

PITCH DECK :

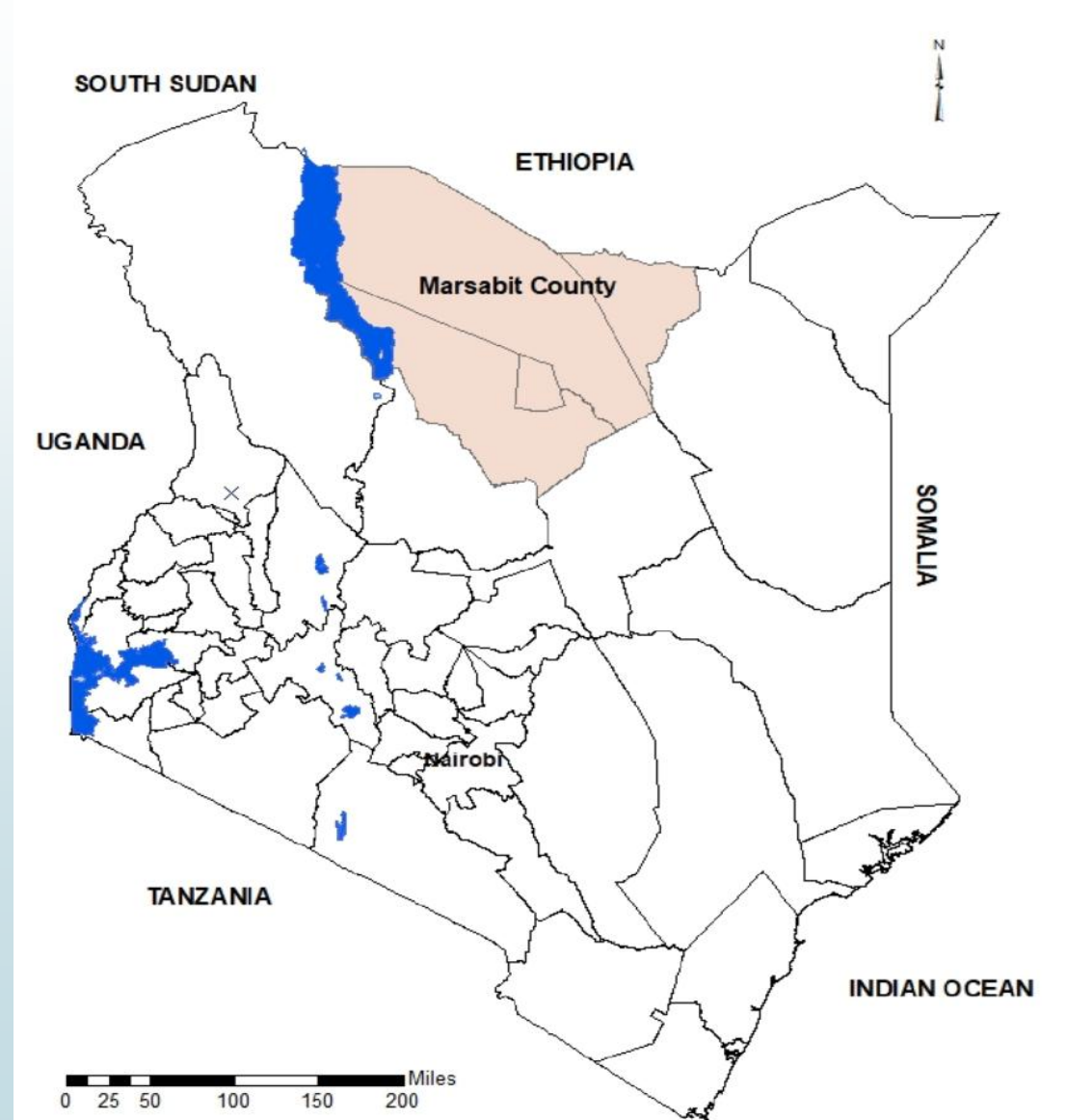
DON BOSCO OASIS OF HOPE (DBOH)

PROJECT IDEA: WATER HARVESTING AND MANAGEMENT

4/6/2024



Location of the project in Kenya – (Marsabit county)



SUMMARY OF THE PROJECT IDEA

Through innovative strategies, we shall harvest and conserve water for the well being of the people in Marsabit.



DBOH MISSION



To promote accessibility of clean water for the improved well being of the community in Marsabit. Through innovative ways, partnerships and collaboration we shall endeavour to promote climate change adaptation in water management.

OUR LEAD TEAM IN DBOH



**ICT expert-
Martin Maina**

Martin will lead the team in ensuring all project ICT issues are addressed and the project maximally embraces the technology. His specialization is in ICT



**Director of the team
- Mike wanjohi**

Mike has key strengths and experience required in implementing the project. He has specialization in Electrical Engineering



**Organizing
secretary - Gabriella
Arnik**

Gabriella has successfully played a role of organizing secretary in developing the project idea. She also has specialization in B/Administration.



