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GOOD HEALTH
AND WELL-BEING

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CLEAN WATER
AND SANITATION

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SUSTAINABLE CITIES
AND COMMUNITIES

BANGLADESH RURAL WASH FOR HUMAN CAPITAL DEVELOPMENT (BD-WASH)

Clean Water, Safe Sanitation, Empowered Communities

🎯 **Improve the quality of life for these communities by strengthening water supply and sanitation systems.**

🔑 Major Activities

01

Women Local Entrepreneur Training on Sanitary Napkin Sale

18 Female participated

02

Enhanced household resilience to water-related challenges by facilitating **484 water loans**, Significantly improved sanitation practices through **1473 sanitation loans**.

03

Expanded WASH access across underserved areas, successfully implementing the project through **25 branches in 16 upazilas of 8 districts**, ensuring remote and vulnerable communities receive dedicated support.

04

2875 no of Behavioral Change Communication Sessions(BCC) to

103524 participants

Overview

The Bangladesh Rural Water, Sanitation & Hygiene for Human Capital Development (BD Rural WASH for HCD) Project is a transformative initiative aimed at expanding access to safely managed water, sanitation, and hygiene services in rural Bangladesh. Co-financed by the Government of Bangladesh, the World Bank, and AIIB, the project is jointly implemented by DPHE and PKSF, with RRF contributing through its strong community-based outreach. Through this partnership, the project strengthens institutional capacity, promotes safe water and gender-sensitive sanitation, and drives positive behavioral change—ultimately supporting healthier communities and stronger human capital development.

📌 Specific Objectives

- To improve access to safely managed water supply and sanitation services in selected areas. This objective addresses a fundamental need for clean water and proper sanitation, which are essential for preventing waterborne diseases and improving overall health outcomes in rural communities.
- To strengthen the institutional capacity of local organizations involved in the water and sanitation sector. By enhancing these institutions' ability to manage and maintain water and sanitation systems, the project ensures the long-term sustainability of its interventions, helping to build a resilient community infrastructure.

💰 Loan Information

No of WSS Loan

1957

Borrower

Amount of Capital Mobilized

9,05,00,000

BDT

Environmental and Social Impact

- Ensured inclusive access to WASH services, prioritizing low-income, marginalized, and climate-vulnerable households in the selection process for water and sanitation loans, ensuring no group was left behind.
- Involved both male and female household members in loan discussions, fostering shared responsibilities for WASH investments, facility maintenance, and loan repayment.
- Promoted gender-responsive WASH interventions, actively encouraging women's participation in BCC sessions, household counseling, and decision-making about sanitation and hygiene improvements.

! Major Challenges

- Arsenic contamination
- Flooding and climate vulnerability
- Behavioral barriers to handwashing & safe sanitation

i Basic Information



Supported by:
PKSF



Duration:
From October 2023 to Sep 2026



Budget:
BDT
13,95,529



Staff:
01



No. Of Beneficiary:
9315
Family members of 1863 Microcredit Borrowers



Area:
District 08
(Bagerhat, Khulna, Magura, Jhenaidah, Pabna, Bogura, Mymensingh, Cumilla)

Capacity Building and Training

Title of Training	Duration	Participants	Purpose/Outcome
Women Local Entrepreneur Training on Sanitary Napkin Sale	1 day	18	Promotion of hygienic menstrual management in the rural areas

! Actions Taken to Overcome Challenges

- Strengthened community engagement by conducting BCC sessions, household visits, and small-group counseling sessions to address myths, misconceptions, and traditional practices.
- Connected households with reliable local latrine and hardware suppliers, and coordinated bulk procurement where necessary to ensure consistent material availability.



★ Voice of Transformation



Monowara Begum and her husband, Abdul Kader Sarder, live in the village of Godaipur in Khulna as day laborers, earning about BDT 15,000 per month. For years, their family struggled without a safe and hygienic toilet. The old latrine lacked privacy, had no reliable water connection, and made daily life difficult—especially during the dry season, when Monowara had to walk long distances to collect water. The situation often caused discomfort and embarrassment, particularly when guests visited. Everything began to change after Monowara attended a sanitation and hygiene awareness session organized by the Rural Reconstruction Foundation (RRF). Motivated to improve her family's living conditions, she took a bold step forward. On 24 December 2024, she received a BDT 50,000 loan from RRF to construct a hygienic toilet at her home. With her husband's support, the construction was completed smoothly.

Today, the new toilet has transformed their daily life. It has improved health, ensured privacy, reduced physical hardship, and restored a sense of dignity in their household. "Now I feel proud and relieved," Monowara says. "This toilet has brought comfort, safety, and dignity to my family."