



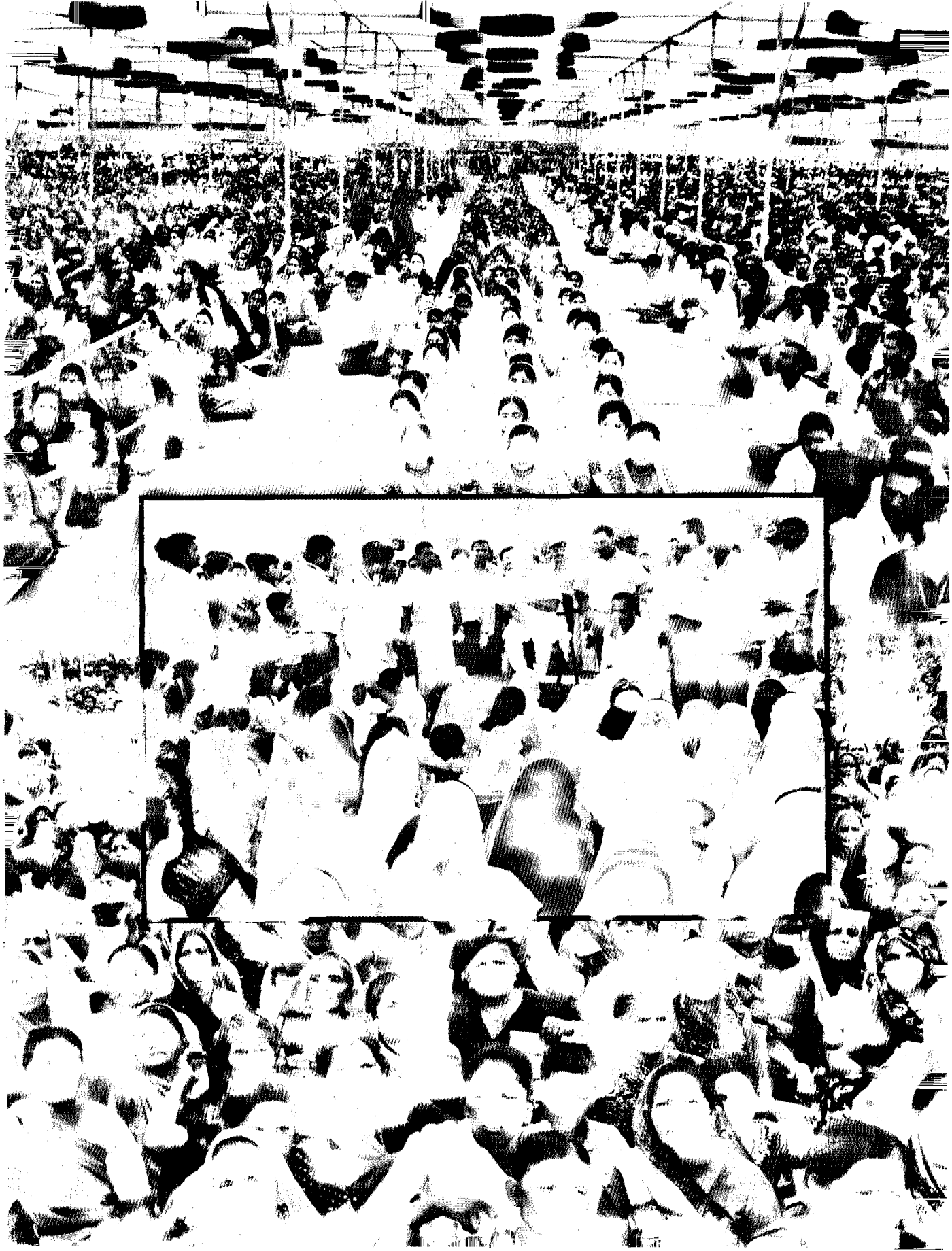
# Government of Gujarat



## Making a Difference Through Information, Education and Communication (IEC)

**Water Supply Department,  
Government of Gujarat**

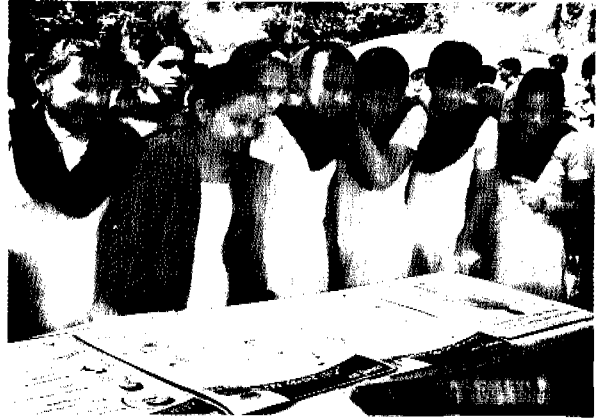
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# Making a Difference through Information, Education and Communication (IEC)

## BACKDROP

The unwavering commitment of the State of Gujarat for drinking water security to all its citizens, has manifested into a vibrant decentralised community-managed water supply programme under implementation in the State. A large sum committed to create water grid to supply water to 3/4 of its villages, has led to scaling up of the programme of community-managed water supply. This needed IEC efforts unmatched by any of the past efforts in this direction.



## NEED FOR IEC

IEC campaign has been undertaken in Gujarat State for effective mobilization of public participation and for awareness generation for citizens' involvement in service delivery and safe drinking water consumption at all levels. The IEC campaign is undertaken with the following objectives:



1. **Societal transformation:** IEC campaign is aimed at transformation of societal misgivings and to involve them with this sector so that a **paradigm shift can be achieved in the role of governance from provider to facilitator.**
2. **Participation and involvement of citizens:** It is aimed at involvement of community through information sharing, education and effective communication for assuring safe drinking water to all citizens and their active involvement in management and grievance redressal mechanism for ensuring efficient service delivery.

3. **Awareness generation:** It is undertaken for building of awareness among citizens about their rights and responsibilities as well as the quality consciousness amongst consumers. Awareness regarding safe water would lead to demands, which can only be ensured through undertaking responsibility of management of system by community. Loud and clear message does generate awareness.



4. **Reaching out to community and masses:** An exhaustive campaign is undertaken to reach out to masses through a wide range of IEC tools.
5. **Feedback mechanism:** The feedback mechanism is also aimed at for effective service delivery and sustainability of drinking water supply.
6. **Capacity building:** IEC activities are also intended for effective capacity building of community and community organizations like PRIs so that they are able to manage the drinking water and service delivery management at local level on their own.
7. **Information sharing:** Lot of information needs to be shared with the community and IEC campaign is aimed at sharing of all the information with the stakeholders. Information sharing at village level, group level and state level is very vital for involvement of one and all.
8. **Transparency:** The IEC campaign is also intended for building an atmosphere of trust and transparency with the Panchayati Raj Institutions (PRIs) and stakeholders.

