



TRACK RECORD

Market Development Services

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Market Development & Activation Services

JITAs market development & activation team emphasizes on developing consumer knowledge, education and awareness in the areas of nutrition, health, hygiene & technology by conducting rural campaigns through creative partnerships. The team designs and conducts activation programs through rural household yard meetings, rural market events, and school/college programs, door to door communications which provide solutions to the challenges of product orientation/information, product availability assurance and developing market linkages.

JITAs market activation team is continuously evolving with market needs and strives to remain responsive to its client's objectives in the most efficient and effective way possible with the use of our existing infrastructure and extensive market reach through JITAs field operations.

For any queries, concepts, proposals and collaboration:

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The Women Led Awareness Program for Rural BoP Consumers



Client: Société BiC
Project Duration: March 2012 – December 2017

BiC is one of the largest and renowned stationary and shaving kits manufacturer of the world. They are one of the very few socially responsible corporate citizens who cares for the earth and its people. With a view to enhancing their social responsibility, BIC started working with JITA in 2012 with the objective of empowering vulnerable women of Bangladesh and to create an impactful change to the lives of these women.

This collaborations' key focus has been to improve the lives of rural women through activations, events, yard meetings and lastly by empowering them. In addition to these, the partnership is also working to convince and convey hygiene messages to males. All these activities has been very successful in creating consumer awareness about hygiene; brand promotion and understanding marketing and communication strategy for BIC.

1,290 women were trained to convey hygiene messages door-to-door in 2012.

147 events were organized that reached of **21,000** BoP consumers with hygiene messages in 2013.

In 2014, another 141 activation events reached **56,000** consumers with health and hygiene messages.

In 2016, scaled up the reach to **104,000** individuals through door-to-door session, school campaign and rural market activation.

Inclusive Business Project on Skin Care Products in Bangladesh



Client: Shiseido Company Ltd.

Project Duration: January 2012 – December 2019

JITA and Shiseido came together to bring a complete skin care package for the rural BoP consumers at an affordable price. The project began with research based on the consumer demand and acceptance of the skin care package and then creating a product range based on the results. Alongside the research, JITA conducted market activation events and sessions promoting a healthier and hygienic cooking and skin care habits.

Product Testing

The skin care product testing was conducted over Upper BoP consumers in Tangail region through different sessions followed by Home-Stay activity. The research team conducted product testing by involving BoP consumers followed by market survey in order to get valuable insights around product intake and usage behavior.

Test Marketing

Shiseido has developed their proto-type products and sell the products as testing the market. The test marketing took place for a year, where promoters run market creation programs, represent and sell the product.

Activation Workshops

Door to door awareness campaign, school and college events, product demonstration sessions, RMG Factory sessions are the key medium of informing women consumers about healthy skin care and lifestyle.

Health Camp

JITA also ran health camps with targeted female students checking weight, height, skin moisture, BMI and consultancy with local specialist to increase the awareness of healthy skin care and healthy food intake.

To Reach PROOFS Nutrition and Hygiene Objectives in Bangladesh



Client: BoP Inc.

Project Duration: April 2015 – March 2016

JITA, ICCO – a Dutch international NGO and BoP Innovation Centre (BoP Inc.) collaborated for the PROOFS project to improve food security and prevent malnutrition for farmers' households based on a market-based delivery model. JITA, with an extensive last mile distribution model linked the Nutrition Sales Agents (NSAs) of the PROOFS projects to its Hubs and engaged Aparajitas (JITAs last mile sales women) in the sales of PROOFS products, while including the PROOFS products into JITA's basket of goods. Simultaneously, JITA aimed to create access to increased number of relevant, affordable nutritious food and hygiene products and services and provided knowledge and behavioral skills to increase dietary diversity.

To increase the NSAs accessibility to the nutritious food and services, they were immediately tagged with the existing JITA hubs and simultaneously Aparajitas were being recruited in the existing hubs to work with 80 Farmers Business Groups (FBG). Awareness and linkage events were conducted to improve dietary diversity, breastfeeding and complementary feeding practices of Rural Households. The consumers were shown the best ways to prepare food in order to maximize the nutrition intake of individuals. The entire awareness creation program followed a heterogenic Nutrition Module, which contained 3 flip charts and 12 videos.

The activation was done through Product Demonstrations and reached about **40,000** households at the Base of the Pyramid.

Activation of Senora Sanitary Pads



Client: Square Toiletries Ltd.

