

Final Report on Willingness to Pay (WTP) Study



Submitted To

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Table of Glossary

Shorts	Elaboration
BDT	: Bangladesh Taka
CAPI	: Computer Assisted Personal Interview
CJM	: Customer Journey Mapping
Deff	: Design Effect
F2F	: Face to Face
FGD	: Focused Group Discussion
FS	: Field Supervisor
HH	: Household
IDI	: In-depth Interview
IGA	: Income Generating Activities
KII	: Key Informant Interview
MFS	: Mobile Financial Services
MSE	: Max Social Enterprise
MSMEs	: Micro, Small & Medium Enterprises
NGO	: Non-Government Organization
NPS	: Net Promotor Score
NSS	: Nazrul Smriti Sangsad
ODW	: Other Domestic Works
PAPI	: Paper Assisted Personal Interview (Pen & Paper)
QC	: Quality Control
SDA	: Social Development Agency
SDG	: Sustainable Development Goals
SPSS	: Statistical Package for the Social Sciences
SRS	: Stratified Random Sampling
UHO	: Upazila Health Officer
UPHO	: Upazila Public Health Officer
WASH	: Water, Sanitation & Hygiene
WFYA	: Water for Yard Agriculture
WTP	: Willingness to Pay

Executive Summary

Bangladesh met the Millennium Development Goals (MDGs) for ensuring the safe drinking water by increasing from 68% to 87% between 1990 and 2015 (MICS Survey Report-2019). In the era of the SDGs, about 98.5% of the population has access to water from improved water sources. However, only 42.6% of the population has access to safely managed drinking water services. The national Vision is to achieve universal access to safe & affordable drinking water for all and ensure access to adequate and equitable sanitation and hygiene by 2030. Access to improved water is 98.5% (not including arsenic contamination), while safely managed drinking water service coverage is only 42.6% (MICS Survey Report-2019).

The water sources in Bangladesh are surface water, groundwater, and rainwater. The Ganges-Brahmaputra-Meghna (GBM) river system discharges massive surface water through Bangladesh, which enters into the ground to form groundwater. About 93% of the stream flow through the country originates from outside Bangladesh. Rainfall within the country contributes to the total water available in Bangladesh, a part of which infiltrates into the ground to recharge existing groundwater and the remaining rainwater flows as surface run-off. These water sources available for developing water supplies have relative advantages and disadvantages in Bangladesh.

A large part of southern Bangladesh situated at the coastal region. The major area of Barisal division consists this area. Barguna, Patuakhali & Bhola districts of this division stand on the bank of Bay of Bengal while other districts are also indirectly connected with river & sea water bodies. The ground water of these area is salty by nature including other molecules. The direct impact of climate change & natural disaster like cyclones, tidal waves, flood and excessive salinity pollute the water on different sources in this area.

Max Social Enterprise Ltd. is a concern of Max Foundation which has been established in 2019 as social enterprise to conduct business with safe water by brand name MAX TAPWATER among the rural people in the southern part in Bangladesh specially in Patuakhali Sadar & Galachipa Upazila of Patuakhali district, Amtoli Upazila of Barguna district and Bakerganj Upazila of Barisal district. They have already reached around 2300 HH by established 46 water grids and another 5 grids establishment on going to capture & ensure the safe water to more HHs in this area.

During successfully running the project, MAX TAPWATER authority observed some issues from customer sides regarding their water usages behaviour & tariff. The problems were found while they took initiatives on shifting the business model from monthly subscription to meter-based tariff. At this circumstances, MAX TAPWATER authority planned to conduct a market study among the current & potential customers to understand customers' willingness to pay for this water service.

The main objective of the study is to better understand households' willingness to pay for monthly tariffs and one-time payments, as well as to determine the optimal tariff system. The study has been conducted in two phases where first phase was just census of the current customers with some specific data like connection availability, number of tap they are using, water usages behaviour & purpose etc. The second phase of the study was the detail HH survey & key stakeholders' engagement. In this phase, customers' demographic information, HH population & size, daily water requirement usages behaviour, sources of water, usages segments of MAX TAPWATER, Daily usages volume of MAX TAPWATER, Tariff Systems, Monthly billing & bill amount, bill payment methods, customer's feedback on MAX TAPWATER services, professionalism & behaviour of grid operators, Net Promotor Score on the services, Customers dispute & negative remarks, their requirement on water services and overall feedback on customers' willingness to pay for this services have been explored.

The study also has covered the current & potential customers' awareness on water borne diseases, their practice to face these diseases and overall intention to prevent by using safe water and plan to take connections of MAX TAPWATER. The valuable feedback from key persons and civil society has been incorporated here.

The study explored the potential business model along with billing collection methods digitally where maximum customers have digital access and online cashless transaction practice in their daily life. The digital inclusion and ERP software base business model may turn the business viability of MAX TAPWATER in this region.

Section-One: Introduction & Research Background

1.1 Introduction

Water is an essential natural resource that demands wise and efficient management for conserving its optimum quality for our daily life. Drinking water quality is persistently being polluted and unsafe for human consumption mainly due to rapid growth of population, increasing urbanization, relentless industry expansion, mass deforestation, climatic change, soil depletion, and incongruous management of wastewater. The quality of drinking water is closely associated with human health, and providing safe drinking water is one of important public health priorities. The drinking water supply in Bangladesh has almost entirely been based on groundwater sources.

Max Tap Water is the brand of Max Social Enterprise Limited which is a concern of Max Foundation. Pioneering data-driven and business-oriented approaches to social transformation, Max Foundation played a pivotal role in establishing a social water business in Bangladesh which has been started by the name Max Social Enterprise (MSE) Limited. Max TapWater was established in 2019 as a spin-off from Max Foundation. Max TapWater connects households to easy and safe water at an affordable price through piped water grids. Max TapWater has built 46 Max TapWater grids, which supply safe water to around 2300 households. Each year Max TapWater continues to build more grids and connect more households.

MAX TAPWATER is a social business of Max Enterprise Ltd which serves rural people the clean water for drinking & daily activities. From this aspect, it could be considered as social service on WASH & Healthcare sectors. MAX TAPWATER business is closely aligned with Sustainable Development Goals. This Project is playing a vital role to achieve the SDG goals in Bangladesh.

The United Nations declared Sustainable Development Goals (SDGs) with 17 specific Goals for Sustainable Development for countries in the world. Among the 17 Goals, there are 4 specific goals which are closely connected with MAX TAPWATER Business. The 'SDGs-6: Clean Water and Sanitation' is directly aligned with this project while other 3 goals, SDGs-3: Good Health & Well Being, SDGs-5: Gender Equality and SDGs-8: Decent Works and Economic Growth are aligned directly & Indirectly with this project.

1.2 Research Background

Max Foundation hire Max Social Enterprise to Design Build and Operate Piped Water grids. Max TapWater connects households to supply easy, safe and affordable water at home in rural Bangladesh. Each water grid covers around 70 - 80 households in rural and peri-urban locations that are not yet connected to water supply services. Families pay a one-time connection fee and monthly subscription fee for the upkeep and maintenance of the water supply service.

The piped water supply grids operate following a business model. Max Social Enterprise (MSE) Ltd, functioning as a social enterprise, plans to reinvest the profits earned into constructing additional piped water supply grids. This strategy aims to expand access to safe water, aligning with Sustainable Development Goal 6, in more regions across Bangladesh.

Max Social Enterprise (MSE) Ltd has built total 46 grids in the proposed areas to serve the local household in 2-3 phases. To understand the business feasibility and profitability scope, MSE has conducted multiple studies with national and international level organizations as well as moved forward with their prescribed recommendations and business model. Unfortunately, the research recommendations and business model didn't work properly after starting a full phase tap water business in the respective locations. To explore the root cause of the business model failure and customers' culture & lifestyle analysis, MSE has taken a new initiative to conduct a socio-marketing research on their specific queries.

1.3 Justifications of the Study

To explore the research questions feedback, root causes of failure the business model and research recommendations, a new initiative on socio-marketing research is very urgent. PRITI Research & Consultancy Limited will apply anthropological research methods & appraisal to explore the specific research questions, find out the research objectives and background reasons for business model failure. We will diagnosis the community culture and lifestyle of the local people as well as project beneficiaries and their neighbours.

To find the root reasons of business instability & decreasing, it is important to explore the socio-economic status and lifestyle of the beneficiary as well as the community culture on their daily life, WASH habitus, infectious diseases & its awareness, their practice &

habitus on medicine & healthcare, the practise of daily water usages, the local people digital inclusion status and financial capabilities.

These all key indicators along with other factors will help to explore the root causes of business model failure as business instability & decreasing.

1.4 Research Project Design

As per the project feasibility & business plan & forecasting, Max Social Enterprise Ltd has been running the business since 2019. In the meantime, they have expanded their area & increase the grids to serve more households in the respective area. Max Social Enterprise Authority noticed some issues regarding the water bill payment methods, process and amount from the customers. To understand the actual scenario of the field and getting the customers' view on willingness to pay, the authority of Max Social Enterprise plan to conduct a market study on it. The research project has been designed by the Business Development Team of MAX Social Enterprise Limited to understand the customers' willingness to pay of MAX TAPWATER bill.

1.5 Research Authority & Execution

MAX Social Enterprise Limited is the Authority of this study and PRITI Research & Consultancy Limited is the project implementing agency. All properties of the study like applied methodology, tools, techniques and information coverage have been approved by the Max Social Enterprise Ltd. The study objective related primary data, information, photos and videos collected from the field have been considered as the properties of Max Social Enterprise Ltd and delivered to those by PRITI Research & Consultancy Limited as research deliverables along with Report.

Section-Two: Research Approaches & Methodologies

2.1 Research Objectives

The main objective of the study is to better understand households' willingness to pay for monthly tariffs and one-time payments, as well as to determine the optimal tariff system.

The specific objectives of the study are:

- Understand the willingness of individuals residing in peri-urban, rural, and saline areas to afford both monthly tariffs and one-time fees for domestic piped water supply services.
- Assess the ability of individuals HHs in peri-urban, rural, and saline areas to cover both monthly tariffs and one-time fees for domestic piped water supply services.
- Compare the results of willingness-to-pay between the consumption based and subscription based.
- For the household meter system, determine the appropriate unit rate and minimum charge for each household based on their ability and willingness to pay.
- Determine factors influencing households' willingness to pay, including income levels, household size, perceived value of the service, and affordability.
- Exploring the practice & behaviour and engagement of the household in Financial Inclusion & Digital Inclusion.
- Provide recommendations for adjusting the tariff structure to ensure affordability and maximize revenue collection while maintaining financial sustainability.

2.2 Define Target People

To Conduct the study, different types of stakeholder have been covered. The current customers of MAX TAPWATER, potential customers of the grid area, Upazila Public Health Officers, Upazila Health Officer/Doctor, Local Government Representatives (Union Chairman/ Members), Representatives from Local NGO / Development Organizations and Representatives from local civil society have been covered as primary respondents of the study.

Except the above-mentioned target people, we have conducted on-sight assessment by visiting the customers and grid locations to understand the customer behaviour and practices on MAX TAPWATER usages. We have informally conducted some interviews with grid operators to get insights on grid operations and customers' behaviour on water tariff payment.



2.3 Research Phases

The study has been conducted through two separate phases.

First Phase: HH Census

Beneficiary Household Census has been conducted as first phase of the study. In this census, we will make a list of existing all customers of MAX TAPWATER of the respective grid area. All existing customers' HH has been covered in the Census.

A Sticker with Surveyed HH number will be attached at each HH wall / door or any viewable point. A Semi-Structured Questionnaire will be used to conduct the first phase.

CAPI interview Method will be applied to collect the primary data.

Second Phase: Details HH Survey

After completing the first phase, the customer list & database have been used to finalize the sample for detail household survey. The other stakeholders like Govt. Officials, Community Leader, Local UP Representatives, Doctors & NGO people have been covered in the second phase of the study. Detailed HH survey & Qualitative interview (IDI, KII, FGD, Case Studies or CJM) will be conduct in this phase.

A Sem Structured Quantitative Questionnaire will be used to collect the primary data.

PAPI Method will be applied to collect the data. Each 4th HH will be selected randomly for detailed survey.

2.4 Research Approaches

Integrated Research Approach has been applied to conduct the WTP study. Both Primary & Secondary Research Approaches have been applied to complete the entire study. On the other hand, Qualitative & Quantitative Research Approaches have been applied to collect the primary data from the fields. The Data Collection Tools have been designed based on integrated research approaches.

2.4.1 Data Collection Tools

A. Census: Census is a primary data collection tool which is applied to collect primary data from each & every unit of the targeted population. The Census has been applied to conduct the first phase of the study.

B. F2F Interview: Face to Face (F2F) interview is one of the important tools to collect the primary data from the target people by following structured / semi-structured / unstructured questionnaire and guidelines. In the study, F2F interview have been conducted among the MAX TAPWATER current customers and Potential customers / control of the study.

C. Key Informant Interview (KII): KII is one of the major tools for collecting insightful information from any key person. In the WTP study, KII has been conducted among the four Upazila Public Health Officers (UPHO) & four Upazila Health Officers.

D. In-depth Interview (IDI): In-depth Interview (IDI) is a tool for collecting deep information and insightful feedback from the target people. In this, IDI has been conducted among the Civil Society, Local NGO and Local Government Representatives.

E. Focused Group Discussion (FGD): Focused Group Discussion (FGD) is one of the important qualitative tools for exploring insights and qualitative feedback from targeted group of people. In this study, FGD has been conducted among the current and potential users of MAX TAPWATER in the respective areas. The FGD sessions were conducted among the targeted people by combination of gender, profession, user category and potentiality.

2.5 Sampling & Sample Size

We will execute the project through two phases. In the first phase, we will conduct Household Census among the existing customers of the business which will be considered as primary listing of the customers. The entire business area (2 Upazila of Patuakhali, 1 Upazila of Borguna & 1 Upazila of Barisal districts) and all existing customers (HH) will be covered in the first phase. During the first phase census, we will collect the customer's demographic data and their current status of MSE water services usages behaviour. We will use a structured questionnaire with 5-8 minutes interview length. In the first phase, we will also collect photos and videos of MSE customers' water usages behaviour. The first phase census data will help to select the correct sample for detail HH survey in the second phase.

Sampling for Detail HH Survey

Stratified Random Sampling (SRS) method will be applied for defining the targeted samples for this study. After defining the sample size, it will be distributed as stratified cluster method for covering the target area.

In the study, the population is known, the sample size can be derived by computing the minimum sample size required for accuracy in estimating proportions by considering the standard normal deviation set at 95% confidence level (1.96), percentage picking a choice or response (20% = 0.2) and the confidence interval (0.05 = ±5). The formula is;

$$n = \frac{z^2\{p(1-p)\}}{e^2}$$

When

n= required sample size

z=1.96 (Standard normal variant value for 95% confidence)

p= 0.5(Expected prevalence or proportion of the disorder)

1-p= 1-0.5=0.5

e=0.05

Using the above formula, we get the sample size

$$\begin{aligned} n &= \frac{1.96^2\{0.5(1-0.5)\}}{0.05^2} \\ &= 384 \end{aligned}$$

The design effect (Deff)

The design effect, often called just deff, quantifies the extent to which the expected sampling error in a survey departs from the sampling error that can be expected under stratified random sampling (SRS).

Considering the design effect 2 with the total sample, we can get our expected sample size for this study. The variance of the estimated proportion, p of 50% given the sample size, n , of 384, and assuming proportionate stratified random sampling is given by the formula;

$$n = \frac{z^2\{p(1-p)\}}{e^2} \times Deff$$

The Effective sample sizes

$$n = \frac{1.96^2\{0.5(1-0.5)\}}{0.05^2} \times 2$$

$$= 768$$

As per the above formula, the total sample size will be 768 for this study.

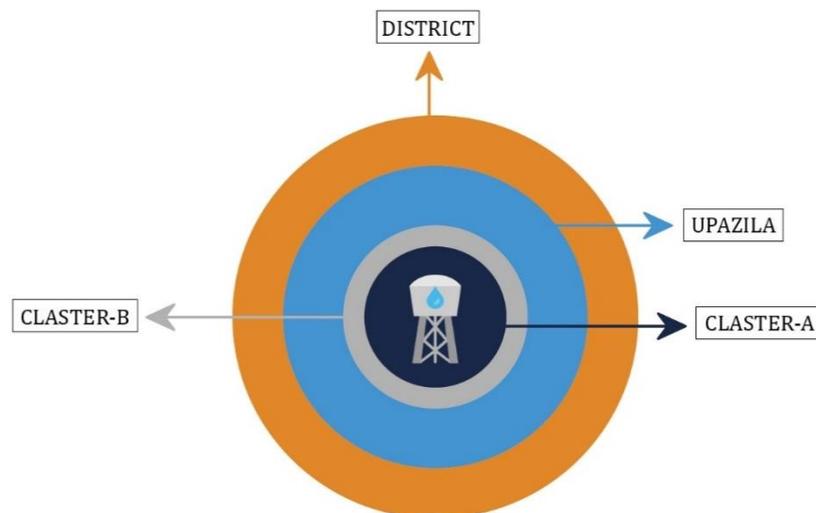
The total sample will be divided among the quantitative target group households.

Correction Note: Due to survey cancellation of a grid from the given list, the total 752 has been covered.

Project Cluster & Sample Distribution

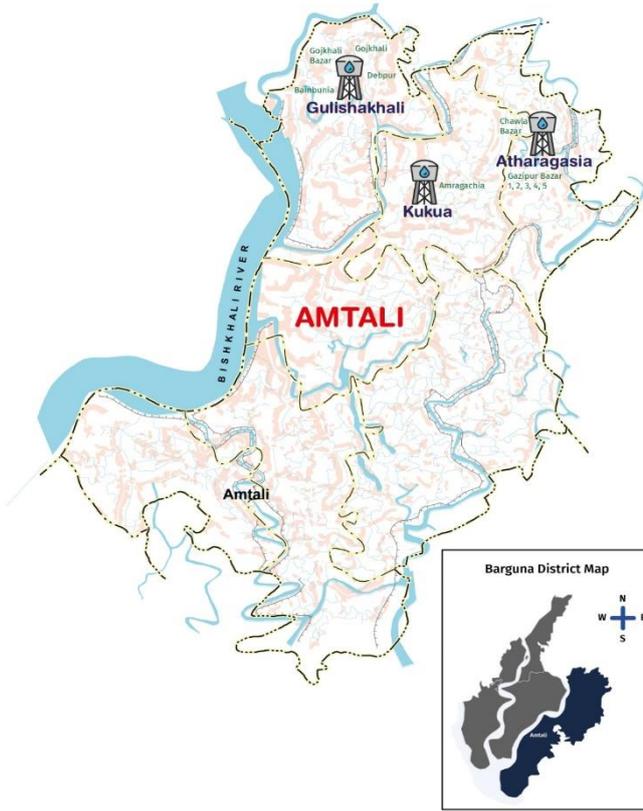
Multi-Stage Cluster Sampling Method will be applied. We will generate two types of clusters in a grid to collect the primary data.

- Cluster-A:** Current Customers
- Cluster-B:** Non-Customers (Potential Customers)



2.6 Geographical Coverage

Amtali Upazila, Barguna District



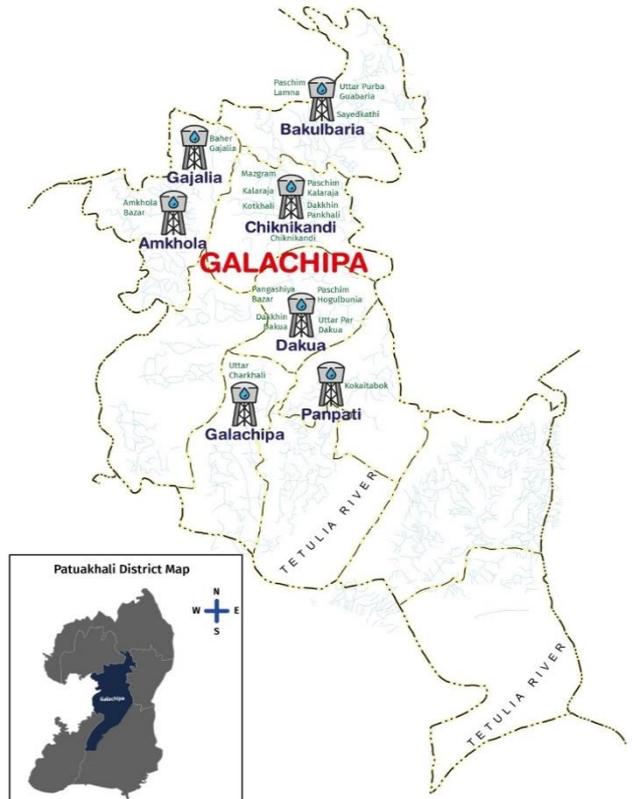
Bakerganj Upazila, Barishal District



Patuakhali Sadar Upazila, Patuakhali District



Galachipa Upazila, Patuakhali District



A. Location Wise Sample Coverage

Covering District	Covering Upazila	Current Customers	Non-Customers	Total
Barisal	Bakerganj	62	20	82
Borguna	Amtoli	138	48	186
Patuakhali	Patuakhali Sadar	151	48	199
	Golachipa	213	72	285
Total Sample		564	188	752

B. Details of Quantitative Sample Distribution

District	Upazila	Union	Name of the Grid	Current Users Sample	Non-Users Sample	Total		
Barguna	Amtali	Gulishakhali	Gojkhali Bazar	13	4	17		
			Gojkhali	12	5	17		
			Bainbunia	12	4	16		
			Debpur	13	5	18		
		Gulishakhali Union Sample Size				50	18	68
		Atharagachia	Gazipur Bazar - 1	13	5	18		
			Gazipur Bazar - 2	12	4	16		
			Gazipur Bazar - 3	13	5	18		
			Gazipur Bazar - 4	12	4	16		
			Gazipur Bazar - 5	13	4	17		
			Chawla Bazar	12	5	17		
		Kukua	Amragachia	13	3	16		
		Atharagachia & Kukua Union Sample Size				88	30	118
		Amtoli Upazila Sample Size				138	48	186
Barishal	Bakerganj	Bharpasha	Krishnakathi - 1	12	4	16		
			Krishnakathi - 2	13	4	17		
			Krishnakathi - 3	12	4	16		
			Krishnakathi - 4	13	4	17		
			Atakathi	12	4	16		
Bharpasha Union / Bakerganj Upazila Sample Size				62	20	82		
Patuakhali	Patuakhali Sadar	Kalikapur	Moddho Ballavpur	13	4	17		
			Dibuapur-1	12	4	16		
			Dibuapur -2	13	4	17		
			Dibuapur-3	12	5	17		
			Dibuapur-4	13	4	17		
			Dibuapur-5	12	4	16		
			Purba Hetalia	12	4	16		
			Purba Ballavpur	13	4	17		
			Bohalgachia	13	4	17		
		Kalikapur Union Sample Size				113	37	150
Jainkathi	Paschim Shehakathi	13	4	17				

District	Upazila	Union	Name of the Grid	Current Users Sample	Non-Users Sample	Total	
		Borobighai	Borobighai	13	3	16	
		Marichbunia	Morichbunia	12	4	16	
		Kamlapur, Jainkathi, Borobigha & Marichhuni UP Sample			38	11	49
	Patuakhali Sadar Upazila Sample Size				151	48	199
	Galachipa	Chiknikandi		Mazgram	12	4	16
				Kalaraja	13	5	18
				Dakkhin Pankhali	12	4	16
				Paschim Kalaraja	13	4	17
				Chiknikandi	12	5	17
				Kotkhali	12	4	16
			Chiknikandi Union Sample Size			74	26
		Dakua		Paschim Hogulbunia	13	4	17
				Uttar Par Dakua	13	5	18
				Pangashiya Bazar	13	4	17
				Dakkhin Dakua	13	4	17
		Dakua Union Sample Size			52	17	69
		Bakulbaria		Uttar Purba Guabaria	12	4	16
				Paschim Lamna	12	4	16
				Sayedkathi	13	4	17
		Bakulbaria Union Sample Size			37	12	49
			Galachipa	Uttar Charkhali	13	4	17
			Panpati	Kokaitabok	12	5	17
			Amkhola	Amkhola Bazar	12	4	16
			Gazalia	Baher Gazalia	13	4	17
	Galachipa, Panpati, Amkhola & Gazalia UP Sample			50	17	67	
	Galachipa Upazila Sample Size				213	72	285
	Grand Total Sample Size in Study Area				564	188	752

C. Qualitative Sample Distribution

The qualitative interviews and sessions will be conducted among the target groups and stakeholders. We will conduct total 6 IDIs, 6 KIIs, 8 FGD Sessions and 4 Case Studies & CJM.

For Informal FGD, we will select quantitative non-surveyed HH respondents where separate Male Groups, Female Groups, and Mixed Groups from both of users and potential customers will be selected randomly. We will select some representatives from civil society like Teachers, Community Leader, Religious Leader etc. for conducting IDIs and FGD sessions as mixed group. We will conduct Customer Case Studies and Customer

Journey Mapping on MSE TAP Water services. The details of qualitative sample size and distribution will be as follows;

District	Upazila	Target People	Qualitative Sessions			
			IDI	KII	FGD	Case Studies Or CJM
Barisal	Bakerganj	UPHO		1		
		Local Government	1			
		Customers / Users/Civil Society			2	1
Borguna	Amtoli	UPHO		1		
		Local Government	1			
		Local / Development NGO	1			
		Doctors		1		
		Customers / Users/Civil Society			2	1
Patuakhali	Patuakhali Sadar	UPHO		1		
		Local / Development NGO	1			
		Doctors		1		
		Customers / Users/Civil Society	1		2	1
	Golachipa	UPHO		1		
		Local Government	1			
		Customers / Users/Civil Society			2	1
Total			6	6	8	4

2.7 FW Execution Process

Submission of Inception Report

After completing the contact / project agreement, we submitted an inception report with project execution plan with dateline & key activities schedule and final methodological framework within the first week of the project timeline.

Designing Questionnaire & Guidelines

We will start working to design the survey questionnaire & guidelines simultaneously with inception report. After submission of the inception report, we will share the draft questionnaire & interview guidelines with the client for review, comments & approval. After getting the approval from the clients, we will go for next step team training & briefing.

Conducting Training Program

We have started the training program with field team & PRITI Research Team. We have conducted a 2 days long training program where theoretical approach, MAX TAPWATER

project details, Target people, QC Procedure, Interview Process & Approaching, Detail Discussion on surveyed questionnaire & qualitative guideline will be held. Mock test, demo interview and questionnaire test will be conducted as important part of the training program. We have invited MAX Social Enterprise Patuakhali Regional Office to attend the event. A team of 2 members joint the event & delivered important & remarkable instructions & guidelines to the field team.

Pilot Test & Questionnaire Review

We sent our team to the field to conduct the pilot test of the interview & questionnaire review. We can identify the weak points of the questionnaire as well as field team. We took initiatives on the weak points to improve before starting the full phase survey.

Primary Data Collection

After finalizing the questionnaire, tools & techniques, completing the all preparation of the field team, we have taken the final go ahead confirmation from the client. After getting their confirmation, we have started the primary data collection.

Stakeholder Engagement

During the FW of the project, we engaged our targeted stakeholders of the project. We collected depth information and quality insights these stakeholders.

Using Data Analysis Software

After completing all checking & QC mechanism, the primary data has been transferred to Analysis table for generating tabulation & visual visualization. We will use MS Excel, SPSS & R for data analysis, tabulation and graphical presentation.

Ethical Consideration

The project has been designed in a very limited & tight schedule where each day would be considered as working day. PRITI Research Team has been completed all activities by due dates even by facing bad weather & heavy rainfall since 14 Sept to 18 Sept at the study regions. Moreover, there are some challenging and unexpected considerable factors which may affect the schedule. PRITI Research Team has informed MAX Social Enterprise Authority regarding this unexpected situation.

2.8 Quality Control Mechanism

The Project Quality Control Mechanism has been maintained through multi-stage of the project execution. The Study QC process has been mentioned as follows but not limited to;

Quality Control on Project Design & Set-up Stage

- ↳ Well documentation with client approval
- ↳ Project planning with dateline and Client's approval
- ↳ Sharing all documents with clients
- ↳ Set a What's app group with field team for live monitoring
- ↳ Weekly progress report submission
- ↳ Making separate team for quantitative & qualitative data collection

Quality Control on Field Execution Stage

- ↳ Collecting respondents consent on interview
- ↳ GPS marking on the target locations
- ↳ Live monitoring of Field Operation by the lead consultant
- ↳ Data Back check with logic
- ↳ Collecting consumers' & authority feedback including insights
- ↳ Comparing the consumer demand & existing facilities of the service providers
- ↳ Record the interview session for qualitative interviews and sessions.
- ↳ Data Reliability & Validity check
- ↳ Field Supervision by FS & QC.

Quality Control on Post Data Collection Stage

- ↳ 100% data back check through reliability & validity checking
- ↳ Qualitative data synthesis with feedback
- ↳ Quantitative Data analysis with SPSS, & Qualitative data with Key Point Factor Analysis Methods.

Quality Control on Reporting & Presentation Stage

- ↳ Making tabulation with graphs & Summary for client comments & approval
- ↳ Writing the report in word page with raw data, tabulation & final presentation tools
- ↳ Qualitative insight will be added in the final report

Section-Three: Conducting Phase-I of the Study

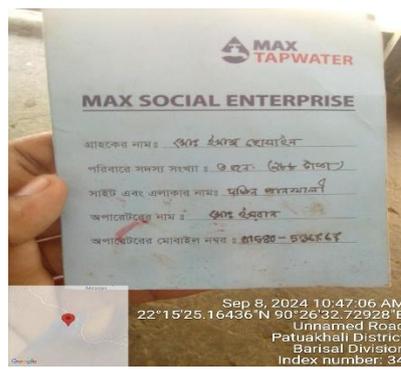
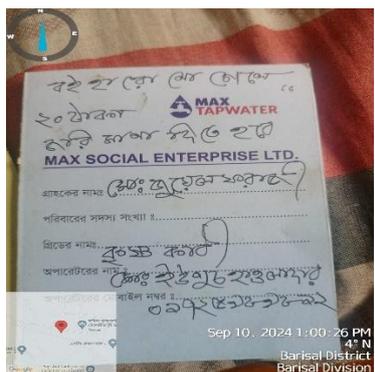
3.1 Census Conduction Process

A Census has been conducted among current customers of MAX TAPWATER to get the primary data on active water line connection and some specific data including customer demographic & water usages behaviour. The census has been conducted as CAPI method by visiting each customers' house. During the census conduction, a HH number has been provided to each surveyed HH by attaching a sticker to mark it as counted. The HH number sticker photo has been taken & uploaded during uploading the census to the clouds.

3.2 Census Data Collection

In the first phase census, around 25 data have been collected from the HH including demographic & MAX TAPWATER Usages behaviour. In this phase, it has been emphasised to collect the data on using tap number and family size in the HH. During the data collection, PRITI field team checked customers' tariff card frequently (who had available at that time) to understand the customer's name & authenticity. In practical, it was found that maximum grid operators keep the tariff card to them & customers are unaware about the tariff card record maintaining procedure.

Census QC Materials



3.3 Census Data Coverage

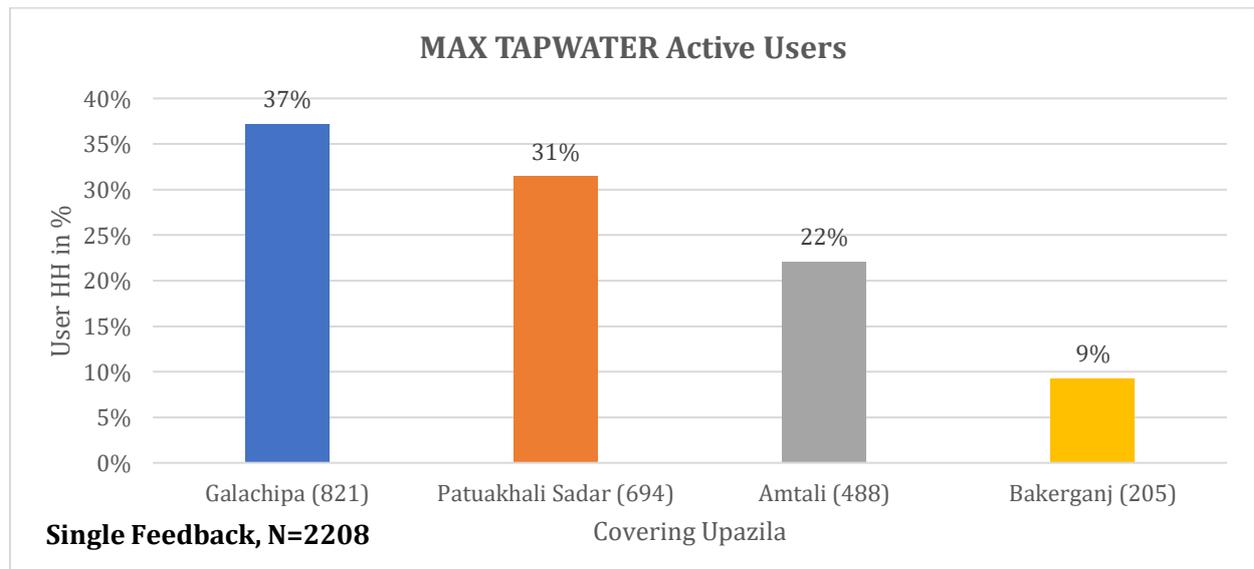
In the first phase of the study, it was found total 2208 current users of MAX TAPWATER except covering Char Balaikathi grid. The list of Active Users of MAX TAPWATER as following table;

Sl. No.	District	Upazila	Union	Name of the grid	Active Users of MAX TAPWATER
1	Barguna	Amtali	Gulishakhali	Gojkhali Bazar	64
2	Barguna	Amtali	Gulishakhali	Gojkhali	52
3	Barguna	Amtali	Atharagachia	Gazipur Bazar - 1	51
4	Barguna	Amtali	Atharagachia	Gazipur Bazar - 2	45
5	Barguna	Amtali	Atharagachia	Gazipur Bazar - 3	34
6	Barguna	Amtali	Atharagachia	Gazipur Bazar - 4	43
7	Barguna	Amtali	Atharagachia	Gazipur Bazar - 5	55
8	Barguna	Amtali	Gulishakhali	Bainbunia	35
9	Barguna	Amtali	Gulishakhali	Debpur	37
10	Barguna	Amtali	Atharagachia	Chawla Bazar	39
11	Barguna	Amtali	Kukua	Amragachia	33
12	Barishal	Bakergonj	Bharpasha	Krishnakathi - 1	61
13	Barishal	Bakergonj	Bharpasha	Krishnakathi - 2	35
14	Barishal	Bakergonj	Bharpasha	Krishnakathi - 3	39
15	Barishal	Bakergonj	Bharpasha	Krishnakathi - 4	35
16	Barishal	Bakergonj	Bharpasha	Atakathi	35
17	Patuakhali	Galachipa	Dakua	Paschim Hogulbunia	66
18	Patuakhali	Galachipa	Chiknikandi	Mazgram	39
19	Patuakhali	Galachipa	Dakua	Uttar Par Dakua	55
20	Patuakhali	Galachipa	Bakulbaria	Uttar Purba Guabaria	51
21	Patuakhali	Galachipa	Galachipa	Uttar Charkhali	76
22	Patuakhali	Galachipa	Bakulbaria	Paschim Lamna	51
23	Patuakhali	Galachipa	Bakulbaria	Sayedkathi	54
24	Patuakhali	Galachipa	Panpati	Kokaitabok	55
25	Patuakhali	Galachipa	Chiknikandi	Kalaraja	50
26	Patuakhali	Galachipa	Amkhola	Amkhola Bazar	62
27	Patuakhali	Galachipa	Gazalia	Baher Gazalia	58
28	Patuakhali	Patuakhali Sadar	Kalikapur	Moddho Ballavpur	69
29	Patuakhali	Patuakhali Sadar	Kalikapur	Dibuapur-1	66
30	Patuakhali	Patuakhali Sadar	Jainkathi	Paschim Shehakathi	63
31	Patuakhali	Patuakhali Sadar	Borobighai	Borobighai	46
32	Patuakhali	Patuakhali Sadar	Kalikapur	Dibuapur -2	78
33	Patuakhali	Patuakhali Sadar	Kalikapur	Purba Hetalia	70
34	Patuakhali	Patuakhali Sadar	Kalikapur	Purba Ballavpur	29
35	Patuakhali	Patuakhali Sadar	Kalikapur	Dibuapur-3	45
36	Patuakhali	Patuakhali Sadar	Kalikapur	Dibuapur-4	56

Sl. No.	District	Upazila	Union	Name of the grid	Active Users of MAX TAPWATER
37	Patuakhali	Patuakhali Sadar	Kalikapur	Dibuapur-5	62
38	Patuakhali	Patuakhali Sadar	Kalikapur	Bohalgachia	70
39	Patuakhali	Patuakhali Sadar	Marichbunia	Morichbunia	40
40	Patuakhali	Galachipa	Dakua	Pangashiya Bazar	45
41	Patuakhali	Galachipa	Chiknikandi	Dakkhin Pankhali	44
42	Patuakhali	Galachipa	Chiknikandi	Paschim Kalaraja	19
43	Patuakhali	Galachipa	Chiknikandi	Chiknikandi	42
44	Patuakhali	Galachipa	Dakua	Dakkhin Dakua	34
45	Patuakhali	Galachipa	Chiknikandi	Kotkhali	20
Total Active Users (HH)					2208

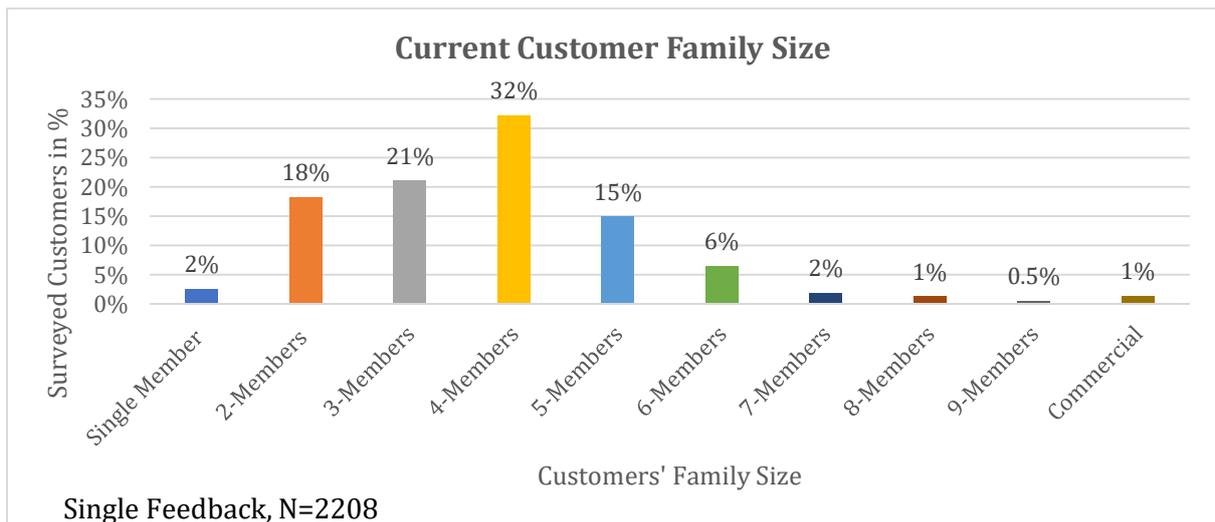
A. MAX TAPWATER Active Users

In the census, it was found that there are total 2208 connections active right now in 4 Upazila. Among the total customers, there are total 821 (37%) customers in Galachipa followed by Patuakhali Sadar 694 (31%) customers, Amtoli 488 (22%) customers and Bakerganj 205 (9%) customers. The following bar chart is indicating the customer distribution among the 4 Upazila.



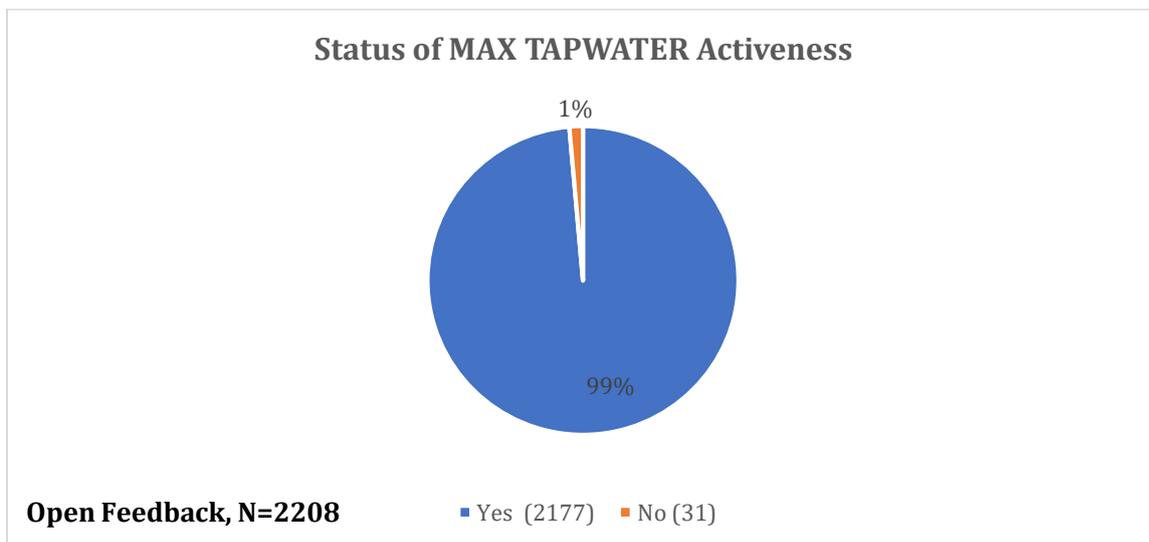
B. Customer's Family Size

Among the current customers, there are 99% are HH users and 1% is commercial (Hotel/Restaurants, Tea Store) and Religious Institutes (Mosque, Madrasha, Orphanage etc) Among the HH users, maximum 32% family consists with 4 members followed by 21% family with 3 members, 18% family with 2 members, 15% family with 5 members, 6% family with 6 members, 2% family with single & 7 members, 1% 8 members & only 0.5% family consists with 9 members. The following bar diagram is presenting the Customers' family size.



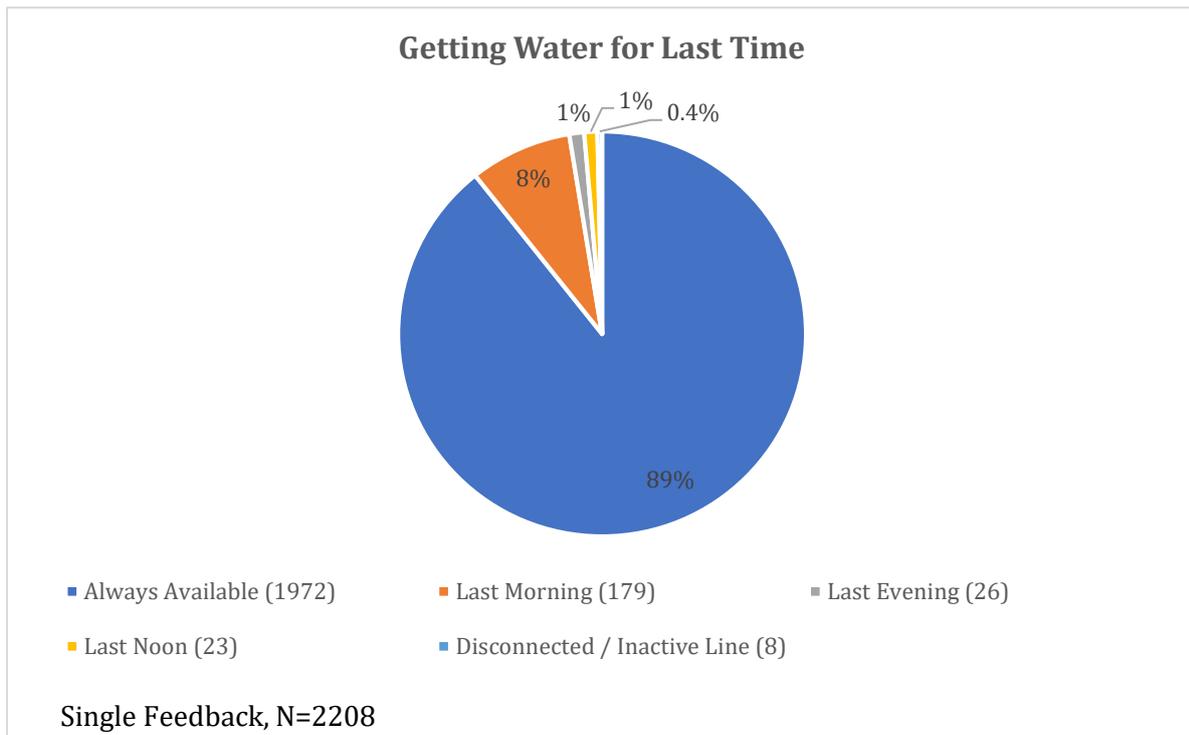
C. Available Water During Survey

PRITI field team checked the tap regarding water available during the survey time. Maximum 2177 customers' (99%) of 2208 connections were active at that time. Only 31 Connections (1%) were inactive.



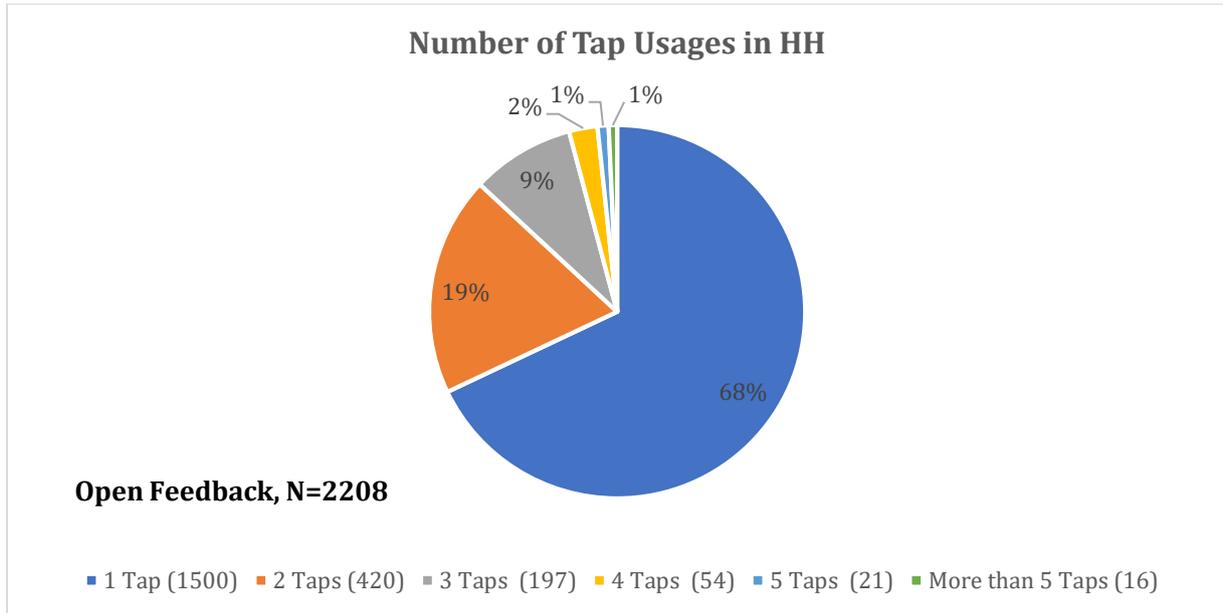
D. Getting Water for Last Time

Regarding the water service smoothness, it was asked to the respondents about the last time water availability in the line. Among the total customers, maximum (1972) 89% replied that they get water always while 179 customers (8%) feedback that they got water at the last night of the survey date. About 26 & 23 customers (1% each) replied that they got water Last Evening & Last Noon of the survey date respectively. Among total customers, 8 connections (0.4%) are disconnected due to outstanding water bill for last 3 months.



