



Sanitation and Hygiene Advocacy and Communication Strategy Jharkhand

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Jay Prakash Bhai Patel

Minister

MESSAGE

Our aim to achieve Public Health Security in Jharkhand is faced with several challenges, the most critical being the task of changing human behavior and create genuine demand for sanitary toilets. In this pursuit, we have developed a communication and advocacy strategy through wide public consultations. The strategy has emerged from the grassroots; activities have been envisioned by the stakeholders closest to the communities and the plans have been prepared keeping in view the available funds earmarked for this purpose.

I am certain, that the strategy will be implemented with great success in the districts as it has originated from the key stakeholders in the districts. With enhanced focus on social behavior change communication the possibility of increased access to sanitary toilets at the household level will definitely improve. I am committed to the cause of social behavior change for increased access and use of toilets and I appeal to all stakeholders involved to make the communication drive a success.

Jay Prakash Bhai Patel

Minister

Drinking Water and Sanitation Department
Government of Jharkhand



Sudhir Prasad
Additional Chief Secretary

FOREWORD

Communication for behaviour change as a concept has evolved over the years to capture a host of synergies that influence individuals and communities. Although the need for community level actions to generate awareness and demand for services have been appreciated since the last decade and investments have been made in that direction, we have realised the need for a comprehensive understanding of the domain and the vastly intricate relationship between the actors of that domain. The National Guideline on Sanitation and Hygiene advocacy and Communication Strategy gave us a useful lead to decipher the grassroots domain and a framework for collating information on the interactive relationship of different audiences in that domain. The process was launched through a state level consultative workshop involving the Panchayats, Government Departments, different donor agencies and Civil Society Organisations.

In Jharkhand the Drinking Water and Sanitation Department (DWSD), with UNICEF's technical assistance have conducted 6 Regional Workshops involving all 24 districts wherein massive consultations were held to identify the critical factors that influence sanitation & hygiene behaviour. These consultations also identified the actions required to address the users of the services and the influencers. The participants were drawn from a wide range of stakeholders ranging from Panchayats to Government Officers and Civil Society Organisations to Self Help Groups. Nearly, 700 participants were involved in the consultations following which the Jharkhand Sanitation and Hygiene advocacy and Communication Strategy (JSHACS) was developed.

The first part of the document delineates the findings of the consultation workshop. The Communication Plan and Budget is formulated on the basis of these findings. The second part presents the district level Plans and Budgets for the period October 2013 to March 2013. The plans and the budgets will be developed for subsequent time periods using the same framework and the basis of the feedback on the current Plan.

Sudhir Prasad
Additional Chief Secretary
Drinking Water & Sanitation Department
Government of Jharkhand

1.0 BACKGROUND

1.1 Launch of Nirmal Bharat Abhiyan in 2012 : The TSC (Total Sanitation Campaign) was restructured and launched as “*Nirmal Bharat Abhiyan*” (NBA) by the Ministry of Drinking Water Supply, Government of India in 2012. The objective of the NBA is to accelerate the sanitation coverage in the rural areas so as to comprehensively cover the rural community through renewed strategies and saturation approach. Some of the critical aspects of the NBA Guideline, at the national level, are reproduced below.

Objectives of NBA

The main objectives of the NBA are as under :

- 】 Bring about an improvement in the general quality of life in the rural areas. Accelerate sanitation coverage in rural areas to achieve the vision of Nirmal Bharat by 2022
- 】 To cover the all Schools and Anganwadi Centres in the rural areas with proper sanitation facilities and promotion of hygiene education and sanitary habits among students.
- 】 Encourage cost effective and appropriate technologies for ecologically safe and sustainable sanitation.
- 】 Develop community managed environmental sanitation systems focusing on solid & liquid waste management for overall cleanliness in the rural areas.

1.2.3 The key components of the Nirmal Bharat Abhiyan are:

- 】 Provision of Individual Household Latrine (IHHL) of both Below Poverty Line (BPL) and Above Poverty Line (APL) households (as identified in the NBA guideline) within a Gram Panchayat (GP)¹.
- 】 Gram Panchayats where all habitations have access to water to be taken up. Priority may be given to Gram Panchayats having functional piped water supply.
- 】 Provision of sanitation facilities in Government Schools and Anganwadis in Government buildings within these GPs.
- 】 Solid and Liquid Waste Management (SLWM) for proposed and existing Nirmal Grams.
- 】 Extensive capacity building of the stake holders like Panchayati Raj Institutions (PRIs), Village Water and Sanitation Committees (VWSCs) and field functionaries for sustainable sanitation.
- 】 Appropriate convergence with MNREGS with unskilled man-days and skilled man-days.

The NBA strategy is to transform rural India into ‘Nirmal Bharat’ by adopting the ‘community led’ and ‘people centered’ approaches and work in a saturation mode. A “demand driven approach” is to be continued with emphasis on awareness creation and demand generation for sanitary facilities in houses, schools and for cleaner environment. Alternate delivery mechanisms would be adopted to meet the community needs. The provision of incentives for individual household latrine units to the poorest of the poor households has been widened to cover the entire community.

This warranted a robust strategy for reaching the community in order to ensure that critical programme objectives such as community participation and leadership for toilet facilities at the household level and priority for saturating communities with sanitation facilities are effectively transmitted at the

¹NBA subsidies will be extended to all BPL households and APL households restricted to SCs/ STs, small and marginal farmers, landless labourers with homestead, physically handicapped and women headed households – NBA Guidelines, Ministry of Drinking Water and Sanitation, Government of India

grassroots. Also, the need for dissemination of information on provisions of the newly restructured NBA, both amongst claimholders and duty bearers, emerged as an immediate necessity.

In this backdrop the Government of India launched the "Sanitation and Hygiene Advocacy and Communication Strategy Framework 2012-17" or SHACS in December 2012. SHACS framework is a tool for state level implementing agencies to develop Communication strategies with specific reference to the context of the state. The key significance of strategy formulation is underlined in its methodology which suggests wide consultation and a critically appraised process to reach the logical conclusion, i.e., formulation of Action Plan for Communication for Behaviour Change. The SHACS at the national level also identified 4 key areas for behaviour change communication to focus on. These 4 key areas are:

- 】 Building and use of toilets,
- 】 The safe disposal of child faeces,
- 】 Handwashing with soap after defecation, before food and after handling child faeces,
- 】 Safe storage and handling of drinking water.

SHACS in Jharkhand focussed on the first two key areas namely, (1) Building and use of toilets and (2) Safe disposal of child faeces

1.2 Experience and Learning from TSC: Implementation of Total Sanitation Campaign was characterised by the atypical phenomenon of 'slip back', which implies that a toilet constructed at one point in time would cease to exist at a later stage. There are many factors leading to this scenario; the most admissible reason being natural calamity such as floods. But there were other reasons such as poor quality of construction leading to the user's disenchantment to use the toilets or 'incomplete constructions' which were accounted for as "covered households" but were never in use. The most disturbing incidences were those households which used the basic toilet models (On-the-pit toilets: constructed during the initial phases of TSC implementation) for a period of time and resorted to "Open Defecation" once the toilet became dysfunctional (pit filled up, or pan was choked, etc.). Our learning from the above experiences are as follows:

- 】 The assumption that *"introducing the basic toilet infrastructure would trigger behaviour change and that such changes gradually gains momentum"* is not true. In the absence of regular engagement with the community (post service delivery) and continued/ vibrant connection between the user and service provider, effective behaviour change does not materialise
- 】 Behaviour Change Communication inputs are required equally intensively after the services are provided. These inputs are in terms of community interactions/ consultations for commitment towards adoption of certain behaviours. Most critically, the process of service delivery (in the context of WASH services) should be visible and accessible to the user/ community in order to infuse confidence in them and establish assurance of services

Clearly, the design for BCC will have to address issues beyond "adoption of toilets and their use". Continuity in community engagement to support behaviour change, over a period of time, is of critical importance. Also, the BCC initiatives need to be supported by (1) proper institutional mechanism, (2) service delivery and (3) monitoring mechanisms. Interestingly, in the model adopted for SHACS in Jharkhand the Socio-Ecological model has been used wherein issues pertaining to institutions, service delivery and monitoring are addressed as part of the Communication strategy.

The Census 2011 data indicated that in rural India only 35% of the population are using improved toilets, as against about 65% reported by the Ministry of Drinking Water Supply, Government of India. The corresponding figures for Jharkhand are approximately 8% and 42% respectively. The 'slip back' phenomenon thus attained enormous proportions and it emerged that "sustainability" is a key concern in implementation of the sanitation programme.

Our learning from the erstwhile Total Sanitation Campaign (TSC) has very clearly indicated that results in implementation of the sanitation programme could not ensure sustainability due to the following key factors :

- 】 The programme was implemented in a supply driven mode although the policy prescribed a demand driven approach; the users were rarely consulted before and while providing the toilet structure. Driven by targets to achieve toilet construction, the theme of community involvement gradually blurred and finally disappeared
- 】 The programme was target driven and hence proper construction became a lesser priority and the focus shifted to coverage at any cost. The definition of coverage was expanded to "incomplete construction of toilets" with the expectation that the user household will do the needful. In the absence of effective community involvement, this expectation remained unmet in most cases
- 】 Most people who did not use the toilet even after being provided with the facility complained that the quality of the infrastructure/ construction was the most significant deterrent and
- 】 Finally, the service providers abruptly withdrew as soon as the programme achieved (100%) coverage; it was possibly necessary that engagement with the community during the post construction phase is continued for a period of time
- 】 The situation explained above further aggravated in the absence of proper monitoring mechanisms

In the above context, the need for a robust strategy for changing community behaviour cannot be emphasised more. Also, it is important to note that NBA is strongly suggesting state level implementing agencies to work in a saturation mode. Thus, the aim of the programme is not limited to promotion of toilet use at the household level, but for communities to collectively opt for sanitary toilets in order to achieve the status of Open Defecation Free (ODF) villages.

Need for a Communication strategy: The primary need for the Communication strategy was to focus on "communication" as a key component in delivery of the sanitation programme. The strategy needs to be focussed, developed in a systematic manner and involve all stakeholders. The agenda for behaviour change and the corresponding processes have been elucidated in the national guideline for SHACS. Implementation of NBA in Jharkhand demanded that the Communication strategy should also be aligned with the state's implementation strategy and therefore related information on the programme should be percolated along the vertical hierarchy of the institutional mechanisms. The critical elements of the sanitation programme delivery in Jharkhand are listed below :

Parameters	Total Sanitation Campaign	Nirmal Bharat Abhiyan
Key concern	Community demand for toilets	Community demand for toilets and sustained use
Operational Gaps	Demand driven approach prescribed but not followed	
	Quality parameters prescribed but not followed	
	Poor monitoring of service delivery	
Approach	Promotion of Household toilets	Open Defecation Free (ODF) Villages
Communication	Dissemination of information on Sanitation and Hygiene	Changing Behaviour on Sanitation and Hygiene
Monitoring	Counting toilets	Counting ODF villages

2.0 DESIGN FOR THE COMMUNICATION STRATEGY

2.1 State level Workshop : Following the launch of the “Sanitation and Hygiene Advocacy and Communication Strategy Framework 2012-17” in December 2012, the Drinking Water and Sanitation Department, Government of Jharkhand organised a 2 day workshop with UNICEF’s technical assistance. This workshop held on 21-22 March 2013 was aimed to disseminate the basic principles of the SHACS framework and deliberate on the State Government’s strategy to develop Communication Plans for implementation in the districts.

Mr. Sudhir Prasad, Additional Chief Secretary, Drinking Water and Sanitation Department inaugurated the workshop, represented by Presidents of Zilla Parishad from Ranchi, Godda, Giridih, Khuti, East Singhbhum, Bokaro, Sahibganj and Garwah. Frank Odhiambo, Ramatu Jalloh and Shalini Prasad from UNICEF, Delhi participated as Resource Persons along with functionaries of UNICEF, Jharkhand. The participants included Executive Engineers and District Coordinators from all district of the state. Selected NGO functionaries were invited to take part in the deliberations. Representatives of WSP also participated in the workshop.

In his opening remarks, Mr. Prasad emphasised on the importance of identifying water and sanitation as key attributes for attainment of health/ nutrition outcomes. He pointed out that this factor needs to be understood by the functionaries involved in delivery of services (WASH, health and nutrition) and eventually needs to be transmitted at the grassroots level. He further urged the participants to discuss and decide on appropriate channels for information dissemination with reference to the specific context of Jharkhand. Mr. Prasad pointed out that there is an urgent need to explore the predominantly tribal culture of the state and exploit the tribal folk forms to reach the community with messages on sanitation and hygiene.

Frank Odimho and Ramatu J explained the critical significance of the Communication strategy in the overall context of implementation of Nirmal Bharat Abhiyan. Frank also pointed out that the strategy needs to address the evolving perspective of planning for “Elimination of Open Defecation”. Shalini Prasad explained the framework, detailing the processes involved in strategy formulation. Having identified 4 key behaviour indicators nationally for behaviour change communication the SHACS framework presented a methodology for listing out key barriers in behaviour change, develop communication objectives for overcoming the barriers, and formulate messages for change and determining channels for information dissemination. This provides the backdrop for finally developing the Plan of Action for Communication, indicating specific activities and funding provisions.

Participants in the workshop were involved in Group Work to deliberate on (1) barriers/ opportunities in behaviour change, (2) key sanitation and hygiene messages vis-à-vis the recipient audience, (3) channels for information dissemination and (4) a prospective list of Communication activities. The workshop envisaged that district level participants will use the outcome of the workshop, conduct similar workshops in the respective districts with wider public consultation and frame the District level Communication Plans.

The DWSD however, realised that formulation of district level Communication Plans is in need of specialised technical facilitation and that the district level staff will be in need of further support. Accordingly, the DWSD requested UNICEF to provide technical support to the districts. It was decided that a team from the state (comprising of WSSO and UNICEF functionaries), led by the C4D Officer of UNICEF will provide necessary technical support.

It was decided that the districts will arrange for wider public consultation, inviting stakeholders along the vertical hierarchy of programme implementation. Two-day workshops for all regions were planned, wherein the participants will be introduced to the process of developing the Communication Plan followed by Group work to formulate the Plans.

The schedule for the District level Communication Plan was as follows :

Date of Regional Consultation	Venue for Regional Consultation	Participant Districts
2 & 3 July	Jamshedpur	East Singhbhum, West Singhbhum, Saraikela Kharsewan
12 & 13 July	Hazaribagh	Hazaribagh, Koderma, Chatra, Giridih
17 & 18 July	Ranchi	Ranchi, Khuti Simdega, Lohardaga, Gumla
21 & 22 July	Latehar	Latehar, Palamau, Garwah
13 & 14 August	Dhanbad	Dhanbad, Bokaro, Ramgarh
11 & 12 Sept	Deogarh	Deogarh, Dumka, Godda, Pakur, Sahebganj, Jamtara,

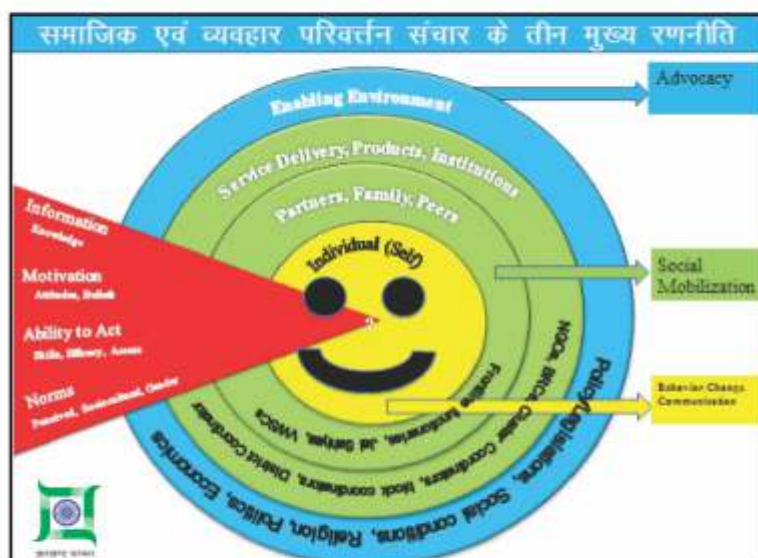
2.2 Developing the district level strategies : It was envisaged that the strategies will be worked out through a process involving the following steps:

- (1) Research and Analysis,
- (2) SMART Communication objectives,
- (3) Messages and mediums and
- (4) Work Plan with activities and budget.

The 4 key areas for behaviour change were envisioned in the national SHACS document. The first step in strategy formulation involved identifying barriers and opportunities revolving around the key behaviours and in lieu of a rigorous field survey it was deemed necessary that an intensive consultation will be conducted with a very large number of participants representing every stakeholder involved in programme implementation. Thus, District Engineers, Coordinators, representatives of the newly formed Block Resource Centres, Panchayat representatives (elected members), NGOs, members of VWSCs (Village Water and Sanitation Committee) and field Engineers were invited to participate in the consultation. Evidently, the consultation processes had to be strategically facilitated to cull out the barriers and opportunities in a succinct manner.

The available time could allow the participants to take up only 2 out of the 4 key behaviours, i.e., (1) build and use toilets and (2) safe disposal of child's faeces. The remaining 2 behaviours will be considered when the Work Plans are revisited after a period of time. The current Work Plan was envisaged for the period ending March 2014. It was agreed that the process of developing the Communication Work Plan should be repeated periodically to revalidate the relevance of the content.

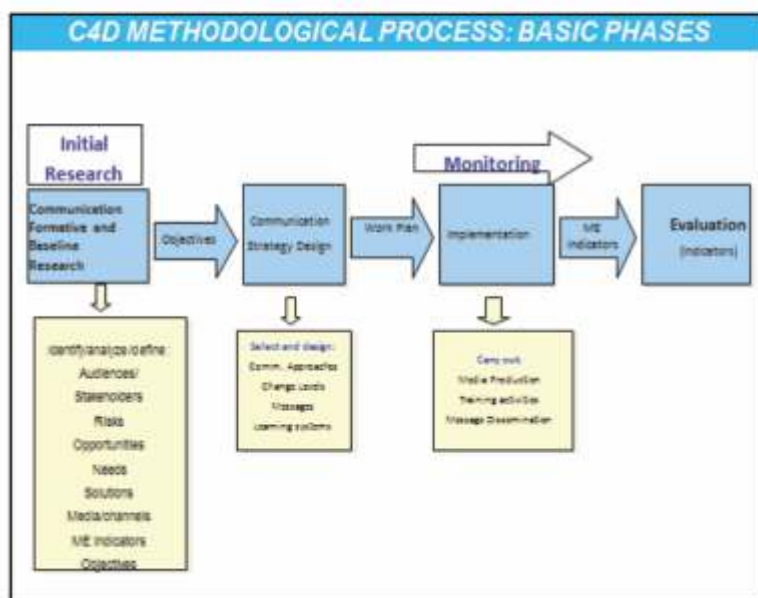
2.3 Framework for consultations : Formulation of the Communication strategy and Work Plan was primarily based on Consultations and Group Discussions (wherein participants worked in district level groups). At the outset, the participants were oriented on the Socio Ecological model; this helped them to appreciate how different audiences involved in the process of 'behaviour change' are inter-connected. Thereafter, the process of determining SMART Communication objectives was explained. Both inputs were intensive and interactive in nature. Evidently, the sessions were supplemented by exhaustive facilitation wherein it was ensured that participants from the grassroots had clear understanding of the concepts. The success of the process of developing the Plans depended on the clarity of the participants on the subject matter.



