

Project Name: Point-of-Use water disinfection and Zinc Treatment Project (POUZN)
Agreement Type: IQC/ Field Support
Duration: 2005 – 2010
Geographic Scope: National
Technical Assistance Agencies: -
Implementing Agency: Academy for Educational Development (AED)

DESCRIPTION:

The Point-Of-Use Water disinfection and Zinc Treatment (POUZN) project is a USAID Private Sector Program (PSP) initiative managed by the Academy for Educational Development (AED). POUZN’s mission is to implement a diarrhea reduction project using point-of-use (POU) water disinfection and zinc treatment, with the goal of contributing to the key USAID strategy of reducing mortality and morbidity from diarrhea. POUZN’s approach is to engage both the commercial and public sectors and leverage their strengths and resources to address the critical public health issue of diarrheal disease.

POUZN will enlist the private sector in the marketing, distribution and sale of POU and zinc products in order to ensure long-term sustainability. POUZN’s approach is not to create new distribution channels or run parallel marketing campaigns to the commercial sector, as those types of channels will exist only as long as there is donor funding. Instead, it provides incentives and demonstrates to local manufacturers and distributors both the marketability of these products and the social and economic return.

KEY ACTIVITIES

Zinc

- Build partnership with selected zinc producers and assist them in establishing zinc treatment for diarrhea. Provide technical assistance to various partners as per agreed plans.
- Advocate for adoption of zinc treatment by public and private sector opinion leaders and other stakeholders in collaboration with other USAID projects involved in zinc treatment through the Zinc Technical Assistance Group (TAG).
- Conduct activities aimed at promoting zinc adoption by health professionals.

POU

- Establish the use of POU methods and devices by at-risk populations through a partnership with POU device manufacturers, NGOs with microfinance capabilities and self-help groups (SHG).

KEY ACHIEVEMENTS

Zinc

Since the project’s beginning in March 2006, POUZN has:

- Developed a market assessment of local manufacturers to determine the demand and supply for zinc.
- Built partnerships with selected producers and marketers.
- Provided assistance in marketing planning to several partners and assisted in field force training and promotional efforts.
- Coordinated zinc activities with other USAID projects under the zinc TAG to enlist the support of the public sector and the professional associations.

POU

- Initiated a new approach in Uttar Pradesh (UP) with POU device manufacturers and several NGOs/microfinance institutions (MFIs) to promote the use of POU devices. This operational research model will test whether SHGs are a good platform to spread POU awareness and whether microfinance can help the poor to obtain appropriate POU devices.

CONTACT INFORMATION:

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