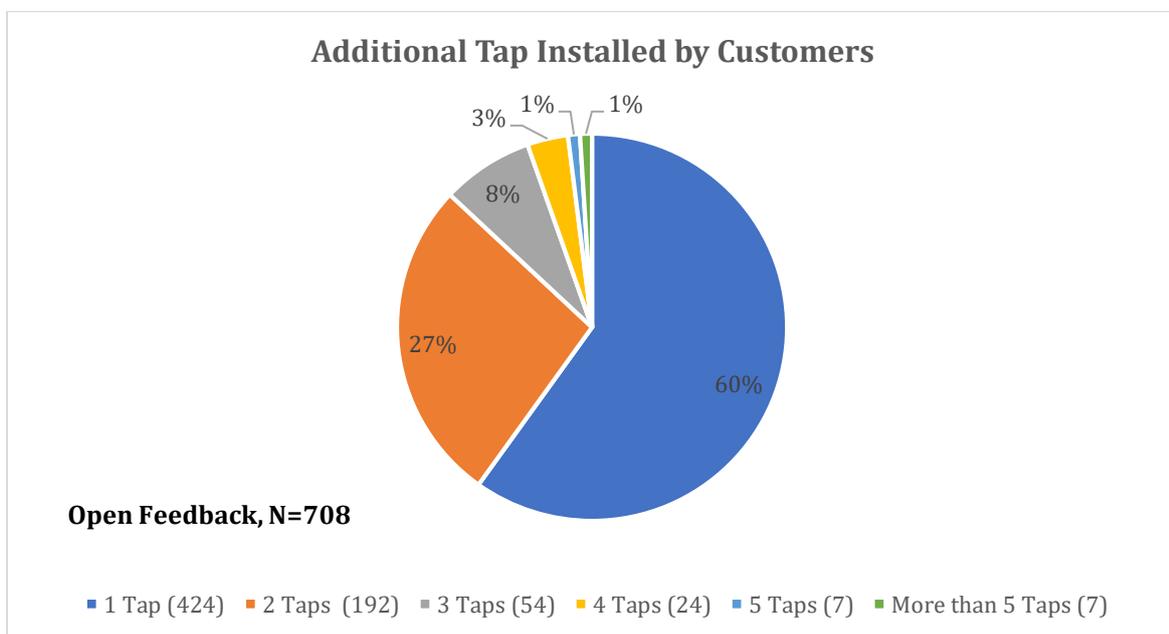
E. Number of Tap Usages in HH

Among the customers, HH users are using 1-5 taps and the commercial connections as well as religious institutes are using more than 5 taps at a time. Among the total customers (2208), maximum 1500 (68%) users are using single Tap at their HH while 420 customers (19%) are using 2 Taps, 197 customers (9%) are using 3 Taps, 54 customers (2%) are using 4 Taps, 21 customers (1%) are using 5 Taps and rest 16 customers (1%) are using more than 5 Taps (mostly commercial & institutional connections). The following pie chart is presenting the Customers' usages Tap in their HH.



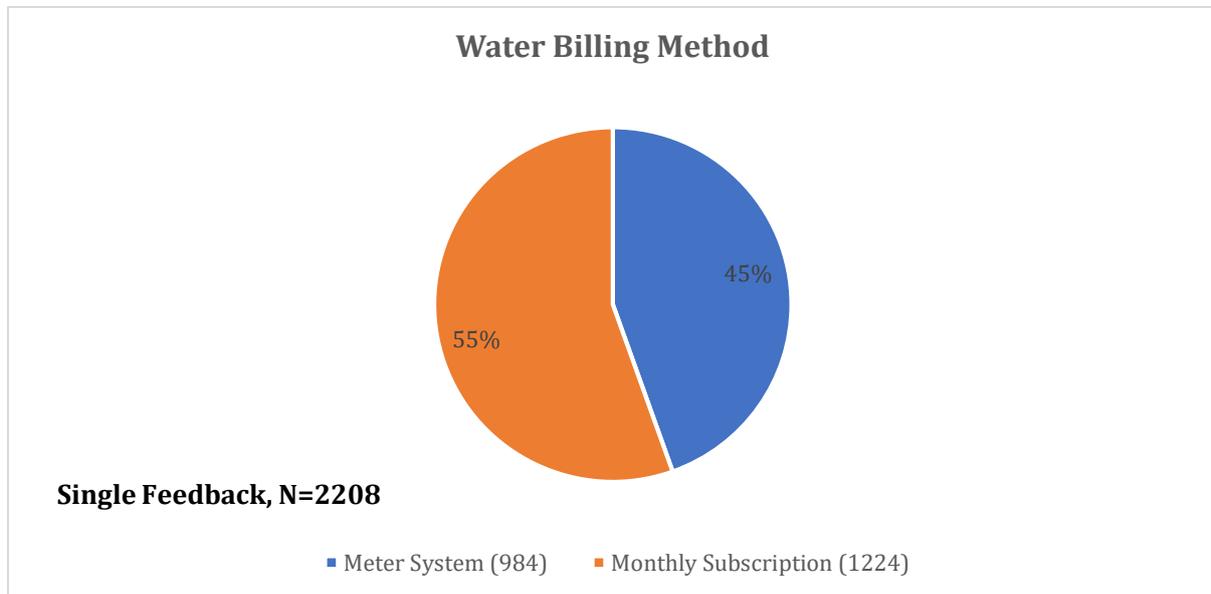
F. Tap Installed by the Customers

Though MAX TAPWATER authority has installed single Tap for most cases. The additional Taps which have been using by the customers, installed by the customers themselves for their own facilities & requirements. Maximum 424 customers (60%) installed additional 1 Tap for their facilities followed by 192 customers (27%) installed 2 Taps, 54 customers (8%) installed 3 Taps, 24 customers (3%) installed 4 Taps and 7 customers (1% each) installed 5 & more than 5 Taps respectively. The following pie chart is presenting the Customers' installed additional Taps in their HH.



G. Water Billing Method

Among the total customers (2208), about 1224 customers (55%) are paying the water bill as monthly subscription basis while 984 customers (45%) are paying their bill as per meter unit. The pie chart is presenting the customers' water billing method.



Section-Four: Conducting Phase-II of the Study

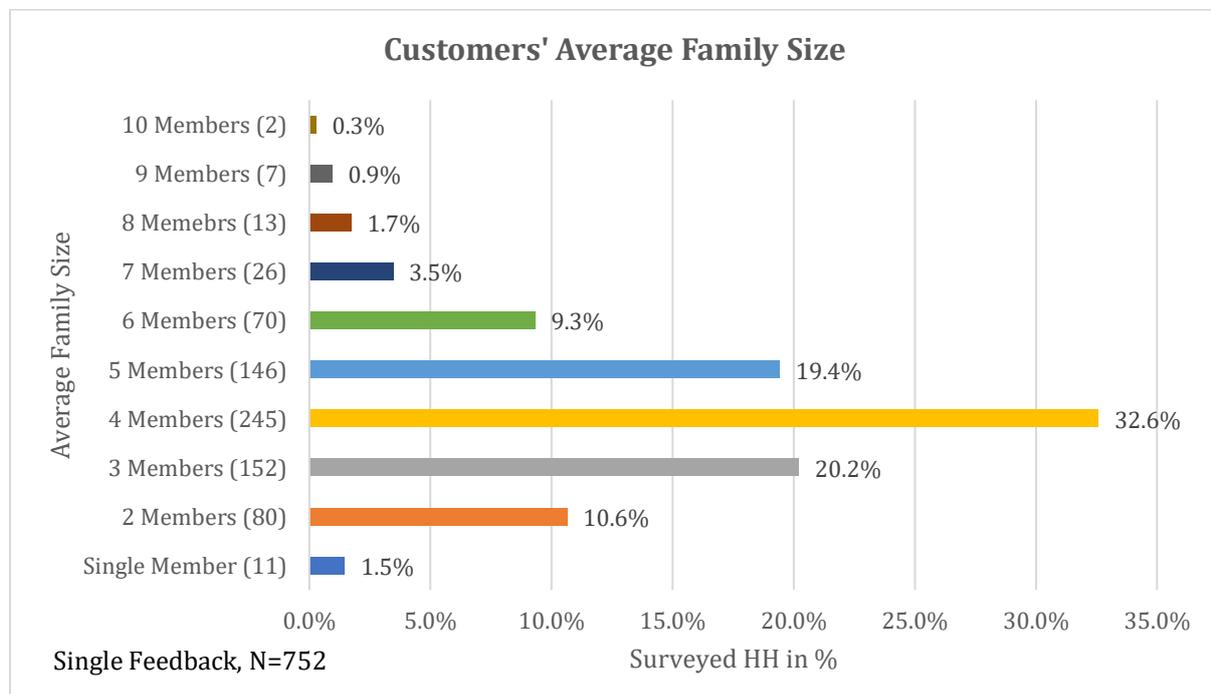
4.1 Details About the Phase-II of the Study

The second phase of the study has been designed & conducted to collect the primary data from households & key stakeholders by conducting quantitative sampling survey & qualitative interviews & sessions. The Second Phase of the study has been considered as the main part of the WTP study. The integrated research methods have been applied here to collect the primary data. Face to Face HH interview has been conducted as quantitative survey among the current users & potential customers. Different qualitative interview tools & sessions have been conducted among the targeted stakeholders. Customer's MAX TAPWATER usages behaviour, their feedback on the services, MAX TAPWATER business Scope, Opportunities and challenge related information and Customer WTP related data has been collected in this phase.

4.2 Demographic Information of the Customers

4.2.1 Average HH size of the Customers

In the field survey, among the 753 HH, it was found that the majority of households consist of 4 members, making up 32.6% of the total responses, the highest figure in the chart. This is followed by households with 3 members (20.3%), 5 members (19.4%), 2 members (10.6%), 6 members (9.3%), 7 members (3.5%), 8 members (1.7%), single-member households (1.5%), 9 members (0.9%), and lastly, households with 10 members (0.3%). The chart below illustrates the average family size in the surveyed area.



4.2.2 Age Category Wise Family Members

A. Male Members (13Y to 60Y)

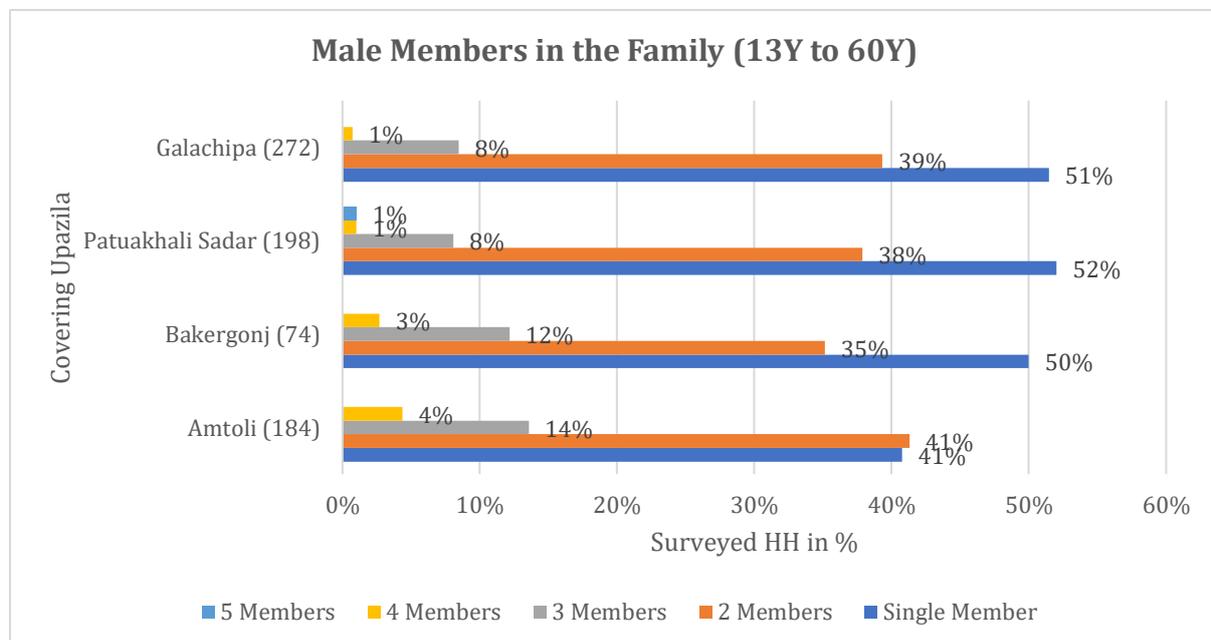
In Amtoli Upazila, the majority of households were found to consist of single & 2 male members, accounting for 41% of the total. This is followed by households with 3 male members (14%) and 4 male members (4%).

In Bakerganj Upazila, 50% of households consist of a single male member, followed by those with 2 male members (35%), 3 male members (12%), and 4 male members (3%).

In Patuakhali Sadar Upazila, 52% of households consist of a single male member, followed by 2 male members (38%), 3 male members (8%), and 4 & 5 male members (1% each).

In Galachipa Upazila, 51% of households consist of a single male member, followed by 2 male members (39%), 3 male members (8%), and 4 male members (1%).

The chart below shows the average number of male members per household across these areas.



B. Female Members (13Y to 60Y)

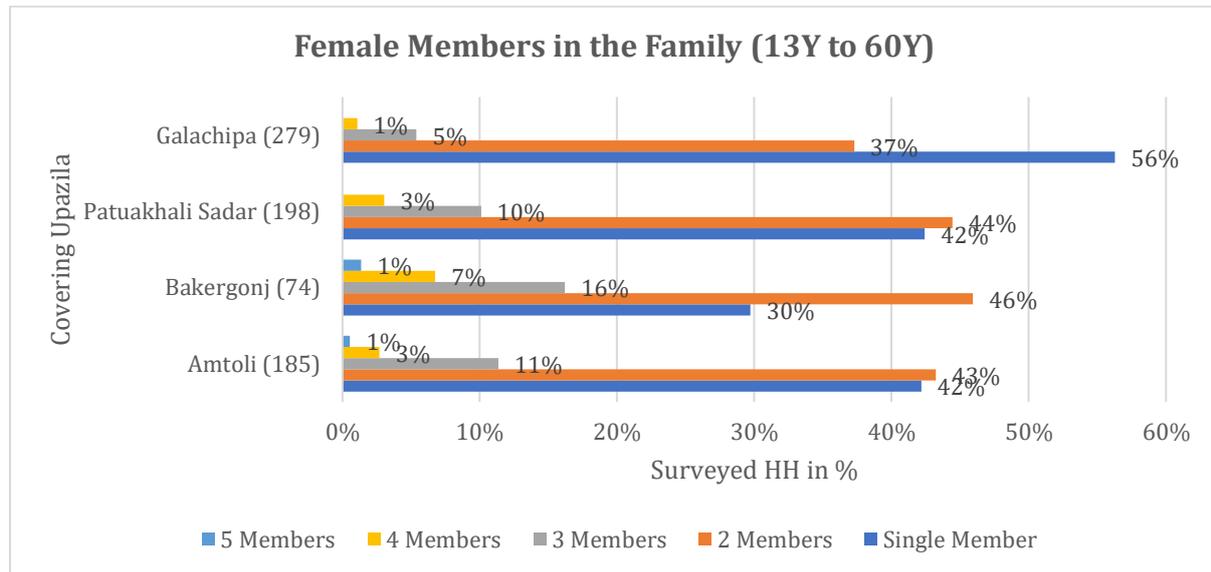
In Amtoli Upazila, the majority of households were found to consist of 2 female members, accounting for 43% of the total. This is followed by households with single female (42%), 3 female members (11%), 4 female members (3%) and 5 female members (1%).

In Bakerganj Upazila, 46% of households consist of 2 female members, followed by those with a single female member (30%), 3 female members (16%), 4 female members (7%) and 5 female members (1%).

In Patuakhali Sadar Upazila, 44% of households consist of 2 female members, followed by a single female member (42%), 3 female members (10%) and 4 female members (3%).

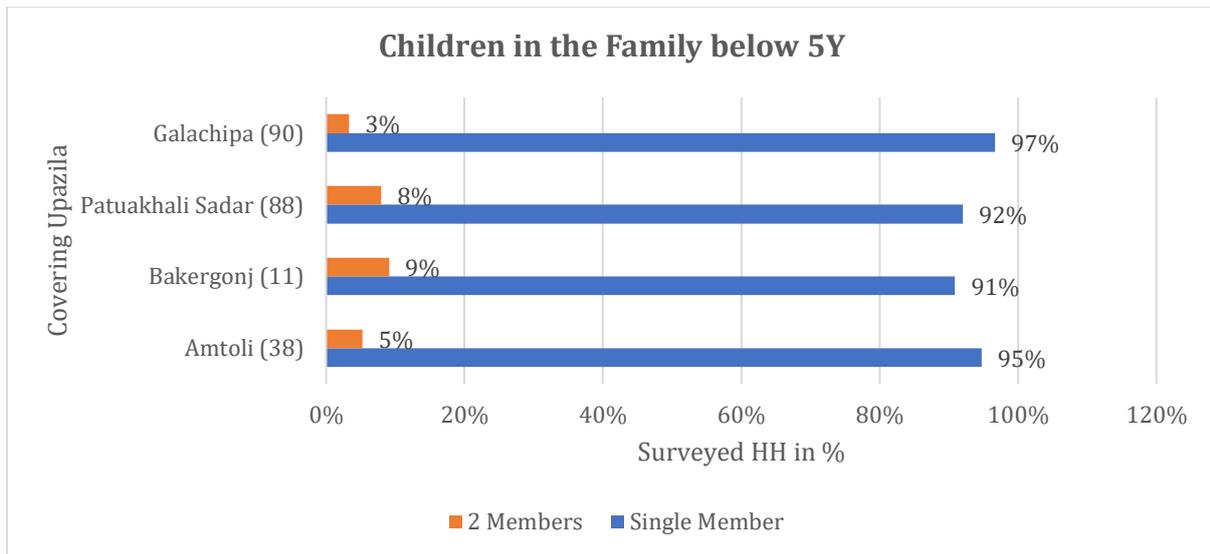
In Galachipa Upazila, 56% of households consist of a single female member, followed by 2 female members (37%), 3 female members (5%) and 4 female members (1%).

The chart below shows the average number of female members per household across these areas.



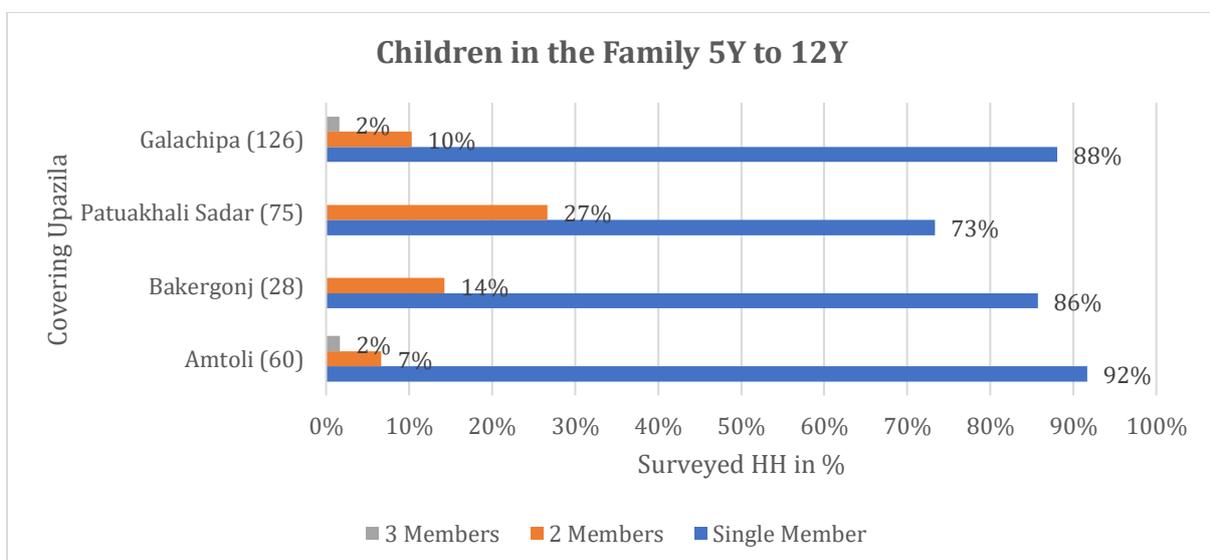
C. Children Below 5Y

In Amtoli Upazila, 95% of households were found to have a single child under the age of 5, while the remaining 5% had 2 children in this age group. In Bakergonj Upazila, 91% of households had a single child under the age of 5, with remaining 9% having 2 children in this age group. In Patuakhali Sadar Upazila, 92% of households had a single child under the age of 5, and the remaining 8% had 2 children in this age group. In Galachipa Upazila, 97% of households had a single child under the age of 5, while 3% had 2 children in this age group. The chart below represents the average number of children aged below 5 years per household across these areas.



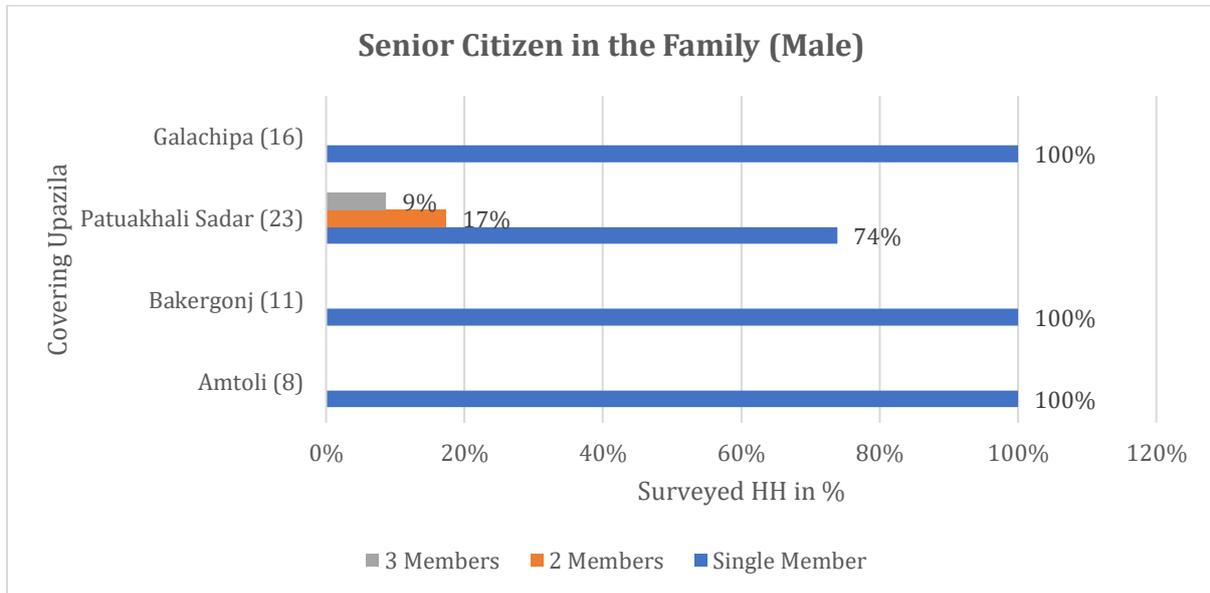
D. Children 5Y to 12Y

In Amtoli Upazila, 92% of households were found to have a single child under the age of 5 years to 12 years. Another 7% consist of having 2 children and the remaining 2% had 2 children in this age group. In Bakerganj Upazila, 86% of households had a single child under the age of 5 years to 12 years, with remaining 14% having 2 children in this age group. In Patuakhali Sadar Upazila, 73% of households had a single child under the age of 5 years to 12 years, with remaining 27% having 2 children in this age group. In Galachipa Upazila, 88% of households were found to have a single child under the age of 5 years to 12 years. Another 10% consist of having 2 children and the remaining 2% had 2 children in this age group. The chart below represents the average number of children aged 5 years to 12 years per household across these areas.

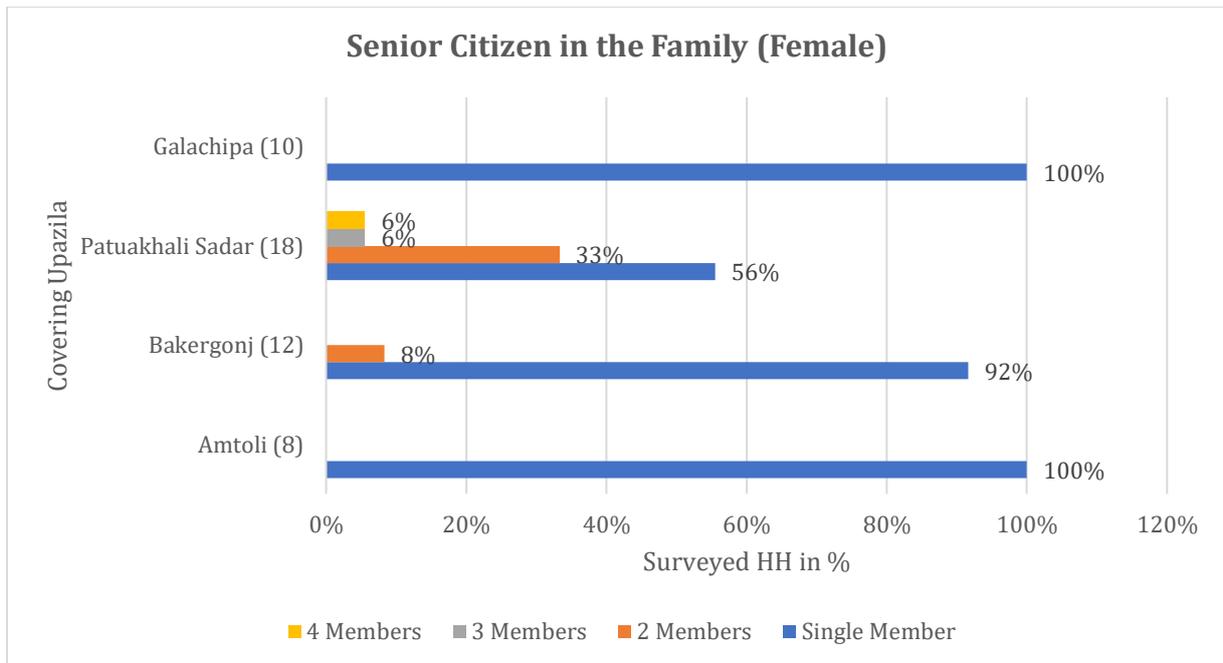


E. Senior Citizen Male

In the survey we have found that in Amtoli, Bakerganj and Galachipa Upazila all (100%) of the HH have single male senior citizen in the family. In Patuakhali sadar Upazila, the majority (74%) of the HH consist of single male senior citizen following by 2 male senior citizen (17%) and the remaining 9% have 3 members in this category. The chart below represents the number of male senior citizen in the family.

**F. Senior Citizen Female**

In the survey we have found that in Amtoli and Galachipa Upazila all (100%) of the HH have single female senior citizen in the family. In Patuakhali sadar Upazila, the majority (56%) of the HH consist of single male senior citizen following by 2 male senior citizen (33%) and 6% female members in each of 3- & 4-member family. In Bakerganj Upazila 92% is senior female member in single family & 8% in 2 members family. The chart below represents the number of male senior citizen in the family.



4.2.3 Earner People in the HH

In the study it is found that, among **Agriculture based households** the majority (85.4%) of the families have single earner in the household, following by 2 earners (13.8%) and the remaining 0.4% families have 4 earners in the household.

Among **Business (MSMEs) based households** the majority (82.3%) of the families have single earner in the family, following by 2 earners (16.4%), 3 earners (0.9%) and the remaining 0.4% families have more than 4 earners in the household.

Among **Govt. service-based households** the majority (73.3%) of the families have single earner in the family, following by 2 earners (23.3%) and the remaining 3.3% families have 3 earners in the household.

Among **Private service-based households** the majority (82.0%) of the families have single earner in the household, following by 2 earners (14.0%) and the remaining 4.0% families have 3 earners in the household.

Among **Rickshaw/Van pulling based households** the majority (93.3%) of the families have single earner in the household and the remaining 6.7% families have 3 earners in the household.

Among **Auto/Motor Bike Driving based households** the majority (83.7%) of the families have single earner in the household and the remaining 16.3% families have 2 earners in the household.

Among **Other vehicle Driving based households** the majority (86.7%) of the families have single earner in the household and the remaining 13.3% families have 2 earners in the household.

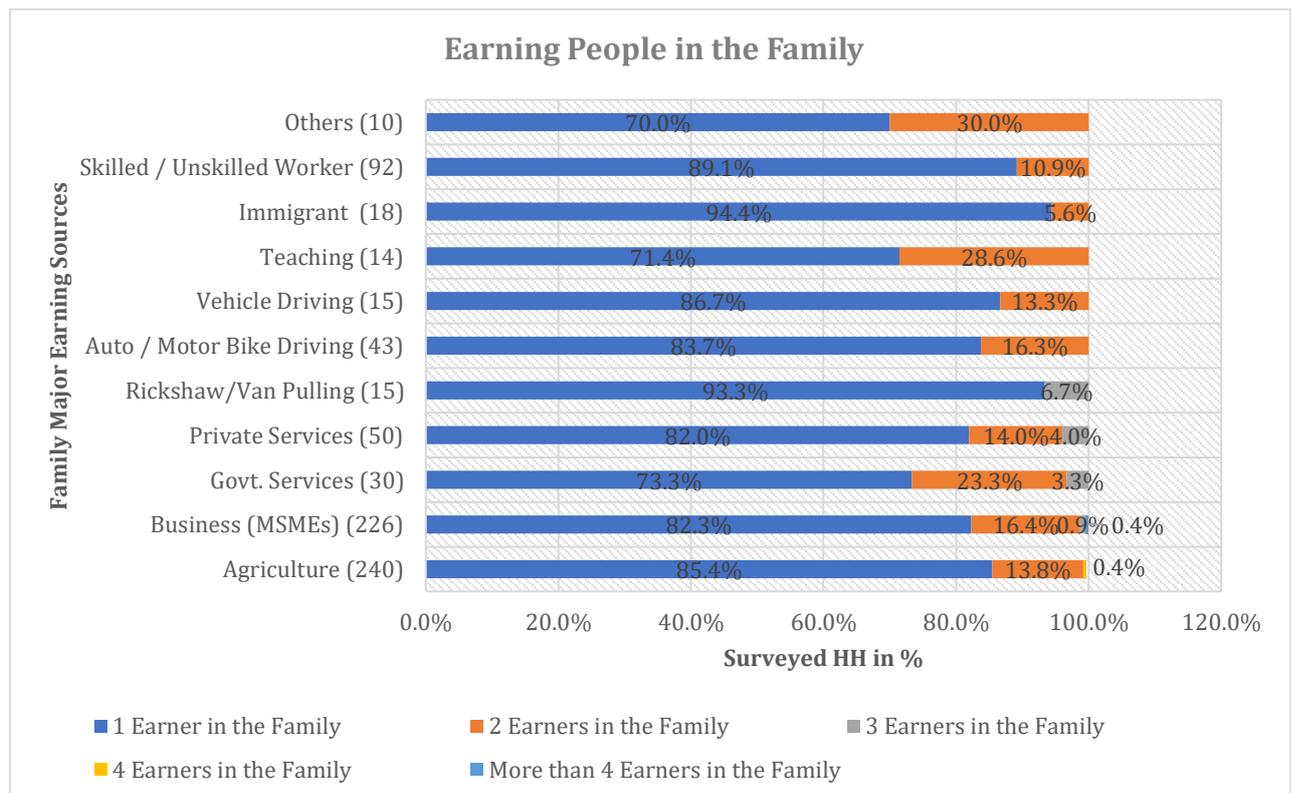
Among **Teaching based households**, the majority (71.4%) of the families have single earner in the household and the remaining 28.6% families have 2 earners in the household.

Among **Immigrant dependent households** the majority (94.4%) of the families have single earner in the household and the remaining 5.6% families have 2 earners in the household.

Among **Skilled/Unskilled Worker based households** the majority (89.1%) of the families have single earner in the household and the remaining 10.9% families have 2 earners in the household.

Among the **households who depend on other profession** as the main source of household income the majority (70.0%) of the families have single earner in the household and the remaining 30.0% families have 2 earners in the household.

The following chart represents the status of earning members among different profession-based households.



4.2.4 Major Earning Sources

In the study it is found that, among the ***Agriculture based households*** the majority (66.7%) of the families are current users and the remaining 33.3% are potential customer.

Among the ***Business (MSMEs) based households*** the majority (80.5%) of the families are current users and the remaining 19.5% are potential customer.

Among the ***Govt. Service based households*** the majority (80.0%) of the families are current users and the remaining 20.0% are potential customer.

Among the ***Private Service based households*** the majority (80.0%) of the families are current users and the remaining 20.0% are potential customer.

Among the ***Rickshaw/Van Pulling based households*** the majority (80.0%) of the families are current users and the remaining 20.0% are potential customer.

Among the ***Auto/Motor Bike Driving based households*** the majority (67.4%) of the families are current users and the remaining 32.6% are potential customer.

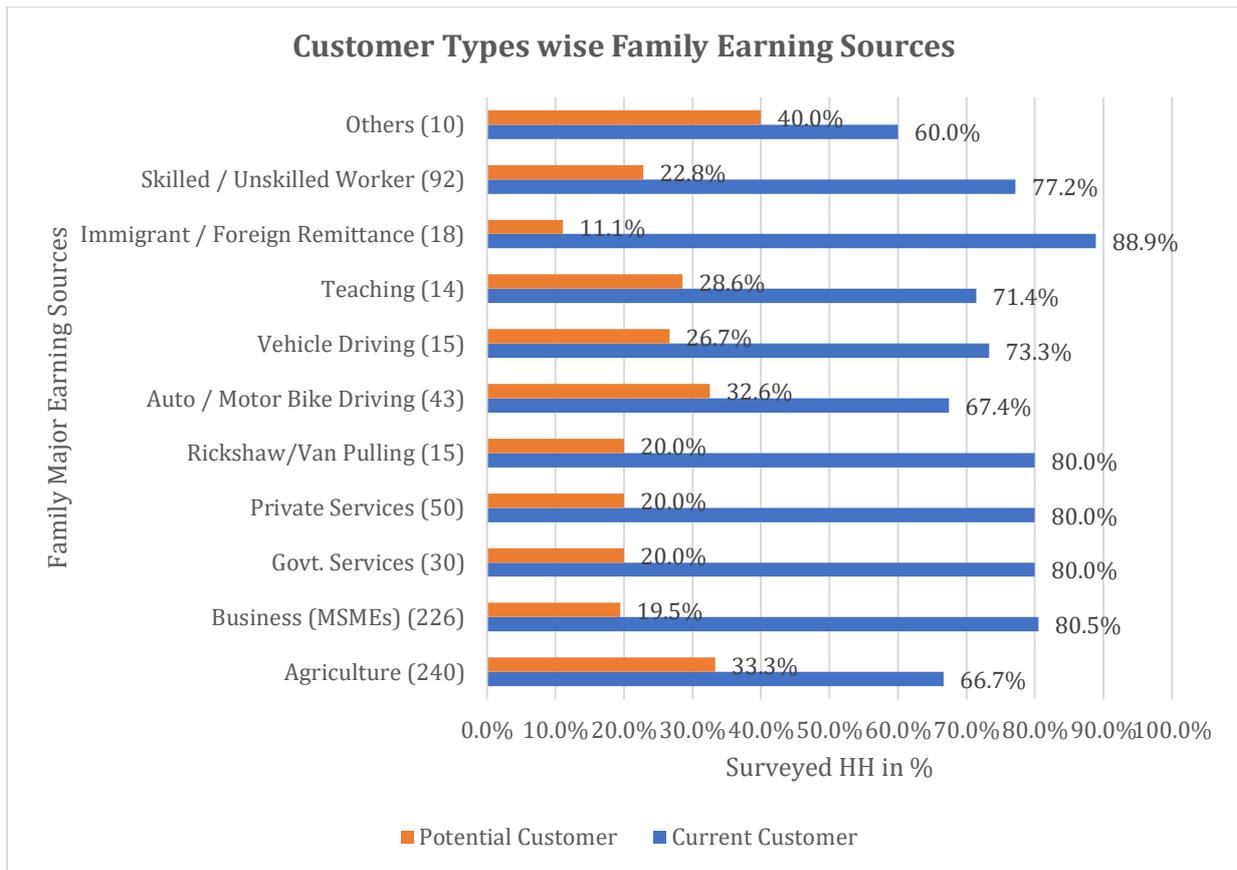
Among the ***Other vehicle driving based households*** the majority (73.3%) of the families are current users and the remaining 26.7% are potential customer.

Among the ***Teaching based households***, the majority (71.4%) of the families are current users and the remaining 28.6% are potential customer.

Among the ***Immigrant/Foreign Remittance dependent households*** the majority (88.9%) of the families are current users and the remaining 11.1% are potential customer.

Among the ***Skilled/Unskilled Worker based households*** the majority (77.2%) of the families are current users and the remaining 22.8% are potential customer.

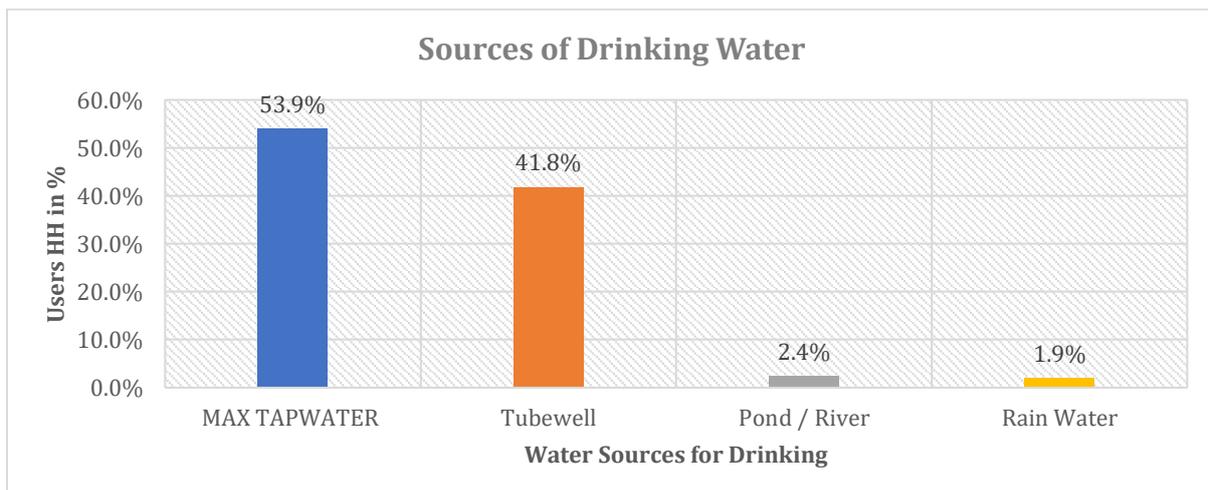
Among the ***households who depend on other profession*** as the main source of household income the majority (60.0%) of the families are current users and the remaining 40.0% are potential customer.



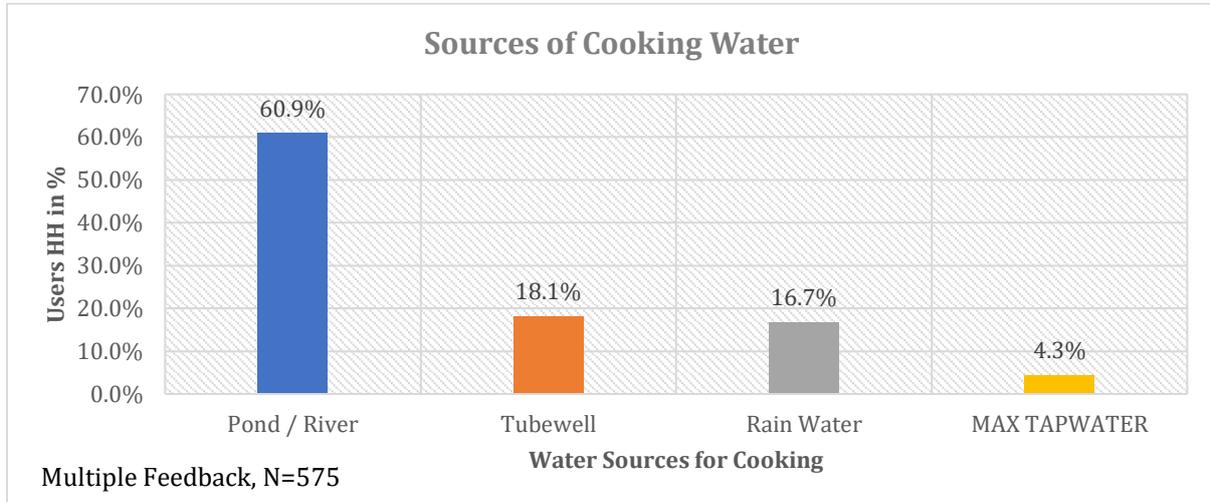
4.3 Customers' Daily Life & Water Usages Behaviour

4.3.1 Main Source of Water used in HH

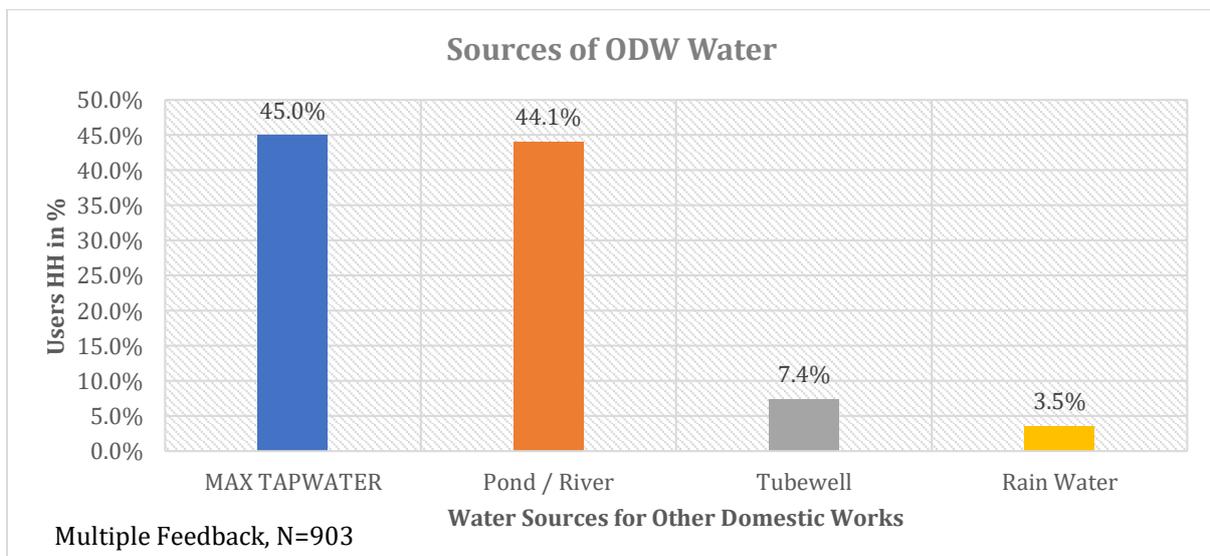
A. Sources of Drinking Water: The survey revealed that the majority of households (53.9%) rely on MAX TAPWATER as their primary source of drinking water, followed by 41.8% using tube well water, 2.4% using pond or river water, and the remaining 1.9% depending on rainwater. The chart below illustrates the main sources of drinking water for households.



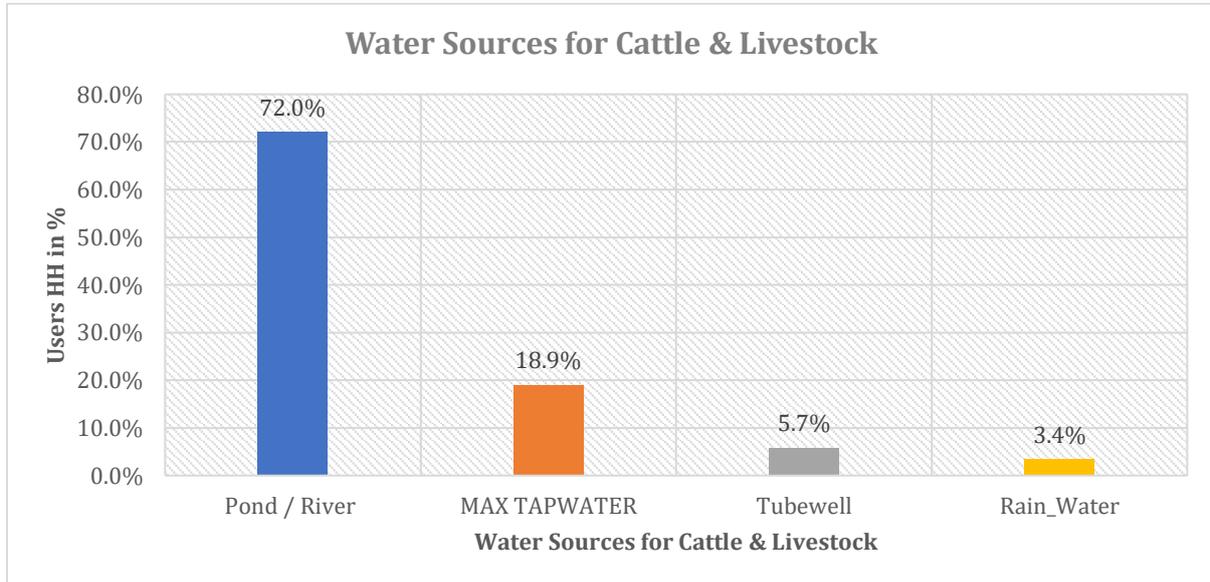
B. Sources of Cooking Water: The survey revealed that the majority of households (60.9%) rely on Pond/River water as their primary source of Cooking Water, followed by 18.1% using Tubewell water, 16.7% using Rain Water and the remaining 4.3% depending on MAX TAPWATER. The chart below illustrates the main sources of cooking water for households.



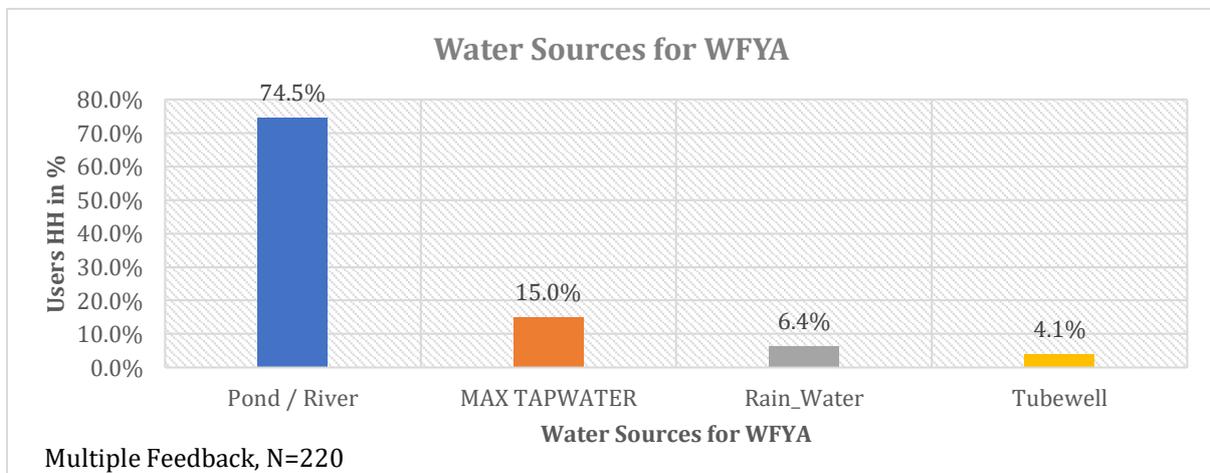
C. Source of Other Domestic Works (ODW) Water: The survey revealed that the majority of households (40.0%) rely on MAX TAPWATER as their primary source of Other Domestic Works, followed by 44.1% using Pond/River water, 7.4% using Tubewell Water and the remaining 3.5% depending on Rain Water. The chart below illustrates the main sources of other domestic works for households.



