

Lesson Learned from Sanitation Marketing in Timor- Leste

June 2011

This report is on Sanitation Marketing initiative carried out by WaterAid in Liquiça district. There are 7 entrepreneurs trained on sanitation marketing in Liquiça and Maubara sub district on how to make cement pans at affordable prices. There are two types of pans that are introduced by WaterAid i.e. cement pans or closet and pvc type.

WaterAid has introduced sanitation marketing as early as 2008 in a village called Lebuæ in Vatuvoçu. However since 2010, it has been promoting this initiative widely to backstop CLTS approach.

The key findings from the research are that two sanitation entrepreneurs are active in making toilet pans in the district. They are Centru Trenamentu Komunitade (CTK) and Lisabura Unipessoal.

WaterAid is **committed** to:

- a. Support in promotion of sanitation component.
- b. Provide training and easy access to mould to the entrepreneur who is interested in sanitation marketing
- c. Establish supply chain between large scale producer and small business in rural areas.



Case Study 1: Januario dos Santos

Januario has trained 5 cement block manufacturers to produce cement pans. He also sells a simple pan made of PVC pipe. The selling price of pvc pan is \$3 and for cement pan or closet is \$5. He has been engaging in sanitation marketing since he was trained and supported by WaterAid in 2010. CTK (Centru Trenamentu Komunitade) is the name of his shop and is located on the main road from Dili to Liquiça. There are 2 moulds given free by WaterAid, and in December 2010 he has sold 10 and only one was installed by himself. He also provides installation service at USD 10. From the sales data his customer prefers closet rather than PVC.

Introduction to Sanitation Marketing in Liquica District.

Due to the high cost of imported toilet pans rural communities in Liquica are not able to afford them. This is a big obstacle for sanitation program. For example; the cost of porcelain pan is 17 USD and fiber glass pan cost 9 USD in Dili. Moreover, they are not available in district towns due to limited demand. In order to make these essential components affordable for rural people, WaterAid promoted sanitation marketing and helped to organize training for 7 entrepreneurs on sanitation pan production since 2008.

The main idea behind sanitation marketing is to promote private sector who will offer different sanitation products to the buyers at affordable price. Availability of pan at affordable price becomes essential to upgrade latrine by the communities. Among seven entrepreneurs trained, one of the successful entrepreneurs is Januario from Liquica district. He is a small scale businessman and has been selling locally made bamboo furniture near Liquica town. More information in Case study one.

Barriers in Sanitation Marketing

From our analysis, following are the three barriers for sanitation marketing in Liquica.

1. Lack of promotion

There is limited or no promotion on product from entrepreneurs. Communities lack information as to where they can get toilet pans and how much it cost. There are anecdotal evidence that community in rural area think it is too expensive to built latrine. Providing information on cost and availability will boost latrine construction in rural communities by many folds.

2. Affordable price

Pricing is the crucial dimension of sanitation marketing. Experience has shown that predominantly rural communities prefer affordable and cheap latrines. In rural areas, community has limited income. To afford \$17 for a porcelain toilet pan is very difficult for them. Moreover, there is other associated cost such as cost of cement and PVC pipe to complete a toilet building. So a broad range of different models with varying price makes affordable to different income group.

3. Physical separation between buyer and seller due to remote area

There are two categories of pan producers in Liquica: one category that are located in rural areas. There are limited buyers because they are physically isolated due to remote location where access to road is limited They finds difficult to survive their bussiness because of limited demand from the surrounding villages, for example Antonio - Case study 2. The other category is those who set up their production center in and around district towns. They are unable to supply their products in remote locations - Case study one and three.



Case Study 2: Antonio

Antonio is one of the person who is involved in sanitation marketing in Maubaralisa Suco, Maubara sub-district. Antonio received training from WaterAid in 2009 for production of sanitation pan. In 2009, he made 24 pans and sold 16. He also helps to install pan as per the demand from the community at the cost of \$ 2. Since last few months, Antonito stopped producing pans as there is no more demand for his pan.

Case Study 3: Lisabura Unipessoal

The company of Lisabura Unipessoal sent one of his technicians to attend the training on how to make toilet pans conducted by WaterAid in the district of Liquiça. In November 2010 they have made 18 toilet pans and sold 14 in November and December and 2 in January and February. There is only one type of pans they make i.e. pour-flush. Since it is sold there was no installation service required by their customers. In order to make 3 closets, they will need one sack of cement costs \$5, 10kg of sands and 1 kg of white cement. And the price for each closet is \$5. There is no demonstration of latrine installed in their location. They have done the promotion on closet during ODF declaration at Suco Hatukesi, Liquiça. During that promotion 12 closet were sold.



Januario's Latrine Price sheet as shown below

Mal closet sintina

Mal closet deit

Komponente	Montante	Folin	
1 Sementi	1/6 sack	1	(\$6 kada saka)
2 Sementi kor	oituan/negliji	0.2	(\$2 kada pot)
3 Rai-henek	oituan/negliji	0	(\$10 kada trek)
4 Traballador?	Oras 1	1	

Folin mal closet 2.2
Folin fa'an 5

Material seluk

Komponente	Montante	Folin	
4 Kanu PVC	2m	4	(\$2 kada metru)
Sementi hodi kahur	1/6 saka	1	(\$6 kada saka)

Folin hosi material seluk 5

Instalasaun

Komponente	Montante	Folin	
5 Traballador/transporte	Ema nain 4	10	(\$2.50 kada loron)

TOTAL TOMAK ba folin 17.2
TOTAL TOMAK fa'an nian 20

Mal closet PVC

Closet deit

Komponente	Montante	Folin	
1 Kanu PVC	2m	4	(\$2 kada metru)
2 Traballador	Oras 1	1	

Folin closet 4
Folin fa'an 5

Material seluk

Komponente	Montante	Folin	
3 Sementi hodi kahur	1/2 sack	3	(\$6 kada saka)

Folin hosi material seluk 3

Instalasaun

Komponente	Montante	Folin	
4 Traballador/transporte	Ema nain 4	10	(\$2.50 kada loron)

TOTAL TOMAK ba folin 17
TOTAL TOMAK fa'an nian 20

More information

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Lessons Learned from the analysis

1. Support and encourage entrepreneurs on promotion of their products in the rural areas by mobilizing chief of Suco/Aldeia, health volunteers as promoters.
2. Support training of local masons at village level on toilet construction. This will bring down the cost as well as access to products and skills.
3. Help establish a link between bulk producer in the district towns and small distributor in the village. It will make a viable business by creating economy of scale.

Conclusions

WaterAid is **committed** to:

1. Support in promotion of sanitation components.
2. Provide training and easy access to mould to the entrepreneur who are interested in sanitation marketing
3. Establish supply chain between large scale producer and small business in rural areas.



WaterAid's mission is to overcome poverty by enabling the world's poorest people to gain access to safe water, sanitation and hygiene education.

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