

वी० के० जिन्दल

संयुक्त सचिव एवं मिशन निदेशक

**V. K. JINDAL, ICoAS**

Joint Secretary & Mission Director

Swachh Bharat Mission

Tel.: (011) 23061630

E-mail: vk.jindal@nic.in



भारत सरकार  
आवासन और शहरी कार्य मंत्रालय

निर्माण भवन

GOVERNMENT OF INDIA  
MINISTRY OF HOUSING AND URBAN AFFAIRS  
NIRMAN BHAWAN

नई दिल्ली-110011, तारीख 20  
New Delhi-110011, dated the 20

D.O. No. 15/43/3017-SBM-1

15<sup>th</sup> November, 2017

Dear State Mission Directors,

As you are aware, Swachh Survekshan 2018 will begin in January and your preparations for the same would be underway. A key aspect of ensuring high scores in the survey is engaging with all stakeholders for targeted communication for awareness creation, sensitization and mobilization in order to influence positive behavior change.

2. In this regard, it is essential to carry out a 360-degree communication campaign around the survey, with the objective of motivating citizens to participate in Swachh Survekshan, as well as engage in activities that can help their cities score well in the survey.


3. Citizen engagement efforts at local level, through community mobilization and inter-personal communication (IPC) are essential for influencing behaviour change. The component wise messages that may be conveyed through these activities are provided at **ANNEXURE -1**. For your reference, a detailed list of suggested behavior change communication activates has been provided at **ANNEXURE -2**. This is indicative list and other mode of citizen engagement efforts may be done as per local requirements.

4. IEC creatives will be developed at the national level, for further dissemination through regional and local mass media (television, radio, banners, posters) and open files for these creatives will be shared on request.

5. You may use the suggestions to facilitate targeted engagement activities at regional and local level in your state, starting immediately and extending till the end of February, 2018.

With regards,

Yours sincerely,

  
(V.K. Jindal)

Encl : As stated

To:

**]ALL STATE MISSION DIRECTORS WITH A REQUEST TO  
DISSEMINATE IT FURTHER TO ULBS IN THEIR STATE.**

Copy to:

**MUNICIPAL COMMISSIONERS OF 4302 CITIES.**

## Suggested Communication Plan for States and Cities

Theme	Target audience	Messaging
		<b>Main message:</b> Lead your city towards a better Swachhata score in the Swachh Survekshan 2018
Open defecation	Men, women and youth from low-income communities living in slums/ resettlement colonies, generally have low access to toilets	Use a toilet, do not defecate in open. It is in your best interest and of the city you live in.
Community toilet	Low-income families and toilet caretaker	<ol style="list-style-type: none"> <li>1. Even if you don't have a toilet at your house, don't defecate in open. The community toilet has been built for you to use.</li> <li>2. Be a model, keep your community toilet clean. Do as you wish others would do for you. Flush and wipe the floor after use for next use. You can report your grievance (O&amp;M) to care taker of community toilet.</li> <li>3. Even if you don't have a toilet at your house, don't defecate in open. The community toilet has been built for you to use.</li> <li>4. Be a model, keep your community toilet clean. Do as you wish others would do for you. Flush and wipe the floor after use for next use. You can report your grievance (O&amp;M) to care taker of community toilet.</li> </ol>
Public toilet	Residents and floating population at bus stations, railway stations, airports, markets etc.	There is a public toilet around. Do not defecate and urinate in open, use the public toilet. If you are not able to find it, use your phone and download Google Toilet Locator or Swachhta App. Keep it clean and lead your city towards a better Swachhta score.
Solid waste management	Homemakers, domestic helps and RWAs	Did you know; 75 per cent of the household waste can be either reused or recycled? So why let it go to waste, and add to the landfill. Segregate the kitchen waste and send rest for recycling.



