




Civis

ChooMacchar Campaign

PROJECT REPORT

AUTHORED BY:
CIVIC INNOVATION FOUNDATION

SUPPORTED BY:

 | **CONSUMER PRODUCTS**

A woman in a patterned dress stands in front of a classroom, presenting to an audience. Behind her is a large projector screen displaying the logos for 'Goree CONSUMER PRODUCTS' and 'Civis', along with the hashtag '#ChooMacchar' and the text 'मच्छर भगाओ मुंबई बचाओ!'. The word 'CONTENTS' is overlaid in large, bold, black letters across the center of the image.

CONTENTS

Executive Summary.....	03
Program Design.....	04
Operations.....	07
Trainings.....	10
Volunteer Kits.....	12
Engagement.....	13
Technology and Social Media.....	15
Government Partnerships.....	17
Exposure Visit.....	19
Metrics.....	24
Successes.....	31
Challenges.....	32
Recommendations.....	34
Acknowledgements.....	36

EXECUTIVE SUMMARY

The third phase of the ChooMacchar Campaign to prevent vector-borne diseases in Mumbai began in May 2023 and was concluded in March 2024. The aim of this program was to demonstrate how civic action among youth can lead to prevention of vector-borne diseases in Mumbai. The project was run by Civic Innovation Foundation and was supported by Godrej Consumer Products Limited.

During this Phase of the Campaign, 2,190 volunteers from 12 different wards in the Mumbai Metropolitan Region were inducted into the program through orientations. The volunteers were provided trainings on program activities, effective communication to drive community action and on becoming a more active citizen. The intervention that volunteers carried out involved reaching out to families/homes within the community to prevent home-breeding of vectors.

The orientations and the trainings were received very well by the volunteers which resulted in successful achievement of outcomes. Through the third phase, the volunteers reached 1,19,705 homes to disseminate information and revisited 80,667 homes to map change in behaviour within their communities. This End Project Report represents the activities undertaken, the insights gained as well as recommendations for the next year of the Campaign, put together by the Project Team.

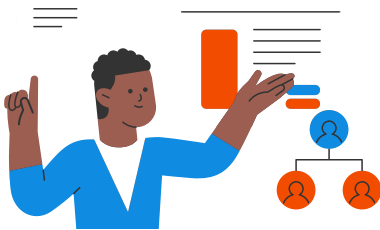
Overall, across the three phases of the ChooMacchar Campaign, we have trained 3,193 volunteers who reached 1,61,196 homes, conducting revisits in 1,00,687 homes covering 13 wards in the Mumbai Metropolitan Region over the period of two years from April 2022 to March 2024.

About Civis

Civic Innovation Foundation, through its platform '[Civis](#)', provides targeted stakeholder engagement services to governments. Civis works to co-create and conduct efficient consultations, which subsequently address on-ground challenges through effective policy interventions. Our work involves consultation design, simplifying policy documents, conducting outreach and gathering constructive feedback from citizens on draft laws and policies. You can learn more about the public consultation process and our work at www.civis.vote

PROGRAM DESIGN

The program, in its third phase, was extended to include 12 wards of the Brihanmumbai Municipal Corporation (BMC). 2,190 volunteers were recruited, who engaged in the program for a duration of 6-10 weeks from May 2023 to March 2024. The program design underwent various iterations based on the feedback received from our partners, viz. the Akanksha Foundation and the National Service Scheme, in order to tailor the program to suit the volunteers' academic schedules and demands. The following chart shows a breakdown of their activities across the program duration, as followed in the municipal schools where the campaign was implemented:



WEEK #2 - WEEK #4

Volunteers use the knowledge and tools supplied to them during their training within their areas of residence to carry out the field work. Their progress is tracked virtually and through regular communication via calls/messages.



WEEK #6 - WEEK#9

The volunteers continue working on the field. They return to the homes and areas they visited to check the realtime impact of their interventions on the behaviour of the community.

WEEK #1

Volunteers undergo an orientation session, after which they choose to enrol in the program. The first training on identifying, reporting, and eliminating breeding spots is conducted. They are equipped with kits and the technical knowledge on how to carry out the program.



WEEK#5

Volunteers undergo their second training on communication skills. They are taught about mobilising the community and advocating for causes, including the current program.



PROGRAM DESIGN

● WEEK #10



The students receive their third and final training on Leadership Skills Development. Interactions are also organised with officials from the Pest Control Department of participating wards, where the volunteers gain more information and their efforts through the interventions are appreciated. Volunteers who have successfully completed the program are given their certificates for championing this cause and taking active civic action.

While the above breakdown shows an ideal timeline for program activities, it can be altered to a shorter, 2-workshop design to make it more concise. This altered program design, as given below, was followed with the NSS volunteers in affiliated colleges, to accommodate their academic and other extracurricular commitments:



WEEK #2 - WEEK #4

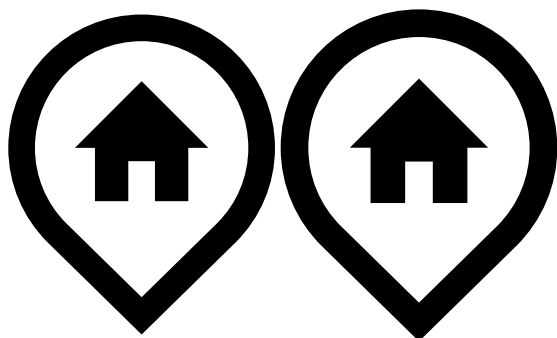
Volunteers use the knowledge and tools supplied to them during their training within their areas of residence to carry out the field work. Their progress is tracked virtually and through regular communication via calls/messages.

WEEK #1

Volunteers undergo an orientation session, after which they choose to enrol in the program. The first training on identifying, reporting, and eliminating breeding spots is conducted. They are equipped with kits and the technical knowledge on how to carry out the program.



PROGRAM DESIGN



WEEK #5 - WEEK #7

The volunteers continue working on the field. They return to the homes and areas they visited to check the realtime impact of their interventions on the behaviour of the community.

