

GOVERNMENT OF JHARKHAND
DRINKING WATER AND SANITATION DEPARTMENT

National Rural Drinking Water and
Sanitation Awareness and
Communication Week

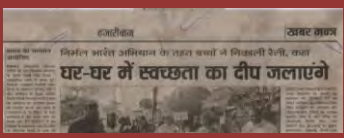
Observance & Way Forward in Jharkhand

Program Management Unit
State Water and Sanitation Mission



ग्राम जल एवं स्वच्छता समिति, कर्मवर्दे
V. WSC के कुल सदस्यों का नाम:-

1. मिस्त्री सुर्म (अध्यक्ष) 8402868922
2. सकीना प्रवीन (आध्यक्ष) 8434764766
3. धवीता देवी (कोषाध्यक्ष) जल संहिता: 954644545
4. मजीदा आदम (सदस्य) 9481983973
5. माधुरी देवी
6. इसरर बीवी
7. स्वं सुषोदी खंडा
8. दीपक कु. रजक (सदस्य)
9. स्वं जोगल सोहन
10. सुकेरा कु. मंडल
11. मयल हेन्डन



2014



शपथ

- मैं भोजन से पहले एवं शौच के बाद साबुन से अपने दोनों हाथ धोऊंगा।
- मैं खुले में शौच नहीं करेगा एवं दूसरों को भी नहीं करने के लिए समझाऊंगा।
- जल ही जीवन है, मैं बूँद-बूँद जल का सदुपयोग करूँगा।
- मैं विद्यालय परिसर को स्वच्छ रखूँगा।
- मैं शौचालय की साफ-सफाई एवं शौचालय का नियमित उपयोग करूँगा।
- मैं रोज नहाऊँगा, धुले हुए कपड़े पहनूँगा।
- मैं अपने आम-पटोस में स्वच्छता की जानकारी दूँगा एवं लोगों को जागरूक बनाऊँगा।



जय प्रकाश भाई पटेल
माननीय मंत्री
पेयजल एवं स्वच्छता विभाग
झारखण्ड



हेमन्त सोरेन
माननीय मुख्यमंत्री
झारखण्ड

राष्ट्रीय ग्रामीण पेयजल एवं स्वच्छता जागरूकता सप्ताह (20 फरवरी से 25 फरवरी 2014)

उद्देश्य आम ग्रामीणों के बीच पेयजल की गुणवत्ता एवं स्वच्छता को दैनिक व्यवहार का अंग बनाने के विषय पर जागरूक करना..

1. ग्राम तथा नगर स्तरों पर आवासीय एवं सार्वजनिक स्थलों में पीने से जुड़े सार्वजनिक परिसरों पर जागरूकता कार्यक्रमों का आयोजन किया जाएगा।
2. पब्लिक रिलेशंस इंटर-पर्सनल कम्युनिकेशन (IPCC) हेतु ग्राम-नगर स्तर पर
3. स्वयं सहायता समूहों के साथ WWSG का सहयोग।
4. नगरपालिका स्तरों पर शौचालय निर्माण हेतु प्रस्ताव।
5. ग्राम-नगर स्तर पर जागरूकता हेतु कार्यक्रमों का आयोजन किया जाएगा।
6. ग्राम स्तर पर जागरूकता हेतु जागरूकता कार्यक्रमों का आयोजन किया जाएगा।
7. विद्यालय एवं आंगणवाड़ी में शिक्षक एवं अध्यापकों को जागरूकता की भागीदारी।
8. विद्यालय एवं आंगणवाड़ी में स्वच्छता सत्रों का आयोजन।
9. प्रकल्पों के माध्यम से Field Test Kit द्वारा सामुदायिक परिसरों की जांच होगी।

राज्य की एक हजार ग्राम पंचायतों में पेयजल एवं स्वच्छता विषयक जागरूकता हेतु विशेष अभियान चलाया जाएगा जिसके तहत प्रति पंचायत पांच हजार रुपये की राशि प्रचार प्रसार हेतु उपलब्ध कराई जावेगी। जिससे निम्न कार्य किये जा सकेंगे:

- स्तरीय स्तर पर सार्वजनिक स्थलों पर जागरूकता प्रचार
- स्तरीय स्तर पर जागरूकता प्रचार कार्यक्रमों का आयोजन।
- ग्राम में स्तरीय स्तर पर, अतिरिक्त, पानी की विपणन कार्य प्रारम्भ करना।
- किलो लिटर/दिनांक / लूटिंग पर जागरूकता कार्य प्रारम्भ करना।
- पंचायत सदन / सामुदायिक स्थल पर WWSG सदस्यों के नामों की जांच करके एक मुक्त शौचालय मुक्त घरों की संख्या, खुले आंगणवाड़ी की संख्या की जांच करके देना हेतु सौभाग्य लेखन।

अधिक जानकारी के लिए विभाग के टोल फ्री नं. : **1800 3456 502** एवं **1800 3456 516** पर कार्यालय में संपर्क करें

**आईये पेयजल एवं स्वच्छता विभाग के साथ अपनी
ग्राम पंचायत के विकास में भागीदार बनें**

सशक्त पंचायत, समर्थ पंचायत, स्वच्छ पंचायत



पेयजल एवं स्वच्छता विभाग, झारखण्ड सरकार द्वारा जनहित में जारी

Design and Editing by: Kallol Saha , Director, PMU,SWSM ,Jharkhand

The state of Jharkhand observed “National Rural Drinking Water & Sanitation Awareness Week” on and from Feb 20th – 25th, 2014 along with other parts of the country. Drinking Water and Sanitation Department, Government of Jharkhand took this opportunity to strengthen participatory activities in more than 1000 Gram Panchayats in 24 districts across the State. Enclosed herewith is an effort to take up logically driven Information Education Communication (IEC) activities to mobilize rural community on WASH issues and their implication for NBA in Jharkhand.

1. Setting the Objective:

Ministry of Drinking Water and Sanitation, Government of India provided overall strategic guideline for observation of communication week with recommended set of activities at various node of NBA implementation.

During last two years SWSM, Jharkhand have carried out focused work on formation and functioning of Village Water and Sanitation Committee (VWSC), as a Panchayat mandated body to take up WASH activity in the villages.

Building upon the same Drinking Water & Sanitation Department (DWSD), Jharkhand decided to use the opportunity to take up focused activities emphasizing village level interpersonal communication on WASH as key exercise. This communication week was treated as an opportunity to understand WASH need of participating villages and how these can be addressed through community based action. Further, the findings were used to define program contours and shelf of project for next year and a strategic road map for future.

2. Evaluation Methodology:

The report is prepared after reviewing district wise reports, primary data collected from the districts through individual interviews, structured group discussion and site visits. DWSD engaged qualified consultant to take up professional evaluation of Awareness Week and ensure 4 site visits for recall test and participatory impact assessment, 4 District Program Management Unit (DPMU) interactions, 4 Circle level meeting with SEs and State level meeting with Circle wise Mentors appointed by PMU, SWSM.

Fig.1 Gram Sabha being organized in Vishnugarh Block, Hazaribag District



Fig. 2 GP meeting in Karamtarn Block, Jamtara District



3. Selection of Gram Panchayat and other units:

Jharkhand consists of around 4500 Gram Panchayats (GP). Planning for communication week was carried out keeping in view the fundamental principle of NBA and institutional structure to implement the same in Jharkhand:

1. The program shall cover Gram Panchayats from where PRI representatives sent repeated request through call centre and by physical presence in departmental Workshop
2. Villages with already installed Pipe Water Supply schemes where House connection and open defecation issue continues.
3. Water quality affected areas which shall be considered for Quality and coverage schemes in near future
4. Those GPs who are ready to take up ODF movement forward through community participation and likely to find a chance in next year's NBA Program
5. GPs where transfer of Fund for O & M of PWS, Hand Pump repair and NBA has been carried out and Utilization Certificate is expected
6. It was ensured to select first phase Gram Panchayats of the World Bank Project also for this Awareness Campaign.

