

DDWS provides resources to States to support roll out of ODF Plus initiatives



To accelerate the implementation of ODF Plus initiatives as a part of Swachh Bharat Mission Grameen (SBM-G) Phase II, the Department of Drinking Water and Sanitation (DDWS), Ministry of Jal Shakti has created brochures, Tool kits and IEC materials such as posters and designs for wall paintings. These materials can be used by the States to achieve sustainable behaviour change.

The e-friendly resource materials with open and print ready files for customization and translation into vernacular language, were sent to the States for dissemination to various stakeholders.

In a communique to the States, the DDWS said that it hoped the States would find the materials useful in ensuring effective delivery of ODF Plus services at the grassroots level towards achievement of ODF Plus objectives.

Throughout the SBM-G campaign, the world's largest behaviour change programme, the emphasis has been on using innovative communication strategies to induce collective behaviour change towards achievement of ODF Plus objectives. In this regard, States were given flexibility to plan, design and implement IEC strategies, considering local cultures, practices, and sensibilities as per Phase II guidelines.

An important aspect of effective IEC is designing relevant and impactful resource materials to support all stakeholders. Technically accurate, culturally appropriate, gender sensitive

and creatively engaging content is critical for the achievement of sustainable behaviour change, the DDWS communique said.

It is in this context that the DDWS has developed toolkits brochures and poster/wall writing designs for various components of ODF Plus.

Toolkits: The toolkits were prepared in response to demand for reference material for capacity strengthening of SBM teams at district level. They comprise of programme's approach, technical specifications, cost estimates, technical drawings, etc. for various technical elements of the respective thematic component. The toolkits for Greywater Management, Plastic Waste Management and Faecal Sludge Management can be used as reference documents to expedite programme implementation.

Brochures: The thematic brochures showcase the strategic approach pertaining to key components of ODF Plus. The technical aspects have been presented in a simplified manner using illustrations and tables, to the extent possible. They cover Greywater Management, Plastic Waste Management, Faecal Sludge Management, Biodegradable Waste Management, Gobardhan, IEC for ODF Plus, and Convergence – all in both English and Hindi.

ODF Plus Posters/Wall paintings: These were intended to help Districts and GPs disseminate simplified content with action points for the community with respect to various aspects of ODF Plus. The images illustrate the common challenges faced by the community in the village and possible solutions using representative images, slogans, etc. The posters pertain to ODF sustainability, Plastic Waste Management, Biodegradable Waste Management, Greywater Management, Faecal Sludge Management, and Vision of an ODF Plus village – both in English and Hindi.