WEEK #8

Volunteers receive the final training on Community Mobilisation and on Leadership Skills Development. This training combines content from the second and third workshops into one concise 90-minute module. Interactions are also organised with officials from the Pest Control Department of participating wards, where the volunteers gain more information and their efforts through the interventions are appreciated. Volunteers who have successfully completed the program are given their certificates for championing this cause and taking active civic action.



LEADERS



OPERATIONS

Vector-borne diseases typically impact low and middle-income settlements in Mumbai, given the density of settlements, poor sanitary conditions and lack of awareness. While civic authorities try hard to tackle the problem, limited awareness about the prevention of mosquito breeding in and around the home continues to impact disease control efforts. With the ChooMacchar Campaign, we involved young citizens in civic action as a means to aid the municipal corporation's efforts in curbing the prevalence of vector-borne diseases. As a part of the campaign, the youth volunteers were trained in identifying mosquito breeding spots inside homes as well as in public spaces. They subsequently engaged in the process of disseminating information by going door-to-door to connect with residents within their communities.

The ChooMacchar Campaign aims to supplement the administration's efforts to build healthier and resilient urban cities.

The program aims to further the efforts of the Ministry of Health and Family Welfare as well as the Government of Maharashtra and the municipal corporation in the city, namely the Brihanmumbai Municipal Corporation (BMC). The campaign is an attempt to bridge the gap between the civic authorities and citizens through information dissemination and behaviour change communication. The campaign capitalised on the energy and enthusiasm of young citizens towards civic action. The youth volunteers were not only informed about vector-borne disease prevention, but an attempt was also made to equip them with effective leadership skills and the know-how of using effective communication for awareness and community engagement. The volunteers were engaged for a period ranging from 6 to 10 weeks, wherein they concentrated their efforts towards positively influencing the behaviours of fellow citizens and supporting the efforts of local authorities. Volunteer interactions were also organised with officers from the pest control department to increase trust and rapport between the citizens and civic bodies.

OPERATIONS

Ward Selection

To effectively broaden the program's reach, it was necessary to implement the program in as many wards as possible. Preliminary research utilising newspaper reports and data from the BMC was undertaken to identify wards with a significant incidence of Dengue and Malaria cases from 2021 to 2022. Based on this analysis, 12 out of the city's total 24 wards were shortlisted for targeted intervention. The recruitment and orientation of volunteers were pivotal in this expansion effort.

Akanksha Foundation-run schools and NSS units in affiliated colleges within the selected wards played a crucial role in providing a pool of dedicated volunteers. It is noteworthy that NSS volunteers from partner colleges hailed from diverse localities, extending beyond the 12 wards earmarked for the campaign's focus.

This strategic approach ensured that the program's outreach was maximised, leveraging partnerships with educational institutions and mobilising young volunteers from varied backgrounds to address the challenge of behaviour change for vector-borne disease prevention comprehensively.



OPERATIONS

Volunteer Pools

The programme was designed for young citizens between 14 and 22 years of age. The campaign identified two pools of volunteers - one set of students from class 8 & 9 students from 5 municipal schools and another set of volunteers from the National Service Scheme, belonging to 36 partner colleges across the city.

From the two pilot phases of the campaign, we observed that recruiting cohorts that benefited from long standing relationships built by community based organisations within the areas of their operations translated into an ability to mobilise the youth that are already motivated to drive change. As a result, Akanksha Foundation, a non-profit organisation that worked to support municipal schools in Mumbai, as well as the National Service Scheme (NSS) were identified as potential partners in the campaign.

By partnering with the Akanksha Foundation, we built relationships with 5 municipal schools where the program was implemented. The campaign identified 8th and 9th graders in these schools as the right age group to engage for the program as the academic demands on their time is relatively low and they are encouraged by the organisation to undertake activities that further personal and community development. They are eager to develop skills through internships or community

service before entering their board exam year. A total of 214 volunteers were onboarded across the 5 municipal schools. Volunteers from these schools largely hailed from low-income communities.

The National Service Scheme (NSS) emerged as a pivotal partner owing to its widespread presence across numerous colleges. Through previous iterations of the campaign, it was understood that older volunteers were adept at carrying out home visit activities. The NSS is oriented towards social and community service, the students enrolled in the same tend to be motivated by a sense of social responsibility and show propensity towards civic engagement. Thus, the collaboration aided in enlisting a substantial cohort of civic-minded youth volunteers throughout the city. The campaign was formally approved by the NSS unit of the University of Mumbai for 20 volunteer hours, following which 1,976 volunteers were onboarded across 36 affiliated colleges. The NSS volunteer cohort included a heterogeneous mix of young individuals coming from low and middle-income communities across the city.



TRAININGS

Workshop Design

In the program structure, the three workshops acted as pillars for the entire intervention. The goal was to equip the young volunteers with various skills and to inspire and promote civic action. The first workshop focussed on the program content and activities. The second expanded on community-based interventions in the program and introduced community mobilisation and communication skills. The third workshop consolidated the volunteers' learnings and experiences through a session on leadership skill development with a focus on civic action. The workshops in particular as well as timeline as a whole were finalised after incorporating the feedback from out two partners, viz. the Akanksha Foundation and the National Service Scheme (NSS). While a 3-workshop design spread over 10 weeks was ideal for Akanksha Foundation schools, the program design was altered to follow a 2-workshop design over 8 weeks for NSS volunteers to accommodate their academic and other commitments.

The workshops were designed using the principles of experiential learning. Each training workshop involved learning aids such as role-playing games, skits, group activities, group discussions, and collective brainstorming. Activities such as poster making and group presentations were employed, and found to be engaging. The activities were supported by the audio-visual learning tools to enhance the effectiveness of the workshops. Each workshop had a run time of about 90-120 minutes. The workshops aimed to achieve certain objectives and learning outcomes set at the start of each training. The workshop activities were designed to be eclectic and easy to tweak in order to suit various cohort demographics. It was essential for the workshop facilitators to create a fun, high-energy environment to sustain the participants' motivation throughout the program. Wherever possible, interactions and meet-ups with civic authorities were



organised for the youth volunteers as an exercise in trust-building and rapport formation with the civic bodies.