Altogether 1068 Gram Panchayat was selected for conduction of GP level activities to sort out above issues at the onset of the program observing principle of saturation mode to the extent possible. To observe the week dedicated IEC fund was transferred to GP level VWSC account. District wise distribution of targeted GPs are given below;

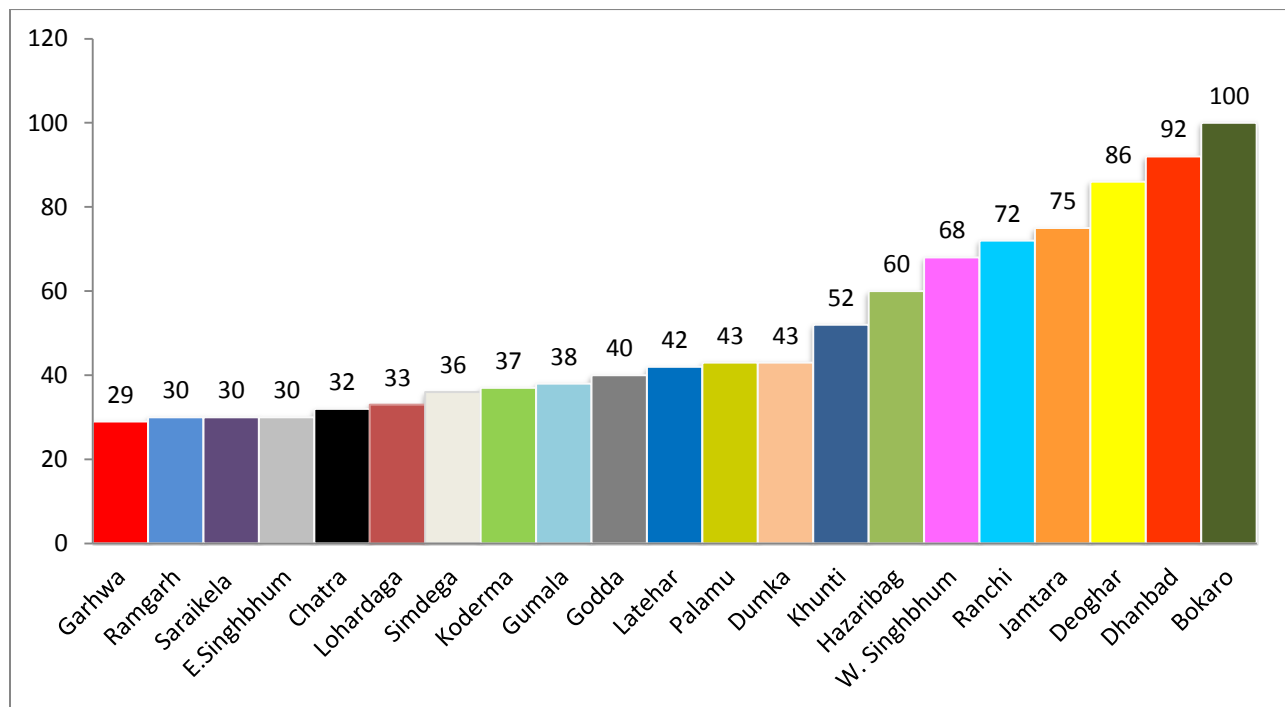


Figure 3 : VWSC meetings being organized at village level during the Awareness Week in West Singhbhum district



4. Stakeholders:

To reach a large audience without losing the intensity of work, DWSD partnered with 4 WASH sector international organizations namely UNICEF, GSF, WaterAid and WSP-SA in the awareness week. They helped in planning as well as in execution of the program.

5. Shelf of Activity:

Inter Personal Communication [IPC] at Gram Panchayat level through predesigned Gram Sabha and Village Water and Sanitation Committee meeting was primary IEC tool used to reach the audience. A range of awareness mediums like Mass Media (Radio, TV, and Newspaper), New Media (Bulk Voice SMS), Reminder Media (Bus Panel, Hoardings, Wall Paintings, Kiosks, Posters etc.) were used. Besides that, other tools like Workshops and Seminars, Prabhat Pheris, School Rallies, Nukka Nataks/Street Plays were also adopted at state, district and block levels according to the nature of target groups. The figure below gives an account of IEC tools used by districts.

