

SANITATION MARKETING



Field Report By:
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Medebaye-Zana District

Seleleka

- is the seat of the admin. of this district
- 1054 kms from Addis Ababa

Medebaye-Zana

- 31491 Households
- 149, 464 population
- 20 kebeles (18 rural kebeles and 2 urban kebeles)
- 10 COWASH kebeles

WASH Coverage

Water supply overall: GTP II= 51%, COWASH kebeles =53%

Sanitation coverage:

- 85% household latrine coverage
- 75% latrine usage
- 10 kebeles are ODF
- 4 COWASH kebeles are ODF



Improved Fuel Saving Stove Production Cooperative

- Poor and low income women organized themselves in cooperative with the support of the district sector actors.
- All of them are the breadwinners for their households.
- Most of their spouses are war veterans whose pension not enough to sustain the household.
- On average each of these women are responsible for 5 members of the household
- Established in 2009 to produce Improved fuel Stove for rural households
- Despite their best effort, the business did not go well
- The demand for the improved fuel saving stove was very low
- They decide to report to the concerned governmental bodies at the district and seek advice regarding the ways forward.



Backgrounds and decisions of the district

- The district Health office is aware that the region has reached at the **General Understanding** on the need for sanitation marketing to improve rural household latrine
- District Health office got hold of magazine called **SaniMark** through COWASH
- By the report in the magazine, the district was encouraged to start the sanitation marketing
- Women cooperatives were informed about the sanitation marketing
- They decided to try the slab production in addition to stove production.



Cont...

- Woreda got iron and wooden molds for the slab from the region but the woreda made some modifications
- Size of mold is 1.2m X 1.2m
- Cost of mold is 2,700 Birr (1.2 x 1.2)m made of iron and 1,550 wooden made (1.2 x .85)
- Currently, it modified the mold to a new size(1.2 x .75)





Lemat Sanitation Marketing Micro and Small Enterprise

- Members of the cooperative are 10 women
- Engaged in slab and stove production.
- The enterprise was officially established in **September 2014**.
- trained in slab production and business management skills in **December 2014**. (49,000 Birr from COWASH)
- Started production right after the training



Lemat Sanitation Marketing Micro and Small Enterprise

- Including 800 Birr each, they got from the training as per diem, the women contributed **8782 Birr** to kick start the production
- The local government gave them place and built warehouse for production and storing of slabs for free.
- In addition, the town administration gave them **sand and gravel** (Two Sino-Track each) for free estimated to be 19,500
- They took 4,500birr loan from private individual
- They took cement and iron back from supplier in the form of loan equivalent to 10,620 Birr
- All together, the start up capital is estimated to be **43,402Birr** excluding the cost of the ware house, mould and other hand tools .

Future Target

- Produce hand washing can and vent pipe delivery
- Grow the production capacity
- Able to generate enough income so that no borrowing
- Buy a transport and deliver the products to users
- Help improve the sanitation practice.



