



WELCOME TO THE
TREASURE HUNT

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

PRACTICAL ACTION



Hasin Jahan
Plaban Ganguly

 AfricaSan  FSM 



TECHNOLOGY

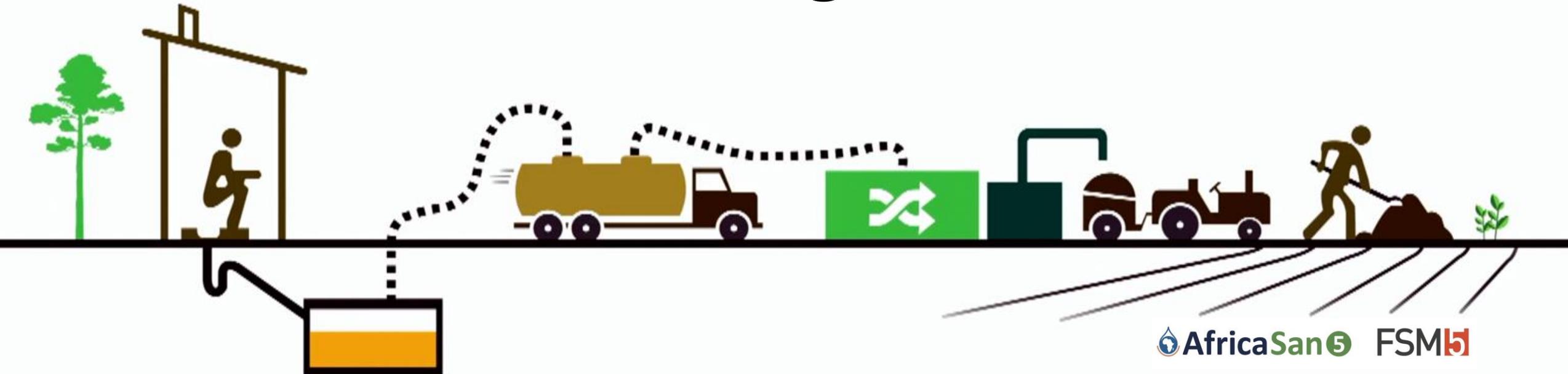


**BUSINESS
MODEL**

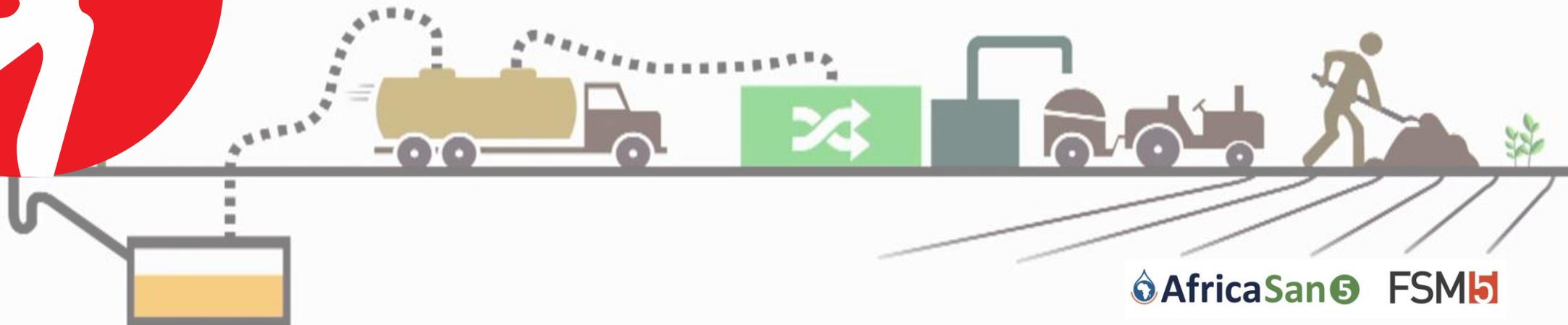


POLICY

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 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



