

Session 4: Promotion Materials for the Promotion of Regular Payment of Water Fees

Introduction

This topic will provide information on the use of two types of promotion materials; “Village Head’s Consensus Form for Payment of Water Fee” and “Promotion Song: Water is Life” as tools to facilitate community involvement and participation.

Learning Objectives

By the end of this session, participants will be able to describe and understand how to use two promotion materials for regular payment of water fees.

Tool Kit

Tool 7: Promotion song for payment of water fees (Water is Life)

Tool 8: Village head’s consensus form for promotion of regular payment of water fees

Content

Village Head’s Consensus Form for Payment of Water Fees

Activity 2.7

Step 1

Provide the Village Head’s Consensus form to the participants and discuss about the content of the form

Step 2

Ask participants the name of influential people in their village, i.e., village head, natural leaders, etc. and let them decide on who should be signing the consensus form

Step 3

Fill in all other information required in the Consensus Form

Step 4

Discuss who should keep the Village Head’s Consensus form and on which occasions to display the forms. For example, the form could be displayed during village meetings, in a tree near the borehole, on the day of water fee payment, etc.

Khalani a moyo wathanzi pakumwa madzi abwino a pamjigo

Lipilani ndalama zokonzera mjigo



Ine, _____ wa m'mudzi
wa _____, ndikulonjeza kuti mudzi wathu
udzakhala wathanzi pakumwa madzi abwino nthawi zonse polipira ndalama
zokonzera mjigo nthawi ndi nthawi.

(Dzina la Mfumu) _____ (Sumu) _____ (Tsiku) _____

Po maso pa:

(Dzina la wapangendo wa WPC) _____ (Sumu) _____ (Tsiku) _____
ndi _____

(Dzina la mbéni) _____ (Sumu) _____ (Tsiku) _____

MJIGO: MUDZI:

Figure 1: Village Head's Consensus Form for the promotion of regular payment of water fees

Purpose of the Village Head's Consensus Form

The form was developed to obtain the commitment of the village head, influential person in the village and the chair of the WPC/VHWC in promoting regular payments of water fees by all villagers to be used for the O&M of their water points in order to have continued access to safe water.

Content and Details of the Consensus Form

The Village Head's Consensus Form contains the following information:

- Key message "Have a healthy life, drink safe water from the borehole always by paying for maintenance costs"
- Village Head's endorsement
- Name of the village
- Identification of the water point
- Date, name and signature of the village head
- Date, name and signature of the influential person
- Date, name and signature of the chair of the WPC/VHWC
- Target audience: women, men and children

Promotion Song for Payment of Water Fee “Water is Life”

Activity 2.8

Step 1

Provide the script of the promotion song “Water is Life” to the participants and discuss about the content of the song

Step 2

Play the song and practice at least two times

Step 3

Ask participants if there are musicians, bands, choirs in the village and whether they can prepare a song for the promotion of regular payment of water in their own traditional tune. Allow them to suggest key messages and practice their song

Step 4

Discuss about effective events and times to sing the promotion song so that the message is passed on to the whole community. Some villagers use the promotion song in village meetings, village bank meetings, on the day of water fee payment, when conducting development work such as moulding bricks and construction of sanitary facilities, etc.



Figure 2: CD with promotion songs provided in the Tool Kit

SONG 1: MADZI NDI MOYO		Awuzeni awo awuzenso ena
VERSE 1		Tisathawe udindo popereka ndalama
Ayoyoyooo ku mudziko yoyoyooo		Poti tikadwala tidzaononga
Ukhondo wabwino umayamba ndi madzi		Ndalama zambiri komanso nthawi
Tiyenera kumwa madzi olongosoka		Lipilani inu ndalama Kuti muzimwa madzi a bwino
Ichi ndi chifukwa chake Boma la Malawi		BACK TO CHORUS
Likulimbikitsa kusamala mijigo		
Koma izi kuti zitheke komanso zipitirire		SOME TRADITIONAL TUNE
Ndi udindo wa tonse kutenga mbali		
Inu mafumu, village band, ma volantiya		Lead Imwani madzi abwino
Mukhale maso. Onetsetsani kuti aliyense		Back Tizimwa madzi abwino
Akusonkha kangachepe nthawi zonse		Lead Madzi a mijigo abwino
Ndalama imeneyi ndiyothandiza kuti		Back Madzi a pamjigo abwino
Mjigo ukaonongeka tizitha kukonzaso		Lead Imwani madzi
		Back Abwino, abwino aa
		Lead Madzi a pamjigo
		Back Abwino, abwino aa
		Lead Kuti mukhale athanzi
		Back Kuti mukhale athanzi
		Lead Kuti mukhale
		Back Athanzi, athanzi aa
CHORUS		
Lead: Madzi ndi moyo		CHORUS
All : Tiwasamale		Lead: Madzi ndi moyo
Lead: Tilimbikitsane		All : Tiwasamale
All : kumwa madzi aukhondo		Lead: Tilimbikitsane
Lead: Ndalama zokonzera		All : kumwa madzi aukhondo
All : Tizipereka		Lead: Ndalama zokonzera
Lead: Kuti mijigo ukawongeka		All : Tizipereka
All : Tizitha kukonzaso		Lead: Kuti mijigo ikawongeka
		All : Tizitha kukonzaso
VERSE 2		
Anthuni kupewa kumaposa kuchiza		
Nkhanga zinapangana kusanapse		
Khalani athanzi pomwa madzi a bwino a pa mijigo		
Lipilani ndalama zokonzera mujigo		
Ubwino wina wa madzi a pa mijigo		
Kuphikira ndiwo sizichedwa kupisa		

