

## INFORMATION, EDUCATION AND COMMUNICATION

### Brief on the objectives of IEC Section

The objectives of the scheme are as under:-

- To create awareness for optimal sustainable development, maintenance of quality and efficient use of country's water resources to match the growing demands on this precious natural resource with active involvement of all stakeholders in order to achieve accelerated, equitable, economic development of the country.
- To create awareness for urgent need for mutual cooperation and adopting integrated planning and participatory approach in management.
- To create awareness among the people about necessity of water conservation.
- To promote advocacy on the tenets of National Water Policy with focus on learning, documenting and dissemination of knowledge of water science and technology and issues concerning sustained development of water resources.
- To create awareness about necessity of adopting measures for rainwater harvesting and artificial recharge of ground water to meet present and future needs of water.
- To strengthen awareness infrastructure specially campaign mechanism and support structure.

### Mode of operation of IEC

The mass awareness activities viz. Seminar/Workshop/Conference/ Training Programs on water related topics are carried out primarily through various organisations of the Ministry such as CWC, CGWB, CSMRS, NIH, NWDA, WAPCOS etc. The activities related to electronic and print media publicity campaign are carried out through other Government agencies as Prasar Bharti, DAVP/ BOC etc.

The following main activities were undertaken by **Information Education and Communication (IEC) Section** during the financial year 2021-22 in order to achieve the targets of the scheme:

### National Water Awards 2020:

The Department has instituted National Water Awards with the objectives of encouraging the stakeholders to adopt holistic approach towards water resources conservation and management in the country. Also, the aim is to recognize the efforts of individuals, organizations, Districts & State authorities etc. for the good work done in the field of water conservation & management. The 1st and 2<sup>nd</sup> National Water Awards were successfully organized by the Department in the year 2019 and 2020 respectively, and winners in different categories were felicitated with awards & cash prizes.

With the continued focus on recognizing work done by people in the water sector and with greater zeal to motivate more and more people to work towards water conservation and management, the Department had organized the 3<sup>rd</sup> National Water Awards (NWAs). These awards was launched on 10th December 2020 across eleven different

categories i.e. Best State, Best District, Best Village Panchayat, Best Urban Local Body, Best Media (Print & Electronic), Best School, Best Institutions/RWA/ Religious organizations for campus usage, Best Industry, Best NGO, Best Water User Association and Best Industry for CSR activities. The applications were invited through MyGov portal and CGWB's email address. The last date for submission of applications was 31st March 2021. Jury Committee and Screening Committee have been formed for the purpose. 3<sup>rd</sup> NWAs award distribution ceremony was organized on 29.03.2022 in Vigyan Bhawan in the august presence of Hon'ble President of India Shri Ram Nath Kovind and as many as 57 awards were conferred in 11 categories.

### **Water Heroes: Share Your Stories Contest 3.0:**

The 1st and 2nd editions of Water Heroes: Share Your Stories Contest was successfully completed in 2020 and 2021. The objective of the contest is to promote value of water, in general, and for supporting country-wide efforts on water conservation and sustainable development of water resources.

The 3rd edition of the contest was launched on 1st December 2021 and will continue for one year till 30th November 2022. The participants will have to share their success stories in the form of write up, video clips and photos. The participant is to share through MyGov portal or submit through Central Ground Water Board (CGWB) email. The winners will be selected on monthly basis by a selection committee formed to scrutinize, shortlist and select the winners. Maximum of 10 winners per month will be selected, and given a cash prize of Rs. 10000/- each with a certificate.

### **Publicity through Print media - Publishing of monthly magazine "Jal Charcha":**

The Department has come up with the monthly magazine to engage with the stakeholders to help in informed decision-making at the central level. The magazine is also an effort to bring best practices and good work done by the people in water sector to the national stage, and move ahead in the direction of creating water consciousness in the minds of the people of the country. Given the vastness of the subject, while the theme of the magazine would change with every issue, effective conservation and management of water resources in an integrated manner remain the main theme. The magazine "Jal Charcha" is being circulated on monthly basis to about 1000 recipients all over the country. In addition, soft copy of the magazine is sent through email to the stakeholders all over the country every month.

### **Electronic Media Campaign - Production of videos/films:**

Various video spots/ documentary films on successful work done by the Department, best practices of State Governments on water conservation and management, videos for National Water Awards, Rainwater harvesting techniques & water conservation etc. are being produced through NFDC. These videos are shared/ uploaded on social media platforms like Facebook, Instagram, twitter etc. for mass awareness and for general public.

### **Social Media campaign:**

The social media activities of the Department are operated on Facebook, Twitter, Instagram and Youtube. The targets are increasing reach of Social Media handles of the Department and the various Organizations, creation of quality content to connect with the people, highlighting the initiatives/ campaigns of the Department, creation of awareness about water resources, conservation and management, and engaging people of the country. The type of posts includes sharing important national and international days/ events, campaigns on water conservation, daily quiz on water, rivers & dams, meetings, conferences, seminars and visits of Minister and senior officers, topics (covid-19, water quality, lockdown).

### **Logo Support:**

Non-financial logo support was extended to 40th India International Trade Fair, National Conference on Urban Water management/7th International Water Innovation Summit, Water India/7th Smart cities India 2022 expo, Momentum North East 2021, 7th India Industry Water Conclave, India Smart Utility Week 2022, Ujjwal Uttar Pradesh 2021, ET Infra Water Conclave, 8th National Conference of Resident Welfare Associations (8th NCRWA) etc.

### **Participation in Exhibitions/Expos:**

On behalf of the Department, CWC had participated in various events like AgroVision Summit (Nagpur), Shining Maharashtra 2022, AgroVision (Lucknow), Shining Uttar Pradesh 2021 (Varanasi) etc.

### **Participation in international event:**

Ministry of Jal Shakti, Government of India participated in the DUBAI EXPO 2020 during 20.03.2022 to 26.03.2022. Hon'ble Minister of Jal Shakti, Government of India Shri Gajendra Singh Shekhawat along with officers of the Ministry participated in the event. At India Pavilion, the Ministry of Jal Shakti, Government showcased various schemes of Government of India for Best Irrigation Management, Ganga Rejuvenation, Groundwater Management, Dam Rehabilitation, Water Supply for Every Household under Jal Jeevan Mission, Clean India Under Swachh Bharat Mission, Water Data Management, Flood Forecasting, Rainwater Harvesting, etc.