

Malasur

Stop the demon | Manage scientifically

**DoUD –CSE Collaborated on
Information, Education and
Communication (IEC) campaign
in 56 Cities to promote Inclusive
and sustainable FSSM**

BACKGROUND

There are 39 FSTPs and 20 Co-treatment plants across 56 cities in Uttar Pradesh .All the plants except one are infrastructure ready to treat septage.

- Operation and maintenance of the plants are now new challenge of the cities.
- Sustainability of the plants is based on citizen engagement in the FSSM for regular desludging of septic tanks
- Monitoring safe desludging, transport and treatment of sludge.

Keeping in view the need for the awareness generation among the citizens,The IEC Campaign was launched on 16th January 2024 at a state level workshop chaired by Dr. Nitin Bansal –SBM Director Urban Local bodies focusing on Operationalization of FSTPs and Co-treatment plants and Inauguration of IEC Campaign .The campaign aimed at achieving pollution free water bodies and receiving optimum level of sludge to the plants. An IEC –Information, education and Communication campaign was launched to operationalize the treatment plants through community awareness and mass mobilization.

AIM AND OBJECTIVES

The campaign aimed towards the sustainable operation of the FSTPs and the Co-treatment plants in 56 towns. The target audience included the private operators, community members, elected representatives of ULBs and the leaders of the towns like school principals, leaders in various institutions and departments.

- To keep our rivers and water bodies pollution free
- To promote safe and regular desludging, transport and Treatment of sludge for effective Fecal Sludge and Septage Management.
- Creating Awareness among citizens/community members about the Central / city level Helpline numbers and request for desludging.
- To create awareness on Malasur.
- Popularize construction of appropriate septic tanks.
- Registration and licensing of all the Private Desludgers.



State level workshop on Operationalization of FSTPs and Cotreatment plants and Inauguration of IEC Campaign

CAMPAIGN PHASE

The campaign was launched in three phase-Pre-Implementation, Implementation and Post Implementation phase.

- Pre-implementation Phase-Planning and preparation for IEC Materials.
- Implementation Phase-Actual Implementation of IEC Activities in ULBs, The Implementation phase marked the execution and painting of walls, animations run on screen, posters on walls, banners, stickers on poles, city level awareness generation meetings and conducting Exposure visits to the treatment plants. The process included the printing and using the Creatives and templates like registration form for the private Desludgers ,painting boundary walls of treatment plants with process flow diagram of the treatment modules and the samples of Malasur wall paintings, Hoardings ,Animation films, Vehicle paintings ,pole stickers ,script of Nukkad Natak, auto branding, Posters, and standee at city levels.
- Post-Implementation included review meetings and collection of data on Creatives from all the cities. Monitoring from the state was done through DCCC platform and collection of Post-campaign photographs of functional plants.

Timeline of the Campaign:

Launch Date: 16th January 2024

Pre-implementation Phase: 16th January- 23rd January 2024

Implementation Phase: 24th January- 18th February 2024

Post-Implementation Phase: 19th February- 18th March 2024

APPROACH

Collaborators: Stakeholders and collaborators involved in the IEC campaign for promoting proper sanitation practices in the city included ULB Officials, Educational Institutes, Local Community members, Desludgers (both government and private) and sanitation workers.

ULB Officials were responsible for various tasks such as registering private Desludgers, conducting city level orientation meetings, painting walls with messages on regular desludging, installing hoardings at prime locations, engaging other stakeholders through orientations , exposure visits, implementing IEC activities at community and school levels and monitor the movement of desludging vehicles to prevent open discharging of septage.

Desludgers have the responsibility of registering them with the ULBs, ensuring septage is emptied only at treatment facilities, and following health and safety norms.

