



DEPARTMENT OF DRINKING WATER AND SANITATION
MINISTRY OF JAL SHAKTI



Commissionerate of
Rural Development
Gujarat State



Shaping Change, Transforming Behaviours

Gujarat IEC Action Plan for Swachh Bharat Mission (G) Phase II





Developed in partnership with UNICEF
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Table of Contents

1. “Swachh Bharat Mission: India’s Journey to a Clean and Open Defecation-Free Nation”	6
2. Gujarat’s pioneering efforts in SBM-G Phase I	9
3. Swachh Bharat Mission - Gramin Phase II	11
3.1 Components of SBM-G Phase II	11
3.2 SBM-G Phase II progress in Gujarat	12
3.3. SWOT Analysis of SBM-G Phase II in Gujarat	14
4. Applying Behavioural Sciences to influence norms and change behaviours	16
4.1 Objectives of Gujarat IEC Action Plan for ODF Plus	19
4.2 Key Challenges in Gujarat	19
4.3 Key stakeholders of SBM-G Phase II in Gujarat	20
4.4 Proposed Implementation Strategy for SBM-G Phase II	21
4.5 Integrating Climate Resilience as part of ODF Plus	22
4.6 Jal Jeevan Mission and Swachh Bharat Mission - Gramin a convergent approach	23
5. Implementing Gujarat IEC Action Plan for ODF Plus	28
5.1 Gujarat IEC Action Plan framework for ODF Plus	28
5.2 Key Expected Actions, Barriers and key messages	29
6. Rolling out District SBC plan	38
6.1 Roles and responsibilities for roll-out of SBC plan	39
7. Convergence between line departments/programmes for holistic delivery of SBC component	42
8. Role of Swachhagrahis in social outreach	44
9. SBC Tools and Approaches for SBM-G Phase II	45
10. Timeline of SBC Activities for SBM-G Phase II	51
10.1 State-wide Swachhata Campaigns	53
11. Monitoring of Gujarat IEC Action Plan	57
12. Responsibility matrix for monitoring Gujarat IEC Action Plan	56
Annexuers	
Annexure I : District and Block SBC activity planning template	62
Annexure II : District and Block SBC activity planning template	63
Annexure III: SBC Material available in Gujarati	64
Annexure IV: Analyzing behaviours for SBM-G Phase II	65



Preface

The Government of India, in February 2020, approved Phase-II of the Swachh Bharat Mission (Grameen) (SBM (G)) with a focus on sustaining the Open Defecation Free (ODF) status and implementing effective Solid and Liquid Waste Management (SLWM). This phase aims to create a novel convergence model by uniting diverse financing sources and schemes from Central and State Governments. While the Department of Drinking Water and Sanitation (DDWS) and states contribute budgetary allocations, the remaining funds will come from the 15th Finance Commission (FC) grants, Mahatma Gandhi National Rural Employment Guarantee Scheme (MGNREGS), Corporate Social Responsibility (CSR) funds, and revenue generation models, primarily for SLWM. SBM (G) Phase-II leverages the capacities of rural individuals and communities, aiming to sustain ODF status, promote hygienic practices, and establish SLWM arrangements in all villages.

Gujarat set an example by achieving ODF status in 2017. SBM-G Phase 2 strives to

maintain this status while enhancing sanitation across villages, including robust solid and liquid waste management. The approach involves collaborative efforts, strengthening Panchayati Raj Institutions (PRIs) for ODF Plus initiatives, engaging dairy cooperatives, youth, civil society, faith-based groups, and academic institutions. These partnerships aim to develop innovative, climate-resilient solutions and encourage lasting behavioural changes.

This comprehensive Gujarat IEC Action plan for 2023-24 for Shaping Change, Transforming Behaviours for SBM (G) Phase 2 is developed to provide support to district, blocks and gram panchayats in finalizing the detailed SBC and IEC plans and roll-out the same. The action plan captures the identification on thematic barriers and different level and communication interventions to influence positive sanitation behaviours. Districts are expected to prepare the detail and timebound interventions involving wide range of stakeholders to achieve objectives of ODF Plus-clean villages.



1 “Swachh Bharat Mission: India’s Journey to a Clean and Open Defecation-Free Nation”

The Swachh Bharat Mission is a monumental initiative launched by the Government of India in 2014. This ambitious campaign represents a comprehensive effort to transform the country’s sanitation and hygiene landscape, with the ultimate goal of ensuring a cleaner, healthier, and more dignified life for its citizens. With a strong

focus on eradicating open defecation, promoting waste management, and improving overall cleanliness, this mission stands as a symbol of India’s determination to create a sustainable and hygienic environment for its people while striving for socio-economic progress.



India's Swachh Bharat Mission Journey

Launched in October 2014, aimed to make India ODF by October 2019. The rural sanitation coverage was improved from 39% to 100%, constructing over 10.28 crore toilets across the country. This achievement is attributed to political leadership, public financing, partnerships, and community participation. It is recognized as the world's largest behaviour change program addressing social norms related to toilet usage and waste management.

Rural Sanitation Strategy 2019-2029 formulated to extend the accomplishments of Phase I of achieving Open Defecation Free (ODF) status achieving ODF Plus. It was devised in collaboration with State Governments and other stakeholders, providing a comprehensive framework to realize this long-term vision, to sustain towards the achievement of Sustainable Development Goal (SDG) 6, especially SDG 6.2.

Government of India in February 2020, approved phase-II of SBM (G) with outlay of Rs.1,40,881 crores to focus on the sustainability of ODF status and Solid and Liquid Waste Management. It is expected to have similar enthusiasm and drive in SBM (G) Phase II, towards promoting clean villages, hygiene promotion and the health and well-being of our communities, in the spirit of making this a people's movement. SBM(G) Phase II will be implemented from 2020-21 to 2024-25 in mission mode.



Heroes of SBM-G Gujarat

Rajiben Vankar

SHG Representative

Village: Kukma; Block: Bhuj; District: Kutch

My village was not visually clean. There used to be a lot of plastic waste lying around the village which gave me motivation to make the best out of waste. I initiated an eco- friendly initiative by which 70 single-use plastic bags were woven into every meter of hand-woven sheets which in turn were transformed into useful products, resulting in a cleaner village. My initiative now engages 15 enterprising women artisans and the team has upcycled more than 10,000,00 single-use plastic bags and counting. The women in my group (Kuldevi SHG) are currently receiving a monthly income of Rs. 7000 to Rs. 8000 each through the operations of this plastic division. The women also generate awareness of the need to use alternatives to plastic, curb the use of single-use products and reuse their by- products.

Sajjanben Rameshbhai Parmar

Dairy Cooperative Field Supervisor

Village: Daali; Block: Borsad; District: Anand

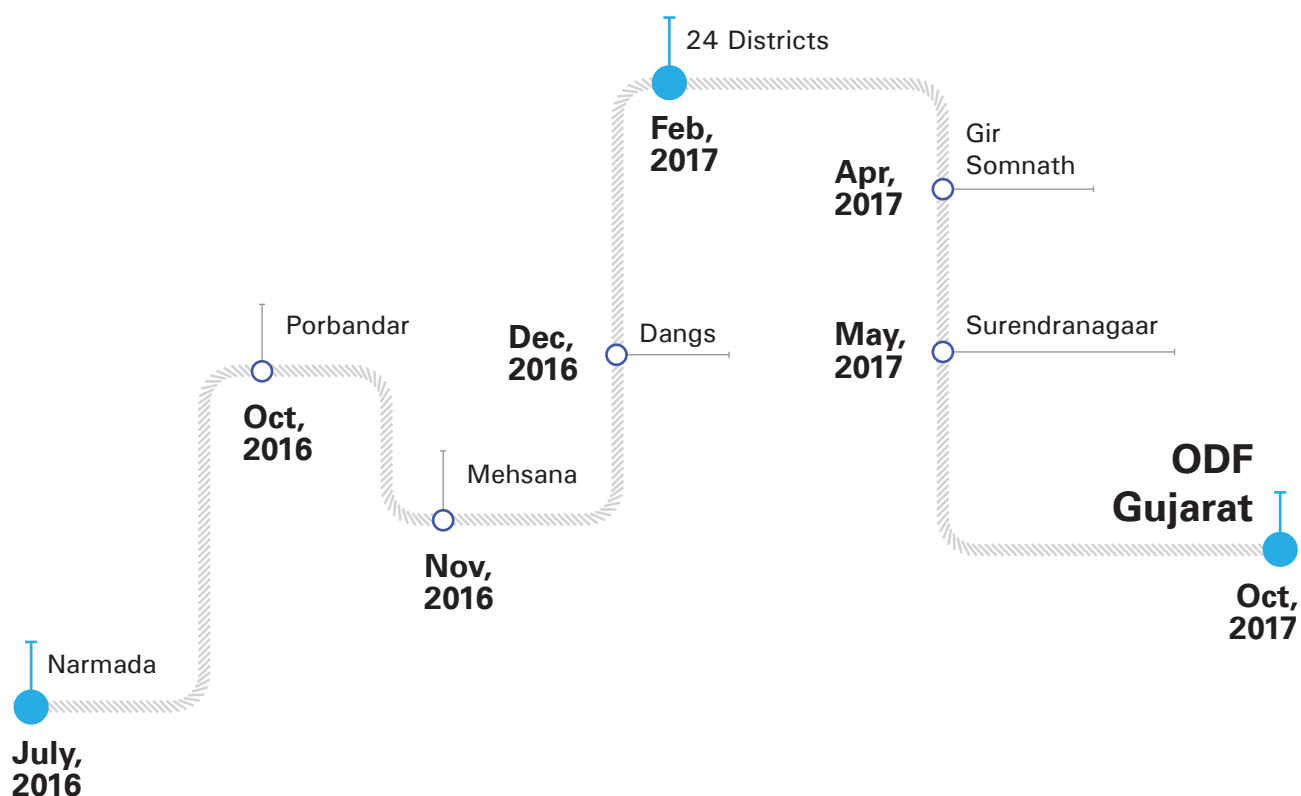
I am a resident of Daali village with 8 family members. My husband is engaged in farming and animal husbandry work. Buying a gas bottle and refilling it again and again was proving to be a hardship for my family. When the gas bottle was finished, we resorted to Chulhas which resulted in inhaling of a lot of smoke and increased the risk of lung diseases. The cow-dung based manure generated approximately Rs. 2000 - Rs. 3000 yearly. But the entire earnings were being used in buying gas bottles.

Under the GOBAR Dhan component, I received a flexi-biogas plant, stove, booster pump and gas balloon for storage. A beneficiary contribution of Rs. 5000 was paid by me. A storage tank was constructed under MGNREGA for storing the slurry resulting from processing of cow-dung. The flexi-biogas plant has resulted in saving of Rs. 1200 per month of gas bottle along with additional benefit of using organic manure in their farmland resulting in improvement of soil health and crop productivity.

2 Gujarat's pioneering efforts in SBM-G Phase I

While the significant milestone of achieving ODF status in Gujarat has been undertaken, the efforts toward sustaining gains of sanitation and behaviour change continues with focus on “no

one left behind” and achieve overall cleanliness in rural areas. A snapshot of Gujarat's ODF journey in SBM-G Phase I has been summarized below:



The Gujarat IEC Action Plan for SBM (G) Phase 2 has been crafted to provide direction to districts, blocks, and gram panchayats in strategizing and executing evidence-based SBC interventions, with the aim of attaining ODF Plus objectives. This plan outlines inclusive SBC strategies, encompassing participatory community-led planning, community mobilization, and interpersonal communication to drive social behaviour transformation. Additionally, it embraces a 360-degree approach to cultivate a

conducive environment that encourages ODF+ behaviours.

The strategy serves as a guiding document for local governments, policymakers, implementers, and all relevant stakeholders, including the rural population of India. It offers direction for planning and attaining the ODF Plus status. ODF Plus entails not only sustaining ODF behaviours but also ensuring that every village has access to effective solid and liquid waste management.

3 Swachh Bharat Mission - Gramin Phase II

SBM-G Phase II reinforces the Jan-Andolan for sanitation, offering consistent engagement and intervention with Open Defecation Free (ODF) communities while focusing on behaviour change.

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

It's important to note that SBC activities don't operate in isolation, and their effectiveness can't be measured in isolation either. The overarching objective of this document is to outline and illustrate ways to encourage and guide communities in adopting safe and sustainable sanitation practices while fostering essential social norms.

3.1 Components of SBM-G Phase II

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 bio-degradable waste, plastic waste and greywater management facilities – to improve visual cleanliness, with 80 percent households and all public places having minimal litter and stagnant water in their surroundings. These objectives aim at achieving ODF Plus status in the rural context.

An ODF Plus village is defined as a village, which sustains its Open Defecation Free (ODF) status, ensures solid and liquid waste management and is visually clean.

