

**MINISTRY OF WATER RESOURCES,**  
**RIVER DEVELOPOMENT & GANGA REJUVENATION**  
**INFORMATION, EDUCATION AND COMMUNICATION STRATEGY**  
**PLAN**  
**INTRODUCTION**

Information, Education and Communication Scheme has been launched with the aim to create awareness among various target groups about the importance of development and management of water resources in a holistic manner with due emphasis on a coordinated effort for addressing various water related issues and propagate the policies programmes of the Ministry of Water Resources, River Development & Ganga Rejuvenation. The IEC Scheme has been merged in HRD/Capacity Building Scheme as IEC Component along with other components.

**GENERAL OVERVIEW**

**Challenges:**

Over the years, rising population, growing industrialization and expanding agriculture have pushed up the demand for water. However, the source/ availability of water is limited. The uneven distribution of water resources over time and space drives the need for conservation and preservation of water to meet the demands of the users across the country as per their requirements. Water pollution and contamination contribute to water borne diseases among the populace.

Climate change may also increase the sea levels. This may lead to salinity intrusion in ground water aquifers / surface waters and increased coastal inundation in coastal regions, adversely impacting habitations, agriculture and industry in such regions. Access to safe water for drinking and other domestic needs still continues to be a problem in many areas. Skewed availability of water between different regions and different people in the same region and also the intermittent and unreliable water supply system has the potential of causing social unrest. Groundwater, though part of hydrological cycle and a community resource, is still perceived as an individual property and is exploited inequitably and without any consideration to its sustainability leading to its over-exploitation in several areas.

Natural water bodies and drainage channels are being encroached upon, and diverted for other purposes. Groundwater recharge zones are often blocked. Growing pollution of water sources, especially through industrial effluents, affects the availability of safe water besides causing environmental and health hazards. In some parts of the country, large stretches of rivers are both heavily polluted and devoid of flows to support aquatic ecology, cultural needs and aesthetics. Characteristics of catchment areas of streams, rivers and recharge zones of aquifers

are changing as a consequence of land use and land cover changes, affecting water resource availability and quality. Access to water for sanitation and hygiene is a serious problem. Inadequate sanitation and lack of sewage treatment pollute the water sources. Low consciousness about the overall scarcity and economic value of water results in its wastage and inefficient use. There are also several myths and misconceptions regarding water resources. The lack of adequate trained personnel for scientific planning, utilizing modern techniques and analytical capabilities incorporating information technology constrains good water management. A holistic and inter-disciplinary approach to water related problems with stakeholder consultation where necessary, is required.

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**Interventions:**

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The National Water Policy 2012, inter alia, recommends the following:-

Conservation of rivers, river corridors, water bodies and infrastructure be undertaken in a scientifically planned manner through community participation. The storage capacities of water bodies and water courses and/or associated wetlands, the flood plains, ecological buffer and areas required for specific aesthetic recreational and/or social needs be managed to the extent possible in an integrated manner to balance the flooding, environment and social issues as per prevalent laws through planned development of urban areas, in particular. Encroachments and diversion of water bodies (like rivers, lakes, tanks, ponds, etc.) and drainage channels (irrigated area as well as urban area drainage) not be allowed, and wherever it has taken place, it be restored to the extent feasible and maintained properly. Urban settlements, encroachments and any developmental activities in the protected upstream areas of reservoirs/water bodies, key aquifer recharge areas that pose a potential threat of contamination, pollution, reduced recharge and those endanger wild and human life be regulated. Environmental needs of Himalayan regions, aquatic eco-system, wet lands and embanked flood plains be recognized and taken into consideration while planning. The impact of climate change on water resources availability be factored into water management related decisions to reduce water crisis and incidences of water related disasters, i.e., floods, increased erosion and increased frequency of droughts, etc. Sources of water and water bodies not be allowed to get polluted. Quality conservation and improvements are even more important for ground water, since cleaning up is very difficult. It needs to be ensured that industrial effluents, residues of fertilizers and chemicals, etc., do not reach the ground water. The water resources infrastructure be maintained properly to continue to get the intended benefits. Local governing bodies like Panchayats, Municipalities, Corporations, etc., and Water Users Associations, wherever applicable, should be involved in planning of the projects. To meet the need of the skilled manpower in

the water sector, regular training and academic courses in water management should be promoted. These training and academic institutions should be regularly updated by developing infrastructure and promoting applied research, which would help to improve the current procedures of analysis and informed decision making in the line departments and by the community. A national campaign for water literacy needs to be started for capacity building of different stakeholders in the water sector. The State Water Policies may need to be drafted/revised in accordance with this policy keeping in mind the basic concerns and principles as also a unified national perspective.

