



Supporting Market-Side Responses to Demand Generated through CLTS

South Asia Regional Learning Event

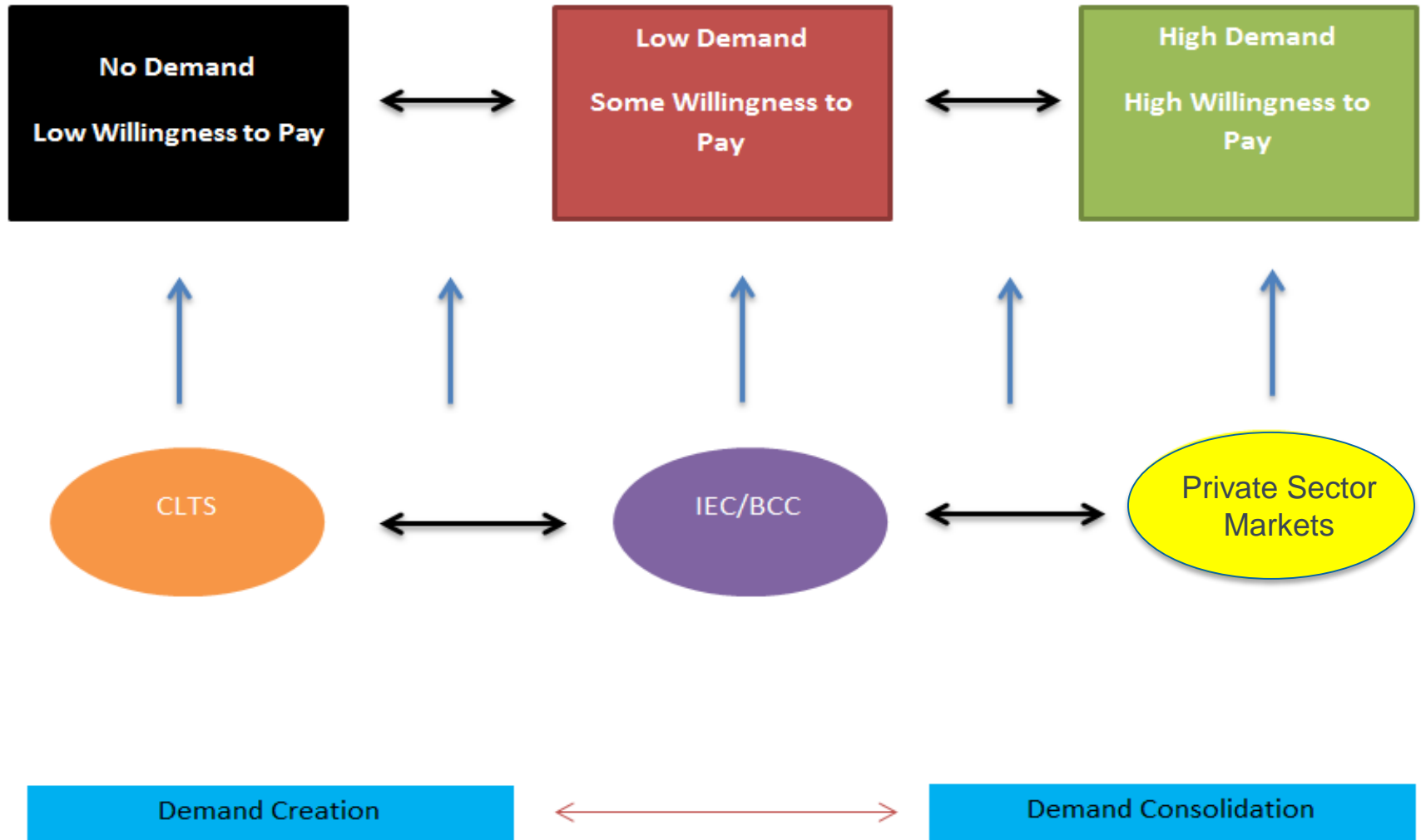
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The CS WASH Fund is supported by the Australian Government and managed by Palladium International Pty Ltd.