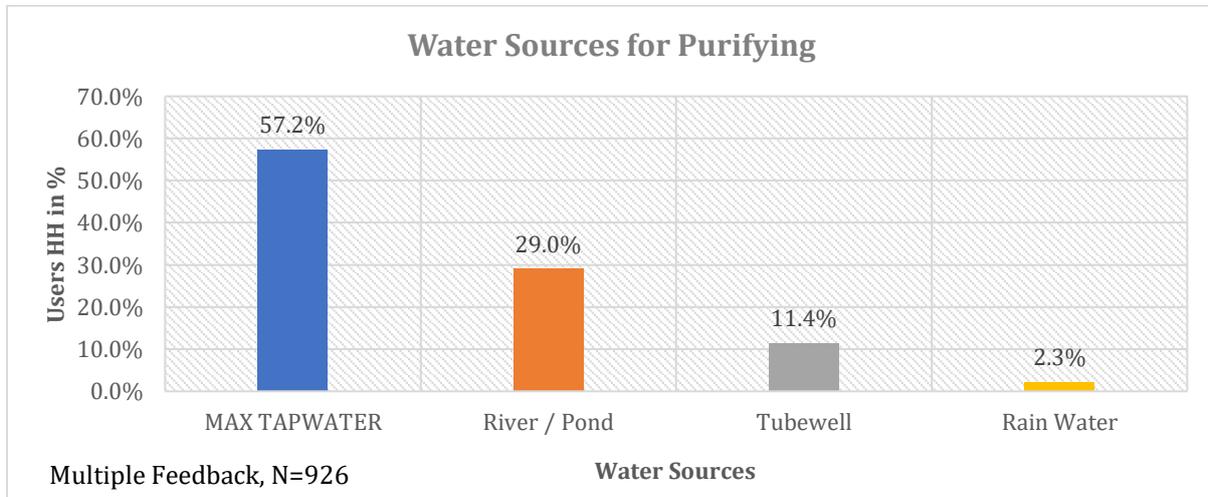
D. Water Source for Cattle & Livestock: The survey revealed that the majority of households (72.0%) rely on Pond/River water as their primary source of water for cattle & livestock, followed by 18.9% using MAX TAPWATER, 5.7% using tubewell water and the remaining 3.4% depending on rain water. The chart below illustrates the main sources of water for cattle & livestock.



E. Water Sources for Yard Agriculture: The survey revealed that the majority of households (74.5%) rely on Pond/River water as their primary source of water for yard agriculture, followed by 15.0% using MAX TAPWATER, 6.4% using Rain Water and the remaining 4.1% depending on tubewell water. The chart below illustrates the main sources of water for yard agriculture.

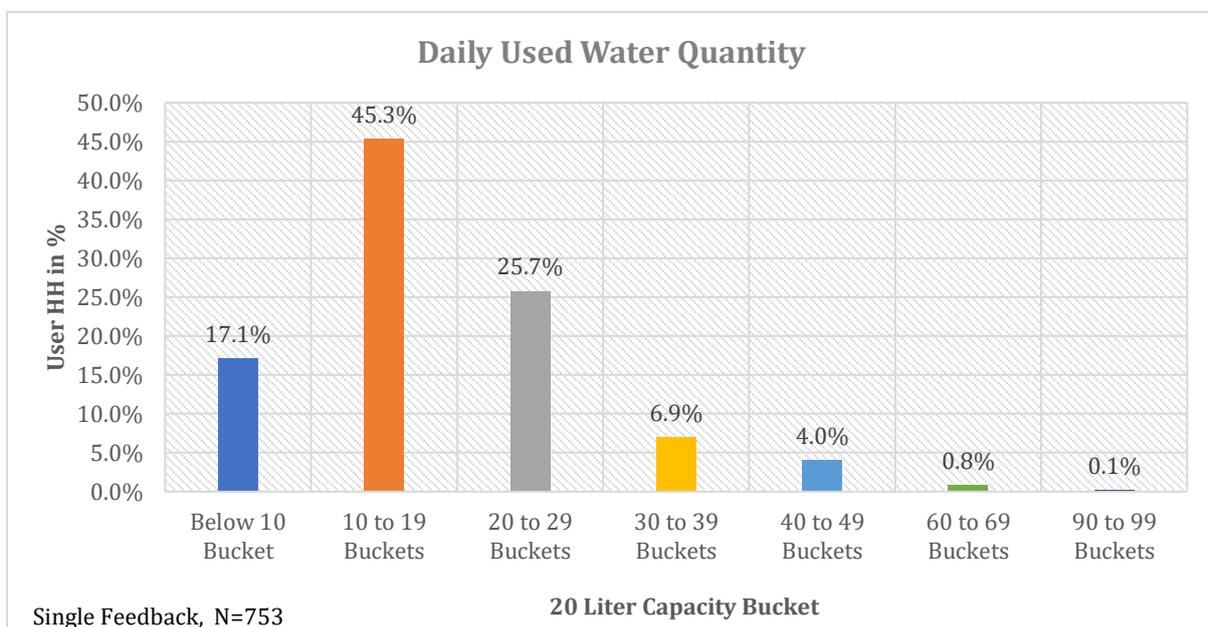


F. Water Sources for Purifying: The survey revealed that the majority of households (57.2%) rely on MAX TAPWATER as their primary source of water for purifying, followed by 29.0% using river/pond water, 11.4% using tubewell water and the remaining 2.3% depending on rain water. The chart below illustrates the main sources of water for purifying.

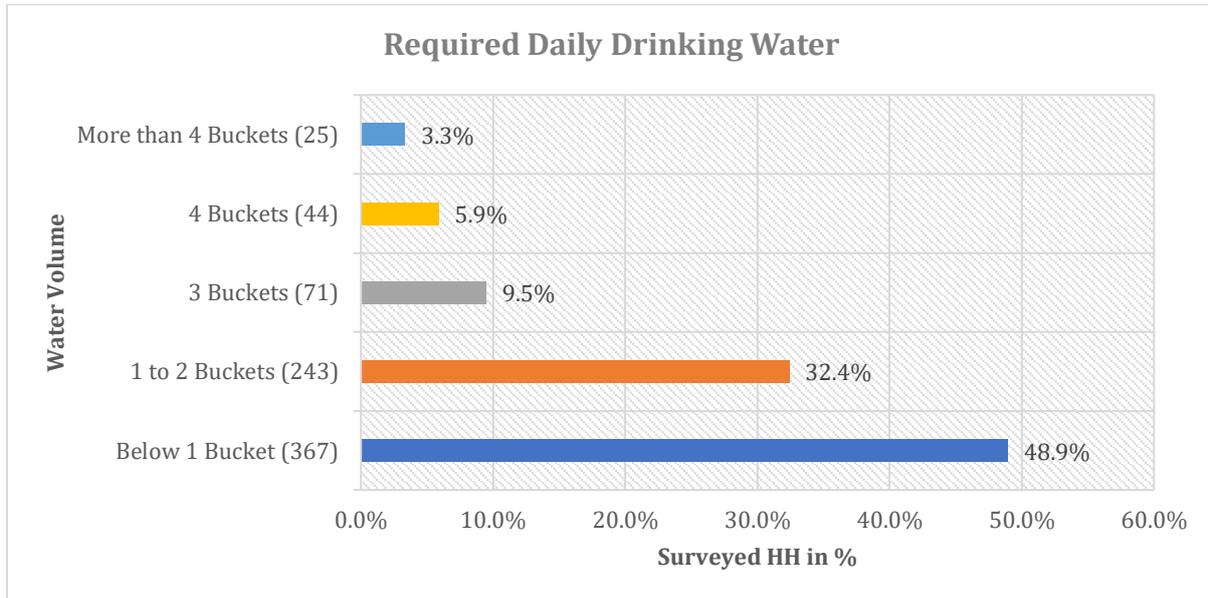


4.3.2 Daily Average requirement of Water

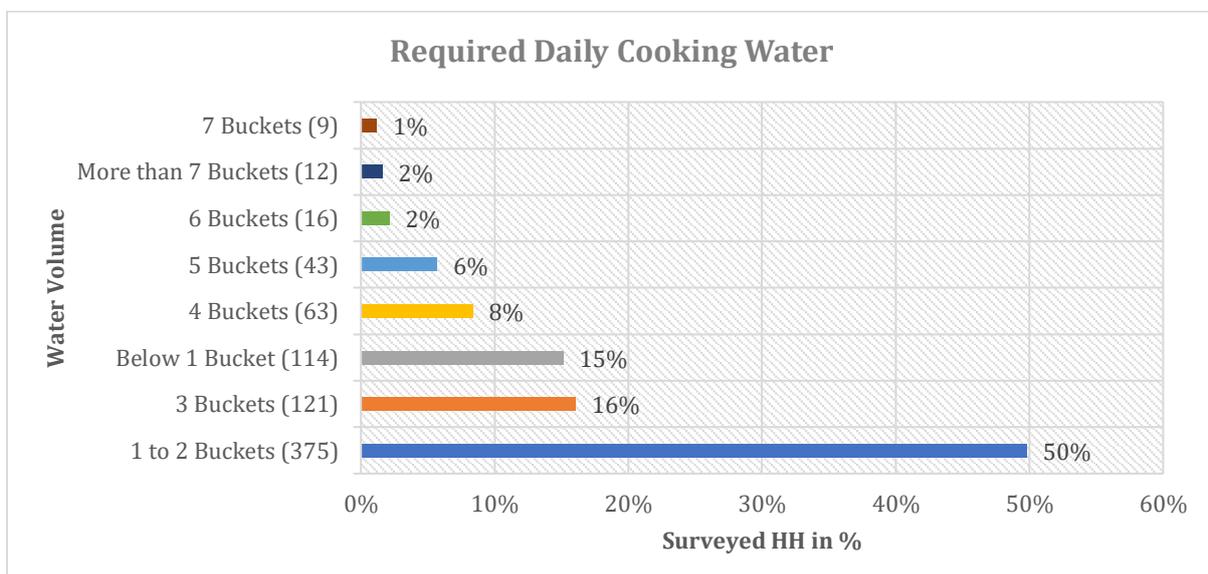
The survey found that the majority of households (45.3%) require 10 to 19 buckets of water for their daily domestic activities. This is followed by 25.7% of households needing 20 to 29 buckets, 17.1% using less than 10 buckets, 6.9% requiring 30 to 39 buckets, 4.0% using 40 to 49 buckets, 0.8% needing 60 to 69 buckets, and 0.1% requiring 90 to 99 buckets. The chart below shows the daily water requirements for household activities.



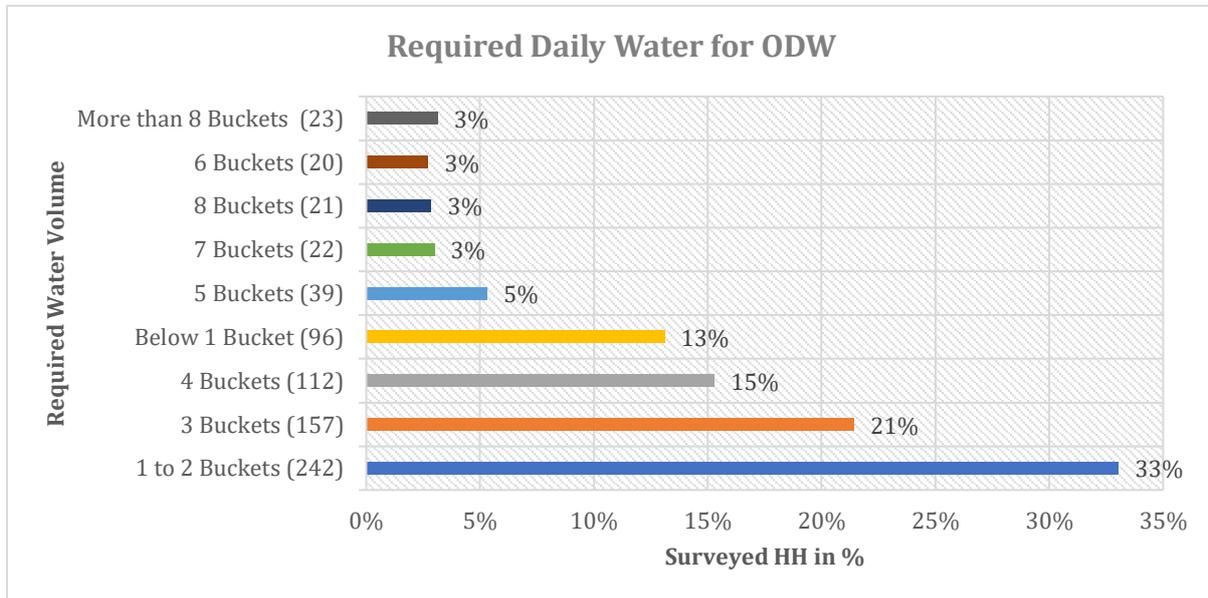
A. Daily Requirement for Drinking: The survey found that the majority of households (48.9%) require less than 1 bucket of water per day for drinking. This is followed by 32.4% needing 1 to 2 buckets, 9.5% requiring 3 buckets, 5.9% using 4 buckets, and the remaining 3.3% needing more than 4 buckets. The chart below illustrates the daily drinking water requirements of households.



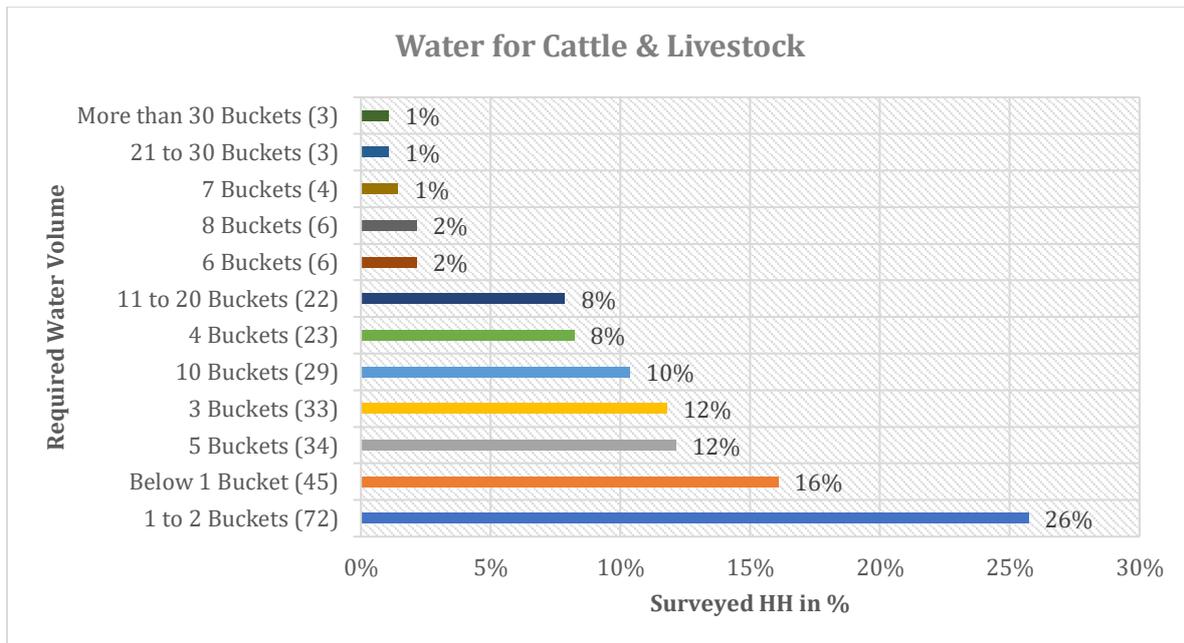
B. Daily Requirement for Cooking: The survey found that the majority of households (50%) require 1 to 2 buckets of water per day for cooking. This is followed by 16% needing 3 buckets, 15% requiring less than 1 bucket, 8% using 4 buckets, 6% needing 5 buckets, respectively 2% need 6 buckets and more than 7 buckets and the remaining 1% needing 7 buckets. The chart below illustrates the daily cooking water requirements of households.



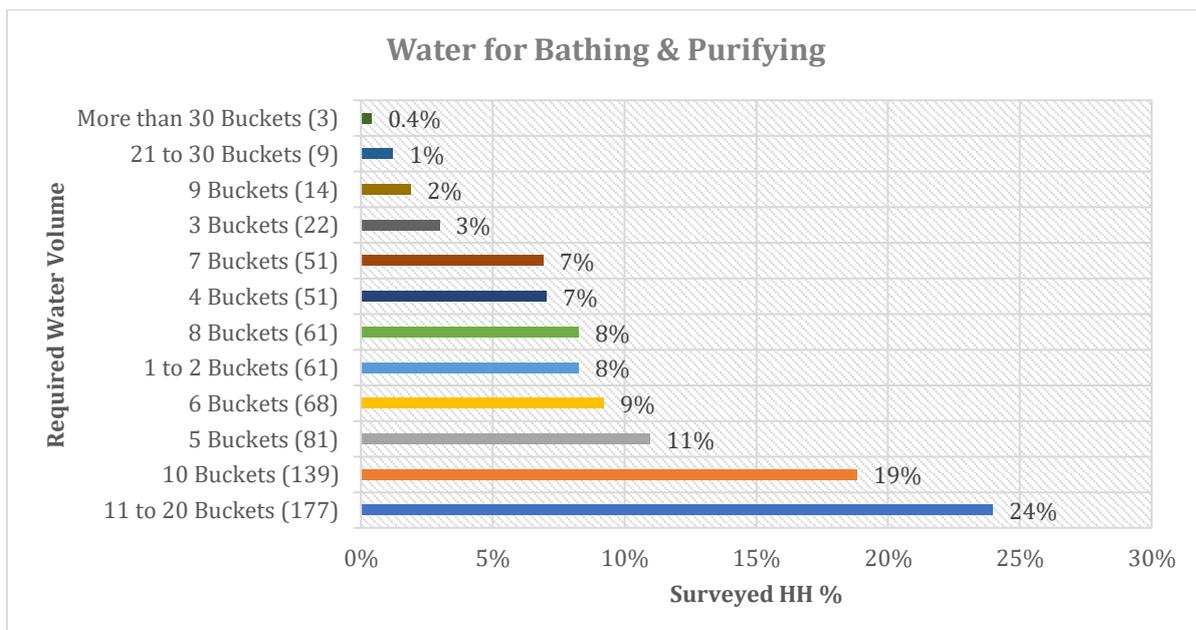
C. Daily Requirement for ODW: The survey found that the majority of households (33%) require 1 to 2 buckets of water per day for other domestic works. This is followed by 21% needing 3 buckets, 15% requiring 4 buckets, 13% using less than 1 bucket, 5% requiring 5 buckets and the remaining requiring 7 buckets, 8 buckets, 6 buckets and more than 8 buckets respectively by 3%. The chart below illustrates the daily water requirements for other domestic works of households.



D. Daily Requirement for Cattle & Livestock: The survey found that the majority of households (26%) require 1 to 2 buckets of water per day for cattle & livestock. This is followed by 16% needing less than 1 bucket, respectively 12% requiring 5 & 3 buckets, 10% using 10 buckets, respectively 8% requiring 4 buckets & 11 to 20 buckets, respectively 2% needing 6 & 8 buckets and the rest are needing 7 buckets, 21 to 30 buckets & more than 30 buckets respectively by 1%. The chart below illustrates the daily water requirements for cattle & livestock of households.



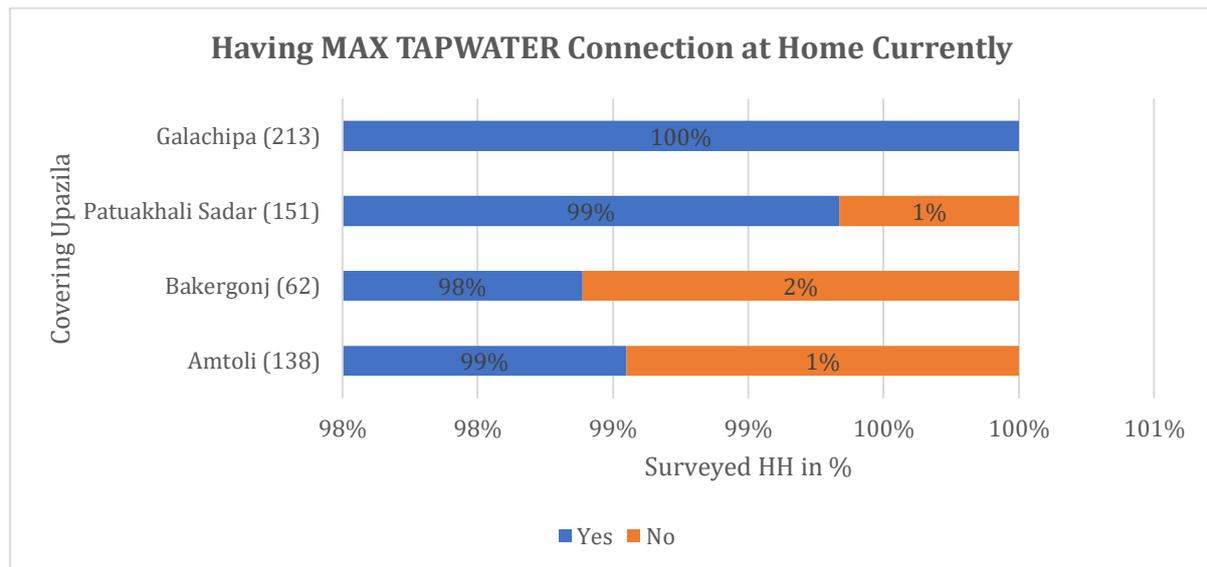
E. Daily Requirement for Bathing & Purifying: The survey found that the majority of households (24%) require 11 to 20 buckets of water per day for bathing & purifying. This is followed by 19% needing 10 buckets, 11% requiring 5 buckets, 9% needing 6 buckets, respectively 8% requiring 1 to 2 buckets and 8 buckets, respectively 7% needing 4 buckets and 7 buckets, 3% needing 3 buckets, 2% needing 9 buckets, 1% requiring 21 to 30 buckets and the remaining 0.4% needing more than 30 buckets. The chart below illustrates the daily drinking water requirements of households for bathing & purifying.



Section-Five: MAX TAPWATER Connection & Usages Behaviour

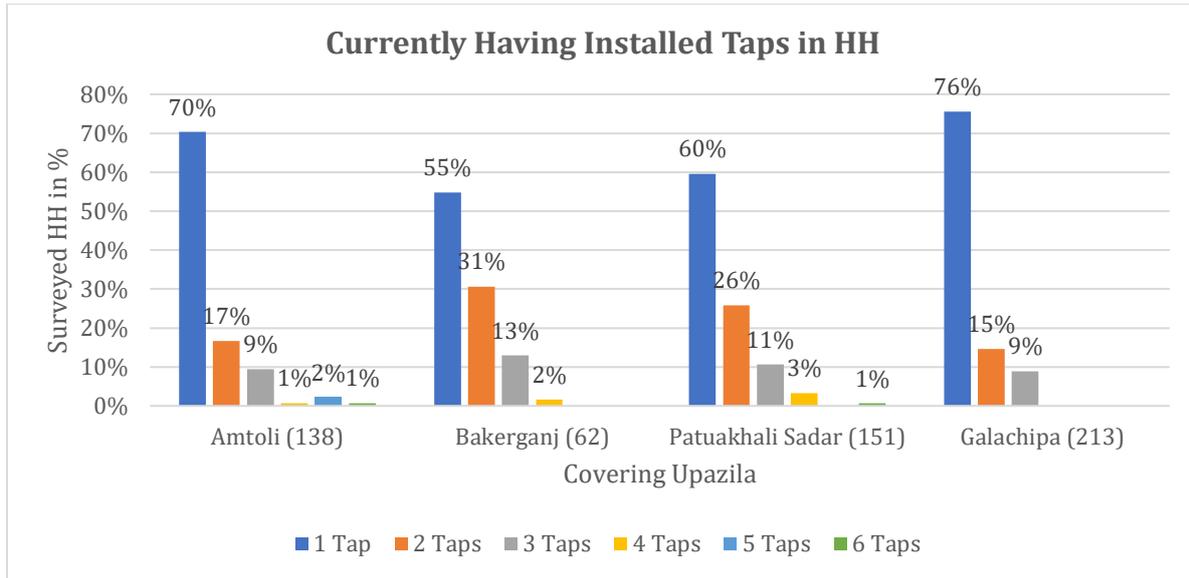
5.1 Current Connection Status

In the survey it is found that in Bakerganj and Galachipa Upazila all (100%) of the customers households have MAX TAPWATER supply at home currently. In Amtoli Upazila, majority (96%) of the households have water supply and the remaining 4% do not have water supply currently. In Patuakhali Sadar Upazila, most of the households (99%) have water supply and the remaining 1% do not have water supply currently. The following chart represents the current status of having MAX TAPWATER supply at home currently.



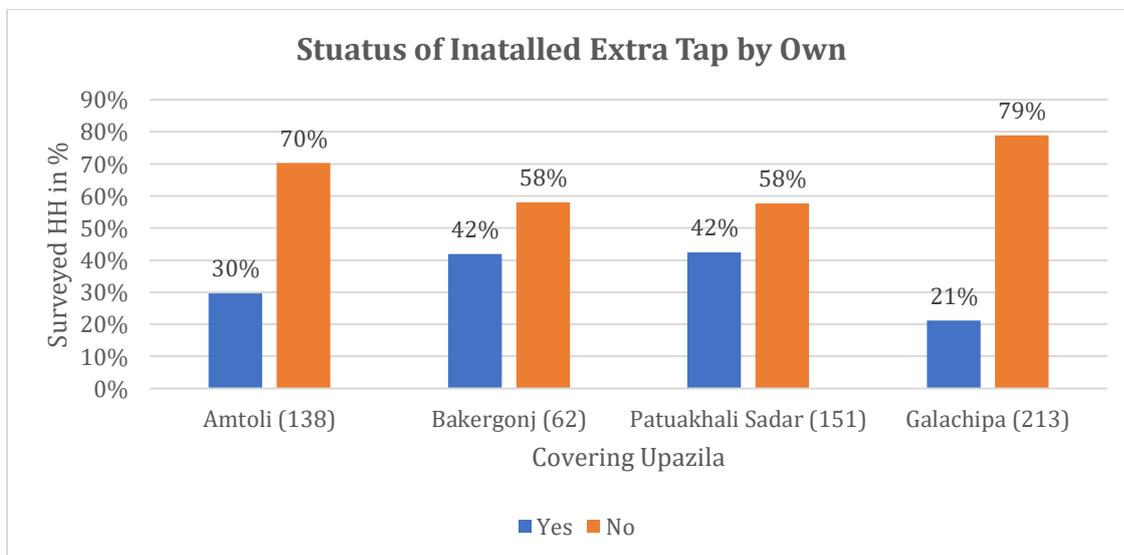
5.2 Number of Installed Tap in the HH

In Amtoli Upazila, the survey found that the majority of households (70%) have a connection to a single tap. This is followed by 17% of households with 2 taps, 9% with 3 taps, 2% with 5 taps, and the remaining have 4 & 6 taps respectively by 1%. In Bakerganj Upazila, the survey found that the majority of households (55%) have a connection to a single tap, following by 2 taps (31%), 3 taps (13%) and the remaining 2% have 4 taps in household. In Patuakhali Sadar Upazila, the majority (60%) of the households have a connection with single tap. Following by 2 taps (26%), 3 taps (11%), 4 taps (3%) and the remaining 1% have 6 taps in the household. In Galachipa, the majority (76%) of the households have a connection with a single tap, 2 taps (15%) and the remaining 9% have 3 taps connected. The following chart represents the number of installed taps in HH.



5.2.1 Installing Extra Tap in HH by Customer Own Selves

In Amtoli Upazila, the survey found that the majority (70%) of the households have not installed any extra taps and the remaining 30% have installed extra taps by themselves. In Bakerganj Upazila, the survey found that the majority (58%) of the households have not installed any extra taps and the remaining 42% have installed some extra taps by themselves. In Patuakhali Sadar Upazila, the majority (58%) of the households have not installed any extra taps and the remaining 42% have installed extra taps by themselves. In Galachipa Upazila, the majority (79%) of the households have not installed any extra taps and the remaining 21% have installed extra taps by themselves. The following chart represents the status of installed extra taps by the households.



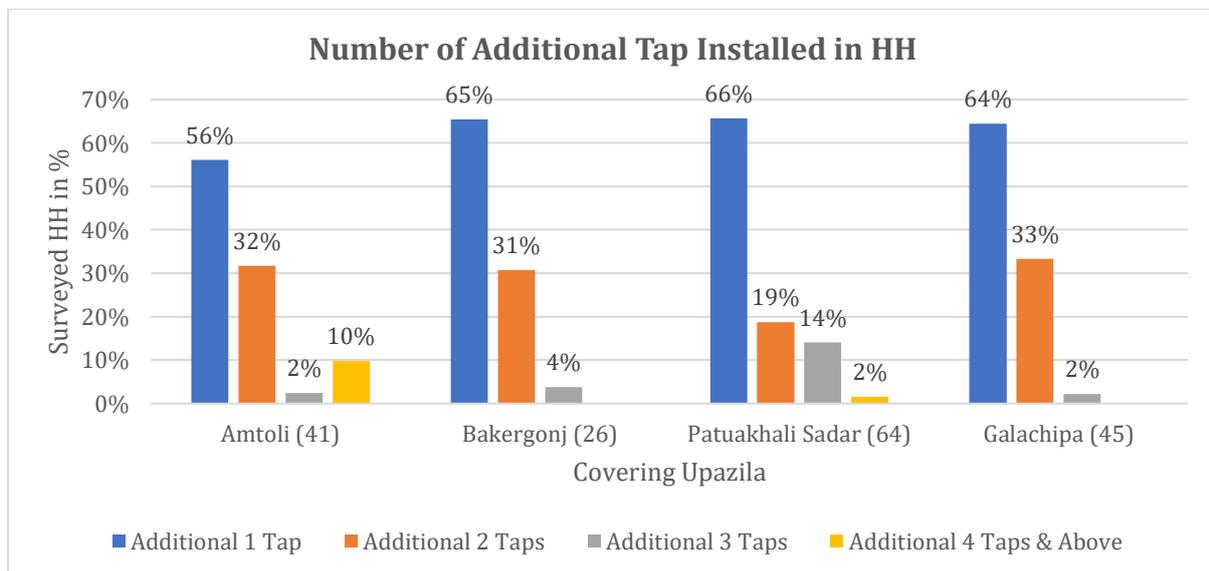
5.2.2 Number of Additional Tap Installed by the Customers

In Amtoli Upazila, the survey found that the majority of households (56%) have installed 1 additional tap. This is followed by 32% of households installing 2 additional taps, 10% installing 4 or more taps, and the remaining 2% installing 3 additional taps on their own.

In Bakerganj Upazila, the survey found that the majority of households (65%) have installed 1 additional tap. This is followed by 31% of households installing 2 additional taps and the remaining 4% installing 3 additional taps on their own.

In Patuakhali Sadar Upazila, the survey found that the majority of households (66%) have installed 1 additional tap. This is followed by 19% of households installing 2 additional taps, 14% installing 3 taps and the remaining 2% installing 4 or more additional taps on their own.

In Galachipa Upazila, the survey found that the majority of households (64%) have installed 1 additional tap. This is followed by 33% of households installing 2 additional taps and the remaining 2% installing 3 additional taps on their own.



5.2.2.1 Reasons of Transferring or Installing Extra Tap

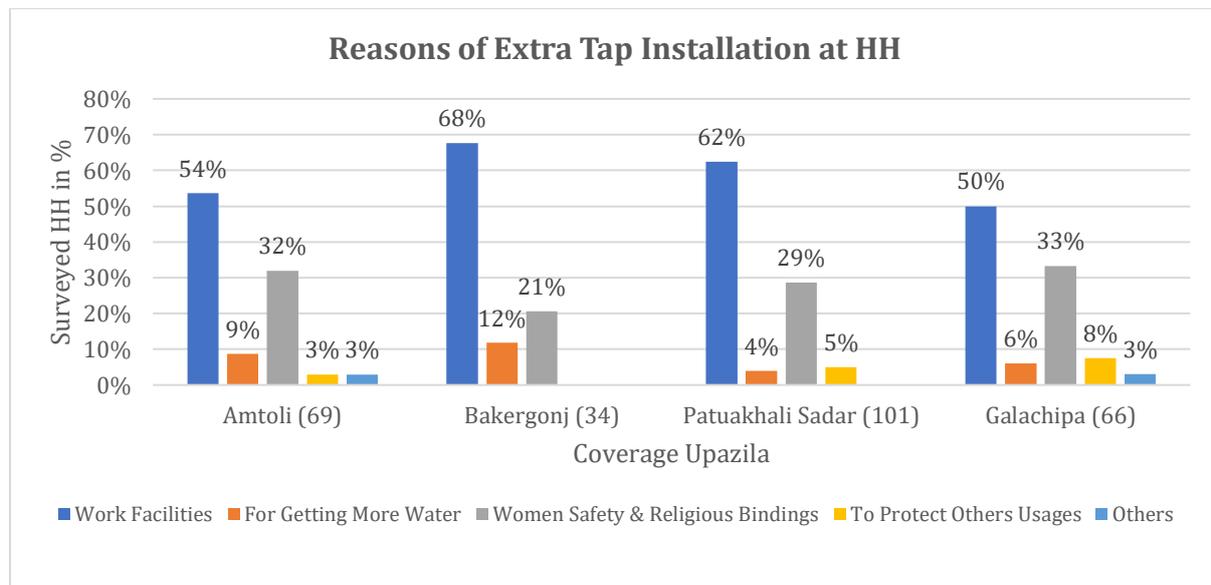
In Amtoli Upazila, the survey found that the majority of households (54%) installed extra taps for work facilities. This is followed by concerns for women's safety and religious bindings (32%), for getting more water (9%), and the remaining households have installed extra taps to protect others' usages and various other reasons (3% each).

In Bakerganj Upazila, the survey found that the majority of households (64%) installed extra taps for work facilities. This is followed by concerns for women's safety and

religious bindings (21%) and the remaining households have installed extra taps for getting more water (12%).

In Patuakhali Sadar Upazila, the survey found that the majority of households (62%) installed extra taps for work facilities. This is followed by concerns for women's safety and religious bindings (29%), to protect from others' usages (5%) and the remaining households have installed extra taps for getting more water (4%).

In Galachipa Upazila, the survey found that the majority of households (50%) installed extra taps for work facilities. This is followed by concerns for women's safety and religious bindings (33%), to protect from others' usages (8%), for getting more water (6%) and the remaining households have installed extra taps for various other reasons (3%). The following chart represents the reasons of extra tap installation at households.



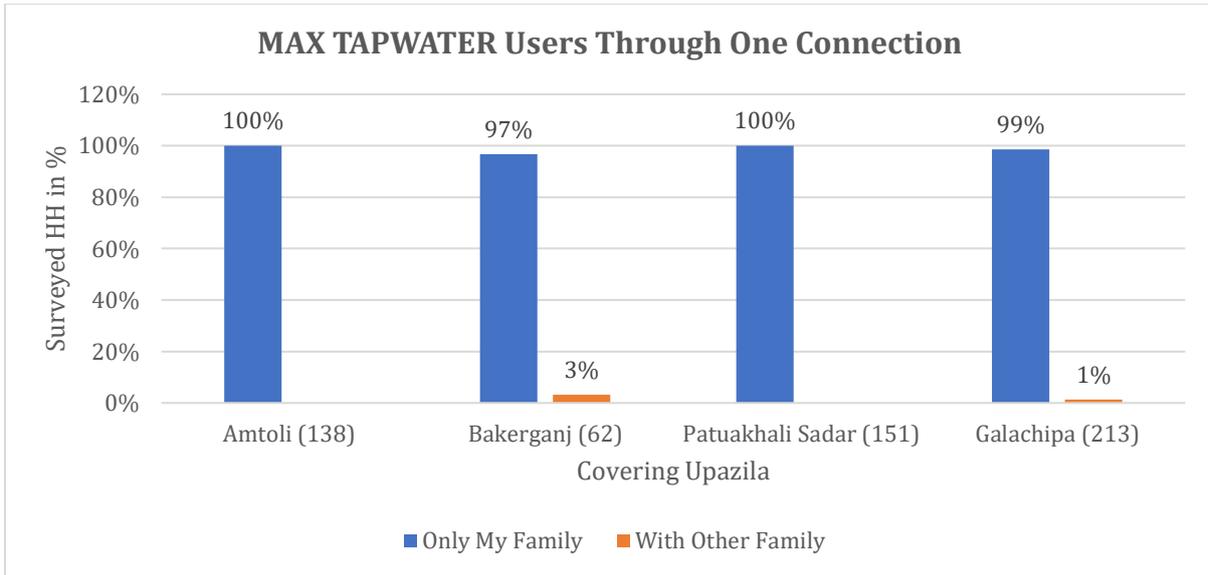
5.3 MAX TAPWATER Users Though One Connection

In the survey it is found that in Amtoli and Patuakhali Sadar Upazila all (100%) the customers' household use MAX TAPWATER only by their family members.

In Bakergonj Upazila, the majority (97%) of the households use MAX TAPWATER only by their family and the remaining 3% are sharing the water with other family.

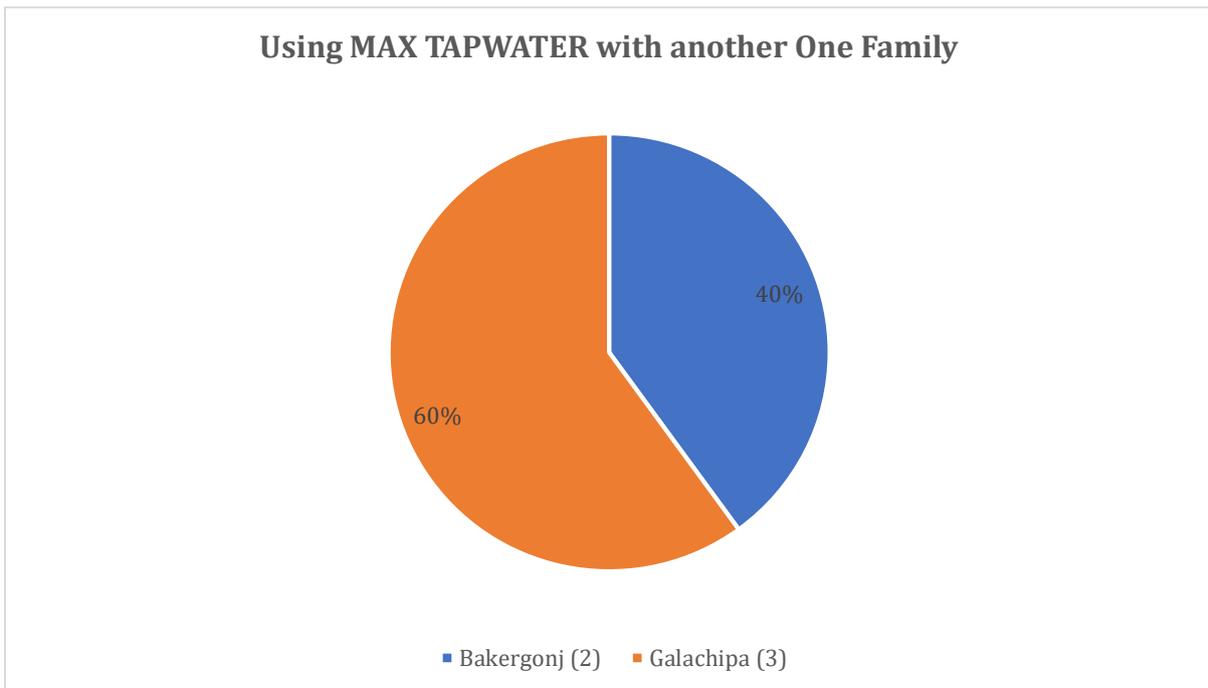
In Galachipa Upazila, the majority (99%) of the households use MAX TAPWATER only by their family and the remaining 1% are sharing the water with other family.

The following chart represents the status of MAX TAPWATER users through one connection.



5.3.1 MAX TAPWATER Users Collaborate with Another Family

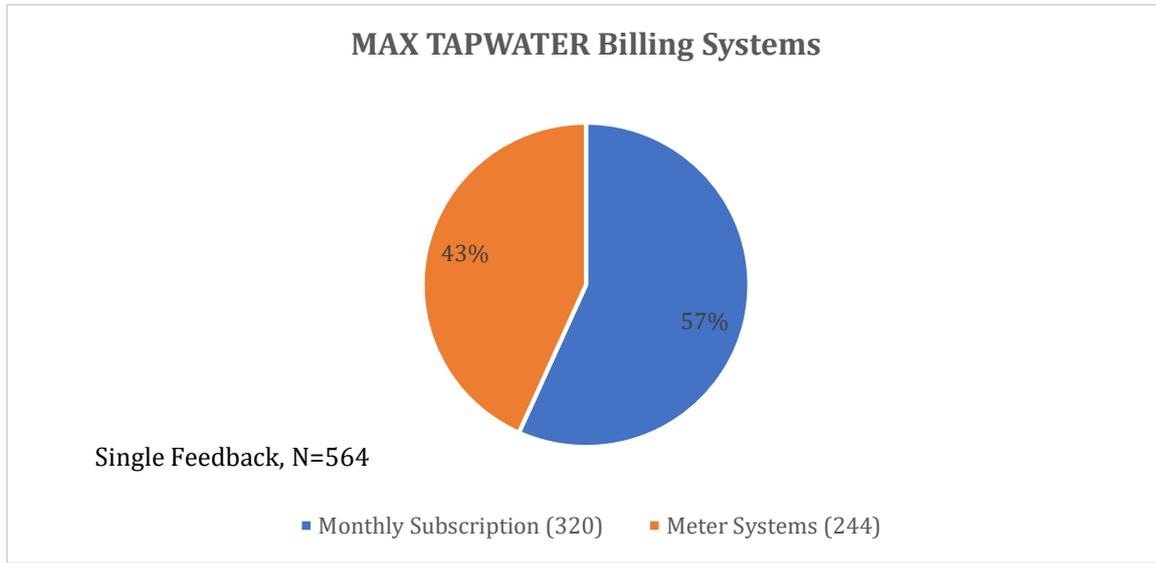
In the field survey it is found that among 5 households who are using MAX TAPWATER with another one family the majority (60%) of the households are from Bakerganj Upazila and the remaining 40% from Galachipa Upazila. The following pie chart represents the status of using MAX TAPWATER with another one family.



Section-Six: Billing, Charge & Payment Systems

6.1 Current Billing Methods

In the field survey it is found that among the 564 current users of MAX TAPWATER, the majority (57%) of them pay their bill through monthly subscription and the remaining 43% pay their bill through meter system. The following pie chart represents MAX TAPWATER billing system.



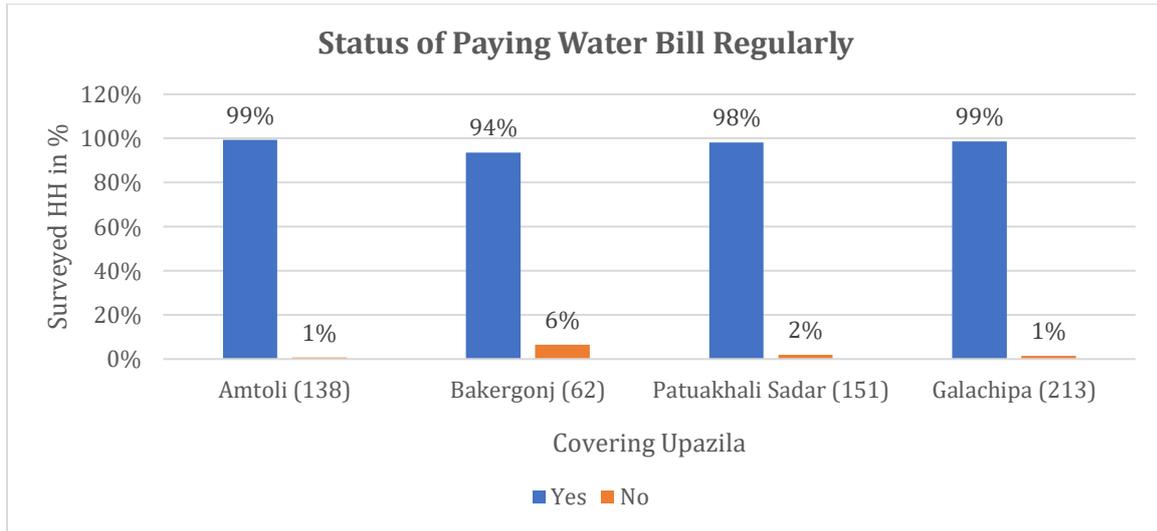
6.2 Status of Regular Bill Payment by the Customers

In the field survey it is found that, in Amtoli Upazila most of the customers (99%) pay their bill regularly and the remaining 1% customers sometimes break the regularity.

In Bakerganj Upazila most of the customers (95%) pay their bill regularly and the remaining 5% customers sometimes break the regularity.

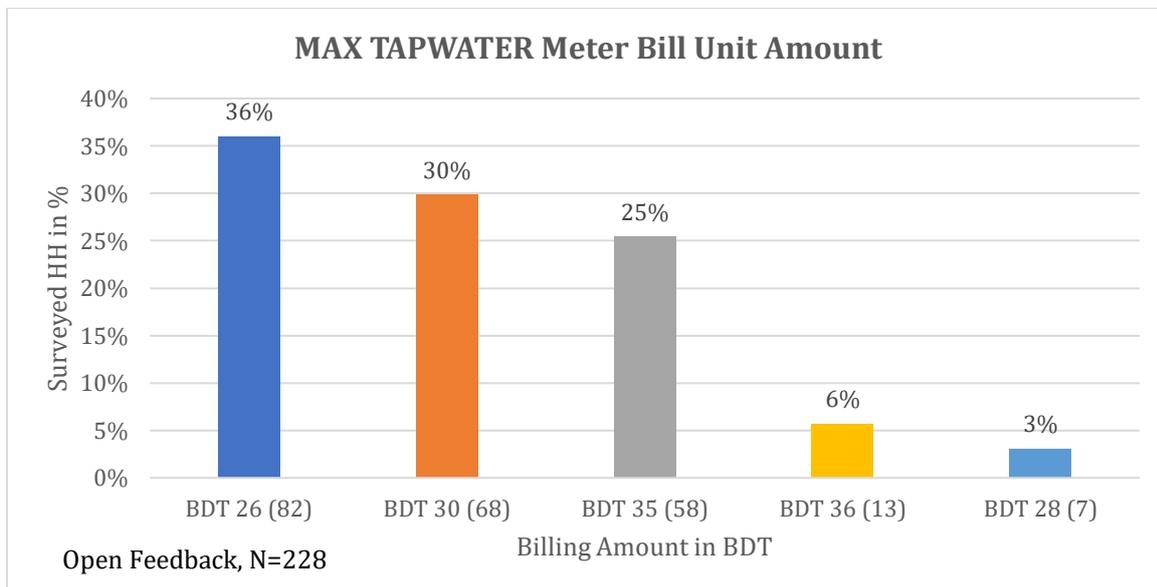
In Patuakhali Sadar Upazila most of the customers (98%) pay their bill regularly and the remaining 2% customers sometimes break the regularity.