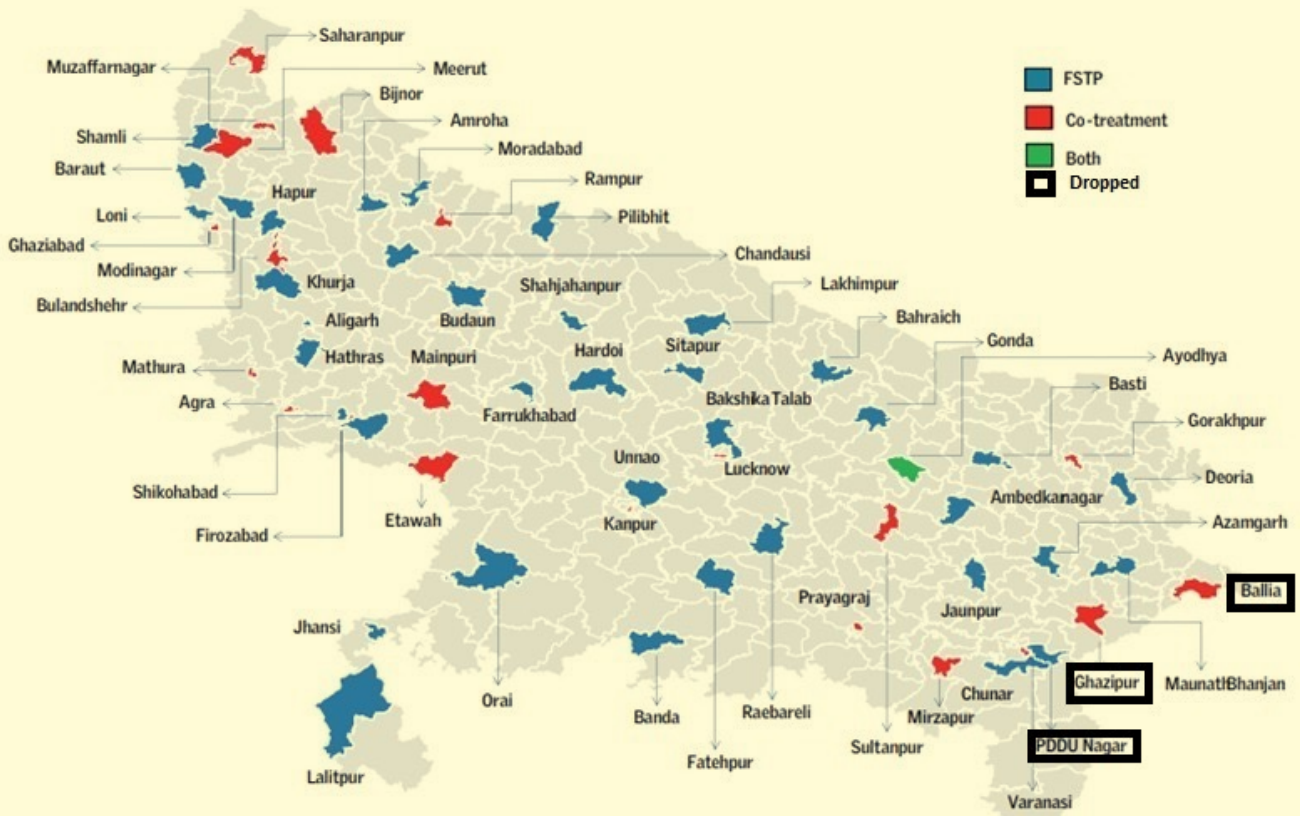
Educational Institutes were responsible for implementing IEC activities at educational institutes and communities, promoting regular cleaning of septic tanks, and raising awareness about the importance of constructing septic tanks according to norms. Local Community members, including Household members were expected to promote regular desludging of septic tanks, construct septic tanks as per norms followed by ULBs , participate in IEC activities,

Innovative Tools: All the Creatives, templates and presentation for meetings used by ULBs during the campaign were shared through a Google Drive created by the Center for Science and Environment (CSE) with the Urban Local Bodies (ULBs).

These included sample wall paintings, leaflets, posters, desludging tank paintings, pole stickers, hoardings, GIFs, IEC meeting attendee lists, Registration templates for private Desludgers, presentation for Awareness generation meetings, and Process flow diagrams to be painted at the boundary walls of treatment plants.

Engaging with all stakeholders: To sensitize the community, the campaign included dissemination of helpline numbers painted on cesspool vehicles, Nukkad Natak, exposure visits, and creating awareness about waterborne diseases caused by the discharge of faecal waste into freshwater bodies through meetings by ULB Officials with other stakeholders.

TOWNS OF UTTAR PRADESH WITH FSTPS AND CO-TREATMENT PLANTS



Source: Uttar Pradesh Jal Nigam

IMPLEMENTATION OF IEC TOOLS ACROSS CITIES OF UTTAR PRADESH



Exposure Visits



Wall Paintings



Auto branding



Banners

पानी को मलसुर से बचाओ

जलर पता लगाओ, मल जाता है कहाँ ?

