



# An assessment of the reach and value of IEC activities under Swachh Bharat Mission (Grameen)

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SUPPORTED BY

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## List of common abbreviations

**SBM(G)**

**SB**

**Cr**

**WASH**

**IEC**

**MDWS**

**CSR**

**IPC**

**PMO**

Swachh Bharat Mission (Grameen)

Swachh Bharat

Crore

Water, Sanitation and Hygiene

Information, Education, and Communication

Ministry of Drinking Water and Sanitation

Corporate Social Responsibility

Inter-personal Communication

Prime Minister Office



# Executive Summary

## The last five years can be called the golden age of sanitation in India.

Since 2014, engagement from the top political and government leadership, especially the Prime Minister, induced catalytic participation across segments, giving the cause of sanitation consistent attention and focus. This translated into a mission mode approach where a range of government ministries, private sector organisations, the philanthropic ecosystem, civil

society, and the media & entertainment sector participated to bring sanitation messaging and awareness to citizens at significant scale. Through this period, India witnessed a significant increase in the construction of toilets (over 9 Cr toilets were constructed) as well as widespread IEC messaging on ending the practice of open defecation. This led to a significant improvement in sanitation coverage (96.5% of the people who had access to toilets, used them<sup>1</sup>) and reduction in the open defecation rate during this period.



<sup>1</sup>National Annual Rural Sanitation Survey (NARSS) 2018-19

**We estimate that an average person living in rural India was exposed to between 2,500 – 3,300 SBM related messages over the last five years.**

A large majority of these messages were routed via newly constructed toilets, mass media, and the Swachh Bharat logo. Other significant contributors included ambient media such as wall murals and hoardings, and other conventional channels such as inter-personal communication (IPC), digital media, and cinema.

Under the Swachh Bharat Mission, the government has shown remarkable ability to leverage resources across the public sector, private sector, media, and civil society, to make sanitation a mass movement in India.

**We estimate that the SBM mobilised a spend equivalent worth INR 22,000 to 26,000 Cr in monetary and non-monetary IEC activities.<sup>2</sup>**

**Of this spend equivalent, cash expenditure on IEC activities spent by the Government, private sector, and the development community is estimated to be between INR 3,500 – 4,000 Cr.**

Of this cash spend, ~20% (~INR 800 Cr) was spent by the Ministry of Drinking Water and Sanitation (MDWS), ~35% (~INR 1,250 Cr) by the State Sanitation Departments, ~25% (~INR 1,000 Cr) by other government ministries, and the other ~20% by the private sector (CSR and business expenditures) and the development sector collectively.

The Ministry of Drinking Water & Sanitation as well as state sanitation departments occupied center-stage in this programme and promoted toilet incentives and IEC programmes through significantly enhanced budgets.

<sup>2</sup>We estimated this by identifying the key activities and costs by different actors, modelling the number of 'exposures' created, and estimating the investment required if the government were to 'buy' these exposures in an efficient market

The SBM also orchestrated multi-level organic efforts to spread key messages on improved sanitation to rural and urban Indians using a mix of conventional and unconventional channels.

Inter-Personal communication initiatives contributed significantly to IEC coverage under Swachh Bharat. ~ 5 lakh volunteers signed up to become part of the Swachhagrahi network of grassroots sanitation motivators. Additionally, there were several large-scale community mobilisation campaigns aimed at spreading awareness about sanitation and hygiene. For instance, the Swachh Sundar Shauchalaya contest held in January 2019 involved painting of ~1.34 Cr toilets to use them as a channel for IEC messaging. Following the Prime Minister's call to action, Swachhata Hi Seva, a grassroots movement, received participation from over 20 Cr people in 2018 alone. Other significant contributors to IEC activities were hard assets (new toilets constructed) and soft assets (SB logo on currency notes and trains) and programmes on mass media (TV, radio, newspapers) such as Hum Saaf Saaf Hain, Chalo Saaf Karein, etc., and digital (social media, mobile apps, etc.) channels. Several mass media campaigns and films – such as the NDTV Clean-a-thon, Toilet - Ek Prem Katha, Darwaza Band I & II, Shaucha Singh, Halka, and the like were launched and supported by many.

The SBM was successful in delivering the message of safe sanitation practices to hundreds of millions of Indians through a unique ecosystem approach. This approach to catalysing mission-focused IEC activities led to a paradigm shift in how India approaches awareness and behaviour change across sectors.

This whitepaper describes the scale of IEC activities within the SBM, the model used to assess associated monetary and in-kind costs, and outputs such as reach.



## Context and objectives of the study

Since the launch of the Swachh Bharat Mission (SBM) in 2014, sanitation has become a mass movement engaging citizens across the country. This is reflected in the wide scale of participation by actors across different sectors- government, civil society, corporations, and even media and entertainment. The extensive focus on improved sanitation and Open Defecation Free status has paid off, as behaviour change activities have been accompanied by construction of over nine Cr<sup>3</sup> additional household toilets and open defecation rate has seen significant reduction in this period.

The SBM is unique from its preceding programmes in the attention it has received from the top political leadership, especially the Prime Minister, and consequently the scale at which it has been able to galvanise resources and cross-cutting interest, attracting important stakeholders who were traditionally less involved in sanitation in India.

