

BOOND

'Every drop makes a difference'

CONCEPT BLUE BOOK

AN OVERVIEW OF THE BOOND MOVEMENT



BOOND - *Every drop makes a difference..*

INTRODUCTION

DEVELOPMENT PROBLEMS IN INDIA

In the coming years, mankind will be confronted with unprecedented global challenges: climate change, population growth beyond sustainable resource capacity, high demand for energy and natural resources, lack of infrastructure and rising prosperity gap between the rich and the poor. While 200 years

of global industrialization has resulted in unparalleled standards of living in some parts of the world, UNDP suggests that nearly half the world's population still lives below \$2 a day and nearly 70% of those living in the 100 poorest countries do not have access to electricity or clean running water.

Most of these countries are in Africa and South Asia and nearly 300 million people live without these basic necessities in India alone.



While on one hand, India's remarkable economic growth story is a source of national pride and joy, India's tryst with basic infrastructure and simple essential services is a saga of shame and neglect.

The great Asian elephant or the most populated democracy in the world is not one country anymore but two distinctly different entities - both rapidly drifting apart and oblivious to each other's presence. Visually breathtaking, colorful and resilient, this emerging nation is jarringly incomprehensible and full of contradictions.

As one section of the country rides around in the trendiest Japanese and German cars wearing imported Armani and Gucci apparels, another segment sits under a kerosene lamp in a small mud hut trying to read, ignorant of the changing world around them.

People still die of preventable diseases like malaria and drink the same water that they bathe in. Extreme poverty is more rampant than what the government wants to admit and what the city bred wants to believe. Not only does this segment miss the boat for progress but the growing sense of discontent gives rise to jealousy and ultimately terrorism and regional violence.

Why is this vast ancient civilization, once a paragon to the world so impoverished?

How do we, those with the power of knowledge and resources, stop this downward spiral?

The Boond movement believes that by using innovative technology, smart financing and creating processes for entrepreneurial development, big changes can be made in small increments or boonds*.

SOLAR ENERGY

THE ENERGY CRISIS AGAINST THE GROWING DEMAND

India is the world 6th largest energy consumer, accounting for about 3.5% of global energy consumption fueled by the rapid increase in demand with India's economic rise. But ironically this demand is mostly urban in nature and nearly 25% of the rural population or about 300 million people still live in complete darkness or with rudimentary lighting.

This not only severely retards their productivity but also causes a significant increase in green houses gases (CO₂) in the atmosphere as these people use kerosene lamps instead.

Our pilots have shown that quality lighting not only allows people to

study/work longer and also cook in a more hygienic way but is also a symbol of hope and optimism for the poor.

India has a total installed capacity of 150,323.4 MW. Of which the government (state and central) produces 86.5% and Private sector produces 13.5%. And while coal generates about 78458 MW or about 55%, solar power is limited to just 3 MW even though most of the country enjoys uninterrupted sunlight for most of the year.

India's grid system is considerably under-developed, with major sections of its populace still surviving off-grid. As of 2004 there are about 80,000 un-electrified villages in the country. Of these villages, 18,000 could not be electrified through extension of the conventional grid.

SOLAR LAMPS

MICROSOLUTION AGAINST GLOBAL WARMING & CLIMATE CHANGE

Efforts to promote solar energy by NGOs like the Barefoot College have shown that rural people can be trained to sell, maintain and repair solar power equipments. This model has been very successful in Rajasthan and can easily be scaled to the rest of the country.



Boond envisages to build on this with a payment plan to make the products affordable and also package them with other developmental items. Our Solar lamps are all made in India and are robust and rugged in design, made with the rural setting in mind.

The solar lamps not only take light to the remote reaches of the country but are also environmentally friendly and help drastically in green house gas reduction as they substitute the use of kerosene lamps.