The consultations following the introduction of the Socio Ecological model focused on identification of relevant audiences realistically. Thus, for all the 3 levels indicated in the model, the specific audience at the family level, the second layer of audiences surrounding the families and the stakeholders in the environment influencing the change process were identified. This was followed by identification of barriers and opportunities for each layer of audience.

The process was preceded by critical information on the (1) implementation strategy, (2) designated responsibilities of functionaries involved in implementation and (3) exhaustive orientation of the sanitary toilet (the specifications of the mandatory components of a sanitary toilet and the variable component, i.e., superstructure which would be in accordance to the user's choice). It was agreed in the house that the Communication Plan was being formulated with a focus on elimination of Open Defecation in rural areas.

Data and information on programme target & achievements, total programme budget, IEC budget for each of the



districts for the years 2012-13 and 2013-14 was collected from the MIS database of DDWS website. This data and the AIP database was used for the final planning. All technical information, background materials and power point presentations were translated in hindi for the benefit of the participants.

2.4 Critical programme components and the Consultation process : As has been mentioned before, the Consultation process was facilitated in the backdrop of 3 critical sessions on the NBA programme perspective. Firstly, the implementation strategy was discussed with an emphasis on achieving ODF villages. Given that elimination of open defecation is the overriding priority, the community participation agenda in a village demands consensus building on 100% families opting for and using sanitary toilets. Panchayats are vested with the leadership role and subsidies (incentive funds) available under NBA are viewed as a community level entitlement accruing to the VWSC account rather than to individual households.

The Government has decided that the incentive for building toilets will be made available only after the toilets are constructed. Also, these funds (calculated on the basis of number of eligible families living in the village) will be available only once all families in the (Revenue) village have a sanitary toilet and are using the toilets. In other words the incentive funds accruing to a VWSC (Revenue village) is available only after achieving ODF status.

At this juncture, the provision of Revolving Funds (under NBA) becomes critical for VWSCs to access² a seed capital as loan and initiate the process of toilet construction. Obviously the loan amount is supplemented by community contributions. Once the process of covering the entire village with sanitary toilet is completed and the community has abandoned the practice of open defecation, the District Water and Sanitation Committee calculates the total incentive (@ Rs. 4600) amount accruing to the VWSC on the basis of number of households eligible for incentives. Also, as per the national guidelines, the labour component of toilet construction will be available from MNREGA (as per rules & regulations of MNREGA). Skilled/unskilled labour

The loans available through Revolving funds (as provisioned by NBA) will be paid back to the DWSM within a period of 18 months. Two types of scenario are likely to emerge in this context. Firstly, the loan amount may be less than the total amount of incentives accruing to the VWSC. In this case, the DWSM will adjust the loan amount with the total incentive amount and give the balance/excess amount of fund to the VWSC³. The second and more critical scenario will emerge when the loan amount is more and at times much more⁴ than the total incentive amount accruing to the VWSC. In this case the VWSC will have to generate community funds and repay the loan.

The crux of the communication strategy is embedded on a community dialogue that promotes use of toilets based on perceptible demand/ need for the facility but not because subsidies are available for construction. In fact families will be encouraged to construct toilets with their own funds – some financial support may be provided, but essentially the family will have to invest on the infrastructure. ***Community's propensity to invest in toilets is a direct manifestation of demand for the facility.*** In the wake of an effective communication drive, families not eligible for NBA subsidies, even though they are poor, will invest on toilet construction; the challenge is to formulate an appropriate community strategy and implement it meaningfully

²VWSC will submit a proposal to the Member Secretary of DWSM requesting for a loan amounting to up to 50% of the project cost for achieving ODF villages.

³VWSC will decide on the nature of expenditure of the amount received from the DWSM; they may either distribute this money to the beneficiaries proportionately or use this fund for a community level activity related to environmental sanitation.

⁴Households listed as beneficiaries (recipient of subsidies) of the erstwhile TSC programme will no longer be eligible for NBA incentives, even though they may not have a toilet/ functional toilet at present.



Evidently, the Communication strategy will take into account both scenarios. As will be seen during the discussions on “*Outcome of the Consultations*”, the availability of incentives/ subsidies is viewed as an opportunity for promotion of toilets. But these factors (of subsidies and incentives) need to be positioned strategically in order to ensure that the community’s demand for toilets is not guided by external financial support. The Communication strategy will, on the contrary, dwell on a dialogue that will exhume factors affecting community life in terms of intrinsic social and economic benefits, individually and collectively. The social norms pertaining to open defecation are deeply entrenched in the rural areas. The purpose of the Communication Campaign will be to encourage individuals and groups to probe the existing norms.

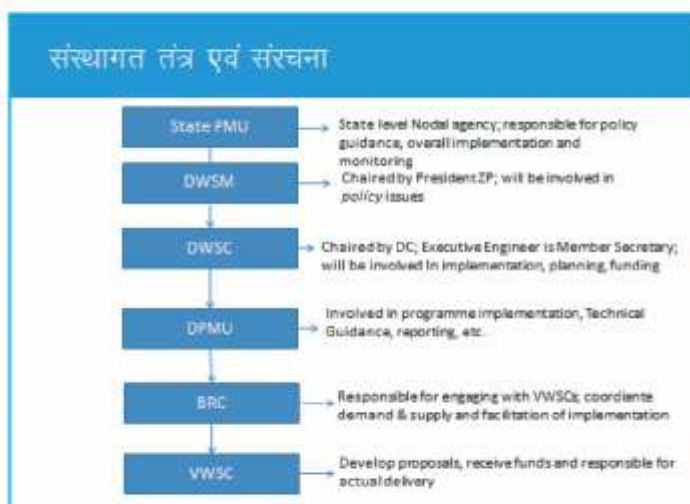
Secondly, an exclusive session was held on the toilet model explain the sanitation technology, the non-negotiable tenets of a sanitary toilet and aspects of user’s choice. It was deemed necessary to elucidate the key components of a sanitary toilet, namely, the rural pan & trap, the “Y” junction and the (covered) leach pit. The functioning of each of these components, specifications and need for establishing a supply chain mechanism to respond to evolving demand was discussed. It was clarified that sustainability of the toilet depends on the technical precision of the construction and robustness of the structure. The super structure is expected to be robust and in accordance to the user’s choice.

Discussions during the consultations validated the fact the there is substantial gap in understanding of the toilet technology both at the grassroots and even amongst functionaries involved in service delivery. Functionality of the toilet, the robustness of the structure and post construction services is critical for ensuring sustainability. Also, the need for establishing an effective supply chain mechanism is essential for ensuring the credibility of a vibrant campaign for behaviour change

Thirdly, the institutional mechanism for programme delivery is important for (a) implementation of the programme and the communication strategy and (b) monitoring of activities and outcome. The institutional mechanism for NBA in Jharkhand has been established, with designated roles & responsibility for functionaries at every level. The system is depicted in the schematic diagram below :

The role of different functionaries in different stages is elucidated in the State’s Sanitation Policy. This was disseminated to the participants of the Communication workshop.

The critical functions related to the implementation strategy were the key focus of this discussion. The corresponding monitoring mechanism would focus on the functions related to implementation and this in turn would reflect the outcomes of programme and communication initiatives.



The implementation steps beginning at the village level starts with consensus building for 100% households agreeing to opt for and use toilets – eliminate open defecation. This consensus is reflected through a list of households with signatures of the representative of the family conforming to the commitment of achieving ODF status for the village; they would also commit to contribute towards toilet construction in cash or kind. On the basis of this consensus, proposal is prepared requesting for a loan amount (available through Revolving Fund of the NBA) which would be approximately 50% of the total cost of construction of toilet for all households. The proposal will also include funds required for communication activities and mason's training.

On receipt of the proposal, the DWSM will approve the loan amount which will be deposited in the VWSC bank account. Corresponding to the communication activities and after the mason's training the construction activities will be initiated till every household of the village is provided with a sanitary toilet. After, the facilities are made available the VWSC will have to ensure that they are used regularly and open defecation is eliminated. Following the achievement of ODF status the total incentive amount (as envisaged in NBA) will be calculated and adjusted with the loan amount.

2.5 Programme Monitoring : The BRC will be facilitating the entire process; the monitoring indicators will be therefore as follows :

Activity	Responsibility	Monitoring Indicator
Mobilising the VWSC/ Community and developing 100% consensus for ODF village	Block Coordinator & Cluster Coordinators	Number of VWSCs visited and mobilised
Preparing proposal indicating loan amount required and also funds required for Communication activities and Mason's training	Block Coordinator & Cluster Coordinators	Number of Proposals prepared
Proposals submitted to DWSM	Block Coordinator	Number of proposal submitted
Follow up with DWSM and release loan amount to be deposited in the bank account of VWSC	District Coordinator & Block Coordinator	Number of VWSCs where funds are released
Communication activities conducted	Block Coordinators & Cluster Coordinators	Number of VWSCs where communication activities are conducted
Mason's training conducted	Block Coordinators & Cluster Coordinators	Number of VWSCs where Mason's training is completed
Construction activities initiated with trained masons with strict vigilance on technical specifications	Block Coordinators & Cluster Coordinators	Number of VWSCs where construction activities have been initiated
Sanitary toilets are constructed in all household and all members of the family are using the toilet	Block Coordinators & Cluster Coordinators	Number of VWSCs achieved ODF status

It is suggested that the monitoring of the above parameters are conducted in the Block level on the 3rd day of every month, at the district level on the 7th day of every month and at the state level on the 10th day of the month.

3.0 MAKING OF THE COMMUNICATION STRATEGY

3.1 Orienting the Participants : Following the discussions on the programme component (for the first half of the first day) the deliberations focussed on the concepts of "Communication for Development".

The participants were given an overview of the evolution of the communication strategies in the global context – elucidated with examples of local practices. In this interactive session, the complexity and enormity of the challenge in changing human behaviour vis-à-vis the evident shortcoming of approaches commonly practiced in the development sector were discussed. The participants were introduced to the concepts of Socio-Ecological model and an interactive session helped to relate this model to conditions prevailing in the districts. The participants subsequently identified the key audiences that existed in the different levels elucidated in the Socio-Ecological model.

Identifying the core audience, i.e., the constituent of the families (children, women and men) were rather simple as was the case with the audience of the outermost layer (macro influencers, such as policy makers or elected representatives of the assembly/ parliament). The key challenge was to identify the audiences in the second layer or stakeholders who had immediate interface with the family members. The participants were urged to take a serious call on this issue and refrain from preparing a list of available stakeholders at the village level irrespective of their capacity or commitment. Following intensive deliberations, apart from the VWSC or Jal Sahiyas (stakeholders directly attached to the programme), the participants identified the women of the SHGs (Self Help Groups as a relevant and potential audience for sanitation promotion.

Barriers and Opportunities in 'building and using toilets for each category of audience were identified by groups formed for every district. Thereafter, the district level groups identified the Communication Objectives (SMART) for the period October 2013 – December 2014, and corresponding outcome indicators. Subsequently, the groups pulled in their collective wisdom and experience to determine the messages and the medium through which these messages will be disseminated. Finally, the Communication activities were identified and budgets were assigned for implementing these activities.

The Communication Plans for districts is attached at the end of the report. The AIP document was referred to while formulating the Plans and the data on programme fund (DDWS website) was used to determine the budget for the activities. In the following sections a summary of the consultation process is presented.

3.2 Barriers and Opportunities : This has been the most critical step in the development of the Communication strategy. Barriers and Opportunities with respect to "building and using toilets" for audiences at every level were identified through an intensive and systematic public consultation. Consultations were done in district level groups wherein every viewpoint was debated from different perspectives to identify factors that either hinder or advance the process of 'toilet construction and use' at the household level. The following were the key observations of the consultation process :

Lack of a standardised implementation strategy is an overriding barrier for accelerating NBA in Jharkhand. The process of implementing of NBA is very slow and devoid of any defined perspective. The only common and positive thread is that funds are being transferred to the Panchayats. **However, the process of facilitation of the Panchayats is completely missing.** In some districts such as Deogarh and Dhanbad there is considerable enthusiasm and also progress primarily due to the initiatives of the *District Collectors*; however, there is apparently very little scope for policy dialoguing between the DWSD and the District Collectors (excepting for letter communication). Therefore, although the DC's initiative is significant and possibly the only option to accelerate progress, they are, by and large, outside the policy debate held in the department. Convergence with MNREGA appears to be the overarching priority at every level.

SUMMARY OF PUBLIC CONSULTATION ON BARRIERS AND OPPORTUNITIES IN IMPLEMENTATION OF NBA

Audience	Barriers	Opportunities
Primary <i>Family : Children, Women & Men</i>	Lack of priority : Opting for a toilet is not a priority at the family level; the conventional practice of open defecation is not viewed as distinct and definite reason behind health problems/child mortality, malnutrition and subsequent livelihood insecurity. On one hand there is no 'social resistance' for open defecation and on the other hand there exists a wide range of 'social obstacles' wherein, for example, the women of the households hesitates to share the toilet with the Father in laws. Such contradictions remain unresolved in the backdrop of a normative sanction to open defecation	Dignity : The women are strong votaries of toilet use; more due to issues of dignity, protection and privacy, than health concerns. Women are also interested in inducing toilet habits amongst the children as well. It is not true that men/men in leadership role are totally averse to toilet use. They also have a sense of indignity when women and adolescent girls in the family are using the open field for defecation.
	Dependence on subsidies : The toilet infrastructure is intrinsically attached to government subsidies. While inconspicuous consumption behaviour is widely noted, somehow the idea of "government support" for toilet construction is deeply entrenched	Availability of funds : NBA is well funded to cater to all programme need, such as engaging human resources, capacity building and awareness generation activities. While, family level entitlement of subsidies appear to be the most prominent attraction, this resource may be used strategically to actually support the community as a whole and is not limited to gains at the family level ¹
	Lack of knowledge on functionality of toilets : Enormous gap in understanding of the functioning of toilets still exist. There are doubts about the functioning of the leach pit and lack of clarity on maintenance	Panchayats and Jal Sahiyas : The presence of Panchayats and Jal Sahiyas is certainly an attribute as the community has an opportunity to obtain information from a permanent stakeholder at their doorstep
	Lack of trust : Simply put, the functionaries involved in delivery of household toilets have lost trust of the community. This is primarily due to the inadequacies in implementation of the erstwhile Total Sanitation Campaign. The community has experienced the failure of the supply mechanism which had been non participatory, unconvincing and deceitful. It has emerged clearly that the service providers are the key beneficiaries of the programme. One distinct reason behind 'lack of trust' has been the fact that the facilitators of the sanitation programmes worked with the limited purpose of 'toilet construction'; conceptually they did not have a defined role after the 'construction' process is completed	The robust toilet model : The toilet model suggested by the state government is technically sound and has inbuilt components of sustainability. The government funds available through NBA and /or MNREGA also provide support to construct robust superstructures. Thus, the toilets once build with community's active contributions and in accordance to the user's choice has higher probability of sustainability. Sustainability of practice requires "post construction" engagement with the community. This, once again, is ensured through the presence of the BRCs.

Audience	Barriers	Opportunities
Secondary Mukhiya, VWSC, Jal Sahiya, BRCs, DPMUs, SHGs AWW, Teachers	Grassroots Institutions are new: Panchayats, designated with the leadership role have been elected after a gap of 32 years. Jal Sahiyas are newly appointed and so are the BRCs. Many fresh appointments have also been made in the DPMUs. The key facilitators are still not very well oriented on the sanitation programme. Moreover, field level operations of the BRCs are very limited	Institutional strength: Till 2011, implementation of the sanitation programme was distinctly devoid of "foot soldiers". Now the institutions are in place and fully staffed. Panchayats have been mobilised and activated. Once the grassroots stakeholders are adequately trained and supported, their role in advancement of the sanitation programme will be very useful
	Barriers in functioning of BRCs/Jal Sahiyas : One critical shortcoming in programme implementation is non-payment of fees to the BRCs. Also, the BRCs do not have a defined "Job description". So far they have been working on ad hoc instruction without any long term vision. Similarly, there seems to be several cases wherein the Jal Sahiyas are not paid incentives/ travel allowances on a regular basis	BRCs to provide sustained support : Establishment of BRCs has provided the long awaited support of sustained presence in the field. Similarly, presence of the Jal Sahiyas is a huge advantage to the sanitation programme. It is important that they are properly trained and the process of institutionalisation is appropriately executed
	Lack of knowledge on sanitary toilets: Understanding of the different components of sanitary toilets is still very weak. This is one critical reason preventing both promotion and adoption of sanitary toilets	Information on sanitary toilets: The government has developed models of sanitary toilets (demonstrated and developed technical drawings). It is important that these information is effectively percolated down to the field
Tertiary DC, President Zilla Parishad, MLA, MP, Head of Tribal federations	Priority for sanitation at the level of leadership at the district or beyond the district level is by and large missing. The DWSD has very little connections with critical contacts such as Head of Tribal Federations etc.	It is extremely important that DCs are categorically prioritising the sanitation programme With involvement of the Tribal Federations the advancement of the programme will be accelerated
	Media stories reflecting poor performance influences the perspective of the people who are in leadership role. Negative media stories on sanitation are very frequent and therefore emerges as a key barriers in attracting influencing important personalities	It is important to brief the media regularly on the proactive steps taken by the DWSD. It is also important to develop stories on 'best practices' and share with the media

Member Secretary of the DWSM (District Water and Sanitation Mission) is not adequately empowered by the policy prescriptions issued by the state level SPMU. Though the volume of communication are quite heavy (too many instructions), they are either not interpreted in correct perspective or the communications at times are contradictory. There is a need to review the entire body of communications/ letters issued by the state government and cull out critical policy instructions which are of immediate requirement at the district level.

Moreover, the link between the Member Secretary and the VWSC is not as yet established, although the institutional mechanism is fully staffed. There is an urgent need to build capacity of the newly engaged functionaries at the district and block level and the elected PRI members. Also there is a need to develop pragmatic and measureable performance indicators for the functionaries involved in service delivery. Evidently, there is a need to monitor the progress in a systematic manner.

