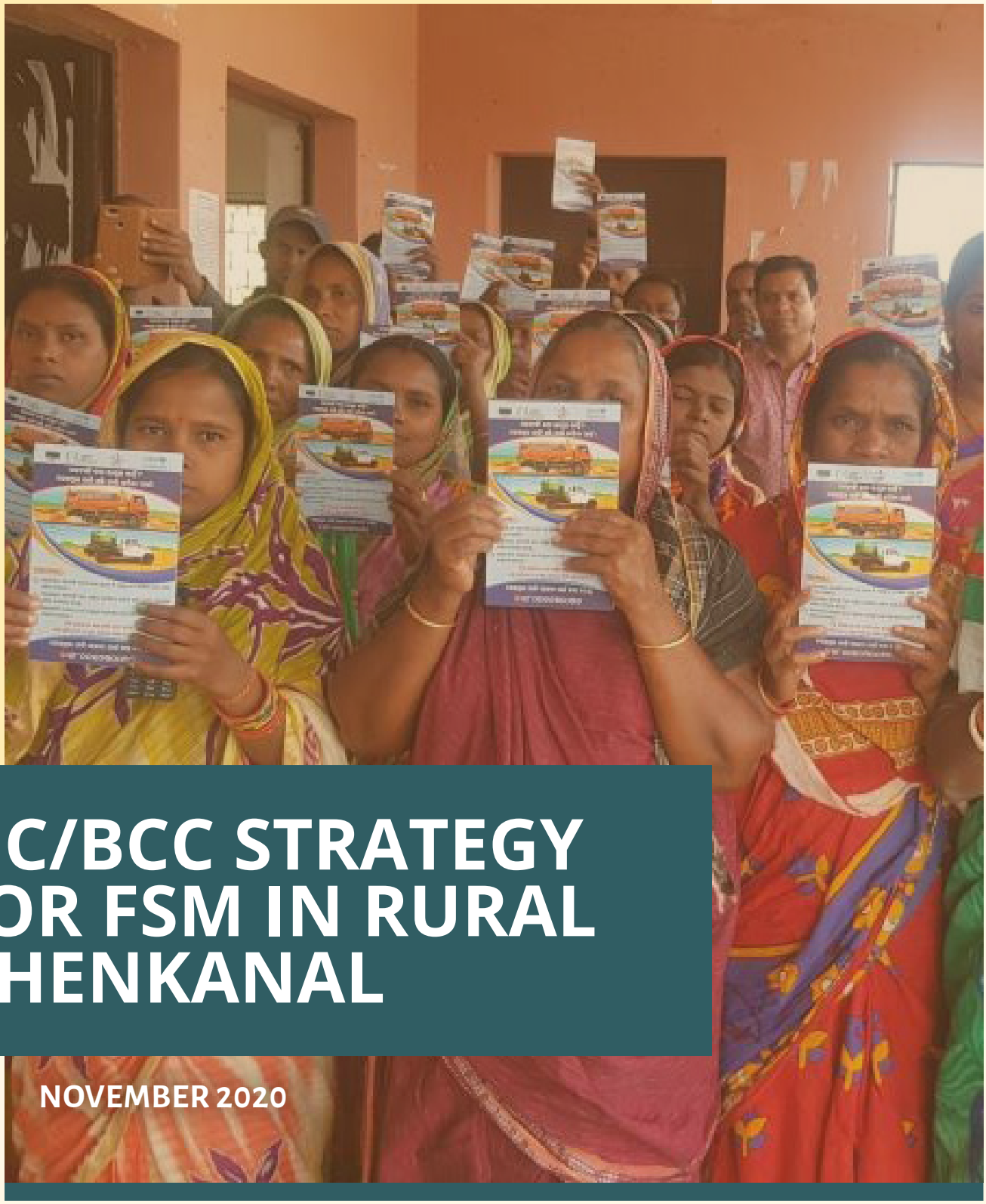
STRATEGY NOTE



IEC/BCC STRATEGY FOR FSM IN RURAL DHENKANAL

NOVEMBER 2020

unicef for every child

CENTRE FOR POLICY RESEARCH

SCI-FI SCALING CITY INSTITUTIONS FOR INDIA WATER SANITATION

STRATEGY NOTE

IEC/BCC STRATEGY FOR FSM IN RURAL DHENKANAL

NOVEMBER 2020

Acknowledgement

The report was prepared under the 'Scaling City Institutions for India: Water and Sanitation' programme supported by UNICEF Odisha. The authors are grateful to officials at District administration, District Water Sanitation Mission (DWSM), and Municipality of district Dhenkanal for providing support to the implementation of SLWM Project and preparation of the Strategy Note. The authors wish to thank Dr Hrudananda Mohanty, Ms Bharti and Mr Sunil Kumar Mishra for providing relevant documents, content and guidance for the study.

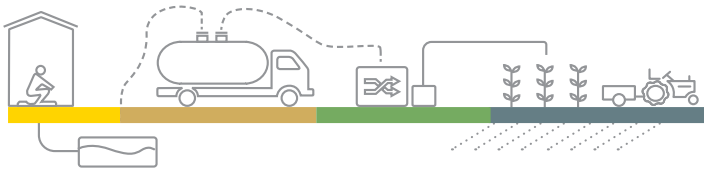
SCI-FI, CPR is responsible for the content of this publication.

