A Visual Reflection on Strategic Campaigns, Multilevel Partnerships & Policy-to-People Transformation

Introduction

Sehore's ODF journey reflects a powerful **convergence of global expertise, national-to-district leadership, community energy, media engagement, and technology-led governance**—translating policy into grassroots action. These visual brief highlights how international experts, government officials, elected representatives, media, and community stakeholders collaborated through strategic campaigns and inclusive partnerships to drive large-scale behavioural change.

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1. Multi-Stakeholder Coordination & Engagement (International Expert, Donor, Govt. Bureaucrat /Officers)

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Strategic discussion with **Robert Chambers (development scholar)** (renowned internation expert), the District Collector (U.S. County Executive equivalent), funding agency representatives, and myself to review progress and explore adaptive strategies.)

Image 1

In image 2: The District Collector (U.S. County Executive equivalent) shares project updates with Robert Chambers and funding agency representatives.

Image 2

In image 3: Robert Chambers with the project team, Samarthan, funding partners, and stakeholders at a presentation in Sehore District.

In image 4 : Our team and partners — including the project team, funder representatives, and national and international experts — during a workshop to discuss key findings.

2. National & State-Level Government and Elected Representative Partnerships

In image 5: In image: Director-cum-Additional Secretary, Swachh Bharat Mission (G), Government of India (equivalent to a U.S. Deputy Cabinet Secretary), District Collector, and MLA (equivalent to a State Legislator in the U.S.), along with senior officials and funder representatives, at the "Journey of Pride" in Dhaboti village, Sehore — celebrating its Open Defecation Free milestone.

milestone.

In image 6: Sushila Devi from Baishnavi SHG shared with the Director:
"We formed a monitoring group and walked around the village every morning. Sometimes people would yell at us or speak harshly, but we — the women of Baishnavi Self-Help Group — never gave up. Today, we're so proud that our village is finally free from open defecation."

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3. Community Mobilisation & Movement Building

In image 7 & 8: Image showing the celebration, which began with a "Gaurav Yatra" — a pride march led by women, children, and villagers carrying banners on cleanliness. It ended at the village school, where masons, children, and SHG women who played key roles were felicitated.

Image 7

Image 8

4. Supply Chain Strengthening & Market Ecosystems

In image 9: In image: Interaction with a local vendor to understand his needs firsthand and incorporate them into the program to strengthen supply chain management.

In image 10: Strategic placement of IEC material at a vendor's shop, displaying double soak pit design and cost to ensure transparency for both construction masons and the community.

5. Behaviour Change Communication & Media Outreach
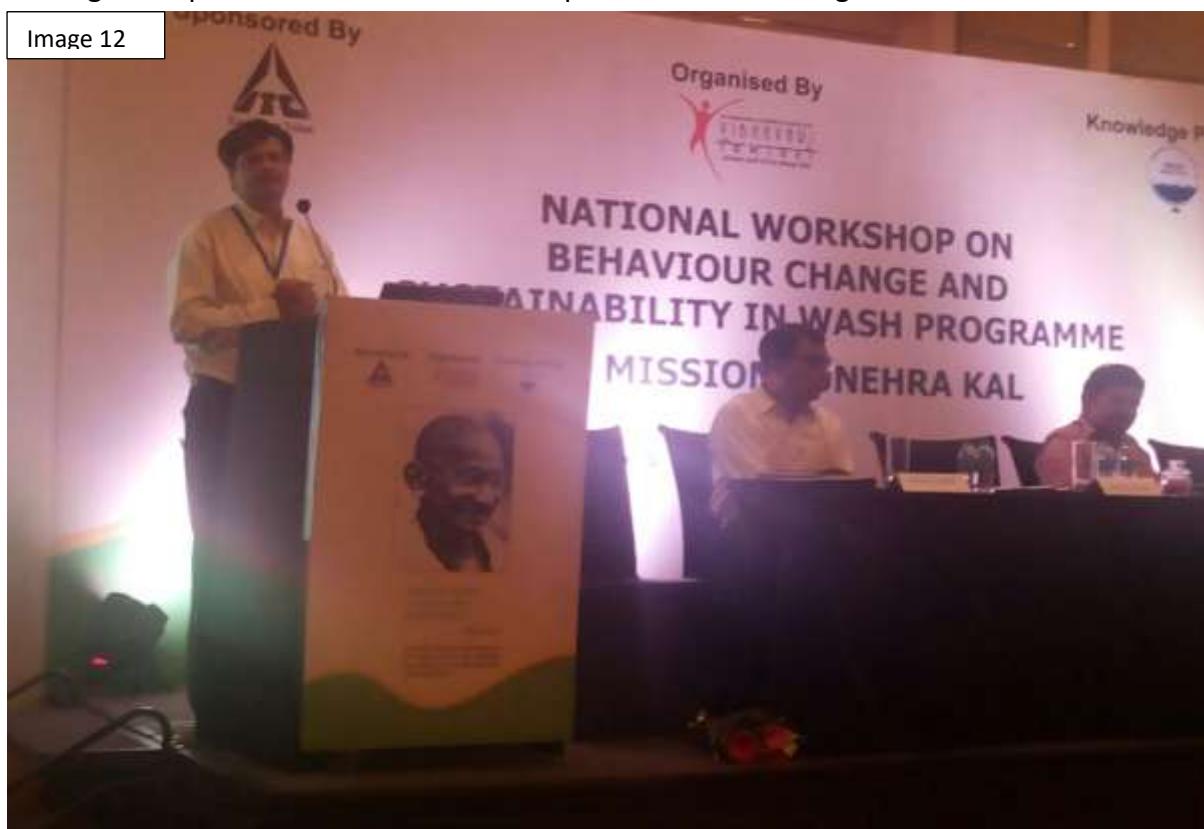
In image 11: Participated in a live TV discussion on sanitation with the spokesperson of a political parties (https://www.youtube.com/watch?v=V4KicTi-Tqc&t=3s)

