



SUSTAINABLE WATER & SANITATION PROGRAM

Transforming Lives through Sustainable WASH



The *Sustainable Water and Sanitation Program*, implemented by RRF in partnership with Water.org, USA, aims to improve water and sanitation systems across 30 districts in Bangladesh over three years (2023–2026). Targeting 193,500 beneficiaries, the project focuses on creating awareness about sustainable WASH practices and ensuring increased adoption of safe water and sanitation facilities. Key activities include developing and distributing IEC materials, conducting staff capacity-building training, and engaging local stakeholders to promote demand for WASH products. Advocacy efforts, such as workshops and seminars, further raise awareness at national and local levels. The program aligns with RRF's mission to enhance community livelihoods by fostering health and hygiene resilience. It is expected to reduce waterborne diseases, improve living standards, and drive behavioral change. Despite challenges like cultural resistance and resource constraints, the project has made significant progress and remains a vital step toward sustainable development.

FACT & FIGURE

| Sl. | Fact | Figure |
|-----|-----------------------------|---|
| 1 | Name of the program | Sustainable Water & Sanitation Program |
| 2 | Duration | April 2023 to March 2026 |
| 3 | Supported By | Water.org, USA |
| 4 | No. of project participants | 193,500 community people |
| 5 | No. of staff | 01 |
| 6 | Working Location | Khulna, Bagerhat, Satkhira, Jashore, Narail, Magura, Jhenaidaha, Feni, Meherpur, Kushtia, Dhaka, Gazipur, Gopalganj, Pabna, Chuadanga, Munsiganj, Faridpur, Rajbari, Rajshahi, Natore, Sirajganj, Naogaon, Bogura, Joypurhat, Dinajpur, Mymensingh, Noakhali, Chattogram, Ixamipur, Cumilla A total 30 Districts/Upazila/Branches. |

PROJECT OBJECTIVES

- Create awareness among the community people on Sustainable water and Sanitation systems.
- Ensure more people use Sustainable water and sanitation facilities.

KEY ACTIVITIES

- Design, print and Distribute of Awareness Raising IEC Material on WASH
- Develop training module and Organize ToT for Staffs' capacity building to increase awareness among the beneficiaries in an effective way.
- Develop and print issue based training materials for relevant staffs, generate borrower success stories.
- Design and print for demand generation for new products at new geographies (brochure/leaflet/posters/product catalog)
- Create audio visual for borrower (WASH awareness and demand generation) and to showcase RRF achievements
- Engage local stakeholder for demand generation on Sustainable WATER and Sanitation Product
- Organize workshops, seminar at national and sub national level to raise awareness among the mass people on safe water and sanitation system



LOAN DISBURSEMENT SUMMARY FOR WATER AND SANITATION

Water credit or loan refers to a financial mechanism that provides affordable loans to individuals, families, or communities to help them access safe water and improved sanitation facilities. It is designed to address the financial barriers that prevent people from investing in sustainable water and sanitation solutions, enabling them to improve their health, hygiene, and quality of life.

| SL | Loan Area | Total Disbursement (Borrower) | Total Disbursed amount |
|----|------------|-------------------------------|------------------------|
| 1. | WATER | 4200 | 174226000 |
| 2. | Sanitation | 4656 | 649135000 |
| | Total | 8856 | 823361000 |

ACHIEVEMENTS (2023-24)

| SL | Particular | Achievement | Remarks |
|-------------------------|--|-------------|---------------|
| Loan utilization | | | |
| 1 | Water | 4200 | |
| 2 | Sanitation | 4656 | |
| IEC Material | | | |
| 3 | Flipchart 2500 | | |
| 4 | Sticker (WATER & Sanitation awareness) | 15000 | |
| 5 | Leaflet WATER & Sanitation Product | 75000 | |
| Training | | | |
| 6 | Training of Trainers to Master Trainer | 01 | 25 (RM,AD) |
| 7 | Training of Trainers | 05 | 242(RM,AD,BM) |
| 8 | Refresher Training | 08 | 280 (BM,CO) |

PROJECT IMPACT

- **Improved Hygiene Practices:** Promotes better sanitation habits and reduces the prevalence of waterborne diseases.
- **Increased Access:** Expands availability of safe drinking water and sustainable sanitation facilities.
- **Enhanced Community Resilience:** Empowers communities to make informed decisions about water and sanitation.
- **Behavioral Change:** Encourages long-term practices that support environmental sustainability.



CHALLENGES

- **Community Resistance:** Difficulty in altering deep-rooted cultural practices around water and sanitation.
- **Resource Limitations:** Managing an extensive geographical scope within the allocated budget and time.
- **Logistical Barriers:** Navigating challenges in implementing activities in remote or underdeveloped areas.

PARTICIPANT REFLECTION

"My name is Kalpona Khatun, and I recently joined BMatuha Mahila Samity under RRF's Jhikorgacha-01 Branch. My family includes my husband, a 5-year-old son, and a 12-year-old daughter who recently entered adolescence. Privacy and safety were always concerns with our old toilet, which was a single pit located near the neighbor's yard. During the monsoon, waterlogging made it even worse. Thanks to the bi-weekly sessions facilitated by Monika Apa, I learned about the importance of safely managed sanitation and how it impacts girls, especially adolescents. Inspired by her guidance, I took a loan of BDT 10,000 under the WATER Credit Project and added my savings to upgrade to

a twin-pit toilet, now attached to our living space. My daughter feels much safer, and I have peace of mind knowing we've reduced risks of GBV and health issues.

This project has not only transformed my family's life but also inspired neighbors to improve their sanitation facilities. I hope RRF can provide more incentives and low-interest loans so more families like mine can experience the benefits of safe and hygienic toilets."



Name: Kalpona Khatun
 Husband Name: Ismail Hossain
 Age: 40 years
 Methopara, Godkhali,
 Jhikorgacha Upozila, Jashore
 Methopara, Godkhali,