Prepared by
Scaling City Institutions for India (SCI-FI) Initiative,
Centre for Policy Research, 2020

Authors
Pooja Gupta and Anju Dwivedi

SUGGESTED CITATION:
Gupta, P. & Dwivedi, A. 2020. 'IEC/BCC Strategy for FSM in Rural Dhenkanal'. *CPR Report*. New Delhi: Centre for Policy Research.
DOI: 10.13140/RG.2.2.16928.51202

TABLE OF CONTENTS



1. INTRODUCTION AND CONTEXT SETTING

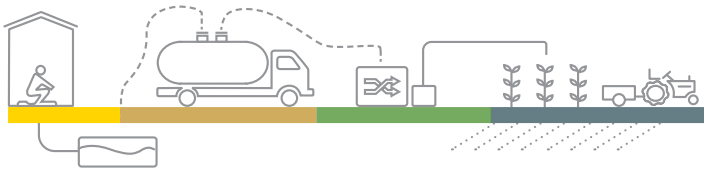
Government of India launched Swachh Bharat Mission-Gramin (SBM-G) in 2014 with an aim to improve the sanitation practices, infrastructure and service delivery in the rural settings. SBM-G envisioned towards increased usage of toilets, eradication of manual scavenging, promotion of safe and scientific ways of solid and liquid waste management, awareness generation and behaviour change communication regarding healthy sanitation practices. It was under the SBM-G that community managed sanitation systems emphasized on scientific Solid and Liquid Waste Management (SLWM) systems for overall cleanliness in the rural areas. With villages and Gram Panchayats (GPs) becoming open defecation free (ODF), the need for SLWM was accorded higher priority. Thus sustaining the ODF status of villages, SBM-G, Phase II was launched in 2020 to improve the levels of cleanliness in rural areas through SLWM activities and making villages ODF Plus.

Underpinning the thrust on safe and scientific Faecal Sludge Management (FSM) across sanitation programs and investments, need has been felt on instilling behavior change for the adoption of healthy and hygienic practices through effective implementation of the Information, Education and Communication (IEC) strategies and plans.

With the launch of SBM-G Phase II, significant thrust has been laid on IEC in the entire value chain of FSM. Further, SBM- G, underscores that IEC activities are not to be treated as 'stand-alone' activities, but as an effective tool to nudge communities into adopting safe and sustainable sanitation practices. It is under SBM-G Phase II that the need for greywater management, FSM and retrofitting is clearly articulated. On the aspects of Greywater Management, rural communities are to be made aware on the importance of and various technological options available for managing wastewater coming from their kitchen, bathroom and storm water. This would broadly encapsulate soak pits, leach pits, waste stabilization ponds, etc. at household or community level. Importantly, IEC on Faecal Sludge Management (FSM) impresses on the awareness generation on the toilet design and the ways toilet waste is to be managed along the entire FSM value chain,i.e., containment, collection, transportation, treatment and reuse. Additionally, awareness of retrofitting needs of the toilet gained attention too.

With the State of odisha being declared as ODF in 2019, the focus now lies in leveraging the momentum for creating and sustaining clean and sanitized villages through the delivery of adequate FSM services to all the residents of rural areas. Envisioning towards 'Swachha Odisha Sustha Odisha', the Odisha Rural Sanitation Policy (ORSP) 2020 aims to achieve open discharge free villages through FSM. This is to be realised through the adoption of safe and hygienic behaviour and systems towards FSM; adoption of hygiene-related practices through awareness-building and behaviour change; and effective implementation of Information and Communications Technologies (ICTs).

One of the Key enabling frameworks to attain the goals of the ORSP is the Communication and Advocacy Framework which supports a comprehensive IEC/ BCC strategy covering all rural areas, utilizing innovative channels like social media and converging with activities undertaken by the Odisha Livelihood Mission (OLM), Mission Shakti, etc. through their community cadres and SHGs. The campaign shall focus on encouraging safe and scientific liquid waste (grey and black water) management.



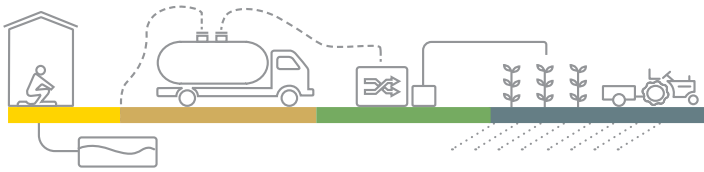
2. THE RATIONALE FOR IEC IN FSM SPACE

Census 2011 painted a very woeful picture of sanitation in India with higher incidences of Open Defecation (OD) and non-networked sanitation system owning to the preponderance of On Site Sanitation (OSS) in urban and rural areas. This underscored the need for FSM in the sanitation value chain. Till 2015, none of the small and medium towns in Odisha was connected to regular FSM which resulted in unscientific and unsafe disposal of untreated faecal sludge into the open environment. With the National and State Governments' policies and programmes, FSM came to the forefront, and Odisha started intervening in urban areas since 2015 and covered 9 cities under AMRUT plus two medium towns- Angul, and Dhenkanal. It was with the implementation of safe and scientific FSM in such smaller towns and cities of Odisha, FSM gained attention in the adjacent rural settings too, which aimed to address the complete value chain of FSM.

With the launch of 'Project Nirmal' in 2015 in the town of Dhenkanal, Odisha, a city-wide low cost decentralized sanitation system was implemented, demonstrating FSM techniques/technologies for on-site sanitation. Dhenkanal model echoed the need for underscoring relevance of safe and scientific FSM in the rural landscape which is largely dominant with sanitation amenities with on-site sanitation systems.

