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MINISTRY OF JAL SHAKTI
GOVERNMENT OF INDIA



Manual: IEC for ODF Plus

July 2021



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Preface

The Government of India, in February 2020, approved Phase-II of the Swachh Bharat Mission (Grameen) (SBM [G]) with a total outlay of Rs. 1,40,881 crores to focus on the sustainability of Open Defecation Free (ODF) status and Solid and Liquid Waste Management (SLWM). SBM (G) Phase-II is planned to be a novel model of convergence between different verticals of financing and various schemes of Central and State Governments. Apart from budgetary allocations from the Department of Drinking Water and Sanitation (DDWS) and the corresponding state share, the remaining funds will be dovetailed from the 15th Finance Commission (FC) grants to rural local bodies, Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS), Corporate Social Responsibility (CSR) funds and revenue generation models, etc., particularly for SLWM.

SBM (G) Phase-II has been uniquely designed to leverage the capacity of individuals and communities in rural India and create a people's movement to ensure that the ODF status of rural areas is sustained, people continue to practise safe hygienic behaviour and all villages have SLWM arrangements.

This manual has been developed to support rural local bodies in implementing ODF Plus initiatives effectively and efficiently in their settings. It provides detailed information on various technologies, estimated cost, Operation and Maintenance (O&M) arrangements, etc. This manual should be able to provide comprehensive guidance to achieve effective SLWM in rural areas.

It is hoped that all implementers of Swachh Bharat Mission Phase-II would find this manual useful and a good guide for achieving ODF Plus objectives in their villages.

Department of Drinking Water and Sanitation
June, 2021

ABBREVIATIONS AND ACRONYMS

AIP	Annual Implementation Plan
ANM	Auxiliary Nurse Midwife
ASHA	Accredited Social Health Activist
AV	Audio-Visual
AWW	Anganwadi Worker
BCC	Behavioural Change Communication
BWM	Biodegradable Waste Management
CAS	Community Approaches to Sanitation
CBG	Compressed Biogas
CSC	Common Service Centre
CSC	Community Sanitary Complex
CSR	Corporate Social Responsibility
CPCB	Central Pollution Control Board
DDWS	Department of Drinking Water and Sanitation
DTMU	District Training Management Unit
DWSC	District Water and Sanitation Committee
DWSM	District Water and Sanitation Mission
FFC	Fifteenth Finance Commission
FLW	Frontline Worker
FSM	Faecal Sludge Management
GIF	Graphics Interchange Format
GOBAR-dhan	Galvanizing Organic Bio-Agro Resources-Dhan
GWM	Greywater Management
HR	Human Resource
IEC	Information, Education and Communication
IMIS	Integrated Management Information System
IPC	Interpersonal Communication
IVR	Interactive Voice Response

IVRS	Interactive Voice Recording System
KM	Knowledge Management
LPG	Liquefied Petroleum Gas
MGNREGS	Mahatma Gandhi National Rural Employment Guarantee Scheme
MMT	Million Metric Tonnes
MWM	Menstrual Waste Management
NCC	National Cadet Corps
NGO	non-governmental organization
NSS	National Service Scheme
NYK	Nehru Yuvak Kendra
ODF	Open Defecation Free
O&M	Operation and Maintenance
OTT	Over-The-Top
PRI	Panchayati Raj Institution
PSA	Public Service Announcement
PWM	Plastic Waste Management
SBD	Swachh Bharat Diwas
SBM	Swachh Bharat Mission
SBM (G)	Swachh Bharat Mission (Gramen)
SHG	Self-Help Group
SHS	Swachhata Hi Sewa
SLWM	Solid and Liquid Waste Management
SMC	School Management Committee
SS	Swachh Shakti
SSS	Swachh Sundar Sauchalaya
SSSS	Swachh Sunder Samudayik Sauchalaya
STMU	State Training Management Unit
SUP	Single-Use Plastic
ToT	Training of Trainers
VHND	Village Health and Nutrition Day
VWSC	Village Water and Sanitation Committee
WASH	Water, Sanitation and Hygiene
WCD	Women and Child Development

INTRODUCTION

Background: From ODF to ODF Plus

India's Swachh Bharat Mission has been recognized as the largest behaviour change programme in the world. Innovative strategies were employed at multiple levels to foster an enabling environment for an effective and informed community engagement to achieve swachhata.

One of the key strategies to achieving the goals of SBM was nudging behaviour change towards toilet construction and regular use through a participatory, community-led approach. The Community Approaches to Sanitation (CAS) focused on Interpersonal Communication (IPC), community mobilization, awareness generation and triggering collective behaviour change, as well as demand generation for safe sanitation facilities. The long-term objective of this intervention was to change the social norms around open defecation.



To prioritize planning and implementation of Information, Education and Communication (IEC) for SBM, States were provided flexibility to plan, design and implement IEC strategies, taking due account of local culture, practices and sensibilities. Detailed guidelines for engagement, capacity building and incentivization of sanitation motivators were released to kick-start IEC at the grassroots level. A dedicated army of 'foot soldiers' or 'swachhagrahis' skilled in community approaches and IPC, who worked closely with the people at the village level, contributed significantly in bringing about behavioural changes. A critical component to achieving the objectives of SBM Phase-I was the development of training content aligned to the specific roles and responsibilities of key stakeholders, building their skills and competencies in planning, designing and implementing communication interventions, and enhancing their ability to integrate these communication interventions with the overall programme implementation.

At a time when the country is reeling severely from the impact of the COVID-19 pandemic outbreak, the importance of behaviour change for safe sanitation and personal hygiene cannot be overemphasized. Many infectious diseases can be transmitted due to inadequate access to toilets, insufficient treatment and incorrect disposal of faeces and inappropriate solid and liquid waste management practices.

Purpose of the IEC Manual

- ❖ Enable strengthening of resource agencies and build capacities around IEC at different levels
- ❖ Facilitate the development of quality communication and capacity development tools which integrate the key elements of community-led/IEC approaches
- ❖ Guide users, both administrative and technical experts, on the key components of IEC to be integrated in the planning, implementation and monitoring of SBM (G) Phase-II
- ❖ Link users to capacity building toolkits available on ODF Plus (ODF Plus topics, which provide necessary information to master trainers and facilitators on ODF Plus
- ❖ Serve as a reference guide to all programme managers, implementers and communicators around each ODF Plus component

SBM (G) Phase-II

The guiding principles of the SBM (G) Phase-II may be summarized as:

- ❖ Ensuring ODF sustainability
- ❖ Facilitating SLWM by financing community assets and revitalizing existing infrastructure
- ❖ Promoting behaviour change towards the achievement of ODF Plus goals
- ❖ Improving visual cleanliness in rural India

The key objective of SBM (G) Phase-II is to sustain the ODF status of villages and to improve the levels of cleanliness in rural areas through SLWM activities, thus elevating the villages to ODF Plus. It aims to provide all households with access to toilet and improved SLWM facilities – such that at least 80 per cent of households and all public spaces adopt effective biodegradable waste, plastic waste and greywater management facilities – to **improve visual cleanliness**, with 80 per cent households and all public places having minimal litter and stagnant water in their surroundings.¹ These objectives aim at achieving ODF Plus status in the rural context.

The first of the core components of ODF Plus is ODF sustainability, which includes sustained toilet use, O&M of Individual Household Latrines (IHHLs) and Community Sanitary Complexes (CSCs). As part of SLWM, ODF Plus calls for improved practices around the following:

Solid Waste Management

- ❖ Biodegradable Waste Management (BWM)
- ❖ Galvanizing Organic Bio-Agro Resources-Dhan (GOBAR-dhan)
- ❖ Plastic Waste Management (PWM)

Liquid Waste Management

- ❖ Greywater Management (GWM)
 - ❖ Faecal Sludge Management (FSM)
-

¹ SBM (G) II Operational Guidelines



Continued engagement with communities is necessary to sustain the gains achieved under Phase-I of SBM (G). It is critical to ensure that any gaps that may have remained in delivering the ODF programme, at a scale as huge as it was, be addressed systematically. IEC will continue to play a central role in this process and in the overall implementation of the second phase of this programme. At the national level, IEC planning and implementation will be supported by a series of campaigns and targeted IEC interventions to accelerate programme implementation around each ODF Plus component. These include several upcoming large-scale community and social mobilization efforts such as the *Swachhata Film ka Amrit Mahotsav* (national-level film competition on ODF Plus), the *Gobardhan Sachcha-dhan* campaign (processing of cattle dung), the *Swachh Swasth Evam Samruddh* campaign (to build public sanitation and hygiene practices), *Swatantrata aur Swachhata se Garima* (sanitation conventions among female PRI members), *Gandagi se Azadi Shramdaan* campaign (citizens contributing labour to improving sanitation), *Swachhata Samvad* (monthly ODF Plus talk series) and celebrations of key days such as *Swachh Bharat Diwas*, Global Handwashing Day, World Toilet Day and others.

These campaigns will focus on mobilizing diverse stakeholders, building the community's sense of ownership over the programme and ensuring social mobilization or *Jan Andolan*. Such a movement will help to promote ODF Plus behaviours and dispel prevalent myths and stigmas associated with ODF Plus components. Communities and households will be motivated to maintain positive sanitation behaviours (such as regular toilet use, handwashing with soap at critical times) and adopt new behaviours related to SLWM. Administratively, this means improved convergence and communication between various departments and prioritizing the adoption of self-sustaining and commercially viable models. States will have the flexibility in deciding appropriate implementation mechanisms for IEC design and implementation, in consideration of local cultures, practices and sensibilities.

As ODF Plus has multiple dimensions, sustainable interventions will need to address several elements, including technical appropriateness, continuing functionality through design, social acceptability among the community, economic viability and protection of the environment and natural resources.

Key dimensions of sustainability of sanitation interventions require attention. These include:

- ❖ **Physical and technical sustainability:** Technical support for toilet construction/retrofitting and pit emptying; affordable and appropriate market options; opportunities to climb the sanitation ladder
- ❖ **Social and behavioural sustainability:** Changes in social and behavioural norms; impacts on motivations and preferences within communities and cultures; meeting needs of varied communities

Knowledge Management for ODF Plus

Knowledge Management (KM) has been an essential part of SBM success and will continue to facilitate evidence generation, information and experience sharing in Phase-II for ODF Plus, providing access to the collective community knowledge.

There are several benefits to institutionalizing KM into the overall IEC planning. These include:

- ❖ Generating and documenting evidence on behaviour change, disseminating good practices and sharing lessons learned
- ❖ Facilitating systematic knowledge sharing and cross-learning
- ❖ Enabling operations research to document case studies of successes and challenges
- ❖ Creating documentation of good practices, solutions to problems, innovations and other effective measures
- ❖ Accelerating SBM and Water, Sanitation and Hygiene (WASH) implementation through collective community knowledge

Government online platforms for two-way knowledge management: Swachh Sangraha Portal (<http://swachhsangraha.gov.in/>) and SBM (G) blog (<https://sbmgramin.wordpress.com/>)

Funding for IEC and Capacity Building in SBM (G) Phase-II



According to the guidelines, up to 5 per cent of the total funding for programmatic components of SBM (G) Phase-II funds can be used for IEC and capacity building; up to 2 per cent can be used at the Centre level; and up to 3 per cent to be used at the State/district level. The distribution of expenditure between the Centre and State, like other funds, will be 60 per cent and 40 per cent respectively, with the ratio being 90 per cent and 10 per cent

respectively for the North-East Region special category States. The financing design allows for states to decide the proportion of funds spending at the State and district levels and to budget for IEC in all districts as part of the district swachhata plans.

COMPONENTS OF ODF PLUS

Solid Waste Management

Biodegradable Waste Management

(BWM) involves the segregation, processing and resource recovery of biodegradable waste. In rural context, an estimated 60–80 per cent of waste generated consists of organic waste (crop residue, discarded produce, kitchen waste, etc.). India produces close to 400 million metric tonnes (MMT) of domestic biodegradable waste daily. Thus, introduction of source segregation of waste into organic and



inorganic outputs and local processing of organic wastes can have a large impact on the quantities of garbage that would be collected and discarded at landfills and dumping grounds regularly. Appropriate use of biodegradable waste to produce organic fertilizer, biogas and electricity has positive environmental impacts, with lower application of chemical fertilizers to the soil and lower dependence on fossil fuels. This helps to realize the vision of 'Waste to Wealth'.



