

# ANNUAL REPORT

2018



Providing Sustainable Rural Water to Africa and beyond.

# MESSAGE FROM THE CEO

## DEAR READERS,

*While travelling from Accra to Takoradi on a car journey across Ghana in 2014, my driver abruptly stopped in the middle of the road on the way. When I enquired as to why, he replied that there was a puddle in the road and that there were kids in it collecting water. This was a life-changing sight and moment for me. While I knew something about rural water poverty, I had never come face to face with it in this way. At the time I was running Binatone, an electrical appliance business in sub-Saharan Africa. I decided to put some CSR funds to use in developing & deploying a solar powered water pump for villages, and on World Water Day 2015 we opened the tap on our first installation; an immensely proud moment for me. As we deployed a second, and a third kiosk, I was becoming more passionate about the cause of alleviating water poverty across the continent but knew this could not be done solely from my company's resources, nor my part-time efforts, so I founded the Project Maji Foundation to drive significant impact into this global injustice.*

12 months ago, we had 12 Project Maji sites up and running. The journey entailed developing technology, exploring locations, building relationships with local ministries and hiring a team of dedicated professionals who shared my passion to provide water access to those in need.

As we entered 2018, we were poised for growth and scale and indeed the past year has seen us achieve phenomenal growth.

On World Water Day 2018, we signed a landmark agreement with World Vision in Ghana to be a core partner in providing water kiosks to rural schools and health clinics. Numerous other donors, both corporate and individual, also came on board to help us grow our installed base to 50; putting us right on target to reach our goal of serving 1m people with sustainable potable water by 2025.

As our impact grew, so did our visibility and awareness, and I was invited to speak at various schools and universities, including such prestigious institutes as London Business School and the Judge Business School at Cambridge University, where I shared my personal story of social entrepreneurship and also how we maintain Project Maji as a financially sustainable organisation.

We also secured some exciting corporate partnerships with global brands like Aldo in Dubai, FelFel in Switzerland and Yogalini in India. Each, not only helping us raise funding for additional sites, but also pushing our message to an ever-increasing audience.

We now plan to engage youth in water awareness by working closely with schools around the world. Not only in classroom education but also hosting them on visits to Africa where they can learn, hands-on, how we work and specifically measure and quantify our impact.

Our goals for the next 12 months remain aggressive and ambitious. First and foremost, we will double the number of installed kiosks to 100, with an enhanced geographic footprint covering Kenya and Rwanda. Accordingly, we will recruit maintenance teams in those locations (as well as strengthen the existing team in Ghana) to ensure that all our kiosks, no matter how remote, can all be serviced in the unlikely event of a malfunction.

We will also continue to enhance our marketing and further build our brand awareness and will run a couple of fund-raising events to enhance what we have so successfully raised from our campaigns with Global Giving.

As we grow and continue to work towards our goals, we are continuously grateful for your support. All the donations and words of wisdom and encouragement we receive from all of you gives us the drive to go forward and achieve the impact we aim for.

Thank you and sincerely,

**SUNIL LALVANI**





WATER POVERTY —

# The Maji Story

What began as a small CSR initiative in 2014 serving a handful of communities in rural Ghana, Project Maji has since flourished into a fully-fledged registered NGO on a mission to end water poverty across sub-Saharan Africa. Our initial sites were solar-powered pumps serving 10,000 litres, with four walls and three taps, serving villages of more than 1000 people. Coming from a product manufacturing background however, Founder Sunil quickly realized that this was not a scalable solution, and so our Mini-Maji solution was born: a fit-for-purpose, easily installed water kiosk with nine taps, replacing the thousands of broken hand pumps across rural Africa, serving off the grid communities who are otherwise left to fetch water from distant, unsafe water sources.





## WHO WE ARE

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A community-focused NGO with a goal to sustainably alleviate rural water poverty across sub-Saharan Africa.

## WHAT WE DO

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Project Maji designs, develops and builds solar-powered water kiosks across sub-Saharan Africa. Using smart-solar technology, our simple and affordable solution provides safe and clean water closer to homes, schools, and health clinics for over 50,000 people across Kenya and Ghana.

### OUR VISION

*To provide 1 million people in sub-Saharan Africa sustainable access to clean water by 2025.*



# HOW WE WORK

We believe we work better together. We have a global workforce to deliver the most efficient and innovative water technologies based on solar energy.