Further, the Project Nirmal encapsulated a component on IEC and BCC strategy to spread awareness about FSM, develop knowledge and understanding amongst the stakeholders about need and process of FSM and its effect on health and environment. This strategy entailed different mode and media for promoting behavior change at different categories of stakeholders and resolving the concerns of FSM across the sanitation value chain. The strategy impressed on the use of inter-personal and mass communication along with people centered advocacy to draw attention to the safe and scientific FSM in the sanitation value chain. It was realized that demand side interventions need to be prioritized for embracing FSM.

Implementation of FSM project in urban areas for so many years underscored the need to focus on the supply and demand side of FSM intervention. To get the FSM initiative to gain success, demand generation in the community is important. IEC, therefore, plays a critical role in generating the demand for FSM. In that light drawing on the learning from the urban FSM projects and SBM (II) FSM thrust, a rural FSM IEC and BCC strategy stand critically relevant for the state.



3. IEC IN SLWM PILOT PROJECT DHENKANAL

The ongoing UNICEF supported 'Dhenkanal Pilot Project-Solid and Liquid Waste Management' in Dhenkanal, Odisha, the IEC/BCC strategy will be very useful in creating awareness amongst the rural community and other stakeholders on Faecal Sludge Management (FSM) particularly on safe containment, collection, transportation and disposal of faecal sludge. The IEC/BCC strategy will entrust on having a district -wide IEC campaign to popularize needs, importance of FSM and to draw their attention to the principles for FSM; bring a paradigm change in mindset by considering "Waste management" as a "Resource Management" opportunity; and involvement of key stakeholders such as Panchayati Raj Institutions (PRIs), Community Based Organisations (CBOs) like Self-help Groups (SHGs), youth groups and educational institutions (schools) and other institutions.

The effective implementation of IEC/BCC strategy will envision towards achieving the following:

a. Awareness generation on the construction of appropriate toilet and septic tanks/pits by the rural community members

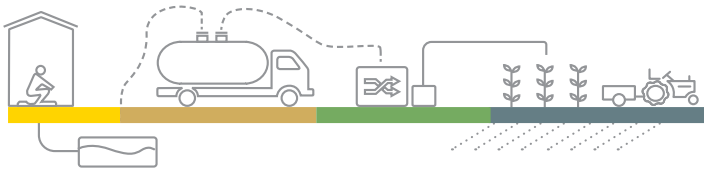
b. Periodic desludging of the septic tanks/pits of the toilets to the nearest FSTP facility

c. Instilling behaviour change among the service providers pertaining to collection, transportation and disposal of faecal sludge particularly on the adoption of the proper method of collection, use of safety gears during collection, use of the proper medium for safe transportation and prevention of disposal in the water bodies/open spaces/drains.

d. Enhanced end-use of treated Faecal Sludge within the community and with other government and private entities and also initiate dialogues at various levels on safe FSM practices.

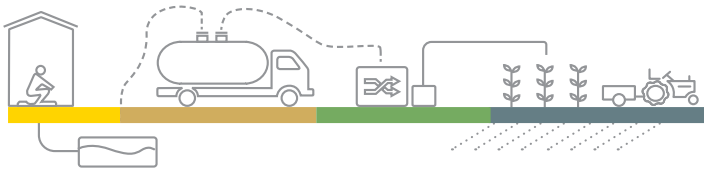
e. Capacity building of the PRIs, CBOs (SHGs, youth groups), educational institutions (schools) and other institutions private service providers to provide FSM services.

In the subsequent sections, broad list of enablers and barriers for effective district FSM IEC/BCC planning and implementation have been illustrated, based on a primary survey conducted in Dhenkanal in August 2020.

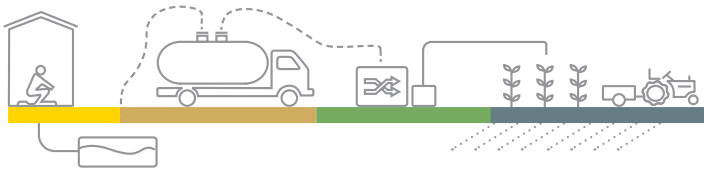


4. ENABLERS AND BARRIERS FOR EFFECTIVE DISTRICT FSM IEC/BCC PLANNING & IMPLEMENTATION

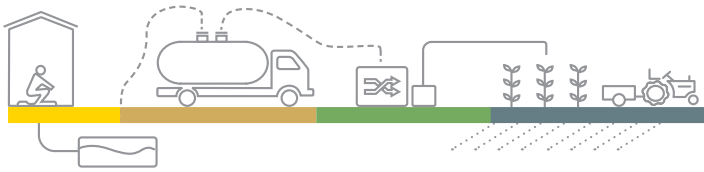
SNO	Themes	Enablers	Barriers
1	**Construction**	· Dhenkanal district has achieved the ODF status with higher access to toilets · 69% HH in rural areas has access to toilet	· 31% HHs have no access to toilets. Of the 69% toilet access, 40% HH Members never use the toilets or use them rarely or only during emergencies · Existence of insanitary and wrong designs of toilets leading to limited usage of toilets · 13% of all new toilets reported to have issues such as toilet cubicle is damaged, door/roof not installed, superstructure or OSS system too small · Gaps persist in toilet usage; common perception that OD continues · Women hesitate to discuss issues faced by them related to use of toilets with Anganwadi workers (KIIs)
2	**FSM Value Chain**		
2.1	**Containment**	· Dhenkanal Rural Areas has On site Dependence (81% single pit, 7% twin pits and 7% septic tanks) which further enables the need of FSM · Community members approach Anganwadis for issues related to sanitation, on cleaning of waste, tube well base construction, drainage system construction and, other cleanness matters.	· Willingness to pay for single pit retrofitting low; majority HHs willing to pay <INR200 · It is found that either there are single pits or ill constructed twin pits violating technical specifications, therefore polluting the environment. · Even badly constructed drains and tube well soak pits etc. · Indiscriminate discharge of liquid waste pollutes soil and water bodies