Galvanizing Organic Bio-Agro Resources-Dhan (GOBAR-dhan)

involves the safe management of cattle waste, biodegradable waste or agro residues and converting them to biogas for domestic and commercial purposes. The by-product of this process – bio-slurry – can also be used as a fertilizer, thus reducing dependence on chemical fertilizers. This mechanism provides opportunities to actively engage communities, Self-Help Groups (SHGs)/ cooperatives and micro-entrepreneurs

alike. India produces over 1,500 MMT of cattle dung each year, of which nearly 992 MMT is estimated to be recoverable and used for bio-methanation purposes. Proper management of cattle dung available in the country and its conversion into biogas is estimated to be sufficient

to meet the significant demand of domestic fuel/Liquefied Petroleum Gas (LPG) in India. Biogas plants exist broadly in four models:

- ❖ Individual households model
- ❖ Community model
- ❖ Cluster model
- ❖ Compressed Biogas (CBG) model set up through cooperatives/entrepreneurs/ gaushalas, etc.



Plastic waste management (PWM):

Safe disposal of plastic waste is a serious environmental problem. Being a non-biodegradable material, it does not decay over time and even if dumped in landfills, the material finds its way back into the environment through air and water erosion. Plastics contaminate the groundwater, choke the drainage channels and cause illness and death in grazing animals. It is estimated that plastic items take many hundred years

to decompose in landfills. Plastic bags that we use in our everyday life take approximately 500 years to decompose. As per the Central Pollution Control Board (CPCB) Annual Report for the year 2018–2019, the estimated plastic waste generation across the country during the year 2018–2019 was around 33,60,043 tonnes annually. One of the major reasons for such a high waste output is because most plastics get discarded after single use. This also adds to an increase in the carbon footprint since the Single-Use Plastic (SUP) products increase the demand for excessive plastic products.

Menstrual Waste Management (MWM): States, districts and Gram Panchayats (GPs) are tasked with spreading awareness on MWM among young girls and women under various programmes of the Health and Women and Child Development (WCD) departments. To support this endeavour, IEC funds for SBM (G) Phase-II may also be used to generate awareness on menstrual hygiene and conduct campaigns to make adolescent girls and women aware of ways to reduce menstrual waste, such as using products like menstrual cups and reusable sanitary pads.²



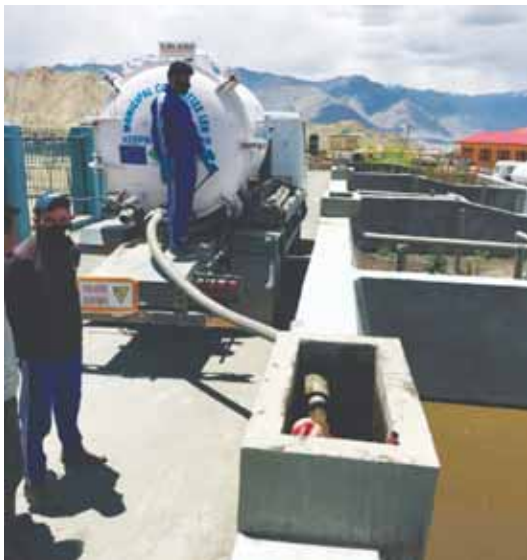
² SBM (G) II Operational Guidelines

Liquid Waste Management

Greywater Management (GWM)

involves the treatment and reuse of domestic wastewater that has not been contaminated by urine or any faecal matter. Greywater includes used water from most of the domestic activities such as bathing, washing dishes and laundry. Greywater is substantially less harmful than black water (water that has been

contaminated by urine and faecal matter), but it still contains potentially hazardous chemical and biological matter. It is estimated that around 15,000 to 18,000 million litres of greywater is generated daily in rural areas of India.³ If treated scientifically, greywater can be reused for several activities.



Faecal Sludge Management (FSM) involves the safe containment, handling and disposal of black water or faecal matter from household and community toilets. Faecal sludge is the waste accumulated in a septic tank or single pit toilet, which is a raw or partially digested mixture mostly of excreta and water. The septic tanks and single pits only partially treat black water that is generated and hence need to be desludged and treated safely. Overflows from filled-up septic tanks and indiscriminate disposal of faecal sludge can cause disease spread and environmental pollution. Its potential exposure to the surroundings may pose a risk to the public health via environment and water

pollution. Moving towards ODF Plus communities does not stop at building toilets and usage. Safe containment and effective management of faecal waste are essential for the sustainability of ODF gains. To ensure safe and sustainable management of faecal sludge, districts need to develop appropriate systems and streamline the FSM value chain, resulting in proper containment of waste at the household level, safe emptying and transportation to ensure treatment of all collected waste and its reuse.

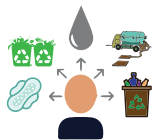
Each ODF Plus component relies heavily on household and community involvement, both in terms of generating demand for improved SLWM services as well as for the adoption of positive SLWM practices. Generating awareness among households and communities on the environmental, health and monetary impacts of effective SLWM practices is key to generating demand, building active community participation and ownership of these issues. Besides, it is essential to seek commitment and mobilize key stakeholders at all stages of SLWM to create an enabling environment for families and communities to adopt these practices.

³ All data are from the toolkits/technical manuals

FOCUS AREAS OF ODF PLUS COMMUNICATION

Communication Objectives for ODF Plus

Aligned to the programme goal of SBM Phase-II, the overarching objective of IEC is to achieve a positive behaviour change among the stakeholders and ensure that they adopt desirable actions and practices outlined under ODF Plus components with a focus on ODF sustainability and SLWM.



Generate awareness on the core components of ODF Plus



Strengthen community participation in ODF Plus initiatives



Empower individuals and families to make decisions based on the correct information and improved understanding



Build communication capacities of stakeholders to provide correct and consistent information on GWM, FSM, PWM, BWM, and its processes



Mobilize families and communities to take collective ownership over SLWM assets



Motivate communities' uptake of SLWM practices

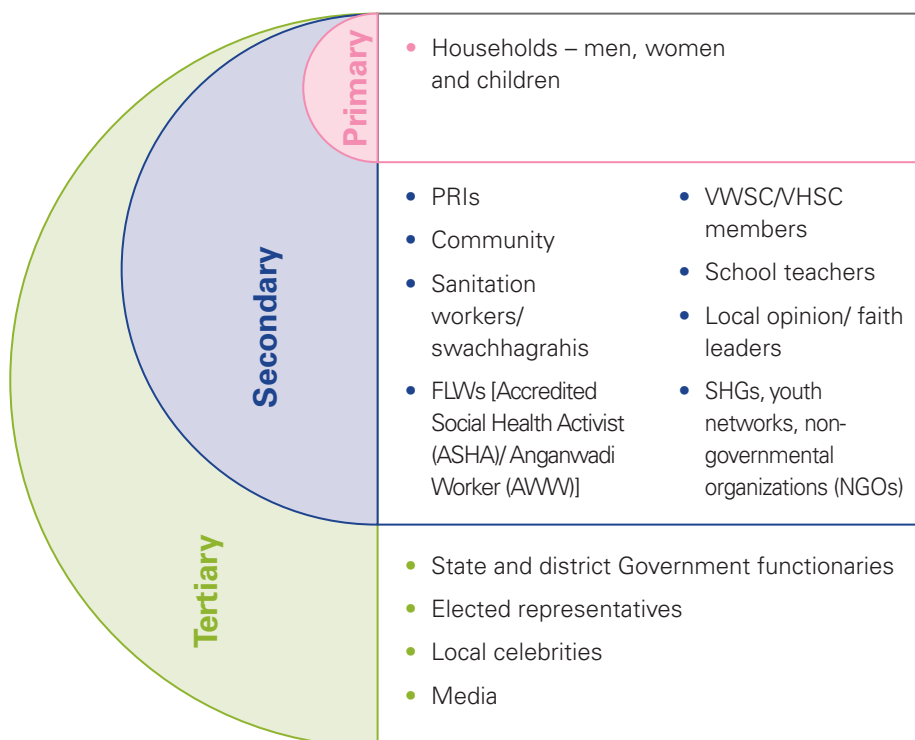
An integrated 360-degree communication approach designed with a stakeholder-centric approach is required to achieve the communication goals for ODF Plus. Expectations from each stakeholder and mapping stakeholder groups who can support and influence positive change for others will determine the strategy for working with each group to achieve the desired change.

Key Stakeholders

For any communication to be effective, it is important to identify stakeholder groups and the behaviours expected from them so that the communication can be tailored to their needs. Also relevant are the challenges and barriers at household, community and institutional levels that impede the adoption of the expected practices by individuals, families and communities. Advocacy and communication strategies for ODF Plus are focused on key stakeholders who need to be engaged and empowered with information, knowledge and skills on the various components of ODF Plus. While each stakeholder will be approached separately in terms of behavioural uptake, they will all need to be engaged from the very beginning and throughout the communication processes.

- ❖ **Primary stakeholders:** These are those who are being directly addressed to change their behaviour. E.g., men, women and children who can be motivated to sustain toilet use, maintain and keep it clean, wash hands with soap at critical times and use water judiciously.
- ❖ **Secondary stakeholders:** These are those whose behaviours or actions strongly influence primary stakeholders' behaviours. They come from the cultural and social environment of the primary audiences/stakeholders. E.g., swachhagrahis, Frontline Workers (FLWs) and panchayat functionaries who support the programme and contribute towards an enabling environment for easy adoption and sustainability of the behaviours.
- ❖ **Tertiary stakeholders:** These are those whose actions directly or indirectly help or hinder the behaviours of other stakeholders. Their actions reflect the broader social and cultural practices that create an environment to support sustained behaviour change. E.g., elected representatives, policymakers, teachers, service providers or Government officials, religious leaders or the media.

Stakeholder Segmentation for ODF Plus






















Key Expected Actions and Barriers



Primary Stakeholders


















- Households: men, women and children









Key Expected Actions	Barriers
Solid Waste Management	
 Biodegradable Waste Management	
 Segregate solid waste at home (kitchen dry and wet waste, other household waste)  Store and correctly process biodegradable waste at the household level (pot, pit or vermi composting)  Utilize, sell or share compost derived from BWM  Stop incorrect disposal of biodegradable waste (dumping in open spaces/ water bodies, burning)	<ul style="list-style-type: none"> • Limited knowledge on: <ul style="list-style-type: none"> ◆ What is biodegradable and non-biodegradable waste ◆ How to segregate waste at home and their benefits (cleanliness and economic benefits) ◆ Correct disposal of biodegradable waste and where ◆ Potential to recover energy, organic manure and compost from biodegradable waste • Insufficient garbage disposal areas and collection mechanisms • Perception that solid waste management is primarily a Government responsibility
 GOBAR-dhan	
 Handover or sell cattle dung on a regular basis  Stop incorrect disposal of animal dung (by burning, dumping in open/common spaces and discharging into water bodies)	<ul style="list-style-type: none"> • Limited knowledge on: <ul style="list-style-type: none"> ◆ Safe management of cattle dung at home ◆ Conversion of cattle dung into wealth (biogas and organic manure) ◆ Linkages between improper disposal of cattle dung and environment sustainability and human health (vector borne diseases) ◆ Where to dispose of or sell cattle dung, and entrepreneurial/income generating opportunities related to it • Competition between existing traditional uses of animal dung

Key Expected Actions	Barriers
 Plastic Waste Management	
<p> Refuse, Reduce, Reuse and Recycle plastic (follow the 4 Rs of PWM)</p> <p> Reduce/stop the use of SUP</p> <p> Use alternatives to plastic (cloth/jute bags, reusable containers, bio plastics and cellulose-based alternatives)</p> <p> Stop incorrect disposal of plastic waste (burning, dumping in open spaces or water bodies)</p> <p> Segregate plastic waste at the household level</p> <p> Hand over segregated plastic waste to collectors and collection centres in the village</p>	<ul style="list-style-type: none"> • Limited knowledge on: <ul style="list-style-type: none"> ◆ Negative environmental impacts of single use plastics ◆ Environmental and health impacts of improper plastic waste disposal ◆ Economic and environmental benefits of segregating and processing plastic waste • Absence of segregated waste collection and disposal mechanisms
 Menstrual Waste Management	
<p> Segregate menstrual waste for disposal at the household level</p> <p> Correctly dispose of menstrual absorbents – Stop improper disposal (dumping in water bodies and toilets, burning) of used menstrual hygiene products</p> <p> Use environment-friendly menstrual products (biodegradable pads, menstrual cups)</p>	<ul style="list-style-type: none"> • Limited knowledge on: <ul style="list-style-type: none"> ◆ Correct disposal of used menstrual products ◆ Negative environmental and health impacts of improperly disposing menstrual products ◆ Alternatives to single-use menstrual hygiene products • Absence of segregated waste collection and disposal mechanisms

(continued...)

