



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



Presentation by  
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Founder and CEO  
Bhumijo

# 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**.



## 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

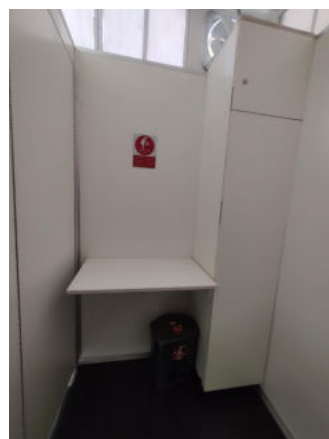
# BHUMIJO FACILITY FEATURES

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).

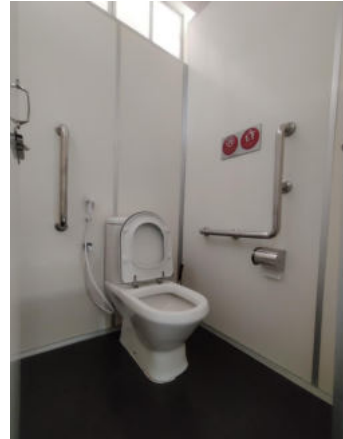
The facilities are equipped with smart entry, feedback, digital payment and security system.



Baby Diaper Change



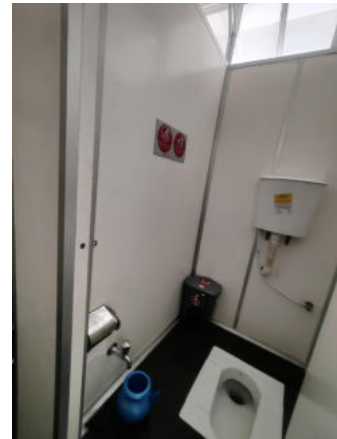
Water atm and auto entry



Commode



Hand wash stations



Toilets

# FACILITY MANAGEMENT



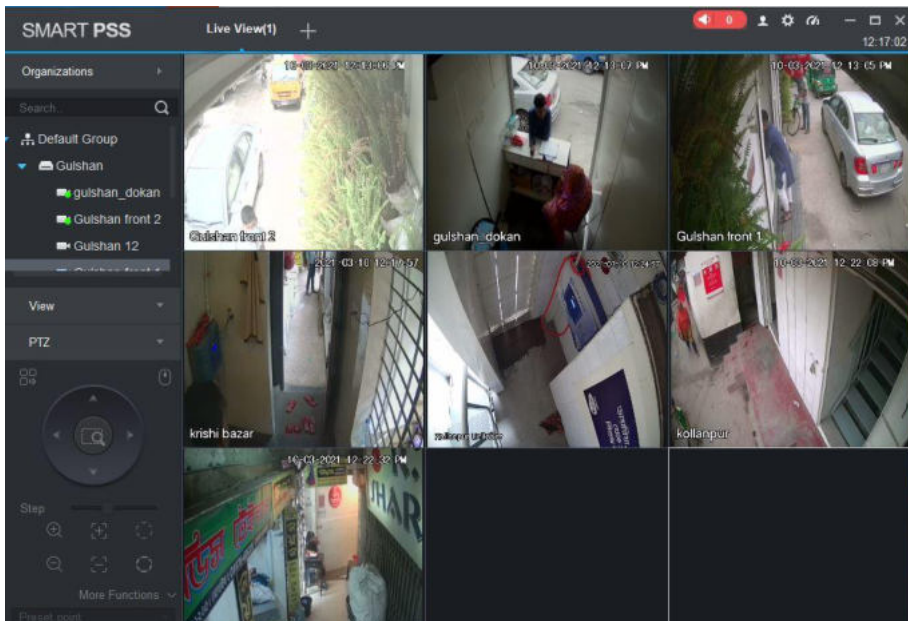
trained care takers.



