

Max TapWater

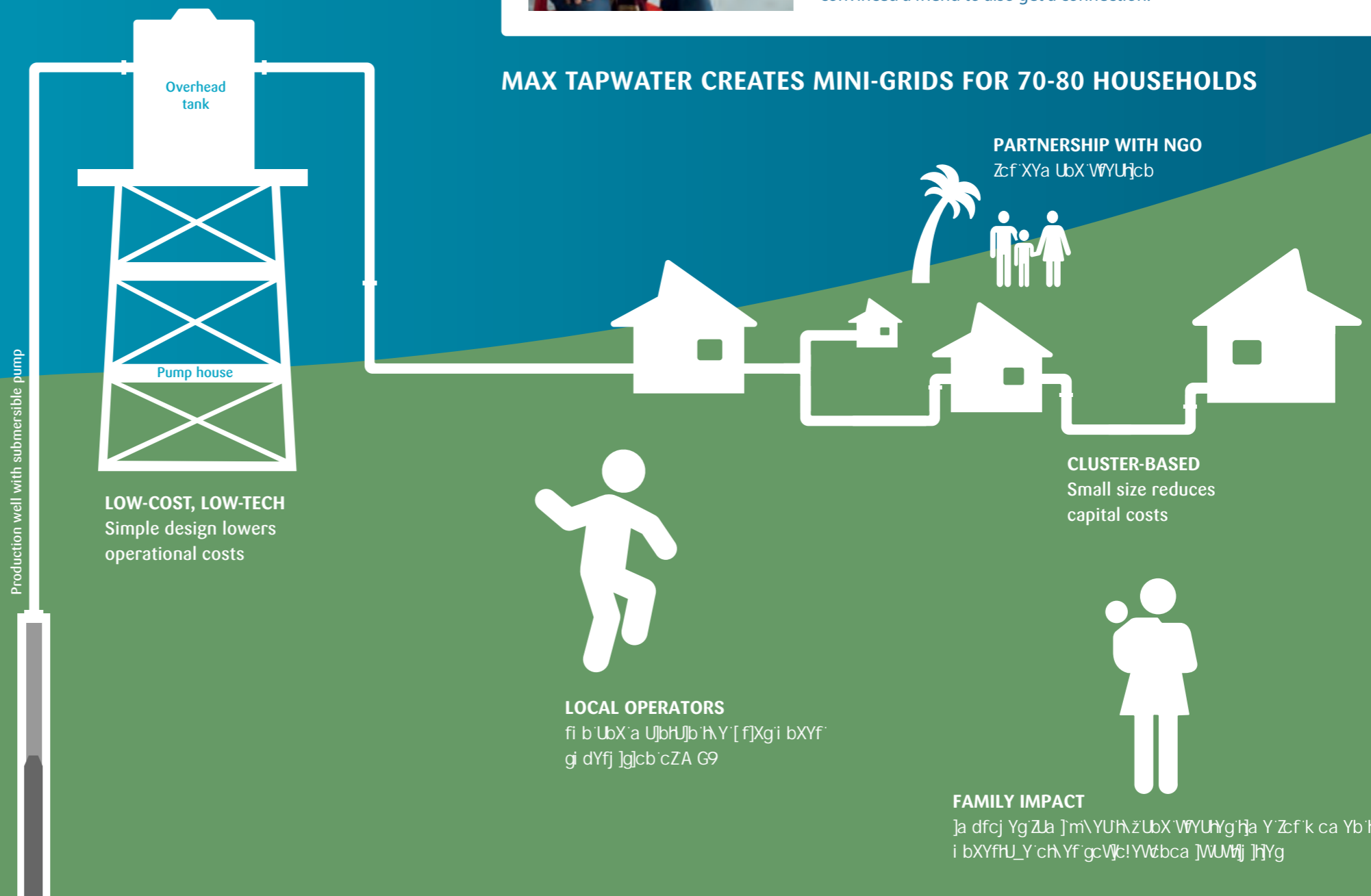
A rural water company

From 2015 onwards, Max Foundation has studied and piloted different rural piped water systems. With that experience, we have decided to set up a Social Enterprise (Max TapWater) so every person in Bangladesh – young or old, rich or poor, rural or urban – can have safe, sufficient and affordable water delivered straight into their home.

With a fast-growing economy, a demand for safe water access within the household and only 2% of rural households currently having piped water access, there is a large market opportunity of over 100 million people. In addition, from a social impact perspective, piped water access has several benefits: various reports have shown that safe -piped- water inside the house has a positive impact on health, children's development and position of women and girls who no longer have to labour for the collection of water.

Max TapWater addresses the need for water through connecting households to a piped water grid, operated by a local operator, which supplies clean safe water inside their homes. Households pay a one-time connection fee and a monthly water tariff.

The Max TapWater business model is scalable and financially viable.



MAX TAPWATER CREATES MINI-GRIDS FOR 70-80 HOUSEHOLDS



CUSTOMER EXPERIENCE

Beauty, a customer of the Talora piped water system (our piped-grid pilot programme) and a mother of two children, already had access to a tube well.

However, to reduce her labour for water collection she and her family invested in access to in-home piped water. Now that she has easy access to water via a tap, she and her children wash their hands before meals. They didn't do that before, as the tube well was too heavy for the children to operate. It has also become easier to clean the house and thereby have a healthy environment for her children to grow up in.

In addition, the family decided to construct a handwashing basin, a new latrine, and a shower room. With the new shower, the family can maintain proper personal hygiene, and avoid potentially dangerous public bathing.

Beauty is so happy with her connection to the piped water system, that she convinced a friend to also get a connection.