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Cover Photo Banshilal Parmar

Innovative Communication Method for Village Sanitation

Advanced Media Mix Approach in SBM Project in Odisha State

● Dr. S. Nanda and Dr Meena Nair

Given that both many government program persons expect tangible products out of research than mere reports, it is an endeavour to go beyond research project that would produce mere reports; rather to come up with innovative products that are tangible, more or less scalable by policy and program people, and target users find it easy and conformable to use. PAC used various tools such as CRC, CRC+, CSC and an innovative and almost pioneering tool 'Advanced Media Mix' for evaluation of Government of India's major programme on rural sanitation—the SBM. The current paper mainly focus on this innovative and pioneering tool 'Advanced Media Mix' which was used for developing demand-driven IEC material for Government of India's programme SBM. Through 4 systematic and successive steps it physically places the IEC materials which are demand driven, stakeholder's oriented, combined community-provider ownership and hence with higher chance of sustainability. With a massive drive, PAC (Public Affair Center- a non-profit Think tank) along with district administration and CBOs produced and put in place total of 118 wall paints and 34000 leaflets across 6 districts of Odisha state. This will definitely go a long way not only as an innovative approach but also as guidance for program improvements.

Introduction

Across time and contexts, many research organisations have tried to meticulously study various development programs and produce voluminous reports that are expected to reconstruct paths for improvements in the program. But the users of these reports who come from various background such as officials, media persons, service users (rural/urban, literate/illiterate, poor/rich), have not developed much interest to utilise the finding due to various reasons, some of them being too large to read, problem of understanding technicalities, scalability, no product in place to use and so on (Wahyu et al. 2016). Few of PAC's (Public Affairs Centre) past experience too followed similar approach, but in the line of innovative approach, PAC (a non-profit

Think tank) endeavoured to go beyond the research that produce only report, rather to come up with products that are tangible, more or less scalable by policy and program people, and target users find it easy and conformable to use. A number of studies have realised that community of users and as well as program people need some useful products at the end of programs (Jakiela and Ozier, 2016).

Objectives

This research project dwells on Indian rural sanitation program which is known as SBM-G (Swachh Bharat Mission- Gramin). The Government of India program provides fund to construct toilets to rural households who are devoid of a functional toilet. PAC used various tools for evaluation of this programme for a 3-year long multi-stakeholder research project. It employed CSC (Community Score Card) in addition to other tools such as CRC (Citizen Report Card) and CRC+ to evaluate the program performance and work out recommendations for improvement which are used in many other programs (ADB & ADBI, 2007). The idea of use of CSC was to bring the program users from villages, local community based organisations and the government service provider to a common platform for collaborative understanding of lacuna, collectively think and work towards solutions and own the program in a non-confronting way. During this process of CSC exercise at village level meeting, PAC got an idea to leverage the collective thinking of various stakeholders in a way a tangible, scalable and need-based product be planned, designed and launched at the end of the project. This kind of products have multiple advantage of being the demand driven, stakeholder's oriented, combined community-provider ownership and hence with higher chance of sustainability.

Methodology:

Two rounds of Community Score Card exercise in 18 GPs in 18 blocks of 6 districts of Odisha state, indicated that beneficiaries have inadequate information regarding the functioning

of toilets and forms required to enrol in the SBM(G) programme. To fill these gaps of information and comprehensively address the concerns of users, Public Affairs Centre pioneered an Innovative demand-driven Information and Education and Communication (IEC) initiative – 'ADVANCED MEDIA MIX'. This is carried out in 4 specific steps. Each step is detailed below in terms of the Objective/methodology, Tool and Product/output.

1. Communication Needs Assessment (CNA)
2. Material Design and Implementation
3. Communication Demonstration
4. Consumption Evaluation

1. Communication Needs Assessment (CNA)

Here, we engaged with the community to understand what kind of information they need, in which form (pamphlet, wall painting, pictures, audio), where they would like the formation to be displayed and whether it should be distributed from house to house. This process is called 'communication needs assessment (CNA)' which

scan the real demand of user in many aspects such as information needs, preferred tools and place of display etc. Unlike many programs where merely 'experts' approach is followed to assess the information need of program users, PAC's project followed a 'user driven demand scanning' process of communication needs. As a result of this exercise we could know that the users in the community want information regarding, application forms, faecal sludge management, technicalities involved in construction of toilet in the form of pamphlets, pictures and wall paintings. This led us to design communication materials.