Hundreds of organisations pledged to advance the theme of sanitation and ran extensive programmes in their communities. A case in point is how the WASH Inter-faith Alliance implemented



<sup>3</sup>“SBM(G) Dashboard”, February 2019, Ministry of Drinking Water and Sanitation

programmes such as the “Swachhta Kranti”<sup>4</sup> and WASH on Wheels across rural India, encouraging people to build as well as use toilets in order to bring an end to open defecation. Similarly, Tata Trusts’ Zila Swachh Bharat Prerak programme recruited over 500 young professionals to support district level implementation of the SBM(G). Corporate India has contributed more than INR 600 Cr to the Swachh Bharat Kosh<sup>5</sup> and has also conducted sanitation related Information, Education and Communication (IEC) activities across the country.

While data and estimates are available for the numbers of toilets constructed and associated costs, there has been no study<sup>6</sup> examining the

extent of sanitation themed awareness and IEC activities in this period. Given the significant role that these play in driving improvements in sanitation and the catalytic nature of the SBM programme, Dalberg Advisors carried out a study to estimate the reach and value of the IEC-related activities of cross-sectoral actors under the Swachh Bharat Mission and to uncover key patterns within these activities (relating to gender, geography, etc.) to distil key policy lessons. This whitepaper presents findings relating to the first objective.

This study is supported by the WASH Institute’s Technical Assistance Programme for Swachh Bharat Mission-Grameen.



<sup>4</sup>Website for Global Interfaith WASH Alliance, Accessed in March 2019

<sup>5</sup>Question of 17 July, 2017, Written Answers to Unstarred Questions, Rajya Sabha

<sup>6</sup>To the best of our knowledge



# Study methodology

The methodology has three critical components, each of which are described below.

These include the “actors” who carried out a wide-range of IEC “activity types” and the “model” for computing the “exposures” and the value of these activities.

The computations are based on existing datasets and further extrapolations informed by conservative benchmarks and assumptions where needed.

## 2.1 Actor segments

IEC activities were carried out by five types of actors (Exhibit 1):

- 1 **Ministry of Drinking Water and Sanitation (MDWS) & Associated State Departments**
- 2 **Other Ministries and State Departments**
- 3 **Development Partners, Philanthropy, and Civil Society (including faith based organisations)**
- 4 **Businesses**
- 5 **Media and Entertainment**



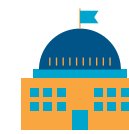
## Classification of actors

EXHIBIT 1



### Ministry of Drinking Water and Sanitation (MDWS) & Associated State Departments

Includes initiatives undertaken by central, state, and local governments under Swachh Bharat Mission (Grameen). E.g., A radio ad campaign by MDWS, door-to-door outreach by Swachhagrahis



### Other Ministries and State Departments

Includes activities undertaken by other government ministries under Swachhata Action Plan. E.g., A mass SMS campaign run by Department of Telecommunications



### Development Partners, Philanthropy, and Civil Society

Includes IEC activities by development agencies, philanthropies, faith based organisations, etc. E.g., A grassroots behaviour change campaign funded by BMGF/ UNICEF



### Businesses

Includes IEC activities undertaken by companies as part of their CSR projects. E.g., RB's funding towards NDTV Banega Swachh India or HUL's Swachh Aadat Swachh Bharat campaign



### Media and Entertainment

Includes big screen films, celebrity endorsements, documentaries, etc. E.g., The release of “Toilet, Ek Prem Katha”, TV shows like Hum Saaf Saaf Hai, Chalo Saaf Karein



## 2.2 Activity typology

For this study, we considered all IEC activities that were carried out under the SBM since its launch in October 2014 up to February 2019 with a focus on the rural areas. We classified these IEC activities into seven channels (Exhibit 2):

- 1 **Inter-Personal Communication (IPC)** such as door-to-door campaigns, community events, rallies, learning material, among others.
- 2 **Ambient Media** such as wall paintings and hoardings
- 3 **Mass Media** such as TV, radio, and print
- 4 **Cinema** including movies and short films
- 5 **Digital Media** such as mobile apps, social media, and other online coverage in the form of blogs, IVR/Call/SMS campaigns, among others
- 6 **Hard Assets** such as newly constructed latrines
- 7 **Soft Assets** such as Swachh Bharat logo on currency notes and on trains



## Classification of IEC activities

EXHIBIT 2



### Inter-Personal Communication (IPC)

Door to door outreach, community events, school workshops, competitions and challenges, rallies with influencers, learning material in the form of books, etc.



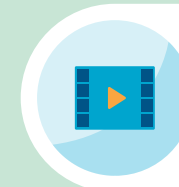
### Ambient Media

Graffiti, wall murals, and hoardings



### Mass Media

Radio ads and programmes, television ads and programmes, newspapers and magazines



### Cinema

Big screen movies, documentary films



### Digital Media

Social media (Facebook, Twitter, etc.), online coverage on blogs, mobile applications, phone calls, IVR outreach, mass SMS campaign, etc.



### Hard Assets

Newly constructed individual household latrines (IHHL)



### Soft Assets

Swachh Bharat logo on surfaces of Indian Railways' trains and currency notes



## 2.3 Model structure

The model used in this study considers IEC activities carried out by the actors listed in Section 2.1 and computes their associated exposures and value. Details of the model are described below.

### Exposure estimations

We define an exposure as a non-unique touchpoint between a citizen and an IEC message. The term “exposure” is different from “reach” in that multiple exposures from a message to the same person do not increase reach, which measures the number of unique people reached. We used a four-fold approach to estimate exposures for the activities considered (Exhibit 3).

