

١- التوجه نحو التعمق في دراسة القضايا المعاصرة التي تواجه الأمة الإسلامية، وذلك من خلال إجراء البحوث والدراسات في مختلف المجالات العلمية والفكرية، وذلك بما يخدم أهدافنا العلمية والفكرية.

٢- الاهتمام بالدراسات التطبيقية التي تهدف إلى حل المشكلات التي تواجه الأمة الإسلامية، وذلك من خلال إجراء البحوث والدراسات في مختلف المجالات العلمية والفكرية، وذلك بما يخدم أهدافنا العلمية والفكرية.

٣- الاهتمام بالدراسات التاريخية التي تهدف إلى فهم التاريخ الإسلامي وفهم أسباب نجاحه وانهياره، وذلك من خلال إجراء البحوث والدراسات في مختلف المجالات العلمية والفكرية، وذلك بما يخدم أهدافنا العلمية والفكرية.

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Who is involved in sanitation marketing?

Sanitation marketing is a multi-stakeholder process. It involves the government, the private sector, and the community. The government plays a key role in providing the regulatory framework and funding. The private sector, including manufacturers and distributors, is responsible for producing and marketing sanitation products. The community, including local leaders and households, is responsible for adopting and using these products. An effective sanitation marketing strategy requires the active participation of all these stakeholders.

- Health workers
- Local government
- Manufacturers
- Micro-finance institutions
- Cell phone operators/retailers
- Gender
- Government
- Finance institutions

Health workers play a crucial role in sanitation marketing. They provide information and education to the community about the benefits of sanitation. They also help to identify and address barriers to adoption. Local government is responsible for creating a supportive regulatory environment and providing funding for sanitation infrastructure. Manufacturers and distributors are responsible for producing and marketing sanitation products. Micro-finance institutions provide financial support to households to purchase sanitation products. Cell phone operators and retailers provide a convenient platform for purchasing and distributing sanitation products. Gender considerations are important in sanitation marketing, as women and girls are often the primary users of sanitation facilities. Government support is essential for the success of sanitation marketing. Finance institutions provide the capital needed to invest in sanitation infrastructure and products.

Sanitation marketing is a complex process that requires the active participation of all stakeholders. It is a multi-stakeholder process that involves the government, the private sector, and the community. The government plays a key role in providing the regulatory framework and funding. The private sector, including manufacturers and distributors, is responsible for producing and marketing sanitation products. The community, including local leaders and households, is responsible for adopting and using these products. An effective sanitation marketing strategy requires the active participation of all these stakeholders.

Summary

Sanitation marketing is a multi-stakeholder process. It involves the government, the private sector, and the community. The government plays a key role in providing the regulatory framework and funding. The private sector, including manufacturers and distributors, is responsible for producing and marketing sanitation products. The community, including local leaders and households, is responsible for adopting and using these products. An effective sanitation marketing strategy requires the active participation of all these stakeholders.

