



# Sanitation Marketing through Loans with Community Based Organizations

Session number: 11b

Md. Abul Bashar | 3 August 2017



The CS WASH Fund is supported by the Australian Government and managed by Palladium International Pty Ltd.

# Introduction

## **Project name:**

Supporting the Enabling Environment for Better Wash Services in Northern Bangladesh

## **Brief about the project:**

Habitat for Humanity Bangladesh (HFHB) with the support of Habitat for Humanity Australia (HFHA) is delivering a 4 year integrated WASH program with a focus of improving access to facilities for the poor and vulnerable, while strengthening the enabling environment for better WASH services in Northern Bangladesh (36 villages in 3 districts).

Sanitation marketing through loans with community based organizations is one of the key interventions of the project.

# Objective of the Sanitation Marketing Intervention

To lead an environment-friendly and sustainable 'sanitation marketing system', HFHB's area specific objectives are follows:

- To devise an efficient and effective mechanism of creating demand for sanitation;
- To support the sanitation marketing mechanism for improving household sanitation conditions with improved sanitation technology options by utilizing local-level sanitation marketing potential;
- To provide results-based training to project staff, target beneficiaries and sanitation business entrepreneurs.

# Sanitation related information:

- Around 60% of households were using unhygienic latrines and 3% practicing OD as well;
- Around 59% of latrine users are not comfortable with the hardware materials used for constructing their latrine.



# Sanitation suppliers related information:

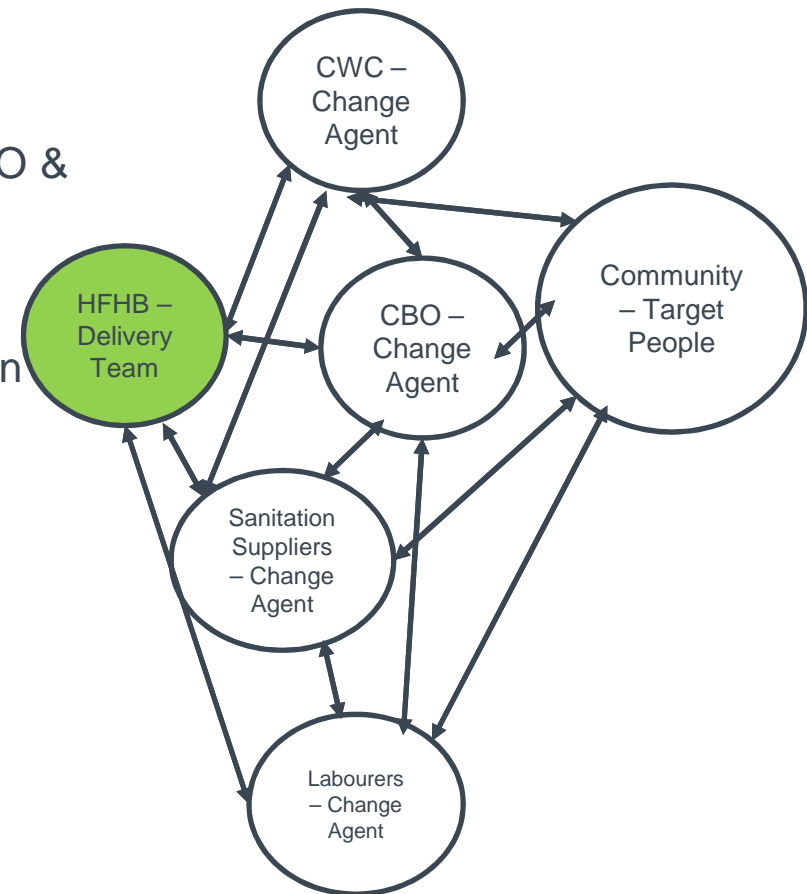
- Around 65% entrepreneurs are manufacturers-come-retailers;
- About 46% sanitation business entrepreneurs found to have taken commercial loans from different nationalized and private banks;
- The sanitation business entrepreneurs are interested for availing capacity building initiatives on sanitation business-related issues;
- Around half of the entrepreneurs (50%) had beyond 10 years of relevant business experience of dealings with marketing of different water and sanitation hardware related materials;
- On average 82% entrepreneurs expressed a need for financial support from external agencies.

*Entrepreneurs – small scaled business owners at the village level who are producing ring/slab and or selling sanitary items;*

# HFHB approaches/activities under sanitation marketing

## Delivery Team (HFHB)

- **Implementing the project**
  - Conducted comprehensive study;
  - Arranged ToT and capacity building trainings for CBO & Community WASH Committee members, sanitation suppliers and local labourers;
  - Provided grant to CBOs for sanitation loan as micro credit organizations were not interested for sanitation loan;
  - Designed different type of toilets considering affordability and needs of the community;
  - Facilitating CLTS triggering;
  - Awareness raising activities;
  - Monitoring and ensure grant utilization as per agreement;
  - Maintaining relation with Govt. and other service providers.

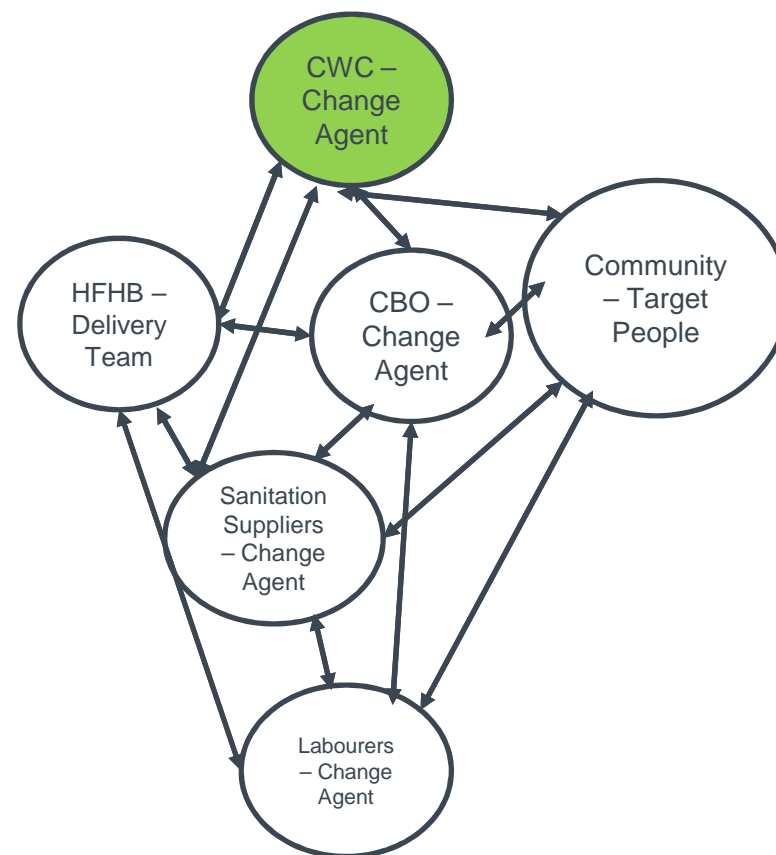


# HFHB's Approach/Activities under SanMark

## Change agent

### Community WaSH Committee;

- Awareness rising in the community;
- Demand creation;
- CLTS triggering;
- Monitoring ongoing hygiene promotion;
- Providing training to the community people;
- Maintain relation with Govt. and other service providers;
- Bridging families with CBOs, Sanitation suppliers, local labours etc.;