## STEP 1: Identify Communities

Work with community stakeholders to identify smaller rural villages (<1000 populations) that have poor or no access to clean water.



## STEP 2: Site Location & Sustainability

We work with identified community leaders to locate Project Maji sites and to develop a sustainability plan for each site.



## STEP 3: Project Maji Installation

Ship and deliver Project Maji Kiosk within one month and work with local contractors to dig boar hole. Project Maji kiosk is then easily installed within two days.



## STEP 4: Mobile-Monitoring and Maintenance

Ensuring full functionality and sustainability, every Project Maji kiosk incorporates a built-in, remote monitoring unit; evaluating the efficiency and performance of all our sites on a daily basis. This ensures maximum uptime for the plant, notifying us of any anomalies, whereby we send a technician to inspect and resolve the issue in a timely and cost-efficient basis.







## FUNDRAISING

As a registered NGO we receive donations from individuals and groups. Through the generosity of our supporters, we have raised an additional USD 40,000 through our public online donation platform partner Global Giving.

## PARTNERSHIPS

We partner with other Non-Governmental Organisations (NGOs), private companies, and governments through awareness campaigns, cause-related marketing, and community engagement programmes.



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**OUR SOLUTION —**

# The Project Maji Solar Powered Water Kiosk

Project Maji has been working since 2014 to develop pumps that are both fit-for-purpose and low cost. Using solar power to drive a submersible pump, water is extracted from sustainable underground aquifers and stored in an elevated tank, and then dispensed through multiple gravity fed taps via an electronic payment gateway as required by the population. A mobile monitoring system is also attached to allow us to remotely keep a constant track on the status of each facility so that in the unlikely event of any issues, we are able to send a local technician to the relevant site for the required troubleshooting. The entire facility is constructed on a pre-fabricated frame that is easy to assemble on site and pumps 5,000 liters of water per day from underground aquifers. Using solar power, controlled payment systems and with constant monitoring, all of our facilities are truly sustainable and their impact tangible and measurable.

*Project Maji kiosks can be installed anywhere that underground water is available. Communities are then able to collect the water whenever they like, simply by turning on one of the multiple taps.*







## Designed for Purpose

Designed with the harshest environments in mind, our kiosks are designed to be robust and have minimal moving or serviceable parts to minimize problems. Daily operations of the kiosks run smoothly with very little oversight; however, in every community, we train female community leaders on how to maintain the kiosks for longevity.



## Solar Powered

Using solar power is not only sustainable; it's also a practical solution as many communities do not have access to reliable electricity. With a steady supply of sunshine year around in the communities that we serve, we maintain consistent power to our sites at no cost.



## Remote Monitoring and Evaluation

Mobile technology allows us to remotely monitor all of our sites to measure their performance and to alert us in the unlikely event of any problems. We can also evaluate the efficiency of our kiosks by seeing how much and when the water is drawn.

# OUR IMPACT

The United Nations Sustainable Development Goals (SDGs), are a call to action to end poverty, tackle climate change and address global development issues; a blueprint to achieving a better and more sustainable future for all of humanity. These 17 Goals build on the successes of the Millennium Development Goals, while including new areas of focus. The SDGs are interconnected, whereby the key to the success of one will involve tackling issues more commonly associated with another.

In 2010, the United Nations recognized “the right to safe and clean drinking water and sanitation as a human right that is essential for the full enjoyment of life and all human rights.”

At Project Maji, while our area of focus is SDG 6: Clean water and Sanitation, we are also positively impacting SDG 5, SDG 4 and SDG 3, as well as numerous others.







## Gender Equality

From childhood through to puberty, and on to adulthood, women and girls are disproportionately impacted by water poverty. In Africa, women and men's divergent social positions lead to differences in water responsibilities, whereby the women not only collect water, but their daily domestic tasks involve greater usage, exposing them to greater risk of contracting a water-borne illness. Each day across the developing world, women and girls spend 200 million hours collecting water from distant, often unsafe locations. The United Nations estimates that sub-Saharan Africa alone loses 40 billion hours per year collecting water; equivalent to an entire year's labour in all of France. In sub-Saharan Africa, the average 6-kilometre journey requires women to carry heavy buckets of water on their heads, often weighing over 20

kilos. Over long distances, this has detrimental effects on their health, including skeletal deformation, stunted growth, arthritic disease, and miscarriage.

