

LIVE WEBINAR

Creating Market With ITI learners & Nano - Unicorns

Skilling on handwashing station designs to strengthen the supply chain of COVID-19 response

Wednesday, 09th June 2021, 5:00 to 6:00 PM

Facilitated by



Water For Women





The “New Normal”

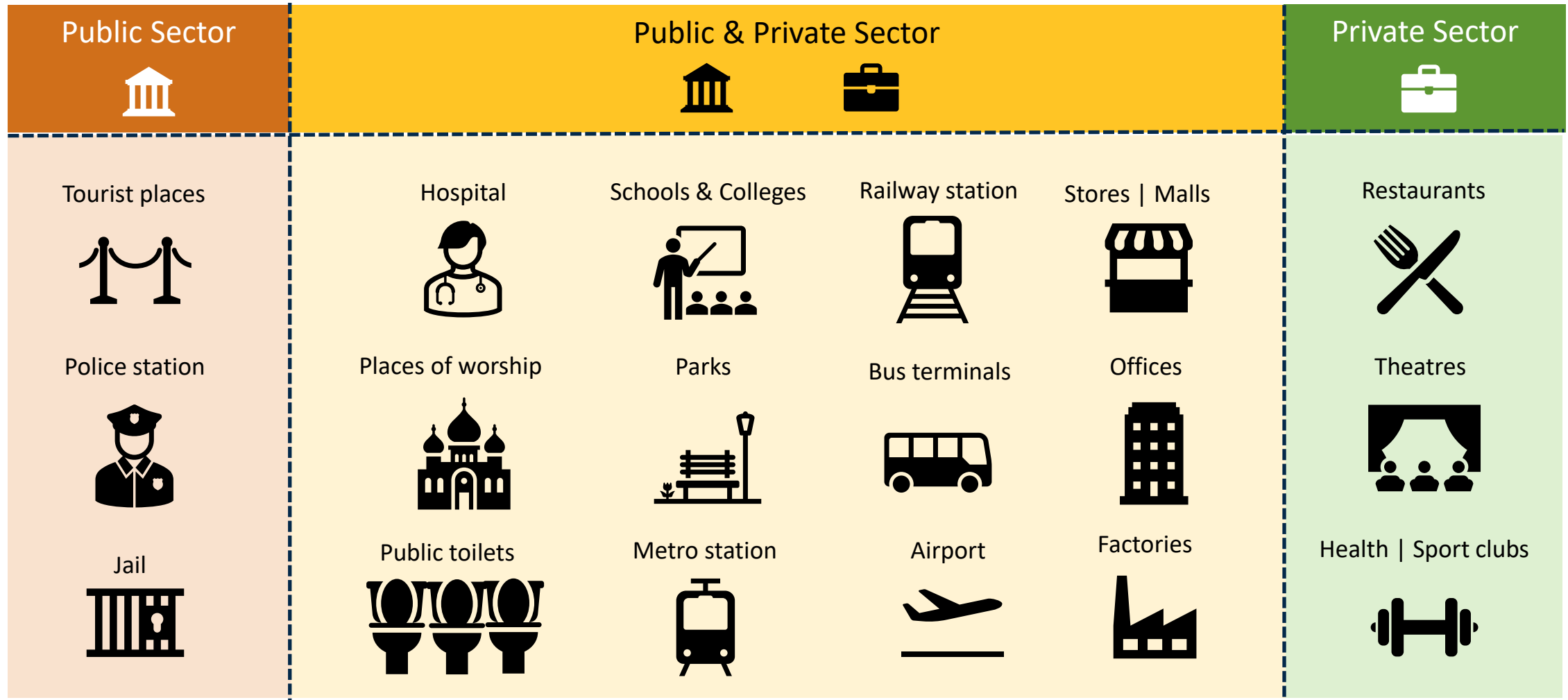
- The COVID-19 pandemic has thrown a spotlight onto the role of community behavior in alleviating the spread and impact of infection and disease.
- Hand hygiene can play a critical role in the prevention of respiratory infection, including COVID-19.
- The COVID-19 pandemic has created a demand for behavior change and sustained practices of Handwashing with soap.
- The crisis has triggered **renewed interest** and a **rapid scale-up of handwashing facilities**, and at the same time a wide range of **new designs**, resulting in the creation of **market opportunities** for aspiring entrepreneurs.

“ Save lives: Clean your hands ”

World Health Organization



Potential market segments (*illustrative*)



An exclusive focus on the urban poor must remain. There is market potential for handwashing stations in slum areas, community toilets, Anganwadi centers, Government housing units, etc.

Market capture approach: High level

IDENTIFY

Handwashing Station Manufacturer (HSM) understands the market

1. Target segments
2. Unmet need
3. Target client
4. Key decision maker(s)

AWARENESS

HSM tries to engage with the key decision maker of the target clients to build awareness on product portfolio, value proposition, etc.

The HSM will have to develop marketing collateral and undertake some social media campaigns to promote their product

INTEREST

Interested target client(s) will request for more detailed information on select products. They may also request for a demonstration project to physically verify the quality & performance of the product

DESIRE

Interested target client(s) will request for a commercial proposal from all shortlisted HSMs

ACTION

HSM enters into a commercial agreement with the Target client(s)



Contact us

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