	Commercial including hotels, restaurants, markets, nursing homes, offices. schools etc.	Are you generating more than 100 kg of waste every day? If yes, then you are bulk waste generator. And, as per SWM rule 2016, you must treat your waste in-house. It is simple. Segregate wet and dry waste. Compost the wet waste and send rest for recycling. Act. Lead your city to a better Swachhta Score.
	Social infrastructure i.e. shopping complexes, malls, clubs, sports complexes, marriage halls, recreation centres, railway stations, places of worship	Are you generating over 100 kg waste <sup>1</sup> every day? If yes, then, as per the SWM rules 2016, you must treat your waste in-house and not let it go to landfill. Install bins for proper waste collection. Segregate wet and dry waste. Compost the wet waste and send rest for recycling. Act. Lead your city to a better Swachhta Score.
Overall cleanliness (visual clutter)	Residents and floating population	Your city is your home. Just like you keep your house clean, keep the city clean - don't litter our common spaces. Throw garbage in designated blue/ green bins.
Swachh Survekshan	Men, women, and youth	Participate in Swachh Survekshan, provide genuine feedback because it helps in improving sanitation infrastructure and services of your city.
		Where to find Swachhta App (Google Play for Android users) and how to use it for participating in Swacchh Survekshan 2018 –. Use the App to report what you see and register grievances. Call on IVR no to participate in the survey.

## List of behaviour change communication activities

S No	Activity Description	Target themes
1	<b>Triggering exercise</b> Pre-triggering activities: <ul style="list-style-type: none"> <li>- Formation of teams</li> <li>- Identification of OD spots</li> <li>- Training of teams</li> <li>- Team allocation</li> <li>- Briefing for the triggering activity</li> <li>- Materials prepared and printed/ready for the triggering activity</li> </ul> Triggering activities: <ul style="list-style-type: none"> <li>- Team to visit to OD spot at the specified time and conduct triggering exercises</li> <li>- "Swachhagrahis" selected by self-nomination</li> <li>- Swachhta Pledge</li> <li>- Key message on OD provided</li> <li>- IHHL applications/information provided etc.</li> </ul> Post-triggering: <ul style="list-style-type: none"> <li>- Map swachhagrahis to OD spots for monitoring</li> <li>- ODF self-declaration received/collected/submitted</li> </ul>	Open Defecation Use of Public and Community toilets
2	<b>Nigrani activity</b> <ul style="list-style-type: none"> <li>- Map villages for conducting regular Nigrani activities</li> <li>- Formation of Nigrani Committee by self-nomination</li> <li>- Identify OD spots for monitoring by Nigrani Committee</li> <li>- Charter of roles and responsibilities for Nigrani Committee Members</li> <li>- Activity list and plan for regular monitoring</li> <li>- AV documentation of Nigrani Committee activities</li> <li>- Regular reporting to District SM/ ULB</li> </ul>	Open Defecation Segregation Overall cleanliness Waste management by bulk waste generators
3	<b>Street theatre</b> Preparation stage: <ul style="list-style-type: none"> <li>- Key messages agreed for the campaign</li> <li>- Script written and approved by SM/ ULB</li> <li>- Team formed</li> <li>- Team training on the script</li> <li>- Implementation plan prepared based on OD spots and approved by SM/ ULB</li> <li>- Reporting and monitoring mechanism agreed and approved by SM/ ULB</li> </ul> Implementation stage: <ul style="list-style-type: none"> <li>- Conduct street theatre activity</li> <li>- Conduct Swachhta pledge</li> <li>- Follow the route map/implementation plan</li> <li>- Spot check by SM/ ULB officials</li> </ul>	Open Defecation Overall cleanliness Segregation Use of Public and Community toilets



