

ACHHI AADAT CAMPAIGN REPORT



Chetna Vikas

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District: Dhanbad, Jharkhand



Supported By -



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1. INTRODUCTION

1.1 Background information

Rural areas of Jharkhand have long grappled with difficulties relating to inadequate community hygiene standards and inadequate sanitation coverage. The community has long experienced the negative effects of poor health, including a consequent drop in socioeconomic status. In order to increase sanitation and hygiene standards as well as community health, a well-designed strategy for community engagement and awareness is essential.

Chetna Vikas believes that the weaker section of society are neglected when it comes to asserting their rights and equality. Women and girls are disproportionately affected by the consequences, which include school dropout, child marriage, and domestic violence. Rarely do they possess any means of sustaining themselves. Consequently, impact requires communal human growth and uplift. We accordingly believe in the empowerment of the impoverished, disabled, and disenfranchised groups through various service-based as well as community-based means to make sure they have a solid growth path and can make a difference in their lives. With the help of State, District, and Block level government officials, including teachers, resource people, health workers, VLCPCs, PRIs, and others who serve as secondary stakeholders, the organization works primarily with children, youths, adolescents, PWDs, women, and farmers.

1.2 Rationale of the campaign

Numerous illnesses, including diarrhea, the flu, COVID-19, the common cold, and bowel ailments, were brought on by unhygienic practices and insufficient hand washing. Safe and effective healthcare depends on practicing good hand hygiene. It is an extremely cost-effective public health intervention that is also essential for warding off a variety of illnesses like pneumonia and diarrhea.

Despite numerous attempts by the government and NGOs to intervene by offering hygiene kits and awareness programs, this problem persists. Although sometimes it appears that individuals, families, and communities are constantly aware of the importance of excellent hygiene and sanitation but perceived ignorance or a lack of adequate information appears to be a major challenge.

In 2020, when the COVID-19 pandemic breakouts occurred, the hand hygiene awareness movement began in different places. People were concerned about hygiene. But after the pandemic subsided, People return to their previous habits despite the terrible experience of the pandemic. However, some individuals using soap for hand washing in the past, but their numbers were very small, and they also didn't know how to wash their hands properly. Additionally, many residents of the community, particularly the elderly, used to wash their hands with ashes. There was a need for a campaign to raise awareness in order to alter peoples' perspectives.

1.3 Thought Process

Being a grassroots organization, Chetna Vikas is aware of the aforementioned needs. However, during and immediately after the COVID outbreak, we had conducted several awareness

campaigns. But, additional campaigns were required in the villages' present situation. Meanwhile, we learned of the Achhi Aadat Campaign. We had ran this campaign in Deoghar district and received a positive response. We were persuaded by this that the district of Dhanbad too need such a campaign. Thus we started the campaign with the following objectives-

1. Before and after the mid-day meal periods, schools will make sure that every student thoroughly washes their hands with soap.
2. In order to maintain optimum health and cleanliness, the communal hand washing sessions will instill the habit of properly washing hands with soap.
3. Children will be attracted to the rally and are more likely to experience the moto in an enjoyable manner.
4. Children's hygiene-related creativity will be encouraged via a painting contest at the school level with the topic "Achhi Aadat."
5. The owners of grassroots hotels (Dhabas), vendors, and grassroots salons will be aware of the need to keep their establishments clean and hygienic.
6. Including local governing authorities, stakeholders, and other groups like Sahiya and Sevika in hand washing programs will have a significant impact.
7. Street Play, Public Address System and wall writings will make a lot of people aware of the need for cleanliness and good hand washing practices.
8. Pamphlet distribution will quickly have a profound effect on a large number of people.