स्वच्छ सर्वेक्षण 2024

हर 3 साल में जलर सेप्टिक टैंक साफ करवाओ

नगर पालिका परिषद्, रायबरेली

पानी को लासुर से बचाओ

हर 3 साल में सेप्टिक टैंक एवं सीवर की सफाई अवश्य करवायें

स्वच्छ सर्वेक्षण 2024

हर 3 साल में जलर सेप्टिक टैंक साफ करवाओ

जलकल विभाग, नगर निगम गोरखपुर



पानी को मलसुर से बचायें

हर 3 साल में सेप्टिक टैंक और सीवर की सफाई अवश्य करवायें

स्वच्छ सर्वेक्षण 2024

हर 3 साल में जलर सेप्टिक टैंक साफ करवाओ

निवेदक: नगर पालिका परिषद् शिकोहाबाद

Process Flow –Wall Painting



Standee



Vehicle Painting



Hoardings



Pole stickers





Posters



IEC Meetings





Nukkad Natak



● प्रेषक,

राज्य मिशन निदेशक,
स्वच्छ भारत मिशन-नगरीय,
राज्य मिशन निदेशालय, उ०प्र०,
सेक्टर-7 गोमतीनगर विस्तार, लखनऊ।

सेवा में,

1. सम्बन्धित नगर आयुक्त,
नगर निगम, उ०प्र०।
2. सम्बन्धित अधिशासी अधिकारी,
नगर पालिका परिषद, उ०प्र०।

संख्या- पी०एम०यू०/१६२५/५५५/२०२३

लखनऊ: दिनांक 12 जनवरी, 2024

विषय:-दिनांक 16 जनवरी, 2024 को FSTPs/Co-Treatment Plants के संचालन और रख-रखाव (O&M) के सम्बन्ध में आहूत प्रशिक्षण कार्यशाला में प्रतिभाग किये जाने के सम्बन्ध में महोदय,

कृपया राज्य मिशन निदेशालय के पत्र संख्या-पी०एम०यू०/१५६९/५४४/२०२३, दिनांक 04 जनवरी, 2024 का संदर्भ ग्रहण करने का कष्ट करें, जिसके माध्यम से दिनांक 05 जनवरी, 2024 को FSTPs/Co-Treatment Plants के संचालन और रख-रखाव (O&M) के FSSM सम्बन्धित एवं IEC के सम्बन्ध में वीडियो कान्फ्रेंसिंग के माध्यम से एक बैठक आहूत की गई थी।

उक्त के संबंध में अवगत कराना है कि FSTPs/Co-Treatment Plants के संचालन और रख-रखाव (O&M) के FSSM सम्बन्धित एवं IEC के सम्बन्ध में दिनांक 16 जनवरी, 2024 को नगरीय निकाय निदेशालय के स्वाति हाल (भूतल) में एक प्रशिक्षण कार्यशाला का आयोजन पूर्वाह्न 10:00 बजे से किया जा रहा है। उक्त आयोजित प्रशिक्षण कार्यशाला के संबंध में राज्य मिशन निदेशालय द्वारा एक पी०पी०टी का प्रारूप तैयार कर प्रेषित की जा रही है जिसके आधार पर पी०पी०टी को तैयार करते हुए प्रतिभाग किया जाना है।

अतः उक्त के दृष्टिगत सम्बन्धित नगर आयुक्त, नगर निगम के द्वारा नामित अधिकारी एवं संबंधित अधिशासी अधिकारी उक्त आयोजित प्रशिक्षण कार्यशाला में स्वयं सुसंगत सूचनाओं के साथ निर्धारित तिथि एवं समय पर प्रतिभाग करते हुए प्रस्तुतीकरण भी करने का कष्ट करें।

संलग्नक:-पी०पी०टी का प्रारूप एवं सूची

भवदीय,




(डॉ० नितिन बंसल)
राज्य मिशन निदेशक।

संख्या एवं दिनांक तदैव।

प्रतिलिपि-निम्नलिखित को सूचनार्थ एवं आवश्यक कार्यवाही हेतु प्रेषित।

1. प्रमुख सचिव, नगर विकास अनुभाग-5, उ०प्र० शासन, लखनऊ।
2. राज्य मिशन निदेशक, अमृत, नगरीय निकाय निदेशालय, उ०प्र० लखनऊ।
3. अपर निदेशक, स्वच्छ भारत मिशन-नगरीय, उ०प्र०।
4. सम्बन्धित जिलाधिकारी, उ०प्र०।
5. अपर मिशन निदेशक, अमृत, नगरीय निकाय निदेशालय, उ०प्र० लखनऊ।
6. श्री सुब्रतो चक्रवर्ती, सीनियर प्रोग्राम मैनेजर, सी०एस०ई०, नई दिल्ली।
7. स्टेट पी०एम०यू०-स्वच्छ भारत मिशन-नगरीय, उ०प्र०।
8. श्री आशीष श्रीवास्तव (नाजिर), नगरीय निकाय निदेशालय, उ०प्र० को इस आशय से प्रेषित कि उक्त आयोजित प्रशिक्षण कार्यशाला हेतु उचित व्यवस्था कराना सुनिश्चित करें।
9. गार्ड फाइल।



(डॉ० नितिन बंसल)
राज्य मिशन निदेशक।

Letter for IEC Inauguration on 16th January 2023 during State level workshop

