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COMMUNICATING SAFE WATER AND HYGIENE AWARENESS IN RURAL INDIA

Process of a Media Package Development

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PUTTING FIRST THINGS FIRST

Communication support to development programmes is difficult to fully define in terms of corporate parameters like fund allocations and quantified targets. Institutional efforts to monitor communication activities using such indicators have often led to communication becoming synonymous with the production of materials, the only tangible aspect. In contrast, UNICEF's collaboration with the National Drinking Water Mission (NDWM) of the Government of India provided a welcome opportunity to change organisational perspectives about communication development, to focus clearly on the process rather than the products.

This document traces the logical process of developing communication interventions for achieving selected Mission objectives. It illustrates the multi-stage decision making required to lead to a coherent communication strategy and finally shape the media materials that flow from such a strategy. It also clarifies the kind and extent of interaction required between a professional agency and the client/s (in this case NDWM and UNICEF) to yield the desired level of output.

It was felt that the learning gained from participation in this two year long process by few colleagues from the NDWM, UNICEF and personnel from a professional communication agency (LINTAS) should be shared with other planners and managers of communication interventions within governments, NGOs and international agencies.

This report does not claim to represent guidelines for communication planning. Rather, it is a candid documentation of a process that we hope will help to counter the widely prevalent practice of putting 'products' before 'process' considerations.

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Water Supply and Environmental Sanitation Section

UNICEF, India

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* PHOTOGRAPHS

* PROCESS FLOW CHART

I.**BACKDROP****1. Setting up the Mission**

The National Drinking Water Mission (NDWM) was one of the six Technology Missions set up by the Government of India between 1985 and 1988. While the provision of safe drinking water to all the villages of India was an integral component of various development programmes ever since Independence, it was hoped that the setting up of the NDWM would provide the entire programme with an accelerated impetus and a much higher priority on a nation wide scale.

The basic premise of NDWM was that provision of safe drinking water helps prevent a host of water borne diseases that drain the nation's resources and that it reduces the burden on the lives of those who traditionally fetch the water : women and children. The specific targets of the Mission were as follows :

- a) To provide a source of safe water within a distance of 1.5 kms to 100000 villages by 1990 - to provide approximately 40 litres per person and 30 litres per head of cattle, daily.
- b) To eradicate the guinea worm disease from the country and to progressively eliminate excess fluoride, iron and salt from drinking water.
- c) To promote rain water harvesting and water conservartion.

2. First Stage Communication Objectives

The Mission's Communication objectives had been identified as follows :

- a) To create an awareness that water is a scarce national resource that should be judiciously managed.
- b) To create an awareness of the relationship between water and health

- c) To evolve community partnership in Mission goals
- d) To mobilise support and resources for the Mission.

3. Identification of Target Audiences and Target Behaviour

Various segments of the population were identified which would have to contribute towards the achievement of the above objectives. The desired role of each segment for the overall achievement of objectives was identified jointly by NDWM, UNICEF and the National Institute of Design (NID), who were consultants on the project. The target segments included Government officials, PHED workers, the user community, opinion leaders, NGOs, etc.

4. Understanding the Target Segments

At the request of the Mission, UNICEF India commissioned two major research studies in 1988 and 1989 to understand the current situation vis - a - vis the community and the role of the programme implementors i.e. the Public Health Engineering Departments (PHEDs) of state governments :

- a) A study was conducted in 8 states to assess the KNOWLEDGE, ATTITUDE and PRACTICES (KAP) of the user communities in rural India regarding drinking water and hygiene .*
- b) A study to gauge the feasibility of communication and social mobilisation activities using the vast and highly mobile network of the existing PHED infrastructure in the country.**

Apart from these studies, there was a lot of informal feedback collected through various government and NGO sources on the roles being played by the various identified segments.

* Water, Environment and Sanitation -- A report on qualitative and quantitative phases of KAP study in Rural India -- IMRB, 1989.

** Strategy Development Study for IEC using the existing PHED infrastructure -- MODE, 1989.

5. Broad Plan of Action on Communication for the Mission : Initial "Product - Orientedness"

Based on the researches and on the desired role that various segments were expected to play, the communication needs of the segments were identified by the Media Advisory Group to the NDWM in early 1989. At this point the NDWM requested UNICEF assistance for the development of a wide range of communication products which would be required to meet these needs. Different organisations were identified for producing various communication products or to spearhead different communication interventions. The list of organisations included various Government bodies, UNICEF, NGOs and advertising agencies.