2. THE CAMPAIGN SITES

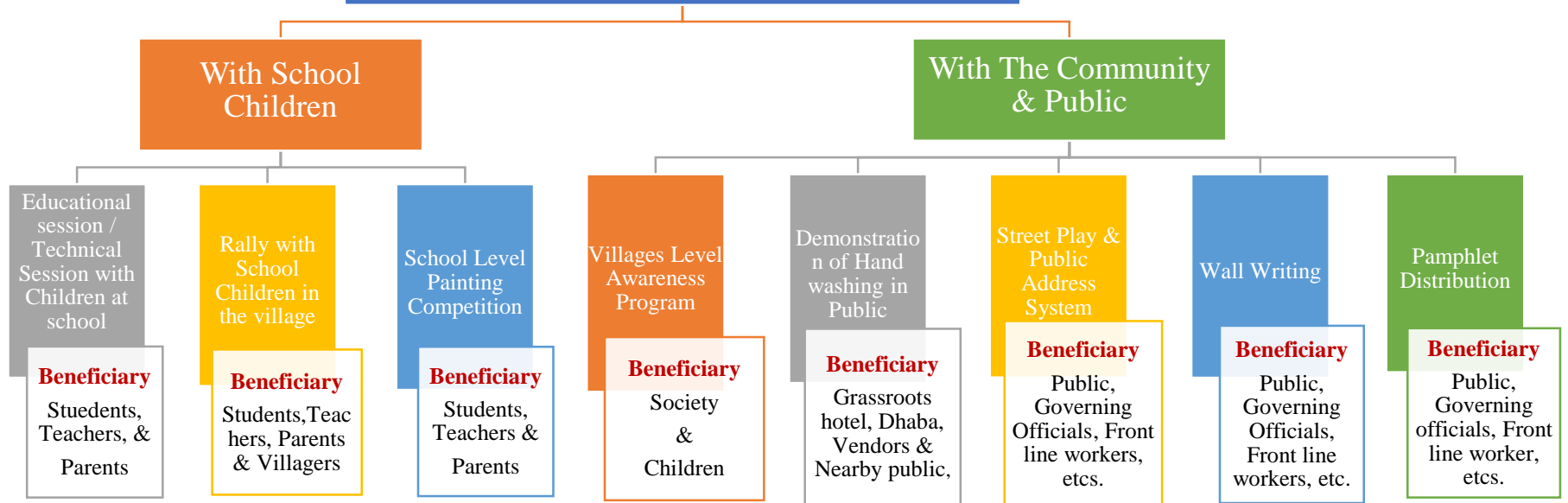
- ❖ The campaign was aimed at the community and schools in the Topchanchi, Baghmara, and Purvi Tundi blocks of the Dhanbad District.
- ❖ The campaign sites were focused to the areas with a low level of public hygiene practices.
- ❖ The director of Chetna Vikas gathered his field workers from the Dhanbad district and urged them to identify areas with a high concentration of people so that public street play might take place there.
- ❖ Auto rickshaws were chosen for public address system (public miking) so that it could go through the narrow streets of the villages.

3. THE CAMPAIGN PROCESS

3.1 The Campaign Approaches

The campaigns was conducted in the process outlined below -

Achhi Aadat Campaign Approaches



3.2 The reach

Descriptive reach has been attached as appendix.

Activity		Target	Coverage	Beneficiary	
				Direct Beneficiary	Indirect Beneficiary
Educational Session / Technical Session with Children at School	The Students	30 Schools	50 Schools	2780	11,120
	Teachers and supporting staffs		500 Teachers & Supporting staffs	500	2000
Rally with School Children in the village		30 Schools	29 Schools	2442	12,210
School Level Painting Competition		15 Schools	19 Schools	917	4250
Village Level Awareness Program		120 Villages	126 Villages	5040	23,710
Demonstration of Hand-washing in Public Places		30 Spots	31 Spots	560	15,000
Street Plays in Public Places		15 Places	15 Places	5000	20,000
Public Address System (Public Miking)		6 Days	45 Villages in 10 Days	6500	15,000
Distribution of Pamphlets		10,000	10,000	10,000	10,000
Wall Writing		90 Places	90 Places	3000	20,000
Total				1,33,290	

4 ACTIVITY OVERVIEW

The director of Chetna Vikas provided orientation of the campaign to the team of Dhanbad District. Twelve persons were assigned to a team, and they divided into groups to work in each of the three blocks. Right steps of hand washing and the need of water conservation and resource efficiency were described. The campaign's dos and don'ts were also explained to them.

