

# APF NRSP Fellowship

AMERICAN PAKISTAN FOUNDATION  
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## Every Water Project - Qualitative Assessment of Water Filter Distribution and Utilization

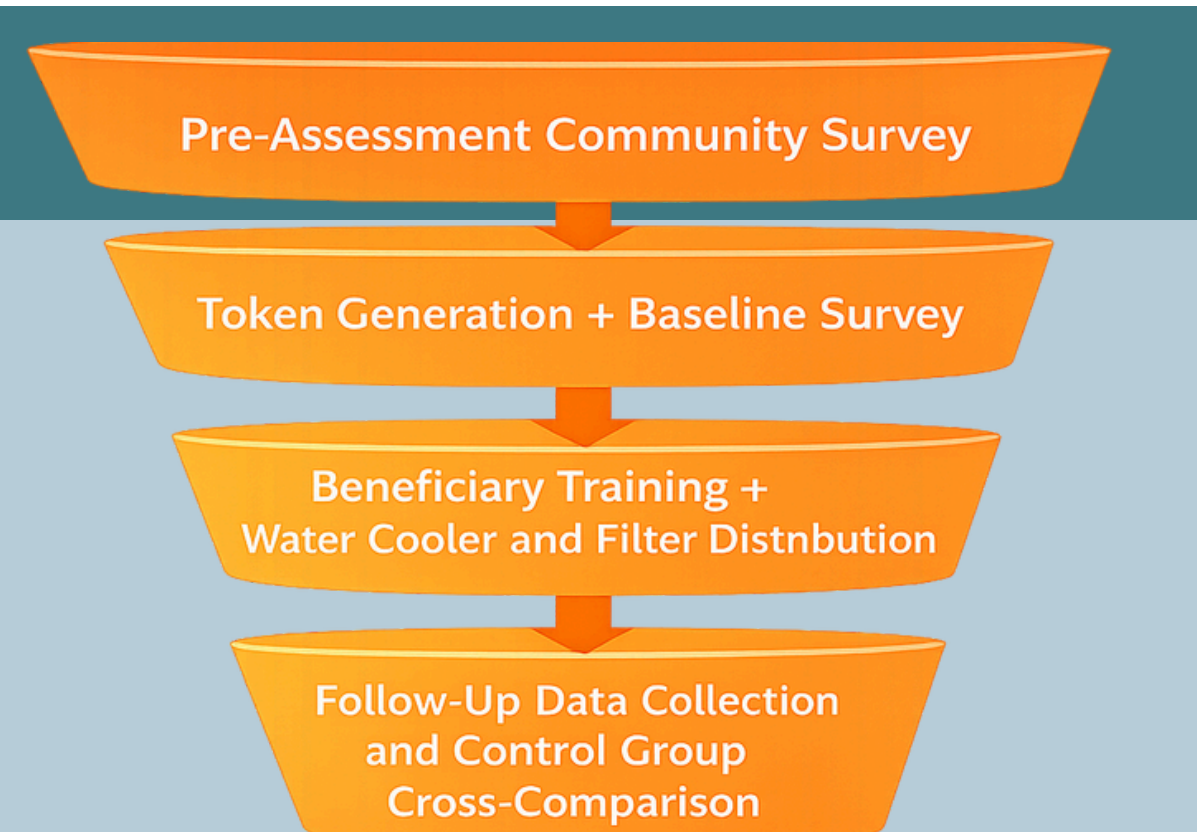
NRSP Pilot program in Tando Mohammad Khan District, Sindh distributing water coolers and filters to reduce the incidence of water borne diseases.

**About the Author:** Adina Aamir is a graduate of Cornell University with a Masters in Global Development, and 3 years of experience in the non-profit, policy and monitoring and evaluation space from time consulting the federal LIHEAP program to leading evaluations for USAID Missions in Conflict Affected Countries. She is passionate about socio-economic justice and equity, and a lover of poetry, art and history, and an avid cyclist.

## Context and Intervention Overview

### Introduction

70% of the population in Pakistan lacks access to non-contaminated water, with some studies suggesting 50 percent of diseases and 40 percent of deaths in the country are attributed to poor water quality. To address these challenges, NRSP implemented a Pilot intervention, distributing 2500 Water Coolers and Filters in Tando Mohammad Khan, Sindh, along with training on how to use these.



