



# SHOUHARDO III's Innovative WASH Solution Using Market-based Sanitation

Lessons learned from the DFSAs in  
Bangladesh

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## Context



<https://youtu.be/KMQjOSy-xu4>

## The Chars and Haors of Bangladesh represent this challenge in a microcosm:

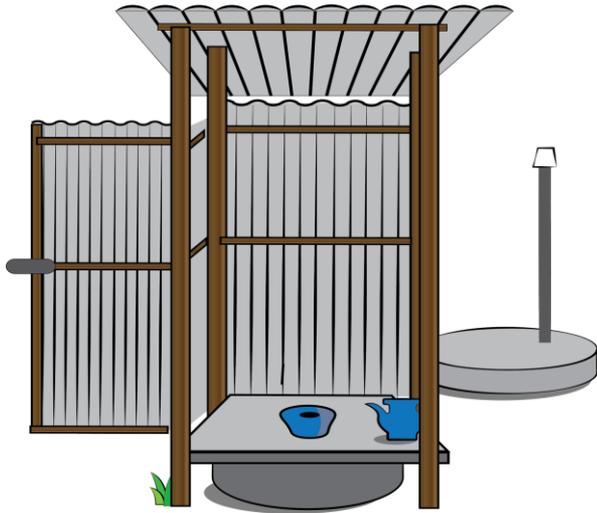
- Populations are relatively mobile with at least some members of PEP households usually migrating seasonally to find work;
- Markets are difficult to access in the monsoon season, especially in more remote parts of each region; and
- The percentage of female-headed households is slightly higher than in the rest of Bangladesh
- SHOUHARDO III's Midterm Review recommended: the need to invest more in water, sanitation and hygiene (WASH) interventions in the types of contexts in which SHOUHARDO III is working
- CARE has been working with iDE since 2018 in implementing its WASH strategy

## Systemic constraints to sanitation in Chars, Haors

- Improved products unavailable
- Low ability to pay for products
- Hard-to-Reach
- Recurring shocks, flooding
- Weak Supply Chain
- Limited Awareness

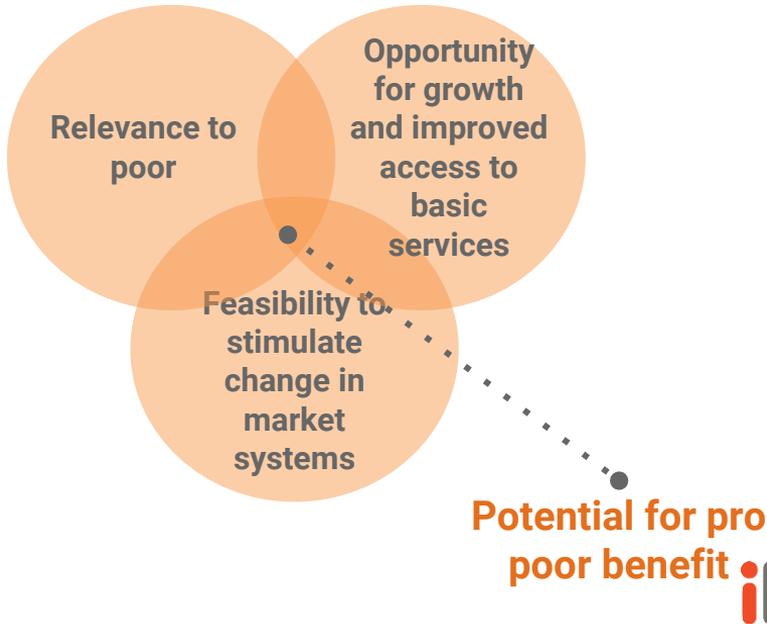


## CARE and iDE are collaborating on the *Scaling-up WASH Innovations in Remote Locations* [SWIRL] approach



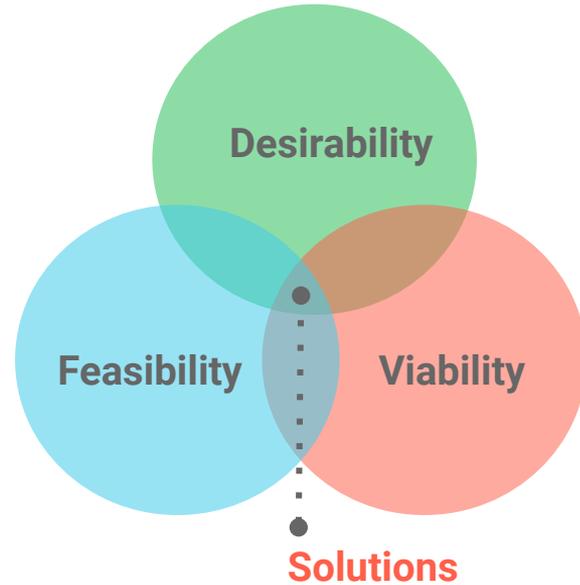
# How is SWIRL tackling this problem?