(...continued)

Key Expected Actions	Barriers
Liquid Waste Management	
 Greywater Management	
 Use freshwater judiciously  Generate minimum greywater at household  Set up household-level treatment units wherever feasible (soak pits, magic pits)  Maintain household-level treatment units  Discharge household greywater into conveyance system where available  Reuse greywater for various purposes (kitchen garden, soak pits, etc.) at the household	<ul style="list-style-type: none"> • Limited knowledge on: <ul style="list-style-type: none"> ◆ What is greywater and how to use it ◆ Practices of managing and processing greywater and their benefits ◆ Setting up of GWM infrastructure • Inadequate awareness of linkages between unsafe disposal of greywater and environmental and human health (water- and vector-borne diseases) • Low knowledge about the linkages between water scarcity/availability and managing greywater • Limited access to drainage and GWM infrastructure
 Faecal Sludge Management	
 Use toilet every time (all members of the household)  Stop open defecation  Construct twin pit toilets/ correct toilet infrastructure  Retrofit single pit toilets to twin pit toilets as required  Keep toilets clean  Maintain toilets so that it is functional  Monitor septic tanks and single pit latrines and ensure emptying tanks as required  Desludge the septic tanks and single pit latrines every 3–5 years (as required)  Only use mechanical desludging by approved agencies	<ul style="list-style-type: none"> • Limited knowledge on: <ul style="list-style-type: none"> ◆ Technical aspects, such as construction, maintenance, regular cleaning of toilets and septic tanks, faulty construction (twin pit, single pit, septic tank) and lack of access to toilets ◆ O&M requirement of twin pits, single pit, septic tank, etc. ◆ Retrofitting of toilets ◆ Services for desludging and emptying pit • Taboos and fear around pit emptying and cleaning • Stigma around the reuse of dried sludge from twin pit









Key Expected Actions	Barriers
 Hygiene Practices	
<ul style="list-style-type: none">  Wash hands with soap before cooking/eating/serving food; after defecation  Maintain sanitation assets and facilities  Safely store and handle drinking water  Stop littering in public places  Stop spitting in public places  Follow coughing and sneezing etiquette (covering mouth)  Follow COVID-19-appropriate behaviours (handwashing with soap, wearing mask, maintaining social distancing) 	<ul style="list-style-type: none"> • Limited knowledge on: <ul style="list-style-type: none"> ◆ Linkages between personal hygiene practices and health outcomes ◆ Vector- and water-borne diseases due to poor hygiene practices ◆ Appropriate hygiene practices • Limited access to materials for personal hygiene (water, soap, functional sanitation facilities)





Secondary Stakeholders

- Community
- Panchayati Raj Institutions (PRIs)
- Sanitation workers/ Swachhagrahis
- Frontline workers (accredited social health activist/ anganwadi worker)
- Village water and sanitation committee/ village health and sanitation committee members
- School teachers
- Local opinion/ Faith leaders
- Self-help groups, youth networks, NGOs







Key Expected Actions	Barriers
All ODF Plus Components	
 <p>Integrate IEC for ODF Plus in GP-level plans</p>	<ul style="list-style-type: none"> • Limited capacities to plan and implement IEC at the GP level for ODF Plus
 <p>Provide correct information on all key components of ODF Plus</p>	<ul style="list-style-type: none"> • Lack of clarity on fund utilization for IEC
 <p>Assign the responsibility of wide dissemination of ODF Plus components to key stakeholders and local community organizations</p>	<ul style="list-style-type: none"> • Limited information and IEC materials at the GP level on correct information on ODF Plus components
 <p>Provide correct information on technical design of infrastructure to households and promote appropriate technologies for each ODF Plus component</p>	<ul style="list-style-type: none"> • Limited availability and capacity to provide correct information on technical designs/required infrastructure
 <p>Promote key messages of ODF Plus (on all components) that motivate households and communities to adopt and sustain correct practices</p>	<ul style="list-style-type: none"> • Few training and capacity building opportunities to upgrade knowledge on technical and communication inputs (ODF Plus, IPC, community mobilization)
 <p>Activate nigrani samitis with new responsibilities of monitoring ODF Plus components</p>	<ul style="list-style-type: none"> • Weakened nigrani samitis after achieving ODF due to limited focus and priority on re-training and strengthening of these groups on all ODF Plus components
 <p>Monitor ODF status and ensure consistent usage of toilets for ODF sustainability</p>	<ul style="list-style-type: none"> • Persistent gaps in last-mile coverage (households without access to toilets, dysfunctional community sanitation centres, mobile communities without access to toilets)
 <p>Disseminate information on linkages between incorrect waste management and environmental and human health</p>	<ul style="list-style-type: none"> • Limited understanding of the negative impacts of improper hygiene and incorrect disposal of waste and their linkages with environmental and human health

Key Expected Actions	Barriers
 <p>Facilitate waste collection and further processing of segregated waste</p>	<ul style="list-style-type: none"> • Limited information and understanding on types of waste, benefits and processes of segregation and waste management • Limited capacity in technical and communication aspects of generating demand for improved waste management, facilitating establishment of ODF Plus assets, monitoring O&M of assets • Limited understanding of the economic benefits of recovering energy and organic manure/compost from biodegradable waste
 <p>Facilitate visual cleanliness (reduced litter and collected stagnant water) in public places</p>	
 <p>Establish local/community-level ODF Plus assets</p>	
 <p>Facilitate establishment of household-level ODF Plus assets (compost pits, soak pits, biogas assets, etc.)</p>	
 <p>Monitor O&M of all ODF Plus assets; motivate households and community to monitor assets</p>	
 <p>Make necessary information available to community on O&M of assets and approved agencies providing services (e.g., desludging)</p>	
 <p>Facilitate household and community use of SLWM outputs (e.g., slurry from biogas plant, compost, treated greywater, treated faecal sludge)</p>	



Tertiary Stakeholders

- Institutional
- State and District Government functionaries
- Elected representatives
- Local celebrities
- Media

Key Expected Actions	Barriers
All ODF Plus Components	
<p> Lead the ODF Plus programme through clear delegation of roles and responsibilities on communication and IEC</p> <p> Ensure regular capacity building of key stakeholders, to lead IEC at the ground level (including planning, implementation and monitoring of IEC activities)</p> <p> Adequate dissemination of training and IEC materials to key stakeholders to implement IEC</p> <p> Regular review, monitoring and reporting of IEC activities</p> <p> Create enabling environment to establish infrastructure/ ODF Plus assets</p> <p> Promote key messages on all ODF Plus components on their platforms</p>	<ul style="list-style-type: none"> • Limited capacity to plan and implement IEC at the GP level for ODF Plus • Lack of clarity on fund utilization for IEC • Limited information and IEC materials at the GP level and correct information on ODF Plus components • Limited availability and capacity to provide correct information on technical designs/required infrastructure • Few training and capacity building opportunities to upgrade knowledge on technical and communication inputs (ODF Plus, IPC, community mobilization) • Weakened nigrani samitis after achieving ODF due to limited focus and priority on re-training and strengthening of these groups on all ODF Plus components • Persistent gaps in last-mile coverage (households without access to toilets, dysfunctional community sanitation centres, mobile communities without access to toilets) • Limited understanding of the negative impacts of improper hygiene and incorrect disposal of waste, and their linkages with environmental and human health

KEY MESSAGES

Introduction to Messaging

As SBM (G) embarks on the journey from ODF to ODF Plus, various issues have emerged on the horizon when it comes to sustaining the gains made in Phase-I and triggering SLWM behaviours to create a new Jan Andolan for SBM Phase-II. Communication interventions require to cover the entire range from sustaining recent behaviour adoptions acquired recently to continuing to adopt the newly created norms for sanitation by focusing on continued toilet use by all (ensuring regular use by all household members, everyone has access to toilets and no one is left behind), hygiene and SLWM behaviours.

Designing relevant and impactful messages after stakeholder mapping, which are also technically accurate, culturally appropriate, gender-sensitive and creatively engaging. Important to the development of messages on these behaviours is its derivation from the behavioural barrier analysis for each issue and each stakeholder. Further classification of stakeholders into smaller audience groups with similar IEC-related needs and preferences help customize messages and identify appropriate communication channels. While traditional mass, mid and social media campaigns aim to reach the whole population, the segmentation of stakeholders helps make strategic choices on channels of communication/ media mix.



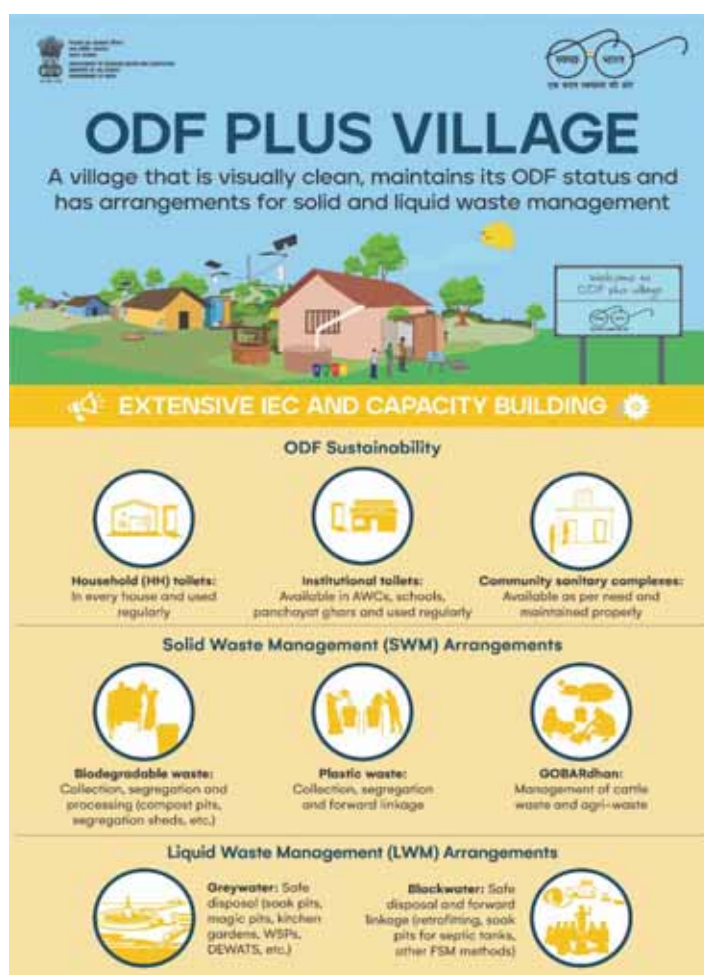
Creative and consistent messages for ODF sustainability, hygiene, GWM, FSM, PWM, BWM, GOBAR-dhan and MWM can bust myths and misconceptions or sociocultural constructs that prevail and determine choice of sanitation and hygiene behaviours among stakeholder groups.

Elements for Messaging

Modern patterns of information consumption have evolved greatly in recent years, especially after the outbreak of the COVID-19 pandemic globally early last year. This new landscape of information flow and knowledge seeking has resulted in an overload of unlimited and free access to diverse information platforms. The coverage of various population groups by mobile telephony and Internet has made it possible and easier to share and interact with audiences in real-time. However, the challenge is in creating and delivering messages in a manner that gains and retains the attention of audiences even in the face of competing priorities. At the same time, it is observed that availability of unreliable information about an issue can spread rapidly and serve as a barrier to ensuring access to accurate and actionable information.