### EveryWater Filter

EveryWater is a previously NRSP funded startup that removes contaminants from non-brackish water.

One filter can last a family of 5 for about 2 years.



### Assesment Objectives

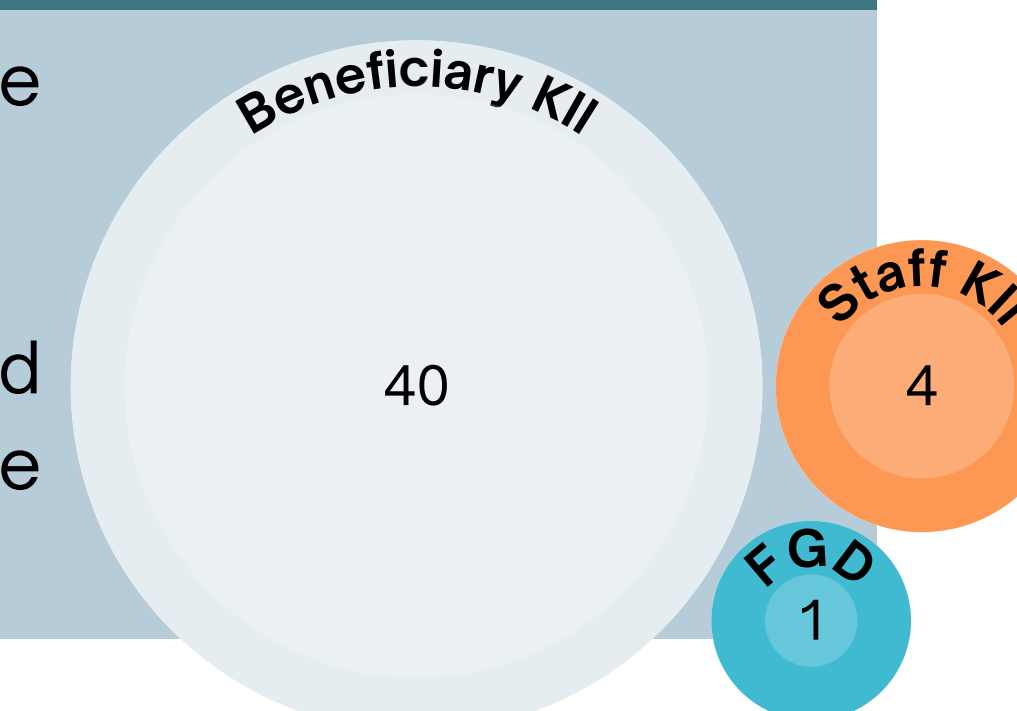
NRSP was collecting only quantitative data. At the time of the assessment, no qualitative data was being used to cross-validate findings and provide nuance. To address this gap, the study developed an assessment along the following:

- How do beneficiaries describe their interaction with NRSP and the process through which they received the filters?
- How do beneficiaries understand the purpose of water filters and the reasons for their use?
- To what extent do beneficiaries understand how to effectively operate and maintain the filters?

### Data Collection

Data was collected in the following three phases.

Beneficiary Interviews were held in 8 villages with 5 people randomly selected from each.



