

IEC - a key component of Tripura's behavior change campaign



Whether it is to bring about behavior change with regard to sanitation, segregation at source or solid waste management; Information, Education and Communication (IEC) is one of the most essential elements of Tripura's Swachh Bharat Mission Grameen (SBM-G) campaign.

Tripura, a hilly state in northeast India, bordered on 3 sides by Bangladesh, and home to a diverse mix of tribal cultures and religious groups is well aware of the fact that well planned IEC strategy can be very effective in bringing about appropriate changes in behavior; going by its earlier programmes such as 'Plastic Mukta Bharat-Plastic Mukta Tripura and other ODF sustainability campaigns when IEC was used extensively for advocacy and to motivate policy.

On 11th March 2020, the district administration conducted an IEC activity in Akhrabari ADC (Autonomous District Council) village that included an awareness meeting, a puppet show and a rally, according to Ms. Aparajita Modak, State level Consultant on IEC and HRD in Tripura. The programme carried out in collaboration with Doordarshan ensured wide coverage of the programme.

District Magistrate and Collector of Khowai District, Smt. Smitha Mol was present at the event.

The meeting began with a discussion on Swachh Bharat, water conservation and other sanitation related issues, led by Ms. Modak. School students and workers from Anganwadi centres of Akharabari Village Council in Padmabil Block of Khowai district and swachhagrahis (frontline workers) participated in the programme. The puppet show that followed was on cleanliness.



Thereafter, the rally that went through the village promoted hygiene and safe sanitation. Soap, toothpaste and toothbrushes were distributed to all participants.

The entire programme was covered by Doordarshan.

Similar programmes will soon be replicated in Kalaban Gram Panchayat in Matabari RD Block, of Gomati District in Tripura.

