National Campaign on Sanitation and Hygiene


Nirmal Bharat Abhiyan (Kerala)

State Level Programme

The National Campaign on Sanitation and Hygiene in Kerala was launched with a massive capacity development programme for 70000 Anganwadi workers and helpers in the State. Now under NBA a new venture-a dedicated IEC programme targeting the children- is introduced in Anganwadis. NBA Kerala, in association with Social Justice Department has now developed a handbook named “Thenthulli” for Anganwadi teachers. This handbook contains accurate and relevant messages, information and knowledge content under themes personal hygiene, use of toilets, safe storage and handling of water, hand washing after defecation, hand washing before and after taking food and environmental sanitation including management of waste. The content of this handbook is portrayed through interesting songs, group songs, action songs, folk songs, stories, dramas, group plays, proverbs, idioms etc., with child friendly illustrations to generate interest and curiosity among kids.

A cascading type of training programmes were arranged for the purpose. State level faculties had trained the district level master trainers group comprising a mix of experts from related sectors and these master trainers in turn trained the selected trainers from blocks. The block level master trainers trained all the Anganwadi workers and helpers in the state.

This endeavor is a farsighted and novel initiative where two departments join together for addressing a critical social issue being faced by the state. It is expected that the programme shall make a ripple effect in society by transcending the outcomes from Anganwadi to homes and from homes to community culminating to best health, hygiene, sanitation and environmental sanitation practices and thereby continuously improve the quality of life of Kerala.
**District Level Programmes**

The following programmes were conducted at District level:

- Inauguration of District Programme by Zilla Panchayat Presidents
- Resource Person Training Programme
- Seminars on Water, Sanitation, Septage Management
- Road shows on methods Waste Management
- Release of health and sanitation Music CD
- Health, Sanitation, Water Quiz Programme for school students

**Block level Programmes**

At block level the following programmes were conducted

1. Sensitisation Programme for
   a. MPKBY Agent
   b. Kudumbashree CBO
   c. Residents Association
2. NSS Volunteers Training programme for LSGI officials, LSGI peoples officials of related departments, NGOs on safe management of septage
3. Hygeine and sanitation Rallies
Grama Panchayat Level Programmes
The activities at Grama Panchayat level were focused mainly on the following:

1. Classes for
   a. Peoples representatives
   b. Anganwadi workers
   c. Students
2. Cleaning programme
   a. Streets
   b. Drinking Water Sources
3. Dramas
4. House to house campaign
5. Discussions in Kudumbashree Neighborhood Groups
6. Sanitation Pledge