



seed **madagascar**

sustainable environment, education & development

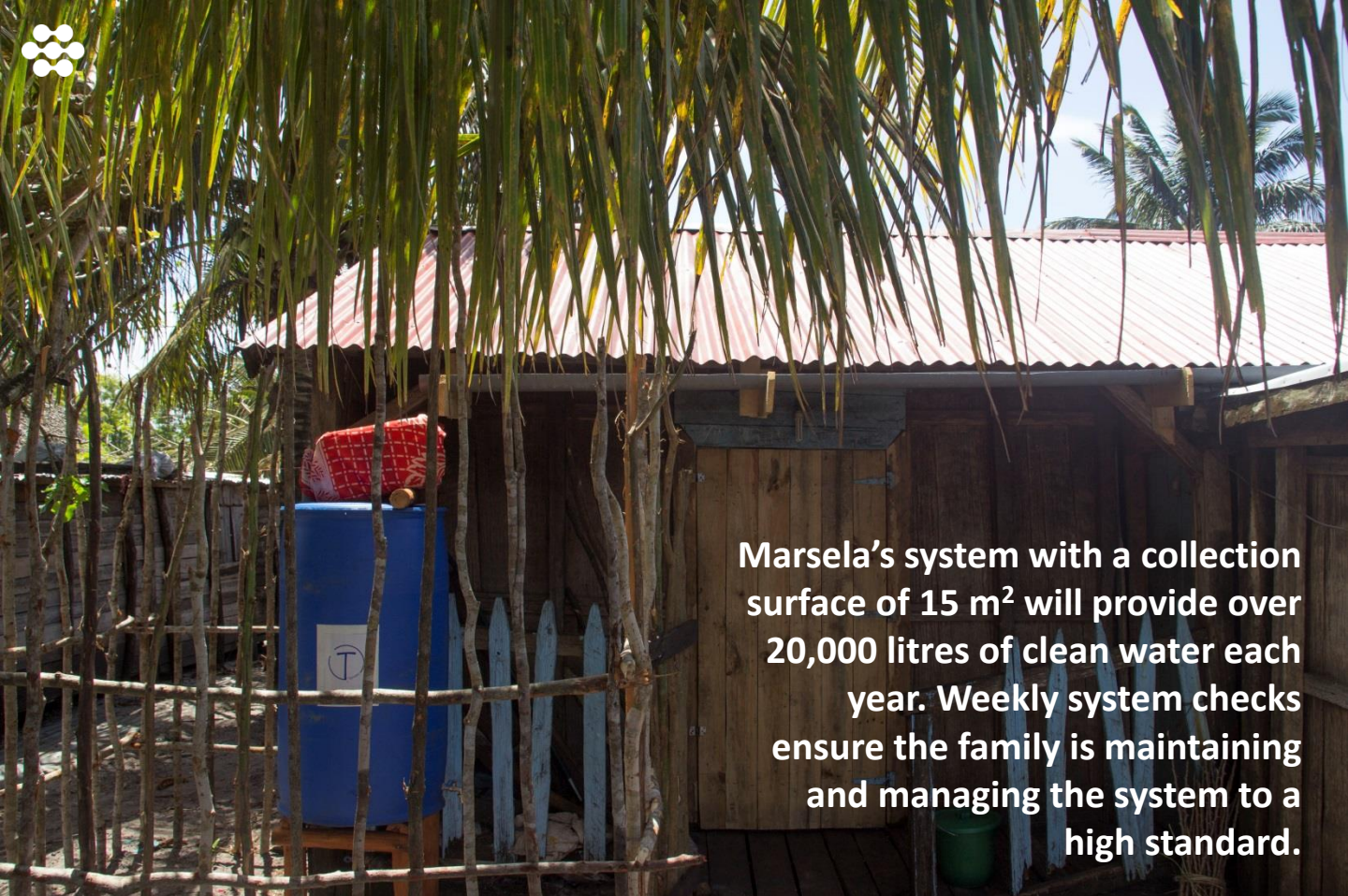
## Project Tatirano

Increasing access to clean drinking water in rural southeast Madagascar via household rainwater harvesting

A progress report for The Travers Cox Charitable Foundation

January 2018





**Marsela's system with a collection surface of 15 m<sup>2</sup> will provide over 20,000 litres of clean water each year. Weekly system checks ensure the family is maintaining and managing the system to a high standard.**

## Clean water flows further

For the first time, some of the poorest people in the world have clean water in their homes. Project Tatirano has thus far installed 10 rainwater harvesting systems, similar to the one pictured, across five communities in the rural Mahatalaky commune in southeast Madagascar.

