



Sanitation Marketing Strategies for Nepal

BACKGROUND

Sanitation coverage in the country is 62%. There is tremendous progress in sanitation since 2010 in Nepal. As of mid 2013, only 22% of the total VDCs, 11% of the districts and 14% of the total municipalities of Nepal have been declared ODF. The Sanitation and Hygiene Master Plan-2011 has been instrumental towards achieving the national targets. However the national target of sanitation coverage of 80% by 2015 and 100% by 2017 still challenging, there need acceleration in progress.

There is a big shift from subsidised latrine unit count to behavioural change and technical perspective to social norms. CLTS, SLTS, total sanitation through multi agencies engagement and triggering tools are the main breakthrough elements of ODF.

Household latrine construction is the private asset and should not account as the public expenditure. Diversified geographical conditions demand for the different models of latrine and services including financial facilities. Sanitation Marketing has been realized as the inevitable part to bridge the demand and supply.

In 2011/12 UNICEF and IDE piloted sanitation marketing in 5 terai districts. Later in 2012/13 UN-Habitat Global Sanitation Fund Programme developed sanitation marketing (SanMark) strategies to pilot in its 5 target programme districts. UNICEF has piloted a new product of toilet (pan plus slab). GSF intended to strengthen existing market chain for materials of sanitation, repair and maintenance of water supply and hygiene in partnership of local bodies. These initiatives are believed to strengthen the supply side and back up the ongoing ODF movement in a demand responsive manner.



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RATIONALE

It has been realized that present sanitation promotion model of ODF campaigning needs additional efforts through instrumental embedded strengths of triggering, social mobilization and sanitation marketing .

The “No Subsidy” approach is one of the major thrust of the campaigning and has been a successful tool to the emerging success of ODF campaigning. The triggering tools have been panacea. The local resource mobilization to help support the needy and ultra poor people together with VDCs’ initiative to create some positive pressure to the communities are another aspects of the success of the ODF campaigning.

Consequently, the demand is being created from across the country for the supply of the toilet materials. There is lack of materials available in the remote communities due to less involvement of the private sectors and almost no supply chain of the suppliers. The pace of ODF is not so speedy in the absence of the strong sanitation chain and marketing of sanitation materials. As such ODF campaign alone cannot achieve the national targets in the absence of the sanitation marketing strategies.

The Sanitation and Hygiene Master Plan 2011, although sound in framing institutional, financial, coordination, approach, but lacked sanitation marketing approach. However, MDG Acceleration Framework (MAF) has framed actions to emphasize sanitation marketing strategies as the priority of the nation..

OBJECTIVE OF THE STRATEGIES

- The overall objective of the sanitation marketing strategies is to develop **“Supply Chain in Support of Reaching ODF”**. The specific objectives areas
- To promote and capacitate the local private sector to increase access to easy, affordable and improved latrines
- To consolidate fragmented products and services through business models
- To mainstream the local bodies and the sanitation hygiene coordination committees with private sector with public private partnership (PPP) models
- Contribute to suffix the national, district, VDC and municipal level sanitation strategies with sanitation marketing strategies

No subsidy approach is entertained in Nepal for toilet and NGOs and government agencies have stopped distributing the toilet materials with the principle of the Master Plan and MAF. Developing sanitation marketing has thus, been inevitable in the context of Nepal for ensuring people's access to easy and affordable materials.



KEY DEMOTIVATING FACTORS OF SANMARK IN NEPAL

- Complex purchasing process; materials scattered at many places, women dependent on men counterpart to purchase,
- Transportation is difficult in remote villages; no mass purchase mechanism
- Market is limited only in the district headquarters in the hill districts
- Price is not known to consumers;
- No supplier and/or no delivery mechanism
- No financing mechanism to lend loan for toilet building
- Entrepreneurs have very little knowledge about the demand, size of business, profit, how to make business plan, etc.



KEY STRATEGIES

The SanMark strategies are developed against 6 Ps:

PRODUCTS

- Establish one stop shop is established in a strategic place of the district; the shop would consist of 3Ms (Materials, Masons and Money/finance mechanism)
- Develop three types of sanitation models-economy, standards and premium. The model also consists of options for below ground, floor level and superstructure.
- Catalogues of different models developed.
- Masons identified and developed and commitment sought.

PRICING

Reduce unit cost by mass production,

- Provide moulds to entrepreneurs
- Construct products near to the community to the possible extent
- Transport support for bulk purchase

PROMOTION

Assist to identify local sales representatives and train the business owners and sales representatives to promote product at the point of sale, at sales events and door-to-door.

PLACE AND MARKETS

Each district is divided into a number of strategic market centers;
These centers will be facilitated for at least a one stop shop, product catalogues, transport, and linked with sales agents and masons.

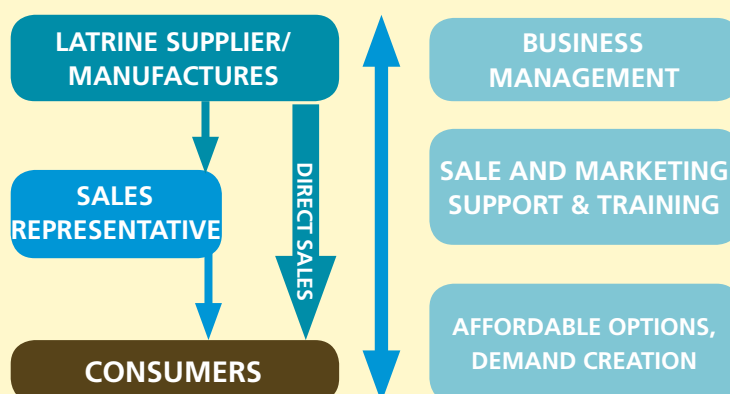
POLICY

- Orientation to organize to the DWASHCC, NGOs, VWASHCCs about the importance and procedures of SanMark to achieve ODF
- Have consensus on the strategies set against the 6 "Ps"
- The district and VDC/municipality strategic sanitation action plan to include:

PARTNERS

- Develop Memorandum of Understanding (MOU)
- Establish linkage with finance institutions
- Encourage partnering with a microfinance institutions
- Membership in the DWASHCC and VWASHCC/MWASHCC

DEVELOP A TYPICAL BUSINESS CHAIN

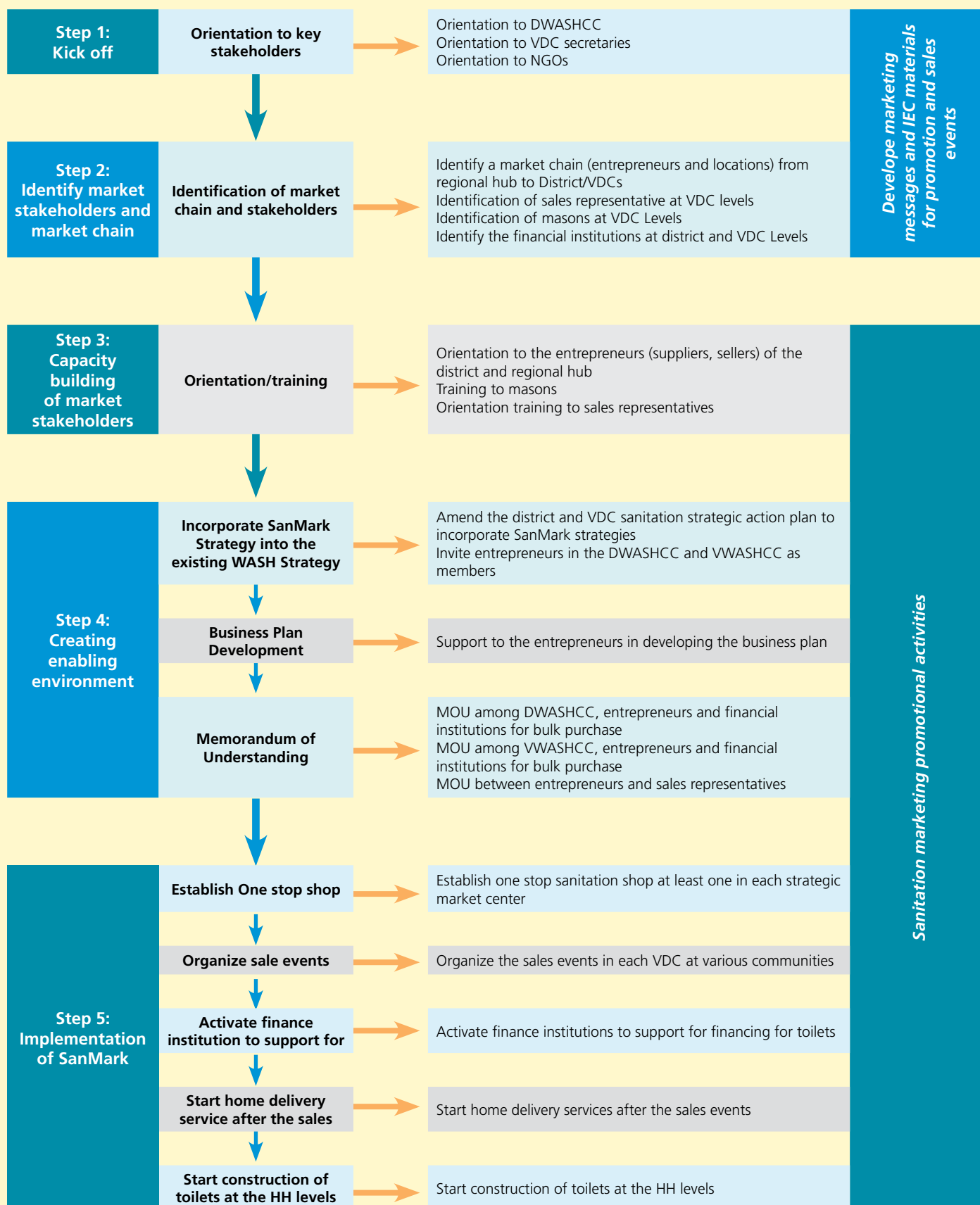


SPECIAL FEATURES OF THE COUNTRY SPECIFIC STRATEGIES

- It is to strengthen existing market chain of supplies at district level
- Main streamed with the local bodies specially V-WASH-CC and D-WASH-CCs for public private partnership
- No new product of sanitation developed but only assembly of materials and services are ensured
- Not only sanitation materials but also materials required for repair and maintenance of water supply systems marketed
- Hygiene materials such as chlorine, soaps, menstrual hygiene materials also marketed along with toilet
- A third party support agencies is less involved, the local bodies and private entrepreneurs mutually run the marketing
- The private entrepreneurs also involved in the VWASHCC and DWASHCCs to increase their stake and ownership
- Three models promoted- economy, standard and premium to suit for different economic status of people
- Materials for upgrading HH and institutional toilets marketed; hence the market chain is required even after ODF declaration
- The market network is established from regional hub to VDC level.
- Strategies developed for all ecological regions-terai, mountain and hill
- Bulk purchase is encouraged at VDC level



Sanitation Marketing Implementation Flow Diagram in Nepal



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