Image 11

In image 12: Speaker at a national workshop on behavioral change.

Image 12

In image 13: Group presentation on embedding rights, equity, and inclusion into our programs.

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In image 14 & 15: Two-day residential capacity-building workshop for community volunteers and grassroots workers, featuring group discussions for co-creating action plans.

Image 15

In image 16: Discussing and sharing insights with fellow project teams.


Image 16
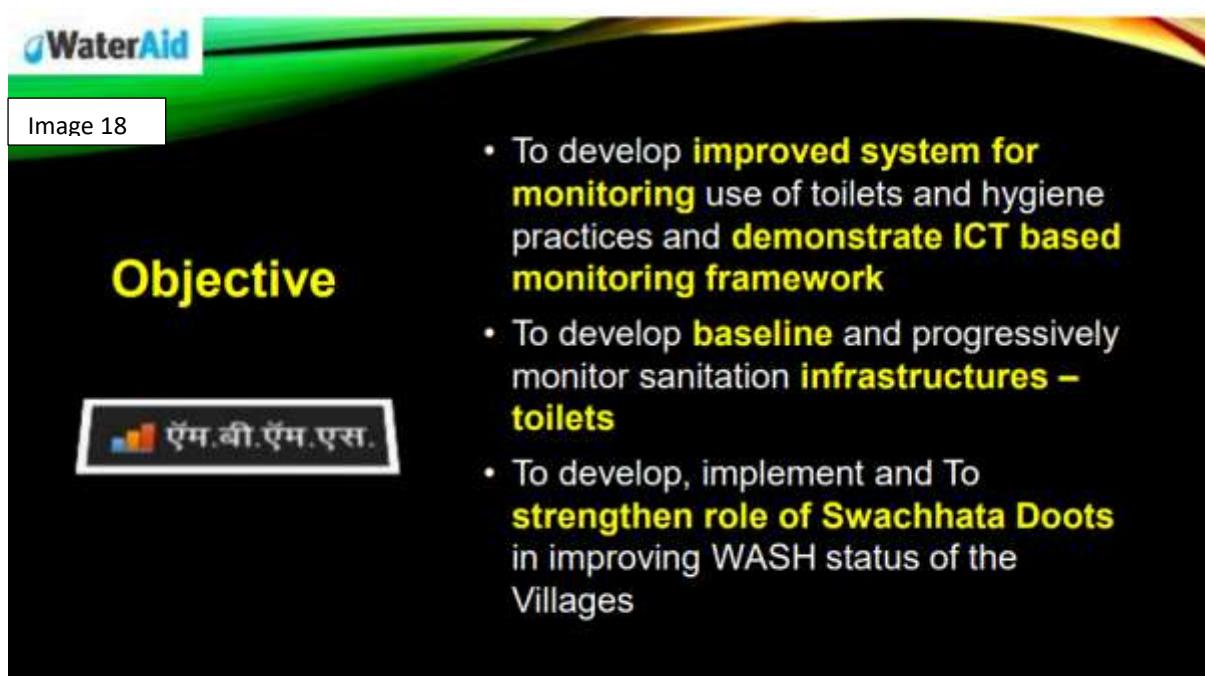
7. Technology Integration in Governance
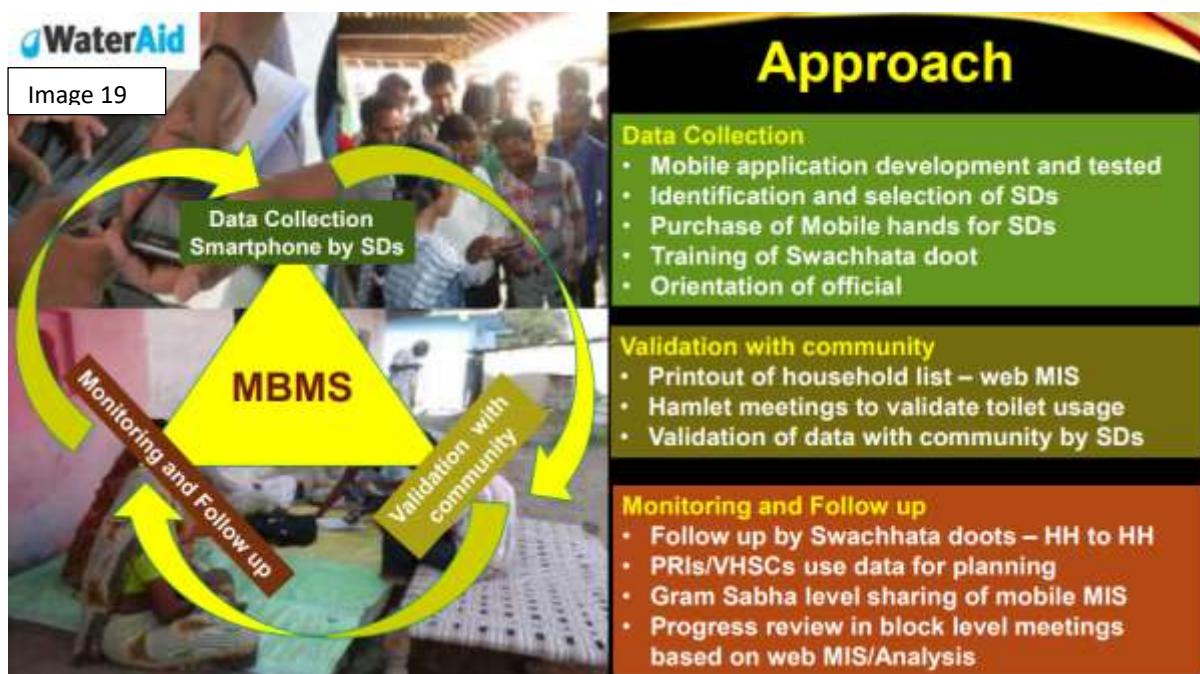
In image 17: Objective: Mobile Based Monitoring System (Piloted and covered +28000HH)

In image 18: Objective: Mobile Based Monitoring System (Piloted and covered +28000HH)

In image 19 : Approach : Mobile Based Monitoring System

In image 20: User-friendly interface for Mobile Based Monitoring System

In image 21 & 22: Some Features of the Mobile-Based Monitoring System

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In Image 23: **Ratri Chaupal** by team with support of volunteers (evening village meetings when residents were free from daily work to discuss WASH issues)

Image 23

In Image 24: Good Morning Sehore by team with support of volunteers (early morning visits for sentizitaion during peak toilet usage times for targeted motivation)

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Image 27

In image28: Interns from TISS participating in planning for field engagement.

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In Image 29: Interns hailing from Jammu and Kashmir, actively engaged in field activities.

Image 29

In image 30: Remotely stationed team members actively involved in grassroots planning efforts.

Image 30

10. Reflection: Connecting Global , National & State Insights to Local Action

This journey was about aligning global, national and state insight with local realities, building coalitions across stakeholders, and creating an enabling environment where co-creation and community leadership could drive lasting, open-defecation-free outcomes

Open Defecation Free Communities

Insights from International Experts & Donors

Facilitated by National and State Government support

Driven by Community Ownership and Grassroots Wisdom

Enabled by technology and a committed team