

# TRAINING ON FSM BUSINESS AND MARKETING

**Venue: Kathmandu**  
**Date: 28 to 30 January 2025**

**TRAINING COST: NRS. 15,000**  
**EARLY BIRD DISCOUNTED RATE**  
**RS. 3000 ONLY**



## WHAT IS IT?

Faecal Sludge Management (FSM) Business and Marketing Course is designed to equip new and existing private operators with the essential knowledge and skills needed to create sustainable businesses in the FSM sector. This comprehensive 3-day training, covers the FSM value chain, business planning, marketing strategies, resource capacity, and financial management. By addressing the unique challenges and opportunities in urban sanitation, the training aims to enhance the capabilities of private service providers, ensuring they can provide safe and effective sanitation services, thereby improving public health and environmental protection.

## WHO CAN PARTICIPATE ?

- Existing private companies/firms currently working in faecal sludge management (FSM)
- Private companies, firms, or individuals interested in FSM

## THINGS TO CONSIDER ?

- Your participation will be confirmed upon registration and payment of the training fee.
- Food & Accommodation during training time will be provided by the organizer.
- Travel costs must be managed by participants.
- Participants need to have basic English language.

## HOW TO REGISTER ?

Click on the link for registration:  
<https://forms.office.com/r/grKzGwUvnf>

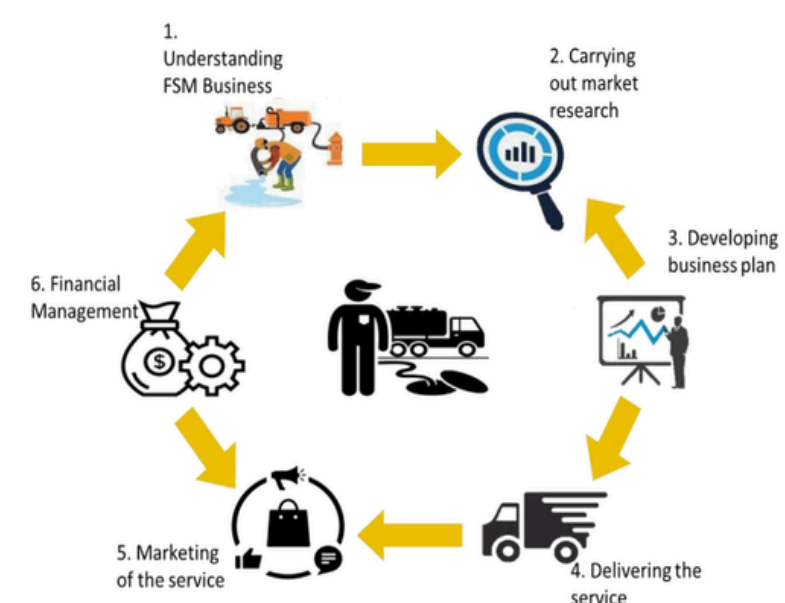


## WHY TO ATTEND?

- Gain a basic understanding of the FSM value chain.
- Create a business plan.
- Develop a marketing strategy to raise awareness.
- Gain knowledge about resource capacity.
- Obtain financial management insights for their business.

## WHAT DOES TRAINING COVER ?

- Understanding FSM Business
- Carrying out market research
- Developing a business plan
- Delivering the service
- Developing Marketing Strategies
- Financial management



**JOINTLY ORGANIZED BY:**

**Contact person**

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