Thus, it is important that ODF Plus messages are designed effectively with the following attributes:

- (1) **Content:** Core ODF Plus/ WASH messages to be presented in simple, positive and clear language that is accurate, comprehensible and relevant to the audience
- (2) **Context:** Messages to be gender-sensitive, socially inclusive, environment-friendly and aligned to the sociocultural context, language and information consumption preferences of the stakeholders
- (3) **Organization:** Effective presentation and layout of messages to be incorporated into diverse media, such that messaging is embedded in audiences' minds
- (4) **Acceptability:** Messaging designed to ensure that principles of human dignity, gender and equity are adhered to and unsustainable practices are not promoted
- (5) **Appeal:** Messaging to engage and motivate people to take the desired actions



Key Messages for ODF Plus Components

Based on the comprehensive stakeholder and barrier analysis in the earlier chapter, the main topics on which messaging should be based have been suggested for each of the ODF Plus components.

Primary Stakeholders



Biodegradable Waste Management



Segregation of waste at source

Importance of segregating household wet and dry waste

Difference between biodegradable and non-biodegradable waste in household waste

Reuse of non-biodegradable waste at the household level to the extent possible

Household-level treatment of biodegradable waste /compositing

Benefits of household BWM especially economic benefits

Reuse of recyclable end products (e.g., compost, biogas)



Menstrual Waste Management



Harmful impacts of improper disposal of menstrual hygiene products

Importance of openly discussing (and expressing needs around) menstrual hygiene product use and waste management





Plastic Waste Management



Harmful impacts of plastic waste and why its management is essential

4 Rs of plastic waste management – **Refuse, Reduce, Reuse, Recycle**

Adverse impact on environmental health of SUP; refuse and reduce plastic usage, especially one-time use disposable plastics

Harmful effects of open burning of plastic waste

No dumping/littering of plastic waste as it is not biodegradable; linkages to long-term contamination of water bodies and natural resources

Ways to minimize the plastic waste generated at households, commercial places, public institutions, etc.



GOBAR-dhan



Importance of segregating and managing household waste

Importance of recovering energy and manure/compost from animal waste

GOBAR-dhan processing options available to communities

Opportunity to reduce greenhouse gas emissions by optimally utilizing animal dung

Optimal use of land use with respect to storage of cattle dung

Hygiene Practices



Information on correct hygiene practices

Handwashing with soap at critical times

Safe storage and handling of drinking water

Safe disposal of child faeces

MHM

Benefits of hygiene practices (health, economic, social)

Linkages with health, environment and overall wellbeing

Greywater Management



Importance of GWM, benefits and key components

Importance of freshwater and its judicious consumption, and use of freshwater to manage generation of greywater

Sources of greywater

Need for, and impact of, GWM

Simple ways to stop the mixing of greywater with black water

Dos and don'ts regarding GWM such as the use of the nahani trap /P-trap

Technology options for GWM at household and community levels; on-site greywater treatment wherever possible

Discharge of household greywater into conveyance system of GWM such as closed drains, small bore pipe systems, etc. where on-site treatment is not possible

Ways to reuse greywater

O&M of GWM assets at household and community levels



Faecal Sludge Management



Importance of sustained toilet use behaviour, maintaining and cleaning toilets

Promoting twin pit toilet technology in rural areas

Maintaining ODF status

Improving construction quality and O&M of sanitation assets among service providers

Adverse impacts of mixing of greywater and black water – health hazards associated with contamination

Importance of pit/tank emptying and timely/periodic cleaning as and when required

Normalizing FSM and addressing myths and stigma around septage management

Secondary Stakeholders



SLWM



Information on tracking ODF Plus indicators

Impact of improper /inadequate SLWM on humans and environment

Importance of O&M of SLWM assets at household and community levels

Correct information on the key components of ODF Plus, especially on correct technical design and practices

Dos and don'ts around each ODF Plus component

Knowledge of key messages of SLWM and hygiene promotion

Importance of addressing stigma and myths around FSM, septage management and pit cleaning

Importance of addressing cultural and social norms, especially about FSM/septage management



Effective IEC and Implementation of SLWM



Safety protocols

Importance of integrating IEC for ODF Plus in GP-level plans for achieving goals of ODF Plus and overall cleanliness

Information on whom to contact for programme information and for setting up/improving SLWM infrastructures/system

Information on what to monitor for SLWM at household and community levels

Tertiary Stakeholders



IEC and Capacity Building



Importance of SLWM, benefits, key components, key messages to be promoted among households and communities

Incentives for swachhagrahis

Information on current practices and its impact

Key programme components of SBM (G) Phase-II

Importance of IEC planning, implementation and monitoring for ODF Plus

Information on IEC funding

Importance of capacity building of FLWs and other key stakeholders on ODF Plus

Information on regulatory practices

Information on convergent flagship programmes, such as on water, health, nutrition and others

Information to address myths, taboo and stigma around sanitation practices

COMMUNICATION APPROACHES, TOOLS AND CAPACITY BUILDING

Introduction

A multichannel approach is required to ensure that information and knowledge are disseminated widely. Based on learnings of the previous phase of SBM and other national flagship programmes, a combination of advocacy, communication, nudges, social mobilization and community engagement approaches are needed. Messaging through channels will require a balance of emotional appeal and persuasive and scientific communication based on data and evidence.

A critical component to achieving the advocacy and communication objectives of ODF Plus will be to develop skills and build capacity and competencies of the people involved in planning, implementing and monitoring IEC along with the overall programme implementation.

Communication Approaches

It is evident that addressing the challenges across all the core components of ODF Plus highlighted in the earlier chapters require intensive advocacy and communication with different stakeholders who can address these issues. The main communication approaches suggested to reach the stakeholders at all different levels are IPC, community mobilization, social mobilization, mid and outdoor media, nudges, mass media, advocacy and capacity building.

IPC: IPC is a two-way interactive communication to facilitate exchange of perceptions, opinions and reinforcement of hygiene practices. It is a key approach to increase interest and willingness in adopting sanitation and hygiene practices. IPC helps in providing detailed information to the stakeholders including households, SHG members, women and youth groups. It also allows for immediate feedback on ideas, messages and practices. IPC will make effective use of existing social networks, community networks and others.

Community mobilization: Community mobilization is primarily a dialogue among community members to deal with critical issues of sanitation and hygiene and provide a platform for the community to participate in decisions that affect their daily lives. As GPs will be the main unit for undertaking ODF Plus initiatives, community meetings like gram sabhas and chaupals will be effective for both – introducing dialogue on ODF Plus issues and coming to a consensus for common benefits.

Social mobilization: Social mobilization focuses on a broader social intervention to ensure that the community at large is engaged. It recognizes that sustainable social and behaviour change requires collaboration at multiple levels, from individual to community to policy and legislative action, and that partnerships and coordination yield stronger impacts than isolated efforts. One of the key approaches of SBM is to create a peoples' movement or Jan Andolan around overall cleanliness. Massive social mobilization campaigns of SBM Phase-I, such as Chalo Champaran, Swachh Shakti (SS), Swachh Sundar Sauchalaya (SSS), Swachhata Hi Sewa (SHS), Swachh Sunder Samudayik Sauchalaya (SSSS), Swachh Bharat Diwas (SBD), Swachhata Mahotsav and Swachhata Pakhawada effectively mobilized people for behaviour change around toilet construction and use.

Some of the guiding principles for creating a people's movement for ODF Plus are:

- ❖ **Make ODF Plus goals aspirational** – Aim to create a sense of aspiration and a shared identity; close the gap between 'saying' and 'doing'
- ❖ **Create a collective identity** – Aim to create a perception of shared status for safe sanitation and cleanliness by building a sense of collective identity
- ❖ **Rewards and recognition** – Institute appropriate rewards and felicitations (such as recognition among peers, appreciation letters from the Government and not necessarily monetary rewards) to spur workers, peer leaders and local champions to higher levels of engagement
- ❖ **Convergence** – Create convergence among ministries and departments as well as programmes and schemes to ensure a comprehensive approach cutting across programmes; convergence at national, State, district, block and GP levels
- ❖ **Partnerships** – Partner across platforms, ministries, departments, social and welfare organizations and private industry to ensure multisectoral and multidimensional-participation

Mid media and outdoor media: Use of mid and outdoor media is done to raise awareness and knowledge around key behaviours and the sanitation programme. Mid media is the use of local, sometimes traditional, form of communication such as puppet shows, magic shows, drama and street theatre to deliver messages to a community. Outdoor media utilizes public spaces, such as billboards, authorized public walls, advertising spaces in a train, bus or the side of a vehicle, to deliver messages.

Mass media: Mass media can be used to communicate effectively with a large number of people with impact. It overcomes barriers of literacy, gender, geography or languages. It is ideal for delivering a simple, clear and focused message. Although there are several media-dark areas in the country, there has been rapid progress towards increased TV and radio coverage and penetration. Assessments in the COVID-19 context have shown that TV is considered as one of the most credible mediums. For ODF Plus, these mediums are expected to provide the type of support that has been extensively documented in public health. It can accomplish the following:

- ❖ Support community mobilization and interpersonal communication efforts
- ❖ Promote specific behaviours through multiple activities and products such as radio and TV Public Service Announcement (PSA), TV show spots with key ODF Plus messages, interactive games and discussions

- ❖ Enhance the credibility of community volunteers as reliable sources of information and services
- ❖ Convey important logistical information easily

Over-The-Top (OTT) platforms: There is a need to adopt OTT platforms creatively to convey IEC messages of ODF Plus to the masses.

Advocacy: Advocacy with decision makers is required to influence and motivate them to take actions to strengthen the institutional system and create an enabling environment for adopting hygiene practices. Along with the Government, advocacy with development partners, private sector, elected representatives, media and local influencers/leaders is essential to garner support for the introduction and operationalization of ODF Plus activities.

Advocacy is a continuous process where information is gathered, organized and communicated to influence and engage decision makers in providing support and commitment to the issue. This includes developing new policies, creating an enabling environment for their implementation and providing funding and resources for specific initiatives. Advocacy with key stakeholders can provide high visibility to issues and help redefine public perceptions.

Capacity building: For effective implementation of communication activities, capacity building activities of key stakeholders with focus on need/profile based trainings can be carried out at various levels.

Social media: Social media facilitates the sharing of ideas, thoughts and information through the building of virtual networks and communities. By design, social media is Internet-based and gives users quick electronic communication of content. Twitter, Facebook, YouTube, Instagram, SMS/WhatsApp campaigns and other social networking tools are also ways to engage youth in promoting the campaign and generating awareness.

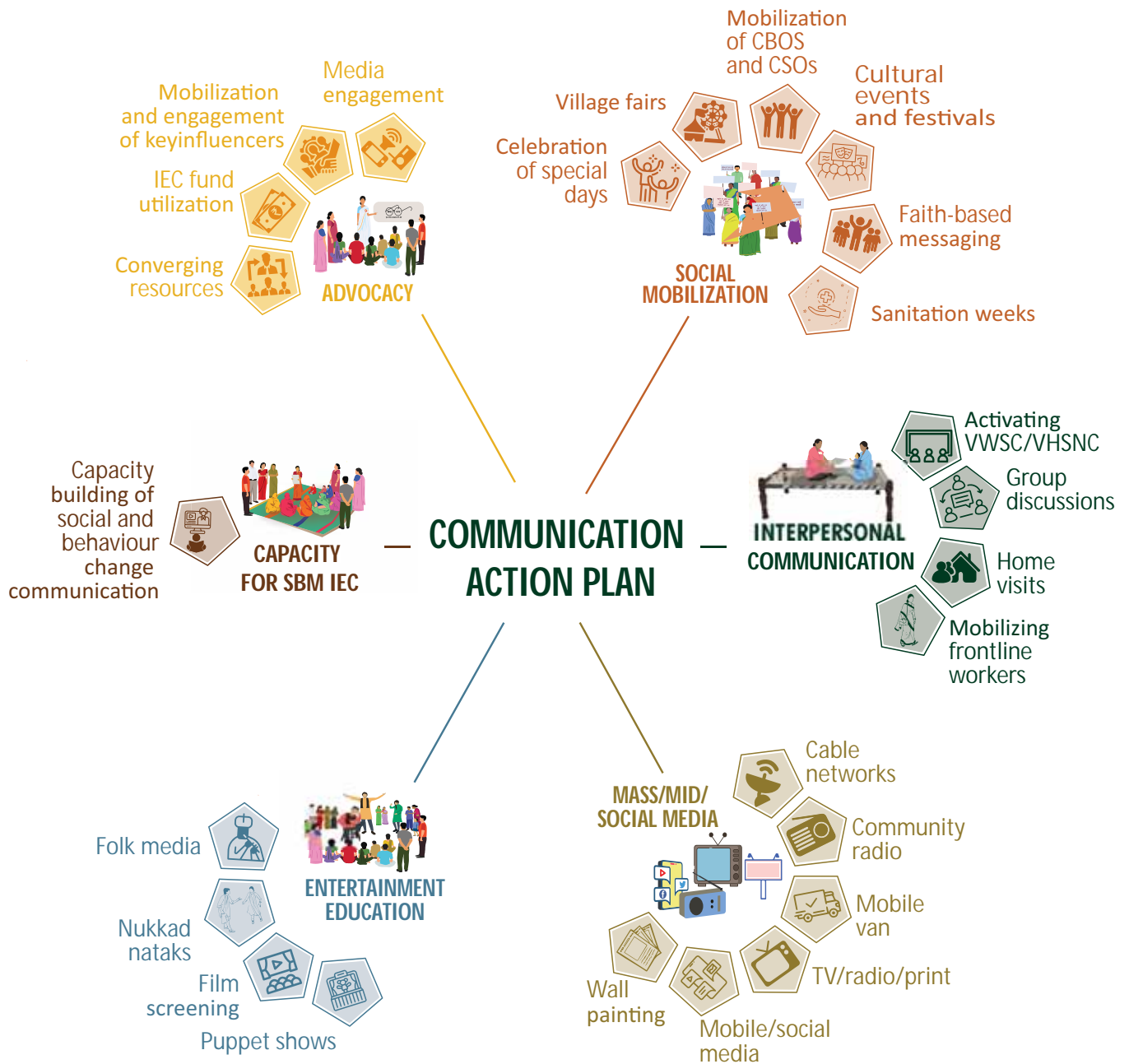
Use of mobile phones: As the penetration of mobile telephony is extensive in rural areas, mobile phones can be used for creating awareness.

