WELCOME TO THE
TREASURE HUNT

City-wide social mobilisation campaign on FSM in Faridpur, Bangladesh

PRACTICAL ACTION

Hasin Jahan
Plaban Ganguly

AfricaSan FSM
All of us know this value chain diagram of FSM.
However, the man sitting on the pan is the most critical factor in this value chain who remained sort of unattended!
Success of a functioning FSM system critically depends on synchronization and resonance between responsible city authority and responsive citizens at large.
From our learning over the decade, we have designed the first ever citywide campaign on FSM targeting all segments in the city.
WHAT MAKES THE CAMPAIGN UNIQUE?
a campaign for

Demystifying FSM
for the citizens

Giving a positive message regarding turning sludge into resources
The campaign was initiated with an innovative branding “The Treasure Hunt”

In Bangali ‘Guptadhonar Sondhane’
Faecal Sludge = Hidden Hunting
Target Group (TG)

- Citizens
  - Different age groups/Sex/Education level/Professions
  - Income Category/Residence Pattern/Slums
- Institutions
  - Offices/Educational institutes/Hotels/Restaurants/Hospitals/Business entities/NGOs
- City authority
  - Mayor, Councilors, Officials
Product Design

- Age, Sex
- Level of Education
- Professions
- Interest
- Access
Triggering the behavior change

Perception that matters!
Reaction that changed!

• Awareness
• Engagement
The campaign has five major segments:

01. Pre-launching
02. Launching
03. Roll-out
04. Impact Assessment
05. Ensuring Sustainability
Pre launching teaser: Quiz Contest

Where do your feces go?
A) Septic Tank   B) Drain   C) Nearby Waterbodies
A series of Public Events
Interventions for slum population

Reaching the last mile

• Community Meetings
• Street Drama
Engagement of civil society
Mobilizing the opinion leaders

- Meetings/Workshops
- Public Speech
Engaging the youth
(41% population below 30 in Faridpur)
Let the youth speak the future

- Debate Competition
- Photography Contest
- Interactive Sessions
Taking the advantage of vibrant mainstream & social media

Putting mass population on board

Facebook promotion featuring Celebrities, Political Leaders, Opinion Leaders to create the social momentum
Intriguing into the role as a law-abiding citizen

- Street Theatre
- Mime Show
- TV Drama

Utilising Performing Arts to Change Practice
Oath Taking: City Authorities & Citizens

Aiming to facilitate them to become mutually responsive
Direct Communication

70% of the total population

65% of the educational institutions

100% of the relevant Govt. line Departments

OUTREACH
Social Media
More than 2.5 million in total
More than 10 million engagement
82% of the total population
OUTREACH
Edutainment

More than 7.3 million people via TV drama

Around 100,000 people via street drama

Around 125,000 people via other performing arts

OUTREACH
after a year

Service Demand increased from 8% to 45%
Unsafe containment reduced from 66% to 48% after a year.
Lessons Learnt
The campaign created a momentum and developed a sense of responsibility among the citizens around what FSM is, their role as a law-abiding citizen and also among the functionaries of municipality.
This mutual role clarity is allowing the municipality to apply legal measures to stop illegal connections and at the same time the citizens are getting space to raise their voices in case proper services are not offered on demand.
Most importantly, citizens are now demanding the service which is a must to make the FSM sustainable.
This package of social mobilisation campaign has drawn interest among other stakeholders and in the process of upscaling.

This has a huge scope to be tailored to contexualise in the other countries for achieving greater impacts.
To know more:
Hasin Jahan
Country Director
Practical Action
hasin.jahan@practicalaction.org.bd

Use the link below to enjoy a drama on treasure hunting