



Sanitation Marketing vis a vis the WASH Supply Chain

Scaling up Pakistan Approach to Total Sanitation – Plan International Pakistan

Session 11d

Muhammad Hasnain Shah | 3rd August 2017



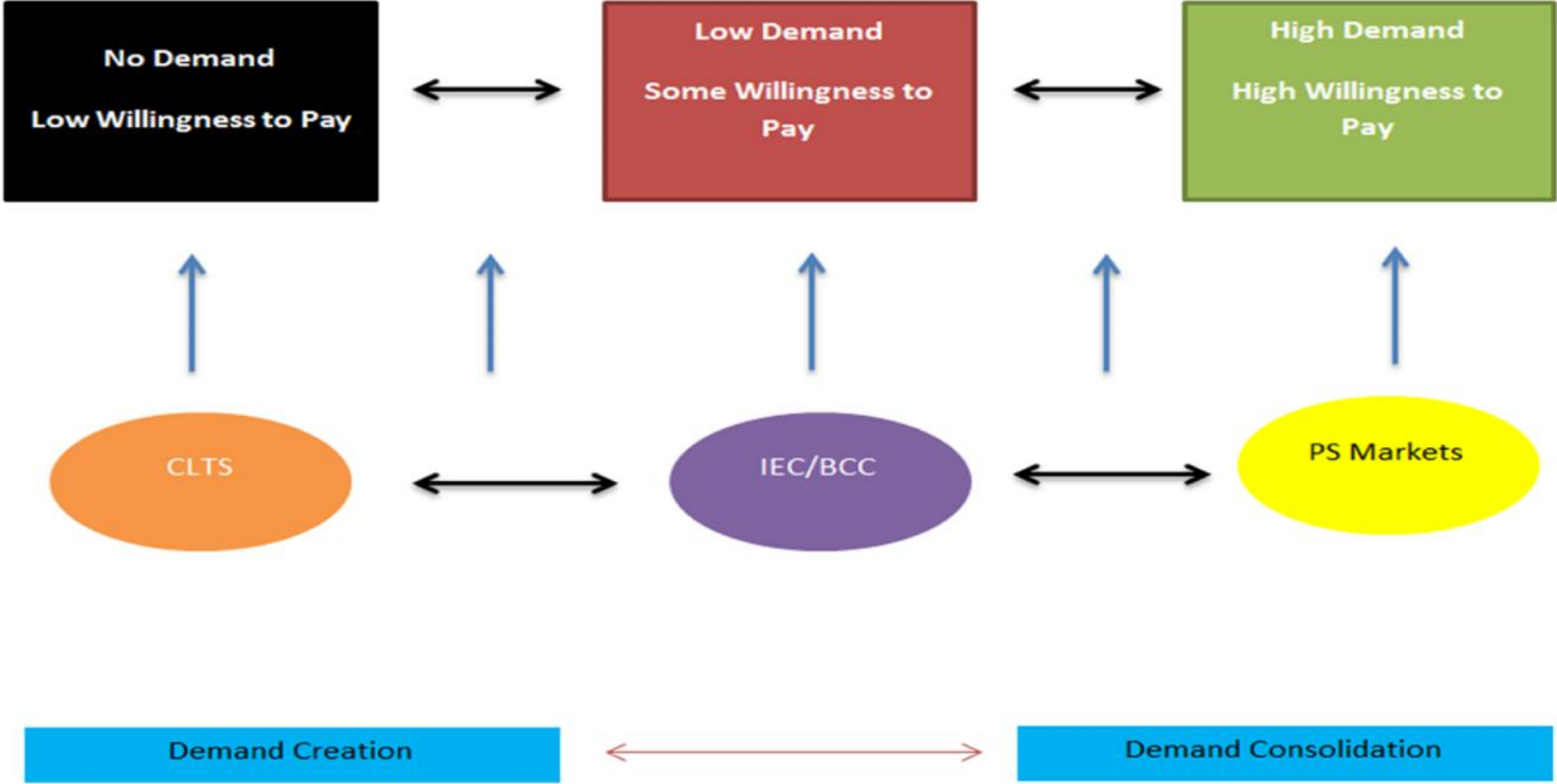
The CS WASH Fund is supported by the Australian Government and managed by Palladium International Pty Ltd.



Context

- **Heavy Subsidies for Capital Cost**
- **Infrastructure Targets**
- **Standardization of Existing Models**
- **Predetermined Choices**
- **Focus on Centralized Service Provision**

What is your CSO working on?



What approach have you adopted?

- **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**

What approach have you adopted?

Market Based Approaches	Actions on Market Based Approaches
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

What approach have you adopted?

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

What approach have you adopted?

Market Based Approaches	Actions on Market Based Approaches
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)

What approach have you adopted?

Market Based Approaches	Actions on Market Based Approaches
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

What approach have you adopted?

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

How well is your approach working?

- **Profit centres have been reduced in the supply chain to cut profit margins at different tiers of supply chain**
- **An interconnected network of CRPs, trained masons, VOs and entrepreneurs has been formulated to provide One-Window solution to the beneficiaries.**
- **Entrepreneurs have been linked with sanitation marts and credit line has been established.**
- **Government has adopted the sanitation marketing approach with a mix of target subsidies to the poorest of the poor.**
- **Government is focusing more on behaviour change rather than merely physical infrastructure in its own funded projects.**

What evidence do you have that your approach is working?

- **40 entrepreneurs have been trained on low cost sanitation model, sales and marketing.**
- **27 out of 40 entrepreneurs have sustained their businesses after the achievement of ODF by expanding to adjacent catchment areas and bringing diversity in their products.**
- **3 entrepreneurs have started sanitation products business without any subsidy. They are raising awareness in neighbouring communities to create demand for their businesses.**
- **Poor HHs have been provided traditional credit services by the entrepreneurs which includes barter system.**

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 being Implemented in Current Programs



- Profit-centered approach by entrepreneurs
- Subsidies are replaced with initial credit line and hands on support
- Selection of & Joint Training of Hygienists/Super Hygienists
- Enhancement to 7 P's of Marketing
- Business Support to Hygienists/ Super Hygienists
- Advisory Services

Resource recommendations

- **Plan Pakistan Sanitation Marketing strategy**
- **UNICEF San Mark learning series**
- **Plan Asia Region SanMark minimum standards**