Entertainment education: To find a creative and engaging way to disseminate and communicate, educational messages can be blended with entertainment.

Nudges: Nudge is a concept in behavioural economics, political theory and behavioural sciences which proposes positive reinforcement and indirect suggestions as ways to influence the behaviour and decision making of groups or individuals. A nudge helps people make better choices for themselves without restricting their freedom of choice. It accomplishes change by making it easier for people to make a certain decision.

The communication approaches are interrelated and interactive. When strategically combined through an effective IEC plan and its implementation, they produce a synergistic effect through promotion and sustained adoption of positive ODF Plus behaviours. It is important that the IEC plan for SBM in the State and district is developed keeping in mind the local contexts and with tailored messages using a variety of population-appropriate communication channels. Formative research can be used to understand prevailing social norms that are barriers to the adoption of positive ODF Plus practices and current levels of knowledge, attitudes and behaviours among individuals in a specified population.

Combination of Communication Approaches for Communication Action Plans









Communication Plan Implementation Framework*

















Primary and Secondary Stakeholders





Communication Activities	Communication Materials	
 Home Visits and IPC		
  	<ul style="list-style-type: none"> • Face-to-face counselling by frontline workers and community-level motivators • Small group sessions at home, health centres, community settings and religious gatherings using education videos/flipcharts/mobiles • Meetings and discussions among families for peer-to-peer communication 	<ul style="list-style-type: none"> • Flipcharts/dialogue cards • Leaflets • Posters • Booklets • Pledges • Educational aids, e.g., educational videos for small group discussion • Innovative use of mobiles by FLW to support counselling sessions
 Community Mobilization		
 	<ul style="list-style-type: none"> • Community dialogue and local meetings/events by community leaders, PRIs, volunteers, religious leaders and women groups • Discussion of key sanitation issues at various community and platforms like Village Health and Nutrition Days (VHNDs) and AWW centres • Dedicated gram sabha meetings on ODF Plus components • Mobilization of women, adolescents, youth, children for meetings and raising the issues of ODF Plus 	<ul style="list-style-type: none"> • IEC materials • Information sheets/leaflets on ODF components • ODF Plus audio/video materials to generate discussion • Demonstration kits • Exhibition materials

*Suggested behaviour change communication and advocacy activities for uptake of ODF practices

Communication Activities	Communication Materials
  <ul style="list-style-type: none"> • Exhibitions and demonstrations (fairs/melas) where there is provision for counselling on key practices, demonstrating treatment methods, informing on SBM Phase-II and other related flagship programmes, games with correct practices messages, etc. 	
 Capacity Building of Key Influencers	
   <ul style="list-style-type: none"> • SBCC training on ODF Plus for all influencers • Training workshops for SHGs, PRIs, community leaders and volunteers on ODF Plus-related WASH issues and communication skills • Learning exchange/ exposure visits to see best practices • Sensitization workshop with youth clubs to orient them on ODF Plus issues and motivate them to organize events around these and volunteer as promoters of key practices • Training of peer educators on issues related to ODF Plus • Training of teachers/ School Management Committee (SMC) on ODF Plus, drinking water and hygiene promotion 	<ul style="list-style-type: none"> • Training modules • E-modules • Films and other Audio-Visual (AV) contents • Leaflets • Information sheets on SBM Phase-II programme, policy and execution • Information sheets/ leaflets on other relevant programmes

Communication Activities	Communication Materials	
 Mass Media Campaign		
  	<ul style="list-style-type: none"> • TV, radio, print, online media (Hindi and regional/local languages) • Messaging on the select behaviours for different mediums including: <ul style="list-style-type: none"> ◆ Embedded messages in feature films or documentaries developed on relevant issues ◆ Embedded messages through popular programmes on TV and radio • Messaging through local TV/cable channels • Messaging through community radio stations: <ul style="list-style-type: none"> ◆ Disseminating messages by arranging discussions, testimonials, stories and broadcasting PSAs/ads on ODF Plus 	<ul style="list-style-type: none"> • TV/radio spots • TV/radio programmes • PSAs, video appeals, audio appeals • Print advertisements, press releases
 Social Media Campaign		
	<ul style="list-style-type: none"> • Creation of a buzz around the key practices through: <ul style="list-style-type: none"> ◆ Social media networks (Facebook, YouTube, Twitter, Instagram, etc.) ◆ Social media networks to bring about relevant platforms for discussion (blogs, online forums) ◆ Cross-linking of DDWS website with convergent Ministries/flagship programmes websites 	<ul style="list-style-type: none"> • Social media content • Human interest stories • Best practice documents • Testimonials • E-books




Communication Activities	Communication Materials
 <ul style="list-style-type: none"> ◆ Interface between social media and other mainline mediums ● Repository of communication tools and materials in national and State websites 	
 Mobile Campaign	
   <ul style="list-style-type: none"> ● Forging of partnership with a service provider for initiating: <ul style="list-style-type: none"> ◆ SMS campaign ◆ Mobile messages through bulk SMS/music/jingle/caller tunes ◆ Other innovative mobile messaging –WhatsApp groups for sharing key messages and best practices 	<ul style="list-style-type: none"> ● Mobile ringtones ● Interactive Voice Responses (IVRs) ● Text /video messages ● Graphics Interchange Formats (GIFs)
 Celebrity Outreach Campaign	
  <ul style="list-style-type: none"> ● Engagement of celebrities (popular figures at national, State/local levels) to promote key practices ● Commitment by celebrities to include messages regarding key behaviours in their work sphere ● Development of PSAs/short films with celebrities for mass media ● Field visits by celebrities: <ul style="list-style-type: none"> ◆ Meeting the community ◆ Sharing information on best practices 	<ul style="list-style-type: none"> ● Information package for celebrities ● IEC materials

Communication Activities	Communication Materials	
 <ul style="list-style-type: none"> • Events: <ul style="list-style-type: none"> ◆ Involving celebrities to give away awards to officers, political leadership and civil society organizations, children and youth ambassadors, grassroots workers who have made significant contribution in the WASH sector/ convergent programmes ◆ Involving children with fun-filled child-friendly activities ◆ Participating in TV/Radio debates/discussions ◆ Organizing marathons/ cricket matches/other sports at the school level • Events on designated days/weeks/months such as Global Handwashing Day, World Water Day, Swachhata Utsav/Week, World Toilet Day, MHM Day 		
  Outdoor/Mid Media		
 <ul style="list-style-type: none"> • Use of printed IEC materials – hoardings/billboards/posters at strategic sites • Messaging on bus panel/public transport or through painting, posters and announcement of messages at bus stands and railway stations at regular intervals 	<ul style="list-style-type: none"> • Hoardings • Billboards • Wall paintings • Scripts for plays and folk performances • IEC materials for vans 	

Communication Activities	Communication Materials
  <ul style="list-style-type: none"> • Street theatre groups/ folk performances; preparation of script by teams through workshops and arrangement of shows in the identified villages after drawing a calendar of shows • AV vans/raths with illustrated messages to visit the identified villages and show films/documentaries; announcements made on schemes for ODF Plus/ other important information shared • Wall paintings at strategic sites • Exhibition and demonstration 	



Tertiary Stakeholders

Communication Activities	Communication Materials
 Advocacy	
  	<ul style="list-style-type: none"> • Orientation workshops for tertiary stakeholders of SBM II highlighting key ODF Plus requirements • Training workshops on roles and responsibilities for tertiary stakeholders • Consultations to provide exposure to the latest developments in the sector/ capacity building • One-to-one meetings • Field visits to best-practice areas • Regional consultations for prioritizing ODF Plus, experience sharing of regions within the States with common issues/ or group of States • State-level conventions to enhance the understanding of ODF Plus and their key role in the implementation process <ul style="list-style-type: none"> • Evidence-based advocacy packages: <ul style="list-style-type: none"> ◆ Fact sheets ◆ Video films ◆ Audio spots • Presentations with programme-related information: <ul style="list-style-type: none"> ◆ Booklet containing salient features of SBM II ◆ Information about related national flagship programmes ◆ IEC materials (contextual for each stakeholder)

Capacity Building

To roll out the advocacy and communication interventions and deliver IEC activities effectively for ODF Plus, a significant amount of capacity building activities of the various stakeholders need to be carried out at national, State, district and GP levels. The SBM (G) Phase-II guidelines indicate the following levels of capacity building, including that for IEC. In addition to this, advisories are also being issued to clarify additional aspects pertaining to capacity building for ODF Plus.

State Level

- ❖ States will spearhead the training initiatives as per a well-devised training plan. The plan will include a formal arrangement/partnership to ensure that the rollout of the training plan happens smoothly. The arrangement could include constituting a State Training Management Unit (STMU) or partnering with State training institute(s)/ NGOs/development partner or convening a group of master trainers/resource people.
- ❖ Training resources will be prepared as per the training needs of various stakeholders including master trainers, field trainers, PRI members and various field functionaries, namely swachhagrahis and other swachhata champions, ASHA, Auxiliary Nurse Midwife (ANM), teachers, etc.
- ❖ The capacity building plan can be reviewed periodically, preferably every quarter, to ensure that all the elements of ODF Plus are suitably covered for all stakeholders, as needed.
- ❖ States will supervise and monitor implementation of the above plans at various levels.

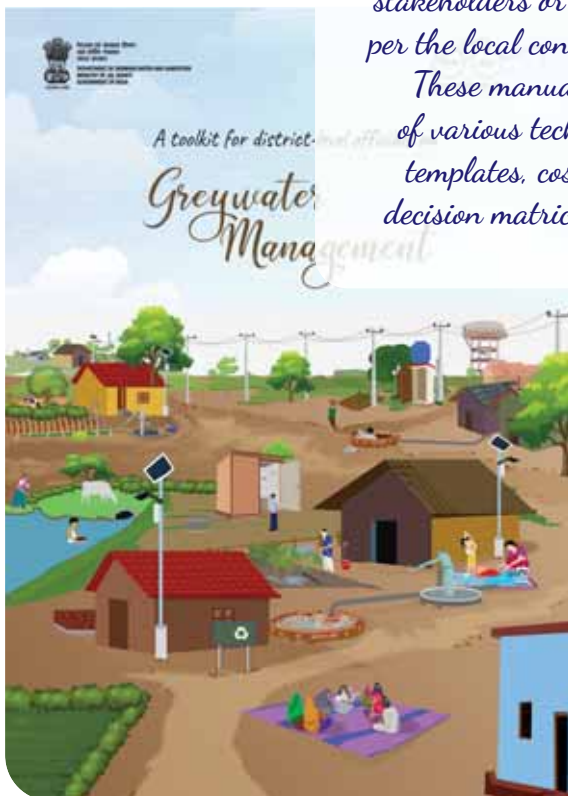
To support the States, plan and monitor capacity building initiatives, a training dashboard has been developed by the Department of Drinking Water and Sanitation (DDWS). The dashboard will be hosted at the national level, but access privileges will be given to both States and districts to help them enter, update and review data pertaining to training programmes in the State/district in real time (*URL will be shared soon*).

