



UPM
UNIVERSITI PUTRA MALAYSIA
BERILMU BERBAKTI

World Water Crisis

- Reaching 100 million people in 5 years by “GLOCAL Franchising”

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World Water Crisis

- STRATEGIC DIRECTION – GLOCAL Franchising
- ACHIEVING WIN-WIN SITUATION FOR SUSTAINABILITY ASSURANCE
- FINANCIAL CHALLENGES - SOLUTIONS
- SUMMARY OF PROPOSED PLAN
- CONTINUOUS IMPROVEMENT

STRATEGIC DIRECTION

- GLOCAL Franchising

WATER.ORG + MFIs

FINANCING

**GLOCAL
FRANCHISING**

SOURCE

WATER SUPPLY CHAIN

USERS

HUMAN CAPITAL

BOP



Current Implemented Water Credit Plan



MFI only

- \$1,500 to each SHG
- Each SHG consists of 10 family members
- Total initial investment = \$15,000

Existing Plan

- \$15,000 for 10 SHGs (1,000 beneficiary)
- Financing from MFI

- 2 years payback period

Within 5 years with 1 million fund flow in each year, able to solve:

- 600,000 people water crisis

FINANCING PROBLEM:

- Limited sources of fund
- SHGs faced problem with start up cost
- Insufficient & stagnant fund

Within 5 years with 10 million fund flow in each year, able to solve:

- 6 million people water crisis

THIS IS TOO SLOW!

- Lack of driving force
- Marketing network

EM:



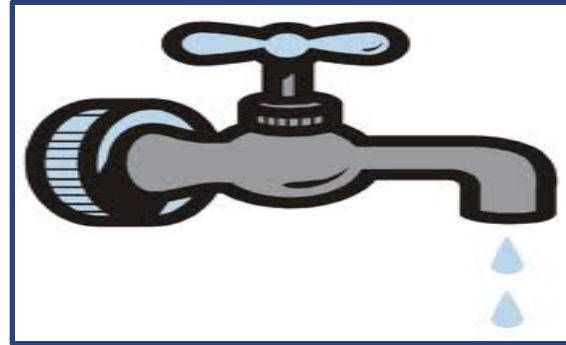
FINANCIAL CHALLENGES - SOLUTIONS



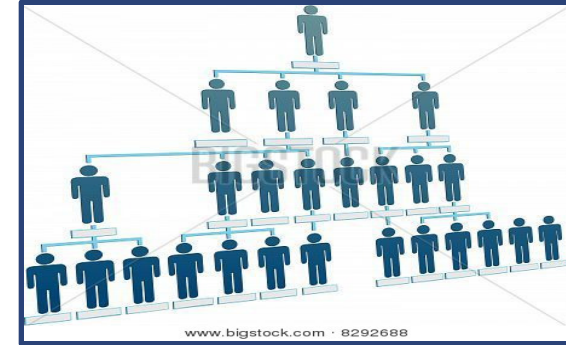
SUMMARY OF PROPOSED PLAN



**Increase Speed
(100m in 5 years)**



**Restructure of water
system supply**



**Adoption of GLOCAL
Franchising**



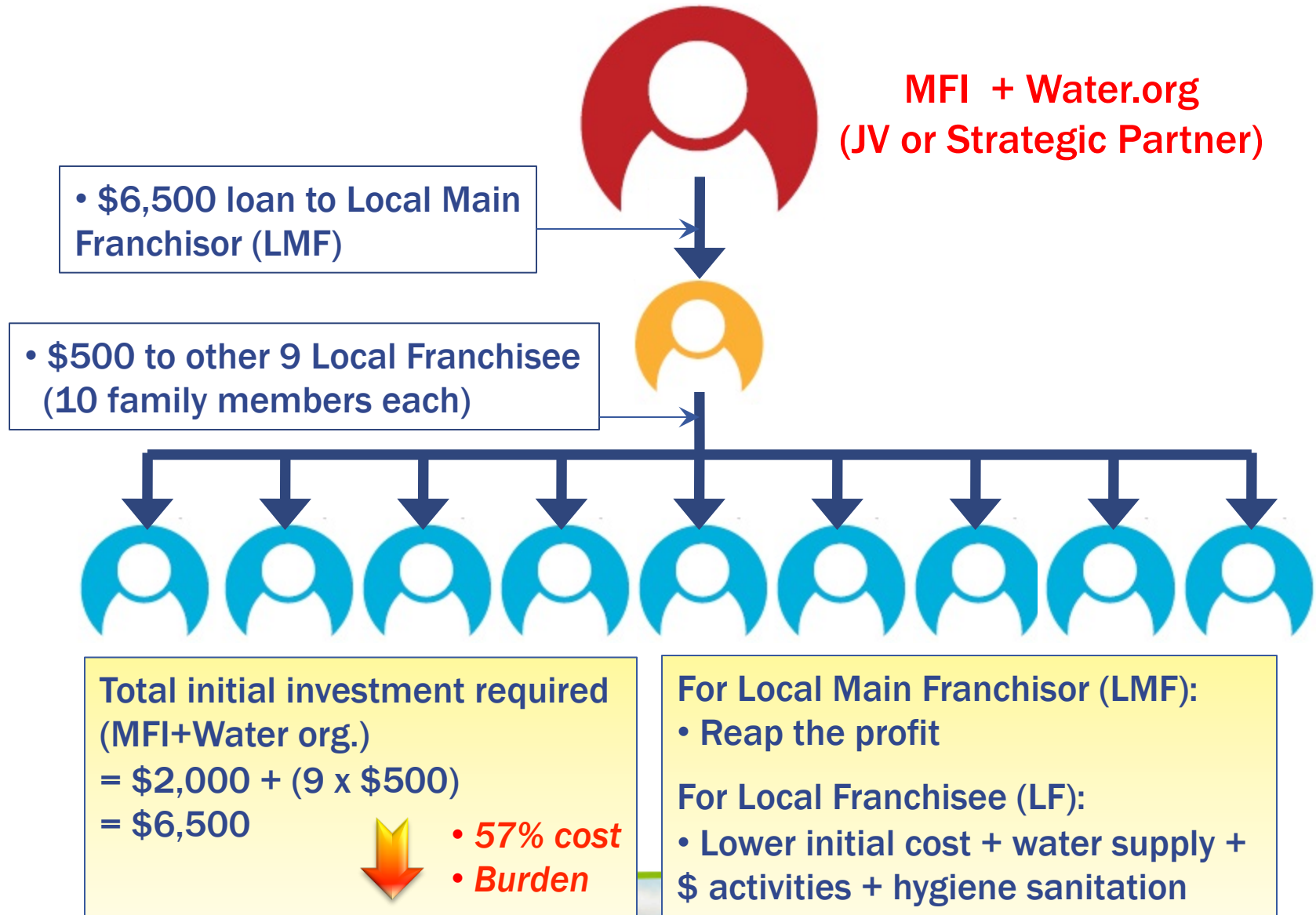
**Driving force to
generate income**



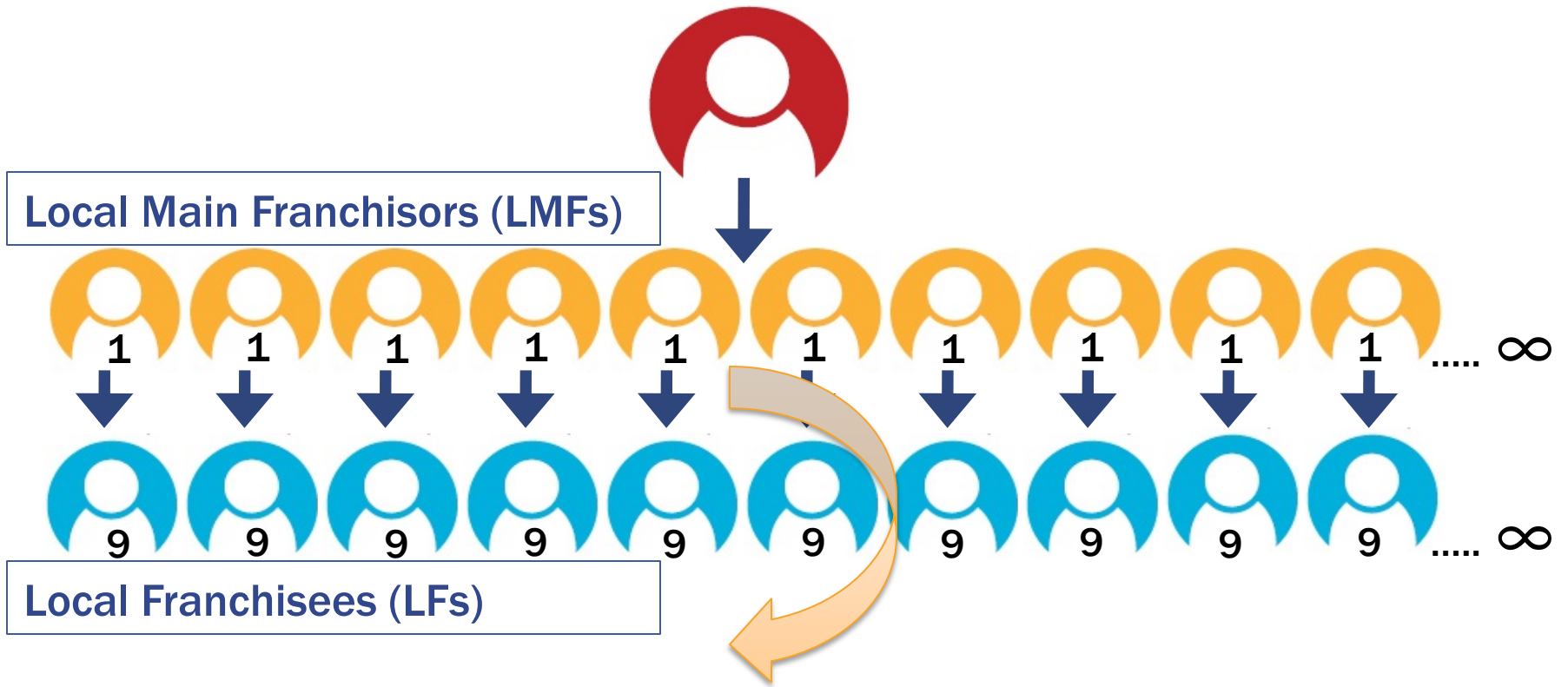
**Reduce cost of 2nd level
water supply system**



GLOCAL Franchising System



GLOCAL Franchising System



Water supply and piping system



\$ Activities e.g. Agriculture, textiles, home business



Sanitation education



Existing Plan	GLOCAL Franchising
<ul style="list-style-type: none"> ▪ \$15,000 for 10 SHGs (1,000 beneficiary) 	<ul style="list-style-type: none"> ▪ \$6,500 for 10 SHGs (1,000 beneficiary)
<ul style="list-style-type: none"> ▪ Financing from MFI 	<ul style="list-style-type: none"> ▪ Social business + Outsource the workload
<ul style="list-style-type: none"> ▪ 2 years payback period 	<ul style="list-style-type: none"> ▪ 1 year payback period
<p>Within 5 years with 1 million fund flow in each year, able to solve:</p>	
<ul style="list-style-type: none"> ▪ 600,000 people water crisis 	<ul style="list-style-type: none"> ▪ 10 million people water crisis
<p>Within 5 years with 10 million fund flow in each year, able to solve:</p>	
<ul style="list-style-type: none"> ▪ 6 million people water crisis 	<ul style="list-style-type: none"> ▪ 100 million people water crisis

** Calculation detail to be provided upon request*



Win-Win Situation via GLOCAL Franchising



CONTINUOUS AND SUSTAINABLE IMPROVEMENT



Clean water and safe sanitation



**Venture in social business
(agriculture, day care centre, textiles,
home catering)**



Provide training



Move out from the slum area





Thank you!