

13/7/23
14/4/23



GOVERNMENT OF KERALA

Local Self Government (WM) Department

No.WM1/81/2023/LSGD

06-04-2023, Thiruvananthapuram

From

Additional Chief Secretary to Government

To

The Co-ordinator, NavaKerala Karma Padhathi - 2.

The Executive Director, Kudumbasree.

~~The Project Director, KSWMP.~~

The Director, Local Self Government (Urban) Department.

The Executive Director, Suchitwa Mission.

IEC Experts / KPMG officials / CEO Likes and Shares Pvt Ltd.
(through KSWMP)

The Journalists / Resources Persons
(through Suchitwa Mission)

Sir,

Sub: LSGD - Communication Strategy - Solid Waste Management in
Kochi and Kerala - Meeting held on 27.03.2023 - Minutes
forwarding of - Reg.

Ref: Meeting convened by ACS, LSGD on 27.03.2023.

I am to forward herewith a copy of the minutes of the meeting held
on 27.03.2023 for information and necessary action.

Yours Faithfully,
PREETHA K S

ADDITIONAL SECRETARY

For Additional Chief Secretary to Government

Approved for Issue,

Signed by

Sheeba S C

Date: 11-04-2023 14:56:07

Section Officer.

Share with DPW Kochi,
TSC Kochi and other in SPW
18/4

Communication Strategy
Decision Points of Meeting held on 27.03.2023

Attendees -

1. Thierry Michel Rene Martin, Senior SWM Specialist, World Bank.
2. Jafar Malik IAS, Executive Director, Kudumbashree
3. Dr. C.P. Vinod, O/O MLSGD
4. U.V Jose IAS (Rtd), DPD, KSWMP
5. Muhammed Huwaiz M, JD LSGD & DD SWAG Cell, LSGD (Urban)
6. Leen B Jesmas, IEC Expert, SPMC - KPMG, KSWMP
7. Amith Ramanan, SSE, SPMC - KPMG, KSWMP
8. Thejas Thomas, IEC expert, SPMU, KSWMP
9. Nisha Krishnan, CEO, Likes and Shares Pvt. Ltd., Communication Agency, KSWMP
10. G. Sajan, Journalist
11. Priya Raveendran, Journalist
12. Jagajeevan, Consultant, Suchitwa Mission
13. Gokul P, IEC Expert, Suchitwa Mission
14. Harikumar, War room PR Directorate
15. Nafih.M, PRO Kudumbashree
16. Beena E, State Mission Manager - NULM, Kudumbashree
17. B. Manoj, PRO, Haritha Keralam Mission.
18. Abraham Thomas Renjith, Programme Officer (IEC), Suchitwa Mission
19. Preetha, AS to ACS LSGD.

The meeting commenced at 11 am. ACS briefed about the present scenario in Kerala in light of the Brahmapuram fire incident. She explained about the directions from Hon'ble High Court of Kerala as per WP(C) No.7844 of 2023 (S) dated 21.03.2023. Also, she informed about the strategy of the State Govt. in meeting the directions of Hon'ble High Court. The stringent timelines and intensive multifaceted activities are organized as part of the current waste campaign. She invited Thierry Michel Rene Martin, Senior SWM Specialist, World Bank to share his view and advice in order to avoid any more fire incident in dumpsites of kerala.

Thierry reassured everyone that such events are not uncommon and is a part of risk oriented waste management culture. He also pointed out that disasters in dumpsites in other countries have caused casualties. This

incident has taught us the hard way that health and safety should be our priority. We can work within the timelines to ensure such incidents do not happen again. First we need to identify all the similar situations in Kerala. Next we need to know, what are the materials in the dump, what are the quantities, is there any fire brigade, is there a fire fighting system, if not we need to have these as high priority.

ACS informed him that we have already identified the different dumpsites in Kerala and a preliminary assessment is done. But a detailed investigation is yet to happen.

Thierry suggested that this should be the way, a lot of work is already done. Now we will shape the work accordingly. ACS expressed that procurement as per World Bank procedures are very laborious and hence is it possible to get the required help in this limited time. Thierry ensured that in such emergency situations help can be provided and they are willing to do the drone survey of the dumpsites as the first step.