9. **Reforms:** Reforms for sustainability of drinking water supply sector in terms of financial as well as water availability are the basic challenges of packaging the IEC campaign. The campaign aims at involvement of citizens for managing the drinking water supply at local levels by developing a tariff mechanism and owning the system thus leading to sustainability of this sector, as well as taking up local initiatives for conservation, renewal and recharging of local sources for its sustainability.
10. **Bridging the knowledge gap:** IEC campaign is also aimed at sharing knowledge with the community about available technology options and financial management, water resource management (WRM) measures, quality of drinking water and its supply and other such vital issues of this sector.

After the 73rd Amendment to the Constitution of India, Panchayati Raj institutions are to be entrusted with the management of various services at local levels. The multi-pronged IEC campaign is aimed at empowerment of PRIs for which information is required to be shared about the sector and the citizens' rights and responsibilities. Secondly, it is very essential to educate the citizens about the availability, quality and sustainability of the sector for long term sustenance of the service delivery for which an effective communication bridge has to be developed through extensive IEC activities.

## Exclusive Professional Team for IEC

Cells have been set up in Water and Sanitation Management Organisation (WASMO) as well in Gujarat Jalseva Training Institute. A cell consisting of a team of eight professionals is working at Head Office of WASMO to generate suitable IEC material and to disseminate messages and information through relevant means of communication at various levels. Every district has documentation and communication members to provide



information to the community, to gather feedback and to document the processes at local levels and also to collaborate with Implementation Support Agencies (NGOs). Dissemination

of IEC materials is done at various levels. A considerable number of Non-government Organisations (more than 50) are also made partners in the programme which also helps in awareness campaign and IEC activities. They are also performing proactive role for content generation, dissemination of necessary IEC materials and community capacity building. The separate Documentation & Communication Unit at WASMO HO consists of qualified professionals in the field and their qualifications range from Masters in Development Communication, Masters in Journalism Studies, Diploma in Software Engineering and Programme and C.DAC. etc. They are proficient in communication and are able to make effective impact. Gujarat Jalseva Training Institute is also equipped with a separate team for IEC activities. A special training for HO and district level personnel for enhancing communication strategies was organised in association with renowned Indian Institute of Management, Ahmedabad (IIMA) in addition to region specific training workshops conducted at regular intervals by professional institute.

Specific role recognition and special team for IEC campaign is making a difference in the State.

## STRATEGY

### Interactive Meetings (Inter-personal communication)

- i.) One to one interaction with people at appropriate levels including door-to-door visits.
- ii.) Interaction with groups for programme introduction
- iii.) Interaction of groups for capacity building
- iv.) Meetings at habitation and social group levels
- v.) Separate meetings with women and women's groups
- vi.) Informal meetings with villagers at village level
- vii.) Gram Sabhas
- viii.) Meetings at schools with teachers and school children
- ix.) Meeting with identified groups like Self Help Groups, Mahila Mandals, youth groups, religious groups, etc.

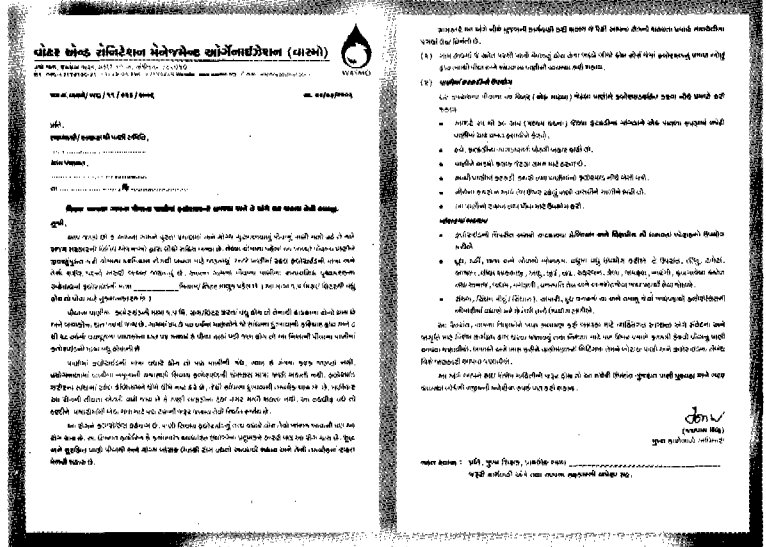


x.) Separate meetings with underprivileged

xi.) Meeting with user groups for Regional Multi-Village Water Supply Schemes.

### Personal Communication with Village leaders

Communication with Sarpanches and Pani Samitis is done regularly wherein they are requested for taking up certain specific activities in the villages or information is shared with concerned Sarpanches regarding the planning of water reaching through pipelines to the village, so that they can prepare themselves with planning and implementation of in-village water supply system.



**ગુજરાત સરકાર**

**જળક્રાંતિ : લોકો માટે, લોકો થકી**

**વિશ્વ જળ દિન**  
૨૨મી માર્ચ

**જનરલ મોદી**  
મુખ્ય મંત્રી  
ગુજરાત સરકાર

**જળશક્તિથી જળશાંતિ**

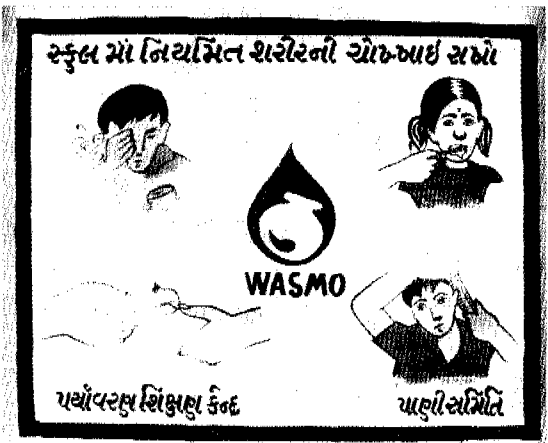
**વિશ્વ જળ દિન નિમિત્તે જળશક્તિ અને પુષ્ટ વસતીનાં લક્ષ્યોને પ્રમુખતા આપવાનું છે.**

**જનરલ મોદી**  
(મુખ્ય મંત્રી)

**સાસમે, ગુજરાત સરકાર**  
જળાચાર અને પાણીના સંચયન વિભાગ  
WASMO  
Panchayat, Gandhinagar, Gandhinagar  
Gandhinagar, Gandhinagar, Gandhinagar  
Gandhinagar, Gandhinagar, Gandhinagar