Whilst this system has been installed at a household in the village of Ambandrika for only three months, the water is already having an enormous impact. During a recent visit, Marsela described how she had replaced ALL of her family's water needs with the rainwater for the preceding week of heavy rain. However, the system is not just providing drinking and cooking water for the immediate household, but for their extended family living nearby.

This household usually pay someone 15,000 Ar/month (~ £3.75) to collect their daily water supply and so when they have an ample supply from the rainwater harvesting system, they immediately save money.





## The three steps to clean water

Roofs in rural Madagascar are often thatched from a palm called *Ravinala*, which poses two major issues for rainwater collection: water quality and quantity. Over the first six months of the project the Tatirano team researched how a simple, durable and effective system could be retrofitted to a roof made from *ravinala* and still collect clean drinking water effectively.

Prosperine – the lady responsible for water collection, cooking and housekeeping for the Chief of Sainte Luce in Manafiafy – told similar time-saving stories to Marsela in Ambandrika:

*“before the Tatirano system was installed, I barely had enough time to finish my work in the kitchen and the main house. But during this past week of rain, I’ve been able to spend more time weaving mahampy mats [sold for little over a pound each] and I have managed to weave three in the past week instead of two.”*

Madame Barina proudly stands with her *ravinala* rainwater harvesting system in Manafiafy. You can see all of Tatirano’s systems on [Google Earth here](#).







Tatirano's Community Liaison Officer, Mamonjy, expertly works the crowd in a community Q&A promotion event for the project in Ampanasatomboky

## Promoting clean water

Project Tatirano continually investigates two key questions:

1. How does having clean water at the home effect people's lives?
2. Are some of the poorest people in the world willing to prioritise their income for clean water; a utility that is unlikely to directly increase income?

In order to find out the latter, Tatirano is asking people to pay a contribution for their rainwater harvesting systems, offering a 0% interest loan period up to six months. As with the launch of any new product, marketing is key and so the team set out to all seven communities to share knowledge, answer questions and ultimately sell clean water. Interested households sign-up and pay with our Community Loan and Marketing Officer, Tolotra, based in the Mahatalaky office (see Google Earth Tour). It is Tolotra's responsibility to work with the beneficiaries to ensure timely loan repayments and find solutions if repayment is difficult.





## When it rains, it pours

Sign-up to receive the systems started slowly from September through early November due to a number of expected barriers, most notably the relatively high price. Whilst the price was set to determine the willingness to pay for clean water and potentially provide a stepping stone towards setting up a future business following an established demand and supply, the team found that the initial sum due at contract signing was a large barrier to many households.

This amount was halved to 20,000 Ar (~ £5) at the end of November. The removal of this barrier combined with heavy rainfall through December has led to an increase in sign up and as the rainfall continues into 2018, the rate of enrolment is expected to grow. If sign up continues to be slow over the next two months, mitigation will include a potential total price decrease and more targeted marketing across the seven communities.

Whilst the relatively low enrolment rate suggests a reduced population reach, the unexpected use of systems and the water resource by extended family means that the reach per system is doubled if not tripled in some cases. Continued monitoring and evaluation through regular visits from project staff will be able to confirm the expected population that will be affected by the project in the June six-month progress report.





# Thank you!

The whole team at SEED Madagascar thanks you on behalf of everyone that Tatirano has reached and continues to impact with clean water. Without your support, rainwater harvesting would not be an up and coming solution for thousands of rural Malagasy people. As always, if you would like more information about the work that SEED does, please visit our social media and website, or reach out to Mark Jacobs at the London office.

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