

Annexure-I

Guidelines for Mission Nirmal Bangla special communication campaign focusing on ODF- S & ODF- Plus

Introduction

Mission Nirmal Bangla(MNB) Programme was launched in the state on 19th November, 2013 with an objective to transform West Bengal into a Nirmal State by 2nd October, 2019 making all the 41461 villages 'Nirmal' i.e. completely free from Open Defecation. As per baseline survey-2012 there were 6633258 households in the state who did not have safe sanitation facility. As on date all the 41461 villages in 3342 Gram Panchayats under 22 districts of the state have already attained ODF status. All 6633258 households without toilet facility have been provided access to safe sanitation facility. These have been possible due to intensive communication and capacity building activities that were taken up during this time span. West Bengal is now focusing on improving the ODF quality in ODF declared units, planning and implementation of activities under ODF-Plus interventions and sustaining the ODF status in the ODF declared units.

To celebrate this achievement in a befitting manner the state Government in the Panchayats & Rural Development department has decided to launch a statewide campaign commencing from **9th August 2019** and culminating on **2nd October 2019**. The main objective of this campaign is not only to celebrate the success West Bengal has achieved by attaining all the 22 districts as ODF but also to reinforce the need to sustain the ODF status and for a renewed pledge for a consolidated effort in this direction.

Post ODF, MNB has taken a paradigm shift and is now focusing on improving ODF quality, ODF Sustainability (S) and ODF Plus. There is a need for change in behaviour and practices accordingly to achieve the goals of ODF-S and ODF -Plus. The communication campaign planned by the state Government in the Panchayats & Rural Development department under MNB programme thus will enlighten communities and stakeholders about the key thematic areas including the thrust areas of the campaign as below.

- Solid and liquid waste management (SLWM) including management of waste water, faecal sludge and plastic waste
- Water conservation including rooftop rainwater harvesting at household (HH) and Institutional level
- Ground water recharging including pond stabilization and grey water management
- Prevention of vector borne diseases

- Personal hygiene management including hand washing with soap at critical times
- Menstrual hygiene management
- Toilet Use and its upkeep.
- General cleanliness

Campaign Plan

Districts will need to leverage this opportunity to mount an aggressive campaign across all levels in coordination with all stakeholders and properly document the campaign activities at each level.

Inter departmental engagement and participation is strongly recommended to apprise them of the campaign and mobilize their participation at the district, block, gram panchayat and village levels.

IEC/HRD fund under Mission Nirmal Bangla programme may be utilized in organizing the events.

(1). Suggested Activity Plan

- **Media Meet:** All media (print and Audio-Visual) are to be invited for a state and district levels meet to apprise them of the campaign initiatives and seek their support in spreading the words and good initiatives during the campaign.
- **District Meet:** A district level meeting to be called upon by the District Magistrate with all departments to brief about the campaign and seek support and participation at the beginning of the campaign.
- **Human Chain:** Human chain for ODF- S & plus to be organized at District, Block and GP levels where people will join hands and take pledge to sustain ODF status and towards supporting Water conservation, Waste Management and cleanliness.
- **Engagement of Faith Based Organization (FBOs):** Faith leaders of the different religions to be present at the culmination points of the Human Chains to show their solidarity and pledge to support the cause by raising the issues during their public addresses. District authority needs to make necessary arrangements towards their presence and participation and subsequent engagement in course of the campaign.
- **Folk Shows:** Professional trained folk artists are to be engaged for staging performance at the community level.
- **Mid Media Activities:** 04(four) Wall Writings at villages focusing on—toilet usage by all i.e. children, youth and elderly, Toilet usage to keep diseases away, safe disposal of child faeces and compost pit. Putting up of an ODF board in maximum number of villages displaying the post-ODF messages. The ODF board should be placed at a place of prominence in the village to give

more visibility. Geo-tagging of 04(four) wall writings and 01(one) ODF boarding each village is to be done.

