



Awareness Generation Campaign on Water and Hygiene using Wall Painting in Bundelkhand

Wall paintings can be used as a powerful tool to beautify spaces and educate people about social and developmental issues. Development Alternatives, thus, created 54 wall paintings across six villages in Orchha in Bundelkhand region to spread awareness on safe drinking water and hygiene under the PANIWATER project. The 'Photo-irradiation and Adsorption based Novel Innovations for Water-treatment' or PANIWATER project is funded by Department of Science and Technology (DST). It is a joint effort where European and Indian social scientists work on co-design, health-impact assessment, information, capacity building and behavior change, closely with the local communities to facilitate the uptake of PANIWATER solutions into the water management system.

The wall paintings were created on particular locations based on the relevance of its design and message written on it, for behavior change and awareness generation among the community members. For example, the painting with the message of regular hand washing was painted near the water sources where a lot of people are gathered every day. This endeavour started on 22 June 2020 from Mador east village. The sites were selected in advance for the paintings with the permission of Gram Pradhan and the owner of the wall. To support the painter, one local resource person was identified from the same village.

The community showed interest in the paintings and many women tried to make sense of the painting. They were also able to relate with their own practices from their work, such as how they can ignore putting caps on the containers, improper washing of hands, and cleaning of containers. The children especially were excited to see the wall painting and also tried to read the messages and interpret the paintings. The Panchayat leaders who visited the locations for monitoring social distancing and other COVID-19 related precautions also appreciated the wall paintings. Further small meetings will be held in the villages to raise awareness of the locals and build capacities of the Panchayat members to raise

awareness about water storage and handling which could reduce water-borne diseases among the communities.