Chetna Vikas' team met with all of the blocks' block education officers and informed them about the Achhi Aadat campaign. The campaign's goals and the planned activities really impressed them, and they verbally consented to the event. Additionally, the team met with PRI members and front-line workers to discuss the campaign's rationale and to request their valuable participation in the activities.

After this, the Chetna Vikas team visited some of the schools to get the head teachers' approval before starting the campaign's activity. They also visited the community to raise prior messages about the campaign's activities so that the mobilization during the session would be easy.

4.1 Educational Session / Technical Session with Children at School

Fifty schools across the three blocks held awareness sessions with students and teachers to emphasize the value of hand washing and preserving hygiene practices. We had made an attempt to inform the children of the possible negative health repercussions of poor daily hygiene. Children had been taught the right process of hand washing. We also focused their attention on water conservation and resource efficiency. After the sessions the students pledged an oath to establish good habits in their day to day life.

Observation:

- Students, teachers, and other school staff members were thrilled and eager to learn about the campaign from us.
- The students were overjoyed to learn that Chetna Vikas is coordinating this campaign.

Findings:

Some students believed they knew how to wash their hands properly since they had heard it explained to them numerous times, but after talking to them, after the session, it was discovered that they only understood a few of the processes.

We got a lot of support from the teachers.

Remarks:

- ❖ “ मुझे ये कार्यक्रम बहुत अच्छा लगा, हाथ धोने के तरीकों के बारे में हमें पहले भी हमें बताया गया था. परंतु आज स्कूल में जिस तरह से विडियो दिखा कर बताया गया वैसा पहले कभी नहीं हुआ था.” -I really enjoyed this session; earlier on, we had also been given information regarding hand-washing techniques. Yet it had never happened before in school the way the film was displayed and narrated today. (Ms. Suman Kumari, student, Middle school, Madhuban village)
- ❖ “मैंने इस अभियान से बहुत कुछ सीखा पहले मैं केवल कचरा या गंदी चीजें छूने के बाद ही हाथ धोता था परंतु अब मैं रजिस्टर या कॉपी इस कमरे से उस कमरे में ले जाने के बाद भी हाथ धो कर ही खाऊंगा.” - I learned a lot from this campaign, earlier I used to wash my hands only after touching garbage or dirty things, but now I will wash my hands even after taking register or copy from one room to another. (Mr. Sudhir Kumar, School teacher, High school, Raghunathpur, Purvi Tundi)
- ❖ “हम शिक्षक स्वच्छता के जरूरी पहलुओं को जानते हैं और बच्चों को बताना भी चाहते हैं, पर समय के अभाव के कारण बता नहीं पाते. मैं चेतना विकास और उनके सहयोगियों को बहुत धन्यवाद देना चाहूंगी कि उन्होंने ऐसे कार्यक्रम का आयोजन किया, उम्मीद है आपलोग इसे यही बंद नहीं करेंगे और समय-समय पर आकर हमेशा ही बच्चों को जागरूक करेंगे.” - We teachers know the important aspects of cleanliness and also want to teach them to the students, but due to lack of time, we are unable to tell them. I would like to thank Chetna Vikas and its Associates for organizing such a program, I hope you will not stop it here and come from time to time and always make children aware. (Mrs. Uma Kumara, head mistress, High School, Dumdumi)

Best Practices:

When we visited the schools to learn about people's opinions after the program was completed, we noticed a positive change now the students at the school continue to practice hand washing. We noticed some children washing their hands at the hand pump in a school. While the other child was washing his hands, the other was pumping the hand pump. We noted that the students were following all of the hand washing procedures.