Figure 3: Scripts of the promotion song “Water is Life”

Purpose of the Promotion Song “Water is Life”

The promotion song was developed to be used to pass key messages to the villagers on the importance of regular payment of water fees. It was designed to be:

- Attractive: so that it pulls people in
- Uses local language: so that people feel it concerns them
- Repetitive: so that messages are retained
- Easy to understand: so nobody gets confused
- Participatory: so exchange of views is most effective
- Provocative: so that they are memorable and discussed

Details of the Promotion Song “Water is Life”

- Singer: Skeffa Chimoto
- Target Audience: Men, women and children
- Key message “Have a healthy life, drink safe water from the borehole always by paying for maintenance costs”
- Specific features: includes whistling to promote regular payment of water tariff. The whistling alone or the song could be used when WPC/VHWC members are collecting water fees.

SONG 1: 'WATER IS LIFE'

VERSE 1

Ayoyoyooo at the village ayoyoyooo
Hygiene and sanitation starts with water.
We must drink safe water.
This is why the Government of Malawi,
is encouraging us to take care of our boreholes.
For this to be possible and be sustained
It is the duty of all of us, to take part
Village Heads, Village band and Volunteers
should be alert. Make sure that everybody
is contributing from time to time
This money is useful for the borehole repair
In case of a breakdown

CHORUS

Lead: Water is Life
All : We should take care of it
Lead: we should encourage each other
All : To drink safe water
Lead: Borehole maintenance fee
All : We should be contributing
Lead: So that when a borehole breaks down
All : We should be able to repair.

VERSE 2

Prevention is better than cure
It is good to make a plan before trouble comes.
Have a healthy life by drinking safe water from the borehole.
Pay money for borehole repair
The other goodness of borehole water is that
Relish gets cooked faster when using it.
Spread the message to all people

We should not run away from our responsibility of paying for water
If we fall sick due to water related disease
We will spend more money and time
Pay the money so that you can drink safe water

SOME TRADITIONAL TUNE

Lead You should drink safe water
Back We should drink safe water
Lead Safe water from the borehole
Back safe water from the borehole
Lead You should drink water
Back safe water, safe water, aaa
Lead Safe water from the borehole
Back Safe water, safe water, aaa
Lead For you to be healthy
Back For us to be healthy
Lead For you to be
Back Healthy, healthy, aaa

CHORUS

Lead: Water is Life
All : We should take care of it
Lead: we should encourage each other
All : To drink safe water
Lead: Borehole maintenance fee
All : We should be contributing
Lead: So that when a borehole breaks down
All : We should be able to repair.

THEN FADE OUT

SONG 1: MADZI NDI MOYO

VERSE 1

Ayoyoyooo ku mudziko yoyoyooo
Ukhondo wabwino umayamba ndi madzi
Tiyenera kumwa madzi olongosoka
Ichi ndi chifukwa chake Boma la Malawi
Likulimbikitsa kusamala mijigo
Koma izi kuti zitheke komanso zipitirire
Ndi udindo wa tonse kutenga mbali
Inu mafumu, village band, ma volantiya
Mukhale maso. Onetsetsani kuti aliyense
Akusonkha kangachepe nthawi zonse
Ndalama imeneyi ndiyothandiza kuti
Mjigo ukaonongeka tizitha kukonzaso

CHORUS

Lead: **Madzi ndi moyo**
All : Tiwasamale
Lead: **Tilimbikitsane**
All : kumwa madzi aukhondo
Lead: **Ndalama zokonzera**
All : Tizipereka
Lead: **Kuti mjigo ukawongeka**
All : Tizitha kukonzanso.

VERSE 2

Anthuni kupewa kumaposa kuchiza
Nkhanga zinapangana kusanapse
Khalani athanzi pomwa madzi a bwino a pa mjigo
Lipilani ndalama zokonzera mujigo
Ubwino wina wa madzi a pa mjigo
Kuphikira ndiwo sizichedwa kupsa

Awuzeni awo awuzenso ena
Tisathawe udindo popereka ndalama
Poti tikadwala tidzaononga
Ndalama zambiri komanso nthawi
Lipilani inu ndalama Kuti muzimwa madzi a bwino
BACK TO CHORUS

SOME TRADITIONAL TUNE

Lead	Imwani madzi abwino
Back	Tizimwa madzi abwino
Lead	Madzi apa mjigo abwino
Back	Madzi a pamjigo abwino
Lead	Imwani madzi
Back	Abwino, abwino aa
Lead	Madzi a pamjigo
Back	Abwino, abwino aa
Lead	Kuti mukhale athanzi
Back	Kuti mukhale athanzi
Lead	Kuti mukhale
Back	Athanzi, athanzi aa

