

## Moga receives GMB award for awareness building



The District of Moga in Punjab had displayed the largest number of IEC (Information, Education, Communication) messages through wall paintings across all its 364 villages during the Gandagi Mukta Bharat Campaign. For being the District with the maximum villages with all IEC messages painted, it bagged the first prize in the country

In the runup to Independence Day 2020, the Department of Drinking Water and Sanitation (DDWS) has organised a nation-wide, week-long Gandagi Mukta Bharat (GMB) campaign from 8<sup>th</sup> to 15<sup>th</sup> August with a variety of activities planned for every day of the week.

The award for creating awareness among people was received virtually by Deputy Commissioner-Moga, Mr. Sandeep Hans and District Sanitation Officer cum Executive Engineer, Moga, Mr. Jaswinder Singh Chahal, from Union Minister for Jal Shakti (Government of India), Mr. Gajendra Singh Shekhawat during the Swachh Bharat Diwas observed on October 2, 2020.

The award was presented as an encouragement to the District - to ensure its continued focus on ODF Plus components towards making the entire District ODF Plus at the earliest.

Gandagi Mukta Bharat was a weeklong campaign during which various activities were carried out in all Gram Panchayats, mobilising a *jan andolan*.

The Department of Water Supply and Sanitation, Punjab had launched the Gandagi Mukta Bharat (GMB) campaign across the state to promote positive behaviour change on safe sanitation and personal hygiene among rural citizens. During this weeklong campaign, it had mobilised thousands of people to participate in various activities, like those held in other States.

This included E-Ratri Chopal on August 8; Collection and segregation of Single-Use Plastic (SUP) on August 9; Shramdan in Panchayats to whitewash and clean public buildings and launch of SBM mobile Academy on August 10; Wall Paintings on key ODF Plus IEC messages on August 11; Tree plantation on August 12; Online painting and Essay writing competition on August 13; Cleanliness and Sanitation drives in Primary health Centres on August 14; and ODF Plus Declaration of villages during an Aam Sabha and felicitation of best-performing villages on Independence Day – August 15.

The District Administration of Moga has made all efforts to make the campaign a great success – their efforts rewarded by the zeal and enthusiasm shown through people’s participation. Through its wall paintings featuring IEC messages on safe sanitation practices in all its 364 villages, it had contributed to educating thousands of people on ODF Plus components (visual cleanliness, ODF sustainability and effective management of solid and liquid waste).

**Inputs: Manish Mittal, IEC Expert (Sanitation)**

