Sarvajal: Water for All

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Background

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- Primal Foundation
- Social Enterprise for-profit company
- Franchise
- Market Based Models
Problems and Issues

- Pricing Challenges
- Franchisee Expansion
- Organization of the Company
- Quality control

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Analysis

Sarvajal top management felt like there is "...value in scale and value in network of users"

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- Knowing the kind of capital you need to support growth
- Operating Leverage
- Strategic Investor
- Turning invested capital into extremely valuable equity in a short period of time
Ethics & Sustainability
* Machine checkups
* Clean water standards
* Educating the area of target.

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Action Plan

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- Patent technology
- Non-compete contract clause
- Centralize organization
- Random quality checks/ Scorecard
- Attract investors using CSR
- Use economies of scale
- e-punch card
- Seminars

Conclusion
Sarvajal has all the capabilities to complete their mission to provide clean water to the people in India. By considering these recommendations Sarvajal will:
- Increase efficiency
- Reduce costs
- Create awareness
- Reduce illness and death