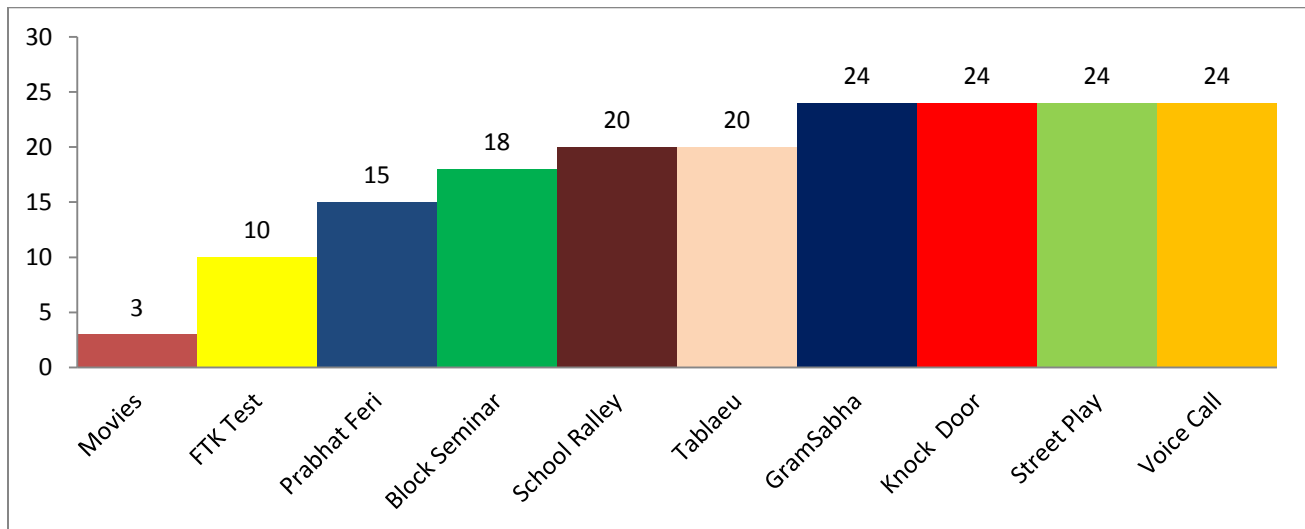


Figure 5 : Loudspeakers being used with posters & banners on sanitation



Figure 6: Street Plays/Nukkad Nataks/Dramas being organized at village level

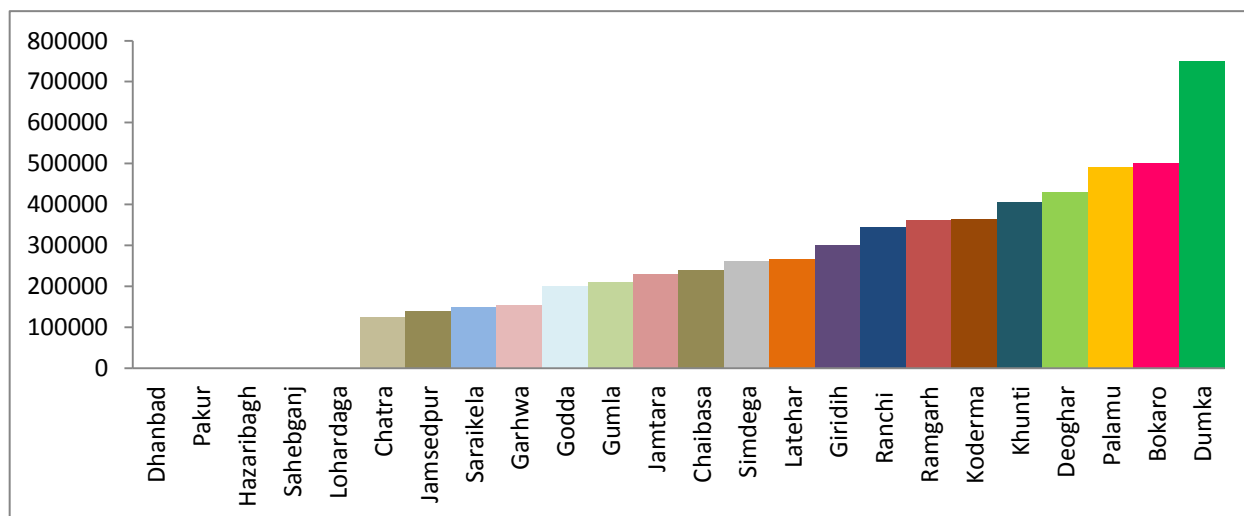


6. Reaching the People

The table below shows activities undertaken during the Awareness Week and extent of coverage made.

SL No	Activities	Description	Coverage
1	Interpersonal Communication	Door to Door interaction	44,765 Households
		VWSC Meeting & Gram Sabha	782 Meetings Gram Panchayats
2	Water Quality Test	FTK Demonstration by Jal Sahiyas	6938 Samples tested
3	Street Plays (SP), Voice calls (VC), wall painting & movies shows	At Rural communication points	398 SPs, 529 VC & 1563 WP
4	Prabhat-Pheri & Swachhta Rath	WASH messages by dignitaries in GP and Block	269 & 345 villages respectively
5	School Rally, Painting & Quiz Contest	Block & GP enhancing WASH awareness	6046 Students participated
6	Seminar/Workshops	At District & Block Level reviewing NRDWP/NBA	36 Workshops reported
7	TV/ Radio Shows, Media Advocacy, SMS	At State Level	Continued for 7 days across the state

7. Involvement of Fund, Function and Functionaries



A total sum of **Rs. 32, 05,000** was reported to have been transferred to **641 Gram Panchayats**, which were given Rs. 5000 each as planned for the Awareness Week. Some Four [4] districts where IEC fund were previously used in campaign mode reportedly experienced a fund crunch.

Figure 7: Picture showing poster & banners used during the Awareness Week



Figure 8: On-site review of the toilets construction



As per the reports received from the districts, a total **881 Gram Panchayats** has been covered during the Awareness Week against the targeted no. of 1068. The exercise generated demand of **15338 individual household latrines (IHHL) in select villages observing due procedure of Gram Sabha and passing necessary resolution to become Open Defecation Free [ODF]**. They shall be taken up in NBA AIP 2014-15.