The first of the core components of ODF Plus is ODF sustainability, which includes following:

ODF Sustainability

- Usage of toilets constructed under BLS, LoB and NoLB components
- Sustained toilets use and covering new households including LOBs, NLOBs with safe toilets
- Retrofitting and O&M of individual household latrines
- Community Sanitary Complexes (CSCs)
- Continued hygiene promotion
- Menstrual Hygiene Management

As part of SLWM, ODF Plus calls for improved practices around the following:

Solid Waste Management

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

Liquid Waste Management

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

3.2 SBM-G Phase II progress in Gujarat

It is important that improved service delivery of sanitation services from District Rural Development Agencies (DRDAs) and local bodies, needs to go hand-in-hand with IEC. Orienting and capacitating service providers is very important. Rather it is ideal that IEC is the starting point for achieving the objectives and mandate of SBM-G Phase 2. Unless the attitudinal and behaviour change campaign is not initiated within stakeholders individually and collectively (new social norms), it will be impossible to sustain the new infrastructure that is being built within the scope of SBM-G Phase II.

In addition, the participation of the households in decision making regarding their toilets is key as it leads to better quality of toilets construction, better O&M and increased usage. In fact, this holds true for all kinds of technology and infrastructure that the SBM-G Phase II is trying to introduce.

A more total, universal, non-partisan, and participatory approach would make great

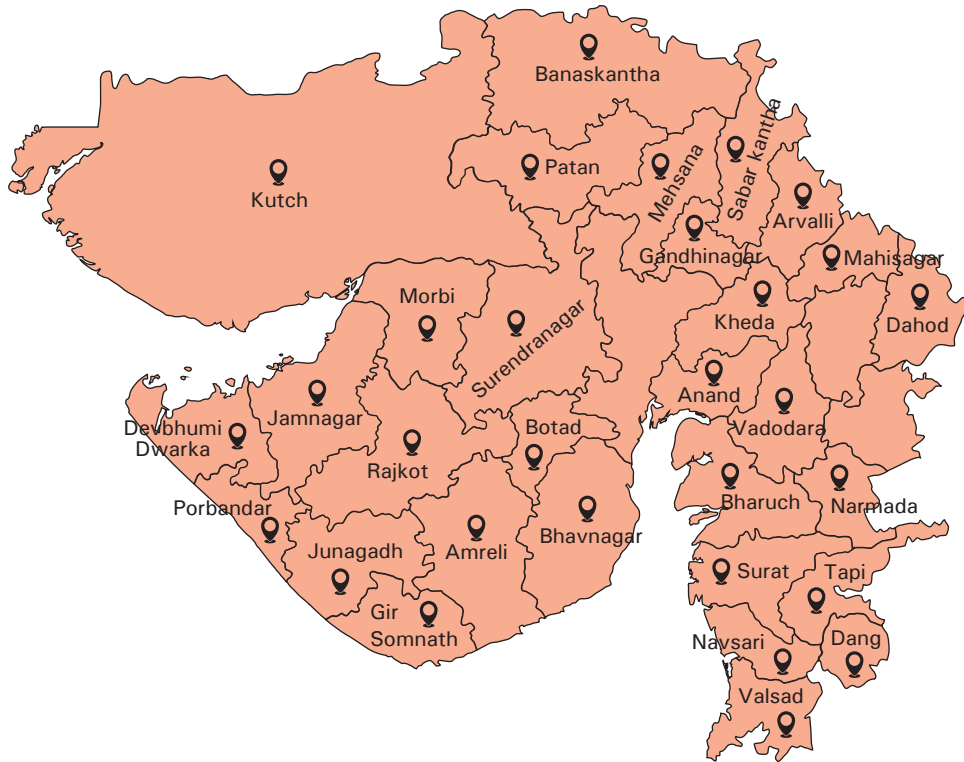
progress, with intense, sustained and inclusive campaigns, with champions in all organisations, of all faiths, and at all levels, together with shock and awe. To the numerous triggering methods (leading to 'we are eating one another's shit') already in use could be added how open defecation and faecally transmitted infections (FTIs) cause stunting and under-nutrition. Triggers that demonstrate the effects FTIs have on the cognitive and physical development of children in the community, their length of schooling, their school performance, earnings later in life, and life-long vulnerability to sickness through damaged immune systems. Brutally direct slogans could be very effective to convey the seriousness of the same.

A snapshot of the status of categorization of ODF+ villages in Gujarat has been shared below (Accessed from SBM-G Phase II IMIS Dashboard on 4th Sept 2023).

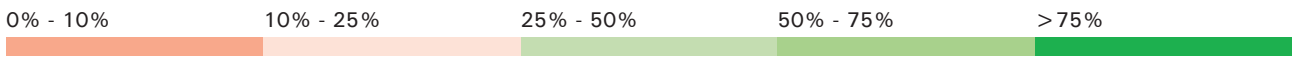
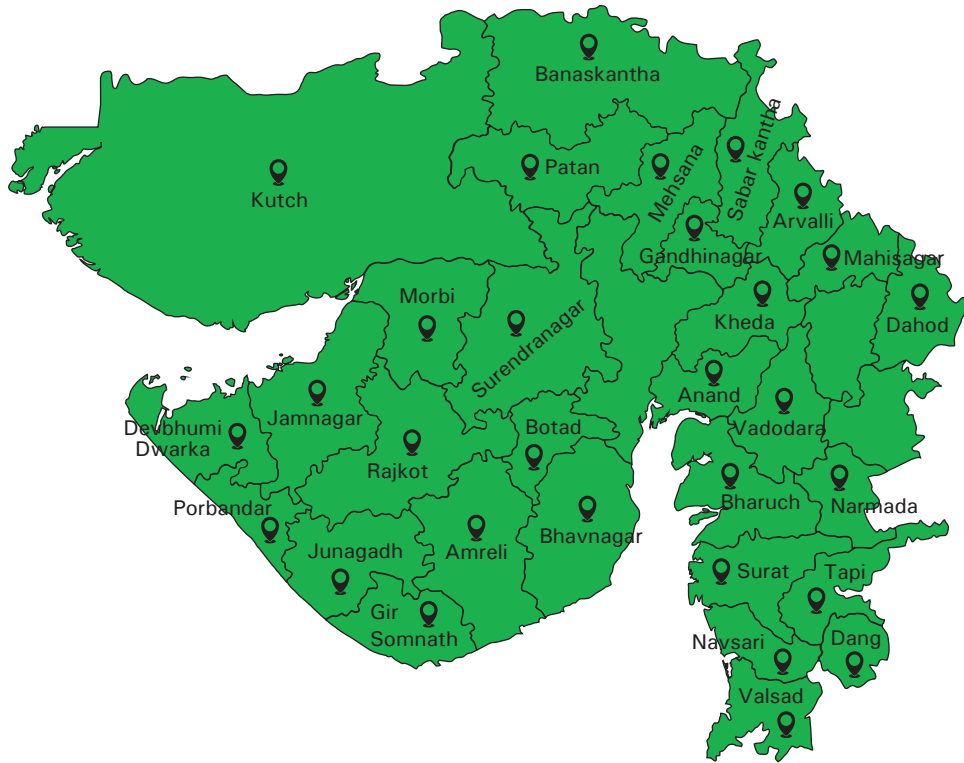
The state of Gujarat has achieved ODF Plus status.

Category	No. of Villages
Aspiring	9435
Rising	4612
Model	4235
Total	18282

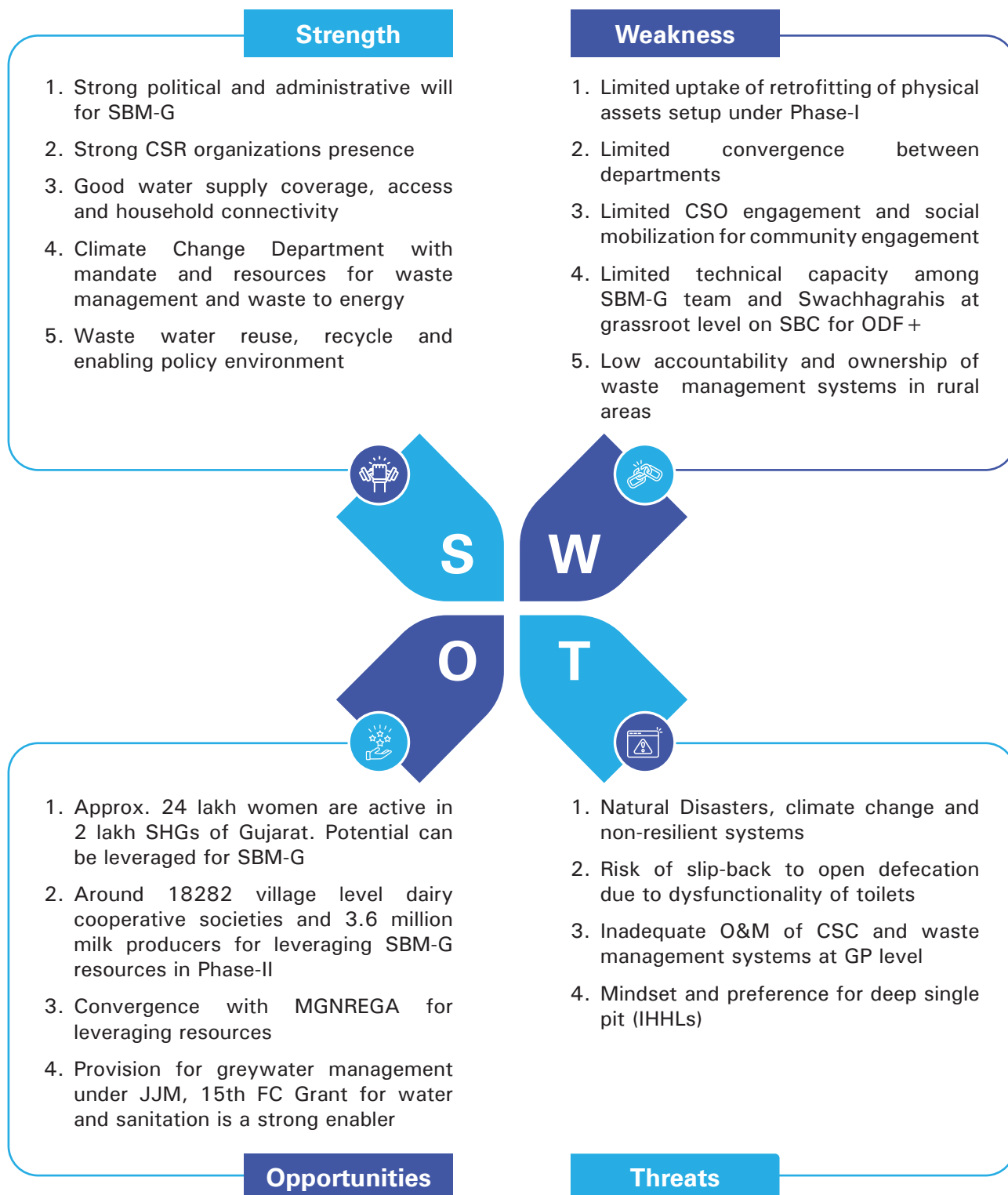
ODF+ Status as on 1st April 2022



ODF+ Status as on 4th September 2023



3.3 SWOT Analysis of SBM-G Phase II in Gujarat



Open defecation, despite presence of toilets is a behavioural issue. It surpasses economic rationality as those households that have toilets are also seen as defecating in the open. There is a need to adopt a new perspective in addressing behavioural barriers related to ODF and sustaining these behaviours by generating insights and using behavioural science tools and frameworks.

Heroes of SBM-G Gujarat

Kalpanaben Kantibhai Chauhan

Sarpanch

Village: Dumad; Block: Vadodara; District: Vadodara

My village faced rampant issues of improper solid waste management. Plastic waste was being dumped in the open along with burning of solid resulting in emission of harmful gases. To address these issues, multiple stakeholders came together to address the same.

First, the people were made aware about segregation of dry and wet waste at household level. Gram Panchyat level sanitation workers are engaged in door-to-door waste collection on a daily basis. Wet waste is further processed in rocket composter and which results in production of organic compost tea. The plastic waste collected is sold to local recycler for forward linkage and is converted into benches and paver blocks.

The continuous efforts through behaviour change campaigns has resulted in each and every house segregating their waste at source helped my village The attain ODF + Model status in 2022.

Narendransinh Laxmansinh Solanki

Sarpanch

Village: Akhod; Block: Vagra; District: Bharuch

The disposal of solid waste and plastic waste in my village was a very serious problem. The amount of bio-degradable and non-biodegradable garbage in Akhod village had greatly increased.

