

# Bangladesh: Project Developments and Consumer Survey Results





One year into our partnership, **1001fontaines** is supporting **Uttaran Paani** to expand its 20L refillable jar service—providing safe, affordable water to low-income households in a climate-vulnerable region.





## Our support focuses on:

- Strengthening operations and sustainability
- Scaling up production and delivery to reach more households
- Laying the groundwork for replication

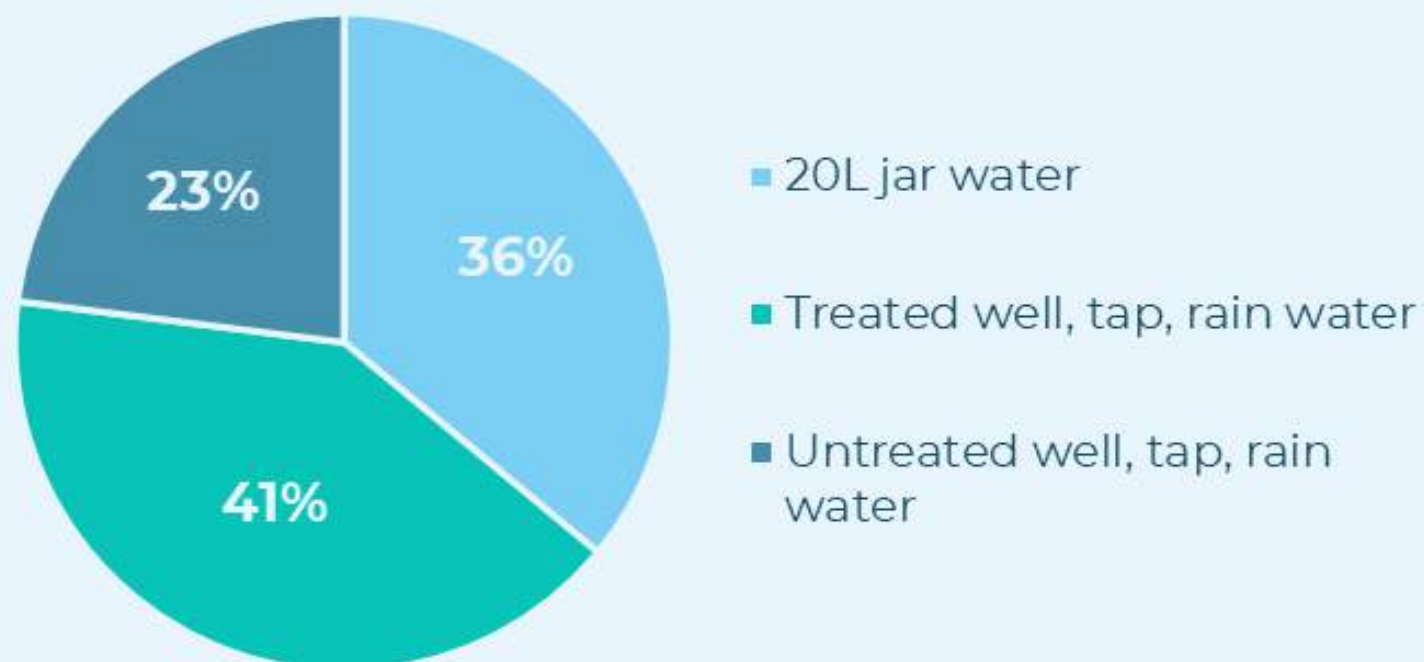
In early 2025, a joint **consumer/non-consumer survey** reached **340 households across 10 unions** to assess impact and inform service improvements.

Key findings from the survey are the following :

