

Communications approach for FSSM

Just Talk
Academy of Skill Development
* इफेक्टिव इंग्लिश स्पिकिंग
* व्यक्तिमत्त्व विकास
पता: 183, मुठा बाजार, विठ्ठलवाडी, कोल्हापूर, ता. ४०१, पिनकोड ४१३२०१
8655539506 / 9223319257

सौजन्य
संतोष
आलाराम
जमदाडे.

सौजन्य
शशिकंत
शंकरराव
कोंढाळकर.

सौजन्य
आक्रम
व. दामोदर
वामन

वाई नगरपरिषद, वाई.
वाई नगरपरिषदेची 'सेप्टिक टँक कालबद्ध' रीतीने स्वच्छ करण्याची अनोखी योजना'
या योजनेच्या अंतर्गत नगरपरिषद हद्दीतील सर्व रहिवाश्यांचा सेप्टिक टँक ३ वर्षातून एकदा साफ करणार.
सेप्टिक टँक ३ वर्षातून एकदा साफ केलाच पाहिजेत.
नगरपरिषदेच्या सेवेचा लाभ घ्या.



Center for Water and Sanitation
CEPT University

September 2019

Communications for addressing FSSM issues...

Septic tanks not emptied regularly

People unfamiliar with the concept of scheduled desludging

Readiness of septic tank owners for success of scheduled desludging



Design of containment systems according to standards

Many new toilets being built under SBM

Key messages

What is the concept of scheduled emptying?

Regular desludging is important for health and environment

Council is rolling out a service for everyone

There is no emptying charge for service once in three years

What do citizens have to do?

How to be ready for your turn?

What to expect when desludgers come to your house?

Construct and maintain technically sound and accessible septic tanks

Good quality service which abides with laws and regulations

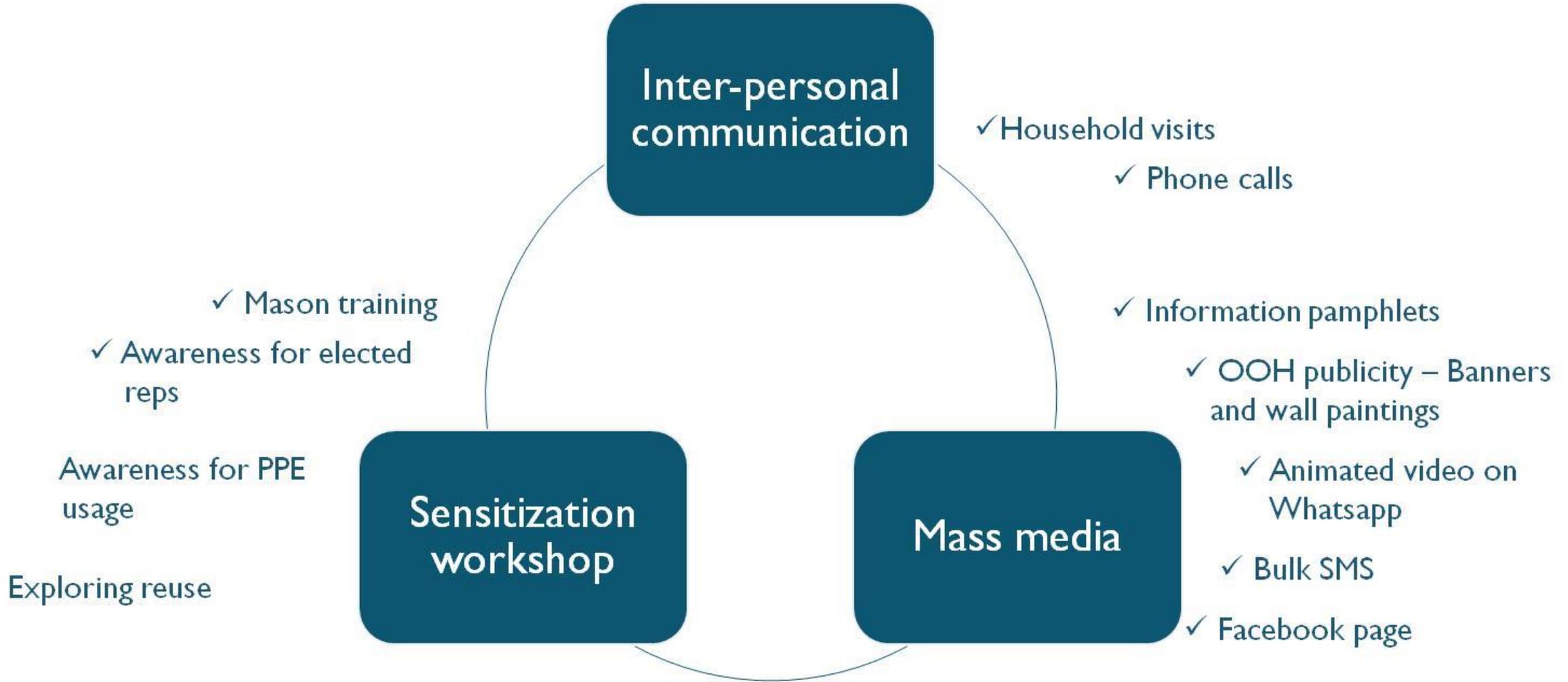
PPE is used and there is no manual scavenging