S No	Activity Description	Target themes
	<p>Monitoring and Reporting stage:</p> <ul style="list-style-type: none"> <li>- Design and develop monitoring and reporting feedback</li> <li>- Regular monitoring and reporting recorded</li> <li>- Regular report submitted to ULB/ SM</li> </ul>	
4	<p><b>Video van activity</b></p> <ul style="list-style-type: none"> <li>- Identify areas for video screening through video van</li> <li>- Collect and collate films/ PSAs/ jingles/ celebrity messages to be screened/ played through video van</li> <li>- Prepare a route map for video van</li> <li>- Publicise route map and schedule of video van</li> <li>- Conduct community discussion following video screening</li> <li>- Conduct video van activity</li> <li>- Conduct Swachhta Pledge</li> <li>- Spot check by SM/ ULB</li> <li>- Collect testimonials, feedback from the community and submit to the ULB/ SM</li> </ul>	<p>Open Defecation Overall cleanliness Segregation Use of Public and Community toilets Use of Swachhata App</p>
5	<p><b>Group meetings with key opinion influencers (KOIs) – religious leaders, school / college principals and faculty, SBM ambassadors, SHGs, etc.</b></p> <ul style="list-style-type: none"> <li>- Identify KOIs for group meeting</li> <li>- Define roles and responsibilities of KOIs with respect to SBM-U</li> <li>- Agenda for the meeting with KOIs</li> <li>- Training primer for KOIs on sanitation</li> <li>- Interface with KOIs and Swachhagrahis</li> <li>- Conduct Swachhta Pledge</li> <li>- An action plan for KOIs to ensure regular engagement</li> <li>- Feedback on group meeting with KOIs</li> <li>- Reports of the outcomes shared with SM/ ULB</li> </ul>	<p>Open Defecation Overall cleanliness Segregation Use of Public and Community toilets Use of Swachhata App</p>
6	<p><b>Group meeting with other stakeholders like men, women</b></p> <ul style="list-style-type: none"> <li>- Identify men and women for group meeting</li> <li>- Define roles and responsibilities of men and women vis-à-vis sanitation</li> <li>- Develop IEC materials on sanitation like flipbooks, posters etc.</li> <li>- Conduct group meeting including Swachhta Pledge</li> <li>- Conduct Swachhta Pledge</li> <li>- Feedback from group meeting with men and women</li> <li>- Reports of the outcomes shared with SM/ ULB</li> </ul>	<p>Open Defecation Overall cleanliness Segregation Use of Public and Community toilets Use of Swachhata App</p>
7	<p><b>Rally/ marathon on SBM</b></p> <ul style="list-style-type: none"> <li>- Plan for organising marathon including schedule</li> <li>- Route map for SBM marathon</li> <li>- Develop a publicity strategy</li> <li>- Design and market merchandise for marathon</li> <li>- Identify key influencers to be the part of the marathon</li> <li>- Identify chief guest to flag-off and present awards</li> </ul>	<p>Open Defecation Overall cleanliness Segregation Use of Public and Community toilets</p>

S No	Activity Description	Target themes
	<ul style="list-style-type: none"> <li>- Identify, coordinate and forge partnerships with local ULB/ seek required permissions and support from police department, traffic department, health services, fire services etc.</li> <li>- Conduct marathon and Swachhta Pledge</li> <li>- Manage publicity during the marathon</li> <li>- Report to SM/ ULB</li> </ul>	
8	<b>Cleanliness drives</b> <ul style="list-style-type: none"> <li>- Map spots to conduct cleanliness drives</li> <li>- Identify community mobilisers</li> <li>- Develop a volunteer mobilisation strategy</li> <li>- Publicise cleanliness drive</li> <li>- Conduct cleanliness drive and Swachhta Pledge</li> <li>- Ensure proper disposal of waste</li> <li>- Report to SM/ ULB</li> </ul>	Overall cleanliness Segregation
9	<b>Engagement with SHGs</b> <ul style="list-style-type: none"> <li>- Identify SHGs</li> <li>- Roles and responsibilities of SHG members like SHG monitoring toilets, maintenance of public/ community toilets</li> <li>- Identify community mobilisers</li> <li>- Develop a volunteer mobilisation strategy</li> <li>- Publicise cleanliness drive</li> <li>- Conduct cleanliness drive and Swachhta Pledge</li> <li>- Ensure proper disposal of waste</li> <li>- Report to SM/ ULB</li> </ul>	Open Defecation Overall cleanliness Segregation Use of Public and Community toilets
10	<b>Engagement with Schools</b> <ul style="list-style-type: none"> <li>- Identify schools for the intervention including those without toilet</li> <li>- Develop communication materials for students with key messages around               <ul style="list-style-type: none"> <li>o Handwashing</li> <li>o Open Defecation</li> <li>o Separate toilet for girls and boys</li> <li>o Importance of toilet usage</li> <li>o Training module(s) for teachers</li> </ul> </li> <li>- Conduct school based events/ competitions like rallies, poster/ quiz competitions etc.</li> <li>- Conduct Swachhta Pledge</li> <li>- Form/ Revive Eco-Club and include school sanitation as Eco-Club activity</li> <li>- Prepare an action plan for eco-club activities</li> <li>- Monitor impact on attendance of girls and boys</li> <li>- Monitoring of IEC activities at the school and regular reporting to SM/ ULB</li> </ul>	Open Defecation Overall cleanliness Segregation Use of Public and Community toilets Bulk waste generator responsibility
11	<b>Engagement with local SBM ambassadors</b> <ul style="list-style-type: none"> <li>- Identify local SBM ambassadors/ community champions</li> <li>- Define roles and responsibilities of SBM ambassadors</li> </ul>	All relevant areas



