



The road to Safe and Affordable Drinking Water, Arkay Plastics and SAFI

Studies indicate that consistent use of Household Water Treatment Systems (HWTS) products and practices reduce the risk of contracting waterborne diseases, e.g. diarrhea, by as much as 50%. Yet despite the compelling benefits for personal health, approximately 67% (10.7 million people) of Malawian households do not treat their drinking water adequately.

As the Government and its partners continue to prioritize the provision of potable, clean and safe drinking water to all as per the 2030 Agenda for Sustainable Development, the private sector is also playing a key role in the promotion of water treatment products as a way of ensuring clean water and sanitation to households in Malawi.

With support from the Malawi Innovation Challenge Fund (MICF), Arkay Plastics Limited and its partner, SAFI Water Treatment Solutions, started



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locally manufacturing a Household Water Treatment and Storage Unit that aims at providing a simple yet effective point of use solution to the challenges of poor quality drinking water that plague many parts of the country.

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water adequately.

The Water Treatment and Storage Unit which is the first of its kind to be produced in the country aims to target and provide access to clean and potable water to 50,000 households across Malawi.

The water treatment and storage units are seen as an important step for MICF in support of the country's private sector development and poverty alleviation.

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The product targets households in semi-urban and rural Malawi who do not have access to a regular water supply or in-house connections.

The project has targeted retail customers in the urban and semi-urban areas of the country who are willing to procure a high quality, affordable water treatment product and vulnerable groups such as mothers, HIV/AIDS patients, school-going pupils and other groups that are assisted through NGO and governmental

health programs.

Arkay Plastics and its partner SAFI, have positioned the Water Filter devices as an attractive commodity to the local households by making it relatively inexpensive to purchase at a price point which is 60% lower than the price for similar imported filters, making it affordable for low income families.

To further ensure that the Water Treatment and Storage Units are marketed effectively, Arkay and SAFI have trained frontline staff handling the sales and have also engaged specialized sales agents to help to identify the correct channels of distribution of the product to the masses.

The project which commenced implementation in January 2015 and is expected to be completed by the end of 2018, is expected to create 51 new jobs and will also address behavioral change in water, hygiene and sanitation among its target customers for long term sustainability.

Arkay Plastics is one of the 19 private sector firms currently leading the implementation of various agribusiness, manufacturing



and logistics projects with support from MICF, aimed at strengthening the private sector’s ability to serve as the engine of economic growth.

MICF is a competitive, transparent mechanism that provides grant finance for innovative projects and inclusive business models proposed by the private sector active in Malawi’s agricultural, manufacturing and logistics sectors.

It is supported by the United Nations Development Programme (UNDP), the Department for International Development (UKAid), the German Development Bank (KfW) and the International Fund for Agricultural Development (IFAD).



Benefits of the HWFS

- Increased access to quality, lower cost table top filters targeting 50,000 households that will benefit from improved health;
- Improved health translates to improved economic productivity. The World Health Organization (WHO) estimates that every \$1 invested in hygiene and sanitation results in \$9 in economic benefits;
- Economic savings made through import substitution, especially of foreign exchange;
- Additional foreign exchange earnings through export of Malawian products to the region; and
- Increased economic opportunities to resellers of the filters, especially female entrepreneurs using a “Tupperware” business model

Project Building Blocks

Design and production of a suitable mould for the manufacturing in Malawi of a water filtration system



300 existing points of sale staff receive training on sales and marketing on new water filter system. Female entrepreneurs selected, trained and receive microloans to sell filters



Filtration units sold to low income consumers at a 60% reduction from current 2014 price, in Malawi and the region

Increased incomes of at least US\$ 400 per entrepreneur part of the distribution network



At least 50,000 households have access to safe water through use of water filters and creation of new jobs for the manufacturing of the water filter



Empowered lives.
Resilient nations.

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