

# **Water Crisis in The Southern Bangladesh: A Planning and Implementing GAP for Leveraging and Developing A Business Model Through Public-Private and Community Partnership (PPCP)**

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## **Abstract**

The earth is facing multidimensional problems among these global warming is taking top most problematic situation. While for this challenging situation first world is primary responsible but consistently suffering third world especially South Asian countries for instance Bangladesh, the Maldives, Sri-Lanka, India, etc. Most particularly climate impact turn into high salinity in water and land which causes to create scarcity of drinking and fresh water in the Southern Bangladesh. Author here argued that general peoples cannot eradicate this problem within short term and all those short-term development solution initiatives are not perfect (Khan, M. Elyas, 2013 and CTB<sup>1</sup>, 2019). In last two-three decades several GoB and NGOs have been implementing their water and sanitation interventions as a part of their project activities but mostly unsustainable because they are not considered community needs and or what is community really looking for? Author has been working last 5-6 years in coastal area as a development practitioner and he is focused on rural challenges in his research in last decade. He has identified through his field research that “a long-time sustainable business model may ensure sustainable water solution for coastal communities and also reduce their water portability/carrying problem, which is a major challenge for these communities and most particularly for women who are decidedly responsible for water collection and household uses”. How it could be, author described it in logical and rational way “if develop a business model where public-private-community partnership (PPCP model<sup>2</sup>, isodynamic model) is the key to success”. In this model, develop a large water purifier plant (**based on context, detail in full paper**) considering population are living a concentered zone/area and supply pure water (water without saline and free from harmful germs) through pipeline close to the community. The community people can collect water by prepaid card or monthly subscription card in the collection point. So, payment comes first than water into their respective collecting tool (i.e. pot/container, etc.). This model might be ensuring hassle free water supply with minimum spend of time and small amount of money which is smaller than they have paying cost now and then. In this way community can save their valuable time which is spending now for water collection, rather they could spend their time in productive or economic activities. On the other hand, surface water treatment plan by PPCP model could supply enough water for surplus agriculture production, that will ensure food and nutrition security in that area’s peoples who are vulnerable now.

**Keywords:** Business, Climate change, Isodynamic, Sustainability,

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<sup>1</sup> <https://ctb.ku.edu/en/table-of-contents/sustain/long-term-sustainability/overview/main>

<sup>2</sup> Public-Private and Community Partnership (PPCP) is a very comprehensive action where win-win environment to be created among the stakeholders that is the key of success. In this model community contribution is less but they get benefit maximum (<http://penabulufoundation.org/en/public-private-community-partnership/>). It is known as isodynamic model of development.

## **Biography:**

**KHAN Mohammad Elyas** is a development practitioner and researcher engrossed on community challenges, workforce development, social and economic empowerment of youth and women, enterprise and market systems development in last one decade. He earned Master in Development Economic (MESCI) from University of Rome II, Rome, Italy; Master of Development Studies (MDS) from East West University, Bangladesh and, Master of Social Science and Bachelor of Social Science from NUB, Bangladesh. His research focused on unprivileged community challenges, Socio-economic and sustainable development, climate change and biodiversity and accomplished several researches work. He has conducted training sessions on entrepreneurship, development management and entrepreneurship and innovation in market systems development (M4P, WE). Mr. KHAN is a social activist and member of several civil society organizations for instance-Transparency International Bangladesh (TIB), SHUJAN, BAPA, Bangladesh Computer Society (BCS), Inter Nations London & Rome Chapter. Mr. Khan has visited USA, UK, France, Italy, Germany, Austria, Belgium, UAE, KSA and participated in several international seminar and conferences. Recently he has been selected as an International Guest Lecture for department of Political Science and Public Administration of Central Michigan University, USA. He has already given his first week class from 24-30 March 2019 at Mount Pleasant campus under the supervision of Professor Dr. David K. Jesuit.