



D.O. No. 15/03/SJ/2015-SMB

Dated 15th December, 2015

Dear Sir/Madam,

As you are aware that as part of the Swachh Bharat Mission, Government of India, States and ULBs have collectively undertaken several initiatives including, development of sanitation and waste management infrastructure, capacity building among ULB officials, etc. However, it is agreed that in addition to building and providing citizen's access to Swachh Infrastructure, ensuring awareness and necessary behavioral change among beneficiaries, is also key to mission's success. This can be achieved through innovative use of IEC mechanisms and community participation at grass-root level.

2. As cities prepare their long term IEC strategies, to intensify the mission through communication, promotion and community engagement, short terms IEC interventions are recommended to create immediate impact. These include, social media or newspaper campaigns, cleanliness drives involving citizens, local businesses, NGOs, school competitions, etc. These interventions, in addition to being short-term in duration are also less financially intensive. Hence, their procurement may be fast-tracked to ensure timeliness of these IEC interventions.

3. To facilitate fast procurement of these short-term IEC interventions, Mission Directorate recommends procurement of IEC linked services and items from local agencies on a nomination basis up to Rs. 5 lakh per intervention. Additionally, local business & corporation and private citizens may be engaged to contribute to these interventions, by way of voluntary services and funding. An illustrative list of such interventions is placed at Annexure-I. Mission Directorate will also share relevant template, tool-kits, creative for various IEC activities on a time-to-time basis.

4. You are also requested to prepare an IEC calendar for till March 31st, 2016, based on the recommended IEC interventions, relevant for your respective cities.

We look forward to your support in this endeavor, so that collectively we can make this Mission a 'Jan Andolan' and engage every citizen through awareness creation and behavior change.

With Regards,

Yours Sincerely,


(Praveen Prakash)

To:

All State Mission Directors/ Municipal Commissioners of 53 million plus population cities and other state capitals

Copy To:

JS (ST)

JA (CPHEEO)

Illustrative list of short-term IEC Interventions

Tracks	Interventions
Community Activities	Street Plays/Nukkad Nataks
	Hand-wash fairs
	Local/Ward level Events (incl. walkathons)
	Cleanliness drives
	Clean-City Championships
	Art competitions including logo designing, Essay, quiz, painting and elocution for Children
	Sanitation Hackathon
	Celebration of 'World Toilet Day', 'World Hand washing day' etc.
	Engaging celebrities, who citizens perceive as role models in awareness drives
	Awards and incentives to Wards, RWA and local bodies for active participation (best toilet, best ward, etc)
	Sanitation /eco-clubs in schools /colleges /institutions/youth association
	Display at public libraries and other public places
Traditional Media Campaigns	Radio talk shows using doctors/health specialists for sanitation communication and radio spots, jingles, appeals
	Advertisements in buses and local trains
	Dedicated columns in vernacular newspapers
Digital Media Campaigns	Packaging with SBM disposal reminders
	social media campaigns through Facebook, Twitter and WhatsApp (including development of creative)
	Swachh Bharat Mission exclusive caller tunes, wallpapers and merchandise
	Publicizing testimonials of people who have actually benefitted from the program in newspaper, social media
ICT Services	Instant SMS services/helplines for queries regarding the prospects of the scheme
Collaborations	Tie-ups with prominent business organizations such as FICCI PHDCC, CII (conclaves, events)
	Internal campaigns run by government offices, such as 'Clean Employee of the Month'
	Collaboration for joint activities with Rotary, Lions Club and other voluntary agencies