Automatic entry and water ATM

Personnel ID	First Name	Last Name	Card Number	Department N.	Department N.	Gender	10.0 FP Qty	9.0 FP Qty	Ven Quantity
13			5314189	1	BHURJUO LTD	Male	0	0	0
14			5299478	1	BHURJUO LTD	Male	0	0	0
15			5281744	1	BHURJUO LTD	Male	0	0	0
16			5304806	1	BHURJUO LTD	Male	0	0	0
17			5285240	1	BHURJUO LTD	Male	0	0	0
18			5284916	1	BHURJUO LTD	Male	0	0	0
19			5277900	1	BHURJUO LTD	Male	0	0	0
20			5294386	1	BHURJUO LTD	Male	0	0	0
21			5311558	1	BHURJUO LTD	Male	0	0	0
22			5315395	1	BHURJUO LTD	Male	0	0	0
23			5312757	1	BHURJUO LTD	Male	0	0	0
24			5307018	1	BHURJUO LTD	Male	0	0	0
25			5285210	1	BHURJUO LTD	Male	0	0	0
26			5302183	1	BHURJUO LTD	Male	0	0	0
27			5316161	1	BHURJUO LTD	Male	0	0	0
28			5284185	1	BHURJUO LTD	Male	0	0	0
29			5289995	1	BHURJUO LTD	Male	0	0	0
30			5306259	1	BHURJUO LTD	Male	0	0	0
31			5311728	1	BHURJUO LTD	Male	0	0	0
33			5296742	1	BHURJUO LTD	Male	0	0	0
34			5285252	1	BHURJUO LTD	Male	0	0	0
35			5308866	1	BHURJUO LTD	Male	0	0	0
36			5287780	1	BHURJUO LTD	Male	0	0	0
38			5315340	1	BHURJUO LTD	Male	0	0	0
40			5278080	1	BHURJUO LTD	Male	0	0	0
49			5310807	1	BHURJUO LTD	Male	0	0	0
51			24520	1	BHURJUO LTD	Male	0	0	0
52			10703	1	BHURJUO LTD	Male	0	0	0
53			2697679	1	BHURJUO LTD	Male	0	0	0
55			2711496	1	BHURJUO LTD	Male	0	0	0
100			9122340	1	BHURJUO LTD	Male	0	0	0

Real time usage data



Security system



Smart card



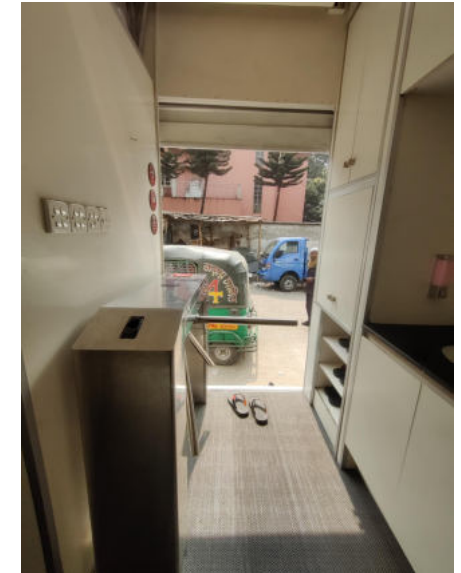
trained operation executives.