Thus a Policy framework for interventions has been provided through the NWP -2012. To achieve these interventions, various segments of the populace – be they be policy makers, implementing agencies, opinion makers or simply individuals both in urban and rural areas – householders, agriculturists, industrialists or children need to be made aware of not only the policy framework / governance aspects but also the practical daily actions / innovations that can contribute towards the preservation, conservation and augmentation of the scarce water resources. For instance, a discussion/debate in each household is needed to achieve the combined goal of utilization and management of water resources in most efficient manner. People's participation needs to be encouraged to actively participate in the policy and planning related debates and discussions. Professionals need to be encouraged for research & development and innovation in water resources sector and students, who are the future of the nation be made aware of water conservation habits and provided with opportunities to expand their horizons to include a choice of career in the water resources field.

To achieve such goals, combined strategies, approaches and methods need to be evolved that enable individuals, families, groups, organizations, communities and water user associations to play active roles in augmenting, protecting and sustaining water resources. The process of learning needs to be embedded so that it empowers people to make decisions, modify behaviors and change social conditions. The influence of underlying social, cultural, economic and environmental conditions on water resources are also to be taken into consideration. Identifying and promoting specific positive behaviors in household, work places, agricultural field, industries etc. for conservation and preservation of water resources are required.

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### **OBJECTIVES**

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**I)**

Awareness of challenges in water conservation, water resources and its sustainable development. Awareness regarding various facts and myths relating to Water.

**II)** Awareness regarding policy and planning of Government of India towards Water Resources. Promote advocacy on the tenets of National Water Policy and their adoption.

**III)** Awareness on quality, water re-use/ recycle, water conservation assisted disaster mitigation and efficient use of country's water resources to achieve accelerated, equitable, economic development of the country with active involvement of future generation. 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. Need for proper upkeep of infrastructure such as water bodies, pipelines, agriculture pump sets, water flow system etc.

**IV)** Popularizing necessity of water conservation on particular days of national and international importance for mass impact. Mass Awareness in Tribal Areas under the Tribal Sub Plan Component.

**V)** Dissemination of knowledge of water science and technology. Awareness of water related issues & developments /innovations in the field of water resources and hence best practices for water conservation.

### **IDENTIFICATION OF TARGET GROUPS (Illustrative)**

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#### **1. A. High Multiplier Effect Group**

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- School / college students & through them their parents, teachers.
- Women
- Households (Urban and Rural) and RWAs

#### **1. B. Sector-wise Group**

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- Industrialist
- Agriculturalist
- Tribal Population
- Mass transport users
- Cinema / TV viewers / Listeners of Radio
- Visitors to prominent places/exhibitions/fairs

- Readers of newspapers/magazines

1. C. **Policy Makers, Influencers, Implementing Agencies**

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- Policy makers / Leaders
- Government Officials (Centre and State)

(i) Engineers (ii) other functionaries (iii) WUAs, PRIs, Local Urban Bodies, RWAs etc.

- Media

1. D. **Innovators, knowledge creators and disseminators**

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- Research Students
- Professionals / Experts in water management
- National / International delegates at conferences / seminars /workshops etc.
- Professional Bodies / Associations

**GENERAL STRATEGY**

The communication strategy aims enhancement of awareness, knowledge and correct misconceptions of the populace with a view to promote positive behavior changes in the long run leading to adoption of best water conservation and management practices for optimum utilisation of water and effective water resources management. With this in view, an Advisory Council with involvement of experts, professionals, opinion leaders, consumers, implementing partners, key stakeholders, official media agencies etc. has been formed in MoWR. Further to synergize the mass awareness activities / dissemination of information on policies and programmes of the Ministry administered by various wings of the Ministry and to obviate overlapping, the action plan of IEC Activities is deliberated and finalized by the Media Advisory Committee of MOWR constituted for the purpose, keeping in view the goals and mandate of the concerned individual Schemes e.g. National Water Mission, Research and Development, Information, Education and Communication etc. as also Budget availability in the respective Scheme, applicable instructions of the Government of India issued from time to time etc.

