

## Unlocking the Demand for Water+ Services

### RANO HP: A case study in water+ programming

“After using my previous open-pit latrine I had to take a shower to remove the smell. During periods of rain, feces could be seen floating in the runoff water,” recalls Mrs. Raharisolohanitriniala Holdefa, a widow and mother of 5 living the coastal city of Tamatave in Madagascar.

Mrs. Holdefa is one consumer who has benefited from “Rural Access to New Opportunities for Health and Prosperity” (RANO HP), a USAID-funded program implemented by CARE and partners to bring water services to rural Madagascar, engage its people, and encourage sustainable maintenance. She was able to use a microloan from the program to invest in an alternating double-pit pour flush latrine with sealed pits and a hygienic ceramic slab.

Madagascar is a country with 22 million people, but less than 30 percent of its rural population has access to safe drinking water and less than 20 percent use a hygienic toilet. Not only do people lack access, but the water sources that do exist are poorly maintained. In an inventory conducted in 2010, CARE found a water point functionality rate of only 20 percent in 42 rural communities. Lack of safe water inhibits the country’s development and increases the likelihood of poor health and disease among its people.



To address these problems, RANO HP has fostered public-private partnerships between communities and private companies to maintain and manage piped water supply systems. Under the partnerships, these water companies ensure the operation, management, and maintenance of water systems in rural areas. Households pay different fees for water based on whether they share a water connection with other families or have a private one on their property.

Through this project, CARE has seen reliable water services provided by the companies and consistent payment by the users. On the sanitation side, private providers that are linked to microfinance institutions offer a range of latrine models at different price points. RANO HP’s results show that even people with little disposable income in developing countries, like Mrs. Holdefa, are willing to invest in water or sanitation services when given the option. This is encouraging for the long-term return on aid dollars invested in these crucial services.

After three years, RANO HP has been able to increase water supply access and enhance sanitation coverage rates in 26 communes in rural Madagascar. Approximately 25,000 people are estimated to have gained access to an improved water supply as a result, and they are paying to maintain those services just like consumers in higher income countries.

Too many people still lack access to safe water and adequate sanitation, but by using aid funding to unlock the demand—and local payment—for these services, there is hope that people like Mrs. Holdefa will have the opportunity to invest in a better life and in better health for their families.