

Importance of IEC Activities:

IEC is an extremely important component of the programme that should lay the basis for its successful implementation. It should be formulated and executed in a manner that would be the triggering effect for willing construction of sanitary facilities and maintenance of a clean environment in the village.

National Rural Drinking Water Programme (NRDWP) aims at empowered, well aware and skilled stakeholders capable of proper planning, implementation, operation, maintenance and management of water supply and water resources at all levels. A number of new issues and challenges have also emerged such as sustainability – source, system, financial and institutional, quality issues and capacity of PRIs to shoulder the full responsibility are the major challenges. In this context, IEC play a very critical role in bringing in awareness on various aspects of safe drinking water, its usage, creating demand, protection and maintenance of water source to all the stakeholders. IEC Campaign has to inform, educate and persuade people to realize their roles and responsibilities, and benefits accruing from investing in right practices. IEC strategy needs to prepare the PRIs and rural community at the village level to plan, implement, manage, operate and maintain 'safe drinking water to all throughout the year on long term basis' it is necessary that a multi-pronged approach is adopted.

Provision for IEC Activities:

Starting with 2009-10, 5% of the NRDWP allocation to States has been earmarked for taking various support activities viz. IEC, HRD, training, water quality testing laboratories, R&D, WQM&S, computerization, etc. to be carried out by the States. In States, Communication and Capacity Development Units (CCDUs) have been created and 100% assistance has been provided. These CCDUs take up IEC and HRD activities which *inter alia* includes IEC activities for local communities and PRIs. Since 1.4.2009, as per NRDWP guidelines, States are to create another institution namely Water and Sanitation Support Organization (WSSO) for all the software activities. This WSSO will be part of the State Water and Sanitation Mission (SWSM) in each State. At the State level, most of the IEC activities will be taken up by these WSSOs.

IEC Activities at various levels:

For effective IEC implementation an integrated and well planned Communication strategy is to be developed. States while planning IEC strategy needs to prepare the PRIs and rural community to take over the responsibility of managing and providing safe drinking water to all on a sustainable basis. Different strategies and activities need to be used for different areas. IEC is not a one-time activity but a continuous process and has to be implemented not just to create demand but also for use, maintenance and up gradation, so that sanitation and hygiene become an integral part of rural life. Dissemination of message must be in a

simple language and form and the contents must clearly bring out the ills arising from bad sanitary practices. State IEC activities shall intensify and extend the reach of Behavior Change Communication campaign. Selection of any communication medium is driven by the programme objective. While developing any communication activity it is necessary to keep in mind the requirement of the target audience in terms of information needed and the manner in which it has to be disseminated. Multiple channels are essential to harness optimum results. Some of the suggested IEC activities which can be carried out at various levels are stated in IEC guidelines of Rural Drinking Water.

Fund Utilization:

Each project district should prepare a detailed IEC Annual Action Plan by February of the preceding financial year, with defined strategies to reach all sections of the community. The Annual IEC Action Plan should be duly approved by the District Panchayat (or the DWSSM where such bodies are not in existence). The Communication and Capacity Development Units (CCDUs) and Water and Sanitation Support Organizations (WSSO) set up at the state level must support the districts in developing a good IEC plan and also in implementing it.

Key Resource Center:

With the recent paradigm shift in the National Rural Drinking Water Supply Programme (NRDWSP), there has been a shift from coverage of habitations to drinking water security at household level; shift from a supply-driven approach to demand-managed approach. Sector professionals are to be sensitized for change in role, responsibility and attitude through need-based in-service training/ exposure utilizing services of specialists/ experts. In this context, identification of Resource Centres for capacity building and empowerment, of stakeholders at all level is required. Towards this end, involvement of the institutions/organization having experience and expertise in rural water supply as National Key Resource Centre for more focused and specialized trainings on water related issues to upgrade the knowledge and skills of PHED, district officials, CCDU staff, Panchayat members, line department functionaries, self employed mechanics and masons, school teachers and students, etc will be beneficial. The National Key Resource Centre will provide training, orientation and capacity development on various issues and challenges in terms of leadership, managerial, administrative, technical, socio-economic, attitudinal, organizational, contractual and legal etc. to the State Water and Sanitation Mission (SWSM), Public Health Engineering Department (PHED) and Communication and Capacity Development Unit (CCDU). It is also expected that national Key Resource Centre will help in brining harmonization of sectoral, organizational and individual goals to move forward in the rural water supply sector. The institution/organization identified as Key Resource Centers (KRCs) is listed below:

1	National Institute of Rural Development, Hyderabad
2	Uttarakhand Academy Of Administration, Nainital
3	National Institute of Rural Development, Guwahati
4	Gujarat Jalseva Training Institute, Gandhinagar
5	Centre for Good Governance, Hyderabad
6	NEERI, Nagpur
7	XLRI, Jamshedpur
8	Anna University, Chennai
9	NIH, Roorkee
10	National Water Academy Academy, Pune
11	Arghyam, Banglaluru
12	Centre for Science & Environment, New Delhi
13	CGWB Training Institute , Faridabad
14	School of environmental Studies, Jadhavpur, University
15	NESAC, Shillong
16	Indian Institute of Technology, Kanpur
17	National Institute of Administrative Research (NIAR), LLBSNAA, Mussoorie
18	WASH Institute, Plan India, New Delhi
19	Center for Enviornment Education, (CEE), Ahmadabad
20	IMMT, Bhubneshwar

The plan of action for undertaking training and capacity building programme for the year 2010-11 by KRCs will be shared with the States in order to nominate the participant for the same. KRCs will also be uploading the Annual Training & Capacity Building Calendar on department of drinking water supply website.

Training Need Assessment and Training Calendar: 2010-11

To achieve the goal of universal access to and use of safe drinking water in rural areas, training, re-orientation and capacity building of different stakeholders is critical activity. It needs to be planned carefully in consultation with and keeping in view the need of different stakeholders. to firm up any such plans, it is important that specific issues and emerging challenges in the States having impact on assured access to and use of safe drinking water by all rural areas of the State are brought out clearly.

There are a number of issues and gaps in planning, implementation, operation & maintenance, management of local water sources and water supply systems which impact long-term sustainability of rural water supply schemes. Issues like awareness generation, behavioral change, formation of VWSCs, empowerment of GPs and VWSCs, sustainability, grievance redressal system, etc. also need to be addressed. There is a need for continuous

professional development of Public Health Engineers to equip them to handle various issues and emerging challenges in the sector.

To identify all such issues there is need to organize TNA at state level and based on outcome of Training Need Assessment, all the States have to develop Annual Training & Capacity Development Plan for 2010-11 for different stakeholders in rural drinking water supply sector. All the state will be uploading the Annual Training & Capacity Development Plan: 2010-11 on Department of Drinking water Supply website.

Block Resource Center:

Blocks play a very vital role for delivering the programmes as they are nearer to the Gram Panchayat (GP) level and Block Development Officers (BDOs) have a special rapport with the GPs and can influence the local political economy issues, resolve conflicts or motivate the GPs for action better. The BRC will be responsible for following functions:

- a) Pani Samities formation and its approval in Gram Sabha
- b) PRA (baseline survey/ village Action plan preparation and its approval in Gram Sabha, GS)
- c) Technical survey and Sub mission of data to District Core Team (DCT) for schemes/ estimates preparation
- d) Water quality surveillance activities (Team formation / source mapping/ testing etc.)
- e) To conduct sanitary survey of drinking water sources in Gram Panchayats falling within the jurisdiction of BRC
- f) To provide support to Panchayat Samitis (Pani Samitis) regarding tendering procedure / material selection and procurement
- g) Construction supervision/ quality monitoring and measurement book (MB) writing.
- h) Training to Pani Samiti members and other software activities related to awareness generation and IEC
- i) Facilitation in Financial audit and monitoring
- j) Support and Co- ordination with NGO Teams

The BRCs are also responsible for visiting villages from where demands had been received and carry out base line survey to take stock of villages yet to be covered and identify new villages. The personnel recruited for BRCs will be reporting to Block Level PRIs namely BDOs