Demand Vs. Supply: The Real Challenge at hand



Transition to Market Based Approaches

Prevalent Approaches Pre-RUSFAD 2010	Market Based Approaches 2011 Onwards
<ul style="list-style-type: none">• Heavy Subsidies for Capital Cost• Infrastructure Targets• Standardization of Existing Models• Predetermined Choices• Focus on Centralized Service Provision	<ul style="list-style-type: none">• Subsidies for Market Development - Full Capital Cost Recovery from Users• Focus on Behavioral Targets• Extensive Range of Affordable Options• Users decide what and how to buy• Focus on Diversified local Service Provision



Transition to Market Based Approaches

Market Based Approaches 2011 Onwards	Actions on Market Based Approaches
<ul style="list-style-type: none">• Subsidies for Market Development - Full Capital Cost Recovery from Users	<ul style="list-style-type: none">• Subsidy practice was adopted by Government & NGOs as an early recovery remedy for flood affectees• Plan advocated for subsidies to be utilized for building the network of entrepreneurs & Rural Sanitary Marts (RSMs)• Funds to be allocated for the budding entrepreneurs



Transition to Market Based Approaches

Market Based Approaches 2011 Onwards	Actions on Market Based Approaches
<ul style="list-style-type: none">Behavioral Targets as Main Priority	<ul style="list-style-type: none">Focus on: BCC and ODF rather than number of latrinesAdvocacy for reward mechanism for Behavioral determinantsMilestones set for the community & Village Organizations to achieve ODFHouseholds to pay in full towards the latrine investment. Subsidy for the marginalized only

Transition to Market Based Approaches

Market Based Approaches 2011 Onwards	Actions on Market Based Approaches
<ul style="list-style-type: none">• Extensive Range of Affordable Options	<ul style="list-style-type: none">• Latrine models designed for emergency• Consumer aspirations are higher in Pakistan• IDEO's Human Centered Design (Hear, Create and Deliver Criteria) was utilized• Varied latrine designs were introduced and linked with entrepreneurs, Rural Sanitary Marts(RSMs) and Village Organizations (VOs)



Transition to Market Based Approaches

Market Based Approaches 2011 Onwards	Actions on Market Based Approaches
<ul style="list-style-type: none">• Users Decide what, how to buy	<ul style="list-style-type: none">• Free economy principles introduced• Easy to segment the consumer group based on various criteria• Multi-channel sales reach introduced



Transition to Market Based Approaches

Market Based Approaches 2011 Onwards	Actions on Market Based Approaches
<ul style="list-style-type: none">Local Service Provision	<ul style="list-style-type: none">Masons were identified and trainedTrainings covered all latrine types introducedMasons connected with Entrepreneurs and RSMs offering a one stop solution



Role of Government, NGOs, Community, & Private Sector in Pakistan Sanitation Market

1. Government

- Government to monitor, regulate and create enabling environment
- Government to implement the infrastructure schemes as rewards for ODF

2. NGOs

- Ensure all subsidized latrines for marginalized to be procured from entrepreneurs
- Transitioning from the 'Beneficiary' to 'Customer'. 'Entrepreneurial Thinking' to work, instead of 'Development Approach'

3. Community Pillars

- Involvement in the identification of entrepreneurs
- Selection of vulnerable community members

4. Private Sector Counterparts

- Private Sector the play the role through new opportunity investments & market penetration



Challenges for Market Based Modifications

Modified & Implemented in Current Programming



- Finding the right people and providing the right support
- Finding a model for long-term business viability
- Engaging new/additional actors
- Addressing niche markets
- Availability of financial solutions



Lessons for a Market Based Intervention



1. Market based responses will only bring results if the Behavior Change, and CLTS steps are taken right
2. Generating Demand is an Action, Supply is reactive
3. Consumer demands and market needs evolve and so should the Marketing Strategy
4. One solution does not fit all in sanitation
5. We neither own nor control the market but can play the catalyst role
6. Change is the constant phenomenon in program implementation



Modifications to be Implemented in Future Programming

To be Modified and Implemented in Current Programming



- Profit-centered approach by entrepreneurs
- Selection of & Joint Training of Hygienists/Super Hygienists
- Enhancement to 7 P's of Marketing
- Business Support to Hygienists/Super Hygienists
- Advisory Services

A photograph showing a large quantity of white ceramic urinals arranged in neat rows. The urinals are viewed from a slightly elevated angle, showing their bowl and mounting flange. The word "Thanks" is overlaid in the center in a bold, orange, sans-serif font.

Thanks