Reception

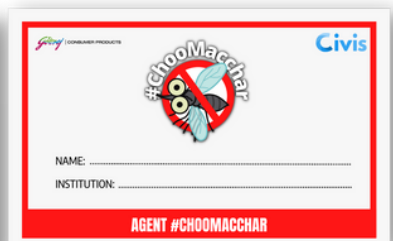
The training sessions were structured so as to encourage active participation from all participants. The program engaged volunteers coming from various socio-demographic backgrounds spread across multiple wards. Volunteers from different cohorts responded differently to each training, therefore, adjustments and iterations in terms of language, activities, and training modalities were made to the workshop to match the dynamic needs of these various cohorts.

The participants found the first workshop to be fun and engaging. The students in schools enjoyed playing a charades-like game to identify mosquito breeding spots, which helped them memorise these breeding spots well, while the college students enjoyed a discussion-oriented approach to learn the same. The use of narrative techniques such as storytelling in order to illustrate community mobilisation was greatly appreciated by all cohorts. The workshop on leadership and civic action was also well-received across cohorts. The participants were encouraged to reflect on their constitutional rights and to take up leadership roles in the community. In colleges, the participants were particularly interested in understanding how they can further their career in the development section. To address the same, a short module on sustained action in the social sector was incorporated into the last workshop, which the participants found very useful.

The workshops were received very well by the participants, who were able to consolidate valuable takeaways from each training session. The volunteers also emphasised on the fact that their hesitation towards approaching civic authorities lessened considerably after getting to interact with officers from the department. The workshops as well as overall program design were greatly appreciated by volunteers, NSS program officers, teachers from educational institutes, partner organisations, civic authorities, as well as external observers.

VOLUNTEER KITS

All volunteers were provided ChooMacchar Volunteer kits during the first workshop. The kits consisted of a folder containing a laminated guide to domestic hotspots, a record keeping form to keep a tally of homes visited, a notebook, a pen, an ID card, and a parental consent form. The use of each of these items was explained to them during the first training itself. The purpose of the kit was to help them carry out their fieldwork with ease. The volunteers found the laminated guide extremely helpful in carrying out the awareness campaign in homes, and used the record keeping forms to make a note of all the homes they visited. This also helped to keep the volunteers accountable to their targets and helped us measure the output of their interventions. The home tracker also had the space to record the reactions of the community which made a great difference in measuring behaviour.



Record Keeping Form
#ChooMacchar Movement

Name: _____ Institution: _____

#	House & Lane Number	Date of First Visit	Date of Follow-up Visit
1			
2			
3			
4			
5			
6			
7			
8			
9			
10			
11			
12			
13			
14			
15			
16			
17			
18			



ENGAGEMENT

The program design involved engaging the volunteers for 6-10 weeks to carry out community interventions in homes in their respective areas. While they underwent three different pieces of training during this time, keeping them involved between the interactions was a key part of ensuring success in outcomes.

Various communication channels, incentives, and virtual activities kept volunteers engaged. The use of WhatsApp groups for each cohort of volunteers and virtual check-in calls every week were some strategies used to troubleshoot problems, build accountability, and keep volunteers informed and motivated. In schools where the cohorts were smaller, the teachers also checked in with the volunteers on a weekly basis to keep the students motivated.

The attendance for the virtual check-in calls was meagre, possibly due to volunteers' packed academic schedules, and the lack of access to a personal device in the case of school students. Most of the participants from municipal schools used their family member's mobile phones to connect with us. We thus scheduled the calls in the evenings on weekdays or weekends when volunteers were relatively free, using Google Meet which the volunteers were already familiar with. Understanding the different engagement levels among volunteers helped us tailor the program's approach to better suit the volunteers' needs and keep them motivated throughout the duration of the program.

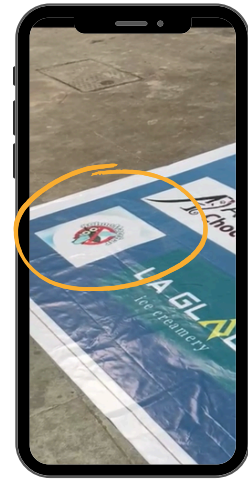
Offline Engagement

The program got a lot of recognition amongst non-NSS students across colleges in Mumbai as well. This was through the college fest partnership built by the team, where ChooMacchar was an official non-profit partner. The partnership aimed at raising awareness amongst the youth of Mumbai through activity booths & challenges.

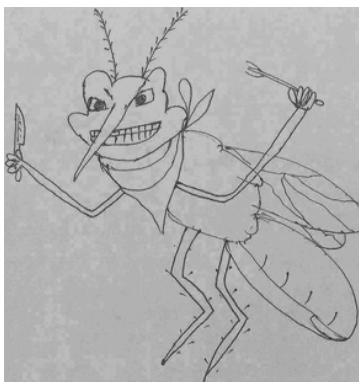
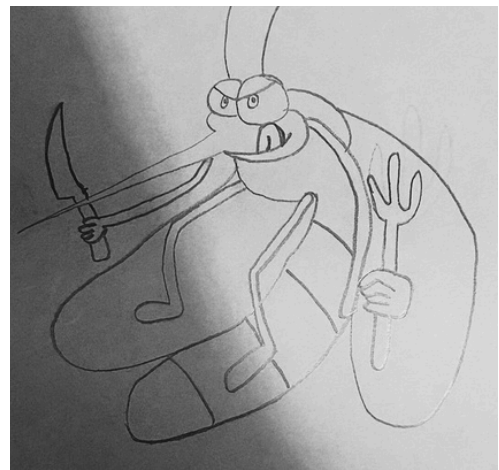
ENGAGEMENT

The campaign partnered with the following colleges:

- Veermata Jijabai Technological Institute for their fest 'Pratibimb'
- Kishinchand Chellaram College for their fest 'Managma'
- D.G Ruparel College for their fest 'Arthotsav'
- Lala Lajpat Rai College for their fest 'Tsunami'



The campaign also effectively utilized creative methods to encourage students to articulate the message that "Mosquitoes are the real villains." Each student demonstrated remarkable creativity in conveying this concept. Additionally, the session provided a valuable and enjoyable learning experience, offering a refreshing break from their demanding college schedules.



