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SUCCESS STORY

Marcelin Be: Creator of a new generation of latrine within reach of all, in Atsinanana Region



Marcelin, local mason in the commune of Mahavelona, Atsinanana region.

Marcelin, also known as Marcelin Be is originally from the Fokontany Marofarihy, commune Mahavelona in Atsinanana region. He is a local mason like all the others. He had a hard time making ends meet because the requests for building new houses did not come in and were not regular.

He is married to Henriette Delphine and has six children. He is one of the local masons selected by the fokontany office to benefit from training with RANO WASH in 2018. With his creativity and quick thinking, he did not stop on the constructions of sanplat slabs; he also invented latrines with plastic jerry cans filters to allow the inhabitants to get latrines with low budget but still meet the standards.

The construction of these latrines usually takes only five days and can cost between 40,000 ar and 120,000 ar, depending on the client's capacity. Its latrines last and fill up only after six years for 10 people. It is perfectly adapted to the climate of the Atsinanana region, resists humidity, and eliminates bad odors.

During his first year as a local mason of the RANO WASH project, he had an order for 12 latrines and some sanplats. In 2021, however, he was able to fill an order for 65 latrines during the year. His wife is a local promoter of the project and the President of the savings and credit group of the fokontany, at the end of their last cycle, encouraged its members to buy 25 sanplat slabs at 15,000 ar without installation and 25,000 ar with installation. «It is a very profitable activity. It allows me to provide for my small family», confirms Marcelin Be.

An exemplary and very involved local mason

Since its success, Marcelin feels indebted to the project. He sometimes voluntarily educates his neighbors about the use of improved latrines. «I am aware of the importance of hygiene rules. For this reason, I try to convince my neighbors to change their behavior,» he says.

His life has changed completely. He used to have a wooden shack, but now he has been able to build a semi-hard house to improve the daily life of his small family thanks to the money he earned from the construction of an improved latrine and sanplat tiles.

He started alone, but his business is now growing. He has a team of 8 masons who share his values, motivated by promoting hygiene and good practices, making sure that the whole community has a latrine. On January 26, 2022, capacity building was given by the RANO WASH project team to formalize their status as a cooperative so they can have more market opportunities.

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SUCCESS STORY

Making sanitary napkins: income for Collette, health for her community



NASY Collette, Mother of 3 children (one girl and two boys). Teacher of the secondary class at the College of General Education of the Commune Mahatsara. Seamstress and WSN (washable sanitary napkin) operator, trained by the RANO WASH project since September 2018



At a lower cost but effective, a stamp, an inker and an A4 paper do very well for another form of business card.

«My small business improves the conditions of menstrual hygiene management of women and girls starting with those in my community, the Commune of Mahatsara».

«I started out as a washable sanitary napkin sewer. Now I can say that I am an entrepreneur. I have been able to see progress because of my desire to improve the products I offer to customers and most importantly because of the trust the community has placed in me.» testified NASY COLETTE, washable sanitary napkin seamstress in the Commune of Mahatsara, Brickaville District.

With more than 1200 washable sanitary napkins made and sold, NASY Colette is one of the most proactive seamstresses of WSN (washable sanitary napkin) in the Atsinanana Region, especially those trained by the RANO WASH project in Antananarivo in September 2019 - first wave seamstress training-.After a few months of production and sales and WSN , she had the idea to differentiate herself and especially be easily identified by her customers. Following the annual review of WSN seamstresses in September 2019, she had the idea to put labels on her products where there is her brand «ARO SOA», the identification of the product «Salaka azo sasana» and her phone number to facilitate contact with customers. Thus, she was able to ensure that even if her products are sold in other localities than her Commune, her customers could contact her especially for orders. She thus started to collaborate with a point of sale in Toamasina at the level of the «Bazary Kely” market for the sale of her products.

For raw materials - fabrics, supplies, etc.. - Nasy Colette buys her supplies in Antananarivo because according to her, the costs of these materials are too expensive in Toamasina. She enlists the help of her friends and family in Antananarivo to make these purchases, which are sent by bush cab. By collaborating with her contacts in Antananarivo, she was able to conclude the shipment of 90 WSN in April 2021 and about 50 WSN punctually according to the orders each month.

Another opportunity that Nasy Colette did not fail to seize is the participation in the Mada Pride Fair of this year 2021. Although this is a one-time market, she was able to sell 100 WSN during the first day. It is thanks to the sales made during this fair that she was able to pay the school fees of two of her children for the start of the school year 2021-2022.

New products to meet the needs of new customers

«The classic WSN is too broad for us. Because we use family planning methods, our spotting during our menstrual periods is too little for this WSN format.» said Florence, one of Nasy Colette’s potential clients in Commune Mahatsara. Very attentive to her clients’ feedback, this kind of remark gave her the idea of making WSN s in a smaller size that her clients commonly call «panty protectors». Sold at 1000 Ariary each, she



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Two types of WSN (washable sanitary napkin) sold by NASY Colette



Colorful patterns for all tastes

has sold more than 400 panty liners since December 2020.

