



FEED THE FUTURE

The U.S. Government's Global Hunger & Food Security Initiative



FEED the Future Bangladesh Nutrition Activity (BNA) Leveraging markets for sustainable sanitation service delivery in Cox's Bazar Nutrition Sensitive Programming- Enhancing Public Private Partnerships

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Table of Contents

- Project Introduction
- Context
- Sanitation Problem
- Intervention Objectives
- Conceptual framework
- Program design
- Early Results
- Lesson learned - Program implications

Bangladesh Nutrition Activities (BNA)

Introduction

The USAID funded Bangladesh Nutrition Activity (BNA) has been designed to empower and support market and community actors to address underlying causes of malnutrition.

By the end of BNA, children under 5, pregnant and lactating women, and adolescents (girls and boys) in the four project districts will be better able to meet their nutritional needs and practice healthier behaviors.

Three Result Areas:

1

Consumption of nutritious, diverse, and safe diets by rural households

2

Social and economic empowerment of women and adolescents

3

Adoption of improved water, sanitation, and hygiene (WASH)

Cox's Bazar Context

Cox's Bazar is a district of southeastern Bangladesh within Chittagong division, bordering Myanmar

WASH is a significant underlying concern in Cox's Bazar with access to clean drinking water and improved sanitation below national average

Rohingya influx, almost tripled the population further exacerbating the situation.

42% of population in Cox's Bazar district do not have access to improved latrines

This risks is facilitating the spread of diseases and exacerbating nutrition issues

Aid is primarily focused on Rohingya camps. Impacted/Host Communities are still vulnerable to WASH challenges

Unimproved latrines are located close to water points, increasing the risk of water contamination and the spread of diseases

Sanitation Problem

Unavailability of improved technology

Appraisal & Redesign of existing technology
Redesign and

Contextualization of new technology

Weak Supply Chain

Strengthening Linkages

Development of local level sanitation entrepreneurs

Access of improved produce to bottom of the poor customers

Weak standards & regulation

Advocacy at the national level

Coordination at local level and NGOs

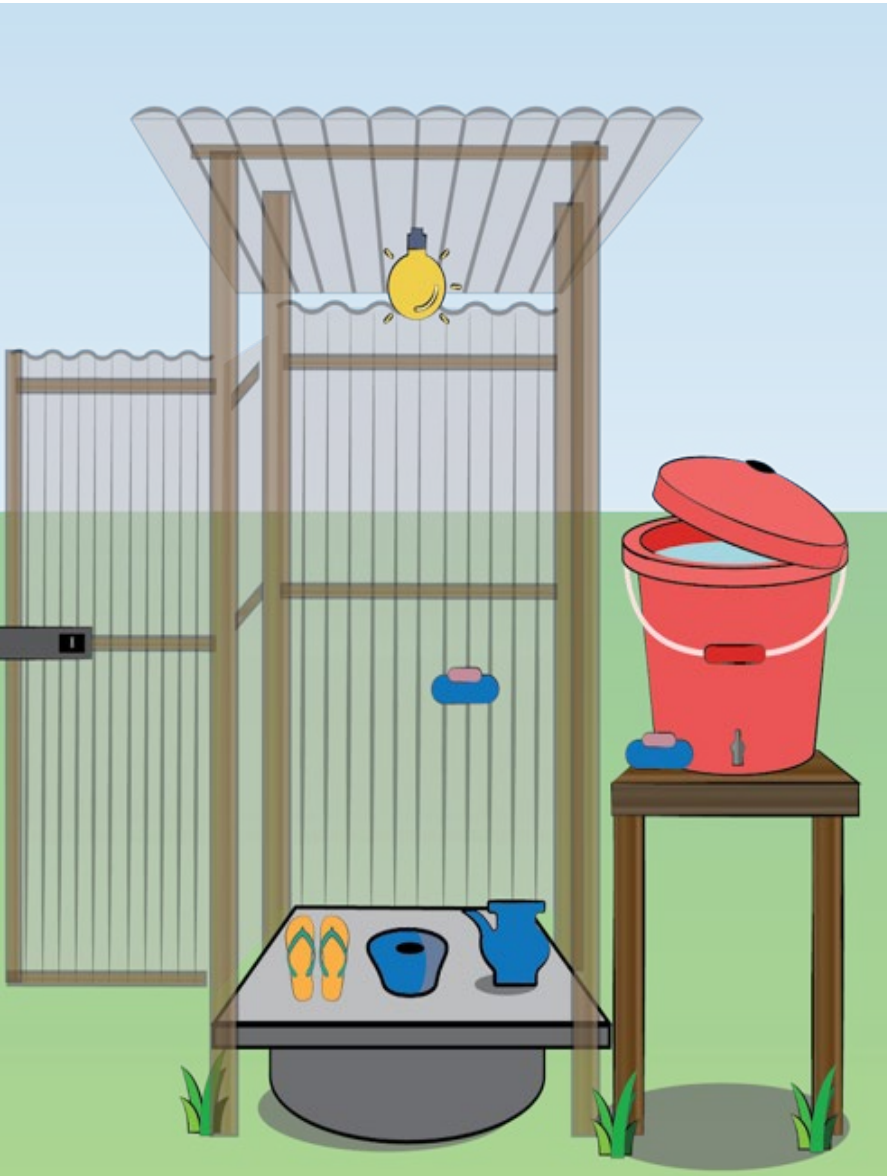
Sanitation Marketing Guideline development

