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# E-Newsletter

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## **VISIT OF OFFICIALS FROM UTTAR PRADESH GOVERNMENT**

Three officials from UP Government along with Sri Sarada Prasad Panda, Additional Director, SUDA visited Puri Municipality and discussed on tax collection measures taken by the Municipality to enhance the ULB revenue and also shared some valuable inputs which were previously imposed by UP Government in Uttar Pradesh.



(Discussion between the officials on tax reforms)

## **Communication Campaign for enhancing mechanised emptying in Puri**

The significance of communication campaigns in generating demand for sanitation services cannot be undermined. Puri Municipality undertook an extensive communication campaign to increase awareness on risks of poor FSSM and manual scavenging, to increase demand for mechanized desludging and to motivate households to desludge their septic tanks/pits every 3 years using mechanized emptying services. The IEC campaign was undertaken in four priority wards of Puri, for a period of three months, using a mix of communication channels, such as – street plays, wall paintings, wall stenciling, miking, and display of hoarding and

dissemination of leaflets. The impact of the campaign was witnessed in the high message recall, through the increase in the number of requests for the ULB's cesspool emptier vehicle services and also in the number of trips.

### **Background**

The Baseline Study on onsite sanitation system in Puri showed that 68% of the respondents in used manual labours for emptying septic tanks in Puri largely due to narrow roads and inaccessibility and also due to lack of awareness on the Manual Scavenger's Act. In addition, 56.6% of those households with septic tanks and 56.6% of households with pits have never cleaned their septic tanks. Also, there is a lack of awareness among HHs on the risks of unsafe disposal of faecal sludge and benefits of FSSM. The Study also revealed that while 67% are not aware of how faecal sludge is disposed, 36% are not aware of the health risks from improper disposal of sludge. Significantly, 56% of households with septic tanks have never had it cleaned. While the septic tank is located inside the house for 29.1% of the households, for 50.1% households, it is located in the backside of the house.

In addition, Puri is the first town in Odisha where the 50 KLD Septage Treatment Plant (SeTP) has been taking sludge input since October 2016. While for the plant to operate in full capacity, 24 trips are required for the plant to be operational, around 17 trips are required. However, at present, as per the requests received by the households at the Puri Municipality, meagre 1-2 trips are being undertaken daily, much below the required capacity.

Taking this background into account a communication campaign is being planned at Puri with the following objectives:

#### **➤ Objectives**

1. To increase the demand for mechanised desludging and achieve a consequent rise in the number of trips per day
2. To motivate HHs to desludge their septic tanks/ pits every 3 years using mechanized emptying services
3. To increase the awareness levels of HHs on the risks of poor FSSM and manual scavenging, to the extent that it motivates them to take action
4. Draw lessons and create a communication campaign for replication in other towns of Odisha

## 5. Target Audience

### Primary (Identified 4 wards of Puri)

- Households who have never emptied their septic tanks/pits
- Households who have not emptied their septic tanks/pits in the last 3 years
- Households with good road access but use manual labourers to empty their septic tanks/ pits

### Secondary

- Citizens and Households of Puri

## 6. Campaign Period

- The campaign ran for a period of 3 months starting May 2018 until July 2018.

## 7. Communication Approach

The First Phase of the communication campaign will focus more on IEC to inform and sensitise Households and citizens of Puri. While some activities will be implemented in all the wards, others will be implemented intensively in four priority identified wards. A knowledge, Attitude and Practice (KAP) study will be undertaken on a sample basis in the four priority wards before the Campaign to assess the current level of KAP. The KAP level post campaign will be assessed to measure the difference in levels.

The wards were selected based on the following criteria:

- Two non-slum wards (ward with high concentration of septic tanks which have never been cleaned, not cleaned since the last 3 years with good road access for cesspool vehicles): Ward no 14, 16
- One slum ward with good road access for cesspool vehicles: Ward no 7
- One non-slum ward with septic tanks located at the back or inside the house: Ward No 29.

Ward details				
Ward no.	No. Of Households	Never Cleaned	Non-mechanised cleaning(manually)	Mechanised cleaning
7	2630	1334	414	233
14	1367	530	378	210
16	1211	654	236	120
29	2560	1440	346	143

The Second Phase of the campaign focused on Interpersonal communication (IPC) with Community based organisations (CBOs), citizen groups, college students, student volunteers (NSS, NCC) and other identified groups engaged in community service to orient them on the risks of poor FSSM with a call to action. While orientation of SHGs, Mahila Arogya Samiti (MAS) members will address the urban poor, sensitisation of NCC cadets, NSS volunteers will make students volunteers aware about the critical aspect of FSSM and their role in propagating the same. The middle class citizens of Puri will be oriented through community service organisations like Rotary Club and Lion's Club.

### 8. Communication Plan: Phase I & II

Phase I			
Activity	Units	Status of collateral	Intent
Wall paintings		Two designs ready	<ul style="list-style-type: none"> <li>To inform HHs on benefits of mechanised emptying</li> <li>To inform HHs about cost per trip &amp; ULB cesspool service contact no</li> </ul>
Hoardings		Two designs ready	<ul style="list-style-type: none"> <li>To inform HHs on their responsibilities specific to FSSM as citizens to keep Puri clean &amp; healthy</li> <li>To inform HHs about cost per trip &amp; ULB cesspool service contact no</li> </ul>
Radio spots		Jingles – 2 Spots – 2	<ul style="list-style-type: none"> <li>To inform HHs on benefits of safe containment, &amp; regular mechanised emptying</li> <li>To inform HHs about cost per trip &amp; ULB cesspool service contact no</li> </ul>
Miking		Recorded content ready	<ul style="list-style-type: none"> <li>To inform HHs on benefits of safe containment, &amp; regular mechanised emptying</li> <li>To inform HHs about cost per trip &amp; ULB cesspool service contact no</li> </ul>

Stencilling			<ul style="list-style-type: none"> <li>To inform HHs about cost per trip &amp; ULB cesspool service contact no</li> </ul>
Street Play  (cesspool vehicles along with the operators to be present during the show)		Street theatre group  Script of the street play	<ul style="list-style-type: none"> <li>To inform HHs on benefits of toilet usage, safe containment, &amp; regular mechanised emptying</li> <li>To inform HHs about cost per trip &amp; ULB cesspool service contact no</li> <li>To increase the visibility of cesspool vehicles</li> </ul>
Messaging on cesspool vehicles		Content ready	<ul style="list-style-type: none"> <li>To inform HH about the rate and ULB contact no</li> <li>To inform HH about the importance of operator using PPE</li> </ul>
Display of rate per trip in the ULB cesspool counter		Content ready	<ul style="list-style-type: none"> <li>To inform customers about the rate per trip to dissuade operators from charging more</li> </ul>
Door-to-door IPC with HHs from identified wards		Script for IPC ready	<ul style="list-style-type: none"> <li>To motivate HHs to avail ULB cesspool services at subsidised rate &amp; get their septic tanks/pits cleaned</li> <li>To sensitise HHs on the importance of regular desludging</li> <li>To sensitise HHs not to engage manual labourer for emptying</li> <li>To inform HHs about cost per trip &amp; ULB cesspool service contact no</li> </ul>
Logo design for Swacch Puri			<ul style="list-style-type: none"> <li>To engage citizens and youth in to visualise a Clean and healthy Puri &amp; contribute</li> </ul>
<b>Second Phase</b>			
Orientation of MAS members		Script for IPC ready	<ul style="list-style-type: none"> <li>To orient MAS &amp; SHG members on the risks of poor sanitation &amp; FSSM</li> <li>To sensitise on the key actionable for FSSM</li> </ul>
Orientation of SHG members		Script for IPC ready	



Sensitisation of NCC cadets		PPT (to be prepared)	<ul style="list-style-type: none"> <li>• To sensitise student communities on the risks of poor FSSM</li> <li>• To motivate student volunteers to spread awareness on FSSM</li> </ul>
Sensitisation of NSS volunteers		PPT (to be prepared)	

**9. Monitoring & Evaluation of Campaign**

The campaign monitored by the TSU and staff of contracted agency. The activities in the priority wards especially monitored on a weekly basis and course corrections done. The campaign will be assessed through an evaluation study. A separate monitoring and evaluation plan is being prepared.

XX