SNO	Themes	Enablers	Barriers
2.2	**Emptying and Transportation**	· Rural—urban convergence occurred throughout FSTP operation period - 45 Villages served in addition to the ULB area · Access to mechanised desludging services from urban areas	· Desludging of septic tanks is low (compared to urban) ; · OD a perceived alternative to emptying single pits · Manual labor are commonly employed · When single pits fill entirely, desludging is not taken up periodically, making the community members opting for Open defecation. · Leakage and fear of filling up the OSS leads to OD. · Lack of Knowledge on desludging norms and practices in the district · Inadequate awareness of the sanitation workers on safe desludging · Inadequate awareness among the stakeholders including the officials and PRI representatives on the safety protocols for sanitation workers · Lack of demand due to inadequate access to the service provisions.
2.3	**Treatment**	· Availability of existing facility at Dhenkanal Municipality	· Lack of information on treatment of faecal waste · Lack of information on existing FSTP facility at Dhenkanal · Lack of proper plans for solid and liquid waste management in the Gram Panchayat · Greywater is not getting safely managed leading to adverse public health outcomes and environmental pollution. · Greywater directly disposed in backyard
			· Lack of awareness among the stakeholders on available FSM technologies suitable for rural locations · Despite recognizing the need for SWM systems, willingness to pay is quite low (KIIs) · Plastic waste more commonly burnt than buried.
2.4	**Reuse**	· The generation of bio-solids as part of faecal sludge treatment which can be used as a manure	· GPs are neither willing, nor aware of any measures taken up to use excreta-based compost produced in FSTPs or twin pits in their farms · Lack of guidance and standards on use of compost · 30% of households with proper twin pits indicated unwillingness to self-empty the compost

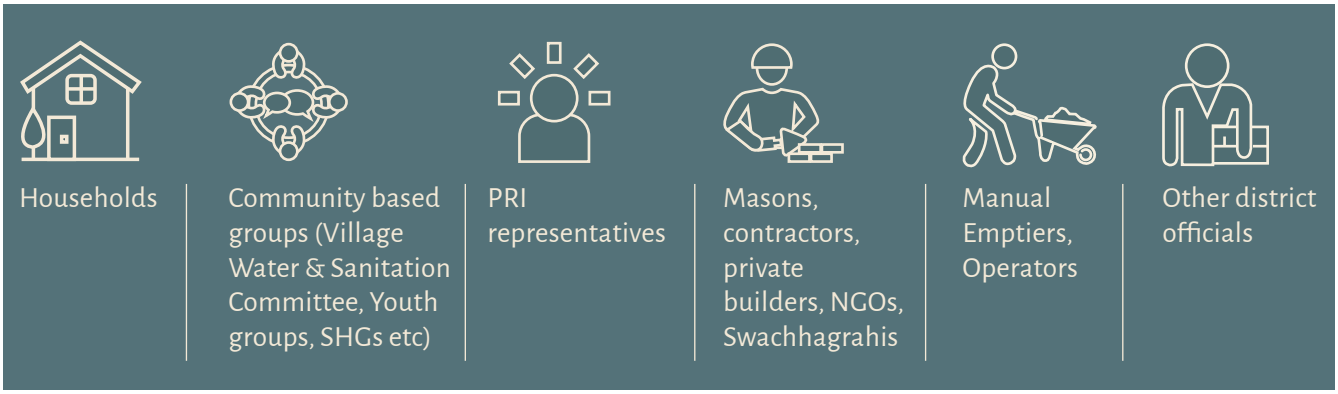


SNO	Themes	Enablers	Barriers
3	**Capacities of stakeholders**	· Awareness and uptake of District Administration on FSM due to existing urban systems · Capacity of ULB is enhanced on FSM · Under SBM (G), roles and capacities of three tier Panchayati Raj Institutions is considered critical for ODF sustainability and FSM · Ground level participation of Swachhagrahis in terms of encouraging widely usage of toilets, desludging of pits, and cleaning of drains regularly. · Swachhagrahi training covered IEC/BCC strategies for toilet construction by households, toilet construction technologies, explaining people about benefits of the toilet designs, monitoring toilet construction, and helping household in claiming subsidy · WASH Institutions (Anganwadi, School and Primary Health Centres) are playing an important role in spreading awareness among the children/community members on issues of sanitation and solid waste management, and can be further mobilised · Enabling policy environment on FSM already exists in the state · Political Commitment on SLWM is also very high in the State	· VWSC do not exist in all GPs and capacities remain weak.