- First, we classified IEC activities into a set of “exposure pathways” to apply different models to compute reach based on a set of input indicators. For example, exposures from

organic programmes on radio and TV can be calculated using a similar computation and hence have a similar exposure pathway, whereas exposures resulting from IPC channels follow a different exposure pathway. Some IEC efforts were routed via multiple channels. For instance, Toilet Ek Prem Katha was seen in theatres as well as on TV. We have considered exposures from both channels.

- Next, we sought data on IEC activities, cost, and reach for various actors (See Annexure). We also commissioned media tracking agencies to collect exposure and reach numbers for a subset of these activities. These data were fed into our model and evaluated against relevant benchmarks (cost per thousand exposures, engagement rates, etc.).
- Third, we calculated exposures based on first-principle models where some data points on cost, reach, or value were not available. We

used available information (e.g., total number of tweets, footfalls, etc.) and estimation models to compute exposures. Each exposure pathway had a unique model.

- Finally, we normalised these exposures for levels of intensity each channel offers as well as for rural target population. For example, a single exposure to a door to door campaign (say, a visit by a Swachhagrahi) is much more intense than a single exposure to a wall mural. Similarly, exposures from radio were normalised for radio listenership in rural India.

Complete datasets were rarely available, thus we made conservative assumptions to estimate some of these missing variables. We ran sensitivity analyses for these assumptions and have reported the resulting answers. E.g., The exposure calculation for print media is based on the number of mentions in leading newspapers in India (tracked by media agencies) and readership numbers. Similarly, exposures for IPC activities where only cost data was available are modelled based on those for which complete data (cost, reach, and exposure) was available.