To fulfill the general objectives with respect to the identified target group, the Communication Strategy in the IEC scheme needs to:

1. Build on positive levels of understanding: An immediate platform for communication building on the strengths of organizations under the MOWR and convergence with stakeholder Ministries for conservation and proper management of water resources.
2. Correct misperceptions and fill knowledge gaps: These include low levels of knowledge about water scarcity in the country and the objective of the sector reforms,
3. Address stakeholder concerns: A Communication needs to address concerns and allay the fears of key stakeholders.
4. Building partnerships with opinion leaders and influencers: Communication should be proactive about working with opinion leaders including NGOs, the media, provincial administration and political leaders and professional experts in the water sector to both positively shift any apprehension as well as market the benefits of the reform.
5. Hold periodical meetings of Parliamentary Forum on Water, policy makers for sharing of concerns, changes required in policies governing water resources management and development, adoption of indigenous technologies/traditional wisdom and acting upon the observations on various water related issues.
6. Consider both short and long term communications: Initially a short-term phase of reform communications should be used to build awareness and understanding on the reforms as also building blocks necessary for the 2<sup>nd</sup> phase and second longer term phase, which continues beyond the 12<sup>th</sup> Plan period of this strategy, should focus on behavior-change communications that promote positive water management attitudes and practices.
7. Strengthen community/public participation mechanisms: As a relationship building exercise, the MOWR needs to build or strengthen two-way consultation and participation structures such as stakeholder forums, networks and committees.

- **DECIDING AN ACTIVITY & ITS METHODOLOGY:**

- Depending on the objective & target group, strategy would be framed and activity would be decided with deliverables, contents, partners and feedback.

**EXPECTED OUTCOME:**

Short term: Sensitization of the target groups.

Long term: Behavior change.

**EVALUATION / IMPACT ASSESSMENT:**

An evaluation component is to be incorporated into the communication strategy to assess the impact of the activity in achieving the objective.

**CREATION OF PERMANENT DEPOSITORY:-**

To keep all material like:

- Audio video spots
- Strategy papers
- Publicity material

- Short films / documentaries
- Develop Portal etc
- Painting / Essays

**EVOLVING STANDARD OPERATING PROCEDURE:**

Standard operating procedure for all the activities to be framed.

**IEC PLAN METHODOLOGY**

**(A) Objective:** Awareness on quality, water re-use/ recycle, water conservation assisted disaster mitigation and efficient use of country's water resources to achieve accelerated, equitable, economic development of the country with active involvement of future generation. 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.

**Target group:** School / college students & through them their parents, teachers.

Children are future of the nation. Making them aware of the present water resources scenario and future challenges shall enable them to understand the need of water conservation. Through school students, the message conveyed to households shall be more effective and implementable. The impact on a child's mind and inculcating habits at early stage of life shall pay dividend in long run. Besides these, students may find opportunities for career option in the Water Resources field.

**Strategy:**

a . Through inviting ideas towards challenges in Water Resources: Organizing Essay, Debate, Painting competitions shall begin logical thinking in their mind toward overall water resources scenario. Organizing competition and giving certificates/ awards shall create a healthy competitive environment & provide incentive, in which teachers, parents/ guardians could also participate.

1. b. Through lectures, presentations, demonstrations, field visits, summer camps through NCC, NSS etc: Visit to Water Resources Museum, Projects sites through which students gain firsthand awareness of water resources scenario and future challenges as also possible innovative solutions. It can also be dovetailed with improvements / revamping of the Water Resources Museums under MoWR. Awareness creation campaigns with involvement of NCC Cadets, College students under National Service Scheme.

**Activity1: Organizing National Painting Competition on Water Conservation**

1. i. **Deliverable**

- Awareness on Water Conservation through fun activity involving application of knowledge, skills and innovation through a Painting Competition.
- Big Impact activity
- Further incentivisation through usage of the best paintings in calendar / souvenirs (mugs etc) thus having a multiplier effect.

1. **ii. Content**

- Guidelines / Advertisement, paintings by school children at local, State and National Level

1. **iii. Partners**

- CGWB or any other organization decided by MOWR
- Schools
- State authorities
- Jury
- Media

1. **iv. Feedback:** Organizer will compile the feedback from the participating students, Schools, Jury members, media & brief note of the event and apprise MoWR within two months of the competition.