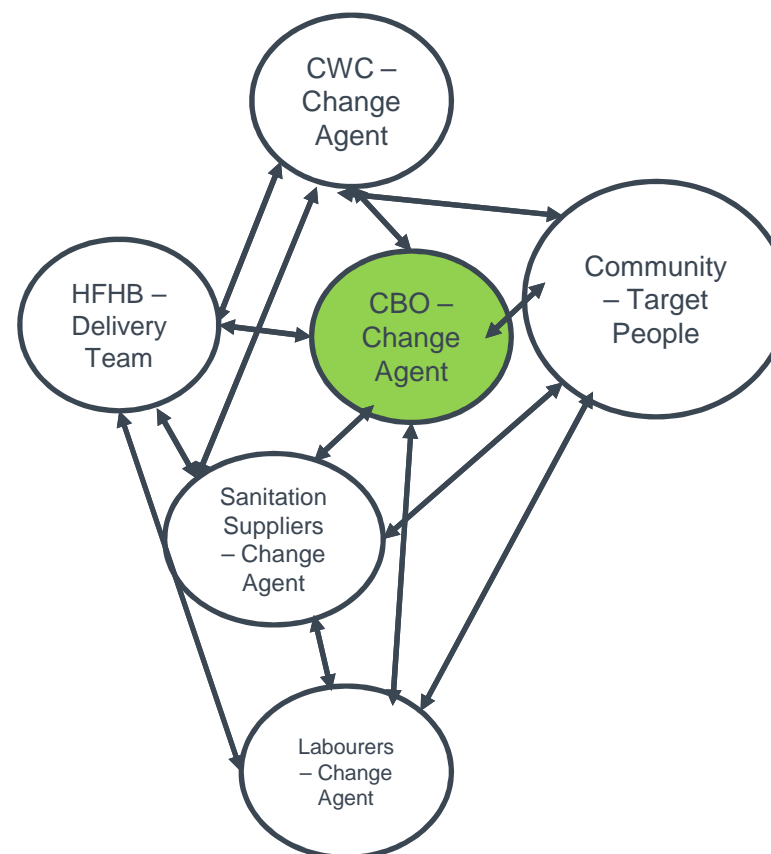




# HFHB's Approach/Activities under SanMark

## Change agent

- **Community Based Organization;**
  - Awareness raising in the community;
  - Support to Community WASH Committees;
  - Provide sanitation loans (HFHB provided grant to CBOs and they manage as a revolving loan fund);
  - Provide soft loans to sanitation suppliers;
  - Provided financial report as well as expense related docs to HFHB as evidence;
  - Collecting repayments and revolving the same;
  - Providing training to the community people;
  - Maintaining relation with Govt. and other service providers;
  - Linking loan recipients with sanitation suppliers and local labourers
  - As per agreement, they will merge the revolving money main fund to be sustain as a micro credit organization

