



SUCCESS STORY

USAID Isuku Iwacu links private sector retailers to DSCs to increase access to WASH services and products



Photo: Figure Ruhango DSC Operator, Principe Ndayiringira explains how the sato pan works



Photo: The Director of Health in Ruhango district, Ruth Kemirembe acknowledged the support of USAID Isuku Iwacu and expressed commitment to sustain the gains.

19th August 2020: Today, USAID Isuku Iwacu conducted a meeting with 24 members of the private sector in Ruhango district to promote the work of the District Sanitation Centers (DSCs) and discuss sustainability of WASH activities that have been implemented over the last four years.

As the project draws near to its close out, participants commended the support of the project towards promoting sanitation and hygiene in the district and committed to promote the gains.

During the meeting, USAID Isuku Iwacu's Private Sector Development Advisor, Vestine Mujawiyera explained that these meetings serve as key platforms to link retailers and DSC operators with an aim of reaching more people in the district with sanitation and hygiene services and products.

"The project has built eight DSCs across the eight districts where we work and so far, they serve as one stop centers for all hygiene and sanitation products. As retailers in this district you can extend the supply chain so that everyone in the district can access these services and products," she explained.

The Director of Health in Ruhango district, Ruth Kemirembe commended the project for the work done regarding building latrines for households that were unable to afford the costs as well as promoting good sanitation and hygiene practices through behavior change communication efforts. She called upon all the participants to team up and build strong business ties and take the products to sector and village level.

Kemirembe emphasized that the district authorities have plans to strengthen sensitization on sanitation and hygiene using community health workers and also encourage health facilities in the district to visit the DSC and utilize the services offered as well as purchase key products needed for hygiene and sanitation.

"We have seen a significant reduction in hygiene related cases as a result of the support we have from USAID Isuku Iwacu in relation to latrine construction and BCC activities. Diarrhoea and related hygiene diseases were common but today, most families



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Photo: USAID Isuku Iwacu's Sanitation Officer, Sam Noheli explains the latrine technologies to the business retailers from sectors across Ruhango district

know what it takes to prevent these diseases,” she explained.

The DSC operator of Ruhango district, Principe Ndayiringira and USAID Isuku Iwacu's Sanitation Officer, Sam Noheli showcased the products at the DSC and explained use and costs of products and latrine technologies available on site.

“Building business partnerships through this meeting will indeed increase access to sanitation and hygiene products in Ruhango district. I get calls from customers in far sectors like Kinazi (one and half hours away from the DSC) and Kabagari (two hours away from the DSC) but reaching these customers with the products they need becomes a challenge. I am ready to build strong business ties with all of you and supply all the products needed by our population,” Ndayiringira explained.

In collaboration with the project, over 2000 voucher latrines have been constructed in Ruhango district with the support of the DSC. According to Ndayiringira, the DSC was established in 2018. Since then, about 300 customers have built their latrines through information and services offered by the DSC. Support from district authorities has been key in promoting the centers and sanitation in general.

Among the products sold at the DSCs are sanitizers, toilet paper, handwashing stations, latrine products like sato pans, liquid soap and other latrine related technologies.

USAID Isuku Iwacu is a 4-year Activity that was awarded in 2016 to improve sanitation of one million Rwandans in eight targeted districts to live in open defecation-free (ODF) environments. The project aims to help over 500,000 Rwandans gain access to improved household sanitation. Among the other activities, USAID Isuku Iwacu has also supported households in the eight districts to improve sanitation by constructing and improving latrine facilities.