MARKETS FOR SANITATION IN NEPAL

Leveraging local networks and national momentum to facilitate sanitation market growth in Nepal.

PROBLEM
People were willing to buy, but had limited or no access to quality sanitation products. It took many steps to buy, build & install.

OPPORTUNITY
Supportive enabling environment and burgeoning demand, but low production capacity and limited geographic reach.

APPROACH
Local NGOs build latrine business owners’ capacity to provide “one-stop” manufacture & install services, and train sales agents in direct sales techniques.

USER NEEDS
We need a better way to buy a quality toilet that is easy to transport & maintain.

PRODUCT
The Nepal Easy Latrine, an offset pit latrine with attractive slab for easy cleaning.

PRICE
Prices below are for the Nepal Easy Latrine without shelter.

<table>
<thead>
<tr>
<th>RETAIL</th>
<th>PRODUCTION</th>
<th>MARGIN (30%)</th>
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<tbody>
<tr>
<td>$26.40</td>
<td>$21</td>
<td>$5.40</td>
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Production costs and retail prices vary within countries. Figures shown are averages.

PLACE
Sales agents sell toilets directly to individual households & in community gatherings. Latrine business owners are located close to communities for easy transport.

PROMOTION
Invest in a quality toilet that keeps your family safe and that you can be proud to own.

iDE works in six countries to build markets that can deliver sanitation solutions that people want and can afford. Our specific approach to sanitation marketing varies from country to country based on local market conditions. This graphic depicts our sanitation marketing strategies in Nepal and provides information on the unique market challenges and opportunities there, as well as the distinct approach we take to build lasting change.