



National WASH Conclave - 2022
WASH FORWARD
Advancing Water, Sanitation and Hygiene in Panchayats

Action Planning Workshop To Realise the 'Call to Action'

02 - 03 August, 2022 | UNICEF India Country Office

Workshop Report



Action Planning Workshop

To Realise the 'Call to Action' of the National WASH Conclave 2022

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Background

The NIRDPR in partnership with UNICEF, WaterAid and other development partners had conducted a 3-day National WASH Conclave "WASH Forward: Advancing Water, Sanitation and Hygiene in Panchayats" during February 23-25, 2022. Over 3000 participants including representatives from the Ministry of Jal Shakti, Ministry of Panchayati Raj, officials from the state and district governments, professionals and practitioners working in WASH sector, and Gram Panchayat representatives participated in this conclave. The deliberations of each session fed into a Conclave's 'Call to Action', that was released for advancing WASH in Panchayats. *The Call to Action is annexed.*

The Call to Action raises potential issues that need to be tackled and worked on at various levels (Local Government or Gram Panchayat Level, District and Sub-district, State and National), for achieving desired outcomes on WASH, especially under multiple existing government programmes, that give primary role to the Gram Panchayats – thus ensuring public participation; with the ultimate goal being to ensure high levels of WASH service delivery to the population. This Call to Action being broad in nature, needed a process of further deliberations that would convert the larger objectives to implementable actions with defined roles and responsibilities

To do this an Action Planning Workshop was organized during August 02-03, 2022, at UNICEF India Country Office, New Delhi, to unpack the *Call to Action* and develop an Action Plan/ Roadmap through a multi-partner consultative process involving various stakeholders. *The list of participants annexed.*

Objectives of the Workshop

The objectives of this action planning workshop were to:

1. Unpack the *Call-to-Action* recommendations and identify implementable recommendations that need further focus at various levels.
2. Prepare an *Action Plan* for submission to central and state governments, and to a range of stakeholders at various levels, with suggested actions and interventions to achieve WASH outcomes for rural communities.
3. Devise ways to strengthen the capacities of local self-governments (PRIs), in enable the provision of high quality, affordable and sustainable WASH systems and services to the population in rural areas.

Workshop Format

The Workshop was held over 2 days and had five discussion areas. The *Call-to-Action* recommendations were categorised into these 5 discussion areas. Each discussion area had a dedicated session in the workshop. A lead organization was identified who delivered a presentation unpacking the subject, raised questions and presented specific suggestions and solutions. This was followed by a discussion in which the suggestions received from participants were fine-tuned and finalised. Action Plans were developed based on the discussion, which were further developed by the lead agency and presented to the group, for further discussion and finalization. *The agenda of the workshop is annexed.*

DISCUSSION AREA 1 - POLICY, PROGRAMME AND ENABLING ENVIRONMENT

Context and current situation

- ◆ Government has an ambitious JJM scheme; and also, an unparalleled investment in sanitation Under JJM there is a shift of focus from habitation-based water supply schemes to HH tap connections
- ◆ There is less attention to Water supply quality, quantity, regularity on a long-term basis
- ◆ Schemes are predominantly based on ground water sources especially for single village or single GP schemes
- ◆ SBM – 2 focuses on ODF sustenance, greywater management, Solid waste management (including plastic waste management)
- ◆ Provisions of retrofitting to ensure ODF sustenance is still not a priority
- ◆ Dedicated funds for WASH in institutions available for schools and health centres; not so for anganwadi centers
- ◆ Last mile reach is a challenge for both water and sanitation services
- ◆ Q and Engagement of community and panchayats in quality of WASH interventions is a matter of concern
- ◆ Focus has remained largely on financial and physical targets and not on ensuring sustainability and behaviour change
- ◆ There is a lack of systematic approach to address the gaps of next generation challenges
- ◆ Despite the need and realisation, convergence remains extremely limited