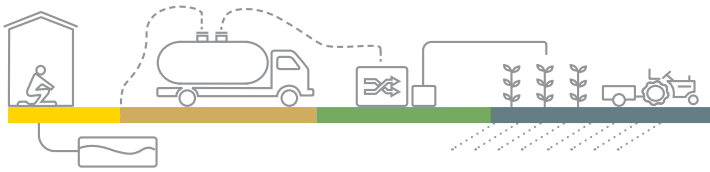
5. APPROACH IN DHENKANAL

· TARGET GROUPS IDENTIFIED FOR IEC MESSAGES



· KEY MESSAGES ACROSS VALUE CHAIN

Themes	Messages
Containment	· appropriately correct containment structures (such as - use of twin pits instead of single pits to minimize maintenance costs where space permits in low-density areas; · construction of elevated pits surrounded by a sand envelope (regardless of whether single or twin) in high water table areas (esp. important for Odisha); · adequate distance (equal to the depth of pit) maintained between the two pits in twin pits systems; · proper sizing of twin pits accounting for the number of users to ensure a minimum storage period of 2 years for sludge; · easily accessible and usable junction-chamber for switching between pits in a twin pits system (esp. important from a single to twin pit retrofitting perspective); · maintaining adequate setback of single/twin/soak pits from groundwater sources to avoid water contamination; · construction of soak pits/dispersion trench (depending on the water table and soil suitability) alongside septic tank to safely and cost-effectively manage effluent in low-density areas; · providing a minimum two chambers within septic tanks > 2000 litres to ensure better performance; · use of T-/bend-shaped inlet pipes or inlet baffle in tanks to ensure better performance; similarly use of T-/bend-shaped scum board at outlet providing access openings with lids for each chamber of septic tanks;



Themes	Messages
Containment	• Providing ventilation pipe to ensure safety of operation and maintenance of septic tanks) for safely managed sanitation. • Ponds an integral part of rural life- water, washing, bathing, cleaning, fishing. Now, ponds are getting contaminated with LW adversely impacting health of children.
Emptying and Transportation	• Timely Desludging of OSS is required for Positive Health and Environment Impact. Frequency of desludging to be based on number of users and the size of OSS (3-5 years generally) depending on various pit sizes and septic tanks, the period of desludging to be provided. • Focus on mechanical emptying, safety of workers, use of safety gears. • Information regarding call centre and helpline numbers for demanding mechanical desludging
Treatment	Existing FSTP treats septage and make environment clean.
Reuse	Use of treated sludge as compost for community forestry and nursery
Role of Panchayati Raj institutions	Role of PRIs and VWSC in FSM

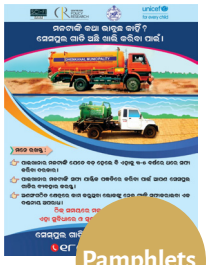
PHASE 2: GREENFIELD

Themes	Messages
Treatment	Existing FSTP treats septage and make environment clean.
	Rural technologies for FSM

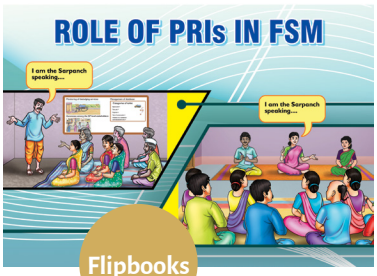
· KEY TOOLS

Posters

Wall Paintings



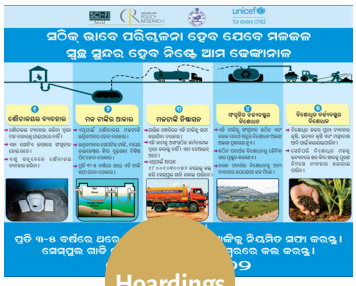
Pamphlets



Flipbooks

Discussion Cards

Flex Standees



Hoardings

Folders

Booklets

· MESSAGE CARRIERS AND ASSOCIATED RESPONSIBILITIES

The carriers of the messages on FSM must reach to the grassroots and the messages should flow from district to block and subsequently to GP and ultimately to the village level. The process must be a continuous and an on-going one. The process of district IEC campaign plan of action starts with sharing of the IEC implementation plan and key messages with the message carriers. The district would orient the message carriers on the process with the support from the District Water and Sanitation Mission (DWSM). As the IEC implementation plan has been a comprehensive one and describing well on the FSM related messages, message carriers and the target audience etc. The district IEC implementation plan needs to be taken in a campaign mode.

The district level orientation should be followed by block level orientations. The block level will focus more on identification of message carriers: like Swachhagrahis, AWW, ASHA, ANM etc. Various CBOs and NGOs can also be involved in the IEC. In addition, it would focus key aspects such as determination of timeline in targeted GPs, resource planning, sharing of roles and responsibilities between various stakeholders' strategies on IEC implementation plan. Involvement of PRI and other GP/ village level stakeholders in the planning process is must as they are the people to take the campaign to the grassroots level. The progress of IEC implementation plan should be monitored from time to time.

IEC MESSAGE CARRIER

District level

- Share the IEC implementation template with the message carriers with the support of DWSM
- Support in developing Prototype
- Orientation to the message carriers
- Roll out the IEC in the district
- Monitor the implementation

Village level

- Village wise intensive planning along with timeline
- Planning to touch all households in the village
- Planning for community mobilization and IEC campaign
- Village/ GP level meetings and social audit

Block level

- Orientation of BRC on planning process with the support from Junior Engineers, RWSS
- Finalisation the plan through block level meetings

GP level

- GP wise intensive planning with timeline
- Responsibility sharing
- Active involvement of PRI members
- Activity wise planning for IEC campaign

'NOT EVERYONE CAN BE A MESSAGE CARRIER'