District Level

- ❖ At the district level, a District Training Management Unit (DTMU) may be constituted or training may be rolled out in partnership with a training agency/NGO/ development partner. The district will also ensure that the orientation/trainings/Training of Trainers (ToTs) are conducted as per ODF Plus priorities of the district and cover all the elements of ODF Plus.
- ❖ It will be important to prioritize orientation and/or ToT of all master trainers and training agencies on SBM (G) Phase-II priorities before they strengthen the capacity of PRI and other field functionaries.
- ❖ DTMU will prepare a training calendar as per State's training calendar and also ensure that the training sessions are completed as per schedule.
- ❖ Besides the regular training as per ODF Plus module, additional trainings may also be provided to district-level functionaries as per the programme rollout priority of the district. For example, construction (or retrofitting), repair and maintenance of various ODF Plus assets, namely soak pits, compost pits, greywater management assets, FSM units, etc.



DDWS has prepared technical manuals and booklets on various thematic ODF Plus components. States/districts may use them for ToTs/training of various stakeholders or customize them as per the local context and priorities. These manuals cover details of various technologies, design templates, cost estimates and decision matrices, among others.





IEC for ODF Plus

Swachh Bharat Mission - Gramin, SBM(G) has been recognized as the largest behaviour change programme in the world that significantly advanced efforts to achieve universal sanitation. In Phase II, the SBM(G) aims to transition rural India ODF Plus villages by transitioning into a Sanitation for All (SfA) for all villages by upgrading existing sanitation facilities, behavioural strategies to ensure community engagement and ownership by the beneficiaries. These include awareness generation, community mobilization, and encouraging collective behaviour change to push demand generation for solid and liquid waste management facilities. To promote IEC planning and implementation, there have been several handbooks on plan, design, and implement IEC strategies considering local contexts, projects and local capabilities. Another critical component to ensure capacity development of key stakeholders in communication and advocacy is to support of effective delivery.

Funding for IEC and Capacity Building

As per guidelines, up to 10% of the total funding for programme components of SBM(G) can be used for IEC and capacity building activities. This can be used at the Centre level and up to 50% at the State level. The distribution of expenditure between Centre and State is as follows: 50% for Centre and 50% for State. The total funding for IEC and Capacity Building is Rs. 1000 crore for the period 2014-15 to 2019-20.



Faecal Sludge Management

Faecal Sludge Management (FSM) deals with the provision of safe management of faecal sludge (wastewater generated in toilets). FSM is a generic term used for toilets connected to septic tanks. However, single pit toilets that can not be installed due to low groundwater levels need to be considered while planning for FSM.

Each pit toilet is connected to the sewerage system by the faecal sludge collection system. The faecal sludge is collected in the pit and is transported to the treatment plant. The treatment plant is connected to the sewerage system. The treatment plant is connected to the sewerage system. The treatment plant is connected to the sewerage system.

FSM intervention focuses on strengthening the existing faecal sludge collection system, ensuring the availability of the equipment, and ensuring the availability of the equipment. The intervention is to ensure the availability of the equipment. The intervention is to ensure the availability of the equipment.



Biodegradable Waste Management in Rural Areas

What is Biodegradable Waste?

Biodegradable waste comprises kitchen and vegetable waste, animal waste, crop residue, livestock waste and manure, and other organic waste such as garden waste in rural areas.

Need for Biodegradable Waste Management

In rural areas, waste is a severe threat to public health and cleanliness. Despite the waste generated being predominantly organic, incorrect disposal leads to various problems including an increase in water-borne and vector-borne diseases such as diarrhoea, malaria, dengue, cholera and typhoid. Improper management of solid waste may also lead to environmental pollution and contamination of water bodies, particularly in the monsoon season. Organic waste if disposed of in unsafe manner, will lead to the release of methane gas into the environment and contribute to global warming.

Thematic brochures have also been prepared to cover key challenges, preferred approaches and action points for all the components of ODF Plus.



Greywater Management

Liquid Waste/Wastewater

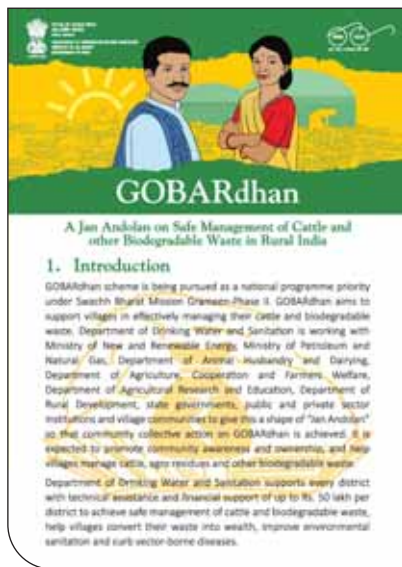
Used and untreated water generated during household or commercial activities is called liquid waste. Liquid waste is also called wastewater.

Liquid waste generated

- Drainwater
- Wastewater from bathrooms, kitchen
- Wastewater from toilet containing faecal sludge
- Wastewater
- Wastewater from toilet containing faecal sludge

To Reuse water

Management of wastewater from a commercial establishment, however, will depend on the nature of the business and the establishment.



GOBARDhan

A Jan Andolan on Safe Management of Cattle and other Biodegradable Waste in Rural India

1. Introduction

GOBARDhan scheme is being pursued as a national programme priority under Swachh Bharat Mission Gramin-Phase II. GOBARDhan aims to support villages in effectively managing their cattle and biodegradable waste. Department of Drinking Water and Sanitation is working with Ministry of New and Renewable Energy, Ministry of Petroleum and Natural Gas, Department of Animal Husbandry and Dairying, Department of Agriculture, Cooperation and Farmers Welfare, Department of Agricultural Research and Education, Department of Rural Development, state governments, public and private sector institutions and village communities to give this a shape of "Jan Andolan" so that community collective action on GOBARDhan is achieved. It is expected to promote community awareness and ownership, and help villages manage cattle, crop residue and other biodegradable waste.

Department of Drinking Water and Sanitation supports every district with technical assistance and financial support of up to Rs. 50 lakh per district to achieve safe management of cattle and biodegradable waste, help villages convert their waste into assets, improve environmental sanitation and curb vector-borne diseases.



Plastic Waste Management

Swachh Bharat Mission Gramin supports Gram Panchayats (GPs) to create awareness on curbing the use of single use plastic and effective management of plastic waste. As per the 4 R's, the first three R's - refuse, reduce and reuse - are responsibilities of the households. For the fourth R - recycle - the recyclable plastic will be handed over to scrap dealers for further recycling and non-recyclable waste, having shredded/separated into combustible fraction, will be recovered at cement industry or used for road construction or any other recovery method.

Planning for Plastic Waste Management

Each village shall prepare a village action plan led by the Sarpanch/Panchayat Secretary and supported by VWSO for implementation of SBM(G). Plastic waste management shall be a distinct component of the plan. This will be included in the Gram Panchayat Development Plan (GPDP).

Block/GP Level

- ❖ Training/orientation sessions may also be conducted for PRI members, field functionaries (e.g., swachhagrahis, other swachhata champions, namely ASHA, ANM, teachers) on elements of ODF Plus at the block and/or GP level. These training sessions will be conducted as per the State/district training plan
- ❖ The training at the block and/or GP level will need to be conducted for two sets of stakeholders – practitioners and policymakers, namely PRI members. As per the plan/training calendar developed at the State/district level, the training may be provided to practitioners on various technical aspects, namely retrofitting, O&M of ODF Plus assets, community mobilization and setting up of SLWM systems. The training/orientation of PRI members will include information about the Fifteenth Finance Commission (FFC) funds, sanitation-related activities to be covered under tied funds, use of convergence approaches for covering various activities for ODF Plus, exploring business models, as necessary
- ❖ In addition to the above, specialized trainings may also be provided to field functionaries, as applicable to their respective roles
- ❖ A custom-made refresher/training may be planned for community influencers (teachers, religious heads, village elders, etc.) to advocate for the importance of behaviour change for ODF Plus

Besides face-to-face training, virtual medium may also be explored to facilitate knowledge exchange, cross-learning, knowledge referencing for capacity building at the block/GP level. DDWS has rolled out a mobile-based (Interactive Voice Recording System [IVRS]) learning academy, called the SBM Academy, for ground-level functionaries. After dialling a toll-free number, the functionary can access the simplified ODF Plus content. The content has been organized into chapters and lessons for easy access and recall, if one is unable to complete the course in one go. States/districts may ensure that all the field functionaries enrol for and complete the course. The functionaries may be given a certificate of completion after finishing the course.

Similarly, sarpanch samvaad(s) dialogue with sarpanches of the country is also conducted by DDWS every Friday. The forum of the samvaad is used by sarpanches to share their experiences with other sarpanches and also express queries/concerns with DDWS. States/districts may encourage the sarpanches from their district/State to participate in the same. Sarpanches find the experience very encouraging and their good work in the village/GP is recognized.

ROLES AND RESPONSIBILITIES OF KEY STAKEHOLDERS

Introduction

In order to plan, implement and monitor IEC activities, each identified stakeholder needs to be aware of their roles and responsibilities in achieving the communication objectives of ODF Plus and influencing behaviour change. As stakeholder groups have been mapped and their key expected actions and behavioural challenges enlisted, the next step is to enumerate the roles of each set of stakeholders. It must be ensured that all ODF Plus IEC plans are integrated with the State/district swachhata plans and GP/village action plans.

Role of States

States/UTs shall lead IEC and behaviour change communication (BCC) activities and assume responsibility to ensure BCC activities percolate across the State with districts and GPs as units.

Fund allocation: The State-level implementing agency may decide the proportion of funds to be spent by the State and districts, out of the 3 per cent funds that are earmarked for IEC and capacity building activities.

IEC strategy planning: States are to ensure that the planning and budgeting exercise for IEC activities is done for all districts as part of their district swachhata plans. State-level plans for IEC shall be approved by the State-level scheme sanctioning committee.

Operationalize state level activities: States are to develop their own IEC campaigns, scale-up IEC campaigns of the centre and monitor the implementation of local IEC campaigns run by districts.

Additional Roles

- ❖ Ensure all IEC positions at the State- and district-level Human Resource (HR) structure are filled appropriately.
- ❖ Engage relevant agencies, liaise with development partners and form partnerships to implement IEC plans in the State, including hygiene promotion.

- ❖ Regularly monitor the progress and ensure timely reporting on the Integrated Management Information System (IMIS)
- ❖ Contribute to the SBM (G) blog by sharing success stories in the 'Swachh Sangraha' Portal of SBM (G) and others to facilitate knowledge management.
- ❖ Exchange relevant ODF Plus information and knowledge on social media pages, handles of the ministries and States.
- ❖ Facilitate workshops, conferences and consultations from time to time for advocacy, capacity building and knowledge sharing among officials in grassroots media, sector experts, sanitation policy researchers, etc.

Role of Districts in IEC

Planning: Districts shall prepare a detailed IEC plan as the first part of their Annual Implementation Plans (AIPs) in their overall strategy to reach all sections of the community. This is to be done using IEC consultants as resources at district and State levels. The support of development partners/local NGOs may be enlisted for IPC, selecting motivators and triggering activities. The assistance of other agencies with expertise in preparing and implementing IEC and BCC plans can be taken.

The annual IEC action plan should be approved by the District Water and Sanitation Committee (DWSC)/ District Water and Sanitation Mission (DWSM). IEC plans for the district should also be outlined in the relevant sections of the district swachhata plan. Based on this plan, districts are to develop an annual calendar of IEC activities and share it with the State Mission.

Funding: Funds required for implementing the IEC plan may be provided to blocks and GPs as per guidelines.

Staffing: Ensure enrollment of one or more IEC consultants at the district level.