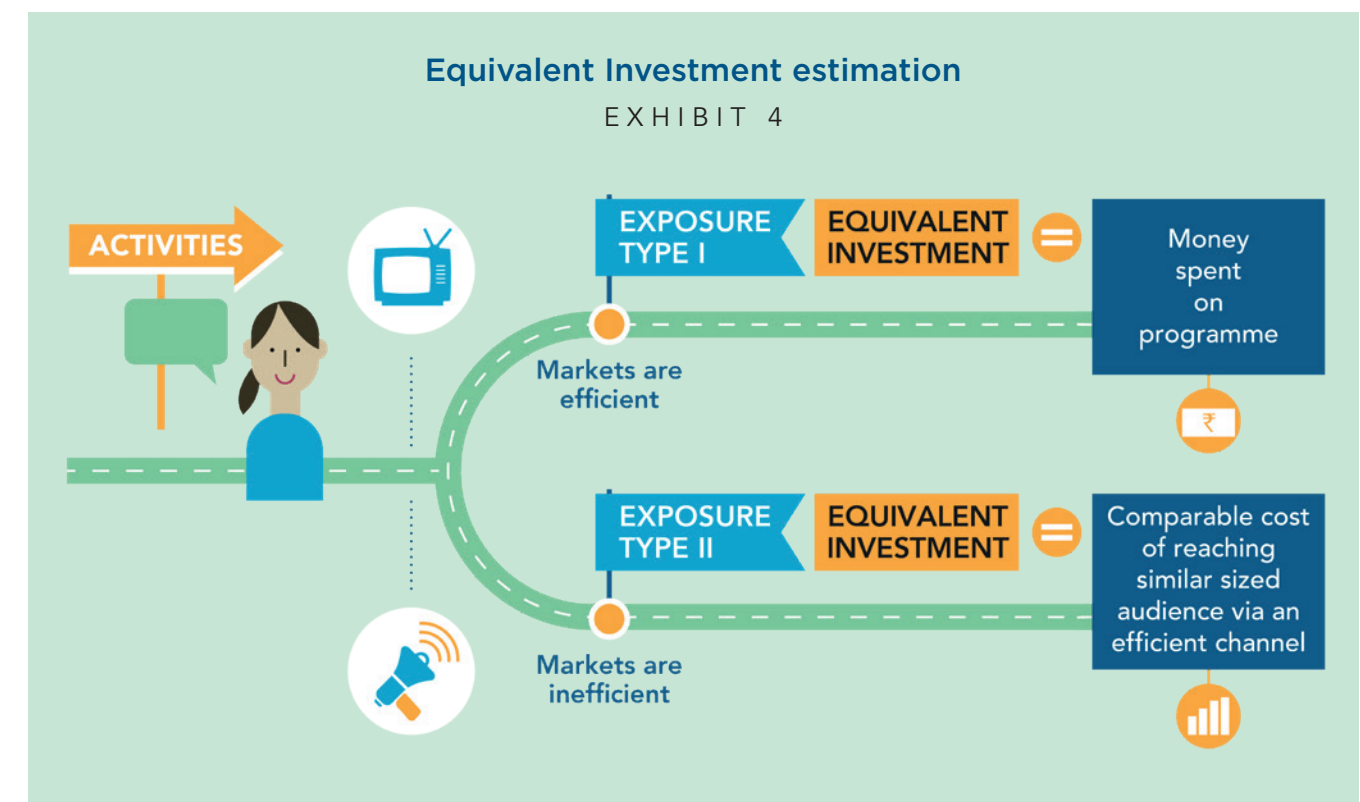
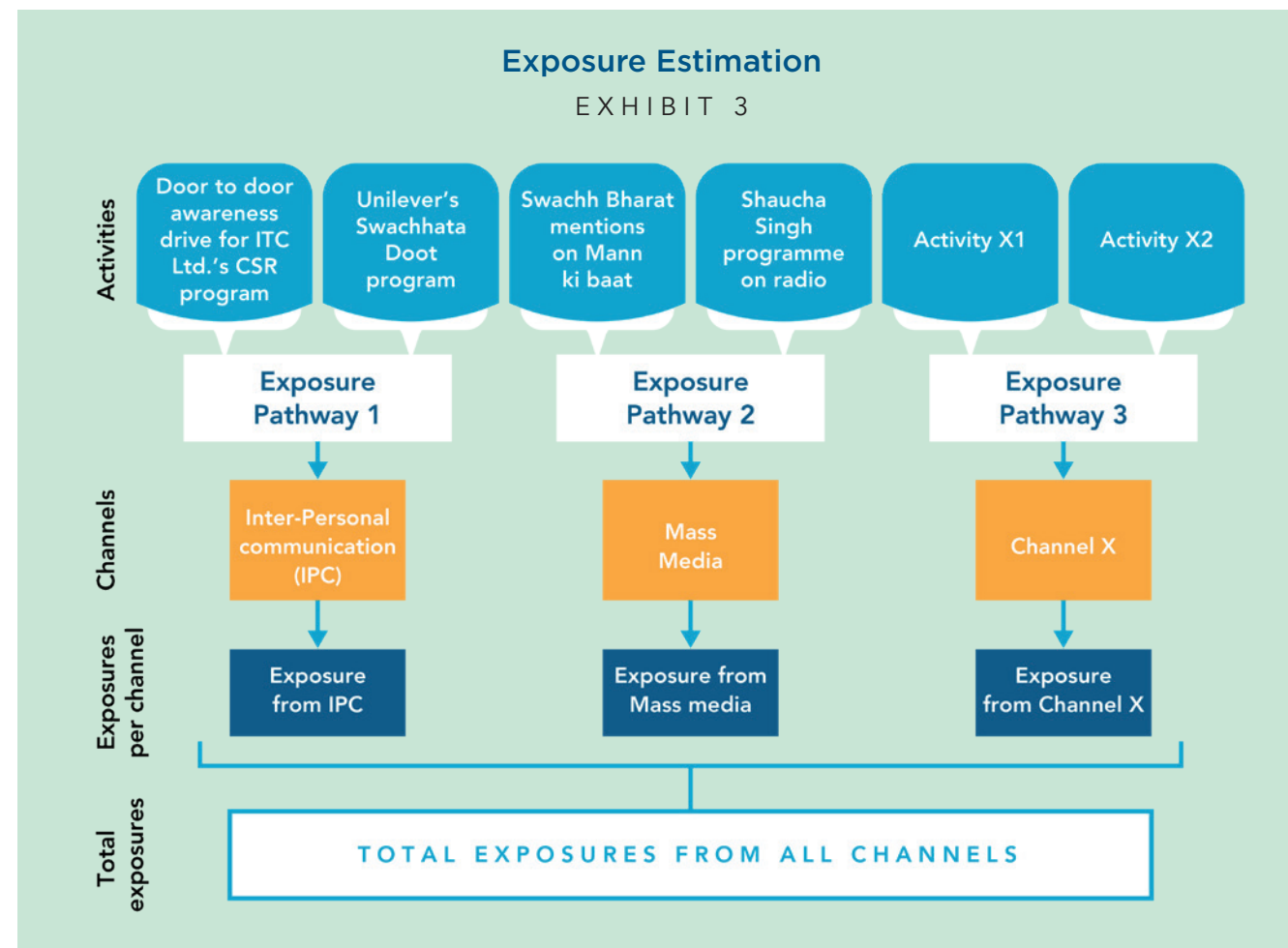
### Value estimation

We define “Value” as the amount of investment required if the actor were to ‘buy’ the exposures in an efficient market (referred henceforth as “Equivalent Investment”).

We used a two-pronged approach (Exhibit 4):

- We classified activities into two sets. First, activities that can be directly “bought” in the market through channels such as TV, radio, cinema, billboards, etc. In this case, the equivalent investment was assumed to be equal to the media purchase cost.
- The second subset includes activities that operate in ‘inefficient’ markets. For instance, wall paintings, essay competitions, and public mentions about Swachh Bharat by the PM.

In these cases, we modelled exposures from these activities and then estimated the comparable investment needed to reach similar sized audiences through an efficient paid media channel of a similar exposure intensity.





## Key Findings

**The Swachh Bharat Mission (SBM) catapulted sanitation onto the national stage and crowded-in interest from a range of actors.**

India has run sanitation programmes for decades. However, sanitation was never as prominently a part of the national agenda and a collaborated effort between different players—Government, private sector, development sector – as it

was under the Swachh Bharat Mission. Under the SBM, there was a dramatic expansion in engagement from these actors and sectors.

This was largely driven by the consistent focus and attention from the highest levels of government and political leadership in the country. Initiatives were no longer restricted to the government or civil society, but other actors of importance also lent their voice to this issue.

### SBM received consistent focus from the Prime Minister and other political leadership in the country

EXHIBIT 5

Key to SBM's mass awareness is the consistent and cross-channel touchpoints used by different arms of the political machinery. Some examples include:

#### Swachhata Action Plan and Swachhata Pakhwada:

All ministries incorporated sanitation as part of their priorities by allocating expenditure towards Swachhata Action Plan and Swachhata Pakhwada.

