



## OROMIA REGIONAL STATES

# MEMORANDUM OF UNDERSTANDING (MOU) TO ENGAGE IN SUPPORTING AND PROMOTING REGIONAL SANITATION MARKETING AND BUSINESS DEVELOPMENT INITIATIVES

### Among

1. *Oromia Region Health Bureau (ORHB)*
2. *Oromia Job Creation and Urban Food Security Agency (OJCUFSA)*
3. *Oromia Technical, Vocational, Educational and Training (TVET) Bureau and*
4. *Oromia Credit and Saving Share Company (OCSSCO)*



June 2017

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## I. OBJECTIVE

### 1.1. General Objective

The partnership aims to contribute to a regional commitment to create and strengthen sustainable supply of chain for improved sanitation and hygiene products and services, so that the uptake and utilization of improved sanitation facilities increase among rural, peri-urban and urban households and within institutions. To this end, partners will be engaged in creating enabling business environment for enterprises within the existing regional and federal policies, strategies as well as manual frameworks.

### 1.2. Specific objectives

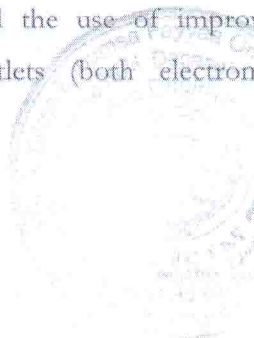
- 1.2.1. Creating demand for improved sanitation and hygiene products among target groups. These are :- rural, peri-urban and urban household as well as within institutions with in specified period of time;
- 1.2.2. Promote , identify , accredit and engage existing and new enterprises through providing appropriate technical and industry extension services through one stop shop centers;
- 1.2.3. Provide assistance for potential enterprises in developing viable business plan to improve their credit worthiness based on Oromia Credit and Saving Share Company (OCSSCO) lending procedures and credit policies;
- 1.2.4. Identify, build capacity and certify of potential existing and new enterprises by identifying and filling skill gaps through competency based training approaches;
- 1.2.5. Mobilize financial and technical resources to support the initiatives through harnessing opportunities and cooperating with development partners, Civil Societies, Community Based Organizations, etc.

## II. KEY ROLES AND RESPONSIBILITIES

### 2.1. Oromia Regional Health Bureau

Lead and coordinate demand creation for improved sanitation and hygiene products among rural, peri-urban and urban households as well as institutions with in the specified period of time in all Woredas of the region.

- 2.1.1. Promoting and advocating sanitation marketing and the use of improved sanitation products and services using different media outlets (both electronic and print



- media)through organizing public annual events (Global Hand Washing Day, World toilet day, world water day, Ethiopian hygiene sanitation festival, etc);
- 2.1.2. Coordinate relevant stakeholders and key actors at regional , zonal, woredas and community level to support the sanitation marketing program to create and strengthen enabling environment;
- 2.1.3. Prepare and disseminate relevant guidelines, training materials and manuals to increase understanding among implementers;
- 2.1.4. Mobilize and avail technical and financial assistance to support technology identification , development , prototyping and commercializing appropriate technology options ;
- 2.1.5. Engage in facilitation and linking enterprises with households and institutional buyers' market linkage through engaging HEWs demand creation and promotion activities;
- 2.1.6. Set quality standards for technology options that ensure quality of the products and services based on standards and specifications;
- 2.1.7. Support organization of marketing and promotional events such as exhibitions, bazaars, and other local events to increase the uptake of products and services;
- 2.1.8. Organize experience sharing and exposure visits intra and inter regions , woredas and community to share lessons and experiences,
- 2.1.9. Support TVET agencies and Colleges/Polytechnics college, the capacity building training activities specifically on designing short term training manual preparation sanitation technologies;
- 2.1.10. Coordinate with regional water and energy bureaus in establishing and strengthening linkages among sanitation , hygiene , energy saving cook stoves , biogas , water supply fast moving spare parts maintenance and repairs business;
- 2.1.11. In cases where necessary , mobilize financial resources for a guarantee by injecting finance fund through Oromia Credit and Saving Share Company (OCSSCO);
- 2.1.12. Jointly Coordinate , monitor progress and review at the regional and woreda on a regular basis;





## 2.2. Oromia Job Creation and Urban Food Security Agency (OJCUFSA)

Coordinate and lead in promoting , identify , accredit and engaging existing and new enterprises in urban and peri urban setting through providing appropriate technical and industry extension services through one stop shop centers;

2.2.1. Recognize and promote sanitation sector as one of a job creation areas ;

2.2.2. Facilitates loan guarantee being with Municipality Offices in urban areas and Woreda office administrations in rural areas for Oromia Credit and Saving Share Company (OCSSCO) so that sanitation related enterprises could get access to resources to create;

2.2.3. Promote linkage between sanitation marketing and job creation and include sanitation marketing as one of the focus businesses areas among existing and new micro and small enterprise;

2.2.4. Support exiting and newly established enterprises in developing business plan through one stop shop centers at woreda levels;

2.2.5. Facilitate the provision of basic training on entrepreneurship and business management and administration related to sanitation business;

2.2.6. Facilitate and link sanitation product and services providers to access skill , attitudinal and technical training through the support regional TVET,

2.2.7. Provide Recommendation letters for Oromia Credit and Saving Share Company (OCSSCO) to ensure they have access and benefited from guarantee funds scheme deployed with OCSSCO ;

2.2.8. Support Oromia Credit and Saving Share Company (OCSSCO) in assessing credit worthiness of existing enterprise operators and new entrepreneurs;