4.0 DEVELOPING THE ACTION PLANS

4.1 Objectives and Outcomes : Having identified the barriers and opportunities in programme implementation vis-à-vis barriers & opportunities in changing behaviour at the grassroots, the groups embarked on developing district level Communications Plans. The first step in this endeavour was to identify the Communication Objectives and Outcome Indicators to measure the progress of the Plan towards achieving the avowed objectives.

The participants were guided to develop SMART objectives, i.e., Simple, Measurable, Achievable, Realistic and Time Bound. This discussion was held in the backdrop of available data on physical progress of the Total Sanitation Campaign and thereafter the Nirmal Bharat Abhiyan. Both databases from the DDWS website/ AIP and Census 2011 were used as reference.

Firstly, it was important to appreciate that the task in hand is colossal both in terms of initiating the BCC activities and achieving sustained behaviour change. Prior experience shows that it is indeed challenging. The wide gap between DDWS and Census 2011 database indicated that changing community behaviour cannot be achieved through provision of infrastructure alone and also whatever little awareness generation activities have been conducted so far have not contributed to the progress of TSC.

Secondly, the financial data on budget allocation and expenditure on IEC activities indicated very little investments on IEC initiatives. The DDWS database indicates that only 26% of the IEC budget has been expensed till date since Total Sanitation Campaign has been initiated (in 2004) in Jharkhand.

Thirdly, the house discussed the efficacy of the IEC activities conducted so far, how decisions were taken on development of IEC Plans and how the plans were executed. The participants concluded that the IEC Plans developed so far mostly followed a 'top-down' approach, wherein IEC activities were decided based on conventional wisdom, rather than any assessment of the impact they would make. Finally, the actual execution of IEC activities was ad hoc in nature and delinked from the physical implementation of the sanitation programmes. At times, IEC activities and the process of provision of toilets were held in mutually exclusive geographical areas.

Thus, it was important for district level groups to discuss and decide a realistic target in terms of villages that would be covered within a given time frame, i.e., October 2013 and March 2014. Also, Outcome indicators were developed to track the progress made in achieving the end line target (in this case that of March 2014). An example of the process of facilitation is given below :

Audience	Communication Objective	Outcome Indicators
Primary: Families	X number of villages comprising Y number of families will be made ODF by March 2014 (Here X would be a realistic figure, for instance 4 to 5 Gram Panchayats)	50% of families in X number of villages will be willing to invest on sanitation by December 2013
Secondary : Jal Sahiyas	All Jal Sahiyas in Z number of villages will be fully trained on sanitation and hygiene (Z > X) by March 2014	80% Jal Sahiyas in Z number of villages are able to explain the benefits of safe disposal of faeces
Tertiary : Head of Tribal Federations	Heads of Tribal Federations are appealing for ODF villages in the district level meetings	Meetings held with Head of Tribal Federations

4.2 Messages and Medium : Following the finalisation of the Objectives of the Communication Plan, a session was held to determine the key messages that need to be disseminated at different levels,

i.e., primary, secondary and tertiary levels. The processes of dissemination implied that the medium of information delivery, information materials and capacity building for dissemination were to be considered and planned. Thus, for messages targeted for audiences at every level a comprehensive plan on methods of information dissemination and related preparatory works was discussed. Messages were developed based on the issues identified either as barriers or opportunities and mostly based on the collective experience of the participants.

Audience	SBCC Product	Preparatory work	Responsibility
Primary: Women	Interactive session with the help of flip charts explaining the benefits of toilet use	Develop Flip Chart Print Flip Chart Train Jal Sahiya on use of flip chart Prepare schedule of activity	District Coordinator & BRC
Secondary: Mukhiya	Interactive session with Mukhiyas on toilet models & cost options	Develop Manuals on toilet design, specs & cost options Identify Resource Persons for training Plan for Training session	WSSO & Block Coordinators
Tertiary: Head of Tribal Fed	Tribal Heads leading mass rally on sanitation	Meeting with Head of Tribal Federation Organise rally & arrange for publicity materials	Member Secretary, District Coordinator, BRC

Messages targeting the primary audiences were mostly revolving around issues on dignity and health benefits. Both field level functionaries and elected representatives of the Panchayats agreed that community mobilisation around toilet use can be best ignited by raising the issue of dignity; primarily this concerns the women but men would also respond to such appeals. Also, security of women, particularly adolescent women is a concern at the family level.

The discussions also pointed out that access to water and sanitation most certainly improves the quality of life. It has a positive impact on health of both children and adults, improves nutritional status and subsequently adds to the potential for increasing livelihood security.

Similarly, for the secondary level audience, there appears an urgent need for a comprehensive understanding of the implementation strategy. Information on the implementation strategy needs to be available both in printed form as also in audio visual form; films on 'best practices' would be ideally suited not only to inform the audience but also to induce conviction. Printed materials on toilet design (technical specifications and booklets on "Frequently Asked Questions" are the other materials considered to be useful.

Toilets constructed through the VWSCs in several districts have serious technical fallacies. The significance and functioning of the "Y" junction and the leach pits are not clear at the field level. In many cases septic tanks are being constructed and there is no visible resistance from the side of the DWSM. However, diversion from specified technical specifications will obviously lead to problems in functioning of the toilets; thus affecting sustainability. The priority, as has been the case before, seems to be on accelerating construction – the only difference being that the initiative is being led by the Panchayats. However, if the toilets become dysfunctional, it will not only affect NBA but also render the Panchayats counterproductive.

Networking with influential social leaders is an important function at the tertiary level. This will involve identifying programme ambassadors both at the state and district levels. In the context of Jharkhand, identifying sportspersons was suggested by the participants. The discussions also emphasised on the

need for networking with Heads of Tribal Federations. Initiatives in these respect was expected from the state leadership apart from the DWSM. Political leaders such as MPs and MLAs were also identified as potential influencers. Hence, it was important that they are involved in district level deliberations on sanitation and different district level meetings. For the media, it will be important to develop documentation on 'best practices' for publication. At the state level inviting all major media houses for briefing on programme activities was deemed necessary.

Administrative priority for sanitation in the districts could be achieved only if the State government engages with the District Collectors more comprehensively. It was noted that though in some districts the DCs have taken commendable initiatives, they are generally kept out of the realm of policy deliberations held at the state level. Hence it was deemed necessary that the State Government engages the DCs more proactively and ensure that they develop interest in sanitation and adequate scope and opportunity to share their experiences in the state and national forums.

4.3 Activity Plan and Budget : In the final session, the activities were identified keeping in view the messages that would be disseminated, the manner in which they will be disseminated and the preparatory work involved in conducting the dissemination process. In order to make this exercise simple, a list of activities was circulated amongst the participants. Most of the behaviour change initiatives envisaged by the participants could be captured by the activities suggested in the list.

The activities essentially were not new to the participants. The critical factor was to identify how much of it will be executed (in line with the Communication Objectives) and what exactly is the purpose (determined by the messages and mediums). Thus, the participants had to experience a methodology wherein activities were selected following a logical stream as against the prevailing ad-hoc nature of functioning.

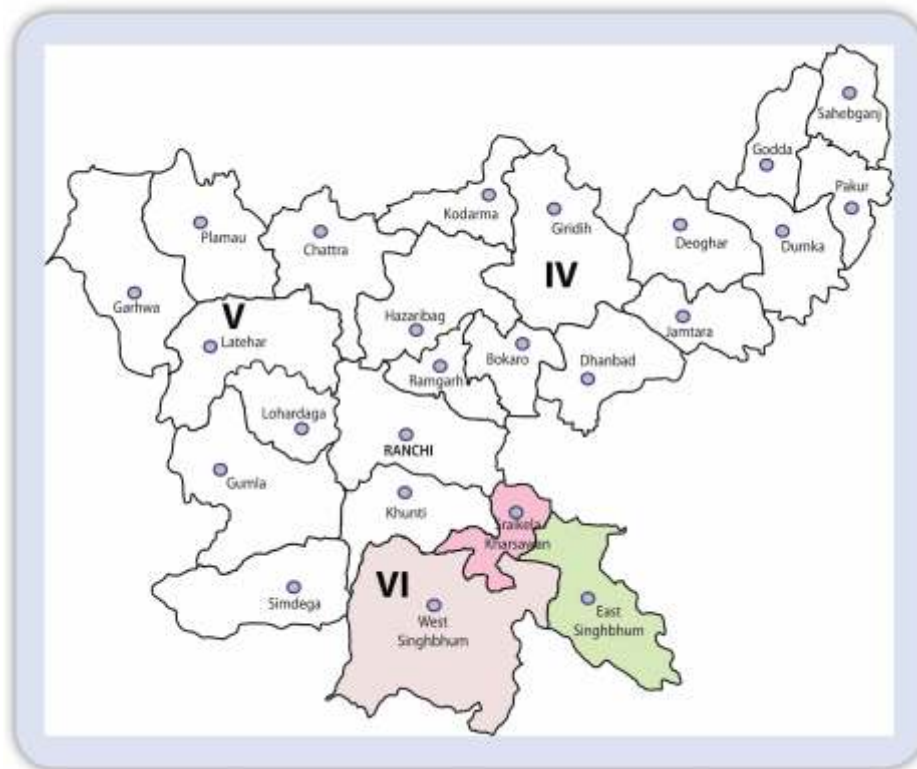
Finally, the budgets were assigned with reference to the funding provisions made in the AIPs. The data on physical target/achievement vis-à-vis IEC allocation/expenditure for 2011-12 and physical target and IEC fund allocation for 2012-13 was presented in the final session. The final Communication Action Plans were prepared on the basis of these financial figures.

4.4 Way Forward : The Communication Plan was prepared for all 24 districts (Annexure 1). In line with the Plan a budget was also developed. The Plan and the Budget was prepared for the period 2013-14. Both the Plan and the budget will be revised at the beginning of the financial year through similar process of public consultations.

As has been indicated in Section 3.5 the progress of the communication activities will be monitored and concurrent revisions of the activities will be done on the basis of feedback from the field.

Annexure - I
District wise Communication Plans

Kolhan



COMMUNICATION PLAN - EAST SINGHBHUM

Audiences	संचार का उद्देश्य Communication objectives	संदेश एवं आह्वान Messages and Appeals	संचार दृष्टिकोण Communication approach	मीडिया माध्यम Media Channels
Primary	<p>Outcome</p> <ol style="list-style-type: none"> 350 villages covering 50,000 families construct and use toilet in the district by end by March 2014 250 schools and aganwadis covering 57,500 children have functional toilets and is in use. Perception??? and availability?? <p>Output :</p> <ul style="list-style-type: none"> By Sept 2013, families believe that toilet construction and use will promote security, privacy and dignity of women By Sept 2013, families can state benefits of toilet use and establish linkages with diseases By Sept 2013, families can specify different toilet options and incentives for construction of toilets Children can state benefits of toilet use and they learn skills to use toilet and act as messengers in their village/families 	<p>Shauchalaya banao, Sehat banao</p> <p>Sasuraal tabhi jaoongi, jab wahan shauchalay hoga</p> <p>Shauchalaya banao, izzat bachao</p> <p>Mat do mujhe sringaar, shauchalaya de do uphaar</p> <p>Ghar ghar shauchalaya banwayenge, gaon ki pratistha badhayenge</p>	<p>IPC, Training, Edutainment, Aam Sabha,</p>	<p>Jal Sahiya, VWSC, Mukhiya, Pradhan, Munda, Manjhi, VHM, Ward Members, SHG</p> <p>Mobiles, Radio, T.V, folk group,</p>

Audiences	संचार का उद्देश्य Communication objectives	संदेश एवं आह्वान Messages and Appeals	संचार दृष्टिकोण Communication approach	मीडिया माध्यम Media Channels
Secondary	<ol style="list-style-type: none"> 500 Jal Sahiyas, VWSCs, PRIs, School teachers, SHGs and AWWs counsel children and families on a) benefits of toilets b) incentives and provisions for construction of toilets c) available toilet options and costs d) supply provisions e) provisions under MNREGA to promote toilet construction for excluded communities 350 VWSCs submit proposal by August and UC by December 2013 for toilet construction <p>Outputs :</p> <ul style="list-style-type: none"> By Sept 2013, X% of the said audiences have enhanced understanding on 5 key issues 100% Jal shaiyas, VWSCS and Mukhiyas, Ward members, and Teachers and AWWs know their roles and responsibilities with regards to construction and usage of toilets (By September, 2013) From August, 2013, X% of villages organize monthly swachta diwas by mobilizing families and engage with resistant families. By August, 2013, VWSCs and PRIs have plan of action to construct IHHL, community complexes and School and Aganwadi toilets By Sept 2013, 100% VWSCs submit proposal for construction of toilets in x villages for fund disbursement. By December, 2013, 100% VWSCs submit utilization certificate to the department. By November, 2013, said villages have vigilance committees to ensure usage of toilet 	<p>Gaon ki laaj Jal sahiya tumhare haath</p> <p>Swasthya ki suraksha, jal sahiya ke haath,</p> <p>Mera gaon, nirmal gaon,</p> <p>Humne yeh thana hai, ghar ghar shauchalaya banwaana hai</p> <p>Ghar ghar Shauchalaya banayenge, nirmal panchayat banayenge</p>	Training, Meeting, Door to door visit	BRC, Teachers, Block Pramukh, Junior Engineers, Asstt.Engineer

Audiences	संचार का उद्देश्य Communication objectives	संदेश एवं आह्वान Messages and Appeals	संचार दृष्टिकोण Communication approach	मीडिया माध्यम Media Channels
Tertiary	<p>Outcome :</p> <p>Supportive district leaders establish state, district and block level monthly monitoring mechanism to review progress with regards to toilet construction and use by August, 2013....</p> <p>BRCs??</p> <p>Outputs :</p> <ul style="list-style-type: none"> • District and block level task force available at district and block level with clear roles and responsibilities • Supportive Supervision mechanism strengthened across • Partnership established with Media and traditional media to support toilet construction and use • Service delivery institutions in form of sanitary marts, trained masons and suppliers for construction identified 	<p>Anushravan ke bina lakshya adhoora</p> <p>Jahan swacchta wahan pavitrata</p> <p>Jahan Swacchata wahan ishwar ka niwaas</p>	<p>Meeting, Festivals etc.</p>	<p>Monthly meeting, Review meeting.</p> <p>Panchayat samiti meeting</p> <p>Zila parishad meeting</p> <p>Gram Sabha Meeting</p>

COMMUNICATION PLAN - WEST SINGHBHUM

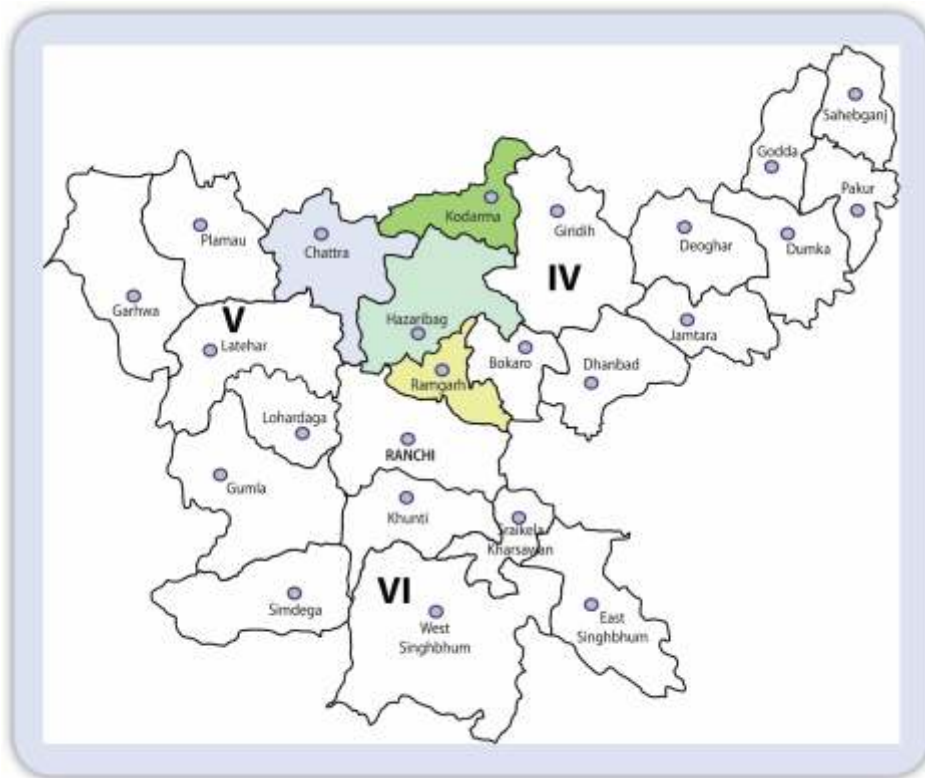
Audiences	संचार का उद्देश्य Communication objectives	संदेश एवं आह्वान Messages and Appeals	संचार दृष्टिकोण Communication approach	मीडिया माध्यम Media Channels
Primary Women (adolescent, pregnant, senior citizen); Men (children, young and old)	Outcome : 1. 350 villages covering 50,000 families construct and use toilet in the district by end March 2014	Shauchalaya banao, Sehat banao Sasuraal tabhi jaoongi, jab wahan shauchalaya hoga Shauchalaya banao, izzat bachao	IPC, Training, Edutainment, Aam Sabha	Jal Sahiya, VWSC, Mukhia, Pradhan, Munda, Manjhi, VHM, Ward Members, SHG Mobiles, Radio
Secondary Jal Sahiya VWSC, PRI, SHG, NGO, School, AWC, ANM	250 schools and Anganwadis covering 57,500 children have functional toilets and is in use	"Sadion ki mansikta todo, apne ghar se Swacchata jodo" 'Khule me sauch ki pratha band karna hai, apne gaon ko nirmal banana hai'	Capacity building Print media Folk media	Training of VWSC, PRI, SHG, NGO members, Rallies, house visits, Nukkad Natak, Festivals, Religious programs,
Tertiary Religious leaders, Govt. officers, Politicians, Film Stars, Mass Media	Supportive district leaders establish state, district and block level monthly monitoring mechanism to review progress with regards to toilet construction and use by BRCs?? Outputs: District and block level task force available at district and block level with clear roles and responsibilities Supportive Supervision mechanism strengthened across Partnership established with Media and traditional media to support toilet construction and use Service delivery institutions in form of sanitary marts, trained masons and suppliers for construction identifiedoutcome :	Humne ye thana hai, Apne Kshetra ko khule me sauch se mukt banana hai DWSM ka saath rahega, NBA ka rath dodega	Meeting, Festivals etc. Rally, Mass Motivation	Exposure visit Capacity buildings

