



**HYGIENIC, SMART AND AFFORDABLE
PUBLIC SANITATION FOR ALL**



B H U M I J O

WHY BHUMIJO

For 5 million people on everyday Dhaka Street has only 50 usable public toilets.

90% women drinks less water will out to avoid dirty public toilets which causes them UTI



Image :M.A. Ahad, 2012

Bhumijo ensures access to **hygienic public sanitation for all** in Bangladesh.

Well designed and technology enabled **smart management** ensures quality. Bhumijo specially cares for **women children and differently ables**. Our focus on **business sustainability** ensures that **urban poor** will continue to receive sanitation services without disruption.

Started journey in **2017** by creating countries first women only toilet at Gausia market, Dhaka. Serving **3500 / day** through **13 facilities**.



BHUMIJO FACILITY FEATURES

Bhumijo facilities include- male toilet, urinal, wash stations, drinking water, shower separate female facilities and differently abled-friendly toilet with wash stations and diaper changing station.

Video, static and audio advertising spaces are available both inside and outside the facility.

Additional features include laundromat and refreshments (tea, snacks etc).

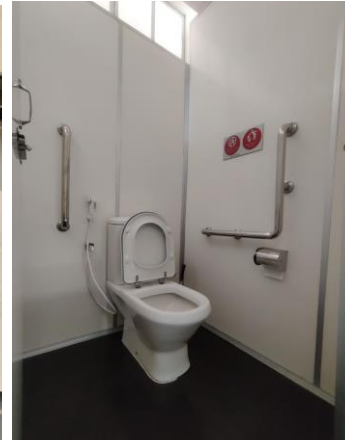
The facilities are equipped with smart entry, feedback, digital payment and security system.



Baby Diaper Change



Water atm and auto entry



Commode



Hand wash stations



Toilets

FACILITY MANAGEMENT



trained care takers.

