200,000 toilets sold in just 18 months

A Milestone

Microentrepreneurs are selling latrines in rural Bangladesh, and have improved the quality of life for over 1,000,000 people so far.
We’re making big waves: 200,000 toilets sold in just 18 months.

It’s a major milestone—for IDE’s WASH team and for our partners, who dedicated two years to lay the foundation for this market system, then a year and a half to catalyze sales. We’re celebrating it now because it signals a proven approach capable of reaching scale in a cost-effective way.

In comparison to the massive global need for clean water and sanitation, we still have a long, long way to go. But knowing how to connect key actors and understanding their incentives means together we can achieve ambitious goals.
We worked with iDE and American Standard to develop this product and to distribute it over all of Bangladesh, as well as many other countries in Asia and Africa, including India, Nepal, Japan, Kenya and Nigeria.”

Md. Abdullah Al Zunaid, Manager- Operations (Shine), RFL Plastics
A SYSTEMS APPROACH In Bangladesh, the government and other NGOs are heavily involved in sanitation, and are critical stakeholders in designing sustainable solutions to the country’s sanitation challenges. The Bangladesh program encourages private sector service providers to produce high-quality products that respond to the sanitation needs and demands of rural Bangladeshis in collaboration with public sector actors and NGOs. From manufacturers to distributors to retailers to installers—iDE is engaging across the value chain to leverage quality and sustainability. The project will yield social and health benefits for consumers and economic benefits for the entire market system, thereby ensuring that its results stay sustainable. By taking a systems approach, the program is able to drive impacts on a variety of levels.

CUSTOMER SEGMENTATION The process of identifying different consumer profiles for the purpose of developing effective strategies to target individual groups within a broad market. This includes smart subsidies that target poor households in a way that minimizes market distortion.

SANITATION BUSINESS ASSOCIATIONS Groups of sanitation entrepreneurs organized to strengthen the capacity of members through benefits such as training, bulk ordering, and representation to national manufacturers.

PUBLIC PRIVATE DEVELOPMENT PLATFORMS A collaboration of public, private, and development actors working together to establish standards, facilitate smart subsidy provision, and coordinate activities.

We ensure that national efforts are informed by local inputs and smoothly channeled back to the last mile.

We work laterally across sectors to address supply, demand, and social welfare issues simultaneously.
Now, after 3 years of investment and innovation, it costs iDE and our donors $11.00 to empower a family to buy a latrine.

Families who purchase a latrine save $205 per year on average.
Our next target is to reach 90,000 households by 2019 under SanMark Systems with 500 microentrepreneurs. Compared to the 7.4 million rural households with inadequate sanitation, this is truly a drop in the ocean.

If latrine producers keep selling at the current rate, however, we will reach 200,000 households by 2019. And creating solutions that work for the whole system—public, civil, and private sectors—is showing promise to increase that even more.

**BENEFIT TO USERS** Households who bought latrines paid an estimated $3.6M USD and saved an estimated $26.8M. This factor accounts for costs such as work or school time lost due to illness, time caring for ill persons, or money spent on treatment. By early 2019, households who bought latrines from iDE-connected enterprises (over a three year period) will have saved an estimated $50.8 M.

**INVESTMENT IS SHIFTING FROM IDE AND OUR DONORS TO LATRINE PRODUCERS** According to our cost-benefit analysis, latrine producers have invested over $3.2M since 2013 in manufacturing and selling improved latrines. Based on current sales trends, we also predict sales among latrine producers almost doubling by 2019 (87 percent increase compared to 2016 figures) following iDE training and coaching.

**PROJECTED PROFITABILITY FOR BUSINESSES** By 2019, we expect these businesses to have increased their profitability by 150% compared to 2016, earning almost $2.7M in profit. In 2016 alone, these entrepreneurs had an average of 49 percent increase in profit due to business coaching from iDE.

200,000 is just a drop in the ocean of need, but we’re turning it into a wave.

We expect to reach another 200,000 households by 2019.

Ride the wave with us.

ideglobal.org/bangladesh
iDE is an international non-profit organization dedicated to creating income and livelihood opportunities for the rural poor. Over 30 years ago, iDE pioneered market-based development while working with smallholder farmers. Today, this approach is recognized as a sustainable, scaleable, cost-effective approach to alleviate poverty. Building on worldwide programs in agriculture, iDE implements programs in Africa and Asia in the water, sanitation and hygiene (WASH) sector. iDE’s WASH programs focus on creating markets around aspirational and effective WASH products and services that reduce diarrheal disease among poor households. iDE has impacted more than 23 million people globally to date through its WASH and agriculture interventions.

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