But while women and girls shoulder the majority of the world's water burden, they also stand the most to gain from access to clean water. With less time devoted to fetching water, women have more time to pursue and improve their economic situation. Access to clean water gives girls the opportunity to go to school, with each year of primary school boosting girls' eventual wages by 10 to 20 percent. Our Project Maji Kiosks are empowering women, giving back time, education and economic opportunity,



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## Education

Education is critical to breaking the cycle of poverty, yet one in three schools around the world have no access to clean water. The number of hours children spend in school is inversely proportional to the number of hours spent collecting water for essential daily requirements, with a vastly detrimental impact. The World Health Organisation estimates that investment in clean water yields an additional 272 million school attendance days per year. The benefits

associated with clean water additionally minimise sick days for students and teachers, contributing to their ability to participate in the classroom. For this reason, Project Maji works with child-focused NGOs such as World Vision, to implement our solution in schools; ensuring students have access to clean water throughout the day for drinking and sanitation. Less sick days + less time walking for water = means more time for school!



## Health

Drinking the water in sub-Saharan Africa is often just as hazardous as retrieving it, with waterborne disease-causing 3.4 million deaths worldwide each year. A lack of access to clean water forces those living in water-deprived regions to turn to unsafe water resources. Schistosomiasis (Bilharzia), Cholera, Diarrhea, Dysentery, Hepatitis A, Typhoid, and Polio. Absent, inadequate, or inappropriately managed water and sanitation services expose individuals to preventable health risks. Contaminated drinking water is estimated to cause more than 500,000 diarrheal related deaths each year; more than 40% of those deaths are children under five years old.

This is why, when we provide water to a village, our work has only just begun. Our team of experts in the field work with local partners, government agencies and NGOs, to deliver Water, Sanitation, and Hygiene (WASH) training. Our aim is to implement hygiene education as part of every Project Maji kiosk installation. These trainings take place in the form of a series of town hall-style meetings and workshops using creative and culturally sensitive communication tools, to increase awareness about the use of safe water and good hygiene practices. Elders are the key opinion leaders, and women are traditionally responsible for domestic water supply and sanitation, as well as maintaining a hygienic home environment, so the involvement of both groups is critical.

According to the World Health Organisation, 42% of sub-Saharan healthcare facilities lack an improved water source within 500m, and 16% lack improved sanitation.







*Before, we had to help our mother in the morning and wait in line for our turn to fetch water from the hand pump. Sometimes the line is very long; so long it would make us late to attend school. Now we have Project Maji at our village we don't have to get up so early and wait in line for water. We even have time to play in the morning before school.*

**Samuel & Betty, 9 – Students**





*When our old hand pump broke down, my village had to use the river nearby, which made my family very sick. I had to spend a lot of money on medicine for my children. Now that we have Project Maji to give us clean water, my children are strong and healthy!*

**Sandra, 32 – Mother**













*When I first came to teach at this school, we had no water source. Sometimes children would skip class and walk into town to fetch water. Now we have a Project Maji kiosk right next to our classroom. Whenever the children are thirsty, or they need to wash their hands, they can simply turn on the tap!*

**Iris, 32 - Teacher**







*In the dry season, the pond in my village becomes very small and the water gets very dirty. Once, I became sick and I did not go to school for many weeks. I missed my friends very much. Now Project Maji gives us clean water all year round - even in the dry season. When I grow up, I want to be a nurse and teach people how clean water is important for good health!*

**Patience, 7 – Student**



# 2018: LOOKING BACK

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In our most impactful year to date, 2018 proved a tremendous success for Project Maji; from fundraising campaigns and influencer endorsements, press features and international partnerships. We expanded the Project Maji team and surpassed our installation forecast, more than tripling our number of installations, whereby Project Maji now sustainably serves 50,000 beneficiaries with 60 million litres of clean water per year across Ghana and Kenya.







## SCALING OUR IMPACT

Expanding geographically, we deployed a new cluster strategy, whereby we now install sites in three and four cluster communities, enabling us to have a vastly greater impact in the rural populations we serve. Through our comprehensive fieldwork, it was discovered that people were travelling from neighbouring villages to access our Project Maji water kiosks; and so, we have endeavoured to bring our solution closer to those in need.