TECHNOLOGY AND SOCIAL MEDIA

Beyond workshops and home visits, social media was identified as a useful tool to mobilise citizens at large. Instagram, a popular social media app, was deemed as suitable for reaching out to citizens who are technologically savvy and use social media regularly. The platform was chosen as it enabled the sharing of visually attractive graphics and bite-sized content that could help educate users on dengue and malaria prevention. Accordingly, visually engaging content in the form of pictures and short 90-second videos or “reels” was created and posted regularly on the campaign account, @choomacchar.

The campaign also aimed to support existing and sustainable technological solutions made available by the municipal corporation. The Mumbai Against Dengue App, an application created by the BMC, was another technological tool meant to equip citizens with the know-how of keeping their own homes mosquito-free. The app had an easy-to-follow quiz of 18 potential mosquito hotspots in and around the house, which the user can check in real time, along with tips to mosquito-proof these hotspots as well as contact details of ward-level pest control offices. As the app provided a wealth of information in a gamified manner, it became a useful tool for citizen awareness and education. Campaign efforts were, therefore, also directed towards promoting this app in

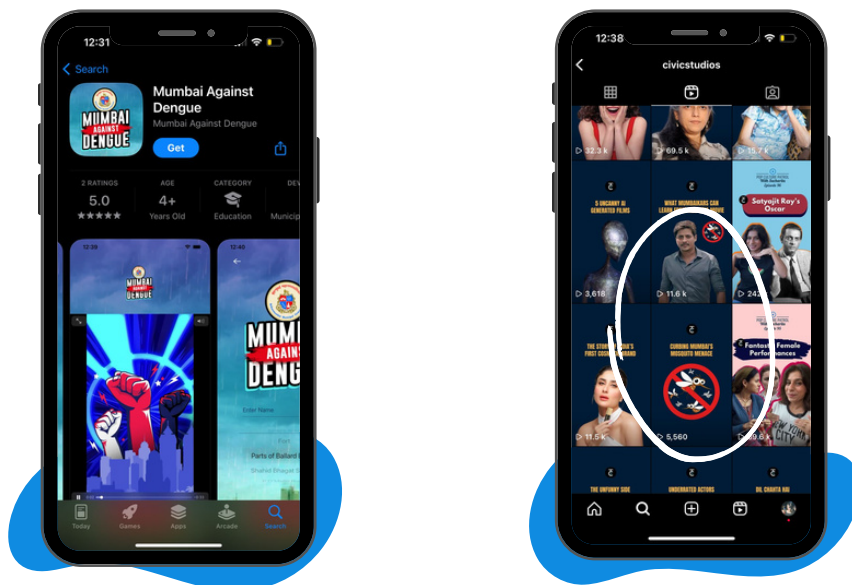
Mumbai. This was done through strategic advertisements on Instagram and Facebook. The content of these ads was created in English as well as Marathi, the popular regional language in Mumbai, in an attempt to reach out to the local citizen groups.

Multiple partnerships supported and furthered the campaign efforts on the technology and social media front. Little Tricks Media, a social media marketing agency, collaborated closely with the campaign team to craft compelling content for Instagram. Leveraging their expertise in content creation and promotion, Little Tricks Media significantly enhanced the reach of ads promoting the Mumbai Against Dengue app, ensuring maximum visibility among citizens. By October 2023, the @choomacchar page on Instagram had gained around 611 followers.

The campaign derived substantial benefits from its collaboration with Civic Studios, a content platform specialising in pop-culture-related content for civic awareness. Examples of content created included memes and reels that made references to movies and trending songs, such as drawing parallels to the Odia movies Daman and the Marathi movie Zombievali to shed light on the dengue and malaria menace in Mumbai. Civic Studios' creative endeavours in promoting the Mumbai

TECHNOLOGY AND SOCIAL MEDIA

Against Dengue app effectively reached a hyperlocal audience, amplifying the campaign's impact in Mumbai. The reels received more than 16,000 views on Instagram.



Scan this to visit our website



GOVERNMENT PARTNERSHIPS

The Insecticide Office of the Brihanmumbai Municipal Corporation and ward-level Pest Control Departments continued to remain an instrumental part of the campaign. The campaign received wholehearted encouragement and support from the pest control departments across wards. The support of the municipal authorities greatly aided the success of the program. The authorities' involvement helped improve empathy and communication between the civic authorities and young citizens.

The Pest Control Officers (PCO) of all the wards we approached were extremely receptive to the program. They were friendly and approachable, taking the time to share valuable insights that they have gathered over the years. While building rapport with the officers, clear points of contact were established to streamline the process. Mutually convenient meeting points were also chalked out for the purpose of organising volunteer interactions in the community. The officers brought in a wealth of information and motivation during these interactions with youth volunteers. These discussions, too, were experiential in nature as they consisted of demonstrations of the tools/chemicals, larvae samples and vector-control equipment that awed the volunteers. They shared insights on the history of vector-borne disease control in Mumbai, the department's learnings and the importance of source-control of the breeding hotspots.



Photo: PCOs at D G Ruparel college answering questions from enthusiastic student volunteers.

The volunteers also had the opportunity to meet the foot soldiers of the pest control department and had the chance to understand the situation on ground. They were exposed to the importance of having dry days for water drums, behaviour patterns of different mosquitoes, unexpected domestic hotspots such as coconut shells and many other valuable lessons. Our relationship with the department helped us in facilitating interactions between the community and the officers, thereby building trust.

In order to continue our relationship with the Executive Health Office, a multi-stakeholder meeting with the current Executive Health Officer (EHO) of the BMC was organised by the team at the end of the campaign to plan the next phases.

GOVERNMENT PARTNERSHIPS

The Insecticide Officer (IO), officials from the Information and Education Communication (IEC) cell, and a representative from Godrej Consumer Products Limited (GCPL) were also in attendance. The meeting helped demonstrate the program design and its current impact on communities in Mumbai. The civic authorities present were highly appreciative of the intervention and also had numerous ideas to increase outreach through the campaign. Their inputs continue to inform and shape the interventions. The IO was also very supportive of the program, with a specific interest in the behavioural change communication campaign that was to be carried out by our volunteers, while the brand identity cultivated by ChooMacchar was particularly appreciated by the EHO.

The third phase of the program managed to bridge the gap between citizens and civic bodies, and establish a sense of stakeholdership and empathy between the young citizens and civic authorities.