In Galachipa Upazila most of the customers (99%) pay their bill regularly and the remaining 1% customers sometimes break the regularity. The following chart represents the status of paying water bill regularly.



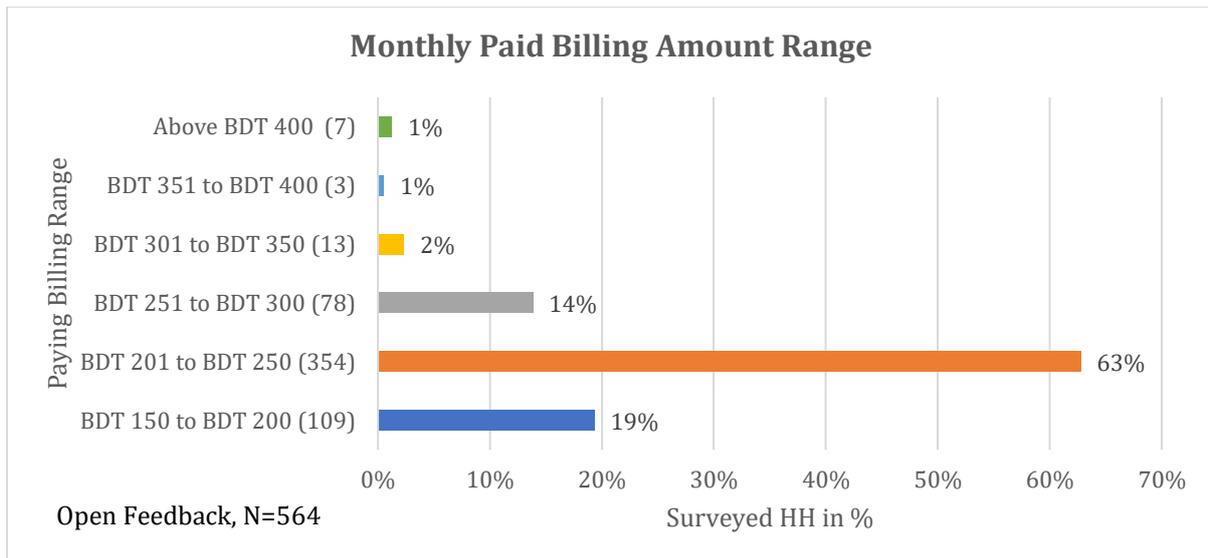
6.3 Unit Price of MAX TAPWATER

In the field survey it is found that, among the meter-based customers, the majority (36%) of them pay their water bill at the price of BDT 26 per unit. Following by BDT 30 (30%), BDT 35 (25%), BDT 36 (6%) and the remaining 3% pay their bill at BDT 28 per unit. The following chart represents MAX TAPWATER billing amount per unit.



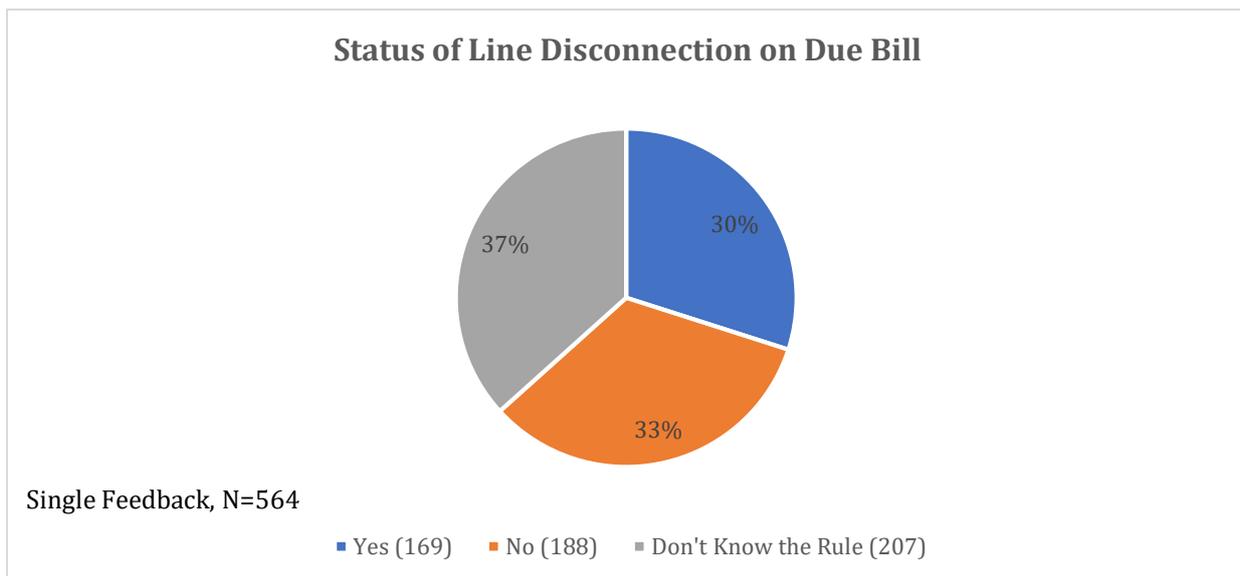
6.4 Regular Paying Amount by the Customers

In the field survey it is found that among the monthly contract-based customers, the majority (63%) of them pay their bill in the range of BDT 201 to BDT 250 per month, following by BDT 150 to BDT 200 (19%), BDT 251 to BDT 300 (14%), BDT 301 to BDT 350 (2%) and the remaining pay BDT 351 to BDT 400 and above BDT 400 (1% each). The following chart represents monthly paid billing amount range.



6.6 Actions Against Irregular Payment

In the field survey it is found that among the current users, most of them (37%) don't know the rule about line disconnection on due bill where 33% stated that lines don't get disconnected on due bill and the remaining 30% stated 'Yes' about disconnection on due bill. The following pie chart represents the status of line disconnection on due bill.



Section-Seven: Net Promoter Score (NPS) on MAX TAPWATER

7.1 NPS on MAX TAPWATER Services

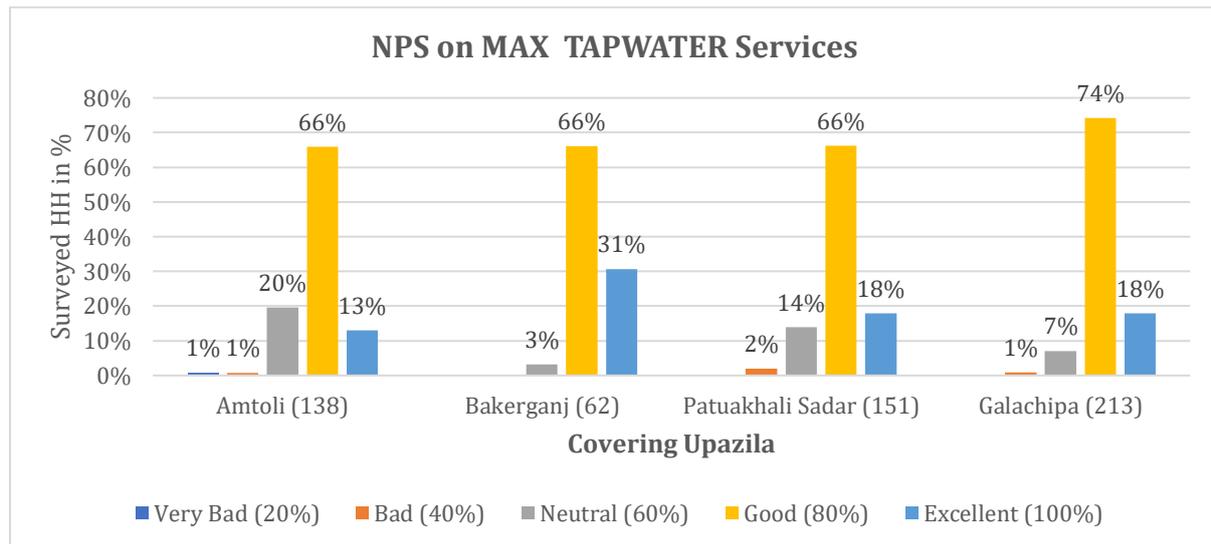
In the field survey it is found that, among 138 current users in Amtoli Upazila, majority (66%) of them expressed good impression on MAX TAPWATER services following by neutral (20%), excellent (13%) and bad & very bad (1% each).

Among 62 users in Bakerganj Upazila, majority (66%) of them expressed good impression on MAX TAPWATER services following by excellent (31%) and the rest followed neutral stance (3%).

Among 151 users in Patuakhali Sadar Upazila, majority (66%) of them expressed good impression on MAX TAPWATER services following by excellent (18%), neutral (14%) and the rest expressed bad (2%).

Among 213 users in Galachipa Upazila, majority (74%) of them expressed good impression on MAX TAPWATER services following by excellent (18%), neutral (7%) and the rest expressed bad (1%).

The following chart represents the NPS on MAX TAPWATER service.



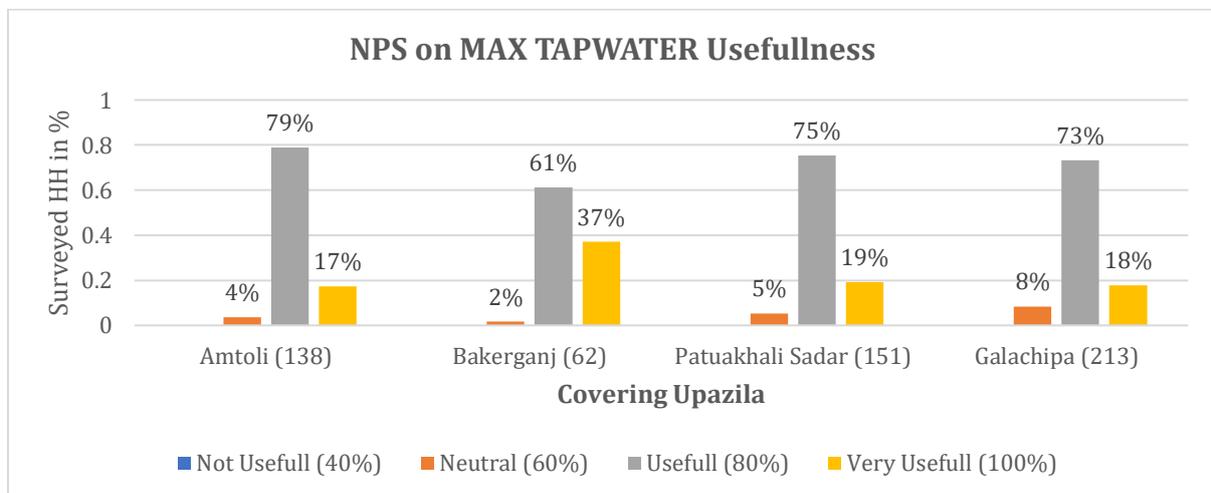
7.2 NPS on MAX TAPWATER Usefulness

In the field survey it is found that among 138 users in Amtoli Upazila, majority (79%) of them expressed their view as useful on MAX TAPWATER following by very useful (17%) and the remaining 4% stood neutral on this.

Among 62 users in Bakerganj Upazila, majority (62%) of them expressed their view as useful on MAX TAPWATER 38% expressed view as very useful and the remaining 2% are Neutral.

Among 151 users in Patuakhali Sadar Upazila, majority (75%) of them expressed their view as useful on MAX TAPWATER following by very useful (19%) and the remaining 5% stood neutral on this.

Among 213 users in Galachipa Upazila, majority (73%) of them expressed their view as useful on MAX TAPWATER following by very useful (18%) and the remaining 8% stood neutral on this. The following chart represents NPS on MAX TAPWATER.



7.3 NPS on Saving Water Borne Disease

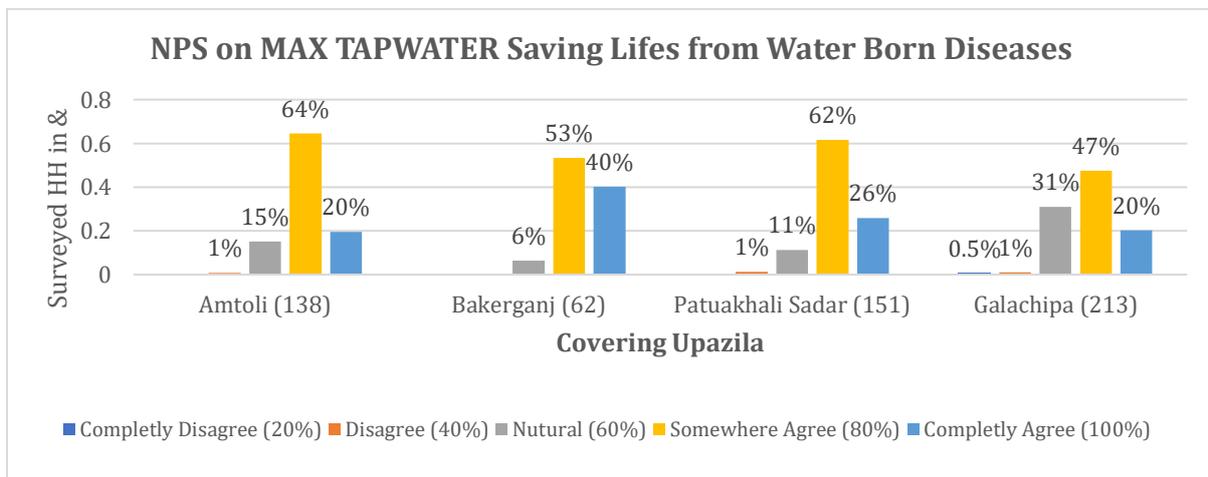
In the field survey it is found that among 138 current users in Amtoli Upazila, majority (64%) of them were somewhat agree on MAX TAPWATER saving lives from waterborne diseases following by completely agree (20%), neutral (15%) and the remaining 1% were disagree with this statement.

Among 62 current users in Bakerganj Upazila, majority (53%) of them were somewhat agree on MAX TAPWATER saving lives from waterborne diseases following by

completely agree (40%), and the remaining 6% maintained neutral stance with this statement.

Among 151 current users in Patuakhali Sadar Upazila, majority (62%) of them were somewhat agree on MAX TAPWATER saving lives from waterborne diseases following by completely agree (26%), neutral (11%) and the remaining 1% were disagree with this statement.

Among 213 current users in Galachipa Upazila, majority (47%) of them were somewhat agree on MAX TAPWATER saving lives from waterborne diseases following by neutral (31%), completely agree (20%), disagree (1%) and the remaining 0.5% were completely disagree with this statement.



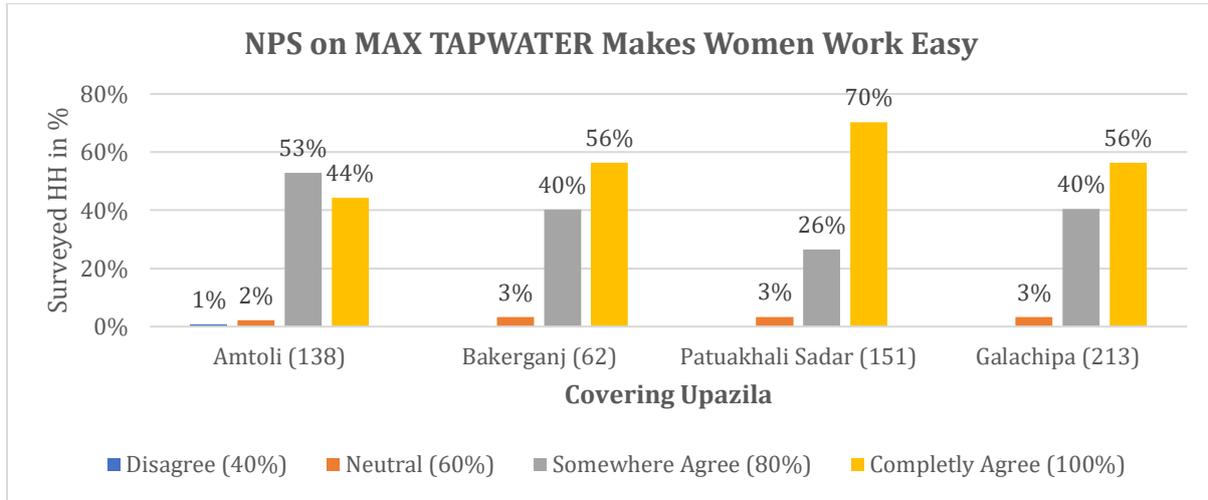
7.4 NPS on Cooperating Women Domestic Works

In the field survey it is found that among 138 current users in Amtoli Upazila, majority (53%) of them were somewhat agree on MAX TAPWATER makes women work easy following by completely agree (44%), neutral (2%) and the remaining 1% were disagree with this statement.

Among 62 current users in Bakerganj Upazila, majority (56%) of them were completely agree on MAX TAPWATER makes women work easy following by somewhat agree (40%) and the remaining 3% stood neutral with this statement.

Among 151 current users in Patuakhali Sadar Upazila, majority (70%) of them were completely agree on MAX TAPWATER makes women work easy following by somewhat agree (26%) and the remaining 3% stood neutral with this statement.

Among 213 current users in Galachipa Upazila, majority (56%) of them were completely agree on MAX TAPWATER makes women work easy about 42% were somewhat agree and the remaining 3% were in neutral with this statement.



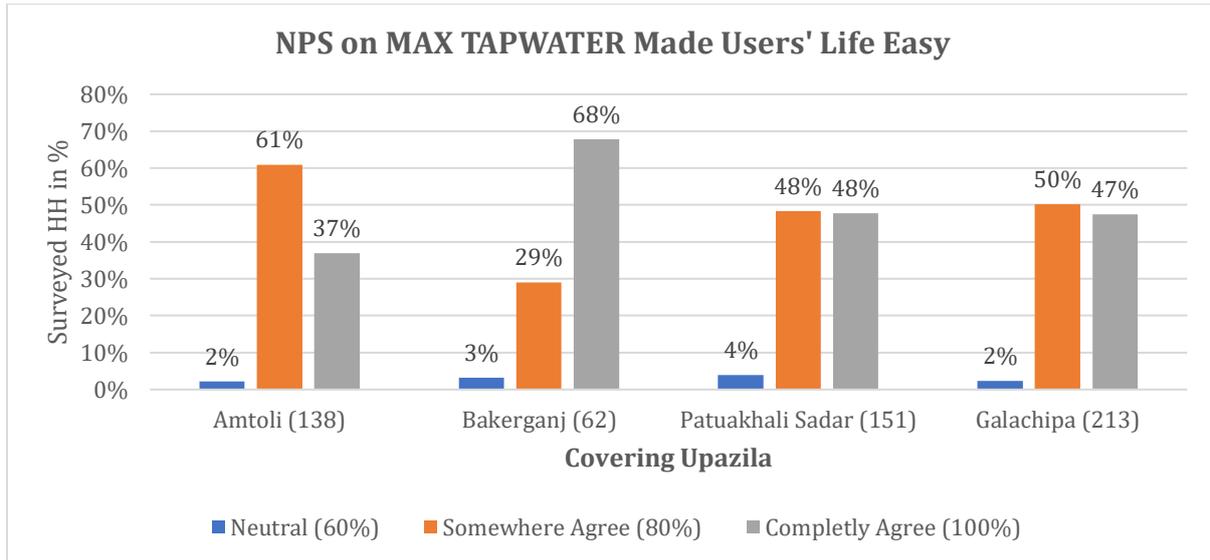
7.5 NPS_MAX TAPWATER Made Users' Life Easy

In the field survey it is found that among 138 current users in Amtoli Upazila, majority (61%) of them were somewhat agree on MAX TAPWATER made users' life easy following by completely agree (37%) and the remaining 2% users stood neutral with this statement.

Among 62 current users in Bakerganj Upazila, majority (68%) of them were completely agree on MAX TAPWATER made users' life easy following by somewhat agree (29%) and the remaining 3% users stood neutral with this statement.

Among 151 current users in Patuakhali Sadar Upazila, majority (48%) of them were somewhat agree on MAX TAPWATER made users' life easy following by completely agree (48%) and the remaining 4% users stood neutral with this statement.

Among 213 current users in Galachipa Upazila majority (50%) of them were somewhat agree on MAX TAPWATER made users' life easy following by completely agree (47%) and the remaining 2% users stood neutral with this statement.



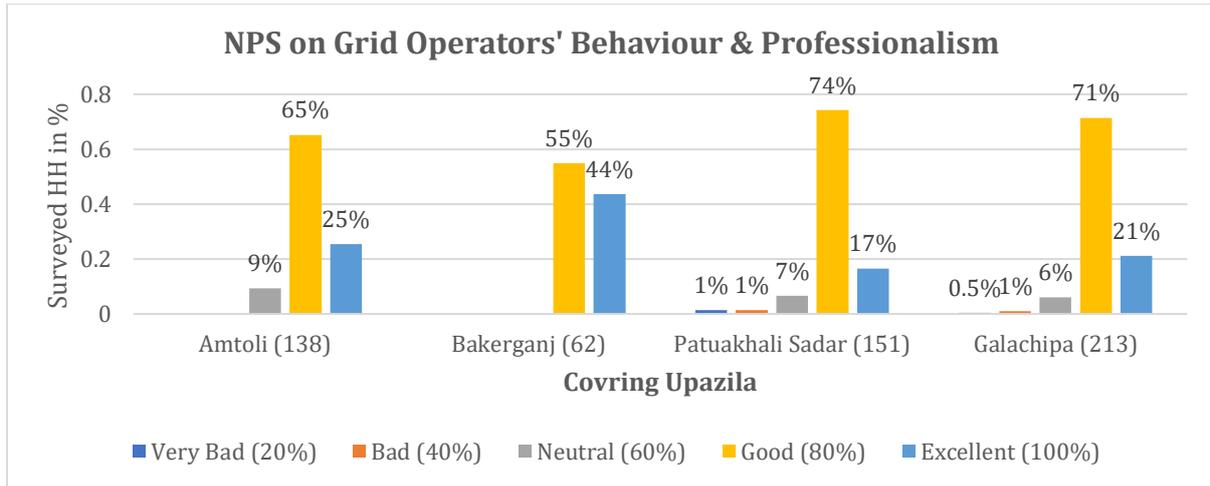
7.6 NPS on Grid Operator Behaviour & Professionalism

In the field survey it is found that, among 138 current users in Amtoli Upazila, majority (65%) of them expressed good impression on grid operators' behaviour & professionalism following by excellent (25%) and the remaining 9% remained neutral on this matter.

Among 62 current users in Bakerganj Upazila, majority (56%) of them expressed good impression on grid operators' behaviour & professionalism and the remaining 44% expressed excellent impression on this.

Among 151 current users in Patuakhali sadar Upazila, majority (74%) of them expressed good impression on grid operators' behaviour & professionalism following by excellent (17%), about 7% stood neutral and the remaining expressed bad & very bad (1% each).

Among 213 current users in Galachipa Upazila, majority (71%) of them expressed good impression on grid operators' behaviour & professionalism following by excellent (21%) about 6% neutral, 1% bad & 0.5% very bad on this matter.



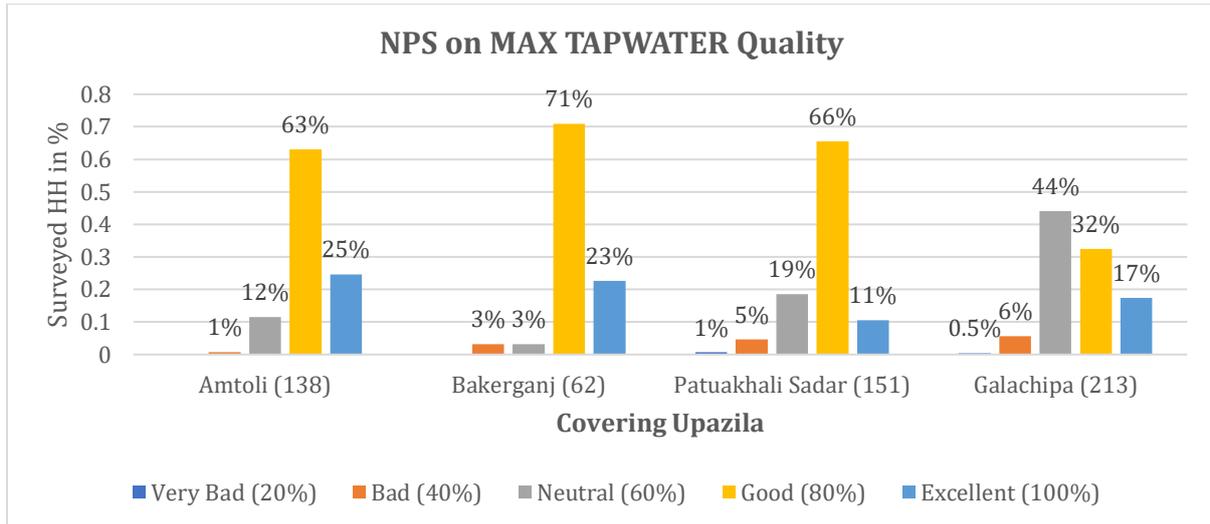
7.7 NPS on MAX TAPWATER Quality

In the field survey it is found that among 138 current users in Amtoli Upazila, majority (63%) of them expressed good impression on MAX TAPWATER quality following by excellent (25%) another 12% remained neutral and the remaining 1% expressed bad impression on this matter.

Among 62 current users in Bakerganj Upazila, majority (71%) of them expressed good impression on MAX TAPWATER quality following by excellent (23%) another 3% remained neutral and the remaining 3% expressed bad impression on this matter.

Among 151 current users in Bakerganj Upazila, majority (66%) of them expressed good impression on MAX TAPWATER quality following by neutral stance (19%) another 11% expressed excellent impression, bad impression (5%) and the remaining 1% expressed very bad impression on this matter.

Among 213 current users in Galachipa Upazila, majority (44%) of them stood neutral on MAX TAPWATER Quality following by good impression (32%), Excellent (17%), Bad (6%) and the remaining 0.5% expressed Very Bad impression on this matter. The following chart represents NPS on MAX TAPWATER quality.



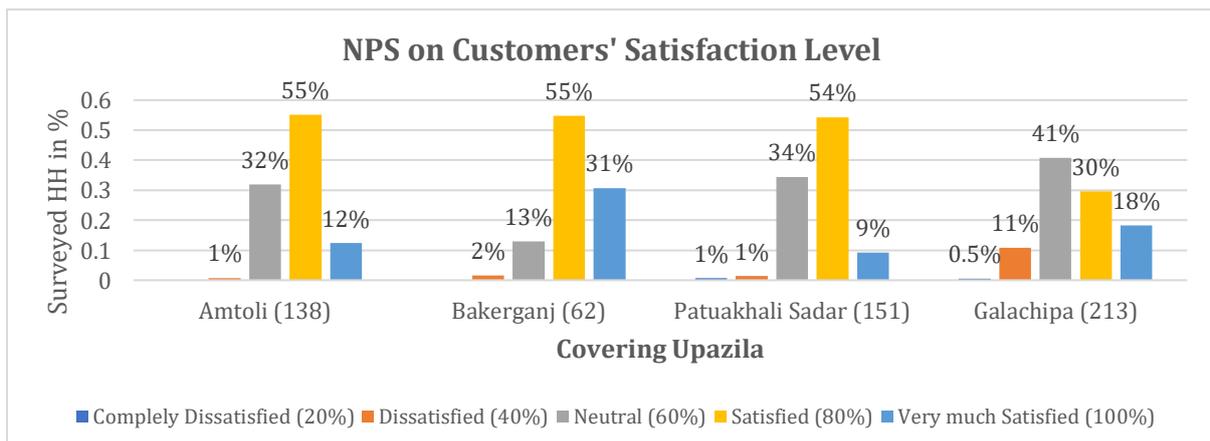
7.8 NPS on Satisfactions Level of the Customers

In the field survey it is found that among 138 current users in Amtoli Upazila, majority (55%) of them were satisfied with MAX TAPWATER following by neutral (32%), very much satisfied (12%) and the remaining 1% were dissatisfied.

Among 62 current users in Bakerganj Upazila, majority (55%) of them were satisfied with MAX TAPWATER following by very much satisfied (31%), neutral (13%) and the remaining 2% were dissatisfied.

Among 151 current users in Patuakhali Sadar Upazila, majority (54%) of them were satisfied with MAX TAPWATER following by neutral (34%), very much satisfied (9%) and the remaining were dissatisfied & completely dissatisfied (1% each).

Among 213 current users in Galachipa Upazila, majority (41%) of them stood neutral on MAX TAPWATER following by satisfied (30%), very much satisfied (18%), dissatisfied (11%) and the remaining 0.5% were completely dissatisfied. The following chart represents NPS on customers' satisfaction level on MAX TAPWATER.



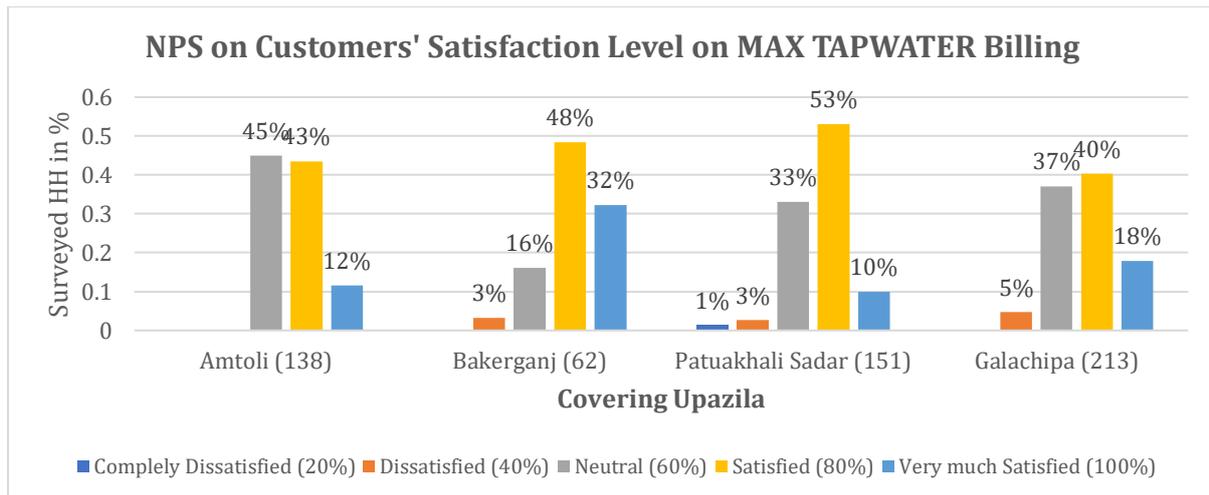
7.9 NPS on Customers' Satisfaction Level on Billing

In the field survey it is found that among 138 current users in Amtoli Upazila, majority (45%) of them were stood neutral on MAX TAPWATER billing following by satisfied (43%) and the remaining 12% were very much satisfied.

Among 62 current users in Bakerganj Upazila, majority (48%) of them were satisfied with MAX TAPWATER billing following by very much satisfied (32%) another 16% stood neutral and the remaining 3% were dissatisfied.

Among 151 current users in Patuakhali Sadar Upazila, majority (53%) of them were satisfied with MAX TAPWATER billing following by neutral (33%), very much satisfied (10%), dissatisfied (3%) and the remaining 1% were completely dissatisfied with MAX TAPWATER billing.

Among 213 current users in Galachipa Upazila, majority (40%) of them were satisfied on MAX TAPWATER billing following by neutral stance (37%), very much satisfied (18%) and the remaining 5% were dissatisfied with MAX TAPWATER billing. The following chart represents NPS on MAX TAPWATER billing.



Section-Eight: Common Water Borne Disease & Its Expenditure

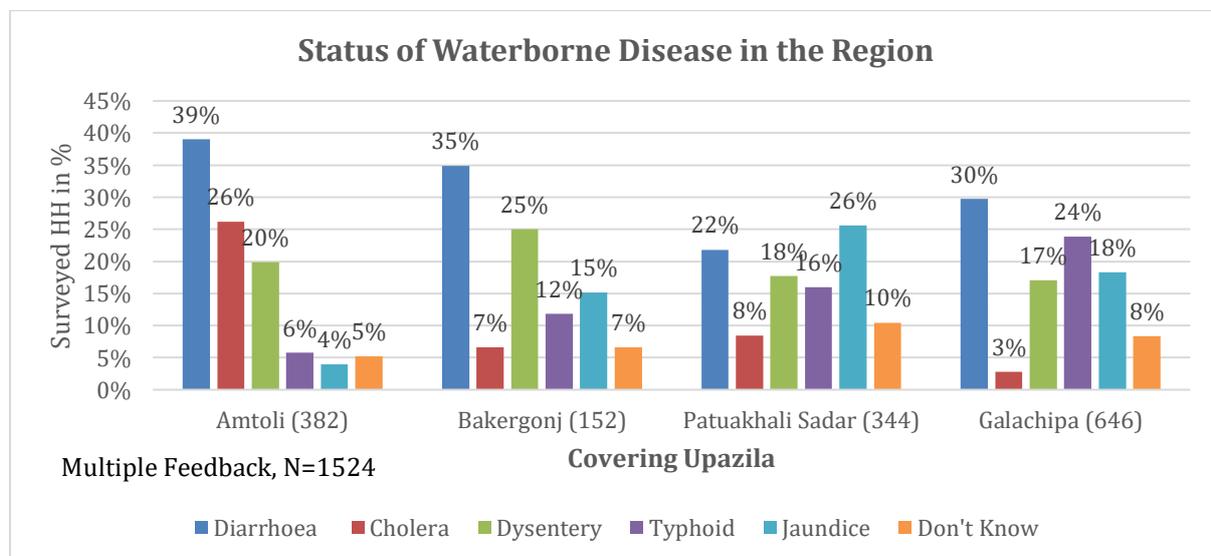
8.1 Common Water Borne Disease in the Area

In the field survey it is found that in Amtoli Upazila, among 382 responses regarding waterborne diseases majority (39%) of them are Diarrhoea following by Cholera (26%), Dysentery (20%), Typhoid (6%), Jaundice (4%) and the remaining 5% people don't know about any waterborne diseases.

In Bakerganj Upazila, among 152 responses regarding waterborne diseases majority (35%) of them are Diarrhoea following by Dysentery (20%), Jaundice (15%), Typhoid (12%), Cholera (7%) and the remaining 7% people don't know about any waterborne diseases.

In Patuakhali Sadar Upazila, among 344 responses regarding waterborne diseases majority (26%) of them are Jaundice following by Diarrhoea (22%), Dysentery (18%), Typhoid (16%), Cholera (8%) and the remaining 10% people don't know about any waterborne diseases.

In Galachipa Upazila, among 646 responses regarding waterborne diseases majority (30%) of them are Diarrhoea following by Typhoid (24%), Jaundice (18%), Dysentery (17%), Cholera (3%) and the remaining 8% people don't know about any waterborne diseases.



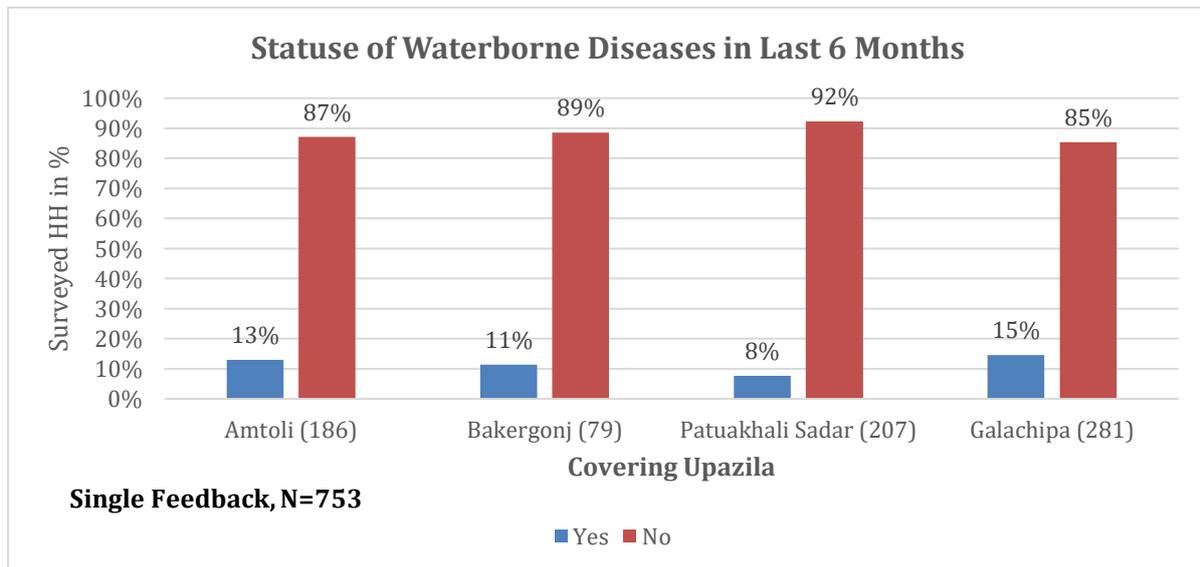
8.2 Water borne Affected in last 6 months

In the field survey it is found that in Amtoli Upazila, among 186 households, the majority (87%) did not experience any waterborne diseases in the last 6 months, while the remaining 13% had to deal with waterborne diseases.

In Bakerganj Upazila, among 79 households the majority (89%) did not experience any waterborne diseases in last 6 months while the remaining 11% households had to deal with waterborne diseases.

In Patuakhali Sadar Upazila, among 207 households, the majority (92%) did not experience any waterborne diseases in the last 6 months, while the remaining 8% had to deal with waterborne diseases.

In Galachipa, among 281 households, the majority (85%) did not experience any waterborne diseases in the last 6 months, while the remaining 15% had to deal with waterborne diseases. The following chart represents the status of facing waterborne diseases in last 6 months.



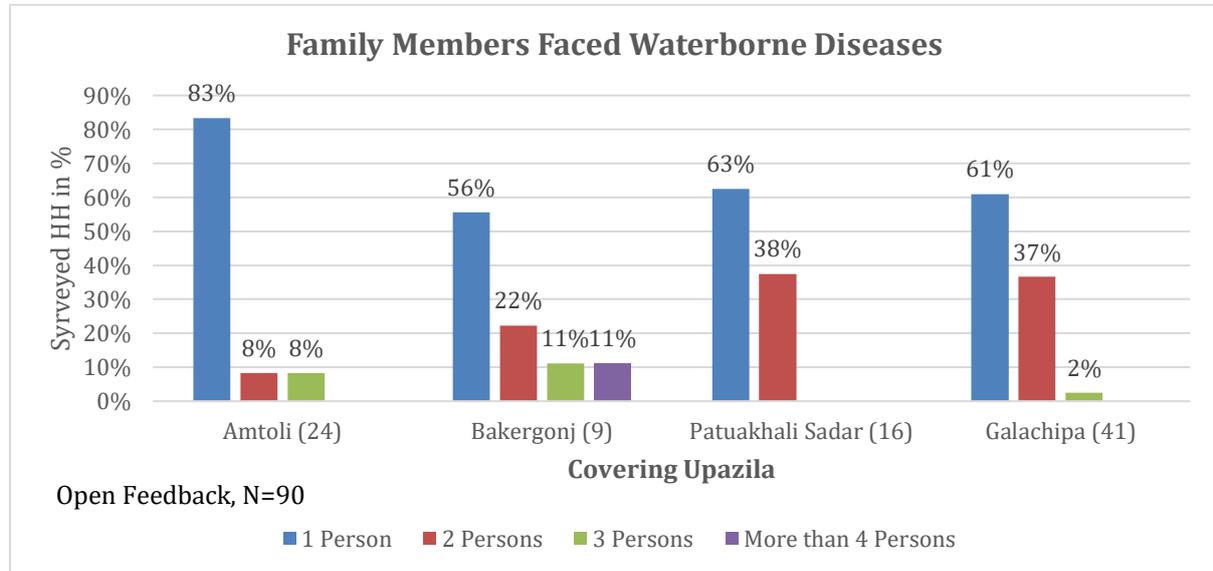
8.3 Family Member Faced Waterborne Diseases

In the field survey it is found that In Amtoli Upazila, among 24 households, the majority (83%) experienced waterborne diseases affecting 1 person, followed by 2 and 3 persons (8% each).

In Bakerganj Upazila, among 9 households, the majority (56%) experienced waterborne diseases affecting 1 person, followed by 2 persons (22%), 3 persons and more than 4 persons (11% each).

In Patuakhali sadar Upazila, among 16 households, the majority (63%) experienced waterborne diseases affecting 1 person, followed by 2 (38%).

In Galachipa Upazila, among 14 households, the majority (61%) experienced waterborne diseases affecting 1 person, followed by 2 persons (37%) and 3 persons (2%).



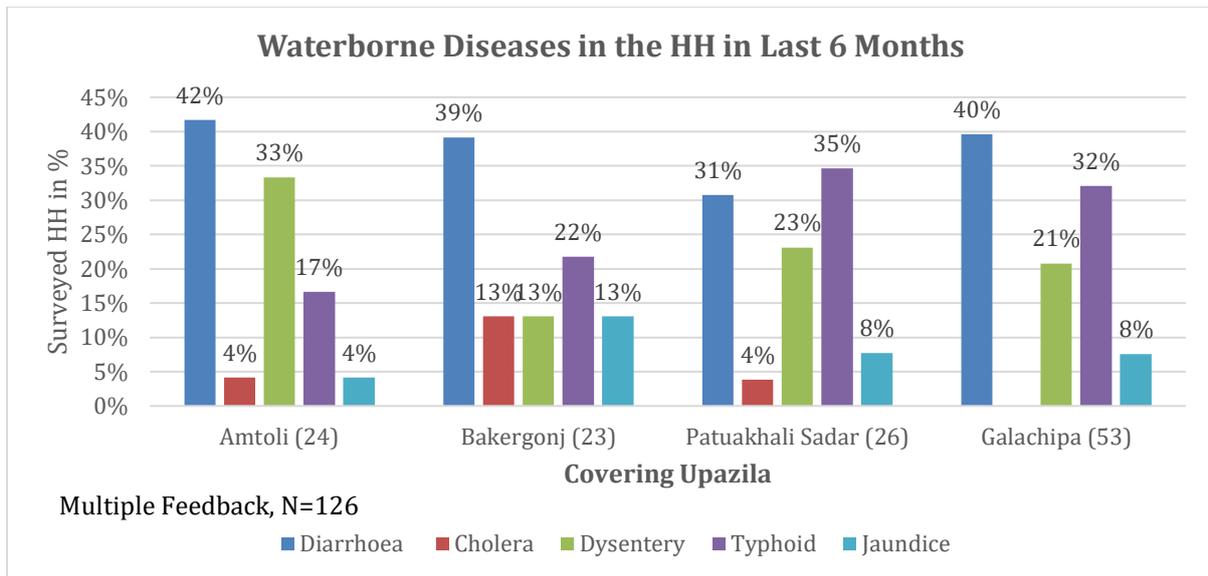
8.4 Affected Water Born Diseases

In the field survey it is found that in Amtoli Upazila, among 24 responses the majority (42%) have experienced Diarrhoea following by Dysentery (33%), Typhoid (17%) and the remaining have experience Cholera and Jaundice (4% each).

In Bakerganj Upazila, among 23 response the majority (39%) have experienced Diarrhoea following by Typhoid (22%) Dysentery, Cholera and Jaundice (13% each).

In Patuakhali Sadar Upazila, among 26 responses the majority (35%) have experienced Typhoid following by Diarrhoea (31%), Dysentery (23%), Jaundice (8%) and the remaining have experience Cholera (4%).

In Galachipa Upazila, among 53 responses the majority (40%) have experienced Diarrhoea following by Typhoid (32%), Dysentery (21%) and the remaining have experience Cholera and Jaundice (8%). The following chart represents the status of waterborne diseases in the HH in last 6 months.



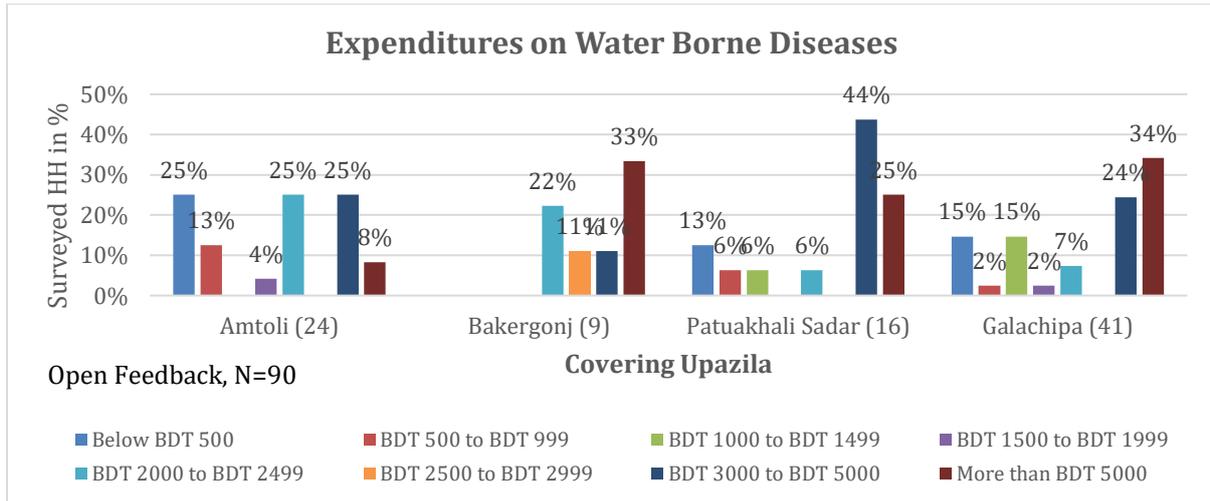
8.5 Expenditures on Water Borne Diseases in last 6 Months

In the field survey it is found that in Amtoli Upazila among the 24 affected family the majority (25% respectively) had to spend below BDT 500, BDT 200 to BDT 2499 and BDT 2500 to BDT 2999 following by BDT 500 to BDT 999 (13%), more than BDT 5000 and the remaining 4%) had to spend BDT 1500 to BDT 1999 to recover from waterborne diseases.

In Bakerganj Upazila among the 9 affected family the majority (33%) had to spend more than BDT 5000 following by BDT 2000 to BDT 2499 (22%) and the rest are BDT 2500 to BDT 2999 and BDT 3000 to BDT 5000.

In Patuakhali Sadar Upazila among the 16 affected family the majority (44%) had to spend BDT 3000 to BDT 5000 following by more than BDT 5000 (25%), below BDT 500 (13%) and the rest are BDT 500 to BDT 999, BDT 1000 to BDT 1499 and BDT 2000 to BDT 2499 (6% each).

In Galachipa Upazila among the 41 affected family the majority (34%) had to spend more than BDT 5000 following by BDT 3000 to BDT 5000 (24%), below BDT 500 and BDT 1000 to BDT 1499 (15% each), BDT 2000 to BDT 2499 (7%) and the rest are BDT 500 to BDT 999 and BDT 1500 to BDT 1999 (2% each). The following chart represents the amount of money spent to recover from waterborne diseases.