A Swachhata Cente was built in my village with CSR support and enagement of an NGO. A large scale campaign was implemented to create awareness for the project among the villagers. Dry and wet waste is collected in tricycles to provide employment to the SHG Groups of the village

After collecting the waste of the village, composting of the decomposable waste is done by NADEP method. Different kind of plastics are separated and processed using baling and shredding machines. We plan to scale this model in neighbouring villages as well

4 Applying Behavioural Sciences to influence norms and change behaviours

Behavioural Science has emerged as a powerful tool in addressing some of the world's most pressing challenges, including those related to ODF. Open Defecation poses serious health, environmental and social risks. To combat this,

governments, organizations and researchers worldwide are turning to behavioural science to design innovative interventions that studies choice architecture of humans and encourage adoption of improved sanitation practices.



Behavioural Science involves understanding human behaviour, decision making processes and social dynamics to develop effective strategies for encouraging positive behavioural changes.

In the context of ODF+ and ODF-S, behavioural science can play a significant role in addressing behavioural barriers for sanitation and hygiene, through following aspects:



Norms and Attitudes:

Behavioural science helps in identifying the prevailing cultural norms, attitudes and beliefs related to sanitation practices. By understanding these factors, interventions can be designed to align new behaviours like using toilets with existing values and social norms, making the transition more acceptable in the community.



Incentives and Motivation:

By applying principles of behavioural economics, appropriate incentives and motivators can be identified and employed to encourage sustained toilet usage. This can include linking toilet usage with rewards or emphasizing health and dignity benefits.



Nudges and Defaults:

Behavioural interventions like 'nudges' can alter people's choices without restricting their options. For instance, making toilets more accessible and visually appealing can nudge individuals towards using them. Similarly, setting the default option as using toilet instead of open defecation can have a sustained impact.



Social influence:

People often mimic the behaviour of those around them. Leveraging social influence such as community leaders, local influencers, peer networks can significantly impact the adoption and maintenance of new behaviours. Social networks can be harnessed to create a sense of collective responsibility for maintaining ODF status.



Messaging and Communication:

Effective communication strategies informed by behavioural science principles can create persuasive messages that resonate with the target audience. The messaging should highlight the immediate benefits of toilet usage, addressing concerns or misconceptions that might hinder adoption.



Capacity building:

Capacity building initiatives, such as training community health workers or volunteers (Swacchagrahis), can enhance their understanding of behavioural science concepts. This empowers them to better engage with communities, tailor interventions and effectively promote sustained behaviour change.



Feedback and Monitoring:

Providing feedback on behaviour can create a sense of accountability. Utilizing monitoring and feedback systems can help individuals and communities track their progress in maintaining ODF status, leading to increased compliance.



Adaptive interventions:

Behavioural science encourages iterative, adaptive interventions. Regular assessment and adjustment of strategies based on ongoing monitoring and evaluation help ensure that interventions remain effective over time.

Implementing Behavioural Science principles for ODF plus in Gujarat

Behavioural Science principles	Basic Science	Relevance to ODF
Strategically increase / decrease the physical availability of key products and infrastructure	Habits are automatically triggered by context cues, including physical settings. If they are consistently present in environment (without seeking effort), it can lead to behaviour change	Availability of Toilets and soaps for handwashing at home, near crop fields, inside institutions etc
Leveraging context change	When people undergo major shifts in environment or life circumstances, their existing habits are temporarily vulnerable to change	Illness, marriage, birth, old age etc trigger use of toilets to avoid humiliation or shame. Focus on SBC messaging on these contextual changes
Leverage on existing cues and behaviours	Instead of creating a new, desired behaviour, attach to an existing physical cue in the environment, or an existing behaviour, that is already established in people's daily practice or cultural understanding	Existing community routines and daily practices around good hygiene to be leveraged to connect with toilet use
Adding ritualized elements to the intervention can enhance effectiveness and advocacy	When behaviours become ritualized (i.e., linked with deep personal or culturally relevant meaning) they can trigger behaviour change	Creating new rituals to support better sanitation behaviours. For eg-creating new rituals around purification or pride during public declarations of ODF status
Leveraging reminders and intentional cues	If people intend to engage in a behaviour, remind them of the behaviour periodically, especially when they are in the appropriate context	Using culturally powerful imagery cues in OD places, public toilets, public places for waste segregation

4.1 Objectives of Gujarat IEC Action Plan for ODF Plus

The scope of SBC in SBM-G phase 2 is even more critical since it not only requires consolidating the gains of the phase 1 interventions, but also

require to further intensify and solidify changes in social norms and introduce new technologies and nudge for new behaviours (SLWM component).

<p>Create a pool of competent human resources (District, Block and GP level) in a time bound manner to equip them with knowledge and skills for evidence-based SBC planning</p>	<p>Equip village level functionaries with adequate information and knowledge about SBM (G) II components and motivation for contributing to the implementation process through participatory community engagement and actions</p>
<p>Equipping stakeholders from allied sectors – Teachers, SHG members, ASHA, and AWWs on key messages related to ODFS and ODF plus, resulting in achieving sustained behaviour adaptation by community members, young people, children, adolescents, and mothers</p>	<p>Positive mobilization on non-traditional stakeholders including social leaders, private sectors, academia to engage in innovative SBC tools, R&D and efficient environmentally friendly waste management practices</p>

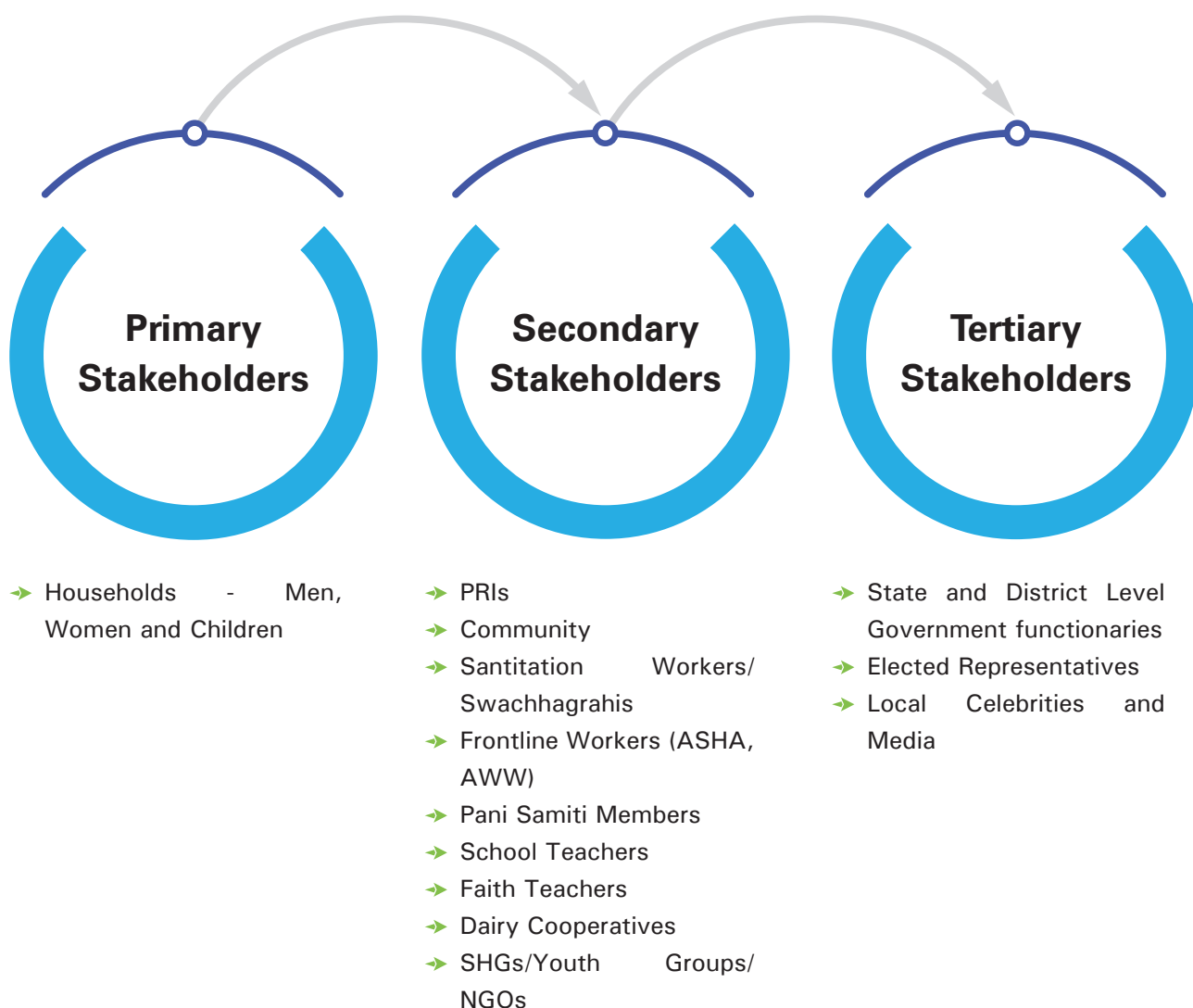
4.2 Key Challenges in Gujarat

Level	Challenges
Individual	<ul style="list-style-type: none"> ➔ Toilet use and functionality varies across districts and communities ➔ Lack of knowledge on harmful effects of unsafe disposal of child faeces
Household	<ul style="list-style-type: none"> ➔ Water scarcity hinders toilet usage ➔ Very low source segregation of waste leading to waste going to landfills ➔ Inappropriate waste disposal ➔ Limited knowledge on waste recycling and reuse value chain
Household	<ul style="list-style-type: none"> ➔ Community norms to remain ODF is limited in hard-to-reach areas ➔ Handwashing with soap behaviours vary in different communities linked with limited HW services at public places and for most vulnerable ➔ Limited thrust on full value chain of waste management, limited capacity and buy-in of local self- governance on value chain
Institution	<ul style="list-style-type: none"> ➔ Lack of institutionalized system for regular cleaning and O&M ➔ Lack of connection with waste collection system and waste treatment within institutions

4.3 Key stakeholders of SBM-G Phase II in Gujarat

To enhance communication effectiveness optimally, the initial step involves identifying distinct groups of stakeholders and predicting their associated behaviours. This enables customization of communication strategies to align precisely with their unique needs.

Moreover, it's essential to recognize and address existing barriers and challenges at the household, community, and institutional levels that impede the adoption of anticipated practices among individuals, families, and communities.



The approach for ODF Plus advocacy and communication emphasizes pivotal stakeholders who require engagement and empowerment through comprehensive insights, dissemination of knowledge, and the acquisition of skills across the multifaceted aspects of ODF Plus. While each stakeholder will receive an individualized

approach to drive behavioural changes, it remains crucial to involve them from the project's outset and sustain their active participation throughout the entirety of the communication processes. Furthermore, engaging decision-makers is also imperative for the success of ODF Plus.

4.4 Proposed Implementation Strategy for SBM-G Phase II

The overall aim is to empower HHs to adopt safe and appropriate sanitation facilities and hygiene behaviours, ensure it is maintained and collectively sustain the social norms that endorse such change.



Sustained toilet use.

- a. Sustained use by all HH members at all times.
- b. Proper disposal of child excreta.



Hygiene Behaviour Adoption

- a. Practicing handwashing at critical times.
- b. Adoption of safe menstrual hygiene management practices
- c. Safe handling of drinking water at HH level.



Safe sanitation for all households including new households.

- a. Adoption of toilets by new and left out Households.
- b. Improved understanding of retro-fitting needs to upgrade to safe toilets and motivated to do so.
- c. Improved knowledge and confidence with regards to O&M (O&M not acting as a barrier)



Adoption of appropriate SLWM technology and practices at the HH and community level

- a. Understanding the importance of SLWM at the HH level and Community level
- b. Acceptance and uptake of SLWM technology and at the HH level and Community level
- c. Adoption of SLWM practices



Adhering to social norms around sanitation and hygiene

- a. Sustenance and strengthening of ODF norms
- b. New norms around SLWM and clean village

Sustained norms and behaviour change can only happen when various stakeholders at different levels create an environment that is enabling and facilitative of the change that is expected.

4.5 Integrating Climate Resilience as part of ODF Plus

Climate change is the defining challenge of our time. There is now widespread consensus on the urgent need for action to tackle the impacts of climate change through well-targeted adaptation efforts. As the global water cycle is directly affected by climate change, people's access to safe water, sanitation and hygiene solutions can be significantly affected by extreme events such as floods and droughts, as well as growing water scarcity.

Gujarat faces extreme weather events and

in last couple of years many districts were affected by cyclones, floods and drought. During the stress and shocks the limitation on access of water and sanitation services observed including destruction of WASH infrastructures. Communities may not be well prepared to respond to these risks. In turn, this will cause massive loss and irreparable damage, that affect the supply and delivery of water, sanitation and hygiene services.