Supportive policies, strategies; guidelines; implementation status

- ◆ There is a dedicated ministry to ensure implementation of rural WASH
- ◆ 60% FFC funds to be used for WASH
- ◆ Continued funding on sanitation for SBM –2 is a boon
- ◆ Solid waste management rule 2016 – role of Panchayats for rural area is specified
- ◆ There is now a supportive environment for capacity building – Sector partners, KRC and ISAs to support implementation
- ◆ Guidelines on role of community, panchayat and committees in implementation of JJM and SBM exists
- ◆ RTE 2009 and Swachh Vidyalaya guidelines 2014 are present

Gaps, Challenges and Issues that need addressing

- ◆ Panchayats looked upon as implementing agencies and not governance institutions
- ◆ Capacity gaps at Panchayats to be able to plan for WASH, work on demand generation and have oversight and monitoring of implementation of JJM and SBM
- ◆ The Large scale PWSS – are very centralized and department led. Role of PRI is low
- ◆ Role of intermediary Block panchayats not clear
- ◆ Regulations on ground water extraction almost non-existent and not implemented
- ◆ Despite engagement of KRCs and ISA for JJM, not enough investments being made in building capacity and understanding of these institutions on issues of water
- ◆ Such agencies nit available for SBM
- ◆ Convergence of departments agencies and resources – while both need and scope is high, implementation on the ground extremely limited
- ◆ Under JJM data availability and data access is a challenge (aquifer, water quality, coverage, and slippage etc)
- ◆ No mechanism for standardizing FTKs at national level resulting in poor quality

- ◆ VAPs under JJM – reduced to a format and formality – also not always in sync with the DPR and not included as a part of GPDP
- ◆ GPDP – processes need to be made more inclusive and participatory
- ◆ Absence of process to integrate water safety plans into wider JJM plans
- ◆ WASH in Schools, Anganwadi Centers and Health Care Facilities – not seen as an essential service and therefore have challenges especially for O&M
- ◆ No mechanism for engagement of PRIs in services of ASH in Schools– Funds and functionaries not available
- ◆ SBM G data is to a very large extent not in public domain. Public and consumer do not know about their services and schemes

Best Practices

- ◆ Shift from groundwater-based schemes to surface water-based schemes (Telangana, Karnataka, AP Kerala etc)
- ◆ In Jharkhand Jal Sahiyas given additional incentive to work on WASH in schools
- ◆ In Madhya Pradesh O&M funds to the tune of INR 33.7 Cr mobilized from the stamp duty funds
- ◆ Solid waste management examples – Karnataka, Madhya Pradesh, Gujarat: political will at GP, technical support, and business models

Summary of the Action Plan

- ◆ Need for a Unified GPDP - Village Action Plans for both SBM 2.0 and JJM integrated, reviewed on an annual basis, and improved upon
- ◆ Need to Support PRIs with technical and professional WASH services - provide clear incentives and tasks for the Swachhagrahi members or any other village level individual/collective pertaining to WASH. Expand scope of KRC's to include planning and monitoring of SBM and JJM. WASH Technical Officer needed at the Block level. Review and revitalise the District Water and Sanitation Committee to clear strategies, plans and communication on WASH, and not only do fund release work
- ◆ Rural Service Standards needed for Water, Sanitation and Hygiene - Evolution of rural service standards and incorporation of existing MoPR documents. This should necessarily contain guidelines on Operation and Maintenance of all public goods pertaining to WASH that have been created
- ◆ Independent WASH Regulator to ensure provision of services, to measure sustainability, performance and ensure that there is integration. This can be considered at the national or state levels
- ◆ Institution Building needed - Facilitating the emergence of PRIs as institutions of self - governance and a transformation from an implementing agency to a service provider through a systematic capacity building and support programme - Integration of plans of MoPR and JJM/SBM to create a comprehensive capacity building through unified trainings and support systems