**Satyagraha se Swachhagraha:** To spur attention towards grassroots efforts under the SBM, the Prime Minister addressed Swachhagrahis from across the country.

**Swachh Kumbh:** The SBM was integrated into the 2019 Kumbh Mela with dedicated rallies, posters, and media Kumbh coverage focusing on sanitation.

**Mann ki Baat:** The topic of Swachh Bharat featured ~40 times over the years on Mann ki Baat, a key touchpoint between the PMO and the public.



**1. We estimate that the Swachh Bharat Mission IEC activities were able to mobilise equivalent investment that would be worth INR 22,000-26,000 Cr in efficient markets.**

This includes both monetary and non-monetary investments by government and non-government actors. Non-monetary investments refer to organic IEC outreach activities achieved with negligible expenditure. These include currency notes with the SBM logo, SBM related news coverage, among others.

### IEC initiatives under Swachh Bharat Mission

EXHIBIT 6

- 2014** ● **Launch of Swachh Bharat Mission**
- 2014** ● **Swachh Bharat Kosh** launched to channelise CSR and philanthropic contributions towards sanitation
- 2015** ● **Banega Swachh India** campaign celebrates its 2<sup>nd</sup> anniversary
- 2016** ● **Currency notes with SB logo** launched across the country
- 2017** ● **Toilet Ek Prem Katha** film released across India
- 2017** ● **Zila Swachh Bharat Prerak** fellowship launched by Tata Trusts to recruit youth for SBM implementation efforts
- 2017** ● **Darwaza Band**, a radio and television ad campaign, launched across India in various languages
- 2017** ● **Swachhata hi Seva-I** entailed sanitation activities carried out over 2 weeks by schools, colleges, NGOs, political and cultural leaders including celebrities, bureaucrats, and political leaders
- 2018** ● **Swachh Shakti's** 2<sup>nd</sup> anniversary where 15,000 women SBM champions were honoured on International Women's Day for their contributions to Swachh Bharat.
- 2018** ● **Mahatma Gandhi International Sanitation Convention** inaugurated by the President with participation from over 68 countries
- 2018** ● **Satyagraha se Swachhagraha** campaign launched by MDWS
- 2019** ● **Swachh Kumbh Swachh Aabhar** addressed by the PM in Prayagraj
- 2019** ● **Chalo Saaf Karein**, TV show addressing sanitation, aired across India



## 2. INR 3,500-4,000 Cr of monetary expenditure was spent towards SBM IEC activities.

The Ministry of Drinking Water and Sanitation and its state counterparts remain the key funder for IEC activities with an estimated total spend of ~ INR 2,050 Cr based on credible assessments of government spending.

Ministry of Railways, Ministry of Health and Family Welfare, and Ministry of Rural Development also supported IEC activities under the Swachhata Action Plan and are estimated to have spent INR 660 – 1,040 Cr.

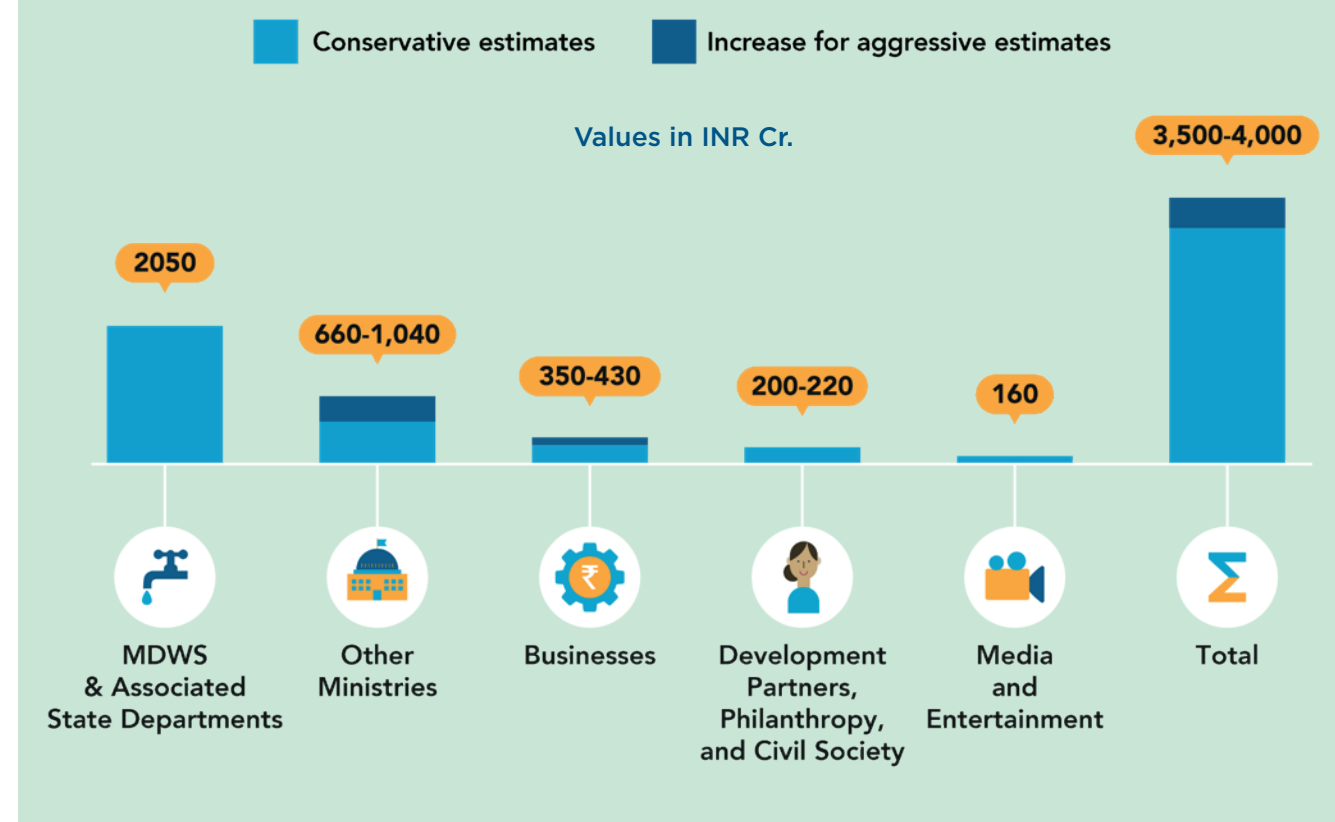
Supporting these efforts, development agencies and philanthropic organisations also emerged as key players with an estimated spending of nearly INR 200-220 Cr.