With respect to the WASH sector, climate resilience entails a focus on:

- Reduction in the likelihood of impact so that individuals feel less effects of climate change and related shocks. This can be achieved through programming that seeks to both understand the determinants of climate risk exposure to WASH services and act on them to minimise the impact.
- Strengthening the reliability of WASH services.
- Strengthening capacities of state, district, block and GP level government functionaries along with communities to increase climate resilience over time. This can be achieved by helping governments design, deliver and sustain investments in WASH services that consider the additional risks posed by climate change. Also, by strengthening multilevel WASH governance, strategies/plans and systems as well as building the adaptive capacity of communities to deal with climate-related shocks and stress.

Gujarat will be integrating climate resilience in SBM-G phase II by adapting following strategic actions:

- **Building resilience of the sanitation infrastructures** in areas with climate induced disaster risks through risk assessment, design adaptations
- **Strengthening waste management value chain** leading to reduction in environmental pollutions and reduction in GHG emission
- **Scaling up innovative ways of waste to energy** thereby by limiting dependency of rural households on fossil fuels and wood burning
- **Promoting environment friendly lifestyles** including **4 Rs (Refuse, Reduce, Recycle and Reuse)**

4.6 Jal Jeevan Mission and Swachh Bharat Mission- Gramin, a convergent approach



The convergence of the Jal Jeevan Mission (JJM) and the Swachh Bharat Mission Gramin (SBM-G) represents a coordinated effort by Government of India to address water supply and sanitation challenges in rural areas. This convergence aims to maximize the impact of both missions by integrating their objectives and activities to ensure holistic development in rural communities.

Sanitation and water are closely interconnected, mutually affecting their quality and availability. Achieving Sustainable Development Goals related to clean water and sanitation necessitates a comprehensive approach that acknowledges and addresses these interdependencies. This entails enhancing access to safe drinking water, implementing efficient sanitation practices, and adopting integrated and environmentally sustainable approaches to water and wastewater management, all contributing to the realization of **Sustainable Development Goal 6: Ensuring universal access to clean water and sanitation.**





Jal Jeevan Mission (JJM)

Jal Jeevan Mission (JJM) is a flagship programme of the Government of India, launched by Hon'ble Prime Minister on 15th August 2019. Jal Jeevan Mission is envisioned to provide safe and adequate drinking water through functional individual household tap connections (FHTCs) by 2024 to all households in rural India.

Swachh Bharat Mission Gramin (SBM-G)

SBM-G, also known as the Clean India Mission, aims to make rural areas in India open defecation-free (ODF) by constructing toilets, promoting sanitation and hygiene practices, and ensuring solid and liquid waste management.

Gujarat presents excellent model of scaling safe drinking water supply coverage by adapting multiple interventions including assured water supply to Narmada Canal network, in-village water supply schemes, and lastly, strong community level structures in the form of Water Committees (Paani Samitis). Gujarat achieved 100% FHTC coverage in rural areas in October 2022. Gujarat also pioneered in achieving ODF status in the year 2017, way before national timeline.

Gujarat's JJM and SBM-G convergent approach

Convergent planning and actions at all levels

A convergent approach involves aligning the planning and actions of JJM and SBM-G at all levels (state, district, and GP level), specifically the Village Action Plan for JJM and Village Sanitation Plan under SBM-G. This alignment will ensure that both missions work together seamlessly to achieve common goals related to safe water supply and sanitation.

Integrating social behaviour change communications & community engagement

The Jal Jeevan Mission and Swachh Bharat Mission-Gramin in Gujarat have a strong network of local social mobilizers at the GP level. Swachhagrahis, social mobilizers (WASMO), along with key influencers, would be leveraged at the grassroots level to ensure that key messages from both missions reach every household in Gujarat. Leveraging these resources will ensure messaging consistency and reinforce desired behaviours.

Complementing water & sanitation IEC activities & ensuring unified messaging

IEC activities play a crucial role in not only communicating but also educating communities about safe water and sanitation practices. Integrating human and financial resources for social and behaviour change under JJM and SBM-G will ensure that IEC activities complement each other, avoid duplication of efforts, and deliver a unified message.

Harnessing the power of local self-governance and Paani Samitis

Engaging local self-governance bodies and water committees (Paani Samitis) is essential for community ownership and sustainability. These entities can aid in decision-making, resource allocation, and monitoring of water and sanitation initiatives. Enhanced capacities of Pani Samiti Members, Swachhagrahis, and the newly conceptualized Nal Jal Mitra would ensure a renewed focus on sustaining comprehensive water and sanitation service delivery in each village in Gujarat.

Strengthening the gender ecosystem in SBM-G and JJM

Women have a crucial role under SBM-G and JJM as primary stakeholders. Both missions have ensured women's participation from the outset. Under JJM, they are part of planning, monitoring, and receive training to periodically undertake water quality testing. Similarly, women play a fundamental role in the waste management ecosystem. As part of the IEC plan, special focus would be given to ensure that key messages pertaining to multiple components of SBM-G are women-centric and highlight their role in strengthening solid and liquid waste management systems.

Utilizing interdepartmental technical strength for water use efficiency and greywater management

The increase in the coverage of FHTCs across Gujarat is also resulting in increased greywater generation at the village level. With improved coverage of the drainage network across the state, there is a need to scale up centralized technological options for the treatment and disposal of greywater at discharge points. With a deeper understanding of water supply schemes, SBM-G will leverage the technical capacities of the Gujarat Water Supply and Sewerage Board (GWSSB) to develop such solutions and saturate safe greywater management arrangements across all villages in Gujarat.

Climate resilience in WASH infrastructure

Given the increasing impact of climate change in Gujarat (cyclones, floods, and earthquakes), building climate-resilient water and sanitation infrastructure is crucial. This will involve designing systems that can withstand extreme weather events and ensure long-term sustainability. As part of IEC campaigns, community engagement and participation will be prioritized for planning and adopting climate-resilient water supply and sanitation services. Local knowledge and practices will be used to envision effective adaptation strategies.

Integrated Result-Based Monitoring

Monitoring and evaluation are essential for tracking progress and ensuring accountability for both missions. An integrated result-based monitoring system allowing for a comprehensive assessment of the impact of both missions and their convergence efforts will be developed to ensure that generated evidence is documented, and best practices are widely disseminated.

By implementing these approaches, Gujarat will focus on adopting a more synergistic and effective strategy to improve water supply and sanitation. This integrated approach will not only optimize resources but also enhance the overall impact on the health and well-being of its communities. By implementing these approaches,

Gujarat will focus on adopting a more synergistic and effective strategy to improve water supply and sanitation. This integrated approach will not only optimize resources but also enhance the overall impact on the health and well-being of its communities.

5 Implementing Gujarat IEC Action Plan for ODF Plus

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

A state level Behavioural Insights (BI) Unit will be established in Commissionerate of Rural Development, in partnership with UNICEF, under the leadership and guidance of Commissioner

and Secretary, supported by two consultants. This unit will aid in IEC/SBC activities at State, District and Block level by using behavioural evidence-based decision making, policy development and effective implementation for ODF Plus outcomes. The BI unit for SBM (G) in CRD will lead the application of behavioural sciences on sanitation, hygiene, water and climate related challenges through partnerships with other sectors, departments and flagship programmes and schemes of GoG.

5.1 Gujarat IEC Action Plan framework for ODF Plus

Integrating behavioural science and human centered design (HCD) principles, this process ensures that ODF plus interventions are not only evidence-based and data-driven but also designed with a deep understanding of the target population’s behaviours, needs, and unique context of Gujarat. This holistic approach increases the likelihood of successful outcomes

and sustainable improvements in ODF plus status. This process has been created from a synthesis of multiple insights processes outlined by various organizations around the world This process evolves from the existing frameworks and knowledge, but adapts to the unique context of Gujarat.

Define	Defining the problem of Open Defecation, its root causes, communities or populations most affected, identify key stakeholders such as CSOs, community leaders, faith leaders who can contribute in addressing the challenge.
Empathise	Understand the perspectives and needs of communities by conducting surveys, interviews and focus group discussions and understand cultural norms related to sanitation.
Design	Brainstorm Potential Solutions
Test	Implement pilot, small-scale interventions based on designed solutions
Scale	Allocated resources and work with local organisations to expand the implementation

Civil Society Alliance

An alliance of 230 civil society organisations is present at the state level which will be leveraged to create awareness, support in capacity building, community mobilisation, monitoring and evaluation and collaborating with local bodies for proper sanitation and hygiene practices

Community Media Network

A network of 10 active community radio groups and collaboration with PIB/ROB for traditional and folk media artist groups has been done. This can be utilized to disseminate information on harmful diseases prevailing due to improper sanitation and hygiene practices. They can design and broadcast relatable stories, testimonials, and practical tips to encourage individuals and communities.

5.2 Key Expected Actions, Barriers and key messages

As we develop the strategic Information, Education, and Communication (IEC) action plan, it is essential to conduct a comprehensive review of the anticipated actions from key stakeholders,

as well as the existing barriers. This review is incorporated here to guide SBC planners in designing communication interventions at the district, block, and community levels.



Primary Stakeholders

(Household: Men, women, children, adolescents and young people)

Solid Waste Management

Expected Actions	Barriers	Key Messages
Biodegradable Waste Management		
<ul style="list-style-type: none"> → 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 nonbiodegradable 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 disposal areas and collection mechanisms → Perception that solid waste management is primarily a government responsibility. 	<ul style="list-style-type: none"> → 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 / composting → Benefits of household BWM especially economic benefits → Reuse of recyclable end products
Plastic Waste Management		
<ul style="list-style-type: none"> → Refuse, Reduce, Reuse and Recycle plastic (follow the 4 Rs of PWM) → Reduce/stop the use of single use plastic → Use alternatives to plastic (cloth/jute bags, reusable containers, bio plastics and cellulose-based alternatives) 	<ul style="list-style-type: none"> → Limited knowledge on: <ul style="list-style-type: none"> • Negative environmental impacts of single use plastics • Environmental & health impacts of improper plastic waste disposal • Economic & environmental benefits of segregating and pro- 	<ul style="list-style-type: none"> → 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

<ul style="list-style-type: none"> → Stop incorrect disposal of plastic waste (burning, dumping in open spaces or water bodies) → Segregate plastic waste at the household level → Hand over segregated plastic waste to collectors and collection centres in the village 	<p>cessing plastic waste</p> <ul style="list-style-type: none"> → Absence of segregated waste collection and disposal mechanisms 	<p>one-time use disposable plastics</p> <ul style="list-style-type: none"> → 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.
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Menstrual Waste Management

<ul style="list-style-type: none"> → Segregate menstrual waste for disposal at the 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) 	<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 singleuse menstrual hygiene products → Absence of segregated waste collection and disposal mechanisms 	<ul style="list-style-type: none"> → Harmful impacts of improper disposal of menstrual hygiene products → Importance of openly discussing (and expressing needs around) menstrual hygiene product use and waste management
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Liquid Waste Management

Grey Water 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 and treat accordingly
- Reuse greywater for various purposes (kitchen garden, soak pits, etc.) at the household

- Limited knowledge on:
 - 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

- 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; onsite 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

ODF sustainability and 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

- ➔ Limited knowledge on:
 - ➔ 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

- ➔ 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

Hygiene Practices

- ➔ 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)

- ➔ Limited knowledge on:
 - 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, Sanitary pads)

- ➔ Information on correct hygiene practices
- ➔ Handwashing with soap at critical times
- ➔ Safe storage and handling of drinking water
- ➔ Safe disposal of child faeces
- ➔ Menstrual Hygiene Management
- ➔ Benefits of hygiene practices (health, economic, social)
- ➔ Linkages with health, environment and overall wellbeing

Secondary Stakeholders (PRIs, community, sanitation workers, FLWs, Swachhagrahis, Pani Samiti Members, School teachers, SHGs, Dairy Cooperatives, Local leaders, NGOs and Youth groups)

Solid Waste Management

Expected Actions	Barriers	Key Messages
All ODF plus components		
<ul style="list-style-type: none"> → Integrate SBC for ODF Plus in village sanitation plans → Provide correct information on all key components of ODF Plus → Assign the responsibility of wide dissemination of ODF Plus components to key stakeholders and local community organizations → Provide correct information on technical design of infrastructure to households and promote appropriate technologies for each ODF Plus component → Promote key messages of ODF Plus (on all components) that motivate households and communities to adopt and sustain correct practices → Monitor ODF status and ensure consistent usage of toilets for ODF sustainability → Disseminate information on linkages between incorrect waste management and 	<ul style="list-style-type: none"> → Limited capacities to plan and implement SBC at the GP level for ODF Plus → Lack of clarity on fund utilization for SBC → Limited information and SBC materials at the GP level on correct information on ODF Plus components → Limited availability and capacity to provide correct information on technical designs/required infrastructure → Few trainings and capacity building opportunities to upgrade knowledge on technical and communication inputs (ODF Plus, IPC, community mobilization) → 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 	<ul style="list-style-type: none"> → 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 → Safety protocols → Importance of integrating SBC for ODF Plus in GP-level plans for achieving goals of ODF Plus and overall cleanliness

