IEC plan for Rural Drinking Water (1st April, 2010– 31st March, 2011)

Water is a State subject and State Government/ its agencies are responsible for managing safe drinking water in all habitations in rural areas. With 73rd Amendment of the Constitution, rural drinking water has been placed in the XIth Schedule of the Constitution to be devolved to PRIs. Government of India assists the States in their endeavour to enable the rural community to have access to safe drinking water on long-term basis. In most of the States, it is the State Governments and or its parastatal organization(s) that are responsible for managing rural drinking water supply. In some of the States, PRIs handle the rural drinking supply at the village level.

Starting with 1999, concerted efforts have been made a.) to create infrastructure for safe drinking water in all villages/ habitations, b.) through Sector Reform and Swajaldhara to prepare, involve and ultimately bring responsibility among rural community to actively shoulder the responsibility in planning, implementation, approval, management, operation and maintenance of water supply systems with varying degree of success. Eleventh Finance Commission has made specific allocation to PRIs with a view to empower them to manage various devolved activities with special emphasis on management of drinking water and sanitation.

In last five years, with launch of Bharat Nirman, huge investment have been made in rural water supply sector and large scale assets have been created in rural areas. However, a number of new issues and challenges have also emerged. Sustainability – source, system, financial and institutional, quality issues and capacity of PRIs to shoulder the full responsibility are the major challenges. With this, urgency for the transferring the water supply systems/ assets and overall responsibility to PRIs has become paramount to achieve long-term sustainability. In order to enable the village community and PRIs to play their rightful role, it is important that knowledge and information gaps – both thematic and programmatic on various aspects of drinking water is bridged and enabling environment is created.

In this context, IEC is to play a very critical role in bringing in awareness on various aspects of drinking water to all the stakeholders. To enable the PRIs especially at the village level to plan, implement, manage, operate and maintain ‘safe drinking water to all throughout the
It is necessary that a multi-pronged approach is adopted to enable:

i.) State Government and its PHED/ Rural Development/ Water Board/ Corporation officials to change their mindset from an implementer of water supply schemes/ provider of water to that of a facilitator/ enabler to local community/ PRIs;

ii.) Gram Panchayat/ VWSC/ Pani Samiti functionaries to prepare themselves and make necessary institutional arrangements to take over and shoulder the full responsibility; and

iii.) rural community to understand, appreciate and play their rightful role in protection of drinking water sources, handling of water sources and water, quality aspects of drinking water, hygiene and sanitation aspects for clean water.

**IEC Strategy**

Starting with 2009-10, 2% 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 NRDP 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.

However, to prepare the PRIs and rural community to take over the responsibility of managing and providing safe drinking water to all on long-term basis, some IEC activities are required to be taken up at the national level. It is proposed to have region and theme specific strategies and activities. With diversities and variation of problems across the country, different strategies and activities need to be used for flood prone areas, high water table areas, hilly areas, tribal areas, etc.

The medium to be used for the IEC will focus on following points:

i.) Access to service (region specific) i.e. in terms of quantity, quality and periodicity/regularity of drinking water supply,

ii.) Various aspects of drinking water – usages, conservation, safety and hygiene issues, economic aspects, operation, repair and maintenance, etc.

iii.) Different age groups and people viz. children, women, village elders and community leaders, etc.

iv.) Local culture, traditional practices, language and dialect of the States/region
Objective of IEC Campaign

The objective of the IEC programmes in the water and sanitation sector is to create awareness leading to enhanced involvement of local community at the village level, ensure motivation and skill upgradation of Panchayat members, line department functionaries, Village Water and Sanitation Committee/ Pani Samiti members, self employed mechanics and masons, school teachers and students, etc. 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. Very modestly, the objective of the IEC campaign is as follows:

i.) to launch and sustain a nationwide mass media campaign - thematically, the campaign focuses on promoting personal accountability and responsibility for ensuring provision of safe drinking water;

ii.) the campaign will be sustained in order to achieve and maintain high level benchmarks of reach and recall;

iii.) bring awareness on various activities/programmes of the Government of India and create demand for community participation to take it to the higher level.

iv.) using children as 'change agent' and build on the mobilization of communities.

v.) generate awareness among the rural community about linkages between personal and community hygiene, improved sanitation and safe drinking water, and its impact on health.

vi.) improved knowledge and information among general public to bring in transparency in approach and implementation of programmes in the field

Priority areas/regions

Although the campaign will be in the whole country but keeping in view the sectoral issues and problems, following areas will be given special focus:

i.) Hindi speaking belt of North India - Uttar Pradesh, Bihar, Jharkhand, Madhya Pradesh, Chhattisgarh, Rajasthan

ii.) Non-Hindi speaking areas viz. Andhra Pradesh, Punjab, West Bengal, Orissa, Jammu & Kashmir, North Easter States
Thrust areas

i.) Information on various aspects of safe water, what is safe drinking water,

ii.) bacteriological contamination, waterborne diseases and its impact on health, need for protection of drinking water sources

iii.) Water testing tools, technology and system - water quality surveillance and responsibility

iv.) Operation & Maintenance of water facilities, general repair especially of hand pumps.

v.) Economic aspects of safe water - sustainability of water sources, judicious and safe use of drinking water, rain water and roof top water harvesting, cost of treatment, etc.

vi.) Parameter for using safe drinking water and treatment methods

vii.) Gender specific water issues relating to women viz. in access, design, service level, illness, time consumed in fetching water, etc.

viii.) Role of Panchayats especially GPs in managing water supply schemes, drinking water sources, financial management, dovetailing of resources, timely planning and execution of plans, etc.

