



Ministry of Housing and Urban Affairs
Government of India



THE STORY OF MALASUR

THE DEMON OF DEFECA



A compendium of
creative outputs
for Malasur,
a public awareness campaign on
Faecal Sludge Management (FSM)

TABLE OF CONTENTS

1 Urban sanitation in India	
• Context	1
• Why Faecal Sludge Management (FSM) is critical	2
• Government policy framework for Faecal Sludge and Septage Management (FSSM)	3
2 Need for Behaviour Change Communication (BCC)	
• Understanding citizens' knowledge, attitudes and behaviours	6
• Introducing Malasur – The Demon of Defeca	7
3 Malasur campaign collaterals and guidelines	
• Individual language outputs	8
• Link to individual language creatives	9
• Outdoor	
- Hoarding	11
- Wall Painting	16
- Lollipop	20
- Community/Public Toilet (CT/PT) Branding	24
• Print	
- Leaflet	29
- Poster	31
• Transit branding	
- Cesspool Truck Branding	36
- Auto Branding	38
- Van Branding	42
• Digital	
- Cinema Slide	47
- Animation Film	51
- GIFs	53
• Activation	
- Miking	58
- Street Play	62
4 Acknowledgement	67
5 Annexure	
• Annexure I: Campaign Rollout Guidelines	68
• Annexure II: Monitoring Guidelines	70

URBAN SANITATION IN INDIA

Context

Sustainable sanitation refers to the safe management of human excreta, including its safe containment, conveyance, treatment, reuse or disposal and associated hygiene-related practices.

The United Nations Sustainable Development Goals (SDGs)¹ call upon signatory nations to ensure access to improved sanitation and hygiene for all by 2030 (SDG 6.2). This implies ensuring that every household has access to an individual toilet and there are adequate sanitation facilities in public places, with a special focus on the needs of women, girls and those in vulnerable situations like temporary settlements and transit populations to make cities Open Defecation Free (ODF). The SDGs also emphasises on the need for proper treatment of all wastewater, including faecal sludge.

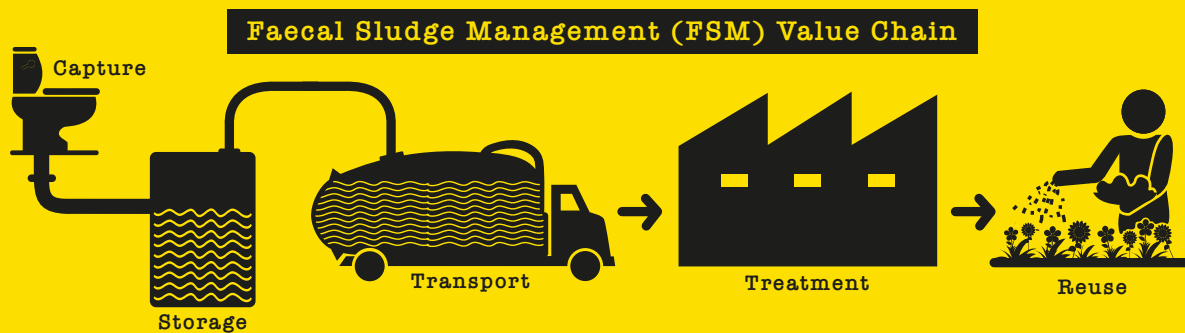
Government of India Census 2011, revealed that about eight million households in urban areas defecated in the open. Between 2004 and 2014, 12.9 lakh individual household latrines (IHHL) and 55,105 community and public toilets were constructed. There was no concept of ODF cities.

The Prime Minister launched the Swachh Bharat Mission (SBM) on 15th August 2014 to eliminate open defecation in India by 2nd October 2019, the 150th birth anniversary of Mahatma Gandhi. In urban India, the mission has led to significant outcomes in not just toilet coverage and use but also made progress in the safe management of faecal sludge across the country.

1. 4,324 urban local bodies (ULBs) out of 4,372 have been declared ODF while 4,204 ULBs have been certified
2. 1,306 ULBs are certified ODF+ and 489 ULBs are certified ODF++
3. 1,410 cities have developed a Faecal Sludge and Septage Management (FSSM) action plan or have notified SAN Benchmarks
4. 722 cities have a functional Sewage Treatment Plant (STP) or Faecal Sludge Treatment Plant (FSTP)
5. 274 cities have reported STPs/FSTPs as under construction
6. 347 cities have registered desludging operators and staff has been trained on desludging related issues
7. 1,381 cities have notified and collected fines for unauthorized dumping of faecal sludge

[Source: above data has been sourced from the details submitted by the ULBs on the CITY MIS; as of 22nd April 2020]

¹ Sustainable Development Goals
[<https://sustainabledevelopment.un.org/sdg6>]



Sustainable sanitation does not end with access to and continued use of toilets but requires interventions for FSM to address the entire FSM value chain.

On 2nd October 2019, at the Sabarmati riverfront in Ahmedabad, the Prime Minister declared India ODF and once again emphasised the need for continuing the journey towards total sanitation.

Why FSM is critical

While the country has made significant progress in access to and usage of toilets, much is still to be undertaken towards safe treatment of faecal sludge. The current situation is alarming and needs to be addressed.

- It is expected that the country's urban population will reach 583 million by 2030²
- Only 32% of all urban households having access to sanitation are connected to a sewerage network. While 48% of urban households depend on on-site facilities, the rest are dependent on septic tanks and pit latrines [WaterAid India, 2016]
- Nearly 70% of faecal sludge is untreated in India, and 38,791 MLD untreated sewage (62% of total sewage) is discharged directly in water bodies contaminating India's surface water with biological, toxic, organic and inorganic pollutants [CPCB, 2015]

The above data indicates that as urbanisation increases, sustainable sanitation measures across Indian cities will come under immense pressure, requiring all households not connected to sewer systems to have proper on-site FSM processes. These include containment (i.e. toilet with technically correct septic tank), collection (regular emptying of septic tank), transportation (of sludge safely to a treatment plant), treatment and reuse.

