

HABIB HASSAN-A SANITATION MARKETEER WITH A MISSION

Habib Hassan was an ordinary, 38 year old entrepreneur who owned a small hardware store in Chak no 148-A TDA U/C Thal Jhandi, Layyah. Now, he also runs a successful sanitation mart along with his hardware store, which provides latrine construction material for as low as PKR 3,250 (US\$32.5) only, to the community members.

Habib Hassan is one of the community members who established sanitary marts under the umbrella of the project, Scaling up PATS in Punjab.

“I am very satisfied with the continuous improvement with regard to this sanitation initiative. People have started constructing latrines in their houses which is greatly enhancing the quality of life.” expressed an ecstatic Habib.

Riding high on the bouts of optimism, the community along with Habib is hopeful to soon be declared and certified open defecation free.

The Dilemma of Sanitation

Sanitation has always been a growing concern for Pakistan. The Pakistan Social and Living Standards Measurement Survey (PSLM) 2014-15 Provincial / District suggests that the 13% of people in Pakistan practice open defecation with highest percentage, 21% reported in Punjab. Moreover, the report also highlights that 19% of people in Layyah still defecate in open surroundings.¹

Habib takes a trip down his memory lane and recalls: *“Our community had been conditioned to defecate in the open surroundings. There was no safe disposal for human excretion. Resultantly, the village was unclean with prevalence of the overhanging smell of human excreta around our streets, as well as our homes. We had often seen officials and visitors coming to our community with their noses covered because of the pungent smell.”*

Pakistan Approach to Total Sanitation aims to improve access to sanitation. It encourages communities to construct latrines on self-help basis by eliminating their hindrances with regard to latrine construction which incorporates both cultural constraints and the non-availability of latrine construction materials and expertise. Thus, it not only adheres to create the demand for sanitation, but also markets it community to sustain the demand and help the community members move up on the sanitation ladder.

¹ http://www.pbs.gov.pk/sites/default/files//pslm/publications/PSLM_2014-15_National-Provincial-District_report.pdf

Marketing Sanitation for a better tomorrow:

Plan International Pakistan maximized its strides to eradicate the perplexity of the sanitation in Pakistan in 2008. The Scaling up PATS in Punjab is an initiative of Plan International Pakistan with financial support from DFAT and technical support of Plan Australia in collaboration with implementation partner, Public Health Engineering Department (PHED), Punjab to address the dilemma of sanitation in four districts of Punjab. Monetary constraints after the lack of awareness have always been used as an excuse for the recurring and pervasive practice of open defecation. Thus, after the initial awareness and mobilization sessions for community, PHED and Plan International Pakistan aimed to eliminate the bottlenecks to facilitate the supply of cost effective sanitation materials for community. Therefore, for this reason, few entrepreneurs were selected who further received training in producing facilities, along with monetary assistance and links to markets. These entrepreneurs went to provide a solution to community's sanitation needs which comprises of low cost sanitation facilities and credit for payment.

Habib shares: *"After a capacity building exercise by PHED and Plan International Pakistan, I started my work as an entrepreneur. Initially, I invested PKR 150,000/- to set up my new mart and then I received a monetary subsidy worth PKR 10,000 from Plan International Pakistan as well."*

The journey of Sanitation Marketer is marked with great challenges ranging from mobilizing community to developing supply chains.

Habib shares, *"The first challenge was to inform my community members about the availability of low cost sanitation material. I participated in the triggering sessions, informing them about the low cost sanitation material available for them through sanitation marts."*

He continues: *"It took me four months to successfully establish my business for social cause to promote the best hygiene practices in my communities. I would barely breakeven the cost."*

Habib offered different options to the community. *"I started a promotional deal of buy one get one item for free for underprivileged people i.e. if one person purchased a latrine; I gave him p-trap and a pipe as a gift."* He shared.

Habib not only sold latrines but established supply chain for his business. He informs that: *"I sold approximately 150 sets of low cost latrines and established good business relationship with entrepreneurs and local brick suppliers. I also explored the opportunities to establish my business link with manufacturers and develop links with sanitary suppliers of Multan and Gujranwala. I reached an agreement with a brick supplier to sell me bricks at a subsidized rate PKR 2800 per thousand bricks against market price of PKR 3600 per thousand for marginalized members of community."*

Heeding to his words, Habib was certain that efforts of his entire community with his assistance would render productive results. And it was not long. August 8th, 2016 marked an important day for the community of Chak no 148-A TDA U/C Thal Jhandi, Layyah. The efforts of Habib and his community were finally materialized when the community was officially certified Open Defecation Free (ODF).

Plan International Pakistan has been one of the implementers of PATS which is rendering to not only improving the sanitation situation of community, but also providing livelihood to people.



Habib is providing improved sanitation options to a customer.



Sanitation Material available at subsidized rates for community at Habib's Sanitation mart.