Project Duration: November 2012 – January 2013

JITA Bangladesh conducted a 4 month long market creation program for Square Toiletries 'Senora Sanitary Napkin' focusing on the female habitants of rural areas of Tangail and Rangpur. Considering the rural ignorance and taboo over hygiene and sanitary napkin, JITA put forward the utmost effort in educating rural women (especially adolescent girls) about safe and hygienic sanitary practices and branding 'Senora' as an appropriate solution. The objective of the campaign was to change rural female population behavior on using hygienic sanitary napkin and making Senora their household brands.

Peer Educator Interactive sessions, Schools Campaigns covering **3,000** adolescent girls and Yard Meetings with **2,000** women of different age groups from 60 were conducted with messages on sanitary hygiene problems, product demonstrations, free samplings and direct linkages with Senora through JITA Aparajitas.

Through the activation programs, the project has reached 6 schools – female students ranging from Class – 7 to 9. Around 20 yard meetings and 400 household surveys were conducted through which the activation reached around **5,000** target audiences.

Pilot Inclusion of d.light Solar Lamp: Creating Demand, Assessing Distribution Effectiveness and Market Acceptance



Client: d.light Inc.

d.light is a global solar energy company delivering affordable solar home and power solutions for 2 billion people without access to reliable energy. JITA partnered with d.light to run a piloting to "Create and establish an appropriate JITA Operational Model and delivery system for d.light products through pilot basis integration of JITA distribution model and JITA Market Research/ Promotion approach". This is to assist in the decision of connecting D.light Solar Lamp for the suitable Bangladeshi market including the Base of the pyramid (BoP).

During the six months' pilot phase, JITA channeled d.light products through ten selected distribution hubs where total 5 Brand Activators and 200 sales women extensively worked on promoting and selling d.light lamps. Each hub experienced at least 3 rural market events per month thus a total of 180 events were conducted in ten hubs during the 6 month pilot period. JITA Aparajitas were given specialized training before starting the operation.

Impact Measurement

The team also conducted an impact assessment to understand consumer awareness and sales performance of the newly launched products. The report further assisted d.light Inc. in developing scalable network for the distribution and marketing of D.light Solar Lamps in Bangladesh.

School Health Nutrition Campaign



Project Duration: October - November 2011

JITA Bangladesh conducted the Grameen Danone Foods Ltd 'Health-Nutrition School Campaign' to create consumer needs among 8-13 year old age groups by transmitting knowledge and understanding in the areas of health, hygiene and nutrition, thus introducing the then newly launched GDFL product. This included following key goals.

- To develop nutrition-hygiene knowledge and understanding of the school going children,
- To promote information about new Shakti Pouch that has clear impact on children's health,
- To target a wider variety of social issues/problems and finally,
- To trigger up the latent demand of the children, that can be fulfilled by new Shakti pouch.

10 separate activation teams consisting of 2 team members each took responsibilities of a specific number of school campaigns. The programs were of 30-60 minutes each. JITA activation team presented the significance of nutrition and Shakti pouch's capacity to fulfill zinc and iron deficiency through interactive storytelling and quiz contest method. School children experienced Shakti Pouch sample through games activities. The supply chain was linked to each school by introducing JITA Aparajitas at each respective school area.

The project reached **100** primary schools through an effective communication method. The undertaken school campaign reached more than **10,000** students with the message of nutrition-hygiene and Shakti Pouch.

40-50% participants got the intended message of health-nutrition.

20-30% participants attained brand awareness about the GDFL product.

45,000 pieces of Shakti Pouch were sold during the one month activation period in the campaign areas.

JITA Intervention in Public-Private Partnership Initiatives to Improve Health Workforce



Client: GlaxoSmithKline
Project Duration: January - December 2013

JITA Bangladesh participated in the Public Private Partnership Approach of providing Health Worker Service in hard to reach areas in Sunamganj and Sylhet belt with GSK, CARE and Government of Bangladesh, in order to establish and run a unique business model for health workers through which the program can be sustainable in the long run without further intervention/donor fund.

The project built communication with the community: Union Parsihad, Opinion Leaders, Educational Institutes such as schools/colleges, Medical service Institute Hospitals, Maternity health services, local NGO's which will help in building the job description as well as finding a suitable source for Health Workers(HW).

JITA created a training module with GSK-CARE. The module included training chapters on business/sales skills- consumers/community communication, sales method, distribution system, demand creation/forecasting, and sales route planning.

