

Assessment of Su-Swastha Project for Marketing of HWTS

Status: Completed

Project Partner: EAWAG/ Sandec

Project Area: Ramghat VDC, Mehelkuna VDC, Sahare VDC, Kalyan VDC, Kaprichaur VDC, Birendranagar Municipality wards 1, 2, and 11

Project Duration: August – October 2013

Aim:

To assess the processes and structures set up on the Su-Swastha project area for marketing of Household Water Treatment Option and Safe Storage (HWTS) products.

Project Description:

In order to support the government's plan for achieving total sanitation in Surkhet district by 2015, Su-Swastha project was designed to demonstrate an integrated community-based WASH campaign to achieve SWASTHA communities using schools in 5 VDCs and 3 wards of Birendranagar Municipality. Different promotion strategies and awareness raising methods were used among which supply chain for HWTS option was one of them. The project was designed to evaluate and assess the process and marketing strategies on HWTS promotion.



Project Outputs:

- The research was conducted at the project areas where quantitative study was done with 319 Su-Swastha HHs, 331 non Su-Swastha HHs and 113 FCHVs; while qualitative study was done with 58 mothers' group, 15 schools, 5 health centers, 6 shops, 3 entrepreneurs and 11 relevant stakeholders.
- Assessment report on marketing strategy was prepared.
- National level sharing and information dissemination was conducted.

Beneficiaries:

- Total 7 enumerators were trained and oriented on mobile application (ODK).
- Altogether 650 HHs, 5 health centers, 15 schools, 6 shops and 11 organizations were involved during the study.
- More than 80 entrepreneurs working on HWTS promotion at Surkhet District.