**Activity 2: Essay and Debate competition among School Students**

1. **i. Deliverable**

- Awareness on Water Conservation through Essay / Debate competition and stimulation of innovative ideas / thoughts by children.

1. **ii. Content**

- Guidelines / Advertisement, Pamphlets, Posters.

1. **iii. Partners**

- Organizations decided by MOWR with one nodal organisation
- Schools
- State authorities
- Jury
- Media

1. **iv. Feedback:** Nodal organization will compile the feedback from the participating students, Schools, Jury members and brief note of the event and apprise MoWR.



**Activity 3: Visit of Students to Water Resources Museum/Sites/Water Labs / Exhibitions and Summer Camp activities / "Show & Tell" day at schools.**

**i. Deliverable**

- Awareness on Water Conservation through Visit of School Students to Water Resources Museum / Sites / Water Labs/ Exhibitions / Summer Camp Activities of School / College students through NCC and NSS.
- Exposure to scientific and technological innovations, thus providing stimulus to children.

**ii. Content**

- Shall be prepared by concerned Project Authority, Souvenirs may be made available at the Museums at nominal price
- Water Conservation Minikit
- Printed publicity materials

**iii. Partners**

- Organizations decided by MOWR
- Schools
- Colleges
- National Service Scheme (NSS)
- National Cadet Corps (NCC)
- Panchayati Raj Institutions / Municipalities
- State authorities
- CWC

**iv. Feedback**

- Respective organizations will compile the feedback from the participants and apprise MoWR

**Expected outcome :**

- Awareness amongst School / college students & through them their parents, teachers on necessity of Water Conservation.

**Evaluation/Impact assessment :**

- The evaluation /impact assessment of these activities shall be done by respective organizations through questionnaires/ feedback forms etc.

**(B) OBJECTIVE :**

- (i) Awareness of challenges in water conservation, water

resources and its sustainable development. Awareness regarding various facts and myths relating to Water.

**(ii)** Awareness regarding policy and planning of Government of India towards Water Resources. Promote advocacy on the tenets of National Water Policy and their adoption.

**(iii)** Awareness on quality, water re-use/ recycle, water conservation assisted disaster mitigation and efficient use of country's water resources to achieve accelerated, equitable, economic development of the country with active involvement of future generation. 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. Need for proper upkeep of infrastructure such as water bodies pipelines, agriculture pump sets, water flow system etc.

**(iv)** Popularizing necessity of water conservation on particular days of national and international importance for mass impact. Mass Awareness in Tribal Areas under the Tribal Sub Plan Component.

**(v)** Dissemination of knowledge of water science and technology. Awareness of water related issues & developments /innovations in the field of water resources and hence best practices for water conservation.

**Target group :**

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- School / college students & through them their parents, teachers.
- Women
- Households (Urban and Rural) and RWAs
- Industrialist
- Agriculturalist
- Tribal Population
- Cinema / TV viewers / Listeners of Radio
- Readers of newspapers/magazines
- Policy makers / Leaders
- Government Officials
- Research Students
- Professionals / Experts in water management
- National / International delegates at seminars
- Media

Water is one of the basic elements of life. People use it daily in various kinds of activities. However, there are so many myths and misunderstanding towards this subject. Advertisements in newspaper, distribution of printed publicity materials such as booklet, leaflet, posters, comics etc. shall enable them to understand this precious resource and their duty in its management. The printed material shall

contain various aspects of water such as availability, utilization, future scenario etc of water resources, dissemination of knowledge of water science & technology, National Water Policy, Water Pollution, duties of individual, society etc.