² Source: UN World Urbanisation Prospects, 2014

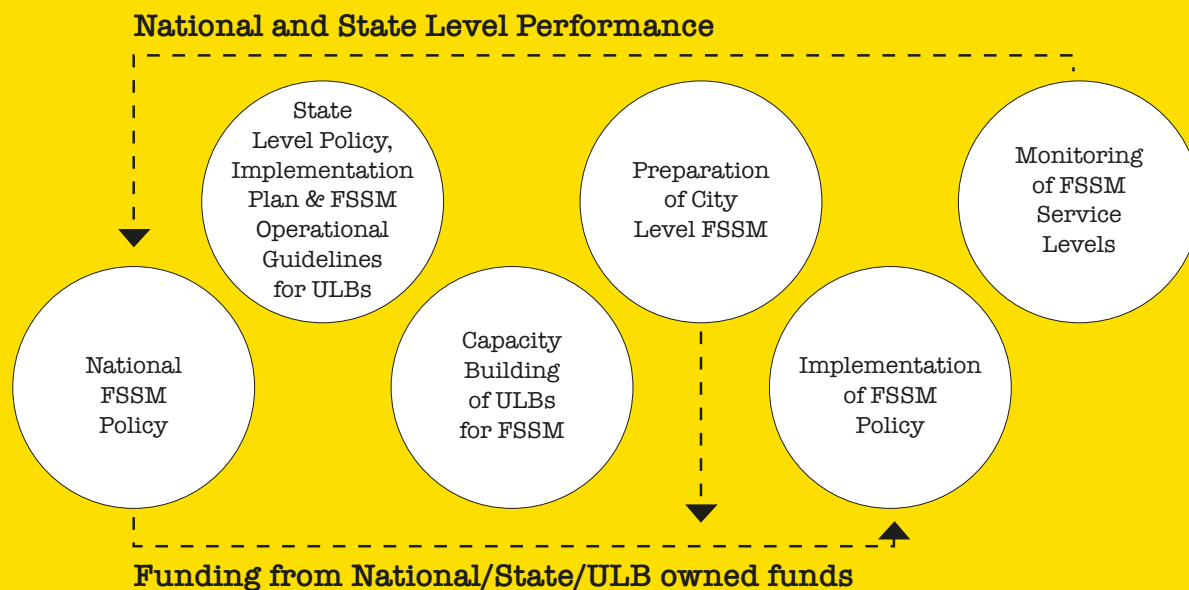
Government policy framework for FSSM

In 2017, India's first National Policy on Faecal Sludge and Septage Management (FSSM) was launched and signed by 100 cities. In 2018, 19 out of 36 States and Union Territories published policies or operative guidelines on FSSM and 22 FSTPs were operational.

Key components of the National FSSM Policy, 2017

1. The policy introduces key terminologies pertaining to FSSM (e.g. Faecal Sludge, Septage, Sewage and Septic Tanks) to describe precisely the context of FSSM
2. The policy seeks to address the efficiency of systems for on-site sanitation and defines the need for FSSM policy to manage faecal sludge in an environmentally safe manner:
 - Citing the report entitled "Inventorisation of Sewage Treatment Plants, 2015" by the Central Pollution Control Board (CPCB) stipulating the treatment capacity available vis-à-vis human waste that is generated in urban India
 - While under Swachh Bharat Mission (SBM) households have acquired on-site sanitation systems, its scientific treatment is the next task
 - Limited capacities and resources with Urban Local Bodies (ULBs) also resulted in little regulation of maintenance and cleaning of septic tanks and pits
3. The policy outlines the roles and responsibilities of governments and citizens for implementing FSSM at
 - (i) **The Central Government:**
 - (a) Ministry of Housing and Urban Affairs (MoHUA): Technical and planning support to states and ULBs
 - (b) Ministry of Environment, Forest and Climate Change: Enforce compliance of environmental laws
 - (c) Ministry of Social Justice and Empowerment: Strive towards elimination of manual scavenging and rehabilitation of manual scavengers
 - (d) Ministry of Women and Child Development: Gender mainstreaming of IEC material for FSSM across the country
 - (ii) **Respective State Governments:** Develop state level FSSM strategy and implementation plan
 - (iii) **Urban Local Bodies (ULBs):** Set up and ensure operation of systems for 100% safe and sustainable collection, transportation, treatment and disposal of faecal sludge and septage
 - (iv) **Households:** Regular cleaning and maintenance of septic tanks through approved entities

Implementation Process



4. The policy provides for a regulatory framework through central laws and rules such as:
 - (i) Municipal Law, the Environment (Protection) Act, 1986 and the Water (Prevention and Control of Pollution) Act, 1974 provide a framework for control of effluent, sewage and septage discharge
 - (ii) The Solid Waste Management (SWM) Rules, 2016 under the Environment (Protection) Act apply to the final and safe disposal of post-processed residual faecal sludge and septage to prevent contamination of ground water, surface water and ambient air
 - (iii) The provisions of the National Building Code of India published by the Bureau of Indian Standards (BIS) as applicable for septic tanks, soak pits, cesspools, leach pits and drainage fields
 - (iv) The Model Building Bye-Laws (MBBLs), 2016 framed by the Town and Country Planning Organisation
 - (v) Prohibition of Employment of Manual Scavengers and their Rehabilitation Act, 2013 by which “hazardous cleaning” in relation to sewers and septic tanks was also banned
5. The policy also provides for detailed technology options which may be adopted by the ULBs
6. The policy suggests funding mechanism through central government schemes, 14th Finance Commission funds, state government schemes, other funding models (private sector, levying of fees, CSR funds, funding from external agencies)
7. The policy recommends monitoring and evaluation through Sanitation Benchmarks Framework that assess performance of citywide sanitation
8. The policy calls for capacity building and training on FSSM where Government of India will help formulate a strategy to support states and cities to build their personnel capacities and organisational systems for delivery of sanitation services

Key features of SBM ODF++ Protocol

As the SBM ODF protocol was in place since 2016 and most of the cities had declared themselves as ODF, the SBM ODF++ protocol was introduced in 2018, by putting in place additional parameters to ensure the sustainability and long-term impact of the ODF status. **The purpose of ODF++ protocol is to provide a readiness check and guidelines for cities and towns that have already achieved ODF status as per the ODF protocol prescribed by MoHUA and are working towards ensuring sustainability of the ODF status to ensure proper maintenance of toilet facilities, hereby referred to as SBM ODF+.**

Definition of an ODF++ City: A city can be declared as SBM ODF++ city if, at any point of the day, not a single person is found defecating and/or urinating in the open, all community and public toilets are functional and well maintained, and the entire faecal sludge/septage and sewage is safely managed and treated, with no discharging and/or dumping of untreated faecal sludge/septage and sewage in drains, water bodies or open areas.

- 1. Necessary infrastructure and regulatory conditions to be achieved before declaring a city SBM ODF++:**
 - (i) 100% target for toilet construction has been achieved under SBM (U)
 - (ii) A minimum of 25% Community/Public Toilets are rated as “aspirational” as per CT/PT Cleanliness Scoring Matrix
 - (iii) All toilets (individual, community or public) are connected to sewer networks or safe containment systems such as septic tanks, twin pits or other safe onsite-sanitation systems prescribed by CPHEEO or SBM (U) guidelines
 - (iv) All desludging operators are registered and monitored by the ULB
 - (v) Scheduled desludging of septic tanks is done once in three years
 - (vi) Fines should be notified for dumping of untreated faecal sludge in non-designated areas by desludging operators
 - (vii) The ULB needs to notify Sanitation Benchmarks in municipal byelaws
 - (viii) For cities with population less than 20,000 interim measures such as Deep Row Entrenchment, Sludge Drying beds may be considered
 - (ix) Declarations need to be sought from various stakeholders confirming compliance to the conditions of SBM ODF++ Protocols:
 - a) Commissioner/Mayor
 - b) Ward Councilor
 - c) Schools
 - d) Citizen Representatives
 - e) Desludging Operators

2. Certification Process

Once a city has communicated to the respective state government, the final resolution declaring the city to be ODF++ and subsequent communication of the State Government to MoHUA, the third-party conducts the certification process. Based on the recommendations of the third-party agency to MoHUA on the compliance of protocol by the ULB, it may be certified as ODF++ or NON-ODF++.

While implementation and enforcement of policy is vital to create an enabling environment for safe and sustainable sanitation, it is also important to simultaneously create awareness among citizens through Behaviour Change Communication (BCC).

NEED FOR BEHAVIOUR CHANGE COMMUNICATION (BCC)

Understanding citizens' attitudes and behaviours

The Indian government is working towards establishing service delivery mechanisms for the management of faecal sludge (especially where underground sewer systems do not exist). But without a corresponding change in knowledge, attitude and behaviour among populations to adopt correct FSM practices, sustainable sanitation targets would remain unattainable. BCC campaigns are therefore important to shift attitudes among populations to adopt correct FSM practices.