BoP Inability to pay for sanitation product

Facilitation of WASH loans through FSPs
Smart subsidies –

Targeted subsidies from NGOs and government agencies to poorest of the poor

Intervention Objective



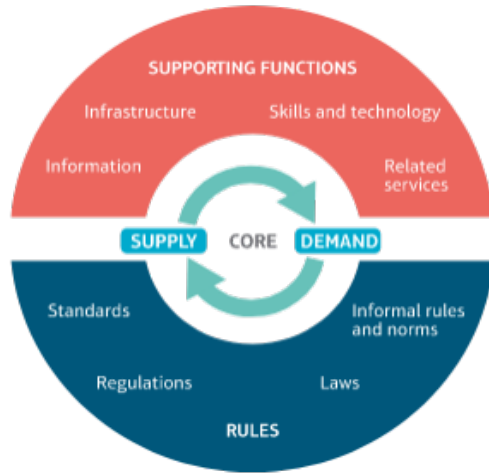
Overall Objective

The proposed objective of the project is to better wellbeing of poor and disadvantaged households by increasing access and usage of improved sanitation facilities (per JMP definition) in the targeted Upazilas of Cox's Bazar using a sanitation marketing approach.

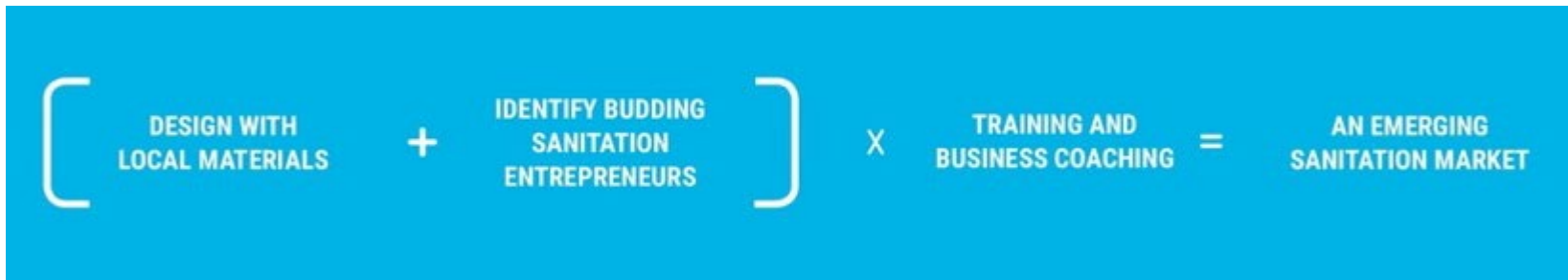
Moving up the Sanitation Ladder



Conceptual Framework



- Market-led solutions that will significantly contribute to the improved sanitation services.
- Use of improved services by households
- Availability of a range of commercial hygienic sanitation systems