COMMUNICATION STRATEGY - SARAIKELA

Audiences	Communication objectives	Messages and Appeals	Communication Approach	Media Channels	Activities
Primary	<p>Outcome</p> <p>135 villages in 14 panchayat covering 14300 families construct and use toilet in the district by end by March 2014</p> <p>285 schools and Anganwadis covering 37,500 children have functional toilets and is in use.</p>	<p>Shauchalaya banao, Sehat banao</p> <p>Sasuraal tabhi jaoongi, jab wahan shauchalaya hoga</p> <p>Shauchalaya banao, izzat bachao</p>	<p>IPC, Training, Edutainment, Aam Sabha,</p>	<p>Jal Sahiyya, VWSC, Mukhia, Pradhan, Munda, Manjhi, VHM, Ward Members, SHG</p> <p>Mobiles, Radio, T.V., folk group</p>	<p>Poster, Booklet, Wall Paintings, Rallies, Swachhata Divas, Meetings</p>
Secondary	<p>Awareness generation & Capacity building of Jal Sahiyya on 5 identified issues i.e : Benefits of toilet, Provision and option of technical option of toilet, Incentive provision, Supply Chain Mechanism, Convergence with MNAREGA,</p> <p>100% targeted VWSC will prepare and submit proposal</p> <p>Capacity building of VWSC</p>	<p>Jal Sahiyya Aae swachhta aur Samridhi layi</p> <p>Jal Sahiyya ne thana h Gram ko nirmal Banana h</p> <p>Swachhalya ka lav kya h suno jal sahiyya ka baat kya h</p> <p>VESC ka mang aaya</p> <p>Swachhalya ka nirman ka karya aaya</p> <p>Soch swachhalya me karna h, bimariyon ko dur bhagana h</p> <p>Swachhly nirman aasan hua manrega se abhisaran hua</p>	<p>Meetings</p> <p>Print Media</p> <p>Folk media</p>	<p>Capacity building</p> <p>Folk Media (Nukkad Natk in Local Haat / Bazar)</p> <p>Print Media</p> <p>Capacity building</p> <p>Electronic Media</p>	<p>Training on 5 identified issues of Stakeholders twice in a year:</p> <p>Organizing Nukkad natak in every targeted village (Place could be Haat Bazaar and local market)</p> <p>Celebrating Sanitation Day in festivals in each village.</p> <p>Celebrating Sanitation day (VWSD) in every month in every village.</p> <p>Training of Mason in each block of 100 participants.</p> <p>Rally/Campaign on Behaviour change and sanitation issues by IEC Mobile Van.</p>

Audiences	Communication objectives	Messages and Appeals	Communication Approach	Media Channels	Activities
Tertiary	Construction of toilets in 14 panchayat in Saraikella district till 2014	Jan pratinidhi ki hai yahi pukar, Khule main sauch ka ho bahiskaar Jab se DC haamar Aalay, Khule mein Sauch door Baghalaye Saaf Supha kar kaam hovi, nirmal zilla kar sapna pura hobi Saraikella Jilaa haamak hai, Swachhha rakhana adhikaar hai	Print media Mass media Edu-entertainment media	Publication Mass media Meetings	Publication of success story of NBA programme once in a year Sanitation Ambassador for sending messages on Sanitation in district level (popular personalities) through hoardings in every block (two hoardings) Meeting with the pahan/ religious leader/ leaders with district administration / BRCs/ political leaders Monthly Inter sectorial convergence meeting with MNREGA and other department Monthly Review meeting in district/ block level

North Chotanagpur



COMMUNICATION PLAN – HAZARIBAGH

Audiences	संचार का उद्देश्य Communication objectives	संदेश एवं आह्वान Messages and Appeals	संचार दृष्टिकोण Communication approach	मीडिया माध्यम Media Channels
Primary	<p>Outcome : 64 villages covering, 5200 families construct and use toilet in Hazaribagh district by end of Feb. 2014 52 schools and 7 community toilets will be constructed, childrens have functional toilets and is in use. Perception and availability</p> <p>Output : By Sept 2013, 80% of families believe that toilet construction and use will promote security, privacy and dignity of women By Feb 2014, 80% of families can state benefits of toilet use and establish linkages with diseases By Sept 2013, 80% of families can specify different toilet options and incentives for construction of toilets 80% of children can state benefits of toilet use and they learn skills to use toilet and act as messengers in their village/families</p>	<ul style="list-style-type: none"> Sauchalaya Apnaiye, Samman Bachaiye Sauchalaya apnaiye, Swastha rahiye Sirf ghunghat se na bachega maan, apnao shauchalaya badhao Samman Safai me bhalai, samho mere bhal Sauchalaya ho Jinke Paas, Bitiya ka byaah rachayen unke saath 	<p>Mobilization, Meetings, Empowerment, Capacity building, Exposure Visit</p>	<p>IPC, TV/ Radio, Print Media, Folk Media</p>
Secondary	<p>Outcomes : 100% Jal Sahiyas, VWSCs, PRIs, School teachers, SHGs and AWWs counsel children and families on a) benefits of toilets b) incentives and provisions for construction of toilets c) available toilet options and costs d) supply provisions e) provisions under MNREGA to promote toilet construction for excluded communities 100% VWSCs submit proposal and UC for toilet construction</p> <p>Outputs : 80% Jal shaiyas, VWSCS and Mukhiyas, Ward members, and Teachers and AWWs know their roles and responsibilities with regards to construction and usage of toilets 80% CC's have 2 meetings per village per month 100% BC's/CC's make door-to-door visits</p>	<p>JS Didi aayegi, sabka shauchalaya banwayegi" "Sadion ki mansikta todo, apne ghar se Swacchata jodo" 'Khule me sauch ki pratha band karna hai, apne gaon ko nirmal gaon banana hai'</p>	<p>Mobilization, Meetings, Empowerment, Capacity building, Exposure Visit, Training at Dist. State and block level Jal Sahiya Diary Workshops</p>	<p>Training at Dist. State and block level Jal Sahiya Diary Workshops</p>

Audiences	संचार का उद्देश्य Communication objectives	संदेश एवं आह्वान Messages and Appeals	संचार दृष्टिकोण Communication approach	मीडिया माध्यम Media Channels
Tertiary	<p>Outcome : Supportive district leaders establish state, district and block level monthly monitoring mechanism to review progress with regards to toilet construction and use by</p> <p>BRCs??</p> <p>Outputs: District and block level task force available at district and block level with clear roles and responsibilities</p> <p>Supportive Supervision mechanism strengthened across</p> <p>Partnership established with Media and traditional media to support toilet construction and use</p> <p>Service delivery institutions in form of sanitary marts, trained masons and suppliers for construction identified</p>	<p>Humne ye thana hai, Apne Kshetra ko khule me sauch se mukt banana hai</p> <p>DWSM ka saath rahega, NBA ka rath dodega</p>	<p>Mobilization, Meetings, Empowerment, Capacity building, Exposure Visit</p>	<p>TV/Radio Print Media Entitlement</p>

COMMUNICATION PLAN – KODERMA

Audiences	संचार का उद्देश्य Communication objectives	संदेश एवं आह्वान Messages and Appeals	संचार दृष्टिकोण Communication approach	मीडिया माध्यम Media Channels
Primary	<p>Outcome</p> <p>30 villages covering 3200 families construct and use toilet in Koderma district by end of Feb. 2014</p> <p>30 schools and 30 Anganwadis covering 4050 children have functional toilets and is in use.</p> <p>Perception and availability</p> <p>Output:</p> <p>By Dec. 2013, 1500 families believe that toilet construction and use will promote security, privacy and dignity of women</p> <p>By Dec. 2013, 1500 of families can state benefits of toilet use and establish linkages with diseases</p> <p>By Dec. 2013, 1500 of families can specify different toilet options and incentives for construction of toilets</p> <p>50% of children can state benefits of toilet use and they learn skills to use toilet and act as messengers in their village/families</p>	<p>Jahan Soch wahan Sauchalaya</p> <p>*Sauchalaya banao gaon ko swastha banao</p> <p>*Beti doongi us ghar me shauchalaya hoga jis ghar me</p>	<p>Mobilization, Meetings, Empowerment, Capacity building, Exposure Visit</p>	<p>IPC, TV/Radio, Print Media, VWSC, BRC, School, AWC, Agenda wise meeting, Folk Media</p>

Audiences	संचार का उद्देश्य Communication objectives	संदेश एवं आह्वान Messages and Appeals	संचार दृष्टिकोण Communication approach	मीडिया माध्यम Media Channels
Secondary Jal Sahiyas, VWSCs, PRIs, School teachers, SHG, AWWs, NGO	<p>Outcomes</p> <p>100% Jal Sahiyas, VWSCs, PRIs, School teachers, SHGs and AWWs counsel children and families on a) benefits of toilets b) incentives and provisions for construction of toilets c) available toilet options and costs d) supply provisions e) provisions under MNREGA to promote toilet construction for excluded communities</p> <p>100% VWSCs submit proposal and UC for toilet construction</p> <p>50% Jal shaiyas, VWSCS and Mukhiyas, Ward members, and Teachers and AWWs know their roles and responsibilities with regards to construction and usage of toilets</p> <p>50% Jal Sahiyas will be trained on said subjects by the end of December, 13; and the rest by Feb.14</p> <p>50% of Jal Sahiyas will be paid incentive by Sept 2013, and the rest by the end of Dec. 14</p>	Sauchalaya Banao, apne gaon, panchayat ko khule sauch se mukt rakho	Mobilization, Meetings, Empowerment, Capacity building, Exposure Visit	Training at Dist. State and block level Jal Sahiya Diary Workshops
Tertiary	<p>Outcome :</p> <p>Supportive district leaders establish state, district and block level monthly monitoring mechanism to review progress with regards to toilet construction and use by beneficiary</p> <p>Outputs:</p> <p>District and block level task force available at district and block level with clear roles and responsibilities</p> <p>Supportive Supervision mechanism strengthened across</p> <p>Partnership established with Media and traditional media to support toilet construction and use</p> <p>Service delivery institutions in form of sanitary marts, trained masons and suppliers for construction identified</p>	Apne jile ko khule sauch se mukt banana hain	Mass media Print media	Meetings Capacity buildings Exposure visits Print and electronic media

COMMUNICATION PLAN – CHATRA

Audiences	संचार का उद्देश्य Communication objectives	संदेश एवं आह्वान Messages and Appeals	संचार दृष्टिकोण Communication approach	मीडिया माध्यम Media Channels
Primary Mothers, Fathers, Children and old men/ women	<p>Outcome</p> <p>45 villages covering 7000 families construct and use toilet in Chatra district by end of Feb. 2014</p> <p>55 schools and 50 Anganwadis covering 5500 children have functional toilets and is in use.</p> <p>Perception and availability,</p> <p>Output:</p> <p>By Sept 2013, 25% of families believe that toilet construction and use will promote security, privacy and dignity of women</p> <p>By Feb 2014, 14% of families can state benefits of toilet use and establish linkages with diseases</p> <p>By Sept 2013, X% of families can specify different toilet options and incentives for construction of toilets</p> <p>18% of children can state benefits of toilet use and they learn skills to use toilet and act as messengers in their village/families</p>	<p>Maa Beti ka rakhana hai samman to sauchalay ka karna hai nirmaan</p> <p>Shaadī karoongi us ghar me shauchalaya ho jis ghar me</p> <p>Sauchalaya ka nirmaan aur prayog</p> <p>Kya Sahi Kya galat</p> <p>Sauchalay ki takneek, laagat, vibhinn model tatha protsaha rashi</p>	<p>IPC</p> <p>Flip chart</p> <p>Poster</p> <p>Meetings, Fair, Events</p> <p>Wall writings\ Rally</p> <p>Movies, Training of Masons</p> <p>Capacity building Photo Exhibition</p>	<p>Jal Sahiya</p> <p>BRC/CRC/PRI</p> <p>School Children, AWC</p>

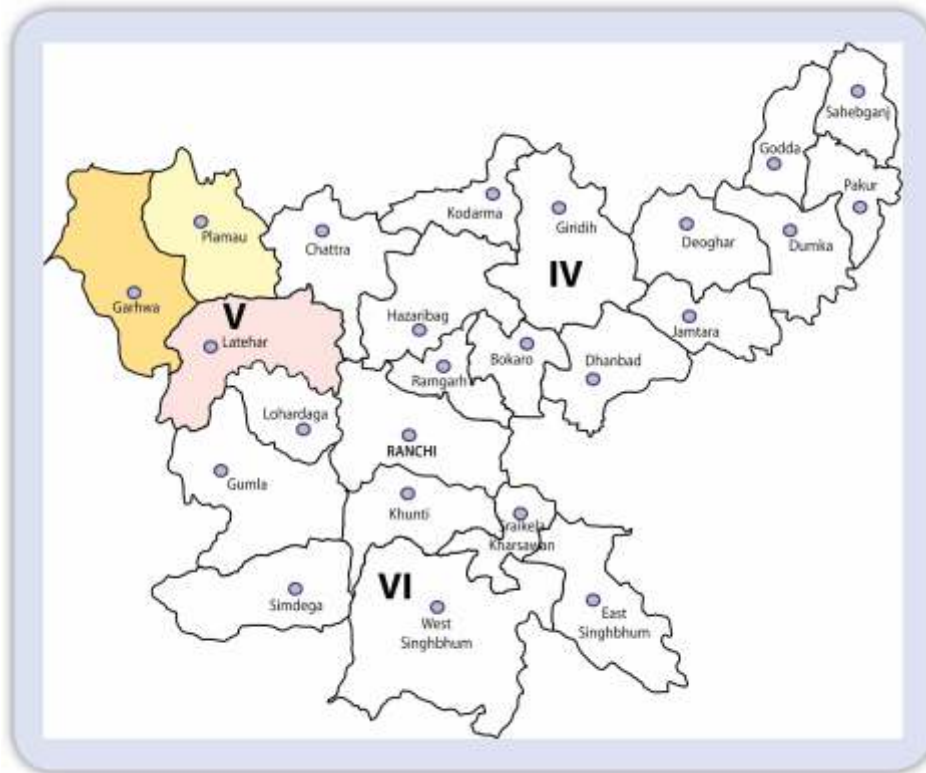
Audiences	संचार का उद्देश्य Communication objectives	संदेश एवं आह्वान Messages and Appeals	संचार दृष्टिकोण Communication approach	मीडिया माध्यम Media Channels
Secondary Jal Sahiyas, VWSCs, PRIs, School teachers, SHG, AWWs, NGO	<p>Outcomes</p> <p>100% Jal Sahiyas, VWSCs, PRIs, School teachers, SHGs and AWWs counsel children and families on a) benefits of toilets b) incentives and provisions for construction of toilets c) available toilet options and costs d) supply provisions e) provisions under MNREGA to promote toilet construction for excluded communities</p> <p>45 VWSCs submit proposal and UC for toilet construction</p> <p>Outputs</p> <p>100% Jal shaiyas, VWSCS and Mukhiyas, Ward members, and Teachers and AWWs know their roles and responsibilities with regards to construction and usage of toilets</p> <p>25% Jal Sahiyas will be trained on said subjects by the end of August, 13; 50% up to Dec. 13 and the rest by Feb.14</p> <p>50% of Jal Sahiyas will be paid incentive by Sept 2013, and the rest by the end of Dec. 14</p>	<p>"Jalsahiya aayi khusiali layi"</p> <p>JS Didi aayegi, sabka shauchalaya banwayegi"</p> <p>"Sadion ki mansikta todo, apne ghar se Swacchata jodo"</p> <p>'Khule me sauch ki pratha band karna hai, apne gaon ko nirmal banana hai'</p>	<p>Monthly Meeting</p> <p>Training at panchayat, block and district level.</p> <p>Distribution of Jalsahiya diary.</p> <p>Distribution of IEC material</p>	<p>Training at Dist. State and block level</p> <p>Jal Sahiya Diary</p> <p>Workshops</p>
Tertiary	<p>Outcome :</p> <p>Supportive district leaders establish state, district and block level monthly monitoring mechanism to review progress with regards to toilet construction and use by Beneficiary</p> <p>Outputs:</p> <p>District and block level task force available at district and block level with clear roles and responsibilities;</p> <p>Supportive Supervision mechanism strengthened across</p> <p>Partnership established with Media and traditional media to support toilet construction and use</p> <p>Service delivery institutions in form of sanitary marts, trained masons and suppliers for construction identified</p>	<p>Humne ye thana hai, Apne Kshetra ko khule me sauch se mukt banana hai</p> <p>DWSM ka saath rahega, NBA ka rath dodega</p>	<p>Analysis and Planning</p> <p>Meeting with related department</p> <p>Meeting with PRI's on NBA goals</p> <p>Exposure visit.</p> <p>Capacity building.</p>	<p>Print and electronic media.</p> <p>Guidelines and circular issued by the government.</p>

COMMUNICATION STRATEGY - RAMGARH

Audiences	संचार का उद्देश्य Communication objectives	संदेश एवं आह्वान Messages and Appeals	संचार दृष्टिकोण Communication approach	मीडिया माध्यम Media Channels
Primary Mothers, Fathers, Children and Families	Outcome 60 villages covering 15 panchayats construct and use toilet in Ramgarh district by end of Feb. 2014	<ul style="list-style-type: none"> We have to stop defecating in the open Change in mentality regarding costs involved in toilet construction Change the mentality regarding leach pit Appeal women to regain their self-respect and men to change their mindset Motivating people to wash their hands before and after meals, and after toilet Use of toilet in School and AWC's and include Mukhia and Jal Sahiya in sanitation programs. 	<p>Nukkad Natak, Village meetings, Prabhat Pheri, Wall Writing, Hoardings, Movies.</p> <p>Sanitation Day</p> <p>Meeting with teachers, sahiyas, SHG's</p> <p>Meetings with PRI representatives</p>	IPC, TV/Radio, Print Media, Folk Media
Secondary Jal Sahiyas, VWSCs, PRIs, School teachers, SHG, AWW's, NGO	Output: 100% Jal Sahiyas, VWSCs, PRIs, School teachers, SHGs and AWWs counsel children and families on a) benefits of toilets b) incentives and provisions for construction of toilets c) available toilet options and costs d) supply provisions e) provisions under MNREGA to promote toilet construction for excluded communities 70% VWSCs submit proposal and UC for toilet construction	<p>JS Didi aayegi, sabka shauchalaya banwayegi"</p> <p>"Sadion ki mansikta todo, apne ghar se Swacchata jodo"</p> <p>'Khule me sauch ki pratha band karna hai, apne gaon ko nirmal banana hai'</p>	<p>Mobilization, Meetings, Empowerment, Capacity building, Exposure Visit,</p> <p>Training at Dist. State and block level</p> <p>Jal Sahiya Diary</p> <p>Workshops</p>	<p>Training at Dist. State and block level</p> <p>Jal Sahiya Diary</p> <p>Workshops</p>

