can have this pure water too. All we need is your sanction and support.

A single affirmation will save the present and future of this village.

Come. Let us pledge to make this village a better place to live in; turn it to a healthy prosperous place and progress towards a promising future for us all, with Safe Water Network.

We at Safe Water Network, wish you and your family great health and a better future.

Spiel for the Anganwadi Worker

We have a common mission...to build a healthy future...a healthy generation of children from this village. May every child have a sound body and mind. Children must enjoy good health at all times. Just like you, we too want a dream village...of healthy people, happy people. We represent Safe Water Network - a world class self-help group.

Our mission is to provide clean and safe drinking water to villages like yours using scientific methods.

In our experience, millions of lives have changed as a result of this project.

Water causes a lot of diseases that affect mothers and children. They suffer from dental and bone related problems apart from diarrhea, nausea, cholera, typhoid and jaundice that cripple their immune system. Children often miss school too! iJal is safe and pure...drinking iJal will help your children to become healthy. Healthy children are attentive so they will do better. Consequently, all families and your village's life condition will improve rapidly.

Your village Sarpanch and respected elders have rendered their support. If you join hands, your family benefits. Your burden will reduce when you have a healthy family.

Throughout the country there are Asha Didis who help us. Our Asha Didi, here, wishes to share her thoughts with you today.

I am Sunitha, an Anganwadi worker. Children between 0-6 years, women and expectant mothers benefit from our services. We inform you about the adverse effects of water borne diseases caused by unsafe water and the benefits of drinking iJal.

We are trying to help you become healthy by providing clean, pure and safe drinking water for all.

We believe that every child has the right to be healthy. Being short does not mean that the toddler needs less water! All our body's functions depend on water. Active children need water frequently.

Water maintains our body temperature, greases our joints and promotes muscular functions.

Are you aware that 75% of brain development takes place by the time the child is 5 years of age? If a child learns at this tender age, that drinking safe water is good for their health, they will make it their habit. They will become strong enough to fight diseases.

A new born is 80% water. Growth and development of the baby is dependent on the intake of safe water along with breast milk which provides all the nourishment. As the baby grows, this has to be supplemented with pure and safe water. When you give safe drinking water to your child, he or she becomes healthy and develops immunity to fight diseases. A small change can make a big difference.

A healthy child will lead the village towards progress.

Don't you think it is very important to inculcate this habit of drinking iJal which is safe and pure, since early childhood?

Children learn through imitation – you should set examples by drinking iJal. Water that is safe, plays a crucial role in development of healthy body and mind...so our future can be free of diseases. Will this project not help your village to be a healthy and happy one?

Help us to help you, your children and family members. Let us create a strong bond and make this project a success so that you reap and enjoy the benefits. The mothers and children of this village should understand, learn, and talk about iJal after analyzing.

Let us build a better, healthy and wholesome life for all in this village.

The village air must thunder with the booming laughter and happiness of our children.

Spiel for the Asha Didi

Let us change the lives of the people in this village with your help. Change for the better. Forever.

Change the lives of these people...with safe drinking water.

Think of an expectant mother. The change starts from her....with the beginning of a new life. We all know the importance of good nutritious food, especially when one is expecting. Taking folic acid, iron and calcium is not enough unless she gets clean and pure water that is safe to drink. Unhygienic water is sure to affect her health.

Almost 75% of the baby's development takes place before birth – in the mother's womb. For proper growth and development during this time, drinking safe water is very critical.

The infant is dependent on breast milk after birth. Breast milk alone gives the infant the strength to fight diseases and builds immunity.

The unborn baby gets all the nutrition from the mother; 90% of breast milk comprises water and the rest is sourced through other nutritious elements in food.

iJal is your solution to safe drinking water. When the expectant mother takes iJal, she bears a healthy baby. When all such women start drinking safe iJal, all families benefit; your entire village will make remarkable progress.

iJal is scientifically treated water from Safe Water Network, which keeps both mother and child free from water borne diseases. Only when a family is healthy, can it develop and progress. When one family progresses, others will follow and so will your village. Together we can build a healthy, strong and prosperous nation.

Your village Sarpanch and elders have placed their trust and supported iJal. Now we must pledge to contribute our bit and turn this village into an ideal one.

You do wish that the mother is healthy and happy, so that she can take better care of her child, don't you? Every mother wants her child to be healthy.

Polio – the killer disease – has been eradicated because of timely vaccination and your sincere effort. We are very close to doing the same with diarrhea, cholera, typhoid and jaundice; all shall be free of these life threatening diseases.

Every day more and more children fall prey to diarrhea, jaundice, dental problems and bone diseases.

People use walking sticks; look much older than what they are – joint problems have become a way of life! Surely you would want to help them?

Let us pledge to change this village. All these diseases can be prevented if we make a small change today. As the saying goes 'Health is wealth' – a healthy village will flourish and thrive. Together we can change for the better. Let us start now.

Spiel for the Registered Medical Practitioner

We, with your support will change the life of all who live in this village for good!

We will change your lives with safe drinking water.

Dear Doctor – we are delighted to see you work so hard to make this village a disease free one. Whenever someone is ill, he or she first thinks of you. You are the one who is called to help.

For their sake you have given up every other concern in your life – you have dedicated your life for their well-being!