4.2 Rally with School Children in the village

To increase awareness among the communities through messages from school students, rallies with slogans on hand-washing and nail-clipping were organized in the areas where the schools are located. The rally was conducted in twenty nine schools across the three blocks. The rally had an impact on the villagers, as well as the students and children, and made them aware of the importance of practicing excellent hygienic habits (Achhi Aadat).

Observations:

- Not only the students and teachers but also all the villagers got influenced through the rally.
- The rally served as a direct message to the community.

Findings:

The rally was held in a very appropriate manner, but we encountered some challenges in getting the necessary approvals.

During the rally, the children displayed a sense of self-discipline along with Achhi Aadat.

Remarks:

- ❖ “मैं चेतना विकास की टीम को बहुत-बहुत धन्यवाद देना चाहती हूँ कि उन्होंने इतना अच्छा कार्यक्रम कराया. गाँव में जब रैली लेकर निकली थी तो बहुत गर्व महसूस हो रहा था. ऐसा लगा जैसे मैं पूरे गाँव को कुछ सीखा पा रही हूँ.” - I want to express my gratitude to the Chetna Vikas team for putting together such an excellent programme. I felt quite proud when the rally was conducted in the community. I thought I was imparting knowledge to the entire community. (Ms. Sunita Mandal, Student, middle school, Singdih village, Topchanchi Block)
- ❖ “बच्चों की रैली इतनी प्रभावकारी थी कि हम खुद को उससे जुड़ने से नहीं रोक पाए. अच्छी आदतों के बारे में बताने के लिए चेतना विकास का बहुत-बहुत धन्यवाद” - The children's rally was so impressive that we could not stop ourselves from joining it. Many thanks to Chetna Vikas for telling about good habits. (Mrs. Phula Devi, Barhmasiya, Baghmara block)

Best Practices:

When children's rallies were held in several villages, we observed that the villagers specially the women—were so moved by the rally that they decided to participate as well. It was a wonderful time. This level of participation in our campaign demonstrates the success of our campaign.



4.3 School Level Painting Competition

Drawing competitions with the theme "Acchi Aadat" were held among students in nineteen different schools. This was a way to enhance the imagination power of the children towards the good habits. The students' artwork was reflecting their imaginative views about hygiene. Many children created really imaginative pictures.

Observations:

Students were very excited to know about the competition.

Findings:

- ❖ As we thought, the drawing made by the students were extra ordinary. They filled their imagination in it.
- ❖ Painting in a short period of time was a great achievement.
- ❖ The children who were not strong in painting also tried very well, it was a big achievement.
- ❖ We got a lot of support from the teachers, too.



Remarks:

"I would like to thank the whole team of Chetna Vikas to organize such activity where you not only conduct the sessions but also tried to enhance the imagination of the students through painting. This idea will definitely work and the students will adopt this in their day to day life."
(Md. Imtiyaz Ali, assistant teacher, high school, Dumdumi)

Best Practices:

Many of the students created drawings that are both beautiful and insightful.



4.4 Village Level Awareness Program

Awareness sessions had been conducted in one hundred twenty six schools of three blocks of Dhanbad District. The people of the community were made aware of the importance of cleanliness and hand washing habits. We tried to influence the whole age group. We got very positive response from the community, they find the sessions very informative. Finally at the end of the sessions the member of the community pledged an oath to establish good habits in their day to day life.

Observations:

People in the community appeared to be interested and observant as well.

Findings:

- Many communities took the initiative on their own and wanted to learn more.
- In a village some community members were asking for more sessions and they also stated that many of the procedure were new to them.