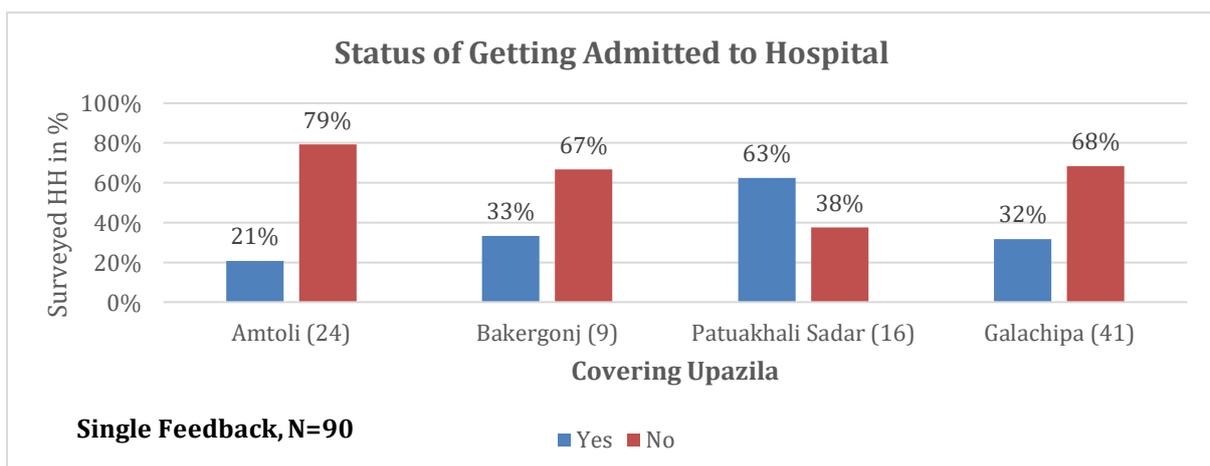
8.6 Status of Getting Admitted in Hospital due to Water Borne Diseases

In the field survey it is found In Amtoli Upazila, among 24 households, the majority (79%) did not require hospital admission for waterborne diseases, while the remaining 21% had to be admitted to the hospital for such diseases.

In Bakerganj Upazila, among 9 households, the majority (67%) did not require hospital admission for waterborne diseases, while the remaining 33% had to be admitted to the hospital for such diseases.

In Patuakhali Sadar Upazila, among 16 households, the majority (63%) had to be admitted to the hospital for waterborne diseases while the remaining 38% did not require hospital admission, for such diseases.

In Galachipa Upazila, among 41 households, the majority (68%) did not require hospital admission for waterborne diseases, while the remaining 32% had to be admitted to the hospital for such diseases. The following chart represents the status of getting admitted to hospital for waterborne diseases.



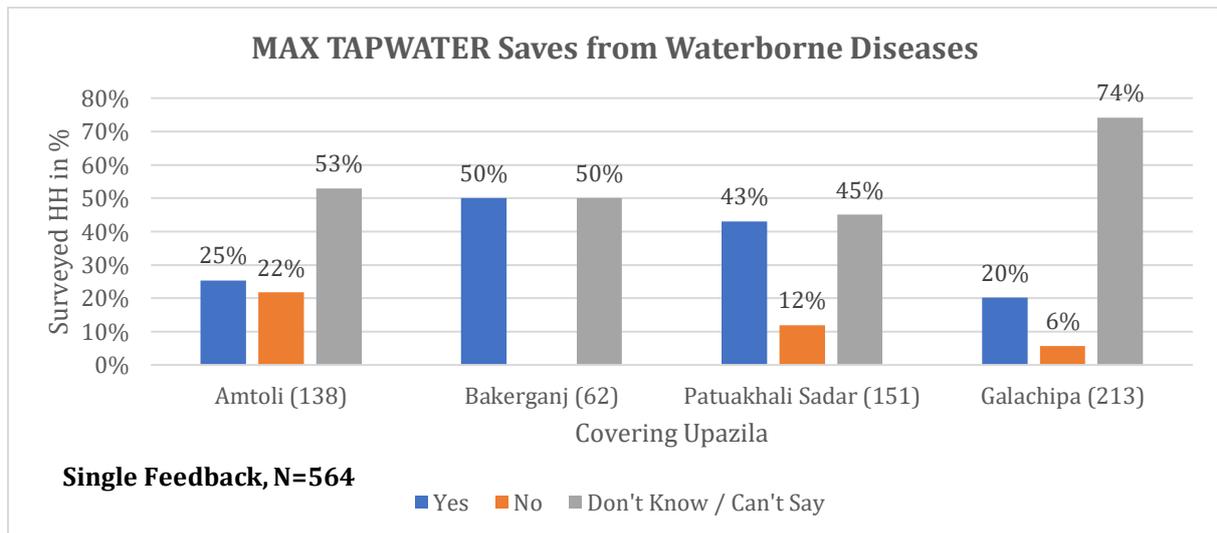
8.7 Customers' Concept 'MAX TAPWATER saves its community'

In the field survey it is found that in Amtoli Upazila, among 138 current users households' majority (25%) of them thinks that MAX TAPWATER saves from waterborne diseases, another 22% don't think so, while a large portion with 53% can't say either.

In Bakerganj Upazila, among 62 current users' household's half (50%) of them thinks that MAX TAPWATER saves form waterborne diseases while the other half (50%) can't say anything on this.

In Patuakhali Sadar Upazila, among 151 current users' household's majority (43%) of them thinks that MAX TAPWATER saves from waterborne diseases, another 12% don't think so, while a large portion with 45% can't say either.

In Galachipa Upazila, among 213 current users' household's majority (20%) of them thinks that MAX TAPWATER saves from waterborne diseases, another 6% don't think so while a large portion with 74% can't say either. The following chart represents the status of thinking about MAX TAPWATER saves from waterborne diseases.



Section-Nine: MAX TAPWATER Usages, Tariff & Average Cost

9.1 Daily Usages Quantity of MAX TAPWATER

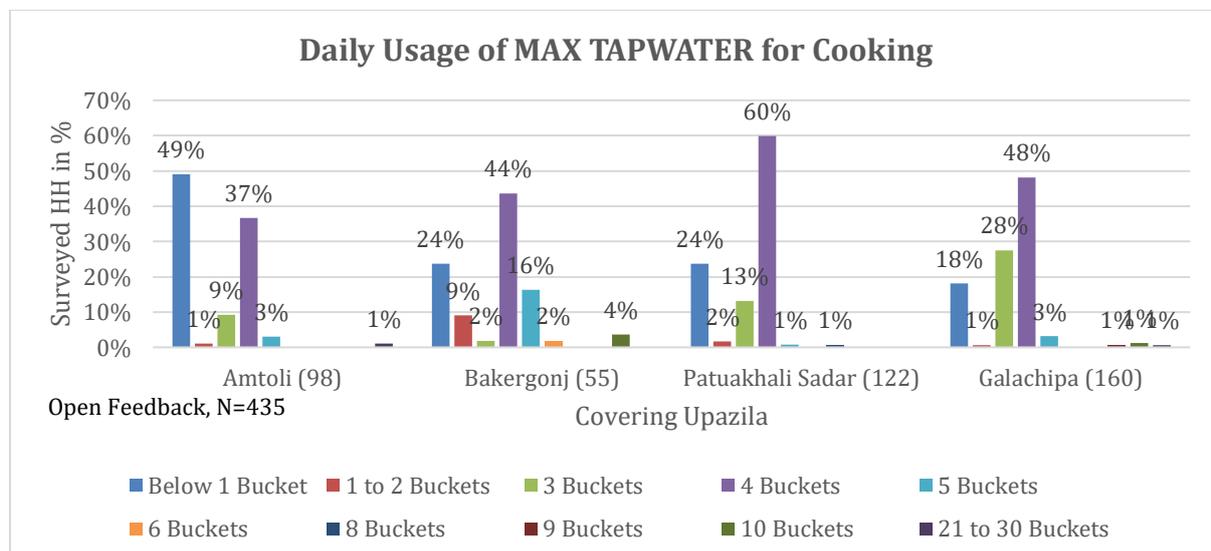
A. Daily Usage of MAX TAPWATER for Cooking

In the study it is found that in Amtoli Upazila, among 98 households' majority (49%) of them use below 1 Bucket of MAX TAPWATER for cooking following by 4 Buckets (37%), 3 Buckets (9%), 5 Buckets (3%) and the remaining (1% respectively) use 1 to 2 Buckets and 21 to 30 Buckets of MAX TAPWATER for cooking.

In Bakerganj Upazila, among 55 household's majority (44%) of them use 4 Buckets of MAX TAPWATER for cooking following by below 1 Bucket (24%), 5 Buckets (16%), 1 to 2 Buckets (9%), 10 Buckets (4%) and the remaining (2% respectively) use 3 Buckets and 6 Buckets of MAX TAPWATER for cooking.

In Patuakhali Sadar Upazila, among 122 household's majority (60%) of them use 4 Buckets of MAX TAPWATER for cooking following by below 1 Bucket (24%), 3 Buckets (13%), 1 to 2 Buckets (2%) and the remaining (1% respectively) use 5 Buckets and 8 Buckets of MAX TAPWATER for cooking.

In Galachipa Upazila, among 160 household's majority (48%) of them use 4 Buckets of MAX TAPWATER for cooking following by 3 Buckets (28%), Below 1 Bucket (18%), 5 Buckets (3%), 10 Buckets (4%) and the remaining (1% respectively) use 1 to 2 Buckets, 9 Buckets, 10 Buckets and 21 to 30 Buckets of MAX TAPWATER for cooking. The following chart represents daily usages of MAX TAPWATER for cooking.



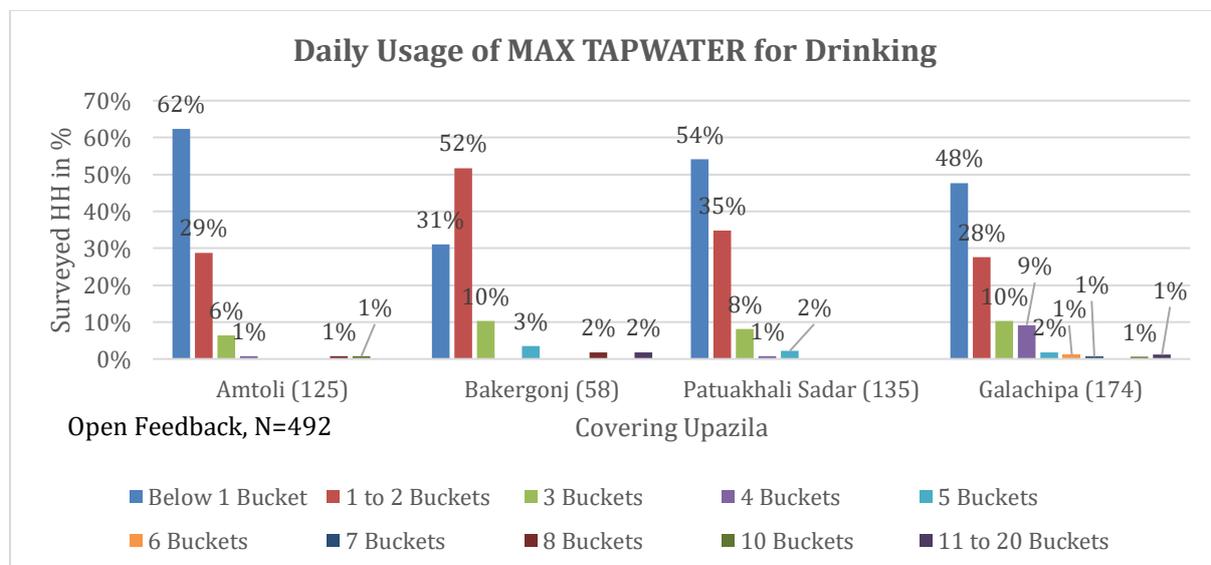
B. Daily Usage of MAX TAPWATER for Drinking

In the study it is found that in Amtoli Upazila, among 125 households' majority (62%) of them use below 1 Bucket of MAX TAPWATER for drinking following by 1 to 2 Buckets (29%), 3 Buckets (6%) and the remaining (1% respectively) use 4 Buckets, 8 Buckets and 10 Buckets of MAX TAPWATER for drinking.

In Bakerganj Upazila, among 58 household's majority (52%) of them use 1 to 2 Buckets of MAX TAPWATER for drinking following by below 1 Bucket (31%), 3 Buckets (10%), 5 Buckets (3%) and the remaining (2% respectively) use 8 Buckets and 11 to 20 Buckets of MAX TAPWATER for drinking.

In Patuakhali Sadar Upazila, among 135 household's majority (54%) of them use below 1 Bucket of MAX TAPWATER for drinking following by below 1 to 2 Buckets (35%), 3 Buckets (8%), 5 Buckets (2%) and the remaining (1%) use 4 Buckets of MAX TAPWATER for drinking.

In Galachipa Upazila, among 174 household's majority (48%) of them use below 1 Bucket of MAX TAPWATER for drinking following by 1 to 2 Buckets (28%), 3 Buckets (10%), 4 Buckets (9%), 5 Buckets (2%) and the remaining (1% respectively) use 6 Buckets, 7 Buckets, 10 Buckets and 11 to 20 Buckets of MAX TAPWATER for drinking. The following chart represents daily usages of MAX TAPWATER for drinking.



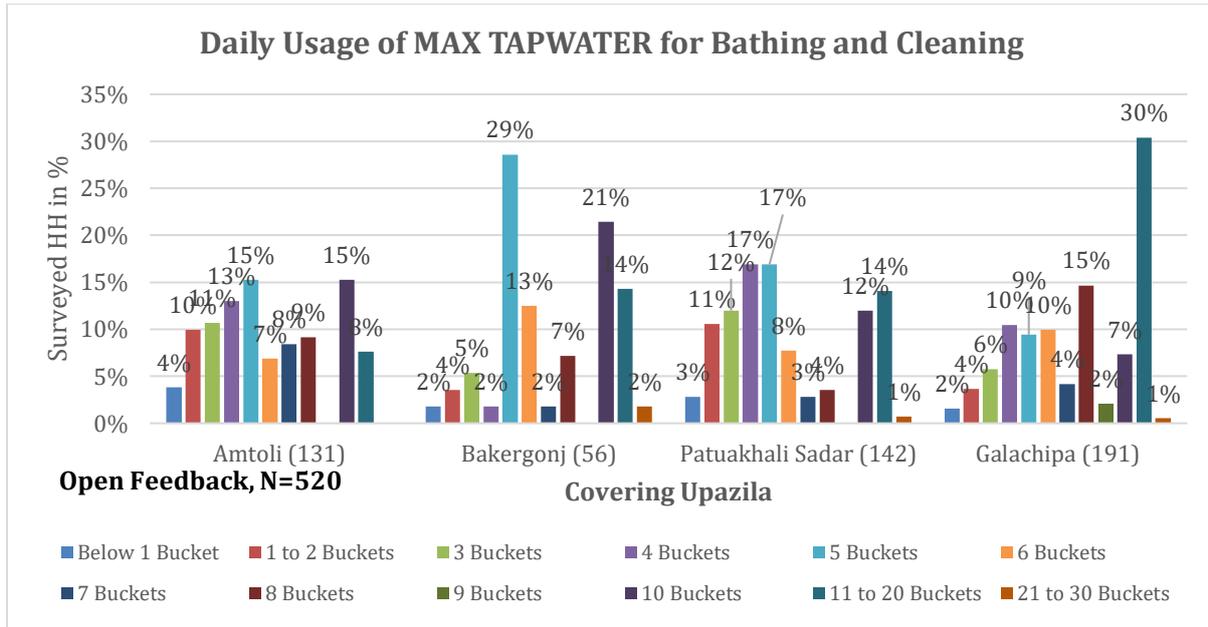
C. Daily Usage of MAX TAPWATER for Bathing and Cleaning

In the study it is found that in Amtoli Upazila, among 131 households majority (15% respectively) of them use 5 Buckets and 10 Buckets of MAX TAPWATER for bathing and toilet following by 4 Buckets (13%), 3 Buckets (11%), 1 to 2 Buckets (10%), 8 Buckets (9%), 7 Buckets and 11 to 20 Buckets (8% each), 6 Buckets (7%) and the remaining (4%) use 1 Bucket of MAX TAPWATER for bathing and toilet.

In Bakerganj Upazila, among 56 households majority (29%) of them use 5 Buckets of MAX TAPWATER for bathing and toilet following by 10 Buckets (21%), 11 to 20 Buckets (14%), 6 Buckets (13%), 8 Buckets (7%), 3 Buckets (5%), 1 to 2 Buckets (4%) and the remaining (2% respectively) use below 1 Bucket, 4 Buckets, 7 Buckets and 21 to 30 Buckets of MAX TAPWATER for bathing and toilet.

In Patuakhali Sadar Upazila, among 142 households majority (17% respectively) of them use 4 Buckets and 5 Buckets of MAX TAPWATER for bathing and toilet following by 11 to 20 Buckets (14%), 10 Buckets and 3 Buckets (12% each), 1 to 2 Buckets (11%), 6 Buckets (8%), 8 Buckets (4%), below 1 Bucket and 7 Buckets (3%) and the remaining (1%) use 21 to 30 Buckets of MAX TAPWATER for bathing and toilet.

In Galachipa Upazila, among 191 households majority (30%) of them use 11 to 20 Buckets of MAX TAPWATER for bathing and toilet following by 8 Buckets (15%), 4 Buckets and 6 Buckets (10% each), 5 Buckets (9%), 10 Buckets (7%), 3 Buckets (6%), 1 to 2 Buckets and 7 Buckets (4% each), below 1 Bucket and 9 Buckets (2% each) and the remaining (1%) use 21 to 30 Buckets of MAX TAPWATER for bathing and toilet. The following chart represents daily usages of MAX TAPWATER for bathing and toilet.



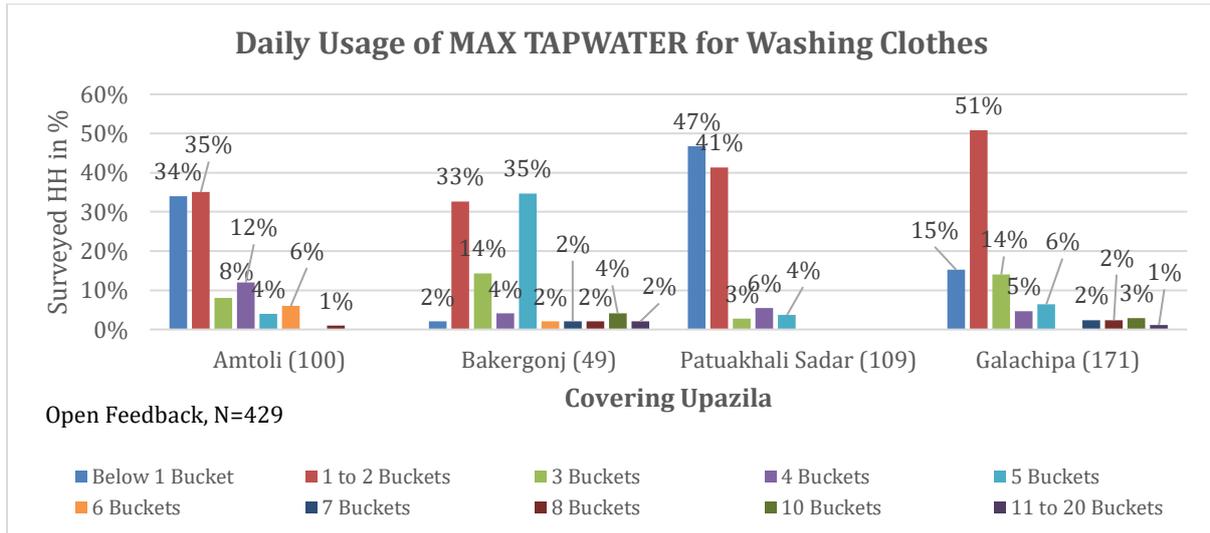
D. Daily Usage of MAX TAPWATER for Washing Clothes

In the study it is found that in Amtoli Upazila, among 100 households' majority (35%) of them use 1 to 2 Buckets of MAX TAPWATER for washing clothes following by below 1 Bucket (34%), 4 Buckets (12%), 3 Buckets (8%), 6 Buckets (6%), 5 Buckets (4%) and the remaining (1%) use 8 Buckets of MAX TAPWATER for washing clothes.

In Bakerganj Upazila, among 49 household's majority (35%) of them use 5 Buckets of MAX TAPWATER for washing clothes following by 1 to 2 Buckets (33%), 3 Buckets (14%), 10 Buckets (4%) and the remaining (2% respectively) use below 1 Bucket, 6 Buckets, 7 Buckets, 8 Buckets and 11 to 20 Buckets of MAX TAPWATER for washing clothes.

In Patuakhali Sadar Upazila, among 109 household's majority (47%) of them use below 1 Bucket of MAX TAPWATER for washing clothes following by below 1 to 2 Buckets (41%), 4 Buckets (6%), 5 Buckets (4%) and the remaining (3%) use 3 Buckets of MAX TAPWATER for washing clothes.

In Galachipa Upazila, among 171 household's majority (51%) of them use 1 to 2 Buckets of MAX TAPWATER for washing clothes following by below 1 Bucket (15%), 3 Buckets (14%), 5 Buckets (6%), 4 Buckets (5%), 10 Buckets (3%), 7 Buckets, 8 Buckets (2% respectively) and the remaining 1% use 11 to 20 Buckets of MAX TAPWATER for washing clothes. The following chart represents daily usages of MAX TAPWATER for washing clothes.



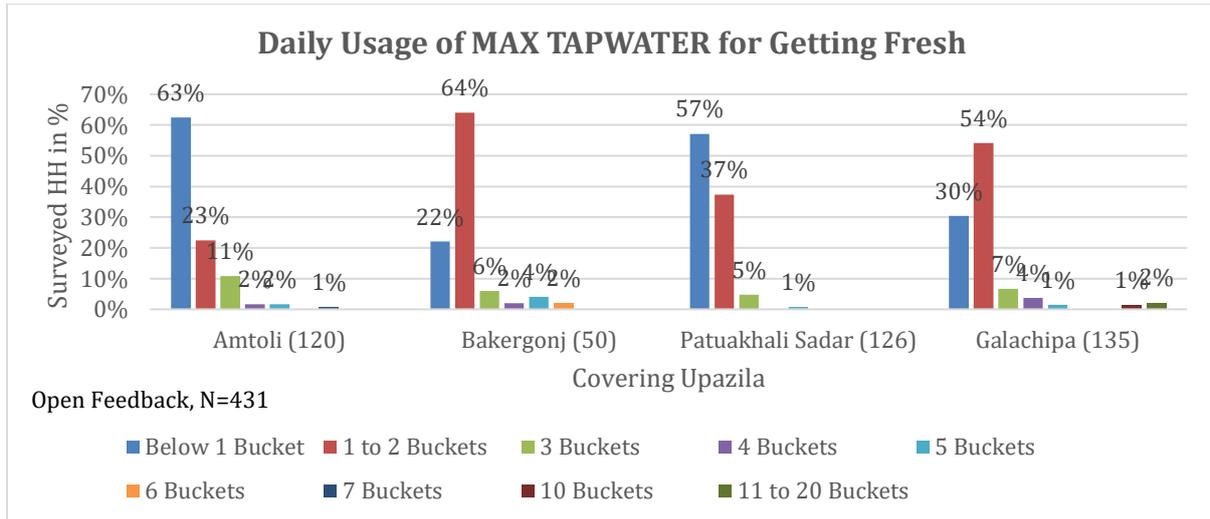
E. Daily Usage of MAX TAPWATER for Getting Fresh

In the study it is found that in Amtoli Upazila, among 120 households' majority (63%) of them use below 1 Bucket of MAX TAPWATER for getting fresh following by 1 to 2 Buckets (23%), 3 Buckets (11%), 4 & 5 Buckets (2% each) and the remaining (1%) use 7 Buckets of MAX TAPWATER for getting fresh.

In Bakerganj Upazila, among 50 household's majority (64%) of them use 1 to 2 Buckets of MAX TAPWATER for getting fresh following by below 1 Bucket (22%), 3 Buckets (6%), 5 Buckets (4%) and the remaining (2% respectively) use 4 Buckets and 6 Buckets of MAX TAPWATER for getting fresh.

In Patuakhali Sadar Upazila, among 126 household's majority (57%) of them use below 1 Bucket of MAX TAPWATER for getting fresh following by 1 to 2 Buckets (37%), 3 Buckets (5%) and the remaining (1%) use 5 Buckets of MAX TAPWATER for getting fresh.

In Galachipa Upazila, among 135 household's majority (54%) of them use 1 to 2 Buckets of MAX TAPWATER for getting fresh following by below Bucket (30%), 3 Buckets (7%), 4 Buckets (4%), 11 to 20 Buckets (2%) and the remaining (1% respectively) use 5 & 10 Buckets of MAX TAPWATER for getting fresh. The following chart represents daily usages of MAX TAPWATER for getting fresh.



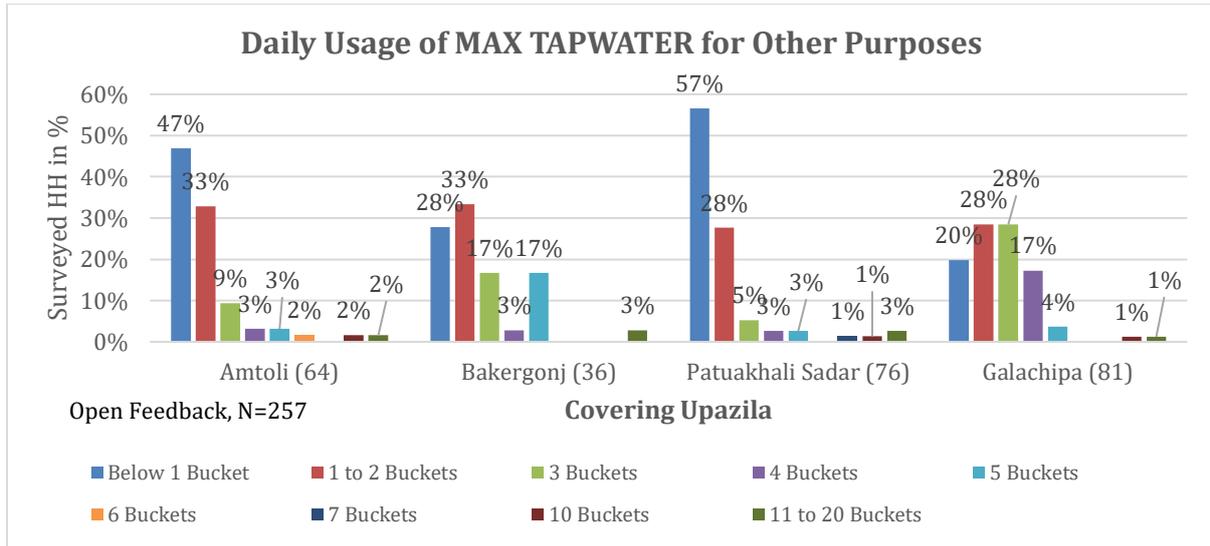
F. Daily Usage of MAX TAPWATER for Other Purposes

In the study it is found that in Amtoli Upazila, among 64 households' majority (47%) of them use below 1 Bucket of MAX TAPWATER for other purposes following by 1 to 2 Buckets (33%), 3 Buckets (9%), 4 & 5 Buckets (3% each) and the remaining (2% respectively) use 6 Buckets, 10 Buckets and 11 to 20 Buckets of MAX TAPWATER for other purposes.

In Bakerganj Upazila, among 36 household's majority (33%) of them use 1 to 2 Buckets of MAX TAPWATER for other purposes following by below 1 Bucket (28%), 3 & 5 Buckets (17% each) and the remaining (3% respectively) use 4 Buckets and 11 to 20 Buckets of MAX TAPWATER for other purposes.

In Patuakhali Sadar Upazila, among 76 household's majority (57%) of them use below 1 Bucket of MAX TAPWATER for other purposes following by 1 to 2 Buckets (28%), 3 Buckets (5%), 4, 5 & 11 to 20 Buckets (3% each) and the remaining (1% respectively) use 7 Buckets and 10 Buckets of MAX TAPWATER for other purposes.

In Galachipa Upazila, among 81 household's majority (28% each) of them use 1 to 2 Buckets and 3 Buckets of MAX TAPWATER for other purposes following by below 1 Bucket (20%), 4 Buckets (17%), 5 Buckets (4%) and the remaining (1% respectively) use 10 Buckets and 11 to 20 Buckets of MAX TAPWATER for other purposes. The following chart represents daily usages of MAX TAPWATER for other purposes.



9.2 Monthly Bill Payment Method

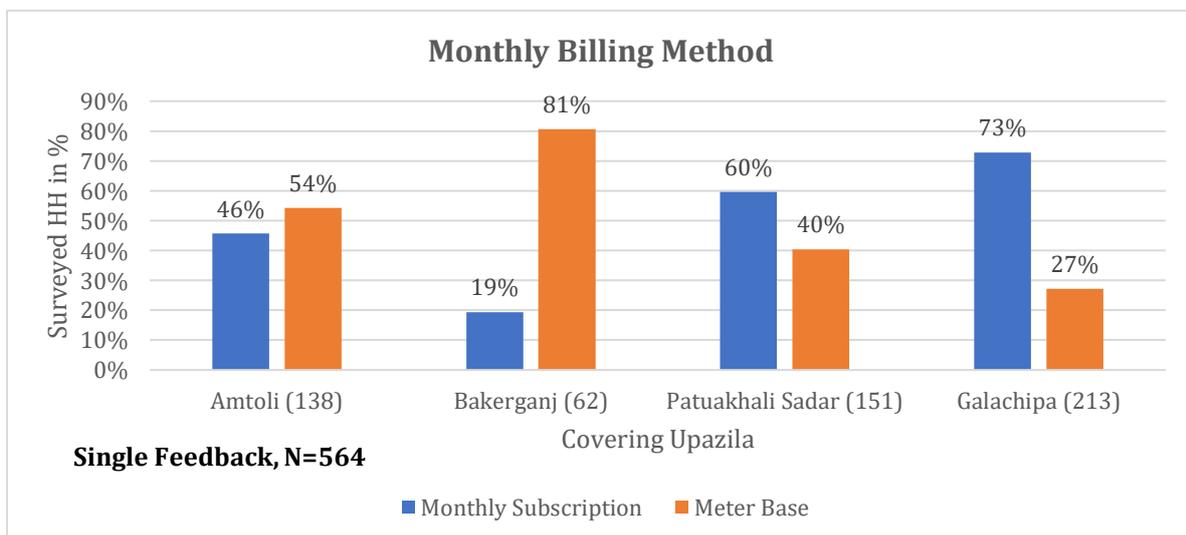
In the field survey it is found that in Amtoli Upazila, among 138 household majority (54%) of them have meter-based connection while the remaining 46% have monthly subscription-based connection.

In Bakerganj Upazila, among 62 household majority (81%) of them have meter-based connection while the remaining 19% have monthly subscription-based connection.

In Patuakhali Sadar Upazila, among 151 household majority (60%) of them have monthly subscription-based connection while the remaining 40% have meter-based connection.

In Galachipa Upazila, among 206 household majority (73%) of them have monthly subscription-based connection while the remaining 27% have meter-based connection.

The following chart represents monthly billing system.



9.3 Customer's Preferred Billing Method & Its Reasons

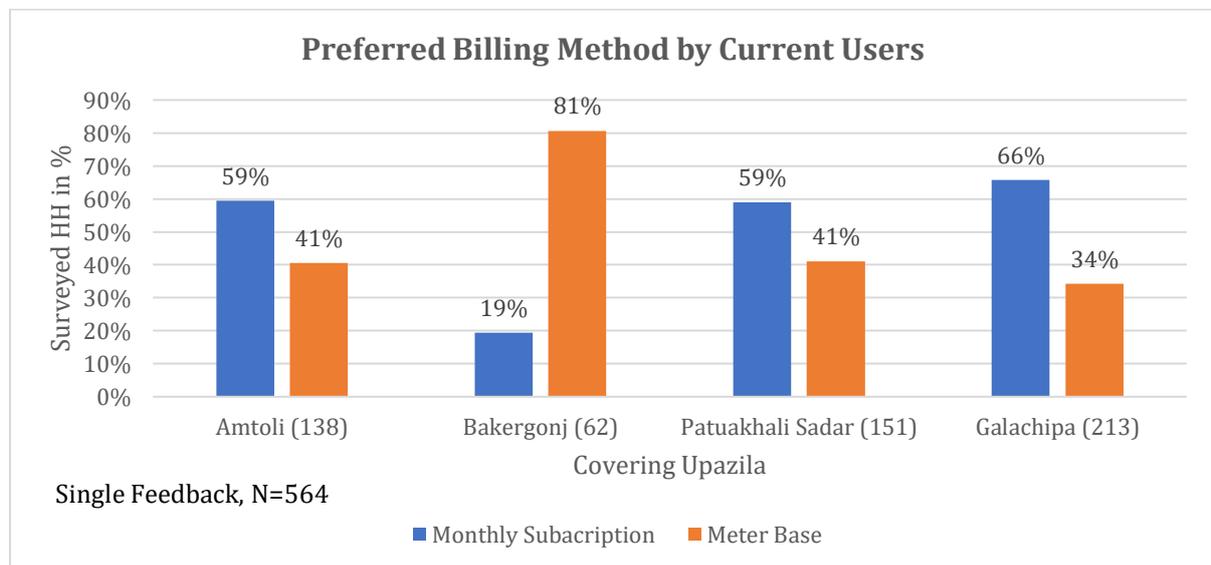
In the field survey it is found that in Amtoli Upazila, among 138 current users' majority (59%) of them prefer monthly subscription-based connection while the remaining 41% prefer meter-based connection.

In Bakerganj Upazila, among 62 current users' majority (81%) of them prefer meter-based connection while the remaining 19% prefer monthly subscription-based connection.

In Patuakhali Sadar Upazila, among 151 current users' majority (59%) of them prefer monthly subscription-based connection while the remaining 41% prefer meter-based connection.

In Amtoli Upazila, among 206 current users' majority (66%) of them prefer monthly subscription-based connection while the remaining 34% prefer meter-based connection.

The following chart represents preferred billing method by current users.



9.4 Customers' Favourite & Easiest way for Bill Payment

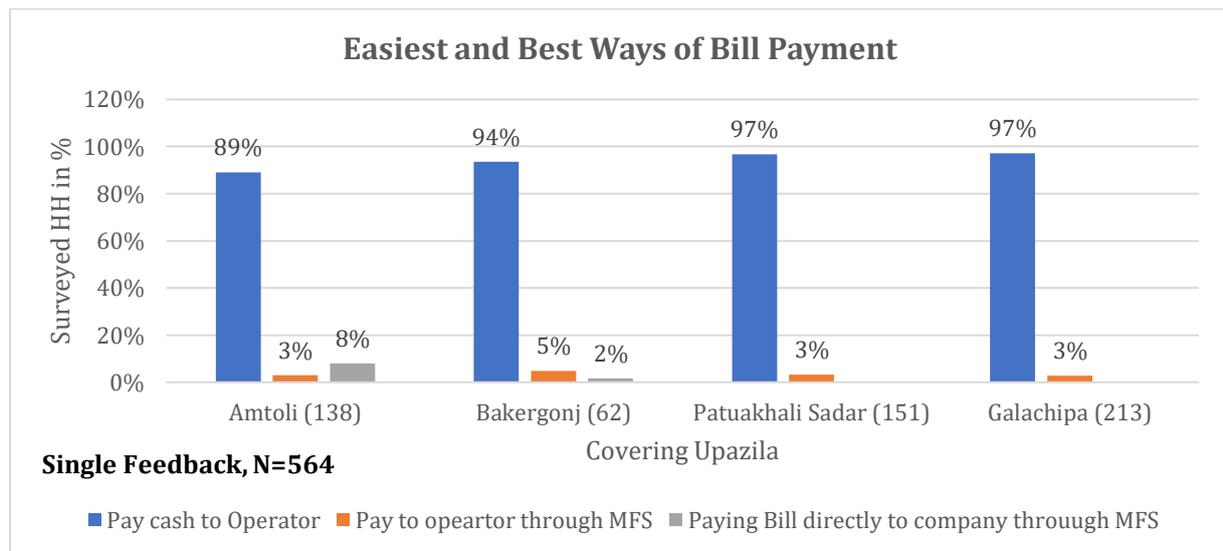
In the field survey it is found that in Amtoli Upazila, among 138 current users' majority (89%) of them stated pay cash to operator as the easiest and best way to pay water bill following by paying bill directly to company through MFS (8%) and the remaining 3% stated about pay to operator through MFS.

In Bakerganj Upazila, among 62 current users' majority (94%) of them stated pay cash to operator as the easiest and best way to pay water bill following by pay to operator

through MFS (5%) and the remaining 2% stated about paying bill directly to company through MFS.

In Patuakhali Sadar Upazila, among 151 current users' majority (97%) of them stated pay cash to operator as the easiest and best way to pay water bill while the remaining 3% stated about pay to operator through MFS.

In Galachipa Upazila, among 213 current users' majority (97%) of them stated pay cash to operator as the easiest and best way to pay water bill while the remaining 3% stated about pay to operator through MFS. The following chart represents the easiest and best ways of bill payment.



9.5 Reasons for not installing Meter Yet

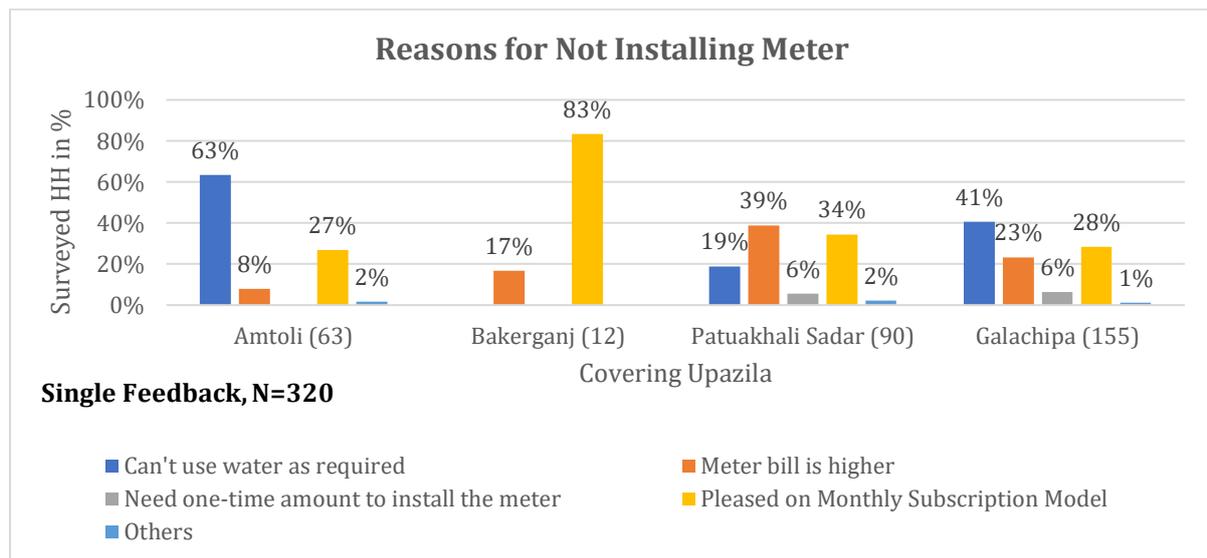
In the field survey it is found that in Amtoli Upazila, among 63 monthly contract-based customers majority (63%) of them are not installing meter because they can't use water as required following by pleased on monthly subscription model (27%), meter bill is higher (8%) and the remaining 2% stated some other reasons.

In Bakerganj Upazila, among 12 monthly contract-based customers majority (83%) of them are not installing meter because they are pleased on monthly subscription model and the remaining 17% stated meter bill is higher.

In Patuakhali Sadar Upazila, among 90 monthly contract-based customers majority (39%) of them are not installing meter because Meter bill is higher followed by they are pleased on monthly subscription method (34%), Can't use water as required (20%), need

one-time amount to install the meter (6%) and the remaining 2% stated some other reasons.

In Galachipa Upazila, among 155 monthly contract-based customers majority (41%) of them are not installing meter because they can't use water as required following by pleased on monthly subscription model (28%), meter bill is higher (23%), need one-time amount to install the meter (6%) and the remaining 1% stated some other reasons. The following chart represents the reasons for not installing meter.



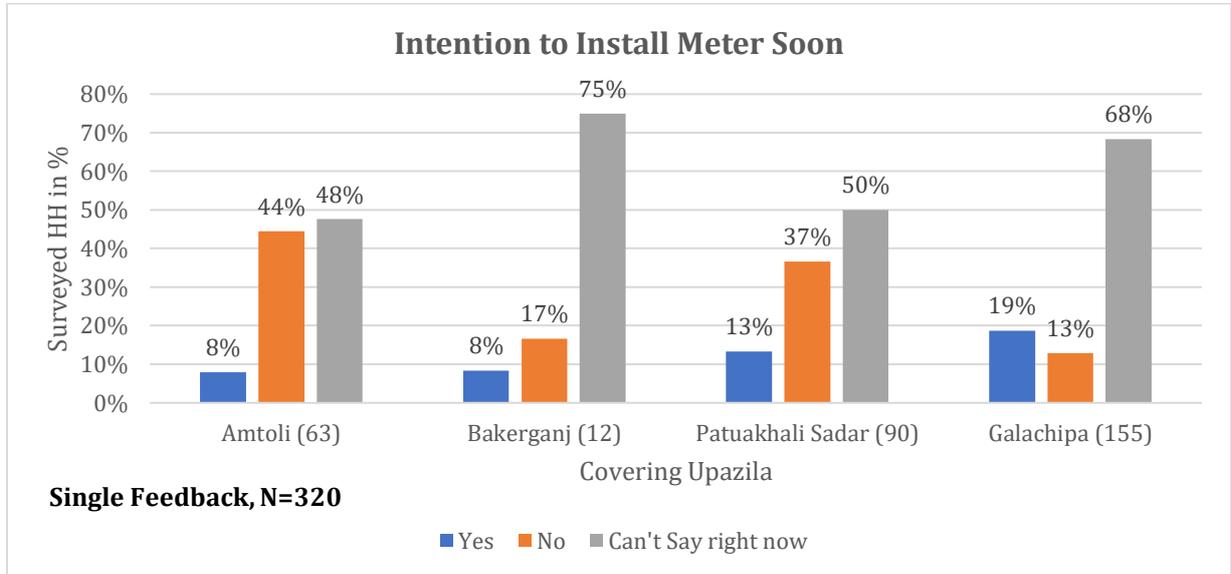
9.6 Customers' Plan to Install Water Meter

In the field survey it is found that in Amtoli Upazila, among 65 monthly contract-based customers majority (48%) of them are undecided about installing meter soon while 44% are not interested in meter installing and the remaining 8% are interested to install meter soon.

In Bakerganj Upazila, among 12 monthly contract-based customers majority (75%) of them are undecided about installing meter soon while 17% are not interested in meter installing and the remaining 8% are interested to install meter soon.

In Patuakhali Sadar Upazila, among 90 monthly contract-based customers majority (50%) of them are undecided about installing meter soon while 37% are not interested in meter installing and the remaining 13% are interested to install meter soon.

In Galachipa Upazila, among 155 monthly contract-based customers majority (68%) of them are undecided about installing meter soon while 19% are interested to install meter soon and the remaining 13% are not interested in meter installing. The following chart represents intention to install meter soon.



Section-Nine: Customers' Digital Inclusion

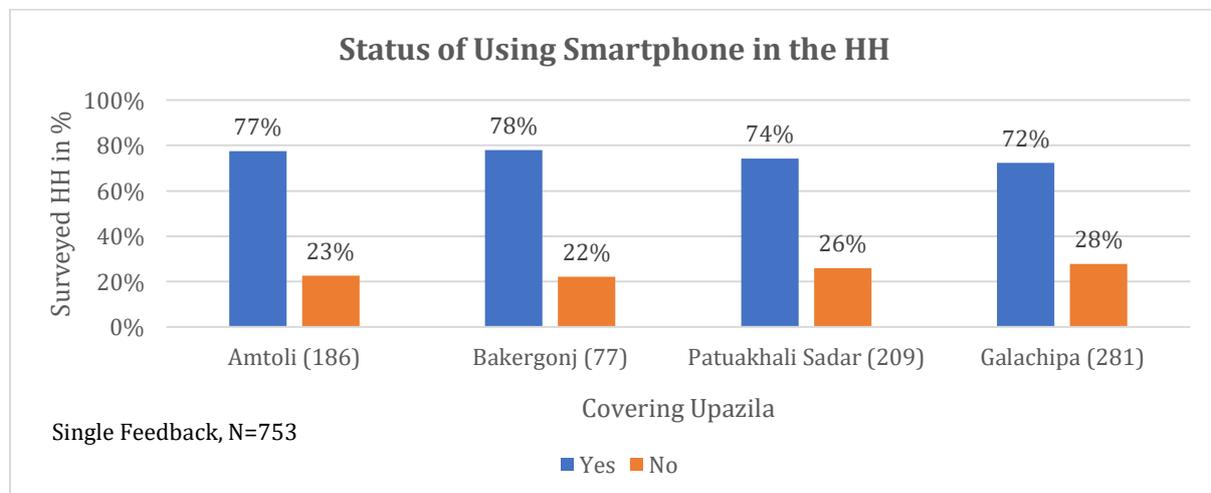
9.1 Customers' Status on Using Smartphone

In the field survey it is found that in Amtoli Upazila, among 186 household majority (77%) of them use smartphones while the remaining 23% do not use any smartphone in the family.

In Bakerganj Upazila, among 77 household majority (78%) of them use smartphones while the remaining 22% do not use any smartphone in the family.

In Patuakhali Sadar Upazila, among 209 household majority (74%) of them use smartphones while the remaining 26% do not use any smartphone in the family.

In Galachipa Upazila, among 281 household majority (72%) of them use smartphones while the remaining 28% do not use any smartphone in the family. The following chart represents the status of using smartphones in the HH.



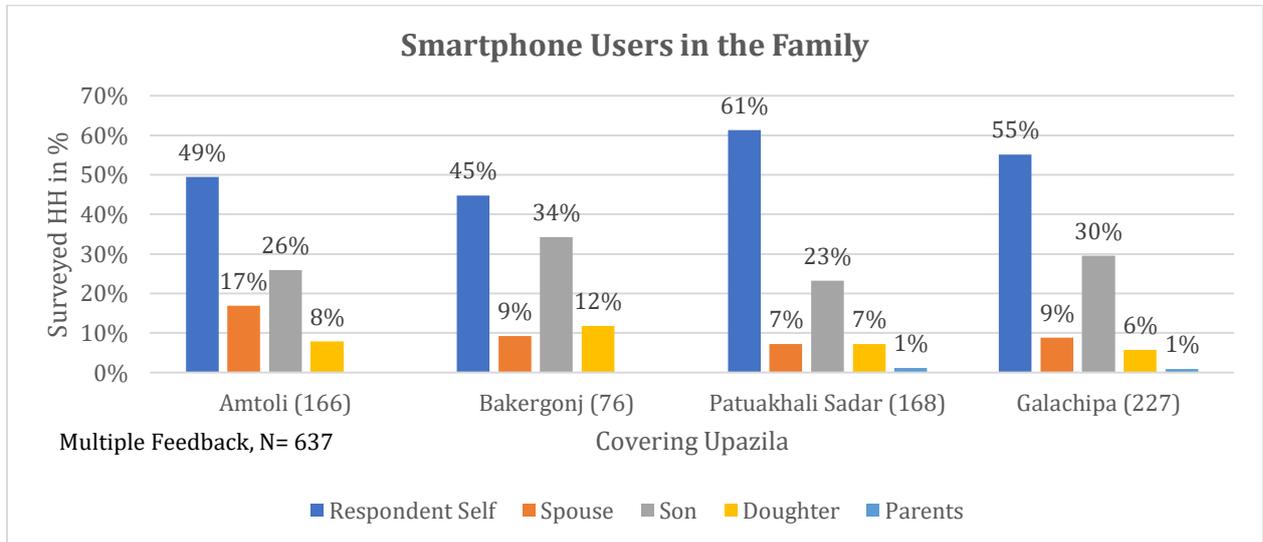
9.2 Smartphone User in the Family

In the field survey it is found that in Amtoli Upazila, among 166 household majority (49%) of the users are respondent themselves following by son (26%), spouse (17%) while the remaining 8% users are daughters.

