

## TN's Mobile App monitors, evaluates ODF Plus activities



Intensive and sustained Inter-Personal Communication (IPC) activities by Swachhagrahis have helped in achieving ODF (open defecation free) status under Phase I of Swachh Bharat Mission Grameen (SBM-G). In Phase II of SBM-G, to give a major thrust to ODF Plus activities, the 'Thooimai Thamizhagam' Mobile Application was developed in collaboration with National Informatics Centre (NIC), Chennai.

The App has enabled the real-time tracking and monitoring of ODF Plus activities performed by Swachhagrahis and it is used as a tool for evaluating the performance of Districts and Blocks.

Since July 2020, several sets of activities on sanitation and hygiene have been assigned to the SBM-G teams through the Mobile Application. In fact, various ODF Plus activities are assigned on a fortnightly basis to around 12,000 Swachhagrahis who have registered themselves on the App.

In view of the current pandemic, activity relating to COVID-19 appropriate behaviour, viz., wearing mask, social distancing and handwashing awareness has been assigned regularly to the Swachhagrahis. Further, awareness generation and information dissemination relating to toilet usage, segregation and safe disposal of waste, menstrual hygiene management and water conservation are the other prominent activities given in rotation.

Also, people are motivated to construct Nutri-Garden/NADEP compost pits for managing wet waste and soak pits for liquid waste management at household level.

Over the past three months, more than 2,60,000 activities have been completed in total by the registered Swachhagrahis. In addition, sanitation messages are sent as text messages to around one lakh field functionaries of Rural Development and Panchayat Raj Department

daily, which have helped in reiterating the significance of safe sanitation and personal hygiene.



It is common knowledge that one of the most effective ways to stop the spread of germs and to stay healthy is hand washing with soap and water. With the adoption of the theme – ‘Hand Hygiene for All,’ the State has focused on creating awareness on this vital subject, repeatedly.

As a part of the Global Handwashing Day on October 15, 2020, ‘Awareness on Handwashing’ was assigned as a ‘Special Activity’ to the Swachhagrahis through the ‘Thooimai Thamizhagam’ Mobile Application. Further, all the Swachhagrahis were facilitated with the document consisting of relevant information to share with the target groups which is also available in the Handbook on WASH-2020.

Around 7,000 Swachhagrahis carried out this activity at their respective villages and uploaded the photographs in the Mobile Application. They also emphasised the importance of wearing masks and maintaining social distancing to prevent the spread of COVID-19.

One of the biggest advantages of the Mobile Application is that it provides real-time information and feedback relating to the IPC coverage and interventions required to nudge and motivate the rural community in this Jan Andolan programme.