Key organisations include UNICEF, Bill & Melinda Gates Foundation, The World Bank, TATA Trusts, WaterAid, and others. A large fraction of their contribution went towards assisting the government in strategy, capacity building, and content development for IEC activities<sup>7</sup>

Investments towards IEC activities under SBM were also made by the media and entertainment industry through TV shows, movies, and documentary films. Recently, the TV serials “Hum Saaf Saaf Hai” and “Main Kuch Bhi Kar Sakti Hoon” dedicated several episodes to the issue of sanitation. Corporate sector, having contributed ~ INR 350-430 Cr to sanitation related IEC efforts, has also scaled up its participation in Swachh Bharat Mission in the last five years.

### IEC expenditure by different actors 2014-19

EXHIBIT 7



<sup>7</sup>Stakeholder interviews

## Banega Swachh India: Private sector comes together to champion Swachh Bharat

EXHIBIT 8



“We all seem to have a habit of voicing that oft repeated sentence .. ‘it’s not my job’. I suggest that we change this voice to..‘it IS my job’.”

Amitabh Bachchan,  
Ambassador,  
Swachh Bharat Mission and Banega Swachh India

### About

In 2014, Reckitt Benckiser pledged 100 Cr<sup>8</sup> to partner with NDTV and Dainik Jagran to host an annual campaign that sheds light on the issues relating to sanitation in India.

This is a dedicated grassroots campaign focused on rural and periurban areas, even as it enjoys widespread national coverage on NDTV channel.

### Achievements

Successfully celebrated five seasons since 2014

Engaged a heterogeneous audience from school students, corporations, foundations, media & entertainment, general public, etc. Many celebrities, including Amitabh Bachchan and Dia Mirza joined the movement.

## Per capita rural exposures through different channels

EXHIBIT 9

### RURAL CITIZEN

2,500 - 3,300

Per capita exposures over 4 years



<sup>8</sup>“RB to spend Rs 100 crore on sanitation, ropes in Amitabh Bachchan”, September 30, 2014, Economic Times Research



**3. We estimate that a rural Indian<sup>9</sup> was exposed to SBM related IEC messaging about 2,500-3,300 times in the last five years.**

Rural Indians were exposed to IEC messaging through many different channels including Inter-personal Communication (IPC) channels such as door-to-door campaigns, community events (including in schools) and rallies; ambient media such as wall murals and hoardings; mass media channels such as TV, radio, and print; cinema (i.e., movies and short films); social media<sup>10</sup> such as Facebook, YouTube, Twitter, etc.

These also include touchpoints via assets such as the SBM logo<sup>11</sup>, and individual household

latrines (IHHL) that were constructed during this period<sup>12</sup> (Exhibit 9). We estimate that, together, these channels created nearly 200,000- 270,000 Cr exposures in rural India over the past five years. Hard assets, mass media, soft assets, ambient media were key contributors to this number. The scale of activities conducted under IPC channels also remains significant in absolute terms.

State governments and the private sector launched several programmes using the IPC channels. Swachhagrahis, Nigrani Samitis, school essay competitions, and dedicated coverage in Kumbh Mela, are some examples of IPC campaigns conducted by the government and various other actors.

**Bollywood sheds light on open defecation**

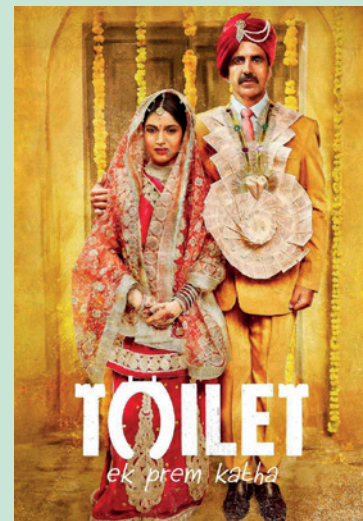
EXHIBIT 10

The movie, "Toilet, Ek Prem Katha", is a case in point for the untapped potential cinema holds for large scale IEC messaging on important social issues.

The movie generated nearly 35-40 Cr. exposures across big screens, social media, and television against an investment of INR 75 Cr.

