



**Communication and Capacity Development Unit (CCDU)  
Water & Sanitation Supporting Organization (WSSO)  
State Water & Sanitation Mission  
Govt. of J&K State**

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## **ACTION PLAN (NRDWP) 2013-14**



**“Mahatma’s Vision”**

26<sup>th</sup> July 1942

“The village will have its own waterworks, ensuring clean water supply. This can be done through controlled wells or tanks”.

“Pani ko ghee ke tarah isthemal karna chahiye”.

**“Water should be used like ghee”**

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## Rural Water Supply

### **The Background:**

- ◇ The first Government installed rural water supply schemes were implemented in the year **1950's** as part of the Government policy to provide basic drinking water supply facilities to the rural population.
- ◇ **Accelerated rural water supply programme (ARWSP)**, the first effective role in the rural drinking water supply sector started in **1972-73 to 1986**.
- ◇ **2<sup>nd</sup>** launching of technology Mission in **1986-87**. Renamed in **1991-92** as **Rajiv Gandhi National Drinking Water Mission**; stress on water quality, appropriate technology intervention, HRD support and other relative activities generation were introduced in the RWS sector.
- ◇ **3<sup>rd</sup>** generation started in **1999-2000**; involving community in planning, implementation and management of drinking water related schemes – **“SWAJALDHARA-2002”**.
- ◇ Rural Water Supply sector has now entered **fourth generation** with major emphasis on ensuring sustainability of water availability in terms of portability, adequacy, convenience, affordability and equality while also adopting decentralized approach involving PRIs and community Organisation.
  - *The new guidelines seek to promote a **Coordinating Mechanism** ensuring convergence of relative programs such as NRHM (health) ICDS (social welfare) SSA (Education) MGNREGA & TSC (Rural Development).*
  - *The modified policy recommends supporting the transfer of **management and financial** to the lowest level to the PRIs i.e **Village Water sanitation Committees (VWSC)** and empowering the vulnerable groups especially women.*

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## **Communication and Capacity Development Unit (CCDU)**

### **NRDWP**

#### **The Background**

In demand driven and community based programmes, effective and creative communication plays a crucial role in their success. Both NRDWP and TSC lay great emphasis on use of IEC and HRD to generate demand and create awareness and participation of the community. Therefore, communication and capacity development Unit has been designed and set up in each state for promoting initiatives in water supply and sanitation sector. With the similar aims J&K Govt. have also initiated and created the unit since 2008.

#### **Vision**

To ensure safe potable water for all.

#### **MISSION**

To generate a sensitive and responsible attitude towards water among people through constant professional endeavours with diverse intervention strategies, which demands different devices, advanced technologies, improved design and skills.

To build a behavioural change among society which results in the reduction of loss of water, control and prevent contamination and enhance water quantity, enrich water quality and assure water prosperity in a sustainable manner.

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## **STRATEGY AND APPROACH**

Different level of IEC &HRD initiative and programme at state level by WSSO under SWSM will be implemented by CCDU. CCDU will have expertise and infrastructure for undertaking the IEC & HRD activities for all the sub programmes of rural water and sanitation sector.

### **Objectives**

#### **General Objectives**

- Develop State specific IEC strategy for new initiatives in water and sanitation.
- Develop and deliver capacity building activities at various levels.
- Address the need and priority sustainability in water.
- Promote and disseminate innovative, appropriate, locally adaptable and eco friendly technologies which may be taken up under rural water supply.
- Popularize and taken up conventional, innovative and traditional rain water harvesting ground water re-charge and water conservation methods and practices.
- Undertake action research on various water technologies, practices and methodologies.