## Market System Strengthening



**iDE**

## Human Centered Design



## SCORE- HCD Design Challenge

Apply HCD methods to co-design  
Hoar, Char sanitation options:

- Desirable by users
- Affordable to users
- Commercially viable,
- Environmentally sustainable
- Technically feasible



### Use of Service



**PROBLEM:**  
Rural households have limited awareness and access to improved latrines

Activities:

- Group sales meetings
- Mass media awareness raising campaigns
- Product and service demonstrations

### Service Delivery



**PROBLEM:**  
Sanitation Entrepreneurs have limited access to quality inputs, business skills and market linkages

Activities:

- Training and coaching latrine producers on manufacturing and business practices
- Incubating and supporting small business associations (SBAs)
- Training latrine sales agent

### Enabling Environment

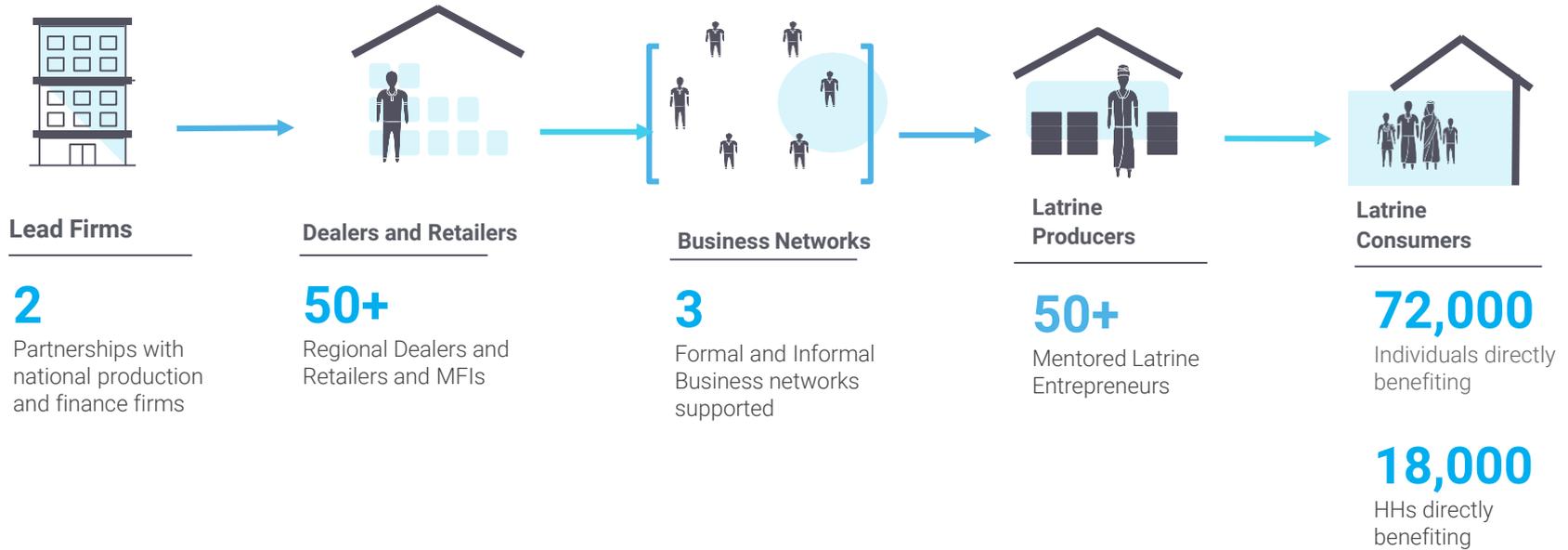


**PROBLEM:**  
Lack of equitable provision of improved sanitation services to poor and disadvantaged individuals

Activities:

- Strengthen WASH sector institutions
- Introduce sanitation loans
- Targeted subsidy alignment with market-based sanitation

## Project Targets



## Preliminary Results and Key Lessons Learned



Before



After

## Results and Lessons Learned-- Nudge Approach

- + Nudges: Appropriate triggers and drivers for users' to purchase and adopt toilets
  - Drawing from theories of behavioral economics
  - Environmental nudges create indirect cues to promote improved behavior
  - Nudges seek to create a gentle spatial or visual nudge towards improved behavior without overtly asking someone to do the behavior.
  - Effective in behaviors which people know the right thing to do, but may not necessarily do it
- + Low cost pan with water seal
- + Modified slab color to yellow to allow easier sight at night
- + Ridges on foot rest.