Transparency in operations and safe delivery - Sign the receipts

Closing the cover

Ensuring user satisfaction

Methods and channels



People facing messaging

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Wall painting at FSTP



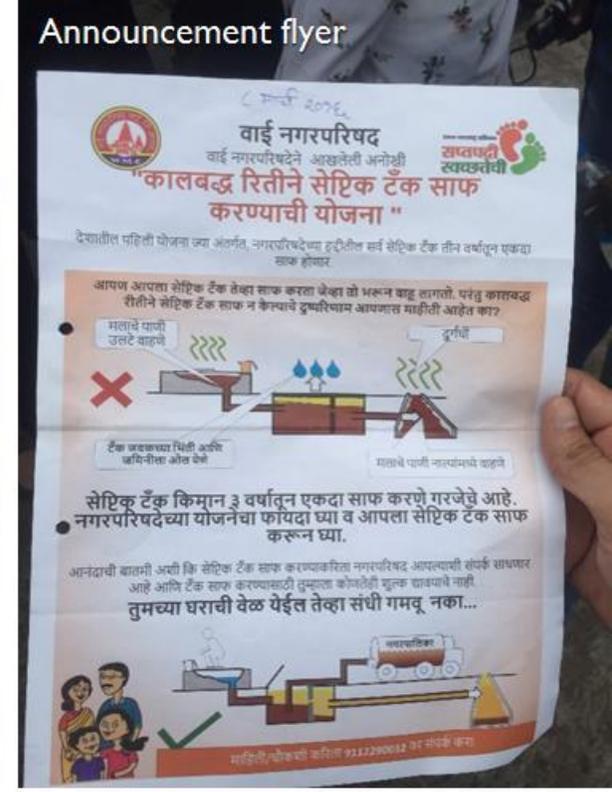
Roadside wall painting



Wall painting at FSTP



Wall painting in main market street



Announcement flyer



Overhead hoarding advertisement



Facebook pages

Facebook page for Wai Septic Tank Cleaning. The page features a profile picture of a yellow septic tank truck with the W.M.C. logo. The cover photo shows a worker in a purple shirt and yellow helmet operating the truck. The page includes a navigation menu on the left with options like Home, Posts, Reviews, Photos, About, and Community. The main content area shows a post with a photo of the truck and a 'Write a post...' prompt. The right sidebar contains community information, including 'No rating yet', 'Community' section with 'Invite your friends to like this Page', and 'About' section with 'Send message', 'Industrial company', and 'Suggest Edits'. The page was created on 10 April 2018.

Facebook page for Swachh Sinar. The page features a profile picture of a logo with the text 'स्वच्छ महाराष्ट्र अभियान' and 'सप्तपदी च्छतेची'. The cover photo shows a modern building with the text 'राजीव गांधी भवन' and 'सिन्नर नगरपालिका'. The page includes a navigation menu at the top with options like Home, Create, and Add Friend. The main content area shows a post with a photo of the building and a 'Write a comment...' prompt. The right sidebar contains community information, including 'DO YOU KNOW SWACHH?', 'Intro' section with 'Swachh Sinar Sunder Sinar', and 'Swachh Sinar's photo'. The page was created on 29 October 2018.

Targeted people facing messaging

For septic tank owners who are next in turn

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How to be ready for your turn?

What to expect when desludgers come to your house?