- **Nirmal Vidyalaya Abhiyan:** Activities undertaken under Nirmal Vidyalay Abhiyan should be made a part of this campaign and will be leveraged to promote the campaign messages. Activities like cleanliness drive, thematic prayer sessions, awareness rallies, painting school walls with messages, poster making competition, WASH related project work may be undertaken by students. The same to be done jointly with the School Education Department.
- **Slogan Competition:** In addition to cleanliness and awareness drives various such competitions may be organized for school and college students and winners to be awarded and recognized
- **Mother's Meetings:** Anganwadi workers to be mobilized jointly with ICDS department for disseminating WASH messages during mother's meetings.
- **Cleanliness Drives:** A cleanliness drive to be initiated by district, block and GP officials on the launch day followed by other organizations and institutions in public places.
- **Mass Awareness:** Hoardings, wall writing and banners to be displayed at important places in the district with key sanitation messages (focusing on Post-ODF) for generating awareness and campaign visibility.
- **Community Triggering:** Exercises to be planned and launched for raising community awareness.
- **Special Day Celebrations:** Special day celebrations (Independence Day – Aug 15/ Teacher's Day - Sep 5/Global Hand Washing Day) may be leveraged to celebrate and reinforce the key messages on ODF- S and Plus as part of good life and civic responsibility.
- **Hand washing Drive:** District may also explore initiating special hand washing drive.
- **Awards:** Contributors from 'Nirmal Bondhu' (Sanitation Facilitators) Sanitation Champions/ 5 Eco Friendly GPs/ 10 Households demonstrating desired WASH practices/ Nirmal School/ Nirmal AWC/Nirmal Public Health Centre (PHC) may be recognized and awarded through a ceremony on the culmination day of the campaign i.e. on **30th September, 2019** at the district. At least 50% of awardees should be preferably women. Awards in the form of mementos, artefacts etc. accompanied with a certificate of acknowledgment are to be given to the winners.
- **Gandhi Jayanti Celebrations:** All the Gram Panchayats, Institutions, School, Collage, Youth club etc. may organize mega activities on sanitation on the occasion of Gandhi Jayanti.
- **Social Media:** Glimpses of the event to be posted on social media wall.
- **Special Gram Sabha:** Special Gram Sabha to be convened in 2nd week of September,2019 to discuss about the issues on toilet use, hand washing, maintenance of toilets, village cleanliness,

water conservation and judicious use of water rain water harvesting, safe handling of water, water quality testing and disinfection, hygiene etc.

(2). Activity Timeline

Month	Activities
August, 2019	<ul style="list-style-type: none"> • Media Meet • District Meet • Mass Awareness • Human Chain • FBO Engagement • Folk Shows • Nirmal Vidyalaya Abhiyan • Cleanliness Drives • Special Day Drives • Mothers Meetings • Wall Writing and ODF board • Post on the social media walls Folk Shows • Nirmal Vidyalaya Abhiyan • Cleanliness Drives • Special Day Drives • Mothers Meetings • Community Triggering • Hand washing Drive • Posts in Social Media
September,2019	<ul style="list-style-type: none"> • Cleanliness Drive • Award Ceremony • Gram Sabha in 2nd week of September,2019. • Social Media Posts.
October, 2019	<ul style="list-style-type: none"> • 2nd October culmination of the campaign and use different festival for the campaign

(3). Involvement of Target Groups & Stakeholders

The following stakeholders need to be actively engaged and their participation sought for the campaign.

- Nirmal Bondhu (Sanitation Facilitators) and Sanitation Champions
- Media
- PRIs
- Schools & Colleges
- Youth Clubs
- ASHA
- AWW
- SHG
- CBO
- CSO
- Private & Public Institutions

(4). Documentation Plan

The entire campaign is to be properly documented. High-resolution good quality still photographs and Audio Video documentation (maximum 30 minutes duration) are to be sent to the department with a write-up highlighting notable activities after completion of the event.