## Voices from the field



**Latrine Producer**

[https://youtu.be/Q\\_r3VjXPPRw](https://youtu.be/Q_r3VjXPPRw)



**Consumer**

<https://youtu.be/fOLnLO4T664>



**Sales Agent**

<https://youtu.be/k2QiYAnsr50>

# Preliminary Results and Lessons Learned – 4-month Implementation



## Use of Service **DEMAND**

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184 Group Sales Meeting with behaviour change communication on improved sanitation

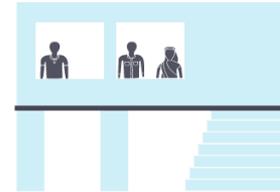
- 2200 + participants (1700+ female)
- Average of 5 on the spot demand per meeting



## Service Delivery **SUPPLY**

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- Partnership with improved component manufacturer
- Development of dealership network (5 dealers, sub dealers) to link last mile procedures to manufacturer
- Improved component being introduced for first time in the project areas
- Trained 74 latrine producers:
  - Male: 72/Female: 2
- Developed network of Sales Agent: 74 (50% women)

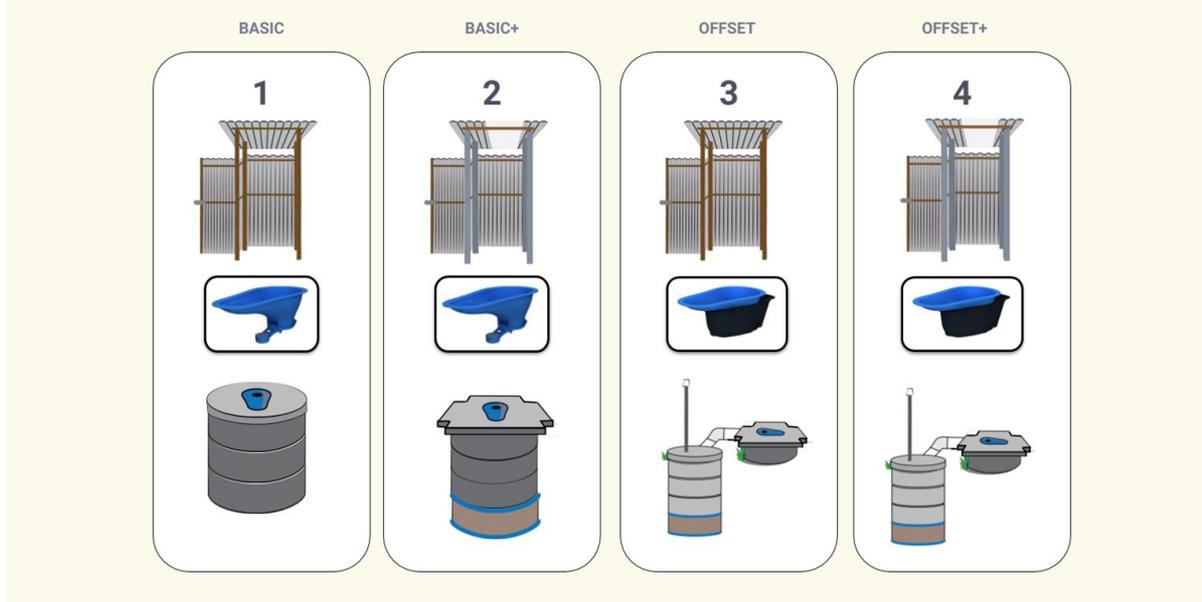


## Enabling Environment **SUPPORT**

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- Coordination meeting with development agencies
- Established Public private dialogue platform to endorse improved sanitation products and trained latrine producers

# Latrine Sales



One month of sales tracking  
Sales till date  
(improved latrine):

**1100+**

**1000+ Basic /**

**75+ Offset**

## Impact and gender implications

Dilraj Begum, 65 years old from Sunamganj district: *“The elders and children in our family are using the latrines up to now, that make our lives much easier and free from common diseases. During the floods, we even accommodated about six families from our neighbors as they lost access to latrines that time.”*

Najina, from Kurigram district shared, *“By owning this latrine, the neighbors come to me for consulting on how they can acquire the same, by negotiating with the Union Parishad or another NGO. They also trust my negotiation skills.”*

<https://youtu.be/YRJD0I0226g>



*“Once I saw the community dismantling one tube well, they were experiencing poor water flow. I could not resist myself but asked them to let me take a look. They refused and said, ‘being a woman, you will be of no use solving this problem,’ and ‘we did as much training as you.’ After much convincing, they agreed to give me one chance. After I installed the check valve, the water flow went back to normal and their problem was solved! They were amused with how a woman could solve problems they thought only the men could. In return for the favor, they promised to promote my service”*

– Salma (Vatshala, Kastul, Austagram)



## Lessons Learned



- Last mile actors hesitation to engage with project with no financial benefits
- Self installation for basic latrines
- Installation location
- Upgrading existing latrines
- Mobilize existing A2F options and subsidized latrine funds
- Improved latrine considered expensive
- Perception of health benefits - need for tangible benefits
- Gender dynamic for purchase of latrines
- Toilet repairs after flood

## Ways Forward

- Greater emphasis on nudging with local level innovations
- Introduction of discount vouchers scheme
- Integration of A2F component
- Promotion of smart subsidies
- Household consultations on purchase and installation of improved toilets
- Implement combination of above the line and below the line promotional activities



## Sanitation in last-mile and shock-prone contexts are encountering similar challenges...



CARE, iDE, and partners are investing in innovative solutions

Thank you