EXPOSURE VISIT

The ten top performing volunteers from Akanksha Foundation-run schools in the third phase of the ChooMacchar Campaign were selected to embark on an exposure visit to Gwalior, where a partner organisation, Family Health India (FHI), has been running a similar vector-borne disease prevention program under the title 'Elimination of Mosquito Borne Endemic Diseases (EMBED)'. During this 3 day trip, the volunteers got the opportunity to interact and exchange their learnings on vector-borne disease prevention and community mobilisation. Throughout the campaign, the team encouraged the volunteers to learn and grow through the activities and gain the skills to become and remain an active citizen. The exposure visit was planned with the aim of further cementing their bond with civic engagement and encourage them to continue on this path both within and outside the campaign. The volunteers had the opportunity to learn from FHI's community-based initiatives and experience the spirit of Gwalior.

The selection of the volunteers was based on the following criteria:

- Number of home visits conducted,
- Number of follow up visits conducted,
- Involvement during the workshops and weekly virtual calls

The trip was planned from 8th March, 2024 to 11th March, 2024. A few days prior to the commencement of the journey, an orientation session was organised in Laxmi Nagar Mumbai Public School, Khar for the selected students and their guardians.

Day 1

The day commenced with a visit to the bastis of Shakuntala Puri where the volunteers from FHI had an interactive session with the Choomacchar Campaign volunteers, facilitating the exchange of experiences and learnings. Teams from Gwalior and Mumbai shared their insights and strategies regarding the control of vector borne diseases in their respective cities. The FHI Volunteers also showcased their methods of conducting home visits in their local areas. Following this, the volunteers visited the Community Healthcare Centre (CHC) at Yamuna Nagar for a meeting with an Anganwadi worker. Later in the day, a street play promoting women empowerment was presented by the FHI volunteers in the Kala Sayyed basti.

After a sumptuous lunch, Antaraa Vasudev and Shachi Nelli from Civis led a 2 hour workshop for 60-70 members of Family Health India (FHI) team while in Gwalior. The workshop was on the subject of designing & sustaining lasting civic engagement campaigns for the youth. The workshop, which was designed using experiential learning principles, touched upon the pressing need for innovative educational approaches tailored to engage today's digital-native youth effectively recognising their receptivity to technology and social media, the workshop explored various ways to engage with the young citizens of today through tools like apps, gamification, and virtual reality to impart knowledge on complex issues.

EXPOSURE VISIT

The emphasis throughout the session was on experience sharing and interactive activities, which engaged the participants continually. The training also delved into communication design and the power of using stories and narratives for behavioural change. The workshop was received with great enthusiasm by the FHI team who expressed their excitement at applying some of the ideas and learnings to their current and upcoming campaigns.

The volunteers proceeded to visit the renowned Scindia Palace, where they had the opportunity to explore the various chambers and galleries documenting the legacy of the Scindia family, encountering a wide array of historical artefacts dating back to different eras. These artefacts provided valuable insights into the cultural and historical heritage of Gwalior. The day concluded with a dinner accompanied by live music at the hotel. Following the dinner, the day ended with the participants and facilitators sharing their reflections, insights and learnings from the activities of the day.

Day 2

The day kicked off with a visit to the soap and hair dye manufacturing factory in Malanpur, run by Godrej Consumer Products Limited (GCPL). The visit to the factory commenced with participants assembling at the visitor's room, where they were warmly welcomed by representatives from the Godrej team.



The Godrej team members oriented the participants on safety measures and precautions during the factory visit through means of audiovisual guides and a presentation.

After donning and securing the safety gear, the participants were guided through various sections of the factory, where they had the opportunity to observe the production processes for its various soaps and hair dyes, quality control measures, and safety protocols implemented within the facility. The Godrej team showcased some of the company's flagship products, providing participants with insights into product development, design, and market positioning strategies. The young participants thoroughly enjoyed the visit and were fascinated with how various complex processes go into the production of regular household items.

EXPOSURE VISIT

Following the factory visit, the group paid a visit to a solid waste management facility in Madanpur, managed by Feedback Foundation, a non-profit that has made significant strides in improving the problem of waste in and around Malanpur. Here, the participants witnessed firsthand the various stages of waste processing, which included segregation, recycling, and composting. They observed the use of advanced machinery and technology in the efficient management of waste, as well as understood the importance of disposing of hazardous and medical waste responsibly. The tour also included a demonstration of composting techniques used to convert organic waste into nutrient-rich compost. The staff at Feedback Foundation awed the participants by very ably demonstrating how waste can be turned into wealth if segregated and disposed of responsibly. They also sensitised the group regarding peoples' behaviour towards waste-pickers, cleaners and other foot soldiers of the waste management ecosystem. Overall the visit served its purpose of raising empathy, awareness and underscoring the importance of adopting sustainable waste management practices. The volunteers were greatly inspired by this particular visit and even came up with ideas themselves to implement at their respective schools to counter the problem of waste.

After lunch, the volunteers toured the Gwalior Fort, accompanied by a visit to the Sahastrabahu Temple, soaking in the beauty and historical significance

of these iconic landmarks. The day concluded with a wholesome dinner and live music, as well as a round of sharing of experiences, learnings and reflections from the day's activities.



Learnings and Takeaways

The exposure visit to Gwalior provided the youth volunteers with a rich learning experience focused on community-oriented health initiatives such as controlling the spread of vector-borne diseases. The visit offered them the chance to engage with various youth volunteers dedicated to combating the spread of vector-borne diseases. During the visit, they directly observed the efforts of the EMBED program in dengue and malaria prevention, as well as the pivotal role played by its volunteers supporting the healthcare systems within their local communities. Witnessing home visits in Shakuntala Puri, the volunteers were impressed by the strong connections the volunteers had established with the families in their locality. Through exchanges of experiences and discussions with the Anganwadi worker, they deepened their understanding of the various pillars of the health system and their roles in community health.

EXPOSURE VISIT

The street play by the FHI team was inspiring and a great reminder of the power of creative communication. The visit to the Godrej factory in Malanpur, Gwalior, offered valuable insights into industrial operations, product development processes, and sustainability practices, leaving a lasting impression on the importance of innovation and environmental responsibility in industrial settings. At the solid waste management facility run by Feedback Foundation, participants were exposed to the scale of the problem of waste accumulation, and the need for behaviour change to address the same. The humanisation of waste pickers as important and integral to keeping our homes and streets clean was very impactful. A demonstration of composting techniques highlighted the transformation of organic waste into nutrient-rich compost, emphasising the importance of sustainable waste management.

