

Engaging women in the sanitation supply chain

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Bangladesh and Cambodia

WASH
FUTURES



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Collaboration for Universal WASH

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Overview

- Sanitation Marketing
- The HCD model
- Engaging women in Bangladesh's sanitation supply chain
- Engaging women in Cambodia's sanitation supply chain

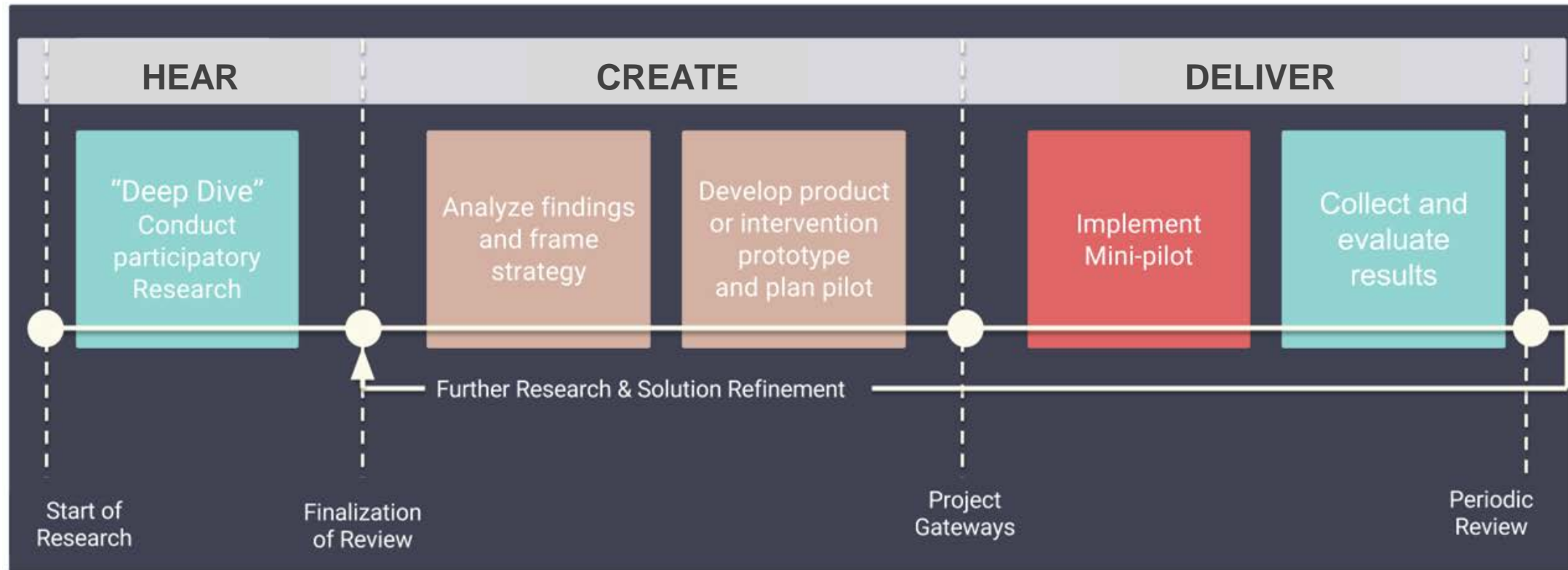


Our approach: Sanitation Marketing

- We work through the private sector to build markets
- We design products to context
- We build market capacity to meet demand
- Over 1 million WASH products sold worldwide



iDE's Iterative Intervention Design Process



Bangladesh

HEAR- Participatory Research



“W o m e n a r e better at more detailed finishing work like cookstoves and finishing latrines”



“M y w i f e h e l p s m e a l o t a n d t a u g h t m e h o w t o w a s h a c o n c r e t e S a T o s l a b t o i n c r e a s e q u a l i t y c o n t r o l”

Who is better at...	
Getting materials (sourcing)	Men
Linkage formation	Men
Production	Men
Maintaining production quality	Men
Finishing production	Women
Installation/Transport	Men
Business	Men
Marketing	Both
Accessing loans	Women
Managing employees	Women
Sales meetings	Women
Institutional sales negotiations	Men

DELIVER- Mini-piloting & Evaluating Results

Leading Insights:

- Women were already involved in the sanitation business in unofficial roles
- Because of social norms they were less likely to have the technical skills to contribute effectively to business
- Social norms upheld largely by family members hindered women from contributing in officially in many areas

Pilot or Study: Train the wives of latrine producers in the same technical and businesses areas as their husbands then assess the impact of women on business performance.