Remarks:

- ❖ “अच्छी आदत का ये अभियान बहुत अच्छा है, हाथ धोना जरूरी है ये तो मुझे पता था पर नेलकटर के उपयोग के बारे में आज ही पता चला.” -This campaign of Achhi Aadat is very good, I knew it is necessary to wash hands, but I came to know about the use of nail cutter only today. (Mrs Kavita Mandal, Raghunathpur, Purvi Tundi)
- ❖ “खाने के पहले साबुन से हाथ धोना जरूरी है ये तो मुझे पता था पर खाना बनाने के पहले भी साबुन से हाथ धोना जरूरी है ये मुझे आज पहली बार पता चला. चेतना विकास के कार्यकर्ता बहुत ही अच्छे से समझाए ये मुझे बहुत अच्छा लगा” - I knew that it is necessary to wash hands with soap before eating, but today I came to know for the first time that it is necessary to wash hands with soap before preparing food. I liked it very much that the team of Chetna Vikas explained very well. (Mrs. Urmila Devi, Nichitpur, Baghmara)

Best Practices:

- ❖ The community members were so impacted by our message that they decided to organize a rally in the village even though it wasn't on our schedule.
- ❖ At some places, community members joined the students's rally.



4.5 Demonstration of Hand-washing in Public Places:

The Chetna Vikas team performed demonstrations of proper hand washing techniques and the need of water conservation. The demonstrations were held over three blocks at thirty one different public locations, including hotels, shops, and men's saloons. This has made the stakeholders of grassroots hotels (Dhaba) and vendors, and many others, aware of the importance of cleanliness procedures in order for them to preserve hygiene in their premises.

Observations:

The moment our team began performing hand washing demonstrations at a store, a huge crowd gathered. Everyone was in a state of shock as they observed this demonstration of hand washing in a store, possibly for the first time.

Findings:

Many of the gathered people did not know the right process of hand washing. Several questioned why store owners maintain water but no soap. It was also a new experience for the shopkeeper when people were asking him direct questions. Some shopkeepers agreed to keep the soap, while others refused.

Remarks:

- ❖ “मैं लोगों की दाढ़ी बनाने के बाद उस्तरा तो साफ़ करता था पर नेलकटर भी साफ़ करना है ये ख्याल कभी नहीं आया. मैं अच्छी आदत अभियान के सभी कार्यकर्ताओं को धन्यवाद देना चाहूँगा कि आज उन्होंने हमें ये महत्वपूर्ण जानकारी दी.” After shaving someone's beard, I used to clean the razor, but I never considered cleaning the nail cutter. I would want to express my gratitude to all of the Acchi Aadat Campaign staff members for providing us with this crucial information today. (Mr. Avinash Singh, shop, Khanodih, Baghmara)
- ❖ “चुकी हमारे इलाके में पानी की थोड़ी कमी है, मुझे सातो नल बहुत उपयोगी लग रहा है.” -There is little shortage of water in our area, I find SATO Tap very useful. (Mr. Munna kumar, staff of a shop, Mango, Topchanchi)



Best Practices:

- ❖ Several shops began the practice of storing soap and water.
- ❖ In some salons, we have also observed nail cutters being cleaned.



4.6 Street Plays in Public places:

The involvement of increasing people is a sign of any campaign's success. Street Plays were held at fifteen public places across three blocks of Dhanbad district had done the very so. Street Plays (Nukkad-Natak) were organized at local weekly markets to spread the message of cleanliness and hygiene among a wider section of population.

Observations:

A large number of people were drawn to the street play. This performance demonstrated how having good habits, like as hand washing, may be a very effective approach to generate impact around.

Findings:

- A large number of people became aware of the significance of hygiene and learned the proper method or processes for cleansing their hands.
- Many people were admiring the street play artist and the concept which was not only focused on hand washing but also to the resource conservation and good habits.

Remarks:

- ❖ “हाथ धोने के विषय में तो बहुत लोग बताते हैं पर आप लोगों की विशेषता यह है कि आप लोग हाथ धोने के साथ-साथ अच्छी आदतों, प्रकृति से प्रेम, संसाधनों के बचाव आदि के विषय में भी जागरूक कर रहे हैं. यह मुझे बहुत अच्छा लगा.” - Many people talk about hand washing, but what makes you people unique is that in addition to doing that, you also promote Achhi Aadat, love for nature, resource conservation, etc. I thought it was excellent. (Mr. Dwarka Prasad Mahto, PRI member (Mukhiya), Tantri Panchayat)