## Key Insights from Implementation and Use

### Filter Distribution Process

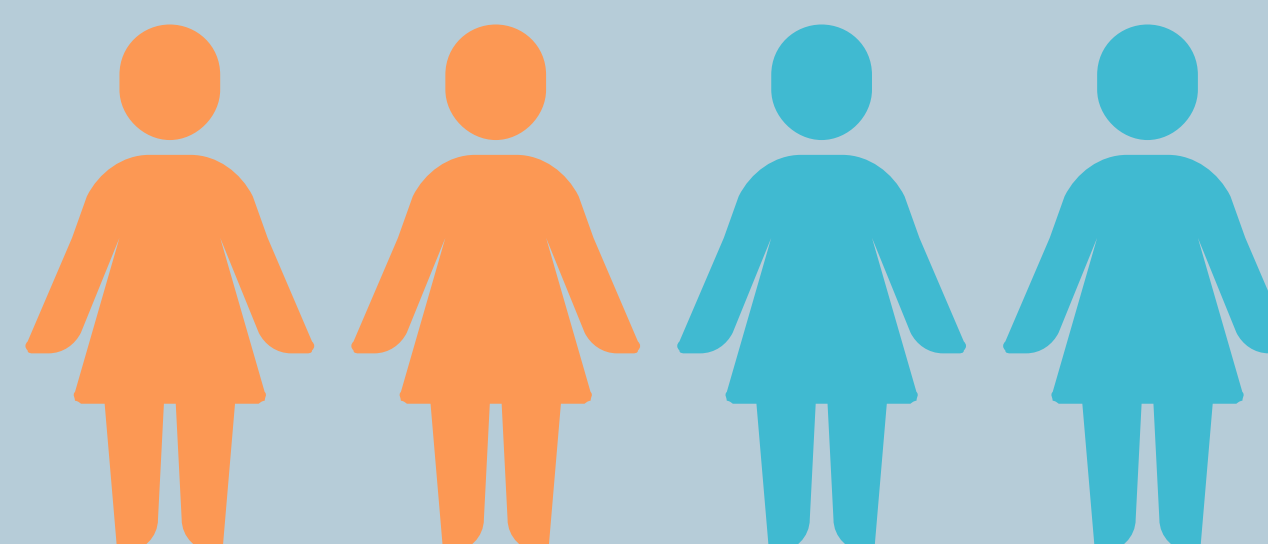
All participants were satisfied with the distribution process. While this may be surprising, filters were universally distributed in selected communities, with distribution and training taking place within neighborhoods, reducing burden on local communities, while providing a well appreciated product.

On a larger scale NRSP took corrective effort to redistribute in some communities, and family members provided social protection floors. Nonetheless, the one-off distribution model risks leaving people behind.

### Community Training

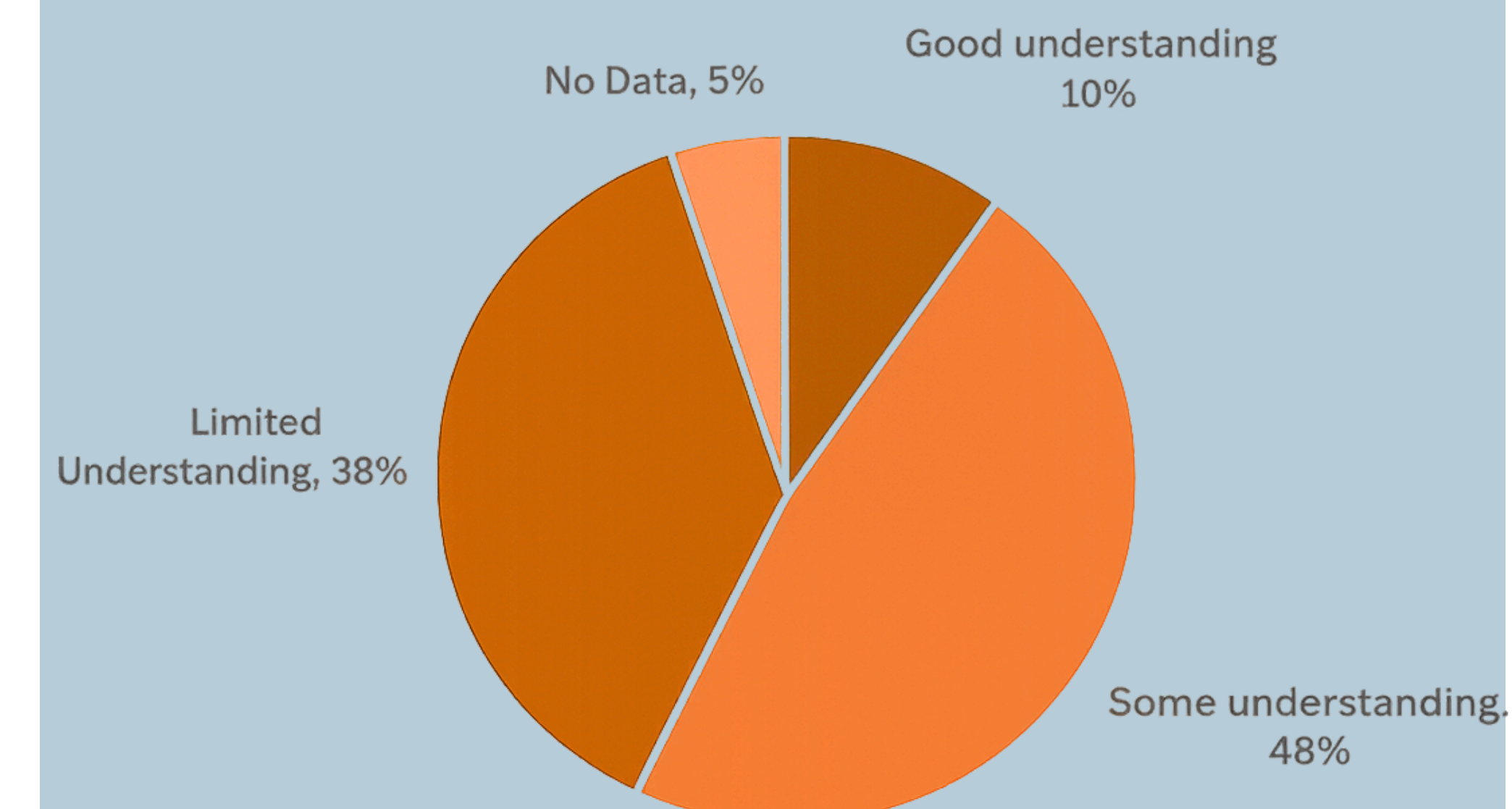
Approximately half of the beneficiaries had attended the training session. While they demonstrated limited recall of the training content, their recall was firmly rooted in immediate observable factors.

