



**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”**

**SAFE WATER .... SAVE WATER**

## **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

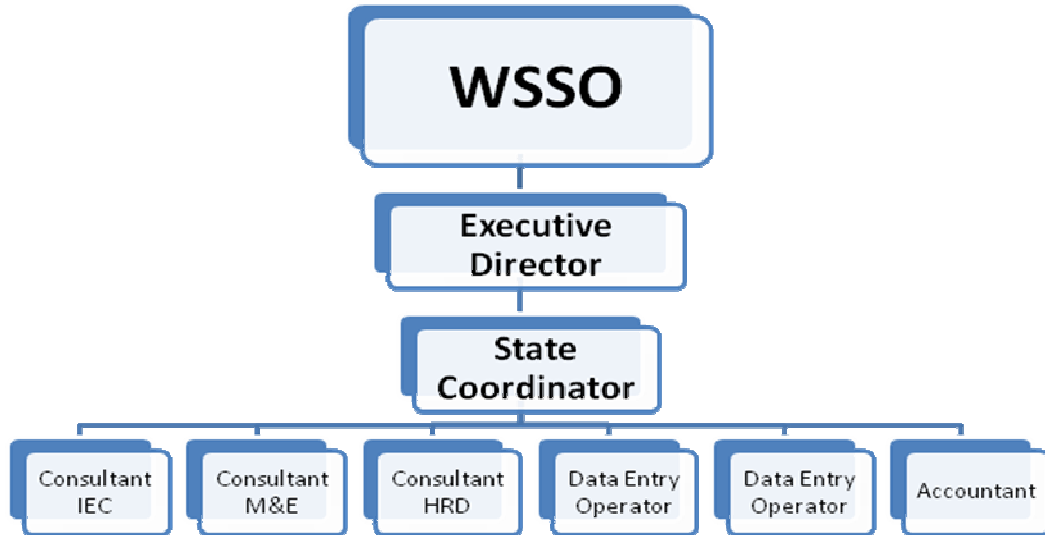
Save Water ⇒ Save Earth ⇒ Save Money ⇒ Save Energy ⇒ Save Economy ⇒ Save Country ⇒ Save People

<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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Structure of CCDU Govt. J&K.

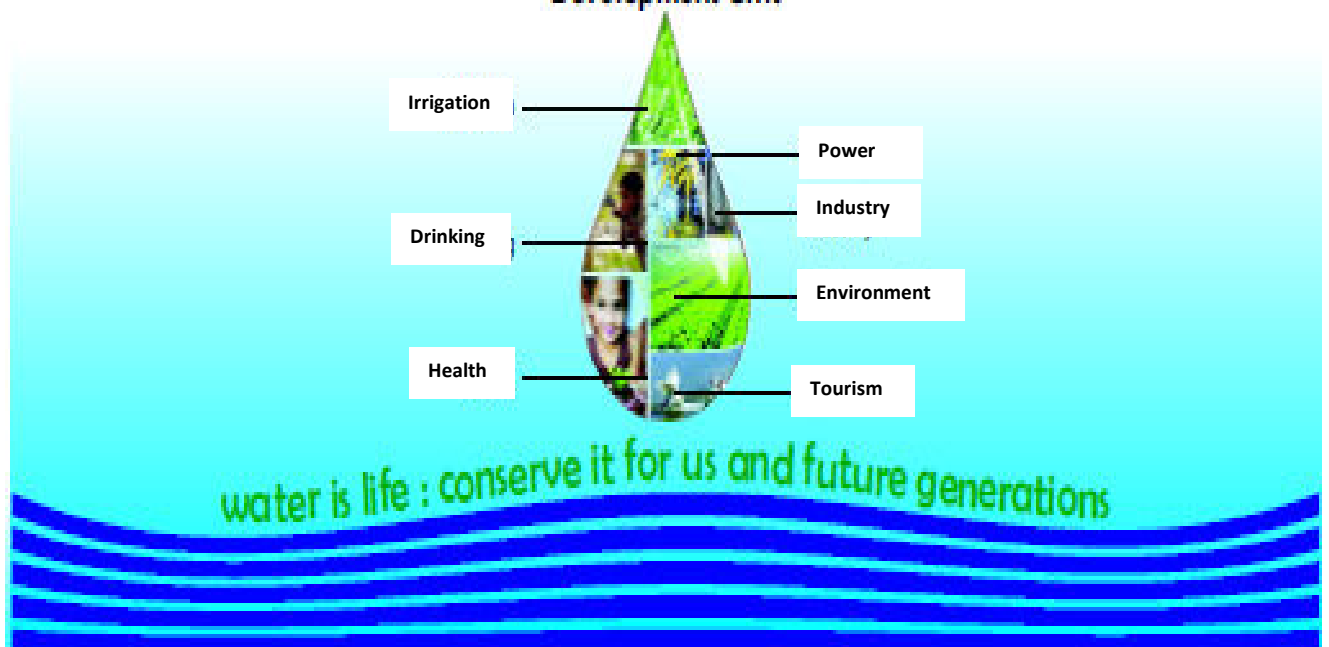


**In addition, computer assistants-02, Jr. assistants-02, Helper-05  
\*Source of recruitment either from PHE / on deputation / contract.**

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