



# Miller Center

for Social Entrepreneurship

**Name of social enterprise:** Aquasafi

**Mission statement:** Providing safe drinking water to underserved communities at an affordable price

**Webpage:** <http://www.aquasafi.com/>

**GSBI 2015 business plan presentation:** <https://youtu.be/NB77tsd3zR0>

**Headquarters:** Hubli, India

**Location(s) of research:** India

**Background:** An estimated 880 million people around the world and 154 million people in India do not have access to clean, potable water. Aquasafi provides sustainable water treatment systems to rural villages throughout India and they are scaling into Lebanon, Jordan, and Sub-Saharan Africa. In the last few years of operations, Aquasafi has reached a scale of serving affordable and safe drinking water to 300,000 people every day in India. It has also created around 300 jobs in the regions of its operations.

**The challenge:** Miller Center Replication Initiative is supporting Aquasafi on their scaling strategy into new markets and geographies. This includes expansion in India, a joint-venture in Lebanon, and opportunities in Sub-Saharan Africa. To scale effectively, they need to evaluate their supply chain and identify areas to drive down the time it takes to assembly and install systems.

**Action research products needed:**

1. Review Aquasafi water system supply chain and village installation procedures to identify bottlenecks and areas of improvement
2. Baseline market assessment to support expansion opportunities in India and abroad.

**Student skills needed:** Operations, technical systems, technical writing, market analysis.

**Keywords:** Water kiosks, water markets in India, scaling, replication.