

IEC for Solid Waste Management, Ahmedabad Municipal Corporation

Project Name: Design, Content Development for Mass Communication & Management of IEC for Solid Waste Management Department of Ahmedabad Municipal Corporation
Client Name: Ahmedabad Municipal Corporation
Country: India
Length of assignment: October 2011 - March 2015

Project Brief

With rapid growth in terms of population and spatial spread, Ahmedabad Municipal Corporation currently covers a total geographic area of 464.16 Sq.km and has above 60 lakh population which is administered in 6 Zones with 64 Election Wards. Ahmedabad City generates about 2600 metric ton (MT) per day of solid waste which has double in a decade. In its endeavor to keep the city clean, the Solid Waste Management (SWM) department of AMC has taken many initiatives including law enforcement through mobile courts, improved collection by way of Door-to-Dump solid waste collection, strengthening and modernization of street sweeping, maintenance of public latrines and toilets, protected and safe transportation of solid waste, public private partnership based processing plants etc. AMC is of the view that in parallel to investments and regulations, Information, Education and Communication (IEC) is an important element to improve Ahmedabad's SWM.



Detailed Description of the Actual Services Provided by UMC

To facilitate the implementation of IEC in AMC's SWM initiative, UMC has developed variety of communication strategies

- Prepared documentaries and advertisements in three languages (Hindi, Gujarati and English) for screening in TV, theatres, schools and colleges and through publicity vans.
- Prepared awareness creation slides for screening in movie theatres.
- Developed content and design for advertisements to create awareness about AMC SWM through different media tools.
- Content and design development for AMC SWM department brochure.
- Prepared SWM profile of Ahmedabad



aimed at providing information to the public on AMC's roles, responsibilities and progress on SWM activities.

- Developing pamphlets in two languages (English and Gujarati) with description of activities and objectives of AMC's SWM.
- Created training kit, awareness, training and education for various target groups (students/colleges/AMC staff etc)
- Scripted and developed strategy for public events like street plays and other traditional folk art.
- Monitoring and evaluation of implementation agencies.
- Facilitated awareness and training programs for school children and monitored progress.