Establishing independent supply chains

Engaging and training masons

Design refinements

Stimulating household demand

Providing sales support

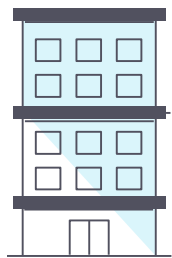
Field based
rapid
assessments

Expanded, improved
sanitation technologies
and components

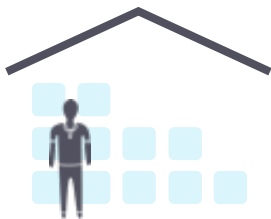
Market System
Development

Human Centered Design

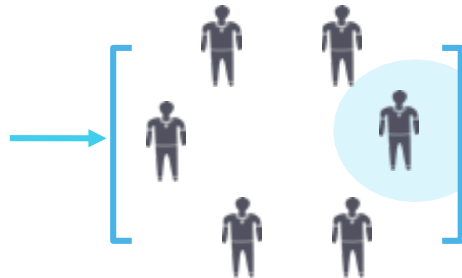
Robust monitoring
framework



Lead Firms



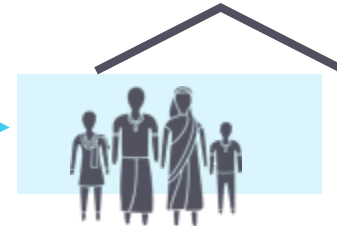
Dealers and Retailers



Business Networks



Latrine Producers



Latrine Consumers

Partnerships with: Private
Firms, public agencies
and development sector

Entrepreneur training
package

Enhance promotion
through SBCC strategies

Program Design

Use of Service: Demand

Rural households access and use improved yet affordable sanitation services and have improved their hygiene behaviour

Service Delivery: Supply

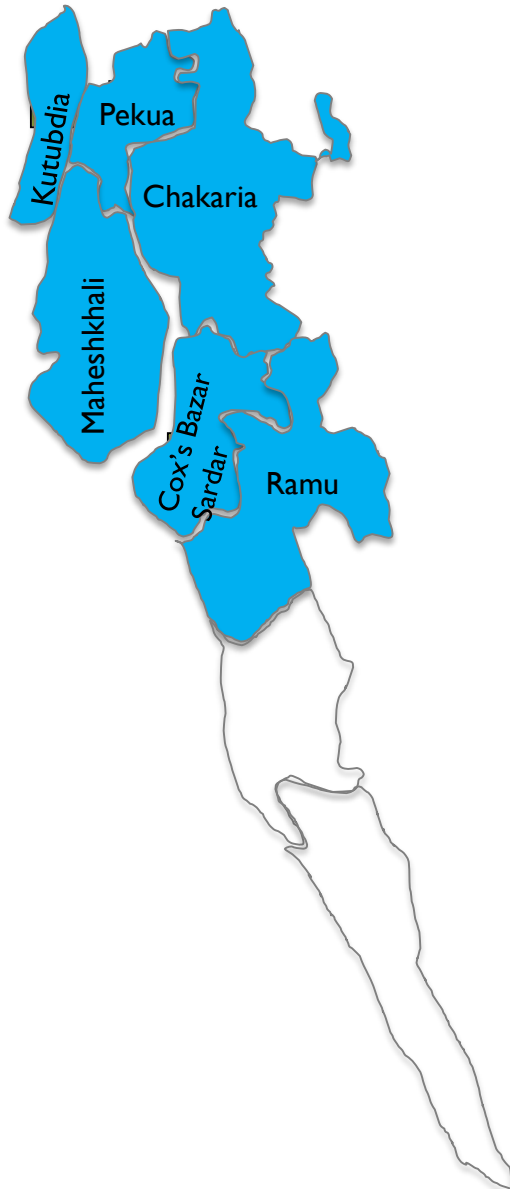
Capacity development and support to private service providers to sustainably offer a variety of affordable sanitation services