S No	Activity Description	Target themes
	<ul style="list-style-type: none"> <li>- Develop a communication plan for continuous engagement of SBM ambassadors</li> <li>- Conduct communication activities involving SBM ambassadors including Swachhta Pledge</li> <li>- Regular follow-up and rapport building</li> <li>- Monitoring impact and documentation of their activities</li> <li>- Regular reporting to SM/ ULB</li> </ul>	
12	<b>Engage in one-to-one Interpersonal communication activity with men, women at the household level to motivate them to construct and use a toilet</b> <ul style="list-style-type: none"> <li>- Identify communication needs vis-à-vis household level sanitation</li> <li>- Develop communication materials, games for conducting IPC activities</li> <li>- Conduct IPC activities with men, women and children in the community</li> <li>- Monitor, feedback and share reports with SM/ ULB</li> </ul>	Open Defecation Use of Public and Community toilets
13	<b>Organise ward-level forums for discussion on SBM/redressal of SBM related issue</b> <ul style="list-style-type: none"> <li>- Identify issues for which ward level forum is to be organise</li> <li>- Develop an agenda for the ward-level forum, invite key stakeholders and mobilise the local community</li> <li>- Conduct ward-level forum</li> <li>- Regular follow-up on decisions made by the ward-level forum</li> <li>- Monitor, feedback and share reports with SM/ ULB</li> </ul>	Use of Swachhata App
14	<b>Songs/dance activity at ward level to facilitate ODF status</b> <ul style="list-style-type: none"> <li>- Design song/ dance event around ODF/ sanitation issues</li> <li>- Conduct song/ dance event</li> <li>- Felicitate Community Champions, Ambassadors (if applicable)</li> <li>- Share reports with SM/ ULB</li> </ul>	Open defecation Use of Public and Community toilets
15	<b>Exhibitions on key events round the year</b> <ul style="list-style-type: none"> <li>- World Toilet Day (19th November)</li> <li>- Global Handwashing Day (15th October)</li> <li>- Swachhta Saptah</li> <li>- Mahatma Gandhi's Birthday (2nd October)</li> </ul>	Various areas, as per event
16	<b>Participation and presence in melas</b> <ul style="list-style-type: none"> <li>- Develop a plan for participation in melas</li> <li>- Design and organise a sanitation stall in the Mela</li> <li>- Conduct activities around OD and sanitation on the day of Mela <ul style="list-style-type: none"> <li>o Games on sanitation/ OD</li> <li>o Quizzes</li> <li>o Folklores</li> <li>o Film/ Video screening</li> </ul> </li> </ul>	All relevant areas