2. Communication Design

Analysing the needs of the users from CNA exercise, Communication material were designed using material collated from UNICEF, Swachh Bharat Mission district and state IEC sections of Tamil Nadu and Odisha, and other relevant sources. The design, content, type of material (wall paints, leaflet, hoarding etc.) place of display everything is discussed and triangulated with all stakeholders (state and district level government officials, NGO, PAC, experts, villagers) and the final product is owned by all stakeholders.

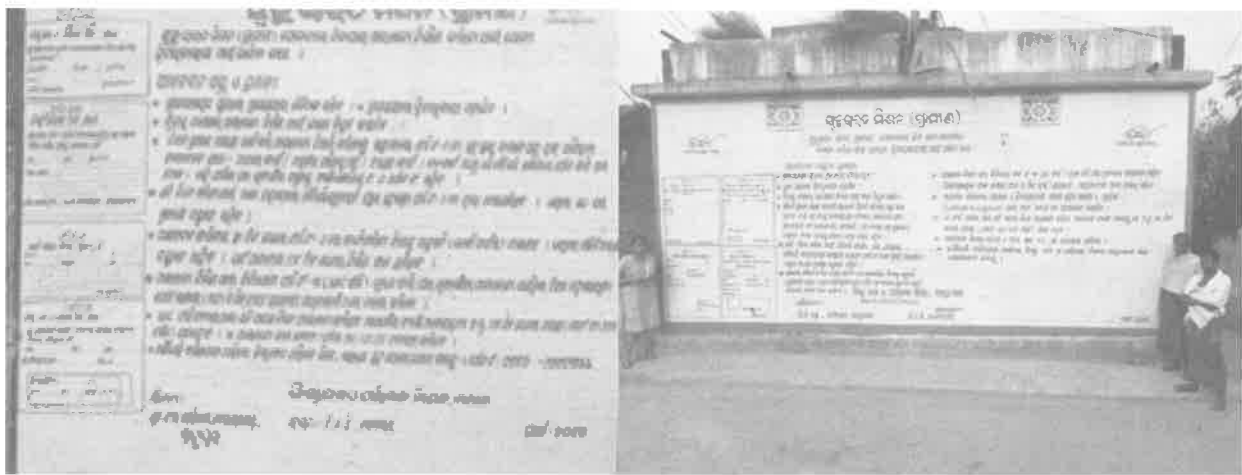
CNA FORMAT

Name of village, GP and District

| Sl. No. | Information requirement | Target group (age group of users, other stakeholders) | Which form of communication tool/ technique | Place where to display or provide the communication | Cost |
|---------|----------------------------------------------------|-------------------------------------------------------|---------------------------------------------|-----------------------------------------------------|-----------------------------------|
| | Example: | | | | |
| 1 | Application process (steps) | Users | Pamphlets | by hand at GP office | Rs. 200 per 1000 pamphlets |
| 2 | Toilet usage | Users | Wall painting | market place, school, common gathering points | Rs. 250 for 8 * 8 inch paint |
| 3 | Toilet construction specification | Mason | Pamphlets | by hand at GP office, SBM block office, NGO | Rs. 150 per 500 pamphlets |
| 4 | Toilet construction specification, Y-junction, FSM | Users, Masons | Hoardings | market place, school, common gathering points | Rs. 400 for 10 * 10 inch hoarding |

¹CRC is user feedback tool which is conducted through household survey.

²CRC+ tool is used in understanding program management aspects of service provider such as Human researches, training, fund management, program quality monitoring etc.



(Wall paints in different districts: pictures of 4 forms and detailed information)



(Wall paints in different districts: pictures of Usage and FSM, and detailed information)
(2 sided leaflets showing technical details and descriptions about the SBM toilet)

Finally 2 types of wall paints and 2-sided Pamphlets were finalised for design. The Wall paint comprised of pictures and detailed written description of the application forms and steps, FSM and usage of toilet, maintenance of leech pit etc. The leaflet contains the pictorial as well detailed write up on the technical details (measurement, components etc.) of the SBM toilet. The wall paints are displayed in the places of people's choice, and the leaflets are distributed in all eligible households.

The detailed steps involved are:

- a. Wall paint-1 shows miniature pictures of all Forms (Form 1a, 1b, work order, form 3 etc.) in left side and number wise steps (gramsabha till UC, verification etc.) involved in toilet construction
- b. Wall paint-2 shows pictures and point wise information on usage and FSM
- c. Both wall paint-1 and wall paint-2 are

bi-colour and bear SBM logo, PAC, NGO name, DWSM and Month & Year (March 2017)

d. A4 size pamphlet will shows measurements and details of all parts of the full DWSM-SBM toilet (specification) in front side and points-wise detailed steps on back side

e. The pamphlet are printed in colour sheet with black print both side and bear SBM logo, PAC, NGO name, DWSM (District Water and Sanitation Mission- Govt.) and year 2017

f. PAC send to NGO partners the draft design of the wall paint and pamphlet which they cross verify from the DWSM IEC material as well as staff for any corrections and use of localised language and send us back for final approval. Upon approval the wall paints (only on spots chosen by villagers in CNA forms) and leaflet prints are carried out by NGO using the fund provided by PAC.



(Demonstration of Wall paints and leaflets by NGO personnel and DWSM staff to villagers)

Under a massive program, PAC along with district administration and CBOs produced and put in place total of 118 wall paints and 34000 leaflets across 6 districts of Odisha state.

1. Communication Demonstration

In most of the programs the IEC materials are merely displayed any place of service provider's interest. This may or may not ensure people's use of these information. But in PAC's SBM project, we endeavour to ensure that all members of the community have gone through the details the information in the wall paints and leaflets, understood the information displayed and disseminated, demonstrations by facilitators (members from NGO and district level government staff) are undertaken. This process is called

'communication demonstration' which is almost non-existent in Indian development programs.

4. Consumption Evaluation

Often many programs display or distribute various IEC materials without following-up whether the target users actually got the information from these material. Hence to evaluate the extent to which the community members have understood the information, an evaluation is conducted by a PAC's communication consultant two weeks after the communication demonstration on a sample basis worked out by PAC researchers. This process is called 'consumption evaluation' as against impact evaluation which takes place after some months by few program people. The questionnaire is as follows:

| | | | |
|----------------------------|----------------------------------------------|------------------|--------------|
| Respondent's name: | 1 adult male 1 adult female | District: | Date: |
| Name of Village/GP: | 1 child above 10 yrs. | | |

- How did you know about Swachh Bharat Mission (SBM)?
 - o Wall painting
 - o Oral communication
 - o IEC material
 - o Any other, _____.
- Have you seen and gone through this wall paint (PAC-NGO-DWSM) in details (yourself or NGO demonstration)?
 - o Yes
 - o No
- Is this wall painting legible, clear and informative?
 - o Yes
 - o No
- If no, what do you think is left out?
- Have you read this leaflet (PAC-NGO-DWSM) both side in details (yourself or NGO demonstration)?
 - o Yes
 - o No
- Is this leaflet legible, clear and informative?
 - o Yes
 - o No
- Is anything omitted or ambiguous? Please specify.

- Have you applied/planning to apply/refer for the scheme for any purpose after receiving the information?
 - o Yes
 - o No
- You have any further suggestion regarding
 - o Pamphlet--
 - o Wall painting--



(Consumption Evaluation carried by communication person through questionnaire)

A close look at the questionnaire can reveal that it is an approach with a very simple procedure and clear questions elicited with direct interaction with real users directly in the field (villages). The process not only scientifically follows sampling (33 % CSRS sampling) but also tries to help the IEC process correction. The users are a mix of gender, age and group dynamics of village.

Summary and Conclusion

With the background that most of the people expect tangible products out of research than mere reports (Nielsen and Patrik, 2016), PAC tried to go beyond research project that would produce mere reports; rather to come up with products that are tangible, more or less scalable by policy and program people, and target users find it easy and conformable to use.

The current paper mainly focus on this innovative and pioneering tool 'Advanced Media Mix' which was used for developing demand-driven IEC material for Government of India's programme SBM. Through 4 systematic and successive steps it physically places the IEC materials which are demand driven, stakeholder's oriented, combined community-provider ownership and hence with higher chance of sustainability. Under a massive program, PAC a long with district administration and CBOs produced and put in place total of 118 wall paints and 34000 leaflets across 6 districts of

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