<p>environmental and human health</p> <ul style="list-style-type: none"> → Facilitate door-to-door waste collection and further processing of segregated waste → Facilitate visual cleanliness (reduced litter and collected stagnant water) in public places → Establish local/ community level ODF Plus assets → Facilitate establishment of household-level ODF Plus assets (compost pits, soakpits, biogas assets, etc.) → Monitor O&M of all ODF Plus assets; motivate households and community to monitor assets → Make necessary information available to community on O&M of assets and approved agencies providing services (e.g., desludging) → Facilitate household and community use of SLWM outputs (e.g., slurry from biogas plant, compost, treated greywater, treated faecal sludge) 	<p>waste and their linkages with environmental and human health</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 	<ul style="list-style-type: none"> → 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
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Tertiary Stakeholders (Institutional, State and District Government functionaries, Elected representatives, Local celebrities, Media)

All ODF plus components		
<ul style="list-style-type: none"> → Lead the ODF Plus programme through clear delegation of roles and responsibilities on communication and SBC → Ensure regular capacity building of key stakeholders, to lead SBC at the ground level (including planning, implementation and monitoring of SBC activities) → Adequate dissemination of training and SBC materials to key stakeholders to implement SBC → Regular review, monitoring and reporting of SBC activities → Create enabling environment to establish infrastructure/ ODF Plus assets → Promote key messages on all ODF Plus components on their platforms 	<ul style="list-style-type: none"> → Limited capacity to plan and implement SBC Activities at the GP level for ODF Plus → Lack of clarity on fund utilization for SBC component of SBM-G → Limited information on IEC/SBC 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 trainings and capacity building opportunities to upgrade knowledge on technical and communication inputs (ODF Plus, IPC, community mobilization) → Limited understanding of the negative impacts of improper hygiene and incorrect disposal of waste, and their linkages with environmental and human health 	<ul style="list-style-type: none"> → 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/SBC 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

Heroes of SBM-G Gujarat

Saqid Ali Kozar

Ex-Sarpanch

Village: Jafripura; Block: Siddhpur; District: Patan

I am a proud resident of Jafripura village. My village has a door-to-door collection system for solid waste. All households have twin-pit toilets. Single-use plastic is banned in my village. All households have been paying their taxes since last 5 years which has resulted in proper waste management in the village.



6 Rolling out District SBC plan

The District Development Officers (DDOs) and Director DRDAs will continue to lead SBM-G

Phase II, to facilitate district-wide planning and optimum utilization of resources.

Key functions	Particulars
Developing District SBC Strategy & Plan	Developing District level SBC Strategy and Plans as part of Annual Implementation Plan (AIP) to ensure that planning and budgeting exercise for IEC/SBC activities has been done in all districts
Capacity Development	Ensuring all SBC positions at the State and district level HR Structure are filled appropriately and capacities on each component of SBM-G are built.
Partnerships	Support of local NGOs may be taken for interpersonal communication, selecting motivators, triggering activities etc.
Monitoring	Regular monitoring of progress and timely reporting on the IMIS
Knowledge Management	Facilitating organization of workshops, conferences, and consultations from time to time for advocacy, capacity building and knowledge sharing among the officials working on sanitation at the grassroots, the media, sector experts, sanitation policy researchers, etc.
Funding	Funds available for SBC under the approved Annual Implementation Plan (AIP) would be leveraged for each SBM-G component



6.1 Roles and responsibilities for rollout of SBC plan

Sustained norms and behaviour change can only happen when various stakeholders at different levels create an environment that is

enabling and facilitative of the change that is expected. The designated roles of the state, district and block are explained in this section.

State level (Commissionerate of Rural Development)

Enabling policy, strategies and resources for IEC/SBC

- Ensure that Planning and Budgeting exercise for SBC activities has been done for all districts and costed SBC plan is part of District Swachhata plan (See annexure 1 for District SBC plan template)
- Endorse the District SBC Plans and be responsible for percolation of SBC Interventions across the state
- Budget allocation SBC and Capacity building (CB) as per SBM-G Phase I provision and district SBC plan
- Setup SBC units at state level with professionals having technical SBC skills at State level

Strengthen communication capacities state, district level

- Position as per HR Structure are filled appropriately at both the State and the District Levels and they are skilled on SBC
- Guidine and SOPs for engagement of Social Mobilisers/Swachhagrahis for every GP.
- Engaging relevant agencies and forming partnerships to effectively implement the SBC Plans in the State. Liasioning with Development Partners.
- Ensure that convergence with other departments like Education, Health, DWCD, RDD and other relevant departments is maintained.
- Leverage corporates and CSR to engage in behaviour change interventions
- Mapping of all CBOs/NGOs working on the issue. Forming a consortium to discuss key themes related to SBM – G Phase 2 and build alliances for action

Advocacy

- Developing advocacy package for Corporate and CSR contribution.
- Orientation workshops with Elected Representatives on SBM-G 2 and role they can play.
- Orientation workshops with heads of line departments on SBM-G 2 and the convergent role they can play. Key Line Departments and those handling national flagship programme Health, Education, Women and Child Development, Climate Change Department, Gujarat Livelihood Promotion Company Ltd, Information and Broadcasting, Gujarat Water Supply and Sewage Board.
- State level meeting to be held of the district level officials (CEO, Dy CEOs, DWSM) for brainstorming and orientation on SBM–G SBC approaches and importance.

Rolling out State IEC/SBC activities

- Use of Mass Media: Amplification of National SBC advertisements on TV/Radio/Community Radio,
- Developing and designing State-specific creative material for mass media: Content creation for messaging on the select behaviours for different mediums including Video appeals, Audio appeals, Print advertisements, Press releases, SMS/text.
- Use of social media to create a buzz around identified behaviours: maintaining active Facebook and Twitter pages.
- Create social media networks to bring about relevant platforms for discussion (Blogs, online forums).
- Conceptualizing and support in planning statewide, time bound IPC and HH contact drive campaigns with key behavioural messages

Setting up monitoring and evaluation systems

- Finalizing indicators to monitoring SBC activities at different level
- Setting up monitoring systems to conduct concurrent monitoring of effectiveness of SBC activities
- Conducting formative research on usage on-ground, extent of retrofitting needs; attitudes towards O&M, adherence to social norms or lack thereof, expressed level of participation of community and relevant community and institutional mechanisms that are present on-ground.

District level (District Rural Development agency)

Spearheading IEC/SBC activities at district level

- District Development Officers and Director, DRDAs will develop a detailed costed SBC Action Plan for their respective districts
- Developing an annual calendar of activities with special focus on community mobilization, inter-personal communication and ODF sustainability
- Organizing knowledge sharing workshops with development support partners, NGOs, CSOs and CBOs at the district level to understand and document good practices for each component of SBM-G Phase II.
- Continuously engaging with elected representatives to ensure that required momentum and political capital is leveraged towards activities under SBM-G Phase II.
- Ensuring funding of SBC activities with highest priority to inter-personal communication activities such as group meetings, FGDs and door-to-door awareness.

Communication related activities at district level

- Multi-pronged approach involving mass-media, mid-media, inter-personal communication and new age media would be adopted at district level as part of SBC plan
- Branding efforts to lend visibility to local leaders/ influencers, frontline workers etc. carrying out the ground level communication activities.
- Maintaining district level Facebook, Instagram and Twitter accounts to showcase the work being done by the district under SBM (G), including hygiene promotion.
- Facilitate and ensure hoardings at strategic locations for high visibility. Mid-media activities such as outdoor publicity will be used to create a buzz around Swachh Bharat Mission implementation in the district,
- Facilitating Audio-Visual Vans with illustrated messages to visit identified villages to show films/ documentaries.
- Developing district-specific creative content for outdoor media and other SBC materials.

Block and GP level

SBM-G guidelines assign important role to the block representatives in awareness creation and participatory process. The role of Block level intervention in the rural sanitation sector is to significantly strengthen guidance, support and monitor sanitation status in GPs.

The block level SBM-G team can work as a bridge between the district and the GPs, and provide continuous support in terms of awareness generation, motivation, mobilization, training, and handholding of villages/GPs.

Further, GPs have a central role to play in SBC mobilization. They will lead the planning and implementation of all software SBC

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, SBC, capacity building and construction and maintenance of toilets and SLWM assets. The GPs will have the delegated authority to hire local NGOs/CSOs/CBOs/CSRs for assisting in carrying out IPC and training, construction, and management of community sanitary complex (CSCs) and SLWM infrastructure.



7 Convergence between line departments/programmes for holistic delivery of SBC component

Convergence between the various line departments at all levels is the key to a seamless intervention of the SBM-G Phase II. With the

lessons learnt from the implementation of SBM-G Phase II approach needs a lot of strengthening whilst the implementation is on.

Department/ Program	Roles and Responsibilities
Commissionerate of Rural Development (CRD)	Funding, monitoring, facilitation; plan for training, material for training; orientation of stakeholders
	Coordination with relevant line departments; official communication to concerned departments and officials; convene core group meetings for coordination; Selection of Swachhagrahis, motivation and rewarding of Swachhagrahis
	Motivate machinery of PRIs and ensure active involvement of PRI members in SLWM process
	Ensure support of elected members (Sarpanch and Talati) and motivate them to undertake SBM-G Phase II in their respective constituencies
	Ensure activation of Swachhagrahis at the ground level and strengthening involvement in SBM-G Phase II
	Ensure proper guidance to district level machinery to achieve the goals of SBM-G Phase II
	Clear understanding developed among both machineries about the implementation of SBM-G Phase II at all levels
	Support with GPDP and 15th FC; GPs to be guided as well in raising their own revenues and using the tied grants for sanitation financing and maintenance of sanitation facilities
	Outreach through SHG, VOs and federations for motivating HHs for sustainable sanitation and consistently using toilets; MHM and SLWM related awareness and collection mechanisms
	Ensure proper convergence and prioritization of activities under SBM-G components with NREGA

Department/ Program	Roles and Responsibilities
GWSSB/WASMO	Ensuring water supply at household level (impacts regular toilet usage, sustenance of hygiene practices, etc.)
	Ensuring water of safe quality is available for consumption and use at household level
Education	Instructions to be given to district level machinery, schools and colleges
	Engaging teachers and children for School Sanitation, maintenance of school toilet, SLWM in school area, hygiene, menstrual hygiene management (MHM)
	Teachers at local schools can act as advocates for the mission, both in the school and in the community.
	Students can act as “change agents” by persuading their parents to adopt the practice of 4Rs in their homes and other WASH related healthy behaviours.
	Rallies, nukkad nataks, letter writing campaigns wherein school children write letters to their parents, urging them to adopt SLWM practices at the HH level
	Providing and ensuring use of Swachhata grant for the maintenance/upkeep of the school toilets
ICDS	Engaging Anganwadi workers (AWW) and AW supervisors for Anganwadi Sanitation, maintenance of Anganwadi toilet, SLWM in Anganwadi area, children related hygiene, and safe disposal of child faeces
Health	Engaging Health personnel - MOs/CHOs/ANMs/ MPHWs/ASHAs/ FHWs/FHS towards SBM-G Phase II activities focusing on Bio-medical waste management and menstrual waste management
Tribal Development	Engaging teachers of Ashramshalas, wardens, superintendents towards SLWM activities in schools

8 Role of Swachhagrahis in social outreach

Swachhagrahis are the foot soldiers of the Swachh Bharat Mission (Grameen) and the motivators for bringing about behaviour change with respect to key sanitation practices in rural India. Every village should ideally have at least one Swachhagrahi, with preference given to women candidates. A Swachhagrahi is a volunteer who can come from any background, including a local ASHA worker, ANM, Anganwadi worker, and staff, water line man, pump operator, member

of NGO/CSOs, youth organisations or from the general public living in villages.

The role of Swachhagrahis remains critical in the ODF Plus phase of the programme, as they play a crucial role in sustaining the ODF status of their villages, they continue to be the key communicators and promoter of sanitation behaviours and also empowering local governance system on sustainability.

The Swachhagrahis will be engaged to support following key activities

- Promoting key sanitation behaviours at individual and community level through interpersonal communication.
- Promoting public health and hygiene including visible cleanliness in household and village
- Mobilizing and empowering communities for sanitation, solid and liquid waste management
- Support village and gram panchayat in planning and implementing local communication activities
- Facilitate institutionalizing the community level institutions including VWSC (Paani Samiti), SHGs, PRI members, School Management Committees and Village health and sanitation committee to plan and implement water, sanitation and hygiene activities at community and in institutions (Schools, AWCs and Health Centres).

Swachhagrahis will be expected to undertake various training/ orientation/ skill building courses recommended by DRDA from time to time.