6. Appointment of Professional Communication Agency

Under these circumstances, in mid 1989, Lintas India Limited were commissioned by UNICEF, with the initial brief of producing some of the communication products identified. The list, however, was not frozen and it was understood that the same could be further expanded or pruned on the basis of collective judgement of the various parties which included primarily the NDWM officials in Delhi, and the representatives of NID, UNICEF and Lintas.

II. APPOINTMENT OF PROFESSIONAL COMMUNICATION AGENCY

1. Initial Expectations from the Agency

Lintas had been appointed after a long list of communication products had already been drawn up. Quite a few of these products pertained to the objective of mobilising support and resources for the Mission since, perhaps by default, that is where Lintas were expected to have expertise.

2. Need to redefine the expectations

On deeper analysis, it was felt that the Mission's success depended more on the initial thrust being invested into the other objectives related to changes in user-KAP and people's involvement in reaching Mission goals. Also, it was felt that it was important to ensure synergy between the various communication products; hence an approach oriented to specific products only could compromise the impact of the complete programme. Further, it was important that the creation of all products should happen under the umbrella of an overall media strategy and Lintas expertise could be used to design the media strategy. Lastly, a fragmented, product-oriented approach could result in creating a clutter at the final stage, which could be avoided only if the products "grew" from a carefully designed central theme.

3. Final Role Definition for the Agency

Taking into consideration the above, it was finally decided that the agency should address itself to the communication needs of NDWM in totality before undertaking to produce specific products. Accordingly, UNICEF's contract with Lintas was split into two phases.

Phase - I : Development of the overall communication strategy (including the creative strategy and the media strategy) and of some illustrative creative material to explain the same to the clients i.e. Government of India and UNICEF.

Phase - II : Actual production of specific communication products as prototypes for testing in the field and to organise field testing in selected states.

III.

THE GROUND WORK DONE BY THE AGENCY

To develop an in depth understanding of the task, the agency undertook several weeks of exploration and analysis.

1. Desk Research

The following documents were studied in detail and conclusions assimilated.

- a) Communication Mobilisation Project on Drinking Water : A Report, - Ashoke Chatterjee, National Institute of Design, Ahmedabad, March September 1988.
- b) Water, Environment & Sanitation - Report on qualitative & quantitative phases of KAP study in Rural India - IMRB, 1989.
- c) A Report on a Strategy Development Study for IEC using the existing PHED Infrastructure - MODE 1989.
- d) Published statistical and technical information relating to Water Management.
- e) "Virasat" film - scripts.
- f) NDWM "Action Plan"
- g) Communication/training materials and project documents from the SIDA supported "SWATCH" project in South Rajasthan.
- h) Other communication products produced in the past, available with UNICEF and Government of India.

2. Personal Interactions

- a) With Water Mission officials
- b) With UNICEF
- c) With environmentalists
- d) With NGOs working in the field of Water Supply Management in Rajasthan.

3. Field Visits

- a) Participation in the Government of India and UNICEF sponsored Communication Strategy Development Workshop for Water and Sanitation, for governments of Tamil Nadu, Karnataka and Kerala at Gandhigram in September 1989.
- b) Visit to Social Work & Research Centre, Tilonia.

IV. PROBLEM ANALYSIS AND COMMUNICATION THRUST

1. Analysis

The KAP study revealed that popular definitions of "good" water for drinking covered both safe and unsafe sources and the large majority still depended on unprotected open wells for their drinking water. There was widespread public ignorance about how unsafe water affects health. Region-specific water handling practices were found to contain many active routes of drinking water contamination. In addition it showed that users generally saw public hand pumps as government property and their upkeep as the government's responsibility. They did not necessarily see handpumps as sources of safe water.

Thus, the entire problem of provision and management of safe drinking water in rural areas could be divided along two basic dimensions :

- i) Inadequacy of facilities to ensure user's access to safe water as per norms.
- ii) Sub optimal utilisation/misuse of existing facilities implying poor maintenance of handpumps, lack of cleanliness around handpumps and unhygienic water handling practices which render even handpump water unsafe.

The problems relating to the first dimension warranted a primarily hardware oriented solution, although communication had a vital role to play in it. Communication could, for example, help in articulation of demand for the hardware, which, in turn, could motivate the delivery system to perform better.

The second dimension, on the other hand, required a primarily software solution. The solution lay in changing the KAPs of the end users and of the people involved in the delivery system. The role of communication was much more vital here as that by itself could cure the malaise to a large extent.

2. Thrust area for Communication

It was felt that the thrust of the communication should be on the second dimension of the problem, i.e. suboptimal utilization of the infrastructure. It was further decided that the initial focus would be on the user community rather than on any other target segment (unless they were important as a channel in reaching the end users.) Accordingly, the highest priority was accorded to the following objective :

"To create an awareness of the relationship between water and health and to take up sub-missions on guinea worm and excess fluoride in specific areas".

However, guinea worm and excess fluoride content were area specific problems requiring area specific solutions. Lintas were asked to address themselves to the more general issue of "promoting the water and health linkage" and use that as a spring board to prompt proper utilisation of the available infrastructure.

V.**COMMUNICATION TASKS**

Keeping the focus of communication on "Water and health", the specific communication tasks emerged as follows:

1. To establish in people's minds the relationship between safe water and health and to explain that unsafe water could cause disease.
2. To promote the hand pump as the source of safest available drinking water in villages (in this case the India Mark II handpump).
3. To motivate user communities to maintain the hand pump and its surroundings in proper condition, to prevent groundwater contamination.
4. To motivate people to adopt selected key hygienic practices for handling drinking water, handwashing and disposal of human waste.

VI.

COMMUNICATION STRATEGY

1. Problem Diagnosis

The reasons for sub-optimal utilisation could essentially be summed up as follows:-

- a) Lack of knowledge of safe vs. unsafe sources of drinking water and essentials of hygiene.
- b) Lack of initiative because of:
 - i) force of habit often rooted in venerated traditions
 - ii) over dependence on Government machinery, to the exclusion of community responsibility.

2. Overall Communication Strategy

Clean, drinking water is critical for sustenance of life: unclean water could prove fatal. While nobody can deny the responsibility of the Government to provide the same, there is a limit to which the government machinery could render efficient service on such a large scale. Sheer logistics dictate the need for involvement of the community in maintenance of the infrastructure once it is installed.

It is important to appreciate that eventually clean drinking water is the key to survival of the individual. To that extent, every individual must actively contribute towards its provision not just as a matter of responsibility to the community but as a responsibility to oneself and one's dependents.

Only when the end users internalize this critical importance of clean drinking water could they be expected to imbibe the right attitudes and practices - breaking the shackles of ignorance, lethargy, habit force and retrograde traditions.

Hence the overall communication strategy revolved around promoting, guiding and supporting self reliance.

More specifically it was translated as follows:

- a) Impress upon the audience that safe drinking water is absolutely critical to survival - unsafe water could prove fatal.
- b) Promote handpumps as the safest available source of drinking water in villages (in this case the India Mark -II handpump). At one stage it was proposed that all Mark - II handpumps should be branded with the NDWM logo and that the NDWM logo should serve as a guarantee of safety of drinking water. This suggestion, however, had to be dropped because to ensure 100% safety of all branded sources may not be infrastructurally possible. The entire programme could suffer loss of credibility as a consequence.
- c) Inculcate a sense of community ownership of the handpump (as distinct from Government ownership) and, thereby, to motivate better maintenance of the same. This needs to be done not just through communication but through the implementing agency's efforts in involving the users in planning, site selection, training them in usage and maintenance of handpumps and surrounding areas, etc.
- d) Motivate adoption of key hygienic practices capitalising on point (a) of the strategy.

SINCE THE RESPONSIBILITY OF COLLECTION AND STORAGE OF DRINKING WATER IS PRIMARILY THAT OF THE WOMEN IN RURAL AREAS, WOMEN WERE IDENTIFIED AS THE PRIMARY FOCUS OF COMMUNICATION.

Children and men however, continue to be important as secondary target audiences.

3. Communication Challenges specific to the Target Audience

a) Challenges on the Creative Front

- i) The communication was trying to break habit patterns which could be several centuries old.
- ii) The messages, per se, had been repeated on several occasions in the past, although most of the communication had been rather didactic in tone. The result, at best, had been intellectual assimilation of messages without emotional acceptance or change in practice.
- iii) It was important that several messages be understood and imbibed in totality and yet there should be minimum clutter/confusion.

b) Challenges on the Media Front

- i) Low literacy levels among the target audience; therefore the written word had limited effectiveness.
- ii) TV has limited reach among the target population due to lack of access to TV sets.
- iii) Radio is the only mass medium with sizeable penetration.
- iv) Inter - personal communication is the most effective channel for behavioural change; but currently drinking water does not feature significantly on the agenda of established interpersonal communicators.
- v) Folk media have considerable penetration in rural areas but live performances need to be supervised to ensure accuracy of messages.