Audiences	संचार का उद्देश्य Communication objectives	संदेश एवं आह्वान Messages and Appeals	संचार दृष्टिकोण Communication approach	मीडिया माध्यम Media Channels
Tertiary	<p>Outcome :</p> <p>Supportive district leaders establish state, district and block level monthly monitoring mechanism to review progress with regards to toilet construction and use by</p> <p>BRCs.</p> <p>Outputs:</p> <p>District and block level task force available at district and block level with clear roles and responsibilities</p> <p>Supportive Supervision mechanism strengthened across</p> <p>Partnership established with Media and traditional media to support toilet construction and use</p> <p>Service delivery institutions in form of sanitary marts, trained masons and suppliers for construction identified</p>	<p>Humne ye thana hai, Apne Kshetra ko khule me sauch se mukt banana hai</p> <p>DWSM ka saath rahega, NBA ka rath dodega</p>	<p>Mobilization, Meetings, Empowerment, Capacity building, Exposure Visit</p>	<p>TV/Radio</p> <p>Print Media</p> <p>Entitlement</p>

Palamu



COMMUNICATION PLAN - PALAMU DISTRICTS

स्रोत	उद्देश्य	Message	Communication Approach	Channels tools
प्राथमिक	<p>1- मार्च 2014 में 80 गाँवों को ODF बनाना, 12000 परिवार को लाभ पहुँचाना।</p> <p>2- 85 स्कूल तथा 80 आँगनवाड़ी में बच्चों को toilet का नेम करवाना।</p> <p>1- Sep 2013 तक सभी परिवारों को शौचालय के महत्ता को समझाना।</p> <p>3- Dec 2013 तक 100 : परिवारों को शौच से होने वाली बिमारियों के विषय में जानकारी प्राप्त होना तथा इसके उपयोगों की जानकारी प्राप्त होना।</p>	<p>हमने मन में ठाना है, पहले अपने घर में शौचालय बनाना है।</p> <p>1. मम्मी, मम्मी स्कूल तभी जाएंगे। जब आप घर में शौचालय बनवाएंगे।।</p> <p>2. भैया हो शौचालय बनइब। देयलिय सौ रुपया ईनाम पइब।।</p>	<p>1. महिलाओं का समुह बनाकर घर-घर में संदेश देना।</p> <p>2. माध्यम से लोगों को जानकारी देना।</p> <p>3. ग्राम के सम्मानित व्यक्तियों द्वारा ग्रमिणों को जागरूक करना।</p> <p>4. दोस्तों के द्वारा अपने अनेकों को अपने दोस्तों को जागरूक करना।</p> <p>परंपरिक संचार के माध्यम से प्रचार प्रसार करना।</p> <p>Tools : Internal personal communication, local radio channel, TV, channel and lowd-sopeaker etc. Mobile message.</p>	<p>1. Mass media publication.</p> <p>2. Radio.</p> <p>3. T.V.</p> <p>4. News paper.</p> <p>5. ग्राम सभा।</p> <p>6. घर-घर जाकर संपर्क।</p>

द्वितीयक स्रोत	उद्देश्य	Message	Communication Approach	Channels tools
	<p>1- नुककड़ नाटक तथा लोक गीतों के माध्यम से प्रचार प्रसार करना।</p> <p>Out come : Nov. 2013 तक सभी प्रकार के प्रशिक्षण प्रदान करना।</p> <p>Out come : 100% VWSC members को प्रशिक्षित करना SHG, PIRS और नवाड़ी को toilet के मनेगा के द्वारा प्राप्त शशिवं toilet संरचना के विषय में बताना।</p>	<p>बचाव।</p> <p>घर-घर में शौचालय बनावा।।</p>	<p>स्वच्छता प्रतियोगिता करना।</p> <p>Tools : 1. पहले के कार्यों की समुष्टि करना। 2. प्रगति प्रतिवेदन तैयार करना। 3. बाजार हाटएवं मेला में नुककड़, नाटकएवं लोकगीतएवं प्रदर्शनी करना। 4. Media के माध्यम से जानकारी देना।</p>	
अप्रत्यक्ष स्रोत	<p>1- पंचायत प्रखण्डएवं जिला स्तर से monitoring करना।</p> <p>1- जिला स्तर से exposure visit करना।</p> <p>Out come : 1- पंचायत स्तर से तक को प्राप्त 2- प्राप्त करना। करना</p> <p>1- प्रखण्ड स्तर से Sep-2013 तक target को प्राप्त करना</p> <p>1- जिला स्तर से Dec-2013 तक target को प्राप्त करना।</p>	<p>1. शौचालय बनाओ। डायरिया से निजात पाओ।</p> <p>2. पलामू को निर्मल बनाना है। मान समान बढ़ना है।।</p>	<p>District level पर review करना block level पर review करना</p> <p>Tools : Print media, radio, T.V, जिला स्तरीय कार्यशाला स्लोगन</p>	<p>1. मासिक बैठक। 2. Review meeting- 3. पदाधिकारियों के साथ क्षेत्र भ्रमण। 4. जिला स्तरीय convergence कार्यशाला। 5. विशेष अवसरों पर जैसे-जिला स्थापना दिवस, राज्य स्थापना दिवस आदि अवसरों पर निर्मलता का संदेश पहुंचाना।</p>

COMMUNICATION STRATEGY – LATEHAR

Audiences	संचार का उद्देश्य Communication objectives	संदेश एवं आह्वान Messages and Appeal	संचार दृष्टिकोण Communication approach
Primary महिला, पुरुष, बच्चे, वृद्ध	<ul style="list-style-type: none"> • लोगों में जागरूकता फैलाना। • स्वास्थ्य मुद्दों पर चर्चा करना। • खुशहाल परिवार के लिए प्रयास करना। 	<ul style="list-style-type: none"> • घर-घर शौचालय बनाएंगे, स्वस्थ एवं हँसता खेलता जीवन पाएँगे। • शौचालय है खुशियों को आधार इसको तुम मत भूलो यार। • शौचालय बनाओ मुनाफा कमाओ। • स्वच्छता है वहीं शौचालय है जहाँ। • घर-घर में शौचालय बनवाएँ, कमी बीमारियों न आ पाएँ। • जल सहिया आयी स्वच्छता का संदेश लायी। • घर-घर जाएंगे, स्वच्छता का अलख जगाएँगे। • पहनब बेस साड़ी, शौचालय बनाब अपन बाड़ी। • मुखिया जी गाँव को निर्मल बनाएँगे। राज्य स्तरीय सम्मान पाएँगे। • पहले अपने घर में शौचालय बनाएँगे, देखा-देखी लोग अपनाएँगे। 	1. Mass media publication. 2. Radio. 3. T.V 4. News paper. 5. ग्राम सभा। 6. घर-घर जाकर संपर्क।

Audiences	संचार का उद्देश्य Communication objectives	संदेश एवं आह्वान Messages and Appeal	संचार दृष्टिकोण Communication approach
		<ul style="list-style-type: none"> • स्वच्छ जिला होऐसा • लातेहार जिला जैसा • स्वच्छ लातेहार, • स्वच्छ लातेहार। • कूड़ा-कचड़ा हटाएँगे, • लातेहार जिला को साफ़, स्वच्छ निर्मल बनाएँगे। 	
Secondary जल सहिया, VWSC, पंचायती राज प्रतिनिधि, BRC, राजमिस्त्री	<ul style="list-style-type: none"> • जल सहिया एवं VWSC, सदस्य को प्रशिक्षण देना। • NBA की पूर्ण जानकारी देना। • शौचालय विकल्प की जानकारी देना। • जल एवं स्वच्छता विषय पर जानकारी देना। 	<p>"Sadion ki mansikta todo, apne ghar se Swacchata jodo"</p> <p>"Khule me sauch ki pratha band karna hai, apne gaon ko nirmal banana hai"</p> <p>" Souchalay Banana hai, bimari dur bhagana hai.</p>	<ol style="list-style-type: none"> 1. प्रशिक्षण। 2. modular agenda. 3. meeting. 4. mobile communication. 5. mobile massage.

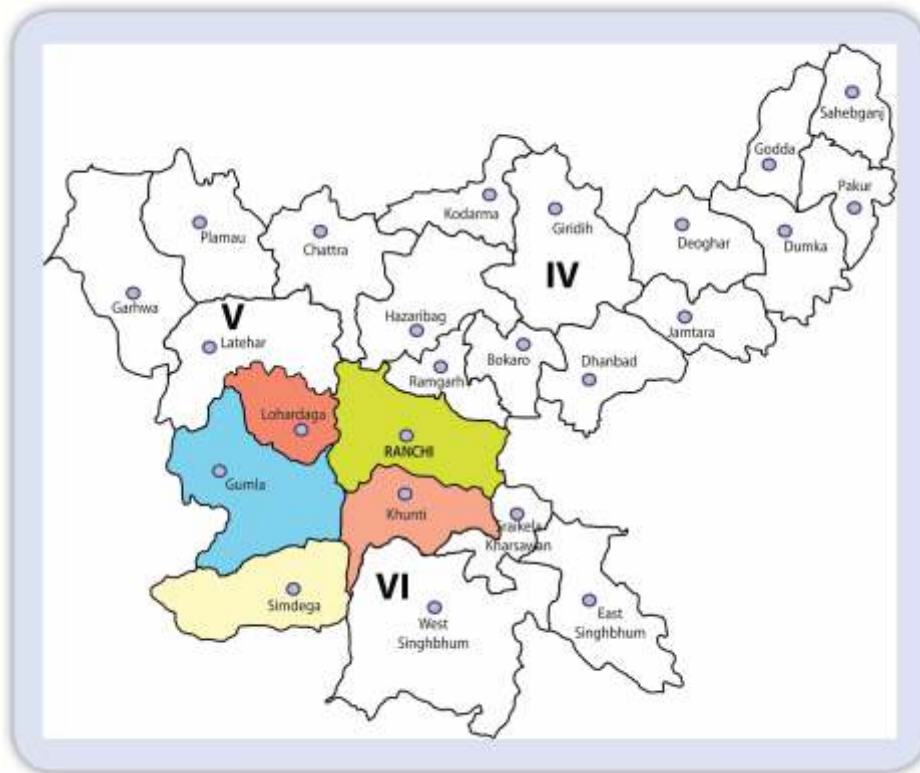
Audiences	संचार का उद्देश्य Communication objectives	संदेश एवं आह्वान Messages and Appeal	संचार दृष्टिकोण Communication approach
Tertiary SPMU, DWSC, जनप्रतिनिधि, प्रशासनिक प्रमुख	<ul style="list-style-type: none"> • अनुश्रवण • Review Meeting की तिथि तय कर जानकारी को अनुश्रवण। • जिला पदाधिकारियों एवं माननेद व्यक्तियों के साथ समन्वय स्थापित करना। • मासिक बैठक करना। • पदाधिकारियों के साथ क्षेत्र भ्रमण। • जिला स्तरीय अभि रण कार्यशाला। • विशेष अवसरों जैसे जिला स्थापना दिवस, राज्य स्थापना दिवस आदि अवसरों पर निर्मलता का संदेश पहुँचना। 	Humne ye thana hai, Apne Kshetra ko khule me sauch se mukt banana hai DWSM ka saath rahega, NBA ka rath dodega	Hoardings Exposure visit District level seminar. Print and electronic media. Guidelines and circular issued by the government.

संचार के उद्देश्य - गढ़वा

Audience	Objectives	संदेश	माध्यम
प्राथमिक:- Men, women child, old men/ women	40 पंचायत 51 गाँव पूर्ण रूप से O.D.F 16000 परिवार में तैद्यालय निर्माण होगा। 80 ऑगनवाडी केंद्र एवं विद्यालय तैद्या- लय को कार्यशिल किया जाएगा।	<ul style="list-style-type: none"> तैद्यालय का निर्माण कराओ बहू-बेटी बहन को सम्मान दिलाओ अंधरे का इंतजार मत करवाव स्वस्थ जीवन पाओ तैद्यालय नहीं तो ससुराल नहीं 	ग्राम बैठक तैद्यालय के महत्व पर चर्चा खुले में तैद्या से हनी <ul style="list-style-type: none"> पोस्टर विडियो निजात का हनन संबधी पोस्टर बिमारी में खर्च / विवाह में खर्च संबधी बोध-पोस्टर बड़ै चवतवंबी पर चर्चा मिडीया अपील निर्मल भारत अभियान की पूर्ण जानकारी- बैठक अर्न्तव्यक्ति संबंध (IPC)
द्वितीयक:- VWSC जल सहिया P.R.I स्वयं सहायता समुह N.G.O C.R.C B.R.C	सभी जल सहिया एवं ग्राम जल एवं स्वच्छता समिति 51 को NBA के सभी अवयवों की जानकारी सतत रूप से दी जाएगी। ग्राम कार्ययोजना का निर्माण सुनिश्चित किया जाएगा। निर्माण हेतु पंचायत स्तर पर 102 मिस्त्री को प्रशिक्षित किया जाएगा। जल सहिया VWSC सदस्य को क्षेत्र भ्रमण के माध्यम से जागरूक किया जाएगा। सभी पंचायत में तैद्यालय निर्माण पूर्ण कराया जाएगा साथ ही उपयोगिता प्रमाण पत्र समर्पित कराया जाएगा।	<ul style="list-style-type: none"> तैद्यालय को व्यवहार में लाएंगे निर्मल गांव बनाएंगे मेरा गाँव स्वच्छ गाँव, गर्व से रहेंगे, गर्व से कहेंगे तैद्या करने बाहर नहीं जाएंगे। 	<ul style="list-style-type: none"> ग्राम पंचायत प्रखण्ड स्तर प्रशिक्षण एवं कार्यशाला प्रखण्ड स्तर- शिविर एवं मेला लगाकर अपने गांव का प्रस्तुतीकरण पोस्टर, फोल्डर पम्पलेट, विडियो, नुक्कड़ नाटक, गीत, स्वच्छ ग्राम की प्रतियोगिता

Audience		Objectives	संदेश	माध्यम
<p>चुनियक:-</p>	<p>पंचायत, ग्राम प्रखंड, एवं जिला स्तर पर सभी पदाधिकारी का पश्चात् अनुशरण</p> <p>स्थानीय संस्थाएं</p> <p>VWSC/BWSC/ DWSC/DWSM</p> <p>RWSM</p> <p>अनुश्रवण, SHG, NGO, ICDS, NRHM कर्मों का उत्प्रेरण मिडिया मैने, जमैट</p>	<p>पंचायत प्रखण्ड एवं जिला स्तर पर जिम्मेवार पंचायतिराज प्रतिनिधी एवं जिला स्तरीय पदाधिकारीगण का अनुश्रवण हेतु mechnism का विकास</p> <p>ग्राम-15 दिन, पंचायत-एक माह</p> <p>प्रखण्ड-1 माह, जिला-प्रति माह</p> <p>RSM की कार्यशीलता का अनुश्रवण एवं सुनिश्चि व्यपस्था।</p> <p>BCC के लिए संचार माध्यमों का प्रयोग-mass media</p> <p>BRS का सतत् उपयोग</p>	<ul style="list-style-type: none"> घर-घर शौचालय बनायेंगे जिला को निर्मल बनाएंगे। 	<ul style="list-style-type: none"> जिला स्तरीय कार्यशाला / मजबुत वित्तीय प्रबंधन।? जिला एवं राज्य से बाहर क्षेत्र भ्रमण जिम्मेवार संबंधित व्यक्तियों का स्थानीय या गाएवं संस्कृति के अनुरूप IEC सामग्री का निर्माण। स्वच्छता रथ, मिडिया का लगातार प्रयोग। सार्वजनिक स्थानों पर मनः मस्तिस्क को झक-झोरने वाले पलैक्य का प्रदर्शन।

South Chotanagpur



COMMUNICATION PLAN - RANCHI

Audience	Objectives	Key Messages	Approaches	Channels and tools
Primary: Men women and Children	50 villages in 6 panchayat covering 5992 IHHL construction till March, 2014 Sanitation facility in 77 Schools and AWC in 6 panchayat	<p>*We have to stop defecating in the open</p> <p>*change in mentality regarding costs involved in toilet construction</p> <p>*Change the mentality regarding leach pit</p> <p>*Appeal women to regain their self-respect and men to change their mindset</p> <p>*Motivating people to wash their hands before and after meals, and after toilet</p> <p>*Use of toilet in School and AWC's and include Mukhia and Jal Sahiya in sanitation programs.</p>	IPC, Edu-entertainment, Folk media, Outdoor media	<p>Nukkad Natak, Village meetings, Prabhat Pheri, Wall Writing, Hoardings, Movies.</p> <p>Sanitation Day</p> <p>Meeting with teachers, sahiyas, SHG's</p> <p>Meetings with PRI representatives</p>
Secondary: Jalsahiya, VWSC, PRI, AWW	<p>खुले में शौच मुक्त समाज बनाना।</p> <p>समाजिक एवं व्यवहार परिवर्तन संचार के प्रमुख अवधारणाओं की जानकारी।</p> <p>स्वयं के कार्य एवं उत्तरदायित्व को समझना।</p> <p>कार्यक्रम सम्बंधित सभी प्रकार के तकनीकी जानकारी एवं पर्याप्त उपलब्ध अवसरों को जानना एवं उनका सदुपयोग करना।</p>	<p>Jal Sahiyya Aae swakchta aur Samridhi layi</p> <p>Jal Sahiyya ne thana h Gram ko nirmal Banana h</p> <p>Swachalya ka lav kya h suno jal sahiyya ka baat kya h</p> <p>VESC ka mang aaya Swachalya ka nirman ka karya aaya</p> <p>Soch swachlaya me karna h, bimariyon ko dur bhagana h</p> <p>Swachlya nirman aasan hua manrega se abhisaran hua</p>	<p>Meetings</p> <p>Print Media</p> <p>Folk media</p>	<p>Capacity building</p> <p>Folk Media (Nukkad Natk in Local Haat / Bazar)</p> <p>Print Media</p> <p>Capacity building</p> <p>Electronic Media</p>

Audience	Objectives	Key Messages	Approaches	Channels and tools
Tertiary	Construction of toilets in 50 villages in Ranchi district till 2014.	<p>Jan pratinidhi ki hai yahi pukar, Khule main sauch ka ho bahiskaar</p> <p>Jab se DC haamar Aalay, Khule mein Sauch door Baghalaye</p> <p>Saaf Supha kar kaam hovi, nirmal Zilla kar sapna pura hobi</p> <p>Simdega Jilaa haamak hai, Swachchha rakhana adhikaar hai</p>	<p>Print media</p> <p>Mass media</p> <p>du-entertainment media</p>	<p>Publication of success story of NBA programme once in a year</p> <p>Sanitation Ambassador for sending messages on Sanitation in district level (popular personalities) through hoardings in every block (two hoardings)</p> <p>Meeting with the pahan/ religious leader/ leaders with district administration / BRCs/ political leaders</p> <p>Monthly Inter sectorial convergence meeting with MNREGA and other department</p> <p>Monthly Review meeting in district/ block level</p>