To inform the development and design of a BCC campaign, formative research was conducted.³

Research suggests:

- Perceived risk with open drains that have faecal sludge flowing does not transform into concern among people
- Having large or oversized tanks is a way to avoid the problem (of emptying) for a longer period of time
- Majority of people believe in desludging tanks only when it overflows
- Majority deflect responsibility, depend on government for construction and cleaning of septic tanks
- There is low awareness of the post-desludging process

Hence, there is a need to:

- Increase **awareness** about correct FSM practices across the value chain
- Heighten **risk perception** around the unseen
- Instil a sense of **personal responsibility** – the role of the individual household
- Build **urgency** to take action by making the threat personal

Nobody cares or wants to know what happens after we flush. Especially since what happens after we flush is an invisible issue for households. It is not a matter of conversation or concern, as they do not understand it or recognize the risks associated with unsafe FSM.

How can communication make a seemingly invisible issue relevant to audiences?

Introducing MALASUR - The Demon of Defeca

BBC Media Action developed a Social and Behaviour Change Communication (SBCC) campaign featuring **MALASUR**.

The Malasur campaign aims to heighten the risk perception of faecal sludge by linking it to water.



Who is Malasur? It is a mnemonic; a creative property. It is a visual representation of faecal sludge which is at the heart of the communication intervention.

Origin of Malasur: It is inspired by Indian mythology where stories of good overcoming evil have always been a considerable driving force. This led to personifying the symptoms of faecal sludge as a threat and a villain, that needs to be captured and slayed.

Mal (faecal sludge) that overflows from septic tanks or flows directly into open drains is positioned as a demon building its kingdom of disease underground by contaminating water sources. The slayers are all those who take proactive actions ranging from proper containment, transportation and disposal of faecal sludge.

Target Audience: Urban men and women aged 20-55 with primary school education with a household income of at least Rs. 10,000 per month.⁴ These households are not connected to sewers, have a septic tank or have toilets connected to an open drain.

Three key messages are being promoted:

1. **Containment:** Build the right containment structure for your toilet
2. **Emptying:** Desludge once in 3 years through a licensed operator
3. **Disposal:** Check with the desludger where the faecal sludge will be disposed and report indiscriminate dumping

If the above is not followed, then Malasur will raise its ugly, menacing and dangerous head to harm people above the ground and find its way into water.

Pretest of concept and campaign: The idea of Malasur as well as the campaign with three messages have been pretested in the field within the target audience.

³ The quantitative and qualitative formative research was conducted by BBC Media Action funded by the Bill & Melinda Gates Foundation across 1740 households in Narsapur (Andhra Pradesh), Tiruchirappalli (Tamil Nadu), Berhampur (Odisha) in 2018.

⁴ This audience was also selected primarily because they had financial capacity to desludge. It would be harder to change behaviours of those who cannot afford the service, or live in rented accommodation.

MALASUR CAMPAIGN COLLATERALS AND GUIDELINES

Individual language outputs

S.No.	Collateral	Languages Available
A	OUTDOOR	
1	Hoarding	English, Hindi, Gujarati, Marathi, Punjabi, Bengali, Odia, Kannada, Malayalam, Tamil and Telugu
2	Wall Painting	English and Hindi
3	Lollipop	English and Hindi
4	CT/PT Branding	Telugu
B	PRINT	
1	Leaflet	English, Hindi, Gujarati, Marathi, Punjabi, Bengali, Odia, Kannada, Malayalam, Tamil and Telugu
2	Poster	English, Hindi, Gujarati, Marathi, Punjabi, Bengali, Odia, Kannada, Malayalam, Tamil and Telugu
C	TRANSIT BRANDING	
1	Cesspool Truck Branding	English and Hindi
2	Auto Branding	Telugu, Odia, English and Hindi
3	Van Branding	Odia, English and Hindi
D	DIGITAL	
1	Cinema Slide	English and Hindi
2	Animation Film	English, Hindi, Gujarati, Marathi, Punjabi, Bengali, Odia, Kannada, Malayalam, Tamil and Telugu
3	GIFs	English, Hindi, Gujarati, Marathi, Punjabi, Bengali, Odia, Kannada, Malayalam, Tamil and Telugu
E	ACTIVATION	
1	Miking	Odia, Hindi and Telugu
2	Street Play	Hindi

Link to individual language creatives

English: <https://bit.ly/3gOxEFD>

Hindi: <https://bit.ly/3eKYNr2>

Gujarati: <https://bit.ly/36VPim9>

Marathi: <https://bit.ly/2MIDGzs>

Punjabi: <https://bit.ly/2Mrfk7n>

Bengali: <https://bit.ly/2XqzyVh>

Odia: <https://bit.ly/3gHsU10>

Kannada: <https://bit.ly/2XqAbOD>

Malayalam: <https://bit.ly/2BnMbHX>

Tamil: <https://bit.ly/2MmOLAb>

Telugu: <https://bit.ly/2zMZ7qH>


OUTDOOR

Hoarding

Guidelines:


- Only use the following colours:


Yellow 
C: 4 M: 7 Y: 100 K: 0


White 
100%

Black 
100%

- Dimensions:

1(w) : 1(h) 

2(w) : 1(h) 

3(w) : 2(h) 

- Material: Star flex
- Don't move any element from its respective position in the creative
- Font: Use the font as used in the creatives
- Logo: Retain the exact placement of different logos
- Languages available: 11

Message 1

Build the right kind of septic tank



Language:
English
Dimension:
2:1



Language:
Hindi
Dimension:
2:1



Bengali



Gujarati



Kannada



Malayalam



Marathi



Odia



Punjabi



Tamil



Telugu

Message 2

Desludge your septic tank every 3 years



Language:
English
Dimension:
2:1



Language:
Hindi
Dimension:
2:1



Bengali



Gujarati



Kannada



Malayalam



Marathi



Odia



Punjabi



Tamil



Telugu

Message 3

Check where your poo is going to



Language:
English
Dimension:
2:1



Language:
Hindi
Dimension:
2:1



Bengali



Gujarati



Kannada



Malayalam



Marathi



Odia



Punjabi



Tamil



Telugu

Message 4

Build the right kind of septic tank and ensure that your toilet is connected to it



Language: Odia Dimension: 2:1

This was an additional message created in Odia for insanitary toilet owners living in Berhampur (Odisha)

Wall Painting

Guidelines:

- Only use the following colours:

Yellow 
C: 4 M: 7 Y: 100 K: 0

White 
100%

Black 
100%

- Dimensions:
10(w) X 10(h) feet
20(w) X 5(h) feet
- Don't move any element from its respective position in the creative
- Font: Use the font as used in the creatives
- Logo: Retain the exact placement of different logos
- Languages available: 2

Message 1

Build the right kind of septic tank



Language:
English
Dimension:
10(w) X 10(h) feet

Language:
English
Dimension:
20(w) X 5(h) feet



Language:
Hindi
Dimension:
10(w) X 10(h) feet

Language:
Hindi
Dimension:
20(w) X 5(h) feet



Message 2

Desludge your septic tank every 3 years



Language:
English
Dimension:
10(w) X 10(h) feet

Language:
English
Dimension:
20(w) X 5(h) feet



Language:
Hindi
Dimension:
10(w) X 10(h) feet

Language:
Hindi
Dimension:
20(w) X 5(h) feet



Message 3

Check where your poo is going to



Language:
English
Dimension:
10(w) X 10(h) feet

Language:
English
Dimension:
20(w) X 5(h) feet



Language:
Hindi
Dimension:
10(w) X 10(h) feet

Language:
Hindi
Dimension:
20(w) X 5(h) feet



Lollipop

Guidelines:

- Only use the following colours:

Yellow 
C: 4 M: 7 Y: 100 K: 0

White 
100%

Black 
100%

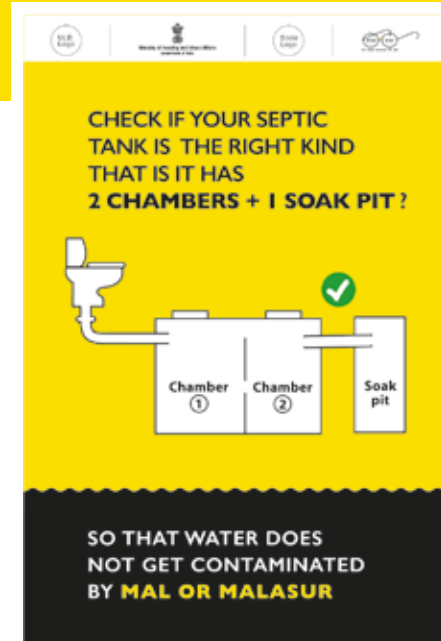
- Dimensions:
2(w) : 3(h)
- Material: Star flex
- Don't move any element from its respective position in the creative
- Font: Use the font as used in the creatives
- Logo: Retain the exact placement of different logos
- Languages available: 2

Message 1

Build the right kind of septic tank



Language:
English
Dimension:
2(w) : 3(h)



Language:
English
Dimension:
2(w) : 3(h)



Language:
Hindi
Dimension:
2(w) : 3(h)



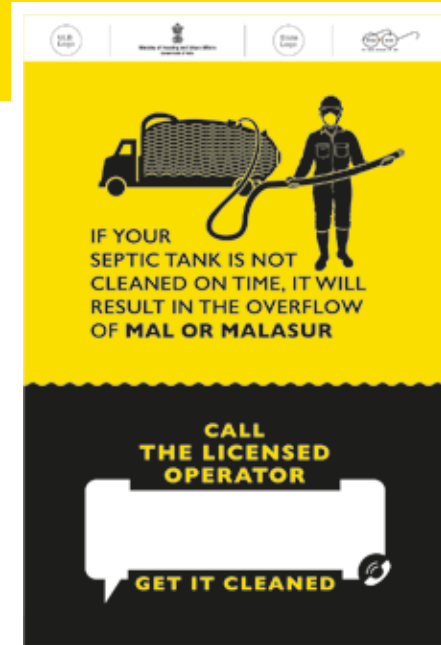
Language:
Hindi
Dimension:
2(w) : 3(h)

Message 2

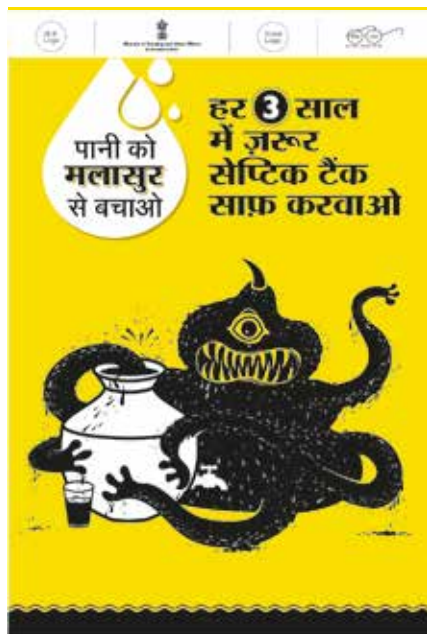
Desludge your septic tank every 3 years



Language:
English
Dimension:
2(w) : 3(h)



Language:
English
Dimension:
2(w) : 3(h)



Language:
Hindi
Dimension:
2(w) : 3(h)



Language:
Hindi
Dimension:
2(w) : 3(h)

Message 3

Check where your poo is going to



Language:
English
Dimension:
2(w) : 3(h)



Language:
English
Dimension:
2(w) : 3(h)



Language:
Hindi
Dimension:
2(w) : 3(h)




Language:
Hindi
Dimension:
2(w) : 3(h)

CT / PT Branding

Guidelines:

- Only use the following colours:

Yellow 
C: 4 M: 7 Y: 100 K: 0

White 
100%

Black 
100%

- Dimensions:
24(w) X 48(h) inch
48(w) X 48(h) inch
96(w) X 48(h) inch
- Material: Star flex
- Don't move any element from its respective position in the creative
- This can be put on the walls, doors of the community and public toilets
- Font: Use the font as used in the creatives
- Logo: Retain the exact placement of different logos
- Language available: 1

Message 1

Build the right kind of septic tank



Language:
Telugu
Dimension:
24(w) X 48(h) inch

Language:
Telugu
Dimension:
48(w) X 48(h) inch



Language:
Telugu
Dimension:
48(w) X 48(h) inch



Message 2

Desludge your septic tank every 3 years



Language:
Telugu
Dimension:
24(w) X 48(h) inch

Language:
Telugu
Dimension:
48(w) X 48(h) inch

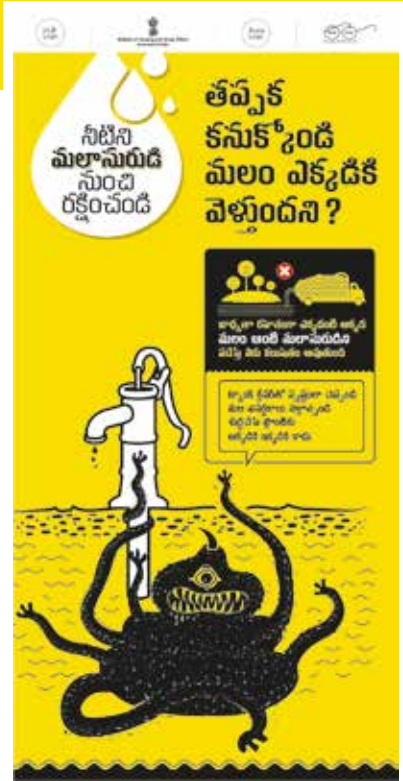


Language:
Telugu
Dimension:
48(w) X 48(h) inch



Message 3

Check where your poo is going to



Language:
Telugu
Dimension:
24(w) X 48(h) inch



Language:
Telugu
Dimension:
48(w) X 48(h) inch

Language:
Telugu
Dimension:
48(w) X 48(h) inch



PRINT

Leaflet

Guidelines:

- Only use the following colours:

Yellow 
C: 4 M: 7 Y: 100 K: 0

White 
100%

Black 
100%

- Dimensions:
5.5(w) : 8.4(h) inches
- Material: 100 GSM art card paper
- Don't move any element from its respective position in the creative
- Fabrication: Matt/gloss lamination
- Font: Use the font as used in the creatives
- Logo: Retain the exact placement of different logos
- Languages available: 11

Messages

1. Build the right kind of septic tank
2. Desludge your septic tank every 3 years
3. Check where your poo is going to



Language: English

Dimension: 5.5(w) X 8.4(h) inch



Hindi



Bengali



Gujarati



Kannada



Malayalam



Marathi



Odia



Punjabi



Tamil




Telugu

Poster

Guidelines:

- Only use the following colours:

Yellow 
C: 4 M: 7 Y: 100 K: 0

White 
100%

Black 
100%

- Dimensions:
20(w) X 30(h) inches
- Material: 250 GSM art card paper
- Don't move any element from its respective position in the creative
- Fabrication: Matt/gloss lamination
- Font: Use the font as used in the creatives
- Logo: Retain the exact placement of different logos
- Languages available: 11