9 SBC Tools and Approaches for SBM-G Phase II

A combination of mass media, mid-media, interpersonal communication (IPC) and new age media would be used to reach all stakeholders. But, interpersonal communication (IPC) approach

would be prioritized for sustaining the achieved gains and inculcating a sound understanding of SLWM value chain system.



S. No.	SBM-G Phase II Component	Area of Communication	Level	Key Messages	Communication Tools	Communicators
01	ODF-S	Consistent toilet usage by all household members at all times	Household	Importance of use of toilet by all members of HH at all times; Benefits of toilet usage consistently; Disadvantages to the HH and others for not doing so; Toilets not only for women, use by men is a desirable quality; Correct knowledge on pit filling to address fear of pit being filled fast; Using a toilet is protection for whole family so any exception may bring harm to the members	Short Audio-Visual clips on twin-pit toilet usage on WhatsApp groups; Uploading videos on CRD YouTube channel	Swachhagrahis, Frontline workers (ASHA/AWW), SHG members, PRI members;
02	ODF-S	Adoption of toilets by new and left out households	Household	Harm of OD and benefits of toilet usage consistently; Having a toilet appreciated by all; Disadvantages to the HH and others for not doing so; Toilets not only for women, use by men is a desirable quality; Correct knowledge on pit filling to address fear of pit being filled fast; Understanding linkages between sanitation and health; Information on toilet technology options, costs, O&M, etc	Audio-Visual clips on pit filling and the technology behind it	Swachhagrahis, SHG members; village influencers/leaders
03	ODF-S	Retrofitting of household, community and institutional sanitation infrastructure	Household & Community	Importance of retrofitting as safe sanitation is the goal; What does a safe and sound toilet look like? - Components; Upgrading to twin pit, fixing of septic tank, fixing of any other; Options on credit financing	Short film on retrofitting techniques, FAQs on retrofitting of household and community sanitation infrastructure	Masons, Swachhagrahis, PRI members
04	ODF-S	Operation & Maintenance of sanitation infrastructure	Household	Importance of and need for O&M how to maintain and clean toilets	Village level Demonstration activity depicting proper O&M steps and critical considerations	Sanitation Workers, Swachhagrahi and PRI members

S. No.	SBM-G Phase II Component	Area of Communication	Level	Key Messages	Communication Tools	Communicators
05	ODF-S	Practicing of handwashing with soap (HWWS) at critical times	Household & Institutional	Importance of HWWS at critical times every time; HWWS steps; Germs are harmful though invisible; Importance of hygiene and especially HWWS during COVID-19 times	HWWS demonstrations; Short video clips to show key steps in HWWS	Frontline workers (ASHA/AWW), School Teachers and School going children
06	ODF-S	Adoption of safe menstrual hygiene management practices	Household, Community & Institutional	Safe use of menstrual absorbents; Appropriate hygiene practices, safe disposal of menstrual waste	Demonstration of absorbent options; Flash cards on various menstrual hygiene practices and safe disposal options	Frontline workers
07	ODF +	Understanding and importance of adopting proper SLWM practices	Household, Community & Institutional	Importance of SLWM at the HH level by all members, benefits to the HH and the community; Garbage segregation – types of dry waste, it's importance and how to do it; Proper waste management practices and reduce, reuse and recycle; Understand linkages between Waste management and health; Disposal of menstrual absorbents; Hazardous waste management during COVID-19	Flip chart with pictures the various technology options, including important features, requirements, O&M, costs, safety, etc.; Demonstrations wherever required	Swachhagrahis, PRI members
08	ODF-S	Planning of ODF-S & ODF + activities in villages	Community	Primary and secondary data collection, Participatory Rural Appraisal (PRA) process, Preparation of Village Sanitation Plan (VSP)	VSP Format and guidance note for effective PRAs	Swachhagrahis, Sarpanch, Talati, and Frontline workers (ASHA/AWW)

S. No.	SBM-G Phase II Component	Area of Communication	Level	Key Messages	Communication Tools	Communicators
09		Proper wastewater treatment at household level	Household, Community & Institutional	Harmfulness of wastewater; importance of appropriate wastewater treatment at the HH level; Improper discharge of grey water to the drain can lead to diseases; Various technology options for wastewater treatment at HH level including important features, etc. (requirements, O&M, costs, safety, etc. for each technology; Technology options for Wastewater Treatment in rural areas at HH level	Flip chart with pictures the various technology options, including important features, requirements, O&M, costs, safety, etc.; Demonstrations wherever required	Block SBM-G team, Swachhagrahis, PRI members
10	ODF-S	Proper management of biodegradable waste	Household, Community & Institutional	Scale of biodegradable waste generated at household and community level; Importance of managing biodegradable waste; Composting techniques at household and community level;	Wall Paintings, Posters, Flip chart with pictures the various technology options, including important features, requirements, O&M, costs, safety, etc.; Demonstrations wherever required	Block SBM-G team, Swachhagrahis, PRI members
11	ODF +	Proper management of plastic waste	Household, Community & Institutional	Importance of managing plastic waste; Scale of plastic waste generated at household and community level; Understanding of plastic waste management value chain; Use of dry plastic waste in road building and cement factories; What we can do at home to manage plastic waste	Wall Paintings, Posters, Flip chart with pictures the various technology options, including important features, requirements, O&M, costs, Demonstrations wherever required	Block SBM-G team, Swachhagrahis, PRI members, SHG members

S. No.	SBM-G Phase II Component	Area of Communication	Level	Key Messages	Communication Tools	Communicators
12		Proper management of cattle waste at household and community level	Household & Community	Importance of managing cattle waste at household and community level; Understanding the working mechanism of the biogas plants provided under GOBAR-Dhan component of SBM-G Phase II; Extending the value chain towards slurry processing; Understanding mechanisms of setting up and working of CBG plants; Do's and Don'ts of cattle waste	Wall paintings and live demonstrations of using flexi-biogas plants	Village level influencers (farmers), PRI members
13	ODF-S	Safety and dignity of sanitation workers	Community	Importance of sanitation workers as per different job roles, building awareness towards the safety, security, and dignity of sanitation workers; Schemes and benefits available for sanitation workers; Practical demonstration of safety gears including donning and doffing of PPEs, and technical methods used for O&M of sanitation infrastructure.	Posters on safety and dignity of sanitation workers, Demonstration of safety equipment	Swachhagrahis, PRI members
14	Water security	Sustainable water supply schemes with ownership and accountability of Gram Panchayat	Household, Community & Institutional	Use of safe and clean drinking water; Judicious use of drinking water; Avoiding wastage of water; Rooftop rainwater harvesting; Reuse and recycling of water; Role of PRI members and community; O&M of water supply schemes; Management and planning of water services	Talk shows, panel discussions, and expert lectures on judicious use of water and safe storage; Demonstration of O&M actions;	District & Block WASMO team, PRI members, Swachhagrahis, Nal Jal Mitra, Local influencers

S. No.	SBM-G Phase II Component	Area of Communication	Level	Key Messages	Communication Tools	Communicators
15	Water safety	Ensuring water safe villages	Household, Community & Institutional	Water borne diseases; Safe water handling; safe water storage; water quality and testing; Orientation in use of FTKs; Safe water in Schools, Anganwadis and healthcare facilities; Hygiene behaviours; Role of Pani Samitis in water safety	Facilitating orientations of Paani Samitis for continuous O&M support Wall Paintings, Posters, Flip chart with action-oriented visuals on multiple aspects of water safety	District & Block WASMO team, PRI members, Local influencers

10 Timeline of SBC Activities for SBM-G Phase II

S. No.	IEC/SBC Activities	Mode	O2 (2023)			O3 (2023)			Q4 (2024)		
			July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
1	Briefing of trained and appointed village level communicators/ teams by GP members & CRC, BRC	IPC									
2	Household visits for IPC on a fortnightly basis (depending upon the need)	IPC									
3	Group meetings by informal leaders on a weekly basis	IPC									
4	Community level meeting – audio visuals followed by discussions (thrice a year)	IPC									
5	Community level Demonstrations on Hand Washing and safe menstrual waste disposal	Mid-Media									
6	Community level Demonstrations (SLWM) of Soak Pit, Pit emptying, Vermi Composting, garbage segregation at HH level, etc.	Mid-Media									
7	Folk media performances (Once every quarter) with posters on each SBM-G component	Mid-Media									
8	Puppet shows (twice a year) coupled with display of posters on each SBM-G Component	Mid-Media									
9	Community level meeting – audio visuals followed by discussions (thrice a year)	IPC									
10	Sanitation fairs/melas (twice a year) – and other events as per calendar year (Global Handwashing Day, World Toilet Day and Sanitation Week)	Mid-Media									
11	Village rally by school students and staff of schools/or any village level event by school with children taking the lead (once a year)	Mid-Media									
12	Monthly village cleaning activity	Mid-Media									

S. No.	SBC Activities	Mode	Q2 (2023)			Q3 (2023)			Q4 (2024)		
			July	Aug	Sep	Oct	Nov	Dec	Jan	Feb	Mar
13	GP wide dedicated communication campaigns on upgrading toilets and retrofitting, like removing vent pipe from pit toilet, FSM and construction chamber, second pit for single pit toilets, etc. (twice a year)	Mid-media									
14	Various competitions at the village, GP level, including rewarding innovative ideas around hygiene and sanitation, SLWM: Cleanest households, Cleanest institutions, Best management of HH waste, etc.	Mid-media									
15	Community radio with key messages for each SBM-G component	Mass-media									
16	Innovative comic characters with key messages on SLWM value chain shared in newspapers with high circulation	Mass-media									
17	Dissemination of key messages through Audio-visual clips and short films on Swachhata Raths	Mass-Media									
Water safety and Security											
18	Developing advertorials in newspapers on water safety and security	Mass-media									
19	Development and supply of brochures, pamphlets, leaflets and flip charts highlighting the initiatives taken up by government, schemes and technologies for water supply and safety at all levels	Mid-Media									
20	Facilitating PRAs and FGDs to promote discussion on O&M issues of water supply schemes at village level	IPC									

10.1 State-wide Swachhata Campaigns

Swachhata Anthem

A special Swachhata (cleanliness) anthem for Gujarat is currently being crafted in Gujarati language and is scheduled for release on 2nd October 2023. This anthem aims to instil a sense of cleanliness and hygiene among the people of Gujarat.

Swachhata Month – October 2023

Month-Long Campaign

Starting from 2nd October 2023, Swachhata Month will be a comprehensive awareness campaign focusing on various aspects of SBM-G. It will employ a wide range of communication methods, including mass media, digital media, street plays, puppet shows, and door-to-door outreach. The main themes during this month will be solid waste management and community participation in managing SBM-G assets. Articles and interviews with government officials and influencers will be disseminated across different media channels throughout the month.

Har Ghar Swachhata, Har Ghar Jagrukta

Door-to-Door Campaign

This initiative merges household assessments with Information, Education, and Communication (IEC) efforts at household level across all villages. A state calendar will be developed, with each village allocated specific days for outreach based on population. The “Swachh Gujarat” household assessment tool, developed in collaboration with UNICEF Gujarat, will be used to assess Open Defecation Free (ODF) status and waste management practices. The door-to-door outreach will help in effectively disseminating the key messages and household-level behaviours to strengthen overall cleanliness and sustain ODF status. Additionally, IEC materials will be distributed, and awareness will be raised among individuals.

Political Leadership Engagement

By harnessing influence and resources, political leaders can make a substantial impact on sanitation issues, contributing to improved public health, environmental sustainability, and overall well-being within their constituencies and beyond. Political leaders will be involved in public advocacy and awareness campaigns, community engagement, recognition and award ceremonies and policy discourse to achieve objectives of SBM-G phase II.

School Competitions

Song writing Competition

Both government and private schools located in rural areas are invited to participate in a song writing competition. The theme for these songs will be provided to the schools through collaboration with Education Department and the thrust will be on sanitation and safe water behaviours. Each district will select a winning song, and these districts will award the best entries. The top three schools in the state will receive recognition and cash prizes from the Hon. Minister, Rural Development. The prize money awarded to the schools will be dedicated towards improving sanitation and safe menstrual hygiene facilities within the school premises.

Weekly Quizzes

A series of weekly quizzes will be conducted, covering various aspects of the Swachh Bharat Mission - Gramin (SBM-G). These quizzes are designed to engage young people, foster community involvement, and increase awareness of SBM-G initiatives. Participants who perform well in these quizzes will be rewarded with gift hampers. Innovative online tools like RapidPro/online forms will be used to ensure mass awareness for these activities.

Plastic-Mukt Gujarat

Innovative Gram Sabhas in Gujarat

On World Environment Day (June 5th 2023), Special Gram Sabha's (village assemblies) were organized in more than 18,000 villages across Gujarat. These gatherings focused on discussing and addressing issues related to solid and liquid waste management of the village level Panchayats took the initiative, and resolutions were passed to improve local waste management.

