THE STORY OF MALASUR
THE DEMON OF DEFECAL

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

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\(^1\) Sustainable Development Goals

[https://sustainabledevelopment.un.org/sdg6]
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 2030\(^2\)
- 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.

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\(^2\)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.
      (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.
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.5

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. 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.

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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

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

English:  https://bit.ly/3gOxEFD
Hindi:  https://bit.ly/3eKYNr2
Punjabi:  https://bit.ly/2Mrfk7n
Bengali:  https://bit.ly/2XqzyVh
Odia:  https://bit.ly/3gHsU10
Kannada:  https://bit.ly/2XqAbOD
Tamil:  https://bit.ly/2MmOLAb
Telugu:  https://bit.ly/2zMZ7qH
Hoarding

Guidelines:

• Only use the following colours:

  Yellow [ ] Yellow [ ] Yellow [ ]
  C: 4  M: 7  Y: 100  K: 0  100%  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
Message 2
Desludge your septic tank every 3 years
Message 3
Check where your poo is going to
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:

<table>
<thead>
<tr>
<th>Colour</th>
<th>CMYK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yellow</td>
<td>C: 4 M: 7 Y: 100 K: 0</td>
</tr>
<tr>
<td>White</td>
<td>100%</td>
</tr>
<tr>
<td>Black</td>
<td>100%</td>
</tr>
</tbody>
</table>

• 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
Message 2
Desludge your septic tank every 3 years

Language: English
Dimension: 10(w) X 10(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
Lollipop

Guidelines:

• Only use the following colours:

  Yellow  White  Black
  C: 4  M: 7  Y: 100  K: 0  100%  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)
Message 2

Desludge your septic tank every 3 years

Language: English
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)
CT/PT Branding

Guidelines:

- Only use the following colours:

  | Colour | Cyan | Magenta | Yellow | Black
  |--------|------|---------|--------|-------
  |        | 4    | 7       | 100    | 0     |

- 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
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
Leaflet

Guidelines:

• Only use the following colours:

  Yellow [ ] White [ ] Black [ ]

  C: 4 M: 7 Y: 100 K: 0 100% 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
Poster

Guidelines:

• Only use the following colours:

<table>
<thead>
<tr>
<th>Yellow</th>
<th>White</th>
<th>Black</th>
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</thead>
<tbody>
<tr>
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<td>Y: 100</td>
</tr>
<tr>
<td>100%</td>
<td>100%</td>
<td>100%</td>
</tr>
</tbody>
</table>

• 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
Message 2
Desludge your septic tank every 3 years
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

CLEAN YOUR SEPTIC TANK EVERY 3 YEARS FOR SURE

CALL THE LICENSED OPERATOR
GET IT CLEANED

Language: English
Dimension: 3(w) : 1(h)

हर 3 साल में जरूर सेप्टिक टैंक साफ़ करवाओ

लाइसेंस्ड अॉपरेटर का नंबर मिलाओ साफ़ करवाओ

Language: Hindi
Dimension: 3(w) : 1(h)
Auto Branding

Guidelines:

• Only use the following colours:

  Yellow [ ] White [ ] Black [ ]
  C: 4 M: 7 Y: 100 K: 0  100%  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
Message 3
Check where your poo is going to
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
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
Animation Film

Guidelines:

• Only use the following colours:

  Yellow [ ]  White [ ]  Black [ ]
  C: 4  M: 7  Y: 100  K: 0  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
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)
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.
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)
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, जानो सबको बताओ
मलासुर से पानी को बचाओ

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

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

VO: बेरहमपुर 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: (বল সহজের বিশ বিশ সহজের চুক্তি....)

Chorus: চুক্তি চুক্তি চুক্তি চুক্তি চুক্তি চুক্তি

Chorus: ছানার চুক্তি চুক্তি চুক্তি চুক্তি

Chorus: ছানার চুক্তি চুক্তি চুক্তি চুক্তি

Chorus: ছানার চুক্তি চুক্তি চুক্তি চুক্তি

Vo: বল সহজের বিশেষ বিশেষাত্মক (TBC) বল সহজের চুক্তি।

60
Message

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

Language: Telugu

Vo: మచ్చి సరిచేసి అభిప్రాయం
డాండి లేదా తాను మచ్చి
సమాధానం పొందడం వారికి
మేమ్డు భాగను ఎంచుకు మనం
మాదరులను నా సంఖ్య

Chorus: ఎలాంటి సమాధానం... మనం తాను అభిప్రాయం..

SFX: (మచ్చి అభిప్రాయం)
సమాధానం బంధం
మాదరుల సంఖ్య

SFX: (పఖ్షి నడిచాడు)

Chorus: మనం తాను అభిప్రాయం... మనం తాను
సమాధానం బంధం
మాదరుల సంఖ్య
మనం తాను అభిప్రాయం... మనం తాను అభిప్రాయం..

Signoff: For Warangal

1800 425 1980 ఎ సి ఎఫ్ఎస్.
వారి సాధన సామర్థ్యం
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 Fkk foy g)

Characters:
Narrator 1/Malasur
Narrator 2
Narrator 3
Narrator 4

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

1. Malasur costume
2. Placard
कहाकारः
नैरेटर 1/मलासुर
nैरेटर 2
नैरेटर 3
नैरेटर 4

प्रॉप्सः
मलासुर कॉस्ट्युम
प्लकार्ड जिस पर ‘हर 3 साल में सेंटिक 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 टिवस्ट है...
हीरो-हीरोइन का द्रामा नहीं
इसका मुख्य कॉरेक्टर तो... एक विलेन है!
नैरेटर 2 (हैरानी से):
हैं! विलेन की कहानी?

नैरेटर 1: हा छोटे! एक अजब विलेन की गजब कहानी! इसको हल्के में
लेना पड़ सकता है बहुत भारी!
नैरेटर 3 (ढ़रटे हुए): ऐसा क्या? कौन है वो विलेन? रहता है कहाँ?
नैरेटर 1 (पैरों को तरफ देखते हुए): वो देख! तेरे पैरों के नीचे!
नैरेटर 2 (हैरानी से कूदते हुए): पैरों के नीचे?
नैरेटर 3 (अवाकक 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 गूँ मरा है!
नैरेटर 3 (सार झुकाते हुए कहता है): पैरों के नीचे रहता है? ..गूँ मरा है? ..अरे मझया
वब बताओ भी... कौन है वो विलेन?
एक अदमी जिसने मलसुर की पोशाक पहनी है,
अचानक भीड़ से कूद कर सामने आता है।

नैरेटर १, मलसुर की भारी भरकम नवाज में कहता है:
यहां से पचास— पचास कोस दूर, गाँव मे जब बच्चा रोता है तो
माँ कहती है बेटे सो जा.. सो जा नहीं तो मलसुर आ जाएगा!

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

भीड़ से २ लोग अचानक बाहर निकल कर आते हैं...

नैरेटर २: मल से बना... असुरों का असुर... मलसुर! नाम तो सुना होगा!
नैरेटर ३: इसका घर... सेप्टिक टैंक के अंदर... इस पे एक एहसान करना...
के कोई एहसान मट करना
नैरेटर २: पानी में गिल के बीमारी है पैलाटा ...
नैरेटर ३: एक बर इसने कमिट्स्ट कर दी... तो ये अपने आपकी भी नहीं सुनता...
नैरेटर ४: क्या बात करे हो? हमारा टॉयलेट तो एकदम साफ है...
नैरेटर २: लेकिन सेप्टिक टैंक का क्या?
नैरेटर ३: सेप्टिक टैंक साफ न करवाना यानि इसको घर बुलाना...
स्वागत नहीं करोगे आप मलसुर का?