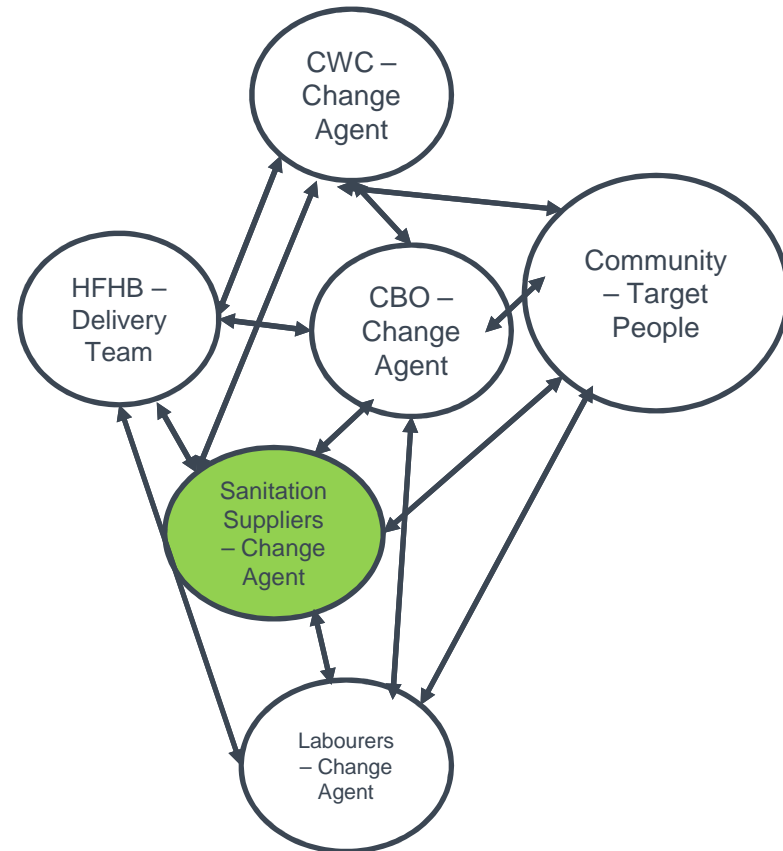




# HFHB's Approach/Activities under SanMark

## Change agent

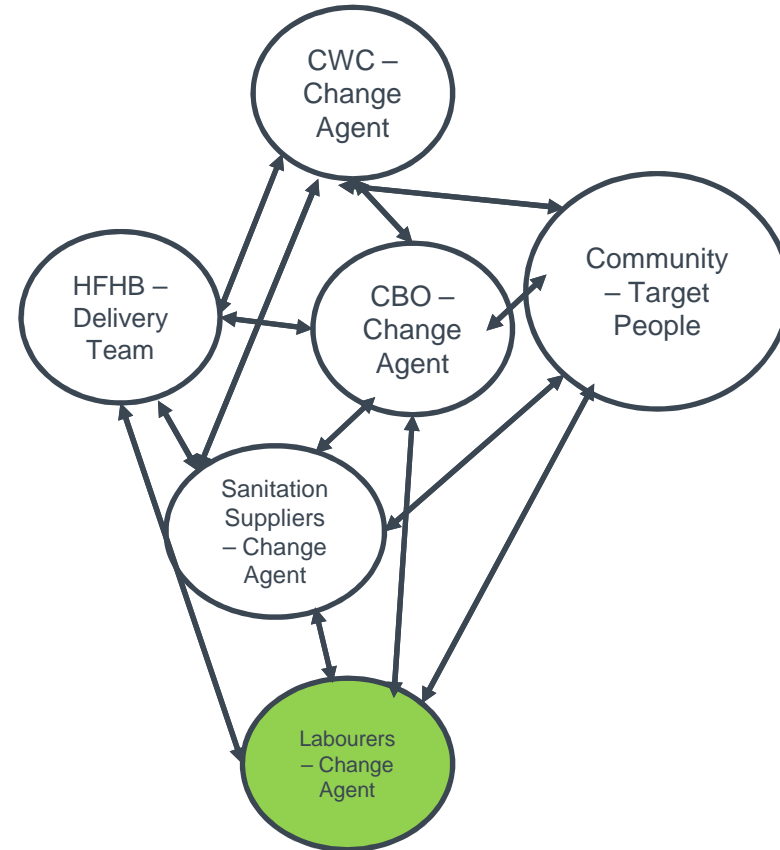
- **Sanitation suppliers;**
  - Producing quality materials with the technical support from HFHB and financial support from CBOs;
  - Selling latrines/materials to loan recipients;
  - Referring skilled labourers to families.



# HFHB's Approach/Activities under SanMark

## Change agent

- **Local labourers;**
  - Constructing quality latrines for families;
  - Referring sanitation supplier for quality materials as well as CBOs for sanitation loans.



# Achievements to date...

- Formed 36 Community WaSH Committees (CWCs);
- Conducted trainings for 36 CWCs on WaSH, latrine maintenance and management;
- Provided training to 9 CBOs on portfolio management, organisational management and risk management;
- Provided training for CWCs and CBOs on Appropriate Construction Technology, Environmental Impact and Waste Management, and Quality Control of latrine construction.





# Achievements to date...

- Business development training for 36 Sanitation Suppliers;
- Conducted training on latrine technical design for 36 Sanitation Suppliers;
- Provided training on latrine construction, (including site selection, environmental impact, accessibility and quality control) for 300 local labourers and 96 youth apprentices.



# Achievements to date...

- Constructed 337 sanitary latrines through sanitation loans;



To ensure quality - Year 1 HFHB provided technical support to CBOs & supervised construction activities where as in year 2, CBO carried out the construction under HFHB's supervision



# Impacts on the Community

- Community has access to sanitation loans;
- Ensured availability of quality materials as well as trained labourers for latrine construction;
- A well developed market and demand chain in the community;
- Suppliers are taking loans for business expansion which has now started revolving;
- Women's empowerment through CWCs as 50% female member ensured.
- Demand created in the community for grant support for the poorest families as they can't afford loans to make the village ODF;

# Challenges

- Motivating people for taking loan instead of grants for the CBOs;
- Sanitation supplier's demand for bigger loans;
- Distribution of grants latrine by some organizations in the project area;
- Bringing lasting behavioural change.



# Recommendations

- The loan latrine model can be replicated in other areas;
- More promotion should be done about the loan instruments;
- The relevant government agencies should be involved in the sanitation marketing process for cooperation;
- Capacity development of the CBOs to manage the large number of clients and large amount of loans.

**Thank you**



CIVIL SOCIETY  
WATER, SANITATION  
AND HYGIENE FUND