## Wall Paintings

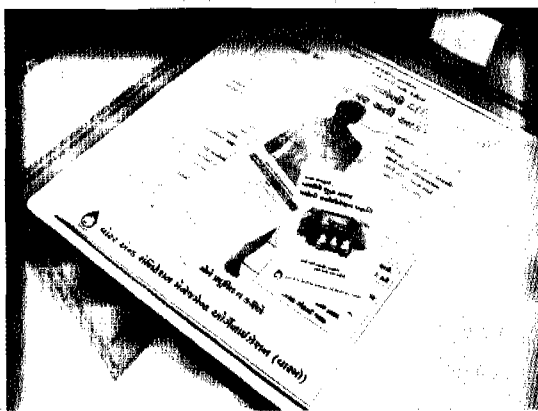
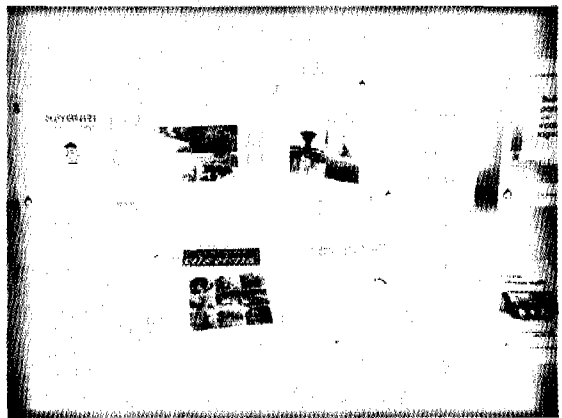
During the year 2,061 slogans promoting and encouraging water conservation and adoption of hygiene practices were written at all strategic places in programme villages and nearby towns. These slogans are selected through a slogan writing competition among school and college students. Around 500 pictures depicting usage and benefits of safe hygiene practices, significance of safe water and operation and maintenance contribution were painted on walls in schools, wash facilities and Panchayats, primary health centres and bus stops, etc.



## Print Media

The following types of publications are designed in-house, printed and used for dissemination of information and knowledge to stakeholders and target groups.

- **Brochures:** Brochures on WASMO, Swajaldhara programme, Earthquake Rehabilitation and Reconstruction (ERR) programme, Ghogha Project, water conservation methods and internship programme provide an overview about the organisation, programmes facilitated by the organisation as well as opportunities for students and professional in rural drinking water sector.

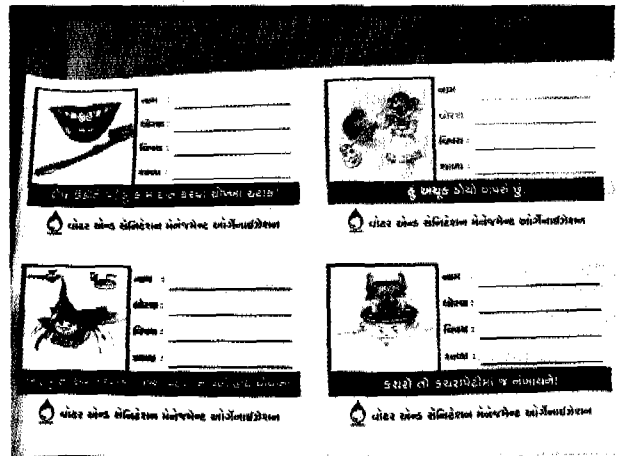


- **Leaflets:** Leaflets on chlorination, safe water, sanitation and hygiene, fluoride contamination and preventive measures, toilet construction give simple messages with graphics and sketches on topics of concern in the sector.
- **Posters and Flexes:** Posters on hygiene, household cleanliness, village sanitation, safe water, steps for chlorination, water borne



diseases, toilet construction, ideal village etc. outline the processes and steps necessary to meet good hygiene standards. Flexes depict community initiatives and innovations, village experiences and voices to motivate other villages during fairs or Melas.

- **Booklets:** Booklets and detailed guidelines for Pani Samitis have been developed explaining about the concept and their role and responsibilities as a member of Pani Samiti. Booklets on water contamination and water safety are also distributed. District-wise booklets with description of status of drinking water schemes and new projects are also prepared and updated every year for distribution to the local leaders and interested persons/ groups.
- **Success Stories:** About 100 success stories of villages are documented and published in the form of booklets/leaflets to distribute among the village community, Pani Samiti and Panchayat members.
- **Magazine:** A Gujarati bi-monthly magazine 'Loksamvaad' meaning 'Dialogue with Community' has provided a platform for community to share their experiences. 20,000 copies of magazine reaches to the literate community members of all programme villages who have an influence on the community and can further disseminate the information.
- **Stickers:** Environmental sanitation has been one of the most difficult tasks under the programme. Stickers carrying messages on personal hygiene and cleanliness, judicious use of water are distributed among school children to generate their interest and participation.
- **Documentation on experiences and lessons learnt:** Achievements, experiences gained and lessons learnt during various stages of the programme have been documented for larger sharing among planners and policy makers of different states and leading national and international organisations associated with drinking water and sanitation sector.



## Mass Media

- **Radio:** Radio is still a popular medium among rural masses and is effective to reach the remote areas. Messaging on radio through spots, feature, and talk weaving around programme objective, benefits of community-managed water supply systems, ownership of village drinking water infrastructure, water quality problems, contaminants of drinking water, water-borne diseases, concept of safe water, testing of water, toilet construction, maintaining village cleanliness are used and broadcast from All India Radio covering the entire state in relevant slots for rural audiences. Following types of Radio programmes are transmitted regularly by the department:
  - I.) Spots on need for village level chlorination and household level chlorination of water procured locally, community managed approach, village sanitation, participatory water quality surveillance, contamination of water, rain water harvesting for assured safe water are prepared as flash messages for awareness generation and reinforcement.
  - II.) Features on core issues like role of PRIs and ownership of in-village water supply system, water tariff and technical know-how for operation and maintenance of systems, personal hygiene, village sanitation, needs and methods of chlorination to ensure safe water supply and consumption are prepared to appeal to the audience in an interesting manner. This drama format with presence of subject expert is gaining popularity as regular feedback is received from the rural audiences.
  - III.) Radio talk shows on fluoride contamination and measures to combat it, health implications of consuming unsafe water, water pollutants and hazardous effects give detailed information/facts about drinking water quality problems.
  - IV.) Serials: Regional programme like Gam Jo Choro is well received and it is about to cross 100 episodes. Similarly, spots in dialects have also been produced and aired on regional stations of All India Radio.



