



Sanitation Marketing Systems (SanMarkS, phase-2)

Domain of intervention:	Income and Economic Development
Implementation period:	20.12.2019 – 30.11.2025
Implementing partner:	International Development Enterprise (iDE)-Bangladesh
SDC contribution:	CHF 6 million
Modality:	Co-financing with UNICEF

General description

SanMarkS is based on the market systems development approach to reach 4.5 million people (60% poor, out of whom 40% disadvantaged) particularly women, children and youth, in 35 project districts benefit from increased and more equitable utilization of quality, well maintained, clean sanitation facilities and services, resulting in better health conditions and wellbeing. The project facilitates availability of affordable and improved sanitation products and services including promotion of hygienic practices for the rural community and thus increase household demand for it.

Objectives

SanMarkS phase-2 aims to benefit at least 1 million rural households (4.5 million people), particularly women, children and youth, from increased and improved utilization of quality sanitation facilities and services in 35 districts. This programme will benefit rural household from better health conditions and wellbeing by enabling private service providers (local latrine producer, commercial marketer) to offer various service offers in an affordable manner for rural users. Public and civil society WASH actors will promote, procure and subsidise improved sanitation services for the poor and disadvantaged. Also the public agencies and civil society actors will contribute in the revised Sector Development Plans (SDP) for inclusion by adopting a pro-poor market-based sanitation strategy in line with SDG 6.2.

Lines of action / components

- Capacity building training of the local latrine component producers (LP): expanding the trained LP numbers by reducing the training days from 6 to 3.
- Incentivize Supply and Demand: Support the establishment and functioning of Sanitation Business Associations (SBAs) of LPs.
- Increase LPs and household consumer access to microfinancing on sanitation: expand loan portfolio of microfinancing institutions (MFIs) to include sanitation loans
- Increase Demand: demand creation for new sanitation products through community and local level events will be reinforced. Private sectors like LPs, national companies and their sales agents, MFIs will be mobilized for targeted marketing to the poorest and disadvantaged households.
- Improve latrine subsidies: for the ultra-poor through the local Government sanitation scheme.

Intended impact in terms of systemic change

By facilitating collaboration between national level manufacturers of latrine parts, local level entrepreneurs, and the Local Government Division (LGD), SanMarkS phase-2 fosters the integration of the private sector as a key stakeholder into existing public and civil society platforms in the sanitation sector. SanMarkS build capacity of local latrine component producers and linked them with the national private sector supply chains as the last mile agent of distribution to serve the community market who are mostly poor and disadvantaged.

Intervention Targets

- By 2024, at least 1.2 million improved toilet facilities are sold, benefitting at least 1 million rural households by the 3,000 trained latrine producers in 35 districts and in partnership with 3 lead firms.
- At least 5 Access to finance service providers will provide sanitation loans and financial services to the LPs, small business associations and households.
- Government will approve and implement a revised WASH policy reflecting a pro-poor market-based sanitation strategy for inclusion in the revised Sector Development Plans (SDP).