The team developed sales route for the HW by having geographical understanding of community variables such as consumer spread, schools/colleges, hospitals/maternity service, NGO's etc.

JITA linked community's' lead players and institutions such as UP Chairman, Local Medical Officer, Maternity clinic authorities and Community Opinion Leaders with the project plan.

The Community leaders were invited to the events and activations which took place to get introduced to the HWs and the services they were providing to his/her communities; Uthanboithak and school programs were also arranged to reach out to the maximum number of consumers.

Project Laser Beam: School Gardening and Sales Program



Client: Unilever Bangladesh Ltd.
Project Duration: June 2012 – June 2013

JITA Bangladesh established a partnership with Unilever Bangladesh in order to create women empowerment and to build nutrition and hygiene awareness/access consequently promoting child nutrition under Project Laser Beam (PLB) in Shatkhira Region of Southern Bangladesh. Project Laser Beam is a \$50 million public-private partnership to eradicate child malnutrition in Bangladesh. JITA has integrated its supply chain and nutrition-hygiene models in PLB initiative to create an amplified impact aligned with the objective of improving the livelihood and health condition of PLB targeted region.

As a sustainable social business model, JITA is implementing its Rural Supply Chain model in Shatkhira through which 200 poor marginalized women are empowered through employment opportunity, as a result the 200 respective families got economic capacity of having nutrition-hygiene necessities. Each JITA sales ladies on average covered 50 households with nutrition/hygiene products which also came under beneficiary groups of JITA operations. Simultaneously, 2000 Primary- School going children was educated regarding health, hygiene and nutrition through School Gardening Program.

After completion of 1 year project partnership,

200 marginalized poor women were given a sustainable source of income as JITA Sales women to fight child-malnutrition in their families.

10,000 households were benefited as they were covered by JITA sales ladies with nutrition/hygiene products.

Aparajitas were directly linked for selling vegetable seeds and hygiene product such as hand soaps to **3,000** primary-school going children and their families/parents through School Gardening and Health-Hygiene Program.

Project: Feed the Future Bangladesh Nutrition Activity



Donor: USAID.

Project Duration: January 15, 2021 – Continuing

JITA is working as a sub-awardee for USAID funded Feed the Future Bangladesh Nutrition Activity as part of its Bangladesh Nutrition Activity program. This project focuses on building a sustainable market based model consisting of female last mile sales agents to promote improved nutrition and WASH conditions within their native communities while being economically empowered.

These last mile sales agents will act as grassroots level change agents; building community knowledge, driving demand and bridging access to products/facilities. Apart from building these women's entrepreneurial capacity, JITA will also establish a supply chain system to support them.

This system will include a channel for agriculture produce and another for nutrition as well as WASH products. Additionally a third channel will exist to help these women sustain financial stability, which includes (but not exhausted to) daily essential commodities and farming inputs.

As of December 2021, **126** marginalized poor women were given a sustainable source of income as female sales agents who were engaged in market based activities to improve nutrition and WASH outcomes. **13,000** households were benefited as they were covered by these last mile agents with nutrition and WASH related products.

Social Business Development Training for Private CSBAs



Client: CARE Bangladesh
Project Duration: February 2021- March 2021

CARE Bangladesh along with GlaxoSmithKline (GSK) and other key stakeholders, has been implementing a Community Health Worker (CHW) Initiative since December 2012, which aims to improve health and nutrition status of women and children of remote underserved areas through developing sustainable and resilient community healthcare providers in Sunamganj district. After an enormous success CARE Bangladesh prolonged this project and aimed for Netrokona district of Bangladesh.

The goal of developing Private Community based Skilled Birth Attendants (private CSBAs) in Netrokona is to provide safe skilled delivery in the hard-to-reach unserved rural sectors, reduce mortality rate, improve mother and child nutrition. To this end, the project envisages creating awareness and demand for the services of private CSBAs. Moreover, it is expected that at least **100** PCSBAs will find employment and/or develop their own venture after completion or at least within the project period (i.e. within six months of their attainment).

In this regard, a Social Business Skills development training program was designed by JITA Social Business Bangladesh Ltd. through engendering entrepreneurial knowledge and skill to these PCSBAs in the public/private sector within the rural community, so that they can systematically develop and expand their own businesses. Consequently, CARE Bangladesh and JITA organized training on "Social Business Development" for the PCSBAs at a local NGO called Sabalamby Unnayan Samity (SUS) in Nerokona District.