For her, «one of the best marketing strategies is to be close to her customers while building good relationships. Thus, being a woman, a mother, a very active teacher and committed to her community, Nasy Colette does not miss any opportunity to strengthen the link with her customers, promote her business and sell her products, especially through her commitments as a member of a group VOAMAMI, secretary of the women's association in the Commune of Mahatsara (Women for development), secretary of ASUREP (Association of users of the drinking water network), Rural family home President and holder of the youth FORMAPROD.

«Being present everywhere but at the right time is the best way to promote your products,» said Nasy Colette. With the support of the Commune of Mahatsara, WASH operators in the Commune of Mahatsara such as the local masons and seamstresses of WSN have a sales stand every Saturday during market day. Nasy Colette uses this stall especially during harvest periods when communities have more means to buy WSN. Thus, the months of November and December for lettuce and May and June for corn are the most favorable. During the rest of the year, women and young women of the Commune of Mahatsara can go directly to their homes to buy WSN or go to other sales points in the Fokontany of Vohiboazo and Isokatra. She also collaborates with the College of General Education where she works and the CSB of Mahatsara where she deposits samples of her products and carries out promotional activities. At the level of the College of General Education, she grants payment facilities to students to facilitate access to the WSN.

«I plan to open a workshop for making WSN and other sewing-related items in the Commune of Mahatsara. I also dream of seeing my products on the shelves of Toamasina's supermarkets; but of course, for that to happen I need to obtain a formal sales status,» confided Nasy Colette. Following the annual review of WSN seamstresses/seamstresses organized by the RANO WASH project in the Atsinanana Region in September 2021, where the basics of business plan development were shared with them, coaching activities will be carried out to support these seamstresses/seamstresses in the implementation of their business plan and in particular the formalization of their status.

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SUCCESS STORY

VOAMAMI MIRAY VSLA (Village Savings and Loans Association) of Vinanitelo: active participation in the development of its commune.



Voamami MIRAY, one of the pillars of the development of the commune

The MIRAY association was created one year ago in Andraitsifiny, Vinanitelo commune, Haute Matsiatra region. It is a village savings and loan association with 23 members, all women.

At the beginning, the members of the association aimed mainly at transmitting key hygiene rules to their colleagues. They raised awareness about the ideal kitchen and shower and improved latrines. To do this, they worked with local masons and had a latrine built in each member's household. In addition, the members of the association taught their neighbors the criteria for an ideal kitchen. These include putting cooking utensils and water in covered containers. For an ideal shower, cleanliness is the main requirement. The inhabitants were convinced by their approach. As a result, significant changes have been observed in the village of Andraitsifiny, commune Vinanitelo. These activities and their results allowed the members of Voamami Miray to win the prize of the 2020 regional VSLA competition organized by Rano Wash in partnership with the Ministry of Water, Sanitation and Hygiene.

Community Development

«I am so fascinated by the sisterhood of Voamami Miray members and their participation in the development of the commune,» said the mayor of Vinanitelo. Even after winning the VSLA competition, the Miray association remains a model of hygiene and cleanliness. By the will of the members, they clean the offices of the commune every Monday. They have also called on other groups to rehabilitate part of the road leading to the commune of Vinanitelo, which was inaccessible during the rainy season. The members of Voamami Miray worked for community development without forgetting to increase their entrepreneurial activities. Here are two testimonials from members:

- VOAMAMI changed my life. I could invest myself in many activities thanks to the money I borrowed» confides RAVAONIRINA, president of the association Voamami Miray.

- I no longer need to beg my neighbors to lend me money. I borrowed 300,000 Ariary (70 dollars) to expand his business in breeding. After 3 months, I earned 500 000 Ariary (120 dollars). Not only was I able to pay back the amount borrowed, but I also managed to make a profit of 200,000 Ariary (48 dollars),» explains Fanja, another member.

The women members of the Voamami Miray association are very autonomous and have become references in the region.



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The Town Hall in the commune of Vinanitelo, Haute Matsiatra region

The mayor even wanted to give up and proposed another location for the construction of the dam. The population now demands the presence of the deputies and a traditional sacrifice of a zebu for reconciliation.

A third attempt was organized, this time with the arrival of two deputies. Just before their arrival, some ill-intentioned actors persuaded the local population to refuse any discussion once again. When the deputies arrived, the entire population of Itendro, men and women alike, were drunk; it was impossible to establish any discussion. The deputies, with other actors, had returned empty-handed.

After many attempts, this time with a new parliamentary assistant, the president of the association of mayors, and a sacrifice of a zebu, the local population gave in. The parliamentary assistants who had participated in the previous exchanges then pleaded with the deputies, and the latter agreed to finance the cost of the zebu for reconciliation.

«It is easy to tell the story like that but having fought on the front lines is another matter,» said Marcelin, relieved that the reconciliation has been achieved and that the work has finally begun and is currently at 70% completion. The provisional reception of the works will take place on November 29, 2021

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