



ABSTRACT

Swachh Bharat Mission(Grameen) – Formation of District Project Management Unit (DPMU) and Information Education and Communication (IEC) Cell - Approved – Orders issued.

Rural Development and Panchayat Raj (CGS.4) Department

G.O.(D) No.268

Dated: 25.07.2023

சேய்கிருது, ஆடி, 9

திருவள்ளூர் ஆண்டு 2054

Read:

From the Commissioner of Rural Development and Panchayat Raj, Letter Roc.No.19800/2021/ SBM(G)-2, dated 06.04.2023 and 29.05.2023.

ORDER:

In the letter read above, the Commissioner of Rural Development and Panchayat Raj has stated that SBM(G) Phase – II is being implemented by the Government with the focus on creating ODF Plus villages in the country which includes sustainability of ODF status achieved under SBM(G) and covering the villages with Solid and Liquid Waste Management (SLWM) arrangements. To achieve the objective of SBM (G) Phase II, various new interventions related to ODF sustainability and SLWM activities at village, block and district levels have been envisaged under the Programme, which required adequate domain and technical experts to support the implementing agencies for smooth execution of ODF Plus activities.

2. The Commissioner of Rural Development and Panchayat Raj has also stated that to further provide impetus to the ODF plus implementation among the States and Districts, DDWS has launched Swachh Survekshan Grameen (SSG) to create healthy competition amongst States, Districts and Panchayats to ascertain SBM(G) Phase II, by making it more participatory though introducing Villages Self-Assessment and Peer Verification to be completed by Village Panchayats on ODF Plus parameters, the formation of the District Programme

Management Unit (DPMU) and a dedicated IEC cell is absolutely essential for effective implementation and monitoring of SBM(G) activities.

3. The Commissioner of Rural Development and Panchayat Raj has therefore requested the Government to accord permission for the formation of the District Programme Management Unit (DPMU) and a dedicated IEC cell for effective implementation and monitoring of SBM(G) activity.

4. The Government after careful examination has decided to accept the proposal of the Commissioner of Rural Development and Panchayat Raj and accord permission for the formation of dedicated Project Management Unit (DPMU) comprising various experts namely (i) Solid Waste Management and Sanitation (ii) Liquid Waste Management (iii) Planning Convergence & Monitoring and Information, Education and Communication (IEC) Cell, under SBM at district level as per the guidelines annexed to the order.

(BY ORDER OF THE GOVERNOR)

**Dr.P.SENTHILKUMAR,
PRINCIPAL SECRETARY TO GOVERNMENT.**

To

The Director of Rural Development and Panchayat Raj, Chennai - 15.

All District Collectors (except Chennai), (Through
DRD&PR)

All Project Directors, District Rural Development Agency
(Through DRD&PR)

Copy to:

The Ministry of Jal Shakti, Department of Drinking Water and Sanitation,
Government of India, New Delhi - 110003

The Finance Department, Chennai - 9.

The Senior PA to Hon'ble Minister (Rural Development) Chennai - 9.

The Private Secretary to Principal Secretary to Government,
Rural Development and Panchayat Raj Department,
Chennai -9.

//FORWARDED BY ORDER//

P.D. Senthil Kumar
Section Officer.

Annexure to G.O (Ms) No.268, Rural Development and Panchayat Raj (CGS.4) Department dated 25.07.2023

I. District Project Management Unit

It is informed that the Districts can constitute District Programme Management Units (DPMU) including various experts under SBM(G), namely: (i) Solid Waste Management and Sanitation, (ii) Liquid Waste Management and (iii) Planning, Convergence & Monitoring at District level. Ideally, two experts for Solid Waste Management and Sanitation and one expert for each Liquid Waste Management and Planning, Convergence & Monitoring are recommended.

II. Qualification for the posts of Solid Waste Management & Sanitation and Liquid Waste Management expert:

The candidate must hold a Bachelor's degree in Environmental Engineering/Civil Engineering with a minimum of 1-2 years of work experience, preferably in the Environment/Construction sector, WASH, M&E, Solid or liquid waste management and development sector (OR) from any of the Universities incorporated by an Act of the Central or State Legislature in India or other educational institutions established by an Act of Parliament or declared to be deemed as a University under Section 3 of the University Grants Commission Act, 1956 or possess an equivalent qualification.

III. Qualification for the Post of Planning, Convergence & Monitoring:

Candidates with a B. Tech/MBA/MSc. from any of the Universities incorporated by an Act of the Central or State Legislature in India or other educational institutions established by an Act of Parliament or declared to be deemed as a University under Section 3 of the University Grants Commission Act, 1956, or equivalent qualification, may be considered.

IV. Duties / Roles of the Solid Waste Management & Sanitation expert:

1. The Waste Management Expert is expected to analyse the present waste management systems and processes and evaluate the gaps in sustainability.

2. Review waste management practices and develop measures for improving Waste Management in panchayats.
3. To identify the problems relating to the current system and formulate a possible treatment plan and solutions.
4. To develop waste management SOPs for Panchayats per guidelines with a long-term strategic approach for enhancing sustainability and financial viability.
5. To increase the segregation, recycling of dry waste and composting of wet waste.
6. Conduct training programs for panchayats and block-level functionaries.
7. To organise suitable workshops and seminars involving competent experts.
8. Any other work entrusted by the DRDA.

V. Duties/Roles of the Liquid Waste Management expert:

1. Assist in Rapid assessments of districts/rural areas to determine sanitation infrastructure gaps (STPs, unsewered solutions, Faecal Sludge Management, Liquid Waste Management) and develop concept solutions.
2. Provide Technical Assistance and support to the operation and maintenance of the existing Faecal Sludge Management & Grey Water Management systems and for the construction, operation and maintenance of new Faecal Sledge and Grey water Management Systems. SBM-Gramin 2.0. Also, assist in documenting existing user practices, best practices, innovations and prevailing service models in the state and districts under ODF Plus initiatives.
3. Engage with various stakeholders within and outside government to obtain data and disseminate information as required.
4. Assist in capacity building and knowledge management and provide technical inputs to design communication programs as required.
5. Designing/developing, reviewing, and assisting in executing sanitation systems as required in various districts and peri-urban areas.
6. Support efforts in developing DPRs per prescribed technical specifications and standards, especially around unsewered

solutions, Faecal Sludge Management and Grey water Management.

7. Conduct training programmes for panchayat and block-level functionaries.
 8. Organize training sessions with the participation of competent experts.
- Any other work entrusted by the DRDA.

VI Duties/Roles of the Planning, Convergence & Monitoring:

1. To speed up the execution of various works through monitoring.
2. Preparation of review formats and presentation.
3. Monitor the ODF Plus progress of the villages in the State/District to ensure that all villages can achieve ODF Plus (Model) status.
4. Ensure completion of village self-assessment and peer verification process.
5. Develop a plan for improving District rankings across various star categories.
6. Perform desktop verification of the quality of data being uploaded on SBM (G) IMIS and the village Self-Assessment forms.
7. Undertake IEC activities to enhance awareness of SSG 2023 and report them periodically on SBM (G) IMIS.
8. Create awareness among GPs to participate under SSG 2023.
9. Perform workshops to educate village panchayats, citizens and other Block functionaries about SSG 2023 methodology.
10. Documentation and handholding support regarding SSG 2023.
11. Any other work entrusted by the DRDA.

VII. Mode of Engagement

Under the Chairmanship of the District Collector, the respective District Rural Development Agency can select eligible candidates for the posts mentioned above at District Level and engage them as per the standard outsourcing basis.

VIII. Remuneration

Monthly remuneration of Rs. 35,000/- per month can be given by the respective DRDAs through an outsourcing agency (inclusive of

service charges). The expenditure for hiring PMU experts can be charged under the Admin/IEC head of the Swachh Bharat Mission - Grameen.

IX. IEC Cell

“Information, Education and Communication (IEC)” played a crucial role in achieving Open Defecation Free (ODF) India under Phase-I of Swachh Bharat Mission- Grameen (SBM-G) by triggering behaviour change in over 600 million people towards adopting safe and regular sanitation practices. With the expanded role of SBM(G) in its Phase II, i.e. achieving ‘*Sampoorna Swachhta*’, there is a greater need for creating mass awareness among the rural populace on all components of ODF Plus to nudge behavioural change and triggering desirable actions and practices for achieving and ODF Plus rural India.