4. Creative Strategy

Keeping in mind the primary target audience, the woman, and the fact that the current practices related to drinking water were deeply ingrained into the habit system and often supported by tradition/mythology; it was decided that the communication should be delivered through a spokesperson who could actually be seen communicating to our audience on a one to one level.

The spokesperson would need to qualify on the following parameters:

- a) Should represent authority and credibility that transcends the authority of village elders, and other traditional sources of authority.
- b) Should be "scientific" in as much as being seen relevant to the context of drinking water, hygiene and the hand pump.
- c) Should be secular -- not aligned to any specific religion.
- d) Should be relevant for a large gamut of related messages even in the future.

Keeping in mind the above parameters the choice of the spokesperson first fell on "Ganga Ma" ("Mother Ganga" - a personification of the river Ganga). The points in favour of using "Ganga Ma" were as follows:

- a) A traditionally venerated mother figure.
- b) Traditionally one of the most accepted sources of pure water.
- c) Represents a figure of authority far greater than any human being.
- d) Would be relevant for communication related to drinking water.

However, "Ganga Ma" as a spokesperson suffered from one key problem. The Water Mission pointedly wanted to discourage the use of river water for drinking purposes. Also, given all the publicity to the "Cleaning of the Ganga" project, "Ganga Ma" had lost some of the connotations of purity associated with her.

Further search and analysis led to the final choice "DHARTI MA" (Mother Earth)

- i) Mother Earth has always been seen as a supporter of life --hence a figure of authority surpassing any human being.
- ii) The Water Mission was trying to propogate the adoption of hand pump water for drinking purpose. The hand pump water is clean because it comes from the bosom of the earth, where it is free from surface contamination. Thus "Dharti Ma" was a relevant scientific symbol of authority on the subject.
- iii) Numerous references in Indian mythology and traditional literature ratify the earth as "Mother Earth" or "Dharti Ma" or "Madar-e-Watan". Her appeal thus cuts across religious boundaries.
- iv) Once established, "Dharti Ma" could be the relevant spokesperson for various environment related messages even in the future.

Apprehensions about "Dharti Ma".

There was substantial debate between NDWM, LINTAS and UNICEF before the concept was accepted. The questions raised were:

- a) Were we propogating the belief in the "super natural" by taking recourse to "Dharti Ma" as a spokesperson? Would that not be militating against the establishment of a scientific temperament?
- b) In the final execution "Dharti Ma" would have to be featured in a human form but with a super human aura around her. Would that not result in her being perceived as a Hindu Goddess rather than a secular figure?

The response to the apprehensions:

- a) The basic principle of communication entails that one should begin at the level where the target audience is. From times immemorial, folklore governed the habits and behaviour of the Indian rural masses; the KAP study corroborated the same. By taking recourse to folklore to now communicate a message which would be of benefit to the target audience and is essentially scientific in its logic, should be construed as a step in the right direction rather than a retrogressive step.
- b) The problem of anthropomorphic representation of "Dharti Ma" resulting in her being seen as a Hindu Goddess was a serious problem. The solution was finally seen in adopting a communication idiom which is very much a part of the folklore and, at the same time, allows for anthropomorphic representation of almost any abstraction without leaning on any religion.

The idiom chosen was the "Nautanki" (a folk theatre form popular in Hindi speaking regions). In a Nautanki various abstractions like 'good', 'evil', 'victory', 'germs', 'trees', etc -- anything could take human form. So could "Dharti Ma" -- without conveying a supernatural presence in a natural setting and without offending the sensibilities of any religious sect.

The Nautanki could be suitably adapted to other forms of folk theatre such as puppet shows, etc. without losing its communication value.

5. Media Strategy

As mentioned earlier in this document, the assumption underlying the media strategy was that the most effective medium of behaviour changing communication is the interpersonal medium. Hence the focus would have to be on energising and strengthening existing interpersonal communication channels on the subject of safe water and health.

The role of the mass media would be to primarily enhance the impact through generating an aura around the entire programme. The mass media would enhance the credibility of the interpersonal communicators and also provide a spring board to the interpersonal communicators in their efforts.

While radio and TV (howsoever limited its effectiveness) would be used for the purpose, live folk media would also be employed judiciously. In fact the use of folk media would be of critical importance in 'humanising' the entire process of installation of the handpump. The folk media could make a public event of the installation rather than it being a cold technical event. That, by itself, would go a long way in reorienting the attitude of users vis-a-vis the handpumps and the attitude of the implementors vis-a-vis users' involvement.

To enhance the publicity value of handpump installation, some printed communication products would also be used where the text would be important but even the visuals alone would be fairly communicative.

With regard to interpersonal communicators, the key strategy evolved was to utilise the existing structures and people. Key functionaries among these would be the PHED field forces. The PHEDs represent the most widely reaching organ of the Government with the highest frequency of contact with the end users. If PHED personnel could be oriented to the task of being communicators alongwith being technicians, much higher levels of the resource utilisation could be achieved. In fact this is what was envisaged even at the initial stage when the Mission was formed.

The other interpersonal communicators would be the Anganwadi workers, school teachers, para medical staff, etc. They would all be provided with two-way communication aids to help them in their task.

VII.

COMMUNICATION PRODUCTS

Taking into consideration the foregoing discussion on the creative strategy and the media strategy, it was decided that the core product in the communication package would be a Nautanki. This Nautanki would contain the entire gamut of messages which need to be delivered to the target audience.

Ideally the Nautanki should be staged live. However, taking into account the costs and the feasibility of moving the artists to various locations, it was decided to record a Nautanki on video and play on 100" screens using Video Vans.

The messages delivered through the Nautanki would be reinforced through TV spots and radio spots. Each of these spots would focus on a single message but would continue to revolve around the central theme of "Dharti Ma" (Mother Earth) which would be projected through the Nautanki.

Apart from these, there would be communication products to enhance the ambience of the various "Jal melas" (safe water fairs).

Lastly a flip book was designed as an illustrated discussion guide for village level communication.

The list of the products was as follows:

1. Nautanki - A 30 minute folk play "PANI KI KAHANI" depicting the story of a battle between the king of germs and the villagers. The villagers defeat the germs with the help of advice from and a handpump gifted to them by "Mother Earth".
2. 4 TV Spots 2 min. each, based on single messages from the Nautanki.

- | | | | |
|----|---------------|---|---|
| 3. | 4 Radio Spots | - | 1 min. each, based on single messages from the Nautanki. |
| 4. | 2 Songs | | On safe water from handpumps and key hygienic practices - to be used at "Jal Melas" (Safe Water Fairs). |
| 5. | 3 Posters | | On handwashing with soap, hygienic water handling and care and maintenance of the handpump by users. |
| 6. | 3 Banners | | About safe water from handpumps as the safe guard for health and life. |
| 7. | Buntings | | On the same messages as the banners. |
| 8. | Flip Book | | Illustrated discussion guide on safe water, hygiene and health for use by village level communicators. |

VIII.

FIELD TESTING

1. Design

Before the communication products were finally rolled out into the field, it was important to check their effectiveness and also to test in case there were any negatives associated with them. The key focus was on the apprehensions about acceptance of the concept of "Dharti Ma" by the culturally and religionwise heterogeneous target population.

Also it was felt that the package, and not just individual products, should be tested for effectiveness in real life situations.

Since the package was designed in Hindi it was decided to test the same in the Hindi speaking belt. The package and the individual items were tested in one district each in Rajasthan, Madhya Pradesh and Bihar and in 2 districts in Uttar Pradesh (given the large size of U. P.) Instead of a live folk theatre show, the 'Nautanki' was filmed on video and Video - On - Wheels (VOW) vans used for screening for logistical reasons. The VOW show was organised in 8 villages in each district. Apart from this the entire package, complete with the actual installation of handpump/drilling at site, was tested in a total of 12 villages in 5 districts.

2. Organisation

Given the scale of the research, it was decided to invite proposals from three professional research agencies. A detailed analysis of the proposals was undertaken by UNICEF and Lintas and finally MODE Services Ltd. were selected for the assignment.

Since the research involved not only testing of individual communication products but also of the complete package in a real setting, it entailed total involvement and support from the State level PHEDs in every selected state. To this end, the Mission Director of the NDWM, wrote to every state PHED to ensure their cooperation. Subsequently, Lintas established direct contact with the Chief Engineer or the nodal officer in every state PHED.

In every state, a district was identified taking into account the existence and proper functioning of handpumps in the various villages. The villages were further shortlisted on various demographic parameters. Additionally, since the mela package envisaged the drilling or installation of handpump as an integral part of the show, in every district two villages were identified where this activity could actually be organised, synchronized with the show put up by Lintas. The route plans were then drawn up by the PHED and MODE and VOW were kept closely informed so that they could plan their schedules accordingly.

