



# NOBO JATRA – NEW BEGINNING

A USAID FOOD FOR PEACE TITLE II  
DEVELOPMENT FOOD SECURITY ACTIVITY

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**WASH Push Pull Marketing**  
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# PROJECT GOAL AND PURPOSE

**Goal: Improved gender equitable food security, nutrition and resilience of vulnerable people in Bangladesh**

**P1 - Improved nutritional status of children U5, PLW and adolescent girls**

**P2- Increased equitable HH income**

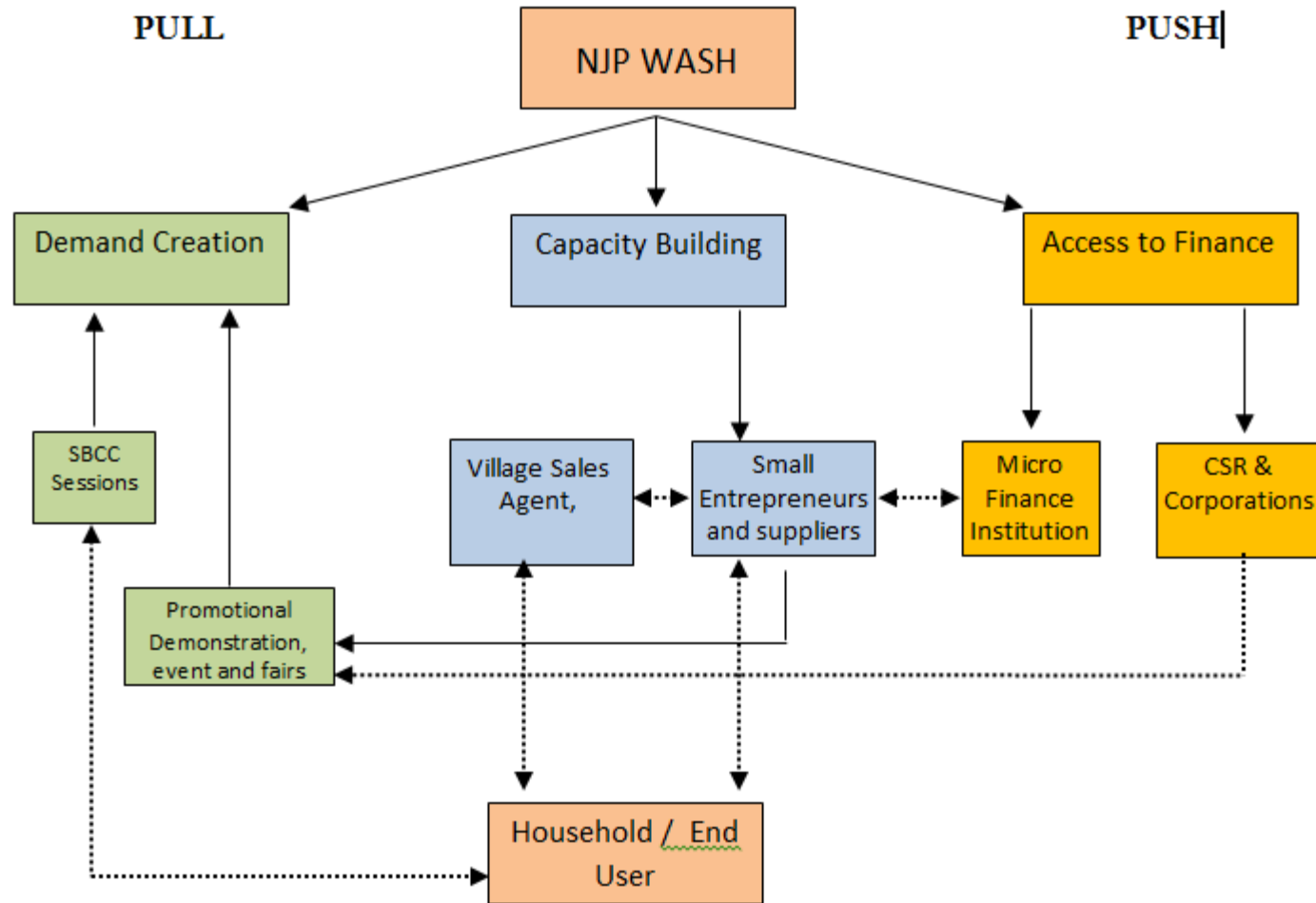
**P4 - (Cross-Cutting): Improved social accountability and national policy engagement of service provision for vulnerable men and women**