DISCUSSION AREA 2 – FINANCING

Context and current situation

- ◆ Scope:
 - One is financing for creation of WASH related facilities
 - And the other is financing the O & M related expenses
- ◆ FHTC - Facilities are being created – Do GPs have the financial and technical capacity to operate and maintain?
- ◆ MRFs are being constructed and collection vehicles are provided, but source of funds for sustainable Operation & Maintenance remains a question This holds good for water, SWM, WWM, Institutional latrines, Community Sanitary Complexes, village cleanliness etc.
- ◆ Financing needs to be assured for 'sustaining the benefits' – for both SBM-G & JJM
- ◆ Acceptable standards and norms in terms of service delivery viz-a-viz the expenses that GP may have to incur, needs to be clearly known both to the PRI and the stakeholder

Supportive policies, strategies; guidelines; implementation status

- ◆ MoJS – ISAs into village level supportive action; and KRCs are into training at various levels – officials, GPs, and VWSCs
- ◆ MoPR – Localised SDGs with 9 themes and support through RGSA etc.
 - LSDG Theme 4: Water Sufficient Village
 - LSDG Theme 5: Clean & Green Village
- ◆ RGSA – Training & Capacity Building showing convergence possibilities to achieve nine themes that the MoPR has identified. (State Dept. of RD&PR)
- ◆ Finance Commission – 15th FC Funds for water and sanitation available – Time-bound
- ◆ Financing for creating facilities – besides JJM & SBM-G – we have other scheme convergence possible such as MGNREGS, PMKSY 2.0 (WDC) etc.
- ◆ Exploring further convergence possibilities

Gaps, Challenges and Issues that need addressing

- ◆ Facilities created – Quality of the facilities created? Do households feel they want to improve quality (e.g., three taps within house); or water tap inside toilet
- ◆ Are there schemes; or GP level arrangement; or any others such as WASH loans through SHGs for such facility improvement to happen?
- ◆ Facility improvement is one – but the real concern is about O & M - Be it FHTCs or solid waste management or maintaining a school toilet
- ◆ 15th FC Funds – But how much of this is available for O & M expenses?
- ◆ What is the own source revenue position of GPs?
- ◆ Is the idea of cost recovery for services rendered by GP workable?
- ◆ Is it about *Unwillingness to pay* or *Unwillingness to charge*?
- ◆ How about the idea of 'waste to wealth' being put across in conferences?
- ◆ Are there ways to augment the 'Own source Revenues' of GPs?
- ◆ Own Source Revenue – One Training is not enough – CB & Action Research
- ◆ Sixty percent of the 15th FC funds be used for WASH – The Commission should have stated a clear stand on O&M

- ◆ State Finance Commissions are either non-existent or they remain silent about fund allocation. They hardly ever talk about maintenance of facilities

Best Practices

- ◆ Suggestions – Need for Recommendations to the GPs on wise use of 15th FC funds
- ◆ If good practices have to emerge, like the Central Finance Commission, State Finance Commissions should become vibrant
- ◆ The recommendations of SFC should become complementary to the efforts of the Central schemes such as JJM or SBM-G, and to the Central Finance Commission’s recommendations, which is missing
- ◆ We need to work with the State Finance Commissions when it comes to strengthening GP level action. PHED/RWSS – RD&PR – State FCs

Summary of the Action Plan

- ◆ Formulation of O & M Policy need for both water supply and sanitation schemes
- ◆ Need to Make the GPs understand the Cost of Service - budgeting exercise as a critical one in training programmes on VWSC. Preparation of knowledge products on cost of WASH services with worked out examples, and templates for separately for drinking water service delivery, SWM, GWM, Institutional latrines, etc.
- ◆ Enhancing Own Source Revenue of GPs - identifying the range of possible Own Source Revenues (OSR) of GPs – both tax and non-tax revenues. It can help the GPs to consider any mix of tax and non-tax revenues depending on local conditions
- ◆ Place of FC Funds in the O & M of WASH facilities - The GPs, as institutions of self-governance should depend on OSRs to meet the O & M expenses, where FC funds may serve as a critical gap fund
- ◆ Engagement of Third-Party Agencies - GPs can consider contracting out WASH services to third party agencies, with a clarity that GP shall remain the duty bearers and the third-party agency shall only serve as service providers
- ◆ Private Sector Funding for WASH
 - Studying the existing demand for and the potential of WASH loans at PRIs.
 - Documenting good practices already available – moving to include them in training modules



