

Support to States on Communication and Capacity Development in Rural Water Supply and Sanitation Sector.

1.0 Background

Government of India proposes to support a Communication and Capacity Development (CCD) Unit in each State, for promoting the reform initiatives introduced in the Water Supply and Sanitation Sector.

Strategy:

2. The HRD and IEC activities will be converged at the State level and undertaken preferably by an independent Institute, having expertise and infrastructure for carrying out such activities. The selection of the Institute should be made by the State Water & Sanitation Mission (SWSM). The Institute so identified should be preferably an autonomous institute with experience in IEC activities and HRD.

OBJECTIVES

3. The main objectives of the CCD Unit will be:
- (i) to develop State specific information, education and communication strategy for reform initiatives in Water and Sanitation; and,
 - (ii) to provide capacity development of functionaries at all levels.

Functions

4. The Unit is to provide IEC/HRD support to the State Water and Sanitation Mission and districts. The Unit will :
- i. Provide HRD/IEC inputs to all the SRP, Swajaldhara and TSC projects in the State.
 - ii. Documentation of successful IEC/HRD initiatives taken /within the State, other States and agencies and dissemination of the same to field functionaries.
5. An illustrative list of activities under IEC & HRD is enclosed.

Funding:

6.1 The Government of India will fund the CCD Unit on a 100% basis for three years from 1-4-2003 and on a 75:25 sharing pattern between the Centre and the State thereafter. The unspent balance of the fund available on 1-4-2003 with the State Governments under IEC and HRD programmes supported by the GOI will get transferred to this Unit.

6.2 Funding will be provided by the Government of India on the basis of felt needs, for both recurring and non-recurring expenses as follows:

- State will prepare a State and District level annual Action Plans reflecting activities and budgetary provision for approval of Government of India. Action plans should comprise of (i) Activities (ii) Staff (iii) One time procurement of equipment & (iv) Establishment cost (Contingency, TA/DA etc.) requirements. Equipment/Accessories procured so far for IEC & HRD in the state with GOI assistance shall be transferred to the unit. There should be full compliance to GFR requirements of maintenance of separate accounting of assets created out of Government Grants.
- Salary, including establishment expenditure, should not be more than 30% of the total annual expenditure of the Unit.
- The account of the CCDU will be audited annually by a Chartered Accountant approved by SWSM or State Government. The annual audited account should be sent to Government of India.
- The transfer of fund from Government of India will be in the bank account of SWSM, which should be a registered body.
- The Release of fund in each year will be in two instalment on receipt of Utilisation Certificate (UC) and on Utilisation of 60% of the available funds

Personnel:

7. The CCD Unit may have the following personnel:

- (i) An Executive Director-in-charge of the CCD Unit.
- (ii) Three Consultants having specialization in the fields of communication, social mobilization & HRD.
- (iii) Minimum support staff, preferably on deputation/contract basis. This can be One Stenographer, Two Data Entry Operator and One Peon. A table indicating Maximum accrued admissible emoluments is given below:

Post	No. of posts	Maximum admissible Annual Emoluments
Director	1	@ Rs. 35,000/- p.m. Rs. 4,20,000/-
Consultants	3	@ Rs. 15,000/- p.m. Rs. 5,40,000/-
Stenographer	1	@ Rs. 10,000/- p.m. Rs. 1,20,000/-
Data Entry Operator	2	@ Rs. 6,000/- p.m. Rs. 1,44,000/-
Peon	1	@ Rs. 5,000/- p.m. Rs. 60,000/-
Total	8	Rs. 12,95,000/-

Cost norms for training course:

8.1 Following cost norms have been finalised for conducting training courses.

- i) Residential course of 5 days duration: Rs. 45,000/-
- ii) Residential course of 3 days duration: Rs. 30,000/-
- iii) Awareness camps for grassroot level workers for one day - Rs.100 per participant.

8.2 There should be minimum 15 trainees in each course. The cost indicated is inclusive of TA/DA for participants and guest faculty, honorarium for guest faculty and all other incidental expenses.

8.3 Travelling expenses for participants of grass root level camps are not to be provided as these are conducted at the village/block level. However, boarding & lodging expenses for grass root level trainers under going training are permitted as per the respective state norms.

ILLUSTRATIVE List of the activities under IEC and HRD

1. Training of PRIs on

- (i) Technological options
- (ii) Water quality issues
- (iii) Water Quality monitoring
- (iv) Sanitation and Hygiene

2. Training of NGOs district level officers, State Level functionaries on

- (i) Social Mobilization
- (ii) Water Quality Monitoring
- (iii) Sanitation and Hygiene

3. IEC strategy which may include

- (i) Inter-Personal communication (door to door contact)
- (ii) Audio-visual publicity
- (iii) Hoarding and Wall Writing etc.

4. Training of school teachers at village, block, district level for promotion of school sanitation