2.2.9. Support the market development through organizing exhibitions, bazaars, and other marketing promotional events to use as a platform for promotion of sanitation technology products and services among consumers and institutional markets;

2.2.10. Facilitating construction and handing over of manufacturing and selling premises for micro and small enterprises;

2.2.11. Facilitate linkage among urban and peri-urban households with no ability but willing to construct or own latrines with regional rural safety net programs by coordinating to create an arrangement with Oromia Credit and Saving Share Company (OCSSCO) and enterprises;

2.2.12. Provide an ongoing technical extension services for enterprise operators;



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### 2.3. Oromia Credit and Saving Share Company (OCSSCO) (DeMFI)

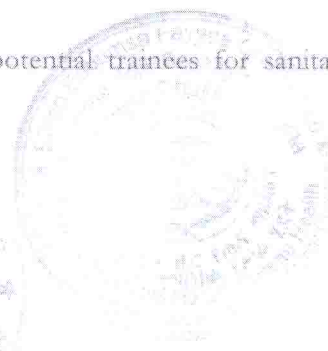
Coordinate and lead provision of technical assistance for potential enterprises in developing viable business plan to improve their creditworthiness based on Oromia Credit and Saving Share Company (OCSSCO) Credit and Saving Institutes lending procedures and policies through:

- 3.1.3.1 Mobilize financial resources for saving from creditworthy clients to start and expand their to sanitation related business;
- 3.1.3.2 Provide startup loans for new entrepreneurs and existing enterprises with a capacity and interest to invest in sanitation related business ;
- 3.1.3.3 Mobilize financial resources for saving from credit worthy clients for constructing , improving and upgrading their sanitation facilities;
- 3.1.3.4 Provide loan for creditworthy households to construct new , improve and upgrade their sanitation facilities;
- 3.1.3.5 Manage revolving funds provided to sanitation product and service providers and ensure that those should be used for sanitation marketing only;
- 3.1.3.6 Build capacity of clients both household and business borrowers to properly operate their business and utilize their finance for the intended purposes;
- 3.1.3.7 Ensure clients pay back their loan as predetermined repayment schedules;
- 3.1.3.8 Support both new and existing enterprises to develop bankable sanitation business plan;

### 2.4. Oromia Technical, Vocational, Educational and Training (TVET) Bureau

Coordinate and lead identification, building capacity and certification of potential existing and new enterprises through identifying and filling skill gaps through competency based training approaches to ensure quality of products and service produced by enterprises through:

- 2.4.1.1. Identify training centers and strengthen their capacity to engaged in supporting the initiatives;
- 2.4.1.2. Introduce and disseminate Sanitation Construction Works Occupational Standards, Curriculums and trainer training and learning materials among selected training centers and institutes;
- 2.4.1.3. Identify and engage in enrolling for competency based potential trainees for sanitation construction works fields of training;





- 2.4.1.4. Promote innovation to introduce new sanitation related technology options through organizing woreda and regional level competitions and awards through engaging TVET centers , Colleges and Universities;
- 2.4.1.5. Coordinate identification and filling of skill gaps through developing short term to equip trainees with sanitation marketing related competencies;
- 2.4.1.6. Based on Model Curriculum and trainer training and learning materials develop for each competencies indicated on the Occupational Standards;
- 2.4.1.7. Lead sanitation related technology identifying and transfer;
- 2.4.1.8. Coordinate the assessment or certification of competency for individuals trained trainers;
- 2.4.1.9. Coordinate the assessment or certification of competency for individuals trained enterprises;
- 2.4.1.10. Provide support and follow up through industrial extension service;

### III. REPORTING REQUIREMENT

Signatories will be reporting on a monthly basis through convening regular monthly meeting by standard reporting format developed and agreed by signatories. Field visit and experience sharing will be organized by Woreda every quarterly.

### IV. DISPUTE SETTLEMENT MECHANISM

In the event of any difference's or dispute arising out of the interpretation or application of the provision of this MOU, the parties should consult each other with the view to expeditiously resolve such differences or disputes in a spirit of mutual understanding and corporation.

### V. TIMELINES

This MOU will be effective as of each parties signed by signatories.

### VI. Annex

This Memorandum of Understanding (MoU) is annexed with a guiding documents listed herein under:

- 6.1. Final Regional action plan
- 6.2. Draft model business plan
- 6.3. Sanitary Construction Works Occupational Standards (OS) - Level 1 to 3.



Oromia Regional Health Bureau

Oromia Job Creation and Urban Food  
Security Agency

Signature

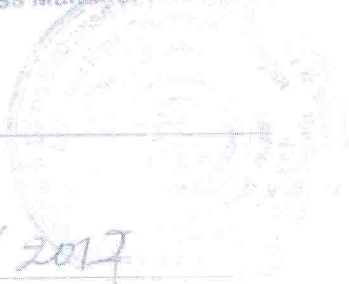
Name:

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Deputy Head & Health  
Promotion & Disease Prevention  
Core Process Manager

Title:

Date:

03/06/2017



Signature

Name:

Getachew Galata Wedalo  
Deputy Director

Title:

Date:



Oromia Technical, Vocational, Educational  
and Training (TVET) Agency

Signature

Signature

Name:

Title:

Date:

Mirkanaa-Middagana Guotna  
PCHS ግዴታ ገታ  
Mirkna Mideksa Gata  
V/A/Hogganaa Biirra  
ፖ/ዓ.ሮ ዓ.አ.  
Vice Bureau Head



Oromia Credit and Saving Share Company  
(OCSSCO)

Signature

Tefera Tesfaye Desta  
Deputy Executive Managing  
Director Operation

Name:

Title:

Date:

