

Multi- level Information Education Communication (IEC) efforts undertaken under Swacch Bharat Mission (SBM)

Introduction:

Lack of focus on behavioural strategies in implementation of programmes and initiatives is an impediment to effectiveness of the programme. Implementing strategies targeting various stages of behaviour change, that is, precontemplation, contemplation, preparation, action, maintenance are important for ensuring effectiveness and sustainability of the programmes.

Intervention:

The Swacch Bharat Mission launched in 2014. The programme involved behaviour change as one major programme component. Wide- scale IEC campaigns were conducted through various “actor”, who engaged in a range of “activities”, delivered through various “models”.

Actor such as, ministries and state departments, media, NGOs etc. were engaged in creating awareness through IEC activities. The activities undertaken included-

- Mass Media campaigns, such as TV, radio, and print
- Digital Media such as mobile apps, social media, and other online coverage in the form of blogs, IVR/Call/SMS campaigns, among others
- Inter-Personal Communication (IPC) including community events, rallies, learning material, door-to-door campaigns etc.
- Ambient Media includes, wall paintings and hoardings
- Cinema including short films and movies
- Hard assets such as, new centres Soft
- Assets

In addition to these, the government and famous personalities from entertainment industry participated under the mission.

Impact/ Learning:

The SBM entailed a very heavy focus on behaviour change. The wide variety of activities conducted gave the programme immense popularity and contributed to its efficacy.

Source: Bill and Melinda Gates Foundation (BMGF) (2019). An assessment of the reach and value of IEC activities under Swachh Bharat Mission (Grameen)