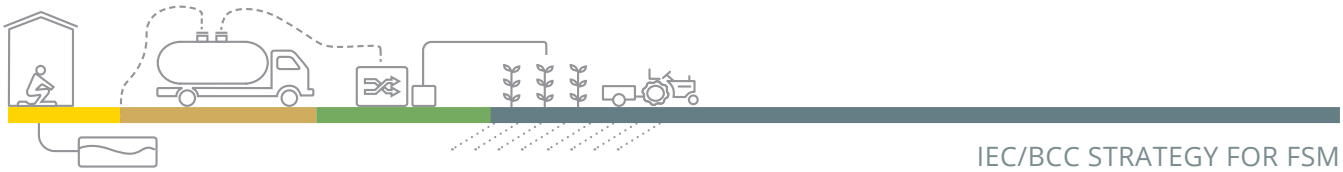
After setting the district level IEC implementation plan, message carrier's selection process should commence. Motivators can be selected from targeted GPs. They can preferably be natural leaders, volunteers or any other community members who possess persuasive skills needed for behaviour change communication (BCC). Message carriers otherwise engaged (PRI, ASHA, AWW, school teacher, SHG member) should be able to give sufficient time for promotion of FSM/SLWM activities. The message carrier's role of a facilitator who initiates and sustains a group action to initiate FSM/SLWM activities in the village. The message carriers should be selected after due consultation with the local Sarpanch and other support organizations. Selection of message carriers should be given due importance and time. The following points can be kept in mind while selecting the message carriers:

a. The message carriers should have basic reading and writing skills

b. The message carriers should have a good command over the local language. Who can read & write odiya language

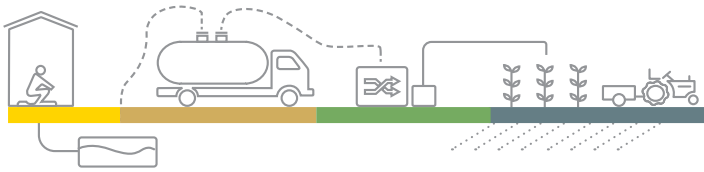
c. The message carriers can have a little exposure of voluntary activities in and around his/her community

d. The message carriers should have good communication, leadership and community mobilization skills



MESSAGE CARRIER'S ROLES AND RESPONSIBILITIES ON COMMUNITY MOBILIZATION FOR IEC IMPLEMENTATION PLAN

Message Carriers	Level	Roles & responsibilities
Swachhagrahis, SHG leaders, Youth Groups, elected representatives, local NGOs, ANM workers, ASHA workers, Anganwadi Workers, PRI members	Village	· Interpersonal communication · Community mobilisation and institution building · Influencing behaviour change through Posters, pamphlets, wall paintings, hoardings etc
Block Resource Coordinator (BRC) & Junior Engineers (JEs)	Block & GP	· Orientation on role and responsibilities · Capacity building on IEC implementation · Building alliances and partnerships · Recognition and rewarding
DWSM	District	· Advocacy through meetings, sensitisation workshops etc · Orientation on roles and responsibility in IEC implementation plan · Participatory planning with line departments on IEC implementation · Capacity building activities



6. CONVERGENCE OF FSM WITH THE PROGRAMMES OF OTHER LINE DEPARTMENTS OF THE GOVERNMENT AT THE DISTRICT LEVEL

The major focus of the District is to increase the awareness among the rural people on FSM. It is to generate effective demand in spreading hygiene education, to educate people on FSM and to adopt good sanitation practices and social behaviour change communication (SBCC).

Further, the District administration will focus on Information Education and Communication (IEC) activities like awareness, sensitization and motivatation of villagers to follow safe hygiene and sanitation practices especially on Solid and Liquid Waste Management in convergence with programmes, i.e., Mission Shakti, Odisha Livelihood Mission and so on, of other line departments at district level like Health & family welfare department, Education department, Women & Child development dept.etc. ,.

DEPARTMENT OF HEALTH & FAMILY WELFARE:

National Health Mission (NHM) at the district level could be a key stakeholder to take forward the IEC campaign on FSM. The coordination and convergence may be in the field of Gaon Kalyan Samiti (GKS) meeting, Village Health & Nutrition Day (VHND) meetings etc. to promote the campaigns on FSM and to increase awareness amongst health workers.

DEPT. OF SCHOOL & MASS EDUCATION AT THE DISTRICT AND AT THE BLOCK LEVEL:

The school teachers and students can be engaged in building awareness on FSM. Linking the inadequate FSM to rise in case of diseases affecting health of children and community. These campaigns can be tied up with other campaigns in schools such as handwashing day, world toilet day etc.

DISTRICT SOCIAL WELFARE DEPARTMENT AND WOMEN & CHILD DEVELOPMENT DEPARTMENT:

Raise awareness on FSM among women and children through Gaon Kalyan Samiti or the mother's group

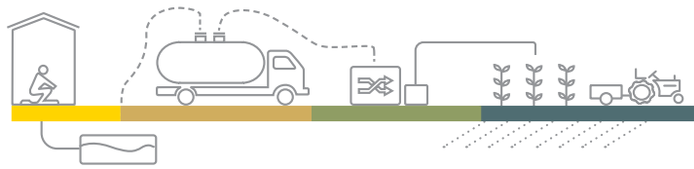
ODISHA LIVELIHOOD MISSION (OLM)

To initiate the people's demand, Self Help Group (SHG), Gram Panchayat Level Federation (GPLF) and Cluster Level Forum (CLF) are the best forums facilitated through Odisha Livelihoods Mission (OLM) to support IEC campaigns on FSM

In addition, the GP & village level convergence will be made with key stakeholders like PRI members, ANM, AWW, ASHA, SHGs, youth clubs, Swachhagrahis, village leaders to carry forward the activities to the grass root level. Convergence with other departments for spreading awareness on FSM/SLWM by involving more human resources through conducting workshops, training, orientations and other related activities. Overall objective of the convergence is to work in collaboration at village, GP, Block and District levels to spread the sanitation and hygiene message.

