



**ACTION FOR COMMUNITY EMPOWERMENT**

ACE

# **SANITATION**

# **SUPPLY CHAIN**

# **MANAGEMENT**

**ACCELERATING SANITATION THROUGH SCM**

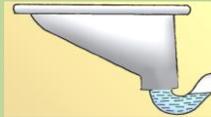
*Inadequate sanitation impacts individuals, households, communities and countries. The provision of sanitation is a key development intervention – without it, ill-health dominates a life without dignity. Simply having access to sanitation increases health, well-being and economic productivity.*

#### THE BURDEN OF SANITATION-RELATED DISEASE IN INDIA

- For one of the most densely populated subcontinents in the world, India has the lowest sanitation coverage.
- On an average, 30 million persons in rural areas suffer from sanitation-related disease
- 5 of the 10 top killer diseases of children aged 1-4 in rural areas are related to water and sanitation
- About 0.6-0.7 million children die of diarrhoea annually
- *Source: Central Bureau of Health Intelligence, Ministry of Health and Family Welfare, 1998-9*

## Sanitation Supply Chain

### Management



## SAMADHAN

**Is the brand name given to Production Centers cum Sanitary Marts manufacturing and selling Sanitation items including toilets**

The vision of Government of India is to attain Open Defecation Free status in the country. It is imperative and not impossible but would require commitment and concerted efforts from all levels, especially at policy level in the states and implementation level at districts and below. To realize the dream, two-pronged initiative of Demand generation and to meet the demand through establishment of robust supply chain at cluster /block levels needs to be taken up in partnership with credible NGOs, CBOs and preferably with *entrepreneurs*. ACE has piloted the initiative in different settings and the experience has been quite encouraging. SWSM, Rajasthan and UNICEF, Jaipur selected Action for Community Empowerment (ACE) as the state level expert agency for facilitating Sanitation Supply Chain Development in select

districts. The role of ACE was to build the capacities of the DWSC and DSU and provide complete support to DWSC in establishing vibrant sanitation supply chain for accelerated and quality implementation of the sanitation programme in the district.

This advocacy note summarizes the key thinking and strategy about how sanitation targets can be met through establishment of robust sanitation supply chain in the districts and suggests actions that need to be taken by DWSCs to accelerate the pace of sanitation improvement. Achieving the targets for sanitation and hygiene poses a significant challenge and can only be accomplished if pro-active action is taken by the DWSCs and all the partners.

## Why supply chain management?

It has been seen that in absence of a sound supply chain mechanism demand generated using various kinds of demand generation activities fizzle out, deferred and dies out. At times community is ready for construction of toilets but face problems in procurement of toilet related construction material and unavailability of trained masons on different toilet technologies. SCM introduces conventional marketing approaches to stimulate demand and supply for sanitation products and services by encouraging households to invest own resources to improve their sanitation situation. The range of technology choices and a menu to choose from is key ingredient of SCM to satisfy consumer needs.

## What is supply chain management?

Supply Chain Management in the field of sanitation is organizing logistics, technology, promotion and manpower for effective service delivery, which in essence encompasses:

- Awareness creation and counseling for improved hygiene behaviour
- dissemination and demystification of technology
- Demand generation and meeting the demand
- offering different affordable toilet options to families
- Availability of trained masons
- Availability of hardware and follow up on maintenance and after sales service

The *Focus* of Supply Chain management is thus on creating demand and strengthening supply for improved sanitation at household, community and Institutional level.

Production centres and Rural Sanitary Marts are the physical entities representing supply chain.

