



അദ്ധ്യായം 10  
**ബോധവൽക്കരണം**



**1. Community awareness** building through innovative methods such as wall painting eco-friendly messages and images in the public institutions etc .

**2. Seminars**

- a. Community Level
- b. School Level

**3. Visual Information Dissemination**

- Handouts
- Audio
- Video
- Mass communication
- Wall Paintings
- Schools
- Hoardings
- Street mass campaigns
- Pamphlets

**4. Community Relations and Information**

Division

- Covers the house-to-house approach in which IEC were done.

- Coordinates with the Homeowner Associations  
 - Relays information to the Office regarding improper waste management practice

**5. Legal Documentation and Citation - About rules and law enforcement**

**6. Green volunteers**

- a) Community level
- b) School based

**7. Alternative livelihood opportunities provided to Haritha Karma Sena** – Constant follow up and Hand holding the members

Source : Swachh Bharath Mission

**Combination of Communication Approaches for Communication Action Plans**