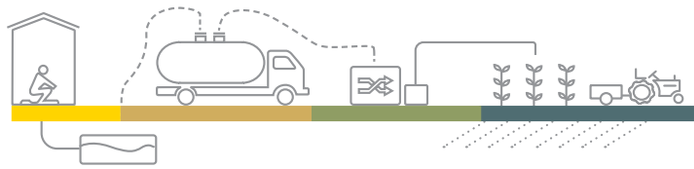
7. IEC IMPLEMENTATION PLAN

DISTRICT WIDE IEC FOCUS						
S.no	Theme	Focus of Message	Current practice (observation, Rapid assessment, Pilot survey)	Target Audience	Message Carriers	Tools
1	Toilet Construction and its use					
1.1		All HHs to construct individual toilets for healthy life	It is found that either toilets are not constructed or if constructed then either not used entirely or only few members of HH use it.	1. HHs 2. Community based groups (Village Water Health & Sanitation Committee, Youth groups, SHGs etc.) 3. PRI representatives 4. Masons, contractors, private builders, NGOs, Swachhagrahis 5. Other district officials	Swachhagrahis, SHG leaders, Youth Groups, elected representatives, local NGOs	Posters, Pamphlets, Discussion cards
1.2		All HHs to have access to the toilets constructed				
1.3		All members of the HHs to use the toilet constructed				
1.4		Dysfunctional toilets to be made functional by reaching out to the GP for the necessary support and guidance				
2	Containment					
2.1		Appropriately correct containment structures (such as - use of twin pits instead of single pits to minimize maintenance costs where space permits in low-density areas; construction of elevated pits surrounded by a sand envelope (regardless of whether single or twin) in high water table areas (esp. important for Odisha); adequate distance (equal to the depth of pit) maintained between the two pits in twin pits systems ;proper sizing of twin pits accounting for the number of users to ensure a minimum storage period of 2 years for sludge; easily accessible and usable junction-chamber for switching between pits in a twin pits system (esp. important from a single to twin pit retrofitting perspective); maintaining adequate setback of single/twin/soak pits from groundwater sources to avoid water contamination; construction of soak pits/dispersion trench (depending on the water table and soil suitability) alongside septic tank to safely and cost-effectively manage effluent in low-density areas ; providing a minimum two chambers within septic tanks > 2000 litres to ensure better performance; use of T-/bend-shaped inlet pipes or inlet baffle in tanks to ensure better performance; similarly use of T-/bend-shaped scum board at outlet providing access openings with lids for each chamber of septic tanks; providing ventilation pipe to ensure safety of operation and maintenance of septic tanks) for safely managed sanitation.	• It is found that either there are single pits or ill constructed twin pits violating technical specifications. • Dhenkanal Rural Areas has On site Dependence (52% single pit, 47% twin pits and 1% septic tanks) Source: State Govt MIS • Even badly constructed drains and tube well soak pits etc	1. HHs 2. Community based groups (Village Water Health & Sanitation Committee, Youth groups, SHGs etc) 3. PRI representatives 4. Masons, contractors, private builders, NGOs, Swachhagrahis 5. Other district officials	Swachhagrahis, SHG leaders, elected representatives, local NGOs	Posters, Pamphlets, Discussion Cards



DISTRICT WIDE IEC FOCUS						
S.no	Theme	Focus of Message	Current practice (observation, Rapid assessment, Pilot survey)	Target Audience	Message Carriers	Tools
2.2		Ponds an integral part of rural life- water, washing, bathing, cleaning fishing. Now, ponds are getting contaminated with LW adversely impacting health of children	Indiscriminate discharge of liquid waste pollutes soil and water bodies			Posters, Wall Paintings
2.3		Beneficiary-led retrofitting of all ill-constructed OSS	Incorrect containment structures were observed			Pamphlets. Posters, Folders with correct designs
3	Emptying and Transportation					
3.1		Timely Desludging of OSS is required for Positive Health and Environment Impact. Frequency of desludging to be based on number of users and the size of OSS (3-5 years generally) depending on various pit sizes and septic tanks, the period of desludging to be provided.	· Desludging is delayed for single pits and ill constructed twin pits and septic tanks. (Even open drains where children are allowed to defecate) · leakage and fear of filling up the OSS leads to OD. lack of Knowledge on desludging norms and practice in the district	1. HHs 2. Community based groups (Village Water Health & Sanitation Committee, Youth groups, SHGs etc.) 3. PRI representatives 4. Manual emptier, operators NGOs, Swachhagrahis 5. Other district officials	Swachhagrahis, SHG leaders, elected representatives, local NGOs	Pamphlets, Posters
3.2		Focus on mechanical emptying, safety of workers, use of safety gears.	Manual desludging is practiced			Posters, Wall Paintings
3.3		Information regarding call centre and helpline numbers for demanding mechanical desludging	Lack of information on availability of plug in option			Flex Standee, Posters, Wall painting
4	Treatment					
4.1		Existing FSTP treats septage and make environment clean.	Lack of information on existing facility at Dhenkanal	1. HHs 2. Community based groups (Village Water Health & Sanitation Committee, Youth groups, SHGs etc.) 3. PRI representatives 4. Manual emptier, operators NGOs, Swachhagrahis 5. Other district officials	Swachhagrahis, SHG leaders, elected representatives, local NGOs	Pamphlets , Posters, Hoardings
4.2		Ensuring Open Discharge Free Villages through Greywater Management at individual and community level (public hand pump/bore well). Promote safe management of greywater through the construction of soak pits/magic pits, recycling in the kitchen garden, or any other suitable methods.	Greywater is not getting safely managed to avoid adverse public health outcomes and environmental pollution.			Posters, Wall Paintings
5	Reuse of outputs					
5.1		Use of treated sludge as compost for community forestry and nursery	People use sludge from twin pits as a compost	1. HHs 2. Community based groups (Village Water Health & Sanitation Committee, Youth groups, SHGs etc.) 3. PRI representatives 4.HHs, Farmers, MFI, Forest Dept., Nurseries , SHG,	Swachhagrahis, SHG leaders, elected representatives, local NGOs	Posters, Pamphlets, Discussion cards