A sample solar lamp, built completely in India at a low cost (just around \$35) with a robust and strong design to withstand rough rural use



Even in villages that have electricity poles, the connection is often irregular and easily affected by natural and human calamities

CLEAN WATER

THE BASIC ESSENCE OF LIFE

According to WHO statistics, more than a million people die every year in India due to unsafe drinking water and inadequate sanitation. In the study “Safer water, better health”, published in the recent issue of the medical journal Lancet, the WHO has highlighted how 10 per cent of the global disease burden could be reduced by improved access to water and sanitation and by a staggering 15 per cent in the worst-affected countries like India.

Diseases like cholera, typhoid and diarrhea are rampant in India mostly due to bad drinking water.

The Boond movement believes that through awareness campaigns and by utilization of simple low cost water filters, this crisis can be easily prevented.



A little Dalit boy in Tamil Nadu stares at the camera, completely ignorant of proper hygiene and prone to dangerous water borne diseases

WATER FILTER

SIMPLE SHIELD AGAINST KILLER DISEASES

Simple candle water filters are easy to build and maintain and this simple investment can immediately save lives.

Boond plans to provide the water filters to remote villages through our Boond Officers as part of our Boond Development Kit. We will also be maintaining a register to log the number of water borne diseases and aim to supplement the filter program with a 'Awareness Campaign' alongside our NGO partners to highlight better hygiene and clean habits.

Boond Officers will also be providing soaps and cleaning chemicals free of cost to the villages in an effort to get combat spread of diseases.



Locally made metal and polymer water filters costs as low as \$6 and can last for nearly two years

PEST CONTROL

TIME TO ERADICATE MALARIA

Boond believes that it is not acceptable to have people dying of malaria as this disease is easily preventable and has been completely eradicated in the developed world.

Low cost mosquito nets have already proven to be successful in Africa and cost less than \$3.

Boond plans to distribute mosquito nets as a part of our development kit and also spread awareness alongside our NGO partners about combating malaria.

Dengue fever, another dangerous disease is also due to mosquitoes and the recent outbreak in Bengal was a strong reminder for the need of products to control this insect.



Malaria and Dengue fever are a common cause of death in India specially during the monsoon (rainy) season

BOOND MODEL

'RENT TO OWN'

Boond believes that by providing access to capital and financing schemes and through education and awareness campaigns, these development products can be made available to poor people in rural India.

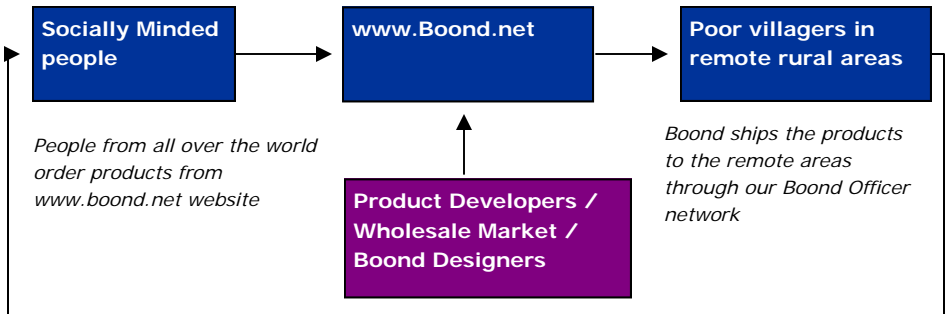
In order to do this, the Boond movement, plans to source support through its www.boond.net

platform.

The funds are not donations or charity but capital to pay for initial cost of the products repayable after a certain time period.

In our unique 'Rent to Own' model, socially minded people buy the Boond products for the poor.

The poor consumers pay for these on a month to month basis as a rental payment and after they have paid for the costs of the product, they start owning it.



Villagers pay back for costs of products as rental agreements through Boond

BOOND MOVEMENT

BUILDING GRASSROOT ENTREPRENEURS: THE BOOND OFFICER

The Boond Officer is our eyes and ears on the ground. He/She is our primary seller and payment collector.

He/She works based on commission and is also provided training and basic accessories like a Boond t-shirt, cap, stationary and in a few cases a cell phone.