**"Toilet: Ek Prem Katha' among the 10 things that inspired Bill Gates in 2017"**

*Economic Times*



<sup>9</sup>Rural population assumed to be ~ 83 Cr. Source: World Bank estimates, 2018, 2018 Revision of World Urbanisation Prospects.

<sup>10</sup>The model has relied on global estimates for social media engagement behaviour, instead of being tailored to the social media habits of rural Indians. However, while accounting for these, we observed that the model was not sensitive to these estimates, and therefore, tailoring the number further will not affect the exposures and equivalent investment significantly.

<sup>11</sup>We modelled the SBM logo exposures only for currency notes and on train doors. While the logo also intersects with other channels (it can commonly be observed on wall murals, learning material, etc.), we did not consider these separately as they were already accounted within the exposure estimation from their respective channels. While estimating the perception intensity of the Swachh Bharat logo, we considered the logo to be open to interpretation of several messages, i.e. it is possible that a symbol for widespread may be perceived as a message other than safe sanitation. However, we also observed that the model was not sensitive to the change in this perception intensity, i.e. changing this variable did not affect exposures and equivalent investment significantly

<sup>12</sup>Although construction of latrines is not conventionally considered an IEC activity, they remain a key visual reminder for desirable behaviour change. The government has also used these as a unique channel of messaging. For instance, the Swachh Sundar Shauchalaya contest held by the government leverages the potential for toilets to be used as messaging instruments of IEC

**4. Including monetary and non-monetary investments, these exposures are estimated to be equivalent to -INR 22,000-26,000 Cr if they were carried out in an inefficient market.**

Inter-Personal communication efforts contributed nearly 50% to the total equivalent investment despite their relative small share in the exposure mix. These IPC exposures are personalised, high-touch, and intensive. Studies show that the recall value of IPC activities is much greater than those of other channels such as ambient media (e.g. wall paintings, hoardings) and mass media (e.g. an advertisement on the radio or television)<sup>13</sup>. This nature of Inter-Personal Communication activities justifies their large share in the total mix.

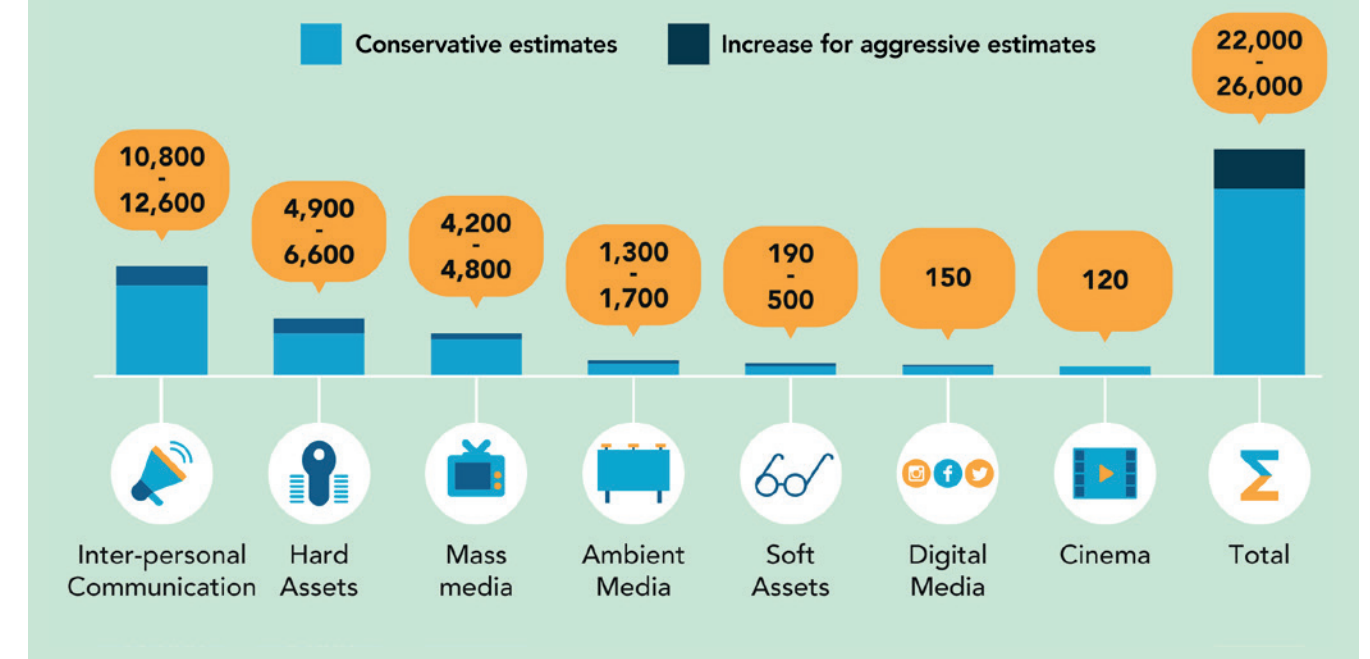
Coverage on mass media – radio, television, newspaper, etc. - contributed about 20% to the equivalent investment. This coverage was across English, Hindi, and regional channels. Further, over

80% of exposures from television and radio stem from organic coverage of SBM related content by news channels. These exposures are organic in that no planned and dedicated IEC investments were made to this end.