DISCUSSION AREA 3 - CAPACITY BUILDING AND PROFESSIONALISATION OF SERVICES

Context and current situation

- ◆ JJM & SBM G II implementation is in full swing – Infrastructure is being developed
- ◆ Program architecture – Opportunity for and responsibility on GPs & PRIs
- ◆ GP and community involvement, motivation & contribution – Scope of improvement
- ◆ There is demand for CB s at all levels – Stakeholders
- ◆ As we move towards O&M phase and transition - more challenges – to ensure Sustainable Service Delivery
- ◆ Core functions of GPs- has to be Planning, Management, Monitoring & Governance
- ◆ Changing roles of stakeholders- Management of change is important for smooth transitioning
- ◆ Urgent need to enhance capacities of GPs, VWSCs and local WASH professionals to ensure they are equipped, trained, and incentivized for optimal service delivery
- ◆ Sensitisation of the responsibility to provide optimum services

Supportive policies, strategies; guidelines; implementation status

- ◆ JJM, JSA, SBM and FFC schemes- Enabling program designs and funding
- ◆ Increased focus on CB of PRIs
- ◆ ISA, KRCs, MTs, Women groups – Support structures being developed
- ◆ Resource material – Technical manuals, Guidelines, Toolkits – developed for JJM and SBM(G)
- ◆ Cascading trainings initiative by DDWS for SBM(G) -II – ToTs for district level Master Trainers, who are to further reach to GP stakeholders through cascading trainings
- ◆ Regional level TOTs of KRCs under JJM, who will further train ISAs and PRIs
- ◆ CB Dashboards developed by DDWS to monitor the trainings
- ◆ WASH service level benchmarks developed by MoPR; acceptance by DDWS is required - Model contracts for WASH services developed by MoPR- 15 contracts across 5 verticals with different typologies

Gaps, Challenges and Issues that need addressing

- ◆ Need to effectively reach every GP with CB services – structured cascade model – not working in many states
- ◆ Systematic training is not always a priority
- ◆ Dedicated and accountable system / positions for CB essential – Need to be a continuous process
- ◆ Availability of timely technical support – Overall support to be consistent with project cycle
- ◆ Accessibility of support when needed is a challenge
- ◆ Clear information about GP/ community responsibility and rights – Decision, O&M & Capex contribution, etc. needs to be available to both service provider as well as consumer
- ◆ Motivation of GP functionaries to learn and provide service to the community – Needs reenergizing
- ◆ Access to Information and Examples for O&M Business Models, model contracts etc.
- ◆ Professionalization and Skilling needs systematic approach - Bridging the Demand - Availability Gap in a structured manner
- ◆ Sensitization of field level functionaries for convergence

Best Practices

- ◆ MoJS - Nation-wide capacity building initiative in cascading mode (SBM(G) II)
- ◆ Capacity building initiatives in Bihar

Learnings from Cascade approach

- ◆ Cascading approach is essential and useful when catchment is large and limited time - Need to meticulously plan and monitor – Standardization
- ◆ Each cascade – Needs to be Action oriented
- ◆ Selection of capable and experienced MTs is crucial – Once developed they should be utilized/ engaged
- ◆ Face to face trainings better - (demonstrations, field visits, participatory tools, etc.)
- ◆ Field work/ demonstration of technologies is effective for improved understanding of the technology functioning and O&M
- ◆ State ownership and monitoring of action plan for rolling out PRI trainings can be a decisive factor
- ◆ Orientation of key functionaries prior to cascade – is Necessary
- ◆ ToTs should have Training science and adult learning component
- ◆ Requirement of process and impact monitoring

