



सत्यमेव जयते



D.O. SB / SBM / 29 / 2016

Date: 29th March 2016

Dear Sir / Madam,

Re: Intensive community triggering for ODF: 19th April 2016

As you are aware, during the initial period of Swachh Bharat Mission (Urban), the focus was on making available sufficient infrastructure / toilet facilities in the long term journey towards achieving Open Defecation Free status. Now that a critical mass of infrastructure has been constructed, and with the pace of construction continuing, it is time to invest in more in-depth engagement with communities to ensure that the toilets constructed are actually used for the purpose they are being provided, and not for any other purpose.

A variety of IEC initiatives have been taken till date (through posters / banners, nukkad natak, citizen engagement through thematic drives and brand ambassadors' engagement, social media engagement etc), the combined impacts of them being heightened awareness about adverse impact of OD, and demand for toilet facilities. To capitalize on the momentum generated in the last one year, it is now necessary to begin longer- term investments in engaging communities, especially in the slum communities, and OD-prone localities.

Interpersonal communication (IPC) and techniques using community participation for collective mobilization, empowering SHGs to take the lead in driving collective behavior change, and using 'swachhata doots' to trigger and lead behavior change have been found to be very effective in bringing about sustained and long term collective behavior change towards sanitary habits.

Accordingly, further to the notifications of 2nd March'16 and 16th March'16 from this office on ODF definition and protocol for ODF verification, you are requested to devote **19th April 2016** to conducting focused community mobilization and triggering exercises, especially near identified OD spots, to demonstrate the fecal-oral transmission route and trigger demand for toilets from the community.

A detailed activity timeline leading up to the 19th April event is provided below, for your reference:

