

# Project infiniCan

## *Executive Summary*

### **What is the need?**

Rural, dollar-a-day, small plot farmers in Myanmar currently spend most of their day irrigating their land manually. IDE Myanmar's range of treadle pumps have greatly improved efficiency in raising water from the ground to the surface, allowing farmers to double and triple crop sizes. Farmers now spend most of their time carrying water in sprinkler cans between their source of water storage and their crops.

There is still a need for a solution that minimises unnecessary walking between water source and crops, and that can be utilised by farmers with no access to labour. Small plot farmers are inherently risk averse and require a solution that they can trust and adopt quickly without risk of crop failure.

### **What is the product and what is its impact?**

infiniCAN is a simple, raised water storage device that uses 5 ft of energy potential to channel water through a hose and spout that retails for \$5.20. Farmers no longer have to carry water on their back and instead just carry a spout. By saving time, farmers are able to increase productivity and income by between 30-50%; the product pays back for itself within a matter of weeks.

infiniCAN also saves significant effort for the farmer and because it mimics the functionality of a watering can, it is a low risk option for farmers.

Conservatively, infiniCAN increases income for a farmer on a quarter acre of land by \$67; this scales up linearly with crop size up to an acre.

### **What does it take?**

The product's simplicity and low cost requires minimal upfront capital investment. The bulk of investment required is tied up in net working capital (inventory).

infiniCAN will be marketed by IDE Myanmar, and will take advantage of IDE's existing and complementary sales and dealer network as well as its brand equity amongst retailers and customers alike. Using this model, the product is self-sustaining once a maximum of \$12,000 is committed over the life of the product if IDE takes a very targeted approach

We aim to launch the product in October 2008, however to do this we need \$5,000 investment to send a team member to (a) finalize manufacturing details (b) adapt education, sales and marketing plans and (c) co-ordinate the launch process. IDE Myanmar is fully committed to this time frame and incorporating infiniCAN into their product portfolio, but currently lack human resources to initiate a launch.



### **What else is it doing?**

On May 2, 2008, Cyclone Nargis made landfall in Myanmar. Over a hundred thousand people were killed by the cyclone, and millions more were left homeless and vulnerable to disease and starvation.

In the aftermath of the storm, many rural villages were left in danger of water-borne disease since they lacked clean sources of drinking water. The aid community scrambled to find an effective and easily transportable container for holding clean water.



IDE Myanmar immediately realized the utility of the InfiniCan to hold clean water, and quickly finalized plans to begin mass production of the product. The InfiniCan began to be distributed along with chlorination tablets and a treadle pump. Together, these devices cost \$40 including installation, and can provide clean drinking water for up to 1,000 people per day.

In the first few weeks after the cyclone, IDE/M received orders for 9,000 InfiniCans from other aid organizations. Upon last update, IDE/M was producing 500 units a day and was still having trouble keeping up with demand.