Summary of the Action Plan

- ◆ Trainings of field functionaries
 - Standardization of customizable modules
 - Resource material & trainers/ experts pool in SIRD. Developing state level Institutions and capacities
 - Involvement of elected representatives and their orientations
 - Specific TOTs needed for KRCs, ISAs and other training resource
 - Cadre and data base of WASH Master Trainers to be maintained
 - Creation of knowledge products (print and AV)- ensuring dissemination and accessibility
 - Specific Fund provision for CB
- ◆ Development of tools
 - Development of protocols, tools and formats considering GP typologies e.g., O&M budget, Tariff and Tipping fee calculations.
 - Contracts for individuals and CBOs
 - Orientation/ CB for using the tools to be also integrated in trainings
 - Institutionalize use – e.g., Make O&M budget mandatory for FFC fund release
 - Mix of online and offline – hybrid- delivery /tools works the best
- ◆ Hand holding support
 - Benchmarks for WASH services (MoPR) - needs acceptance by DDWS and states
 - Support for hiring of external professional agencies - Identifying areas, type of support & listing of specialists/ agencies /service providers, and Protocol for their empanelment etc
 - Funds from FFC for technical persons @ GP level
 - WASH helpline centres for (Material, equipment and technical services etc.) – @ Block level
 - Development of model villages & resource centres as lighthouses
- ◆ Monitoring & Evaluation for training
 - Clearly defined indicators needed in Cascade
 - Develop activity-based indicators and means of measurement
 - Regular reviews – at GP, Block and State and then at National levels
 - Specialized agencies- Regular field assessments & independent evaluations
 - Explore competition mode for incentivization

◆ Professionalization of WASH services

- Block wise Skill demand and availability Mapping
- Listing of skilled agencies and individual
- Link specialized skill training resources – District/ region
- Standardize procurement processes for skilled professionals
- Specifically responsible person at district level



DISCUSSION AREA 4 - MONITORING

Context and current situation

- ◆ JJM Dashboard:
 - Status of households with tap water connection (as on date) (#)
 - Status of schools with tap water supply (as on date) (#)
 - Status of drinking water samples tested in laboratories in 2021-22 (as on date) (#)
 - Sensor based IoT pilots: including information on avg. LPCD trend, residual chlorine
- ◆ JJM IMIS: Coverage, sources tested, state-wise allocation, release, expenditure of JJM funds
- ◆ SBM Phase 2 dashboard:
 - Villages with SWM, LWM, minimal litter, minimal stagnant water, no plastic dump in public places
 - Assets: waste collection, segregation sheds, community soak pits, community compost pits, plastic management units, FSM plants, length of drains, CSCs, IHHLs
- ◆ SBM IMIS: IHHL coverage; data not in public domain
- ◆ e-gramswaraj:
 - Approved ZP, BP, GDPs (which state allocation per item)
 - District-wise tied and untied grants receipt and expenditure

Supportive policies, strategies; guidelines; implementation status

1. JJM

- ◆ Monitoring to cover exposure to unsafe drinking water (quality) and Reliability (lack interruptions and flow fluctuations)
- ◆ SVS & MVS: quantity and quality monitored
- ◆ Dashboards exist: Planning, Execution, Operation and Maintenance, Daily water supply details of villages including quantity and quality
- ◆ IMIS:
 - Uploading VAPs, DAPs, SAPs and State-wise AAPs
 - Constitution of Gram Panchayat sub-committee (VWSCs, etc.)
 - ISA performance viz. resource mapping, PRA activities, etc
 - physical and financial progress
 - water quality labs & community surveillance using FTKs
 - change management activities
 - support activities
- ◆ Realtime dashboard (in public domain): #FHTCs provided, #FHTCs remaining, #functional and #non-functional tap connections
- ◆ Evaluation - Functionality: quantity (55 LPCD), quality, regularity (12 months or daily basis)
- ◆ Geo-tagging of assets
- ◆ Regular sanitary inspections by the community (community will be empowered to file grievances with respective DWSM/ SWSM through a dedicated toll-free number, online portal, etc.)