V.) Programmes in local dialects are also prepared for focused regions. For this purpose, programmes for Kutch and Dangs were specifically prepared and broadcast for effective participation of the target groups of these regions.

- **Television:** Television having a visual impact is also widely used for IEC. The following types of programmes are broadcast:



- i.) **Spots:** Spots on Pani Samiti formation, Panch Mantra on village cleanliness and water resource

management activities for sustainability, need for chlorination of drinking water are televised on Doordarshan Kendra, Ahmedabad to complement the campaigns run at grassroots level or part of emergency efforts during disasters.

- ii.) **Quickies:** Thematic quickies of 30 seconds are televised on need of water testing in laboratory, water testing of local sources at village level, disinfection of water, fluoride and flourosis, nitrate contamination, water-borne diseases, water impurities. A quickie on 'Ensuring chlorination at community level' is also aired on Doordarshan Kendra, Ahmedabad for mass awareness.

- iii.) **Serials:** Serials "Pani No Mahima", "Jal E Jivan" beamed on Doordarshan Kendra and local cable networks reach almost every corner of the state. It has episodes on crucial aspects like collective efforts to equip the village with water supply structures, strengthening of existing local sources, paying for drinking water facilities, collective ownership of the drinking water systems, hazards of open defecation, need for building individual toilets, judicious use of water, rain water harvesting etc.

- iv.) **Documentaries:** Documentaries in English and Gujarati have been produced on WASMO as the State Water and Sanitation Mission and introduction of demand-driven, community-managed approach. Besides, the real life experiences of the community actively participating in community-managed drinking water programme have been captured in a Gujarati documentary – "Pani: Lok Ji Vani". Alliances have been forged with Information and Forest Departments for greater outreach through these media. These documnetaries are available on CDs are shown at Gram Sabhas and Pani Samiti meetings besides training programmes. These efforts have facilitated the process of transparency. In village Bhimrana, the Pani Samiti in Jamnagar district produced a short documentary film out of the

footage they shot during the construction process of water supply systems and showed on cable network. The film today motivates people during training in other villages too.



## Folk Media

- **Street plays:** Street plays have proved to be an effective means of mobilising, informing and entertaining the rural community. Professional media groups are engaged to perform street plays on safe drinking water, health implications of consuming unsafe water, village cleanliness, roles and responsibilities of Pani Samiti, programme

implementation process and O & M contribution. More than 350 region specific street plays have been performed so far.

*Motivation for community contribution : Patadi is a large village in Surendranagar district. Community contributions were not regular in coming and a solution had to be found. A street play on community contributions was organized just prior to the Gram Sabha that was scheduled that day. This play led to an animated discussion at the Gram Sabha. What emerged was that the people were well aware of the need to contribute, but they did not know where they should make the payments. The large distances within the village necessitated a decentralised system of collection. Matters finally came to a rest and the problem of irregular contributions was solved when it was decided that collections would be done hamlet-wise.*

- **Skits and plays in schools:** With the help of professional agencies as well as motivated teachers small workshops on skit preparation are organised in schools. The students and teachers facilitated by community mobilizers and experts form a group for preparation of script and enact the skits mainly on personal hygiene and village sanitation. In some villages the school sanitation committees often stage plays in Bhavai format using popular Rangalo-Rangali characters to appeal to audience of all age.





## Fairs or Melas

Fairs are a quite useful for message dissemination where rural communities especially women and children gather in large numbers. These forums are used to give messages on sanitation, hygiene, toilets, soak pit models, water resource management and rooftop rain water harvesting structures.

Specific models have been prepared for exhibition stalls. Working models as well as static models are displayed for rooftop harvesting, water resource management, village water supply management and various sanitation options.

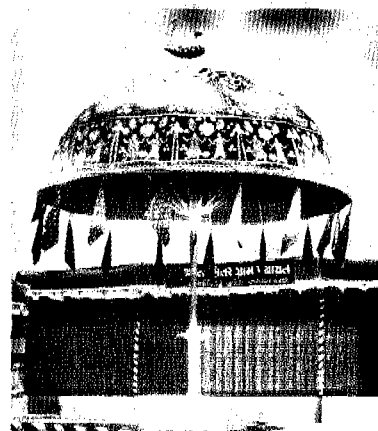
The famous Tarnetar fair in Surendrangar district, Ravechi Mela at Rapar, Vandh Mela at Samakhali, Yaksh Mela at Nakhtrana (Kutch), Shabari Mela in southern tribal belt, Janmashtami Mela across the entire Saurashtra, North and Central regions are some of the fairs where stalls having displays are arranged.

Demonstration on water quality testing are done and people are educated about village level water quality monitoring.

In addition to folk fairs, exhibition stalls are also set up during the fairs organised by other government department such as Department of Agriculture, Department of Rural

Development and Department of Health as water and sanitation sector is closely associated with them. Theme specific mobile exhibitions are organised as a support activity to trainings of ISA members and community, held at taluka level.

**Appealing through media mix :** *Tarnetar, located in Chotila block of Surendranagar district hosts the popular religious and historical Tarnetar fair every year. It attracts large crowds, with as many as an estimated nine lakh people visiting the grounds over three days every year. WASMO had a stall at the fair, and focused on sensitising the communities about water and sanitation. A range of display material including posters and models were put up at the stall on latrine models, roof rain water harvesting, health and hygiene, and village sanitation. Further, demonstration and awareness creation was also done on chlorination and*



*water testing for facilitating the intake of safe drinking water. Audio visual programmes as well as the staging of street plays were among the other methods used to generate interest among the village communities on water and sanitation. During the course of three days, approximately 30,000 people visited the WASMO stall and IEC material and guidelines for sanitation units were disseminated to about 5000 visitors.*

*Famous Ravechi Mata fair held at Nani Rav in Kutch is attended by thousands of people. In this annaul fair dsiplays and models of villages effectively managing their in-village water supply systems are exhibited. In addition, people are encouraged to parctice testing of water with the use of demonstration kits in order to enable them to test the water quality of their local sources.*

### **Pani Samiti members** village Boobwana, district Surendranagar



**They changed the look of their village!**

These are the women, who are determined to keep their village clean and green. They are the Pani Samiti members of Boobwana village. They have prepared an action plan for improving water and sanitation infrastructure. Every Sunday, all of them gather with brooms in their hands to clean the village.