Boonds officers are local people who are otherwise unemployed or under employed. In Midnapur, the women's self help group led by the NGO Antadaya manages the Boond Officers while Manipur is managed by a Boond Director, or a regional head who also maintains the local inventory.



Joy and Sumi are Boond Officers who are working in Lithun and Acchrul districts of Manipur



BOOND SUPPORTER

**COME JOIN US TO BRING ABOUT
THIS BIG CHANGE, DROPLET BY
DROPLET**

The Boond movement can be supported from any part of the world and with very low amounts.

Visitors to the website (www.boond.net) can either buy the inventory of a Boond Officer (that serves 20 households) or Boond products for a single household.

A Boond Officer Kit presently contains:

20 Solar Powered Lamps

20 Solar Cell Phone Chargers

20 Candle Water Purifiers

20 Mosquito Nets

The Boond Development Kit



Solar lamps



Solar Charger



Phone Charger



Water purifier



Nets



350 million people in india do not have access to electricity or basic lighting

Water borne diseases like cholera and hepatitis eats into % of india's GDP every year

Malaria, completely eradicated in the west and easily preventable still kills people a year

Boond Mantra

Reach one million (1,000,000) individuals with light, clean water and pest control by end of 2010

Support Development

We believe in sustainable rural development through access to capital, technology and with business training / technology support

Support a Boond Officer / Household / Project and get better than market returns, while watching your small social investment make a huge difference



Featured Boond Officer



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[Click here](#)



Lorem ipsum dolor sit amet, dacc consectetur adipiscing asetleit. Lorem elit.

[Click here](#)

The Boond Development Kit



Solar lamps



Solar charger



Phone charger



Water purifier



Nets

Support a Boond Officer



Support A Boond Officer

You can support a **Boond Officer**, a **Boond household** or a **Boond project**. In this support model, you will buy the required development tools initially and you will be paid back your money at fixed time intervals along with an extra commission. Your initial payment will help the products reach the remote villages and enable Boond to offer customized payment plans that will make them affordable to those who need them.

[Read more](#)

Support A Boond Officer

The Boond Officer is our sales and collection agent. He/She is a local of the village and a champion of our campaign. He/She works on a commission basis and is trained and equipped by Boond.

Boond Officers are our eyes and ears on the ground and allow us to access remote areas of the country where even government facilities and basic infrastructure is non-existent.

By supporting the Boond Officer you actually support 20 families at one time.



Cost for supporting a Boond Officer:
US\$ 1350 (INR 60,000)

- Boond Officer Kit:**
- 20 Solar Lamps
 - 20 Radios + Solar chargers
 - 20 Cell phone chargers
 - 20 Water purifiers
 - 20 Mosquito Nets
 - First Aid + T-shirt

Support A Boond Household

The Boond household is one family in the remote village which does not have proper access to electricity, clean water or anti malaria equipment.

Boond reaches these households with the essential products and with financing arrangements which enables them to afford them at low monthly costs. By supporting the household you make this happen.



Cost for supporting a Boond Household:
US\$ 75 (INR 3000)

- Boond Household Kit:**
- 1 Solar Lamp
 - 1 Radio + Solar chargers
 - 1 Cell phone chargers
 - 1 Water purifiers
 - 2 Mosquito Nets

You can also support a **Boond project** directly by purchasing the critical asset needed by the rural entrepreneur, who will then pay you back the amount as a rental costs along with some commission.

[Read more](#)

Support A Boond Project

Cost for supporting a Boond Project: US\$ 300 (INR 15000)

JOIN THE BOOND MOVEMENT

WE PLEDGE TO:

ERADICATE EXTREME POVERTY BY 2025

**BRING LIGHT TO 1 MILLION PEOPLE BY
END OF 2010**

**REDUCE MALARIA AND WATER BORNE
DISEASES BY HALF WITHIN THE NEXT
SIX MONTHS**



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WWW.BOOND.NET