



Guidelines

IEC Campaign for Implementation of Sector Reform Projects with Broad Strategies



**DEPARTMENT OF DRINKING WATER SUPPLY
MINISTRY OF RURAL DEVELOPMENT
GOVERNMENT OF INDIA**

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Sector Reform Projects with Broad Strategies

1. FOUR-PRONGED STRATEGY TO IMPLEMENT RWS PROGRAMME

- 1.1 It would be the endeavour of the Rajiv Gandhi National Drinking Water Mission (RGNDWM), henceforth to focus on the following four aspects while implementing rural water supply (RWS) programmes.
- 1.1.1 **Awareness:** The rural people should be fully aware of the advantages of safe drinking water and health-related problems due to unsafe water; they should also be aware of the pros and cons of all projects.
- 1.1.2 **Transparency:** Projects should be transparent at all stages, including financial matters. The village committee/beneficiary group should display at a prominent place all details such as funds received; funds utilised on a day and cumulative till that day; agency who did the task; details about technology etc, in such a manner that ordinary people can understand. This should be updated on a day-to-day basis.
- 1.1.3 **People's participation:** This is a new policy initiative, which the Mission is emphasising on in all its Sector Reform projects. Experiences have shown that people's participation at all stages of RWS projects can do wonders to make a project successful.
- 1.1.4 **Social audit by Gram Sabha:** People will monitor the financial and physical progress of the projects through the Gram Sabha. While doing so, the Gram Sabha should take into account the ethical, cultural and social issues of all communities of the village. All projects will be carried out to the full satisfaction of the people.



2. NEED FOR AWARENESS

- 2.1 RGNDWM has, over the last few decades, mobilised huge funds and efforts to provide safe drinking water and clean sanitation facilities to all rural habitations. Unfortunately, this massive effort could not achieve the desirable impact on the health and economic life of the rural population, largely due to lack of people's awareness to these efforts; lack of participation in programme implementation; sustainability of the systems; and, lack of awareness among the community regarding health and hygiene aspects of safe drinking water and clean sanitation facilities.
- 2.2 The Mission, therefore, seeks to educate the public; create awareness among them regarding good health and proper hygiene; provide solutions to areas in need; build alliances with like-minded organisations and the community as a whole; and, create long-term success by facilitating community involvement and ownership.
- 2.3 Information Education and Communication (IEC) campaigns carried out so far were of a broad nature, and had attempted to enhance people's awareness with regard to drinking water and health-related issues. This set of guidelines will provide some broad ideas to carry out awareness campaigns, especially for successful and effective implementation of Sector Reform projects. An effective IEC campaign plays an important role in bringing success to these projects, wherein the rural population is sensitised about
- i) the project concept;
 - ii) importance of water and its conservation;
 - iii) rural water supply technology;
 - iv) water quality and its monitoring; and,
 - v) need for community participation, particularly women's participation
- 2.4 This will empower the rural population in taking their own informed decisions about water supply schemes, which they desire for themselves.
- 2.5 **Water, a socioeconomic commodity:** Despite good strides, improvement in rural water supply lagged behind. The Mission learned that increased investments are not enough as projects are failing to sustain themselves. Systems fall idle and into disrepair. This is due to the perception of the rural people that water is a social right to be provided by the government, free of cost. The Mission tried to drive home the principles that water is an economic as well as social good and should be treated as such. It should be managed at the lowest appropriate level, with users involved in the planning and implementation of projects. With this aim in view, the Mission strives to mobilise community participation in rural water supply programmes.
- 2.6 It is being recognised that a transformation from a target-based, supply-driven approach, which pays little attention to the actual practices and preferences of the end users, to a demand-based approach, where users get the service



they want and are willing to pay for is urgently required. Implementation of a participatory demand-driven approach will ensure that the people get the service they desire and can afford to pay. Further, full cost recovery of operation and maintenance (O&M) and replacement costs will ensure the financial viability and sustainability of the schemes.

- 2.7 People will be willing to maintain and operate water supply schemes if they
- i) own the assets;
 - ii) have installed the systems themselves or being actively involved in the installation process;
 - iii) have been trained to do repairs;
 - iv) know that the government will not maintain the systems;
 - v) have sufficient funds for maintenance; and,
 - vi) have to pay for operation and maintenance