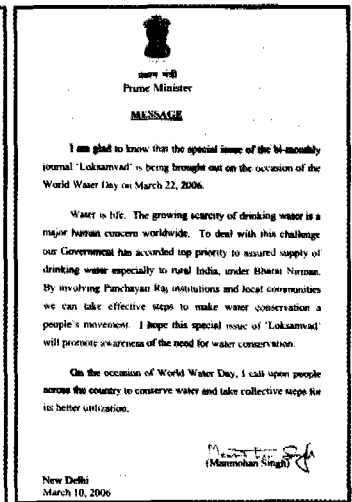
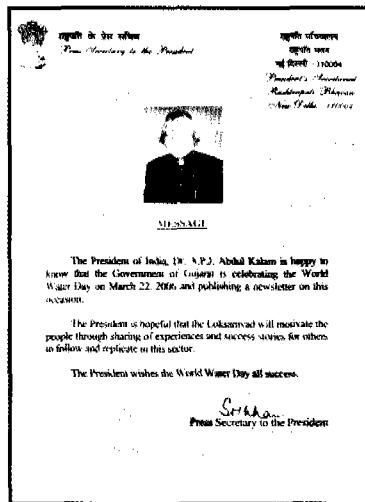
# Campaigns and special drives

**Special drives:** Special drives are initiated in the villages for following result oriented activities.

- i.) Cleanliness drives of villages
- ii.) Drinking water storage
- iii.) Greening of villages
- iv.) Water conservation
- v.) Clean river drive
- vi.) Clean school drive

With active involvement of ISAs special result oriented campaigns are launched on various events. Some of the campaigns done are:

- i.) World Water Day: March 22
- ii.) World Environment Day: June 5
- iii.) Independence Day: August 15
- iv.) Republic Day: January 26
- v.) Children's Day: November 14
- vi.) World Science Day: February 28
- vii.) Women's Day: March 8
- viii.) Kite Flying Day: January 14



**School focussed campaigns:** Interactive communication, games, songs, essay and painting competitions and demonstrations are the main methods used to shape children's attitude towards sanitation. Messages are then further backed by constant vigilance by teachers to ensure that hygiene practices are imbibed by children. At school programme the children are encouraged to handle water with clean hands. The message is through a demonstration of visible dirty water in a transparent glass after rinsing hand by one of them, who believes that he/she is the cleanest in the class. Children are also encouraged to perform skits in their schools for conveying water and sanitation related messages to their peer. In about 140 schools students and teachers have been teamed up for skit performance on hygiene and this initiative is being spread to many more schools.

### ***Cleanliness is the foundation of good health***

*A house with clean veranda and a clean courtyard,  
Clean is my portico, clean my balcony  
Clean is my face, clean are my hands,  
My clean heart holds the lord of this world  
Clean clothes are a pleasant sight to behold,  
If the body is clean then disease will not come*

**- One of the winning entries by an 8th grade student in Bhuj**



## **Capacity Building**

Capacity building is one of the major software activities for effective implementation with active participation of ISAs. Post construction activities, importance of chlorination and chlorination practices, collection of O&M contribution, maintenance and auditing of accounts and keeping records are covered as a part of on going capacity building process through demonstrative interactive trainings.

Manuals have been developed for ready reference on these aspects. Construction guidelines are provided to ensure appropriateness and quality of construction. To assist the Pani Samiti with their finance, record keeping and O&M tasks, manuals with illustrations and graphics are provided. Preparation of ToT manuals for grassroots ISA representatives, Samiti members and operator are underway to create cascading effect.

## **Participatory Rural Appraisal (PRA)**

PRA is conducted at village level for involving the community in identifying issues of drinking water supply and availability. Through PRA exercise community generates map of existing water facilities and then articulates the improvement/addition of facilities so as to develop the Village Action Plan (VAP). It is done through social mobilisers of District Core Teams (DCTs) and Implementation Support Agencies (ISAs). PRA is proving as an effective capacity building tool and villagers get fully involved for improvement of services and preparation of VAP.





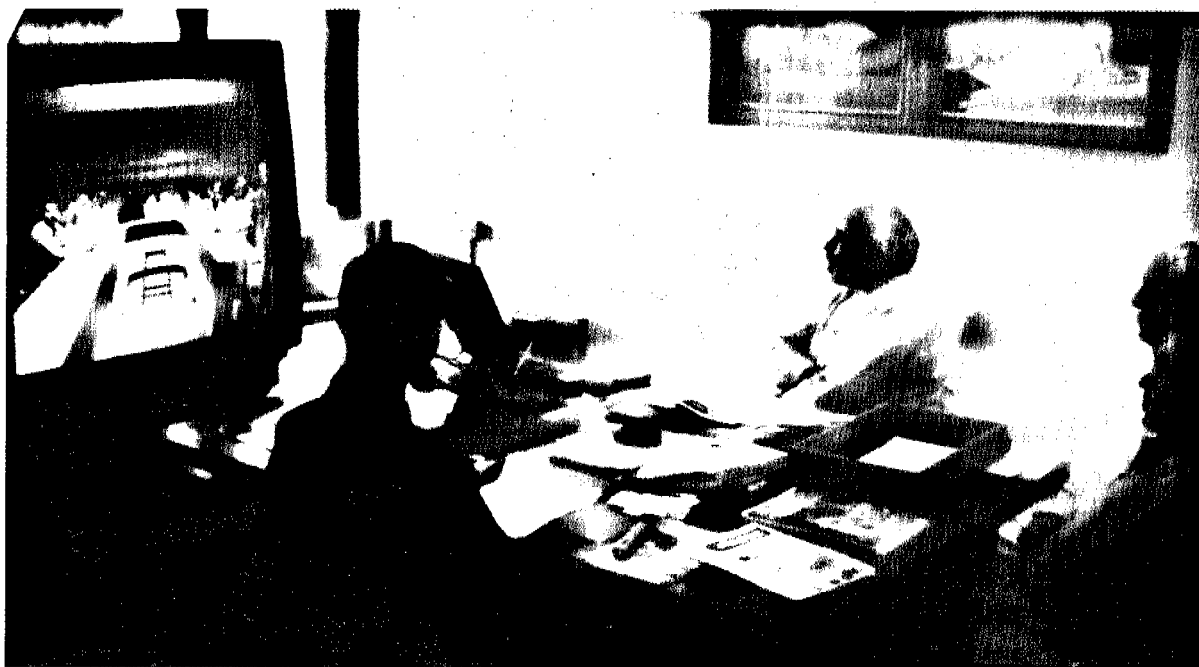
## Exposure Visits

Exposure visits of Village Pani Samiti members are conducted for "*seeing is believing*" experience to areas where successful programme implementation is done by Village Pani Samitis. These demonstration visits have a profound replicable impact and the participants become enthusiastic to take the cause of village water supply through Pani Samitis. After such visits most of the villages have either already collected or are in the process of collecting their community contribution in advance so that they can participate in the demand-driven, community-managed drinking water and sanitation programme.