In Bakerganj Upazila, among 76 household majority (45%) of the users are respondent themselves following by son (34%), daughter (12%) while the remaining 8% users are spouses.

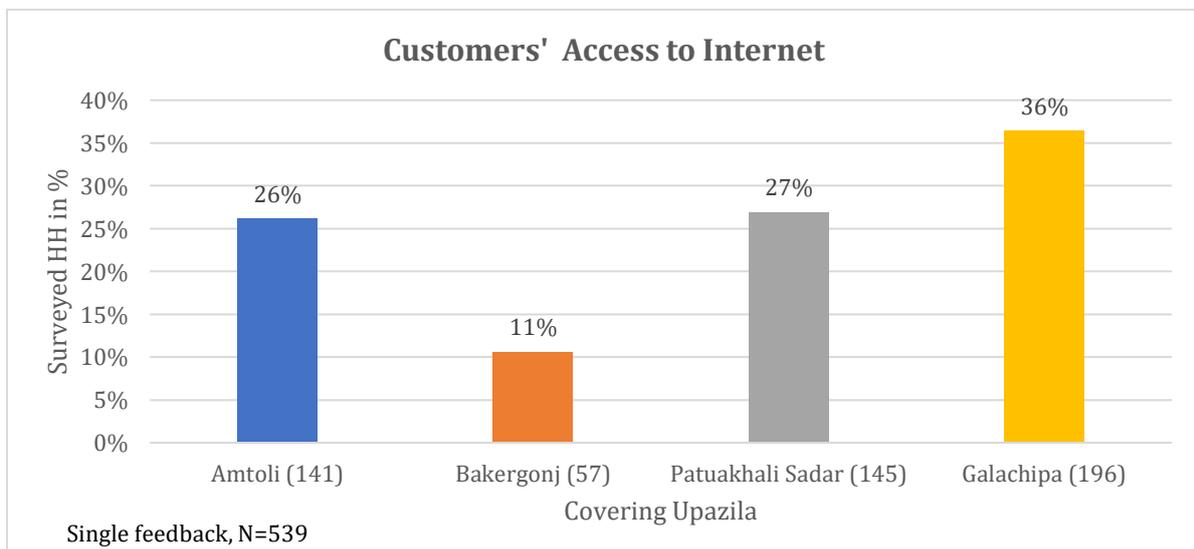
In Patuakhali Sadar Upazila, among 168 household majority (61%) of the users are respondent themselves following by son (23%), spouse & daughter (7%) while the remaining 1% users are parents.

In Galachipa Upazila, among 227 household majority (55%) of the users are respondent themselves following by son (30%), spouse (9%), daughter (6%) while the remaining 1% users are parents. The following chart represents smartphone users in the family.



9.3 Customers' Status on Access to Internet

In the field survey it is found that among 539 mobile phone users the majority (36%) of internet users are from Galachipa Upazila following by Patuakhali Sadar (27%), Amtoli (26%) and the remaining 11% are from Bakerganj Upazila. The following chart represents customers' access to internet.



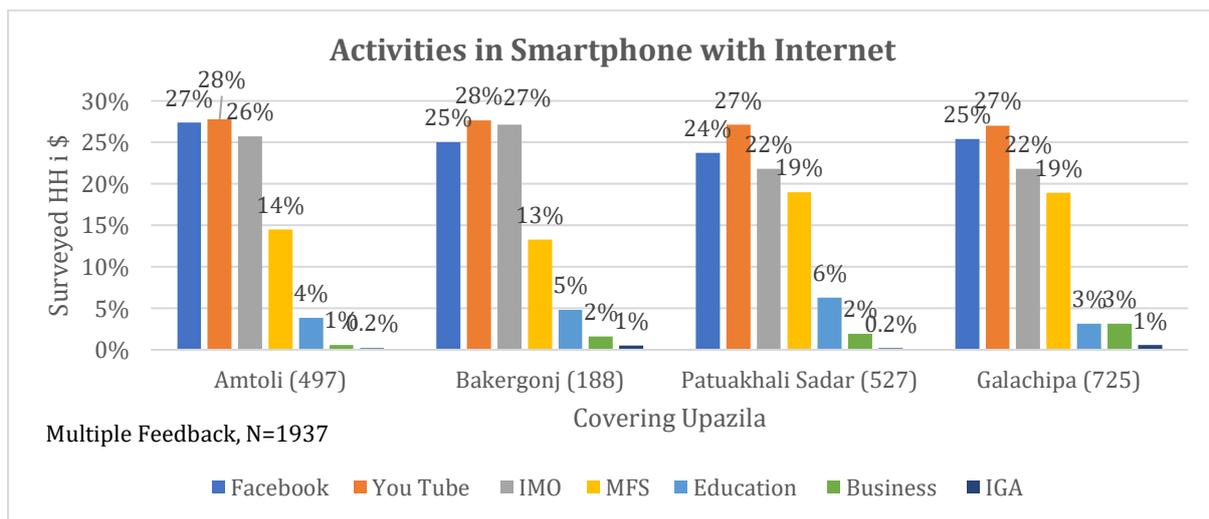
9.3.1 Activities on Smartphone through Internet

In the field survey it is found that in Amtoli Upazila, among 497 responses on internet activity majority (28%) of them use for YouTube following by Facebook (27%), IMO (26%), MFS (14%), for educational purpose (4%), Income Generating Activities (IGA) (2%) while the remaining 1% use internet for Business purpose.

In Bakerganj Upazila, among 188 responses on internet activity majority (28%) of them use for YouTube following by IMO (27%), Facebook (25%), MFS (13%), Educational purpose (5%), Business (2%) and the remaining 1% use internet for IGA.

In Patuakhali Sadar Upazila, among 527 responses on internet activity majority (27%) of them use for YouTube following by Facebook (24%), IMO (22%), MFS (19%), Educational purpose (6%), Business (2%) and the remaining 0.2% use internet for IGA.

In Galachipa Upazila, among 725 responses on internet activity majority (27%) of them use for YouTube following by Facebook (25%), IMO (22%), MFS (19%), Educational purpose & Business (3% respectively) and the remaining 1% use internet for IGA. The following chart represents activities in smartphone with internet.



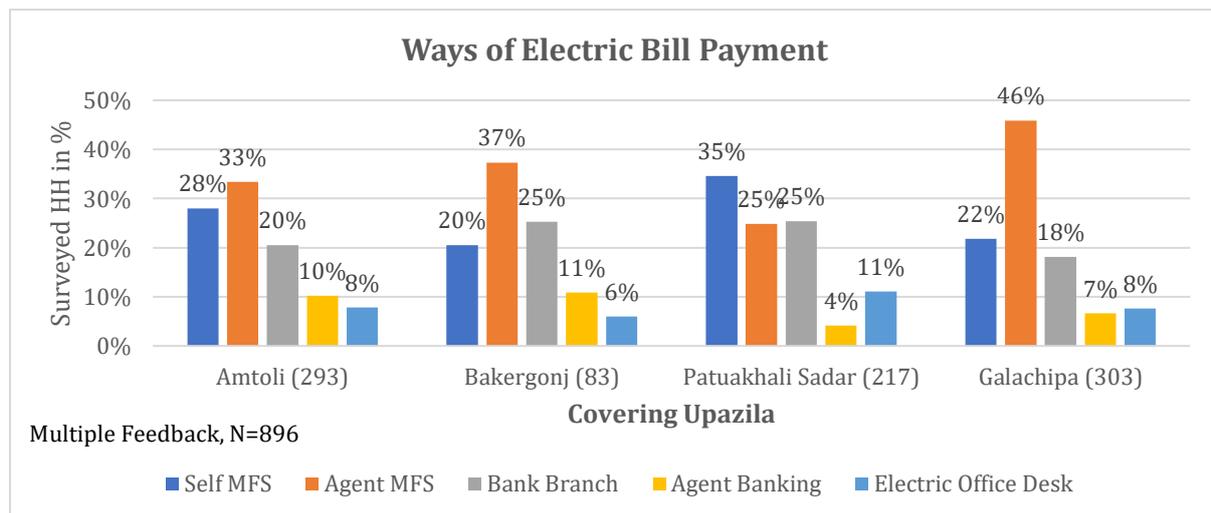
9.4 Customers' Electricity Bill Payment Practice

In the field survey it is found that in Amtoli Upazila, among 293 responses regarding electric bill, majority (33%) of them pay through Agent MFS following by Self MFS (28%), Bank Branch (20%), Agent Banking (10%) and the remaining 8% pay through Electric Office Desk.

In Bakerganj Upazila, among 83 responses regarding electric bill, majority (37%) of them pay through Agent MFS following by Bank Branch (25%), self MFS (20%), Agent Banking (11%) and the remaining 6% pay through Electric Office Desk.

In Patuakhali Sadar Upazila, among 217 responses regarding electric bill, majority (35%) of them pay through Self MFS following by Agent MFS & Bank Branch (25% each), Electric Office Desk (11%) and the remaining 4% pay through Agent Banking.

In Galachipa Upazila, among 303 responses regarding electric bill, majority (46%) of them pay through Agent MFS following by Self MFS (22%), Bank Branch (18%), Electric Office Desk (8%) and the remaining 7% pay through Agent Banking. The following chart represents the ways to electric bill payment.



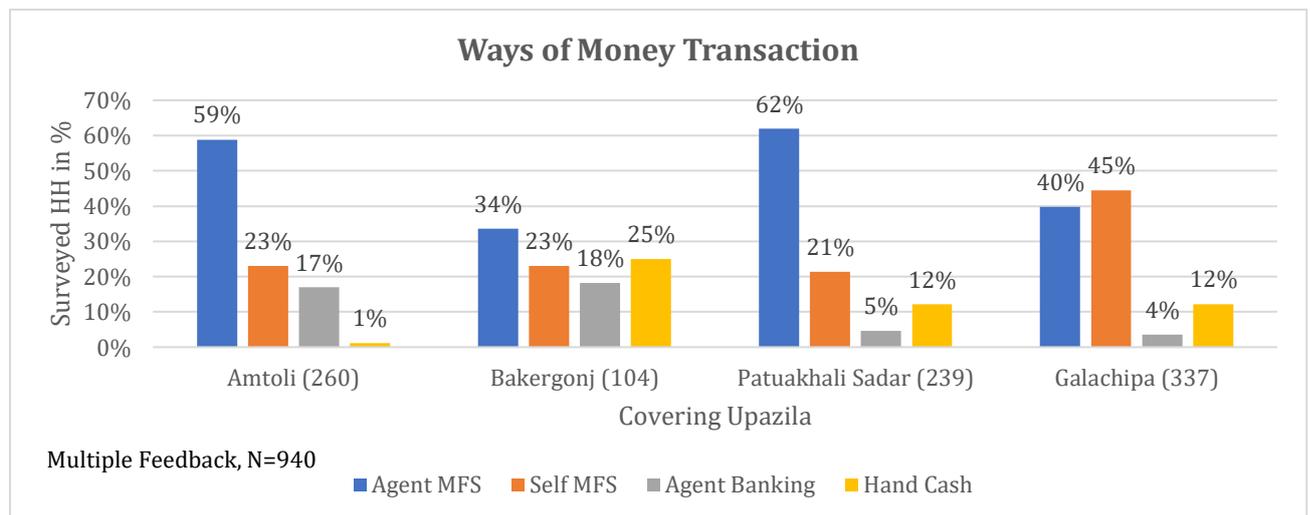
9.5 Customers' Practice on Money Transaction

In the field survey it is found that in Amtoli Upazila, among 260 responses regarding money transaction, majority (59%) of the household use Agent MFS following by Self MFS (23%), Agent Banking (17%) and the remaining 1% use Hand Cash system for money transactions.

In Bakerganj Upazila, among 104 responses regarding money transaction, majority (34%) of the household use Agent MFS following by Hand Cash (25%), Self MFS (23%) and the remaining 18% use Agent Banking for money transactions.

In Patuakhali Sadar Upazila, among 239 responses regarding money transaction, majority (62%) of the household use Agent MFS following by Self MFS (21%), hand Cash (12%) and the remaining 5% use Agent Banking for money transactions.

In Galachipa Upazila, among 337 responses regarding money transaction, majority (45%) of the household use Self MFS following by Agent MFS (40%), Hand Cash (12%) and the remaining 4% use Agent Banking system for money transactions. The following chart represents the ways to money transaction.



Section-Ten: Qualitative Study & Sessions

10.1 Patuakhali Sadar Upazila, Patuakhali

10.1.1 Key Informant Interview with DPHE

Respondent's Name: Md Sohel Rana

Respondent's Designation: Assistant Engineer, Department of Public Health Engineering

Contact: 01740978118

KII Location: New Market, Patuakhali sadar, Patuakhali, Barisal

KII Date: 17.09.24

KII Time: 1.15 PM

KII Conducted by: Abir Hasan (Research Assistant, PRITI Research & Consultancy Limited)

Summary of the Discussion

According to the respondent, there are some waterborne diseases that occur sometimes in different part of the Upazila like diarrhoea, cholera etc. Some water related problems such as salinity, water layer downfall and water colouring issue (reddish) come to see in some random places while installing deep tubewell. People use deep tubewell for drinking water otherwise they use canal & pond water for bath, cooking and washing clothes and other activities.

To mitigate this water related issues they have some initiatives on behalf of the Govt. like installing deep tubewell and some initiatives regarding hygiene and sanitations in community levels. Last year the govt. has installed over 50 deep tubewell in the Upazila.

There are some private and NGO initiatives regarding water solution in his area. As for the clean water supply Max Foundation have provided with piped water supply in household levels which is not adequate according to respondent. He appreciates these initiatives but there is a bigger part of the community who don't get the pure water for their daily chores. That's why people face many waters related problems.

The respondent suggestion includes, the first priority should not be the drinking water but hygiene because people do toilets in open spaces even today and most of the sanitary latrines are not hygienic as well.

He added that “যদিও ম্যাক্স ফাউন্ডেশন অনেক প্রত্যন্ত গ্রামে সাপ্লাই পানির ব্যবস্থা করে দিয়েছে কিন্তু এখনো জনগনের একটি বড় অংশ স্বাস্থ্যসম্মত পায়খানা এবং শতভাগ পরিচ্ছন্নতার আওতায় আসেনি। বেশ কিছু গ্রামে মানুষ এখনো বেশ কিছু দৈনন্দিন কাজে খাল এবং পুকুরের পানির উপর নির্ভরশীল যার ফলে দেখা যায় সাপ্লাই পানি ব্যবহার করার পরেও অনেক মানুষ বিভিন্ন পানিবাহিত রোগে আক্রান্ত হচ্ছে।”

“Although Max Foundation has provided water supply to many remote villages, a large section of the population is still not covered by sanitary latrines and 100% sanitation. In several villages, people still depend on canal and pond water for several daily activities, as a result of which many people are suffering from various water-borne diseases even after using the supply water.”

That’s why it is impossible to mitigate waterborne diseases without ensuring proper hygiene. As for the piped water service, the authority should ensure piped water service in remote area with hygiene otherwise it would be a failed initiative to eradicate waterborne diseases. It would also be better if some of the customers get free water supply connection as many of the family are living under poverty line that’s why it is not easy for them to spend BDT 2000 – BDT 5000 for getting a piped water connection.

Suggestions:

- First priority should be given to sanitation & Hygiene.
- Ensuring piped water supply in other remote area.
- Providing water connection without initial cost to some poor family.

10.1.2 In depth Interview with NGO Person

Respondent's Name: KM Enayet Hossain

Respondent's Designation: Executive Director, Social Development Agency (SDA)

Contact Number: 01712103394

IDI Location: P.T.I Road, Patuakhali sadar, Patuakhali, Barisal

IDI Date: 17.09.24

IDI Time: 2.20 PM

IDI Conducted by: Abir Hasan (Research Assistant, PRITI Research & Consultancy Limited)

Summary of the Discussion

According to the respondent there are some water related crisis in this area like salinity (some particular rural areas), iron contamination, lower water level and arsenic contaminated water. The respondent states that, water is very much related to the hygiene and health. To maintain a good health pure water is a must because water is the most important particle of our daily life. For example, he states that in rural area people are dependent on community health clinics if the surgery materials or other materials of treatment don't get properly washed with clean water then the people will get contaminated let alone get healed.

The SDA have installed many deep tubewell in community levels for ensuring pure drinking water specially after cyclone "Remal". Close to these deep tubewell they have installed community bath houses with surrounding 8-10 households through which people can bath and wash clothes with clean water maintaining hygiene and security for women. All of them are free of cost.

He added that "এখনো গ্রামের অনেক নারীদের খোলা পুকুরে বা খালে গোসল করা এবং কাপড় ধোয়ার মতো কাজগুলো করতে হয় যার ফলে অনেক সময় তাদের নিরাপত্তা এবং সংশ্লিষ্ট সামাজিক মর্যাদার উপর আঘাত আসে। এই সমস্যা সমাধানের উদ্দেশ্যেই আমরা আমাদের দেয়া গভীর নলকূপের পাশে bath house করে দিয়েছি যেখানে নারীরা নিজ নিরাপত্তা এবং পর্দা রক্ষা করে তাদের গোসল এবং কাপড় ধোয়ার মত কাজগুলো করতে পারে।"

"Many village women still have to perform tasks such as bathing and washing clothes in open ponds or canals, often compromising their safety and associated social status. In order to solve this problem, we have built a bath house next to the deep tubewell provided by us, where women can take bath and wash their clothes while protecting their safety and veil."

SDA have also installed Bio-Gas plants with human wastes which ultimate goal is to ensure proper use of sanitary latrines and proper hygiene. The purpose of the bio-gas

plant is to reduce open toilets and motivate people use sanitary toilets and maintain proper hygiene.

In this matter the respondent states that “গ্রামের মানুষজনের মধ্যে যেখানে সেখানে পায়খানা করার একটি প্রবনতা রয়েছে। শিশুদের মধ্যে এই বিষয়টি বেশি লক্ষ্য করা যায়। যার ফলে তারা ডায়রিয়া, কলেরা সহ বিভিন্ন পানি ও জীবানুবাহিত রোগে আক্রান্ত হয়। এই লক্ষ্যে Bio-Gas Plant করা যার মাধ্যমে মানুষজন সাহাস্যসম্মত পায়খানা ব্যবহার করে এবং খোলা যায়গায় পায়খানা করা থেকে বিরত থাকে কেননা এই Bio-Gas Plant এর মাধ্যমে সেসকল লোকজনেরাই সুবিধা পাচ্ছে।”

"There is a tendency among the village people to use the toilet wherever they are. This is more noticeable in children. As a result of which they are affected by various water and organism diseases including Diarrhea, cholera. For this purpose, Bio-Gas Plant has been built through which people use sanitary latrines and refrain from defecating in the open because those people are getting benefits through this Bio-Gas Plant."

Similar to Max TapWater the SDA also have an initiative to provide clean water through pipe line in community level in Khalishakhali area (Under development). The model will be social enterprise in which people will spend a very tiny amount (Monthly tariff) for this service from each household. The charge will be differed according to total HH members. The amount will be spent on the maintenance.

As for piped water supply of Max Foundation the respondent appreciates the program. According to his findings he states that there have some clashes between Max officials and customer regarding meter billing system. Apart from this the program is fine.

As for the suggestions for similar kind of initiators the respondent told that for ensuring public health only safe drinking water is not adequate but also the hygiene should be ensured. For this reason, SDA is looking forward to installing sanitary latrines in every HH in their piped water area.

some more suggestions are given below

- Ensuring sanitary latrines in HH.
- Creating public awareness and training programs on clean water usages and hygiene.
- Ensuring proper maintenance of the initiatives.
- Ensuring regular checking and updates accordingly.
- Regular meetings with beneficiaries and stakeholders.
- Taking steps according to cultural facts.

10.1.3 Key Informant Interview with Doctor

Respondent's Name: Dr. Hitaishi Roy (MBBS, DMU, CMU)

Respondent's Designation: Medical Officer, Patuakhali Medical College Hospital (BCS Health)

Contact: 01724100945

KII Location: Patuakhali Medical College Hospital, Patuakhali sadar, Patuakhali, Barisal

KII Date: 20.09.24

KII Time: 10.20 PM

KII Conducted by: Abir Hasan (Research Assistant, PRITI Research & Consultancy Limited)

Summary of the Discussion

People in Patuakhali sadar face various water-borne diseases. Among them Diarrhea and Cholera are more fatal and severe. People often get hospitalized with diarrhoea specially children and elderly persons. Apart these some people face different kind of skin diseases like allergy, tinea infection, atopic dermatitis etc. Some cases are seen among the pregnant women due to lack of proper hygiene and use of unsafe water for drinking and other chores.

The respondent states that, people in rural area who don't have safe water sources like deep tubewell, govt. supply water or submersible pump etc. are using pond water, canal water and river water as their main water sources. Though some of the HH have access to others' deep tubewell but it can't be possible for them to use that water for all of the household chores. Even people don't have proper knowledge to reserve rain water safely for later usages. That's why people are very much dependent on pond water and canal water for various chores.

The pond water and the canal water are very contaminated with several diseases due to human waste contamination.

The respondent states that “ মানুষজন যেসকল পুকুরে বা খালে গোসল করে এবং গ্রামের বেশিরভাগ পরিবারই রামার কাজে যেসকল পুকুরের পানি ব্যবহার করে দেখা যায় সেসকল পুকুর বা খাল কোন না কোন ভাবে পায়খানার সাথে সংযুক্ত। আবার অনেক সময় দেখা যায় যে যায়গায় মানুষ গোসল করছে, খালাবাসন খুচ্ছে অথবা রামার জন্য পানি সংগ্রহ করছে তার পাশেই হয়তো কেউ গবাদি পশু গোসল করাচ্ছে, ক্ষেতের ফসল খুচ্ছে অথবা কোন রোগীর জামাকাপড় বা বিছানার চাদর খুচ্ছে। এতে করে উক্ত পুকুরের পানি ব্যবহার করা প্রত্যেকেই আক্রান্ত হতে পারে।”

“The ponds or canals in which people bathe and most of the village families use water from the ponds for cooking are found to be connected to the latrines in one way or another. Sometimes it is seen that people are bathing, washing dishes or collecting water for cooking, next to it someone is bathing cattle, washing the crops of the field or washing the clothes or bed sheets of a patient. This can infect everyone who uses the water of the pond.”

The respondent is aware of Max TapWater service. According to her it's a very appreciable initiative but she claims that the water supplied by Max TapWater is not 100% safe for drinking or cooking. Because she is aware from some of her patients that the water contains Algae with other dirt. Majority of the people who have piped water connection in their households still dependent on pond water for cooking and tubewell for drinking water due the dirt and Algae.

Suggestions:

- Cleaning the water tank and pipe at least once in a week.
- Ensuring regular monitoring on water quality checkup.
- Organizing awareness and programs on usability of safe water in community levels.
- Encourage people not to use pond, canal or other contaminated water sources.
- Ensuring customers benefits in piped water supply to engage more user.

10.1.4 In-depth Interview with Civil Society

Respondent's Name: Jashim Khan

Respondent's Profession/Designation: Govt. Employee

Contact: 01715250399

KII Location: Moddho Ballavpur, Patuakhali sadar, Patuakhali, Barisal

KII Date: 18.09.24

KII Time: 2.00 PM

KII Conducted by: Abir Hasan (Research Assistant, PRITI Research & Consultancy Limited)

Summary of the Discussion

The respondent himself is a Max TAPWATER's customer. The piped water supply made the peoples' life of their village easier. There is some water related problems in their village like iron contamination, water colouring, lower water level for which in dry seasons people don't get drinking water even from deep tubewell. Another water issue is, due to being adjacent to riverside in monsoon when the water level of the river gets higher the tube well areas are gone under water and water crisis becomes severe whenever any flood occurs in the area.

Not every HH in the village have deep tube well facility on their own. People collect drinking water from others houses even if they have to carry the water from distant locations. As for the cooking water those people who don't have access to the deep tubewell or supply water have to rely on canal and river water. People usually bathe and wash clothes in river that's why it is not a big deal for them.

When the Max Foundation brought the piped water supply peoples' life got pretty much easier than before. Those who didn't have deep tubewell on their own had to borrow water from others' tubewell, now they don't have to go to others' HH to collect water because most of them have their own supply water connection.

The respondent states that “ একসময় আমাদের পুরো গ্রামে হাতে গোনা কয়েকটি বাড়িতে গভীর নলকূপ ছিল। দেখা যেত বেশিরভাগ মানুষজন আশেপাশের বাড়ি থেকে পানি নিয়ে খাওয়া এবং রান্নার কাজ করত। গোসল করা, কাপড় ধোয়া ইত্যাদি কাজের জন্য খাল এবং নদীর পানি ব্যবহার করত। Max Tapwater এর পানির লাইন আসার পরে মানুষজনের জীবন খুব সহজতর হয়ে গেছে। এখন খুব কম মানুষই অন্যের বাড়িতে যায় পানি নেয়ার জন্য। এই সাপ্লাই পানি যে শুধুমাত্র গভীর নলকূপ ছাড়া মানুষদের জন্য সবিধা বয়ে এনেছে এমনটি নয় বরং অনেকের বাড়িতে গভীর নলকূপ এমনকি নিজস্ব মোটর পাম্প থাকা সত্ত্বেও অনেকে পানির লাইন নিয়েছেন কেননা এতে করে গৃহস্থালি কাজকর্ম ঘরে বসেই করা যায়। এখন আর বৃষ্টির দিনে আর কষ্ট করে বাইরে কাদার মধ্যে কাজ করতে হয় না।”

“Once only a handful of houses in our entire village had deep tube wells. It was seen that most of the people used to take water from nearby houses for eating and cooking. They used canal and river water for bathing, washing clothes etc. People's lives have become much easier after the arrival of Max Topwater's water line.

Now very few people go to other's house to fetch water. This supply of water has not only brought comfort to people without deep tube wells, but many have taken water lines despite having deep tube wells in their homes and even their own motor pumps as it enables household chores to be done at home. Now people don't have to work outside in the mud on rainy days."

Even the respondent has Max TapWater line along with his personal motor pump. But there is an issue with supply water that, whenever the electricity is gone people have to go for other water sources because the water tank would go empty. During some natural disasters when the whole village is gone out of electricity people have to be dependent on canal and river water. Because of ground water level going down the deep tubewell are inactive that's why people cannot use the tubewell as alternative sources.

Problems with piped water:

- Lack of water supply due to electricity problem.

Suggestions:

- A small generator can be installed near water grid for electricity backup during natural disaster days.
- Auto switch can be installed in grid motor so that even in the middle of the people can get water supply.

10.1.5 Focused Group Discussion with Mixed Professional Group (Mixed Gender)

Professional Type: Mixed Professional

Gender Type: Male-Female (Multi age group)

Total Participant: 9 persons (5 male, 4 Female)

FGD Location: Dibupur, Patuakhali sadar, Patuakhali, Barisal

FGD Date: 18.09.24

FGD Time: 11.00 AM

FGD Conducted by: Abir Hasan (Research Assistant, PRITI Research & Consultancy Limited)

Summary of the Discussion

All the participants are customers of Max TapWater under the grid of Dibupur-3. The participants are of different age groups and different professional groups. The participants are using Max TapWater service through metered connection. They all are direct beneficiaries of Max TapWater.

The piped water service of Max TapWater has a very good impact and brought change in their daily lifestyle. Because of this kind of service, they can easily get water for household chores without pressing tubewell.

Despite being direct beneficiaries of Max Foundation, the participants have many complaints about Max's Commitment, business methods specially on billing method and water quality.

The participants claimed that the water quality of the piped line is very poor as they get dirt and algae in water. For these reasons they cannot use this water for drinking or cooking. They stated that they had complained multiple times to the grid operator but the operator oversaw the complaints and told the participants to communicate through regional office.

Another problem is the billing and other expense issue. One of the participants named Sheikh Farid (pseudonym) states that “প্রথমে আমাদেরকে বলা হয়েছিল যে নেদারল্যান্ড এর একটি দাতব্য সংস্থা সম্পূর্ণ বিনামূল্যে সদকায়ে জারিয়াহ হিসেবে গরিব এলাকাগুলোতে পানির সমস্যা সমাধানের লক্ষে সাপ্লাই পানির ব্যবস্থা করছে। এই কথা বলে প্রথমে সবার মন জয় করা হলো। কিন্তু আস্তে আস্তে আমরা দেখলাম এটি সম্পূর্ণ ব্যবসায় হিসেবে রূপ লাভ করলো। যেখানে আমাদের বলা হয়েছিল যে সদকায়ে জারিয়াহ হিসেবে পানি দেয়া হবে সেখানে এখন আমরা দেখছি যে বিদ্যুৎ অফিসের মতো করেই সকল বিল এবং খরচ দিতে হচ্ছে।”

“At first, we were told that a charity organization in the Netherlands called Max Foundation was providing water supplies to poor areas as a completely free charity as Sadkaye zariyah. By saying this, everyone's heart was won first. But slowly we saw it taking shape as a full-fledged business. Where we were told that water would be given as charity, now we see that all bills and expenses are to be paid just like the govt. electricity office.”

Participants have complaints on becoming tricked. Despite being offered free water when they were told to spend BDT 2000 as initial fee and connection cost they spent willingly as they will be provided by supply water. But soon after they were forced to upgrade the

connection under metered system. In metered system they have to pay BDT 26 per unit of total usages with 15% vat. They were okay with that. But they claimed that similar to govt. electricity service they also have to pay a minimum charge even if they didn't use that much water. Their point of complaint is that they had to buy meter on their own but they have to pay the extra bills for meter.

Another complaint is about grid operator and his non-cooperation. The participants claimed that the grid operator does not look after the customers problems or don't care about inconveniency of the customers. One of the participants told that, they had to pay bill for a single month without using any water because of the clash with the grid operator.

One of the participants who is aged 50+ years stated that the pipe line in his household got a leakage several days ago through which his household got spilled with water. After informing the grid operator multiple times the operator did not take any initiative to solve this problem.

Complaints of the customers:

- Poor quality water
- Higher bill than meter reading
- Higher expenses
- Water inadequacy
- Grid operator is not cooperative

Initiatives suggested/opinions by the participants:

- The water should be clean and available all the time
- Participants do not want the meter system
- Even if the meter is sustained, they want to pay the bill according to the meter readings
- Customers do not want to pay any extra bills in the name of minimum usage charge on the meter which they bought by themselves
- The grid operator should be outsider of the grid locality

10.1.6 Focused Group Discussion with Mixed Professional Group (Male Only)

Professional Type: Mixed Professional

Gender Type: Male (Multi age group)

Total Participant: 5 persons

FGD Location: Dibupur, Patuakhali sadar, Patuakhali, Barisal

FGD Date: 17.09.24

FGD Time: 11.00 AM

FGD Conducted by: Abir Hasan (Research Assistant, PRITI Research & Consultancy Limited)

Summary of the Discussion

All the participants are customers of Max TapWater under the grid of Dibupur-1 and Dibupur-2. The participants are of different age groups and different professional groups. The participants are using Max TapWater service through metered connection. They all are direct beneficiaries of Max TapWater.

According to the participants there are some water related issues in their area like lower level of ground water which is the main reason for not getting water in tubewell. In some areas there is iron contamination also.

Max TapWater brought their water related miseries to end in many extend. People are getting water in their households by a dedicated line for themselves. Now it is easy to collect water for cooking, washing clothes and other household chores. There was a time when all the people used to suffer from water crisis and had to borrow water from distant tubewell. Now they can easily avail water in their household in exchange of just a little amount as monthly tariff.

Although there are a lot of benefits of the piped water supply, the customers of under grid Dibupur-2 faces some problems regarding supply water.

The problems are given below:

- Water crisis in daily nights. People face water crisis after returning home from work
- There are dirt and algae in water which causes various skin diseases
- There is often bad smell in water that's why people can't use it as drinking water
- Some of the participants demand metered connections so that they can pay their bills based on their usage. Some families have to pay a similar amount as larger families of 5-6 members, even though their own family consists of only 2 people.

- Sometimes in urgent situation the operators cannot meet the solution because of her personal chores. Due to this the customers have to suffer sometimes regarding various issues like motor disability, electricity blackout, dirt in water etc.

Suggested Initiatives by the Participants:

- Water quality should be improved urgently
- Electricity crisis in grid motor should be solved
- Conduct serious investigation about water crisis in every night
- Change the operator if needed
- Providing both options for monthly tariff and meter system.

10.1.7 Case Study & Customers' Journey Mapping

Respondent's Profession/Designation: Housewife

Case Study Location: Purba Hetaliya, Patuakhali sadar, Patuakhali, Barisal

Case Study Date: 20.09.24

Case Study Time: 12.00 PM

Case Study Conducted by: Abir Hasan (Research Assistant, PRITI Research & Consultancy Limited)

Summary of the Discussion

Rahela Begum (Pseudonym) is a housewife. Her family consists of 5 members with husband, mother-in-law, 2 daughters and herself. Their main earning source is agriculture and some cattle. She is a customer of Max TapWater under purba hetaliya grid. They use Max's water for cooking, bathing, washing clothes and for being purified and other household chores. Before Max's connection they used to be dependent on canal water, river water and sometimes others' deep tubewell in distance.

They used to live a miserable life in absence of clean water as they didn't have their own deep tubewell or any other sources of clean water. About 2 years ago when they used to collect drinking water from a distant house, one day while she was collecting water by pressing tubewell handle the inner washer of the tubewell got broken. All of a sudden, the lady of that house through various harsh words and insulted her for this loss. Rahela came to house with a heavy heart and decided not to go to anyone's household for collecting water. So, they started to drink river water as they didn't have their own source.

One day her youngest daughter got sick with heavy diarrhoea. Her condition was too bad to endure for a mother. They admitted the daughter in sadar hospital and had to stay there for 12 days as her condition was very vulnerable. The doctors were unsure whether she will survive or not.

Rahela states that “আমার মেয়ের অবস্থা এতটাই খারাপ হয়ে গিয়েছিল যে ডাক্তাররা পর্যন্ত আশা ছেড়ে দিয়েছিল। আমার মেয়েটা আমাদের চোখের সামনে মৃত্যুর সাথে যুদ্ধ করছিল কিন্তু অসহায়ের মতো দেখা ছাড়া আর কিছুই করার ছিল না আমাদের। তবে ১০ দিন পর আল্লাহর রহমতে মেয়েটার অবস্থার উন্নতি হতে থাকে দেখে আমরা একটু স্বস্তি পাই। মোট ১২ দিন মৃত্যুর সাথে দুর্বিষহ যুদ্ধ করে আমার মেয়ে সুস্থ হয়ে ওঠে।”

My daughter's condition became so bad that even the doctors gave up hope. My daughter was fighting death in front of our eyes but we could do nothing but watch helplessly. Finally, after 10 days, by the grace of God, we get a little relief to see that the girl's condition is improving. After a total of 12 days of miserable battle with death, my daughter recovered.

After some days some people from Max Foundation came to their village with some local key persons and organized a yard meeting type program in a household close to Rahela's house, they got to know about Max TapWater and it's water supply. After hearing all of the discussions Rahela decided to get a connection from Max but they didn't have enough money for initial expenditure to get a connection. As they had a miserable family incident, Rahela's husband decided to sold one of the calves from the cattle house to get a connection. That's how the journey of Max TapWater in Rahela's house started.

As of today, Rahela still uses Max's water but they don't drink the water because there is dirt in the water coming through pipe. Though the pipe gets cleaned nearly twice a month but after some days they encounter with dirt and algae. So, they don't drink the water from Max. But if they get assurance of getting 100% clean water then they will start drinking Max's water again.

10.2 Amtali Upazila, Borguna District

10.2.1 Key Informant Interview with DPHE

Respondent's Name: Md Abdul Kuddus

Respondent's Designation: Assistant Engineer, Department of Public Health Engineering

Contact: 01799464833

KII Location: Upazila Public Health Complex, Amtali Chowrasta, Amtali, Barguna, Barisal

KII Date: 20.09.24

KII Time: 9.15 AM

KII Conducted by: Abir Hasan (Research Assistant, PRITI Research & Consultancy Limited)

Summary of the Discussion

According to the respondent, there are some waterborne diseases that occur sometimes in different part of the Upazila like Diarrhea, cholera Jaundice etc. There is some water related problems like salinity, chloride and iron contamination. People use deep tubewell for drinking water otherwise they use canal & pond water for bath, cooking and washing clothes and other activities. A major portion of the household do not have tubewell of their own as they don't have that financial capability and they don't get tubewell for political dishonesty of local govt. People get drinking water from distant households despite hardship.

To mitigate this water related issues they have some initiatives on behalf of the Govt. like installing deep tubewell and community-based motor pump in remote area using solar energy. Last year the govt. has installed over 20 deep tubewell and 3 solar motor pumps in the Upazila.

There are some private and NGO initiatives regarding water solution in his area. Nazrul Smriti Sangsad (NSS) a very reputed NGO in Amtali is working with water problem in the very remote area of Amtali. They provide jar water at free of cost to the people whenever a natural crisis of water happened whether it is flood or cyclone or any other natural hazard. NSS have also an initiative to provide clean water in household yard from a water tank which is filled by electric motor. There are also piped water supply service of Max Foundation who provide water supply through piped connection to inside the household with exchange of a tiny amount monthly. The respondent appreciates these initiatives as they are working hard to ensure clean water for the people of Amtali and because of these initiatives the people of Amtali are assured of clean water supply.

Suggestions:

- It would be better if the pipe connection reach to the toilets, basins and kitchen which is inside of the household.
- Water taps should be increased by number as toilet, basin and kitchen need separate lines to ensure proper hygiene. If someone have to carry water to the

toilets and after finishing, he goes to same tap to wash his hands where someone is washing dishes it could contaminate the dishes by bacteria of toilet.

- If it is possible to provide free connection as some of the family in the area are hand to mouth it would be more helpful.
- Including DPHE while initiating public health, water or WASH related programs.

10.2.2 Key Informant Interview (KII) with Doctor

Respondent's Name: Dr. Chinmay Hawladar

Respondent's Designation: Upazila Health and Family Planning Officer, Amtali

Contact: 01874174000

KII Location: Upazila Health Complex, Amtali, Barguna

KII Date: 19.09.24

KII Time: 10.30 AM

KII Conducted by: Abir Hasan (Research Assistant)

Summary of the Discussion

People in Amtali face various water-borne diseases. Among them Diarrhea and Cholera are more fatal and severe. There come some fatal cases of diarrhoea specially children in Upazila health complex. Some cases are seen among elderly people due to lack of proper hygiene and use of unsafe water for drinking and lack of WASH knowledge.

The respondent states that, people in rural area who don't have safe water sources like deep tubewell, govt. supply water or submersible pump etc. are using pond water, canal water and river water as their main water sources.

The pond water and the canal water are very contaminated with several diseases due to human waste contamination. In the case of tubewell being part of coastal area there are some case of salinity and iron contamination in surface water.

The respondent has joined in the Upazila just 4 months ago that's why he don't have enough knowledge of local NGOs initiatives regarding water. But in a awareness program he came to know about Nazrul Smriti Sangsad (NSS) and their pilot project of supply water which he thinks a great initiative and can play a vital role to mitigate drinking water related problems in Upazila.

Initiatives from DPHE:

- Awareness programs about safe drinking water. Not to use canal water for drinking and washing dishes.
- Training programs about WASH.
- Community check-up for waterborne diseases.
- Free medicine distribution in contaminated area

Suggestions:

- Ensuring 100% safe water to the people.
- Ensuring regular monitoring on water quality check-up.

- Organizing awareness and programs on usability of safe water and WASH in community levels.
- Encourage people not to use pond, canal or other contaminated water sources.
- Ensuring a reasonable pricing as the majority of the rural people live under the poverty line.
- Consulting with DPHE and Health experts in local levels while initiating public health, water or WASH related programs.

10.2.3 In-Depth Interview (IDI) with NGO

Respondent's Name: Mohammad Shahidul Islam

Respondent's Designation: Director Program, Nazrul Smriti Sangsad (NSS)

Contact: 01720510563

IDI Location: Pallabi RA, Amtali, Barguna

IDI Date: 19.09.24

IDI Time: 11.20 PM

IDI Conducted by: Abir Hasan (Research Assistant)

Summary of the Discussion

Nazrul Smriti Sangsad (NSS) is a local development NGO based in Amtali, Barguna. They are working in coastal area focusing on Climate Change, WASH, Health & Nutrition, DRR, Women Empowerment, Child Protection, strengthening good governance and policy advocacy funded by many international donors like World vision, Save the children, SWISS Contact, NGO forum and many others.

There is serious condition of waterborne diseases like diarrhoea. In running year during March-April nearly 400 people were severely affected by diarrhoea and bacteria.

To mitigate this kind of diseases and other water related problems they are working to encourage people in coastal area to preserve and use rain water as the surface water is contaminated with extreme salinity under their rain water harvesting program. They have some other initiatives to introduce technologies in desalinating water and Pond Sand Filters (PSF) in areas where people have financial capacity. And those who don't have financial capacity get clean water at free of cost.

Apart from these, they have other initiatives like installing deep tubewell. To strengthen water supply in community level they have a pilot project of piped water supply in Arpangashia union where people get clean water supply through piped connection like Max TapWater at free of cost. Though the service is free of cost for now but they have a plan to take a tiny amount as charge for maintenance. They're planning to handover the grid to the local people under an operator or manager who will take a very little charge from the users for regular expense and will take necessary initiatives to mitigate immediate problems after discussing with the local users. Officially they will hand over the grid to the user and they will run the grid under a manager chosen from them but NSS will continue to monitor regularly. The project is funded by World vision Bangladesh.

They have installed another water plant in Patharghata under which more than 450 families get direct benefits as the water crisis in Patharghata is severe. Even the pond and canals get dried in summer season and deep tubewell don't get water as the surface water level gets down in dry season. In this project they maintain a pond from which they provide water supply after purification. For this service they collect a very little amount

of money monthly from the beneficiary households as maintenance charge. The project is funded by Mutual Trust Bank.

Suggestions:

- Initiating awareness and training programs regarding WASH
- Develop climate viable water entrepreneurship concerning rural people.
- Engage coastal women in that entrepreneurships so that the women get developed at the same time.
- Taking initiatives to ensure sanitation to deal with waterborne diseases.
- Ensuring sanitary latrines in every household.
- Ensure proper distance from open toilets while boring pipes for tubewell or motor pumps.
- Take special measures for adolescent girl's hygiene from saline water.
- Collaborating with Govt. and local NGO to understand the real scenario and to implement more effective programs

10.2.4 In-Depth Interview (IDI) with Local Government

Respondent's Name: Abdul Barek Chowkidar

Respondent's Designation: Member, Gulishakhali Union Parishad

Contact:

IDI Location: Bainbuniya, Gulishakhali, Amtali, Barguna

IDI Date: 19.09.24

IDI Time: 2.45 PM

IDI Conducted by: Abir Hasan (Research Assistant)

Summary of the Discussion

The respondent is a freedom fighter and a very reputed person in his locality. He is in current committee of Gulishakhali Union Parishad as elected Member.

In some villages of Gulishakhali union some waterborne diseases are found like diarrhoea, cholera, jaundice etc. Though at present the cases are rare but sometimes diarrhoea and some skin diseases may see in areas where people are facing water crisis and unconscious about hygiene.

In some places of Gulishakhali water related problems like iron contamination may be seen and in dry season surface water level goes down creating a crisis for drinking water. Otherwise, there is no any major water related issues.

To mitigate water crisis and provide drinking water in remote area local Govt. of Gulishakhali union install community based deep tubewell every year. The number of deep tubewell vary regarding local governments' budget.

As for Max Tap Water's initiative, the respondent praised the program because it has made the life of the villagers easier through providing clean water in household levels. Many households do not have tubewell on their own. They had to carry water from other's houses and from distant community deep tubewell. Sometimes in case of emergency and in the time of natural disasters like heavy rainfall or flood those sources are also be unavailable for the people. So, people have to depend on canal and pond water which is dirty and contaminated with many waterborne parasites causing fatal waterborne diseases.

The respondent stated that “ম্যাক্স এর সরবরাহকৃত পানি মানুষের জীবনে বেশ ভালো প্রভাব ফেলেছে। আগে মানুষদের বাধ্য হয়ে পুকুর এবং ডোবার ময়লা পানিতে গোসল, কাপড় ধোয়া এবং খালাবাসন ধোয়ার মতো গুরুত্বপূর্ণ আজগুলো করতে হতো যার ফলে মানুষজন বিভিন্ন ধরনের পানিবাহিত রোগ এবং চর্ম রোগে আক্রান্ত হতো। এখনো যখন মাঝে মধ্যে বিদ্যুতের জন্য পানি থাকেনা তখন মানুষ পুকুরে গোসল করে আবার কিছু মানুষ অভ্যাসবসতই পুকুর এবং ডোবার পানিতে গোসল করে। যদি এই বিদ্যুতের সমস্যাটিও সমাধান হয়ে যায় তাহলে হয়তো মানুষ আরো কিছুটা নিরাপদ থাকতো। সব মিলিয়ে ম্যাক্স এর এই উদ্যোগটা খুবই ভালো এবং জনকল্যাণকর।”

“The water supplied by Max has made a great impact on people's lives. Earlier, people were forced to perform important daily activities like bathing, washing clothes and washing dishes in the dirty water of ponds and canals, as a result of which people suffered from various types of water-borne diseases and skin diseases. Even

when there is sometimes no water for electricity, people bathe in ponds and some people habitually bathe in ponds and canals. If this electricity problem is also solved then maybe people would be a little safer. All in all this initiative of Max is very good and does public welfare.”

Suggestions:

- Solve the electricity issue with a backup source.
- Proper maintenance and monitoring to reduce water wastage.
- Increase new connection in villages.
- Collaboration with local govt. and local non-political key persons

10.2.5 Focused Group Discussion (FGD) with Male Multi Age Group

Professional Type: Mixed Professional

Gender Type: Male (Multi age group)

Total Participant: 5 persons

FGD Location: Gazipur Bazar, Amtali, Barguna

FGD Date: 19.09.24

FGD Time: 01.15 PM

FGD Conducted by: Abir Hasan (Research Assistant)

Summary of the Discussion

All the participants are customers of Max TapWater under the grid of Gazipur Bazar-1 and Gazipur Bazar-2. The participants are of different age groups and different professional groups. Some of the participants are using Max's service through metered connection and some of them are using with monthly subscription. They all are direct beneficiaries of Max TapWater.

According to the participants there are some water related issues in their area like lower level of ground water which is the main reason for not getting water in tubewell. In some areas there is iron contamination and bad smell also.

Max TapWater brought their water related miseries to end in many extend. People are getting water in their households by a dedicated line for themselves. Now it is easy to collect water for cooking, washing clothes and other household chores. There was a time when all the people used to suffer from water crisis and had to borrow water from distant tubewell.

Participants who use metered connection expressed some dissatisfaction on meter service as this type of service have a minimum charge and variation unit prices. Their major point of dissatisfaction with metered service lies within meter charge. In their perspective even after buying the meter on their own they have to pay some extra money as minimum charge even if they used very little amount of water.

One the participants stated that “আমার পরিচিত বেশ কয়েকজন মাসিক চুক্তিতে পানি ব্যবহার করে যাদের পরিবারের মোট সদস্য ৫ জন এর ও বেশি তারা যেই পরিমাণ টাকা পরিশোধ করে আমার তার থেকেও ৫০ টাকা বেশি দিতে হয় অথচ আমরা মাত্র ৪ জন সদস্য পরিবারে। মিটার নেয়ার সময় আমাকে বলা হয়েছিল যে আমি যতটুকু পানি ব্যবহার করবো ঠিক ততটুকু পানির বিলই দিব, তখন কোন সর্বনিম্ন চার্জ বা এজাতীয় কিছু বলা হয়নি। কিন্তু মিটার নেয়ার পর দেখি আমি যত কম পানিই ব্যবহার করিনা কেন আমাকে সেই ৮ ইউনিটের বিলই দিতে হচ্ছে। এটা অতো বড় সমস্যা না তবে মিটার কেনার সময় বলে নিলে ভালো হতো। তাহলে হয়তো নিজের টাকা দিয়ে মিটার না কিনে মাসিক চুক্তি ভিত্তিক লাইনই নিতাম।”

“Several people I know use water on monthly contracts whose total family members are more than 5 members. I have to pay 50 taka more than what they pay but we are only 4 members in the family. At the time of taking the meter I was told that I will be billed for the amount of water I use only, no minimum charge or anything like that. But after taking the meter, I see that no matter how little water I use, I have to pay the bill for those 8 units. It's not that big of a problem but it would have been better to have been told when buying the meter. Then maybe I would have taken a monthly contract-based line instead of buying a meter with my own money”

Although there are a lot of benefits of the piped water supply, the customers mentioned about some problems regarding supply water.

