

APPENDIX C: DESCRIPTIONS OF THE 15 ORGANIZATIONS

BRAC WASH Sanitation

www.brac.net/content/environment-water-sanitation-hygiene



Program for sanitary latrines in Bangladesh

History of organization: BRAC is the largest Southern NGO in the world. In 2006, it scaled up its Water, Sanitation, and Hygiene (WASH) program to solve the problem of unsanitary latrines, contaminated water and unsafe hygiene practices in rural areas. For sanitation only, the program aimed to reach 18m people in 150 districts. The core of the program is to set up local Village Water Committees (VWC) of 11 members (6 women and 5 men) in each village (~300 households), to promote the use of toilets by everyone in the village. The program targeted and reached over 80% coverage in each area to have maximum health effect. The total program budget is €58m with a total financial contribution of €52m by a donor (the Netherlands), €4m by BRAC, and €2m by local communities. In addition, WASH set up 2 revolving funds: \$190k to support local entrepreneurs manufacturing slabs and rings, and \$10m to support poor households for the installation of slab latrines.

Product/service offering and value proposition: BRAC WASH Sanitation program makes sanitary latrines essential and affordable for each income segment through segmented offerings (1) for the non poor, it ensures proper design and site selection for the installation of latrines by providing technical support; (2) for the poor, it provides micro-loans through WASH microfinance program for slab latrines; (3) for ultra-poor households, it offers subsidies (BRAC and governmental) for two-pit latrine construction materials. BRAC also builds shared latrines for schools and other public places.

	Non poor	Poor	Ultra poor	Shared latrines
BRAC WASH brings:	Technical support for installation	Microcredit for latrines (-\$12.5 loans, 10% interest rate in 11 monthly installments)	Grants for two-pit latrine construction materials	
How many latrines / year?	Jun 07-Apr 2011: 370k/yr	Jun 07-Apr 2010: 1.8m/yr	Jun 08-Apr 2011: 240k/yr	May 06-Apr 2011: 13K
What model of latrines?	Septic tank, brick wall and ceramic pan	Twin pit (ring-slab), superstructure of CGI Sheet	Twin pit, superstructure with bamboo wall	Single pit, superstructure with bamboo wall or plastic wall
Price of the latrines	\$ 225	\$44	\$22.5	\$6-18
Paid by the consumer?	all	all	\$6 (cash & kind)	Govt. fund /NGOs or clients

Value chain: BRAC WASH Program is active both at fostering demand and supply. On the demand side, BRAC WASH trains VWC members who then meet bi-monthly, monitor usage and maintenance of latrines, monitor latrine quality, select poor households eligible for micro-loan to help them install sanitary latrines, and identify ultra-poor households eligible for grants. BRAC WASH also provides support to organize community events about sanitation. On the supply side, to manufacture the latrines, BRAC WASH program relies on over 1.5k local entrepreneurs

(manufacturing slab and rings) that are trained for different latrine designs, and provided with loans through WASH microfinance program (-\$120, 10% interest rate in 12 monthly installments) to develop their activity. To support this value chain, BRAC WASH deploys a pyramidal organization:

- Program Assistant (PA) per 10 villages (3k total staff): doing surveys, organizing awareness raising meetings in clusters with women, girls and children, and visiting households
- Field Organizer (FO) per 20 villages (1.5k total staff): Supervising work of PA including organizing awareness raising meeting in clusters with male and adolescent boys, social mapping, community institution building, latrine distribution to hard core poor, and household monitoring
- Program Organizer (PO) per 60 villages (450 total staff): orientation of and liaison with stakeholders, local government representatives, school management committees and teachers; selection of school for latrine installation; review & planning meeting with Village WASH Committees; organizing grant and loan support to clients; and supervising the work of FO
- 'Upazila' (sub-district) Manager per 200-225 villages (150 total staff): Supervising and coordinating upazila level activities
- Regional coordinator per 10 upazilas (2.5k villages – 15 total staff).

Other BRAC staff (not in the WASH program) who promote sanitation especially includes 2.4k Community Health Workers, and 24k Community Health Volunteers.

Results: BRAC managed to improve access to sanitation for 25.8m people in 40k villages (out of 38m people, from May 2006 to April 2011) and increase latrine coverage from 33% to 83%. 40k VWCs were formed, 9k BRAC field staff received WASH Training, and 1.5k local entrepreneurs (with previously limited means of subsistence) were trained in manufacturing latrines. At the height of the program, over 2m individual latrines and 68k shared latrines were built per year, and an additional 305k ultra-poor households were installing their own latrines with BRAC support. Social impacts are followed closely by BRAC Research and Evaluation Division. Main reported impacts are increased latrine coverage and improved hygiene behaviors.

Exchange rate: 1 USD = 82 BDT

Sources:

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