

## ANNEX I. RANO WASH SUCCESS STORIES Q1.21



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# SUCCESS STORIES

## The Anosibe Ifody Commune: a new momentum since the arrival of drinking water



Odette with the tap used for cooking and the clients' use in her restaurant



The sanitary facilities installed at René's home.

Better health conditions, comfort, and so much more; these are what the shopkeepers and restaurant owners can now promise their customers since the arrival of drinking water in the Commune of Anosibe Ifody.

René RASOLOFONJANAHARY, a shopkeeper and former mayor of the commune of Anosibe Ifody, is one of the beneficiaries who have seen their daily lives changed with the arrival of drinking water.

Even if he lives in a rural commune, the commune's drinking water network's connection instantly modernized René's home. In the shower, as in the toilets, the sanitary appliances are set up and functional: he can now enjoy all the benefits of clean water.

As his standard of living has greatly improved, René can also save more money. He spends no more than 16,000 to 20,000 Ariary per month on water costs, a paltry sum compared to the costs and risks linked to the consumption of the unsafe water he used before.

Odette RASOANIRINA is also thrilled since drinking water arrived in Anosibe Ifody. Odette owns a restaurant in the commune, and she welcomes many customers traveling along the National Road 2. For years, access to water has been a major problem for her activities. The restaurant used about 10 to 20 cans of water per day, and with a cost of 200 Ariary per can, the water expenses easily amounted to 120,000 Ariary per month. Besides, the restaurant uses well water, which is not potable and varies depending on seasons.

Odette can now enjoy the comfort and convenience of having drinking water at home, which noticeably simplifies her activities in the restaurant. Her expenses amount to 20,000 to 30,000 Ariary per month, i.e., saving 70 to 80% on her previous water expenses. Also, Odette is improving her services' quality by using high-quality water and thus reducing health-related risks.

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## SUCCESS STORIES

### Fidèle, a local mason trained by RANO WASH who became a professional trainer



Fidèle and Rakoto, the mason he has trained



Harisoa Razafindrakoto, a client, satisfied with Fidèle's works.

<https://ranowash.org/>

From Ambositra, Fidèle RAFANOMEZANTSOA is one of the local masons who benefited from the training provided by RANO WASH in Amoron'i Mania region in March 2020.

This training has considerably reinforced his skills, even if he practiced for 25 years.

He is now considered as the best and most-sought after mason of his commune. Fidèle initiated the installation of Satopan products in his village: out of the five Satopan products distributed in the Amoron'i Mania region, three were sold in the commune of Ambatomarina.

In only four months, Fidèle received 40 orders for latrines with Satopan products and SanPlat slabs. So far, he has been able to fulfill 20 orders. The users and their testimonies confirmed that Satopan products are very practical, easy to clean, and modern. As Fidèle's expertise has been well-established in the region, the demand he received for latrine construction exploded.

Fidèle's reputation has rapidly spread throughout his commune and the neighboring ones, thanks in part to the mayor, who has himself placed an order for his family. Consequently, more than a dozen orders await to be finalized for next month, including the Ambatomarina health center's latrine, which has just been equipped with a new Satopan products. Fidèle manages to fulfill around ten orders per month and receives about 1.500.000 Ariary per month.

«My life has completely changed since the training given by RANO WASH» he maintains.

As a renowned mason and faced with the explosion of the latrine construction's market in Amoron'i Mania region, Fidèle receives so many orders that he sometimes has to decline some of them.

Fidèle then decided to train the other masons of the commune to help him and allow them to thrive like him.

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## SUCCESS STORIES

### Fandresena, the Taylor and from now on wholesaler of Kianjandrankefina



Fandresena, the Taylor, specialized in the production of washable sanitary pads.



The Fandresena's shop, offering a wide range of washable sanitary pads and other newly added products  
<http://ranowash.org/>

Célestine RASOAMANDRESY, known as Fandresena, lives in the commune of Kianjandrakefina. She is one of the seamstresses who make the Amoron'i Mania region's reputation by manufacturing reusable sanitary pads.

With the training provided by the RANO WASH project, Fandresena is now an expert in Marketing. While she started making door-to-door, she can now conduct sensitization actions in the commune markets to sell her products. Her key message: washable sanitary pads are practical, economical, and sustainable because they can be used over 2 to 4 years.

Fandresena even created a Facebook page to address other regions. Since then, her main clients are young girls and young mothers from different regions.

As her sales exploded, Fandresena became a wholesaler. She has to make 200 to 300 washable sanitary pads per month and send them to Morondava, Toamasina, Ihosy, Diégo, and Antalaha.

Customers from other regions buy these famous washable pads 2,500 ariary a piece.

In one month, Fandresena makes 300.000 ariary of profit, more than enough to cover her family's basic needs and save money. Thanks to her flourishing business, Fandresena has further expanded her activities by offering new products to her clients. As RANO WASH offered her a brand-new sewing machine, Fandresena no longer has difficulty fulfilling hundreds of orders. Previously, with her old machine, she had to get help from another seamstress. This made her business even more profitable.

Thanks to the training provided by RANO WASH, Fandresena, or «victory» in English, overcame common fears and self doubts in business. Today, she is writing her own story as a real businesswoman, dominating the growing market of washable pads.

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## SUCCESS STORIES

### Eliane and Dina, the 17-year-old Tailors of Mandritsara



Despite their young age, Eliane and Dina think big: to become professional dress-makers.



Eliane, with the washable sanitary pads she has sewn.

Living in Mandritsara, a commune in the Betafo district of Vakinankaratra region, Dina and Eliane learned to sew by doing.

Eliane started by using her mother's sewing machine and then attended classes at the Betafo Vocational Training School. But as her father passed away in 2019, she had to stop.

Dina, on the other hand, learned to sew using her grandmother's sewing machine.

As part of the RANO WASH interventions, local seamstresses' training equipped Eliane and Dina with enough skills to help them specialize and make washable sanitary pads. Today, their business allows both of them to earn enough to support their respective families.

Eliane and Dina sell the washable sanitary pads at 1,200 Ariary a piece and collaborate with support technicians to promote their products.

Since Eliane and Dina's initiative, women's behavior in their communities has significantly changed, supporting the project's objectives to adopting healthy menstrual hygiene behavior.

Highly ambitious, Eliane and Dina plan to continue their studies to become professional seamstresses. For the time being, they call for supports to be equipped with new sewing machines.

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