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Encouraging micro entrepreneurship by manufacturing and selling the ROVAI water pump in Cambodia



Ideas at Work
#189-191 Street 1928
Toul Kork, Phnom Penh,
Cambodge
+855 12 604 348
info@ideas-at-work.org
www.ideas-at-work.org

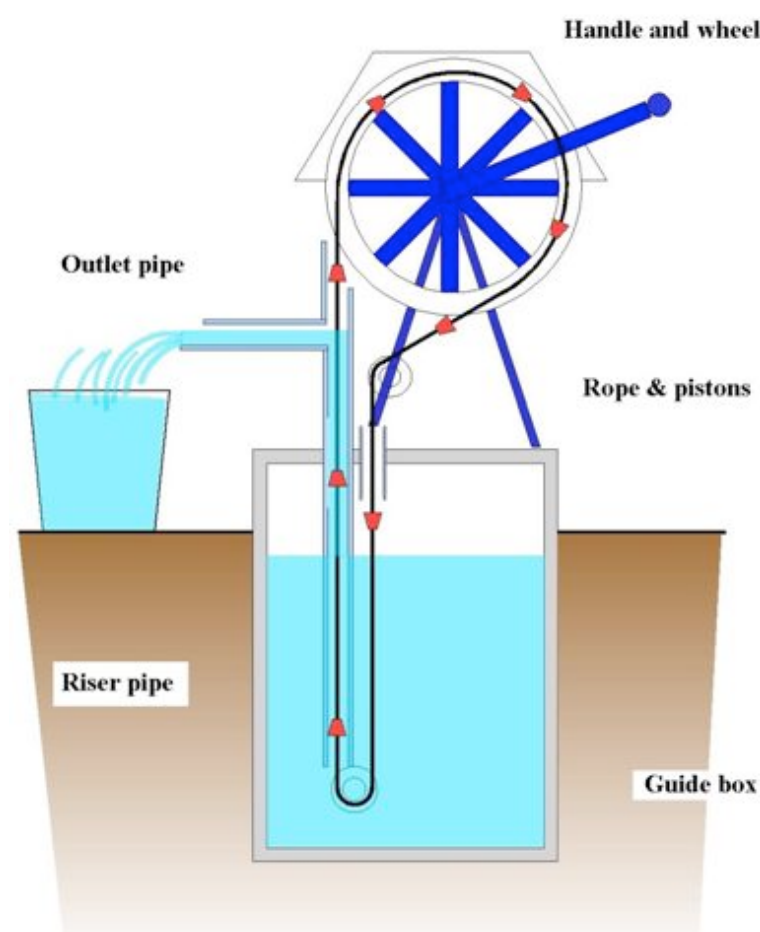
Summary

- 80% Cambodians live in rural areas; Out of 800,000 open wells, only 5% have a pump on top (est. 30% are broken).
- 95% wells are suitable for Rovai pump.
- Already 250,000 people use Rovai for daily access to clean and easy water.

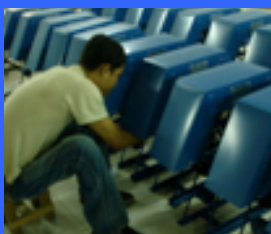
Objective :

With our vision of ‘a Rovai water pump in every Cambodian yard’ Ideas at Work’s purpose is to improve the quality of life in rural Cambodia by providing easy access to cleaner water, affordable for all with widely available spare-parts. Our 2nd objective is to become a self-sustainable Social Enterprise, independent from donor money.

Methodology :



How does a rope pump work: Turn the handle and the rope goes down in the well. At the lowest point water is trapped between the washers in the riser pipe, and lifts up to the outlet pipe. Rope pump technology can go down to 50 meters deep and needs a bore-hole of at least 10cm.