Functionaries from the state, district block and cluster levels participated in the program. State level DWSD officials and mentors visited Districts and attended GP meetings in at least two districts. Deputy Commissioners and Executive Engineers took part in the program in almost all the districts personally attending block level functions. BRC and DPMU officials used this opportunity to spend the night in the village to understand village dynamics and experience Water and Sanitation practices in the target villages. People representatives, Jal Sahiyas, Aaganbadi workers, ANM workers also played their role in achieving the objectives of the program.

8. An outcome worth mentioning:

List of districts reported to have made payments to Jal Sahiyas during the period Feb 20th to March 10th 2014 in relation to water quality test, incentives for toilet construction including previous pending payments to ensure smooth and effective functioning of Awareness Campaign

SI No.	Name of District	Payment released to Jal Sahiyas for FTK Tests, Toilet Construction etc.	Remarks
1	Deoghar	67125	Total 2,000 FTK test were conducted.
2	Dumka	21781	Incentive paid to Jal Sahiyas for construction of Toilets.
3	Garhwa	36434	Incentive paid to Jal Sahiyas for Toilet construction & Baseline Survey
4	Hazaribag	33585	Payment made to Jal Sahiyas for FTK test
5	Koderma	44800	Jal sahiyas payment for TA for training.
6	Ramgarh	33000	Incentive paid for rural water supply scheme
7	West Singhbhum	18500	Payment made to Jal Sahiyas for FTK tests.
	TOTAL	2,55,225	Rupees Two Lakh Fifty Five Thousand Two Hundred and Twenty Five only

Figure 9: Prabhat-Pheries being organized at the village level using school children and going round the villages in the early morning.



