

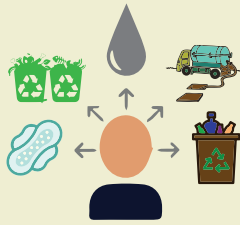
IEC for ODF Plus

Swachh Bharat Mission – Grameen, 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 key SBM(G) aims to transform rural India (ODF Plus Villages) by manifesting into a Janandolan for Swachhata. Key to success is employing context context-specific & innovative strategies to ensure community engagement and ownership for Swachhata. These include awareness generation, community mobilization, and encouraging collective behaviour change to push demand generation for solid and liquid waste management facilities. To prioritize IEC planning, and implementation, States have been provided flexibility to plan, design, and implement IEC strategies considering local cultures, practices and sensibilities. Another critical component is systematic capacity development of key stakeholders on communication and thematic areas in support of effective delivery.

Funding for IEC and Capacity Building

As per guidelines, up to 5% of the total funding for programmatic components of SBM can be used for IEC and capacity building; up to 2% can be used at the Centre level and up to 3% at State/ District level. The distribution of expenditure between Centre and State, like other funds, will be 60% and 40% respectively, with the ratio being 90% and 10% respectively for the North East Region states.

Key Communication Objectives



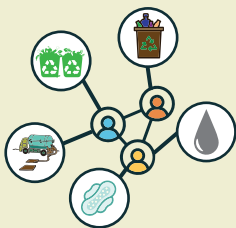
Generate awareness on the core components of ODF plus



Strengthen community participation in ODF Plus initiatives



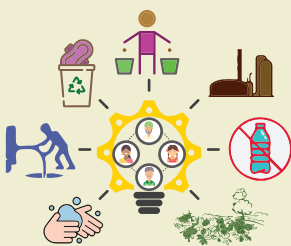
Empower individuals and families to make decisions based on the correct information and improved understanding