Message 1

Build the right kind of septic tank



Language: English

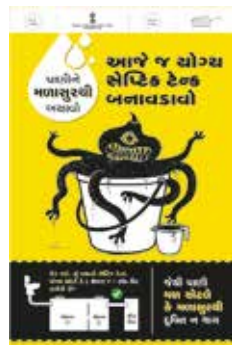
Dimension: 20(w) X 30(h) inches



Language: Hindi



Bengali



Gujarati



Kannada



Malayalam



Marathi



Odia



Punjabi



Tamil



Telugu

Message 2

Desludge your septic tank every 3 years



Language: English

Dimension: 20(w) X 30(h) inches



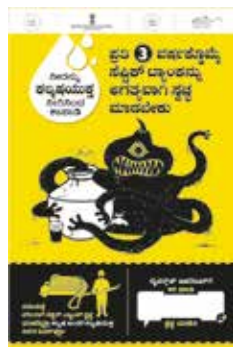
Language: Hindi



Bengali



Gujarati



Kannada



Malayalam



Marathi



Odia



Punjabi



Tamil



Telugu

Message 3

Check where your poo is going to



Language: English

Dimension: 20(w) X 30(h) inches



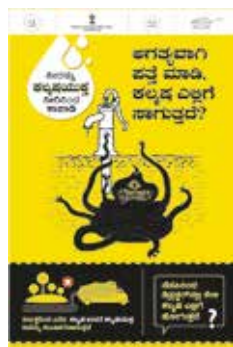
Language: Hindi



Bengali



Gujarati



Kannada



Malayalam



Marathi



Odia



Punjabi



Tamil



Telugu

TRANSIT BRANDING

Cesspool Truck Branding

Guidelines:

- Only use the following colours:

Yellow 
C: 4 M: 7 Y: 100 K: 0

White 
100%

Black 
100%

- Dimensions:
3(w) : 1(h)
- Material: Vinyl
- Don't move any element from its respective position in the creative
- Font: Use the font as used in the creatives
- Logo: Retain the exact placement of different logos
- Languages available: 2

Message

Desludge your septic tank every 3 years through a licensed operator



Language:

English

Dimension:

3(w) : 1(h)



Language:

Hindi

Dimension:

3(w) : 1(h)

Auto Branding

Guidelines:

- Only use the following colours:

Yellow 
C: 4 M: 7 Y: 100 K: 0

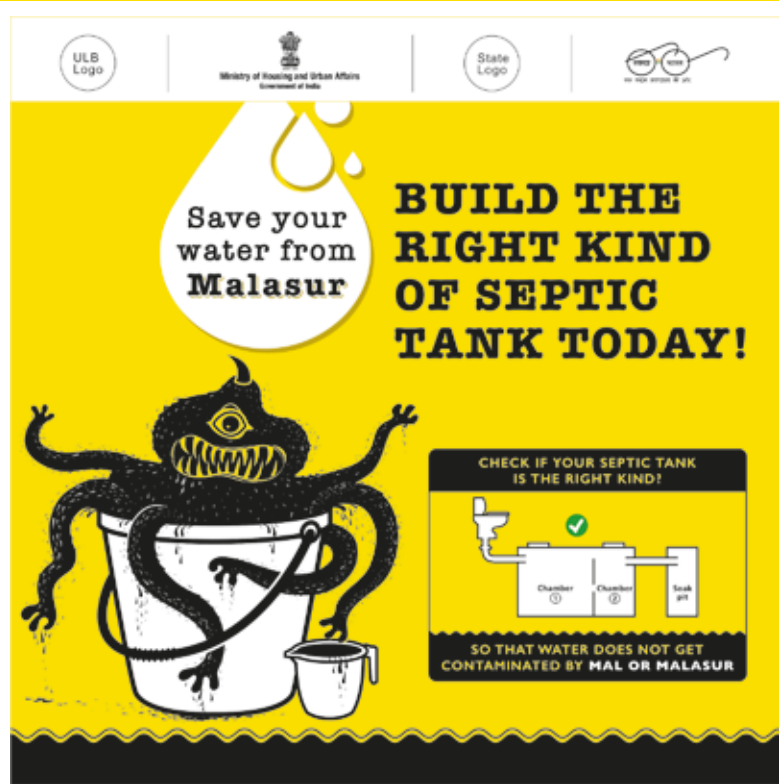
White 
100%

Black 
100%

- Dimensions:
Left and right side: 22(w) X 27(h) inch
Back side: 24(w) X 24(h) inch
- Material: Star flex
- Don't move any element from its respective position in the creative
- Font: Use the font as used in the creatives
- Logo: Retain the exact placement of different logos
- Languages available: 4

Message 1

Build the right kind of septic tank



Back side
Language:
English
Dimension:
24(w) X 24(h) inch



Hindi
Dimension:
24(w) X 24(h) inch



Telugu
Dimension:
54(w) X 24(h) inch



Odia
Dimension:
22(w) X 27(h) inch

Message 2

Desludge your septic tank every 3 years



Right side
Language:
 English
Dimension:
 22(w) X 27(h) inch



Hindi
Dimension:
 22(w) X 27(h) inch



Odia
Dimension:
 22(w) X 27(h) inch



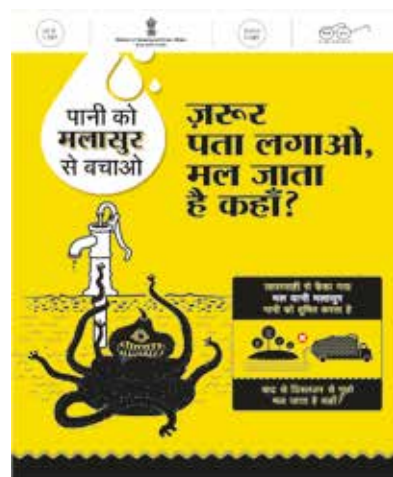
Telugu
Dimension: 76.8(w) X 24(h) inch

Message 3

Check where your poo is going to



Right side
Language:
 English
Dimension:
 22(w) X 27(h) inch



Hindi
Dimension:
 22(w) X 27(h) inch



Telugu
Dimension: 76.8(w) X 24(h) inch



Odia
Dimension:
 24(w) X 24(h) inch

Van Branding

Guidelines:

- Only use the following colours:

Yellow 
C: 4 M: 7 Y: 100 K: 0

White 
100%

Black 
100%

- Dimensions:
Three sides: 6(w) X 1(h) feet
Three side stickers: 1 feet diameter
- Material: Vinyl pasting on sunboard
- These creatives can be put on the side panel of the vehicle
- Depending on the relevance of the message, select any 2 stickers and put them on the doors of the van
- Don't move any element from its respective position in the creative
- Font: Use the font as used in the creatives
- Logo: Retain the exact placement of different logos
- Languages available: 3