**Coordinator-
Doreen Kinya**

Doreen has contributed highly in shaping the project idea, She will be coordinating all project activities. She has specialization in B/Administration

OTHER DBOH TEAM MEMBERS



	Name	Specialization
1.	Janet Murothi –	Green Facilitator
2	Ann Ibele	Fashion and Design
3	Priscila Matacho	Cosmetology
4	Rahma Nabusu	Fashion and Design
5	Daniel Lesilau	Electrical Engineering
6	Justine Siya	Electrical Engineering
7	Augustine Mwenda	Automotive Engineering
8	Irene Waweru	Trainer

DESCRIPTION OF THE BUSINESS IDEA



- ❑ Marsabit county is an arid region with high temperature and flooding most of the time when it rains. Marsabit being an arid area experiences water shortage with an average of 10- 15km to water points. However every time it rains water goes into waste as it flows through the non - perennial rivers.
- ❑ After the rains, rivers dry and cycle of challenge is repeated. Animals die and households especially women and children walk for kilometers in search of water.
- ❑ With modern technology we will be able to harvest enough water to sustain the community therefore meeting our SDGs 6- access to safe water and sanitation and SDGs 13 on climate change.

DESCRIPTION OF THE BUSINESS IDEA



Project sustainability and benefits

- ❑ Wells and dams will be constructed along the non – perennial rivers as well as use of water storage bags for water collection. The project will embrace use of solar energy in pumping water , purify water in dams through planting aquatic plants and improving the environment by planting trees around water harvesting points, hence achieving oasis of hope for the community.
- ❑ **Economic benefit**
 - ❑ job creation for the youth in managing the project
- ❑ **Social benefit –**
 - ❑ improved wellbeing of the households
 - ❑ Improved livelihood for the pastoralist community
 - ❑ Less absenteeism in school – as children search for water instead of being in school
- ❑ **Environmental benefit-** conserve water
 - ❑ Planting trees around the dam
 - ❑ Earning carbon credits

During rains – There is massive destruction of property, animals and human beings swept away and water goes to waste



When dry – Drought prevails. Women and children walk long distances in search of water. Human beings as well as animals die as a result of lack of water.



OUR PRODUCTS AND SERVICES TO THE COMMUNITY



Product

- ☐ Purified water for the households
- ☐ Clean water for the livestock
- ☐ Bottled water – for tourism industry – hotels, social events

Services

- ☐ Distribution of water to the community
- ☐ Packaging of purified water

MARKET RESEARCH RESULTS/COMPETITIVE ANALYSIS



We conducted a market survey and discovered the following:

- ❑ In the Community, households rely on boreholes and the distance from one bore hole to the next ranges between 10-15 Km
- ❑ Vendors from nearer boreholes like in Marsabit town sell water at very high price which is unaffordable - Kshs 50 (0.38 Euros) per 20litre - jerrican. The water is also salty and not handled hygienically.

With this, we were able to understand the market and our strategies will give us a competitive edge as our long-term goal is to have social impact on the community.

MARKET RESEARCH RESULTS/COMPETITIVE ANALYSIS



Don Bosco oasis of Hope will eventually be able to offer water to the community for less money than our competitors. This is by:

- ❑ Use of solar technology thus reducing costs of operations
- ❑ Handling water safely (for household use and animals) use of technology through partnerships - ***Innogestional Ambiental -LiveAdapt project***
- ❑ Involving community in day to day management of the wells and dams
- ❑ Creating jobs for the youth in the community

MARKET RESEARCH RESULTS/COMPETITIVE ANALYSIS



Our competitors in the market

1. Non governmental organization

- ☐ drill boreholes for the community

2. Individuals

- ☐ harvesting rain water using water storage tanks

3. County government water department

- ☐ selling water to the community

OUR MARKET AND NUMBERS



The project targets households living along the non-perennial rivers in Saku sub-county, Marsabit County.

Project projections

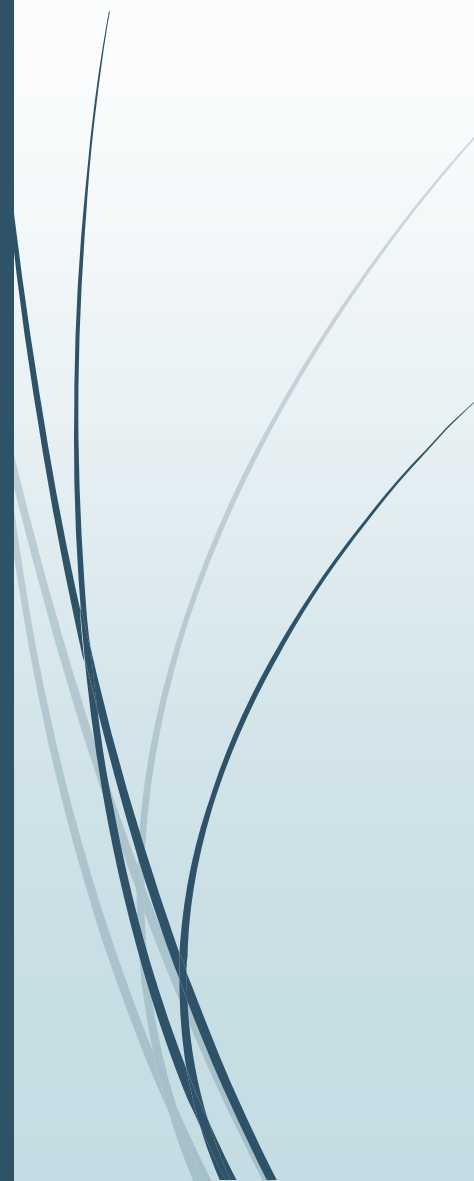
- ❑ Year 1 – 300 households
- ❑ Year 2- 500 households
- ❑ Year 3- 800 households

In Marsabit the average size of household is 6 persons

DBOH FINAL APPEAL



Join us to transform desert to
an oasis of hope.



THANK YOU