

IEC for behaviour change communication in Kerala



With a view to ensuring effective solid waste management, Kerala had initiated door to door collection of dry waste by setting-up a green task force named Harithakarmasena at local self-government institutions (LSGI) level for carrying out the collection process. To ensure this happened, primary segregation of waste into wet and dry had to be done at household level and at other waste generation sources. This was a new phase of behaviour change communication for Suchitwa Mission, the Technical Support Group (TSG) in Waste Management sector under the Local Self Government Department, Government of Kerala.

In this regard, Suchitwa Mission has initiated mass propagation of this message through various media consistently. Parallely communication regarding source level composting of wet waste was also propagated. Now, within a short span of time, coverage of door-to-door collection in the state has reached up to 40 per cent and is consistently progressing.

Creation of waste management infrastructure has not been creating trouble among public, like earlier, as people have realized the transformation that can happen through waste processing centres and Resource Recovery Facilities.

Hence, these days more focus is being given to convincing people on the relevance and importance of paying user-fee for making the system sustainable and consistent. It is now becoming a challenge for the LSGIs to deliver the service consistently and making the system sustainable as the user-fee collection is not reaching up-to the expected level. Hence more IEC activities are required to be focused on this area.

Here are the activities initiated:

Mid media activities through Rangashree team of Kudumbasree Mission: Suchitwa Mission with the support of Kudumbashree Mission conducted Street plays across the state to disseminate messages on scientific waste management practices adopted by the state

like source level segregation of dry waste, handing it over to *Harithakarmasena*, encouraging public to pay user-fee, encouraging public to compost wet waste at households, promoting green protocol etc, at 470 selected spots in 93 ULBs of the state.

Radio jingles through FM: A campaign was held through 5 FM stations and community radios for a period of 1 month at the rate of 10 insertions per day to dissuade use of SUPs among public and regarding the campaign ‘10000 Haritha office declaration’.

A campaign was initiated as a part of *Haritha pongala* in 5 FM channels for a period of 10 days at the rate of 10 insertions per day. Three audio jingles of 30 seconds duration have been prepared for the purpose. *Suchitwa Padavi* declaration of LSGIs were also publicized and promoted through FM channels.

Just We did IT - Production of Videos about SWM best practices in the State: As part of propagating the existing best SWM practices of LSGI in the state, a team was invited to SM from such LSGIs to conduct presentations of their ideal practices. Based on this video, documentations were made and titled as “Just we Did It”. This was published in the social media platforms and were made available for public and other LSGIs.

Don't Worry Be happy – Video production to promote MCF and RRF: There were incidents of public protest at different locations against setting-up of MCF (Material Collection Facility) and RRF (Resource Recovery Facility) owing to the bad experiences of the public with regard to setting-up waste management infrastructures. To over-come this situation 7 videos were produced incorporating the responses of people living close to MCF and RRFs located at different parts of the state. This became helpful for the authorities to convince the public regarding the relevance of such facilities and could create a positive stand among the public.

Video Production to promote LWM projects in the state: Liquid waste management was not a priority for the people and LSGIs in the state until recently when Suchitwa Mission started to promote such projects in the state. To make this a public concern and make the LSGIs to understand the need of LWM projects, video documentations were made and disseminated among LSGIs.

Chithram Suchitwam – Video Documentation competition on best practices regarding source level management of waste: A state-wide competition was conducted to identify and disseminate best SWM practices to persuade people to carry-out their own-waste management practices.

Yes, In My Backyard (YIMBY): A docu-fiction was produced by SM which is intended to inculcate segregation habits among younger generation. This video was disseminated among school children through Doordarshan and Victers Channel and through Social Media.

Online Portal created and incorporated into the top online - news portal in Malayalam (Malayala Manorama and Mathrubhmi): A separate portal carrying articles, messages, IEC materials etc was created and incorporated into online news portals to ensure its reach to the masses. This will be made available to public from May 2021 onwards.

Print Media Advertisements: Messages regarding Ideal Waste management practices was given in the leading women magazines in Kerala to sensitise the women community on how to handle different types of waste and how to compost bio-degradable waste at households itself.

IEC Wall Paintings: To promote source level segregation and composting at source, wall paintings were drawn at more than 60 per cent of the LSGIs in the state which is targeted to reach 100 per cent during the current year. Competitions were conducted among public to identify the best creative design for popularizing *Harithakarmasena* and the selected designs were also used in the wall paintings.

Annual Diary with program description of SM is made available to all newly elected LSGI representatives: Since a new council assumed office in October 2020, all the newly elected representatives needed to be oriented on SM programs and schemes. This was done by way of distributing annual diary-2021 to all LSGI elected representatives carrying description of SM programs and schemes.

Audio messages to 10 lakh people by way of Out-bound-dialling service of BSNL: Public appeal by way of audio messages was disseminated to 10 lakh numbers in the state by utilizing the out bound dialling service of BSNL. People were advised to practice source level segregation and hand over clean dry segregated discards to *Harithakarmasena* through this campaign.

Campaign against the use of Single Use Plastics: A widespread campaign was organized through multiple media for popularizing the ban imposed on SUPs by the state government. Print media advertisements, FM and Community radio campaigns, TV programmes, message dissemination through cinema theatres etc. were held immediately after the ban.

E-learning Platform: A new mode of training platform was the need of the hour. Realizing this, SM has developed an e-learning platform which can be used as a guiding platform for LSGIs in implementing SLWM projects. This is also useful for the public for accessing various information of scientific SLWM.

Printed Materials Published:

- 75000 copies of a Handbook on “Haritha Election” (Protocol for Green Election) were printed and distributed during the training programmes for officers who were on election-duty.

- Prepared creative designs for the promotion of Haritha Office - Do's and Don'ts, the designs for hoarding and posters were distributed among all government offices and institutions in the state.
- A brochure on "Haritha Office- DO's and Don'ts has been prepared and 50,000 copies of the same printed.
- A four-page Brochure on *Haritha Jeevitham*, ideal waste management practices, source level composting devices, rules and regulations related to disposal and burning of waste, was prepared, and distributed through district missions while conducting exhibitions and training programs.
- Designed and printed 50000 copies of Green Protocol posters for displaying at school classrooms across the state as part of "Clean Campus Green Campus Campaign."
- A leaflet to popularize MCF/ RRF was prepared and made available to LSGIs where people protested constructing them. More than 2 lakh copies were printed by SM to distribute at locations where public protest created hinderances in establishing such facilities.
- A leaflet on ring-composting and pot-composting methods was prepared to distribute among Public.
- Video and Ppts were made available to LSGI representatives and officials as a reference guide to implement waste management projects.

Other IEC Activities:

- Road shows in connection with *Attukal Harithapongala*
- Road shows and Painting competition and green protocol information centre right in front of the temple in connection with *Attukal Harithapongala* with the cooperation of a major print media in Malayalam
- Green Protocol campaign through regional television Channel
- Exhibitions on source level waste management practices in all districts as part of various regional events.