DPD of KSWMP informed that total station survey of most of the dumpsites has been completed. Thierry informed that he will work with KSWMP to make the terms of reference for drone survey and also in accessing the situation of waste dump in the state. The drone survey will help in getting a wider view of the sites. ACS asked about their initial plan to bring in international experts with experience in dealing with such situations. Thierry explained that he had already consulted the Chief of fire agency in California and Fire Brigade of South Wales, Australia. They have responded positively. They have experience with large scale fires. They can give good advice on how to take precautionary measures and also how to respond to such cases of emergency. Thierry also viewed that we have a fairly embryonic section in waste management and now we are moving towards a professional system. We should have a 360 degree approach towards this issue. Fire may only be the triggering factor and we have to take a health and safety approach to the issue. Thierry concluded that these situations are fairly common and we should take this in a positive way, instead of blaming each other and we

should work together.

ACS explained the agenda of the meeting today is to prepare an IEC strategy to work along with the timelines suggested by the Hon'ble High Court. She explained the 3 main activities of this campaign and opened the forum for discussions

The subsequent discussions can be summarised as the following action points.

- 1. Media Cell Formation** - A media cell shall be constituted under the larger campaign cell with representatives from Suchitwa Mission, Haritha Kerala Mission, KSWMP, DD Media relations from PR Department, Kudumbashree. Leen, Gokul and Renjith to take the lead in coordinating the Medial Cell. The following members shall also be reached out to volunteer with the media cell of the campaign secretariat.

K. K Krishnakumar

K N Shibu

T

C

Rajesh

Arun Ravi

Priya

Raveendran

- 2. Listening to the ground** - Information Officers in the districts to facilitate a reporting and responding channel. KSWMP and Kudumbashree network to be used for the same. A counter campaign and firefighting of the negative fallout also to be done.

- 3. Content Development** - Media Cell to constitute different content development teams to work on strategic content development, taking the narrative forward of the field stories, IEC materials, creative content, and content for social media. Additionally, all content created is to be validated by the editorial team consisting of Jagajeevan from

Sucitwa Mission, Sajan, and Dr. Vinod from MLSGD. As the volume of the content generated increases, the validation team may add members as per requirement.

- 4. Networking Team** - A specific team within the media cell to also focus on reaching out and canvassing to bloggers, and social media influencers, and other popular personalities to share content based on the positive stories in the field. An editorial meet can also be planned out. Moreover, a conversation to be started in social media around the need for citizens to identify their moral obligation and actively contributes towards the same.
- 5. Reporting Team** - Another specific team that needs to be formed is reporting team that will engage and responds to the field stories and media coverage of events. These reports need to be escalated for further action.
- 6. Big Event** - A team also needs to look into the major events that might gain attention. The team shall strategize and plan out how that the major milestones of the campaigns are highlighted in some of the events.
- 7. Capacity Building** - The field volunteers needs to be given training to enhance their knowledge about waste management in general and the state strategy inorder to avoid miscommunication.
- 8. District-level Media Cell Formation** - The State Media Cell to think of a plan of action for the formation and working of District Media Cells. The District Media Cells to then devise a strategy for effectively reaching out to all the stakeholders such as households, residents' associations, and elected representatives at the LSG level. Creative

ways to communicate the need for compliance with SWM as a need of the hour and citizen responsibility to be thought out.

9. Dissemination of Activities Done - Media Cell also to create a regular system of communicating the update of activities being done with regard to the campaign to mainstream media and online platforms. Relevant information may be shared as press releases or daily updates from dashboards etc. This team also needs to ensure proper dissemination of the same internally i.e CM Office, Minister LSGD's Office and CS Office as well as to other government departments and offices.

10. First Output -

- a. Media Cell to create a proposal with a timeline for a communication strategy to be presented in the CM's Meeting with all other departments.
- b. Enquire with World Bank if there are any restrictions on holding a press release with the Solid Waste Management Expert explaining the global context of Solid Waste Management and explaining the current state of affairs and preparedness by Kerala.

11. Demand Generation to push System setup - During the meeting, it was also suggested that creating demand from the citizens' end for better waste management facilities will push the LSGs to take action and make arrangements. This strategy will also create organic ownership from the bottom up rather than waiting for a trickle-down of instructions from the top down. This strategy can also be explored. Media Cell to play a crucial role in creating this demand.

12. Expenses - Funds from Suchitwa Mission and KSWMP to be used

for the functioning of the media cell and other activities coordinated and initiated by the media cell.

- a. Engagement of Likes and Shares - The media cell of the campaign to be able to use the services of the communication agency of KSWMP. Any changes that need to be made to the current work order issued to them may be drafted and shared with ACS for approval and action.

The meeting ended at 2.00 pm.

Sarada Muraleedharan

ACS LSGD

25.03.23