Mass Media Campaign

A comprehensive media campaign will be launched to enforce the ban on single-use plastics in Gujarat. This campaign will be implemented in close coordination with Urban Development Authority. It aims to educate the public about alternatives to plastic and promote the 4 Rs: Refuse, Reduce, Reuse, and Recycle.

Maha Gram Sabha

After the media campaign, a statewide “Maha Gram Sabha” will be organized to pass resolutions for plastic-free villages and a plastic-free Gujarat. This initiative also involves coordination with Material Recovery Facilities at the block level and Urban Local Bodies.

Using bulk messaging to directly reach stakeholders

Bulk messaging system will be used for SBM-G Phase II in Gujarat to disseminate sanitation and hygiene messages, catalyze behaviour change, and reinforce good practices. To maximize its impact, a strategic and audience-centric approach that considers the diverse needs and preferences of the target population would be adopted while ensuring data privacy and compliance with regulations. A well-executed bulk system messaging strategy will be devised to contribute significantly to the success of the ODF+ program in achieving its sanitation goals.

Innovative tools like RapidPro will be used to assess the behaviour and practices for providing key information on expected positive water and sanitation behaviours.

Religious celebration as platform to reach and demonstrate zero waste

Swachh (Shubh) Navratri with Swachh Bharat Mission - Gramin

Community engagement during Navratri: During the Navratri festival, which is widely celebrated in Gujarat, community gatherings are common for Garba dance performances. As part of SBM-G, wall paintings for each component will be displayed in these areas. Additionally, evening Garba events will feature special vehicles equipped with speakers playing music throughout the village. These vehicles will convey key messages to the community during the festivities.

Making religious gathering environment friendly

Swachh Bharat Mission with faith-based organizations (FBOs) will work to make religious events environment friendly and zero waste events through messaging during events, using reusable items and also setting up waste management value chain. The reward and recognition mechanism will be developed to incentivise zero waste events.

Ideal Model Villages

Exemplary Villages

On June 5th and October 2nd each year, villages that excel in various aspects of SBM-G, such as achieving Open Defecation Free (ODF) status, effective solid waste management (SWM), liquid waste management (LWM), and fecal sludge management (FSM), will be selected as the best villages from each district. These villages will be honoured by the Hon. Minister of State, Rural Development and will receive support to continue their outstanding work in SBM-G. Their progress will be closely monitored.

Harnessing power of influencers and prominent personalities

A list of key influencers from various fields, including sports, literature, film, politics, academics, and social media, will be identified in collaboration with the Jal Jeevan Mission (JJM) and Panchayati Raj Department. Villages associated with these personalities will receive special attention and support, garnering appreciation, and endorsements from these individuals, which will enhance the online reach and impact of SBM-G initiatives.



11 Monitoring of Gujarat IEC Action Plan

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 SBC strategies.

To effectively identify gaps and develop new iterations of SBC strategies, it is essential to pay close attention to demand creation and demand-side monitoring indicators. These indicators provide measurable information in determining if SBC 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.

SBC 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.

Feedback using call centre for SBM-G Phase II in Gujarat

As part of strengthening SBC interventions across the State, SBM-G Gujarat plans to setup a call centre for taking firsthand feedback from key stakeholders. During the month of August 2023, an already existing call centre of Women and Child Development (WCD) department has been used and the results are encouraging in getting direct feedback on ODF-S and ODF plus. A well-executed feedback system will contribute significantly to the success of the ODF+ program in promoting sustainable sanitation practices across India. The feedback will be analysed for each element of SBM-G phase II and geographic uptake. This will help in enhancing program effectiveness, uptake of sanitation behaviours, community engagement, and data-driven decision-making.



12 Responsibility matrix for monitoring Gujarat IEC Action Plan

S. No.	Communication Activities	Responsibility of facilitation	Supervision/ Review	Monitoring
1	Briefing of trained and appointed village level communicators/ teams by GP members & CRC, BRC	Cluster Coordinators	Block level SBM-G team	District level SBM-G team
2	Household visits for IPC on a fortnightly basis (depending upon the need)	Swachhagrahis	Block level SBM-G team	PRI members
3	Group meetings by informal leaders, Swachhagrahis, youth volunteers, etc. – weekly basis	Cluster Coordinators/ Swachhagrahis	Block level SBM-G team	PRI Members
4	Community level meeting – audio visuals followed by discussions (thrice a year)	PRI Member/ Swachhagrahis	Block level SBM-G team/ Block level GLPC representative	PRI members
5	Community level Demonstrations on Hand Washing, Water purification at household level, etc.	CRCs/PRI members/ Swachhagrahis	BRC/Block level SBM-G team	District Level SBM-G team
6	Community level Demonstrations (SLWM) of Soak Pit, Pit emptying, Vermi Composting, garbage segregation at HH level, etc.	CRCs/PRI members/ Swachhagrahis	BRC/Block level SBM-G team	District Level SBM-G team
7	Folk media performances (thrice a year)	Cluster Coordinators/ PRI members/ Swachhagrahis	Block level SBM-G team	District Level SBM-G team
8	Puppet shows (twice a year)	Cluster Coordinators/ PRI members/ Swachhagrahis	Block level SBM-G team	District Level SBM-G team
9	Community level meeting – audio visuals followed by discussions (thrice a year)	PRI members	Block level SBM-G team	District Level SBM-G team
10	Sanitation fairs/melas (twice a year) – and other events as per calendar year (Global Handwashing Day, World Toilet Day and Sanitation Week)	Cluster Coordinators/ CRCs/PRI Members/ Swachhagrahis/ ASHA/AWW	BRC/Block level SBM-G team/ Medical Officers/ CDPOs	District Level SBM-G team/ CDHO/PO(ICDS)/ DPEO
11	Village rally by school students and staff of schools/or any village level event by school with children taking the lead (once a year)	Cluster Coordinators/ CRCs/PRI members/ Swachhagrahis	BRC/Block level SBM-G team	District Level SBM-G team/ DPEO

S. No.	Communication Activites	Responsibility of facilitation	Supervision/ Review	Monitoring
12	Monthly village cleaning activity	PRI members/ Swachhagrahis	Block level SBM-G team	District Level SBM-G team
13	GP wide dedicated communication campaigns on upgrading toilets and retrofitting, like removing vent pipe from pit toilet, FSM and construction chamber, second pit for single pit toilets, etc. (twice a year)	PRI members/ Swachhagrahis	Block level SBM-G team	District Level SBM-G team
14	Various competitions at the village, GP level, including rewarding innovative ideas around hygiene and sanitation, SLWM: Cleanest homes, Clean ward, Clean institution, Best management of HH waste, etc.	PRI members/ Swachhagrahis	Block level SBM-G team	District Level SBM-G team
15	Community radio with key messages for each SBM-G component	State level SBM-G team	State level SBM-G team	State level SBM-G team
16	Innovative comic characters with key messages on SLWM value chain shared in newspapers with high circulation	State level SBM-G team	State level SBM-G team	State level SBM-G team
17	Dissemination of key messages through Audio-visual clips and short films on Swachhata Raths	State level SBM-G team	State level SBM-G team	State level SBM-G team
18	Developing advertorials in newspapers on water safety and security	State level WASMO Team	State level WASMO Team	State level WASMO Team
19	Development and supply of brochures, pamphlets, leaflets and flip charts highlighting the initiatives taken up by government, schemes and technologies for water supply and safety at all levels	State level WASMO Team	Block level WASMO team	District Level WASMO team
20	Facilitating PRAs and FGDs to promote discussion on O&M issues of water supply schemes at village level	Social Mobilizers from WASMO	Block level WASMO team	District Level WASMO team

The monitoring indicators are as follows:

S. No.	Activities to be monitored	Output and Process Indicators
State Level		
1	State communication strategy	Availability of State communication strategy
2	Human resources for SBC and capacity building	Availability/mapping of dedicated HR for IEC/SBC at various levels
3	Integration of IEC/SBC plan in State action plan	Availability of State communication costed plan
4	IEC fund utilization	Utilization of IEC funds (%)
5	State-specific communication package	Development and dissemination of State-specific communication package
6	Sensitization on ODF Plus issues	<ul style="list-style-type: none"> • Development and distribution of advocacy materials (numbers) • Orientation and training sessions (numbers)
7	Pool of IEC/PRA resource persons/ experts to implement ODF Plus	Engagement and orientation of resource persons/ experts on ODF Plus priorities (numbers)
8	Integration of ODF Plus messaging in other departments	Development of IEC products/messages on convergent approach (numbers)
District Level		
9	District communication Plan	Development of District communication costed plan
10	Release of IEC fund to block/GPs	Utilization of IEC funds (%)
11	District-specific communication package	Development and dissemination of State-specific communication package
12	Engagement and skilling of Swachhagrahis	<ul style="list-style-type: none"> • Engagement of swachhagrahis for community-level IPC and monitoring (numbers) • Training of swachhagrahis on ODF Plus (numbers)
GP Level		
13	Training/orientation of GP and field functionaries	<ul style="list-style-type: none"> • Orientation of PRI members (numbers) • Training of field functionaries (numbers)
14	Gram Sabha with ODF + messaging	<ul style="list-style-type: none"> • Gram Sabha with ODF Plus messaging (numbers) • Gram Sabha on ODF Plus agenda (numbers)
15	Community mobilization activities on issues related to ODF +	<ul style="list-style-type: none"> • 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)
16	Messaging around ODF +	<ul style="list-style-type: none"> • 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)

Examples of thematic Indicators district needs to consider while assessing effectiveness of IEC/SBC interventions:

Mode of IEC/SBC	Monitoring Indicators
<p>Inter-personal Communication (ODF-S)</p>	<ul style="list-style-type: none"> • % of HHs knowing the importance of use of toilets at all times • % of HHs where toilet is used at all times by all members • % of new HHs have constructed and use toilets • % of HHs with toilets that need retrofitting, understand the importance of retrofitting • % of HHs are aware of the appropriate ways for O&M of toilets • % of HHs which can identify health risks associated with not practicing HWWS • % of surveyed HHs can identify all critical times of HWWS • % of HHs with soap and water at a hand washing station inside or within 10 paces of latrines • % of HHs with space to wash menstrual cloths • % of HHs with arrangement for disposal of menstrual waste
<p>Inter-personal Communication (ODF+)</p>	<ul style="list-style-type: none"> • % of HHs understand types of waste and how to segregate • % of HHs understand the importance of HH level waste segregation • % of HHs demonstrate and are practicing garbage segregation • % of HHs aware of the importance of grey water disposal • % of HHs aware of the concept of the 4Rs – Refuse, Reduce, Recycle, Reuse
<p>Distribution of IEC Material</p>	<ul style="list-style-type: none"> • % of villages where hoardings/posters/wall paintings disseminated by peer educators, Swacchagrahis, by type (e.g., educational pamphlets, booklets, etc.)
<p>Mass Media</p>	<ul style="list-style-type: none"> • % of HHs who saw/heard/read the material (News article, radio program, and so on) • Number of views on AV clips related to SLWM on CRD Gujarat YouTube channel
<p>Mid-Media Activities</p>	<ul style="list-style-type: none"> • % of mid-media activities conducted as planned • % of target audience satisfied with peer educator/Swacchagrahis / mason contact • Number of village level Demonstrations (Household soak pits, vermi compost pits, Pit emptying) • % of villages covered with folk performances
<p>Reach</p>	<ul style="list-style-type: none"> • % of target audience who were able to recall the communication message of the WASH communication material/media (on radio, TV, billboard/poster, print material) • % of HHs reached through door-to-door visits • Number of HH visits made by SBM-G staff in a month (Collate at block and district level) • Number of nukkad nataks facilitated • Number of individuals participated in the meetings

Annexuers

Annexure I : District and Block IEC/SBC activity planning template

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.) B	Other Costs (Logistics, Communication, TA/DA, Resource Persons) C	Timeline	Total Budget A+B+C
						Item	No. Cost A				
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								

Annexure II : District and Block IEC/SBC activity planning template

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

Implementing Stakeholder (List All Involved in Training and SBC/BCC Activities)	Activity List All Planned SBC/ 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	X	Block coordinator		Field reports Spot checks	X	X
District MTs	Training of cluster coordinators and Swachh-agrahis on IEC/SBC	Training	X	X	X	X	X	Participants trained	Training report No. of community mobilize process completed by skilled..	X	X

Annexure III: IEC/SBC Materials available in Gujarati

Manual: Plastic Waste Management	Manual: IEC	Manual: Greywater Management
Manual: Biodegradable Waste Management	Manual: Fecal Sludge Management	Greywater Management Toolkit
Plastic Waste Management Toolkit	Fecal Sludge Management Toolkit	FSM Brochure
FSM Poster - Health and Hygiene	Greywater posters and brochures	PWM Poster and Brochure

Translated documents on Link 1

<https://drive.google.com/drive/folders/1YExOzgiYDJu7P1X3UJ4gfsY9A9pHX8wp?usp=sharing>

Swachh Bharat Mission (Grameen) Phase 2 Operational Guidelines	Technical training to Masons on ODF(S) and ODF+ Technology	Manual for utilization of 15th FC tied grants to rural local bodies/PRIs for water and sanitation (2021-22 to 2025-26)
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Translated documents on Link 2

https://drive.google.com/drive/folders/1glK8Krn3XWWm0IVsgn_b2TmFzpoYvtyC?usp=sharing

Annexure IV: Analyzing behaviours for SBM-G Phase II

Addressing behaviour change barriers for ODF status requires bringing in insights around the psychological factors, social norms, and barriers that influence open defecation. Policymakers and practitioners can design targeted interventions that encourage positive behaviour change, foster community engagement, and ultimately pave the way for healthier and more sustainable sanitation practices.