COMMUNICATION PLAN - KHUNTI

Audience	Communication objectives	Messages and Appeals	Media Channels	Activities
Men Women Children	186 villages covering of 9300 families construct and start using toilet by March 2014 Awareness generation on sanitation Issues. Awareness on Benefits of Toilet Awareness Generation on usage of toilet	Bache, Budhe awam Jawan karein Swachalya ka nirman Esi me h hamari saan Soch Badlo, Gaun me swachlaya banae, Paryawaran ko bachae Soch badle sawachalya jarur banwae Swachalya Banao hansta muskurata Swastha pariwar pao Hamne milkar thana h nirmal gaon banana h National Local Newspaper Publicity & Community Meeting	Newspaper Radio TV Nukkad natak Print Media Local Magazine and newspaper	<ul style="list-style-type: none"> Door to Door communication with Family Timely Monthly Meeting of VWSC. Timely Monthly Meeting of Community on Sanitation issues. Celebrating Water & Sanitation Day on monthly basis. Prabhat feri of School Children Quiz and Essay competition in school will be organized for School Children Field visit by Block and Cluster Coordinator.
Secondary	Jal Sahiyya 186, VWSC- 186, PRI 27 March 2014 Awareness generation & Capacity building of Jal Sahiyya on 5 identified issues i.e : Benefits of toilet, Provision and option of technical option of toilet, Incentive provision, Supply Chain Mechanism, Convergence with MNAREGA, 100% targeted VWSC will prepare and submit proposal	Jal Sahiyya Aae swakchta aur Samridhi layi Jal Sahiyya ne thana h Gram ko nirmal Banana h Swachalya ka lav kya h suno jal sahiyya ka baat kya h VESC ka mang aaya Swachalya ka nirman ka karya aaya Ham Khunti wasiyon ne thana h birsa aaba ko dharti nirmal banna h	Capacity building Folk Media (Nukkad Natk in Local Haat / Bazar) Print Media Capacity building	<p>Training on 5 identified issues of Stakeholders twice in a year.</p> <p>Organizing Nukkad natak in every targeted village (Place could be Haat Bazaar and local market)</p> <p>Celebrating Sanitation Day in festivals in each village.</p> <p>Celebrating Sanitation day (VWSD) in every month in every village.</p> <p>Training of Mason in each block of 100 participants.</p>

Audience	Communication objectives	Messages and Appeals	Media Channels	Activities
	Capacity building of VWSC	Soch swachhlaya me karna h, bimariyon ko dur bhagana h Swachhlya nirman aasan hua manrega se abhisaran hua	Electronic Media	Rally /Campaign on Behaviour change and sanitation issues by IEC Mobile Van. Training of Bc /CC twice in a year
Tertiary Media DWSM PMU Jan Pratinidhi Dharmik Guru Adminis- trative officials	Construction of toilets in 27 panchayat of Khunti District till 2014	Jan pratinidhi ki hai yahi pukar, Khule main sauch ka ho bahiskaar Jab se DC haamar Aalay, Khule mein Sauch door Baghalaye Saaf Supha kar kaam hovi, nirmal khunti kar sapna pura hobi Khunti Jilaa haamak hai, Swachhha rakhana adhikaar hai	Publication Mass media Meetings	Publication of success story of NBA programme once in a year Sanitation Ambassador for sending messages on Sanitation in district level (popular personalities) through hoardings in every block (two hoardings) Meeting with the pahan/ religious leader/ leaders with district administration / BRCs/ political leaders Monthly Inter sectorial convergence meeting with MNREGA and other department Monthly Review meeting in district/ block level

COMMUNICATION STRATEGY - LOHARDAGA

Audiences	संचार का उद्देश्य Communication objectives	संदेश एवं आह्वान Messages and Appeals	संचार दृष्टिकोण Communication approach	मीडिया माध्यम Media Channels
Primary Women (adolescent, pregnant, senior citizen); Men (children, young and old)	<p>Outcome : 28 ODF villages in 4 panchayats (8%) within March 2014. Supply of Pipe Water supply will be completed in all 28 villages.</p> <p>Outputs :</p> <ul style="list-style-type: none"> 6000 HH will construct and use toilets 100% will agree to contribute and construct toilet within August, 2013. 15 Lakh fund already transferred to VWSC. As advance. 100 % achievement toilet and water facility. Functionable toilets in all schools and AWCs in 40 villages 	<p>Mukhiya ho ya Dukhiya ho sabke ghar souchalay.</p> <p>Ghar Ghar souchalay hoga</p> <p>Lohardaga Zila Nirmal Hoga.</p> <p>Souchhata apnayenge bimari dur bhagayenge;</p> <p>Hum bacho ne thana hey, souchalay banana hey;</p> <p>Bachabacha mana hey, souchalay me jana hay;</p> <p>Ghar me souchalay banayenge, nari izzat bachayenge;</p> <p>Jo kare biwi bacho se payar kaise kare souchalay se inkar;</p> <p>Johar khatroke ki khilari, jao souchalay choro jangal jhari. dada pota me dosti hoga, souchalay jane ki khusti</p>	<p>Mass Media IPC Social Mobilization Mid Media Traditional Media Edu-entertainment</p>	<p>IPC</p> <p>Tools - flip charts, magazines/booklets related to toilet option cost, supply, maintenance etc. News paper cutting, Mass Media</p> <p>News in newspaper of local heroes; Ads in cinema halls; Social Mobilization Tools- Swachata voj- khichiri. Sarul, karma, sahurai-Celebrating Swachata week in the platform of local festival</p> <p>Nirmal ghar Competition</p> <p>Mid media</p> <p>Video show; mikings, Wall Painting(Picture frame) street drama, loudspeakers announcement Song & drama.</p> <p>Edu-entertainment: Rally, drama involving school childrens, sentatization workshop</p> <p>Hat Bazar-exhibition, Song and drama;</p>

Audiences	संचार का उद्देश्य Communication objectives	संदेश एवं आह्वान Messages and Appeals	संचार दृष्टिकोण Communication approach	मीडिया माध्यम Media Channels
<p>Secondary</p> <p>Jal Sahiya</p> <p>VWSC, PRI, SHG, NGO, School, AWC, ANM</p>	<p>Outcome :</p> <p>40 VWSC functional in 40 villages within march, 13:</p> <p>60 trained masons will available for toilet construction.</p> <p>Outputs :</p> <ol style="list-style-type: none"> 40 Jal Sahiyas, VWSCs, counselling children and families on a) benefits of toilets b) incentives and provisions for construction of toilets c) available toilet options and costs d) supply provisions e) provisions under MNREGA to promote toilet construction for excluded communities within, October, 2013 40 VWSCs are capable to submit proposal and UC for toilet construction within, October, 2013 <ul style="list-style-type: none"> capacity buildup of (66 panchayat) 100 % Mukhiyas Capacity build up of 40 jalsahiyas Mason training in 40 villages 100% VWSC will have the details of supplier 	<p>Jalshaya ne bachose bali, souchalay ne jana jariru.</p> <p>Swachata be Isswar ka bas hain.----mahatma gandhi</p> <p>Jalsahiya ka sapna hoga, nirmal goan apna hoga.</p> <p>Jal sahiya ne thana he gaon me swachata apnana hai.</p> <p>Jal sahiyane thana hain, mahilao ka saman bachana hain.</p> <p>Mukhiya ke thana hai, souchalay bala garme -hi bahu lana hain.</p> <p>Jangal jhari choro, jharkhand ki nari, ab souchalay ki bari.</p> <p>Pahan puja ko bulane se pahale, gharko swach bananeko kahe de.</p>	<p>Mass Media</p> <p>IPC-IPC</p> <p>-Capacity build up</p> <p>Social Mobilization</p> <p>Mid Media</p> <p>Traditional Media</p> <p>Edu-entertainment</p>	<p>Mass Media</p> <p>News in newspaper of local heros; prize distribution for motivation; Ads in cinema halls; Appeals of CM/ celebrities.</p> <p>IPC-</p> <p>Capacity bulding</p> <p>Tools – Module</p> <p>Social Mobilization</p> <p>Tools-Best Jal sahiya competition, best Mukhiya Award..</p> <p>Sensatization Workshop.</p> <p>Edu-entertainment: Rally, drama involving Jal sahiyas,</p> <p>Hat Bazar-exhibition, Song and drama; Vedio show</p>

Audiences	संचार का उद्देश्य Communication objectives	संदेश एवं आह्वान Messages and Appeals	संचार दृष्टिकोण Communication approach	मीडिया माध्यम Media Channels
Tertiary	<p>Outcome: Regular DWSM meetings on every 8th</p> <p>All stake holders will have enough knowledge on construction and available toilet models .</p> <p>Outputs:</p> <ul style="list-style-type: none"> All AE JE, BRCs, Block Pramukh will actively participate in DWSM meetings. District and block level representatives at district and block level will know there clear roles and responsibilities within Oct, 13 Partnership established with Media and traditional media to support toilet construction and use within Oct, 13 Ensuring Hardware suppliers have enough stocks and awareness regarding toilets models within August, 2013 	<p>Humne ye thana hai, Apne Kshetra ko khule me sauch se mukt banana hai</p> <p>DWSM ka saath rahega, NBA ka rath dodega</p>		<p>TV/Radio</p> <p>Print Media</p> <p>Entitlement</p> <p>Exposure visit</p>

COMMUNICATION STRATEGY - SIMDEGA

Audiences	Communication objectives	Messages and Appeals	Communication approach	Media Channels	Activities
Primary	Outcome <ol style="list-style-type: none"> 70 villages in 8 panchayat covering 8300 families construct and use toilet in the district by end by March 2014 115 schools and Anganwadis covering 47,500 children have functional toilets and is in use. 	<p><i>Shauchalaya banao, Sehat banao</i></p> <p><i>Sasural tabhi jaoongi, jab wahan shauchalaya hoga</i></p> <p><i>Shauchalaya banao, izzat bachao</i></p>	IPC, Training, Edutainment, Aam Sabha,	<p>Jal Sahiya, VWSC, Mukhia, Pradhan, Munda, Manjhi, VHM, Ward Members, SHG</p> <p>Mobiles, Radio, T.V, folk group</p>	<p>Poster, Booklet, Wall Paintings, Rallies, Swachhata Divas, Meetings</p>
Secondary	<p>Awareness generation & Capacity building of Jal Sahiya on 5 identified issues i.e : Benefits of toilet, Provision and option of technical option of toilet, Incentive provision ,Supply Chain Mechanism , Convergence with MNAREGA, 100% targeted VWSC will prepare and submit proposal</p> <p>Capacity building of VWSC</p>	<p>Jal Sahiyya Aae swakchta aur Samridhi layi</p> <p>Jal Sahiyya ne thana h Gram ko nirmal Banana h</p> <p>Swachhalya ka lav kya h suno jal sahiyya ka baat kya h</p> <p>VESC ka mang aaya Swachhalya ka nirman ka karya aaya</p> <p>Soch swachhalya me karna h , bimariyon ko dur bhagana h</p> <p>Swachhalya nirman aasan hua manrega se abhisaran hua</p>	<p>Meetings</p> <p>Print Media</p> <p>Folk media</p>	<p>Capacity building</p> <p>Folk Media (Nukkad Natk in Local Haat / Bazar)</p> <p>Print Media</p> <p>Capacity building</p> <p>Electronic Media</p>	<p>Training on 5 identified issues of Stakeholders twice in a year.</p> <p>Organizing Nukkad natak in every targeted village (Place could be Haat Bazaar and local market)</p> <p>Celebrating Sanitation Day in festivals in each village.</p> <p>Celebrating Sanitation day (VWSD) in every month in every village.</p> <p>Training of Mason in each block of 100 participants.</p> <p>Rally /Campaign on Behaviour change and sanitation issues by IEC Mobile Van.</p>

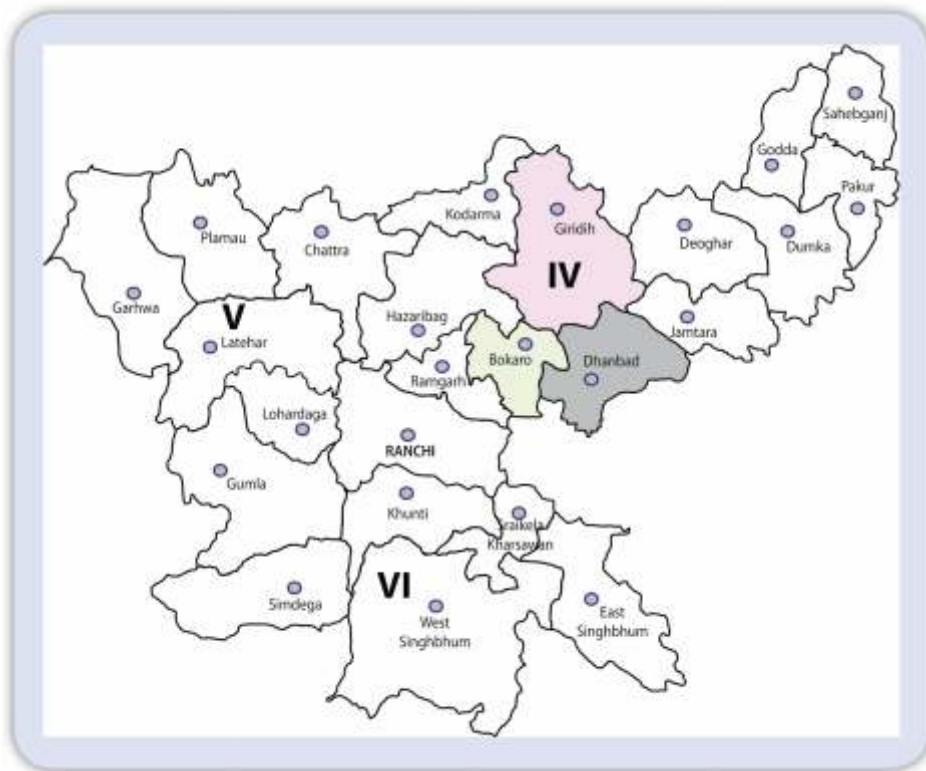
Audiences	Communication objectives	Messages and Appeals	Communication approach	Media Channels	Activities
Tertiary	Construction of toilets in 8 panchayat in Simdega district till 2014	<p>Jan pratinidhi ki hai yahi pukar, Khule main sauch ka ho bahiskaar</p> <p>Jab se DC haamar Aalay, Khule mein Sauch door Baghalaye</p> <p>Saaf Supha kar kaam hovi, nirmal Zilla kar sapna pura hobi</p> <p>Simdega Jilaa haamak hai, Swachhha rakhana adhikaar hai</p>	<p>Print media</p> <p>Mass media</p> <p>Edu-entertainment media</p>	<p>Publication</p> <p>Mass media</p> <p>Meetings</p>	<p>Publication of success story of NBA programme once in a year</p> <p>Sanitation Ambassador for sending messages on Sanitation in district level (popular personalities) through hoardings in every block (two hoardings)</p> <p>Meeting with the pahan/ religious leader/ leaders with district administration / BRCs/ political leaders</p> <p>Monthly Inter sectorial convergence meeting with MNREGA and other department</p> <p>Monthly Review meeting in district/ block level</p>

COMMUNICATION PLAN - GUMLA

Audiences	संचार का उद्देश्य Communication objectives	संदेश एवं आह्वान Messages and Appeals	Communication approach	Media channels
Primary	<p>60 गाँव में 100% महिला एवं पुरुषों को शौचालय उपयोग, उसके लाभ हानि पर जागरूक करना</p> <p>60 गाँवों में ग्रामीणों द्वारा शौचालय निर्माण को उनकी प्राथमिकता में लाना</p> <p>60 गाँवों में शौचालय के उपलब्ध विकल्पों पर जानकारी देना</p> <p>60 गाँव के सभी स्कूल में एवं ऑनगवाडी केन्द्रों के सेविका और सहायिका के बीच शौचालय के लाभ हानि पर पूर्ण रूप से जागरूकता फैलाना</p> <p>अक्टूबर 2013 तक 60 गाँव में उपरोक्त सभी कार्य पूर्ण करना।</p>	<p>नाना – नानी ने कहा नदी नाला दूर है हम बड़ा मजबूर है शौचालय बनाना जरूर है शौच करे डौड़े-डौड़ पैदा करे बीमारी घरे-घर स्वतंत्रता पाने की बारी थी कभी शौचालय बनाने की बारी है अभी</p> <p>पति हमरो लाज राखु घर में शौचालय जरूर बनाऊ।</p>	<p>Nukkad Natak, Village meetings, Prabhat Pheri, Wall Writing, Hoardings, Movies.</p> <p>Sanitation Day</p> <p>Meeting with teachers, sahiyas, SHG's</p> <p>Meetings with PRI representatives</p>	<p>IPC, TV/Radio, Print Media, Folk Media</p>
Secondary Jal Sahiyas, VWSCs, PRIs, School teachers, SHG, AWWs, NGO	<p>50 गाँव में BRC, पंचायती राज प्रतिनिधि, VWSC, सदस्य, जल संहिया द्वारा एवं ग्राम सभा की आम बैठक में निम्न निर्णय लेना।</p> <p>मनरेगा से अधिषरण अगस्त 2013 तक राजमिस्त्रियों को चिन्हित एवं प्रशिक्षित करना</p> <p>सेनिटरी हाईड्रियर सलायर की सूची तैयार करना</p> <p>सितंबर 2013 तक BRC 50 गाँव के शौचालय निर्माण हेतु प्रस्ताव तैयार कर DWSC को देगा।</p> <p>अगस्त 2013 तक जलसहिया, VWSC, BRC को उनके कार्य एवं दायित्व के बारे में पूर्ण जानकारी उपलब्ध करना।</p> <p>अक्टूबर 2013 से जलसहिया को मानदेय का भुगतान समय पर करना।</p> <p>सितंबर 2013 से BRC का भुगतान समय पर करना।</p>	<p>JS Didi aayegi, sabka shauchalaya banwayegi"</p> <p>"Sadion ki mansikta todo, apne ghar se Swacchata jodo"</p> <p>"Khule me sauch ki pratha band karna hai, apne gaon ko nirmal banana hai"</p>	<p>Mobilization, Meetings, Empowerment, Capacity building, Exposure Visit,</p> <p>Training at Dist. State and block level</p> <p>Jal Sahiya Diary</p> <p>Workshops</p>	<p>Training at Dist. State and block level</p> <p>Jal Sahiya Diary</p> <p>Workshops</p>