DISTRICT WIDE IEC FOCUS						
S.no	Theme	Focus of Message	Current practice (observation, Rapid assessment, Pilot survey)	Target Audience	Message Carriers	Tools
6	Role of Panchayati Raj institutions					
6.1		Role of PRIs and VWSC in FSM	Inadequate information on the role of elected representatives at all 3 tiers to manage FSM	Elected representatives at all 3 tiers	Swachhagrahis, elected representatives, local NGOs	Flipbook
6.2		Participatory planning (community participation) through Gram Sabhas in the sanitation value chain	No adoption of mechanisms to involve the community in operation & maintenance of public water & sanitation infrastructures & facilities. Gram Panchayats have limited role in implementation of SBM.			Posters, Pamphlets
7	ODF Sustainability					
7.1		All the institutions (Institutions/commercial complexes/ schools/ Anganwadis/health centres/ residential educational institutions) should have toilet and handwashing facility and all members should use it	1. In almost all Anganwadi centre, no availability of hand washing facilities are observed 2. VWSC or a committee on solid and liquid waste management does not exist in the GPs, and neither GPs involve VWSC/related committee(s) in implementation of schemes related to water and sanitation	1. HHs 2. Community based groups (Village Water Health & Sanitation Committee, Youth groups, SHGs etc.) 3. PRI representatives 4. Masons, contractors, private builders, NGOs, Swachhagrahis 5. Other district officials	Swachhagrahis, SHG leaders, Youth Groups, elected representatives, local NGOs	Posters, pamphlets, wall paintings, hoardings, folders with correct designs
7.2		PwD friendly designs (like handrails, ramps, handle bars) in the CSCs and have adequate seats as per the norm	1. Gram Panchayats do not have functional Community Sanitary Complexes 2. In few older CSC (constructed long back), PWD friendly designs are not there			
7.3		Gender friendly designs (like separate entrance, proper labelling , MHM facilities) in the CSCs	· No separate toilet facility for women in PHC · Gender friendly designs, proper labelling and MHM facilities are not there			



DISTRICT WIDE IEC FOCUS						
S.no	Theme	Focus of Message	Current practice (observation, Rapid assessment, Pilot survey)	Target Audience	Message Carriers	Tools
8	Adopt hygienic behaviour					
8.1		Maintenance of toilet and hand washing facility through soap and water availability and safe disposal of child faeces	Inadequate activities undertaken for awareness generation and behaviour change of the community by GPs	1. HHs 2. Community based groups (Village Water Health & Sanitation Committee, Youth groups, SHGs etc.) 3. PRI representatives 4. Masons, contractors, private builders, operators NGOs, Swachhagrahis 5. Other district officials	Swachagrihis, SHG leaders, elected representatives, local NGOs, ASHA workers	Pamphlets, Posters, Wall paintings
9	Women Champions					
9.1		Role of Women Champions and women SHGs advocating safe sanitation and proper SLWM	To build capacities and provide proper trainings to WSHGs, AWA, ASHA workers and Women Champions. Inadequate orientation programs organized for women SHGs for mainstreaming sanitation facilities	1. HHs 2. Community based groups (Village Water Health & Sanitation Committee, Youth groups, SHGs etc.) 3. PRI representatives 4. Masons, contractors, private builders 5. Other district officials	Swachhagrahis, SHG leaders, elected representatives, ASHA workers, Anganwadi Workers	Pamphlets , Posters

GREEN FIELD						
S.no	Theme	Focus of Message	Current practice (observation, Rapid assessment, Pilot survey)	Target Audience	Message Carriers	Tools
Treatment						
1.1		Rural technologies for FSM	Lack of awareness on available FSM technologies suitable for rural locations	PRIs representatives, District officials	Swachhagrahis, SHG leaders, elected representatives, local NGOs	Booklet, Folders with details on technologies
1.2		Identified Technological options for identified locations	No area identified as greenfield for pilot demonstration	1. Community members and Community based groups (Village Water Health & Sanitation Committee, Youth groups, SHGs etc.) 2. PRI representatives 3. Other district officials		Pamphlets

SCALING CITY INSTITUTIONS FOR INDIA (SCI-FI)

The Water and Sanitation programme at the Centre for Policy Research (CPR) is a multi-disciplinary research, outreach and policy support initiative. The programme seeks to improve the understanding of the reasons for poor sanitation, and to examine how these might be related to technology and service delivery models, institutions, governance and financial issues, and socio economic dimensions. Based on research findings, it seeks to support national, state and city authorities to develop policies and programmes for intervention with the goal of increasing access to inclusive, safe and sustainable sanitation.

unicef
for every child

CENTRE FOR
POLICY
RESEARCH

SCI-FI
SCALING CITY INSTITUTIONS FOR INDIA
WATER
SANITATION

Dharma Marg, Chanakyapuri,
New Delhi 110021
WWW.CPRINDIA.ORG

http://cprindia.org/projects/scaling-city-institutions-india-sanitation