The problems are given below:

- Water crisis whenever electricity is gone specially in the time natural calamity
- Sometimes dirt comes with water
- Extra bills in the name of minimum charge

Suggested Initiatives by the Participants:

- Water quality should be monitored regularly.
- Electricity crisis in grid motor should be solved.
- Remove minimum charge in metered connection.
- Providing both options for monthly tariff and meter system.

10.2.6 Focused Group Discussion (FGD) with Female (Multi Age Group)

Professional Type: Housewife

Gender Type: Female

Total Participant: 5 persons (Multi aged)

FGD Location: Gojkhali, Amtali, Barguna

FGD Date: 19.09.24

FGD Time: 03.50 PM

FGD Conducted by: Abir Hasan (Research Assistant)

Summary of the Discussion

All the participants are customers of Max TapWater under the grid of Gojkhali Bazar. All the participants are housewives and of different ages. All of the participants are using Max's service through by monthly subscription. They all are direct beneficiaries of Max TapWater.

According to the participants there may have seen some waterborne diseases like diarrhoea, cholera etc. but nowadays it's not a regular case. There is some surface water related issues in their area like lower level of surface water which is the main reason for not getting water in tubewell. In some areas there is iron contamination also.

Max TapWater brought their water related miseries to end in many extend. People are getting water in their households by a dedicated line for themselves. Now it is easy to collect water for cooking, washing clothes and other household chores. There was a time when all the people used to suffer from water crisis and had to borrow water from distant tubewell.

One of the major problems that the participants face dirt in the piped water. For the dirt they are facing some skin related issues and they cannot drink the water. The second problem is water crisis due to electricity and often short-circuit in grid motor. There is a regular crisis of electricity due to load shedding. Another vital problem is they have been pressurized to upgrade their connection from monthly tariff to metered connection but they don't have enough money to buy the meter.

Nilufa Akter (Pseudonym) one of the participants stated that “আমার নিজস্ব মোটর আছে যার মাধ্যমে পুকুর থেকে সরাসরি ট্যাংকে পানি উঠানো যায়। এই ব্যবস্থা থাকা সত্ত্বেও মাস্ক থেকে ২০০০ টাকা দিয়ে পানির লাইন নিয়েছি ভালো পানি পাবার আশায়। কিন্তু এখন দেখা যায় যে ময়লার জন্য সেই পানি ব্যবহার করতে পারছি না। এর মধ্যে আবার অফিস থেকে মিটার কেনার জন্য বল প্রয়োগ করা হচ্ছে। তারা বলছে যে মিটার না কিনলে নাকি পানি পাবে না। এই মিটার না কেনার জন্য কিছুদিন আগে ২ দিন পানি বন্ধ করে রাখা হয়েছিল। আমাদের মিটার কেনার মতো সামর্থ্য নেই যে মিটার কিনে নিব। যদি তারা মিটার দেয় তাহলে আমাদের মিটার ব্যবহার করতে কোন ধরনের সমস্যা নেই কিন্তু আমরা কিনতে পারবো না।”

“I have my own motor to pump water directly from the pond to the tank. Despite this arrangement, I paid BDT 2000 to Max for water line in the hope of getting good water. But now it can be seen that we cannot agree to use that water for dirt. Meanwhile, force is being used to buy meters from the office. They are saying that we will not get water if we don't buy a meter. A few days ago, water was shut off for 2 days due to non-purchase of this meter. We can't afford to buy meters. If they provide meter then we have no problem to use meter but we cannot buy the meter.”

The participants had shown some sympathy for the grid operator that she is operating the grid despite of being a lady. It seems very tough for her to go door to door multiple

days a week to collect bills. The operator goes door to door multiple times a week because of the pressure coming from the office if the monthly bill got missed by any customer in any month.

The problems are given below:

- Water crisis whenever electricity is gone specially in the time natural calamity.
- Often dirt comes with water.
- Pressure for getting meter by the office

Suggested Initiatives by the Participants:

- Water quality should be improved and monitored regularly.
- Electricity crisis in grid motor should be solved.
- Either the office should issue a new meter on their expense or stop using force for the meter
- Providing both options for monthly tariff and meter system.
- Bills can be collected through MFS to reduce the pressure from the operator.

10.2.7 Case Study & Customers' Journey Mapping

Respondent's Profession/Designation: Housewife (Widow)

Case Study Location: Gojkhali Bazar, Amtali, Barguna

Case Study Date: 19.09.24

Case Study Time: 5.00 PM

Case Study Conducted by: Abir Hasan (Research Assistant)

Summary of the Discussion

Zarina Begum (Pseudonym) is a widow. Her family consists of 3 members with a widowed daughter, a granddaughter and herself. Their main earning member of her family is her daughter who works as daily labour in others houses and cattle houses.

She is a customer of Max TapWater under Gojkhali Bazar grid. They use Max's water for cooking, bathing, washing clothes and for being purified and other household chores.

Before Max's connection they used to be dependent on canal water, river water and sometimes others' deep tubewell in distance.

Zarina Begum's husband belonged a very poor family. Being unable to install a deep tubewell, she (Zarina) had to collect water from a distant household who were comparatively rich. As that household was in a distant place, she had to pass through by walking in real distance. The suffering would start during rainy seasons. First of all, the tubewell was in a distant place on the other hand in rainy season the roads were either heavily muddy or under water. By walking through this muddy roads and dirty water, Zarina's toes were miserable affected but parasites. She is still suffering from this loss. During that period Zarina had to endure the harsh words from the tubewell owner. Sometimes in dry season when the tubewell had to press more to get a little portion of water, the owners used to speak harsh as they would think that the tubewell handle bar would be broken if it were pressed more. But the actual fact is they used to practice authority over Zarina Begum and others like her who used to collect water from that tubewell.

During this kind of hardship, one day she came to know that some NGO people came to a household and organized a yard meeting. Zarina sent her daughter to attend the meeting on behalf of her as she was very sick at that time. After finishing the meeting Zarina got to know that an NGO named Max Foundation will set up a water tank from where houses can get a water supply line through piped connection at the doorstep. Zarina was very excited after hearing this.

Zarina immediately borrowed some money from a relative and handover to her daughter to get a connection of Max TapWater and the journey of Zarina Begum with Max TapWater started from here.

As of today, Zarina can get her desired water for each and every household chore in her doorstep. She can bath whenever she wants, can wash the dishes properly and perform prayers after being purified with clean water.

10.3 Galachipa Upazila, Patuakhali District

10.3.1 Key Informant Interview (KII) with DPHE

Respondent's Name: Abdur Rahman

Respondent's Designation: Assistant Engineer, Department of Public Health Engineering

Contact: 01745321808

KII Location: Upazila Public Health Complex, Thana Road, Galachipa, Patuakhali, Barisal

KII Date: 18.09.24

KII Time: 5.30 PM

KII Conducted by: Abir Hasan (Research Assistant)

Summary of the Discussion

There is a common water related problem in Galachipa is salinity which is increasing day by day. Not everywhere but in some layers of surface there is excessive salinity. There are also cases of Iron contamination and Arsenic in some areas of Galachipa though it's in lower dimension.

With all of these problems there is another and most alarming issue is, the surface water level is going down day by day. For this reason, people have to dig some extra meter down while installing a tubewell or motor pump.

As for waterborne diseases, some bacteria have been found in several tubewell lines which caused fatal diseases like diarrhoea, jaundice and typhoid.

To mitigate this kind of problems they have taken initiatives like providing deep tubewell in community levels, checking the soil and water quality whether it is contaminated or not. They are also installing motor pump with 1000-liter tank in several schools collaborating with Directorate of Education Engineering from which not only students will get pure water but also people and community surrounding those schools will also get the pure water from there. This year they have an allotment to provide more than 50 motor pump and water tank.

As for local NGOs operation the respondent is unaware of any special initiatives regarding water because they were not informed or discussed with while taking measures. But the respondent has heard about Max's water supply service through his staffs and he appreciated them.

Suggestions:

- It would be better if the Max Foundation consult with DPHE while initiating this kind of projects or further extension.
- Soil and water testing before digging pipe for the grid.
- Focusing specially in saline and arsenic prone areas for grid installation by evaluating area's water condition
- Organize awareness programs and trainings in community level regarding WASH
- Making liaison with DPHE and other authorities for making successful development programs.

10.3.2 In-Depth Interview (IDI) Local Government

Respondent's Name: Md Humayun Kabir

Respondent's Designation: Member, Chiknikandi Union Parishad

Contact: 01734261980

IDI Location: Chiknikandi, Galachipa, Patuakhali

IDI Date: 18.09.24

IDI Time: 1.30 PM

IDI Conducted by: Abir Hasan (Research Assistant)

Summary of the Discussion

According to the respondent, in the IDI area there are some water-related problems seen. Mainly salinity and lower level of surface water. As for waterborne diseases currently, the cases are rare but in the near past there was an outbreak of diarrhoea and jaundice.

To mitigate these issues the local government has taken some initiatives like providing tubewells and initiating health camps with the support of the local health complex in the time

of disease outbreak. But the respondent thinks that the local govt.'s initiatives are not adequate for the local as the local govt. does not have that much budget or manpower.

A for Max TapWater, the respondent is also a beneficiary of piped supply water and he appreciated Max's piped water service so much.

He stated that “অত্র এলাকায় খাবার পানির প্রচুর সমস্যা ছিল। দৈনন্দিন কাজে মানুষজন পুকুরের পানি ব্যবহার করতো। তবে খাওয়ার পানির জন্য মানুষদেরকে দূর দুরান্ত থেকে পানি নিয়ে আসতে হতো কেননা বেশিরভাগ মানুষের বাড়িতে টিউবওয়েল ছিল না এবং এখনো নেই। গ্রামে হাতেগোনা যেকয়টি টিউবওয়েল ছিল তাও আয়রন আক্রান্ত এবং লবনাক্ত ছিল এমনকি কিছু টিউবওয়েলে আর্সেনিক পর্যন্ত পাওয়া গেছে। তবে ম্যাক্স ফাউন্ডেশন তাদের তাদের এই পাইপলাইন সার্ভিস নিয়ে আসার পর মানুষ বেশ স্বস্তিতে আছে। এখন আর কাউকে দূর থেকে পানি আনতে হয় না।”

“There was a lot of food and water problems in the area. People used pond water for daily work. But for drinking water, people had to bring water from far away because most of the people did not have tube wells in their houses and still do not have them. The few tubewell in the village were also iron infested and salty and even arsenic was found in some tubewell. But people are relieved after Max Foundation brought them this pipeline service. Now no one has to fetch water from far”

Despite expressing highly positive about Max TapWater the respondent pointed out some problems which the customers face and as he is also a customer of Max he personally realizes them. Sometimes the water gets infected with dirt and becomes smelly. As the tank gets cleaned in a while so it's not the major issue for the customers. But the water crisis created because of load shedding and when any natural calamity occurs the electricity got out for days and the customers have to suffer again for water. The respondent suspects that, though it is a very critical issue for Max but if it does not solve the ultimate objective of Max would be in vain.

Suggestions:

- Solve the electricity issue with a backup source.
- Proper maintenance and monitoring to reduce water dirt.
- Increase new connection in villages.

10.3.3 Focused Group Discussion (FGD) with Mixed Gender

Professional Type: Housewife

Gender Type: Male-Female (Multi aged group)

Total Participant: 6 Female

FGD Location: Mazgram, Chiknikandi, Galachipa, Patuakhali

FGD Date: 18.09.24

FGD Time: 03.45 PM

FGD Conducted by: Md. Arif Hossain (Research Assistant, PRITI Research & Consultancy Limited)

Summary of the Discussion

All the respondents are female (Housewife) and current users of Max Social Enterprise. Before receiving the water supply from Max, everyone used to drink water from deep tube wells and used it for other activities. Among the houses nearby, only two had deep tube wells, and everyone would fetch water from there for drinking and household tasks. Even though the tube well water was good, they faced a lot of hardship and inconvenience in collecting it. They had to walk a bit from their houses to fetch water, and carrying heavy pitchers filled with water was quite challenging. Additionally, during the rainy season, they had more difficulties due to mud and stagnant water outside, which they had to

ignore to collect water. Moreover, drawing water from 1,000 to 1,100 feet deep by pressing the handle of the well was also very difficult.

Now, with the supply from Max, they have benefited greatly, and their daily activities have become much easier. They no longer need to fetch water from rivers or ponds for cooking. They can meet all their water needs while sitting at home, saving them a lot of time. They can finish cooking on time and focus on other tasks.

While they are satisfied with the water from Max, they do have some complaints:

- Water is not always available.
- Sometimes, the water contains dirt.
- Cleaning the water tank every two months results in algae in the water.

All the participants in this focus group discussion (FGD) pay their monthly bills, which range from 200 to 300 taka. If there is any issue with the grid, they inform the office, which assesses the problem and resolves it promptly.

They have no complaints about the bills and claim that they pay their water bills to the operator on time. Additionally, the operator comes to collect the bills from them. If they don't have cash on hand, they sometimes pay later.

One respondent added that “আমরা সবসময় ঠিক মত টাকা প্রদান করে দেই, টাকা নিয়ে আমাদের সাথে কোন বামেলা হয় না। তবে অনেকে ঠিক মত টাকা প্রদান করে না। অপারেটরকে অনেকবার ঘুরায় এবং পরিশেষে বলে যে আগামী মাসে দিবে কিন্তু শেষমেশ দেখা যায় যে ওই মাসেও টাকা দেয় না। তাদের অভ্যাসই হচ্ছে টাকা নিয়ে নয়ছয় করা”।

One respondent mentioned, “We always pay our money correctly; there’s no trouble with payments. However, some people do not pay on time. They make the operator go around multiple times and eventually say they will pay next month, but in the end, they do not pay that month either. It seems to be their habit to delay payment.”

Moreover, there is a bank near their houses where they go to pay their electricity bills. They also use bKash and Nagad for various transactions. To their knowledge, not everyone has an Android phone, and not everyone is familiar with using bKash and Rocket.

Improvement Areas and Suggestions:

Although they have benefited greatly from this water supply, it would be better if they could receive uninterrupted water supply all the time. There are often power outages,

and if a generator could be arranged, it would be very helpful for them. Finally, they request that the water tank be cleaned at least once a month.

10.3.4 Focused Group Discussion (FGD) with Mixed Gender & Multi Age

FGD Type: Commercial

Gender Type: Male-Female (Multi aged group)

Total Participant: 6 Male

FGD Location: Chiknikandi Bazar, Galachipa, Patuakhali

FGD Date: 18.09.24

FGD Time: 01.30 PM

FGD Conducted by: Md. Arif Hossain (Research Assistant)

Summary of the Discussion

All the respondents in the FGD are shopkeepers at Chiknikandi Bazaar. They use Max water only for running their shops. On average, 150 to 200 people visit their shops daily. They use Max water for making tea, cleaning furniture, and drinking. Before getting Max's water line, many of them had to travel long distances, sometimes by van, to fetch water. Some even walked far distances, manually pumping water from tube wells and carrying it back on their heads. Just before Max water arrived, they hired someone to bring water to the market, which cost them 1,500 taka per month. Collecting water for running their shops was a significant hassle.

After receiving the Max water line, they experienced many benefits:

- Their daily tasks became much easier.
- It saves them time.

- Costs have decreased.
- They no longer need to rely on others for water.
- Their shop activities no longer get delayed due to water shortages.

While they are greatly benefited by Max's water, they do have a few complaints:

- In the morning, when they open their shops, they often don't get water.
- Sometimes, the water is dirty.
- Water is usually unavailable during noon.
- They frequently have to call the operator when there's no water.

Additionally, when the electricity goes out, the motor stops working. The operator is not always near the grid, so it takes time to restart the motor.

They have no issues with the bill, and they pay regularly. They are also interested in getting meters installed.

Improvement areas:

- It would be helpful to have a generator.
- An automatic motor on/off system would be beneficial.
- The water tank should be cleaned at least once a month.

10.3.5 Case Study & Customers' Journey Mapping

Respondent's Profession/Designation: Housewife (Widow)

Case Study Location: Mazgram, Chiknikandi, Galachipa, Patuakhali

Case Study Date: 19.09.24

Case Study Time: 2.45 PM

Case Study Conducted by: Abir Hasan (Research Assistant)

Summary of the Discussion

Jamila Khatun (Pseudonym) is a 60 years old widow. She lives in a very poor family with her son, daughter-in-law and a grandchild. The only earning member in her family is her only son who is a skilled carpenter.

Jamila's husband died many years ago. As they live in riverside there are water surge during heavy rainfall. As they don't have any deep tubewell in their household they had to carry drinking water from other distant house. Some years back when Jamila's son didn't marry yet Jamila had to perform all the household tasks alone even in this old age.

One day when Jamila went to the house from where she used to collect drinking water, the lady from that house shouted at Jamila very badly because a bucket full of water got broken accidentally. At this old age Jamila couldn't take these kinds of harsh words for this simple accident. After that day Jamila used to collect drinking water from a relative's house who lived in comparatively far from that house.

Though Jamila's hardship became over in some extend as her son got married but they had to continue carry water from that distant relatives' house. One day Jamila's son came

to house with a great news that he heard from local bazar that an organization named Max Foundation will bring clean water supply through piped connection inside oh their household. The whole family felt excitement because finally their hardship will come to an end. Jamila's son hustled here and there for some money to get connection. After some days, Jamila's son contacted with Max officials through grid operator with some of his collected money and some borrowed from others and finally they got their piped water connection from Max TapWater.

Now Jamila and her family don't have to go anyone's houses to bring water as they have a water tap connection inside of their household. According to Jamila it's a blessing for her during this age because it is very hard to walk further for someone like her at the old age.

10.4 Bakerganj Upazila, Barishal District

10.4.1 Key Informant Interview (KII) with DPHE

Respondent's Name: Md Sekandar Ali Hawlader

Respondent's Designation: Assistant Engineer, Department of Public Health Engineering

Contact: 01823476604

KII Location: Upazila Complex, Bakerganj, Barisal

KII Date: 19.09.24

KII Time: 11.00 PM

KII Conducted by: Md. Arif Hossain (Research Assistant)

Summary of the Discussion

The respondent explains the common and shared water usages behaviour of the people of Bakerganj Upazila. He claims that people beyond the Pouroshova used to utilize deep tubewell, ponds, rivers and reserved rain water as the regular sources of water supply for accomplishing their regular household chores. Normally they used to drink deep tubewell water which is contaminated with iron, arsenic and harmful particles (DPHE found in installing community- based deep tubewell across this region) and respectively pond and river's water for cooking and other household activities which is used by purifying with alum. The ways of water purification are enough for water born disease resistant. This habit of using different sources of water leads to the emersion of different water born disease like Diarrhea, cholera, dysentery, typhoid and jaundice etc.

To eradicate this water related problems, the government (DPHE) completed small community-based water supplying initiative by installing 18 deep tubewell for 180 people in the fiscal year 2023-24. They also setup 69 pure drinking water supply points and hand washing basins in various govt. primary schools. Furthermore, the current project of stablishing 20 more washing block is going on. They also ensured 21 kilometres of pipe line water supply for 1000 households in the Pouroshova area.

The respondent is aware of the initiatives of Max foundation and he claims that the range of piped water supply provided by Max Foundation is so little in terms of fulfilling the demand of the entire household of this region.

Keeping aside above all the initiatives, the respondent added that "ম্যাক্স ফাউন্ডেশন যেই পানি সরবারহ করে থাকে তার গুণগত মান সম্পর্কে আমি ঠিক জানি না। তবে তারা যে সাধারণ জনগণকে তাদের দোরগোড়ায় পানি সরবারহ করছে সেটি সত্যি প্রশংসনীয়। তবে তাদের কাজের মাত্রা খুবই স্বল্প পরিসরব্যাপি যা উক্ত অঞ্চলের প্রতিটি বাড়িতে বিশুদ্ধ পানি সরবারহ করতে যথেষ্ট নয়। ফলে পানিবাহিত রোগ থেকে মুক্তি পাওয়া ও সাহুসম্মত জীবনযাপন নিশ্চিত করা সম্ভবপর হচ্ছে না। তাই সরকার এবং এনজিও গুলোকে যুগপথ কাজ করে যেতে হবে বলে আমি মনে করি।"

"I am not fully aware of the quality of the water supplied by Max Foundation. However, it is truly commendable that they are providing water to the general public at their doorstep. That said, the scope of their work is quite limited and not sufficient to supply clean water to every household in the region. As a result, it is not possible to fully eliminate waterborne diseases and ensure a healthy lifestyle. Therefore, I believe that both the government and NGOs need to work together continuously."

The respondent suggests that the proper sanitation and hygiene maintenance along with the water supply should emphasize simultaneously because these all are interconnected with each other.

10.4.2 In-depth Interview (IDI) with Local Government

Respondent's Name: Ashrafuzzaman Khan Khokon

Respondent's Profession/Designation: Chairman, Bharpasha Union Parishad

Contact: 01712529858

KII Location: Bharpasha Union Parishad, Bakerganj, Barisal

KII Date: 19.09.24

KII Time: 2.00 PM

KII Conducted by: Md. Arif Hossain (Research Assistant)

Summary of the Discussion

The respondent is the current chairman of the Bharpasha Union Parishad in Bakerganj district. He is committed to implementing all local government projects. He mentions that due to the relatively low-lying nature of their area, water naturally accumulates. Especially in rivers, canals, and ponds, water is available throughout the year to varying degrees. However, the main concern is the quality and usefulness of that water. Their primary issue is ensuring safe drinking water. Typically, people in this area drink water from deep tube wells, ponds, and rainwater. They use various local methods to purify drinking water.

He further mentioned that although he has no direct role in providing safe water, whenever the government takes any initiative, he helps implement it. According to him, the government allocates resources to install 10-12 deep tube wells per year, which is insufficient to meet the needs of the local population.

He added that “আমি যখন ২০১১ সালে চেয়ারম্যান হই তখন সরকারের পাশাপাশি এনজিও থেকে অনেক বরাদ্দ পেয়েছি। একটি বিদেশি এনজিও আমাদের সাথে সমন্বয় করে আমাদের এই অঞ্চলে ৩৫০ টি গভীর নলকূপ দিয়েছে। যা এখন তেমন আসে না”

He said, 'When I became chairman in 2011, we received significant support from NGOs alongside the government. A foreign NGO coordinated with us and installed 350 deep tube wells in our region, but such assistance is no longer available.'

He claims that the safe and pure water crisis in this region cannot be resolved by the installation of just a few government-provided deep tube wells. The respondent is aware of Max's activities and praises the initiative, acknowledging that it is certainly a good effort. However, he believes that this service is only available in limited areas, which will not be enough to meet the needs of the entire community.

He also stated that the tube wells installed over the years are now producing less water, as the water layer is gradually receding, making it harder to access water. Additionally, their area is becoming increasingly densely populated. He feels that the Max grids available in his area are insufficient, and there should be more grids, with water lines provided to every household so that everyone can be relieved from the safe water crisis.

According to him, diarrheal diseases are most common in this region. Throughout the year, people suffer from various waterborne diseases. Last year, several people died due to waterborne diseases. Therefore, there is no alternative to ensuring safe water in this region.

His advice is that if water can be supplied like Max is doing, people will benefit and be free from germs and diseases. He also expressed his willingness to help in any way if needed for these efforts.

10.4.3 Focused Group Discussion (FGD) with Mixed Professionals

Professional Type: Mixed Professional

Gender Type: Male-Female (Multi age group)

Total Participant: 6 persons (2 male, 4 Female)

FGD Location: Atakathi, Bakerganj, Barisal

FGD Date: 19.09.24

FGD Time: 01.00 PM

FGD Conducted by: Md. Arif Hossain (Research Assistant)

Summary of the Discussion

All the participants are customers of Max TapWater under the grid of Atakathi. The participants are of different age groups and different professional groups. The participants have been using Max TapWater service for few days and through meter connection system. They all are direct beneficiaries of Max TapWater.

Before coming under the service of MAX TAPWATER, all the respondents were used to drink deep tubewell water and pond water for cooking and other household activities. Despite having the opportunity to have deep tubewell water, they took the line of max supply water. Reasons behind this motivation are given below;

- Get rid of pressing hard tubewell
- In the rainy season, it was difficult to go outsider for bringing water from tubewell.
- Household activities become very comfortable due to having water supply into their households.
- Deep tubewell installing cost is being saved by this supply water.

The piped water service of Max TapWater has impacted and brought changes in their daily lifestyle. Because of this kind of service, they can easily get water for household chores without pressing tubewell and without going outside.

One respondent added that “আমার বাড়িতে আমাদের নিজস্ব কোন পানির গভীর নলকূপ নেই, সরকার থেকে পাওয়ার ও কোন সম্ভাবনা নেই। একটি গভীর নলকূপ স্থাপন করতে ১২০০০০ থেকে ১৫০০০০ টাকা পর্যন্ত খরচ হয়ে থাকে যা আমাদের মত গরিব মানুষের পক্ষে খরচ করে পানির ব্যবস্থা করা সম্ভব নয়। তাই ম্যাক্স আসার পরে মাত্র ৫০০০ টাকা খরচ করে আমরা ঘরের মধ্যে পানি পাচ্ছি, বার, বুষ্টির দিনে এখন আমাদের বাইরেও যাওয়া লাগে না, এমনকি রাতেও বেলাতেও আমাদের ঘরের বাইরে যাওয়া লাগে না, ঘরে বসেই সব কাজ করতে পারি। এই ম্যাক্সের পানির কারণে আমাদের অনেক উপকার হয়েছে”।

"We don't have our own deep tube well at home, and there is no hope of getting one from the government. Installing a deep tube well costs between 120,000 to BDT 150,000, which is beyond the means of poor people like us. But after Max came, we are getting water inside our home by spending just BDT 5,000. Now, during storms or rainy days, we don't have to go outside, and even at night, we don't need to step out. We can do everything while staying indoors. This Max water system has benefited us a lot."

They have some observations about the quality of water. Sometimes they get a little dirty water which is not drinkable. Moreover, they want to pay their bill according to their meter reading, and don't want to pay extra bill in the name of minimum meter charge.

All the respondents pay their bill regularly under the meter connection system and they don't think that the amount of bill is too much. They hand over the bill to the operator timely in every month. And the operator maintains the tariff card properly. Besides they provide their electricity bill by reaching to the local electricity office.

All the respondents admit that the service of MAX TAPWATER is excellent and they are satisfied. Their operator is a very nice person and they don't have any comments against the operator. Above all, the respondents have one urge to have all the time water supply, sometime they don't get water supply due the connection loss of electricity. They also admit the people can pass a day without electricity but cannot pass a day without water. That's why they requisitioning for installing a generator service while electricity connection has lost for ensuring 100% water supply successively.

10.4.4 Focused Group Discussion (FGD) with Mixed Professional & Multi Age

Professional Type: Mixed Professional

Gender Type: Male-Female (Multi age group)

Total Participant: 7 persons (4 male, 3 Female)

FGD Location: Krishokathi-4, Bakerganj, Barisal

FGD Date: 19.09.24

FGD Time: 03.00 AM

FGD Conducted by: Md. Arif Hossain (Research Assistant)

Summary of the Discussion

All the participants are customers of Max TapWater under the Krisnakathi-4 grid, representing various age groups and professions. They have been using Max TapWater through both monthly subscription and metered connection system and are all direct beneficiaries of the service.

Prior to using Max TapWater, they relied on deep tube well and pond water for drinking, cooking, and other household needs. MAX TAPWATER influenced their regular life style especially their household chores. Advantages of having supply water from Max are following;

- Successfully avoided the effort of manually pumping the tube well.
- No need to go outside for collecting water from the tube well was difficult during the rainy season.
- Water supply directly to their homes has made household chores much easier.
- Resistance from water- borne diseases.

Along with the benefits, there are also some dissatisfactions among the respondents. Their complaints are as follows:

1. Water is not always available, and they attribute this to power outages.
2. Sometimes the water contains dirt.
3. The price per unit of the meter is high.
4. They are charged more than the actual meter unit price.

One respondent states that “মাক্সের লোকজন শুরুতে যখন লাইন দেয়ার জন্য আমাদের এখানে এসেছিল তখন তারা এই পানি সরবরাহ দেওয়াকে একধরনের সেবা হিসেবে উল্লেখ করেছিল কিন্তু ধীরে ধীরে এটিকে বানিজ্যিকিকরন করা হয়েছে। তারা মিটারের মাধ্যমে আমাদের থেকে টাকা বেশি নিয়ে থাকে। গত মাসে আমার মিটারে যে ইউনিট হিসেবে অনেক কম টাকা এসছে তারপরেও আমাকে ২৩০ টাকা ই প্রদান করতে হয়েছে। অথচ আমি যদি মাসে ৮ ইউনিটের বেশি ব্যভার করি তখন ঠিকই আমাকে বেশি বিল দিতে হয়, কিন্তু কম ব্যবহার করলেও সর্বনিম্ন আমাকে ২৩০ টাকাই দেয়া লাগে তাহলে আমার নিজের টাকা খরচ করে মিটার নিয়ে আমার লাভ কি হলো”।

"When the Max staff first came to our area to install the water line, they referred to this water supply as a type of service. However, over time, it has become commercialized. They charge us more through the meter. Last month, the amount shown on my meter was quite low, yet I still had to pay BDT 230. If I use more than 8 units in a month, I have to pay a higher bill, but even with lower usage, I still have to pay a minimum of 230 taka. So, what benefit do I get from purchasing a meter with my own money?"

Instead of having both advantages and disadvantages, when asked about their regular bill payments, they mentioned that they do pay their bills regularly, but sometimes, if they don't have enough cash on hand, they pay later. If they face a financial crunch in one month, they pay for that month in the following month and inform the operator about it. Additionally, they go to the electricity office to pay their electricity bills, and at times, they pay through bKash at a store, although this happens infrequently.

Suggestions and improvement areas from the participants:

1. The water should always be clean and readily available.
2. Participants prefer not to have a metered system. (If the meter system remains, they want to be billed based on actual meter readings).

10.4.5 Case Study & Customer's Journey Mapping

Respondent's Profession/Designation: Housewife

Case Study Location: Bharpasha Union Parishad, Bakerganj, Barisal

Case Study Date: 19.09.24

Case Study Time: 2.00 PM

Case Study Conducted by: Md. Arif Hossain (Research Assistant)

Summary of the Discussion

Nilufa Begum (pseudonym) is a widow. She lives with her son, daughter-in-law, and grandchildren. Her son was the only earning member of the family, and he worked as a carpenter. It was difficult for them to meet their daily expenses with his income. They did not have a deep tube well at home. To meet their family's water needs, they had to rely on pond and river water. For drinking water, they had to go to someone else's house, which was not easy for them. Often, while walking from their own house to fetch water from others' houses, they had to hear unpleasant remarks and rude comments. Due to these issues, they sometimes used alum (fitkari) to purify pond water for drinking.

She states that “একদিন আমি আমাদের কয়েক বাড়ি পরেই এক বাসার গভির নলকূপ থেকে পানি আনতে যাই। সেই বাসার মহিলা আমাকে সেখান থেকে পানি নিতে নিষেধ করে এবং বলে যে ৮০০০০ টাকা খরস করে কল কি তোমাদের জন্য বসিয়েছি? নিজেরা কল বসিয়ে নিতে পার না, মানুষের বাড়িতে কেন আসো শরম করে না? সবাই যদি গনভাবে আমাদের কল ব্যবহার করে তাহলে সেটি নষ্ট হলে কি তোমরা টাকা দিয়ে ঠিক করে দিবা? তার পর থেকে অনেকদিন পর্যন্ত পুকুরের পানি খেয়েছি। আমরা গরিব মানুষ কি আর করার, এতগুলো টাকা খরস করে তো আর কল বসাতে পারবনা।”

"One day, I went to a house just a few doors away to fetch water from their deep tube well. The woman of that house forbade me from taking water and said, 'Did I spend BDT 80,000 to install this well for you? Can't you install your own? Why do you come to other people's homes? Aren't you ashamed? If everyone keeps using our well, will you pay for it if it breaks down?' After that, we had to drink pond water for a long time. We are poor people; what else could we do? We can't afford to spend that much money to install a well."

The respondent claims that they suffered from various illnesses after drinking water from the river and pond. They often had diarrhoea, but they didn't go to the doctor for treatment; it would get cured on its own. However, when the pond water levels dropped and became dirty, they would get skin rashes after bathing in that water.

The respondent said that after receiving water from Max, they have experienced much relief. The struggle they had for water is no longer there. Now they don't have to go elsewhere for water or listen to anyone's remarks. Water is available right inside their

own home, and there's no greater peace than that. They claim to be satisfied and at peace using Max's water.

Section-Eleven: Strategic Analysis

11.1 Strategic Analysis on WPT Study

11.1.1 MAX TAPWATER Business Scope/Potentiality

- ❑ Public demand for piped water supply.
- ❑ There is a scope to increase the business of commercial water service at local bazars similar to Gazipur Bazar, Mazgram bazar as there are already users in bazars who are very satisfied and positive about MAX TAPWATER.
- ❑ Dirty and unhygienic water quality of alternative sources.
- ❑ Positive public perception on MAX TAPWATER despite having some troubles due to acceptance of MAX TAPWATER for making daily household chores easier. Specially in dry and rainy season.
- ❑ Not having water supply of municipality in rural area.
- ❑ Increasing popularity and people acceptance of piped water service through other NGO's (NSS and SDA) similar kind of initiatives.
- ❑ People are getting used to with piped water supply in daily household chores.
- ❑ It would be very useful to run MAX TAPWATER by consulting or collaborating with DPHE, local govt. as they have prior knowledge about the regional water issues, potential area to provide piped water service.

11.1.2 Conflict with Local people

- ❑ Conflict with local people (Current users & some of the potential customers) in Krishnakathi-4 and Atakathi regarding excessive charge. Some customers had to pay a total of BDT 13500 to get a MAX TAPWATER connection
- ❑ In Dibupur-3 there is a conflict between customers and MAX TAPWATER officials regarding over billing through metered connection which fuelled the anger among the locals.
- ❑ In Gojkhali customers are getting pressurized by MAX TAPWATER officials regarding metered connection. Some households' lines were cut off for 2 days as they denied to install meter at their own cost because they don't have that much money in hand.
- ❑ According to the customers they have been cheated by MAX TAPWATER as they were told it was charity work at first but they are realizing MAX WATERTAP are doing a proper business without real investment as the customers have to carry line cost, monthly bill and even the meter cost on their own.

11.1.3 Water Quality of MAX TAPWATER

- Dirt and algae contaminated Water in maximum grids
- Reddish colour in some grids
- Bad Smell in Water in some grids

11.1.4 Impact of MAX TAPWATER to the people

- MAX TAPWATER has made daily household chore easier for women as they don't have to carry water from distance.
- It became easier to maintain "Parda" and other religious bindings for women as they have piped water supply inside their household.
- Despite some issues people accepted it as a blessing to them as they are getting much more safe water to maintain proper cleanliness and hygiene like bathing, getting purified etc.
- Positive impacts in maintaining pregnant women and adolescent girls' hygiene as the other water sources are contaminated with various visible issues.
- Women don't have to carry water from distant sources through muddy ways in rainy season.
- In dry season people don't have to worry about water supply.

11.1.5 Technical Issues on the Services

- Water crisis creates in grid due to lack of electricity specially when the need is very high than ever like in storms, heavy rainfall and other natural disasters.
- Due to lack of auto switch in some grids there occur water crisis in every night as people are unable to call the operator in the middle of the night. There are some cases that the operators show negligence to refill the tank even after customers approach them specially in the late evening. (E.g. Dibuapur-2)

11.1.6 Service and Maintenance

- Lack of regular service and maintenance like cleaning the tank, pipe causing dirt and algae in the water.

- There is some pipe leakage tied with dirty fabrics through dirty water may lead the water to be contaminated with germs.
- Negligence in repairing pipe leakage of MAX TAPWATER in public property causing troubles inter house communication. The problems are not resolve even after communicating with operators several time.

11.1.7 Environmental Issues on the Water Grid Business

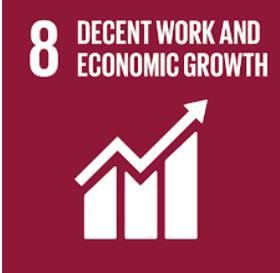
- As per DPHE, there are some water related issues like lower level of surface water and some special cases like arsenic, iron contamination etc. in several specific layers underground.
- There are complaints from some of the customers that they don't get water even in their deep tubewell located near the grids as the motor pump installed in grid suck most of the surface water in surrounding area.

11.1.8 Challenges of MAX TAPWATER

- It will be very challenging to run enterprise without a clear concept among the customers. A very large portion of the customers were briefed as MAX TAPWATER is a charity work to the poor people who face water crisis and MAX implement this water supply initiatives to implement MAX Foundation's background study.
- Before converting into meter-based connection, customers were briefed as they will pay the exact amount of money what they actually used. They were not cleared about minimum charge or variation of unit prices.
- Variations of billing amount in similar category households in similar gird.
- Bad reputation of the grid operators in some places.
- People want to use a meter but they don't want to buy it. They prefer that the company should provide the meter as company's property.

11.2 MSE Project Aligned with Sustainable Development Goals (SDGs)

Aligned SDG Goals	Relevancy with MAX TAPWATER Business
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 <p>6 CLEAN WATER AND SANITATION</p>	<p>SDGs Goal-6: “Ensure availability and sustainable management of water and sanitation for all.” The MAX TAPWATER service objectives, Mission & Vision are closely & directly aligned with SDGs-6. As per SDGs-6 overview, there are about 2.2 billion people lacked safety managed water and basic handwashing facilities across the globe. At this circumstance, MAX TAPWATER is ensuring the safe & clean water for drinking & handwashing in the rural Bangladesh. Max Social Enterprise Ltd is playing a vital to achieve the SDGs Goal-6 by 2030 in Bangladesh through ensuring the rural people clean & safe water.</p>
 <p>3 GOOD HEALTH AND WELL-BEING</p>	<p>SDGs Goal-3: “Ensure healthy lives and promote well-being for all at all ages”. MAX TAPWATER business is also closely aligned with the Goal-3. The main objective Max Foundation (parent organization of MAX TAPWATER) is to ensure the Good Health & Well-Being by preventing the water-borne diseases through ensuring the clean & safe water for drinking & other domestic works. MAX TAPWATER is contributing to achieve the SDGs Goal-3 by distributing the safe water among the water lacked people in the southern Bangladesh.</p>
 <p>5 GENDER EQUALITY</p>	<p>SDGs Goal-5: “Achieve gender equality and empower all women and girls.” Women are the most users, major customers and a number of grid operators. Though the water supply business operations seem hard work & closely aligned with male persons but Max Social Enterprise has brought a remarkable changing in the grid operations by appointing female operators. Though this job & responsibilities, women are being empowered in economically and quality. They have been being able to come forward with men & remove their darkness. Max Social Enterprise is contributing to achieving the SDGs Goal-5 in Bangladesh.</p>
 <p>8 DECENT WORK AND ECONOMIC GROWTH</p>	<p>SDGs Goal-8: “Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all”. Max Social Enterprise Ltd. is also contributing to achieve this goal in Bangladesh by creating white & gray collar job market through the MAX TAPWATER Business. From higher educated to minimum learned person can get job here. The business also opened a great opportunity for female & technical (electricians, plumbers etc.) candidates which contribute to their personal, family, community & even nations’ economic growth. In this aspect, Max Social Enterprise Ltd is contributing a vital role to achieve the SDGs Gola-8.</p>

11.3 SWOT Analysis

STRENGTHS

- Market Penetration as First Service Provider
- Have built 46 Grids & ongoing another 5
- Strong Customer Panel
- Have Strong Support of MAX Foundation
- Strong Operational & Technical Support Team
- Growing Customer Demand gradually.
- Ensuring Clean & Safe Water to prevent the water borne diseases.

WEAKNESSES

- Bad Quality Water at some grids
- Water Tank & Pipes are not cleaned regularly
- No auto switch & sensor to fill up the vacant tank
- Motor & Pump repairing take times
- No Rapid response in case of emergency
- No generator or solar facilities in the grid
- Water Service is closed during natural disasters
- Weak piped & connection channel



THREATS

- Customers' Misconceptions between Max Social Enterprise & Max Foundation Service Model
- Local people's belief on Social Services of Max Foundation
- Unprofessional Behaviour of some Grid Operators with the customers
- Information Gap between the Customers & the Business Operation Management
- Multiple Tap installation & used by the customers just paying monthly subscription bill.

OPPORTUNITIES

- Customers' demand on piped water has been increasing rapidly.
- Having scope to enhance the capacity of the tank & enlarge the service area.
- Potential customers are waiting to get the new connections
- Have scope to run the business through digital methods like cashless bill collection through MFS, using ERP software to track the business & its staffs.
- Great Opportunities to achieve the Sustainable Development Goals-3,5,6 & 8

Section-Twelve: Conclusion & Recommendations

12.1 Concluding Remark

In the study “Customers’ Willingness to Pay (WTP)”, it has been found that existing customers are willing to pay for the water service and most of the customers are paying the water bill regularly to their concern grid operator. Among the MAX TAPWATER customers, maximum earn average & below average which is not sufficient for managing their all expenses. Due to lack of enough money, a few customers face challenge to pay the water bill regularly in due time. In case of emergency, they take facilities of keeping due by managing the grid operators for a few days or maximum for a month. There are some customers who don’t maintain the bill payment schedule & commitment for multiple times, their connections are kept closed until completing the due payment.

The Customers are using the MAX TAPWATER happily but they have some disputes & negative remarks on the services & operation management. The customers expect continuous service without any interceptions but some cases they face interceptions which make them dissatisfied on it. Due to Electricity problems (Load shedding, Electricity disconnection), during natural disasters (Cyclone, Heavy Rainfall, Tidal Waves etc.) they don’t get water service from the grid. There are two types of customers in this region. First types prefer the monthly subscription base services and the others are agreed to install the meter. Most of the customers think about the cost of the service which require at a time to get connection & installing the meter.

MAX TAPWATER service has a wide business scope as solo service provider in the Patuakhali, Barguna & Barisal regions. There are some NGOs who have taken initiatives to launch the similar types of business but they are still in preparation stage. Being a pioneer of grid water business, MAX TAPWATER has a goodwill & acceptance among the customers, civil society, UPHO and other government & non-government agencies. MAX TAPWATER needs to reshape the business model & customer services to make sustainable of the business.

12.2 Recommendations

Most of the customers satisfied on overall services of MAX TAPWATER & satisfaction levels are found in the NPS sections of this report. Among the potential customers, there are some misinformation regarding the MAX TAPWATER services, its connection fees, meter installation cost & monthly tariff. There are a few potential customers who believe that this service is free of cost & gift from Max Foundation. They also are aware about the background history of Max Foundation's Social Services. They cannot differentiate between Max Foundation & Max Social Enterprise function & operations methods. The Max Social Enterprise authority & MAX TAPWATER operation unit have to take initiatives to change their misconception & make them aware clearly about MAX TAPWATER business procedures, connection fees, meter installing cost & monthly tariff. Otherwise, those potential customers may be a threat for continuing the water grid business in the respective regions.

A part of this discussion, Max Social Enterprise Ltd may consider the following suggestions as immediate action for their sustainable business.

- Reshaping the existing business model by considering the customers' demand
- Removing the customers' misconception about the MAX TAPWATER service Module
- Making understand the potential customers that the MAX TAPWATER service is not part of Max Foundation services
- MAX TAPWATER Operation Management should make clear the customers about the service terms & conditions as well as they should be provided written bill / invoice regarding connection fees, meter installation cost, plumber cost, material cost and other charges (VAT, TAX) if there is any.
- The Water Tariff should be fixed for Monthly Subscribers (such as BDT 230-BDT 250) as well as Unit price should be same for all like BDT 30 to BDT 35
- The Service & Maintenance team should visit the grids & customers as a part of their regular duty.
- The Water Tank & pipe lines cleaning tenure should be closer than current practice.
- Should Respond the emergency rapidly

- Should make available some spare parts of the pump, motor, electric & plumbing items at the regional office to response the customer call rapidly.

Max Social Enterprise may consider the following suggestions as long-term initiatives.

- A dedicated call centre should be established for customer support
- An ERP Software could be launched and the all activities of the business should shift from manual to digital format. (Several Module will be there including HR, Admin, Customers Register, Finance, Bill Collection procedure etc.)
- Digital Cashless payment collection method should be introduced through MFS, Agent Banking, SSL etc. All types of financial transaction would be digitally by the customers to Max Social Enterprise directly. Monthly Water Bill Collection, Due Bill Collection, New Connection Fees Collection, Additional Charge / Cost Collection Everything would be collected digitally.