Overall, the Gwalior visit served its purpose of raising awareness about community engagement in civic issues, role of citizens as well as frontline healthcare workers along with insights and strategies for prevention of vector borne diseases. The participants were left with a deeper understanding of waste management processes and their environmental implications. The experience provided a platform for reflection and sharing of experiences, fostering a commitment to incorporate sustainable practices into daily routines. Overall, the two-day exposure

visit proved to be an enriching and enlightening experience, leaving a lasting impact on all participants.

Volunteer Experiences

The visit to Gwalior marked a significant milestone for the volunteers. None of them had previously visited the city, nor had they travelled in an aeroplane before. Additionally, it was their first time embarking on a journey without family members accompanying them. Despite initial nerves, the experience of navigating through airports and boarding flights instilled a sense of confidence and self-reliance in the volunteers.

During their time in Gwalior, the volunteers had the privilege of exploring iconic landmarks such as Scindia Palace and Gwalior Fort. Each site offered a glimpse into the city's rich history and cultural heritage, leaving an indelible impression on their minds. One memorable aspect of the journey was the visit to Baija Taal (Lake), where volunteers had fun boating as the sun set in the evening. Apart from the fun activities, the visit to the solid waste management factory and Godrej factory was full of new learnings and experiences for the volunteers. From embarking on their first aeroplane trip to exploring the historical wonders of Gwalior with peers and gaining insights into health, industrial and environmental practices, each moment was lived with great enthusiasm and joy by the volunteers. Overall, the volunteers experienced the journey of growth, discovery, and meaningful connections.

EXPOSURE VISIT

Recommendations

The Gwalior trip proved to be a great learning experience for the young volunteers. There were many opportunities for interactive sessions with the FHI team and the communities they work with. However, at times the exercise got repetitive as the chatbot and home visit procedure was demonstrated over and over again in three different communities. Instead, other kinds of interactions such as visiting a primary health centre, speaking to ASHA workers, etc. could have been organised. This would have further enhanced the volunteers' learnings about the healthcare system at large and FHI's collaboration with these systems.

It is also highly recommended to include an ice-breaker session when volunteers across cities meet one another. This can help participants communicate amongst one another with ease. It encourages interaction and collaboration, which is especially important given the diverse cultural and geographical backgrounds of all volunteers. A discussion on the similarities and differences in campaign operations between two very varied geographies, viz. Mumbai and Gwalior, could have provided insight on how the approach can be tailored to various cultural, geographical and socioeconomic settings. This would have benefitted all volunteers.



METRICS

Metrics are essential in understanding the output, outcome, and impact of any program. To help us analyse performance and keep track of successes, monitoring and evaluation of the program was undertaken weekly.

We have analysed metrics on the following parameters:

- The number of youth trained - [2,190](#)
- The number of training sessions held - [123](#)
- The number of homes visited/surveyed by volunteers - [1,19,705](#)
- The number of revisits conducted by volunteers - [80,667](#)

Operations (Volunteer Cohorts)

Institution	Cohort	No. of Volunteers	Ward
Dadabhai Nawroji Mumbai Public School	Akanksha Foundation	21	K/West
Natwar Nagar Mumbai Public School	Akanksha Foundation	68	K/East
Abhyudaya Nagar Mumbai Public School	Akanksha Foundation	19	F/South
Laxmi Nagar Mumbai Public School	Akanksha Foundation	31	H/West
Adv. Balasaheb Apte College of Law	NSS	26	G/North
Bhavan's College	NSS	30	K/West
Bhavna Trust's College Of Commerce & Science	NSS	21	M/East
Chetana College	NSS	102	H/East

METRICS

D. G. Ruparel College	NSS	51	F/South
D. T. S. S. College	NSS	53	P/North
Ghanshyamdas Jalan College	NSS	29	P/North
Guru Nanak College	NSS	64	F/North
Guru Nanak Khalsa College	NSS	89	F/North
Gurukul College	NSS	68	N
K. J. Somaiya College	NSS	41	N
K.E.S Shroff College	NSS	34	R/South
Kirti M. Doongursee College	NSS	16	G/North
Lala Lajpat Rai College	NSS	41	E
M. L. Dahanukar College	NSS	20	K/East
M. V. M. College	NSS	42	K/West
Malini Kishore Sanghvi College	NSS	6	K/West
Nagindas Khandwala College	NSS	272	P/North
Navneet Education Society's Night Degree College	NSS	16	E Ward
Nirmala College of Commerce	NSS	43	R/South
Prahladrai Dalmia Lions College	NSS	17	P/North
Public Night Degree College	NSS	33	K/East
Pune Vidyarthi Griha's College of Science & Technology	NSS	64	N
R. A. Podar College	NSS	35	F/North
Ramnarain Ruia College	NSS	53	F/North
Ramniranjan Jhunjhunwala College	NSS	148	N
S. I. W. S. College	NSS	55	F/North

METRICS

S.I.E.S. College of Arts, Sci. & Com	NSS	50	F/North
Smt. M. M. K. College	NSS	105	H/West
Sree Narayana Guru College	NSS	84	M/East
Thadomal Shahani College of Engineering	NSS	66	H/West
Usha Pravin Gandhi College	NSS	25	K/West
Valia College	NSS	37	K/West
Vidyalankar Institute of Technology	NSS	58	F/North
Xavier Institute of Engineering	NSS	21	G/North

Total Volunteers: 2,190

Volunteer Onboarding

Month	No. of Volunteers Onboarded
July, 2023	146
August, 2023	248
September, 2023	889
October, 2023	438
November, 2023	191
December, 2023	82
January, 2024	166
February, 2024	30

