Increasing and Improving Women’s Participation in the Rural Market for WASH

Approach, Measurement, Results
Overview

✓ Program Design
✓ Measurement and Results
   ✓ Action Research
   ✓ Universal Skills
   ✓ Networks
Project Design

“WEwork” Collective

Marketing to Women

Marketing by women
The “WEwork” Collective

[...] I cannot believe I am able to learn new skills at this age. Especially, experienced staying in a hotel like this [...]

Sales Agent  Supplier  Other  Group leader
Marketing to Women

Primary customers for WASH products is WOMEN.
Marketing by Women

Female entrepreneurs who leads in latrines business
Measurement and Results: Universal Skills

- Income from work for wage/salary by 29%
- Job specialization (fewer # of jobs, fewer types of income generation activities, more hours worked)
- Time spent on housework from 21 to 14h/week
- Household bookkeeping from 5 to 59%
“I was not like this before, but I am now a successful woman. (...) Although I am not highly educated, I am brave to voice my ideas during the village meeting.”
Measurement and Results: Action Research

✓ 116 stakeholders, including latrine suppliers, sales agents and local authorities
  ✓ Networking events
  ✓ New recruitment strategies
  ✓ New commission schemes
  ✓ Modified marketing tools and channels

✓ Findings and Recommendations
  ✓ Traditional role as housewife and care giver
  ✓ Formal authority
  ✓ Cross-gender communication
  ✓ Perceived lack of technical skills
Measurement and Results: Professional Networks

Legend
- Participants
- non-participants

Advice sharing
Width and opacity of the line: trust
Thank You

Sreyleak Chhin
Senior Researcher
sreyleak@watershedasia.org

Janita Bartell
Research and Learning Manager
janita@watershedasia.org