Increasing and Improving Women’s Participation in the Rural Market for WASH

Approach, Measurement, Results
Overview

✓ Program Design
✓ Measurement and Results
  ✓ Universal Skills
  ✓ Action Research
  ✓ Networks
Project Design

“WEwork” Collective  Marketing to Women  Marketing by women
The “WEwork” Collective

“Attending the WEwork workshop is one of the best life experiences. I had never expected to be able to learn new skills at this age”.

Sales Agent  Supplier  Other  Group leader
Marketing to Women

Primary customers for WASH products are women.
Marketing by Women

Female entrepreneurs lead in latrines business.
Overview

✓ Program Design
✓ Measurement and Results
  ✓ Universal Skills
  ✓ Action Research
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Measurement and Results: Universal Skills

- Income from work for wage/salary by 29%
- Job specialization (fewer # of jobs, fewer types of income generation activities, more hours worked)
- Time spent on housework from 21 to 14h/week
- Household bookkeeping from 5 to 59%
Measurement and Results: Universal Skills

“I was not like this before, but I am now a successful woman. (…) Although I am not highly educated, I am brave to voice my ideas during the village meeting.”

![Bar chart showing percentage of women who answered "yes" to being nominated for public post and contacted local representative at baseline and endline. At baseline, 5% were nominated for public post and 20% contacted local representative. At endline, 80% were nominated for public post and 48% contacted a local representative.](image-url)
Measurement and Results: Action Research

✓ **116 stakeholders**, including latrine suppliers, sales agents and local authorities
  ✓ Networking events
  ✓ New recruitment strategies
  ✓ New commission schemes
  ✓ Modified marketing tools and channels

✓ **Findings and Recommendations**
  ✓ Traditional role as housewife and care giver
  ✓ Formal authority
  ✓ Cross-gender communication
  ✓ Perceived lack of technical skills
Measurement and Results: Professional Networks

Legend
- Participants
- non-participants

Advice sharing
Width and opacity of the line: trust

Baseline

Endline
Where does this leave us?

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