



# Engaging Government on Sanitation Marketing Activities in NTT, Indonesia

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# What existing support(s) to private sector roles is/are provided from other actors?

## Plan's Role

1. Capacity building to government and sanitation entrepreneurs
2. Facilitating partnership between government and sanitation entrepreneurs
3. Monitoring to ensure that both actors doing their roles

## Government's Role

1. Capacity building for Sanmark Group
2. Promote sanmark and linking with STBM program in community level
3. Monitoring and coordination
4. Policy support

## Sanitation Entrepreneurs' Role

1. Product development
2. Product marketing and promotion
3. Provide low cost and quality sanitation and hygiene products for communities

Sustainable low cost sanitation and hygiene products

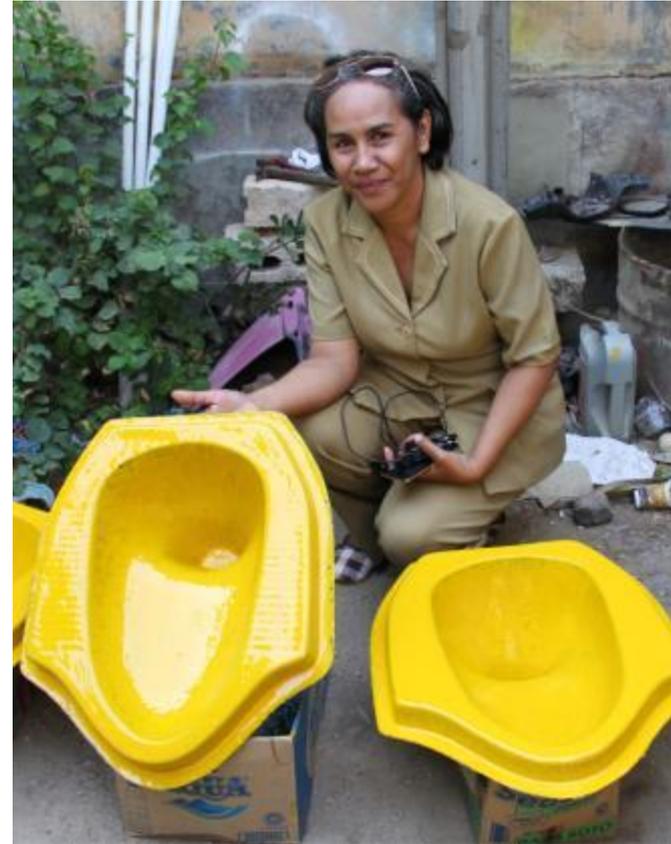
# What aspects of private sector activity could benefit from public sector support?

No	District Agency	Role
1	<b>District Health Agency</b>	Link sanitation marketing with health program (include STBM) in Sub District and village level.
2	<b>District Koperasi (Cooperative) and Trade Agency</b>	<ul style="list-style-type: none"> <li>• Conduct capacity building for sanitation entrepreneurs</li> <li>• Link sanitation marketing with Koperasi</li> </ul>
3	<b>District Village Community Development Agency</b>	<ul style="list-style-type: none"> <li>• Promote sanitation marketing activities in village communities</li> <li>• Link sanitation marketing to village government</li> </ul>
4	<b>District Development Planning Body</b>	Coordinate and monitor



# What aspects of private sector activity need public sector regulation or accreditation?

- **Product certification**
- **Organisational certification**
- **Government policy**
- **Business registration**
- **Linking to MFI**



# CSO's strategies to enable effective role of sanitation entrepreneurs

Government	Sanitation Entrepreneurs
Encourage policy	Capacity building on product quality
Encourage district government to allocate budget for sanmark activity	Capacity building on business management
Capacity building on financing on market based sanitation	Capacity building on gender and inclusion
	Capacity building on marketing and promotion

- Facilitate partnership between government and sanitation entrepreneurs
- Monitoring of roles, effectiveness, etc.