# Incorporation of Smart Toilet technology

Two type of entry system has been incorporated

1. Tripod Turnstile
2. Access Control





## 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**

Size 80 – 240 sft



**Renovation of existing toilet**

Size 160 – 250 sft



**New civil construction**

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

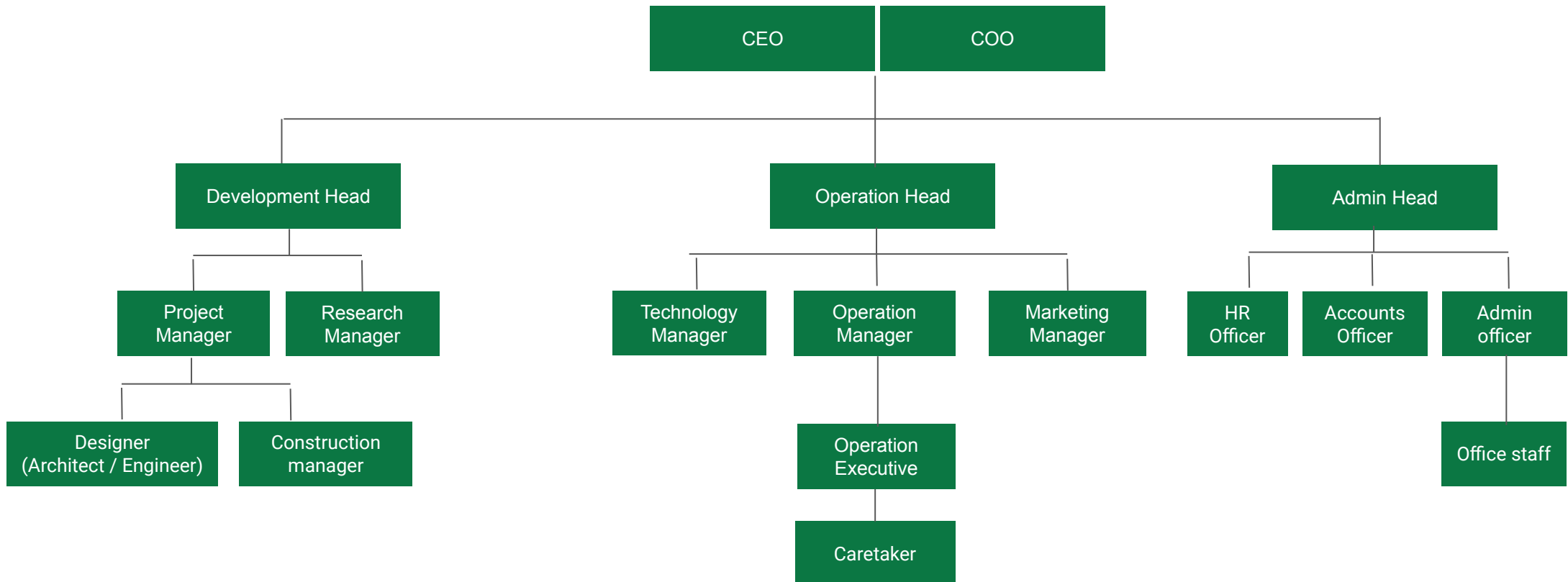


**KAM Morshed**  
Director from BRAC  
Senior Director, BRAC

**Development**  
**10** employee

**Operation**  
**30** employee

**Admin**  
**05** employee



# PARTNERS

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

# BHUMIJO DESIGNED FACILITIES



Gulshan 1



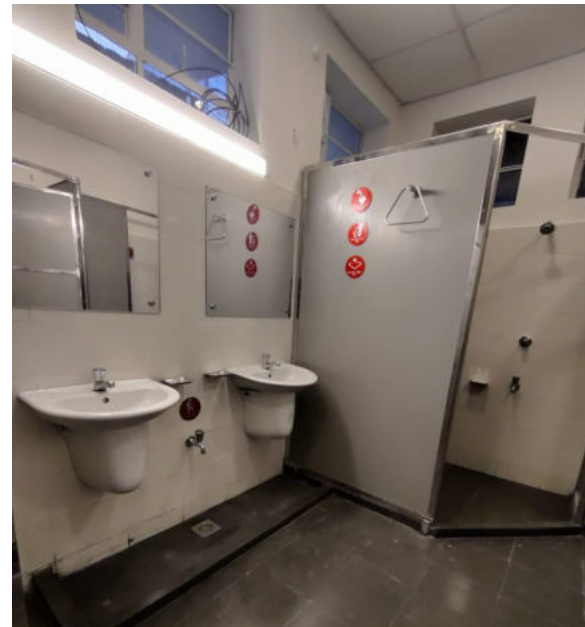
Noor mansion women only



Kollanpur community



Airport Rail ways station Toilet



Krishi bazar



Mirpur 6 kancha bazar

# TRACTIONS



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



6,41457 men



160000 women



6000 children

# COMPETITION

## TYPE



**Pay and use toilets**

## O&M MODEL

Operator engaged by market committee .  
  
Most common model.