Use of social media: Maintain active Facebook and Instagram pages and Twitter handles to showcase the work being done by the district under SBM (G), including hygiene promotion.

Monitoring: Monitor the IEC campaign in all GPs.

Role of GP/VWSC in IEC

The GPs have a central role to play in IEC mobilization. They will lead the planning and implementation of all software (IEC) and hardware components of the Phase-II programme. The GPs will lead the planning process for all activities and construction at the village level. They will lead the implementation through community mobilization for triggering demand, hygiene promotion, IEC, capacity building and construction and maintenance of toilets and SLWM assets. The GPs will have the delegated authority to hire experienced and reputed NGOs/institutions for assisting in carrying out IPC and training, construction and management of Common Service Centres (CSCs) and SLWM infrastructure.

Roles and Responsibilities of Key Stakeholders

Level	Key Stakeholders	Roles and Responsibilities
State	Mission Director State Coordinator State PMU (IEC & HRD, Capacity Building Specialist Monitoring and evaluation, SLWM Specialist and Area Experts	<ul style="list-style-type: none"> ❖ Lead IEC interventions, ensure that these are integrated within the overall programming and not carried out as stand-alone activities ❖ Ensure convergence between departments and directorates ❖ Develop IEC strategy and plans in alignment with State/UT plans ❖ Ensure that sufficient planning, implementation and monitoring mechanisms are in place at the State and other levels; encourage decentralization ❖ Regularly monitor implementation and uptake of IEC activities – to be entered in IMIS
Districts	District Coordinator, SLWM Consultants, Members of D-SBM(G), District Engineers, etc.	<ul style="list-style-type: none"> ❖ Develop detailed IEC plans, including mechanisms for implementation and monitoring of IEC ❖ Develop such plans in synchronization with district swachhata plans and district action plans ❖ Conduct planning and budgeting exercises for IEC activities, and communicate on the same with the State level ❖ Establish/enable district-level assets for ODF Plus management ❖ Maintain active social media pages on SBM
Blocks	Block Coordinator and SLWM Coordinator of Block Water and Sanitation Committee, Block-level Engineers	<ul style="list-style-type: none"> ❖ Have information on the district IEC/swachhata plan and an understanding of the implementation, including mechanisms for monitoring of IEC
GPs	Sarpanch/Pradhan, Village Secretary, GP Members, Village Water and Sanitation Committee (VWSC)	<ul style="list-style-type: none"> ❖ Develop IEC plans and integrate them with village action plans, aligned to the district plan ❖ Ensure sufficient funding for IEC activities planned ❖ Ensure implementation of IEC activities ❖ Establish local assets for ODF Plus to enable families and communities to adopt desired practices ❖ Ensure large-scale exposure to IEC messaging and involve communities in IEC activities ❖ Engage, mobilize and ensure capacity building of community-based networks, especially women and youth groups for ODF Plus ❖ Optimally utilize public platforms (gram sabhas, panchayat meetings, etc.) for community and social mobilization

(Continued)

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Level	Key Stakeholders	Roles and Responsibilities
Frontline Workers	Swachhagrahis and other FLWs	<ul style="list-style-type: none"> ❖ Build communication skills to effectively communicate with individuals and families ❖ Improve understanding of importance of ODF Plus mechanisms and management ❖ Build knowledge and skills on ODF Plus components for providing correct information
Private Providers	Service Providers	<ul style="list-style-type: none"> ❖ Improve service delivery to ensure infrastructure quality of ODF Plus assets; improve maintenance and use of assets ❖ Enhance communication on use and maintenance of assets with households
Households and Communities	Families and Community	<ul style="list-style-type: none"> ❖ Enhance engagement in ODF Plus activities as a collective group ❖ Ensure uptake of household- and community-level ODF Plus practices ❖ Establish norms around ODF and ODF Plus for sustaining ODF status and overall cleanliness



Role of Swachhagrahis

The emphasis of SBM (G) Phase-II on intense behaviour change communication is closely linked to the role of swachhagrahis who are the foot soldiers of sanitation. Swachhagrahis have played a crucial role in achieving the ODF status and will continue so for sustaining it and influencing ODF Plus activities and behaviours.

Considering the importance of swachhagrahis in implementation of the programme, DDWS has issued detailed guidelines for engagement of swachhagrahis in planning, implementation and monitoring of SBM (G) Phase-II. The guidelines also suggest a specific activity-wise incentive structure for swachhagrahis.

Roles of Swachhagrahis for ODF Plus
Mobilizing and empowering communities (frontline human resource/foot soldiers)
Facilitating toilet construction, use and maintenance
Retrofitting and improvizing assets (IHHL as well as for SLWM), as necessary
Facilitating sustained behaviour change for key ODF Plus practices
Promoting public health and hygiene including visible cleanliness in household and village
Supporting the rollout of SLWM activities at both household and GP levels
Participating in capacity building: ODF Plus training/orientation/IVRS-based learning among others and imparting the learning to the community
Supporting the rollout of SBM II initiatives as per incentive structure mentioned in Annexure VII of SBM II guidelines and/or State guidelines

Annexure VII (SBM II Guidelines)
Facilitating sanitation coverage for all eligible households (addressing gaps; construction of toilets using safe technology by new households; access to CSCs by landless/migrant population)
Facilitating self-construction of toilets by non-eligible new families by motivating them
Increasing community awareness on ODF Plus behaviours: <ul style="list-style-type: none"> ❖ Continued toilet use at all times ❖ Keeping toilets clean ❖ Safe disposal of child faeces ❖ Timely cleaning of tanks (septic tanks if applicable) ❖ Segregation and safe disposal of solid and liquid waste ❖ Reuse/revival of existing SLWM assets ❖ Regular O&M of SLWM assets (households and/or community)
Increasing community awareness on public health and hygiene behaviours: <ul style="list-style-type: none"> ❖ Regular handwashing with soap and water and also at critical times ❖ Safe storage of drinking water ❖ Respiratory hygiene (coughing/sneezing) ❖ Social distancing

(Continued)

(Continued)

Ensuring that CSCs are constructed (location of CSCs at recommended sites as per approved design and appropriate branding) as per SBM Phase-II guidelines
Ensuring that O&M arrangements for CSCs are in place
Geotagging all assets created under SBM Phase-II in villages/GPs (including IHHLs, CSCs, SLWM assets); the data of the geotagged assets will be uploaded on IMIS through the mobile app
Participating in verification of ODF Plus status of villages (including sustainability verification) to ensure commitment and communities' awareness towards ODF Plus
Ensuring conversion of dysfunctional household toilets level into functional toilets through IPC
Ensuring retrofitting of previously constructed toilets as per safe technology through IPC
Ensuring SLWM activities in the village and creating public awareness on the use and O&M of the assets thus created (drains, soak pits, compost pits, bio gas plants, waste stabilization pond, etc.)
Ensuring activities for visual cleanliness in the village (maintaining drains and biogas plants; cleaning water bodies and public spaces; conducting nigranis with nigrani samitis; organizing village meetings on swachhata, etc.)
Facilitating activities towards declaration of the village as ODF Plus (as per SBM Phase-II guidelines), including passing of 'ODF Plus' resolution in the gram sabha

MONITORING AND EVALUATION OF IEC

Introduction

A system for monitoring and evaluation of communication activities is critical to ensure regular information flow on the performance of the activities and the overall programme, which helps in assessing the gaps and the required modification in IEC strategies.

To effectively identify gaps and develop new iterations of IEC strategies, it is essential to pay close attention to demand creation and demand-side monitoring indicators. These indicators provide measurable information in determining if IEC implementation is taking place among communities as planned. Such indicators include knowledge, needs, expectations of households and communities, community participation, reach and quality of engagement as well as prevailing attitudes and social norms around key behaviours related to sanitation and hygiene.

IEC implementation can be monitored at various levels – outcome indicators, output indicators and process indicators – to gain a comprehensive understanding of the quality and impact of advocacy and behaviour change interventions.

Outcome indicators

Outcome indicators are used to assess the effectiveness of IEC plans in meeting their stated objectives. Outcome indicators can be defined by behavioural results, policy change or changes in social norms specified from the very outset.

Output indicators

Output indicators refer to early results of the communication interventions. These indicators provide an understanding of the intermediate results of the intervention and can be used as predictors of behaviour change.

Process indicators

Process indicators assess how well the advocacy and communication plans have been implemented. They provide an idea of communication and advocacy activities that can be adjusted to meet the determined objectives. Process evaluation indicators assess whether inputs and resources have been allocated or mobilized and whether activities are being implemented as planned.

The outcome indicators for IEC implementation are the same as the overall objectives of the ODF Plus intervention, as stated under SBM (G) Phase-II. The outcome indicators of SBM (G) Phase-II are: achieving ODF sustainability among 100 per cent of households; effective SLWM among 80 per cent households; and improved visual cleanliness at all public places and among 80 per cent households. Outcome indicators are achieved as a result of the effective integration of all programmatic inputs, including IEC, advocacy and capacity building.

Illustrative List of Activities	Output and Process Indicators
State	
State communication strategy	❖ Availability of State communication strategy
Human resources for IEC and capacity building	❖ Availability/mapping of dedicated HR for IEC at various levels
Integration of IEC plan in State action plan	❖ Availability of State communication costed plan
IEC fund utilization	❖ Utilization of IEC funds (%)
State-specific communication package	❖ Development and dissemination of State-specific communication package
Sensitization on ODF Plus issues	❖ Development and distribution of advocacy materials (numbers) ❖ Orientation and training sessions (numbers)
Pool of IEC/PRA resource persons/experts to implement ODF Plus	❖ Engagement and orientation of resource persons/experts on ODF Plus priorities (numbers)
Integration of ODF Plus messaging in other departments	❖ Development of IEC products/messages on convergent approach (numbers)
District	
District communication plan	❖ Development of district communication costed plan
Release of IEC fund to block/GPs	❖ Utilization of IEC funds (%)
Development/dissemination of district-specific localized communication package	❖ Development/dissemination of district-specific communication package
Engagement and skilling of swachhagrahis	❖ Engagement of swachhagrahis for community-level IPC and monitoring (numbers) ❖ Training of swachhagrahis on ODF Plus (numbers)
GP	
Training/orientation of GP and field functionaries	❖ Orientation of PRI members (numbers) ❖ Training of field functionaries (numbers)
Gram sabha with ODF Plus messaging	❖ Gram sabha with ODF Plus messaging (numbers) ❖ Gram sabha on ODF Plus agenda (numbers)
Community mobilization activities on issues related to ODF Plus	❖ Organization of community mobilization activities on ODF Plus at the village level (numbers, types) ❖ Organization of community mobilization activities related to key ODF Plus issues (numbers, types)
Messaging around ODF Plus	❖ Recording of ODF Plus proceeds in GP records/register ❖ Number of hoardings, wall paintings ❖ Number of performances (folk media, theatre groups) ❖ Number of screenings (video messages)

Suggestive Process of Monitoring ODF Plus Indicators

As technology is evolving, innovative mechanisms for monitoring the progress of the programme can be explored. A community-level monitoring tool can be developed to monitor scheduled events/activities as part of ODF Plus IEC plan implementation. The software application can be developed having two components: a) a mobile application to capture ground-level activities/data; and b) a dashboard showing the entire data.

The software/application can be installed on the phones of frontline workers, particularly swachhagrahis, who would capture real-time information on the activities implemented.

The frontline functionary can also take a photograph of the progress made and capture its location and date in real-time and select the activity from a list or feed in the name of the activity, which will be sent to the data centre. The app can also send reminders of the planned community-based events so that all registered community workers continue to be notified of their responsibilities.

This information collected can ideally feed into the central dashboard for analysis and use, for example, to understand coverage and compliance of the activities, etc. Programme managers can map, graph and visually verify the implementation of the events and use the data for planning purposes. Based on this information, a checklist for monitoring State- and district-level IEC activities can be developed. Intervention from two States whose innovations can be adapted to monitor IEC activities have been mentioned here.



Swachh MP App Screenshot

Mobile Application for Swachhagrahis in Madhya Pradesh

Madhya Pradesh introduced a mobile application SWACHH MP ODF Plus for swachhagrahis to improve their efficiency of IEC delivery and sustain the gains of SBM by ensuring universal access to IHHL, maintaining reliability of ODF status and encouraging GPs for a sustained community action.

