

DDWS launches a campaign to boost ODF Plus initiatives



The Department of Drinking Water and Sanitation is organising a national level Competition on Wall Paintings and Slogan Writing based on the ODF Plus themes in the rural context. Under the campaign that will be held from 15th August to 15th October 2021, all villages are expected to ensure that wall paintings and slogans are painted or posted in public places to raise awareness amongst the community on ODF Plus components.

The objectives of the campaign are to promote IEC activities to facilitate behaviour change. Details of the competition are being discussed with States and Districts.

In a communique to the States, the DDWS said, "In SBM (G) Phase II, there is a huge scope and greater need for creating mass awareness on various components of ODF Plus among community members for facilitating behaviour change and triggering desirable actions and practices for promoting ODF Plus. IEC can become effective only if messages are communicated through multiple forms of media (Mass media, mid-media and IPC) targeted at different stakeholders. Another important aspect is the need for technically accurate, culturally appropriate, gender sensitive and creatively engaging content."

Swachh Bharat Mission (Grameen) has been recognized as the largest behaviour change programme. It represents the influential force of people's movement or Jan-Andolan that has transformed the lives of people, bringing significant improvement in terms of economic, environmental, health and social benefits. It has also enhanced the safety and dignity of women in the country.

In the wall painting competition, villages across GPs countrywide are expected to ensure that wall paintings are made in all public spaces of the village, such as the Panchayat office, school, community complexes, halls, haats and bazars. Good performance at district and State levels – zone wise, will be recognised in a national ceremony on World Toilet Day – November 19, 2021.

To expedite the implementation of the campaign, DDWS has developed wall painting templates for various components of ODF Plus. These samples can be used by States/Districts for further customization or translation into vernacular language. DDWS hopes that increased awareness will result in behaviour change and community action towards an ODF Plus India.

Similarly for the slogan writing competition, GPs countrywide are expected to ensure slogan writing at important public places. Thereafter, districts may felicitate 3 best performing GPs in the district based on the total number of slogans written on each theme and States may in turn felicitate 3 best performing districts in the state based on the total number of slogans written on each theme.

For both competitions, any expenditure incurred on felicitations can be met from the State IEC fund of SBM-G.

Zone-wise list of States for Wall Painting competition:

North Zone: Chandigarh, Delhi, Haryana, Himachal Pradesh, Jammu and Kashmir, Ladakh, Punjab and Rajasthan

Northeast Zone: Assam, Arunachal Pradesh, Manipur, Meghalaya, Mizoram, Nagaland, Tripura and Sikkim

Central Zone: Chhattisgarh, Madhya Pradesh, Uttarakhand and Uttar Pradesh

East Zone: Bihar, Jharkhand, Odisha and West Bengal

West Zone: Dadra and Nagar Haveli, Daman and Diu, Goa, Gujarat and Maharashtra

South Zone: Andhra Pradesh, Karnataka, Kerala, Puducherry, Tamil Nadu, Telangana, Andaman and Nicobar Islands, Lakshadweep