METRICS

Home Visits - Cohort wise performance

Institution	Home Visits	Follow-up Visits
Dadabhai Nawroji Mumbai Public School	2207	1688
Natwar Nagar Mumbai Public School	3693	358
Abhyudaya Nagar Mumbai Public School	1051	952
Laxmi Nagar Mumbai Public School	1866	1461
Sitaram Mill Compound Mumbai Public School	2068	683
Adv. Balasaheb Apte College of Law	726	103
Bhavan's College	2200	2200
Bhavna Trust's College Of Commerce & Science	410	410
Chetana College	5535	4841
D. G. Ruparel College	5813	5813
D. T. S. S. College	1951	1340
Ghanshyamdas Jalan College	1647	1177
Guru Nanak College	5349	5086
Guru Nanak Khalsa College	3356	3154
Gurukul College	0	0
K. J. Somaiya College	2823	2823
K.E.S Shroff College	11	0
Kirti M. Doongursee College	570	166
Lala Lajpat Rai College	1661	1403
M. L. Dahanukar College	475	437

METRICS

M. V. M. College	3032	3032
Malini Kishore Sanghvi College	75	0
Nagindas Khandwala College	23,257	150
Navneet Education Society's Night Degree College	802	494
Nirmala College of Commerce	2908	1277
Patuck Gala College	4477	4416
Prahladrai Dalmia Lions College	34	0
Public Night Degree College	0	0
Pune Vidyarthi Griha's College of Science & Technology	1065	118
R. A. Podar College	1280	377
Ramnarain Ruia College	4836	4019
Ramniranjan Jhunjhunwala College	5060	5005
S. I. W. S. College	1700	1592
S.I.E.S. College of Arts, Sci. & Com	979	0
Smt. M. M. K. College	10733	10714
Sree Narayana Guru College	2555	2065
Thadomal Shahani College of Engineering	2445	2402
Usha Pravin Gandhi College	4619	4619
Valia College	1069	1069
Vidyalankar Institute of Technology	4109	4109
Xavier Institute of Engineering	1258	1114

METRICS

Facilitators' Experiences

To ensure the program's sustainability, top performing volunteers from prior phases were transitioned into facilitator roles. These facilitators underwent comprehensive orientation sessions to familiarise them with the program's objectives, their responsibilities, and the code of conduct. They participated in numerous on-field training sessions throughout the program duration, which focused on the workshop content and experiential teaching methods. Additionally, regular weekly check-ins were conducted with each facilitator to address challenges and exchange feedback on their facilitation techniques. In addition to facilitating workshops, these individuals were tasked with maintaining engagement among volunteers through weekly check-ins, preparing volunteer kits, and compiling data for monitoring and evaluation purposes.

The facilitators' prior experience as ChooMacchar volunteers provided them with a deep understanding of the subject matter and practical insights into fieldwork. This background enabled them to effectively address challenges encountered by the volunteers they trained during this phase. Their repeated exposure to the workshop content enhanced their proficiency in facilitating sessions with increasing confidence.

The facilitators initially experienced feelings of nervousness; however, through practical experience gained on the job, they steadily enhanced their skills. Facilitating numerous sessions with varying cohort sizes enabled them to develop confidence in their communication abilities.

Additionally, as they collaborated on co-facilitating sessions, they learned to operate effectively as a team. This collaborative approach allowed them to navigate challenges such as noisy classroom environments, technical issues, unexpected changes in workshop schedules, and other obstacles with mutual support. In one isolated incident, a facilitator was bullied by some students. Prompt support was provided to ensure the facilitator's wellbeing, and action was taken with appropriate authorities to ensure the incident did not reoccur.

Serving as facilitators not only honed their public speaking abilities but also provided valuable experience in program design and implementation, empowering them to make a tangible social impact. Through this approach, the program expanded citywide, leveraging the dedication and expertise of its volunteers in a sustainable manner.

Inferences

- Overall, the students from Akanksha Foundation performed better than the NSS volunteers. This may have been due to the numerous academic and extracurricular commitments that NSS students had in their respective colleges.
- In colleges such as MMK and Usha Praving Gandhi, where the NSS units were proactive and well-structured, most students visited all 200 homes.

METRICS

- It was observed that the encouragement from NSS program officers and regular follow-ups by them aided greatly in keeping volunteers motivated.
- The workshop attendance in schools was much more consistent across all sessions as compared to workshops with the NSS. This may be because schools have smaller class sizes with consistent attendance, while college cohorts tend to be much larger and students may have other conflicting commitments such as lectures, college festivals, etc.

Highlights

- All the workshops were highly appreciated by all volunteers. The team also gauged the students' needs and adapted the session modules accordingly. For instance, understanding that the college students were keen on exploring career opportunities, a section on the same was added to the NSS workshop to inform the students about how they can explore professional opportunities in the field of civic action.
- Many of the colleges showed an interest in continuing the program for the upcoming academic year, as the program officers saw merit in the campaign and appreciated the objectives of empowering communities and encouraging civic engagement among young citizens.





SUCCESSES

Volunteer Onboarding

The third phase of the campaign broadened its scope to onboard more than 2,000 volunteers coming from low as well as middle income backgrounds, from various parts of Mumbai. As a result, a wider range of citizens could be reached ranging from bastis and informal settlements to housing societies and high rises.

Peer Facilitation

The train-the-trainer model proved to be useful in successfully scaling up the program. With an increasing number of cohorts, the facilitators not only aided in conducting workshops, but also contributed to the pre-workshop operations and post-workshop monitoring and evaluation processes. A peer facilitation model can work well in future iterations of the program.

Municipal Buy-in

The third phase of the program further strengthened the relationship with the pest control departments, the insecticide division as well as the executive health office of the Brihanmumbai Municipal Corporation. With the corporation's encouragement to the campaign and interest in the brand identity, scaling up the activities through further engagement with the government stakeholders would enhance the

effectiveness and reach of the campaign.

Exposure Visit

The exposure visit was a unique experience for all the participants, and the feedback from the FHI team and the volunteers has been very encouraging. From the beginning itself, the trip has acted as a great motivator for the school cohorts, resulting in consistent performance.

Technology and Social Media

Creating engaging and educational social media posts helped create awareness online. Leveraging the expertise of agencies such as Little Tricks Media and Civic Studios further helped reach out to a targeted audience using relatable pop-culture references such as movies, music videos, etc. All these initiatives helped the team support and promote sustainable technological solutions such as the Mumbai Against Dengue app.