The complete organisation came under severe strain on account of sudden upheavals in the political climate, which included the national elections and their subsequent interruption and postponement. Consequently, the field testing was pushed, undesireably, well into the monsoons, but it was completed to satisfaction by end of August 1991.

3. Summary of Findings

The findings were based on a total of 3392 interviews spread over 5 districts, the sample sizes being split evenly between men and women. The findings were as follows:

a) Video Van Operations

- i) With the best possible pre-publicity efforts, the typical audience size per show was 500, of which about 15% comprised women.
- ii) The video vans were more effective in reaching the secondary target group. (about 40% of a typical audience being men and another 45% being Children).

b) "Dharti-Ma" as the spokesperson

- i) The concept was universally liked, being interpreted generally as a "Mother/Goddess" figure or as representing womankind / earth / human race.
- ii) The scenario was no different when the responses of the Muslims were analysed vis-a-vis the total sample of predominantly Hindu Viewers.

c) Individual communication products

- i) In principle, all the communication forms and the basic approach of using folk theatre, was ratified beyond any doubt.
- ii) On all parameters, including message delivery, execution, tone & style, entertainment value, memorability and viewer identification with situations depicted, all items scored well above the minimum norms of acceptance.
- iii) The aspect of Water handling (use of ladle) required greater emphasis, particularly through visual and audio-visual media.
- iv) The interpersonal communication aid (flipbook cum discussion guide) developed was easy to use and liked by the Anganwadi workers. They were able to demonstrate its use effectively with a few minutes of familiarisation. This medium can play a major role in reaching rural women in view of the limited reach of other media. During the field test it elicited the best response from women viewers, followed by children.
- v) The communications products developed were found good enough for field release, subject to the minor amendments which might be considered, for specific regions/pockets.
- vi) However, an important lesson was learnt. The communications were developed in Hindi for the Hindi belt. Yet, the language and execution of the audio visual/ audio faced problems in Ranchi (Bihar), considered a part of the Hindi belt. A closer look revealed that the Ranchi district has a large tribal population, where the people are ethnolinguistically starkly different from the popular concept of the typical Hindi belt rural citizens. This underscored the importance of ethnic and linguistic (dialect) compatibility in designing mass communication material in any region.


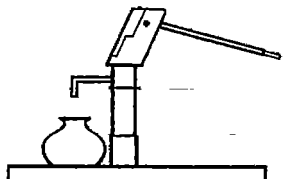
THIS PROTOTYPE MEDIA PACKAGE IS NOW BEING HANDED OVER TO THE STATE GOVERNMENT OF HINDI SPEAKING REGIONS FOR FIELD USE. IT IS HOPED THAT IT WILL SPARK OFF STATE GOVERNMENT INTEREST ALONG SIMILAR LINES IN OTHER LINGUISTIC AREAS.

COMMUNICATION PRODUCTS

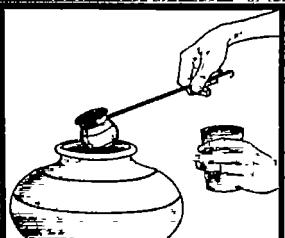
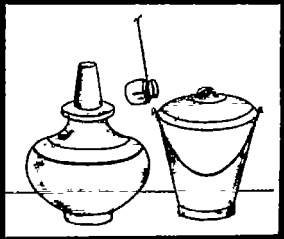


POSTERS

**धरती से निकली जलधारा
इसे स्वच्छ रखना कर्तव्य हमारा**

**पानी हमेशा साफ बर्तन
में रखें।**

**पानी हमेशा लम्बी डूँडी
या लाल बर्तन से निकालें।**

**पानी हमेशा ढंक कर
रखें।**

Hygienic practices for handling drinking water.

Groundwater—the foundation of healthy life. The area around the handpump should be kept clean.

Hand washing with soap or ash keeps disease away.

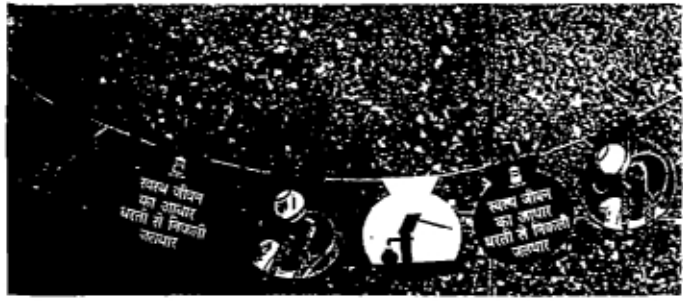
**सभी जावन का आधार
जलधारा से निकली जलधारा**



