



No. S-18013/3/2014 (SBM-G)
Government of India
Ministry of Drinking Water and Sanitation

4th floor, Paryavaran Bhawan,
CGO Compled, Lodhi Road,
New Delhi – 110003.
Dated the 20th January, 2015

To

Principal Secretaries/Secretaries
in charge of Rural Sanitation
All States and UTs

Subject: International Workshop on Behavior Change Communication at New Delhi, 4-5 February 2015 - Nomination of Participants form States/UTs

Sir / Madam,

The Swachh Bharat Mission, Ministry of Drinking Water and Sanitation, Government of India, in partnership with Water and Sanitation Program (WSP) of the World Bank, is organizing an international Workshop titled "NEEDLE 2015" on February 4-5th 2015, at New Delhi.

As you are aware effective IEC and BCC will be the basic blocks on which the sanitation programme will have to focus in the next few years. This is included in detail in the Swachh Bharat Mission Guidelines. The objective of this workshop is to bring experts and stakeholders, to brainstorm and learn good practices in behavior change communication and learn how to create mass movements from across various sectors. It is proposed to bring diverse players together to share their experiences, and discuss ways and means to increase access to sanitation through improved policies and strategies to suit diverse regions and states.

The expected participants for the Forum are senior officers from MDWS, Gol; senior officers from State Governments (Principal Secretaries/ Secretaries in charge of Sanitation); State Nodal officers/ Coordinator of SBM (G); Project Directors of Bank-funded Water Supply and Sanitation projects (in concerned states), as well as State-level IEC/ BCC experts working on IEC/ BCC for rural sanitation and selected DMs/ Collectors. It is expected that **4 participants** from each State attend the Workshop.

All participants are requested to attend Day 1 till the evening. Day 2 should be attended by all participants working on IEC/ BCC at the State and District levels.

To successfully achieve the objectives of this Workshop, we would like to request participation of state Principal Secretaries and Secretaries, IEC/ BCC officials and Project Directors to share your experience/ knowledge in the sector.

The venue of the Workshop:

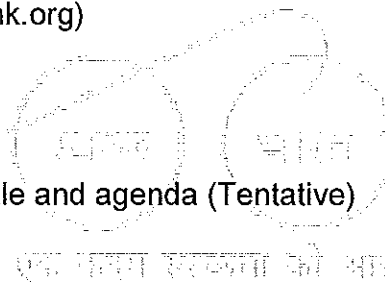
Hotel Shangri La's Eros Hotel
19 Ashoka Road, Connaught Place, New Delhi, 110 001.
T:(91 11) 4119 1919

February 4-5th 2015, 9.00 am onwards

Travel and boarding costs to attend the Forum shall be met by the respective State Governments from State SBM(G) funds where applicable. It is requested that List of participants with full names and details may be sent by **25th January 2015** so that we have sufficient time to organize the logistics.

Your participation with travel plan may be sent to the MDWS, GOI (hemant.khosla@gov.in) and to Ms. Rima Sukhija, World Bank at 011- 41479254, (Email: rsukhija@worldbank.org)

Encl.: Programme schedule and agenda (Tentative)



Yours faithfully,

(Saraswati Prasad)

Copy to: SBM(G) State Coordinators of all States / UTs.

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)