## 1. Shifting habits around safe drinking water

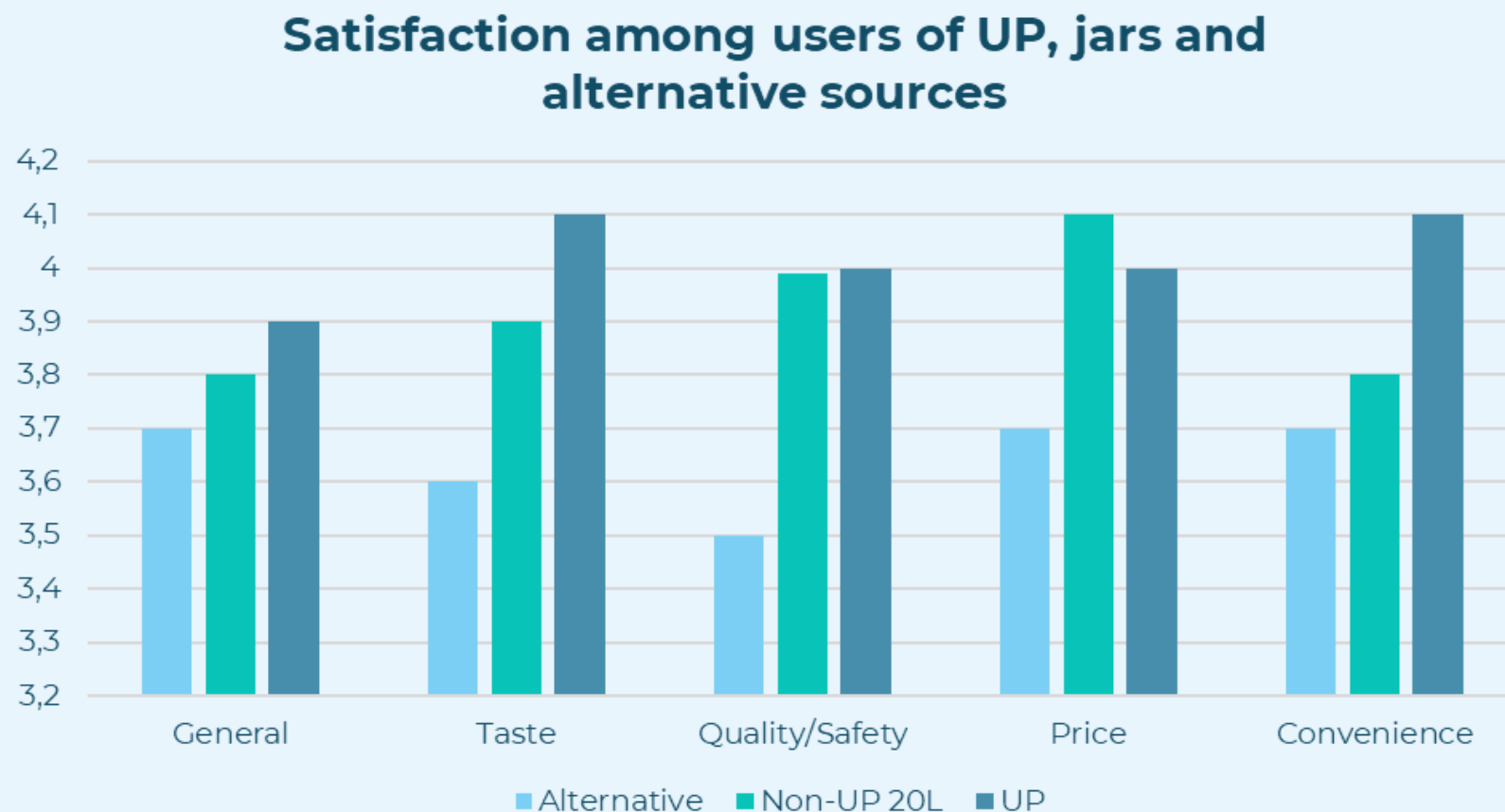
In Uttaran Paani's service area, most households rely on shallow, often contaminated tubewells, and only **41% boil their water** — exposing many to health risks.

Previous water sources used



**64% of Uttaran Paani consumers had never used jar water before**, including 23% who drank untreated tubewell water — highlighting both a shift in habits and the creation of a new market segment for safe drinking water.

## 2. Safe habits that stick — powered by convenience and taste



Uttaran Paani (UP) **consumers are more satisfied with their drinking water compared to non-consumers**, with 51% exclusively using the jar service — a significant achievement in a context where households frequently switch water sources.

Key drivers for adoption include home delivery (59%), taste (56%), and affordability (50%). **Awareness of water quality and health risks remains low**, indicating that while quality is not a primary concern, convenience plays a crucial role in driving service uptake.



### 3. Opportunity to deepen impact and reach more households



In 24 months, Uttaran Paani has built strong brand recognition—**61% of non users are aware of the service**, largely thanks to visible delivery vehicles.

However, key barriers to converting more households remain: limited delivery coverage and price sensitivity.

Meanwhile, **62% of users want more jars at home**, revealing clear demand to improve convenience and boost service use.



## Insights for Impact and Scale



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The survey highlights the significant impact of **Uttaran Paani's** safe drinking water service and enables **1001fontaines** to provide more targeted support.

By combining global expertise with local knowledge, we can improve services, encourage behavior change, and plan for sustainable growth.

**Two new water production units** are set to launch this year, significantly increasing our reach.





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