## YOUTH ENGAGEMENT

With a focus on youth engagement, Project Maji has spoken at numerous universities and schools, on the subject of social entrepreneurship, water consumption practices, and water poverty. As future world leaders and business moguls, the choices today's youth will make in their professional lives will have the power to create real impact on the global development stage. The United Nations Sustainable Development Goals (SDGs) cannot be achieved by the public sector alone, and now more than ever, the private sector is critical to addressing the greatest social and environmental challenges of our time.


We have participated in two University impact-athons, whereby students brainstorm and pitch innovative solutions to real-world issues, and we have taken on three interns as a result of these events.

We are currently piloting the first Project Maji Youth Volunteer Programme in partnership with a prestigious school, from the United Kingdom. The aim is to give participants an on the ground, first-hand experience; immersing them in rural communities who are deprived of basic necessities, with a particular focus on SDG 6: availability and sustainable management of water and sanitation for all. Students will spend time working in the field with senior members of the Project Maji team, learning about the global water crisis and addressing this issue with a sustainable business mindset.







# ACCOLADES & EVENTS

-  Project Maji hosted our World Water Day Reception in Accra, Ghana, 2018


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-  Attend the annual World Water Week conference organized by the Stockholm International Water Institute (SIWI)


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-  ALDO 1 Dirham Charity Initiative


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-  Impact-athon - Middlesex University - Dubai


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-  Impact-athon - London Business School - UK


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-  NEXUS Europe Summit


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-  Top ten finalists for the Aid and International Development Forum - Africa for the Innovator of the Year Award (2019)


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-  Ta'Ather Social Impact Awards- shortlisted by the Social Impact Summit as one of the best NGOs/NPOs

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-  Accepted into the Ashoka African Social Investment Accelerator Program

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-  Project Maji was one of seven finalists for the YPO 2018 Global Innovation Award





## FASHION PARTNERSHIPS



### Setusti Project Maji Line

*The creative vision of Setusti is to bring traditional African prints into the modern fashion era; an authentic, contemporary range*



*which celebrates African heritage while promoting ethical consumer choices by giving back to rural African communities. The Setusti - Project Maji collection delivers fashionable, functional streetwear, honouring Setusti's Kenyan-Ghanaian heritage which reflects Project Maji's geographical focus. 30% of all proceeds from the collection are donated to the Project Maji Foundation. [setusti.com](http://setusti.com)*

## Malini Ramani

### Malini Yogalini Line

*Renowned designer and Kundalini Yoga teacher, Malini Ramani's bespoke fashion house serves clients from all over the world, providing comfort, balance, love & harmony through her beautiful clothing designs. In her commitment to conscious consumption, Malini has pledged a global percentage to be donated to the Project Maji Foundation, raising funds and awareness around the issue of water poverty with each purchase from her Yogalini and Design Collection. Malini's Yogalini line delivers fashionable and functional yoga clothes, specifically designed for the Kundalini Yoga community, whilst the Design Collection provides beautiful pieces which may be worn from daytime to evening. Each piece is carefully handcrafted and given blessings, with international shipping available. [maliniramani.com](http://maliniramani.com)*





## NGO PARTNERSHIPS



## COMMERCIAL PARTNERSHIPS





# 2019: THINKING AHEAD

Project Maji is committed to doubling our impact in 2019, as we continue to incorporate new technology and innovation into our solution; seeking new partnership deals and expanding into new territories, reaching the most vulnerable communities who are otherwise underserved and left without agency.

We are currently developing a new pumping mechanism to work with communities who source their water from rivers, and are working with local authorities to ensure our solution is appropriate and sustainable for these communities. Additionally, as water is so intrinsically linked to the economic development of rural communities, we are now developing our solar-powered technology even further to assist small-holder farmers in affordably and sustainably irrigating their crops in order to increase rural incomes.



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# THE PROJECT MAJI TEAM

Headquartered in Ghana, with staff in Kenya, Dubai, Hong Kong, and South Africa, Project Maji staff hold 80 years of cumulative experience in products manufacturing and international development experience.



## Venu Babu

**Country Director  
(Ghana)**

Venu is a qualified Chartered Accountant and has lived and worked in Ghana for 20 years, where he is responsible for Project Maji's local operations. He has been Managing Director of Binatone for the past 15 years and has been instrumental in their local growth in addition to driving expansion beyond Ghana and into more than 15 nearby countries in sub-Saharan Africa.



## John Hutchinson

**Technical Consultant  
(Energy & PAYG)**

John graduated with a Mechanical Engineering degree from the University of Cape Town, and has since acquired degrees in Business Administration and Law. John is responsible for the advancement of alternative-power technology and has created award-winning solar projects and products.



