

PROJECT-II**TEMPLATE FOR SUBMISSION OF PROJECTS BY STATE GOVERNEMENT TO IDF- OI**

a) **Project Title** : Achieving behavioural change through IEC

b) **Aim of the Project** : To carryout IEC activities in the form of awareness campaigns/workshops/orientations etc to different group of stakeholders so as to create behavioural change beyond the use of toilet to general cleanliness, good sanitation habits, good waste disposal systems.

c) **Short justification of the project:**

The Sikkim has already achieved ODF status and the minimum backlog of shortage of Individual Household Toilets as reflected in Baseline Survey 2012 will be completed by March 2016. The state is now focussing on general cleanliness, hygiene and solid waste management. To achieve this intensive behavioural change campaign to reach the nook and corner of the state and all citizens so that the state can be the cleanest in the true sense.

d) **Whether existing or new Project:** Existing under the IEC component of the SBM (G)

d) **Sector** : IEC campaign

e) **Implementing agencies and NGO associated:**

RM&DD, Govt of Sikkim

NGOs KCC, YODESS, LTDC, Dristi

f) **Target beneficiaries** :

All rural population of the state including households, institutes, students, teachers, religious heads, transport operators, hoteliers & shopkeepers, govt. employees, panchayats, SHGs and NGOs.

g) Design of project:

Carryout different activities such as:

Greenathon	This has to be conducted regularly, hence, the target is kept as 1 per month in each GPU so as to make it a habit.
Clean up drives	This has to be conducted regularly, hence, the target is kept as twice a year in each ward so as to make it a habit.
workshop for religious leaders	The religious leaders has to be motivated and it is targeted to reach each temple, monastery, church etc in a phased manner.
workshop for students (WASH)	WASH in all schools in phased manner.
workshop for primary students	We intend to catch them young therefore, this is a priority to reach out to each school.
workshop on hygiene including adolescent hygiene management in schools	Separate workshop on hygiene with emphasis on adolescent hygiene in phased manner.
workshop on zero waste for college students	to target all senior students to encourage adopting zero waste at their college as well as in their life.
Workshop for all govt. officials in the area	To motivate each offices to keep the premises clean and adopt less wastage of paper etc.
Training to VWSC	The VWSC in each GPU is to be trained on sanitation, zero waste management and hygiene as they are the primary stakeholders at the grassroots level.
workshop towards zero waste for all stakeholders falling under class III bazaars	Since, it is targeted to take up zero waste management motivation and training to the stakeholders is very much needed and is targeted to achieve this in a phased manner.
Training to SHGs for making products out of waste	As part of the zero waste activities, the department has been encouraging making products out of waste such as, chips wrappers. Now, it is intended to train interested SHGs to take this up as a economically viable activity thereby generating income as well as managing waste.
Workshop for travel agents, drivers & hoteliers	To motivate stakeholders to adopt zero waste and practice cleanliness in their line & place of work. Workshops in phased manner to reach out to each of them is planned.
Workshop on CLTS	It is an effective tool to address open defecation and is targeted to take it up in vulnerable areas for which CLTS workshops to train volunteers as well as actual CLTS is planned.
Training & workshop for management of biodegradable waste	The department has been looking for various options for climatically suitable composting methods which has to be provided training to the stakeholders.
Door-to-door IPC	Continued and sustained Inter Personal Communication in each households as to be taken up by the VWSC, Panchayat and other sanitation functionaries.

h) Expected Outcomes/ benefits proposed:

To create behavioural change among all the citizen so that each and every citizen becomes conscious of cleanliness, hygiene and proper disposal of waste.

i) Project Timeline:

To be completed within 2018-19.

j) **Estimated budget:**

Rs. 6.00 crore

k) **Whether cost includes capital cost as well as maintenance cost:**

Includes only capital cost.

l) **Images of the proposed project if any:**

