



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

Approach, Measurement, Results

BILL & MELINDA
GATES *foundation*



Overview

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



Project Design



“WEwork” Collective

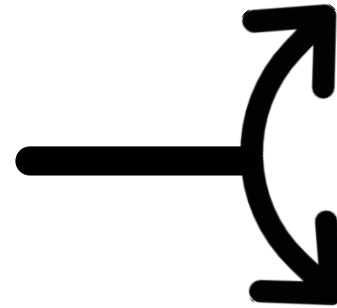


Marketing to Women



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 costumers 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

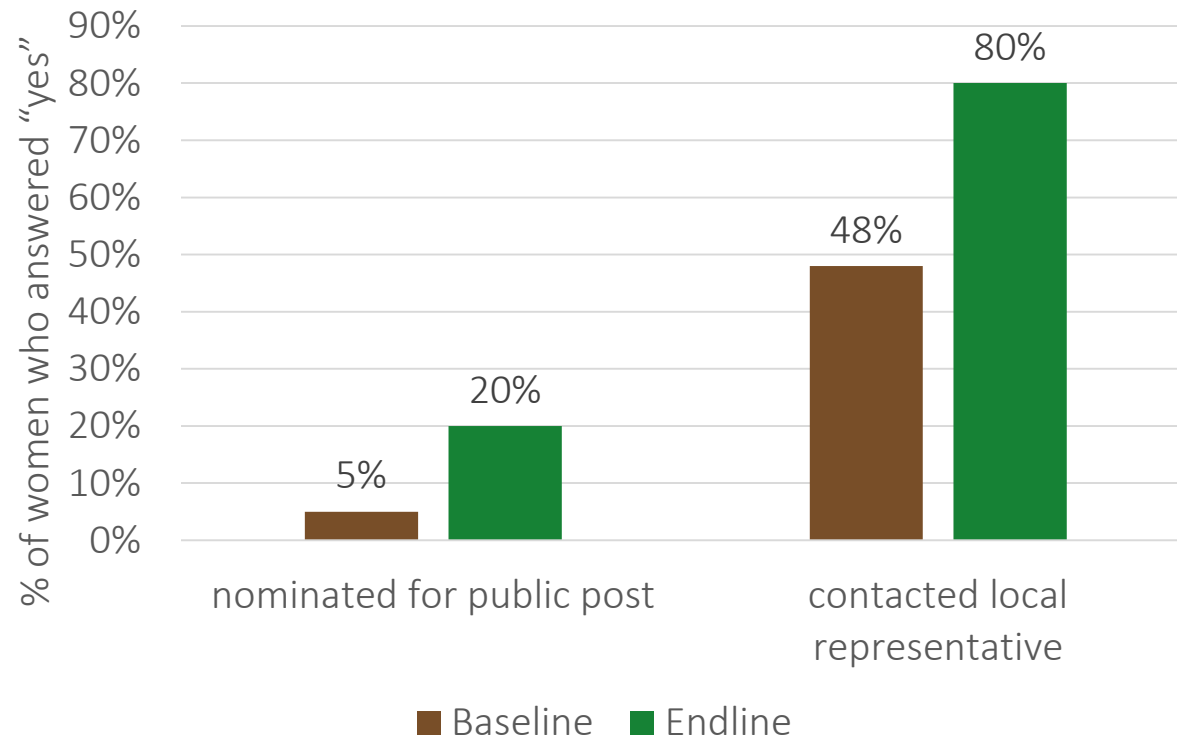


household bookkeeping from 5 to 59%



Measurement and Results: Universal Skills

“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

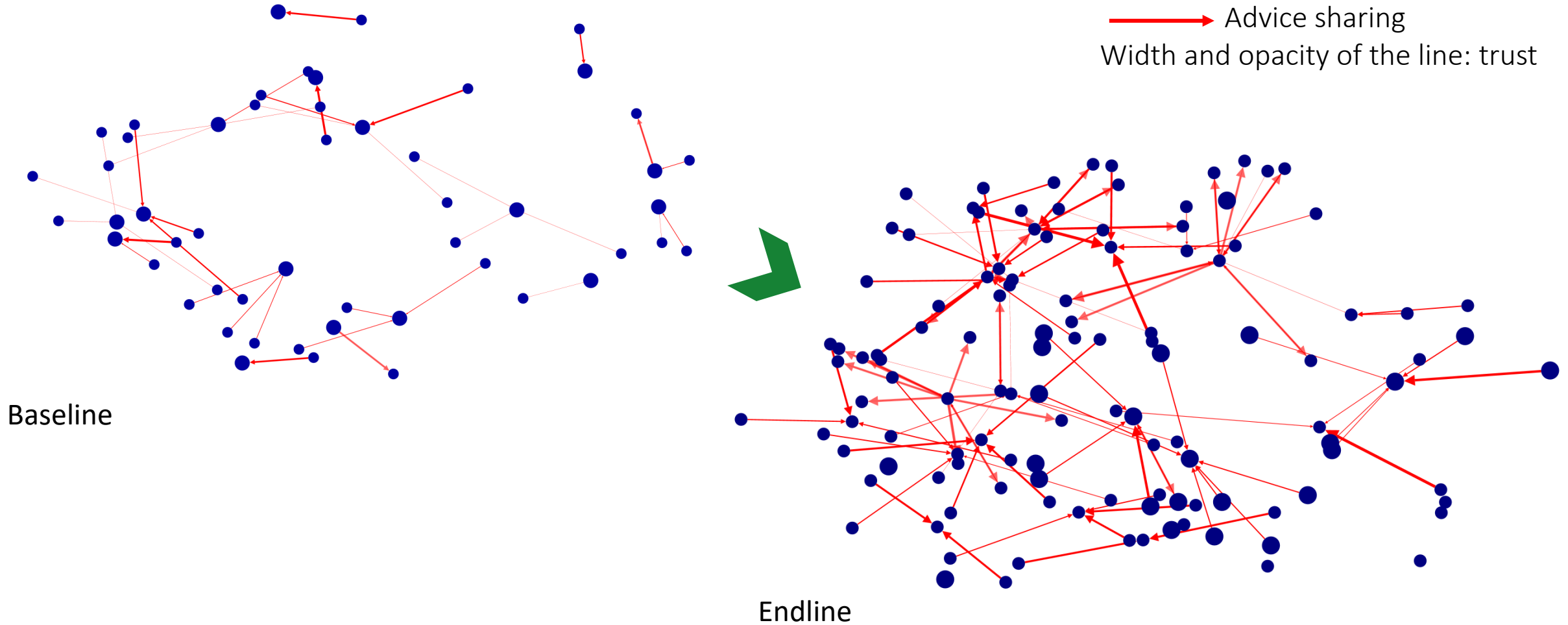
Legend

● Participants

● non-participants

→ Advice sharing

Width and opacity of the line: trust



Thank You



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