

WELLO: ROLLING WATER

- **Background**

For 1 in 6 people in India, access to water requires hours of walking, waiting in line and heavy lifting of water containers. The time spent fulfilling this basic need keeps many children out of school and prevents women from carrying out all the domestic and income generating work for which they are responsible. Moreover, the traditional method of carrying water – carrying a 5 gallon (20 liter) water bucket on the head–can severely damage the spine, causing severe pain and even leading to complications during childbirth. Looking at all of this, Wello Water aims to solve the plight of access to potable water by producing the **WaterWheel** which makes carrying water easier. It frees up valuable time of the women folk and children, and in the process, removes barriers that prevents children from going to school and empowers women to engage in more productive activities. Research shows that when women have extra time, they choose to spend it on activities that boost family income, education, health, and wellbeing and thus resulting in eradicating poverty.

Seventy-six million people in India lack access to an improved water source, putting them at risk for waterborne diseases. Exacerbating the problem of poor water quality is inequitable access. Out of 35 Indian States, only seven have achieved full coverage of providing a protected water source for their villages. Large segments of the population don't have access to improved water sources at all, and are forced to travel long distances in search of clean water, or purchase it from vendors at exorbitant prices. This is the problem Wello Wheel is tackling.

- **Location, Date**

Rajasthan, Gujarat, Maharashtra, Madhya Pradesh; 2010

- **Areas**

Rural

- **Stage/Scale**

Full scale

- **Objective of the assignment**

Wello is a social venture with an ambitious goal: To deliver clean water to a thirsty world.

- **What was done**

- The WaterWheel is a 50 litre drum that can be pushed or pulled. It was inspired by the shape of the traditional matka. It carries three to five times the amount of water as compared to traditional methods and in the process, reduces the time and physical burden of water collection.
- It was designed after consultations with villagers in the dry northern Indian state of Rajasthan; the WaterWheel is made from high-quality plastic that can withstand rough terrain.

• Impact

- Provided almost 100 waterwheels till date
- 500 lives has benefitted from the waterwheel
- 2 hours per household per day has been saved
- 3 km saved per household per day
- Increased consumption of water - 9 litres per person per day
- Access to enough water for household and agriculture activities.
- Intensive labor pain of women decreased
- With rolling the wheel unpaved ways also get levelled.

• Challenges and Issues

- Designing the wheel was a the first hurdle in keeping the capacity in mind.
- Convincing rural people to replace it with traditional matka was a challenge.
- Another major challenge was to present the wheel not only as a household aid but also as a irrigation tool.
- Foraffordale prices of the wheel local factory setup was another issue.

• Innovation

- **AFFORDABLE**
 - Wello's innovative business model enables us to make WaterWheels available at an affordable price
- **HYGENIC**
 - Wide mouth opening facilitates easy pouring and cleaning
 - Unique cap-in-cap design keeps clean water clean
- **AESTHETIC**
 - Familiar shape maintains cultural relevance
- **CONVENIENT**
 - 45L capacity is 2-5x more efficient than headloading; twice as much more water in half the time
 - Reinforced axles protect WaterWheel skin from wear and tear
- **OTHER INNOVATION**
 - It is manufactured from high-quality, human-safe plastics.
 - It's a smart investment: long lasting and is durable enough to handle the roughest terrain.
 - It is also being used for irrigation and to bring water to animals.



- **Lessons learnt**

- Water collection affects the physical and emotional faculties of women and disproportionately affect their access to opportunity. A traditional container equals a standard airline checked bag
- Head loading leads to chronic pain that can cause serious complications during childbirth. Thus, the water can give life and can take it too, women being the main sufferer.

- **Financials**

Funds are managed through Social Enterprises, Micro Finance institutions, N.G.Os CSR Initiatives and Governments' bodies.

- **Economic sustainability/Revenue Model**

- Wello's design philosophy is simple - create products that people not only need, but want. They work with high impact local partners to distribute our products in the most efficient, effective way possible.
- WaterWheels retail at INR 2000 to 2500 depending on the location and availability of financing.

- **Implementer Contact Persons**

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- **Sources and References**

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- <https://www.google.co.in/amp/s/yourstory.com/2015/10/wello-water-wheel/amp/>
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