Figure 10: Swachhata Rath/Tableaus being flagged off by Deputy Collectors of the respective districts.



9. Impact of awareness week

It was amazing to notice that many VWSC members came to know about their role and responsibility for the first time through this exercise. As reported by participants Nukkad Nataks/Street Plays, Wall Paintings and door to door campaigning were accepted as most useful mediums.

This helped the local units, PRI functionaries and grass root workers to understand and spread awareness on sanitation & drinking water. Further Improved understanding on technical issues on WASH at the level of Mukhiyas and grass level workers like Jal Sahiyas, VWSC members, ANM workers and Aaganbadi workers

This has brought in Mass awareness on critical WASH behavior and practices among villagers and enhanced a sense of ownership regarding Govt. Policies, Programs & Guidelines among PRIs & Community at large. PRI Functionaries and VWSC members have developed better clarity about the modalities of **NBA- MGNREGA** convergence.

Exposure to these events has provided Basic orientation to **Jal Sahiyas** leading to situation where they are more confident in working for demand generation on sanitation issues. Most of the stakeholders including DPMU teams during the meetings emphasized the need to organize such awareness events at regular intervals to build up and sustain the momentum and continue driving the importance of sanitation & drinking water.

10. Suggestions

The Awareness week reinforces the understanding that *Interpersonal Communication* is one of the strong and effective tools to motivate people to have desired behavior change. Block, GP and Jal sahiyas and other motivators should be trained on how to take up effective interpersonal communication applying appreciative enquiry and participatory rural appraisal techniques.

As per the feedback received from districts, there should have been sufficient time given to organize such a large event in terms of organizing an orientation program such as workshops calling all DPMUs, DWSD officials and giving a proper brief about their roles, responsibilities and activities they need to plan.

There has been considerable demand generated for IHHL and water quality testing. Those Gram Panchayats can be identified where there is demand for both IHHL and Water Quality testing. This demand can be converted in to reality by providing adequate no. of fund and functionaries timely in these Gram Panchayats. This will help to adhere to programs (NBA and NRDWP) ODF, saturation and convergence principles.

Figure 11: Seminar and Workshops organized at Block and District level



Keeping this in view following strategy is suggested for AIP of FY 2014-15:

1. Interpersonal Communication seems to be the best mode of reaching and convincing the people to go for sustainable water and sanitation solution. BRC being the frontline institute interacting with community needs to regularize community engagement holding monthly meetings with the VWSC.
2. Block and cluster coordinators act as first communicator and have opportunity to individually interact with Village Communities. Presently there are more than 500 block and cluster level human resource working with DWSD. They shall be made responsible to develop consensus for issues like water connection fee, tax payment and ODF commitment from village communities.
3. For the next year target of the state in NBA shall mention no. of tap water connection provided, water meters and Open defecation free villages. It is estimated that through communication and awareness week DWSD has reached more than 2.25 Lakh village households. NBA AIP 2014-15 shall minimally address sanitation requirements of these households. State shall preplan to remove sluggishness due to MGNREGS processes.
4. This makes a case of Rs.103, 50, 00000 [one hundred and three crores and Fifty Lakh] being slotted to use for NBA in FY 2014-15. Given so approximately Rs. 15, 52, 00000 [Fifteen Crore and Fifty Two Lakh] would be available towards conduction of IEC-HRD activities in the state. This amount may be spent following a definite plan of action in the following manner Village (40%), Gram Panchayat (25%), Block (15%), District (15%) and State level (5%).

Figure 12: Training and capacity building of grass root workers by International Agencies



Figure 13: Distribution of IEC material by International Agencies during the Awareness Week.



Figure 14: TV Shows organized during the Awareness Week



Figure : TV Show , “Gaon Girawan” telecasted on Sanitation & Drinking Water and participated by Chief Engineer & CEO, SPMU, JSWSM, Mukhiya of Bedo and Jal Sahiya