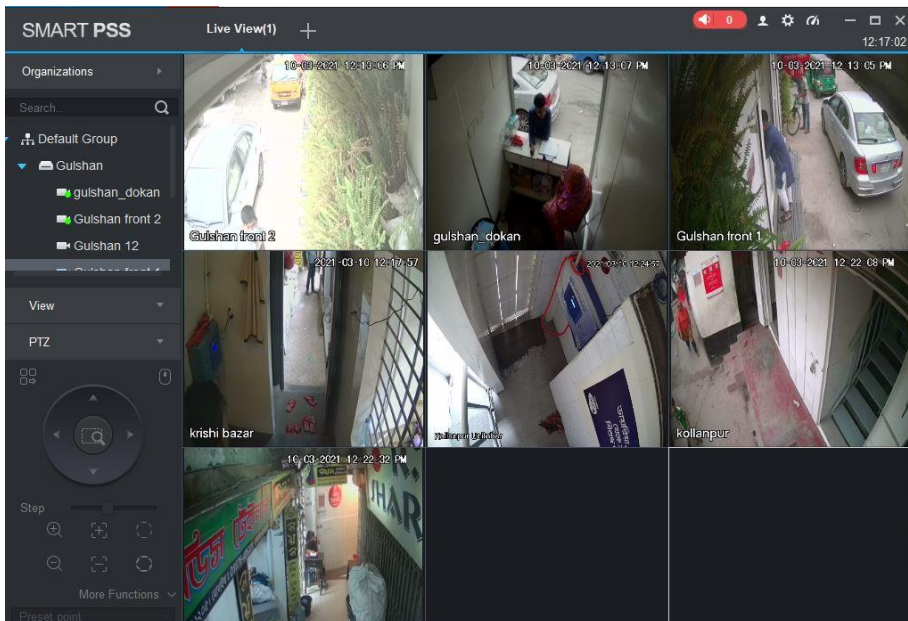


Automatic entry and water ATM

Personnel

Department	Personnel ID	First Name	Last Name	Card Number	Department N.	Department N.	Gender	10.0 FP Qty	9.0 FP Qty	Vein Quantity
	13			5314189	1	BHUMJU LTD	Male	0	0	0
	14			5299478	1	BHUMJU LTD	Male	0	0	0
	15			5281744	1	BHUMJU LTD	Male	0	0	0
	16			5304806	1	BHUMJU LTD	Male	0	0	0
	17			5285240	1	BHUMJU LTD	Male	0	0	0
	18			5284916	1	BHUMJU LTD	Male	0	0	0
	19			5277500	1	BHUMJU LTD	Male	0	0	0
	20			5294396	1	BHUMJU LTD	Male	0	0	0
	21			5311558	1	BHUMJU LTD	Male	0	0	0
	22			5315395	1	BHUMJU LTD	Male	0	0	0
	23			5312757	1	BHUMJU LTD	Male	0	0	0
	24			5307018	1	BHUMJU LTD	Male	0	0	0
	25			5285210	1	BHUMJU LTD	Male	0	0	0
	26			5302183	1	BHUMJU LTD	Male	0	0	0
	27			5316161	1	BHUMJU LTD	Male	0	0	0
	28			5284185	1	BHUMJU LTD	Male	0	0	0
	29			5285995	1	BHUMJU LTD	Male	0	0	0
	30			5305259	1	BHUMJU LTD	Male	0	0	0
	31			5311728	1	BHUMJU LTD	Male	0	0	0
	33			5295742	1	BHUMJU LTD	Male	0	0	0
	34			5285252	1	BHUMJU LTD	Male	0	0	0
	35			5308866	1	BHUMJU LTD	Male	0	0	0
	36			5287780	1	BHUMJU LTD	Male	0	0	0
	38			5315340	1	BHUMJU LTD	Male	0	0	0
	40			5278080	1	BHUMJU LTD	Male	0	0	0
	49			5310807	1	BHUMJU LTD	Male	0	0	0
	51			24520	1	BHUMJU LTD	Male	0	0	0
	52			10703	1	BHUMJU LTD	Male	0	0	0
	53			2697679	1	BHUMJU LTD	Male	0	0	0
	55			2711496	1	BHUMJU LTD	Male	0	0	0
	100			9122340	1	BHUMJU LTD	Male	0	0	0

Real time usage data



Security system



Smart card



trained operation executives.

Development



Planning and design

Research.

Construction.

Core Services



Toilet pay per use

Toilet subscribed use

Shower pay per use

Drinking water

Advertisement

Additional Services



Laundry

Locker Service

Product sale

1. Build (New or renovation) and Operate

- Developed by Bhumijo with own / partner funding on government / private land.
- Bhumijo operates based on contract with land owner.
- Operation cost covered by Bhumijo.
- Revenue from the operation collected by Bhumijo



Example: DNCC Bazar toilets

2. Operate

- Developed by government or non government
- Bhumijo operates based on contract with developer / owner.
- Full operation including cleaning, maintenance and supervision.
- Operation cost covered by Bhumijo.
- Revenue from the operation collected by Bhumijo



Example: Sonarga museum toilet

3. Management service provider (B2B)

- Developed and managed by non government
- Bhumijo manages on behalf of partner NGO under PTMC guidance .
- Operation cost covered from toilet revenue and partner subsidy.
- Revenue from operation goes to public toilet account
- Bhumijo gets management service fees from NGO partner.



Example: Wateraid public toilets



Steel portable toilet

Budget BDT 10 – 15 lac

Size 80 – 240 sft



Renovation of existing toilet

Budget BDT 05 – 10 lac

Size 160 – 250 sft



New civil construction

Budget BDT 08 – 10 lac

Size 180 – 220 sft

TEAM



Farhana Rashid,
Co founder and CEO
Architect and planner



Md. Masudul Islam,
Co founder and COO
Architect and Urban Designer



Tanzeen Ferdous Alam
Independent Director
marketing director,
Bangladesh Unilever