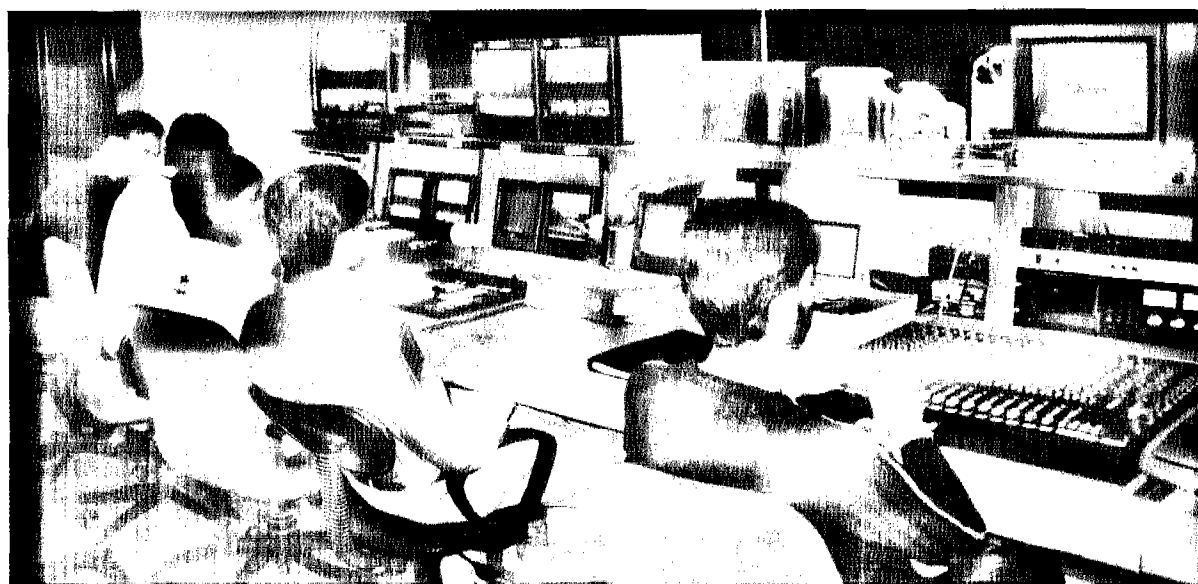
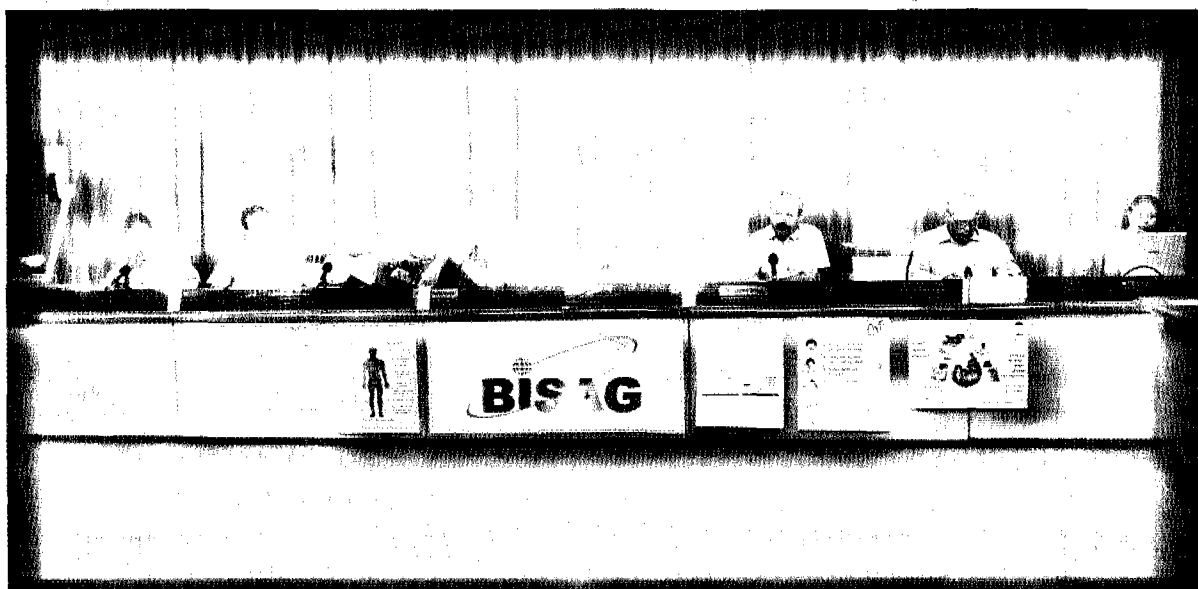
## New Initiative: Video Conferencing

For water quality surveillance programme, efforts towards mass awareness generation have begun through video conferences using the satellite technology. Interaction with rural audiences is focused on district specific problem of fluoride and measures for ensuring consumption of safe water. So far, the video conferences have been conducted for following six districts:



## District wise Participation in Video Conference Programme

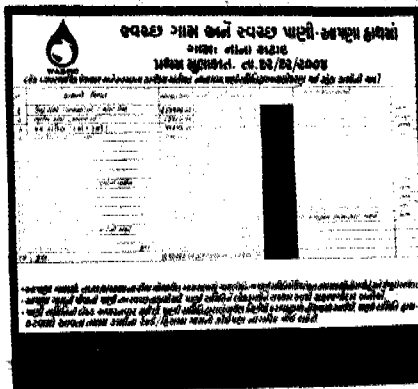
S. N	District	Date	Nos. of talukas covered	Participants attended the programme
1	Mehsana	25.04.2006	9	306
2	Vadodara	18.05.2006	10	322
3	Panchamahar	08.06.2006	11	806
4	Dahod	15.06.2006	7	836
5	Sabarkantha	13.07.2006	13	1006
6	Patan	27.07.2006	7	523
		<b>Total</b>	<b>57</b>	<b>3799</b>



## Impact of IEC

Continuous IEC interventions in the sector have led to visible impacts, which are also reflected in monitored indicators and some of them are as follows:

- i.) **Transparency and trust:** Due to vigorous efforts through IEC, transparency is building up in programme implementation. Trust has developed between community and Government agency, which is proving to be a major factor for reforms in the sector. IEC efforts from programme introduction to constant facilitation and training of PRIs could make a remarkable headway for bringing in transparency. Sharing of information with villagers and village leaders has led to building an environment of trust which will go a long way in sustainability of drinking water service delivery at grassroots levels.