- ❖ “नुक़ड़ नाटक बहुत ही आकर्षक था, नाटक के कलाकार हिंदी के साथ-साथ हमारी ग्रामीण भाषा का उपयोग कर रहे थे, जो कि बहुत ही प्रभावशाली था.” - The street play was very attractive, the actors of the play were using Hindi as well as our rural language, which was very effective.” (Sagar Mahto, PRI member (Upmukhiya), Pawapur Panchayat)

Best Practices:

The village people continued to talk about the street play even days after it had ended. It is an acknowledgement that our campaign had an impact on individuals.



4.7 Public Address System in Public Places:

Public address systems in the form of public miking through auto rickshaws was done in forty five villages across three blocks of Dhanbad district to aid the reach of information to members of the community who would not be able to have the opportunity to reach the community meetings. This method of campaign was successful as several were reached.

The Block Development Officers and the PRI member (Pramukh) of Topchanchai both waved the green flag to start the awareness chariot.



Observations:

As public miking was being done by auto rickshaws, a great number of people got impacted by it. Every time this rickshaw stopped at a crossroads, a huge crowd would gather to watch and listen.

Findings:

We discovered that people are learning, and a model of Achhi aadat campaign is being constructed. This practice not only raised awareness, but people also attempted to adopt it.

Remarks:

“चुकी हमारे गाँव में संकीर्ण गलियां हैं ऐसे में रिक्सा से जागरूकता मैसेज लोगों तक पहुँचाने के ये तरीका बहुत बेहतरीन था. इस तरीके से गाँव की गली- गली में अच्छी आदत अभियान का उद्देश्य प्रेषित हो गया.”- Our community has small streets, so using a rickshaw to spread awareness to the populace was a great idea. The objective of the good habit campaign was thus communicated in every street of the village. (Mrs Sangita Devi, PRI Member (Mukhiya), Pawapur Panchayat)

Best Practices:

Public Miking would be done through auto rickshaws in local markets so that the message of sanitation, hand washing and hygiene can be taken to maximum number of people



4.8 Wall Writing:

Wall writing had been done in ninety crowded and notable locations like schools, Panchayat Bhawan, Primary Health Centers (PHCs), Anganwadi Centers (AWCs), Block premises and Petrol Pumps.

Observations:

Our team noticed that many people gathered to see the wall writing as it was being done.

Findings: We believed that our campaign was well-established because everyone seemed to be paying attention to the wall writings. But all our hard work will be wasted if we stop here. Behavior change requires sustained effort.

Remarks:

“पंचायत की दीवार पर अभियान के नारे
का लेखन बहुत ही स्पष्ट और आकर्षक लग

रहा है, निश्चय ही गाँव और समुदाय के लोग इससे प्रभावित होंगे और अच्छी आदत को अपने जीवन में अपनाएंगे.” - The writing of the slogan of the campaign on the wall of the Panchayat looks very clear and attractive, surely the people of the village and community will be influenced by it and will adopt good habits in their lives. (Mr. Hemlal Mahto, PRI member (Uppramukh), Ramakunda Panchayat)



Best Practices:

The writings were observed by front-line workers, PRI members, and Block officials, and they will undoubtedly implement the cleanliness habits.



4.9 Pamphlet printing and distribution:

The Achhi Aadat campaign entailed the distribution of ten thousands printed information materials in the schools, in public places and to the members of the communities gathered at the demonstration sites in Madhupur and Deoghar block of Deoghar district.

A large number of people got the message in such a limited period of time through the pamphlets.



5. PEOPLE EXPECTATIONS

5.1 Community Expectations:

Communities mentioned doing this during COVID outbreaks, but as time passed, people forgot. At this point, a continuous awareness campaign is considered essential. They remarked that they appreciated the Nukkad natak (Street Play) and were greatly impacted by the public miking activities.

People in the community expressed a wish for us to bring more innovative ideas to their attention like we did in the schools. A group of women in some locations felt that they should be included in this campaign as well, so they organized rallies on their own.