**Strategy:**

- Publicity through posters, newspapers and magazines are proposed to be of general nature for awareness towards water. It is proposed to be in very simple language, eye catching photographs/sketches attracting immediate attention and having a mass appeal.
- The printed publicity materials for distribution through direct contact such as pamphlets, booklets, messages on railway tickets, postage stamps, calendars etc. are proposed to be on various aspects of water such as availability, utilization, future scenario etc of water resources, water pollution, duties of individual, society etc. The materials are proposed to be prepared for various sections of society such as Urban Population, Rural Population, Agriculture, industry, School Students, Teachers etc. in Hindi, English and vernacular language.
- Publication in journals, science magazines are proposed for professionals in water resources sector. Link on MoWR website for R&D activities / research papers / publications by its organizations viz. NIH, CWPRS etc.
- Electronic Media such as Television, Radio, Internet, Social Networking sites etc. are very effective medium to convey the message and create mass awareness. MoWR has prepared some Audio- Video spots for awareness towards water conservation. It is proposed to broadcast/telecast these spots on radio/TV respectively. Discussion programmes on the line of Krishi Darshan may also be produced and telecast. These would include focus on women-centric, child-centric, rural / urban centric/ industrialist-centric, tribal centric etc. content as far as possible.
- Documentary films are one of the effective medium to raise the social issues. Such films on Water Conservation, Water Use Efficiency, Success Stories in Water Resources Field, Integrated Water Resources Development etc. These would include focus on women-centric, child-centric, rural / urban centric/ industrialist-centric, tribal centric etc. content as far as possible. These films may be screened to suitable audience. Some of the documentaries may be telecast on television, screened in cinema halls before starting of the movie etc.
- Link on MoWR website to abstracts of publications by its organizations and also to a children corner.
- Publication of documents / standards / guidelines for Water Resources Information System.

**Activity-1: Advertisement in Newspapers/Magazines, printed materials like Posters / calendars pamphlet / cartoon booklet / comics/ Railway Tickets / Postage Stamp etc.**

**1. i. Deliverable**

- Awareness on Water Conservation and building block for long term behavioral changes through Advertisement, write-ups
- Building block for discussions / debate and policy interventions and schemes of MoWR

**1. ii. Content**

- Materials pertaining to Advertisement /write-ups
- Best paintings of children from the painting competition
- Best essays of children from the essay competition

**iii Partners**

- DAVP
- Newspapers / magazines
- Organizations decided by MoWR
- IRCTC
- Department of Posts
- Brand Ambassador
- Publishers

- 1. iv. Feedback:** The implementing agency will be asked to provide the feedback.

**Activity-2: Publication in journals**

**1. i. Deliverable**

- Awareness on Water Conservation through Research paper etc.
- Promotion of innovations in water conservation techniques particularly in irrigation.
- CWC Library.

**1. ii. Content**

- Materials pertaining to Research paper, documents / brochures on WRIS etc.
- Leveraging material (unclassified)

**1. iii. Partners**

- Journals
- Organizations of MoWR

- Professionals
- Research Scholars

1. **iv. Feedback:** The implementing agency will be asked to provide the feedback.

**Activity-3: Publicity through Electronic Media / Website.**

**1. i. Deliverable**

Awareness on Water Conservation through Audio-Video Spots, Episodes of programmes, websites etc.

**1. ii. Content**

Spots and Episodes, kids corner, tweets, posts. MoWR Website.

**1. iii. Partners**

- DAVP
- NFDC
- Prasar Bharti (Broadcasting Corporation of India)

(Doordarshan, Lokvani, All India Radio)

- Lok Sabha TV
- Private TV Channels through DAVP
- Private FM Radio Stations through DAVP
- Organizations of MoWR
- Engage a Brand Ambassador

1. **iv. Feedback:** Shall be done by executing agencies through questionnaires/ feedback forms by direct contacts, postal replies, electronic/email/telephonic feedbacks etc. and apprised to MOWR.

**Activity 4: Production of Documentaries, Short Films**

**1. i. Deliverable**

Awareness on Water Conservation through Documentary, Short Films

**1. ii. Content**

Script, Visuals etc.

**1. iii. Partners**

- DAVP

- NFDC
- Prasar Bharti (Broadcasting Corporation of India)
- Lok Sabha TV
- Organizations of MoWR

1. **iv. Feedback:** Shall be done by executing agencies through questionnaires/ feedback forms by direct contacts from viewers/readers and apprised to MOWR.

**Expected outcome:**

- Awareness amongst Urban Population, Rural Population, Agriculture, Industry, School Students, Teachers on necessity of Water Conservation. Education of the vast populace of rural and urban area in relation to their regional problems, water conservation techniques, schemes launched by the Ministry, messages of leaders etc.

**Evaluation / Impact assessment:**

- The evaluation / impact assessment of these activities shall be done by respective implementing agency through questionnaires/ feedback forms etc.

**(C) OBJECTIVE :**

**(i)** Awareness of challenges in water conservation, water resources and its sustainable development. Awareness regarding various facts and myths relating to Water.