Enabling Environment: Support

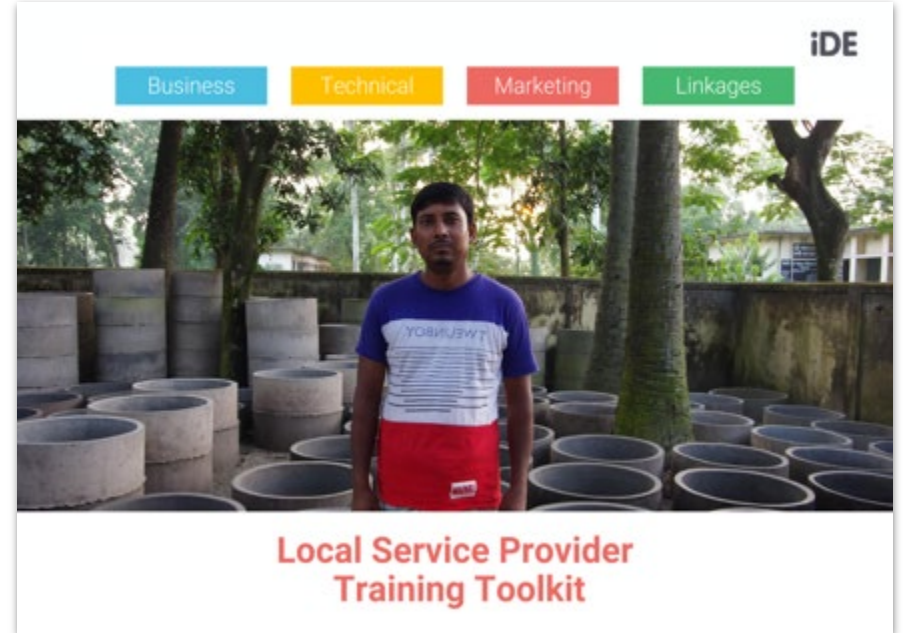
Assist public and civil society WASH actors to promote, procure, and subsidize, improved sanitation services through public private development platform (PPDP)

Working Area

Location of latrine production center of 50 trained latrine producers



Training Packages



4 Day training spread over 2 months

Followed by on the job mentoring

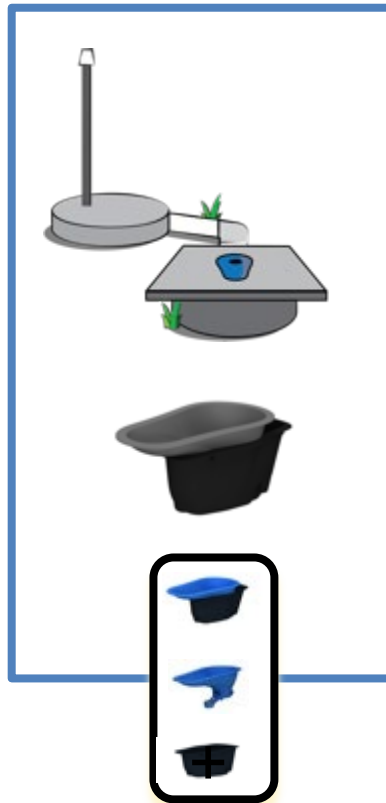
1. Business Module
2. Technical Module
3. Sales/Marketing Module
4. Linkages Module