S No	Activity Description	Target themes
	<ul style="list-style-type: none"> <li>○ PSAs</li> <li>○ Display rural sanitary product</li> <li>- Develop report and share with SM/ ULB</li> </ul>	
17	<b>Help ULBs in leveraging community radio platforms to disseminate SBM messages</b> <ul style="list-style-type: none"> <li>- Identify issues for a Community Radio campaign</li> <li>- Develop a message matrix/ campaign plan</li> <li>- Identify Community Radio partners for dissemination</li> <li>- Develop scripts with key SBM messages around ODF</li> <li>- Approval on the script by SM/ ULB officials</li> <li>- Production of messages/ PSAs/ radio programmes <ul style="list-style-type: none"> <li>○ Identify and include SBM Coordinators/ Experts in the radio show, wherever possible</li> </ul> </li> <li>- Broadcast of radio programmes/ PSAs/ key messages on Community Radio</li> <li>- Conduct listeners' clubs among target communities</li> <li>- Facilitate content sharing with other Community Radio stations through online platforms</li> </ul>	All relevant areas
18	<b>Awareness programs in colleges</b> <ul style="list-style-type: none"> <li>- Identify colleges for the intervention</li> <li>- Develop IEC materials for college going students with key messages around handwashing, maintenance of toilet hygiene and importance of toilet usage</li> <li>- Conduct college events/ competitions like rallies, sanitation fests, poster/ quiz competitions etc.</li> <li>- Conduct monitoring of sanitation facilities, organise cleanliness drives,</li> <li>- Monitoring of IEC activities at the college level and regular reporting to SM/ ULB</li> </ul>	All relevant areas
19	<b>Awareness programs for KOIs</b> <ul style="list-style-type: none"> <li>- Identify KOI</li> <li>- Define the role of KOI in SBM – ODF/SLWM</li> <li>- Conduct a training/ orientation for KOIs</li> <li>- Arrange community sessions with KOIs</li> <li>- Monitoring, documentation and reporting to SM/ ULB officials</li> </ul>	All relevant areas
20	<b>Engagement with RWAs</b> <ul style="list-style-type: none"> <li>- Identify RWAs for communication activities/ campaign</li> <li>- Define roles and responsibilities of RWAs for ODF spaces and sanitation</li> <li>- Develop key messages</li> <li>- Develop/ collate communication materials for RWAs</li> <li>- Mobilise and conduct trainings/ orientation activities for RWAs</li> <li>- Conduct activities with RWAs <ul style="list-style-type: none"> <li>○ Door-to-door IPC campaigns</li> <li>○ Orientation sessions, triggering exercises with communities</li> </ul> </li> </ul>	Segregation Bulk waste generator responsibility Overall cleanliness



S No	Activity Description	Target themes
	<ul style="list-style-type: none"> <li>○ Publicity activities like walkathon, prabhat pheris etc</li> <li>○ Conduct messaging drives on toilet cleanliness, repair and maintenance</li> <li>- Monitoring, documentation and reporting to SM/ ULB officials</li> </ul>	
21	<b>Swachhta Drives, Swachhta Raths</b>	All relevant areas
22	<b>Data collection by NGO on ODF spots and other similar data collection activities</b> <ul style="list-style-type: none"> <li>- Develop tools for data collection</li> <li>- Conduct secondary/ primary research using quantitative and qualitative tools</li> <li>- Conduct process documentation</li> <li>- Develop research study reports, fact sheets</li> <li>- Conduct workshops for dissemination of research outcomes</li> <li>- Document and share reports with SM/ ULB</li> </ul>	Open defecation Maintenance of community and public toilets
23	<b>Wall writings, wall-paintings, murals and beautification of OD spots</b> <ul style="list-style-type: none"> <li>- -Identify location/ spots</li> <li>- Seek required permissions with concerned authorities</li> <li>- Develop thematic messages for above activities</li> <li>- Implement the activities</li> <li>- Document and share reports with SM/ ULB</li> </ul>	Open defecation Use of community and public toilets Overall cleanliness
24	<b>Awareness generation through local cable operators/ Multi-System Operators (MSO)</b> <ul style="list-style-type: none"> <li>- Identify Cable Operators/ MSOs for dissemination of messages</li> <li>- Collate/ develop messages on open defecation/ sanitation, toilet usage etc</li> <li>- Disseminate messages using local cable operators</li> <li>- Monitor content dissemination</li> <li>- Document and share reports with SM/ ULB</li> </ul>	All relevant areas