Following is a matrix designed in identifying key behaviours, primary and influencing target groups, determinants of behavioural barriers and suggested activities for each component of ODF Plus leading to sustained ODF status. The activities can be prioritised as per key behavioural barriers district and block wise.

Key Decisions		Description
ODF+ component		Bio-degradable Waste Management
Behaviours		<ul style="list-style-type: none"> • Individuals and HHs have separate bins to segregate waste at source • HHs promote composting at home by creating composting pit for kitchen waste
Behaviours	Primary	Household heads (men and women) who speak local languages, few are illiterate, men go out to work and women take care of the household. Individuals living in peri urban, urban areas to segregate waste at source
	Influencing Group	<ul style="list-style-type: none"> • Community elders • Religious leaders • Service providers such as health workers, teachers), community volunteers, government officials • Community groups - Youth groups, SHGs, Farmer groups • Community influencers on social media for both rural and urban population
Determinants		<ul style="list-style-type: none"> • Access: Limited access to composting facilities or limited information on composting methods • Perceived negative consequences: Awareness on associated health risks with improper waste disposal • Perceived positive consequences: Recognizing sense of accomplishment and contribution towards greener environment • Self-efficacy: Individuals with knowledge on composting methods and waste reduction may feel confident in management of biodegradable waste • Perceived social norm: Composting may not be perceived as common behaviours lacking sustained behaviours of individuals or HHs
Bridges to activities		<ul style="list-style-type: none"> • Collaborating with local authorities to improve access to composting facilities • Conduct educational campaigns to address associated health risks
Activities		<ul style="list-style-type: none"> • Design a community composting program to educate individuals on nearby waste collection points and composting resources • Share case studies of communities or individuals who have suffered health risks due to improper waste management

Key Decisions		Description
ODF+ component		Bio-degradable Waste Management
Behaviours		<ul style="list-style-type: none"> • Individuals and HHs collect and reuse greywater from sources like sinks, showers and laundry for non-portable uses like irrigation, flushing toilets and cleaning • Greywater and blackwater (from toilets) are kept separate to prevent contamination • Individuals to practice water saving behaviours such as keeping shorter showers, turning off tap when not in use
Target Audience	Primary	HH heads (men and women) who speak local languages, few are illiterate, men go out to work and women take care of the household.
	Influencing Group	<ul style="list-style-type: none"> • Community elders • Religious leaders • Service providers such as health workers, teachers), community volunteers, government officials • Community groups - Youth groups, SHGs, Farmer groups • Community influencers for both rural and urban settings
Determinants		<ul style="list-style-type: none"> • Access: Limited access to greywater management containers and methods • Perceived negative consequences: Limited understanding on potential contamination of water bodies • Perceived positive consequences: Limited understanding in reusing greywater leading to reduced water bills and low utility costs • Self-efficacy: Individuals having knowledge of greywater management leading to water saving behaviours • Perceived social norm: Promoting societal values in water conservation
Bridges to activities		<ul style="list-style-type: none"> • Teach individuals how to capture and store greywater safely, including information on containers and methods to be used
Activities		<ul style="list-style-type: none"> • Promote community workshops on methods for storing greywater and segregation of grey water and black water • Provide guidelines on diverting excess greywater to sewer systems

Key Decisions		Description
ODF+ component		Plastic Waste Management
Behaviours		<ul style="list-style-type: none"> • Individuals and HHs to reduce consumption of single use plastics • Individuals to use separate bins for plastic waste
Target Audience	Primary	HH heads (men and women) who speak local languages, few are illiterate, men go out to work and women take care of the household.
	Influencing Group	<ul style="list-style-type: none"> • Community elders • Religious leaders • Service providers such as health workers, teachers), community volunteers, government officials • Community groups - Youth groups, SHGs, Farmer groups • Community influencers for both rural and urban settings
Determinants		<ul style="list-style-type: none"> • Access: Limited access recycling centers, drop off points for plastic waste collection • Perceived negative consequences: Limited understanding on associated health risks with plastic based chemicals • Perceived positive consequences: Knowledge of potential health benefits of using fewer plastic and related toxins • Self-efficacy: Positive experience in using plastic alternatives leading to cleaner environment • Perceived social norm: Belief that others in same community are also conforming to plastic healthy behaviours
Bridges to activities		<ul style="list-style-type: none"> • Collaborate with local authorities to establish convenient plastic collection and recycling centers • Involve local influencer groups such as traditional and folk media artists, social media influencers to spread awareness on reduced plastic usage
Activities		<ul style="list-style-type: none"> • Organize plastic collection drives at regular intervals at community level • Share stories of communities dealing with plastic pollution and its negative consequences during community and gram sabha meetings • Organize workshops on DIY reusable materials as an alternative to plastic use • Create peer-led campaigns to encourage individual and community-based plastic waste management techniques

Key Decisions		Description
ODF+ component		Faecal Sludge Management
Behaviours		<ul style="list-style-type: none"> • HHs purchase low-cost, quality sanitary products and construct improved toilets • HH members avoid open defecation and use improved toilets at all times • HHs dispose off children's feces in toilets only
Target Audience	Primary	HH heads (men and women) who speak local languages, few are illiterate, men go out to work and women take care of the household. Some HHs have limited access to water
	Influencing Group	<ul style="list-style-type: none"> • Community elders • Religious leaders • Service providers such as health workers, teachers), community volunteers, government officials • Community groups - Youth groups, SHGs, Farmer groups
Determinants		<ul style="list-style-type: none"> • Access: Limited access to finances to purchase sanitation products (poverty) • Perceived negative consequences: People perceive that using a toilet creates a bad smell and flies. • Perceived positive consequences: Using the toilet ensures privacy • Self-efficacy: People perceive they are not able to use improved toilet in rural settings and consider improved toilets as luxuries • Perceived social norm: Lacking social penalty for open defecation, the construction of improved toilet is a • symbol of pride, love, and respect of husbands to their wives
Bridges to activities		<ul style="list-style-type: none"> • Reduce the perception of toilet construction and use with a bad smell • Increase the perception of health risks caused by children's feces • Increase the perception of husbands that constructing improved toilets and ensuring access to their wives is a symbol of love and respect • Increase access of HHs to finance to enable them to purchase sanitation products • Increase the perception of the community that open defecation is disgusting and should be penalized
Activities		<ul style="list-style-type: none"> • Train health professionals/Swacchagrahis, community volunteers, SHGs to conduct periodic HH visits • Develop proper communication materials for WASH promoters to conduct periodic HH visits jointly to create awareness, promote WASH products, and create demand for WASH products and services • Conduct community dialogue to address community/social norms during Gram Sabha's, community festivals etc • Organize community-based events to promote sanitation products and ensure channel mix, and increase exposure of target HHs

Key Decisions		Description
ODF+ component		Menstrual Waste Management
Behaviours		<ul style="list-style-type: none"> • HHs permanently place water facilities in HH toilets and community toilets • HHs and community spaces such as community toilets, school toilets provide access to safe and private space for disposal of menstrual pads • HHs especially parents promote menstrual hygiene awareness, use of disposable sanitary products and correct disposal process • Communities promote installation of bio-medical incinerators in community toilets or through composting
Target Audience	Primary	Adolescent girls and boys, HH heads (men and women) who speak local languages, few are illiterate, men go out to work and women take care of the household. Some HHs and adolescents have limited access to water
	Influencing Group	<ul style="list-style-type: none"> • Community elders • Religious leaders • Service providers such as health workers, teachers), community volunteers, government officials • Community groups - Youth groups, SHGs, Farmer groups
Determinants		<ul style="list-style-type: none"> • Access: Limited access to low-cost menstrual products • Perceived negative consequences: People perceive that using sanitary pad is shameful or creating a disposal mechanism is not needed • Perceived positive consequences: Using the menstrual product ensures hygiene • Self-efficacy: People perceive they are not able to use menstrual product in rural settings and consider menstrual product as luxuries • Perceived social norm: Talking about menstrual hygiene is a taboo topic
Bridges to activities		<ul style="list-style-type: none"> • Reduce the perception of menstrual products being a luxury item • Increase the perception of fathers buying and promoting use of menstrual products as safe hygiene method for menstruation for their daughters • Increase access of HHs to finance to enable them to purchase biomedical menstrual products
Activities		<ul style="list-style-type: none"> • Develop and implement a plan for collection, storage and transportation of menstrual waste from community to nearest biomedical incinerator facilities • Organize orientation sessions on correct use of menstrual products, its safe disposal process and management • Conduct sessions or enforce guidelines on de-stigmatizing menstruation and ensuring open dialogue on menstruation being a natural process

Key Decisions		Description
ODF+ component		GOBARDHAN
Behaviours		<ul style="list-style-type: none"> • Encourage HHs and institutions to segregate organic waste • HHs to promote composting of organic waste at home • Promote conversion of organic waste into biogas
Target Audience	Primary	HH heads (men and women) who speak local languages, few are illiterate, men go out to work and women take care of the household.
	Influencing Group	<ul style="list-style-type: none"> • Community elders • Religious leaders • Service providers such as health workers, teachers), community volunteers, government officials • Community groups - Youth groups, SHGs, Farmer groups
Determinants		<ul style="list-style-type: none"> • Access: Limited access to bio-degradable waste for composting and biogas production • Perceived negative consequences: Individuals or HHs concerned about odour, complexities of the process • Perceived positive consequences: Recognizing use of biogas for energy, reduced waste and improved sanitation • Self-efficacy: Individuals to effectively manage biogas production • Perceived social norm: Peer support group to engage in conserving energy through biogas production leading to higher acceptance of GOBARDHAN
Bridges to activities		<ul style="list-style-type: none"> • Ensure bio-degradable waste points are conveniently located in communities • Provide information on minimizing odour issues
Activities		<ul style="list-style-type: none"> • Organize capacity building workshops on waste to biogas process • Set up demonstration projects to showcase positive outcomes of biogas production

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Continue the Jan Andolan from the comfort of your homes:

- Use toilet: इन कोश, इन रोज, इशेरा
- Wash your hands frequently with soap and water
- No spitting in public places
- Practice social distancing: Stay home, Stay safe

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Swachh Bharat Mission - Gramin, Gujarat social media post. The header includes the Government of India logo and the Department of Drinking Water and Sanitation, Ministry of Jal Shakti. The main text reads: 'गांवों में स्वच्छता के स्थायित्व को बनाए रखने के लिए कुछ सुझाव -' (Some suggestions to maintain cleanliness in villages). Below this are three icons with text: 1. 'सभी के द्वारा शौचालयों का प्रयोग' (Use toilets by everyone), 2. 'ठोस और तरल कचरे का उचित प्रबंधन' (Proper management of solid and liquid waste), and 3. 'दैनिक जीवन में स्वच्छता के प्रति सावधानी' (Caution towards cleanliness in daily life). The profile picture shows the Swachh Gujarat logo with the text 'स्वच्छ गुजरात' and '2020-2024, 2020-2024'. The profile name is 'Swachh Bharat Mission - Gramin, Gujarat' with 8.9K likes and 8.9K followers. The navigation bar shows 'Posts', 'About', 'Photos', and 'Videos'.



Kamishr Gram Vikasani Karyeri website screenshot. The header features the logo of Kamishr Gram Vikasani Karyeri, Gujarat Government, and the text 'कमिश्नर ग्राम विकासनी क्येरी गुजरात सरकार'. A search bar is present with the text 'शोधो'. The navigation bar includes links for 'मुख्य पृष्ठ', 'अमारा विरो', 'योगनाओ', 'आंडकाडीय भाठिली', 'तालीम', 'मीडिया', 'छ-रीटीउन', and 'संपर्क'. The main image shows a light blue building with a sign that reads 'ग्राम बन्नी' (Gram Bani) and 'आवास योजना-ग्रामीण' (Housing Scheme - Rural). The caption below the image is 'प्रधानमंत्री आवास योजना (ग्रामीण)' (Pradhan Mantri Awas Yojana (Gramin)).



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