Further, it is stated that the ODF Plus implies ODF sustainability and ensuring Solid and Liquid Waste Management (SLWM) arrangements, including improving visual cleanliness in villages along with minimal litter and minimal stagnant water. The plus in ODF Plus comprises Bio-Degradable Waste Management (BWM), GOBARdhan, Plastic Waste Management (PWM), Grey water Management (GWM), and Faecal Sludge Management (FSM) and ODF Sustainability.

In this regard, All the District Collectors may be requested to Constitute a dedicated IEC Cell comprising two personnel to plan, conduct, monitor and report IEC activities.

X. Qualification for IEC consultants may be as follows:

1. Post Graduate Degree in Mass Communication/ Mass Media or equivalent from a reputed and recognised institution.
2. Experience of 2-3 years in Mass communication/ WASH/Social Mobilization/ Public Sector Communication is preferable. Preference should also be given to candidates who have worked in social media units in the Government or private sector.
3. Ability to work in a highly demanding environment, liaising with government officials, academia, local artists, social media influencers and multilateral partners.
4. Computer proficiency with familiarity with commonly used packages like MS Word, PowerPoint, Adobe Photoshop & Illustrator to search relevant data & documents. Preference can be given to persons with

experience in video-making, meme-making, creation of posters and pamphlets, etc.

5. Exemplary writing skills, both in Tamil and English, are a must. Interpersonal communication skills, presentation skills and a good understanding of Tamil pop culture are necessary.
6. Formal educational qualification, experience and age may be relaxed by the District Collector when there is a published work of high quality or work experience of specific relevance.

XI Duties/Roles of the IEC Cell:

1. Take the message of SBM-G, i.e., reduce, reuse, recycle to the grassroots and improve the segregation of household solid waste to 100%.
2. Publicise and popularise the SBM(G) initiatives and work done by the District/Block for the same.
3. Identify and post 5-6 SBM(G) stories from the villages/blocks/district daily from the relevant social media handles and maximise the impressions created by the posts.
4. Create and nurture a network of influencers at the village, block, district and state level that can amplify the message of SBM-G and take it to the grassroots.
5. Share short videos (3 minutes or less) focused on ODF Plus Model villages every week. The video should include bytes of the Panchayat President, Panchayat Members, the beneficiaries, etc.
6. Identify and share a brief write-up (not more than 500 words) on large projects (Plastic Waste Management Unit/Material Recovery Centre/Segregation Shed etc., GOBARDhan plants, Faecal Sludge Treatment, Plants/Sewage Treatment Plants, Community Soak pits, Waste Stabilisation, Ponds, DEWATS arrangement etc.).
7. Come up with coffee table books/newsletters in both Tamil and English every quarter on best practices, progress, projects etc., in electronic form.

8. Monitor the publication of any negative stories in electronic, print or social media and liaising with the concerned officers to ensure their rectification/ATR.
9. Responding to grievances concerning solid and liquid waste management or sanitation in rural areas on behalf of the district administration and communicating back to the aggrieved individuals about the action taken.
10. Use "Public App" to share on-ground SBM (G) activities.
11. Engage Community Radio Stations and local Radio Jockeys to talk about SBM-G and the making of ODF Plus villages.
12. Engage with local reporters and media to highlight schemes, activities, projects, Swachhta Champions etc.
13. Identify and engage local social media influencers to talk about SBM-G and how to be an ODF Plus village.
14. Organize events such as rallies/ competitions/ campaigns etc., to spread awareness of SBM-G.

XII Mode of Engagement

Under the Chairmanship of the District Collector, the respective District Rural Development Agency can select eligible candidates for the posts mentioned above at District Level and engage them as per the standard outsourcing basis.

XIII Remuneration

Monthly remuneration of Rs. 25,000/- per month can be given by the respective DRDAs through an outsourcing agency (inclusive of service charges). The expenditure for hiring IEC Cell experts can be charged under the Admin/IEC head of the Swachh Bharat Mission - Grameen.

**Dr.P.SENTHILKUMAR,
PRINCIPAL SECRETARY TO GOVERNMENT.**

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P.D. Rawfar
Section Officer.