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संयुक्त सचिव



भारत सरकार
पेयजल एवं स्वच्छता मंत्रालय
Government of India
Ministry of Drinking Water and Sanitation

D.O. NO. W1108/11/2011/WQ(IEC)

Dated 13.01.14

Subject: Launching of 'National Rural Drinking Water Awareness Week' from 25th February to 1st March, 2014.

Dear Sir/Madam,

In view low awareness in villages across India on issues pertaining to rural drinking like safe handling of water, use of water only from safe sources in chemically contaminated (arsenic/fluoride /iron affected etc.) habitations, use of drinking water from bacterially contaminated sources only after treatment, water security, water conservation, participatory O & M of water supply system etc., it has been decided in this Ministry to launch a "National Rural Drinking Awareness Week" across all states of India.

In the context of the proposed country wide week long campaign, beside generating general mass awareness by utilizing "mass media" (Radio, TV, Newspapers, "new media" (Bulk Voice SMS), Reminder Media (Bus Panel, Hoardings, Wall Paintings, Kiosks, Posters etc.), maximum emphasis should be given on campaigning in each habitation and motivating each and every household, by utilizing the services of PRI, Block Coordinators, Clusters Coordinators of BRCs, grass root level workers (ASHA, Anganwadi workers, SwachhataDoot, SHGs, Members of VWSC etc.) In each village separate ward-wise teams may be built up by involving Ward Members, ASHA, Anganwadi workers, SHG members, SwachhataDoot, natural leaders, religious leaders, school teachers etc.) and the teams should arrange series of group meeting in each ward and visit each and every household repeatedly during this week to make them aware about best practices of drinking water. Before the launch of the campaign, all the water sources (community & private) should be invariably be tested & result communicated and all chemically contaminated source should be painted RED and safe sources painted GREEN and appropriate messages should be displayed near chemically contaminated sources discouraging the use of water from such sources for drinking purpose.

In habitation where all the sources are contaminated and water supply from safe surfaces is not available "social marketing" of appropriate filters may be planned and executed, with adequate supply tie-up, after motivation and creation of demand.

In view of the aforesaid country wide awareness drive, all states are requested to exploit this opportunity to mount aggressive campaign in all habitations, in coordination with other stake holders in the WASH Sector like UNICEF, WSP, CSOs, NGOs, CBOs etc. The available IEC Budget of 2013-14 under Support Fund of NRDWP should be effectively and aggressively utilized. For door-to-door Inter

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ग्रामीण क्षेत्रों में
पेयजल स्थायित्व एवं सम्पूर्ण स्वच्छता

Sustainable Drinking Water and
Sanitation for all in Rural Areas

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–Personal Communication(IPC) and Community Mobilization(CM),through grass root level workers also IEC fund may be utilized during the campaign with an activity based incentive.

Ministry will also provide an opportunity for interaction on this matter, in a VC this week.

For any further clarification or help the following Officials may be contacted:

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Ministry of Drinking Water and Sanitation
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All the states are requested to kindly identify a **Nodal Officer** for this campaign and intimate the name and contact number and e-mail address for future correspondence on this matter.

A brief “**Suggested Action Points for National Rural Drinking Water Awareness Week**” is being attached may be customized according to the requirement of each area..

With Regards,


(Satyabrata Sahu) 13/1/14

To

The Principal Secretary,All states

Copy to :

- i)Engineering-in-Chief/Chief Engineer , All States
- ii)PPS to Secretary,Ministry of Drinking Water and Sanitation
- iii)PS to Joint Secretary(Sanitation)
- iv)Director(Sanitation)
- v)Director(Water)
- vi)Additional Advisor. MDWS
- vii)Deputy Advisor(WQ).MDWS
- viii)Deputy Advisor(BS.MDWS)
- ix)Senior Consultant,Water, MDWS

SUGGESTED ACTION POINTS FOR “NATIONAL RURAL DRINKING WATER AWARENESS WEEK” IN ALL GPS ACROSS ALL STATES FROM 25TH FEBRUARY TO 1ST MARCH, 2014.