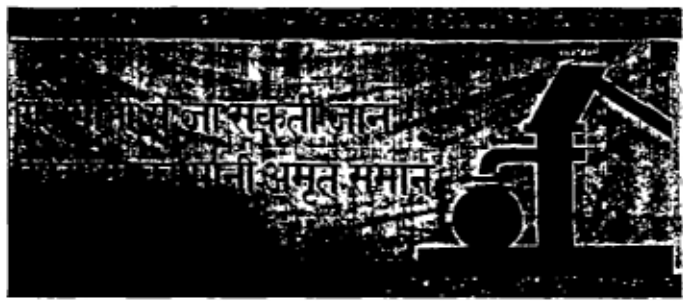
**सबसे अधिक ध्यान जरूर
देना पड़ेगा कि हाथों को साफ रखें**



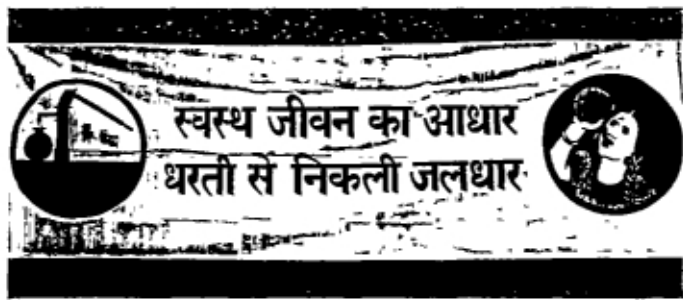
BUNTING AND BANNERS



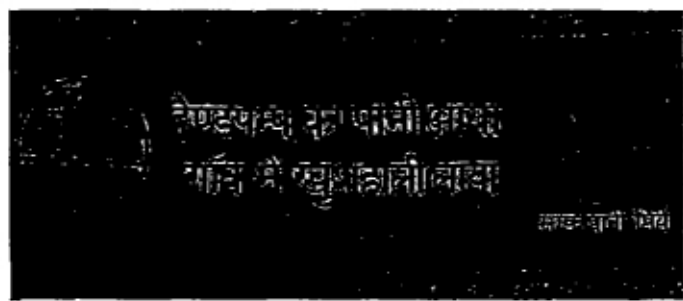
Groundwater—the foundation of healthy life.



Unclean water could be fatal whereas handpump water supports healthy living.



Groundwater—the foundation of healthy life.

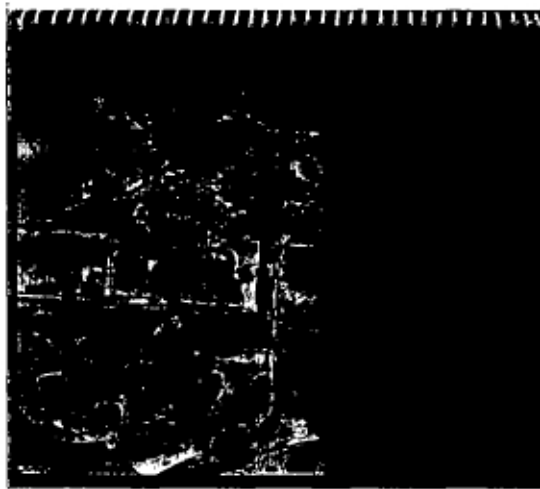


Handpump water brings prosperity to the village.