Message 1

Build the right kind of septic tank



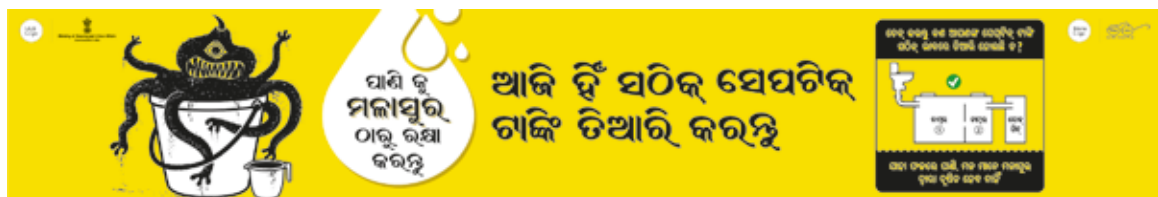
Side Panel

Language: English

Dimension: 6(w) X 1(h) feet



Hindi



Odia



Sticker

Dimension:
1 feet diameter

Message 2

Desludge your septic tank every 3 years



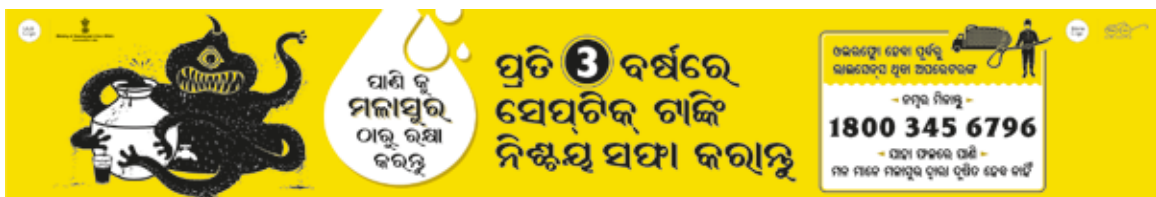
Side Panel

Language: English

Dimension: 6(w) X 1(h) feet



Hindi



Odia



Sticker

Dimension:

1 feet diameter

Message 3

Check where your poo is going to



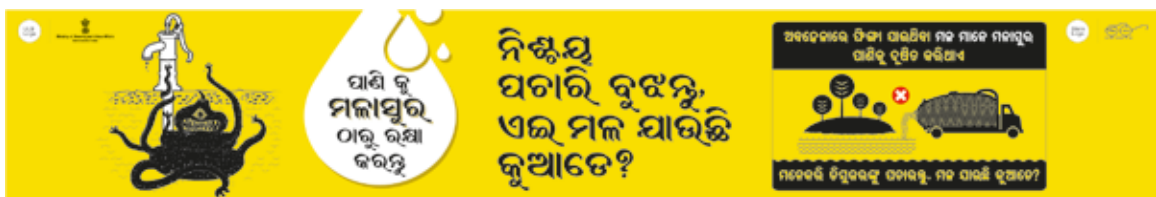
Side Panel

Language: English

Dimension: 6(w) X 1(h) feet



Hindi



Odia



Sticker

Dimension:
1 feet diameter

DIGITAL

Cinema Slide

Guidelines:

- Only use the following colours:

Yellow 
C: 4 M: 7 Y: 100 K: 0

White 
100%

Black 
100%

- Dimensions:
2048(w) X 858(h) pixel
- Don't move any element from its respective position in the creative
- Font: Use the font as used in the creatives
- Logo: Retain the exact placement of different logos
- Languages available: 2

Message 1

Build the right kind of septic tank



Language:

English

Dimension:

2048(w) X 858(h) pixel



Language:

Hindi

Dimension:

2048(w) X 858(h) pixel

Message 2

Desludge your septic tank every 3 years



Language:

English

Dimension:

2048(w) X 858(h) pixel



Language:

Hindi

Dimension:

2048(w) X 858(h) pixel

Message 3

Check where your poo is going to



Language:

English

Dimension:

2048(w) X 858(h) pixel



Language:

Hindi

Dimension:

2048(w) X 858(h) pixel

Animation Film

Guidelines:

- Only use the following colours:

Yellow 
C: 4 M: 7 Y: 100 K: 0

White 
100%

Black 
100%

- Duration: 65 seconds
- The animation film can be played in public places such as bus stands and railway stations that have LCD screens
- It can further be disseminated across WhatsApp and various social media platforms such as Facebook, Twitter and Instagram
- Languages available: 11

This film portrays how Malasur contaminates your water and these are the steps you can take to stop him:

- Build the right kind of septic tank
- Desludge your septic tank every 3 years
- Check where your poo is going to



Language:
English
Duration:
65 seconds



Hindi



Bengali



Gujarati



Kannada



Malayalam



Marathi



Odia



Punjabi



Tamil



Telugu

GIFs

Guidelines:

- These GIFs can be disseminated across various social media platforms such as Facebook, Twitter and Instagram
- It can further be shared across WhatsApp and can be used for various on-ground activities
- Languages available: 11

Message 1

Below are a few frames from the GIF that portray how Malasur contaminates your water and you can stop him by building the right kind of septic tank



Language: English

Dimensions: 1(w) : 1(h)



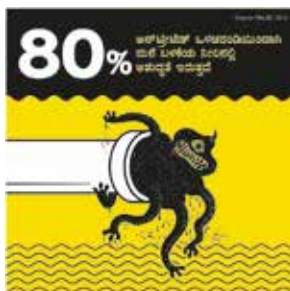
Hindi



Bengali



Gujarati



Kannada



Malayalam



Marathi



Odia



Punjabi



Tamil



Telugu

Message 2

Below are a few frames from the GIF that portray how Malasur contaminates your water and you can stop him by desludging your septic tank every 3 years



Language: English

Dimensions: 1(w) : 1(h)



Hindi



Bengali



Gujarati



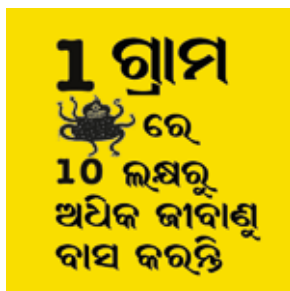
Kannada



Malayalam



Marathi



Odia



Punjabi



Tamil



Telugu

Message 3

Below are a few frames from the GIF that portray how Malasur contaminates your water and you can stop him by keeping a check on where your poo is going to



Language: English

Dimensions: 1(w) : 1(h)



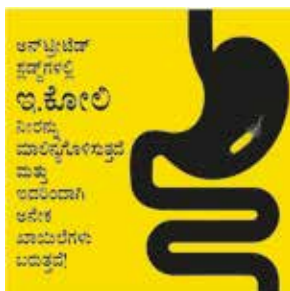
Hindi



Bengali



Gujarati



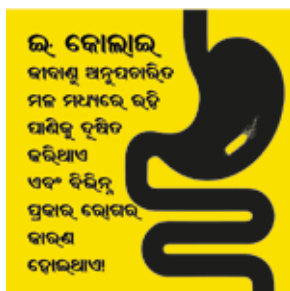
Kannada



Malayalam



Marathi



Odia



Punjabi



Tamil



Telugu

ACTIVATION

Miking

Guidelines:

- The duration of the miking spot should not exceed 40 seconds
- As the miking will be played in crowded areas, use high quality sound system
- The miking should ideally be played from a Malasur branded vehicle (auto or van branding)
- The miking should be played in full so listeners can hear the full message, before the van moves on
- Refer to the Hindi script for future translations
- Languages available: 3

Message

Desludge your septic tank
through a licensed operator
every 3 years before it overflows

Language: Hindi

SFX1: डरावनी आवाज

Chorus: आया आया मलासुर आया

टॉयलेट के नीचे का मल
पानी में मिल कर
आया बाहर मलासुर बन कर!

MVO: सुनो, जागो सबको बताओ
मलासुर से पानी को बचाओ

Verse: हर 3 साल में सेप्टिक टैंक
लाइसेंसड ऑपरेटर से साफ कराओ
जब ओवरफ्लो होने से पहले होगा साफ
तो होगा बीमारियों का विनाश

तभी तो!

