

NEEDLE 2015

THE COMMUNICATION CONCLAVE ON SANITATION

February 4, 2015

Time	Format	
09:00 - 09:30	Registration & Tea	
Time	Format	Speakers
09:30 - 09:45	BBC Media Action & World Bank Introduction	Onno Ruhl, Country Director, World Bank Priyanka Dutt, Country Director, BBC Media Action
09:45 - 10:00	Keynote	Vijaylaxmi Joshi, Secretary, Ministry of Drinking Water & Sanitation, Government of India
EYE OF THE NEEDLE: Insights & Strategy		
Time	Format	Speakers
10:00 - 11:15	Debate & Discussion Objective: To underscore key communication challenges and highlight potential solutions that can drive demand and help promote toilet use.	Moderator: Radharani Mitra, National Creative Director & Executive Producer, BBC Media Action 1) Dean Spears, Executive Director, RICE 2) Sam Balsara, Chairman & Managing Director, Madison 3) Santosh Desai, MD & CEO, Future Brands 4) Stephan B Sobhani, VP for Partnerships, Sesame International
11:15 - 12:05	The Insights Game Objective: To identify and highlight the motivators and barriers to sustained toilet use.	Moderator: Priyanka Dutt, Country Director, BBC Media Action 1) Amit Gupta, Special Secretary, Chief Minister's Office, Uttar Pradesh 2) Nipun Vinayak, Deputy Secretary, Government of India 3) Frank Odhiambo, Specialist, WASH Section, UNICEF 4) Jacqueline Devine, Senior Social Marketing Specialist, Behaviour Change Community of Practice Leader, World Bank 5) Joep Verhagen, Water & Sanitation Specialist, World Bank 6) Swapnil Chaturvedi, Founder, Samagra
12:05 - 12:20	The dynamics of change Objective: To set the context for a theory of change for sanitation related behaviours.	Siddhartha Swarup, Director - Family Health Projects, BBC Media Action

NEEDLE POINT: Impact & Success

Time	Format	Speakers
12:20 - 13:20	<p>Panel Discussion: What would success look like?</p> <p>Objective: To demonstrate that sanitation success (in particular, uptake of toilet use) has multi-sectoral impact. This should be taken into cognizance while designing projects and identifying indicators of success.</p>	<p>Moderator: Priya Nanda, Group Director, Social and Economic Development, International Center for Research on Women</p> <ol style="list-style-type: none"> 1) Saraswati Prasad, Joint Secretary, Swachh Bharat Mission, Ministry of Drinking Water & Sanitation, Government of India 2) Kathryn Stevens, Deputy Mission Director, USAID, India 3) Mamta Kohli, Social Development Advisor, DFID, India 4) Smita Misra, Lead Water & Sanitation Specialist, World Bank 5) Sonali Khan, VP, Breakthrough

Lunch

Time	Format	Speakers
14:20 - 15:30	<p>Presentations & Discussion: Theory of Action</p> <p>Objective: Learning from large scale, national level, behaviour change communication initiatives about potential implementation challenges for Swachh Bharat.</p>	<p>Moderator: Sumir Lal, Director, Communications, World Bank</p> <ol style="list-style-type: none"> 1) Amitabh Kant, Secretary, Department of Industrial Policy & Promotion, Ministry of Commerce & Industry, Government of India 2) Poonam Muttreja, Executive Director, Population Foundation of India 3) Sanjiv Mehta, CEO, Hindustan Unilever 4) Siddhartha Swarup, Director - Family Health Projects, BBC Media Action

Tea

NEEDLE WORKS: Ideas & Innovation

Time	Format	Speakers
16:05 - 17:25	<p>Presentations & Discussion</p> <p>Objective: Learning from successful creative examples and innovations across sectors.</p>	<p>Moderator: Radharani Mitra, National Creative Director & Executive Producer, BBC Media Action</p> <ol style="list-style-type: none"> 1) Mohit Beotra, Head of Brand, Airtel 2) Rahul Kansal, Executive President, Times Group 3) Safeena Husain, Executive Director, Educate Girls 4) Satyajit Bhatkal, Series Director, Satyameva Jayate 5) S Subramanyeswar, National Planning Director, Lowe Lintas 6) Priyanka Dutt, Country Director, BBC Media Action

Time	Format	Speakers
17:25 - 17:45	Q&A with audience	<p>Sumir Lal, Director, Communications, World Bank</p> <p>Radharani Mitra, National Creative Director & Executive Producer, BBC Media Action</p>
17:45 - 17:55	Audience survey	
17:55 - 18:05	Endnote	Sumir Lal, Director, Communications, World Bank
18:05 - 18:15	Closing	<p>Almud Weitz, Principal Regional Team Leader, Water & Sanitation Program East Asia & the Pacific & South Asia, World Bank</p> <p>Priyanka Dutt, Country Director, BBC Media Action</p>
18:15 - 18:20	Interaction	Raya, The WASH Muppet, Sesame Street
18:20 - 18:55	Lecture - Performance	Rahul Ram, Indian Ocean
18:55 - 19:00	Cameo Performance	Raya, The WASH Muppet, Sesame Street
19:00	Dinner	