**Fixing of Tariffs :** In Nani Virani village, the Pani Samiti has calculated separate O&M tariffs for sanitation and water. These charges have been calculated on a per head basis instead of household basis as members from many families have migrated to Mumbai. The tariffs were proposed by the Pani Samiti and were approved by all the villagers at the Gram Sabha. The village has opened a separate bank account for O&M, and there is a valve man to operate the water system. The accounts and expenses of the Pani Samiti are displayed regularly at its office board. As a result of the transparent systems, there is considerable solidarity and willingness among the people in abiding by the systems laid down by the Pani Samiti. "If someone does not pay on time, then we go and visit them and find out what the problem is," says Vanitaben Deewani, a Pani Samiti member in Nani Virani.

**Joining Hands :** In Virpur village of Sabarkantha district, villagers were initially hesitant to contribute ten percent towards a government programme. They had doubts whether the programme would get implemented at all after they had contributed. But involvement of them in planning and implementation convinced the community and the in-village water supply scheme was constructed. The people from the village now express satisfaction and experience a sense of ownership after scheme completion. The experience with Swajaldhara has encouraged them to take on other initiatives such as regular cleanliness drives (not a part of the Swajaldhara programme) in their village as well.

ii.) **Formation of Pani Samitis at Village level:** Due to IEC activities, reform process has been accepted by the community and continuous efforts in this direction is leading to joining more and more villages in the reforms by formation of village level Pani Samitis as sub committee of Gram Panchayat to fulfill their constitutional responsibilities duly approved in the Gram Sabhas. Till now more than 5,300 Pani Samiti's have been formed in Gujarat State.

iii.) **Local Innovations:** Innovations in water management and distribution networks are replicated in various villages. Dual water supply for drinking and other purposes separately, fair distribution of supply with adequate pressure in all the hamlets and various innovative water resource management and conservation practices are being adopted by various villages.

*Cluster based storage systems ; In Sadai village of Kutch, the water tank being constructed to supply piped water is connected to a cluster of seven sumps through a gravity based system. Water is available to communities from the sumps by means of hand pumps. These are enough to serve them for as long as ten days if there is breakdown or disruption in piped water supply.*



iv.) **Honorary Services:** Honorary services are rendered by village leaders and community for implementation and operation and management of the project in their villages without even expecting any honorarium.

v.) **Emergence of invisible leaderships:**

For a long time, spanning several decades, traditional leadership in the villages was never questioned. It rested with a village elder who commanded respect and support of the people. With the implementation of the community

**Sharifaben** village Asambia, district Kutch



**She geared up and monitored water supply works of her village!**

She ventured out of home and took a lead. As a member of Pani Samiti, she visited every household and persuaded them to join hands. She collected community contribution, kept the records and monitored the repairing and reconstruction tasks of the village water supply works damaged during the earthquake.

managed programme, this scenario has begun to re-emerge. Very effective leadership has emerged in the villages, who are now serving as catalysts for development processes

in the village. Many women, and youth have taken lead. They received training and skills which enabled them to take up work in their villages and other villages as well. In villages like Gadhiyalo in Kutch, and many others, youth have led the village development process.

**vi.) League of sanitation soldiers:** In several villages, youth, women and children have taken up the cause of sanitation and hygiene and regular cleaning of villages is now a common practice in such villages.

**vii.) Preparedness for disaster mitigation:** Special campaigns for drinking water quality and maintenance of water quality especially during floods have created a lot of awareness in the villages and Pani Samitis have now started caring for proper chlorination and its monitoring. This is proving very useful for prevention of any ensuing epidemic dangers. Care of local sources and capacity building for water quality testing at village level are proving very successful measures for capacity building of Pani Samitis for preparedness for disaster mitigation especially in times of floods.

**viii.) Solid-waste disposal mechanism:** Due to awareness generation, several villages have instituted solid waste disposal mechanism and are also collecting separate tariffs for solid waste disposal.



**ix.) Clean villages:** Due to IEC activities alone, lot of villages have turned clean villages and are now adopting better sanitation practices and hygiene measures.

**x.) Water Conservation:** Conservation in use, reduction in losses, immediate repairs of broken taps and pipes, etc. are preventing wastage of precious water. Spillages are not observed in most of the villages where awareness has been generated. Local measures for water conservation and storage are also taken up by the community.

*Arjanbhai village Mithi Virdi, district Bhavnagar*



**Along with other villagers, he pushed back the sea. Literally!**

Led by an enthusiastic Arjanbhai, the villagers of coastal Mithi Virdi village in Bhavnagar district decided to chart their own future. They planned and constructed a tidal control structure. Now, they are reaping dual benefit of checking seawater intrusion and harvesting rainwater for their use.

**Rain water harvesting :** In Malpar, Avaniya, Mandava, Bapada and Sosiya villages in Bhavnagar district, a series of new check dams have changed the water scenario. Where water was a scarcity in previous years, the check dams have ensured that water for domestic use can be obtained from dug wells and streams even during summer.

It was difficult to encourage the people to participate in community managed programme in Mota Kalawad village in Jamnagar district having political factions. When the meetings for a long time remained futile, the people were taken to an exposure visit to Rajsamadhiala, the winner of prestigious Nirmal Gram Puraskar. Inspired by its water conservation measures, the villagers of Mota Kalawad decided to initiate work by constructing a RRWHS model. As a result, the village now has 30 individual RRWHS systems.

- xi.) Cleanliness of students:** Regular bathing, clean dresses, regular checking of nails and other such hygienic practices are becoming a rule only because of IEC activities focused for this purpose in the schools.

**Changing scenario :** A study conducted in 35 schools in five talukas of Kutch district showed the following broad findings.

There is a significant improvement in the overall personal hygiene of the school children, with most of them keeping their nails short (96%), many of them keeping their clothes clean (80%) and taking bath regularly (53%). Washing of hands after using the toilet and before meals was practised by 63 per cent students.

In 84 per cent schools where facilities for drinking water were created, regular cleaning was done by children on weekly, fortnightly and monthly basis.

There is a marked improvement in the drop-out rate in all the schools. Among the boys the drop-out rate has reduced by 63 per cent while among girls it reduced by 66 per cent. There has been an improvement in the enrolment ratio of girls in about 84 percent of the schools.



- xii.) Users to pay:** Payment of tariff charges by the community for water supply services has been the most rewarding impact of IEC activities aimed at bringing reforms in the sector where users start paying for the services. More than 900 villages have already approved tariff structures in Gram Sabhas and tariff recoveries are very regular. Moreover, unlike last year, where no charges for water were paid by the people to GWSSB, this year, the total charges that have been collected stands at Rs. 4.32 lakhs.