Latrine Packages

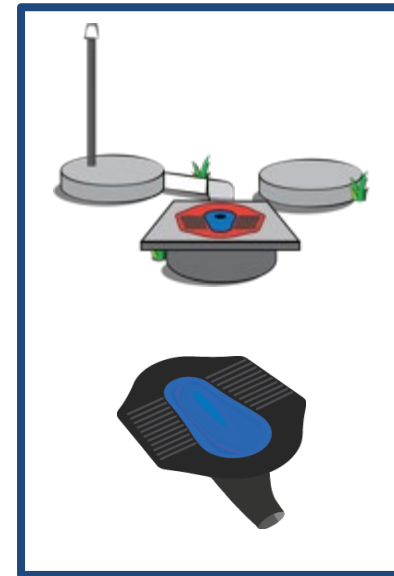
Option 1



Option 2



Option 3



- ✓ Durable
- ✓ Easy to Clean
- ✓ Less water consumption
- ✓ Trap door seal

Demand Creation Activities



Community Theatre



School Campaigns



Group Sales – Courtyard Session



Mobile Campaigns

Enabling Environment -Support



- MFI Engagement
- Civil society and development agencies coordination



- WATSAN Orientation
- Union Mapping
- Smart Subsidies

Group Sales meeting



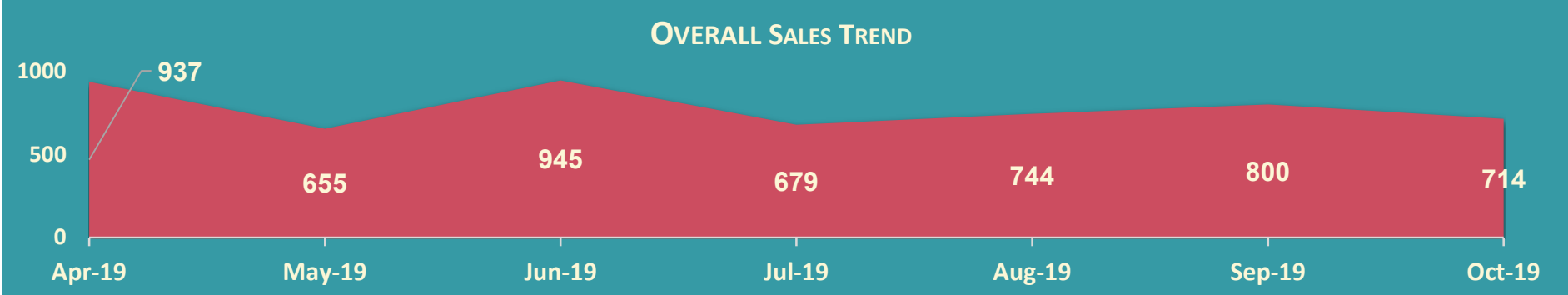
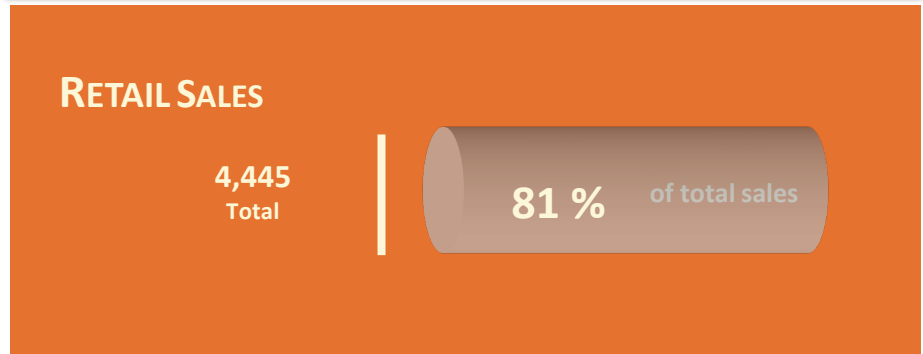
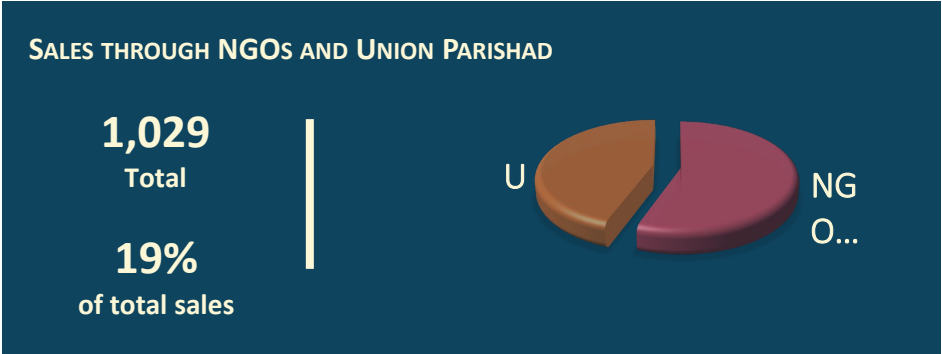
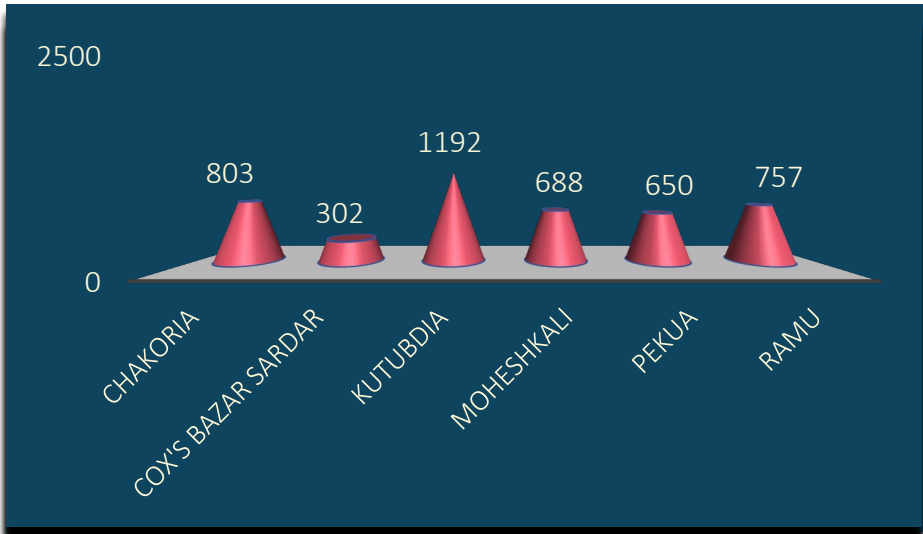
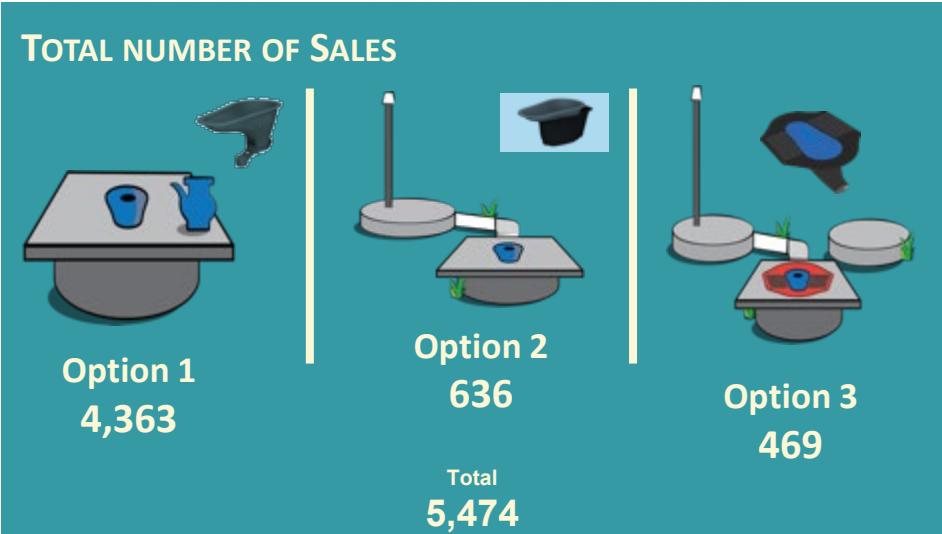
Households



Latrine Producer
business center



Early Results



Lesson Learned- Program Implication

Intentionally designed mass manufactured parts decreases installation risks

Targeted marketing through segmentation increases low-income sales

Linkages in the supply chain are not automatic

Business training + technical training increases LP sustainability

Program flexibility is required to intervene in dynamic market systems

Inclusive strategies are required to move beyond tipping point

Targeted intervention on off-set latrines required to move people up the sanitation ladder

Installation and maintenance of the sanitation facility should be prioritize during demand generation



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