Construct and maintain technically sound and accessible septic tanks

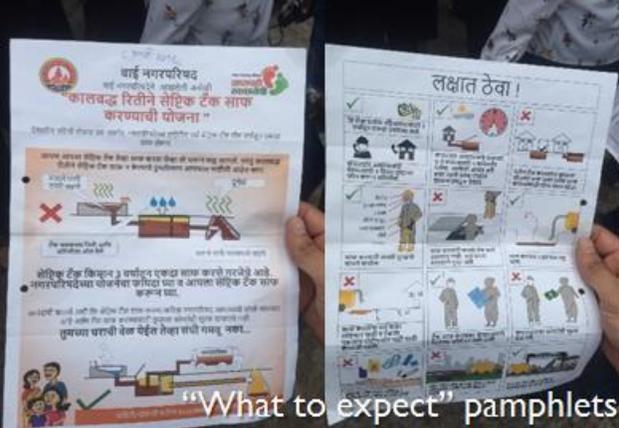
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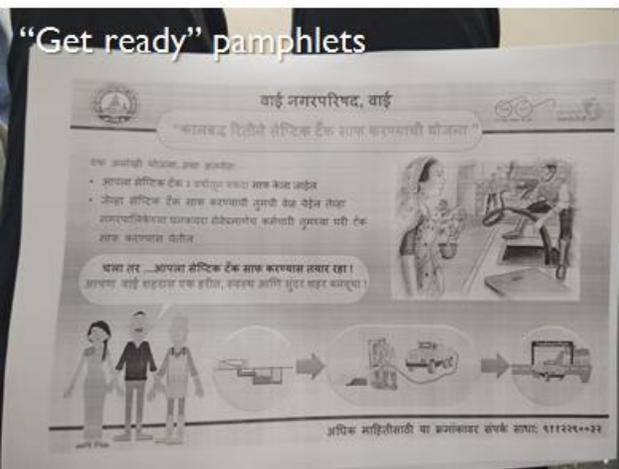
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Closing the cover

Ensuring user satisfaction



"What to expect" pamphlets



"Get ready" pamphlets



Wai Nagarpalika

has devised a unique

"Scheduled Emptying of Septic Tanks scheme"



A first of its kind in the country, under which septic tanks of each and every property of the municipal council will be emptied at least once in every 3 years

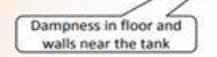
You clean your septic tanks only when it overflows... But are you aware of the side effects of not cleaning it periodically?



Sewage backflow



Foul odours



Dampness in floor and walls near the tank

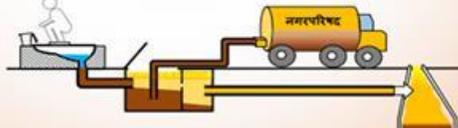


Unsettled sewage flowing in effluent drains

**Septic tank should be emptied every 3 years
Avail Nagarpalika services to empty!**

And the good news is...
Nagarpalika will get in touch with you regarding your turn for emptying as per schedule and you do not have to pay for this.

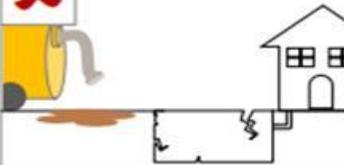
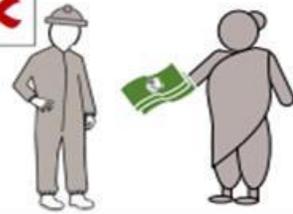
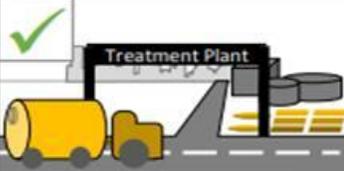
DON'T MISS YOUR TURN ...

