

T.M. Vijay Bhaskar, I.A.S.

Joint Secretary

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संयुक्त सचिव



सत्यमेव जयते

भारत सरकार

पेयजल एवं स्वच्छता मंत्रालय

राजीव गांधी राष्ट्रीय पेयजल मिशन

Government of India

Ministry of Drinking Water and Sanitation

Rajiv Gandhi National Drinking Water Mission

D.O. W-11018/11/2012-WQ(IEC)

Dated: 30th April, 2013

Sub: Invitation for Consultative Workshop on National Drinking Water Advocacy and Communication Strategy in India being held on 10th May, 2013 at New Delhi

Dear Sir/ Madam,

As you are aware the Ministry of Drinking Water & Sanitation is engaged in developing a National Drinking Water Communication and Advocacy strategy with UNICEF to develop key messages and focus on social behavior change in drinking water. In order to finalize the approaches for a National Communication Strategy (2013-17) a Consultative Workshop is being held on 10th May, 2013.

2. You are requested, to kindly make it convenient to attend the Consultative workshop along with your Director, WSSO/ CCDU **on 10th May, 2013 at Tagore Hall, Scope Complex, (Adjacent to CGO Complex, Lodi Road), New Delhi.** The agenda and the programme for the workshop is enclosed.

Yours sincerely,


(T.M. Vijay Bhaskar)

To

1. Principal Secretaries/ State Secretaries incharge of Rural Water Supply and Sanitation in all States/ UTs
2. Director, WSSO/ CCDU all States/ UTs

Agenda for National Drinking Water Advocacy and Communication Strategy

State Secretary Consultative Workshop

May 10, 2013

Target Audience - MDWS key officials (Secretary, Joint Secretary, Director), State Principal Secretaries, Chief Engineers, WSSO / CCDU Directors, International agencies, NGOs, Other WASH stakeholders

Objective: To finalise the approaches for a National Drinking Water Communication and Advocacy Strategy focused on Social and Behavior Change on Water (2013-2017).

Time	Topics	Responsible Person	Objective of session
09:30 - 10:00	Registration of participants	Organizers	Registration
10:00 - 10:10	Welcome speech and specific outcomes expected	JS Water MDWS	Welcome and scene setting
10:10 - 10:30	Key note address by Secretary MDWS on importance of communication in water programs	Secretary MDWS	Setting the context
10:30 - 10:50	Why technical solutions often do not work – introduction to Advocacy and Social and Behavioural Change Communication	UNICEF	To provide an understanding of SBCC and Advocacy
10:50 - 11:15	Experiences with the Sanitation strategy; Conclusions from water communication consultation and drafting of the Drinking Water Strategy	UNICEF	Experiences with the Sanitation strategy and moving ahead with similar approaches for drinking water
11:15 – 11:45	Tea Break		
11:45 – 13:15	State sharing session of feedback on draft framework circulated	States	All comments shared
13:15 - 14:15	Lunch		
14:15 - 15:45	Input from States specific messaging needed around water at State level (menu of behaviours, discussion and feedback)	States	States prioritize State messages
15:45 – 16:15	Tea Break		
16:15 - 16:45	Rolling out of Final strategy and its implementation in Stes - timelines, funding, capacity	Director Water and Joint Director Stats MDWS	Strategy for State adoption of framework, development of State plan, implementation and monitoring
16:45 - 17:00	Concluding Remarks	JS Water MDWS	Way forward agreed