THOUGHTFUL



MEANINGFUL



TRIGGERING

The campaign was initiated with an innovative branding “The Treasure Hunt”

In Bangali ‘Guptadhoner Sondhane’



গুপ্তধনের
সন্ধান

BRANDING



THOUGHTFUL



MEANINGFUL



TRIGGERING

গুপ্তধনের
সন্ধানে

গু

= Faecal
Sludge

প্ত

= Hidden

ধন

= Wealth

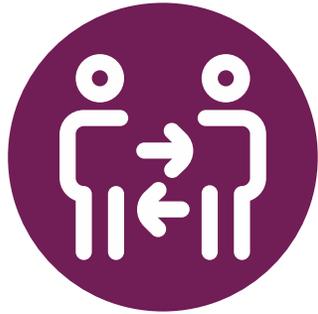
সন্ধানে

= 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



INTERACTIVE



INTRIGUING

- **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



আপনার পায়খানায়
জল কোথায় যায়?

- A** ট্যাংকি **B** ড্রেন **C** পুকুর/নদী

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



Utilising Performing Arts to Change Practice

Intriguing into the role as a law-abiding citizen

- Street Theatre
- Mime Show
- TV Drama

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 125,000 people
via other performing arts

Around 100,000 people
via street drama

OUTREACH



after a year

Service Demand
increased from
8% to 45%



after a year

Unsafe containment
reduced from
66% to 48%





Lessons Learnt

01

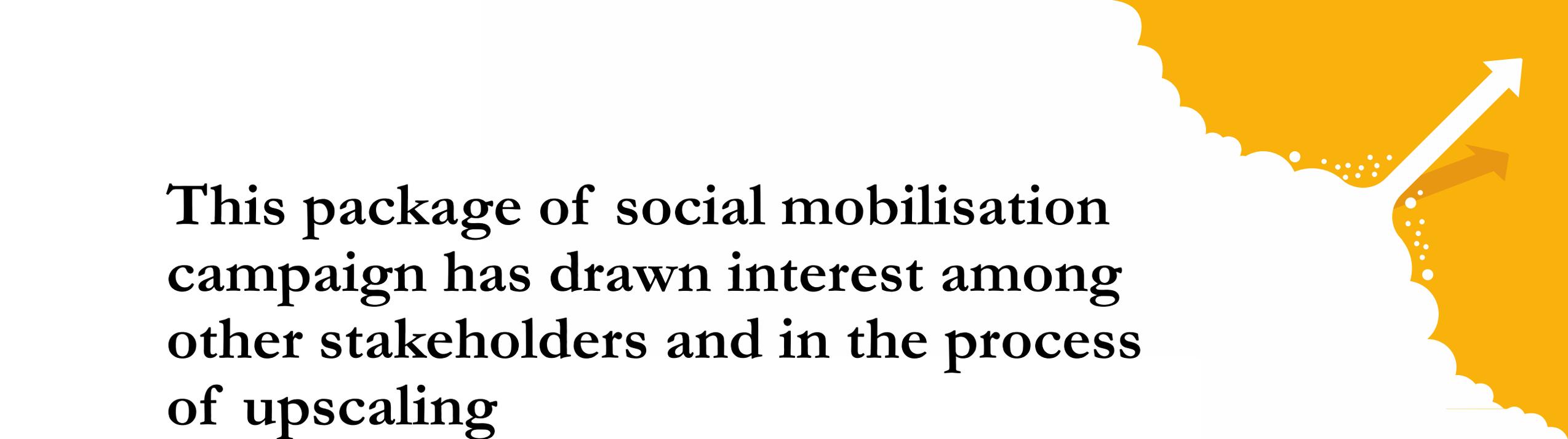
The campaign created a momentum and developed a sense of responsibility among the citizens around what FSM is, their role as a law-abiding citizen and also among the functionaries of municipality

02

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

03

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 contextualise 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**

<https://bit.ly/2GzvKDx>