#### **Specific Objectives**

##### **IEC- Information, Education, Communication**

##### **Generic and focused**

- |                                |                                    |
|--------------------------------|------------------------------------|
| • People participation         | • Awareness & Transparency         |
| • Audit                        | • Accountability and Actions       |
| • Strategy formulation         | • Stake holders identification     |
| • Ideas sharing                | • Plan preparation                 |
| • Documentation                | • Resource pool and brain storming |
| • Data collection, analysis    | • Survey                           |
| • Dissemination & Distribution | • Publications                     |

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## **HRD - Human Resource Development**

### **Generic and focused**

- Training need Assessment
- Campaigns
- In house and out-door training
- Exposure visits
- Training of Trainers (TOT)
- Workshops
- Prepare capacity building plan.
- Quality circle

**Cascade of Training → Village/Panchayat → Block → District → State level.**

### **Areas**

- IEC - Information, Education and Communication
- HRD - Human Resource Development
- RS - Resource Supporting/Sharing
- TT - Technology Transfer
- CS - Case Studies
- R&D - Research and Development
- PI - Policy Initiative
- M&E - Monitoring and Evaluation
- DBB - Data Base Bank
- CWS - Courses in Water Sector
- EP - Extension Programmes
- DD - Documentation and Dissemination
- N&P - Network and Partnership
- CI - Collaborative Initiative
- TNA - Training Need Assessment

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# Slogan

Save Water ⇒ Save Earth ⇒ Save Money ⇒ Save Energy ⇒ Save Economy ⇒ Save Country ⇒ Save People

<b>5 Rs</b> <b>Water Quality</b>	<b>3 Rs</b> <b>Water Quantity</b>	<b>3 Es</b> <b>Water Culture</b>
<b>Reap Rain Water</b> <b>Recharge Ground Water</b> <b>Reuse Grey Water</b> <b>Recycle Used Water</b> <b>Restrict Pure Water for Domestic purpose</b>	<b>Restrict Pollution</b> <b>Recycle Waste</b> <b>Rejuvenate Source</b>	<b>Enrich Water Quantity</b> <b>Ensure Water Quality</b> <b>Exists Prosperity</b>

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**For the effective implementation of the NATIONAL PROGRAM in entire State it is proposed to have a CCDU Unit at Divisional level / District level / Block level.**

**Proposed Structure is as under:**

**1. Divisional program management Unit**

Divisional monitoring & evaluation officer.  
Accounts Manager.  
Master Trainers.  
Junior Assistants =02  
Data Entry operator.  
Helper =02

**2. District program management Unit:**

District monitoring & evaluation officer.  
Accounts Manager.  
Trainers.

**3. Block program management Unit:**

Block monitoring & evaluation officer.  
Trainers.

**\*Source of recruitment either from PHE / on deputation / contract.**

If approved, the establishment of the State / Divisional / District / Block Units can be taken up in phase manner.

***(Structure CCDU/ Divisional / District / Block Level Unit is enclosed)***

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## FORMAT 11 NRDWP (Support)

Out of the Proposed activities for the year 2013-14 the following activities FORMAT 11 NRDWP are considered due to the lack of trained manpower / infrastructure.

S.No.	Activities	Action Plan	Expenditure
1	*Advocacy workshop	<p>State level Intersectoral coordination workshop to be organised in the month of September-2013 IN Srinagar. The Hon'ble Ministers, commissioners / secretaries &amp; HODs of the following departments shall be invited.</p> <ul style="list-style-type: none"> <li>• Health</li> <li>• Rural development.</li> <li>• Social welfare</li> <li>• School Education</li> <li>• PHE being the host.</li> </ul> <p>Three Divisional level workshop for PRI: In September at Leh, Srinagar in the month of October and at Jammu in m/o November-2013.</p>	Rs.50 Lacs.
2	Designing of website SMS service	Advertisement in newspapers for agencies who can do the needful or follow the guidelines of NRHM. Alternatively, NIC J&K can be approached to do the needful.	Rs.1 lac.
3	<b>Publicity</b>		
3.1	Mass Media activities TV Spots / programmes; Radio Spots / jingles/ Programmers. Newspaper Ads. Reports features in newspapers, Press visit in field / Press conference.	Hiring of proper creative unit either from state or National Agencies to do the needful. The rates shall be paid to the agency either approved by Director Information State Govt. or DAVP Central Government.	Rs.200 Lacs

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3.2	<b>Outdoor publicity</b> Newsletter/ Brochures/ Stickers / Wall paintings / Banners /bus panels.	A NGO can be hired for doing these activities. An Advertising Agency can be shortlisted through tendering or already empanelled with DAVP/Information Dept J&K.	Rs.100 Lacs
4	Award Ceremony	A State level award ceremony for the best performers from District / Block level in the month of March at Jammu. The category for ASHA workers / Engineers working at different level / NGOs helping in promotion / School Teachers etc. Cash reward / Memento / Gifts or medal to be decided by the committee constituted by WSSO.	Rs.20 Lacs.
5	*School Level Programmes.	The following competitions to be organized w.e.f. ending August - 2013 onwards in all districts keeping in view the examination calendar.  A. Essay writing. Debates Poster making. Quiz competition.  B. Wall paintings & best practices chart for schools.  C. Rallies in all Districts.  Already constituted District level Water & Sanitation committees shall execute the activities in coordination with the Chief / Zonal Education Officers or A NGO can also be assigned the said job.	Rs.100 Lacs
6	IEC Gadgets	Projector Screen Genset	Rs.50 lacs

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		PA System Audio player to be procured by the committee constituted by WSSO.	
7	Social Mobilization	To constitute Village Water & Sanitation committees (VWSC) at Gram Panchayat level (Total No. of Gram Panchayat =3287and total villages 6652)  Gram Sabha meetings and Rallies to be organized at GP level and Block level.  A Block and Districts levels Sabha / Meetings to be organized of religious leaders. A NGO / SHGs to be out source for this job and monitored / evaluated by the Block / District level Committees of CCDU.	Rs.150 lacs
8	Others	Plantation drive In the m/o August at Jammu due to monsoon; in all the PHE, I&FC establishments of Jammu province and in October at Srinagar/Leh. To be done by officers / officials the deptt.	Rs.15 lacs
<b>Total Expenditure</b>			<b>Rs.686 lacs</b>

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## FORMAT 12 NRDWP (Support)

### Community involvement and Training:

S.No.	Particulars	Action Plan	Expenditure
<b>1.</b>	<b>Community Involvement</b>		
1.1	No. of Gram Sabhas to be held in target habitations	150 Gram Sabhas will be in all the 03 division after the recruitment is completed w.e.f. September-2013	Rs.90 lacs
1.2	No. of VWSC members to be trained in planning / monitoring and managing PWSS	8000 VWSC members to be trained.	Rs.325 lacs.
1.3	No. of PRIs members to be trained in planning / monitoring and managing PWSS	3958 PRIs members to be trained.	Rs.150 lacs
1.4	No. of PWSS handed over to Panchayats	20 PWSS to be handed to Panchayat through VWSC. The funds allotted under guidelines to be transferred to their accounts for the said purpose.	As per guidelines
<b>2.</b>	<b>Other Trainings Program</b>		
2.1	No. of Engineers to be trained in the year	100 Engineers to be trained in 03 division and a pool of trainers to be selected for further training of community at different level as well as the follow Engineers	Rs.11 lacs
2.2	No. of Grass root level workers to be trained.	600 grass root level workers to be trained like mason, pump mechanic, fitters, linemen etc. to be trained and a pool of trainers to be selected for further training of the target groups	150 lacs
<b>Total expenditure</b>			<b>Rs.726 lacs</b>

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## FORMAT 13 NRDWP (Support)

### Water Quality Monitoring.

S.No.	Particulars	Action Plan	Expenditure
<b>1.</b>	<b>Water Quality Monitoring</b>		
1.1	No. of Grassroot level workers to be trained.	6000 Grassroots level workers to be trained in testing with FTKs and out of the lot best to be selected for further trainings.	Rs.123 lacs
1.2	No. of water samples to be tested with FTKs	7000 water samples to be tested with FTKs	Rs.2 lacs.
1.3	No. of FTKs to be distributed in the year.	3000 FTKs to be distributed in the year after providing the training to the concerned and make them accountable for reporting the utilization of kits.	Rs.75 lacs
<b>Total expenditure on WQM</b>			<b>Rs.200 lacs</b>