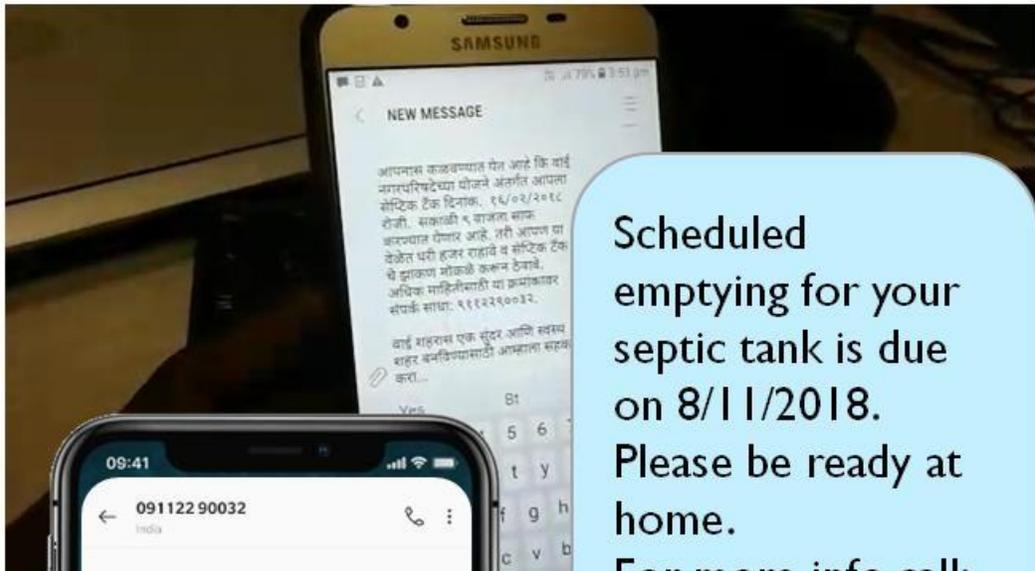





Household visits

Remember!

  <p>Service is available to each household once every 3 years</p>	   <p>Contractor will visit between 7 am and 5 pm. Be present at home and ready! Keep Septic tank cover open for visit</p>	  <p>When constructing new septic tank, do not seal cover and give proper access</p>
  <p>Contractor will call 2 days before scheduled visit</p>	  <p>Cleaner should be wearing proper safety gear</p>	  <p>No one should enter tank! Manual scavenging is prohibited by law</p>
  <p>There should not be any spillage or damage to septic tank</p>	  <p>After emptying sign the receipt given by contractor</p>	  <p>No payment is to be done to the contractor</p>
  <p>Do not put acid/harsh chemicals, or solid waste in you septic tanks</p>	  <p>There should not be any spillage in the city or disposal in drains</p>	  <p>Septage should only be disposed at designated treatment plant</p>



Scheduled emptying for your septic tank is due on 8/11/2018. Please be ready at home. For more info call: 8882280092 Help us in making Wai a clean and healthy city.



Hindi video with CO's message in Marathi

People and practitioner facing messaging

– Contractors, masons + citizens building new tanks

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Transparency in operations and safe delivery - Sign the receipts

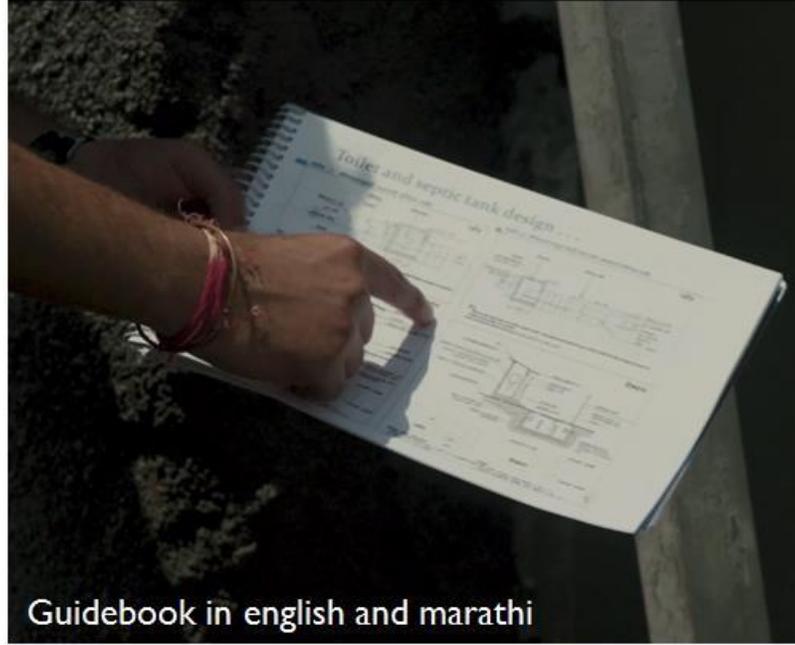
Closing the cover

Ensuring user satisfaction

Often toilet owners who are getting a new septic tank built have no input in its design due to lack of information...