(1) **One Day State Level Workshop** (by **third week** of January, 14) involving all District & Block level functionaries for deciding preparatory priorities and action points at state level, district level, block level and GP level.

(2) **One Day State Level Advocacy Workshop** (by **fourth week** of January, 2014) involving all allied Departments [**Department of Education** for involving teachers & students during week for rallying, making door to door visit for motivating on issues of drinking water, testing water sources with FTKs; **Department of Health** for involving doctors of PHEs for participating in awareness meetings in GPs/habitations with chemically contaminated drinking water for educating impact of drinking chemically (arsenic/fluoride, iron, heavy metals) contaminated water and involving ASHA in door-to-door campaign & community mobilization) **ICDS** for involving Anganwadi Workers for door-to-door campaign & community mobilization etc. on 24th February, 2014 in coordination with all stake holders (e.g. UNICEF, WSP, NGOs etc.).

(2) **One Day District Level Workshop** in all districts (preferably by **3rd week**, immediately a day or two after the state level workshop or positively by the beginning of **4th week of January, 2014**, involving all district & Block level functionaries working in water and sanitation sector and District Level functionaries of allied departments (Health, ICDS, Education) for briefing on priorities of National Drinking Water Awareness Week.

(3) **One Day Block Level Workshop** in the **3rd/4th week** of January, 2014, immediately a day or two after the District Level Workshop involving all Block Coordinators, Cluster Coordinators “Sarpanch”, Ward Members, Head Masters, ASHA & Anganwadi workers & other grass root level workers etc. to brief about the GP level activities to be undertaken during the aforesaid awareness week.

Beside the above mentioned preparatory workshops suggested above the following IEC and Programme interventions are recommended during the National Rural Drinking Water Awareness Week.

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24th February (2014 Eve of Awareness Week):

(i)**At National Level:** (a) Inauguration of National Awareness Campaign with the help of all stake holders (UNICEF, WSP etc.).

(b)Curtain Raiser in Media with the help of partner organizer

(c) Advertisement in all leading newspapers

(d)Campaign on safe water handling, water quality etc. on all TV channels and Radio Channels.

(e) Bulk Voice SMS on all days of campaign w.e.f.24th February to 1st March, 2014

25th February, 2014:

(i)**State Level:**

(a)Inaugural Awareness Campaign with **morning mass rally (25.02.14)**with “**tableau** ” in State H.Q., involving all stake holders, PRI functionaries, SHGs, School Children from a few neighboring districts. followed by a Inaugural function to be inaugurated by honourable CM/ Minister in charge rural drinking water highlighting issues of drinking water that would be highlighted during awareness week.

(b)Educative Advertisement (25.02.14) on priority issues of rural drinking water in all leading dailies across the states

(c)Radio and TV Spots on Radio and TV channels(25.02.14 to 01.03.14 & 7 more days) of the state on drinking water issues on drinking water issues at repeated interval on all days of the awareness week and additional one more week.

(d)**Bulk Voice SMS** on all days (25.02.14 to 01.03.14) communicating key messages on issues of drinking water.

(e)Sponsored advocacy articles (25.02.14 to 01.03.14)) on issues of drinking water by approaching senior journalists.

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(f) Week long **State Elocution Contest/Declamation Contest** on subjects like water conservation etc. with school children screened from rural schools after GP level ,Block level, District Level competitions (completions to be started in GP level schools in the **First Week of February,2014** in coordination with Education Department) .Prizes (1st,2nd,3rd& 10 Certificates)in GP level ,Block level and District levels.All participants may be given "Certificate of Participation".

(ii) District Level:

(a) Inaugural Campaign in District H.Q.by bringing out Rally with "tableau"/ "IEC Vans" in front of Rally with participation of school children, PRI members, SHGs, NCC etc. form a few neighboring blocks.

(b) Inaugural workshop in participation of DM/DC, District Panchayat Head, all district level functionaries of PHED, RD & Officials of allied Departments, participants of Rally.

(c) Messages on Hoardings in District Bus Stands, Railway Stations (if available), District Hospitals, Bus Panels etc.

(d) Messages on Cable TV and Local Radio Stations(if available).