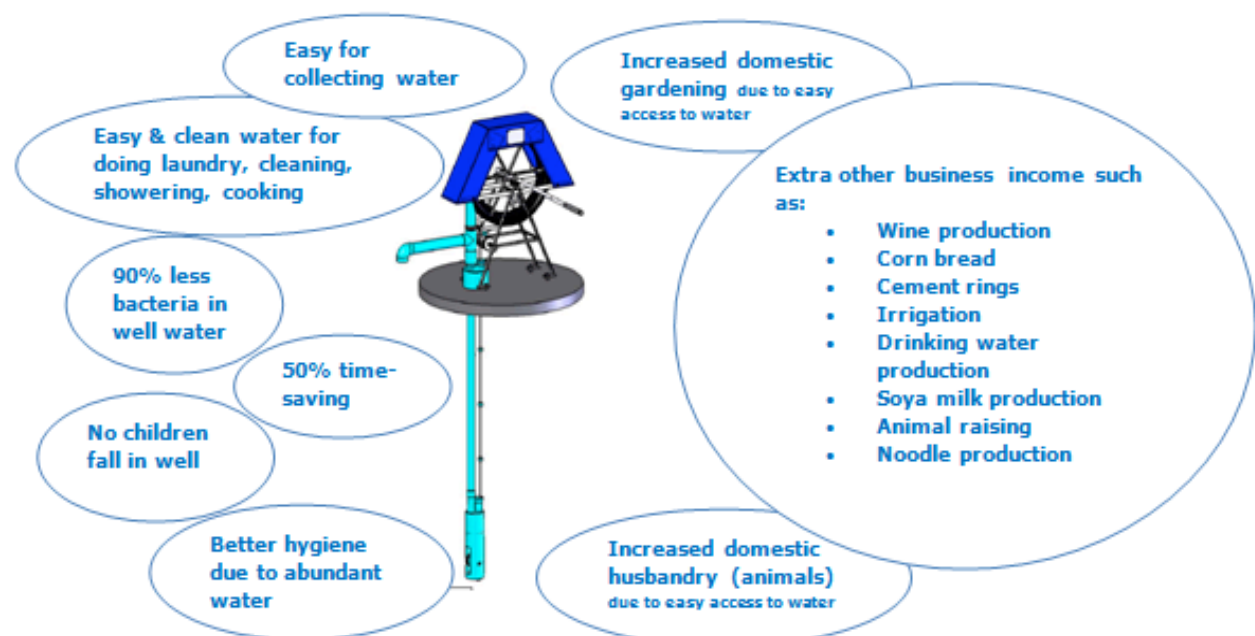
Ideas at Work's main product is a range Rope Pump which we call "Rovai" (to turn a wheel in local Khmer language). The hand pumps are all manufactured with only locally available materials which avoids any future spare part supply chain problem. The pumps are easy to use, easy to maintain by non technical people and at a unit cost of US \$80-100, affordable by almost any household. Credits are available through partner Micro Finance groups (MFIs). As there are no distribution channels available that reach the rural areas with new products and information, we were forced to open up ways to access them. When possible we prefer to work with existing channels. Our main message is that quality of life improves with the pump and income increases.



Research showed that in certain circumstances, micro entrepreneurs can earn up to US\$4.40 more daily after purchasing a Rovai pump (info: Pari research 2011).

Results :

- **The Rovai water pump :**
 - 50% time saving.
 - 90% less bacteria in well.
 - 98% of people surveyed felt Rovai is easier than traditional water retrieval methods.
 - 90% of Rovai owners have never had a problem they couldn't fix themselves.
 - 88% of owners are proud to own Rovai.
- In 6 years over **5000 rope pumps** have been installed and are working in all 24 provinces of Cambodia. They are daily serving **250,000 people** with access to easy and cleaner water. Ideas at Work will reach break-even point in 2012. We have shared our designs with other countries such as **Morocco, Pakistan, North Korea, Indonesia, Sierra Leone and Brazil.**



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Sources :

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