**(ii)** Awareness regarding policy and planning of Government of India towards Water Resources. Promote advocacy on the tenets of National Water Policy and their adoption.

**(iii)** Awareness on quality, water re-use/ recycle, water conservation assisted disaster mitigation and efficient use of country's water resources to achieve accelerated, equitable, economic development of the country with active involvement of future generation. 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. Need for proper upkeep of infrastructure such as water bodies, pipelines, agriculture pump sets, water flow system etc.

**(iv)** Popularizing necessity of water conservation on particular days of national and international importance for mass impact. Mass Awareness in Tribal Areas under the Tribal Sub Plan Component.

**(v)** Dissemination of knowledge of water science and technology. Awareness of water related issues & developments /innovations in the field of water resources and hence best practices for water conservation.

**Target Group:**

- Mass transport users
- RWAs
- Visitors to prominent places / exhibitions / fairs
- Tribal Population

Advertisements on transport vehicles such as Railway, Metro, Buses, Auto Rickshaw etc. and at prominent places shall enable people to understand this precious resources and their duty in its management.

**Strategy:**

- Advertisement on transport vehicles such as Railway, Metro, Buses, Auto Rickshaw etc. could be one of the effective medium to communicate with a large number of population. Travelers during their journey may get a topic to ponder for water conservation and other aspects of water. Ads at prominent places having high number of visitors such as Hospitals, Schools, Picnic Spots, Zoo etc. could also be one of the effective medium to communicate.

**Activity: Advertisement through Mass Media Transport Vehicles and at prominent places**

**1. i. Deliverable**

- Awareness on Water Conservation building block for raising consciousness of water conservation techniques, dispelling myths, schemes and rain water harvesting through advertisements at prominent places

**1. ii. Content**

- Slogans, Visuals, messages etc.
- RWA Notice Boards

**1. iii. Partners**

- DAVP
- Mass transport agencies of Central / State Governments
- Hospitals
- Schools
- Picnic Spots
- Zoo
- RWAs

**1. iv. Feedback:** The implementing agency will be asked to

provide the feedback.

**Expected outcome:**

- Awareness amongst Urban Population, Rural Population, Agriculture, Industry, School Students, Teachers on necessity of Water Conservation. Education of the vast populace of rural and urban area in relation to their regional problems, water conservation techniques, schemes launched by the Ministry, message of leaders etc.

**Evaluation/Impact assessment:**

- The evaluation /impact assessment of these activities shall be done by respective implementing agency through questionnaires/ feedback forms etc.

**(D) OBJECTIVE :**

**(i)** Awareness of challenges in water conservation, water resources and its sustainable development. Awareness regarding various facts and myths relating to Water.

**(ii)** Awareness regarding policy and planning of Government of India towards Water Resources. Promote advocacy on the tenets of National Water Policy and their adoption.

**(iii)** Awareness on quality, water re-use/ recycle, water conservation assisted disaster mitigation and efficient use of country's water resources to achieve accelerated, equitable, economic development of the country with active involvement of future generation. 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. Need for proper upkeep infrastructure such as water bodies, pipelines, agriculture pump sets, water flow system etc.

**(iv)** Popularizing necessity of water conservation on particular days of national and international importance for mass impact. Mass Awareness in Tribal Areas under the Tribal Sub Plan Component.

**(v)** Dissemination of knowledge of water science and technology. Awareness of water related issues & developments /innovations in the field of water resources and hence best practices for water conservation.

**Target Group:**

- Visitors to prominent places/exhibitions/fairs
- Tribal population
- WUAs, PRIs, Local Urban Bodies



**Strategy:**

- Awareness through working models, translates, posters, banners etc. in prominent exhibitions/fairs could be one of the effective medium to communicate with a large number of population.

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**Activity: Exhibition in Prominent Fairs, Exhibitions etc.**

- Participation in prominent fairs, exhibitions being held regularly in different part of country are very effective medium for point to point contact with large number of population and make them aware towards various aspects of water.

**1. i. Deliverable**

Awareness on Water Conservation techniques, rainwater harvesting, models and their efficacy for influencing use through Exhibition, Fairs etc.