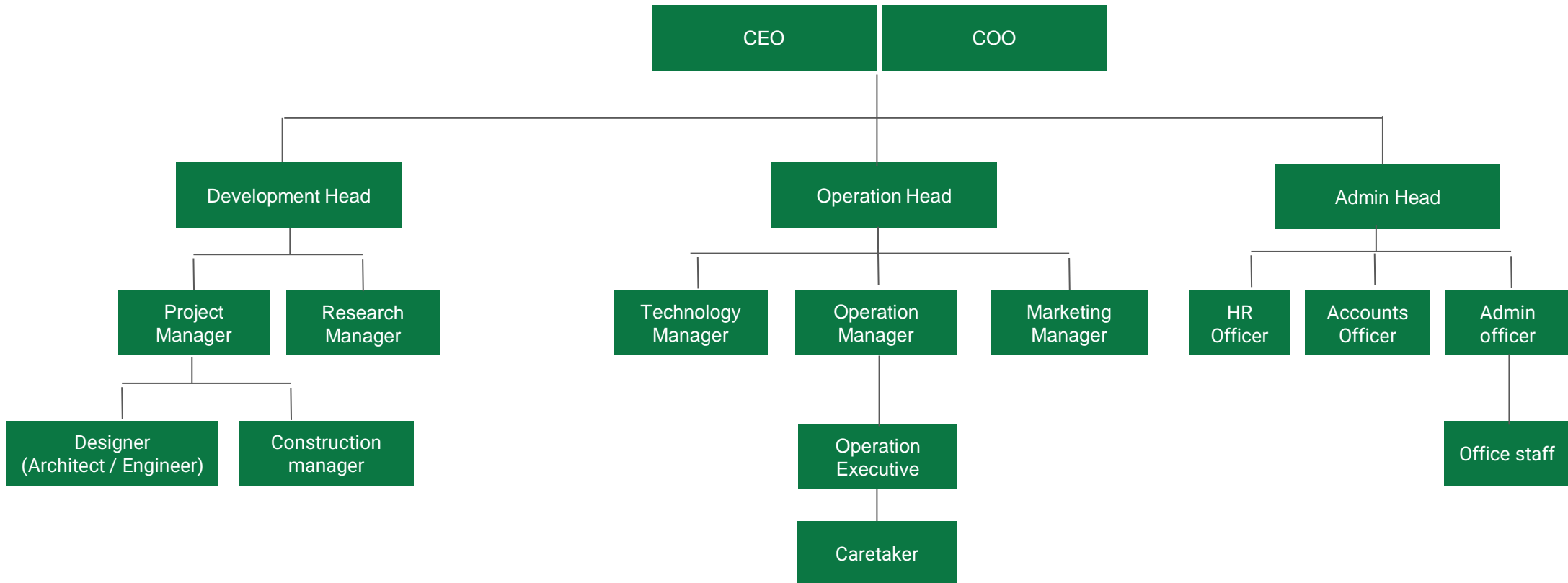


KAM Morshed
Director from BRAC
Senior Director, BRAC

Development
10 employee

Operation
30 employee

Admin
05 employee



PARTNERS

TYPE		ORGANIZATION	ROLE
01	GOVT.	<ul style="list-style-type: none"> - Dhaka North City corporations - WASA, DESCO - Start up Bangladesh - Bangladesh Railway 	<ul style="list-style-type: none"> - Permission to build and operate on Gov land. - Infrastructure development - Utility connection - Strengthen govt connection
02	PRIVATE	<ul style="list-style-type: none"> - Unilever, IPDC, SMC - Lootel - School of Dignity 	<ul style="list-style-type: none"> - Customer for advertisement service - Infrastructure financing. - Technology development - Training program development
03	NGO / INGO	<ul style="list-style-type: none"> - Water Aid - IDE - DFID - SNV - Brac - Rotary 	<ul style="list-style-type: none"> - Infrastructure financing. - Community Awareness development
04	INSTITUTION	<ul style="list-style-type: none"> - Engineering school (BUET) - Business school (IBA) 	<ul style="list-style-type: none"> - Technology research. - Business research.

BHUMIJO DESIGNED FACILITIES



Gulshan 1



Noor mansion women only



Kollanpur community



Airport Rail ways station Toilet



Krishi bazar



Mirpur 6 kancha bazar

TRACTIONS



Design: 14,
Maintenance: 8
construction: 5
Research: 2



6,41457 men



160000 women



6000 children

COMPETITION

TYPE

O&M MODEL

INFRASTRUCTURE QUALITY

SERVICE QUALITY

SERVICE PRICE



Pay and use toilets

Operator engaged by market committee .
Most common model.

No provision for women and differently ables (mostly).
Improper layout, material and fixtures.

The facilities are dirty, derk, have maleodor
Lack of maintenance
Operator is not trained.

Market community pays a monthly fee of BDT 30 -150 / shop for toilet.
Shoppers / outside people pay per use (BDT 2 – 5) for toilet.



Mosque toilets

Managed and operated by mosque committee through own staff.

No provision for women and differently ables (mostly).
Improper layout, material and fixtures.

Open only during prayer hour
Don't have any dedicated operator.
Relatively clean than market toilets.