Target audience

i.) **Primary:** creating awareness, raising the profile of issues and involving people in solving them – rural community, school going children and youth, Panchayat members and village elders/ community leaders

ii.) **Secondary:** Other important stakeholders and influencers (programme managers, district officials, etc.)

Budget

During 2010-11, Rs. 5 crore is available for IEC activities under NRDWP with the Department. Accordingly, abstract of the proposed IEC Media Plan is annexed.
### IEC Campaign on rural drinking water 1st April, 2010 – 31st March, 2011

<table>
<thead>
<tr>
<th>S. No.</th>
<th>Activities</th>
<th>Mode of Dissemination</th>
<th>Targeted Audience</th>
<th>Source of Dissemination</th>
<th>Agencies</th>
<th>Time Frame</th>
<th>Proposed Amount (Rs. in Crore)</th>
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<td>1. Electronic Media</td>
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<tr>
<td>i.)</td>
<td>Broadcast of Audio spot/jingles on All India Radio</td>
<td>AIR Primary channel &amp; Vividh Bharti</td>
<td>General public – mass awareness among rural community</td>
<td>All India Radio</td>
<td>Prasar Bharti</td>
<td>3 months</td>
<td>Rs. 3.44 crore (90 days)</td>
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<tr>
<td>ii.)</td>
<td>Telecast of AV spots in Hindi as well as different Regional Kendras</td>
<td>Doordarshan Primary channel</td>
<td>General public – rural community</td>
<td>Doordarshan</td>
<td>Prasar Bharati</td>
<td>3 months</td>
<td>Rs. 8.92 crore (90 days)</td>
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</tbody>
</table>

**Public Relations/ knowledge sharing/ Case studies/ Best practices**

| iii.)   | Printing & dissemination of IEC guidelines on NRDWP | National and State Level | State, district and GP level | DoDWS | DoDWS |            |            |
| iv.)    | Documentation of success stories | National and State Level | National, International & State level participation | WSP | Through media | 2 stories |            |
| v.)     | Development of video news release and dissemination on various news channels | News channels | State, district and GP level | News channels | Through media | 30 stories | Rs. 0.20 |

**Live programmes on All Indi Radio and Doordarshan**

| vi.)    | Participation in live programmes on the various themes | National Level | General public – rural community | All India Radio & Doordarshan | Prasar Bharti | 3 times in 2009-10 |            |

**Web-based information sharing**

<p>| vii.)   | Web-based information dissemination | Website, Documents, Various stakeholders viz. State Government, PRIs, NGOs, etc. | DoDWS Website | DoDWS | On regular interval |            |</p>
<table>
<thead>
<tr>
<th>No.</th>
<th>Description</th>
<th>Medium</th>
<th>Stakeholders</th>
<th>Implementing Agency</th>
<th>Frequency</th>
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<tbody>
<tr>
<td>viii.)</td>
<td>Web-based reply to peoples’ queries</td>
<td>Website</td>
<td>Various stakeholders</td>
<td>DoDWS website</td>
<td>On daily basis</td>
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<td>ix.)</td>
<td>E-bulletin and web based information sharing</td>
<td>Website, Documents</td>
<td>Various stakeholders viz. State Government, PRIs, General public NGOs, etc.</td>
<td>DoDWS Website</td>
<td>On regular interval</td>
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<td><strong>Field based publicity/ sensitization</strong></td>
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<td>xi.)</td>
<td>Field publicity</td>
<td>Field Publicity Division, Mo I&amp;B</td>
<td>State/ district/ taluka Level</td>
<td>Field Publicity Division groups</td>
<td>DoDWS</td>
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<td>xii.)</td>
<td>Field publicity</td>
<td>Song &amp; Drama Division of Mo I&amp;B</td>
<td>Village level mainly focused to general public through fairs and haats</td>
<td>Troups engaged by the Song &amp; Dram Division</td>
<td>DoDWS</td>
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<td>xiii.)</td>
<td>Information sharing through seminar/ symposia/ workshop</td>
<td>Presentations, talk, speech, etc.</td>
<td>Intelligentsia, interest groups, academician, scientists, NGOs, activists, etc.</td>
<td>DoDWS officials &amp; partners viz. UNICEF, WSP, WaterAid, etc.</td>
<td>DoDWS, States &amp; partners</td>
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