3. OBJECTIVES OF IEC STRATEGY

- 3.1 To create a sense of participation among the community, especially women, and involve them in planning and implementation of water and sanitation programmes, and in the maintenance of the systems;
- 3.2 To create a sense of willingness among them to pay for the construction of water supply systems and sanitation facilities;
- 3.3 To create awareness about proper storage, handling and consumption of safe drinking water;
- 3.4 To educate people against open defecation by creating a felt-need among households for construction of individual latrines;
- 3.5 To create consciousness about good hygiene like hand-washing after defecation and before cooking/eating; need for safe disposal of children's excreta; keeping the surroundings of water sources clean, etc;
- 3.6 To create awareness among the community regarding safe disposal of wastewater and solid wastes;
- 3.7 To create a sense of competitiveness among individuals and households on sanitation levels through social marketing;
- 3.8 To prepare motivators within the community, and make all sections of society conscious of their duty to promote good sanitation and safe drinking water;
- 3.9 To bring about a permanent change in people's behaviour and attitude regarding sanitation and safe drinking water;
- 3.10 To protect drinking water sources from pollution;



- 3.11 To empower rural women in the management of water supply and sanitation programmes;
- 3.12 To reduce infant mortality and morbidity through improved sanitation and safe drinking water;
- 3.13 To promote low-cost, location-specific appropriate technologies;
- 3.14 To encourage establishment of production centres and delivery outlets;
- 3.15 To encourage participation of voluntary agencies at the community, block and district levels;
- 3.16 To facilitate participatory planning and development through Panchayati Raj Institutions; and,
- 3.17 To institutionalise the concepts of sanitation and safe drinking water within the community, to be passed on from generation to generation like other social customs
- 3.18 **The IEC campaign should give the following messages:**
 - i) The beneficiaries will own the assets constructed;
 - ii) The government will not maintain the assets constructed;
 - iii) The government will make one-time investment in the district;
 - iv) On completion of the project, the district will be considered fully covered;
 - v) Two or more alternative technologies suitable to a particular area along with information regarding its capital cost, beneficiary share, O&M cost, replacement cost etc, for each technology;
 - vi) Full O&M and replacement cost and partly capital cost will be borne by the beneficiaries;
 - vii) Importance of water quality monitoring and surveillance;
 - viii) Importance and benefits of water recharging activities;
 - ix) Possible technologies for water recharging activities in the area;
 - x) Any other local issues pertaining to the area

4. IEC STRATEGY

- 4.1 Sixty-three districts in 25 states will be taken up for intensive awareness campaign in the first year in the Sector Reform pilot districts;
- 4.2 To shift from the conventional health education approach to social marketing approach of the programme;
- 4.3 Supply of water to consumers based on the principle of effective demand, which should broadly correspond to the standard of service that the users are willing to maintain, operate and finance;



- 4.4 Water to be managed as a commodity in exactly the same way as any other resource;
- 4.5 Panchayati Raj Institutions and local administrations should be free to levy and raise appropriate user charges for drinking water and sanitation services, whereby at least O&M, if not further development become self-sustaining;
- 4.6 Private sector efforts for construction and maintenance should be encouraged;
- 4.7 Promotion of household latrine as a precious product, with emphasis on 'prestige', 'status', 'privacy' and 'convenience' (targeted principally at women);
- 4.8 School water supply and sanitation to be an integral part of strategy for total coverage;
- 4.9 Health education aspect to be introduced into the community through schools, *anganwadis*;
- 4.10 Creation of felt-need for construction of sanitary latrines in households;
- 4.11 To involve all sections of society, from bottom-up to top-down, for people's movement to change popular perceptions about sanitation and drinking water, and bring about a permanent behavioural change at the community level.

5. AGENCIES TO BE INVOLVED AT DISTRICT LEVEL

- 5.1 The following agencies could be involved at the district level to carry out IEC campaigns :
 - i) Water and Sanitation Committee (DWSC)/core groups;
 - ii) Zilla Parishad;
 - iii) Public Health and Education Department (PHED)/Panchayati Raj Engineering Department; NGOs;
 - iv) Voluntary organisations;
 - v) Youth organisations;
 - vi) School children and teachers;
 - vii) *Anganwadis*;
 - viii) Scouts and guides;
 - ix) Health workers;
 - x) Social workers/religious and sect leaders;
 - xii) Women workers

6. STEPS FOR IMPLEMENTING IEC STRATEGY

- 6.1 Preparation of detailed guidelines for carrying out campaign;
- 6.2 Identifying NGOs, voluntary organisations, etc;



- 6.3 Preparation of detailed district-specific IEC strategy and modules for carrying out campaign in the district;
- 6.4 Baseline survey in each habitation to bring out information like population rate, literacy rate, financial position, sex ratio, occupation, paying capacity, desires and expectations. Specific IEC strategies/modules should then be developed based on these information;
- 6.5 Organising workshops for sensitisation of IEC campaign for various sections of people and stakeholders like MPs, MLAs, Panchayat representatives, District Collector, media personnel, NGOs, industrialists, teachers, social leaders, etc;
- 6.6 Formation of Village Water and Sanitation Committees (VWSCs) and Village User Groups (VUGs);
- 6.7 Organising workshops, seminars, developing audio/video spots, slogan writing, *padayatras*, street plays etc, to spread the campaign;
- 6.8 Bring out brochures, pamphlets, leaflets etc, highlighting the campaign in the district, which should be widely distributed in schools, *panchayats* and among NGOs and social leaders;
- 6.9 Carrying out special campaign in tribal and backward areas, especially during weekly market;
- 6.10 Organising exhibitions at *melas*, *haats*, etc