Lastly, the construction of new toilets under the Swachh Bharat Mission has contributed nearly 25% to the total estimated equivalent investment. Over the course of the programme, more than 9 Cr. toilets have been built in the country, explaining their large share<sup>14</sup> in the mix. When they are built and used in communities where open defecation has persisted over decades, new toilets serve as nudges for people to adopt safe sanitation behaviour, i.e. build and use their toilets.

**Equivalent investments in different channels, 2014-18**

EXHIBIT 11



<sup>13</sup>Financial and Economic Impacts of the Swachh Bharat Mission in India", 2018, UNICEF

<sup>14</sup>"SBM(G) IMIS", February 2019, Ministry of Drinking Water and Sanitation



## 5. We estimate that SBM was able to induce a cumulate investment equivalent to 6.5 times the cost<sup>15</sup>.

The total estimated equivalent investment in IEC activities conducted over the past five years is INR 22,000-26,000 Cr against a total cost incurred of INR 3,500-4,000 Cr; thus, resulting in a leverage between 6-6.5 times. Key contributors were IEC activities conducted through IPC channels, organic coverage enjoyed by the SBM programme on mass media channels, and creation of soft and hard assets

- Expenditure on activities under IPC channels is estimated to be ~INR 1,100 Cr, generating an equivalent investment of approximately INR 10,800 - 12,500 Cr. A significant fraction of these came from Swachhagrahis.
- The SBM also enjoyed ample organic media coverage which became a source of additional leverage. For example, several programmes have been aired under Dettol-NDTV Banega Swachh India campaign by NDTV and Dainik Jagaran. Likewise, Jaago India on ZEE NEWS has also aired several SBM focused programmes. Beyond these dedicated programmes, coverage about Swachh Bharat on news channels, print media, radio, social

media, and cinema contributed to ~20% of the total equivalent investment. The “high frequency-low intensity” nature of this coverage complemented the “low frequency – high intensity” exposures through IPC channels.

- Finally, the creation of soft (SBM logo) and hard assets (IHHL) helped increase the exposures to SBM messaging at marginal IEC costs. The SBM logo was widely adopted by all government agencies and, equally importantly, by many non-government actors. The SBM logo on currency notes and at key locations of the Indian Railways are case in point for the mass reach the logo garnered. Similarly, toilets constructed in the programme period also serve as daily reminders to households and communities to adopt desirable behaviour. Further, the government has increasingly intersected its construction activities with IEC activities. The Swachh Sundar Shauchalaya Contest is illustrative, where gram panchayats across the country competed to paint their toilets with relevant IEC messaging on Swachh Bharat in the end, painting more than 1 Cr toilets. Both these mediums created high frequency repeat exposures at marginal cost to the government.

## Conclusion

Sanitation has long been a pressing issue in India, in part due to the scale and magnitude of behaviour change required. In 2014, the SBM was launched with an aim to achieve an Open Defecation Free (ODF) India.

Under the SBM, MDWS invested about ~INR 2,050 Cr in IEC activities. However, these investments were conceptualised such that they crowded in multi-level and organic IEC efforts worth ~INR 1,500-2,000 Cr using conventional and unconventional channels.

This crowding in of investment from other players, be it development agencies or other non-traditional actors that supported it through investments in infrastructure as well as IEC activities to drive behaviour change. As a result, an average rural Indian has been exposed to sustained behaviour change communication through many IEC activities across diverse channels.



We estimate the total equivalent investment in IEC activities conducted by all the players together to be in the range of INR 22,000 – 26,000 Cr. This scale of IEC activities has created a paradigm shift in how India thinks, not only about sanitation, but also about other policy issues that entail a strong behaviour change component

## Next Steps

This whitepaper will be followed by a comprehensive analysis looking at granular geographic, gender, and thematic patterns within SBM IEC over the last five years.

### Swachh Bharat Mission logo on currency notes

EXHIBIT 12



<sup>15</sup>Ratio of equivalent investments and the total incremental IEC cost incurred. Note that even though we consider the IEC value from newly constructed toilets, we have not accounted for the costs of building these toilets as part of IEC investment.



# Annexure

## Sources

The following table lists the key sources used in the writing of this report. All data remains self-reported. We have not independently verified the accuracy of the data.

Key sources of data	
EXHIBIT 13	
SOURCE	DATA TYPE
Ministry of Drinking Water and Sanitation	I-MIS data capturing ground level activities by local and state agencies, data for various programmes conducted by MDWS and corresponding state agencies; Guidelines for Swachh Bharat Mission (Gramin); Swachhata Action Plan dataset, 2017-18 and 2018-19
Directorate of Advertising and Visual Publicity	Government rate cards for different media
UNICEF	Financial and economic impacts of the Swachh Bharat Mission in India, 2018
USAID	Behavior Change Communication Activities and Achievements, 2012
All India Radio	Data on listenership
Donor, development agency discussions, and civil society	IEC activities funded by a range of large development sector players, philanthropic donors and civil society organizations
NGObox	CSR activities of companies
BBC Media Action	Information on Shaucha Singh radio campaign
Edelman India	Data on newspapers articles
The Media Ant	Cost of paid advertising across channels
MSL Group	Social media review
VeeTrack	Print media
FICCI, Ernst & Young	Re-imagining India's M&E sector
RSCI Group, Nielsan, Media Research Users Council	IRS 2017 Key Trends, 2018
Telecom Regulatory Authority of India	The Indian Telecom Services Performance Indicators, 2018





**Dalberg**