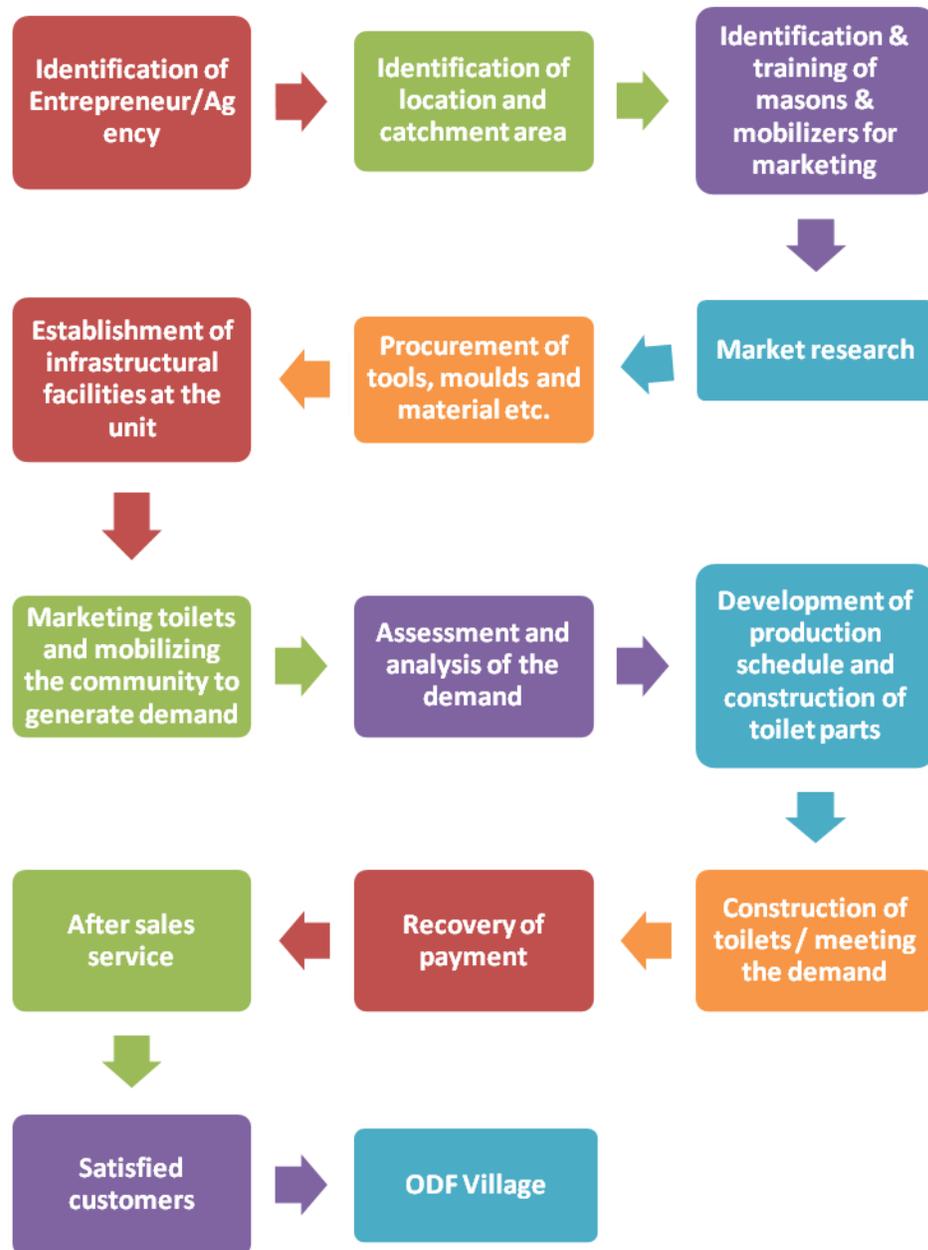
## What is a Production Center?

A Production Center is a one stop shop with loosely defined catchment area having a team of trained masons and mobilizes for sanitation promotion, demand creation and follow up action, where sanitation related items, mainly for toilets, are constructed / pre-fabricated, stocked and are available on payment. Here consumers / families get relevant information and know-how on technological options, material, and services of trained masons to facilitate construction of facilities. Here facility of upgrading the existing toilets is also available, provides quality products and services to the customers creating better experiences of life.

## Why establish Production Centers?

- To Bridge the gap between demand and supply in sanitation sector
- To promote alternate delivery mechanism
- To create job opportunities in rural sector
- To develop service providers in the sanitation sector
- To link producers and consumers through a human resource network
- To create awareness and behaviour change about sanitation
- To motivate people to construct and use household toilets
- To discourage and completely stop the practice of open defecation

## Process of establishing a Production Centre



## How can ACE help the districts/partners/entrepreneurs in accelerating the sanitation coverage through SCM?

- Build capacities of partners on the alternate approach
- Help finalize and roll out a sanitation promotion action plan to establish supply chain units
- Help in designing and undertaking market research
- Help in designing sanitation marketing strategy
- Help in capacity building of Masons and sales force
- Help in developing sanitation business plans
- Develop and put in place a monitoring mechanism for progress monitoring
- Provide handholding in establishment and build capacities for viability and sustainability

## Expectations from Government/partners:

- To agree in principle to adopt the SCM approach
- Identify partners for setting up Production centres and provide them revolving fund
- Organize 3-5 day residential training for the PC operators and functionaries
- Monitor progress and support PCs

***To achieve open defecation free, effective and reliable supply chain mechanism through a network of production centres can be the appropriate step to stimulate demand and cater to it. The demand generated through CLTS or other initiatives can be met immediately if a sound delivery mechanism exists. In the absence of a reliable supply chain, demand created and if not met in time fizzles out.***