CHORUS

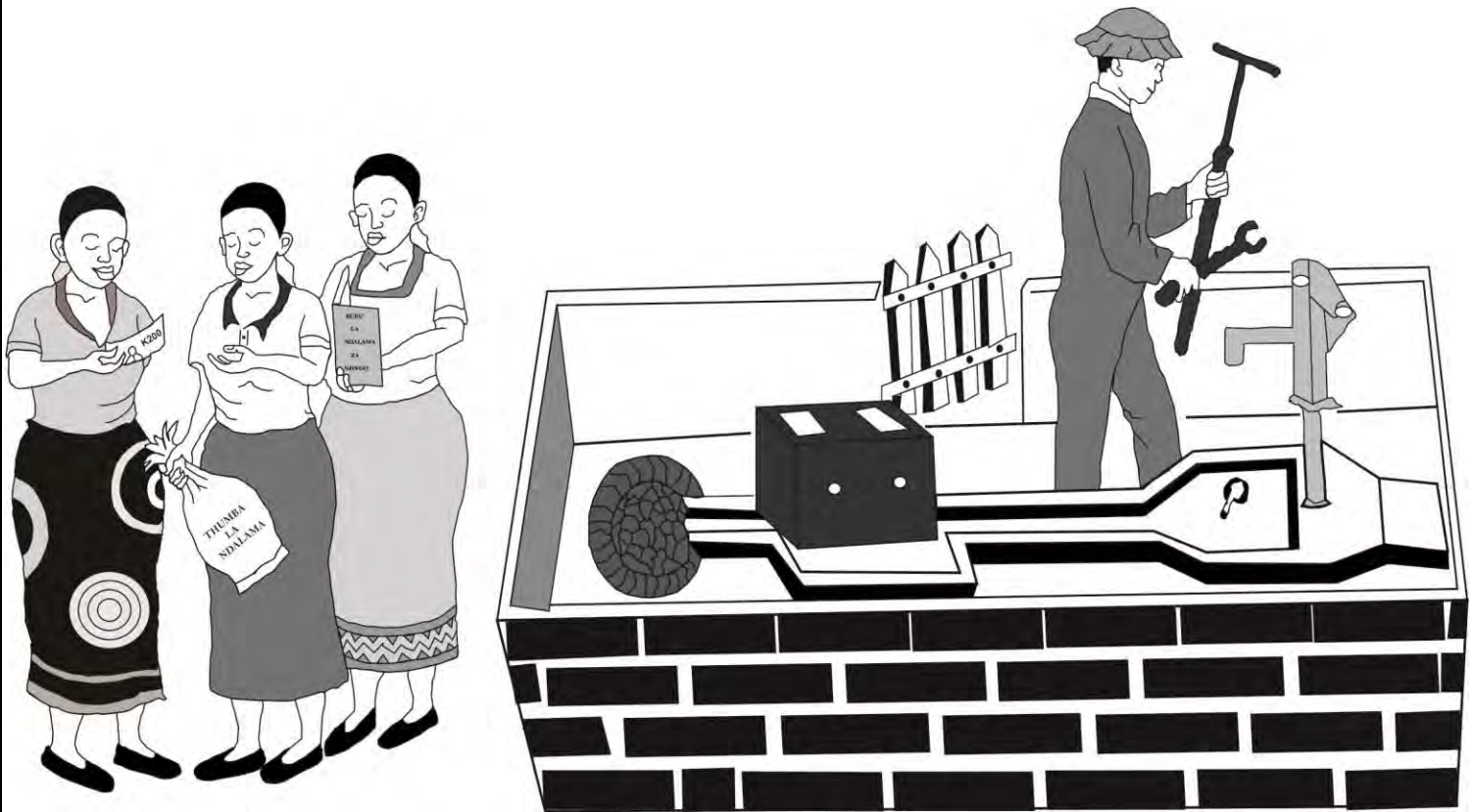
Lead: **Madzi ndi moyo**
All : Tiwasamale
Lead: **Tilimbikitsane**
All : kumwa madzi aukhondo
Lead: **Ndalama zokonzera**
All : Tizipereka
Lead: **Kuti mijigo ikawongeka**
All : Tizitha kukonzanso

Khalani a moyo wathanzi pakumwa madzi abwino a pamjigo

Lipilani ndalama zokonzera mjigo



Government of Malawi



Ine, _____ wa m'mudzi
wa _____, ndikulonjeza kuti mudzi wathu
udzakhala wathanzi pakumwa madzi abwino nthawi zonse polipira ndalama
zokonzera mjigo nthawi ndi nthawi.

(Dzina la Mfumu)

(Saini)

(Tsiku)

Pa maso pa:

(Dzina la wapampando wa WPC)

(Saini)

(Tsiku)

ndi

(Dzina la mboni)

(Saini)

(Tsiku)

MJIGO:

MUDZI: