

सं. एस-18013/3/2014 (एसबीएम-जी)

भारत सरकार

पेयजल एवं स्वच्छता मंत्रालय

स्वच्छ भारत मिशन (ग्रामीण)

चौथा तल, पर्यावरण भवन,
सीजीओ काम्पलैक्स, लोधी रोड़,

नई दिल्ली-110003

दिनांक: 20 जनवरी, 2015

सेवा में,

प्रधान सचिव/सचिव

ग्रामीण स्वच्छता के प्रभारी सचिव

सभी राज्य और संघ राज्य क्षेत्र

विषय: नई दिल्ली में व्यवहारगत परिवर्तन संप्रेषण पर अंतर्राष्ट्रीय कार्यशाला, 4-5 फरवरी 2015

राज्यों/संघ राज्य क्षेत्रों से भागीदारों का नामांकन

महोदय/महोदया,

स्वच्छ भारत मिशन, पेयजल एवं स्वच्छता मंत्रालय, भारत सरकार विश्व बैंक के जल एवं स्वच्छता कार्यक्रम (डब्ल्यूएसपी) की भागीदारी में विश्व बैंक 4-5 फरवरी 2015 को नई दिल्ली में "नीडल 2015" शीर्षक एक अंतर्राष्ट्रीय कार्यशाला का आयोजन कर रहा है।

जैसा कि आपको पता है प्रभावशाली आईईसी और बीसीसी आधारभूत ब्लॉक होंगे, जिस पर कि स्वच्छता कार्यक्रम को अगले कुछ वर्षों में ध्यान केंद्रित करना होगा। यह स्वच्छ भारत मिशन दिशा-निर्देशों में विस्तृत रूप से शामिल है। इस कार्यशाला का उद्देश्य विचार मंथन हेतु विशेषज्ञों और स्टेकहोल्डरों को साथ लाना है और व्यवहारगत परिवर्तन संप्रेषण ये अच्छा अभ्यास सीखना है और साथ ही यह सीखना है कि किस प्रकार से विभिन्न क्षेत्रों से बड़े आंदोलन सृजित किए जा सकते हैं। इसके तहत विविध दिशाओं की मनोकामनाओं को साथ लेकर उनके अनुभवों का आदान-प्रदान करना है और विविध क्षेत्रों और राज्यों के अनुसार उन्नत नीतियों और कार्यनीतियों के माध्यम से स्वच्छता तक पहुँच को बढ़ाने के तौर तरीकों पर विचार करने प्रस्तावित हैं।

फोरम के लिए अपेक्षित भागीदार पेयजल एवं स्वच्छता मंत्रालय भारत सरकार के वरिष्ठ अधिकारी, राज्य सरकारों के वरिष्ठ अधिकारी (प्रधान सचिव/स्वच्छता के प्रभारी); एसबीएम (जी) के राज्य नोडल अधिकारी/समन्वयनकर्त्ता; बैंक वित्तपोषित जल आपूर्ति और स्वच्छता

परियोजनाओं के परियोजना निदेशक (संबंधित राज्यों में), साथ ही साथ ग्रामीण स्वच्छता हेतु आईईसी/बीसीसी पर कार्य कर रहे राज्य स्तरीय आईईसी/बीसीसी विशेषज्ञ और चयन्ति जीएम/संग्रहकर्ता। यह आशा की गई है कि प्रत्येक राज्य से 4 भागीदार कार्यशाला में भाग लेंगे।

सभी प्रतिभागियों से अनुरोध है कि वे प्रथम दिवस में सायंकाल तक उपस्थित रहें। दूसरे दिवस में राज्य और जिला स्तर पर आईईसी/बीसीसी पर कार्य कर रहे सभी भागीदारों द्वारा भाग लिया जाना चाहिए।

इस कार्यशाला के उद्देश्यों को सफलतापूर्वक प्राप्त करने के लिए हम राज्य प्रधान सचिवों और सचिवों, आईईसी/बीसीसी अधिकारियों और परियोजना निदेशकों को इस क्षेत्र में अपने अनुभव/ज्ञान को बांटने के लिए भागीदारी करने का अनुरोध करते हैं।

कार्यशाला का स्थान:

होटल शंग्रीला इरोस होटल

19 अशोका रोड, कनाट प्लेस, नई दिल्ली, 110001

दूरभाष (9111)41191919

फरवरी 4-5 2015, प्रातः 9:00 बजे से।

फोरम में भाग लेने के लिए आवागमन और बोर्डिंग लागतों को जहाँ लागू हो राज्य एसबीएम (जी) निधियों से संबंधित राज्य सरकारों द्वारा पूरा किया जाएगा। आपसे अनुरोध है कि पूरे नाम और विवरण के साथ प्रतिभागियों की सूची 25 जनवरी 2015 तक भेज दी जाए ताकि हमें लॉजिस्टिक्स को संगठित करने के लिए पर्याप्त समय मिल जाए।