Free for toilet use



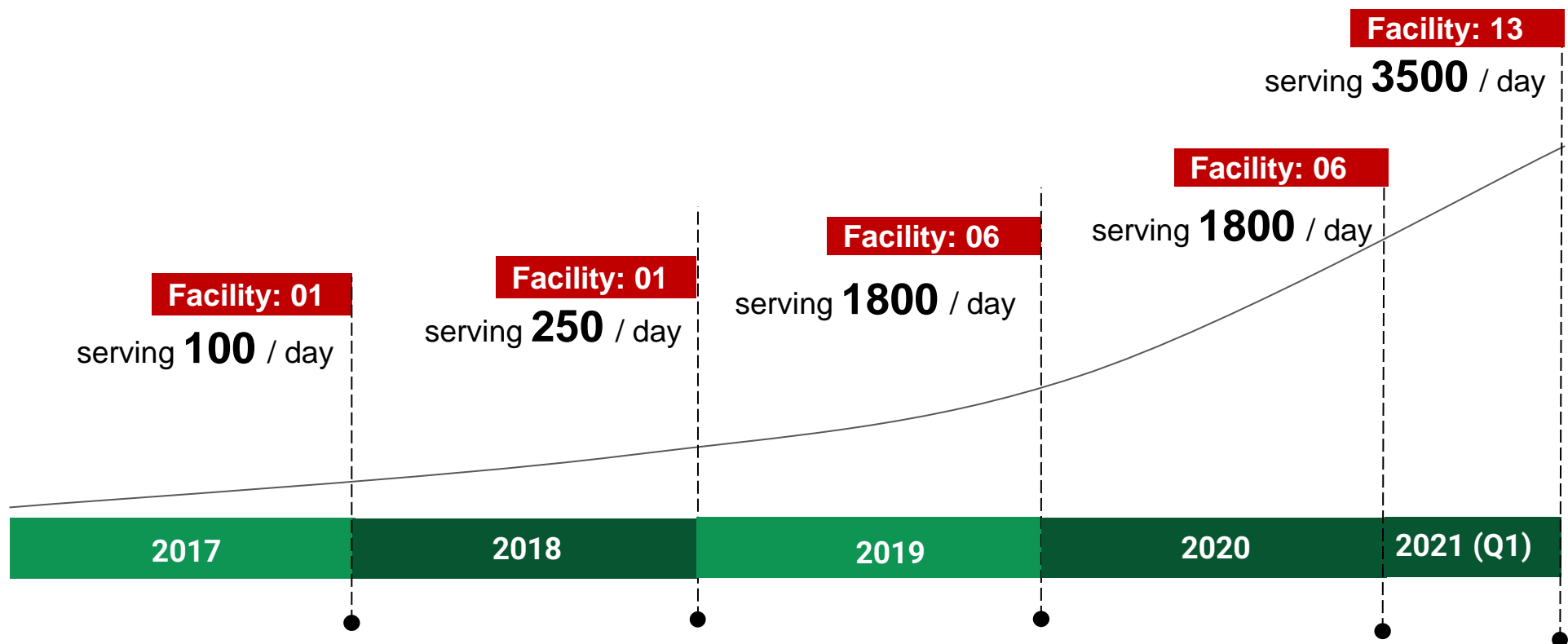
Bhumijo Toilets

Managed and operated by Bhumijo.

Well designed facilities with good ambiance, light and ventilation.
Inclusive for women and differently ables.

Clean and hygienic service through trained operator.
Technology enabled for efficient management.

- BDT 100 - 300 / month for subscribed use
- BDT 3 / use for subscribed toilet use.
- BDT 5 / toilet use
BDT 10 / shower.



First Pilot



1st Investment



Transform Award by Unilever global and DFID



2020 cohort Toilet Board accelerator

Smart city award by UNDP Bangladesh for best implemented project



Youth urban professional Award by IHS, netherland

WHERE WE ARE	WHAT WE NEED	TARGET 2025
<p>14 FACILITIES</p> <p>3.5 K CUSTOMER / DAY</p>	<p>PROFITABLE SANITATION MODEL Test profitability of the sanitation centers ensuring quality of service.</p> <p>CAPACITY BUILDIN Build strong team with trained stuff and technology enabled management.</p> <p>PARTNERSHIPS Develop strong with government and private sector for scale up.</p>	<p>100 FACILITIES</p> <p>100 K CUSTOMER / DAY</p>



B H U M I J O

Thank you

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