Chorus: सुनो, जागो सबको बताओ
मलासुर से पानी को बचाओ
हर 3 साल में सेप्टिक टैंक
लाइसेंसड ऑपरेटर से साफ कराओ

VO: बेरहामपुर नगर निगम (टीबीसी) द्वारा जनहित में जारी

Message

Desludge your septic tank
through a licensed operator
every 3 years before it overflows

Language: Odia

SFX 1: (ଏକ ଅସୁରର ବିକଟ ଚିତ୍କାର ଶୁଭେ....)

Chorus: ଆରେ ଇଏ ତ ମଳାସୁର !

ପାଇଖାନା ତଳେ ଯା'ରି ଘର,

ପାଣି ସହ ମିଶି ହୋଇ ଭୟଙ୍କର

ଆସିଛି ଆସିଛି ଏଇ ମଳାସୁର....

SFX 2: (ସଦଳବଳେ ଲୋକମାନେ ଅସୁରକୁ ମୁକାବିଲା କରିବାକୁ ଆଗେଇ ଆସନ୍ତି ।)

ଗୀତ: ଶୁଣ ଶୁଣ, ନିଜେ ଶୁଣ ସଭିକୁ ବି କୁହ

ମଳାସୁର କବଳରୁ ପାଣିକୁ ବଞ୍ଚାଅ...

ପ୍ରତି ତିନି ବରଷରେ ସେଫ୍ଟିକ୍ ଟାଙ୍କି ତୁମର

ଅଧିକୃତ ଅପରେଟର ଦ୍ଵାରା କର ପରିଷ୍କାର

ଓଭର୍ ଫ୍ଲୋ ହେବା ଆଗୁ ସଫା କରିଦେଲେ

ରୋଗ ବେମାରୀର ଚିକିତ୍ସା ନଥିବ ତି ତିଲେ....

ତେଣୁ !

Chorus: ଶୁଣ ଶୁଣ, ନିଜେ ଶୁଣ ସଭିକୁ ବି କୁହ

ମଳାସୁର କବଳରୁ ପାଣିକୁ ବଞ୍ଚାଅ

ଅଧିକୃତ ଅପରେଟର କରି ନିୟୋଜିତ

ପ୍ରତି ତିନି ବରଷରେ ସେଫ୍ଟିକ୍ ଟାଙ୍କି କର ପରିଷ୍କୃତ...

Vo: ବ୍ରହ୍ମପୁର ମୁନିସିପାଲ୍ କର୍ପୋରେଶନ୍ (TBC) ଦ୍ଵାରା ଜନସୂଚକରେ ଜାରି ।

Message

Desludge your septic tank
through a licensed operator
every 3 years before it overflows

Language: Telugu

Vo: మరెంతే నననోజించేది ఆలోచించూ
టాయెలెట్ కింద వాడి మకాం
చేసేనతాడు సీళ్ళని కలుషితం
మురికి సీటితో వయాధుల మువ్వు
మరచిపోతే చాలా తవ్వు

Chorus: ఆలోచించూ... వాడి వేరు చెప్పి..

SFX: (మాన్ నటర్ నవమతూ)

నేను మలాసురునసి
నననోజించేది ఎవరు

SFX: (పిల్లల హాచరక)

Chorus: ఖబడదార్... నువమ ఖతం

సెవ్టిక్ టయాంక్ సి చేసేతాం శుభ్రం
మూడేళ్ళకోసారి లైసెన్సుడు ఆపరేటర్ నెంబర్ నోక్కు
మలాసురునసి నేలకేసి తొక్కు

Signoff : For Warangal

1800 425 1980 కు ఫోన్ చేయండి.

సెవ్టిక్ టయాంక్ క్లీన్ చేయించండి

Street Play

Guidelines:

- The street play was originally written for Puri, Odisha. Refer to the Hindi script for future translations
- This street play has 4 actors. One of them will play the character of Malasur
- The duration of the play should not exceed 8 minutes
- Props:
 1. Malasur costume
 2. Placard with 'Desludge your septic tank every 3 years' message
- Refer to the Hindi script for future translations
- Language available: 1

Message

Desludge your septic tank through a licensed operator every 3 years before it overflows

Name of the play: Ek Tha Villain (, d Ek foys)

Characters:

Narrator 1/Malasar

Narrator 2

Narrator 3

Narrator 4

Props: Before the play begins, the actors would be required to keep the following items with them:

1. Malasar costume



2. Placard



ACT 1

कलाकार:

नैरेटर 1/मलासुर

नैरेटर 2

नैरेटर 3

नैरेटर 4

प्रॉप्स:

मलासुर कॉस्ट्युम

प्लकार्ड जिस पर 'हर 3 साल में सेप्टिक टैंक साफ कराओ' लिखा हो

नैरेटर 1:

सुनो! सुनो! सुनो!

सब सुनते बस एक ही कहानी

एक था राजा... एक थी रानी

लेकिन कहानी में ट्विस्ट है...

हीरो-हीरोइन का ड्रामा नहीं

इसका मुख्य कैरेक्टर तो... एक विलेन है!

नैरेटर 2 (हैरानी से):

हैं! विलेन की कहानी?

नैरेटर 1: हां छोटे! एक अजब विलेन की गजब कहानी! इसको हल्के में लेना पड़ सकता है बहुत भारी!

नैरेटर 3 (डरते हुए): ऐसा क्या? कौन है वो विलेन? रहता है कहाँ?

नैरेटर 1 (पैरों की तरफ देखते हुए): वो देख! तेरे पैरों के नीचे!

नैरेटर 2 (हैरानी से कूदते हुए): पैरों के नीचे?

नैरेटर 3 (अचानाक भीड़ के बीच से निकल कर आता है और नैरेटर 2 को टॉट मारते हुए कहता है): कुछ भी बोलता है...लगता है इसके दिमाग में गूंभरा है!

नैरेटर 3 (सर खुजाते हुए कहता है): पैरों के नीचे रहता है? ..गूंभरा है? ..अरे भइया अब बताओ भी... कौन है ये विलेन?

ACT 2

एक अदमी जिसने मलासुर की पोशाक पहनी है,
अचानक भीड़ से कूद कर सामने आता है।

नैरेटर 1, मलासुर की भारी भरकम नवाज में कहता है:
यहां से पचास— पचास कोस दूर, गांव में जब बच्चा रोता है तो
मां कहती है बेटे सो जा.. सो जा नहीं तो मलासुर आ जाएगा!

अरे ओ चंगु—मंगु! जरा बताओ इन्हें... हम कौन हैं!

भीड़ से 2 लोग अचानक बाहर निकल कर आते हैं...

नैरेटर 2: मल से बना... असुरों का असुर... मलासुर! नाम तो सुना होगा!

नैरेटर 3: इसका घर... सेप्टिक टैंक के अंदर... इस पे एक एहसान करना...
के कोई एहसान मत करना

नैरेटर 2: पानी में मिल के बीमारी है फैलाता ...

नैरेटर 3: एक बार इसने कमिटमेंट कर दी... तो ये अपने आपकी भी नहीं सुनता...

नैरेटर 4: क्या बात करे हो? हमारा टॉयलेट तो एकदम साफ है...

नैरेटर 2: लेकिन सेप्टिक टैंक का क्या?

नैरेटर 3: सेप्टिक टैंक साफ न करवाना यानि इसको घर बुलाना...

स्वागत नहीं करोगे आप मलासुर का?