## INFRASTRUCTURE QUALITY

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

## SERVICE QUALITY

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

## SERVICE PRICE

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



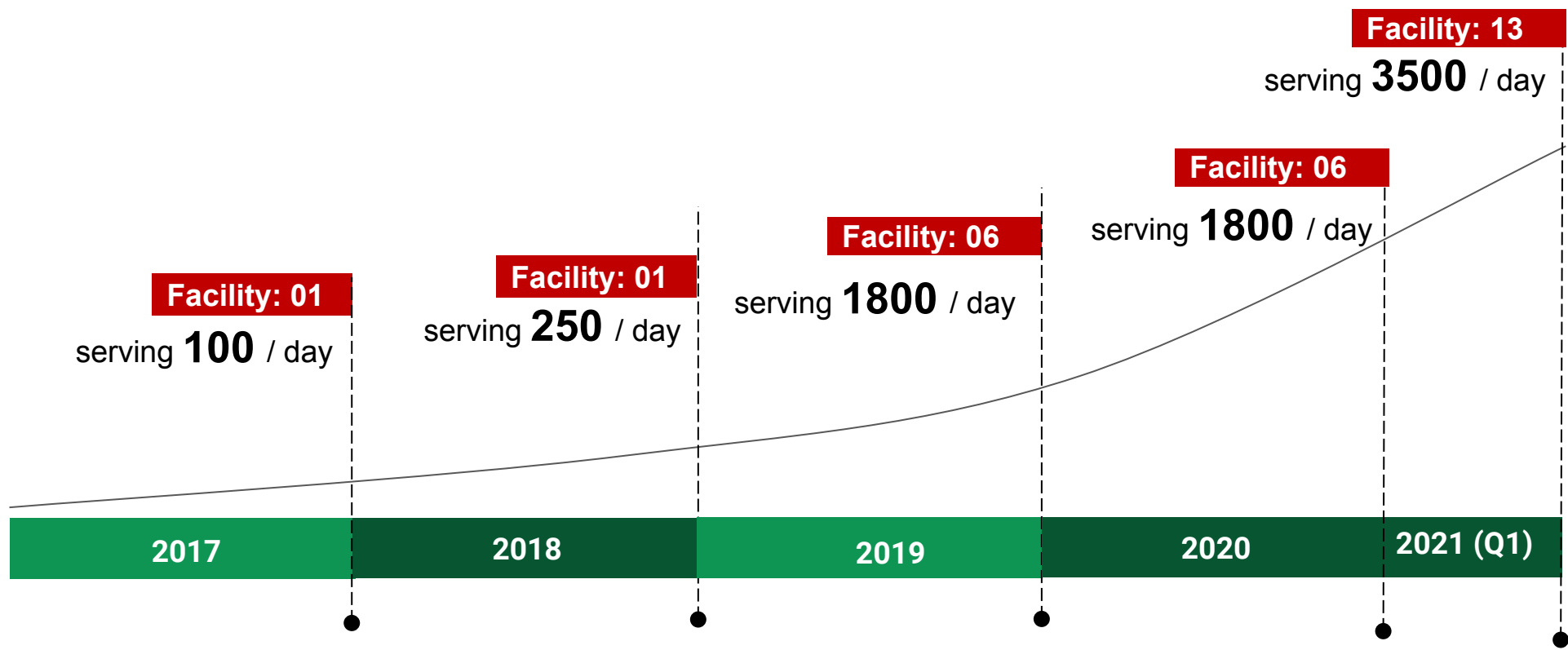
**Bhumijo Toilets**

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

 Urban Innovation challenge award



 Smart city award by UNDP Bangladesh for best implemented project

1st Investment



Transform Award by Unilever global and DFID



2020 cohort Toilet Board accelerator



Youth urban professional Award by IHS, netherland



WHERE WE ARE	WHAT WE NEED	TARGET 2025
<p data-bbox="80 639 376 711"><b>14</b> FACILITIES</p> <p data-bbox="80 810 586 882"><b>3.5 K</b> CUSTOMER / DAY</p>	<p data-bbox="759 360 1335 483"><b>PROFITABLE SANITATION MODEL</b> Test profitability of the sanitation centers ensuring quality of service.</p> <p data-bbox="759 719 1308 858"><b>CAPACITY BUILDIN</b> Build strong team with trained stuff and technology enabled management.</p> <p data-bbox="759 1010 1435 1149"><b>PARTNERSHIPS</b> Develop strong with government and private sector for scale up.</p>	<p data-bbox="1491 563 1845 635"><b>100</b> FACILITIES</p> <p data-bbox="1491 775 2042 847"><b>100 K</b> CUSTOMER / DAY</p>



B H U M I J O

Thank you

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