

## Exploring Product Marking through the Rural Marketing Network in Tanzania

By Charles Manang<sup>1</sup>

Many companies want to use marketing networks to sell their goods in rural areas. Marketing water filters is one of the income streams available to the Market Access Companies (MACs) and Information Board Managers (IBMs) in the rural marketing networks in Tanzania.

### Ceramic Water Filters at the Dodoma Trade Fair



Charles Manang demonstrates the filters

Charles Manang attended the Dodoma Trade Fair representing the project, Safe Water Ceramics of East Africa, which makes water filters in Arusha, Tanzania. He explained that the ceramic filters can be a solution to health fears from water borne diseases; diarrhoea, typhoid, cholera, and amoeba. He claims that the filter kills 100% of bacteria and it cleans and filters water. The filter uses appropriate rural technology; it is a household income and time saver. At \$30 Charles feels that this is an affordable filter which will last for five years.

### Opportunities for Network Members

“I came to explore opportunities for network members to sell filters. I would like to work with the MACs and IBM network on this. I am based in Arusha but I

need outlets in the Central and Southern Highlands. I think that MACs and IBMs will know the areas where filters are needed and where there are likely sales. I would also like to see them selling in Kenya and Uganda.”

### Commission for the Sales

The filters can be sent to the MAC or IBM to sell for a commission. The price of the filters is \$25 wholesale and \$30 retail. Therefore the MAC or IBM receives \$5 for each sale.

The project making these filters has been running for one year and already has sales of 320 filters per month. The filters are sold through shops, villages, households and through other NGOs. The filter consists of a ceramic membrane made from clay mixed with rice husks (for porosity) and treated with an anti bacterial chemical. The ceramic filter fits into a bucket in which the clean water is collected.



### Safe Water Ceramics of East Africa

Contact: Charles N. Manang  
Email: charlesman08@yahoo.com  
Mobile: 0765 741248

<sup>1</sup> Interviewed by Anne Dennig in November 2009