Data Sources & References

- ✓ Primary Field Survey on WTP Study-2024
- ✓ Sukhen Goswami et. al. Groundwater Quality Assessment of Barisal City Corporation in Bangladesh. Barisal University Journal Part 1, 4(2):339-350 (2017), ISSN 2411-247X
- ✓ Bangladesh MICS-2019, Water Quality Thematic Report; Bangladesh Bureau of Statistics (BBS), September -2021
- ✓ <https://sdgs.un.org/>
- ✓ Feasibility & Review Study on Rural Water and Sanitation; CEGIS, Dhaka-December-2022
- ✓ Power and Sample Size Determination; Lisa Sullivan, PhD, Professor of Biostatistics; Boston University School of Public Health.
- ✓ Kothari C.R, Research Methodology; Methods & Techniques, New Age International Publications
- ✓ Saifur Rashid & Hasan Shafie, Connecting State and Citizens, published by A2i, Prime Minister Office, GoB
- ✓ Kotler Philip & Keller Kevin Lane, Marketing Management 13th Edition, Pearson Education Ltd

Annex-1: Photo Gallery

Photos on MAX TAPWATER Usages Behaviour



Photo-1: MAX TAPWATER is being used for Drinking

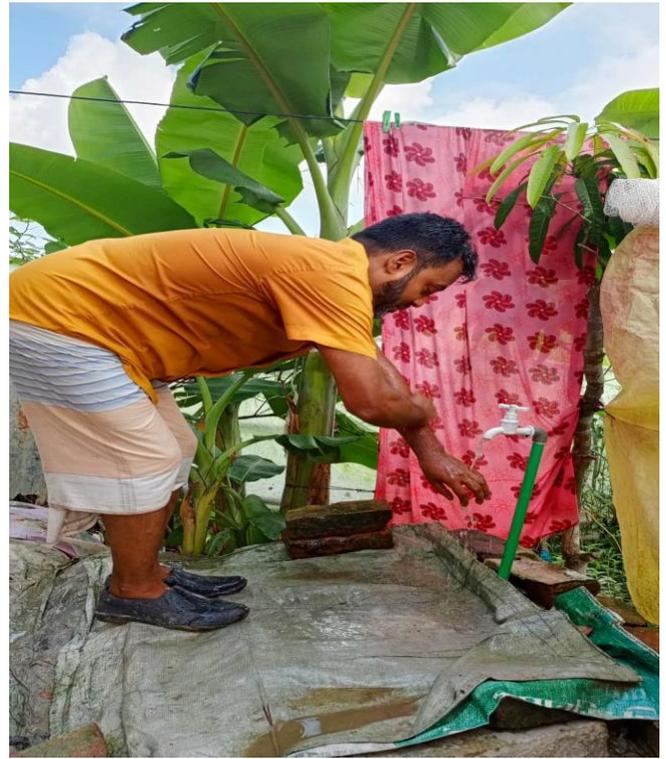


Photo-2: MAX TAPWATER is being used for Purifying (Ozu)



Photo-3: MAX TAPWATER is being used for Domestic Works (Cleaning crockeries)

Photos on MAX TAPWATER Usages Behaviour



Photo-4: A Kid Drinking Water from MAX TAPWATER



Photo-5: MAX TAPWATER Line at Cattle House



Photo-6: Survey Team visit the Grid with Operator



Photo-7: MAX TAPWATER Line at Enterprise

Photos on MAX TAPWATER Usages Behaviour



Photo-8:MAX TAPWATER Meter



Photo-9: MAX TAPWATER Line at Cattle House



Photo-10: Customers Using Water Tank for Storage



Photo-11: Customers Using Water Tank for Storage

Photos on MAX TAPWATER Usages Behaviour



Photo-12: Customers' Water Connection Line



Photo-13: Customers are Using MAX TAPWATER at Home



Photo-14: Bad Smell & Dirty Water at Grid Dibuapur-3



Photo-15: MAX TAPWATER Line at Restaurant

Photos on MAX TAPWATER Usages Behaviour



Photo-16: Survey Team is Checking MAX TAPWATER



Photo-17: MAX TAPWATER Line Connection in the Pond



Photo-18: Water Availability on MAX TAPWATER

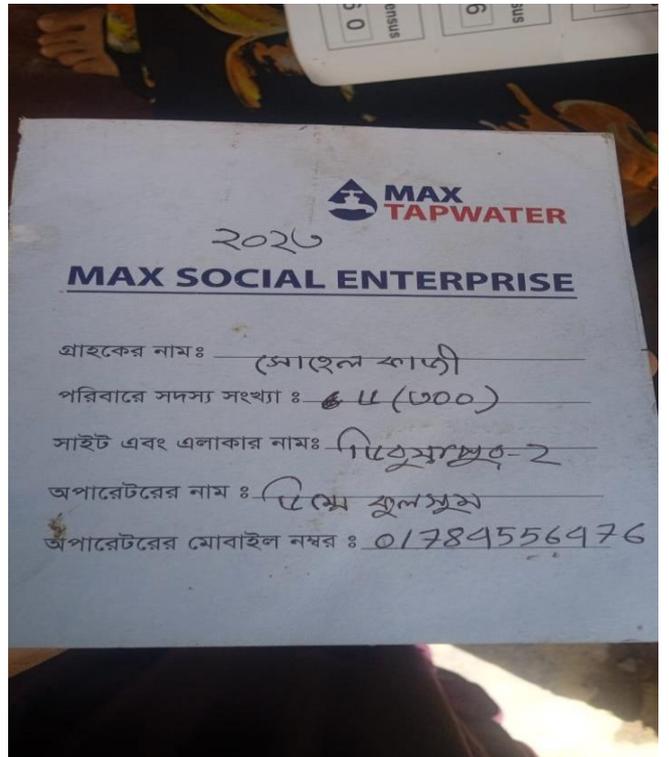


Photo-19:

Annex-2: Census Questionnaire

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WTP Household Census-2024

WTP Household Census-2024

Max Social Enterprise এর একটি অঙ্গ প্রতিষ্ঠান হলো MAX TAPWATER। বাংলাদেশের দক্ষিণাঞ্চল বিশেষ করে বরিশাল বিভাগের বেশ কিছু এলাকাতে MAX TAPWATER নিজস্ব গ্রিডের মাধ্যমে উপশহর ও গ্রামাঞ্চলে দৈনন্দিন ব্যবহার ও পান যোগ্য পানি সরাবরাহ করে আসছে। MAX TAPWATER এর এই পানি যেসকল বাসা-বাড়িতে ব্যবহৃত হচ্ছে সেসকল গ্রাহকদের এই পানি ব্যবহারের অভিজ্ঞতা, সুবিধা-অসুবিধা এবং অভিযোগ জানা এবং বিদ্যমান কোনো সমস্যা থাকলে তার সমাধান করার উদ্দেশ্যে একটি গৃহ গণনা ও তথ্য সংগ্রহের প্রকল্প বাস্তবায়ন করা হচ্ছে। এ সম্পর্কে বিস্তারিত কিছু জানার দরকার হলে আপনি ০১৭১৩ ২২২ ৩৬৩ এই নাম্বারে যোগাযোগ করতে পারবেন।

* Indicates required question

1. Email *

2. Name of the Enumerator (তথ্য সংগ্রহকারীর নাম লিখুন) *

3. 1. Surveyed Household Number (Please attached the Household Number sticker at the door or open place and write the number)-জরিপকৃত খানার নাম্বার (দয়া করে খানা নাম্বারের স্টিকার বাড়ির দরজা কিংবা যেকোনো খোলা দেওয়ালে লাগাতে হবে এবং স্টিকারের নাম্বার এখানে লিখতে হবে।) *

4. 2. Upload Picture (Please attached the Household Number sticker at the door or open place and take a picture) এখানে স্টিকারের ছবি আপলোড করুন। *

Files submitted:

Household Primary Information (খানার প্রাথমিক তথ্য)

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WTP Household Census-2024

5. **A1. Name of the Household Head (খানা প্রধানের নাম লিখুন) ***
(নির্দেশনা: খানে যার নামে পানির লাইন রেজিস্ট্রেশন করা তার নাম লিখুন)
- _____
6. **A2. Mobile Number (খানা প্রধান বা খানার ১টি সচল মোবাইল নাম্বার লিখুন) ***
- _____
7. **A3. Mohalla/Road Number (মহল্লা / রোড নাম্বার লিখুন) ***
- _____
8. **A4. Village/Area Name (গ্রাম/এলাকার নাম লিখুন) ***
- _____
9. **A5. Ward Number (ওয়ার্ড নাম্বার লিখুন) ***
- _____
10. **A6. Union/Paurashava (ইউনিয়ন/ পৌরসভার নাম লিখুন) ***
- _____
11. **A7. Upazila/Police Station (উপজেলা/থানার নাম লিখুন) ***
- _____
12. **A8. District (জেলার নাম লিখুন) ***
- _____

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WTP Household Census-2024

B. MAX TAPWATER Beneficiary Information (MAX TAPWATER এর সুবিধাভোগী/কাস্টমারের তথ্য)

এই অংশে

MAX TAPWATER এর কাস্টমারের সাধারণ তথ্যাবলি জানতে হবে।

13. **B1. Total Number of Household Members (খানার মোট সদস্য সংখ্যা) ***

14. **B1.1. Male Members (খানার পুরুষ সদস্য সংখ্যা) ***

15. **B1.2. Female Members (খানার মহিলা সদস্য সংখ্যা) ***

16. **B1.3. Children (0 - 5 years) (০-৫ বছরের মোট শিশুর সংখ্যা) ***

নির্দেশনা: বাড়িতে ০-৫ বছর বয়সী শিশু না থাকলে ০-জিরো বসাতে হবে।

17. **B1.4. Children (6 - 12 years) (৬-১২ বছরের মোট শিশুর সংখ্যা) ***

নির্দেশনা: বাড়িতে ৬-১২ বছর বয়সী শিশু না থাকলে ০-জিরো বসাতে হবে।

18. **B2. Does the MAX TAPWATER Services active at your Household? (আপনার বাসায় কি MAX TAPWATER এর কার্যক্রম সচল রয়েছে?) ***

Mark only one oval.

Yes--হ্যাঁ

No--না

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19. **B3.** When did you get water supply last time? (Please select anyone) [আপনি সর্বশেষ কখন পানি সরবরাহ পেয়েছেন? (দয়া করে যেকোনো একটি অপশন চিহ্নিত করুন)] *

Mark only one oval.

- Always Available (24/7) -সবসময় (২৪ ঘন্টা / ৭ দিন) পর্যাপ্ত পানি পায়।
- Morning- আজ সকালে পেয়েছি
- Noon-আজ দুপুরে পেয়েছি
- Evening- আজ বিকাল-সন্ধ্যায় পেয়েছি
- Last Night-গত রাতে পেয়েছিলাম
- Other: _____

20. **B4.** What time of day do you usually get water supply from **MAX TAPWATER** Services? (সাধারণত দিনের কোন সময় আপনি **MAX TAPWATER** থেকে পানি সরবরাহ পেয়ে থাকেন?) *

Mark only one oval.

- Always Available (24/7) সবসময় (২৪ ঘন্টা / ৭ দিন) পর্যাপ্ত পানি পায়।
- Morning -প্রতিদিন সকালে পায়
- Noon--প্রতিদিন দুপুরে পায়
- Evening--প্রতিদিন বিকাল-সন্ধ্যায় পায়
- Night--প্রতিদিন রাতে পায়।
- Other: _____

Water Tap Setup Information (পানির কল সংক্রান্ত তথ্য)

এই অংশে MAX TAPWATER এর কাস্টমারের বাড়িতে ব্যবহৃত ট্যাপ ও পানির ব্যবহার সম্পর্কে জানতে হবে।

21. **B5.** Number of Water Tap been using in the Household (আপনার বাড়িতে মোট কতটি পানির কল / ট্যাপ ব্যবহার করছেন?) *

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22. **B5.1.** How much Tap did you set up? (আপনি/ আপনারা নিজে থেকে কতটি পানির কল/ট্যাপ স্থাপন করেছেন?) *

23. **B5.2.** How much company provided? (আপনার বাড়িতে MAX TAPWATER কোম্পানি কতটি পানির কল / ট্যাপ সেট করে দিয়েছে?) *

B6. Where & How many Taps have been installed at your home? (আপনার বাড়িতে কোথায় এবং কতটি পানির কল প্রতিস্থাপন করা হয়েছে?) [সংখ্যায় লিখুন], কোনো ক্ষেত্রে উত্তর না হলে ০-জিরো লিখুন।

24. **B6.1** Kitchen (রান্নাঘর) *

25. **B6.2** Bathroom (গোসলখানা) *

26. **B6.3** Toilet (টয়লেট) *

27. **B6.4** Handwashing Basin (হাত ধোয়ার বেসিন) *

28. **B6.5.1** Others_Cattle House (গবাদি পশুর ঘর) *

29. **B6.5.2** Others_Open Space in the Yard (উঠানে খোলা জায়গা) *

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30. **B6.5.3 Others_Irrigation Field (কৃষি জমিতে) ***

31. **B7. Payment Method for Water Supply Services (আপনি কিভাবে পানির বিল পরিশোধ করছেন) ***

Mark only one oval.

Meter System--মিটার পদ্ধতিতে

Monthly Subscription--মাসেক সাবক্রিপশন পদ্ধতিতে

32. **B8. Do you pay to MAX TAPWATER Regularly? [Please check the **Traffic Card**] ***
(আপনি কি নিয়মিত **MAX TAPWATER** এর পানির বিল পরিশোধ করেন?) [উত্তর হ্যাঁ হলে, দয়া করে **Traffic Card** টি চেক করে একটি ছবি তুলে নিচে আপলোড করুন করুন]

Mark only one oval.

Yes--হ্যাঁ

No-- না

33. দয়া করে এখানে **Traffic Card** এর ছবি আপলোড করুন। *

Files submitted:

34. **B8.1. If No, please ask why? (যদি না হয়, তাহলে জিজ্ঞেস করুন কেন নিয়মিত পরিশোধ করছেন না?)**

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35. B9. Please ask the respondent if he / she any feedback or comments or dispute against MAX TAPWATER. *

(দয়া করে উত্তরদাতাকে জিজ্ঞাসা করুন যে তার কোনো প্রশ্ন কিংবা কিছু জানার আছে কি না অথবা MAX TAPWATER এর প্রতি কোনো ধরনের কোনো অভিযোগ আছে কি না?)

থাকলে নিচে লিখুন।

উত্তরদাতার কোনো কিছু জানার কিংবা অভিযোগ না থাকলে ধন্যবাদ দিয়ে এখানে শেষ করুন।

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Google Forms

Annex-3: Detailed HH Interview Questionnaire



Questionnaire on Quantitative HH Survey

PRITI Research & Consultancy Limited

House No. 567, Bhai-Bhai Mansion, Kazipara Bus Stand,
Begum Rokeya Avenue, East Kazipara, Kafrul, Mirpur, Dhaka
Contract: +880 1713-222363; +880 1711-787297
Email: info@priti.bd.com; priti.ceo@gmail.com
Website: www.pritiresearch.com.bd

ভূমিকা:

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Respondents Consent: Yes No Respondent's Signature:

Study Name: WTP Study Customer Types
Current Users Potential Customer Study ID:

FW Area (Please write in details about the Cluster / PSU)

Division Name	District Name			Thana/Upazila Name
Grid Name	Village / Area Name	HH Census Number		Customer Name (Mention in the tariff card)
FW Date	DD	MM	YY	Interview Time
Interviewer Name			Supervisor Name	
Respondent's Name			Main Profession	
Gender	Male <input type="checkbox"/>	Female <input type="checkbox"/>	Third Gen <input type="checkbox"/>	Respondent's Age
Mobile Number				
Email ID				
QC Check	Yes	No	Conducted By	Signature
Serial Number				
FW Accompaniment	<input type="checkbox"/>	<input type="checkbox"/>		
Documents/Photo/Business Card Collection	<input type="checkbox"/>	<input type="checkbox"/>		
Hard Copy Data Validity Check	<input type="checkbox"/>	<input type="checkbox"/>		
Over phone Back Check	<input type="checkbox"/>	<input type="checkbox"/>		
Data Entry	<input type="checkbox"/>	<input type="checkbox"/>		



Questionnaire on Quantitative HH Survey

Section-1: Demographic & HH Information																									
সেকশন-১: ডেমোগ্রাফিক ও খানার প্রাথমিক তথ্যাবলি																									
Sl. No	Questions in Details – বিস্তারিত প্রশ্নাবলি	Feedback Code – উত্তর / কোড	Instructions – নির্দেশনা																						
Q1.1	How many members do you have in your family – আপনার পরিবারের কতজন সদস্য আছে?	Write here (এখানে লিখুন).....	এখানে শুধু সংখ্যা লিখুন																						
Q1.1.1	How many Male, Female, Children & Senior Citizen Members do you have in your family? আপনার পরিবারের কতজন পুরুষ, নারী, শিশু এবং বয়স্ক লোক আছে? আলাদা করে সংখ্যায় লিখুন।	<table border="1"> <tr> <td>Male (13Y to 60Y) পুরুষ (১৩ থেকে ৬০ বছর বয়সী)</td> <td></td> </tr> <tr> <td>Female (13Y to 60Y) নারী (১৩ থেকে ৬০ বছর বয়সী)</td> <td></td> </tr> <tr> <td>Children শিশু</td> <td> <table border="1"> <tr> <td>Below 5 Y (৫ বছরের কম বয়সী)</td> <td></td> </tr> <tr> <td>5-12 Y (৫-১২ বছর বয়সী)</td> <td></td> </tr> </table> </td> </tr> <tr> <td>Senior Citizen (বয়স্ক ব্যক্তি)</td> <td> <table border="1"> <tr> <td>Male --পুরুষ</td> <td></td> </tr> <tr> <td>Female --নারী</td> <td></td> </tr> <tr> <td>Third Gender----তৃতীয় লিঙ্গ</td> <td></td> </tr> </table> </td> </tr> </table>	Male (13Y to 60Y) পুরুষ (১৩ থেকে ৬০ বছর বয়সী)		Female (13Y to 60Y) নারী (১৩ থেকে ৬০ বছর বয়সী)		Children শিশু	<table border="1"> <tr> <td>Below 5 Y (৫ বছরের কম বয়সী)</td> <td></td> </tr> <tr> <td>5-12 Y (৫-১২ বছর বয়সী)</td> <td></td> </tr> </table>	Below 5 Y (৫ বছরের কম বয়সী)		5-12 Y (৫-১২ বছর বয়সী)		Senior Citizen (বয়স্ক ব্যক্তি)	<table border="1"> <tr> <td>Male --পুরুষ</td> <td></td> </tr> <tr> <td>Female --নারী</td> <td></td> </tr> <tr> <td>Third Gender----তৃতীয় লিঙ্গ</td> <td></td> </tr> </table>	Male --পুরুষ		Female --নারী		Third Gender----তৃতীয় লিঙ্গ		Please collect data only for family members দয়া করে শুধুমাত্র পরিবারের সদস্যদের তথ্য নিন। বাড়ীতে কাজের লোক স্থায়ীভাবে বসবাস করলে তার তথ্য নেওয়া যাবে তবে কোনো ক্ষণস্থায়ী লোক বা আত্মীয় এর তথ্য নেওয়া যাবে না।				
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Q1.3	Which is the main source of your family income? আপনার পরিবারের আয়ের প্রধান উৎস কি? (একটিমাত্র উত্তর হবে)	<table border="1"> <tr> <td>1. Agriculture -কৃষি</td> <td><input type="checkbox"/></td> </tr> <tr> <td>2. Business (MSMEs) — ক্ষুদ্র-মাঝারী ব্যবসা</td> <td><input type="checkbox"/></td> </tr> <tr> <td>3. Govt. Service – সরকারী চাকুরী</td> <td><input type="checkbox"/></td> </tr> <tr> <td>4. Private Service – বেসরকারী চাকুরী</td> <td><input type="checkbox"/></td> </tr> <tr> <td>5. Rickshaw / Van Pulling – রিক্সা / ভ্যান চালানো</td> <td><input type="checkbox"/></td> </tr> <tr> <td>6. Auto Driving – অটো চালানো</td> <td><input type="checkbox"/></td> </tr> <tr> <td>7. Vehicle Driving – অন্যান্য গাড়ী চালানো</td> <td><input type="checkbox"/></td> </tr> <tr> <td>8. Teaching – শিক্ষক</td> <td><input type="checkbox"/></td> </tr> <tr> <td>9. Immigrant / Foreign Remittance – বিদেশে থাকে / বৈদেশিক মুদ্রা</td> <td><input type="checkbox"/></td> </tr> <tr> <td>10. Skilled / Unskilled Labour – দক্ষ / অদক্ষ শ্রমিক</td> <td><input type="checkbox"/></td> </tr> <tr> <td>99. Others (Pls Specify)</td> <td><input type="checkbox"/></td> </tr> </table>	1. Agriculture -কৃষি	<input type="checkbox"/>	2. Business (MSMEs) — ক্ষুদ্র-মাঝারী ব্যবসা	<input type="checkbox"/>	3. Govt. Service – সরকারী চাকুরী	<input type="checkbox"/>	4. Private Service – বেসরকারী চাকুরী	<input type="checkbox"/>	5. Rickshaw / Van Pulling – রিক্সা / ভ্যান চালানো	<input type="checkbox"/>	6. Auto Driving – অটো চালানো	<input type="checkbox"/>	7. Vehicle Driving – অন্যান্য গাড়ী চালানো	<input type="checkbox"/>	8. Teaching – শিক্ষক	<input type="checkbox"/>	9. Immigrant / Foreign Remittance – বিদেশে থাকে / বৈদেশিক মুদ্রা	<input type="checkbox"/>	10. Skilled / Unskilled Labour – দক্ষ / অদক্ষ শ্রমিক	<input type="checkbox"/>	99. Others (Pls Specify)	<input type="checkbox"/>	(একটিমাত্র উত্তর হবে)
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8. Teaching – শিক্ষক	<input type="checkbox"/>																								
9. Immigrant / Foreign Remittance – বিদেশে থাকে / বৈদেশিক মুদ্রা	<input type="checkbox"/>																								
10. Skilled / Unskilled Labour – দক্ষ / অদক্ষ শ্রমিক	<input type="checkbox"/>																								
99. Others (Pls Specify)	<input type="checkbox"/>																								
Q1.4	How many members in your family earn regularly? আপনার পরিবারের মোট কতজন মানুষ উপার্জন করেন?	Write here (এখানে লিখুন)..... Male <input type="checkbox"/> পুরুষ কত জন..... Female <input type="checkbox"/> নারী কত জন.....																							
Q1.5	Do you have any alternative source of income except above mentioned? উপরিউল্লিখিত আয়ের খাত ব্যতীত আপনার কিংবা আপনার পরিবারের কি অন্য কোনো আয়ের উৎস আছে?	<table border="1"> <tr> <td>1. Yes হ্যাঁ</td> <td><input type="checkbox"/></td> </tr> <tr> <td>2. No না</td> <td><input type="checkbox"/></td> </tr> </table>	1. Yes হ্যাঁ	<input type="checkbox"/>	2. No না	<input type="checkbox"/>	Ask Q1.5.1 Q1.5.1 জিজ্ঞাসা করুন Move to Section-2 সেকশন-২ তে চলে যান																		
1. Yes হ্যাঁ	<input type="checkbox"/>																								
2. No না	<input type="checkbox"/>																								
Q1.5.1	Please mention the alternative source of family income. MA	<table border="1"> <tr> <td>1. Agriculture -কৃষি</td> <td><input type="checkbox"/></td> </tr> <tr> <td>2. Business (MSMEs) — ক্ষুদ্র-মাঝারী ব্যবসা</td> <td><input type="checkbox"/></td> </tr> <tr> <td>3. Govt. Service – সরকারী চাকুরী</td> <td><input type="checkbox"/></td> </tr> </table>	1. Agriculture -কৃষি	<input type="checkbox"/>	2. Business (MSMEs) — ক্ষুদ্র-মাঝারী ব্যবসা	<input type="checkbox"/>	3. Govt. Service – সরকারী চাকুরী	<input type="checkbox"/>	Move to Section-2 সেকশন-২ তে চলে যান																
1. Agriculture -কৃষি	<input type="checkbox"/>																								
2. Business (MSMEs) — ক্ষুদ্র-মাঝারী ব্যবসা	<input type="checkbox"/>																								
3. Govt. Service – সরকারী চাকুরী	<input type="checkbox"/>																								

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<p>দয়া করে পরিবারের উপার্জনের বিকল্প উপায় উল্লেখ করুন।</p> <p>উত্তর একাধিক হতে পারে।</p>	4. Private Service –বেসরকারী চাকুরী	<input type="checkbox"/>
	5. Rickshaw / Van Pulling –রিক্সা / ভ্যান চালানো	<input type="checkbox"/>
	6. Auto Driving –আটো চালানো	<input type="checkbox"/>
	7. Vehicle Driving-অন্যান্য গাড়ী চালানো	<input type="checkbox"/>
	8. Teaching—শিক্ষক	<input type="checkbox"/>
	9. Immigrant / Foreign Remittance –বিদেশে থাকে / বৈদেশিক মুদ্রা	<input type="checkbox"/>
	10. Skilled / Unskilled Labour –দক্ষ / অদক্ষ শ্রমিক	<input type="checkbox"/>
	99. Others (Pls Specify) অন্যান্য (লিখুন).....	<input type="checkbox"/>

Section-2: Daily Life-style & Water Usages Behaviour

সেকশন-২: দৈনন্দিন জীবনযাত্রা ও পানির ব্যবহার

<p>Q2.1</p> <p>Could you please mention the source of daily usages water in your family?</p> <p>আপনাদের পরিবারে দৈনন্দিন জীবনে কোন কাজে কোন উৎসের পানি ব্যবহার করেন?</p>	<p>Activities কার্যক্রম</p> <p>1. Drinking Water পানি পান করা</p> <p>2. Cooking রান্না-বাগ্না</p> <p>3. Other Domestic Works গৃহস্থলি অন্যান্য কার্যক্রম</p> <p>4. Water for Cattle গবাদি পশুর পানি পান করানো</p> <p>5. Watering for yard agriculture উঠান কৃষিতে পানি দেওয়া</p> <p>6. Being Purified ওজু / গোসল করা</p>	Sources of Water পানির উৎস			
		A. Tubewell টিউবওয়েল	B. Pond/River পুকুর / ডোবা/ নদী	C. Rain বৃষ্টি	D. Pipd Water supply সাপ্লাই
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<p>Q2.2</p> <p>How many buckets water do you need Daily? আপনার পরিবারের প্রতিদিন কত বালতি পানি লাগে।</p>	Write here (এখানে লিখুন).....				
<p>Q2.3</p> <p>Could you please mention the daily water requirement in your family?</p> <p>দয়া করে এখানে কার্যক্রম অনুযায়ী পানির প্রয়োজনীয়তা লিখুন</p>	Activities কার্যক্রম	Water Requirement—পানির প্রয়োজনীয়তা (বালতি / লিটার)			
	1. Drinking Water পানি পান করা				
	2. Cooking রান্না-বাগ্না				
	3. Other Domestic Works গৃহস্থলি অন্যান্য কার্যক্রম				
	4. Water for Cattle গবাদি পশুর পানি পান করানো				
	5. Watering for yard agriculture উঠান কৃষিতে পানি দেওয়া				
	6. Being Purified / Taking a Batch ওজু / গোসল করা				
7. Others (Pls Specify) অন্যান্য (লিখুন).....					



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Section-3: Connection & Usages of Max Water Services সেকশন-৩: ম্যাক্স ট্যাপ ওয়াটার পরিসেবা ও সংযোগ				
Sl. No	Questions in Details	Feedback / Code		Instructions
Q3.1	Do you have Max TapWater Services connection at your home? আপনার বাড়িতে কি Max TapWater Services এর পানির সংযোগ করা আছে কি?	1. Yes	<input type="checkbox"/>	Ask Q 3.3
		2. No	<input type="checkbox"/>	Ask Q 3.3
Q3.2	Does your tap have water supply right now? এই মুহুর্তে কি আপনার বাড়ির ট্যাপে পানি আছে? প্রয়োজন হলে ট্যাপ চেক করে লিখুন	1. Yes	<input type="checkbox"/>	
		2. No	<input type="checkbox"/>	
Q3.3	How many Taps do you have in your household? আপনার বাড়িতে মোট কতগুলো ট্যাপ ইন্সটল করা আছে?	Write here (এখানে লিখুন).....		
Q3.4	Did you transferred or install any extra taps by yourselves? আপনি কি নিজে থেকে কোনো ট্যাপ স্থানান্তর করেছেন কিংবা অতিরিক্ত ট্যাপ বসিয়েছেন?	হ্যাঁ <input type="checkbox"/>	না <input type="checkbox"/>	
Q3.5	How much Taps did you get from company? Max TapWater কোম্পানী থেকে আপনি কতগুলো ট্যাপ পেয়েছেন?	Write here (এখানে লিখুন).....		না করে থাকলে "প্রযোজ্য নয়" লিখুন
Q3.6	Why did you transfer or install extra taps? আপনি কেন এবং কোথায় ট্যাপ স্থানান্তর করেছেন বা অতিরিক্ত ট্যাপ লাগিয়েছেন?	গৃহস্থলি কাজের সুবিধার্থে		ট্যাপের সংখ্যা লিখুন
		বেশি পানি পাবার আশায়		
		মহিলাদের পর্দা / নিরাপত্তা রক্ষার্থে		
		অন্যকেউ যেন ব্যবহার করতে না পারে		
		অন্যান্য স্থানে (যেমন: গোয়ালঘরে, কুঁড়ি জমিতে)		
Q3.7	Max TapWater এর পানি শুধু কি আপনার পরিবার ব্যবহার করে? নাকি অন্য কোনো পরিবার ব্যবহার করে?	শুধু আমাদের পরিবার	<input type="checkbox"/>	
		আমাদের সাথে অন্যান্য পরিবার	<input type="checkbox"/>	
Q3.8	আপনাদের সাথে আরো কতগুলো পরিবার এই ট্যাপের পানি ব্যবহার করেন?	১ টি পরিবার	<input type="checkbox"/>	
		২ টি পরিবার	<input type="checkbox"/>	
		৩ টি পরিবার	<input type="checkbox"/>	
		৩ টি পরিবারের বেশি	<input type="checkbox"/>	
Q3.9	আপনার বাড়ির লাইন থেকে নতুন করে অন্য কোনো বাড়িতে লাইন চালু করা হয়েছে কি/ সংযোগ দেওয়া হয়েছে কি?	1. Yes	<input type="checkbox"/>	
		2. No	<input type="checkbox"/>	
Q3.10	আপনার বাড়ির লাইন থেকে নতুন করে কতগুলো সংযোগ দেওয়া হয়েছে?	১ টি সংযোগ	<input type="checkbox"/>	
		২ টি সংযোগ	<input type="checkbox"/>	
		৩ টি সংযোগ	<input type="checkbox"/>	
		৩ টি সংযোগের বেশি	<input type="checkbox"/>	
Section-4: Billing, Charge & Payment Procedure সেকশন-৪: বিল, চার্জ এবং পেমেন্ট পদ্ধতি				
Q4.1	আপনার বাড়ির পানির সংযোগের বিলিং পদ্ধতি কী?	মাসিক চুক্তি ভিত্তিক	<input type="checkbox"/>	
		মিটার পদ্ধতি	<input type="checkbox"/>	মিটার টি চেক করে ছবি নিতে হবে
		ত্রি (ত্রিডে জমি দানকারী)	<input type="checkbox"/>	
		অন্যান্য পদ্ধতি	<input type="checkbox"/>	
Q4.2	আপনি কি নিয়মিত পানির বিল পরিশোধ করেন?	Yes হ্যাঁ	<input type="checkbox"/>	Ask Question Number -Q4.3



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		No না	<input type="checkbox"/>	Ask Question Number -Q4.4
Q4.3	আপনি কিভাবে পানির বিল পরিশোধ করেন?	অপারেটর নিয়ে যায়	<input type="checkbox"/>	
		আমি অপারেটরের কাছে দিয়ে আদি	<input type="checkbox"/>	
		বিকাশে দিই	<input type="checkbox"/>	
Q4.3.1	আপনার মিটারে পানির ইউনিক মূল্য কত? (প্রতি ১০০০ লিটার / মিটারে নির্ধারিত ইউনিট)	এখানে লিখুন...		
Q4.3.2	আপনি কত টাকা প্রদান করেন?	এখানে লিখুন...		
Q4.4	কেন আপনি নিয়মিত পানির বিল দেন না?	পানির জন্য টাকা খরচ করতে চাই না।	<input type="checkbox"/>	
		হাতে টাকা থাকে না	<input type="checkbox"/>	
		গ্রীডের জন্য জরিম দান করি	<input type="checkbox"/>	
		পানির দাম অনেক বেশি	<input type="checkbox"/>	
		অন্যান্য	<input type="checkbox"/>	
Q4.5	পানির বিল বকেয়া থাকলে কি লাইন কেটে দেয়	Yes হ্যাঁ	<input type="checkbox"/>	
		No না	<input type="checkbox"/>	
		নিয়ম জারিনা	<input type="checkbox"/>	
Section-5: Max Tap Water Service Quality & NPS				
সেকশন-৫: ম্যাক্স ট্যাপ ওয়াটার পরিসেবার গুণগতমান এবং এনপিএস				
Q5.1	Max TapWater এর পরিসেবা কেমন বলে আপনি মনে করেন? (১ থেকে ৫ এর মধ্যে স্কেলিং করুন যেখানে ১ মানে সবচেয়ে খারাপ এবং ৫ মানে সবচেয়ে ভালো)	সবচেয়ে খারাপ	১	Max TapWater এর সকল বিষয় বিবেচনা করে উত্তর দিতে বলুন।
		খারাপ	২	
		নিরপেক্ষ	৩	
		ভালো	৪	
		সবচেয়ে ভালো	৫	
Q5.2	Max TapWater এর পানি আপনার এবং আপনার পরিবারের জন্য কতটুকু উপকারী বলে আপনি মনে করেন?	কোনো উপকারী নয়	১	
		উপকারী নয়	২	
		উপকারী নয় আবার ক্ষতিকর ও নয়	৩	
		উপকারী	৪	
		খুবই উপকারী	৫	
Q5.3	Max TapWater এর পানি আপনার এবং আপনার পরিবারকে পানিবাহিত রোগ থেকে রক্ষা করে চলেছে। আপনি এই বক্তব্যের সাথে কতটুকু একমত?	সম্পূর্ণ দ্বিমত	১	
		দ্বিমত	২	
		একমত নয় আবার দ্বিমত ও নয়	৩	
		কিছুটা একমত	৪	
		সম্পূর্ণ একমত	৫	
Q5.4	Max TapWater এর পানি আপনার পরিবারের নারীদের গৃহস্থলির কাজকে সহজ ও কষ্টলাঘব করেছে। এই বক্তব্যের সাথে আপনি কতটুকু একমত?	সম্পূর্ণ দ্বিমত	১	
		দ্বিমত	২	
		একমত নয় আবার দ্বিমত ও নয়	৩	
		কিছুটা একমত	৪	
		সম্পূর্ণ একমত	৫	
		সম্পূর্ণ দ্বিমত	১	



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Q5.5	Max TapWater এর পানি আমাদের জীবনকে সহজ করে দিয়েছে। এই বক্তব্যের সাথে আপনি কতটুকু একমত?	দ্বিমত	২	
		একমত নয় আবার দ্বিমত ও নয়	৩	
		কিছুটা একমত	৪	
		সম্পূর্ণ একমত	৫	
Q5.6	Max TapWater এর গ্রিড অপারেটরের আচরণ ও ব্যবহার সম্পর্কে আপনার অভিমত বলুন	খুব খারাপ	১	
		খারাপ	২	
		খারাপ না আবার ভালো না	৩	
		ভালো	৪	
		খুব ভালো	৫	
Q5.7	Max TapWater এর পানির গুণগত মান কেমন বলে আপনি মনে করেন? (পানির আয়রন, ময়লা, দুর্গন্ধ, স্বচ্ছতা, পরিষ্কার, আসেনিকমুক্ত ইত্যাদি বিষয় বিবেচনা করে বলতে বলুন)	খুব খারাপ	১	
		খারাপ	২	
		খারাপ না আবার ভালো না	৩	
		ভালো	৪	
		খুব ভালো	৫	
Q5.8	Max TapWater এর পানি ব্যবহার করে আপনি কতটুকু সন্তুষ্ট? (সহজে পাওয়া যায়, কম দাম, ২৪ ঘণ্টা সার্ভিস ইত্যাদি বিবেচনা করে বলতে বলুন)	একেবারে অসন্তুষ্ট	১	
		অসন্তুষ্ট	২	
		নিরপেক্ষ	৩	
		সন্তুষ্ট	৪	
		খুবই সন্তুষ্ট	৫	
Q5.9	Max TapWater এর পানির বিল নিয়ে আপনি কতটুকু সন্তুষ্ট? (বিলের ধরণ ও পরিমাণ বিবেচনা করে বলতে বলুন)	একেবারে অসন্তুষ্ট	১	
		অসন্তুষ্ট	২	
		নিরপেক্ষ	৩	
		সন্তুষ্ট	৪	
		খুবই সন্তুষ্ট	৫	
Section-6: Common Water borne diseases & expenditures on it সেকশন-৬: পানিবাহিত রোগ এবং তা নিরাময়ের খরচ				
Q6.1	আপনাদের এই এলাকাতে কোন কোন ধরনের পানিবাহিত রোগ বেশি দেখা যায়?	ডায়রিয়া	<input type="checkbox"/>	
		কলেরা	<input type="checkbox"/>	
		আমাশয়	<input type="checkbox"/>	
		টাইফয়েড	<input type="checkbox"/>	
		জন্ডিস	<input type="checkbox"/>	
		অন্যান্য (লিখুন).....	<input type="checkbox"/>	
Q6.2	আপনার পরিবারের কোনো সদস্য কি গত ৬ মাসে কোনো পানিবাহিত রোগে আক্রান্ত হয়েছে?	Yes হ্যাঁ	<input type="checkbox"/>	Q6.2.1 থেকে Q6.2.4 জিজ্ঞাসা করুন।
		No না	<input type="checkbox"/>	
Q6.2.1	আপনার পরিবারের কতজন সদস্য বিগত ৬ মাসে পানি বাহিত রোগে আক্রান্ত হয়েছে?	এখানে লিখুন.....		
Q6.2.2	আপনার পরিবারের বিগত ৬ মাসে কোন পানি বাহিত রোগে আক্রান্ত হয়েছে?	ডায়রিয়া	<input type="checkbox"/>	
		কলেরা	<input type="checkbox"/>	
		আমাশয়	<input type="checkbox"/>	
		টাইফয়েড	<input type="checkbox"/>	
		জন্ডিস	<input type="checkbox"/>	
		অন্যান্য (লিখুন).....	<input type="checkbox"/>	

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Q6.2.3	বিগত ৬ মাসে পানি বাহিত রোগ থেকে পরিধান পেতে / সুস্থ হতে মোট কত টাকা খরচ করতে হয়েছে?	এখানে টাকার পরিমাণ লিখুন.....	
Q6.2.4	বিগত ৬ মাসে পানি বাহিত রোগ থেকে পরিধান পেতে / সুস্থ হতে আপনার পরিবারের কোনো সদস্যকে কি হাসপাতালে ভর্তি হয়ে থাকতে হয়েছে?	Yes হ্যাঁ	<input type="checkbox"/>
		No না	<input type="checkbox"/>
Q6.3	সর্বশেষ কত আগে আপনার পরিবারের সদস্য পানিবাহিত রোগে আক্রান্ত হয়েছিল	১ বছর আগে	<input type="checkbox"/>
		১.৫ বছর আগে	<input type="checkbox"/>
		২ বছর আগে	<input type="checkbox"/>
		Max TapWater এর পানির লাইন নেওয়ার আগে	<input type="checkbox"/>
Q6.4	আপনি কি মনে করেন যে Max TapWater এর পানি ব্যবহার করার কারণে আপনার পরিবার পানিবাহিত সকল রোগ থেকে মুক্ত আছে?	হ্যাঁ	<input type="checkbox"/>
		না	<input type="checkbox"/>
		জানি না / বলতে পারছি না	<input type="checkbox"/>
Section-7: Max Tap Water Monthly Usages & Average Cost & Tariff			
সেকশন-৭: ম্যাক্স ট্যাপ ওয়াটার এর মাসিক ব্যবহার এবং গড় খরচ			
Q7.1	প্রতিদিন আপনার পরিবারের Max TapWater এর পানি গড়ে কত লিটার / বালতি ব্যবহার হয়? (১০ লিটারের বালতি হিসেবে জিজ্ঞাসা করুন)	রান্না-বান্নার কাজেবালতি
		খাবার পানিবালতি
		গোসল ও টয়লেট এর জন্যবালতি
		কাপড় পরিষ্কার করতেবালতি
		হাত-মুখ পরিষ্কার করতেবালতি
		অন্যান্য কাজেবালতি
		প্রতিদিন মোট ব্যবহৃত পানিবালতি
		Q7.2	আপনি কোন পদ্ধতিতে পানির বিল দেন
		মিটার অনুযায়ী	<input type="checkbox"/>
Q7.2.1	মাসিক চুক্তিতে হলে মাসে কত টাকা?	টাকার পরিমাণ.....	
Q7.2.2	মিটার অনুযায়ী হলে প্রতিমাসে গড়ে কত টাকা বিল আসে?	টাকার পরিমাণ.....	
Q7.3	আপনার কাছে কোন পদ্ধতি সবচেয়ে ভালো?	মাসিক চুক্তি	<input type="checkbox"/>
		মিটার অনুযায়ী	<input type="checkbox"/>
Q7.3.1	কেন এই পদ্ধতিকে আপনি ভালো বলে মনে করেন?	সংক্ষেপে লিখুন.....	
Q7.3.2	আপনার কাছে বিল পরিশোধের জন্য উত্তম এবং সহজতর উপায় কোনটিকে মনে হয়	অপারেটর এর কাছে ক্যাশ/হাতে দেয়া	<input type="checkbox"/>
		অপারেটর কে বিকাশ/রকেট/নগদ ইত্যাদির মাধ্যমে দেয়া	<input type="checkbox"/>
		নিজে নিজে/দোকানে গিয়ে সরাসরি কোম্পানিকে বিকাশ/রকেট ইত্যাদি করা	<input type="checkbox"/>
		অন্যান্য (লিখুন).....	<input type="checkbox"/>
Q7.4	মাসিক চুক্তিতে বিল দিলে জিজ্ঞাসা করুন যে কেনো এখনো মিটার স্থাপন করছেন না?	এই পদ্ধতিতে পানি ইচ্ছামতো ব্যবহার করা যায় না	<input type="checkbox"/>
		মিটারে বিল বেশি আসে	<input type="checkbox"/>



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		মিটার নিতে এককালীন টাকা লাগে	<input type="checkbox"/>	
		মাসিক চুক্তিতে আমরা পানি ব্যবহার করে শান্তি পাই	<input type="checkbox"/>	
Q7.5	আপনি কি শীঘ্রই মিটার স্থাপন করতে চান?	হ্যাঁ	<input type="checkbox"/>	
		না	<input type="checkbox"/>	
		এখন বলতে পারছি না	<input type="checkbox"/>	
Section-8: Customers Information Digital Inclusion				
সেকশন-৮: গ্রাহকের ডিজিটাল অন্তর্ভুক্তিকরণের তথ্য				
Q8.1	আপনি কিংবা আপনার পরিবারের কেউ স্মার্ট ফোন / টাচ মোবাইল ব্যবহার করেন?	হ্যাঁ	<input type="checkbox"/>	
		না	<input type="checkbox"/>	
Q8.2	আপনার পরিবারের কে স্মার্ট ফোন / টাচ মোবাইল ব্যবহার করেন?	আমি নিজে	<input type="checkbox"/>	
		আমার স্ত্রী	<input type="checkbox"/>	
		আমার ছেলে	<input type="checkbox"/>	
		আমার মেয়ে	<input type="checkbox"/>	
		আমার বাবা / মা	<input type="checkbox"/>	
Q8.3	আপনি বা আপনার পরিবারের অন্যকেউ স্মার্টফোনে ইন্টারনেট ব্যবহার করেন ?	হ্যাঁ	<input type="checkbox"/>	
		না	<input type="checkbox"/>	
Q8.3.1	আপনি বা আপনার পরিবারের অন্যকেউ স্মার্টফোনে ইন্টারনেট সাহায্যে কি কি কাজ করেন?	ফেসবুক ব্যবহার করা	<input type="checkbox"/>	
		ইউটিউব দেখা	<input type="checkbox"/>	
		ইমু চালানো	<input type="checkbox"/>	
		বিকাশ / রকেট / নগদ/উপায় ব্যবহার করা	<input type="checkbox"/>	
		পড়াশুনার কাজে ব্যবহার করা	<input type="checkbox"/>	
		ব্যবসার কাজে ব্যবহার	<input type="checkbox"/>	
		উপার্জনমুখী কর্মকান্ড	<input type="checkbox"/>	
		অন্যান্য (লিখুন).....	<input type="checkbox"/>	
Q8.4	আপনারা আপনাদের বাড়ি কিংবা ব্যবসা প্রতিষ্ঠানের বিদ্যুত বিল বা অন্য কোনো বিল কিভাবে দেন	নিজেই বিকাশ / রকেট / নগদ /উপায় এর মাধ্যমে	<input type="checkbox"/>	
		এজেন্টের কাছে গিয়ে বিকাশ / রকেট / নগদ/উপায় এর মাধ্যমে	<input type="checkbox"/>	
		ব্যাংকে গিয়ে	<input type="checkbox"/>	
		এজেন্ট ব্যাংকিং এর মাধ্যমে	<input type="checkbox"/>	
		বিদ্যুতের অফিসে গিয়ে	<input type="checkbox"/>	
		অন্য মাধ্যমে	<input type="checkbox"/>	
Q8.5	আপনার পরিবারের প্রয়োজনে টাকা পাঠাতে বা গ্রহণ করতে কোন মাধ্যম ব্যবহার করেন?	এজেন্টের কাছে গিয়ে বিকাশ / রকেট / নগদ/উপায়	<input type="checkbox"/>	
		নিজের বিকাশ / রকেট / নগদ /উপায়	<input type="checkbox"/>	
		এজেন্ট ব্যাংকের মাধ্যমে	<input type="checkbox"/>	
		সরাসরি	<input type="checkbox"/>	
		অন্য কোনো উপায়ে	<input type="checkbox"/>	
উত্তরদাতার আরো কোনো মতামত বা পরামর্শ দেওয়ার থাকলে এখানে লিখুন.....				
ধন্যবাদ জানিয়ে ইন্টারভিউ এখানে শেষ করুন				

Anenx-4: Project Execution Agency & Team

Brief Description About PRITI Research & Consultancy Limited

PRITI Research & Consultancy Limited is one of the renowned social, market & corporate research companies in Bangladesh which is working with different Social & Market issues. PRITI has started its journey since 2016 with outsourcing research works. Though PRITI is a young company but has experienced with several sectors using different methodologies.

PRITI works based anthropological research methods that's way it can maintain the participation process in each research work. For conducting different research works we use both of qualitative & quantitative methods. For quantitative research approach we use F2F interview, Over phone interview, Online Interview & web-based interview through CAPI, PAPI, CATI & WAPI. For Qualitative research approach, we use In-depth Interview (IDI), Key Informant Interview (KII), Focused Group Discussion (FGD), Ethnography, Journey Mapping, Photovoice, Documentary, Participant Observation & many more qualitative tools. Though the key persons of PRITI are anthropology based that's way anthropological research methods are being incorporated in every research.

PRITI is capable to cover across Bangladesh by covering 8 divisions, 64 districts, 495 Upazila, 4571 union and/or even 87000+ villages. We have a corporate office & a field office in Dhaka. Out of Dhaka, we have divisional & regional field coordinators in all divisional cities as well as in Jessore, Bogura, Cumilla, Faridpur & other potential cities. We can reach even to the deep rural, Hill tracts & costal belt areas in Bangladesh.

We have strong network for primary data collection across Bangladesh. The field set up is field operation in-charge, data acquisition executives, divisional coordinator, field supervisor & data collector. For qualitative interviews & sessions, we have a panel of moderators. As per requirement we recruit the moderator from panel. We have a panel of researcher & sector specialist. There are Anthropologists, Sociologist, Economist, Gender Specialist, Market Analyst & many more sector specialists. We engage the specialists from the panel as our project requirement.

PRITI Research Team

Sl. No	Team Member Name	Qualification & Experiences	Position & Responsibilities
1	Naemur Rahman	M. Phil Researcher, Masters in Anthropology University of Dhaka PGD in Project Management, UK. Certificate Course on Fintech, DBI & Daffodil University. Having more than 12 years of Research Experience	Team Leader & Principle Researcher of the Project Research Design, Project Execution Lead, Data Analysis & report Writing
2	Nahida Sultana	Masters in Development Studies, Independent University Bangladesh Masters in Sociology Having more than 8 years of research experience	Co-Team Leader Lead the field research team Data Quality Assurance Team Training & Briefing
3	Md. Salem Hossain	Masters in Anthropology, University of Dhaka	Sr. Research Associate. Assist to the Team Leader on Research Design, Execution & Report Writing. Team Training & Briefing
4	Md. Arif Hossain	Masters in Anthropology, University of Dhaka	Research Assistant. Assist the research team on research materials drafting & Data Reliability & Validity Ensuring. Team Training & Briefing
5	Md. Abir Hassan	Masters in Anthropology, University of Dhaka	Research Assistant. Assist the research team on research materials drafting & Data Reliability & Validity Ensuring. Team Training & Briefing
6	Abu Ansar Talukder	Masters in Political Sciences. Having more than 5 years' experience in the same field.	HR, Admin & Account Officer
7	Emmanual Awlad	Graduate in English, Having more than 3 years experiences in field research & Quality Control.	Quality Controller
8	Field Supervisor recruited from Local Sources	Graduate / Masters in any Discipline. Our Supervisory team is experienced for more than 2 years in field research & Supervision.	Field Supervisor
8	Field Enumerators recruited from Local Sources	Graduate in Any Discipline. Our Field Enumerator team is experienced for more than 2 years in field research & primary data collection.	Enumerators

The End