5.2 School's Expectations:

Teachers at the schools claimed that the Good Habits Campaign is unique in that it discusses many other good habits and resource-wise behaviors in addition to hand washing, hence similar campaigns must be held at least once a month. They expressed that behavior change requires sustained effort, we can only provide knowledge from one-day workshops; so continual campaigns are required.

6. KEY LEARNINGS

6.1 Key Learning

- As the teachers and students at the schools that we visited are also members of the same community as the community of the village where we were doing our campaign, their uncleanliness behavior permeates the schools as well. This presented us with a challenge and a chance to learn. This motivates us to continue doing such campaigns.

- The school's instructors were ecstatic; they stated that this is not on their daily schedule, so if any nonprofit organization frequently organizes such activities in schools, it is a learning for them as well.
- As opposed to those situated at higher levels, folks at the grassroots typically have completely diverse opinions. Some people take eight steps to wash their hands, while others take only seven. We learned about both of their ways from this campaign.

6.2 Challenges & Experiences:

- Hand washing program is a regular activity which can be achieved by awareness from time to time. The program is finished in one go, and there isn't enough time for feedback.
- Such a program should last at least six months because behavioral changes are only visible when the community has practiced them repeatedly.
- The technical session and painting competition program were successfully finished in the school, but because the block and school levels did not provide their approval, we encountered some challenges to organize the rally.

7. CONCLUSIONS AND WAY FORWARD

7.1 Conclusion-

The entire campaign made a point of emphasizing cleanliness to schools, communities, villagers, front-line workers, PRI members, and block-level officials, which led to constructive changes and their adoption of the Achhi Aadat Campaign concept.

The campaign team from the Board considered the exercise a success as there was enough audience, good message reception was noticed, school officials and community members assisted adequately to mobilize people and schools were visited as planned and there was no other disruption. Further it is hoped that the broadcasted messages in the form of Pamphlets reached even more people in untargated areas and this would bring change. Similar exercise would be more success if the challenges above are mitigated.

7.2 Way Forward -

Global and national estimates show enormous disparities in access to hand washing, even within countries. Where hand hygiene facilities are accessible, research has revealed that many people do not use them consistently. Increased political support and behavioral change initiatives, such as the Achhi Aadat Campaign, are required to significantly improve the policies, strategies, and behaviors that generate sustainable change. The campaign would need to be followed up on with a Quick Impact Assessment in order to determine its significance and explore further avenues for making it possible with a wider reach.

8. APPENDIX

8.1 Photo Gallery –

Photographs of the campaign can be downloaded through the link - [PHOTOS](#)



Educational Session / Technical Session with Children at School

स्वच्छता को लेकर तोपचांची में अच्छी आदत अभियान शुरू

(आवाज/देज)

तोपचांची, JICA India, ASAHI Intecc, IJK और चेतना विकास के संयुक्त सहयोग से धनबाद जिले के तोपचांची ब्लॉक में "अच्छी आदत अभियान" के आगमन के साथ - ब्लॉक के विभिन्न गांवों में कई तरह की गतिविधियां शुरू की गईं। इन गतिविधियों में स्वच्छता और स्वच्छता से संबंधित जागरूकता और ज्ञान के स्तर को बढ़ाने के मामले में ग्रामीण समुदायों और स्कूली बच्चों को शामिल किया जाएगा और लाभान्वित किया जाएगा। यह अभियान धनबाद जिले के दो अन्य प्रखंडों यानी पूर्वी टुंडी और बाघमारा में भी चलेगा।



अभियान को तोपचांची के प्रखंड विकास पदाधिकारी राजेश एक्का ने हरी झंडी दिखाकर रवाना किया। इस अभियान के उद्देश्यों को संचालन प्रमुख, आईजेके - श्री सौरभ भट्टाचारजी द्वारा बच्चों और अन्य प्रतिभागियों को विस्तार से समझाया गया। उन्होंने कहा कि अच्छी आदत अभियान इसके लाभार्थियों के बीच हाथ धोने और नाखूनों की स्वच्छता के

