



सत्यमेव जयते



D.O. SB / SBM / 65 / 2016

Date: 30th May 2016

Dear Sir /Madam,

Sub: Request to share your IEC materials, case studies and best practices for compilation and dissemination by MoUD

As part of our continuous efforts to facilitate the IEC activities in states and cities, MoUD has now embarked on a project (through our partner, M/S WASH Institute) to compile and make available a common central repository of all varieties of IEC materials (soft copies of designs for posters, banners, short films and videos, radio jingles, TV commercials etc.), from existing sources, as well as newly created (where such materials do not exist). Additionally, we are also compiling case studies and best practices from across all cities and towns for everybody to access and benefit from.

I am glad to announce that we will be rewarding the two best IEC materials and two best case studies: the top two IEC materials received will be rewarded with a cash prize of Rs 50,000 and Rs 25,000 respectively. Similarly, the top two case studies received will also be rewarded with a cash prize of Rs 50,000 and Rs 25,000 respectively.

The collated details, case studies and best practices will be compiled and categorised, and a national level compilation of IEC collaterals and best practices will be available at MoUD for easy accessing, downloading and use by states and city officials. Please refer to the attached document (Annexure 2) for more details about content to be included for case studies and best practise. You may please fill out the attached format (Annexure 1) to provide further details about the IEC materials that you are sharing.

In this regard, I request you to kindly share all the original IEC materials (either prepared by the ULB, or by your local NGOs and CBOs who are active in your city/state) as well as all your best practices and case studies from the

field. Hard copies of the IEC materials and case studies / best practices may also be sent by post to the address given below:

**The Program Director, WASH Institute
42, Vasant Enclave, Vasant Vihar – 110057
New Delhi
Phone : +91-11-4905 8088 / 2615 4842**

Alternatively, soft copies of the materials may be mailed to the following mail id: iec@washinstitute.org

In case of heavy IEC files, please use the link below to upload your files:

<http://www.washinstitute.org/IEC-upload-form.php>

We look forward to your cooperation in making this endeavour a success.

With Regards,

Yours Sincerely,


(Praveen Prakash)

To:

All Mission Directors / All Municipal Commissioners

Copy to: DS (SBM-II), A Kalimuthu (Program Director, WASH Institute)

Annexure – 1: Details of JEC materials

1. Name of ULB / State Dept. / Agency / NGO:

| | |
|--|--|
| | |
|--|--|

2. Your contact details:

| | |
|----------------------------|---------------|
| Name: | Phone number: |
| Email: | Fax number: |
| Details of contact person: | |

3. What type of JEC material is this?

| Type of JEC | Language | Who is your Audience (Women, Men, Children, All) | Key Message |
|-------------|----------|---|-------------|
| Logo | | | |
| Games | | | |

**Print
Materials**

| | | | | | |
|--|--------|-------|--------------|--------|--------|
| | Others | Video | TV Broadcast | Advert | Others |
| | | | | | |
| | | | | | |
| | | | | | |

**Video
Materials**

| | | | | | |
|----------------------------------|--------------------|--|--|--|--|
| | Computer games | | | | |
| Phone & App Materials | WhatsApp messages | | | | |
| | Others | | | | |
| Training Materials | Modules, Workbooks | | | | |
| | Others | | | | |

4. What is the theme of the JEC material? (Multiple Choice- Please tick)

| | | |
|-----------------|---------------------------|-------------------------|
| Hygiene: | Faecal Sludge Management: | Solid Waste Management: |
| School Toilets: | Household Toilets: | Community Toilets: |
| | | Public Toilets: |
| | | Public Urinals: |

5. What is the main issue you are trying to tackle?

Annexure 2

The Best in India

Urban Sanitation Case Studies

What Topics?

Fecal Sludge Management
Solid Waste Management
Sanitation & toilets

What Areas?

Innovative Technology
Business Model
Governance
Community Engagement Model

What do we want to know?

- What's the problem - problem statement & how you identified & investigated the problem?
- What you did do to overcome that problem? How did you plan & test?
- Where did the funds come from?
- Who did you engage? To manage the project; for technical inputs, within communities?
Did you involve in other departments; corporates or NGOs?
How did you manage these relationships?
- How did you roll it out? How did you monitor the roll out? Can you share your indicators?
- How long did it take? Planning - Implementation - Monitoring post implementation
- What were the challenges & how did you handle them?
- What are the successes and lessons learnt?
- Can you share the economic model?

Great Case Studies to inspire you

Down to Earth: Urban Shit
IRC: Beyond Construction
WASH Institute: FSM Study Report

Look them up online!

Send your abstract to us!

casestudy@washinstitute.org

WASH Institute, 42 Vasant Enclave, Vasant Vihar-110057, New Delhi



Share Your IEC Material

What material do you use for awareness campaigns on Swachh Bharat themes in Urban Areas?

Send your material to us and win the chance for your material to be showcased as the best in India

What Topics?

- Hygiene;
- Fecal Sludge Management;
- Solid Waste Management;
- Sanitation & toilets: Household; Community; School; Public & Urinals

What counts as IEC?

- Print: logo, game, hoarding, posters, wall painting, leaflet, book
- Audio: song, jingle, radio show, advert
- Video: video, TV broadcast, advert
- Phone & App: computer games, whatsapp
- Training: modules, workbooks etc.
- Any other material?

What to do?

Please send us a photo of the item by email: iec@washinstitute.org

AND

Upload to the WASH Institute (song, advert, game): www.washinstitute.org
 Post a hard copy (booklet): The Program Director, WASH Institute,
 42 Vasant Enclave, Vasant Vihar-110057, New Delhi
 Queries: 011 49058088