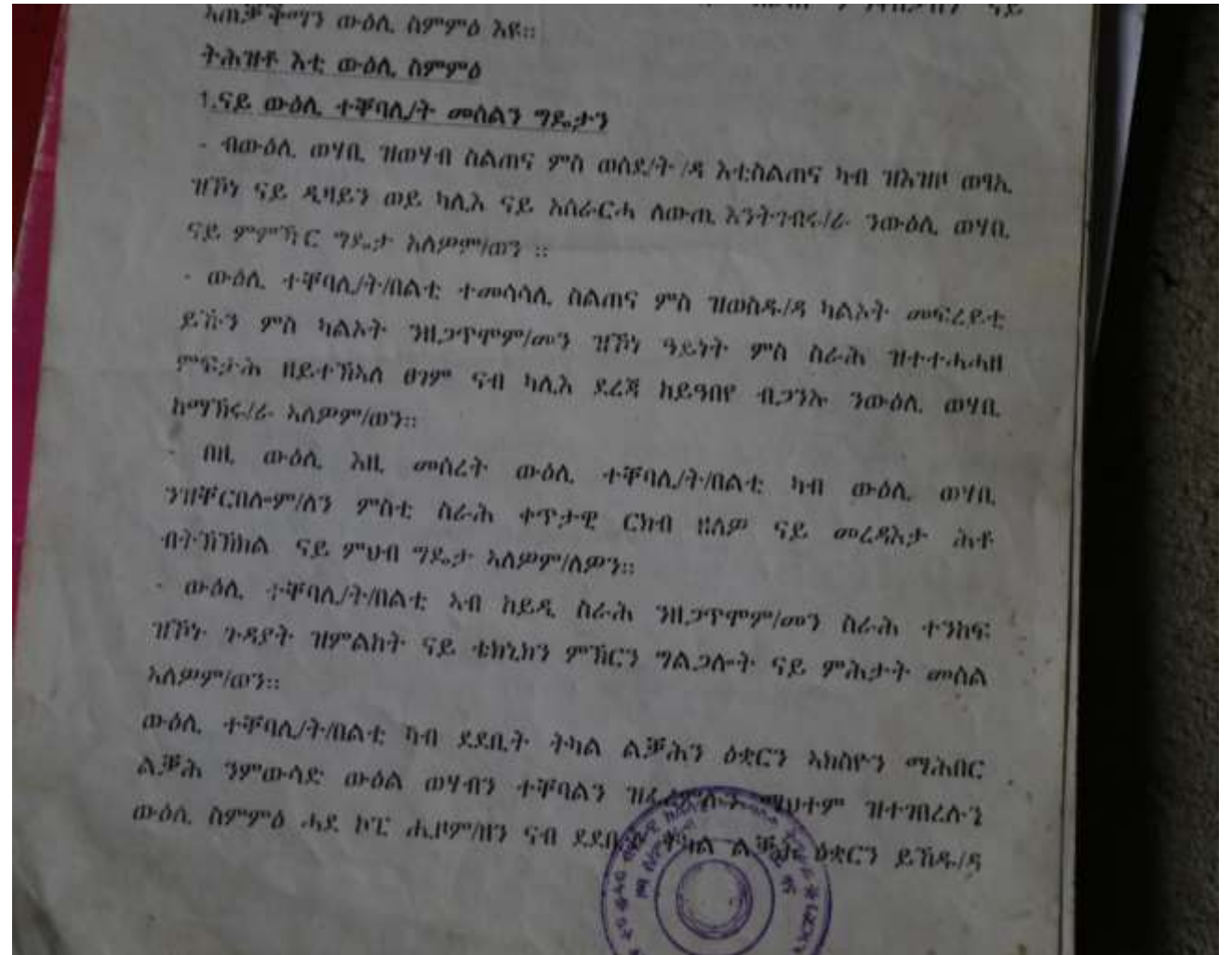
Achievements

- Produced and sold **750 slabs**. The first 150 slabs with 80 x 70 centimeters size were sold for 150 birr. The rest with 120 X 75 centimeters were sold with 200 Birr.
- Currently signed agreement with a kebele chairperson to deliver 70 slabs for which down payment was made.
- 890 HH have installed the slabs
- The cooperative have paid back their loans (i.e. from individual)
- Another Sanitation Marketing Cooperatives established such as **Zana**, Gulitareha, Tseadaleha and Adibaraji .Many more is under formation ex. In shire
- Community 150people trained by COWASH in three cowash kebeles



cont

- All Tigray districts visited Limat Cooperative to **share the experience**
- Medebayi-Zana district was invited to different experience sharing forums.
- cost of slab with current production = **222** birr (profit, tools, space not considered)
- Developed bylaws
- Good book keeping. (delivery agreements)



Hafen kebele visted

- Ten households who are team leaders in their village bought the slabs after they participated in experience sharing in their kebele on households who received slabs previously for free
- The got leader organized collecting money from the 10 farmers who are in his supervision
- Reason why community buy the slabs is because of termites that caused collapsing of the wooden floor of their toilets
- HEW was the key in household toilets construction with slabs



Opportunities

1. Favorable policy at all levels

- Prioritization of ODF
- Clear direction for improved latrine
- Cutting tree is punishable by law
- Presence of Health extension workers

2. Encouraging political commitment

- WWT is serious about San. Marketing
- Regular follow up from the Head of Adm.
- Provide gifts and other technical support
- Close follow up from Health Office

3. The grateful termite.

4. Regonized by the region

- The district is invited to present their experience and received all woredas to share
- The district mentioned as model for the rest
- Many more sanitation marketing cooperatives have formed following their experience sharing event

5. The gradual increase of demands.

- Very few HHs have Improved latrine
- A practice of influencing neighbors
- A push for ODF

6. Growing interests from NGOs

Challenges

1. Lack of enough capital.

- Forced to take loans and favors from individuals and woreda
- Unable to fence the production site. As a result, some materials are stolen and wasted
- Can't transport the product to the users

2. Inaccessibility of users' place

- No access road
- Too far

3. Unsatisfactory demand.

Promotion of the use of slab for improved sanitation requires continuous promotion by the experts and political leaders

4. Unaffordable

- To users, it is 'Expensive'
- To producers, it is 'a deficit'. (200 ≠ 222)



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5. Compromised quality



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Conclusion (Finding)

- **Energetic and inspired women.** The members of the cooperative are committed to improve their life in addition to improving the sanitation practice of their district
- **Commendable support.** Besides providing sands, gravels and places for free, the district, particularly, Health Office, takes extra measure in promoting the sanitation marketing and facilitating the purchase of the slabs.
- **Gradual but steady demand increase.** Because of a number completing factors, the rural community is not considering improved latrines immediately . Need for continuous promotion and training
- **Can't stand by its own.** If government withdrew any of those support, it could go **bankrupt** right away. If the challenges are not addressed immediately, it could be a total **stagnation**.
- **Crippling due to inadequate budget.** The cooperative took materials from suppliers for production slab on loan bases which makes them vulnerable for higher price .
- **The need for seed money.**

Recommendation

- **Make this a pilot project.** It very important to invest money and skill in this cooperative.
- support it the **vicious circle.** (may be some kind of seed money)
- Along with the respective bodies, help increase the demand. (training the households)
- Refreshment training on slab production is required to ensure quality of slab production.
- Incorporate the establishment of Sanitation Market Enterprises into CMP Project . –this is an opportunity to increase COWASH contribution for HH sanitation and Sani mark.
- Training of woreda Health office and Small and Micro enterprise
- Helping and training the enterprises in CMP Application/proposal preparation where
 - cost of establishment included
 - Tools(including moulds)
 - Sand, gravel and cement for start up
 - Simple Office building
 - Secure space from woreda together with Micro enterprise
 - Cash contribution from associations



I have also seen





THANK YOU