ये सब कलाकर एक दूसरे को हाई फाइव देते हैं और जोर से हंसते हैं।
मलसुर उनके साथ शामिल हो जाता है।

नैरेटर १ मलसुर 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 व्यतीत उसी में नामुमकिन है?
नैरेटर 4: दर्शकों की तरफ इशारा करते हुए कहता है : नहीं छोटे!
इस विलेन से निपटने के लिए तो ये बाईं 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 ड्राॅपरेटर 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 प्लार्ड पकड़े हुए है।
जिसपे लिखा है – हर 3 साल में सेप्टिक टैंक सैफ करवाओ
नैरेटर 2 (डायलॉग मात्र है): डांट अंडरएफिटर द पावर ऑफ एक कॉमन मैन!
नैरेटर 1 (मलासुर डरी हुई आवाज में कहता है): अरे साम्मा! लगता है शांत आई है!

और वो भाग जाते हैं...
सभी कलाकार कोर्स में कहते हैं—
तो समझि? इस विलेन की बैंड बाजाओ... हर 3 साल में सेप्टिक टैंक सैफ करवाओ!

नुक़क़ड़ नाटक के अंत में, कलाकार दर्शकों से कुछ सवाल पूछने,
जैसे कि मलासुर कौन है? उसे कैसे हराया जा सकता है?
सबसे सटीक जवाब देने वाले दर्शक को मोबाइल रिवार्ज या
फ्री सेप्टिक टैंक की सफाई जैसा इनाम मिलेगा।
ACKNOWLEDGEMENTS

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We would also like to express our special thanks to the Ministry of Housing and Urban Affairs (MoHUA) and the Project Management Unit (KPMG) for their continued support and for spearheading initiatives and communication on FSM in India.

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
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.

<table>
<thead>
<tr>
<th>Campaign Elements</th>
<th>Month 1</th>
<th>Month 2</th>
<th>Month 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Launch Event (press conference to kick start campaign)</td>
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<tr>
<td>IPC (leaflet, posters at events and house-to-house distribution)</td>
<td>Message 1</td>
<td>Message 2</td>
<td>Message 3</td>
</tr>
<tr>
<td>Government owned and private hoardings + Transit media (auto, van and cesspool truck branding + CT/PT branding)</td>
<td>Message 1 (Containment)</td>
<td>Message 2 (Regular Desludging)</td>
<td>Message 3 (Indiscriminate Disposal)</td>
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<tr>
<td>Street Play</td>
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<td>Miking</td>
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<tr>
<td>Movie Theatres (cinema slide)</td>
<td>Msg 2</td>
<td>Msg 2</td>
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<tr>
<td>Monitoring</td>
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</tbody>
</table>
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: .................................................................
<table>
<thead>
<tr>
<th>Hoarding</th>
<th>Size of hoarding</th>
<th>Number of hoardings</th>
<th>Approximate cost (rental cost or equivalent thereof)</th>
<th>Total cost</th>
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<tr>
<td>Wall Painting</td>
<td>Size of painting</td>
<td>Number of paintings</td>
<td>Approximate cost</td>
<td>Total cost</td>
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<tr>
<td>Poster</td>
<td>Size of poster</td>
<td>Number of posters</td>
<td>Approximate cost</td>
<td>Total cost</td>
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<tr>
<td>Auto/ Van Branding</td>
<td>Size of branding</td>
<td>Number of vehicles</td>
<td>Approximate cost</td>
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<td>Leaflet</td>
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</table>
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 desluder 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.

<table>
<thead>
<tr>
<th></th>
<th>Month 1</th>
<th>Month 2</th>
<th>Month 3</th>
<th>Month 4</th>
<th>Month 5</th>
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</thead>
<tbody>
<tr>
<td>Desludging requisitions received</td>
<td></td>
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<tr>
<td>No. of trips made to SeTP/FSTP</td>
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<tr>
<td>No. of calls received on helpline number</td>
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</tbody>
</table>