## Rosemary Irons

**Director of Communications**

Serving as Director of Communications for Project Maji, Rosemary brings ten years of experience across Asia, the Middle East and West Africa where she has worked for NGOs and led projects for Multinational Corporate Foundations in the fields of Technology and Private Equity. She is a certified Sustainability Practitioner.



## Sunil Lalvani

**Founder & CEO**

Apart from his passion for this cause and a drive to be a significant player in eradicating rural water poverty in sub-Saharan Africa, Sunil brings over 20 years of management, sales and marketing experience in emerging and frontier countries. He has run the Binatone electronics business globally, successfully growing and managing over 20 offices in 3 continents.





## Tejinder Singh Lamba

**R&D and Production Director**

After completing his diploma in Electronics and Electrical engineering in 1984, he joined the Binatone more than 20 years ago and has worked in Russia, India and West Africa. He currently leads product development in China for Aggrico.



## Nicole Malick

**Director of Development**

In addition to sitting on the Project Maji Board of Trustees, Nicole serves as Director of Development for Project Maji; developing sustainable partnerships to achieve tangible results. Nicole has a Master's of Social Work from the State University of New Jersey – New Brunswick, and has served on numerous boards throughout her career.



## Amol Parker

**Project Director  
(Ghana)**

Amol is an Electronics & Communication Engineering who has previously worked and run the service and maintenance teams of consumer electrical brands such as Sony and Binatone. He leads the team for executing the installation, maintenance and monitoring of sites.



## John Otieno

**Project Manager  
(Kenya)**

John graduated with a Degree in Economics and Statistics from the University of Nairobi, and is a Project Planning and Management professional. He has previously worked as WASH Project Officer, Livelihoods Officer, Quality Assurance and Standards Officer and worked with Water Trust fund to establish Water point in peri-urban Nairobi.



## Ama Wilson

**Administrative Assistant  
(Ghana)**

Ama graduated with a degree in Management Studies from the University of Cape Coast and worked at Ghana Water Company Limited prior to joining the Project Maji team. As a member of the Red Cross Society in her youth, Ama developed a keen interest for community development and now assists Project Maji in all administration matters, both at the head office in Accra and in the field.

### With Special Thanks

Perna Sadhwani - Special Projects

Dilara Ozmeric - Intern, Middlesex University, Dubai

Ashna Mehta - Intern and Youth Ambassador, New York University, US

Roshni Agarwal - Intern and Youth Ambassador, Sevenoaks School, UK



# THE PROJECT MAJI BOARD OF TRUSTEES

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## Sunil Lalvani

Apart from his passion for this cause and a drive to be a significant player in eradicating rural water poverty in sub-Saharan Africa, Sunil brings over 20 years of management, sales and marketing experience in emerging and frontier countries. He has run the Binatone electronics business globally, successfully growing and managing over 20 offices in 3 continents.



## Muna Al Gurg

Muna is a businesswoman and philanthropist from Dubai where she is the Managing Director of retail at Easa Saleh Al Gurg Group LLC. She sits on several boards of directors of companies and non-profit organizations, including Chairwoman of Young Arab Leaders which promotes education, entrepreneurship and youth development. Muna obtained her BA in Business Administration from the American University in Dubai and her Executive MBA in Business Administration from London Business School in 2009.



## Gordon Mumbo

Gordon is a Kenyan national with more than 30 years of experience in water management. Gordon has worked all across Africa, in India and the USA with various NGO's and governments in an operational and consultative capacity, always in the field of water.



## Nicole Malick

Nicole's fourteen years of international experience, spans the Middle East, Asia, and East Africa with governments, civil society organizations and multi-national companies, most notably United States Agency for International Development.



project  
**maji**

World Vision

sustainable water partnership





### **End note:**

A special thanks to everyone who helped make 2018 our most impactful year to date. We hope that you will continue to follow us on this rewarding and inspiring journey, bringing sustainable, clean water to rural populations throughout sub-Saharan Africa. We look forward to your continued support as we look to double our impact in 2019.

### **How to get involved:**

Project Maji is always on the lookout for artists, ambassadors, interns, content creators, and skills-based volunteers.

If you or your organisation would like to partner with us on our mission to provide clean, sustainable water to those in need, then please get in touch via any of the below channels:

### **Contact us:**