(e) District level "Elocution/Declamation Contest" with winner from Blocks.

(iii) Block Level:

(a) Inaugural Campaign by bringing out a Mass Rally IEC Van ,with participation of school children PRI members ,SHGs, Ward Members ,Youth Groups etc. from Schools of neighboring GPs ,,followed by mass meeting chaired by BDOs and participated by Block Level Officials of allied Departments.

(b) Hoardings and Wall paintings in Bus Stands, Hospitals, Block Office, Block Panchayat Office

(c) Spots and messages on Cable TV.

(d) Block Level Elocution/Declamation Contest among winners of all GPs.

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(iv)GP Level:

a):” **Gram Sabha**”meeting (25.02.14) in all villages or at least “**mass meeting**” under the leadership political/local leaders.

b) **Morning Rally (25.02.14)** involving all households and passing through all wards with Banners & Posters highlighting messages on water issues.

b) **Ward Sabha (26.02.14)** in all Wards.

(b)**Schools:** Daily discussions(25.02.14 to 01.03..14) on issues of drinking water after prayer meeting on each day of campaign , Rally of School Children after school on days of campaign,testing of all water source with FTKs ,competitions (essay, debat31e, play, posters,music etc.) .

-Declamation/Elocution Contest among schools of all GPs.

(b)**Painting (25.02.14 -01.03.14)** of all **arsenic/fluoride contaminated water source** with **RED** Paint and safe source with **GREEN** Paint.

(c)**Separate Wall Paintings (prior to start of campaign)** with illustration and messages on each of relevant issue like **safe handling water (common for all village)**,use of only safe water in chemically (fluoride/arsenic)**affected habitations** in each habitation and school wall.

(d)**Posters** (prior to start of campaign) in each ward of GP and in schools and anganwadi communicating messages of issues of drinking water, hygiene and sanitation.

(e) **Repairing of all cracked platforms** around water source with proper **soak pits** and **drains** and construction of platforms with drain leading to soak pits around .(Convergence with MGNREGA may be explored, as provisions exist)

(f)**Door-to-visit**(all days(25.01.14 to 01.03.14) of awareness week covering each households)using **Flip Charts**by Block Coordinators, Cluster Coordinators and Ward-wise teams consisting of ASHA, Anganwadi workers , SHGs ,Members of VWSC for motivating on water related issues like **safe handling of water**, use of only safe drinking water source for drinking purpose .water security, participatory O & M etc.

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(g)**Group Meetings** (25.01.14 to 01.03.14) in each Ward by Ward Member & members of VWSC for community participation on participatory O & M of Water Supply System.

(h)Performance by **Street Theatre /Kala Jhatta** (25.02.14 to 01.03.14 & subsequently also to cover all habitations) for dissemination of messages in entertaining forma in each village during awareness week and should also be continued even after week till all villages are covered with street theatre.

[State/District levels workshops may organized by involving Song & Drama Division State Cultural Wing ,Professional Theatre Personalities of the state for developing script, messages, themes etc.]

(i)**Audio-Visual Show**(25.02.14 to 01.03.14 and subsequently as well to cover all habitations)in each village during this week by deploying **A. V .Van**(with Flex on three sides of vehicle , contacting visuals & messages on issues of relevance to the area and even after the week, till each village gets covered .[This can be combined with street theatre performance or in addition depending upon availability of Audio-Films on issues to be highlighted.]

(j)**Daily Audio Announcement** (25.0114 to 01.03.14) in each habitation with playing of Jingles and distribution of leaflets to be organized on **daily basis** in each habitation on issues of drinking water issues.

(k)The states should arrange for **analytical documentation** of the Campaign across GPs of all districts, if required by **engaging** Agency and submission to the Ministry by two months from the date of conclusion of the campaign on 1st March,2014.

The IEC tool kits like Audio-Visual & Audio Spots and Programmes for TV/Radio /A. V. Van, Posters,Flip Charts for IPC, soft copies of design with message & illustration for Hoardings,wall Paintings and Flex may be provided from State/District and assistance partner organizations like UNICEF etc. may be explored.