



KEPSA

Kenya Private Sector
Alliance



ENTREPRENEURIAL STRATEGIES FOR REACHING THE POOR WITH CLEAN DRINKING WATER

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Background



- Kenya Private Sector Alliance (KEPSA) was formed in 2003 as the umbrella body of the Private Sector in Kenya
- It represent over 250 Business Membership Organizations (BMOs) from different sectors of the Kenyan Economy
- It creates a unified and single voice for private sector so as to influence public policy formulation favourable for economic growth and wealth creation



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KEPSA in Water Sector



KEPSA through its Water Sector Board has partnered with the Ministry of Water and Irrigation under the Ministerial Stakeholder Forum to address various issues affecting the sector and recommend solutions on regular basis.

Water is one of the issues being addressed. We understand water is a basic human right and should be affordable and accessible to all.



Lack of access to clean water is a big challenge that require our concerted effort to manage. It seriously affects productivity in the rural areas leading to poverty as community members are forced to spend most of their time each day simply finding and transporting water which in most cases is collected from drains, ditches or streams that might be infected by pathogens and bacteria that causes severe illness and death.



With few medical resources at their disposal, the poor are particularly vulnerable to chronic illnesses that hinder their productivity, making the escape from poverty even more difficult.



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Private Sector role in provision of clean water



The private sector can assist poor communities though:-

1. Corporate Social Responsibility

Companies dedicate part of their profit to provide water to community by- drilling boreholes, building reservoirs, buying tanks, pipes for water connection among other community initiatives.





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Private Sector role in provision of clean water... *cont*

2. Initiating PPP Water Projects



Private sector partnering with government by sharing the cost of building a water project in an area. This may include the community raising part of the total cost – especially through CDF kitty while the private sector top up the rest.

Communities in these areas should be empowered to participate in water campaign activities such as handpump maintenance, revival of traditional water sources, watershed development, recharging of groundwater, roof rainwater harvesting, and so on.



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Private Sector role in provision of clean water.... *Cont*

3. Employment creation among the Youth

Partnering with community and government where they initiate a water project and leaving it to the youth to manage it. This will make the project sustainable, water accessible and affordable as well create opportunities for the youth to earn a living.





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Private Sector role in provision of clean water... *Cont.*

4. Initiate Reforms

- KEPSA continues to advocate for friendly policies that will make to water to the poor accessible and affordable.
- Advocate to higher Budget allocation to the water sector in order to increase water Supply.
- Already KEPSA has nominated three (3) representatives to a Committee to track reforms as agreed during the second PM RT in November, 2008- Kenya Water Industry Association, Institute of Engineers of Kenya & Kenya Alliance of Resident Association.





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Conclusion



KEPSA will continue to support all initiatives aimed at increasing wealth among Kenyans and creation of opportunities among our youth.



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THANK YOU

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