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

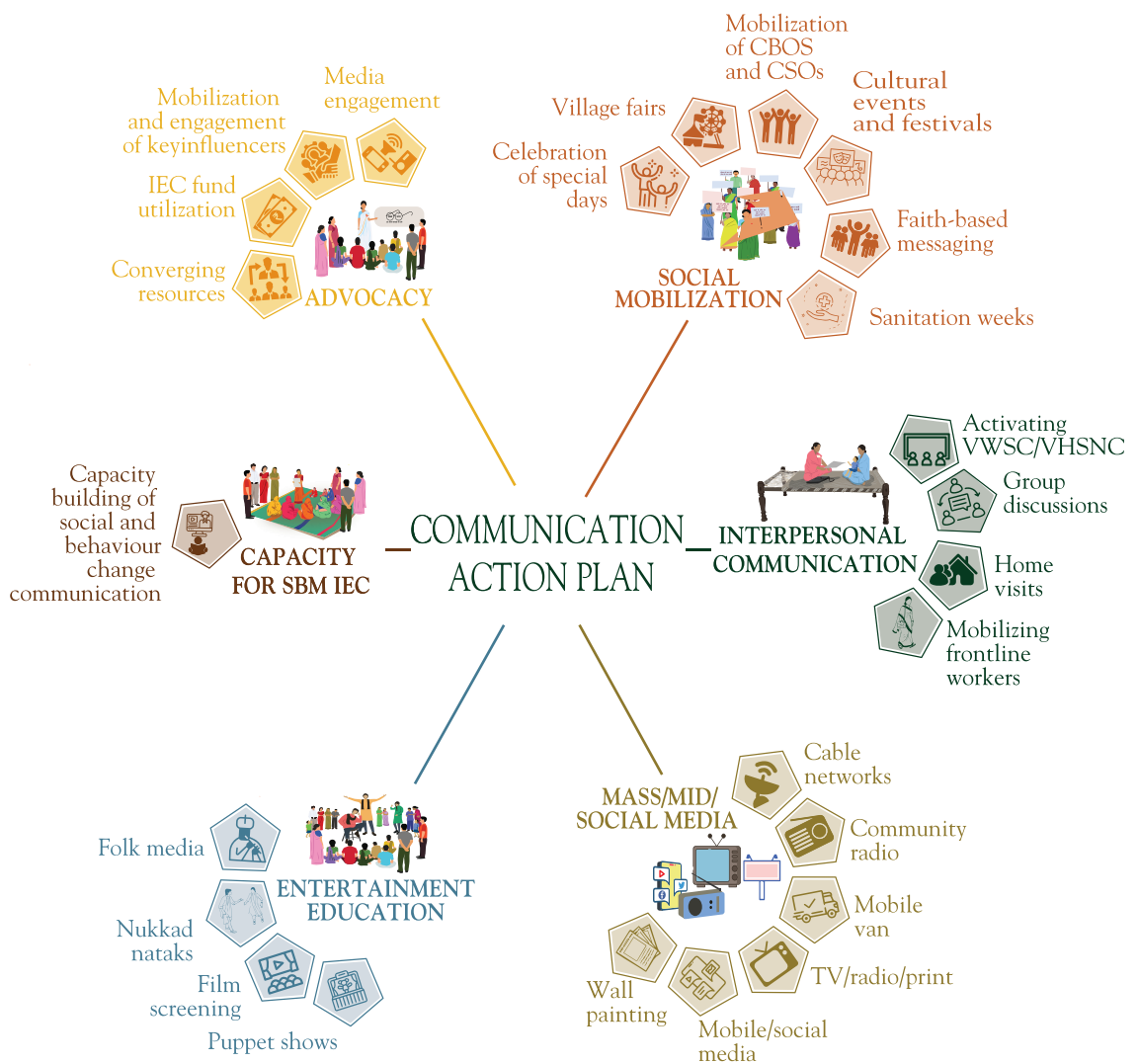


Motivate communities' uptake of SLWM practices

Key Messages

Post stakeholder mapping, designing relevant and impactful messages that reach all stakeholders is the next important step for effective IEC. Development of technically accurate, culturally appropriate, gender sensitive messages on priority ODF plus behavior and their dissemination through creative means is critical for sustainable behavior change.

Combination of Communication Approaches for Communication Action Plans



Key Expected Actions for Solid Waste Management



Primary Stakeholders



Biodegradable Waste Management



Segregate solid waste at home (kitchen dry and wet waste, other household waste)



Store and correctly process biodegradable waste at 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)



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)



Plastic Waste Management



Refuse, Reduce, Reuse, and Recycle plastic (follow the 4 R's of PWM)



Reduce/stop the use of single-use plastics



Use alternatives to plastic (cloth/jute bags, reusable containers, bio plastics and cellulose-based alternatives)



Stop incorrect disposal of plastic waste (burning, dumping in open spaces or water bodies)



Segregate plastic waste at household level



Hand over segregated plastic waste to collectors and collection centres in the village



Menstrual Waste Management



Segregate menstrual waste for disposal at household level



Correctly dispose of menstrual absorbents – Stop improper disposal (dumping in water bodies and toilets, burning) of used menstrual hygiene products



Use environment friendly menstrual products (biodegradable pads, menstrual cups)

Key Expected Actions for Liquid Waste Management



Primary Stakeholders



Greywater Management



Use fresh water 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



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 to be functional



Monitor septic tanks and single pit latrines and ensure emptying tanks as required



Desludging of septic tanks, single-pit latrines every 3–5 years (as required)



Only use mechanical desludging by approved agencies

Key Expected Actions for Hygiene Practices



Primary Stakeholders



Hygiene Practices



Handwash 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 Appropriate Behaviours (HHWS, wearing mask, maintaining social distancing)

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 level.

Roles of Key Stakeholders

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.

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 Gram Panchayats as units

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

IEC strategy planning: States are to ensure that 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

Role of districts

Planning: Districts shall prepare a detailed IEC plan as the first part of their Annual Implementation Plans in their overall strategy to reach all sections of the community

Funding: Funds required for implementing the IEC plan may be provided to blocks, 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, Twitter handles to showcase work being done by the district under SBM (G) including hygiene promotion

Monitoring: Keep a check on IEC campaigns in all GPs

Role of swachhagrahis

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 the implementation of the programme, DDWS has issued detailed guidelines for the engagement of swachhagrahis in the planning, implementation and monitoring of SBM (G).

These are:

- ❖ Mobilizing and empowering communities (frontline human resource/foot soldiers)
- ❖ Facilitating toilet construction, use and maintenance
- ❖ Retrofitting and improvisation of 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 roll out of Solid and Liquid Waste Management (SLWM) activities - both households and GP level
- ❖ Participate in capacity building: ODF Plus training/orientation/IVRS-based learning among others and impart the learning to community
- ❖ Support roll out 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)



With the help of technology, a community level monitoring tool (app & dashboard) can be developed as part of IEC plan implementation.

The application can be installed on the phones of frontline workers, particularly Swachhagrahis to capture real-time information the activities implemented.



ਪੇਂਜਨਲ ਏਂ ਸਵਚੱਠਾ ਵਿਭਾਗ
 ਜਲ ਭਾਕਿਤ ਸੰਗਰਾਠਯ
 ਭਾਰਤ ਸਰਕਾਰ
 DEPARTMENT OF DRINKING WATER AND SANITATION
 MINISTRY OF JAL SHAKTI
 GOVERNMENT OF INDIA



ਏਕ ਕਦਮ ਸਵਚੱਠਾ ਕੀ ਔਰ