CHALLENGES

Engagement

Keeping volunteers engaged throughout, virtually monitoring their performance, and encouraging them to participate and sustain their interest in the program were all challenging aspects. Academic commitments and extra-curricular activities tended to take the volunteer's attention away from the program, leading to large gaps between workshops. Periodic reminders from the teachers and program officers boosted their confidence and commitment to the campaign.

Moreover, as the design of present campaign activities differed from the usual activities organised by the NSS, which encourage working in groups. Adapting the current approach to match the NSS's style of teamwork could help engage the students better.

Workshop Logistics

Scheduling workshops was easy with the schools, as they have a set timetable and coordinating with students is simpler. However, with NSS units in colleges, scheduling workshops required multiple follow-ups with program officers over the phone and in person. This took up a lot of time and led to large gaps between workshops in certain colleges, which can affect volunteer motivation and continuity. This irregularity in scheduling was largely because the program officers themselves were occupied with multiple conflicting responsibilities. Furthermore, finding common periods of availability between many students across multiple streams was a challenge for many program officers.

Target and Performance

In this phase, we aimed to engage 2,000 volunteers and reach 1,50,000 homes. The actual program saw an enrollment of 2,190 volunteers who reached 1,19,705 homes. The campaign helped us learn that volunteer performance depends on two factors - motivation and time.



CHALLENGES

The volunteers who performed well were either self-driven or motivated enough by the incentives offered or by professors. More realistic target setting, setting a more structured approach for volunteers used to working in groups, clearly defined incentives, and recruiting more self-motivated individuals, and building a stronger relationship with professors will help in improving performances. The campaign design must take the academic cycle, school or college events, and other extra-curricular activities into account.

Monitoring and Evaluation

With a large volume of volunteers spread across the city, one big challenge was keeping track of the home visit data was a challenge. In certain instances, false data was reported by the volunteers. One way employed to mitigate this was to task the facilitators with randomised verification visits to the homes reported by volunteers. While this was a helpful exercise, it came with its own set of challenges which included the facilitators' own availability, building authorities refusing entry, and residents not being home. Thus, as the program expands, it may become necessary to adapt the home visit process in ways that incorporate accountability.

Collaboration with Education Office

An attempt was made to rope in the Education Department of the BMC to further expand the program in municipal schools in the city. While the School Health Department responded well and were very encouraging of the campaign, the Education Office showed less interest. Due to the preceding COVID years, the focus of the Education Department was squarely on preventing dropouts and improving students' grades. The department favoured keeping any extra-curricular activities to the minimum, so as to allow students to focus on academics only. As a result, the team was unable to collaborate with the Education Office in implementing the campaign, given the differing focus areas.

RECOMMENDATIONS

wealth of insights that can enhance the campaign. In addition to ensuring sustainability, it can also further empower young citizens

Social Media

Supporting existing technological tools such as the Mumbai Against Dengue app through social media helped reach a wider audience. Such campaigns can further be scaled up through media partnerships and by collaborating with the Information and Education Cell of the health department. By disseminating information through the corporation's channels, the campaign messaging can reach more citizen groups.





ACKNOWLEDGEMENTS

Brihanmumbai Municipal Corporation

Dr. Daksha Shah, Executive Health Officer

Dr. Mangala Gomare, Executive Health Officer (Retired)

Shri Chetan Chaubal, Insecticide Officer

Shri Amrit Suryavanshi, Dy. Insecticide Officer

Shri Rajan A. Naringrekar, Insecticide Officer (Retired)

Chavan sir, Pest Control Officer, P- North Ward

Prashant Kamble, Pest Control Officer, N Ward

Pravin Sangle, Pest Control Officer, N Ward

Priyanka Pawar, Pest Control Officer, F/North Ward

Priyesh Shinde, Pest Control Officer, F/South Ward

Sanjeev Mudraji, Pest Control Officer, K/West Ward

Nalawade sir, Junior Overseer, K/West Ward

Kumar Singh Gopal Singh Rajput, Pest Control Officer, K/East Ward

Girish More, Pest Control Officer, H/West Ward

Tripathi sir, Inspector, Pest Control Dept., R/South Ward

Deokhate sir, E/Ward Officer

Khandekar sir, E/Ward Officer

Bebilal Bhansi, Pest Control Officers, G/North Ward

Dr. Rupesh, Pest Control Officer, P/South Ward

Aishwarya Mokal, Pest Control Officer, M/East Ward

Desai sir, Pest Control Officer, M/East Ward

Anil Lohkane, Junior Overseer, K/West Ward

Prathamesh Pawar, Pest Control Officer, K/ East Ward

Subhash Galange, Pest Control Officer, G/North Ward

Bhosle sir, Insecticide Office



ACKNOWLEDGEMENTS

Educators

Akanksha Foundation
Sheetal Murudkar
Aimana Firfire
Candida Norhona
Fatima Sawant
Jency Augustin
Mandira Purohit
Natasha Bajaj
Prachi Mangaonkar
Rekha Ghelani
Smita Baji
National Service Scheme (NSS), University of Mumbai
Sushil Shinde, Officer on Special Duty, NSS
Ramesh Deokar, Program Officer, NSS

Civis

Antaraa Vasudev
Atharva Joshi
Mallika Dandekar
Riddhi Khandhar
Shachi Nelli
Shonottra Kumar
Srushti Punghera
Ankita Pal
Jyoti Gupta
Nandini Bhore
Pratima Yadav
Rohit Kushwaha
Safiya Shaikh
Sufiyan Shaikh
Vijay Sonar

Partners

Godrej Consumer Products Limited
Gayatri Divecha, Godrej Consumer Products Limited
Ahona Ghosh, Godrej Consumer Products Limited
Sagarika Bose, Godrej Consumer Products Limited
Dimpy Dave, Godrej Consumer Products Limited
Sumeet Gade, Godrej Consumer Products Limited
Anuja Jayaram
Family Health India
Som Kumar Sharma, Family Health India
Dharmendra Kumar Tripathi, Family Health India
Rajesh Kumar Mishra, Family Health India
Soni Sharma, Family Health India
Onil Kulkarni, SNEHA



PRESENTED BY

Civis

CIVIC INNOVATION FOUNDATION

www.civis.vote