

**“Changing behaviors and using new products”**  
**USAID’s Safe Water program increases access to affordable safe water**

Change doesn’t come easy, just ask Ibu Lubis, an Air RahMat retailer in Deli Sedang, North Sumatra. Ibu Lubis has been selling Air RahMat, a new water purifier, in her warung for 3 months. She decided that the best way to sell a new product is to use it and she now treats her water with Air RahMat. However, when her husband noticed that she hadn’t been boiling water lately, he was a bit alarmed and asked her why. She told him she didn’t need to boil water because she uses Air RahMat, a new way to get drinking water. She explained that Air RahMat treats the water without needing to boil and that it was economical since she used to spend Rp. 36,000 a month on refill water and now she only spends Rp. 4,000 a month on Air RahMat.



Still dismayed, he continued to question the safety of the product; could it be dangerous? How did she know it was safe to use? She defended her choice by saying that those producing the product would not put it out if it were dangerous; that would be a *sin* if they did. She explained that they test these products to ensure safety, and she showed him the DepKes registration number and the Halal certification proving it safe. He left unconvinced, still questioning the product. A few days later he saw an Air RahMat TV commercial, became convinced and said to Ibu Lubis, “You women find the easy and practical way to do things.” From that day on, he is one of a growing number of people switching the way they get their drinking water.

Ibu Lubis is one of the many retailers (traditional and non-traditional alike) offering Air RahMat, the safe water product being produced and distributed by USAID’s Aman Tirta program. The Aman Tirta partnership brings the private and public sectors together to increase access to safe water in Indonesia. The Aman Tirta partnership has developed, produced and distributed a new point of use water purifier, Air RahMat. Air RahMat comes in a 100 ml bottle shaped like a water drop and provides enough solution to treat 660 liters of water, more or less the amount a family uses in a month. The cost of Air RahMat for consumers is a very affordable Rp. 4,000 (about \$.40). USAID’s Aman Tirta program is being implemented through a full commercial model where the product is non-subsidized full cost recovery. Currently Air RahMat is available in 6 provinces and will be available in more as the program continues to scale up.