Banner at toilet fair



Guidebook in english and marathi

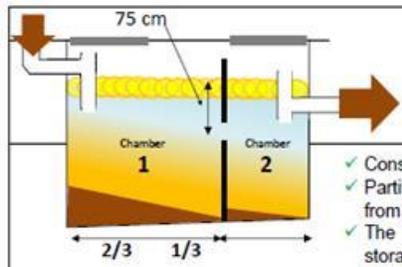


Training of local contractors and masons



Septic tank model at toilet fair



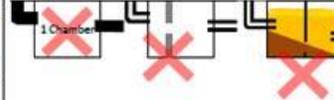


Septic Tank and DON'Ts

✔ Dos

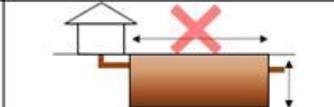
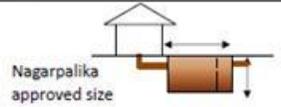
✘ DON'Ts

- ✔ Construct at least a two chambered septic tank
- ✔ Partition wall should be constructed at a distance of 2/3 the length from the inlet
- ✔ The 2 chambers should be interconnected above the sludge storage level by means of a pipe or square opening of diameter or side length not less than 75 cms



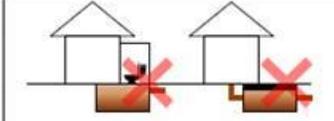
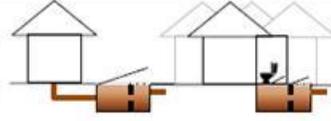
- ✘ Do not construct a one chambered septic tank
- ✘ Do not construct a partition wall at an inappropriate distance
- ✘ Do not provide the interconnection at a level where the sludge or scum is formed

✔ The size of the tank should be as per Nagarpalika norms



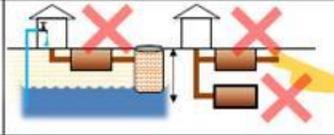
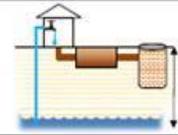
✘ Do not construct an oversized septic tank

- ✔ Always construct septic tank away from structure
- ✔ If space not available, construct toilet over septic tank such that all chambers are accessible
- ✔ Provide openable access covers to all chambers for inspection and desludging



- ✘ Do not construct toilet above septic tank
- ✘ Do not completely seal the septic tank from top

✔ Where ground water level is low, always connect the septic tank to a soak pit



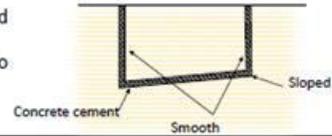
- ✘ Don't construct soak pits near an underground drinking water source
- ✘ Don't construct sealed septic tanks with no outlets
- ✘ Don't connect septic tanks to drains

✔ Septic tanks should be constructed in materials such as brick, stone, concrete (cast in-situ) or be of pre-cast materials



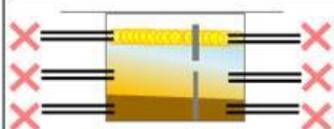
- ✘ Do not use a dug trench as septic tank
- ✘ Tank should not leak

- ✔ The base or floor should be cement concrete and sloped upwards to the outlet
- ✔ The floor and sides should be plastered with cement mortar to render the surfaces smooth



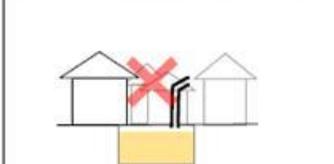
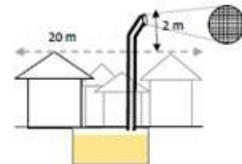
- ✘ Do not keep the base level or slope downwards to the outlet
- ✘ The inside surfaces of the septic tank should not be rough

- ✔ The inlet and outlet opening should be located at different levels
- ✔ The inlet and outlets openings should be below scum level and above sludge level
- ✔ Baffles or T junctions should be provided at inlet and outlet



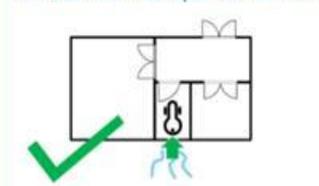
- ✘ The inlet and outlet should not be located at such levels where the sludge or scum collects
- ✘ Inlet and outlet should not be at same level to prevent backflow or exit of solids

- ✔ Septic tank should be provided with ventilation pipes, the top being covered with mosquito proof wire mesh
- ✔ The height of the pipe should extend at least 2 m above the top of the highest building within a radius of 20 m