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## FORMAT 14 NRDWP

### (Support) MIS ?

S.No.	Particulars	Action Plan	Expenditure
<b>1.</b>	<b>MIS Activities</b>		
1.1	Computerization of offices upto Sub-divisional level.		
1.2	Computerization of Labs		
1.3	No. of PDWSS with GPS		
1.4	Grievance redressal system	Yes	
1.5	Monitoring and evaluation	To be done under bottom to top approach i.e. the activities at Village level are to be monitored and reported regularly to the Block and up for regular evaluation and taking timely action for appropriate results. The manpower for this purpose is already proposed in FORMAT 15 NRDWP	Rs.20 lacs
<b>Total</b>			

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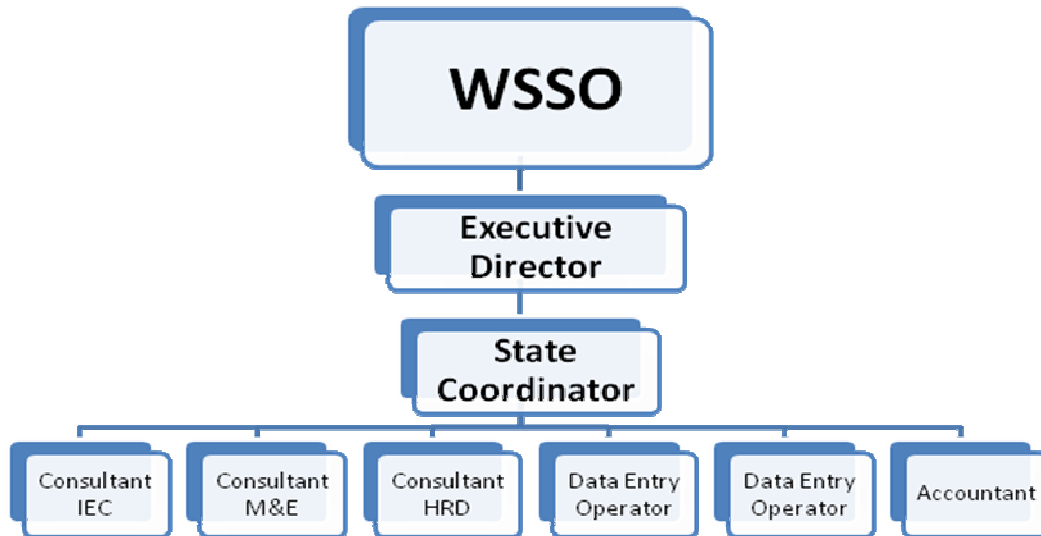
**URGENT****FORMAT 15 A NRDWP (Support)****PHYSICAL TARGETS**

<b>S.No.</b>	<b>Particulars</b>	<b>Action Plan</b>	<b>Expenditure</b>
<b>1.</b>	<b>Establishment of new office</b>		
	Identification of building at Srinagar / Jammu. Procurement of office infrastructure Office Staff	Deptt. of Estate is approached for identify suitable accommodation for the office. As and when the accommodation is identified / hired the procurement of office infrastructure shall be done. For additional office staff WSSO shall be approached.	
<b>2.</b>	<b>Constitution of a committees</b>		
	Recruitment Tendering / procurement Hiring of communication agency / NGOs	Action to be taken at WSSO meeting.	
<b>3</b>	<b>Recruitment of Program management Unit as per guidelines (contractual)</b>		
	Consultant HRD Consultant IEC Consultant monitoring & evaluation Two data entry operators Accountant	Action to be taken at WSSO meeting and guidelines of NRHM can be followed.	
<b>4</b>	<b>Financial matters</b>		
4.1	DDO powers to Executive Director.	Action to be taken at WSSO	
4.2	Financial powers to ED / State Coordinator as per guidelines.	Action to be taken at WSSO	
<b>Total expenditure</b>			

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Structure of CCDU Govt. J&K.