**1. ii. Content**

Materials related to awareness

**1. iii. Partners**

- Organizations of MOWR
- ITPO
- Other prominent organizers
- Piggy back upon exhibitions organized by stakeholder Ministries for dissemination of printed publicity material

- 1. iv. Feedback:** shall be done by respective organizations/executing agency through questionnaires/ feedback forms by direct contacts from participants/visitors.

**Expected Outcome:** Awareness amongst Urban Population, Rural Population, Agriculture, Industry, School Students, Teachers on necessity of Water Conservation. Education of the vast populace of rural and urban area of their regional problems, water conservation techniques, schemes launched by the Ministry, messages of leaders etc. Awareness of water efficient technologies, efficacy and costs – for informal decision make by targeted users.

**Evaluation/Impact assessment:**

- The evaluation / impact assessment of these activities shall be done by respective implementing agency through questionnaires/

feedback forms etc.

**(E) Objective:** Popularizing necessity of water conservation on particular days of national and international importance for mass impact. Mass Awareness in Tribal Areas under the Tribal Sub Plan Component.

**Target group:**

- Women
- Households (Urban and Rural) and RWAs
- Industrialist
- Agriculturalist
- Tribal Population
- Policy makers, influencers, implementing agencies
- Government Officials (Centre and State)

(i) Engineers (ii) other functionaries (iii) WUAs, PRIs, Local Urban Bodies

- Media
- Professionals / Experts in water management
- National / International delegates at conferences / seminars /workshops.

Special days related to Water Resources may be celebrated with lots of activities throughout the Nation. Every Section of Society may be involved in the functions being proposed to be organized on these days.

**Strategy:**

Special days are proposed to be celebrated throughout the country. Efforts should be made to organize the events at micro level in such a fashion that every citizen of country could relate him/her with the cause of conservation and preservation of water resources. Different programs e.g. Padyatras, People to People contact programmes, Nukkad Nataks, Pantomine Shows, Skits etc.. for every section of society may be organized.

**Activity:** Organization of special days.

**1. i. Deliverable**

Awareness on Water Conservation mass impact and participation through celebration of special days.

**1. ii. Content**

Materials related to awareness

**1. iii. Partners**

- Organizations of MOWR

- Other prominent organizers
- Central / State Govt Deptt.
- PRIs and Municipal Authority e.g. DJB.
- Piggy back upon special days celebrated by stakeholder Ministries for dissemination of messages on water related topics through printed publicity material

1. **iv. Feedback:** By respective organizations/implementing agency by sample survey in different parts of country having every section of society in the sample. The lessons learnt should be utilized to make the event more meaningful in subsequent years.

**Expected outcome :** Create awareness and sensitize populace, water experts, policy makers and other participants

**Evaluation/Impact assessment :**

The evaluation /impact assessment shall be done by respective organizations / implementing agency through questionnaires/ feedback forms etc.

**(F) Objective:**

**(i)** Awareness of challenges in water conservation, water resources and its sustainable development. Awareness regarding various facts and myths relating to Water.

**(ii)** Awareness regarding policy and planning of Government of India towards Water Resources. Promote advocacy on the tenets of National Water Policy and their adoption.

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**(iv)** Popularizing necessity of water conservation on particular days of national and international importance for mass impact. Mass Awareness in Tribal Areas under the Tribal Sub Plan Component.

**(v)** Dissemination of knowledge of water science and technology. Awareness of water related issues & developments / innovations in the field of water resources and hence best practices for water conservation.

**Target group:**

- Industrialist
- Agriculturalist
- Tribal Population

- Policy makers, influencers, implementing agencies
- Government Officials (Centre and State)

(i) Engineers (ii) other functionaries (iii) WUAs, PRIs, NGOs, Local Urban Bodies

- Media
- Professionals / Experts in water management
- National / International delegates at conferences / seminars / workshops.
- School / College Students

**Strategy:**

Organizing National & International Workshops, Seminars, Conferences at regular intervals for propagation of water conservation, economical technology for reuse/recycle of water, rain water harvesting, case studies of success stories, spreading messages of water conservation through distribution of souvenirs etc.

**Activity 1 : Organization/Participation in Workshops/Seminars/Conferences**

**i. Deliverable**

Awareness on technology, techniques, innovations, best practices (Water Conservation) through Research papers, case studies, discussions

**ii. Content**

To be prepared by professionals

1. **iii. Partners**

- Organizations of MOWR
- Other prominent organizers
- Central / State Govt Deptt.
- Eminent technocrats, scientists, activists.
- Panchayati Raj Institutions, WUAs, NGOs
- Students.

