

Progress Report on Multimedia Campaigns under Swachh Bharat Mission-Gramin (SBM-G)

To accelerate the efforts to achieve universal sanitation coverage and to put focus on access to safe sanitation, the Prime Minister, Shri Narendra Modi launched the Swachh Bharat Mission (SBM) on 2nd October, 2014, the birth anniversary of Mahatma Gandhi. Behaviourchange is the primary focus and fundamental tool for achievement of ODF goals and the Ministry is doing it by its focused IEC initiatives. The community mobilization and triggering of masses for Behavior Change and generating demand on access to Safe Sanitation and continued usage of toilets. IEC goes extra mile in ensuring the ODF sustainability with regular outreach in suitable communication formats like Inter Personal Communication (IPC), Mass & Mid Media, engagement with Civil Society and Swachhagrahis etc. In its pursuit of making the Swachhata movement a Jan-Andolan, various multi-media campaigns have been launched since the launch of SBM on various themes to push the age old behaviour barriers.

- i. **Success stories and any films/ promos/ reports with the Ministry relating to the initiative taken during the tenure of the current Government**

Swachh Bharat Mission (Gramin) Blog

The Swachh Bharat Mission (Gramin) maintains a comprehensive and active blog on Wordpress. The blog is updated constantly and includes a multitude of success stories, mass mobilization drives, awareness campaigns, etc.

Website : sbmgramin.wordpress.com

Major SBM-G Campaigns and their Highlights

Mass Media campaigns

Darwaza Bandh Media Campaigns (Electronic, Radio & Social Media)

Aiming at Behavior Change, an aggressive mass media campaign titled '**Darwaza Bandh**' featuring Amitabh Bachchan to promote continued toilet use especially by men has been launched.



1. **Darwaza Band campaign** (featuring Amitabh Bachchan)
https://drive.google.com/open?id=0B_844xS4yWX-T3NDUnhCbVlkcGc
2. **Darwaza Band campaign** (featuring Anushka Sharma)
https://drive.google.com/open?id=0B_844xS4yWX-N28xcWcxazQ3WlK
3. **Darwaza Band Radio anthem** (Hindi and regional)
https://drive.google.com/open?id=0B_844xS4yWX-am9pcW1mdWJRaU0

Shaucha Singh Radio Campaigns (Radio & Social Media)

For busting myths & age old traditions related to Open Defecation(OD), special Radio campaign aimed at Behaviour Change have been designed and launched around a central character, Salesman *Shaucha Singh* who educates, informs and create mass awareness on the importance of Safe Sanitation & ODF.



1. **Shaucha Singh Radio Campaign** (Bengali, English, Gujarati, Kannada, Marathi, Odia, Tamil and Telugu)
https://drive.google.com/open?id=1y5MH-iszb3ng_aN0dd2Ejt2nINBqdfFi
2. **Shaucha Singh Radio Campaign** (Hindi)
https://youtu.be/WATel9FQhzi?list=PLY40YPA5GFhLkxocoFLjRI52Ji_vZ62r

Social media campaign on Thematic mobisodes

Leveraging the huge penetration of smartphone users (estimated more than 500 million) in the rural heartland, various thematic mobisodes have been developed addressing the issues of Safe Sanitation, Toilet Usage, Twin pit toilet technology, women dignity, toilet construction cost and incentive process, health benefitsetc.



1. Mobisodes

<https://drive.google.com/open?id=0B2BZ4hVUFkPAYzd4WFR1dWMxQWc>

2. Short Videos for WhatsApp

<https://drive.google.com/open?id=0B2BZ4hVUFkPAZUI2cy1jQXhLems>

Major on ground IEC Campaigns

Swachh Shakti, March 8, 2017 and 2018

Swachh Shakti was organized on March 8th, 2017, International Women's Day, at Mahatma Mandir, Gandhinagar. The Prime Minister Shri Narendra Modi addressed the gathering on this occasion. Around 6,000 selected women sarpanches, grassroots workers from across the country attended the event, and Swachhta Champions were honoured for their outstanding contribution towards making Swachh Bharat a reality in rural India.

Swachh Shakti 2 was celebrated on March 8th, 2018, in Lucknow, Uttar Pradesh. The event brought over 10,000 women Sarpanchs together and was address by the Chief Minister of Uttar Pradesh and Minister, Drinking Water and Sanitation.

1. Swachh Shakti 2017 Awardees films

<https://drive.google.com/open?id=0B2BZ4hVUFkPAYTQzcHVZa3J5RzQ>

2. Swachh Shakti 2018

<https://drive.google.com/open?id=1oso8ckHHDdu2T4JIZ5Ciff0zQZr4KLVq>

Freedom from Open Defecation (FOD) week (Aug 9 – Aug 15)

IEC activities like door to door IPC, Swachhata Raths, Rallies, Marathons, Felicitation of Champions, Quiz/painting competitions for Awareness generation and mass mobilization of communities across the rural hinterland was carried out for triggering Behaviour Change.

Swachh Sankalp se Swachh Siddhi Competition (Aug 17-Sep 8, 2017)

The Hon'ble Prime Minister gave the clarion call to achieve a New India by 2022 under Sankalp se Siddhi, a mass resolve to make all dirt and filth quit India. In pursuit of this vision, MoDWS organised countrywide Film, Essay and Paining Competition

between 17 August and 8 September 2017 as another major step towards making Swachhta a people's movement.

1. **S5 Campaign** (featuring Amitabh Bachchan)

https://drive.google.com/open?id=0B_844xS4yWX-azhIMzhobnmd28

2. **S5 Campaign** (featuring Akshay Kumar)

https://drive.google.com/open?id=0B_844xS4yWX-cDRJZFU0NVBRbU0

Swachhata Hi Seva (SHS), Sep 16-Oct 2, 2017

In his Mann Ki Baat address on August 27, 2017, the Prime Minister called upon the nation to invoke a spirit of cleanliness and perform activities or SHRAMDAN and urged all NGOs, schools, colleges, social, cultural and political leaders, corporates, government officials, Collectors and sarpanches, to accelerate Swachhata activities during the Sept 15 – Oct 2, 2017 period.



1. **Swachhata Hi Seva videos**

https://drive.google.com/open?id=0B_844xS4yWX-eE8yM3Y3d19xWHM

Swachhata Rath

Roll out of 'Swachhta Rath' across the villages proved to be a very effective IEC strategy for engaging community members using IPC and IEC materials primarily Audio-Visual (AVs) and printed panels with key messages on various themes. Raths are mobile IEC Vans usually mounted on mini-Trucks equipped with LED Panels, audio System, Printed panels/Creative etc on the van. Nukkad Natak team, Folk artists, Anchor and technical support team also accompany the Rath. More than 1200 Swachhata Raths ran across the country as part of various SBM-G campaigns.



Other online resources for Swachh Bharat Mission (Gramin)

1. **Twitter Handle** <https://twitter.com/swachhbharat>
2. **YouTube** <https://www.youtube.com/channel/UCo-Itwq5Oyfq7Jk4Soik-UA> Channel:
3. **SBM-G website:** <http://swachhbharatmission.gov.in/sbmcms/index.htm>
4. **Swachh Sangraha:** <http://swachhsangraha.in/>