Audiences	संचार का उद्देश्य Communication objectives	संदेश एवं आह्वान Messages and Appeals	Communication approach	Media channels
Tertiary	<p>अनुश्रवण की बैठक राज्य, जिला, प्रखण्ड में मार्च 2014 तक सुचारु रूप से नियमित रूप से करना।</p> <p>धार्मिक नेताओं को Mass Campaign में शामिल करना।</p> <p>मार्च 2014 से Media Campaign प्रभावी रूप से करना</p> <p>बैठ की बैठक में DC, DDC एवं अन्य सदस्यों की बैठक सुनिश्चित करना।</p> <p>प्रखण्ड स्तर पर Task Force गठित करना एवं अनुश्रवण की कार्यवाही सितंबर 2013 से प्रारंभ करना।</p> <p>जिस क्षेत्र में अचछा कार्य हो रहा है वहाँ भीड़िया भ्रमण सुनिश्चित करना</p>	<p>Humne ye thana hai, Apne Kshetra ko khule me sauch se mukt banana hai</p> <p>DWSM ka saath rahega, NBA ka rath dodega</p>	<p>Mobilization, Meetings, Empowerment, Capacity building, Exposure Visit</p>	<p>TV/Radio Print Media Entitlement</p>

North Chotanagpur



COMMUNICATION PLAN - DHANBAD

Audiences	संचार का उद्देश्य Communication objectives	संदेश एवं आह्वान Messages and Appeals	संचार दृष्टिकोण Communication approach	मीडिया माध्यम Media Channels
Primary -Mothers, Fathers, Children and Families	ODF Gram Panchyat - 10 VWSC - 50 Covering H.H. 10000 AWC - 66 School 1 - 28	Appeal- Health and Happiness; Psychosocial-Dignity of women Messages शौचालय बनाओ सेहत लाओ । मत दो मुझे श्रृंगार, शौचालय दे दो उपहार । गांव गांव में लहर चली शौचालय की लहर जगी ।	Mass Media IPC specially with poor and resistant families Social Mobilization Entertainment education, Mid Media Traditional Media IEC	PC Tools - FFL video, flip charts Mass Media Tools- Radio jingles, TV spots, newspaper advertisement, Scrolls, Cable television mobile sms Social Mobilization Tools- Rallies, VHNDs, fairs, Swachta Diwas Mid media mikings, handouts, street theaters, loudspeakers announcement IEC Traditional media
Secondary Jal Sahiyas, VWSCs, PRIs, School teachers, SHG, AWWs, NGO	100% Jal Sahiya, VWSC, School teacher SHG, AWW's, ANM all were tagged with NBA and train and motivate them to coordinate	Gaon ki laaj Jal sahiya tumhare haath Swasthya ki suraksha, Jal sahiya ke haath, Mera gaon, nirmal gaon,	Capacity building Social Mobilization Review Meetings Recognition and incentives	Training Tools- Modules on technical, IPC and counseling, roles and responsibilities and planning and monitoring skills Fairs, festivals, hats,

Audiences	संचार का उद्देश्य Communication objectives	संदेश एवं आह्वान Messages and Appeals	संचार दृष्टिकोण Communication approach	मीडिया माध्यम Media Channels
		<p>Humne yeh thana hai, ghar ghar shauchalaya banwaana hai</p> <p>Ghar ghar Shauchalaya banayenge, nirmal panchayat banayenge</p> <p>Anushraavan ke bina lakshya adhoora</p> <p>Jahan swacchta wahan pavitrata</p> <p>Jahan Swacchata wahan ishwar ka niwaas</p>		<p>Tools- local folk formats and songs, kiosks, miking</p> <p>Monthly review meetings</p> <p>Tool- agenda and format</p> <p>VHND</p>
Tertiary Media, Traditional tribal Adm structures, District level function-aries	<p>Outcome :</p> <ul style="list-style-type: none"> Supportive district leaders establish state, district and block level monthly monitoring mechanism to review progress with regards to toilet construction and use 	शौचालय उपयोग में लाना है जिले को खुले में शौच से मुक्त बनाना है।	<p>Advocacy with Media, traditional leaders and district leaders</p> <p>Review and planning meetings</p> <p>Government orders and guidelines</p> <p>Convergent mechanisms</p>	<p>Print and electronic media.</p> <p>Guidelines and circular issued by the government.</p> <p>District level workshop,</p> <p>Hoardings</p>

COMMUNICATION PLAN - GIRIDIH

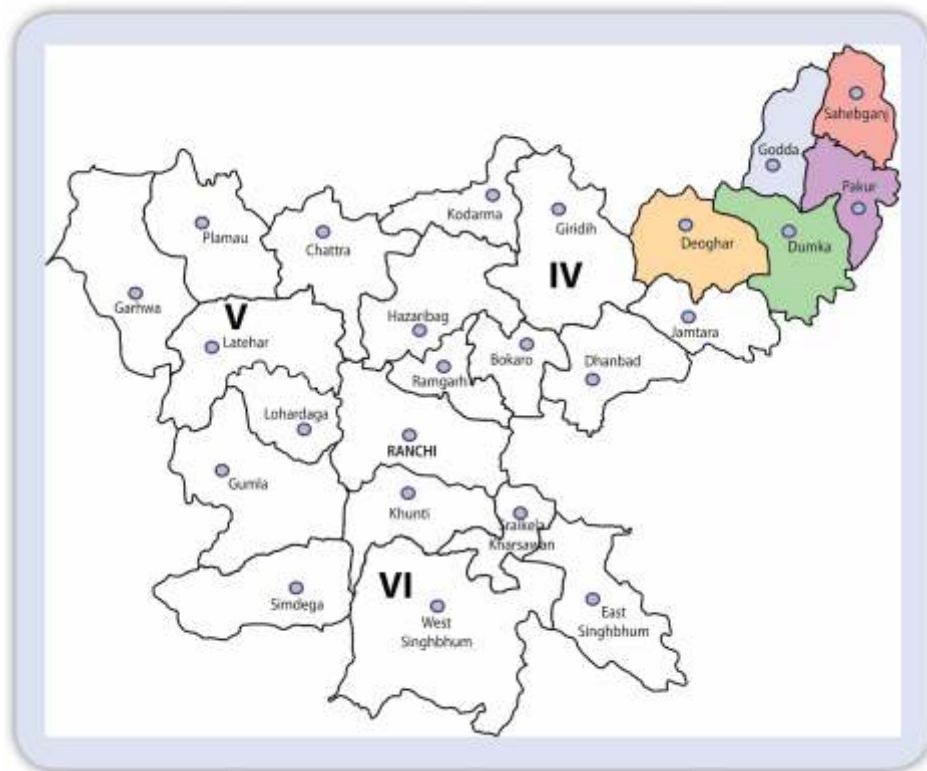
Sl. NO.	Audience	Objective	Message & Appeal	Approaches	Channels & Tools
1	Primary पुरुष महिला बच्चे बूढ़े	13 Panchayat 13200 H.H. 65 Villages 28th Feb 2014 (a) 5000 H.H. – Nov. 13 5000 H.H. – Jan. 14 3200 HH – Feb 14 Orientation toilet usage	(i) शौचालय का उपयोग करो, विमारी को दूर करो (ii) अपना शौचालय अपना सम्मान। (iii) शौचालय को बनाना है सुरक्षित जीवन बिताना है।	(i) Mass Media (ii) Out-Door communication (iii) Group Meeting	(i) IPC (ii) Videol Flip Chart (iii) Nukad Natak (iv) Raily (v) Mobile Message (vi) Quize Competition
2	Secondary Jalsahiya Mukhiya BC-CC	65 Jalsahiya 13 Mukhiya Upto Dec. 40 Upo March 38 650 Training proposal writing Role & Responsibility WASH Technical VWSC/ Maulths 2 training 100 Jan, Feb, Nov	(i) गाँव की लाज जलसहिया के हाथ (ii) घर-घर जायेंगे शौचालय बनवाएंगे। (iii) जन-जन की यही पुकार, स्वच्छ हो मेरा घर संसार (iv) महिलाओं का बचे सम्मान तब होगा गाँव महान	Capacity Building Group Meeting Incentive	Training Module Pump set Hand Board Flip Chart Review meeting Jasahiya Celebration day
3	अप्रत्यक्ष (Tertiary) DWSC Politicians Zila Parishad/धर्मगुरु	प्रत्येक माह के 30 तारीख को अनुश्रवण बैठक करना 20 धर्मगुरु सं सम्पर्क करके उन्हें स्वच्छता के मुद्दों से जोड़ना 03 माह में	स्वच्छता गिरिडीह घर-घर शौचालय बनवाना हैख निर्मल जिला बनवाना है।	Meeting Books and Study Materials Advocacy	Mass Media Sports Match between Administration & Politicians

COMMUNICATION PLAN - GIRIDIH

AUDIENCE	COMMUNICATION OBJECTIVES	MESSAGES AND APPEALS	MEDIA CHANNELS	ACTIVITIES / APPROACHES
Primary	To construct 5200 toilet in 13 villages of Panchayats of Bokaro Districts by March 14.	<ol style="list-style-type: none"> 1. शौचालय से है लाम ही लाम बनाओ शौचालय आज ही आज 2. बदली दुनिया, बदला जमाना अब तो बंद करो शौच के लिए बाहर जाना 3. निर्मल भारत अभियान का करो सहयोग बनाओ शौचालय करो उपयोग 4. डायरिया मलेरिया अचूक दवाई साफ-सफाई रहो मेरे भाई 5. खुले में शौच बंद करो बीमारियों का अंत करो 	जल सहिया, वार्ड सदस्य, मुखिया स्थानीय संस्थाएँ VWSC; Cluster Coordinator; Block Coordinator	IPC, Pictorial Msg. Meetings, Audio-Visual Show, Nukkad Natak Wall Writing, Posters Quiz & Competition, Miking, Distribution of something Like- Umbrella with logo and msg. Posters Flip Chart
Secondary	<p>100% Jal Sahiyas, VWSCs, PRIs, School teachers, SHGs and AWWs counsel children and families on a) benefits of toilets b) incentives and provisions for construction of toilets c) available toilet options and costs d) supply provisions e) provisions under MNREGA to promote toilet construction for excluded communities</p> <p>100% Jal shaiyas, VWSCS and Mukhiyas, Ward members, and Teachers and AWWs know their roles and responsibilities with regards to construction and usage of toilets</p> <p>25% Jal Sahiyas will be trained on said subjects by the end of August, 13; 50% up to Dec. 13 and the rest by Feb.14</p> <p>50% of Jal Sahiyas will be paid incentive by Sept 2013, and the rest by the end of Dec. 14</p>	<p>Jal Sahiya Didi aayegi, sabka shauchalaya banwayegi"</p> <p>"Sadion ki mansikta todo, apne ghar se Swacchata jodo"</p>	BCO, JE, PRESS, CCO DCO, AE	Meeting workshop, Training Gifts and Awards Flip Book, Video Shows exposure visit

AUDIENCE	COMMUNICATION OBJECTIVES	MESSAGES AND APPEALS	MEDIA CHANNELS	ACTIVITIES / APPROACHES
Tertiary	<p>Supportive district leaders establish state, district and block level monthly monitoring mechanism to review progress with regards to toilet construction and use by Beneficiary</p> <p>Outputs:</p> <p>District and block level task force available at district and block level with clear roles and responsibilities:</p> <p>Supportive Supervision mechanism strengthened across</p>	<p>Humne ye thana hai, Apne Kshetra ko khule me sauch se mukt banana hai</p> <p>DWSM ka saath rahega, NBA ka rath dodega</p>	DCO, EE, MEDIA, RELIGIOUS, GURU	News Paper Add.

Santhal Parganas



COMMUNICATION PLAN - DEOGHAR

Audience	Objectives	Messages	Activity
Primary - Children Man, Women Families, Old, Handicapped	देवघर जिला के 20 पंचायतों के 20 हजार घरों में खुले शौच से मुक्त करना है मार्च 2014 तक 20 पंचायत के अन्तर्गत 200 स्कूल के 50000 छात्रों एवं 240 अंगनवाड़ी में 9600 बच्चे खुले में शौच से मुक्त करना। 100% ग्राम पंचायतों में सभी चापानल चालू अवस्था में आ जायें ताकि पानी की उपलब्धता बनी रहे।	मान मर्यादा, सुन्दरता, जीवन स्तर में बदलाव मत दो मुझे श्रृंगार, शौचालय दे दो उपहार	पारंपरिक गीत, संगीत, दोड़ लागड़े, सोहराय, मान्दर टामाक के साथ हाट बजार, मेला, रास मेला में नाच गान प्रशिक्षण
Secondary VWSC, Mukhiya Jal Sahiya BRC, CRC, Aaganbadi School	VWSC का क्षमतावर्धन विकास के लिए प्रशिक्षण कराया जाय ताकि मार्च 2014 तक गाँव "खुले में शौच मुक्त हो - हर प्रकार की जानकारी का तथा तकनीकी layout का training हो।	प्रभावित लाभ हानि बिमारी से बचाव महिला सम्मान अप्रिय घटना शौचालय का विकल्प	Trainings Recognitions and incentives Capacity building and review meetings ODF celebration
Tertiary अप्रत्यक्ष Zila parishad, MLAs, MPs, Religious leaders DWSM, Dist. Coordinator, PMU Traditional leaders	Making 20 panchayats ODF	Hamne thana hai, Zilla ko Nirmal banana hain, bimarise bachana hain	Hoardings, Celebration of sanitation day District level seminars

COMMUNICATION PLAN - DUMKA

	संचार का उद्देश्य	संदेश एवं आह्वान	मिडिया माध्यम
प्राथमिक	अभी से मार्च 2014 तक 30 ग्राम पंचायत को खुले में शौच मुक्त करना है जिससे 3600 परिवार 300 विद्यालय 400 आंगनबाड़ी के 1500 बच्चे, 500 विद्यालय के बच्चे शौचालय का उपयोग करेंगे एवं परिवार लाभान्वित होंगे। लाभ हानि शौचालय विकल्प बिमारी मुखिया को सम्पूर्ण जानकारी	मान मर्यादा, सुन्दरता, स्वच्छता जीवन स्तर में बदलाव मत दो मुझे श्रृंगार, शौचालय दे दो उपहार	पारंपरिक गीत, संगीत, दोड़ लागड़े, सोहराय, मान्दर टामाक के साथ हाट बजार, मेला, रास मेला में नाच गान प्रशिक्षण
द्वितीयक	VWSC का लक्ष्य निर्धारित करना, 30 GP के ग्राम पंचायत को प्रेरित कर 100% VWSC 300 ग्राम में ग्राम सभा से प्रास्ताव परित कर नवम्बर तक देना VWSC को प्रेरित कर बार-बार सभी परिवारों को प्रभावित करेगा जिससे कि 100% शौचालय बनवाना है। 30 GP के 100% जल सहियाओं का कर्तव्य दायित्व शौचालय निर्माण, लेखा संधारण, 30 GP मुखियाओं का छठ। के प्रति उन्मुखीकरण, BRC, CRC का मोनिटरिंग, राशि हस्तांतरण जानकारी	एक भी घर शौचालय से छुटा। सुरक्षा का तंत्र टुटा। उत्साहवर्द्धन, स्वीकार्यजनक, प्रशंसनीय	Trainings Recognitions and incentives Capacity building and review meetings ODF celebration
तृतीयक अप्रत्यक्ष	परम्परागत प्रधान (मांझी हड़ाम) के साथ सहभागिता, जिला प्रखण्ड, पंचायत स्तर पर समीक्षात्मक बैठक मिडिया के साथ सहभागिता	Hamne thana hai, Zilla ko Nirmal banana hain, bimarise bachana hain	Hoardings, Celebration of sanitation day District level seminars

COMMUNICATION PLAN - GODDA

Audience	उद्देश्य	संदेश (Message)	Communication approach
Primary	<p>मार्च 2014 तक 5 पंचायतों में 22 गाँवों को ODF करने का लक्ष्य लिया गया है। जिसमें 2800 घरों में शौचालय एवं उपयोग की सुनिश्चित किया जायेगा।</p> <p>इन गाँवों में 18 विद्यालय एवं 24 आंगनबाड़ी केन्द्र में शौचालय की उपलब्धता सुनिश्चित किया जायेगा।</p> <p>दिसम्बर 2013 तक 5 पंचायतों के 22 गाँवों में शत प्रतिशत परिवार में शौचालय के बारे में जानकारी सुनिश्चित किया जायेगा।</p> <p>दिसम्बर 2013 तक कम से 50 प्रतिशत परिवार स्वयं से शौचालय बनाने के लिए तैयार है।</p> <p>अक्टूबर 2013 तक सभी VWSC अपने-अपने गाँव का IHHL का Proposal कार्यपालक अभियंता को भेजने की सुनिश्चित करना होगा।</p>	<p>1) आत्मसम्मान में वृद्धि</p> <p>2) सामाजित प्रतिष्ठा</p> <p>3) सुविधा/सुरक्षा</p> <p>4) महिलाओं की</p> <p>5) जीवन स्तर में वृद्धि</p> <p>6) बेटी शादी दोगे उस घर में, शौचालय हो जिस घर में।</p>	<p>Newspaper</p> <p>Nukkad natak</p> <p>Print Media</p> <p>VWSC meetings</p> <p>Group meetings</p> <p>Door to door contact</p>
secondary	<p>मार्च 2014 तक 100% VWSC एवं 60% जल सहिया अपने कार्य करने के लिए सक्षम होंगे।</p> <p>मार्च 2014, 10 ग्राम पंचायतों में हरेक विद्यालय के शिक्षक, मुखिया एवं VWSC को इस कार्यक्रम के बारे में संपूर्ण जानकारी हो।</p> <p>मार्च 2014 तक BRC अपने क्षेत्राधीन गाँवों में कार्य करने के लिए सक्षम होंगे।</p> <p>अक्टूबर 2013 तक VWSC का प्रशिक्षण का र्संद ए डवकनसम आदि तैयार हो सुनिश्चित किया जायेगा।</p> <p>दिसम्बर 2013 शिक्षक/आंगनबाड़ी/मुखिया आदि का प्रशिक्षण सुनिश्चित किया जायेगा।</p> <p>विद्यालय में शौचालय एवं उसके उपयोग के बारे में बच्चों में जानकारी देना होगा।</p> <p>Monthly Monitoring मुखिया के द्वारा किया जायेगा।</p> <p>BRC को प्रशिक्षित किया जायेगा।</p> <p>BRC के कर्मि क्षेत्राधीन में कार्य करने में PRI/ VWSC का सहयोग लेना होगा।</p> <p>मार्च 2014 तक पंचायतों में 22 गाँवों को ODF करने का लक्ष्य लिया गया है। जिसमें 2800 घरों में शौचालय एवं उसका उपयोग की सुनिश्चित किया जायेगा। इन गाँवों में 18 विद्यालय एवं 24 आंगनबाड़ी केन्द्र में शौचालय की उपलब्धता सुनिश्चित किया जायेगा।</p>	<p>सामाजित प्रतिष्ठा में वृद्धि मार्च 2014 तक VWSC, BRC Staff, गाँवों को ODF बनाने के लिए सक्षम होंगे।</p> <p>नवम्बर 2014 तक 100: लक्षित लाभुक का प्रोत्साहन राशि को VWSC का बैंक खाते में भेजने सुनिश्चित किया जायेगा।</p> <p>नवम्बर 2014 तक उन लक्षित गाँवों में IEC का कार्य सम्पादित किया जायेगा जिसमें दीवाल लेखन, नुक्कड़-नाटक, हाट प्रदर्शनी, स्कूल रैली किया जायेगा।</p>	<p>आंगनबाड़ी केन्द्र में जल सहिया द्वारा शौचालय के बारे में जानकारी देना,</p> <p>VWSC meetings,</p> <p>Capacity building,</p> <p>Demonstration of toilet models</p>

