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

December 2019
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 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.

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<thead>
<tr>
<th>Context</th>
<th>Details</th>
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<tbody>
<tr>
<td>Rohingya influx, almost tripled the population further exacerbating the situation.</td>
<td>42% of population in Cox’s Bazar district do not have access to improved latrines</td>
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<td>This risks is facilitating the spread of diseases and exacerbating nutrition issues</td>
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<td>Aid is primarily focused on Rohingya camps. Impacted/Host Communities are still vulnerable to WASH challenges</td>
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<td>Unimproved latrines are located close to water points, increasing the risk of water contamination and the spread of diseases</td>
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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
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

1. Open defecation
   - When human faeces are disposed of in fields, forests, bushes, open bodies of water, beaches or other open spaces or disposed of with solid waste.

2. Unimproved
   - A latrine that does not ensure the hygienic separation of human excreta from human contact; a ring/slab latrine without a water seal.

3. Basic latrine
   - A latrine that includes a water seal or a VIP system.

4. Improved
   - An improved offset latrine with 1) safely disposed excreta (i.e. FiTo); 2) handwashing with soap/water; and 3) a more sustainable superstructure.

5. Bathroom facilities
   - A latrine with bathing and washing facilities.

6. Sewerage
   - A piped connection for wastewater and excrement into sewers.

Adapted from JMP
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

Design with local materials + Identify budding sanitation entrepreneurs \times Training and business coaching = An emerging sanitation market
Field based rapid assessments

Expanded, improved sanitation technologies and components

Human Centered Design

Market System Development

Robust monitoring framework

Entrepreneur training package

Enhance promotion through SBCC strategies

Partnerships with: Private Firms, public agencies and development sector
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**
  - Durable
  - Easy to Clean
  - Less water consumption
  - Trap door seal

- **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

**Total Number of Sales**

- **Option 1**: 4,363
- **Option 2**: 636
- **Option 3**: 469

**Total**: 5,474

**Sales through NGOs and Union Parishad**

- **Total**: 1,029
- **19% of total sales**

**Retail Sales**

- **Total**: 4,445
- **81% of total sales**

**Overall Sales Trend**

- April-19: 937
- May-19: 655
- June-19: 945
- July-19: 679
- August-19: 744
- September-19: 800
- October-19: 714
<table>
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<td>Intentionally designed mass manufactured parts decreases installation risks</td>
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<td>Targeted marketing through segmentation increases low-income sales</td>
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<td>Linkages in the supply chain are not automatic</td>
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<td>Business training + technical training increases LP sustainability</td>
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<td>Program flexibility is required to intervene in dynamic market systems</td>
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<td>Inclusive strategies are required to move beyond tipping point</td>
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<td>Targeted intervention on off-set latrines required to move people up the sanitation ladder</td>
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<td>Installation and maintenance of the sanitation facility should be prioritize during demand generation</td>
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The U.S. Government's Global Hunger & Food Security Initiative

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