

PROSHIKA Water Filter Production and Marketing

This program was closed until 2021. The current management authority re-launched the program in February 2021 in the interest of public service. Its objective is to provide safe water to common people at low cost. With the help of this filter, water from canals, rivers and ponds is purified. At the same time money is also earned from this project. Currently its production is limited. There are plans to produce more filters from next year. Its manufacturing facility has been set up at *Kamta* in PROSHIKA *Saturia* Development Area. From there the filters are supplied all over the country. Initially the distribution of water filter was initiated through PROSHIKA Development Area Office. In financial year 2021-2022, the filter production target was 1200 sets and 786 sets were produced. In the last financial year, its production was 300 sets. In that ratio, 486 more sets have been produced in this financial year than last year.

Among buyers various development areas have purchased more PROSHIKA water filters. Among the development areas, all development areas of *Chattagram* division, *Rajshahi*, *Naogaon*, *Chapai*, *Gopalganj* and *Faridpur* development areas are particularly noteworthy. *Kurigram Zilla Parishad* is notable among general buyers outside PROSHIKA. On behalf of this *Zilla Parishad*, 70 PROSHIKA water filters were distributed to 70 schools, colleges, madrasahs and orphanages in nine *upazilas* of *Kurigram*.

In December 2021, a factory was constructed to manufacture filters in the area with a loan of five and a half lakh taka from PROSHIKA *Kamta* Development Area. From this program till June 2022 salary allowances of two workers are paid regularly. Three lakhs fifty thousand taka has been paid until June 2022 as loan installments. Note that capital is being used as revolving fund.



- Plans to produce 1500 sets of water filters in the next financial year;
- The price of each filter is Tk. 4,000 thousand, the production cost of 1500 filters will be Tk. 60 lakh and the selling price of each filter will be Tk. 5,500, the total selling price will be Tk. 82 lakh 50 thousand. As a result the income or profit will be 22 lakh 50 thousand;
- A workshop and a showroom will be constructed in PROSHIKA *Bhavan* to increase the sales;
- Sales representatives will be appointed on commission basis throughout Bangladesh;
- Various social media, print media and other media will be used to promote the campaign for; and
- A showroom and assembly plant will be taken up two in *Rangpur* and one in *Chattagram* district for increasing the sale of water filters.