2. SBM

- ◆ Monitoring to cover adequate IEC activities on behaviour change, ODF status achieved and sustained, adequate SWM ensured, adequate LWM ensured, villages visually clean.
- ◆ Output-outcome framework:
 - ODF sustainability: No. of IHHL and CSC constructed for the outcomes on access and use of toilets and ODF status of villages

- Improvement in village cleanliness: villages covered with SWM, Grey water management, blocks with plastic waste management units, districts with FSM arrangements for villages with minimal littering and minimal stagnation of wastewater
- ◆ IMIS:
 - Construction of IHHL, community sanitation complexes, SLWM infrastructure, IEC, capacity building, financial progress
- ◆ Swachh Sarvekshan Grameen to verify state/ district claims based on sanitation status in village and key public places, verification of ODF plus, citizen feedback on sanitation status
- ◆ Social Audit every 6 months; implementation is a question
- ◆ Third party evaluations by state to feed into course correction
- ◆ Geo-tagging of assets

Gaps, Challenges and Issues that need addressing

- ◆ Focus on infrastructure and not on sustainability of services
- ◆ Unpacking the VAP and AAP needed
- ◆ Defining access with an inclusive approach-equity, always, safe, quality is an issue
- ◆ Absence or lack of structural clarity for monitoring
- ◆ Feeding the monitoring into planning and implementation is missing
- ◆ Most SBM data not in public domain
- ◆ Data collection Vs. data generation-distrust in data
- ◆ Multiple dashboards reporting multiple data sets
- ◆ Lack of emphasis on qualitative data
- ◆ Monitoring approach is focused on reporting and not for learning and adaptation
- ◆ Data from the NGOs-inequal systems

Best Practices

- ◆ Use of service providers for collection of data based on roles.
- ◆ Technology for collection and analysis of data
- ◆ Joint Monitoring Visits
- ◆ Community-managed monitoring

Summary of the Action Plan

- ◆ Monitoring
 - Create national work group with representation from CSOs, community rep. to agree on defining to service level metrics
 - Create national work group with representation from CSOs, community rep. to agree on defining to WASH Sustainability metrics
- ◆ Accountability
 - Putting all WASH data in public domain and create feedback loops
 - Relook the various MIS and map it to the implementation processes of various schemes and revamp the data management systems to generate data from processes instead of collecting data
 - Setup/ operationalize grievance redressal mechanism on data available for citizen to access
- ◆ Learning & Adaptation
 - Define an evaluation and learning strategy
 - Involve think tanks in designing evaluation with clear dissemination plans and action plans.



DISCUSSION AREA 5 - SBCC, CONVERGENCE AND RESEARCH SUPPORT

Context

- ◆ PRI members – are key facilitators and catalyst in connecting communities with services around Water, Sanitation and Hygiene (WASH).
- ◆ Can balance demand-supply and can be driver in building an enabling environment at the community level.
- ◆ Need to Integrate SBC communication as part of their village development plans- key to ensure improved and sustained use of WASH facilities and adoption of positive practices.
- ◆ Inclusive, participatory approach is crucial - Communication that can empower and catalyse social & behaviour change.
- ◆ Opportunities of integrating SBC with Government Flagship programs- Nutrition, Education and Health

Current Situation

- ◆ Limited capacities and understanding of WASH programs – primary bottleneck.
- ◆ Self- awareness on Hygiene Practices poor
- ◆ Community led approach important but does not translate into action.
- ◆ Limited resources (time, human resource) for community engagement.
- ◆ Equity agenda is generally left out
- ◆ SBCC is taken as synonyms to Hygiene- which is a limitation