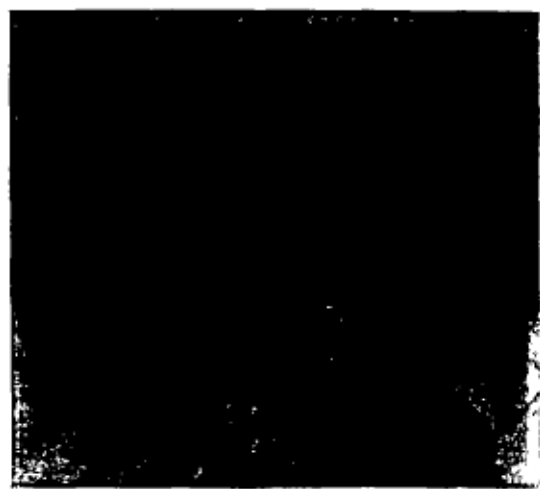
FLIP BOOK



Anganwadi worker demonstrating the use of the flip book

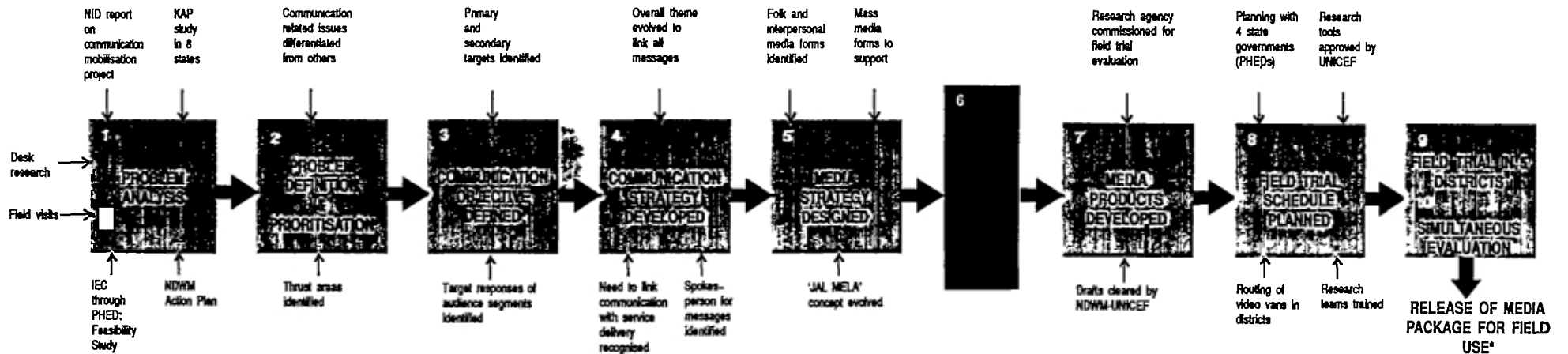


Flip book cover



An inside page of the flip book

NDWM MEDIA PACKAGE COMMUNICATION DEVELOPMENT PROCESS

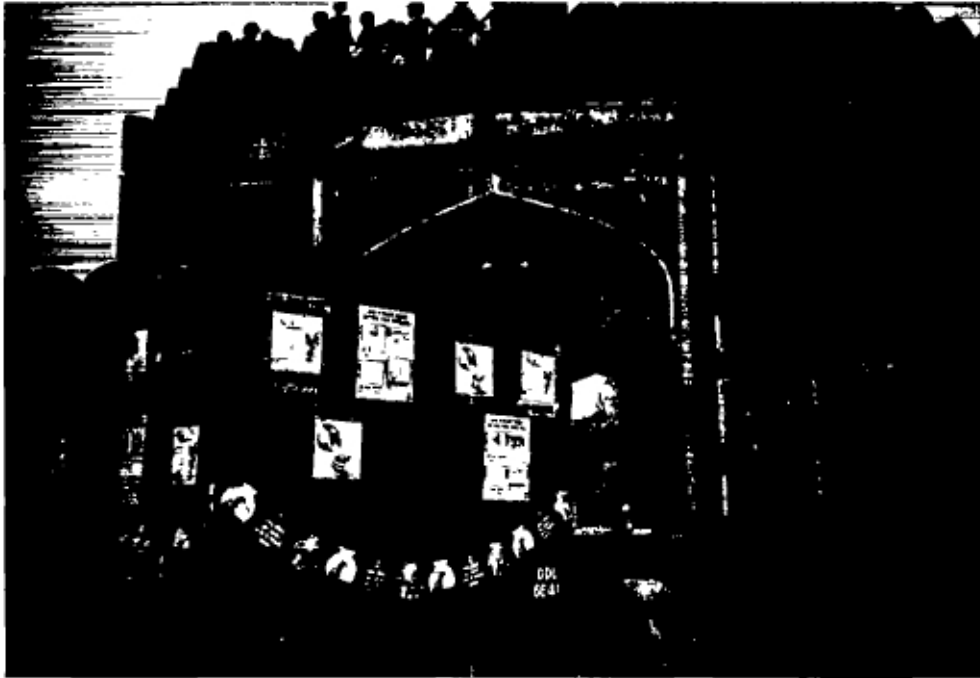


*In case of negative feedback we may return to stage 4, 5 or 7. However, in this experiment the feedback was positive and feed release was recommended

Phase 1: Strategy formulation

Phase 2: Production, field trial & evaluation

VIDEO VAN OPERATIONS



▲ Festooned video van reaches the village



▲ Public announcements and "Mela" songs draw in crowds for the show



▲ The Nautanki show in progress

SNAP SHOTS OF FIELD TESTING



▲ PHED infrastructure at a field test site



Interaction with villagers during field testing