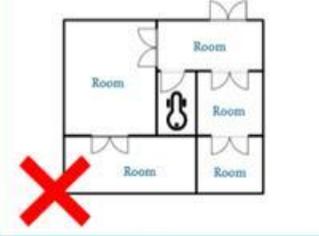
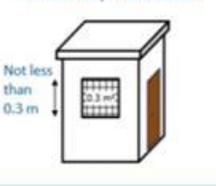


- ✘ Do not leave ventilation pipe unprotected from mosquitoes
- ✘ Do not keep the ventilation pipe too short

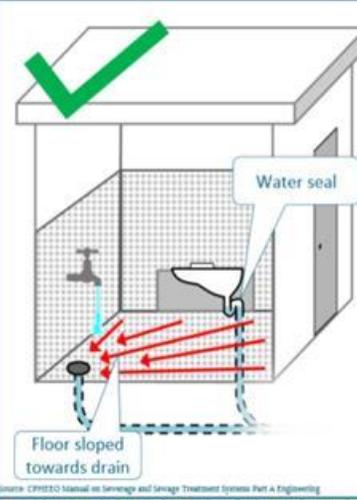
At least one wall open to fresh air



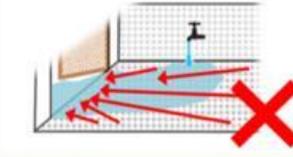
Window / ventilator



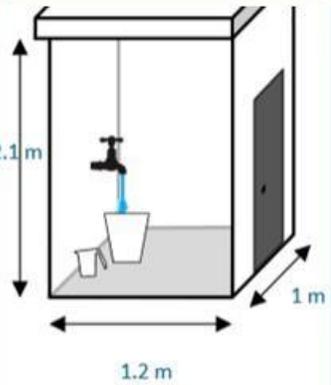
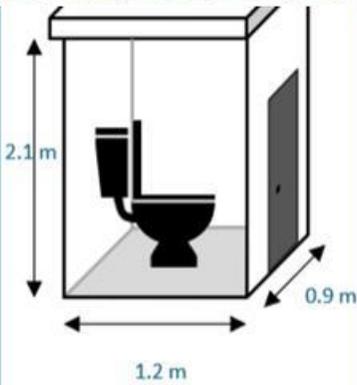
Should not open into kitchen



Do not slope floor into adjoining room



Problems without water seal



Practitioner and System facing messaging – sanitation staff

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Closing the cover

Ensuring user satisfaction

Planned – Training and awareness for PPE usage



Stage I – Understanding current issues and use of PPE by the staff



Source: Shutterstock, AlexeySolovyev

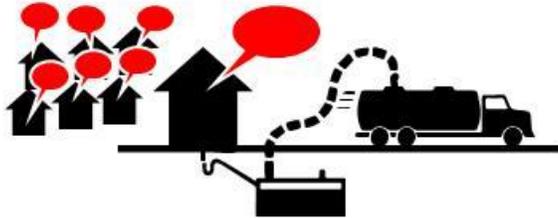
Training local staff for SMART monitoring tools

In the beginning, CWAS team used monitoring apps

Now local staff is being introduced to the apps



Lessons



- Need a phased approach for advertising the scheduled emptying service - one zone at a time
- Need to stress on the fact that citizens need to wait for their turn which will come within the next 3 years
- If all citizens are informed about the service at once, desludgers get loaded with too many emergency requests

- Households are very receptive of the service
- They just need to be informed in advance about how they should be prepared
- For those who cannot open their access covers, providing a mason is useful.
- Households are ready to pay the mason

- Women more likely to be at home when desludgers come - Better responses when women are also on the desludging team



- Sanitation staff ready to use PPE but require it to be of better quality / fit and more frequently replaced

वाई नगरपरिषद

“सेप्टिक टँक कालबद्ध रीतीने
स्वच्छ करण्याची योजना”



CEPT
UNIVERSITY C-WAS



0:00 / 2:48

About us

The Center for Water and Sanitation (C-WAS) at CEPT University carries out various activities – action research, training, advocacy to enable state and local governments to improve delivery of services.

CWAS
CENTER FOR WATER
AND SANITATION

CRDF
CEPT RESEARCH
AND DEVELOPMENT
FOUNDATION

CEPT
UNIVERSITY

Scheduled emptying of septic tanks in Wai_HINDI
<https://www.youtube.com/watch?v=HTNBw5d3j9A>



pas.org.in
cwas.org.in



cwas@cept.ac.in



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Sign up: tiny.cc/pasenews