**xiii.) Participation of women:** Water being primarily the domain of women and directly related to their daily routine, involvement of women in the programme has been extensive. It is achieved by separate meetings for women and involvement of SHG's. Women's involvement has proved to be the key force behind success of decentralized water supply management. Women, at many villages, have not only taken leaderships, but are also contributing towards tariffs on their own.



**Women taking lead :** *When the Pani Samiti was formed in the village, Lakshmiben was made a member and was given the charge of collecting community contributions. "To collect the contributions, I got the women together and called a meeting of the Mahila Mandal in our village. The other women and I presented the WASMO programme to the members and explained what benefits we would be getting. We explored how we could solve our water problems in the future and instill the habit of cleanliness in our children. It was in this manner, by talking to the women-folk, that I managed to fulfill my responsibilities as a Pani Samiti member and collect the contributions from the people," says Lakshmiben.*

**Voices of women :** *"Earlier we used to spend Rs. 400 on milk and Rs.600 on water. After the intervention, we only have to pay a nominal price for water."*

*"Our drudgery of having to walk 3-4 kms everyday to fetch drinking water has been reduced with water now being available within the village"*

*"We can now dedicate more time to diamond polishing, sewing work as well as other economic activities"*

**She provided a benchmark of quality and made others to comply with it!**

A committed member of the Village Water and Sanitation Committee (Pani Samiti), she identified and stopped the inferior quality of work carried out by the construction agencies. By this, she not only took a lead in rectifying the work but also set an example for others to follow. Roots of this can be traced in the pre-construction training imparted to the Pani Samiti members.

**Jekuben** village Chhaya, district Bhavnagar



- xiv.) Care of underprivileged sections of the society:** Social dimensions in the form of special care for underprivileged and poorer sections of the society are addressed by the community. Concessions in community contributions as well as differential tariffs are decided by the Gram Sabhas for this purpose in many villages.
- xv.) Activation of Gram Sabhas:** Gram Sabha, being the basic decision making body for a village, its activation has created a great impact by resolution of conflicts, for taking a collective decision and arriving at consensus for major decisions of development based on equity.
- xvi.) Social Audit:** Information Education and Communication, all three disseminated at community level is bringing a perceptible change in form of involvement of community as a whole in monitoring of quality of works and transparent transactions. This social audit is also helpful for ownership of the projects by community. The progress of works as well as financial progress are also discussed in Gram Sabhas and final accounts are also approved by Gram Sabhas.
- xvii.) Strong ownership feeling for decentralized water supply schemes:** IEC led projects of community participation have generated a strong ownership feeling amongst community and Village Pani Samitis, who are now managing the entire infrastructure on their own and are contributing for O&M by efficient tariff collection mechanism.

*Taking care of future needs : Over half the villages in the recently completed Ghogha project have as many as 70-100% of the households making regular annual tariff contributions. There have also been evidences of villages such as Gundi, Kobadi, Kolyak and Ghogha where enough funds have been raised to last for the next 3-4 years. Kobadi and Gundi have both collected more than four times their estimated O&M expenditure.*

- xviii.) Grievance redressal and efficiency of service delivery:** Due to user group meetings and grievance redressal mechanism for service delivery of drinking water from group water supply schemes, efficiency of services and consumer satisfaction has increased.
- xix.) Water quality consciousness:** Specific campaigns and regular education activities in Gram Sabhas and at village and schools levels, consciousness for water quality is increasing. People are getting involved readily for water quality testing and monitoring. Chlorination being a vital activity for safe drinking water supply, people are taking up



steps for ensuring chlorination at local level. A survey of villages around Gandhinagar by Gujarat Jelseva Training Institute (GJTI) shows that earlier chlorination was present in drinking water supplies of only 5% villages, which now stands at 95%.



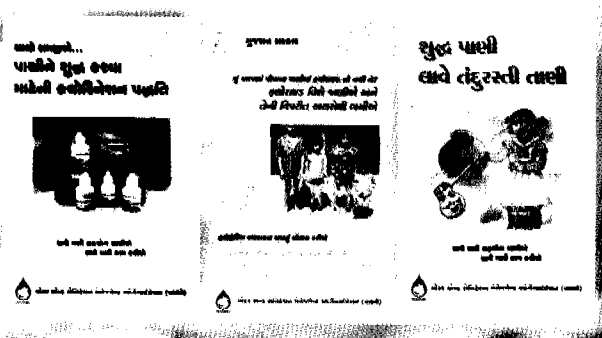
**Khichdi Test:** *The water in Payarka village used to be very saline. The villagers could tell the quality of water from the khichdi they cooked. "When the khichdi cooks properly, we know the water is good. Otherwise, the khichdi would smell and taste bad. Because of poor water and sanitation, illnesses were common, and it was a routine matter for villagers to take medicines with their meals," says sarpanch Gabhabhai Kalabhai Hingne.*

**Revival of De-fluoridation Plants:** *The result of awareness generation in fluoride-affected villages has not only been encouraging but also inspiring. The 238 plants installed in villages earlier had become defunct for the last three years ever since the responsibility of operating and maintaining them was transferred to the communities. To tackle the growing problem of fluorosis, WASMO initiated efforts towards resurrecting these plants through mass awareness and community mobilisation campaigns. Today, villages Khodu and Jasmatpar in Surendranagar district have already revived their systems, while several others have begun the process of revival.*

**Consumption of safe water:** *In August 2004, when results of 101 drinking water samples tested in Ghogha region showed that water was chemically unfit in 11 and bacterially unfit in 41 villages an intense awareness campaign was launched. After one year, a marked change in test results and consumption pattern is observed. The villages having bacterial contamination has reduced to six due to regular chlorination at the village level and only three villages had water which was chemically unfit. It was also found that inhabitants of these three had discontinued drinking water from local sources and were using alternative piped sources that served treated water.*

**xx.) Empowerment for water-quality**

**testing:** After awareness generation at village level and capacity building, community is taking on responsibility for water quality testing by using water quality testing kits. More than 1,000 villages have already started monitoring and testing water quality at village level.





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## **Emerging leadership**

**With the support from the Government of Gujarat and WASMO, the rural communities are moving towards a new era of decentralised, community-managed, demand-driven water and sanitation systems for drinking water security and improved habitations**



***Working towards drinking water security and habitat improvement by empowering communities to manage their local water sources, drinking water supply and environmental sanitation***



"The change has been brought through IEC; with WASMO the difference is that **information** has moved into **involvement of people and then to implementation**. From **education** we have moved to **extension** where people are becoming aware of what needs to be done and how to do it themselves. **Education has led to empowerment, especially of women. Communication has been converted into conviction.**"

*-P K Laheri, Chairman and MD, Sardar Sarovar Narmada Nigam Ltd.*



**Building partnerships  
and working together**



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