प्रति व्यवहार में बदलाव लाने का एक प्रयास है। उन्होंने आगे कहा कि इस अभियान के माध्यम से साबुन से हाथ धोने और नाखून काटने की उपयुक्त विधि सीखकर लाभार्थियों का ज्ञान बढ़ाया जाता है। तोपचांची ब्लॉक के मानगो गांव के स्कूली बच्चों के साथ एक शिक्षा सत्र भी आयोजित किया गया जिसमें साबुन से हाथ धोने के महत्व का प्रचार

किया गया। यह सत्र Asahi Intecc, JICA India और IJK के अधिकारियों की वर्चुअल उपस्थिति से शोभायमान रहा। चेतना विकास, देवघर के अधिकारी श्री मिश्रा मोनू मृणाल, श्री नरेश दास एवं श्री बुद्धदेव कर्मकार इस कार्यक्रम में उपस्थित थे। इन अधिकारियों द्वारा समाज और स्कूलों में स्वच्छता बनाए रखने पर ध्यान केंद्रित करते हुए बच्चों को अच्छी आदत अभियान के प्रमुख संदेश पर उन्मुख किया गया। कार्यक्रम के अंत में सभी समुदाय के लोगों और बच्चों ने 'अच्छी आदत, स्वच्छ हाथ, आओ करें एक बेहतर शुरुआत, की शपथ ली।

The Electronic Media Coverage
can be downloaded through the
link - [MEDIA COVERAGE](#)

Media Coverage



SATO Tap Demonstration



Rally with School Children in the village



Village Level Awareness Program



Educational Session / Technical Session with Children at School



School Level Painting Competition



Public Address System (Public Miking)



Street Play in Public Places



Wall Writing:



Demonstration of Hand-washing in Public Places

8.2 Testimonials - The teachers' and students' video testimonies have been recorded. The link of the video testimonials is as follows - [TESTIMONIALS](#)



Bhagirath Prasad, Teacher, Middle School, Nadadih

"अच्छी आदत अभियान का यह कार्यक्रम बहुत ही अच्छा था, इससे आने वाली पीढ़ियों में एक सकारात्मक व्यवहार परिवर्तन देखने को मिलेगा."

"This program of Achhi Aadat campaign was very good, it will lead to a positive behavior change in the generations to come."



Md. Atahul Haq, Teacher, U.M.S, Ledatand

" अच्छी आदत अभियान का ये कार्यक्रम अन्य कार्यक्रमों से काफी अलग था, इसमें संसाधनों के बचाव और कम पानी में हाथ धोने के विषय में बताया गया, जो मुझे बहुत अच्छा लगा."

"This program of the Acchi Aadat campaign was very different from other programs, it talked about saving resources and washing hands with less water, which I liked very much."



Pran Prasad Mahto, PRI Member (Upmukhiya), Tantri Panchayat

"मुझे अच्छी आदत अभियान एक बहुत ही प्रभावशाली अभियान लगा. गाँव के बाजार और दुकानों में हाथ धोने के महत्व को बताना बहुत अच्छा प्रयास है, साथ ही निरंतर ऐसे ही कार्यक्रमों की आवश्यकता है"

"I found the Achhi Aadat campaign to be a very effective campaign. It is a very good effort to tell the importance of washing hands in the village market and shops, as well as there is a need for such programs continuously."



Pradeep Prasad Mahto, Ward Member, Bhawardaha

"अच्छी आदत अभियान ने मुझे बहुत प्रभावित किया, विशेषकर बच्चों द्वारा निकाली गयी रैली मुझे बहुत अच्छी लगी. निश्चय ही इससे भावी पीढ़ी में सकारात्मक बदलाव आएगा."

"The Achhi Aadat campaign impressed me a lot, especially the rally taken out by the children. I am sure it will bring a positive change in the future generation."