Case Study

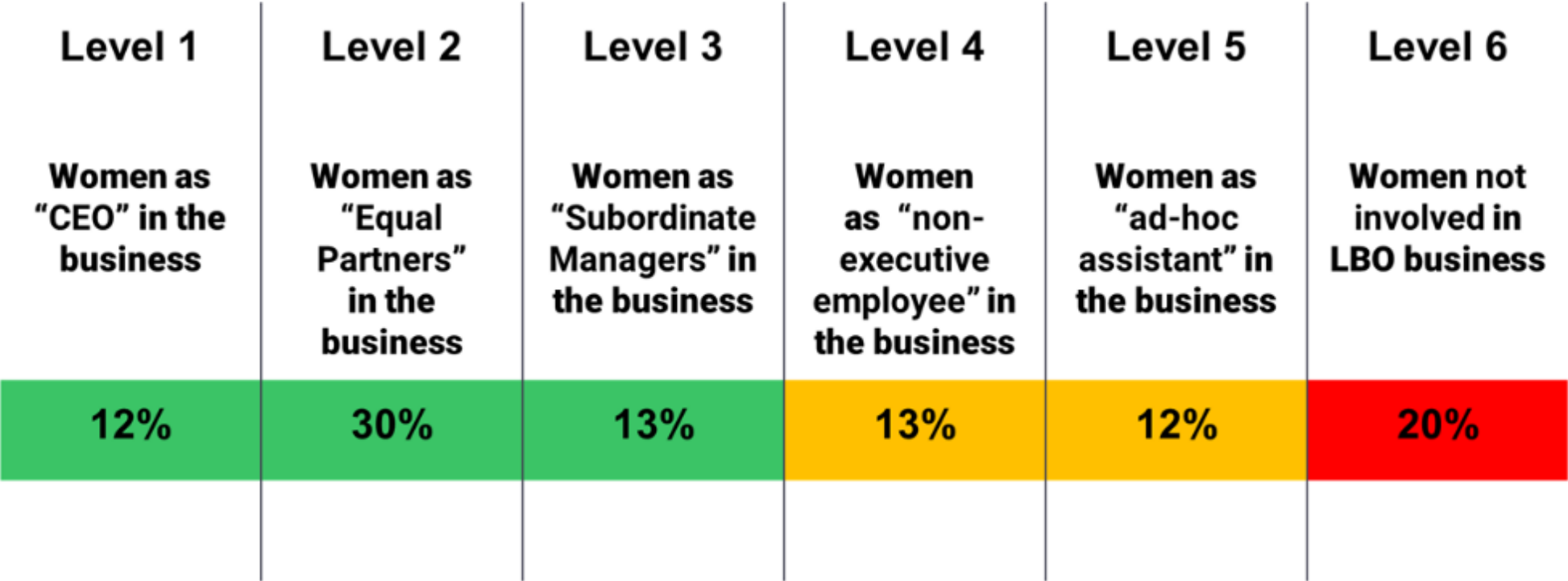
Areas of engagement	Before project	After project facilitations
Business management	No significant role	Develops business plan <anages employees Engages customers
Market promotion and demand creation	No significant role.	Organizes and conduct sales meeting Explains how SaTo Pan and SanBox work Keeps sales record in register book . .
Technical aspect	She had been working as helper in producing ring/slab	Producing ring/slabs Supporting production
Linkage and networking	No linkages	Maintains linkages with support service providers



Cambodia

HEAR- Participatory Research

- iDE interviewed 48 latrine businesses to identify the role women play in the supply chain
- Key insight: 55% of women lead, partner, or manage a subset of business operations



CREATE - Analysis & Solution Design

- Alternative financing options are a key to scaling, especially as we try to reach market laggards
- Hydrologic, an iDE social enterprise, has sold over 90% of its >500K water filters through payment installment plans
- Latrine businesses are not offering installment plans due to three main obstacles:
 - Lack of business administration skills
 - Limited working capital
 - Risk-aversion



DELIVER- Piloting and initial results

- Confluence between market opportunity (payment installment plans) and opportunity for increasing women's role in the supply chain
- Pilot: deliberately target women in latrine businesses to build capacity to administer payment installment plans to customers according to their own discretion and risk appetite
- Select 5-10 businesses to receive training, focusing especially on women change agents
- Businesses keen to offer payment plans
- Women change agents have received training on administering and tracking installment payments.



Questions and Answers

Thank you for your time



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