Who knows better than you how important water is for our lives. We are completely dependent on water to live. The slightest impurity in water affects us tremendously.

Pollution and increase in population have imposed a heavy burden on our water resources as you know. We need to dig deeper as the ground water level has reduced. Moreover, the water has become highly toxic with impurities like fluoride and so on. The villagers who are ignorant about this continue to consume the same unhygienic water.

This polluted and impure water is the cause behind so many diseases that your people suffer from – typhoid, cholera, mottled teeth, sickness, weak bones and poor skeletal structure.

Drinking this water leads to numerous health problems in villagers.

Now you can be assured that such problems will not occur in the village.

Doctor, you are an extraordinary person! You have dedicated yourself to the service of others. The villagers place their complete trust in you – you are God to them. If anyone in this village is worthy of such respect, it is you – you are the most learned and wise member of this village. We will appreciate and welcome your support in imbibing in the villagers that good habit of drinking safe water.

Like you, it is also our mission to change this to an ideal and healthy village. Dear doctor, just as you are here to support our cause, many other doctors have also helped us. Together we will fulfill the dream of a disease free healthy village.

Let us try this test – please give us some water. Dear doctor, this is an instrument – electrolyser – it tests the quality of water.

Dear doctor, you have just witnessed how this instrument proved what we have been saying.

Can anyone in this village be healthy after drinking this polluted water?

This village's status can change completely with your support and our technique.

Just as sound medical treatment requires right medication, likewise, new technology is needed to treat impure water.

This modern technology will enable the villagers to get safe drinking water.

There will be no more pain of bent back, weak bones or mottled teeth when this safe water supply comes to your village.

All those life-threatening diseases will disappear as well!

We can do much more by getting iJal to this village.

Safe Water Network family extends deepest gratitude to you for taking the initiative of making your village a healthy and happy place for all.

Spiel on the Reverse Osmosis

Safe Water Network is a social service organization which provides safe drinking water to villages at every level, at really affordable prices.

There is nothing more precious in our lives than water. We are totally dependent on it.

The slightest impurity goes against our health. Increase in population has put a strain on water resources; so has rising levels of pollution.

Harmful substances like Fluoride, etc. are found in water. Ignorant and poor villagers continue to use this water. It is the root cause of so many life threatening diseases. Diarrhea, sickness, typhoid, cholera, mottled teeth, poor bone health, and bent back are all adverse effects of drinking this water.

The only way to rid the villagers of the severe impacts of unsafe water is to have pure water. We have a scientific solution to this problem.

Reverse Osmosis

RO or reverse osmosis is a method of removing bacteria, virus and other impurities from water. It uses semi-permeable spiral membranes to separate and remove microbial contaminated particles that are dissolved in water.

It is iJal Water Purification Process.

It is the six-stage of filtration process to purify water and put then can it. Quantity is about one liter bottle.

RO is a fool proof system of six – stage filtration.

1. Pressure Sand Filtration

PSF is the method used to remove solids like rust and calcium carbonate that are suspended in raw water. A multiple layer of sand of various sizes and specific gravity makes it up. The filter removes very effectively almost 30 to 50 micron suspended solids to less than 5 ppm.

2. Activated Carbon Filtration

Activated carbon comprises wood, coconuts and of course carbon. The filtration removes free chlorine, chloramide, chlorine dioxide, phenols, organic solvents, and pesticides that are found in raw water. The charcoal beds absorb the gases and hold them, while these decay quickly to non-radioactive solids.

3. Micron Filtration

Micron is a unit of measure in the metric system, which is one millionth of a meter. One micron is approximately one hundredth the diameter of human hair. A filter that removes 5 microns will naturally produce clear water – but the risk of water parasites, bacteria, giardia, cryptosporidium, etc. remain as they pass through the pores.

4. Reverse Osmosis

At this RO stage, the contaminants are sieved through a very fine membrane when water pressure is used to force the water molecules down. Purified water is then collected from the ‘permeate’ or clean side of the membrane; the contaminated water is flushed down from the ‘contaminated’ side. RO units also remove viruses and parasites; however a defective membrane will allow these contaminants to pass into ‘clean’ water.

5. Ultra-filtration

All residual chemicals, microbes, endotoxins, and microbial contamination are removed by Ultra filtration; so risks of illness are reduced. Water enters an ultraviolet sterilisation chamber through which bacteria, viruses, mold or any other harmful living micro-organisms are ‘bombed’ with intense and special light of a specific wavelength.

6. Residual Chlorination

To inactivate the bacteria and some viruses that cause diarrhea, molds and forms algae in water tanks and dispensing pipes, a chlorine residual of 0.2ppm in RO treated water is added and also protect the RO-treated water from recontamination while storing and distributing; as well as re-storing the purity of water inside water cans. In the broader context, Residual Chlorination prevents the risk of recontamination inside water cans especially in households.

Our aim is to provide safe drinking water to all villages by using this modern technique of purifying water and making it safe for you. When you use safe water all these ailments – mottled teeth, back pain, etc will disappear from your lives. Life threatening diseases like jaundice and typhoid will be eradicated forever. Happiness will permeate your homes and village. With the arrival of iJal, which is pure and safe drinking water, your lives will be changed for the better.

Best wishes from our side at Safe Water Network!



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