7. GUIDELINES FOR IMPLEMENTING IEC CAMPAIGN

- 7.1 For effective implementation of the IEC campaign, the following issues needs to be understood clearly:
 - i) It is necessary to understand whose behaviour (target group) needs to be changed;
 - ii) Which behaviour patterns need to be changed and in which direction;
 - iii) Specific messages should be given to specific groups
- 7.2 Hence, it is necessary to know:
 - i) What do people already know and do in terms of water and sanitation facilities;
 - ii) Their perception regarding health and hygiene aspects;
 - iii) How do they define 'safe water', 'unsafe water', 'cleanliness', and 'health'
 - iv) How much importance do they attach to safe drinking water and clean sanitation facilities
- 7.3 It is essential to establish in people's mind the relationship between safe water, sound environment, sanitation and health, and that these are not possible without community participation.



7.4 A sense of community ownership of the water supply systems should be inculcated and should then be motivated for better maintenance of the assets. This should be done through communication. Different implementing agencies should be involved to motivate the users in planning and site selection, training them in usage and maintenance of different water supply systems, their surrounding areas, etc.

7.5 SOME ESSENTIAL STEPS TO START OFF

7.5.1 **Contacts with local leaders:** The campaigner should introduce himself/herself to the local authorities and local leaders. They should be briefed about the campaign plan for their approval and support. This will make the work easier. These local people can give various information about the community and the village – their impression of the community, the various socioeconomic groups, problems and needs, health situation, possible constraints, and so on. They can help in involving the community in water supply programmes and in finding key persons, who may become active community promoters.

7.5.2 **Meetings:** One of the next steps is to call a formal meeting to inform the entire community about the programme. This meeting is useful to give general information and to ask for support. It is, however, not the right place to discuss the plan in detail. In general meetings, most people, especially the women, lower socioeconomic groups, low caste people and minority groups, neither get the time nor chance to express their views. In such cases, separate meetings are held to seek their opinion. Home visits, meeting the gathering at religious centres or near water sources also help.

7.5.3 **Committees:** It is good to form a group to discuss, develop and promote specific local water-related activities, which will also help to involve the entire community. Sometimes, the main community committee, for example the Village Council or the Water and Sanitation Committee, can fulfil this task. Otherwise, a separate group can also be formed, which may constitute the leading people of the community. Since they may not be interested in the details of the programme, a sub-committee can be formed with their help.

7.5.4 **Understanding the situation:** The campaigner should take a round of the village, go from door-to-door to know the people, talk to them, try to find their day-to-day problems, and gain their confidence. He/she should know about the existing water and sanitation situation, prevailing practices and health risks in the village. This will help to give a right direction to the campaign. Knowing the people and the village will serve another purpose. The people can be informed about the programme, their opinion can be sought, and in turn, awareness can be raised. At every step special care should be taken to involve the women of the village. For this, the help of the women members of the community can be taken.



7.5.5 **Involving professionals and other organisations:** The professionals in the area like doctors, school teachers, primary healthcare workers, midwives, development agents etc, should also be informed of the programme as their opinion can be valuable. They can give information on the living conditions of the community, their health situation, literacy rate, etc. Special attention should be given to involve the youth, the elderly people and the women of the village.

7.5.6 *It should be noted that no fixed formula could be followed in every village. The steps of the campaign will vary from village to village, according to their specific problems.*

8. IEC MATERIALS TO BE USED FOR CAMPAIGNING

8.1 It is often better to demonstrate things while speaking about them. For example, contamination of water or good ways of handling and storing water or how the community can contribute to the programme can be well explained through different audio/visual aids like:

- i) Information booklets
- ii) Flash cards
- iii) Posters
- iv) Flip charts
- v) Leaflets
- vi) Pamphlets
- vii) Newsletters/Bulletins
- viii) Calendars
- ix) Slide shows
- x) Folk songs
- xi) Street plays
- xii) Puppet shows/drama
- xiii) Different indoor games like ludo, jigsaw puzzle, building blocks, as well as outdoor games
- xiv) Jingles, slogans,
- xv) Documentary films
- xvi) Models
- xvii) Local newspapers
- xviii) Radio/TV

8.2 All audio/visual sessions should be followed by open discussion to ascertain

- i) How much the people have understood the issues discussed,;
- ii) Whether they are now interested in the programme;
- iii) Whether they are willing to participate in the programme;
- iv) What are the problems that act as barriers to their participation, etc.