यात्रा योजना के साथ आपकी भागीदारी एमडीडब्ल्यूएस, भारत सरकार (hemant.khosla@gov.in) और सुश्री रीमा सुखीजा विश्व बैंक 011-41479254 पर (ई-मेल: rsukhija@worldbank.org) पर भेजे।

भवदीय,

संलग्नक: कार्यक्रम अनुसूची और एजेंडा (अस्थायी)

(सरस्वती प्रसाद)

प्रति: सभी राज्यों/संघ राज्य क्षेत्रों के एसबीएम (जी) राज्य समन्वयनकर्ता

NEEDLE 2015: The Communication Conclave on Swachh Bharat, February 4 & 5, 2015

Over the past couple of years, there has been a huge focus on WASH – building of toilets and strengthening the demand side, i.e. a focus on behaviour change for sanitation, has become a compelling need now. This agenda of ending open defecation in India is being championed by the government and supported by donors and the private sector.

While conversations and action on the supply side are proliferating and shaping up, there is strengthening and broadening of demand side initiatives. This is critical to establish the need for WASH amongst diverse target communities and stakeholders to influence the “three primary determinants of intention: attitude toward performing the behaviour, perceived norms concerning performance of the behaviour and self-efficacy with respect to performing the behaviour”¹.

Thus, acknowledging that supply side investments need a commensurate demand side push, NEEDLE 2015 will look at pulling together the different strands, bring together government and civil society to jointly determine a way forward, so that synergies can be explored, resources leveraged and efforts not duplicated. In doing so, NEEDLE 2015 aims to facilitate and streamline for all stakeholders the national communication strategy for WASH behaviour change.

NEEDLE 2015 is a collaboration between the World Bank and BBC Media Action to support the Government of India’s Swach Bharat Abhiyan (Gramin) and Clean India Mission (urban). The event and its workshop is aimed at shining the searchlight on the critical role of social and behavioural change communication in ensuring that a) people build and use toilets and b) use toilets that are being constructed by any third party.

Objective of NEEDLE 2015

NEEDLE 2015’s key goal is to facilitate the establishment of a national multi-sectoral think tank on WASH Communication that could, in turn, guide the implementation of national, state, and district level WASH communication strategies.

Given this goal, the objectives of NEEDLE 2015 are:

1. Shift the discourse from building toilets to using toilets and discuss the role of behaviour change communication in bringing about the change
2. Create a platform for sharing human centric innovation and ideas from multiple disciplines/sectors that can shape sanitation behaviours countrywide
3. Develop and agree on a set of success indicators and a blueprint for implementation of WASH communication strategies at national, state and district levels

How do we do this?

- a) Explore and discuss inter-sectoral connections and synergies by bringing together diverse stakeholders & thought leaders: donors, NGOs, government, creative community and private sector.

¹ The Role of Theory in Developing Effective Health Communications, M Fishbein and J Cappella, Journal of Communication 2006.

- There are few platforms in the country where such a diverse set of stakeholders can come together to discuss issues such as sanitation and where idea exchanges can occur across thematic or sector silos. Debates, panel discussions and TED style talks across the three sessions of day 1 are designed to allow such exchange of ideas (Agenda for Day 1)
- b) Explore key insights (barriers and motivators) that could provide a more than proportionate return on communication investment and lead to sustainable behaviour change.
 - Audience insights are critical to the development of sound communication strategies, ideas and interventions. While it would not be possible to engage community representatives from villages or urban slums in this event, video clips of audiences, presentation of research findings and sharing of real life experiences will be some of the techniques used during NEEDLE 2015 to explore audience insights.
- c) Explore platforms and innovations that could be viable at scale
 - Sharing of examples from the private sector (such as Google or Facebook), the public sector (such as Incredible India or Polio campaigns) and the NGO sector (such as HIV campaigns or mHealth innovations) can be invaluable in providing a springboard for innovative thinking around WASH communication.
- d) Define indicators of success that will guide the WASH communication efforts over the next 3-5 years
 - This will be achieved through a multi-sectoral macro level discussion during day 1 and at micro level discussion (state/district) during the workshop on day 2
- e) Develop and agree on a blueprint for implementation of WASH communication strategies at national, state and district levels
 - This will be done through a multi-sectoral macro level discussion during day 1 and at micro level (state/district) during the workshop on day 2

NEEDLE 2015 Participant Profile: NEEDLE 2015 would like to engage with three types of participants that are typically involved in any national scale communication initiative. These include people involved in:

1. **Policy and Strategy:** This segment would include senior government policy makers, donors and thought leaders who can help define the agenda, commit resources and facilitate the overall 'push' for the communication agenda
2. **Design and Innovation:** This segment would include communication experts, behaviour change experts & innovators from NGOs and private sector involved in design of communication interventions and creation of innovations
3. **Implementation and roll out:** This would primarily involve government functionaries who are involved in state and district level implementation of communication strategies

NEEDLE 2015: Outcomes

The expected outcomes of NEEDLE 2015 are:

1. The establishment of a national multi-sectoral think tank on WASH communication that could, in turn, guide the implementation of national, state, and district level WASH communication strategies.
2. Development and agreement on a set of success indicators and a blueprint for implementation of WASH communication strategies at national, state and district levels

What will NEEDLE 2015 look like?

DAY ONE (see NEEDLE 2015 Day 1 Draft Agenda)

NEEDLE insights & strategy

- How sanitation is not just about toilets and open defecation. Communication has to take into cognizance that the issue is multi-sectoral
- How do we motivate people to build and use toilets? – This has to do with behaviour change and habit formation
- Who are the people we need to talk to trigger community-wide action? How do we make sure that communications reaches the last mile, the lowest quintile?
- What are the insights that can motivate people to use toilets?

NEEDLE impact & success

- What are the kinds of communication indicators we need to measure success against?
- What will success look like for different sectors - what are we measuring and how?

NEEDLE ideas & innovation

- Showcasing the role of different platforms for communications using examples from other sectors
- What is the role of creativity and innovation in this – lessons from other taboo social/ behavioural change communications
- What are the existing and new platforms to do this? What innovations or new platforms need to be thought of?

DAY 2

- Day 2 of NEEDLE 2015 will be a workshop for senior and mid-level government officials from both national and state government departments working on sanitation and communication.
 - Part 1: The National Communication Framework
 - The workshop will begin with a session on the existing national sanitation and hygiene communication strategy framework 2012-2017
 - This will be followed by a session about adapting the communication strategy to state contexts
 - Part 2: Behavior change communication
 - This session will establish the importance of branded & a 360-degree communication approach to behavior change
 - Part 3: Design Lab
 - The first session will introduce design thinking in demand generation around toilet use
 - The next session will illustrate how strategies can be operationalized in sync with big ideas and innovation - how optimal utilization of resources, be it skills, funds, or networks, can go a long way in developing sustainable and scalable demand generation initiatives

Detailed Agenda under Drafting (9am to 530pm)

Participation limited to Project Directors and govt officials/ project consultants only dealing in IEC/ BBC and planning (Centre/ state level)

NEEDLE 2015: The Communication Conclave on Swachh Bharat, DAY 1: February 4, 2015			
	9:00 - 9:30	Registration & Tea	
Purpose	Time	Format	Potential speakers
Setting the tone for the day 9:30 - 10:00	9:30- 9:45	BBC Media Action & World Bank introduction	Onno Ruhl, Country Director, World Bank Priyanka Dutt, Country Director, BBC Media Action
	9:45-10:00	Keynote	Vijaylaxmi Joshi, Secretary, Ministry of Drinking Water & Sanitation
Segment 1: NEEDLE Insights & Strategy			
Purpose	Time	Format	Potential speakers
Insights & Strategy The purpose of this segment is to identify barriers and motivators for sanitation behavior and further underscore the need for SBCC in increasing toilet use across target segments in rural and urban India	10:00 - 11:00	Debate and discussion	Moderator: Radharani Mitra, National Creative Director & Executive Producer, BBC Media Action 1) Dean Spears, Executive Director, RICE Institute 2) Santosh Desai, MD & CEO, Future Brands 3) Stephan B Sobhani, VP for Partnerships, Sesame International 4) Sam Balsara, Chairman & Managing Director, Madison
	11:00 - 12:00	The Insights Game (rapid fire session to bring out barriers & motivators (15 minutes), followed by discussion about barriers and motivators that came out of the session(25 minutes)	Moderator: Priyanka Dutt, Country Director, BBC Media Action 1) Frank/Caroline -UNICEF 2) Swapnil Chaturvedi, Founder, Samagra 3) Joep Verghagen, Water & Sanitation Specialist, World Bank 4) Jacqueline Devine, Senior Social Marketing Specialist, Behavior Change Community of Practice Leader, World Bank 5) Hari Menon, Deputy Director, BMGF 6) Nipun Vinayak, GoI 7) Bharti Foundation / TCS 8) Amit Gupta, Secretary to CM, Uttar Pradesh
	12:00 - 12:15	A Village Story	Radharani Mitra, National Creative Director & Executive Producer, BBC Media Action
Segment 2: NEEDLE Impact & Success (12:15- 16:15)			
Purpose	Time	Format	Potential speakers