1. **iv. Feedback:** By respective organizations/implementing agency through questionnaires/ feedback forms etc.

**Activity 2: Organization of India Water Week**

**i. Deliverable**

- Awareness on Water Conservation through research papers, case studies, discussions, exhibition etc.
- High impact activity for international and national audience
- Display of indigenous techniques including display of working models

**ii. Content**

- To be prepared by professionals / technical committee
- Souvenirs

1. **iii. Partners**

- Organizations of MOWR with NWDA as Nodal Organization
- Central / State Govt. Department.
- Other prominent organizers
- Eminent technocrats, scientists, activists, PRIs, WUA's - as panel discussions / paper presenters.
- Partner Country and Partner State.
- Industry associations
- Media

1. **iv. Feedback:** By respective nodal organization through questionnaires/ feedback forms etc.

**Expected outcome**

- One platform for the decision makers as well as stakeholders of water sector and international water experts for interactions, sharing best practices and discuss innovations in technology.
- Putting focus on Water Conservation in the international and national arena.

**Evaluation/Impact assessment**

The evaluation/impact assessment shall be done by respective nodal organization through questionnaires/ feedback forms etc.

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. Need for proper upkeep of infrastructure such as water bodies, pipelines, agriculture pump sets, water flow system etc.

**Target group:**

- Industrialist
- Agriculturalist
- RWAs
- WUAs, PRIs, NGOs, Local Urban Bodies
- Tribal Population

**Strategy:**

Encouraging stakeholders for adoption/upkeep of water bodies, pipelines, agriculture pump sets, water flow system etc., adoption of rain water harvesting and artificial recharge of ground water to meet present and future needs of water and artificial recharge of ground water to meet present and future needs of water.

**Activity 1 : Organization of awareness programmes for adoption of water infrastructure by RWAs, Industries, WUAs, PRIs, NGOs, Local Urban Bodies, etc.**

**i. Deliverable**

Awareness on adoption/upkeep of water bodies, rain water harvesting structures, pipelines, agriculture pump sets, water flow system etc.

**ii. Content**

To be prepared by experts

**iii. Partners**

- Industrialist under CSR
- Agriculturalist
- RWAs
- Tribal Population
  - Panchayati Raj Institutions, WUAs, NGOs

1. **iv. Feedback:** By respective organizations/implementing agency through questionnaires/ feedback forms etc.

**(H) Objective:**

Mass Awareness in Tribal Areas under the Tribal Sub Plan Component

A fair number of all the activities mentioned above are proposed to be organized in Tribal areas under Tribal Sub Plan. Special emphasis to be given to tribal area related issues and all the advertisement materials should be prepared accordingly.

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**Expected outcome**

Increase awareness on water conservation issues in the Tribal areas of the country.

**Evaluation/Impact assessment**

The evaluation/impact assessment shall be done by respective organizations / implementing agency through questionnaires/ feedback forms etc.

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**BUDGETING**

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In the beginning of each financial year, as per the budget allotment for IEC activities and EFC provisions of the respective Schemes, the concerned Wing of MoWR shall identify/finalize the activities to be organized after clearing the same by the Media Advisory Committee of

MoWR and intimate the executing organizations/wing of MoWR for necessary arrangements and execution. The concerned Wing of MoWR shall provide the budget to respective organizations/executing agency accordingly. After the completion of event, organizations/respective wing of MoWR/executing agency shall submit a report along with photographs, Video, Utilization Certificate, other records etc. with feedback and impact assessment which will be scrutinized by the concerned Wing administering the Scheme. Thereafter, it will be furnished to the Media Advisory Committee for impact assessment and building the IEC Activities experience bank for future consultation.

### **CONVERGENCE**

Wherever possible, efforts will be made to converge the IEC Activities with the awareness campaigns of stakeholder Ministries to piggy back upon for distribution of the available publicity materials of the organizations of the Ministry of Water Resources.

### **MONITORING AND IMPACT ASSESSMENT OF THE EVENTS**

Overall evaluation of the IEC Component will be conducted along with the HRD /CB Scheme by an independent evaluation agency for making recommendations for improvement in the Scheme and for continuation or otherwise of the programme.