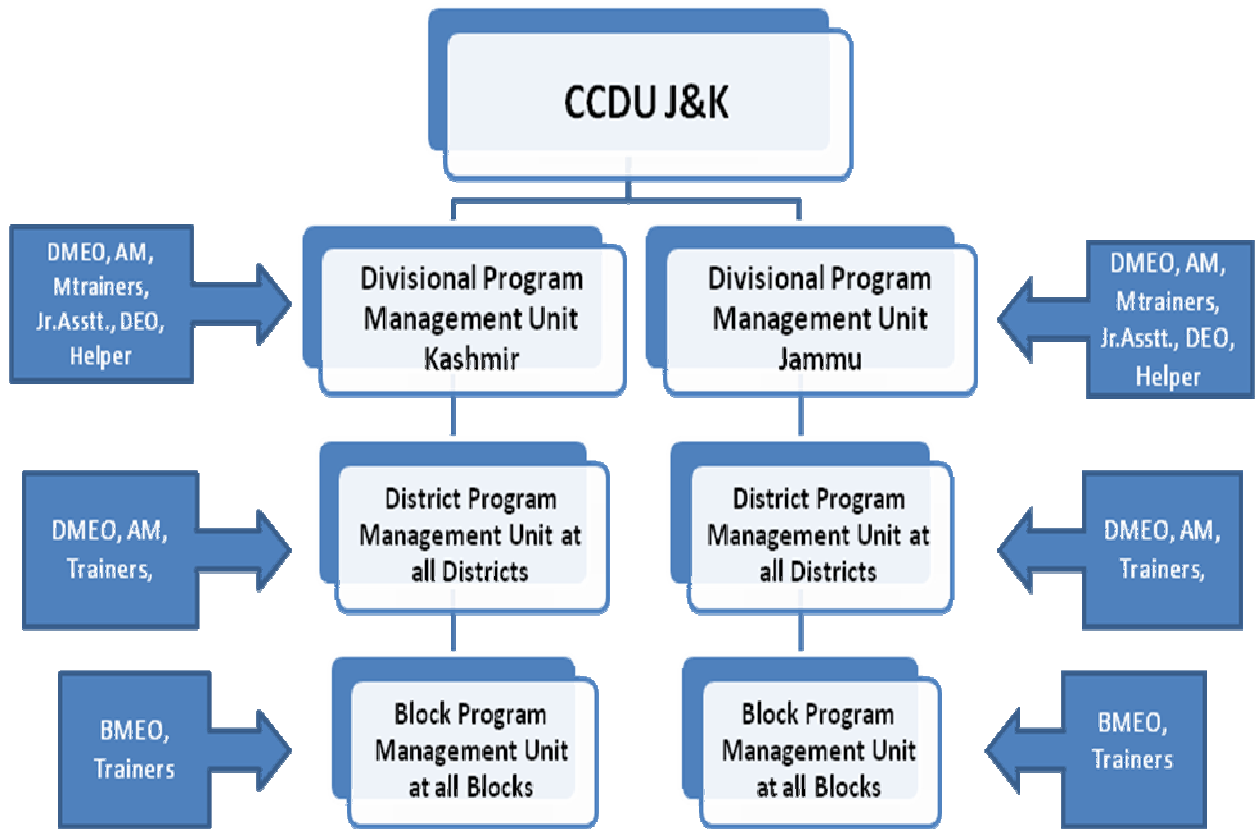


**In addition, computer assistants-02, Jr. assistants-02, Helper-05  
\*Source of recruitment either from PHE / on deputation / contract.**

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## Proposed Structure of CCDU at Divisional / District / Block Level



**\*Source of recruitment either from PHE / on deputation / contract.  
If approved, the establishment of the State / Divisional / District /  
Block Units can be taken up in phase manner.**

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CCDU  
Communication and Capacity  
Development Unit

Irrigation

Drinking

Health

Power

Industry

Environment

Tourism

water is life : conserve it for us and future generations

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