Impact & Success The purpose of this segment is to establish a framework for change that covers the entire socio-ecological model, against which communication outcomes can be evaluated	12:15 - 12:40	Interactive presentation	Rose George, Journalist & Sanitation Expert (TBD)
	12:40 - 13:20	Panel discussion	Moderator: Priya Nanda, Group Director, Reproductive Health and Economic Development, International Center for Research on Women 1) Saraswati Prasad, Joint Secretary (Swachh Bharat Mission(G)) 2) Smita Misra, WSP, World Bank 3) Sheena Chhabra, Team Leader, USAID 4) Girendre Beeharry, Country Director, BMGF 5) Sonali Khan, Country Director, Breakthrough
BREAK FOR LUNCH 13:20 - 14:20			
Segment 2: NEEDLE Impact & Success (12:15- 16:15) continued			
Purpose	Time	Format	Potential speakers
Previous segment continued: The purpose of this segment is to establish a framework for change that covers the entire socio-ecological model, against which communication outcomes can be evaluated	14:20 - 15:30	Presentations and discussion - Theory of Action	Moderator: Sumir Lal, World Bank 1) Sujatha Rao, Prev. Secretary (Health) 2) Amitabh Kant, Secretary, Department of Industrial Policy & Promotion, Ministry of Commerce & Industry, GoI 3) Amarjeet Sinha, Additional Secretary, Ministry of Human Resource Development 4) Sanjiv Mehta, CEO, Hindustan Unilever 5) Siddhartha Swarup, Director - Family Health Projects, BBC Media Action
TEA BREAK- 30 minutes (15:30 - 16:00)			
Segment 3: NEEDLE Ideas & Innovation			
Purpose	Time	Format	Potential speakers

Ideas & Innovation The purpose of this segment is to demonstrate the big, game-changing ideas and innovations including 'jugaad' that have cut across urban and rural divides to bring about transformative social change	16:00 - 17:45	NEEDLE speak	Moderator: Radharani Mitra, National Creative Director & Executive Producer, BBC Media Action 1) Rahul Kansal - ToI - 360 degree 2) Krithiga Reddy- Facebook - how networks work 3) Safeena Husain, Executive Director, Educate Girls 4) Mohit Beotra, Head of Brands, Airtel 5) S. Subramanyeswar, Lowe-Lintas 6) Satyajit Bhatkal, Director, Satyamev Jayate 7) Priyanka Dutt, Country Director, BBC Media Action - creating platforms
	17:45 - 18:10	Conclusion/discussion	1) Sumir Lal, World Bank 2) Shri Ram Kripal Yadav, Minister of State for Drinking Water & Sanitation (TBD)
Purpose	Time	Format	Potential speakers
Endnote	18:10 - 18:30	Endnote	Almud Weitz, Principal Regional Team Leader at Water and Sanitation Program East Asia & the Pacific and South Asia, World Bank
Closing	18:30 - 18:40	Closing	Priyanka Dutt, BBC Media Action + World Bank
ACT	18:40 - 19:10	Musician	Rahul Ram, Musician, Indian Ocean
Drinks and snacks	19:10 onwards	Minister, Sesame Street (muppet Raya)	1) Shri Chaudhary Birender Singh, Minister of Drinking Water & Sanitation (TBD) 2) Raya, Sesame Street

NEEDLE 2015: Day 2 Agenda (09:00 – 17:30)

Introduction (10 minutes)

Session 1 (35 mins):

- Mapping study & consumer research – 15 minutes
- Discussion, question and answers – 20 minutes

Session 2: Strategic planning process – highlight importance of starting and ending with research – circular process (30 mins)

- Where are we?
- Where do we want to go?
- How will we know that we are getting there? (evidence based, research driven planning and implementation)

Session 3: Strategy components (3 hours):

Now we are going to show you a slide and we will fill it through the day

Session 3 – 3 hours				Session 4 – 2 hours	
Who are we targeting?	Why are we targeting them?	What do we want them to know, think, feel, do?	Why should they want to do it?	How do we reach them? – This point forward is the lead in to the 360-degree approach	What resources are required? – HR, outputs, money
90 mins – one facilitator, using BBC Media Action quadrant		90 mins – one facilitator – link to theory of change from day 1		This point forward is 360 degree (see session 4 below) – mass media, new media, IPC, community mobilization – different experts on each	

Session 4: Branded and 360 degree approach 2 hours

- Branded and 360 degree approach (30 minutes)
- Group work (90 minutes):
 - Categorize what will be done where (national, state district level)
 - If it all has to come together at district level- planning upwards and downwards (45 mins for both)
 - Groups present (45 mins)