Particularly one central message around the filter's capacity to clean water, and clean water's health benefits.



### Knowledge Retention

Training recall among both direct and indirect participants was strikingly similar. While most could not explicitly recall the backwash technique as a formal component of the session, they were all able to describe or demonstrate it, either verbally or through hand gestures.



### Perceived Health Outcomes

Beneficiaries consistently associated the intervention with improved health. However, impacts can vary substantially depending on social and programmatic factors, therefore impact evaluation data will be needed to cross-validate any public health claims.

In village potential recontaminants include Matka use, open livestock and more.

### Intervention Equity

Emerging trends suggest notable socio-economic impacts, particularly for the poorest households.

Lowest-income groups, and especially women, saw decrease in number of trips due to collect water larger storage size. These households were also least likely to recontaminate their water with ice or matka usage.



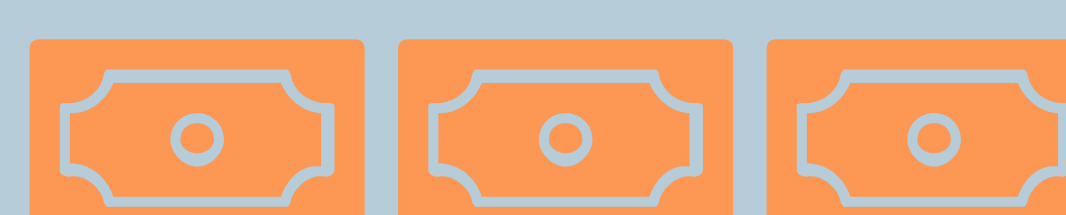
Photojournalism:  
Water Cooler and Filter  
at home

## Sustainability and Next Steps

### Strategic Recommendations and Limitations

To strengthen sustainability, the intervention would benefit from moving beyond a one-time distribution model by establishing clearer systems for repair, replacement, and beneficiary support, while continuing to leverage CRPs under NRSP oversight. A blended financing approach combining donor support, private sector engagement, and modest community contributions will also be important.

These findings reflect early-stage data and do not capture longer-term outcomes. The sample was not representative, with limited male participation and exclusion of households not reached by the intervention. Even so, the assessment provides useful insights into implementation strengths and areas for refinement.



### Conclusion

The intervention demonstrates strong early progress in achieving equitable access and embedding filter use within everyday household practices. Beneficiaries adopted and maintained the filters, pointing to meaningful short-term outcomes. However, these gains may be difficult to sustain without clearer systems for service delivery and financing. Addressing these gaps will be central to long-term impact.