

Government of India
Ministry of Rural Development
Department of Drinking Water Supply

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

year on long term basis' it is necessary that a multi-pronged approach is adopted to enable the :

- 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 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.

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

S. No.	Activities	Mode of Dissemination	Targeted Audience	Source of Dissemination	Agencies	Time Frame	Proposed Amount (Rs. in Crore)
1. Electronic Media							
i.)	Broadcast of Audio spot/ jingles on All India Radio	AIR Primary channel & Vividh Bharti	General public – mass awareness among rural community	All India Radio	Prasar Bharti	3 months	Rs. 3.44 crore (90 days)
ii.)	Telecast of AV spots in Hindi as well as different Regional Kendras	Doordarshan Primary channel	General public – rural community	Doordarshan	Prasar Bharati	3 months	Rs. 8.92 crore (90 days)
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							
vii.)	Web-based information dissemination	Website, Documents,	Various stakeholders viz. State Government, PRIs, NGOs, etc.	DoDWS Website	DoDWS	On regular interval	

viii.)	Web-based reply to peoples' queries	Website	Various stakeholders	DoDWS website	DoDWS	On daily basis	
ix.)	E-bulletin and web based information sharing	Website, Documents	Various stakeholders viz. State Government, PRIs, General public NGOs, etc.	DoDWS Website	DoDWS	On regular interval	
Field based publicity/ sensitization							
xi.)	Field publicity	Field Publicity Division, Mo I&B	State/ district/ taluka Level	Field Publicity Division groups	DoDWS	Spadework, material, workshop, etc. for the next year launch	Rs. 48 lakh (10 Months May 2010-Feb 2011)
xii.)	Field publicity	Song & Drama Division of Mo I&B	Village level mainly focused to general public through fairs and haats	Troupes engaged by the Song & Dram Division	DoDWS	Spadework, training, for the next year launch	Rs.3.91 crore (Whole 2010-11)
xiii.)	Information sharing through seminar/ symposia/ workshop	Presentations, talk, speech, etc.	Intelligentsia, interest groups, academician, scientists, NGOs, activists, etc.	DoDWS officials & partners viz. UNICEF, WSP, WaterAid, etc.	DoDWS, States & partners	On regular intervals	