**P3- Strengthened gender equitable ability of people, households, communities and systems to mitigate, adapt to and recover from natural shocks and stresses**

## Nobo Jatra Project(NJP) WASH interventions (Major)

- ❑ Strengthen WATSAN committees
- ❑ SBCC messaging at community level
- ❑ Provide new and rehabilitate alternative water options
- ❑ Rehabilitate and/or construct latrines
- ❑ Promote and facilitate linkages between consumers and WASH businesses
- ❑ Support WASH entrepreneurs to meet local WASH needs

# PUSH PULL MARKETING MODEL (WASH PPM)



..... Actors Communicated independently

## NJP WASH Entrepreneurs

- ❑ Sanitary hardware seller
- ❑ Water option hardware seller
- ❑ Ring-slab and latrine producer and installer
- ❑ Hygiene product seller
- ❑ Baby potty, water-container/pitcher, etc. seller
- ❑ Mason and Mechanic
- ❑ Dealer of WASH Products
- ❑ Area representatives of WASH item manufacturer



Mr. Abdus Sattar, Trained WASH Entrepreneur  
Amadi Union, Koyra Upazila, Khulna District

## NJP WASH Private Sector Engagement Interventions-

- ❑ Business development and marketing training
- ❑ Hygiene and Sanitation Education
- ❑ Promotional Fairs and SBCC events to promote H&S products
- ❑ Training for Masons and Mechanics
- ❑ Facilitate entrepreneurs in establishing linkages/network with MFI, LGI, and non WASH groups
- ❑ Promote new WASH product samples within entrepreneur network



## Achievement so far...

- ❑ Developed internal referral system among WASH entrepreneurs
- ❑ 104 Entrepreneur received 2 days long business development training
- ❑ Increased in sales order of WASH products by NJP entrepreneurs
- ❑ Public private partnership linkages established between Entrepreneurs and local government
- ❑ Engaged Corporation through CSR to promote WASH campaigns and engage NJP WASH entrepreneurs as sales agent
- ❑ Mass awareness campaigns achieved through WASH demonstration fairs and UN WASH observation days

## Success Story: Mr. Mir Anarul a local entrepreneurs @ Shyamnagar

### ❑ Challenges

- Very minimal knowledge of book keeping
- No linkage and network to increase business profit
- Lack of quality production and communication

### ❑ Intervention

- Received orientation, training and regular follow-up support
- Introduced to new and demand driven WASH products
- Received 7 WASH products for demonstration
- Linkage with other entrepreneurs, MFI and Local Government.



### ❑ Success

- Increased sales of products (monthly 90 sets latrine, earlier 50-60 sets)
- Maintaining book keeping
- Network established with MFI, and others
- Increased types of products both sanitary and hygiene. Earlier it was only sanitary
- Employed 2 more people as masons



## Challenges

- ❑ Lack of financing for entrepreneurs
- ❑ Lack of Social Capital and community contribution/initiatives
- ❑ Lack of affordable WASH products for most vulnerable HHs
- ❑ Lack of affordable and sustainable water and sanitation technologies for difficult salinity areas



## Way Forward

- ❑ Strengthen coordination and linkages with MFI, formal bank and WASH entrepreneurs
- ❑ Engage Local Government and community to strengthen social capital through WASH resource management
- ❑ Establish WASH entrepreneur forum to expand and strengthen internal network, and increase business ventures
- ❑ Facilitate discussion with community and entrepreneurs for affordable and environmentally appropriate WASH products and services



Entrepreneurs are developing their Action Plan as part of their Capacity Building

# Thank you!



Grand Opening of WASH fair by Government Representatives and NJPWASH Entrepreneurs