Tertiary	<p>जिला प्रशासन, जिला अध्यक्ष/धार्मिक गुरु/मीडिया का कार्यक्रम के बारे में गाँव स्तर पर प्रचार-प्रसार के लिए सहयोग करना।</p> <p>नवम्बर 2012 तक जिन जगह में यह कार्यक्रम अच्छी तरह से चल रही है वहीं पर क्षेत्र भ्रमण के लिए ले जायेंगे।</p> <p>जिन गाँवों में अच्छी कार्य हो रहे हैं उनमें मीडिया वालों को Coverage करने के लिए किया जायेगा।</p>	<p>Jan pratinidhi ki hai yahi pukar, Khule main sauch ka ho bahiskaar</p> <p>Jab se DC haamar Aalay, Khule mein Sauch door Baghalaye</p> <p>Saaf Supha kar kaam hovi, nirmal khunti kar sapna pura hobi</p>	<p>Publication of success story of NBA programme</p> <p>Sanitation Ambassador for sending</p> <p>hoardings in every block</p> <p>Meeting with the pahan/religious leader/leaders with district administration/ BRCs/political leaders</p>
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COMMUNICATION PLAN - PANKUR DISTRICT

Audience	Communication Objective	Messages & Appeals	Media Channel
Primary	<p>Outcomes:</p> <ul style="list-style-type: none"> 6 Panchayat, 39 villages, 8000 HH – ODF March, 14 30 School WASH functional & Ensure use SSB Women's should encourage come forward sanitation. 45 AWC functional & Toilets Ensure uses <p>Output:</p> <ul style="list-style-type: none"> 100% Awareness Generation about IHHL – Advantage & disadvantage. Demand generate from 39 VWSC Toilets options, Community Acceptance Incentives. 39 Village testing & Proposal submitted to DWSC. SHG I'kDr (NBA) Ensure 2000 Children about benefit of SSB & Advantage & Disadvantage. 	<ul style="list-style-type: none"> महिला & Dignity पुरुष & Status बच्चे & Health Issue. उन्हीं को राशन मिलेगा जो IHHL बनाना एवं उपयोग 	<ul style="list-style-type: none"> Jalsahiya – H.H. ckn phr Coverage Local folk activity. door to door contact drive(IPC) distribution of effective IEC material in regional language.
Secondary	<ul style="list-style-type: none"> 39 VWSC Member – Monitoring & Review 39 J.S. – Trained Book, Keeping NBA Motivational Skill 6 PRI – NBA Implement Process options, Coverage, Provisions. 6 Panchayat – 20 Masson Trained, Toilets option, technical School teacher, AWW, SMC under about WASH Issues BRC follow up Training 	<ul style="list-style-type: none"> मेरा गाँव निर्मल होगा, दिमागमुक्त होगा एवं खुशहाल शौचालय अपनाईए प्रतिष्ठा बढ़ाईए 	<ul style="list-style-type: none"> ग्रामसभा Display Board, disease chart Capacity Building Village level meeting Demonstration of toilet models, Inter Village Competition & Prize distribution.
Tertiary	<ul style="list-style-type: none"> Ensure Regular DWWSM meeting & Action (Follow up) District Administration level officials priority (izkFkfe-drk) for Toilets MLS, MP – for toilets Media DWSM will ensure fund release against the proposal 	<ul style="list-style-type: none"> घर-घर शौचालय बनवाना है निर्मल जिला बनवाना है। 	<ul style="list-style-type: none"> Hording, TV Channel Gram sabha – vuqeksfhr ;kstuk ikfjr fd;k ftyk jkjk Exposure visit Competition

संचार नीति-जिला साहेबगंज

श्रोता	संचार का उद्देश्य	संदेश का आहवान	मीडिया माध्यम	गतिविधियाँ
प्राथमिक	<ol style="list-style-type: none"> 1. वित्तीय वर्ष 2013-14 में 18 पंचायता के 86 गाँवों के लगभग 9000 परिवार का लक्ष्य 2. 86 विद्यालय एवं 100 आंगनवाड़ी केन्द्र एवं 18 सामुदायिक शौचालय का निर्माण करना अर्थात् 18 पंचायतों के 86 गाँवों को ODF करने का लक्ष्य 	<ul style="list-style-type: none"> • घर-घर अलख जगाएँगे हम बनवाएँगे शौचालय • माँ बहनों की यही पुकार हमको दो शौचालय उपहार • एक सोच, एक कदम स्वच्छता की ओर • स्वच्छ साहेबगंज स्वस्थ साहेबगंज 	<ul style="list-style-type: none"> • डोर-टू-डोर अभियान • स्कूल रैली • नुक्कड़ नाटक • गीत -संगीत (स्थानीय भाषा में) • जागरूकता शिबिर • SHG/ महिला समाख्या/ किशोरी समूह • पोषाहार वितरण दिवस के दिन आँगन वाड़ी केन्द्रों पर/V.H.N.D. • घट बाजार में माइकिंग • चित्रयुक्त दिवाल लेखन (स्वच्छता के आयाम, शौचालय के मॉडल) • ग्राम सभा • स्थानीय प्रभावशाली व्यक्तियों के माध्यम से 	<ul style="list-style-type: none"> 86 गाँवों में डोर टू डोर अभियान प्रत्येक तीसरे माह में 86 विद्यालयों में दिनांक 2 अक्टूबर 14 नवम्बर आदि में रैली 300 नुक्कड़ नाटक का आयोजन 86 गाँवों के प्रत्येक टोलों में। 86 विद्यालयों एवं 18 हाट बाजार में एवं प्रखंड स्तर पर स्थानीय कलाकारों के माध्यम से गीत-संगीत का आयोजन
द्वितीयक	<p>सभी जल संहिता / VWSC, PRI, शिक्षक, आंगनवाड़ी सेविका, मिस्त्री</p> <ol style="list-style-type: none"> 1. शौचालय का निर्माण एवं गुणवत्ता की जानकारी 2. लेखा संधारण 3. कार्ययोजना का निर्माण एवं क्रियान्वयन 4. मूल्यांकन एवं अनुश्रवण 5. बच्चों में स्वच्छता को बढ़ावा देने हेतु स्वास्थ्य शिक्षा 	<ul style="list-style-type: none"> • बेटी दंगे उस घर में, शौचालय होगा जिस घर में • (कुड़ी गिदरा वाक वापला ओना ओडा) • घर-घर में संदेश है देना शौचालय युक्त घर बनाना 	<ul style="list-style-type: none"> • तकनीकी प्रशिक्षण • स्कूल रैली • समाजिक उत्प्रेरणा का प्रयास सार्वजनिक स्थलों पर 	<ul style="list-style-type: none"> • VWSC मेम्बर का प्रशिक्षण करना जलसंहिता का लेखांकन, सशक्तिकरण हेतु प्रशिक्षण स्कूल रैली • कार्य योजना करने का प्रशिक्षण मेसन प्रशिक्षण • आंगनवाड़ी केन्द्र सेविका, सहायिका का प्रशिक्षण

श्रोता	संचार का उद्देश्य	संदेश का आह्वान	मीडिया माध्यम	गतिविधियाँ
	<p>6. गर्भवती, धात्री, किशोरी एवं 0-5 वर्ष के बच्चों में स्वच्छता के प्रति व्यवहार परिवर्तन</p> <p>7. शौचालय से होने वाले लाभ हानि की तुलनात्मक जानकारी</p> <p>8. उपयोगिता प्रमाण पत्र</p> <p>9. उत्तरदायित्व एवं कर्तव्य की जानकारी</p> <p>10. नियमित रूप से मासिक बैठक</p> <p>11. अक्टूबर तक IIHL , Community toilet, School Toilet की कार्य योजना तैयार करना</p> <p>12. 15 नवम्बर तक निधि हस्तांतरण</p> <p>13. 15 जनवरी तक उपयोगिता प्रमाण पत्र प्राप्त करना</p>			
Tertiary	Making 86 villages ODF of 18 panchayat	Hamne thana hai, Zilla ko Nirmal banana hain, bimarise bachana hain	Mass media, print media, capacity building	Hoardings, Celebration of sanitation day District level seminars

COMMUNICATION PLAN - PANKUR DISTRICT

लक्षित समुदाय	संचार का उद्देश्य	संदेश का आह्वान	मीडिया का माध्यम
प्राथमिक <ol style="list-style-type: none"> 1. बच्चा, 2. महिला, 3. पुरुष एवं 4. परिवार 	<p>Outcome - 6 प्रखंड को आच्छादित करने में प्रति प्रखंड 1 (एक) पंचायत को लक्ष्य रखा गया है, जिसका ब्योरा निम्न प्रकार है :-</p> <ol style="list-style-type: none"> 1. कुल पंचायत - 6 2. कुल राजस्व ग्राम - 54 3. IHHLs Covered - 6600 4. ऑगनबाड़ी केन्द्र में शौचालय- 80 5. ऑगनबाड़ी में सेविका, सहायिका एवं बच्चों की संख्या - 2400 6. कुल विद्यालय की संख्या - 48 7. कुल विद्यालय में शिक्षक एवं बच्चों की संख्या - 7200 <p>Output -</p> <ol style="list-style-type: none"> 1. अक्टूबर, 2013 तक IHHLs में 10 प्रतिशत का Coverage करना है जो 660 है। 2. अक्टूबर, 2013 तक 660 HH में शौचालय बनाने का लक्ष्य है और उनको शौचालय के लाभ तथा शौचालय नहीं रहने से होने वाली बिमारियों के बारे में जानकारी देनी है। 3. अक्टूबर, 2013 तक विद्यालय एवं ऑगनबाड़ी केन्द्र की कुल 9600 बच्चों में 960 बच्चों को शौचालय की सुविधा देने का लक्ष्य है एवं उसके लाभ बच्चों, शिक्षक एवं उनके माता-पिता को जागरूक करना है। 	<ol style="list-style-type: none"> 1. स्वास्थ्य 2. सुरक्षा 3. शर्म 4. गौरव 5. निजीता 6. गर्वोदा 	<ol style="list-style-type: none"> 1. IPC 2. Posters 3. Nukkad Natak 4. Children Rally 5. Advocacy by influencing persons 6. Sanitation fair 7. VWSC and Community Meetings
द्वितीयक <ol style="list-style-type: none"> 1. जलसहिया 2. ग्राम जल एवं स्वच्छता समिति के सदस्य 3. PRI 4. विद्यालय शिक्षक 5. ऑगनबाड़ी सेविका 6. स्वयं सहायता समूह 	<p>Outcome - Capacity Building of Jalsahiya, VWSC Members, School Teachers, Anganwadi, Masson's training</p> <ol style="list-style-type: none"> 1. ग्राम जल एवं स्वच्छता समिति की संख्या - 54 X 12 2. जलसहिया/सदस्य - 648 3. विद्यालय शिक्षक, ऑगनबाड़ी सेविका, सहायिका - 540 <p>Output -</p> <p>अक्टूबर, 2013 तक 10 प्रतिशत ग्राम जल एवं स्वच्छता समिति, विद्यालय शिक्षक का प्रशिक्षण हो जायेगा।</p>	<p>"Sadion ki mansikta todo, apne ghar se Swacchata jodo"</p> <p>"Khule me sauch ki pratha band karna hai, apne gaon ko nirmal banana hai"</p>	<p>Capacity Building</p> <p>Social Mobilization</p> <p>Review Meeting</p> <p>Recognition and incentive</p>

लक्षित समुदाय	संचार का उद्देश्य	संदेश का आव्हान	मीडिया का माध्यम
तृतीयक 1. जिला स्तरीय अधिकारी (DC, EE, DPMU) 2. MP/ MLA/ Zila Parishad 3. धार्मिक गुरु 4. अन्य प्रभावी व्यक्ति/ संख्या 5. मीडिया	Outcome - 1. जिला स्तरीय अधिकारियों को यह सुनिश्चित एवं स्थापित करना है कि शौचालय कितनी संख्या में बन रहा है तथा कितनी संख्या में उपयोग हो रहा है, इसके लिए एक मजबूत अनुश्रवण तकनीक का विकास करना है जो मासिक रूप से हो। 2. मासिक रूप से हो रही उपलब्धि का व्याख्यान मीडिया कर्मियों द्वारा मीडिया के विभिन्न मोड में जिला एवं राज्य स्तर पर होना चाहिए। 3. समाज के प्रभावी व्यक्तियों एवं संख्याओं को इस अभियान में बढ़-चढ़कर अपनी भागीदारी अंकित करानी चाहिए। 4. प्रखंड स्तर पर जो बी.आर.सी. नियुक्त है, उनकी ये जिम्मेदारी होती है कि वह भी शौचालय निर्माण की संख्या एवं उसके उपयोग हेतु मासिक अनुश्रवण करें। Output - 1. जिला एवं प्रखंड स्तर पर टास्क फोर्स हो, जिनका कार्य एवं उत्तरदायित्व निश्चित हो। 2. शौचालय का निर्माण एवं प्रयोग हेतु वार्षिक संचार साधन एवं आधुनिक संचार साधनों का एक प्रभावी संयोग हो। 3. अनुश्रवण इकाई सरल एवं मजबूत हो। 4. संस्थागत सेवा इकाई, सेनेटरी मार्ट, प्रशिक्षित राजमिस्त्री एवं शौचालय निर्माण हेतु Raw Materials उपलब्ध कराने के रूप में हो।	1. पूरे जिला का ओ.डी.एफ. 2. स्वास्थ्य समाज का निर्माण 3. सुखी एवं मर्यादित समाज का गठन।	1. Hoarding 2. Print Media 3. SMS 4. Community Meetings 5. Block/District - wise Seminar 6. District level Sanitation day/ Fair/ Rally

District Wise Budget for Communication Activities

Sl. No.	Date of Workshop	Region	Name of District	Total budgeted Amount	Budget as per AIP (15%)	Budget as per new guideline (10%)
1.	2 nd -3 rd July 2013	Kolhan	East Singhbhum	56.22,000	1109.78	776.864
2.			West Singhbhum	53.03250	43.44	30.408
3.			Saraikela	44.25900	48.35	33.845
4.	12 th -13 th July 2013	North Chotanagpur	Hazaribagh	42,68,800	71.07	49.749
5.			Koderma	16,62,000	19.8	13.86
6.			Chatra	47,05,500	31.43	22.001
7.			Ramgarh	43,53,000	88.61	62.027
8.	21 st -22 nd July 2013	Palamu	Palamu	93,90,000	168.35	117.845
9.			Latehar	29,50,800	69.52	48.664
10.			Garhwa	74,26,000	68.08	47.656
11.	17 th -18 th July 2013	South Chottanagpur	Ranchi	1,50,44,260	122.04	85.428
12.			Khunti	1,28,46,070	289.69	202.783
13.			Lohardaga	86,78,000	102.4	71.68
14.			Simdega	71,36,500	67.42	47.194
15.			Gumla	33,43,175	11.9	8.33
16.	13 th -14 th August 2103	North Chotanagpur	Dhanbad	70,18,000	86.08	60.256
17.			Giridih	46,00,000	166.87	116.809
18.			Bokaro	87,57,000	129.89	90.923
19.	11 th -13 th September 2013	Santhal Praganas	Deoghar	1,85,35,000	403.7	282.59
20.			Dumka	1,00,96,000	117	81.9
21.			Godda	71,36,500	64.36	45.052
22.			Pakur	53,21,200	128.65	90.055
23.			Sahebganj	1,32,16,000	103.58	72.506
24.			Jamtara	64,98,400	75.04	52.528
Total				7,05,33,781	3587.04	2510.928

Sl. No.	Districts	Print material	Mass Media Material	Mid-media (Traditional media)	IPC	Media (Print/TV/ Electronic/ Web)	Trainings	Internal Meetings	Others	Total
1.	Lohardaga	6.96	2.5	44.19	25.93	1	5.2	0	0	85.78
2.	Giridih	13.55	11.06	9.92	6.34	0	4.09	0.84	0	45.8
3.	Bokaro	4.09	3.85	20.2	10.33	2.25	28.86	0.6	0	70.18
4.	Latehar	3.9	0.9	2.25	2.49	0	6.32	12.309	0	28.169
5.	Dhanbad	23.5	4.1	22.6	17	1	4.065	1.015	0	73.28
6.	Simdega	4.415	3.5	8.95	2.1	2	49	1.4	0	71.365
7.	Garwha	14.42	4.45	14.80	9.2	4.25	26.9	0.24	0	74.26
8.	Palamu	23.6	6	23.8	7	7	23.5	1	0	91.9
9.	West Singhbhum	8.534	1.58	1.132	3.1625	0	5.73	0.2	0	20.3385
10.	Gumla	13	3.8	3.2	0.2	0	3.59	0	0	23.79
11.	Koderma	4.46	0.5	1.68	2.75	0.5	3.9	19	0	32.79
12.	Rangarh	3.5	5.4	13.5	4.24	3	4.9	8.49	0	43.03
13.	East singhbhum	15	3.5	6.02	8.4	0	1.25	22.05	0	56.22
14.	Hazaribagh	9.9	1.04	5.2	5.15	0	5.16	0	0	26.45
15.	Sraikella	12.74	16.85	0	16.46	0	4.5	0	0	50.55
16.	Ranchi	6.06	4.4	10.25	13.5	0.777	10.25	2.02	0	47.257
17.	Khunti	21.9	3.5	16.56	63.95	15	19.63	0.51	0	141.05
18.	Chatra	18.66	3.85	9.6	8.2	0.55	5.8	0.4	0	47.06
19.	Deoghar	40.1	13	75	51.5	11	29.5	16.6	0	236.7
20.	Jamtara	5.2	4	28.78	5.4	4.5	15	2.1	0	64.98
21.	Sahebganj	25.85	12	39.7	11	3.93	37.9	1.75	0	132.13
22.	Pakur	19.8	3	15.79	2.84	3.3	5.96	2.52	0	53.21
23.	Dumka	34.37	2	15.6	21	0.5	40	0	0	113.47
24.	Godda	4.42	3.5	8.95	2.1	2	49	1.4	0	71.37