ये सब कलाकर एक दूसरे को हाई फाइव देते हैं और जोर से हंसते हैं।

मलासुर उनके साथ शामिल हो जाता है।

नैरेटर 1 मलासुर के रूप में (डरावने तरीके से हंसते हुए कहता है):

अब तेरा क्या होगा कालिया?

ACT 3

2 कलाकार आपस में बात कर रहे हैं...

नैरेटर 2: मलासुर को पकड़ना क्या सही में नामुमकिन है?

नैरेटर 4: दर्शकों की तरफ इशारा करते हुए कहता है : नहीं छोटे!

इस विलेन से निपटने के लिए तो ये ढाई किलो का हाथ ही काफी है!

नैरेटर 2: वो कैसे?

नैरेटर 4: बहुत आसान है!

तारीख पे तारीख... तारीख पे तारीख... मत निकलने दो!

नैरेटर 3: हर 3 साल में... लाइसेंस ऑपरेटर को कॉल करो और

सेप्टिक टैंक सैफ करवाओ... और मल यानी मलासुर से पानी को बाचाओ!

जब कलाकार ये समझ रहा होता है, बाकी सभी कलाकार के आसपास

एक गोल बन कर खड़े हो जाते हैं। वो एक प्लकार्ड पकड़े हुए है।

जिसपे लिखा है – हर 3 साल में सेप्टिक टैंक साफ करवाओ

नैरेटर 2 (डायलॉग मारता है): डॉट अंडरएस्टिमेट द पावर ऑफ एक कॉमन मैन!

नैरेटर 1 (मलासुर डरी हुई आवाज में कहता है): अरे साम्भा! लगता है शामत आई है!

और वो भाग जाते हैं...

सभी कलाकार कोरस में कहते हैं—

तो समझे? इस विलेन की बैंड बाजाओ... हर 3 साल में सेप्टिक टैंक सैफ करवाओ!

नुक्कड़ नाटक के अंत में, कलाकार दर्शकों से कुछ सवाल पूछेंगे,

जैसे कि मलासुर कौन है? उसे कैसे हराया जा सकता है?

सबसे सटीक जवाब देने वाले दर्शक को मोबाइल रिचार्ज या

फ्री सेप्टिक टैंक की सफाई जैसा इनाम मिलेगा।

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The National Faecal Sludge and Septage Management (NFSSM) Alliance has played a pivotal role in policy discourse enabling an environment for effective communication and sustainability of sanitation efforts across India.

Lastly, we would like to acknowledge the overall guidance and support from the Bill & Melinda Gates Foundation for funding the design and development of this Social and Behaviour Change Communication Campaign (SBCC) and strategy on FSM for the benefit of populations in India.

The Malasur campaign and this catalogue containing the guidelines for the campaign for implementors have been conceptualised and developed by BBC Media Action.

ANNEXURE

Annexure I: Campaign Rollout Guidelines

The Malasur campaign has been designed as a 3-ad integrated campaign making simultaneous use of various communication platforms. Currently, it is designed for non-mass media platforms but is an extendable campaign capable of creating mass media outputs, going forward.

It focuses on 3 messages:

1. Containment: Build the right containment structure for your toilet
2. Emptying: Desludge once in 3 years through a licensed operator
3. Disposal: Check with the desludger where the faecal sludge will be disposed and report indiscriminate dumping

The following are the key guidelines for rollout of this campaign:

- The campaign should be rolled out for a minimum period of 3 months. It is advised to run this campaign for two bursts of minimum period of 3 months within one year
- The campaign should be rolled out in an integrated manner with multiple communication platforms creating a surround visibility and reinforcing each other. These include IPC tools (Leaflets), Outdoor Media (Hoardings, Wall Paintings, CT/PT Branding, Lollipops), In-transit platforms (Van Branding, Auto Branding), Mid-media (Miking, Street Theatre) and Digital (Cinema Slide, Animation Film, GIF)
- For collaterals with single messages, ideally each message should be implemented sequentially and not all at once, so that there is maximum recall, and minimum confusion among audiences
e.g: Rollout plan for Berhampur in Odisha

	Month 1				Month 2				Month 3			
Campaign Elements	W1	W2	W3	W4	W1	W2	W3	W4	W1	W2	W3	W4
Launch Event (press conference to kick start campaign)												
IPC (leaflet, posters at events and house-to-house distribution)			Message 1				Message 2				Message 3	
Government owned and private hoardings + Transit media (auto, van and cesspool truck branding + CT/PT branding)	Message 1 (Containment)				Message 2 (Regular Desludging)				Message 3 (Indiscriminate Disposal)			
Street Play												
Miking												
Movie Theatres (cinema slide)					Msg 2			Msg 2				
Monitoring												

- For reasons where sequential message rollout is not possible, it is advised that single message collaterals be rolled out in equal numbers for each message
- It has been observed that a spend of INR 40-50 lakhs per ULB is appropriate for a 3-month dissemination of the campaign. E.g. in Warangal for a subject like FSM, to reach out to 65% of the target audience base (TG Base: 3.07 lakhs), a minimum frequency of 4 is needed
- Ideally a media planning agency should be engaged to provide a scientific plan for each ULB/State

Annexure II: Monitoring Guidelines

It is very critical to evaluate the Malasur campaign at every step, and it is recommended to triangulate the data from the following sources:

1. Monitoring the rollout of the campaign: It is advised to monitor inputs and activities of the intervention for process adherence
2. Evaluating the message recall and effectiveness: It is suggested that the ULB or TSU conduct a quick dipstick survey to measure the extent of reach of the campaign and recall of the messages
3. Monitoring of actual data on-ground: This could include requisitions for desludging before and after the campaign, number of calls received

1. MONITORING INPUTS AND ACTIVITIES FORMAT

Date of report:

District:

Name of ULB:

Type: Municipal Corporation/Municipality

Duration of campaign:

Start date:

End date:

Hoarding	Size of hoarding	Number of hoardings	Approximate cost (rental cost or equivalent thereof)	Total cost
Wall Painting	Size of painting	Number of paintings	Approximate cost	Total cost
Poster	Size of poster	Number of posters	Approximate cost	Total cost
Auto/ Van Branding	Size of branding	Number of vehicles	Approximate cost	Total cost
Leaflet	Size of leaflet	Number of leaflets	Approximate cost	Total cost

2. REACH AND RECALL DIPSTICK STUDY

Reach and recall studies/impact studies should only be undertaken once proper implementation is done and should be carried out by a third-party professional research agency.

- a. Reach across various components like hoardings, wall-paintings, branding on vans and auto-rickshaws
- b. How many times and where all did people get exposed to the campaign?
- c. Recall of the campaign - which elements are remembered amongst the exposed
- d. Appeal of the campaign - which elements are liked or disliked
- e. Performance of the campaign - diagnostics like ease of understanding, relevance, uniqueness (exposed to the output again during survey)
- f. Engagement with the campaign - what did the exposed population do after viewing the campaign (exposed vs. unexposed)
 - Discussion with friends, family
 - Made them think about their septic tank and regular desludging
 - Called the number after seeing the campaign
 - Spoke to the desludger or mason in their area to know more on the topic
- g. Levels of recall, knowledge, attitude, motivation across messages and relative to each message too

3. MALASUR CAMPAIGN: MONITORING ON-GROUND ACTIONS

The following data should be collected from at least two months prior to the campaign and at least two months post the campaign to check if the campaign brought about any change in the on-ground actions and if the change was sustainable.

	Month 1	Month 2	Month 3	Month 4	Month 5
Desludging requisitions received					
No. of trips made to SeTP/FSTP					
No. of calls received on helpline number					



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