



D.O. SB/SBM/163/2017

Date: 10th January 2017

Dear Sir,

Re: SBM-Urban project for IAS Probationer Ms Ashika Jain (batch of 2015)

Further to my earlier D.O no. SB/SBM/156 dated 1st December 2016, Ms Ashika Jain, IAS probationer (batch of 2015), has been assigned to an Open Defecation Free (ODF) project in the Sultanpuri slum cluster comprising seven (7) sites, under North MCD. Ms Jain is working with a student body, Raahat, on this project.

Till date, they have conducted a demographic survey in the slum in order to understand the socio economic status and preferences in order to plan interventions accordingly. They have also collaborated with Patanjali who have agreed to supply some health and hygiene products free of cost to the slum dwellers, as part of their CSR contributions. Sessions on hygiene and sanitation will also be conducted subsequently so as to promote the use of toilets in the community.

The construction of toilets is being done by DUSIB. While Ms Jain alongwith Raahat is in the process of getting more CSR partners on board, they would need some financial assistance (approximately Rs 5 lakhs) to carry out sensitisation and behaviour change interventions in the community, across 7 sites. The details of the expense heads for this amount is attached in the annexure for your reference

We would request you to kindly extend the required support to Ms Jain in her project. Any required expenses for undertaking the sensitisation and behaviour change drives may be met from your IEC funds under SBM (Urban).

Looking forward to your continued support in making this project of SBM (Urban) a success.

With regards,

Yours sincerely,


(PRAVEEN PRAKASH)

To: The State Mission Director – SBM (NCT of Delhi)

Copy to:

- Shri P K Gupta, MC-North MCD
- Ms Ashika Jain – for reference
- DS-SBM-II

Annexure 1: Budget for the ODF Project in Sultanpuri

Timeline for Completion of Community Toilets in Sultanpuri.

The following sites in the Sultanpuri area of north-west Delhi will be taken up as per the dates given below-

- 6th January
 - C Block
 - C-10
- 31st January
 - P Block
 - HGI Labour colony
- 15th February-
 - Y Block
 - D-1
 - F-7

The above mentioned timeline is as per the Delhi Urban Shelter Improvement Board, Government of Delhi.

ESTIMATED BUDGET REQUIREMENTS

The budget provided below is as per the estimated expenses incurred per site for behavioural change and sensitisation exercises. These include expenditure on Technology Innovation, Sensitization, and other such innovations as mentioned below along with the description for all such expenses.

Final Amount (7 sites)	Per Expenditure	Site	Source of Expenditure	
Initial Expenses-				
1,05,000	15,000		Banners/Flexes/Posters	1
Sensitization Expenses-				
1,59,600	(per 3,800	month)	Sensitisation activities (For 6 Months)	4
1,28,000	16,000		Aesthetic Modifications	5
25,500	3500		PA system	6
10,500	1500		Data recording	7
80,000	-		People's Counter (To be tested as a pilot project)	8
5,08,600			TOTAL	

Given below are the details for all the expenditure heads stated above-

- 1. Sensitization Activities-** This would include carrying out activities for engaging children such as gamification. Also camps are held for women to enlighten them on topics such as menstrual hygiene precautions to be taken during pregnancy and sanitary practices for entire family. Other than sanitation specific activities, these include camps for general issues like health camps, vocational activities, etc.

Expenditure per month, per site-

- Paintings for children activities, Greenery, etc. - Rs. 500
- Sensitization Camps - Rs. 2100
- Marketing for Camps and Activities - Rs. 1200

- 2. Painting-** This would include cost incurred on aesthetic modifications that form a major part of our sensitization on site, with the aim of building ownership in the community and make the Complex aesthetically appealing to the community, changing their mindsets towards it. It includes expenses such as paints, equipments, etc. used for the same.

3. **PA System-** The PA system helps in constantly reinforcing the message put across through sensitisation activities. This is used for taping the behavioural psychology of community.
4. **Data Recording-** Data plays an important role in analysing the usage and help identify the section of the community which needs to be focused on. Also, it helps in developing sensitisation activities based on usage trends. This is carried out by electronic data recording system developed by Raahat, the student run body.
5. **Zero wastage-** The complex holds the fecal waste of the entire slum. Installing Bio-digesters would mean that there is minimal waste generated and hence improves the social and economic well being of the community. Along with this, technology like solar panels, etc to be piloted.
6. **People's Counter-** It is important to analyse the daily usage data, to gauge a change in the usage patterns and thus have a targeted sensitisation activity to counter the same. To collect this data without any scope of human error, circuit breaker technology can be used in the form of a People's counter, to keep track on the daily usage statistics. We plan to install this technology to assess the effectiveness for the same.