Supportive policies, strategies; guidelines; implementation status

- ◆ India is committed to implement and monitor WASH program moving towards the Sustainable Development Goal of 6.1 and 6.2
- ◆ Swachh Bharat Mission and Jal Jeevan Mission – major sanitation and water program in India- Emphasis on SBCC clearly articulated in guidelines but challenges in execution at ground level
- ◆ Physical progress of infrastructure – impressive- provides an enabling environment for SBCC
- ◆ Guidelines & Strategies focus on community engagements and participation but is missed during village level planning process
- ◆ SBCC Activities – viewed in mainly in campaign mode - there is need for sustained behaviour centred design with focus on changing the long-term mindset
- ◆ Adequate WASH infrastructure and hygiene behaviour key component of the quality-of-care framework defined by the World Health Organization (2016) – implementation varies

Gaps, Challenges and Issues that need addressing

- ◆ Sustained communication & community engagement negligible at implementation levels
- ◆ Working on WASH requires support from other line departments - convergence is a big question
- ◆ SBCC is seen as a series of events – emphasis on sustaining the process is missing
- ◆ Lack of clarity on communication strategy (approach, tools, methodology) among different stakeholders working at various levels of implementation
- ◆ At institutional level (Schools, Anganwadi and Health Centers)– Structured SBCC intervention is missing, it is more of celebration of events
- ◆ Strategies to ensure effective communication and promotion of hygiene messages by PRIs - “what” & “who” missing
- ◆ Context specific SBCC strategy missing – local context and knowledge is important
- ◆ SBCC intervention requires attention at all levels- planning, implementation and monitoring
- ◆ Not enough evidence to suggest what works and what does not
- ◆ Gauging impact of SBCC has been challenging

Best Practices

- ◆ Keeping Community at the Centre -Community Led Total Sanitation (CLTS) – Emphasis on toilet usage (India, Bangladesh)
- ◆ District level branding of sanitation initiatives like the 'Banko Bikano' work
- ◆ Structured BCC intervention in residential schools- Project Implemented by WaterAid in MP and Maharashtra- Helped improving practices with respect to key hygiene behaviours among children
- ◆ SABC strategy implemented by Water For People in Sheohar – using local arts and artist
- ◆ Promoting women leadership to improve water related hygiene behaviours – Women + Water alliance
- ◆ 'Pulse Polio' Campaign- a successful demonstration of SBCC
- ◆ "First 1000 days"- Campaign with strong focus on SBCC to reduce infant morbidity and mortality

Summary of the Action Plan

- ◆ Clear messages on WASH - Prioritised and staggered over a 3–5-year period. Not just new messages but reinforcement - creation of a Communication Strategy with clear messages for both JJM/SBM - audience, tone, content, modes of communication, media etc
- ◆ Decentralised BCC strategy - that allows for context specific/local content and recognises the differentiated needs of specific groups/communities. To ensure ownership at a District Level, district level branding and the fostering of a competitive spirit amongst them - roll-out of existing guidance notes available with MoJS, supported by tool kits and capacity building if needed. Need for a clear emphasis on encouraging states and districts to not just plan for their own IEC campaigns but to create operational plans with activities and costing.
- ◆ Generating awareness about the centrality of PRIs about the provision of WASH services to ensure that PRI's can also be held accountable by citizens - MoPR/MoJS should issue clear instructions about the standing/statutory committee of the GP responsible for WASH services - with the possibility of ward/habitation level sub-committees responsible to the standing committee
- ◆ To identify foot soldiers for IPC who can help facilitate dissemination of information and promote behaviour change - Funds for BCC at the GP level should be transferred to the GP and they could engage a Swachhagrahi/SHG with clear deliverables and outcomes. Alternatively, could a volunteer-based campaign be considered involving youth from every GP as volunteers
- ◆ Blended mix x of mass media; mid media and local outreach works well
- ◆ Various topics identified for research are skill gap study, generating own revenue, development of byelaws, panchayat finances - existing resources, utilisation, challenges with regard to receipt/management of finances, climate resilient GP planning - how, guidelines, tool kits.