A pool of 27,000 trained swachhagrahis are working to achieve the objectives of the SBM (G) in every village and are working primarily on IEC activities.

Details of activities conducted by swachhagrahis are uploaded on mobile application and its progress is tracked in real-time through the State SWACHH MP portal. The evidence generated, such as gaps identified in service delivery or information captured on quality of services, helps policymakers in informed decision-making. This database also plays a crucial role in generating evidence and need-based communication plans. Available on the Google Play Store, the application is also used to disseminate IEC materials and videos to support swachhagrahis in enhancing their communication skills and conducting IEC strategically.

Leveraging Technology to Monitor IEC in Tamil Nadu

Around **13,000 swachhagrahis** trained on ODF/ODF Plus activities are engaged in IPC activities. Recognizing this need, Tamil Nadu came up with a mobile application 'Thooimai Thamizhagam' with the following objectives:

- ❖ **Providing swachhagrahis** a platform to showcase their talent in Behavioural Change Communication (BCC)
- ❖ **Effectively capturing and tracking** the ODF Plus activities of swachhagrahis on a real-time basis
- ❖ **Systemizing the incentive release to swachhagrahis** based on the ODF Plus activities linked to real-time tracking system
- ❖ **Assessing the performance of districts and blocks** with respect to the engagement of swachhagrahis
- ❖ **Identifying poor performing districts and blocks** so as to achieve the desired outcome of achieving ODF Plus status

The State Institute of Rural Development (SIRD) trained 125 master trainers and 31 computer operators on the usage of the application, who further cascaded the training to 11,500 swachhagrahis and supported them in registering on the app. Along with the data (related to dissemination of IEC messages, usage of IHHL, retrofitting structures, waste management, etc.) captured through the mobile app, its real-time geographical location, date and time are also noted, based on which daily and monthly progress reports analyzing the authenticity of ODF sustainability and IEC activities are developed. Swachhagrahis are incentivized for each activity that is successfully accomplished. Besides capacity building and monitoring, this platform also motivates the cadre for better performance and recognition.



IEC PLANNING GUIDANCE

Introduction

IEC planning is critical to achieving credible and sustainable ODF Plus results across communities. The planning process also helps in building a sense of institutional ownership of the ODF Plus agenda at the State, district and GP levels. When a clear-cut State/district swachhata plan is developed, it will support the supply and demand aspects of sanitation. The real challenge most administrations usually face is the demand and behaviour change component. Often there is no systematic and structured planning for IEC. This also has implications on the utilization of the IEC budgets that are allocated to the States/districts.

There are multiple components for IEC planning as illustrated in the earlier chapters – such as the identification of key barriers and bottlenecks in the adoption of the desired behaviours; who are the primary, secondary and tertiary participants and stakeholders; to what extent can they be mobilized; and what would be the most effective ways to engage them in the programme. Especially important is the engagement of change agents and their identification.



Key Components of IEC Planning

- ❖ **Institutional structure and functions:** Identify the current institutions involved in the communication work at State, district, block and village levels as well as their roles and responsibilities.
- ❖ **Message, medium and communicators:** Identify the key behaviours; messages to be used for these key behaviours; stakeholder groups to be addressed; the medium through which these messages will be conveyed; and influencers who will communicate these messages.
- ❖ **Channel mix:** While developing the IEC plans, it is important to employ an appropriate channel mix, which should be based on the complexity of the content, media habits, preferences of the audience and operational feasibility for effective implementation. IPC is most appropriate in several instances and provides sustained results in changing behaviours. At the same time, new media involving digital technology support can also be extensively used in expanding the creative rendition options and providing scope for innovative outreach and engagement with large groups of stakeholders.
- ❖ **Capacity building:** Assessment of the current capacities to plan and implement the district IEC plan and the areas in which the capacities need to be strengthened.
- ❖ **Monitoring and evaluation:** This involves the process of ensuring that communication activities are implemented as planned and identifying those who will monitor the activities along with their roles and responsibilities.
- ❖ **Budgetary aspects:** This involves identification of funding modalities and fund management according to the guidelines.

Templates for IEC Planning and Operationalization

A set of templates has been developed to support the development of IEC operational plans (see Annexure 1).

IEC PLANNING AND OPERATIONALIZATION TEMPLATES

The following templates are designed to support planning and operationalization of IEC activities at the State, district and sub-district levels. The templates, when filled and consolidated, will provide a step-by-step process to develop a comprehensive IEC plan within the budget. This process will facilitate the development of the AIP template for each State.

To understand how to use these templates, it is suggested that participants get a brief overview in understanding that individual behaviour change does not happen in isolation and different dimensions influence an individual's behaviour, which includes interpersonal factors, sociocultural and policy environments.

1. Barriers and Enablers for Sustained Use of Toilets and ODF Plus Behaviours

This is the first step in developing the district IEC/BCC (SBCC) plan.

The following template is divided into four columns:

- ❖ **Desired behaviours:** What are the positive behaviours that should be adopted? A list of key/focus behaviours should be developed first (see the key behaviour identified for each ODF Plus component).
- ❖ **Actual practice:** What happens in reality in communities/families?
- ❖ **Barriers:** What are the reasons or barriers that come in the way of adopting the desired behaviours?
- ❖ **Enablers:** What should be done to break these barriers/or what are the solutions to these barriers that will enable the individual/community to adopt the desired behaviours?

Desired Behaviour	Actual Practice	Barriers for Adoption of Desired Behaviours	Enablers for Adoption of Desired Behaviours

The next step will be to select the identified barriers in three groups – individual, community, institutional.

2. Messages and Mediums

The template below refers to the development of key messages and the identification of channels through which they will be communicated. The participants should be pre-oriented on the key communication approaches and channels.

The template has five columns:

- ❖ **Desired behaviours:** These are as identified through the earlier matrix.
- ❖ **Key messages to address barriers to desired behaviour:** Messages should be developed in a way that they address the barriers identified for each behaviour.
- ❖ **Audience/stakeholder:** This includes the audience to whom the message is addressed
- ❖ **Communication channels:** Which are the best channels through which the message can be effectively reached to the identified audience/stakeholder?
- ❖ **Communication materials:** What materials are required to deliver the messages?

Desired Behaviour	Key Messages to Address Barriers to Desired Behaviour	Audience/ Stakeholders	Communication Channels	Communication Materials/Tools

3. Stakeholder Mapping

This exercise will identify and map key stakeholders – groups and individuals who can support and influence positive change.

Stakeholder mapping done through a matrix helps in understanding the following:

- ❖ Whose interests matter in the intended behaviour change communication intervention?
- ❖ Who is likely to support or oppose the intended change?
- ❖ What level of influence do they each have on the intended change?

The template below has five columns:

- ❖ **Stakeholder and level of influence and power:** These are mapped and prioritized based on the stakeholder mapping exercise.
- ❖ **Role and level:** What will the stakeholder do to contribute to the programme and at what level (village/GP/block/district/State)? This has to be identified through a communication lens)
- ❖ **Communication approaches:** What approaches will the stakeholder adopt to influence and bring about the desired change?

Stakeholder	Level of Power or Influence (Positive & Negative + High/Medium/Low)	Roles They can Play in Driving Communication Interventions	Level (State/District/Block/Village)	Communication Approaches to be Used by Stakeholder/Influencer
PRIs	Positive influence High motivation (assumed)	Provide information on the benefits of SLWM Motivate families and community to practise positive SLWM Provide information and support construction of such infrastructure Monitor IEC activities of FLW	GP/village	Social and community mobilization IPC
Youth groups	Positive influence High motivation	Raise awareness on key practices of SLWM	District	Social mobilization Mid-media/IEC (poster, banners, leaflets) Social media
Mapped stakeholders may include: community motivators/swachhagrahis/jaldoots, youth volunteers [including members of Nehru Yuvak Kendra (NYK), National Cadet Corps (NCC), National Service Scheme (NSS), scouts and guides, etc.], PRI representatives and institutional staff including anganwadi staff, ASHA workers, teachers and other employees or volunteers of Government programmes and departments.				

4. IEC/BCC Capacity Building Plan

The detailed template below clearly explains each column. All key stakeholders who are identified to drive the communication plan need to be part of the training plan.

Note: This template can also be used by State/district/GP-level training. Three tables can then be collated as the final capacity building plan.

Stakeholder (List Priority Stakeholders Identified: Include 'Future Capital' (Youth) and Other Department Stakeholders for Convergence in Implementation)	Activity the Stakeholder will be Involved in	Proposed Training Intervention with Stakeholder (Include CAS and Other Trainings)	Current Capacity of Stakeholder (in Technical WASH and Communication Skills)	Institutions Available to Conduct the Training	Level of Training and Venue (State/District/GP)	No. of Trainings Planned	Timeline	No. of Persons Trained	Budget (Include Amount for Stakeholder * No. of Days Engaged + Other Costs for Logistics, TA/DA, Resources, etc.)
Community motivators/ swachhagrahis	Social and community mobilization IPC	Training (motivator training)	Not well informed on key technical information Not skilled enough in IPC	X	State/district	X	Nov 2017 – Jan 2018	X	X

5. IEC/BCC Activity Planning

The template is self-explanatory and will capture all the key elements of the plan.

Implementing Stakeholder	Type of Activity	Audience/ Population	Activities Planned (Refer to Suggestions in the List Below)	Unit	No. Planned	Support Materials/Tools Required by the Stakeholder		Manpower Costs (Payment to HR, etc.)	Other Costs (Logistics, Communication, TA/DA, Resource Persons)	Timeline	Total Budget A+B+C
						Item	No. Cost				
Community motivator	Social and community mobilization	Community members		No. of villages	X	Flip chart	x	x	x	x	X
Include convergent stakeholders			Activities with other departments								

6. Monitoring and Reporting Matrix

The templates are self-explanatory and will capture key elements for monitoring IEC/BCC and capacity building activities and reporting progress.

Implementing stakeholder (List All Involved in Training and IEC/BCC Activities)	Activity (List All Planned IEC/BCC and Capacity Building)	Physical Completion			Financial Reporting		Responsible Person/ Functionary	Indicator for Successful Completion of Output	Means of Verification	Verified/Endorsed by Responsible Person/ Functionary	
		Unit	Target	Achieved	Planned	Expenditure				Completed (No.)	Pending (No.)
Swachhagrahi	Group meetings in villages	Villages	x	x	x		Block coordinator		Field reports Spot checks	x	x
Training agency	Motivator training	Training	x	x	x		x	Participants trained	Training report No. of triggering conducted by newly trained motivators	x	x

CREATIVES FOR IEC

For creative references and ideas, refer to the URL:

<https://swachhbharatmission.gov.in/IECMaterial/FileManager/IECMaterialReadOnly.aspx>

This link will direct you to the SBM (G) website where there is an IEC tile to access all the creatives, i.e., videos, wall paintings, events, programmes, slogans, celebrity messages, etc. under the sanitation folder.

About SBM

To accelerate the efforts to achieve universal sanitation coverage and to put the focus on sanitation, the Prime Minister of India had launched the Swachh Bharat Mission on 2nd October 2014. Under the mission, all villages, Gram Panchayats, Districts, States and Union Territories in India declared themselves "open-defecation free" (ODF) by 2 October 2019, the 150th birth anniversary of Mahatma Gandhi, by constructing over 100 million toilets in rural India. To ensure that the open defecation free behaviours are sustained, no one is left behind, and that solid and liquid waste management facilities are accessible, the Mission is moving towards the next Phase II of SBM (G) ODF-Plus. ODF Plus activities under Phase II of Swachh Bharat Mission (Grameen) will reinforce ODF behaviours and focus on providing interventions for the safe management of solid and liquid waste in villages.

Share your ideas & suggestions with the PM!
MANN KI BAAT
 on 28th February, 2021

Click Here or
 Dial 1800 11 7900 (Toll-Free)
 The phone lines will remain open from 4th to 28th February, 2021

MIS **IEC** **Capacity Building And Knowledge Management** **SEB** **Solid Liquid Waste Management** **Monitoring And Evaluation** **Sustainability** **SSG**

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पेयजल एवं स्वच्छता विभाग
उत्त शक्ति मंत्रालय
भारत सरकार
DEPARTMENT OF DRINKING WATER AND SANITATION
MINISTRY OF JAL SHAKTI
GOVERNMENT OF INDIA

सत्यमेव जयते

